

FAIRFAX MEDIA LIMITED 2015 ANNUAL GENERAL MEETING AND TRADING UPDATE

SYDNEY, 5 November 2015: Fairfax Media Limited [ASX:FXJ] is holding its Annual General Meeting in Sydney today.

Speeches & Presentations

Speeches and presentations to be delivered by Chairman Nick Falloon and Chief Executive Officer Greg Hywood are attached.

Trading Update

A trading update contained in the CEO presentation is set out below:

Metro print advertising conditions remain difficult, reflecting the ongoing structural change being experienced globally and weak consumer confidence domestically.

Regional and rural advertising markets are challenged, while macro-economic conditions are weighing on the broader New Zealand economy.

FY16 year-to-date overall group revenues for continuing businesses are up 2% to 3% compared to the prior year.

Across our current revenue reporting segments:

- Metro Media, which includes Domain, is up around 10%.
 - Publishing revenues are down around 9%.
 - Domain's overall revenue is up 68% with its total digital business up around 43% and domain.com.au up around 45%.
- Australian Community Media is down around 11%.
- New Zealand is down around 9% including currency impact.
- Macquarie Radio Network is up around 56% on a continuing business basis (which excludes 96FM which was sold in January 2015) and up 29% on a reported basis. Last year's result includes only Fairfax Radio Network revenue and does not include MRN in the base.

Structural changes in the publishing business are continuing and print advertising weakness in the first half has necessitated additional cost reductions across the business.

We are continuing transformation and strengthening our growth businesses through disciplined investment, which includes increasing operating expenses in Domain to maintain the business's growth trajectory.

Consistent with our comments made at the FY15 result, we expect domain.com.au costs to increase at a similar rate to FY15 (which was about 30%).

Webcast

Go to www.fairfaxmedia.com.au/investors/webcasts

– ENDS –

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FAIRFAX MEDIA LIMITED 2015 ANNUAL GENERAL MEETING CHAIRMAN'S SPEECH

Slide 1, Slide 2

Ladies and Gentlemen, welcome to the Fairfax Media 2015 Annual General Meeting.

My name is Nick Falloon. I am the Chairman of the Board of Directors.

It is my pleasure to introduce to you the members of the Board and the senior executives on the stage.

Starting on my left, may I introduce:

Linda Nicholls, David Housego our Chief Financial Officer, Greg Hywood our Chief Executive Officer, Gail Hambly our Company Secretary, Sandra McPhee, Jack Cowin, James Millar, Michael Anderson, Peter Young and Todd Sampson.

This is my first Fairfax AGM.

I joined the Board in May as a Director and became Chairman upon the retirement of Roger Corbett at the end of August.

If I may, I would like to take a moment to introduce myself.

I have been a participant in the media industry for 30 years. From 2002, I spent nine years as Executive Chairman & CEO of Ten Network Holdings. I also served as the CEO of Publishing and Broadcasting Ltd and before that was the company's CFO.

It is an honour to serve the Company and you, our shareholders, and to continue the important work we do in our community through our independent journalism.

And, I would like to acknowledge the significant contribution that our previous chairman, Roger Corbett, made to our Company. The Board and I look forward to building on his achievements as we continue working to make Fairfax Media a stronger, more diversified media company, increasingly focused on high-growth opportunities.

Turning now to today's meeting...

Shareholders were given the opportunity to ask questions in advance of this meeting. We have endeavoured to answer as many of those questions as possible in my and the CEO's comments.

There will be an opportunity for shareholder questions and discussion later in this meeting.

I would now like to take you through the Company's performance over the last year.

Slide 3

In the last two years Fairfax has been in a strong financial position and has achieved operating earnings stability. This demonstrates the success of the Company's strategy to optimise its core strengths and re-shape and prepare the business for future growth. We have done this while continuing to adapt to new technology and changes in consumer behaviour that are sweeping through the media industry globally.

Total Group revenue for continuing operations increased 0.3% year-on-year to \$1.84 billion in the 2015 financial year. This is the first time in eight years that the Group has delivered year-on-year revenue growth.

The result reflects the many actions taken over recent years including acquisitions, restructuring and growth initiatives, including a significant contribution from our real estate and media services business Domain Group.

The Company has diversified its revenue streams – and is implementing a strategic plan to address the ongoing structural shift away from print advertising, which is taking place both locally and internationally.

For 2015, Fairfax delivered operating EBITDA of \$287 million for continuing businesses, which was about 3% lower than the prior year.

This result has been achieved despite significant investment in operating costs of around \$42 million – the majority in our growth engines – Domain, Events and Stan. That investment is yet to be fully reflected in the performance of these businesses.

For continuing businesses, earnings per share went from 6.3 cents to 6 cents, and we paid total dividends for the year of 4 cents per share.

The Company reported a statutory net profit after tax of \$83 million. This was after taking into account \$61 million of significant expense items after tax. The result compares with the statutory \$224 million last year which benefited from significant profit items after tax of \$67 million, the majority of which related to the sale of Stayz.

The Company again finished the financial year with a strong balance sheet with net cash of \$64 million. This follows significant net debt reduction in recent years, putting us in a strong position to both invest for growth and undertake capital management strategies focused on maximising shareholder returns.

In February, the Company announced an on-market buy-back of up to 5% of ordinary shares over 12 months. We are approximately 80% through this buy-back.

While the entire media industry is confronted by change, Fairfax is leading the way – thinking through the immense challenges of reshaping, restructuring and revitalising the traditional media model.

Throughout this evolution, Fairfax has maintained a resolute focus on maximising shareholder value by engaging audiences, communities and businesses through its compelling content and services, monetised across a range of business models.

Our business is maintaining and leveraging its strength and scale as a provider of quality, independent journalism – across digital, radio and print – in the local and metropolitan communities we serve.

Our quality independent journalism remains at the heart of our business – and that's what attracts large-scale audiences to our hundreds of newspapers and websites.

Slide 4

We are executing our strategy to optimise our core strengths.

Put simply, there are three elements of that:

- We are growing our core businesses. This includes building and investing in our major growth vehicle Domain Group. Since joining the company I have been impressed by the incredible momentum the Domain business is achieving. We are also growing verticals and leveraging areas where we have competitive strengths and skills – such as Life Media & Events – and realising the full potential of our restructured Radio business, which now takes the form of a 54.5% shareholding in the ASX-listed Macquarie Radio Network.
- We are continuing the transformation required to create a sustainable publishing business, spanning metropolitan and community titles, on the print to digital journey. This involves reshaping the publishing model, continuing to deliver efficiencies, and maintaining cost discipline.
- And finally, we are investing to develop new growth verticals by leveraging our balance sheet strength to pursue strategic opportunities and to create shareholder value.

Greg will talk further on our strategy and the significant developments and milestones that have contributed to our progress.

Slide 2 (repeat)

Another matter of great importance to all shareholders is the state of media ownership laws governing our industry.

Fairfax's view on the need for media law reform is well known. The current legislation, namely the 75% reach rule and two-out-of-three rule, simply does not meet the needs of the industry or the community. It is hindering the development of modern media for Australian consumers and has the potential to greatly restrict the quality of content that flows to them in the future.

Fairfax is strongly advocating for modernising media ownership laws. The reality is that those old media rules advantage our overseas-based competitors at the expense of Australian-owned media.

Australian media companies are facing significant challenges, both global and technological, and they need to be free to compete on an even playing field.

The Government together with the Opposition has the opportunity to drive great economic and social reform through new policy initiatives which meet both the needs of the media industry and the Australian community.

Know that as we shape the Company's future, my fellow directors and I will strive to ensure our decisions position Fairfax to best operate in a contemporary media environment, ready to take full advantage of new opportunities.

The strength of our balance sheet, reduced cost structures, and leadership of our mastheads, position Fairfax to take advantage of any market opportunities that might arise to the benefit of our audiences, consumers and to maximise value for our shareholders.

I would now like to make a few remarks about two matters that are the subject of resolutions at today's AGM – the Remuneration Report and the election of directors.

New remuneration arrangements for management have now been in operation for two years. The plan is heavily weighted to longer term equity opportunities and the achievement of strategic milestones and received strong support again at last year's AGM. Your continuing support of these arrangements is well justified by the Company's results to date.

Today we have three serving directors standing for re-election: Jack Cowin, Michael Anderson and James Millar. I will be standing for election.

I would like to acknowledge my fellow Board members for the valuable skills and experience they each bring to this Company.

Finally, on behalf of the Board, I would like to thank all our people for the important work they do and their unrelenting commitment to progressing Fairfax into the future. The level of passion and energy inside this organisation is truly inspiring.

In Greg we have a highly capable, talented and determined leader who is driving innovation through all parts of the business.

Continuing to embrace change is absolutely vital to sustain our commercial model in the face of reducing traditional revenues and the quickening adoption of new communication technologies by consumers.

I am, and your Board is confident, that Fairfax is well positioned to thrive into the future and maximise shareholder value, while staying true to our proud 184-year history of maintaining core editorial values of independence and integrity.

There is great opportunity ahead for Fairfax – and it is a great privilege to be part of it.

I now invite Greg to speak to you.

– ENDS –

ANNUAL GENERAL MEETING

GROW

TRANSFORM

INVEST

THE WESTIN SYDNEY, 5 NOVEMBER 2015

Fairfax Media



CHAIRMAN'S ADDRESS

NICK FALLOON

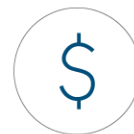


SNAPSHOT OF FINANCIALS



\$1.84BN

Group revenue
for continuing operations
+0.3% ON LAST YEAR



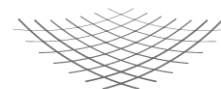
\$83M

Statutory net profit
for continuing operations
\$224M LAST YEAR



\$287M

EBITDA
for continuing operations
-3.4% ON LAST YEAR



\$64M

Net cash
AT JUNE 2015



6¢

Earnings per share
for continuing operations
-4.6% ON LAST YEAR



4¢

Total dividend per share
CONSISTENT WITH LAST YEAR

Note: Presentation refers to FY15 except metrics for Stuff (as at September 2015) and Stan (as at October 2015).

OUR STRATEGY

DEVELOP AND BUILD ON CORE STRENGTHS, INVEST AND CONTINUE TRANSFORMATION TO CREATE SHAREHOLDER VALUE



GROW

- > Build and invest in Domain Group
- > Grow verticals and leverage areas where we have competitive strengths and skills, e.g. Life Media & Events
- > Realise full potential of restructured Radio business



TRANSFORM

- > Continue the transformation of the publishing business on the print to digital journey
- > Reshape the publishing model
- > Continue to deliver efficiencies
- > Maintain cost discipline



INVEST

- > Develop new growth verticals (e.g. Stan)
- > Pursue strategic opportunities
- > Leverage balance sheet strength



FAIRFAX MEDIA LIMITED 2015 ANNUAL GENERAL MEETING CHIEF EXECUTIVE OFFICER'S SPEECH

Slide 1

Thank you Nick, and good morning ladies and gentlemen.

As Nick mentioned, Fairfax Media achieved a significant milestone in 2015, delivering revenue growth for continuing businesses for the first time in eight years.

Step by step, milestone by milestone, Fairfax Media is doing what some thought could not be done.

We are proudly at the forefront of developing a contemporary media business model, underpinned by contemporary journalism.

We are leveraging the huge audiences our journalism brings underpinned by the large bank of marketing inventory at our disposal to build new businesses beyond advertising and subscription revenues.

This is a testament to our commitment to embrace the opportunities arising in the modern media world.

As many shareholders know, the financial and operational transformation of Fairfax commenced around four years ago.

We have been re-setting our cost base, implementing a series of operational changes, and strengthening the balance sheet through a number of strategic asset sales.

We have also identified new growth sources, most notably Domain, which has delivered enormous value to shareholders with, we believe, significantly more to come.

Today our business and culture thrive on innovation. Customer and digital centricity is part of our organisational DNA.

Slide 2

I thought there would be value in showing you today's Fairfax Media. We have a diversified portfolio of seven media businesses – each contributing to our strategy of building and monetising our large-scale audiences by providing quality, independent journalism, content and experiences.

In reshaping and preparing the business for growth and investing for the future, we identified several growth engines to which we have applied dedicated focus, attention and resources.

Those engines include:

- Domain Group – which I'm sure you're all familiar with;
- Life Media & Events – our strong portfolio of lifestyle-oriented products spanning travel, health, food, parenting, motoring. We run one of the largest events

businesses operating across Australia and New Zealand, focused on running, swimming, food and wine, parenting, business and the arts;

- Digital Ventures – our specialist business unit embracing entrepreneurial and disruptive thinking with a strong portfolio of digital publishing assets and transactional businesses, along with our 50:50 joint venture subscription video-on-demand service, Stan.

Slide 3

I'll now outline some of the significant developments and milestones we have achieved in executing our strategy – starting first with our strategy to grow.

Slide 4

In the last two years we have implemented our strategy to realise Domain's full potential – providing the business with the autonomy, and the resources necessary, to make it the national real estate media and services powerhouse it is fast becoming.

This strategy is based around achieving parity in agents and listings, underpinning strong audience growth with a particular focus on mobile product development.

Mobile is where the audience is at – and Domain is all about mobile, with 67% of agent leads now coming via mobile platforms.

Domain now has the leading app – with the highest consumer ratings, the most number of industry awards, and the highest consumer traffic.

We have invested \$150 million in acquisitions that have expanded Domain's footprint and broadened its offering. Acquisitions include Canberra's leading property portal Allhomes, and moving to full ownership of Victoria's premium real estate and lifestyle-focused magazine business, MMP.

We have also heavily invested in sales and product development, which means the business is making fast progress in executing its strategy: growing revenue; significantly increasing agent and listings penetration; and accelerating audience growth.

Slide 5

Our strategy to grow our Events business involved combining it with our solid portfolio of Life Media brands, in order to build on the strong natural audience and commercial links between the two businesses.

Our events, including our highly-successful night food markets and our recently purchased Openair Cinema business, make us part of a global growth industry driven by people's increased demand for face-to-face contact across all aspects of entertainment.

Our journalism drives enormous audiences and we are monetising that success.

Slide 6

Our strategy for Radio involves unlocking cost and revenue synergies through the industry consolidation we achieved by combining Fairfax Radio Network with Macquarie Radio Network – and delivering great listening for our audiences. The merging of these two networks has created a genuine national News, Talk and Sport network with the number one stations in Sydney and Melbourne.

We have received synergy benefits from the merger; in addition we realised \$100 million in cash proceeds.

Slide 7

Fairfax has undergone – and is undertaking – extraordinary transformation to create a sustainable publishing business on the print to digital journey.

We are continually driving efficiency and innovation, in addition to focusing on organic growth initiatives and acquisitions.

We put hundreds of journalists and sales people into local communities.

That localism, combined with a national footprint and journalism of significant scale, is our competitive advantage.

In transforming our publishing business, we are taking advantage of the opportunities presented by the global nature of digital publishing – including the learnings from the digital-only publishing businesses we have invested in.

Slide 8

Our strategy for our Australian Metro Media publishing business involved reorganising newsrooms to be genuinely digital-first, significantly reducing costs, and outsourcing where appropriate.

We have dismantled a legacy-based, vertically-integrated structure and become a leaner, more agile organisation, from editorial production, advertising, sales and contact centres.

We have also improved profitability through the diversification of our revenue base, having successfully introduced digital subscriptions for the SMH and The Age.

We embraced change, and at the same time have built the largest audience in the company's history, with three quarters coming to us on our increasingly mobile digital platforms.

The Sydney Morning Herald is Australia's most-read masthead. It's a far cry from the print-only world of 20 years ago where our competitors dominated audiences.

In the environment of declining print advertising revenues, we are working through a process of reshaping for the future so we can maximise shareholder value.

We are a strong believer that our mastheads have a great future in whatever mix of print and digital form they take.

Slide 9

Our strategy for our Australian Community Media (ACM) business involves applying many of the same principles that successfully transformed the operations and performance of our Metro business.

ACM's six geographic operating groups now work more closely together and share resources across hundreds of newspapers, websites and events.

ACM is more than halfway through its 18-month restructuring program aimed at building a stronger, sustainable and modern media network.

We are upgrading our newsrooms and our people are working more efficiently, with new technology, new systems and contemporary editorial production practices and we have a vastly-improved local sales approach.

The restructuring plan will deliver \$60 million of annualised cost benefits by the end of FY16, while maintaining a strong footprint for local news, content and sales capability.

Slide 10

The strategy for our New Zealand business has involved significant product innovation – as well as editorial and sales transformation – to build a digital future and improve audience monetisation.

Stuff.co.nz is an impressive force as a modern digital news product, now the third largest digital site in the country, behind Google and Facebook.

Slide 11

Moving now to the invest leg of our strategy.

Fairfax's balance sheet puts us in a strong position to pursue strategic opportunities.

Net cash of \$64 million on the balance sheet provides us with considerable flexibility to continue to invest, both in our existing businesses and via acquisition, as we continue the Company's transformation.

Slide 12

There has been significant investment activity in our Digital Ventures business.

Our strategy for Digital Ventures encompasses three core components: digital-only publishing; Stan; and a range of transactional and early stage investments.

In August we launched HuffPost Australia – a local edition of leading global source of news and information *The Huffington Post*.

During the year we invested \$20 million in Digital Ventures, excluding our investment in Stan.

We are investing \$50 million in Stan over a multi-year period, including marketing and advertising. Stan is a compelling consumer proposition in terms of value and content. The \$10 a month service provides subscribers with access to the largest content library of TV shows and movies in Australia.

Slide 13, Slide 14

I will now make some brief comments about current trading conditions – which encapsulate both the opportunities and the challenges our business is dealing with.

Metro print advertising conditions remain difficult, reflecting the ongoing structural change being experienced globally and weak consumer confidence domestically.

Regional and rural advertising markets are challenged, while macro-economic conditions are weighing on the broader New Zealand economy.

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Consistent with our comments made at the FY15 result, we expect domain.com.au costs to increase at a similar rate to FY15 (which was about 30%).

Slide 15

I would like to briefly talk about the great people at Fairfax.

We now operate with a reinvigorated and highly energised culture, with our people adept at using the modern tools of media to drive audience engagement and commercial success.

The Company's achievements to date are a reflection of the performance of our people.

We have significantly re-scaled our business – and yet we haven't skipped a beat in delivering quality journalism and content to our large-scale audiences across all available platforms, while maintaining independence and integrity.

Outstanding journalism remains at the heart of our business. That journalism – and our journalists – have been recognised through multiple awards over the last year.

We are investing in our talented workforce across Australia and New Zealand, equipping them with the new skills and technology needed to take our business into the future.

Finally, may I also acknowledge Roger Corbett.

Roger made an extraordinary contribution and was instrumental in guiding Fairfax, its strategy and transformation to become a stronger, more diversified media company.

The Board, now led by Nick, is clear-sighted about the immense opportunities ahead and our ability to seize them as we grow, transform and invest.

As we continue the transformation of this great company, we are confident in our business model and strategy – a strategy which translates quality, independent journalism into value for shareholders.

I will now hand back to the Chairman.

– ENDS –



CEO'S ADDRESS

GREG HYWOOD



STRONG DIVERSIFIED MEDIA PORTFOLIO

DRIVING CONVERSATIONS THAT MATTER, CREATING CONNECTIONS THAT COUNT

AUSTRALIAN METRO MEDIA

Leading metropolitan newspapers and digital media

DOMAIN GROUP

Real estate media and services

LIFE MEDIA & EVENTS

Lifestyle media assets and events

DIGITAL VENTURES

Portfolio of digitally-focused assets

AUSTRALIAN COMMUNITY MEDIA

Leading rural and regional newspapers and digital media

NEW ZEALAND MEDIA

Leading NZ newspapers and digital media

MACQUARIE RADIO NETWORK

Leading national news, talk, sport and music radio network

The Sydney Morning Herald

Domain

CITY2SURF

weatherzone°

HERALD

stuff.co.nz

2GB
876-3AM

GPR882
882-8AM

THE AGE

allhomes
GOHOMES

DAILYLIFE

THE HUFFINGTON POST

MERCURY

THE PRESS

3AW
663

Magic1278

FINANCIAL REVIEW

apm PriceFinder

goodfood

allure
MEDIA

THE LAND

THE DOMINION POST

2UE
954

Magic882

brisbanetimes.com.au

CommercialRealEstate

openair
cinemas

Stan.

The Canberra Times

Waikato Times
As Waikato As It Gets

4BC
916



7.5M

Australians across print, web, mobile/tablet

4.7M

Australians across print, web, mobile/tablet

4.1M

Australians across print, web, mobile/tablet

2.2M

across print, web, mobile/tablet in Allure Media business

3.9M

Australians across print, web, mobile/tablet

2.8M

New Zealanders across print, web, mobile/tablet

2.3M

Australians across network radio stations

OUR STRATEGY

DEVELOP AND BUILD ON CORE STRENGTHS, INVEST AND CONTINUE TRANSFORMATION TO CREATE SHAREHOLDER VALUE



- > BUILD AND INVEST IN DOMAIN GROUP
- > GROW VERTICALS AND LEVERAGE AREAS WHERE WE HAVE COMPETITIVE STRENGTHS AND SKILLS, E.G. LIFE MEDIA & EVENTS
- > REALISE FULL POTENTIAL OF RESTRUCTURED RADIO BUSINESS

GROW



Domain
FIND YOUR PERFECT HOME

DOMAIN GROUP

BUILDING A STRONGER REAL ESTATE MEDIA AND SERVICES BUSINESS



DIGITAL
REVENUE

+36%



DIGITAL
EBITDA

+37%



DOMAIN GROUP
REVENUE

+45%



DOMAIN GROUP
EBITDA

+46%



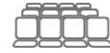
AGENT
SUBSCRIBERS

+20%



TOTAL
LISTINGS

+16%



AVERAGE MONTHLY
VISITS ACROSS ALL
PLATFORMS

+30%



AVERAGE MONTHLY
VISITS TO MOBILE
SITES/APPS

+32%

GROW

LIFE MEDIA & EVENTS

TURBOCHARGING TRAVEL, HEALTH, FOOD, PARENTING AND MOTORING PRODUCTS AND EVENTS BUSINESS



EVENTS
REVENUE

+41%



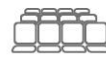
GROWTH IN NO.
OF CONSUMER
EVENTS

15→23



TOTAL EVENT
PARTICIPANT
NUMBERS

2.5M



LIFE MEDIA
AUDIENCE

4.1M



PARENTING SOCIAL
MEDIA FOLLOWERS

800K

GROW

MACQUARIE RADIO NETWORK

OPERATING A STRONGER NATIONAL NEWS, TALK AND SPORT RADIO NETWORK WITH LEADING STATIONS IN SYDNEY AND MELBOURNE

2GB
87.3AM

SYDNEY
RANKING

No.1

3AW⁶⁹³

MELBOURNE
RANKING

No.1



TOTAL
AUDIENCE

2.3M



ANNUALISED
MERGER SYNERGY
BENEFITS

up to \$15M



CASH PROCEEDS
FROM 96FM SALE

\$78M

GROW

OUR STRATEGY

DEVELOP AND BUILD ON CORE STRENGTHS, INVEST AND CONTINUE TRANSFORMATION TO CREATE SHAREHOLDER VALUE



- > CONTINUE THE TRANSFORMATION OF THE PUBLISHING BUSINESS ON THE PRINT TO DIGITAL JOURNEY
- > RESHAPE THE PUBLISHING MODEL
- > CONTINUE TO DELIVER EFFICIENCIES
- > MAINTAIN COST DISCIPLINE

TRANSFORM

INDEPENDENT. ALWAYS.



AUSTRALIAN METRO MEDIA

OPTIMISING PRINT WHILE GROWING CORE DIGITAL BUSINESS AND BUILDING VALUE



PUBLISHING
OPERATING COSTS

-7%



EBITDA

+30%



METRO PUBLISHING
AUDIENCE

7.5M



The Sydney Morning Herald
AUSTRALIA'S NO. 1
MASTHEAD AUDIENCE

5.1M



PRINTING CAPACITY
UTILISATION

40% → 90%



PAID DIGITAL
SUBSCRIBERS FOR
SMH AND THE AGE

159K

TRANSFORM

AUSTRALIAN COMMUNITY MEDIA

BUILDING A MODERN, STRONGER RURAL AND REGIONAL MEDIA NETWORK



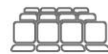
RATIONALISATION
OF BUSINESS
GROUPS

65→6



ANNUALISED
COST SAVINGS
TARGET BY FY16

\$60M



PRINT
READERSHIP

2.7M



DIGITAL
AUDIENCE

1.7M

TRANSFORM

NEW ZEALAND MEDIA

FAST-TRACKING DIGITAL GROWTH WHILE MAXIMISING VALUE IN PRINT



COSTS

-4%



NZ AUDIENCE
PENETRATION

80%



stuff.co.nz
DIGITAL
RANKING

No.6 → No.3



stuff.co.nz
MOBILE
RANKING

No.1



stuff.co.nz
AUDIENCE

+20%

TRANSFORM

INDEPENDENT. ALWAYS.

Fairfax Media

OUR STRATEGY

DEVELOP AND BUILD ON CORE STRENGTHS, INVEST AND CONTINUE TRANSFORMATION TO CREATE SHAREHOLDER VALUE



- > DEVELOP NEW GROWTH VERTICALS (E.G. STAN)
- > PURSUE STRATEGIC OPPORTUNITIES
- > LEVERAGE BALANCE SHEET STRENGTH

INVEST

Stan.

INDEPENDENT. ALWAYS.

Fairfax Media

DIGITAL VENTURES

CREATING VALUE THROUGH INVESTMENT IN DIGITAL OPPORTUNITIES AND PORTFOLIO MANAGEMENT



US DIGITAL PUBLISHERS
IN EXCLUSIVE FAIRFAX
RELATIONSHIPS

3 OF TOP 5



FY15 PORTFOLIO
INVESTMENT
EXCL. STAN

\$20M



allure
MEDIA
ALLURE MEDIA
TOTAL AUDIENCE

2.2M



Stan.
STAN HAS THE
LARGEST CONTENT
LIBRARY BY HOURS

8,300



Stan.
STAN GROSS
SIGN-UPS

450K



Stan.
STAN TARGETED
ACTIVE SUBS BY
DECEMBER 2015

300K-400K

INVEST



TRADING UPDATE

GREG HYWOOD



TRADING UPDATE

(AS AT 5 NOVEMBER 2015)

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QUALITY JOURNALISM MAKES OUR BUSINESS TICK

WALKLEYS 

12

Walkley awards received in December 2014. Top Walkley honours include:

GOLD WALKLEY 2014



Adele Ferguson
Senior Business Writer & Columnist – The SMH, The Age and the AFR

YOUNG AUSTRALIAN JOURNALIST OF THE YEAR 2015



Amy McNeillage
Journalist, The Sydney Morning Herald

Canon
Media
Awards

22

Wins overall with NZ mastheads, teams and individuals recognised, including:

JUNIOR REPORTER OF THE YEAR



Talia Shadwell
Police Reporter, The Dominion Post

REGIONAL REPORTER OF THE YEAR



Florence Kerr
Journalist, Waikato Times

PAPER
Newspaper
of the Year
AWARDS

13

Awards overall in 2015 with regional and metro mastheads, teams and individuals recognised, including:

BEST REGIONAL NEWSPAPER AND NEWS WEBSITE

 **HERALD**

BEST MOBILE SITE/APP

THE ~~ONLINE~~ AGE

The Age iPad app

Quill
AWARDS
2014

14

Awards received for excellence in Victorian journalism, including:

GOLD QUILL



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BEST RADIO CURRENT AFFAIRS REPORT



Neil Mitchell
Presenter, 3AW

THE KENNEDY AWARDS

12

Awards received for excellence in NSW journalism, including:

OUTSTANDING NEWS PHOTOGRAPHY



Andrew Meares
Photographer, The Sydney Morning Herald

OUTSTANDING RADIO REPORTING



Natalie Peters
Newsreader, 2GB

NATIONAL PRESS CLUB OF AUSTRALIA

1

Wallace Brown Young Achiever award for the Federal Parliamentary Press Gallery:

AWARD FOR JOURNALISM



Matthew Knott
Journalist, The Sydney Morning Herald and The Age

CITI JOURNALISM AWARDS
FOR EXCELLENCE 

2

Awards recognising excellence in business and finance journalism:

FINANCIAL MARKETS CATEGORY



Jonathan Shapiro
Journalist, The Australian Financial Review

GENERAL BUSINESS CATEGORY



Jacob Greber
Economics Correspondent, The Australian Financial Review

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