



# Macquarie Australian Investor Conference

Brian McCarthy, CEO & Managing Director  
6 May 2010



# Fairfax Media

## the most diversified media company in Australasia

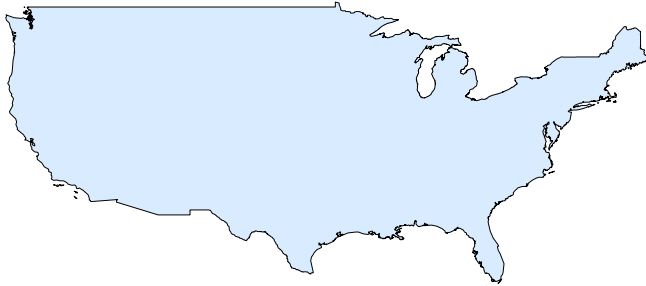
**429 publications, 280 websites, 15 radio stations and 24 printing centres**



- 246 Newspaper Publications**
- 32 Agricultural Publications**
- 21 Magazines**
- 230 Websites**
- 15 Radio Stations/13 Narrowcast Licences**
- 16 Printing Centres**



- 79 Newspaper Publications**
- 4 Agricultural Publications**
- 23 Magazines**
- 46 Websites**
- 8 Printing Centres**



- 24 Agricultural Publications**
- 4 Websites**



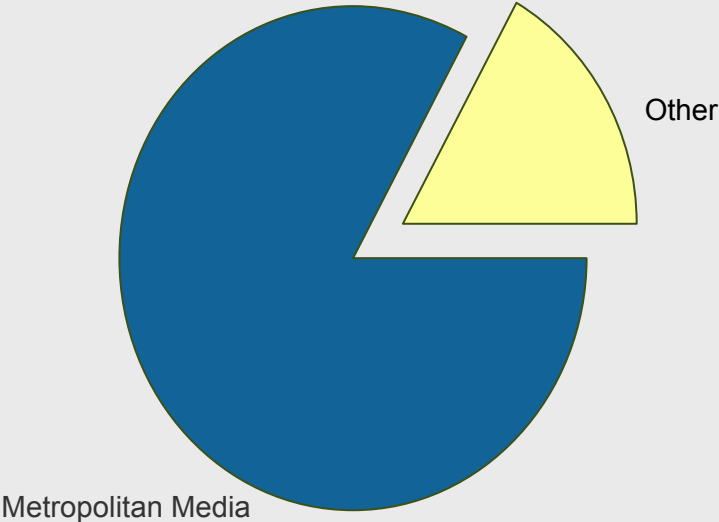
# Diversification is the key



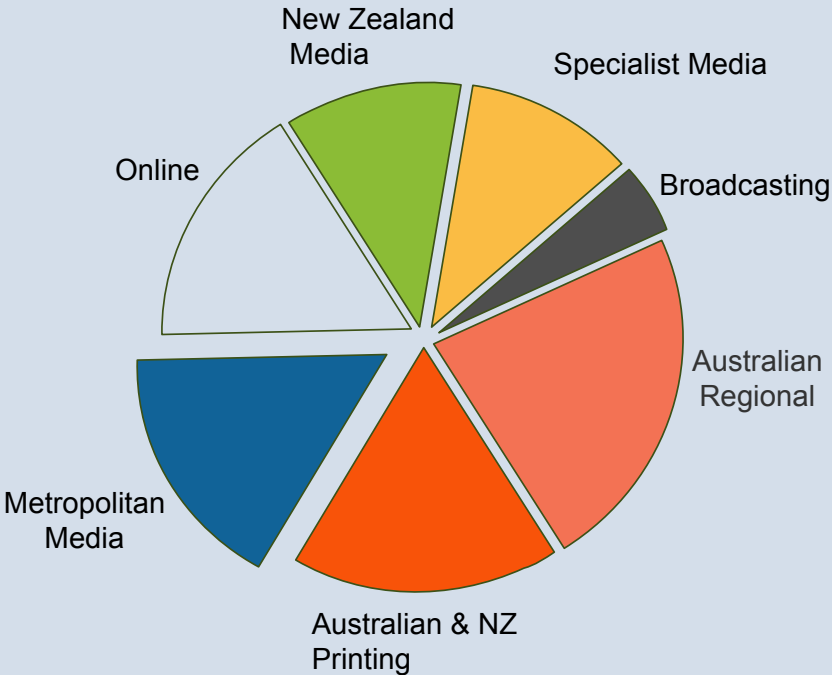
- FROM: Primarily a Sydney and Melbourne centric company
- NEEDED:
  1. To broaden customer base
  2. To obtain alternative revenue streams
  3. To reduce Sydney and Melbourne earnings exposure
- ACHIEVED BY:
  - Acquisition of New Zealand Publishing
  - Acquisition of Trade Me
  - Merger with Rural Press
  - Acquisition of Southern Cross Broadcasting
  - Acquisition of numerous smaller digital businesses
    - Stayz
    - Essential Baby
    - Invest Smart
    - RSVP
    - Weather Zone
- PLUS: M&A not the only strategy – organic growth too!

# Earnings Diversification to deliver year-on-year growth

FY00 EBITDA

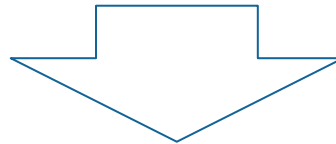


H1 FY10 EBITDA

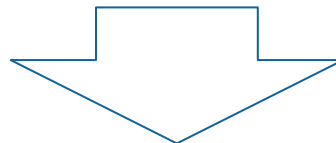


# From metro publisher to leading multi-media company

- **Quality content origination and aggregation**
- **Distributing and promoting content across multiple platforms**
- **Strong multimedia brands**
- **Proven new media revenue models**

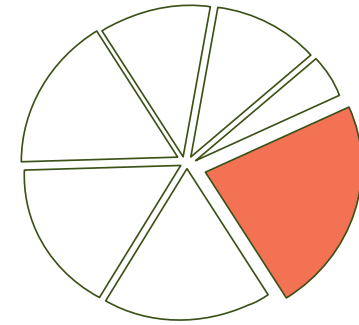


**Strongly positioned for changing technologies and media consumption habits**



**Driving sustained earnings growth**

# Australian Regional



## Products

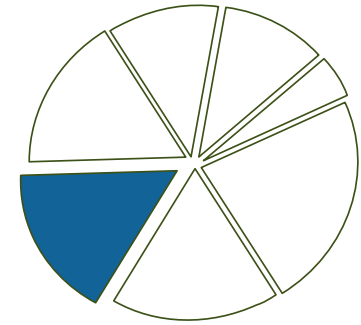
- 200 daily, weekly and monthly publications in all States of Australia and the ACT
- Print / web strategy by masthead

## Economic Characteristics

- Vast majority of publications located in single newspaper markets
- Attract a diverse range of advertising revenues
- Proven resilience through economic cycles



# Metropolitan Media



**Domain**  
The key to your property dreams

the  
**(sydney)**  
magazine

The Sydney Morning Herald

MyCareer

The Sun-Herald

GW  
Once a Weekend

Life  
Sundays

THE AGE  
theage.com.au

THE SUNDAY AGE

Drive

Fairfax Media

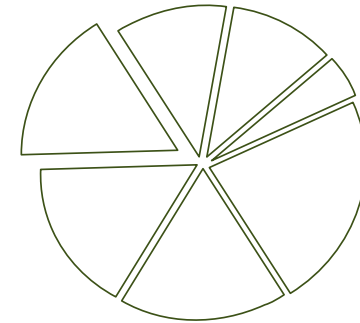
## Products

- Metropolitan newspapers in Sydney and Melbourne
- Three metropolitan classified online sites
- 21 magazines
- 42 community publications

## Economic Characteristics

- Strong brand presence in both print and online
- Competitive markets, strongly correlated to advertising cycle
- Key supplier of content throughout the company

# Online



## Products



→ # 1 auctions, motors and real estate site in New Zealand



→ # 1 news sites in Australia and New Zealand



→ # 1 dating and holiday rentals sites in Australia



→ Numerous niche websites



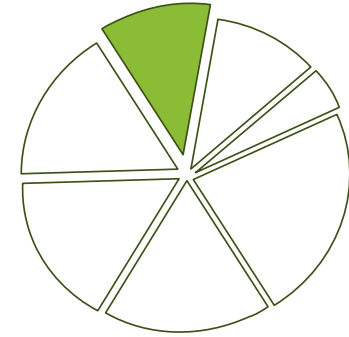
## Economic Characteristics



→ Growth strongly correlated to the structural changes occurring in the media and advertising sectors



# New Zealand Publishing



## Products

- 79 Newspaper publications
- 23 Magazine titles
- Leading news and information website

## Economic Characteristics

- Vast majority of publications located in single newspaper cities and towns
- Diverse range of advertising revenues
- Publications linked to local economic conditions

# Specialist Media



Farm WEEKLY

FINANCIAL REVIEW

NORTH QUEENSLAND REGISTER

FINANCIAL REVIEW BOSS  
REINVENTING LEADERSHIP

THE LAND

afr.com FINANCIAL REVIEW

QUEENSLAND Country Life

Stock journal

BRW.

CFO  
FINANCIAL REVIEW



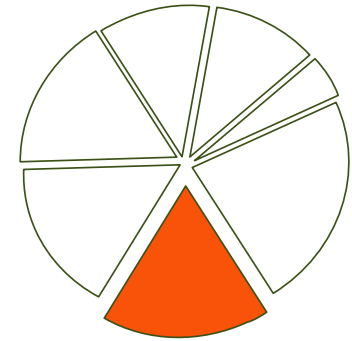
## Products

- National daily financial publication the *Australian Financial Review* plus numerous newspaper inserts and over the counter business and lifestyle magazines
- Business website [www.afr.com.au](http://www.afr.com.au)
- Largest agricultural publisher with 60 agricultural publications in Australia, New Zealand and USA
- Leading agri website [www.farmonline.com.au](http://www.farmonline.com.au)

## Economic Characteristics

- Powerful market positions
- Market demand linked to the business and share market cycles
- Market closely related to agricultural cycles

# Australian & NZ Printing



## Facilities

- 24 printing plants located in all States of Australia, the ACT and New Zealand

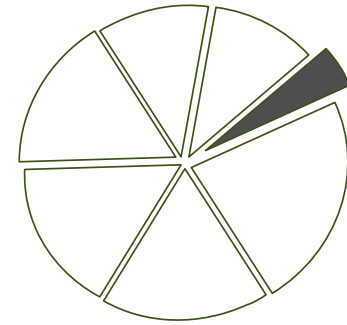


## Economic Characteristics

- Print all coldset newspaper products of the company
- Utilise unused capacity for external printing customers
- Low cost operator in the market
- Customer base provides stable earnings



# Broadcasting



## Products

- 15 Radio Stations
- 13 Narrowcast licences

## Economic Characteristics

- Good positions in local radio markets
- Market closely linked to local economic conditions
- Provides promotional benefits in Sydney and Melbourne, assists national reach into the Brisbane and Perth markets

# The Changing Media Environment

We are living in the most disruptive time since Guttenberg invented the printing press in the mid 15<sup>th</sup> century



# Media in the future



→ Fairfax websites currently have 24 million unique browsers per month. In 2005 it was 11 million



→ Digital currently generates approximately 12% of revenue and a larger percentage of earnings

→ Our brands are stronger as more people read Fairfax content now than ever before



→ All these devices deliver content

# The Mobile Market



→ By year end 170,000 internet enabled connection devices on sale globally

→ Fairfax working on development of a number of applications

→ Applications for Good Food Guide and Domain already released

→ Not limited to one delivery platform





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