



FOCUS ON COST REDUCTION DRIVES EARNINGS INCREASE DESPITE FLAT REVENUE RESULT

FULL YEAR DIVIDEND: 6.8 CENTS PER SHARE

STATUTORY NPAT	\$35.6M	UP 14.2%
EBITDA	\$66.9M	UP 3.2%
TOTAL TV AD SHARE	42.2	UP 1.3pp
AGENCY AD SHARE	46.2	UP 0.5pp

PRIME MEDIA GROUP (ASX:PRT) today reported revenue of \$258.8 million for the financial year ended 30 June 2015 and EBITDA of \$66.9 million, which was an increase of 3.2% on the previous corresponding reporting period.

Statutory net profit after tax from continuing operations of \$35.6 million was up 14.2%, primarily due to a reduction in total operating expenses of \$4.3 million or 7.4% and the one-off gain on sale of surplus property of \$1.2 million.

PRIME's total advertising revenue share for the year improved 1.3 share points to a 42.2¹ share and its television audience grew 1.7 of a share point to a 41.7 share².

Core net profit after tax of \$33.5 million was up \$73,000 or 0.2% on the prior year, which included 2 months of radio operations.

Net interest bearing debt was reduced to \$78.9 million on the back of an increase in operating cashflows, the sale of surplus assets, and improved management of working capital.

Directors have declared a final dividend of 3.0 cents per share fully franked, resulting in a full year dividend of 6.8 cents per share fully franked (2014: 6.8 cents per share fully franked).

PRIME MEDIA GROUP's Chief Executive Officer Ian Audsley said:

"Prime has worked hard to maintain its performance in a very challenging environment. In the 2015 financial year, advertising revenue in our combined markets of Northern New

¹ KPMG industry data: Three aggregated markets of Northern NSW, Southern NSW and Victoria;

² Three -aggregated markets of Northern NSW, Southern NSW & Victoria: All People 06:00-23:59. Source Regional TAM

PRIME **MEDIA GROUP**

South Wales, Southern New South Wales and Victoria contracted by 3.9%; however, Prime was able to deliver the full year result on the back of a 46.2 share of national agency revenue and a \$4.3 million reduction in operating costs.

“While we are pleased with the result, the outlook is tempered by difficult trading conditions in regional markets, particularly given the increasing accessibility of media that is being delivered into regional Australia via the internet.

“As a result, we hold modest expectations for the first half of 2016 financial year. The full year result for 2016 will largely depend on an uplift in revenue in the lead up to the 2016 Olympics.”

----- Ends -----

For further details contact

John Palisi
Chief Financial Officer
john.palisi@primemedia.com.au