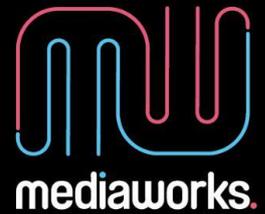


MEDIAWORKS MEDIA RELEASE

15 FEBRUARY 2024

FOR IMMEDIATE RELEASE



MEDIAWORKS BOOSTS AGENCY SALES TEAM

MediaWorks has boosted its Agency Sales team with two new hires and an internal promotion.

Emma Shearer will join the business in April as Group Head - Agency Sales. Emma is currently Group Sales Manager at JCDecaux and has extensive sales leadership experience across media and agency roles in Aotearoa and internationally.

Antonia Borich will also join MediaWorks in April as Account Director with a focus on Outdoor. Antonia has spent almost five years immersed in the world of out of home advertising also at JCDecaux in Auckland.

MediaWorks CEO Outdoor Mike Watkins, said “both Emma and Antonia are not only brilliant media sales people, they are also superb individuals. They will be joining an extremely professional and high achieving sales team, and culturally will be a superb fit. It’s an exciting time to be at MediaWorks as we continue to deliver for clients through our outstanding product offers, and more importantly through our people.”

Luke Farmer, currently Group Head - Agency Sales, has been promoted to GM Client Solutions. In this role, Luke will be using his two decades’ experience in the creative industries to drive innovation and creative thinking across MediaWorks’ stable of assets for clients. He will be joining current Group Heads Sarah Jones and Amber Conroy in the Agency Leadership team, each with over 20 years industry experience.

MediaWorks CEO Wendy Palmer said the changes are about putting customers at the heart of our business.

“Luke’s stellar experience developing creative solutions for some of New Zealand’s biggest brands will now be unleashed to help our customers stand out from the crowd.

“Bringing in more specialised outdoor sales talent will also help our customers identify opportunities to reach their audiences wherever they are.”

-ENDS-

For more information please contact:

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About MediaWorks:

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, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

