

1. INTRODUCTION

Sky Network Television Limited (**Sky**) is committed to providing full, fair and timely disclosure of information about Sky to its shareholders (**Investors**), and to the wider investment community. This commitment enables Investors and the investment community to engage with Sky and assists Investors in exercising their rights and making an informed assessment as to Sky's value and prospects.

2. PURPOSE

The purpose of this policy is to set out how Sky will communicate with its Investors. This policy has been developed to ensure Sky's communication practices meet the needs of Investors and the investment community; are consistent with, and adhere to, the principles of continuous disclosure, and comply with the requirements of the NZX and ASX listing rules. This policy should be read in conjunction with Sky's Continuous Disclosure Policy.

3. SCOPE

This policy applies to all directors (together, the **Board**), employees, contractors and consultants of Sky and its subsidiaries.

4. COMMUNICATIONS

Sky has adopted a comprehensive Investor and media relations programme, aimed at facilitating two-way communication with Investors in a consistent and effective manner. Communications with Investors may take the form of stock exchange releases, press releases, reports, meetings, teleconferences, webcasts, electronic communications, videos, site visits and presentations.

5. ELECTRONIC INFORMATION AND WEBSITE

Sky's website (www.sky.co.nz) has an Investor Centre section designed to provide relevant public information to all Investors and other stakeholders. The website is:

- updated to reflect market announcements as soon as practicable following release via the NZX and ASX;
- a repository for relevant documents, including annual and interim reports, shareholder meeting material, news releases, corporate governance related material, dividend information and similar documents; and
- the home for live and replay webcasts of important events such as results briefings and annual meetings.

Information provided to stock exchanges of an administrative or compliance nature will not necessarily be posted on the website.

Website information is reviewed regularly to ensure it is current and where appropriate archived.

Sky encourages Investors to receive Investor communications electronically to help reduce the company's environmental footprint and costs. Investors who have provided Sky with an email address are sent annual reports and other Investor communications electronically, unless they opt to receive hard copies. Investors can opt into electronic communications by updating their communication preference online through Sky's registrar (Computershare) at www.investorcentre.com/nz

6. INFORMATION REQUESTS

Investors and the investment community may direct questions or requests for information to Sky by contacting investorrelations@sky.co.nz and Sky will endeavour to respond in a timely manner.

7. AUTHORISED SPOKESPERSONS

To ensure consistent delivery of information and to reduce the risk of information being selectively released, Sky has authorised certain individuals to speak on its behalf with Investors and the investment community. These individuals are:

- Chair of the Board;
- Chief Executive Officer;
- Chief Financial Officer;
- Company Secretary;
- Chief Corporate Affairs Officer; and
- anyone authorised by the Board or Chief Executive.

8. DISCLOSURES/RELEASES

All public releases of information are reviewed prior to issue to determine whether such information is market sensitive and/or meets legal and listing rule requirements.

9. SHAREHOLDER MEETINGS

Notices of shareholder meetings and explanatory information will contain all relevant information and will be provided in sufficient time to enable shareholders to form a reasoned judgment and, where necessary, vote on the matter of business.

At shareholders' meetings, whether in person or virtual, shareholders have the opportunity to ask questions of directors and senior management and Sky's external auditors and to cast their vote on the matters being considered. Sky will also provide shareholders who are unable to attend a shareholders' meeting an opportunity to vote by proxy and to provide questions or comments ahead of the meeting.

10. REVIEW AND MEASUREMENT

The Board is responsible for reviewing and approving this policy and any amendments to it. This policy was last reviewed and approved by the Board on 22 August 2023.