



APPOINTMENT OF DIRECTOR

11 August 2026: Nine Entertainment Co. (ASX:NEC) has appointed experienced media executive Leigh Terry as an independent Non-Executive Director, effective 26 August 2026.

Mr Terry brings more than 25 years of leadership experience across Europe and Asia-Pacific's media, marketing and professional services sectors. Mr Terry has deep expertise in advertising alongside regional P&L stewardship, M&A integration, operating-model transformation, digital and data-led value creation. Most recently, he served nine years as Chief Executive Officer of IPG Mediabrands Asia-Pacific, leading more than 5,000 people across 16 markets and directing media strategies and marketing investment deployment for many of the region's largest advertisers. His prior roles include Chief Executive Officer of Omnicom Media Group Australia & New Zealand and National Managing Director of OMD Australia.

Currently, Mr Terry is an Advisory Growth Committee Member of Women in Media, a national, not-for-profit initiative that exists to help women in media connect, learn and contribute. He has previously served on the Boards of both the Media Federation of Australia (MFA) and the Association for Data-Driven Marketing and Advertising (ADMA) and was a Visiting Fellow at the Queensland University of Technology School of Business. Mr Terry holds a Bachelor of Arts (Hons) in Modern History from King's College, University of London.

Nine Chair Peter Tonagh said "In addition to his vast leadership experience, Leigh has spent his career on the other side of the table, deciding where the region's largest advertisers put their money. That is exactly the perspective a media company board should have. He understands how advertising markets are shifting, how data is reshaping the way brands buy, and what it takes to run a business through disruption. I am delighted to welcome him to the Nine Board."

Leigh Terry said "Nine is an iconic Australian company with an unmatched suite of assets across publishing, streaming, broadcast and outdoor. The portfolio transformation the Group has undertaken over the past 12 months underpins their premium content, digital innovation, and data-led growth. Having spent my career navigating media disruption and transformation across Asia-Pacific and Europe, I am thrilled to join Peter and the Board to support Nine's next chapter of growth and long-term value creation."

This announcement was authorised for lodgement by the Company Secretary of Nine.

Further information:

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