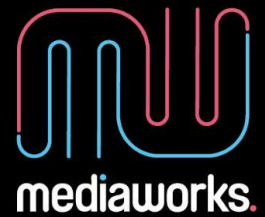


MEDIAWORKS MEDIA RELEASE

11 APRIL 2023

FOR IMMEDIATE RELEASE



MEDIAWORKS APPOINTS NEW OUTDOOR DIRECTOR

MediaWorks has appointed Brad Morgan to the newly created executive role of Outdoor Director. Adding this role to the executive reflects the importance of out of home to MediaWorks' future strategy.

Brad has extensive experience in the outdoor advertising industry, having previously worked at APN Outdoor, JCDecaux, and Go Media, and has been at MediaWorks for a little over two years.

In his recent role as Head of Sales Enablement Outdoor - Direct at MediaWorks, Brad spearheaded strategic planning, sales, and revenue-focused product development for all outdoor platforms.

MediaWorks Interim CEO Wendy Palmer said Brad will be a fantastic addition to the MediaWorks executive team.

"Brad is a respected outdoor professional with a wealth of experience and proven leadership skills and I know he is going to do an excellent job in this focus area."

On starting the role today, Brad said he was thrilled to take on this new challenge, especially at such an exciting time for the outdoor industry in New Zealand.

"I look forward to driving the growth and success of MediaWorks Outdoor, and to continue to deliver exceptional value to our partners and clients."

-ENDS-

For further information please contact:

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MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

