

Thursday, 11 June 2020

## Revised Contract and Extension with the AFL

Seven West Media (ASX: SWM) has today announced a revised contract with the AFL for season 2020 as well as 2021 and 2022 and a further extension of two years for seasons 2023 and 2024.

SWM expects to derive \$87m in net benefits over the existing contract period (2020-2022) in media rights reduction, production savings and other benefits.

SWM Managing Director and CEO, James Warburton said: *"We can't wait to bring the Footy back to the fans tonight. The AFL and Seven are a core part of each other's DNA, and we are delighted to have not only reached a revised agreement for the current contract term, but to have extended our relationship for a further two seasons taking the agreement through until the end of 2024. I'd like to thank AFL CEO Gillon McLachlan and the AFL Commission for their commitment which ensures surety for both parties over the next five years."*

The 2020 AFL season will recommence tonight, Thursday, June 11, when Collingwood and Richmond open round two at the MCG. This will be the first of 16 remaining home and away rounds that will be followed by a four-week finals series, which is scheduled to culminate with the Grand Final on Saturday, October 24.

This market release has been authorised for lodgement by the Managing Director and Chief Executive Officer of Seven West Media Limited.

Ends.

For more details:

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### About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise. Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.