

Company Announcements Office ASX Limited Level 6 20 Bridge Street Sydney NSW 2000

By electronic lodgment

Total Pages (including cover letter): 142

Dear Sir/Madam

INVESTOR DAY PRESENTATION

Please find attached a slide presentation to be made by Seven West Media executives at Seven West Media's Investor Day being held today at the Museum of Contemporary Art, Quayside Room, Level 6, 140 George Street, Sydney, commencing at 10am.

A live webcast of the Investor Day presentation is available at Seven West Media's corporate website (sevenwestmedia.com.au).

Yours faithfully

Warren Coatsworth Company Secretary



Rohan Lund Group Chief Operating Officer

Seven West Media































































Agenda

Nick Chan

Magazine Leadership & Fuelling New Growth

Chris Wharton

Newspaper Leadership & Fuelling New Growth

Q & A with Nick, Chris and Rohan

Tim Worner

Television Dominance & Digital Initiatives

Kurt Burnette

Building Revenue Across Group Assets

Q & A with Tim, Kurt and Rohan

Don Voelte

Executing for the Future with an Eye on the Present

CHANGE IS THE NEW NORMAL



WE CAN BE A DRIVER FOR CHANGE



STRATEGIC FRAMEWORK——





STRATEGIC METHODOLOGY

Reach mass audiences to sell advertising 有一个个个



MAINTAINING LEADERSHIP

REDEFINE the OPERATING MODEL

NEW GROWTH



Current model









Fully Integrated

Extensive shared services

ONE BRAND

Customer segmentation

Consumer

Business & Enterprise

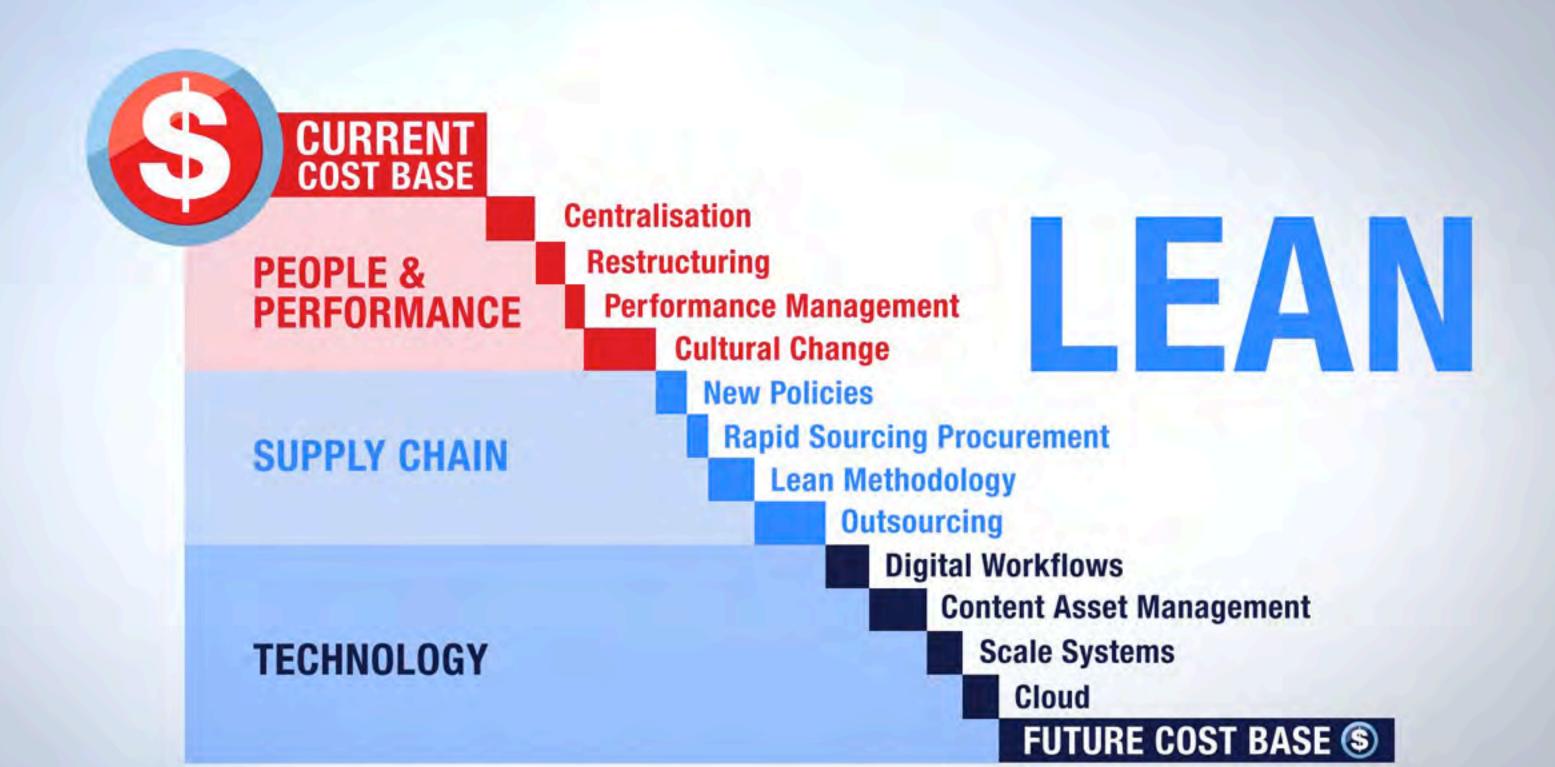
Government

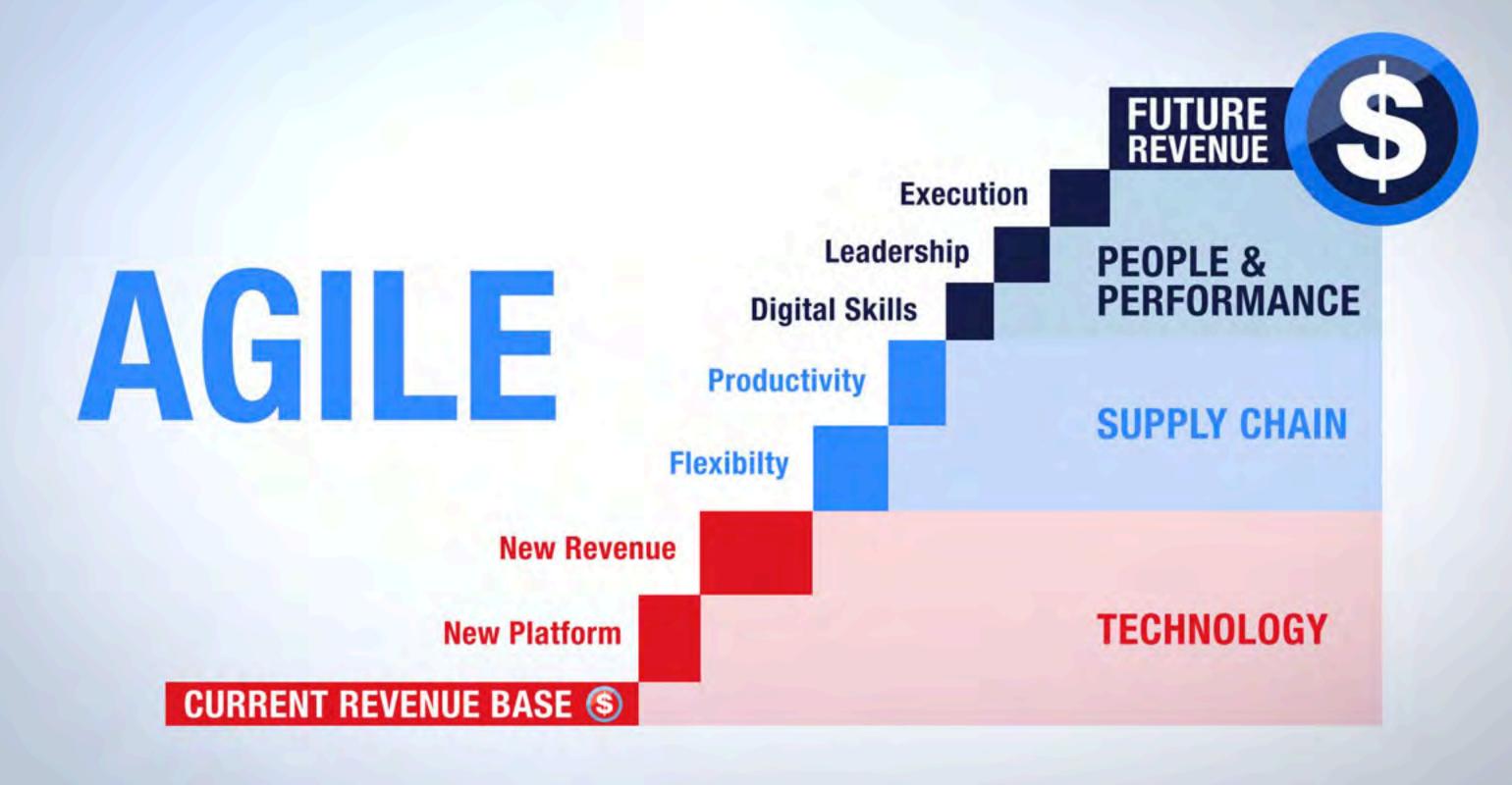
Wholesale



NEW







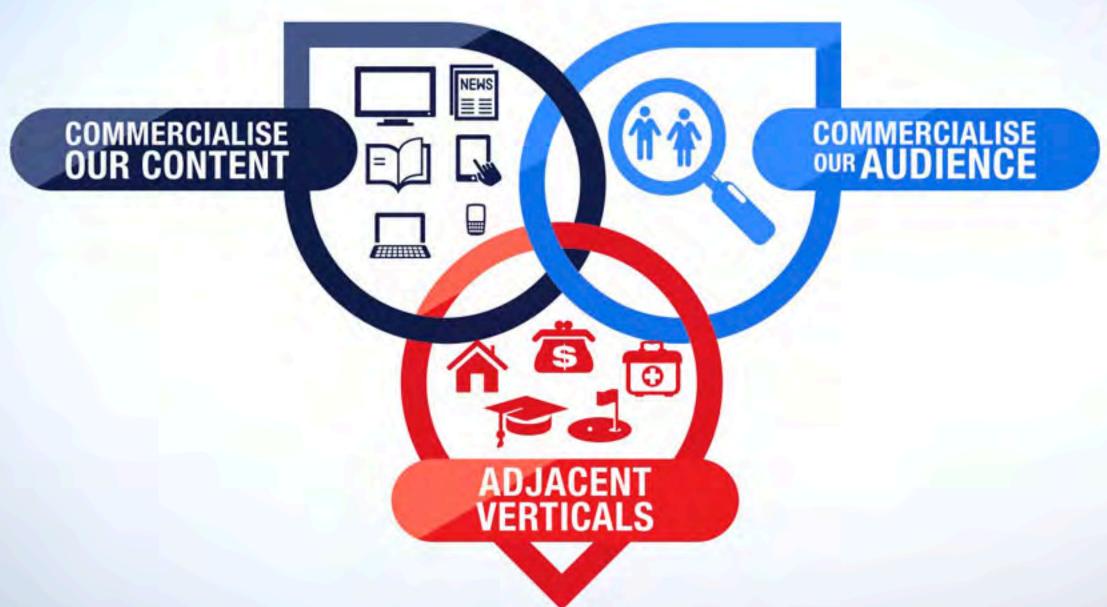


MAINTAINING LEADERSHIP

REDEFINE the OPERATING MODEL

FUEL NEW GROWTH







COMMERCIALISE OUR AUDIENCE





TRANSACTIONS













BUILDING

ADJACENT VERTICALS

Proven model

Digital delivery

Audience-driven

Leadership position









THE TRADITIONAL MODEL

Magazine Titles













MAGAZINES

UNIQUE

Revenues from circulation Circulation revenue from retail sales

Profitable Circulation

NOT

advertising

NOT

subscriptions

NOT AS

in U.S. or U.K.



\$64_{.99}
12 MONTHS





















TORCH FAT In Just 28 Days!

















Australia's Best Performer



MAGAZINE PUBLISHING







STRUCTURAL VS CYCLICAL















OUR-FUTURE









1.8 MILLION



300,000





















marie Claire OUR PLATFORMS









HS(C)

THE WORLDWIDE PHENOMENON

SUBMISS VE

TARA SUE ME

Book one of the original hit trilogy
MORE THAN 8 MILLION READS ONLINE

BRANDS, PEOPLE & PLATFORM

CLEAR VIEW of the FUTURE

MAINTAIN BUSINESS PERFORMANCE

TRANSFORM the BUSINESS MODEL

Chris WhartonChief Executive Officer

Seven West Media (WA)



The West Australian

A TIME OF CHANGE

MARKET LEADERSHIP



Number news site







Number 1 circulation



MARKET LEADERSHIP

Alhany Advertiser

Broome Advertiser

Kalgoorlie Miner

Bunbury Herald

Guardian





Barne

pay t

















CONTENT

CREDIBILITY





"...a paper that serves the special informational needs of a community will remain indispensable..."

Warren Buffett



STRATEGY



STRATEGY



INFRASTRUCTURE



arie Elizabeth Sm.
Aine Kerr, John Gibson James, Hamish Timn Gregory Hindmarsh, Julie Odfrey, Kerrie Waldron, Alndrew Blake, Dianne Maj Robyn Kendall, Mark Jag ronte Phillips, Nina Stovne Johnston, Steven Chael Contos, Ian & Siembieda

Subscriber aquisition & retention

Improve supply management

Greater network efficiency



MANAGE PRIMARY REVENUE

DPARTITES HADDIGES

STALE

100,000 25,000 **作者作者作者作者作者作者作者作者作者作者作者**作者 ŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤŤ



Centralise title subscriber bases

Provide logistics to others

Rationalise the distributor network

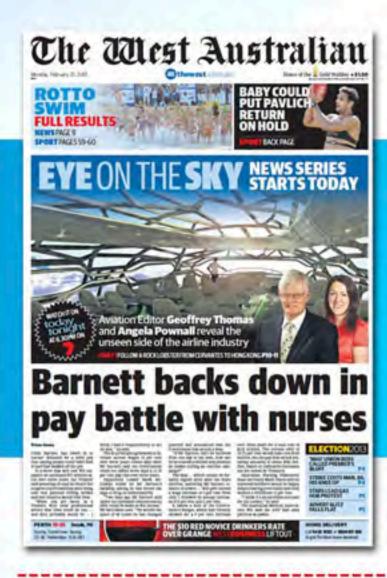
Introduce and bundle other publications

Improve customer service

EDITORIAL CONTENT MANAGEMENT







180,000



300,000

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TATATATATATATATATATATATAT
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1,000,000 READERSHIP



NATIONAL SCALE







Forgotten your login details?

thewest out all YANGOLY NEWS

HOME BUSINESS SAORT LIFE+STYLE ENTERTAINMENT TRAVEL MOTORING REGIONAL REALESTATE ANNOUNCEMENTS JOBS



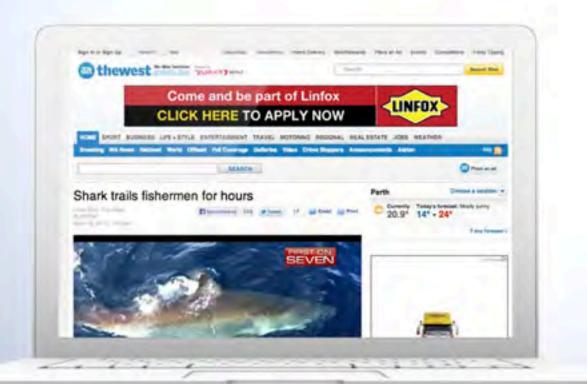
LATEMAIL

10 Stores

I Easy Number











MANAGE PRIMARY REVENUE

SPPORTUNITIES
for
SCALE

NEW PRODUCTS



















The West Australian



The West Australian The Unseen side of the Arline industry

The West Anstralian



TO FIGHT BACK

Billions wiped off mining stocks

rses

Death toll mounts in Texas explosion



INSIDE PREGAME TODAY

SOME DELIVERY



Patients will die: hospital boss



Burke to arrange function

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PERTH 17-37 MILITANOVA LOCATIONS

Continued on proper &

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Rudd got Libs leave Omodel in no-man's-land after failed tilt at Upper House Pub-brawl policem of perior stight she said an ex-grata persons for pelicount by titume Gray, who was bushed in a lideand-don't strongly with draftly-min-O O O O End of the line: Veteran MP Paul Orned dumped last month as Opposition leader, 4 likely to be left without a seat to contest a he tailed to secure a wiresable Upper House yesterday. It is the end of a 19-year carein to State politics. Report, P6



www.tliewest.com.au \$1.20 Monday, February 18, 2009 The West Australian SUPER RUGBY Henjak forced United victory a to face music warning to Gunn

THAT SWIFT TOWN FORMER SENSOR MINISTERS REVEAL HOW PETER COSTELLO BLEW HIS CHANCE OF BECOMING PRIME MINISTER, IN

Rudd got **Burke** to arrange function

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PERTH 17-27 **** MULTANOVA LOCATIONS First, Drowner First, 25-27. Venturing: 205-227

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Reports, Spotts

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allows the sitest with you," Mr.

Jan Palita China, National Models (Inc.) and St. Comment Science in Enthropium (Inc.) According to the Comment of the Comment

State politics. Report, P6

Libs leave Omodei in no-man's-land after failed tilt at Upper House







The West Australian

A TIME OF CHANGE

Tim Worner Chief Executive Officer, Broadcast Television

Seven Network (Operations) Limited



Seven's second channel given

Seven gets with the program, and Aussie content

Gotta lovë it – Seven tops the ratings used to claim ratings win Jeven beats Nine: You do the matha

Seven takes ratings gold Nine falls further behind

steals the show Seven West see miverse

ELSOW Seven is the new Nine

Seven's got tate Vine winning ratings

Sports strategy live

Yeah, yeah, but now what...











WORKFORCE GROUP CERTIFICATES 12,041 PERMANENT STAFF 1,608





HOME

TOP 20 1992

BEST/WORST:RED FACE

GETAWAY

DINOSAURS

FAST FORWARD

SEX

ALL TOGETHER NOW

MACGYVER

STEP BY STEP

GOLDEN GIRLS

MR BEAN

CLUEDO

DISNEY

MY TWO WIVES

WHEEL OF FORTUNE

NURSES

JAKE AND FATMAN

MARRIED WITH CHILDREN

HOME IMPROVEMENT

BUNY

TO THE MANOR BORN

OVERSEAS

44

HOME 1

TOP 20 2012

THE VOICE

MY KITCHEN RULES

REVENGE

DOWNTON ABBEY

THE X FACTOR

PACKED TO THE RAFTERS

THE BLOCK

HAMISH & ANDY'S GAP YR.

UNDERBELLY: BADNESS

HOUSE HUSBANDS

WINNERS & LOSERS

MASTERCHEF AUSTRALIA

DANCING WITH THE STARS

BIKIE WARS

AUSTRALIA'S GUT TALENT

SURVEILLANCE UZ

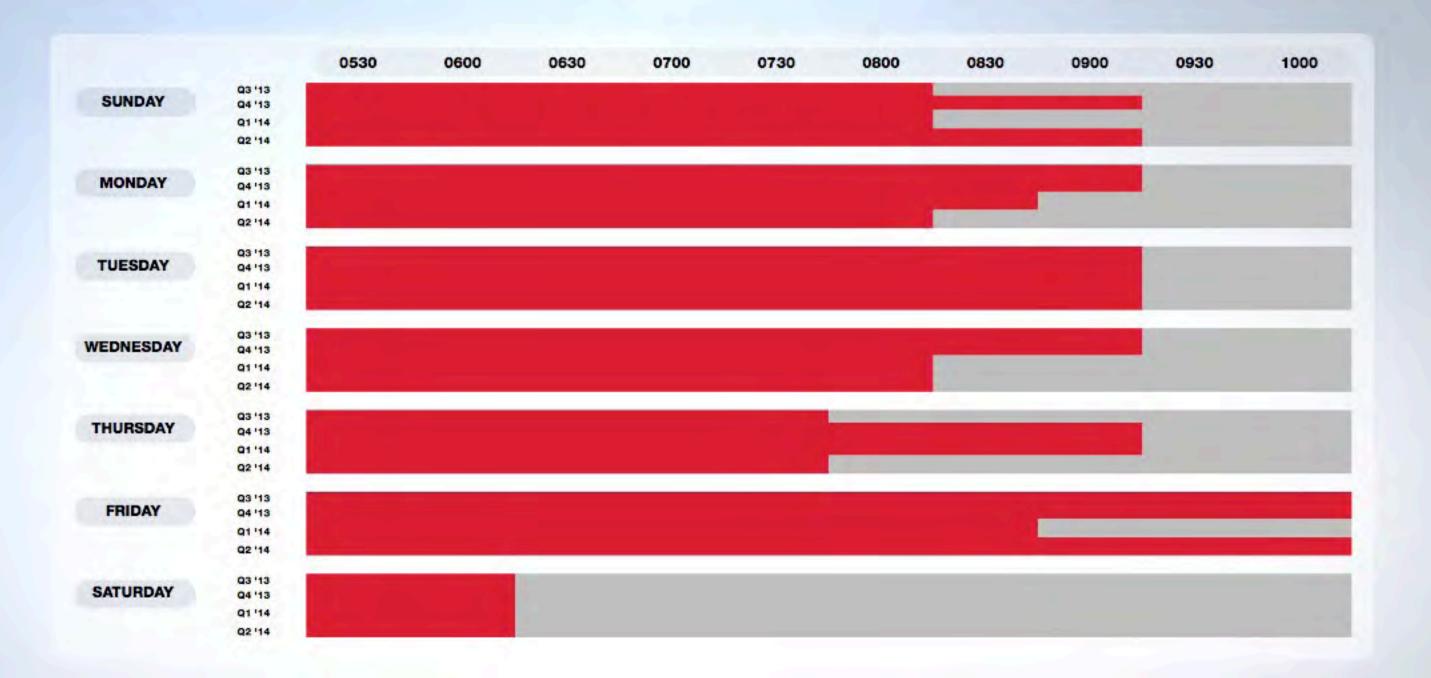
PLEASE MARRY MY BOY

THE GREAT BARRIER REEF

THE FORCE

MRS BROWN BOYS

OVERSEAS 3



61.4% MADE IN AUSTRALIA







Sport Meson Here

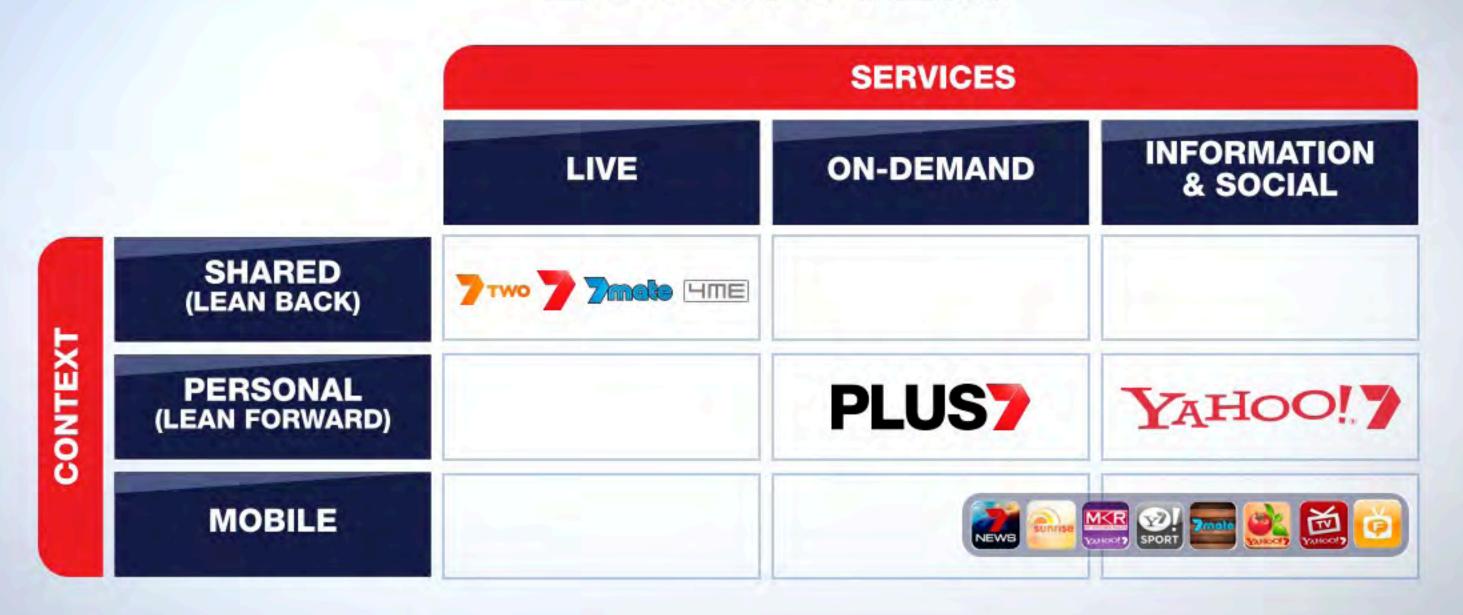


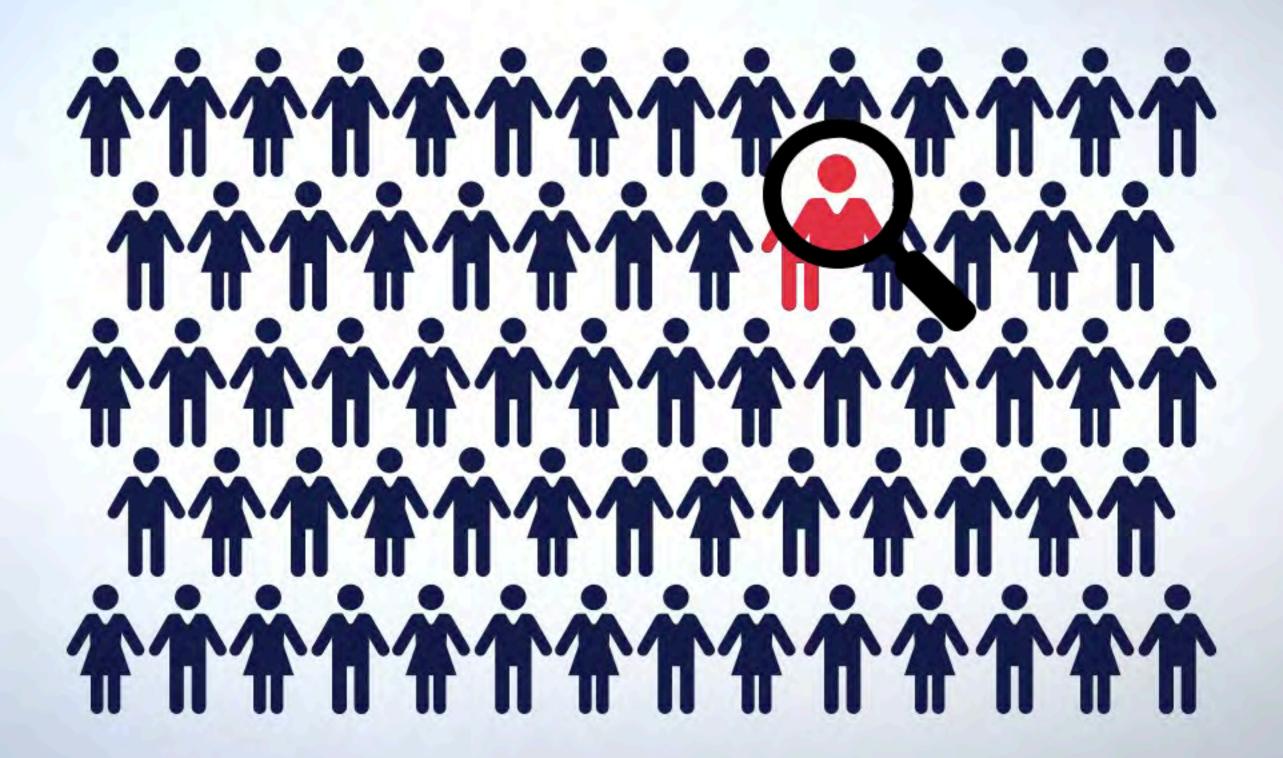
APRIL 6, 2013





CURRENT





WHO IS USING HbbTV?



IN REGULAR OPERATION

ANNOUNCED / TRIALS

NO INFORMATION

OTHER PLANS

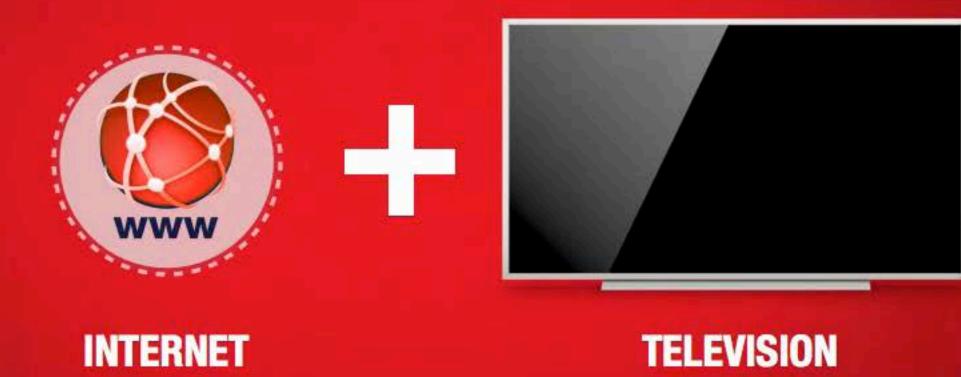
Hbbtv Caught Interest also Outside Europe E.G. US, Japan, Australia, South-East Asia, China (Trials) + More About to Decide



INTERNET

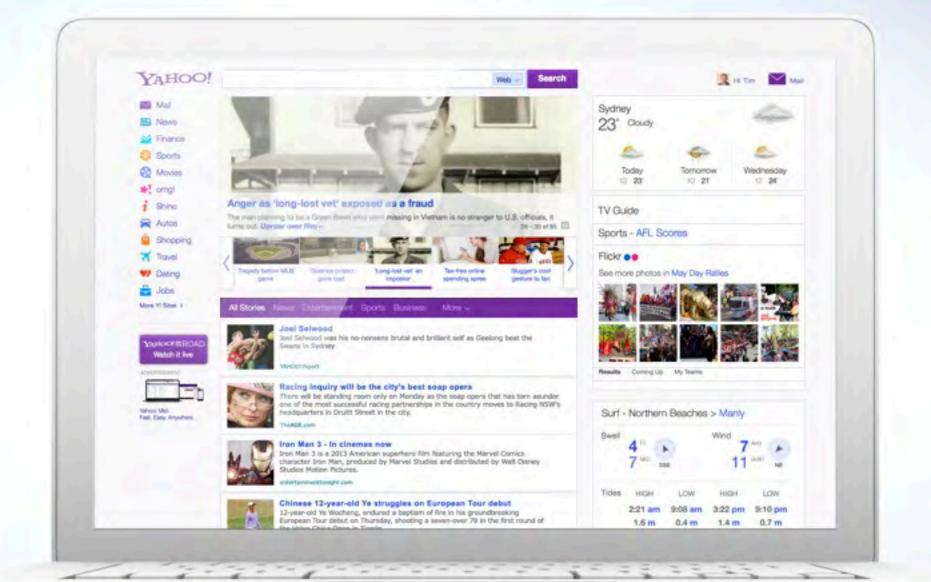


TELEVISION





MAIHOO



All Stories News Entertainment Sports Business More -



Joel Selwood

Joel Selwood was his no-nonsens brutal and brilliant self as Geelong beat the Swans in Sydney

YAHOOI7sport



Racing inquiry will be the city's best soap opera

There will be standing room only on Monday as the soap opera that has torn asunder one of the most successful racing partnerships in the country moves to Racing NSW's headquarters in Druitt Street in the city.

theAGE com



Iron Man 3 - In cinemas now

Iron Man 3 is a 2013 American superhero film featuring the Marvel Comics character Iron Man, produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures.

entertainmenttonight.com



Chinese 12-year-old Ye struggles on European Tour debut

12-year-old Ye Wocheng, endured a baptism of fire in his groundbreaking European Tour debut on Thursday, shooting a seven-over 79 in the first round of the Volvo China Open in Tianjin.

SPORThighlights



TravelSIM Team Australia Announced For ISA World Junior Surfing Championship in Nicaragua

To be held from 8-16 June at Jiquiliste Beach in Tola, the titles will attract more than 300 of the world's best junior surfers from 31 countries.

your news now







Hi Tim

Results Coming Up My Teams















Sunrise

Weather

Food









t

Fango



Ď FANGO

FROM YAHOO!

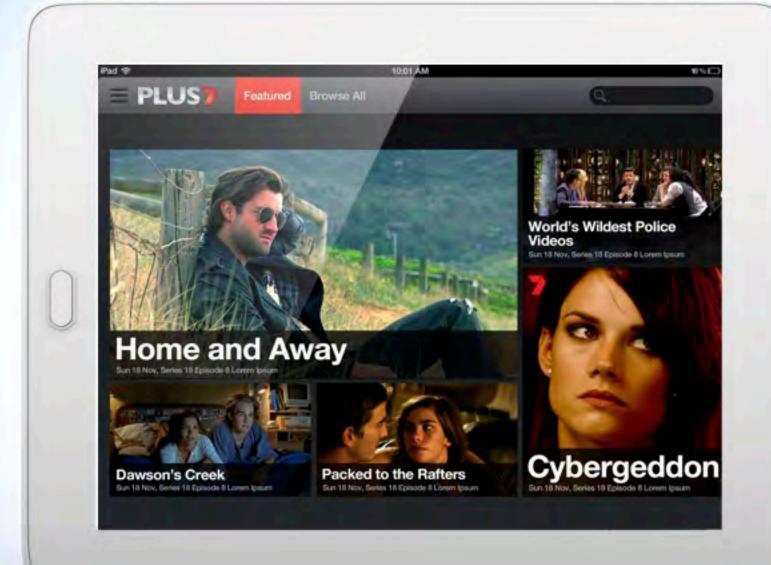
800,000 DOWNLOADS 3.7M FACEBOOK LIKES

30,000 USERS PLAYED 2 HOUR AVERAGE USAGE





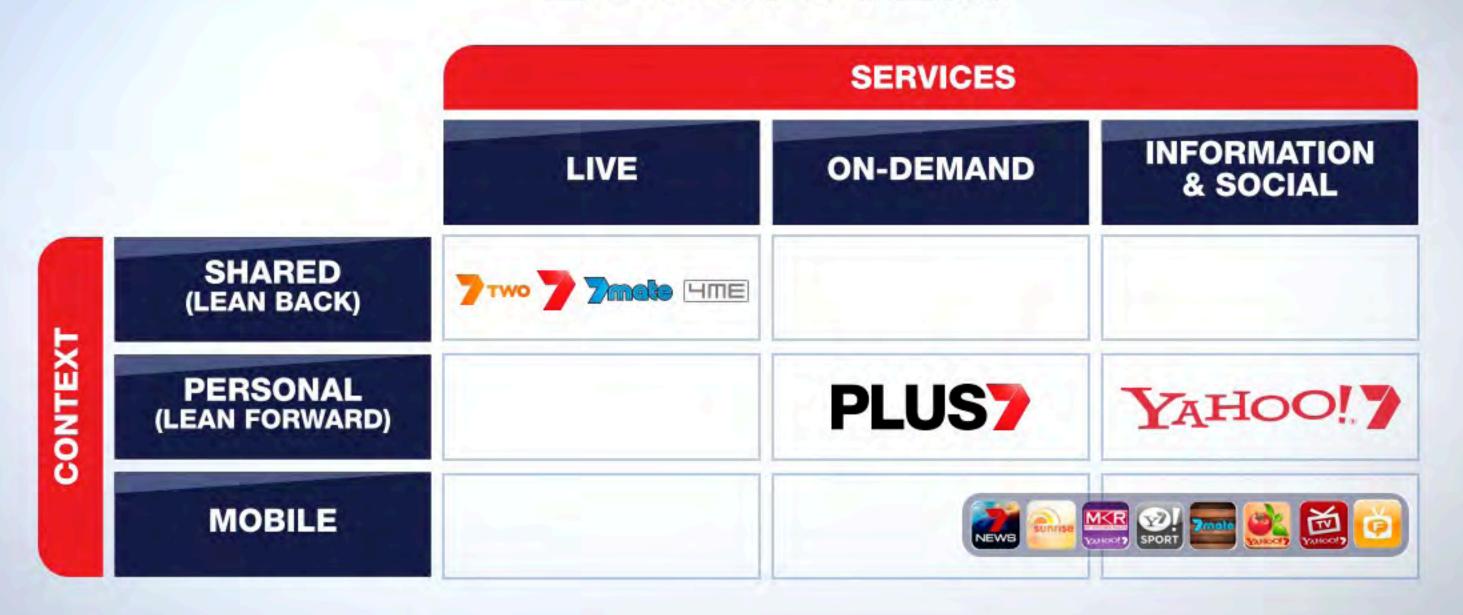




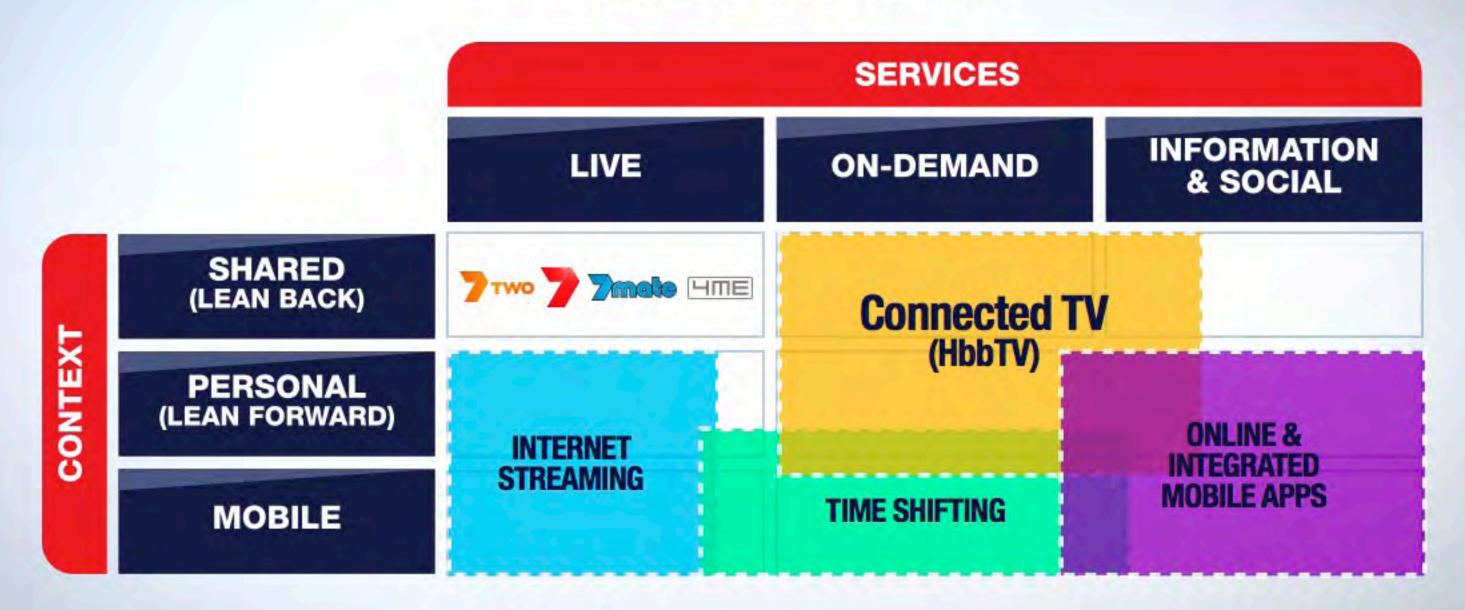




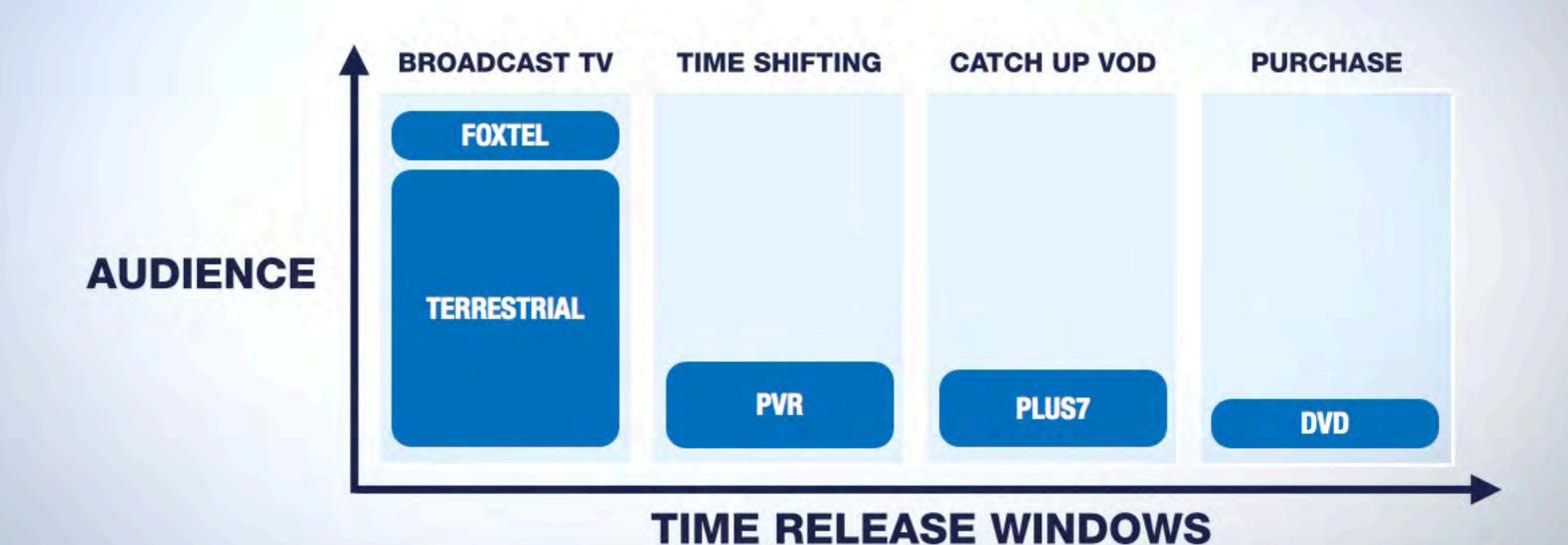
CURRENT



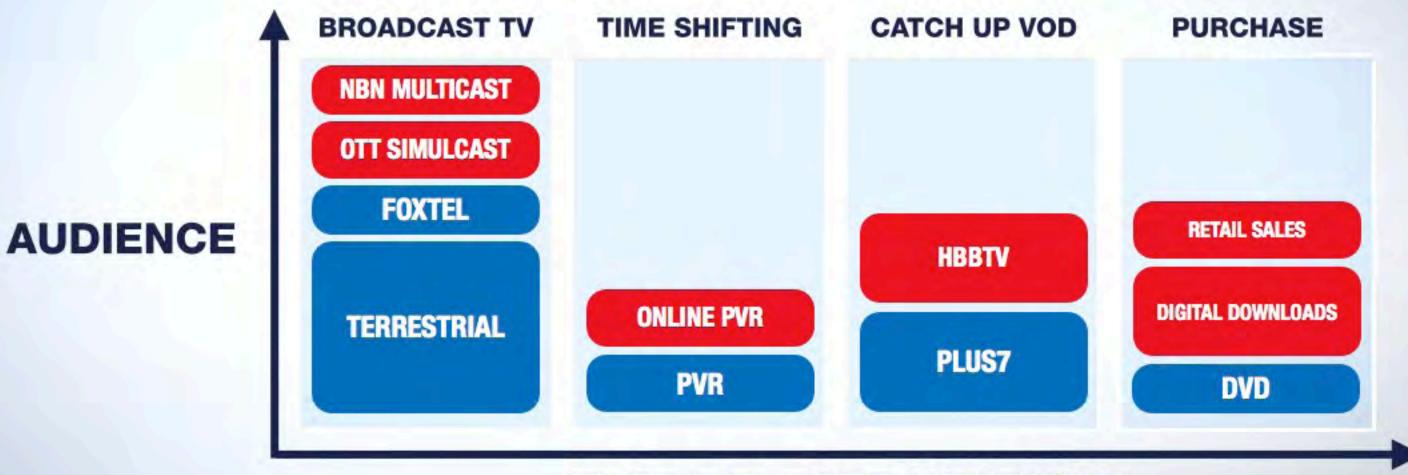
FUTURE



EXPLOITATION

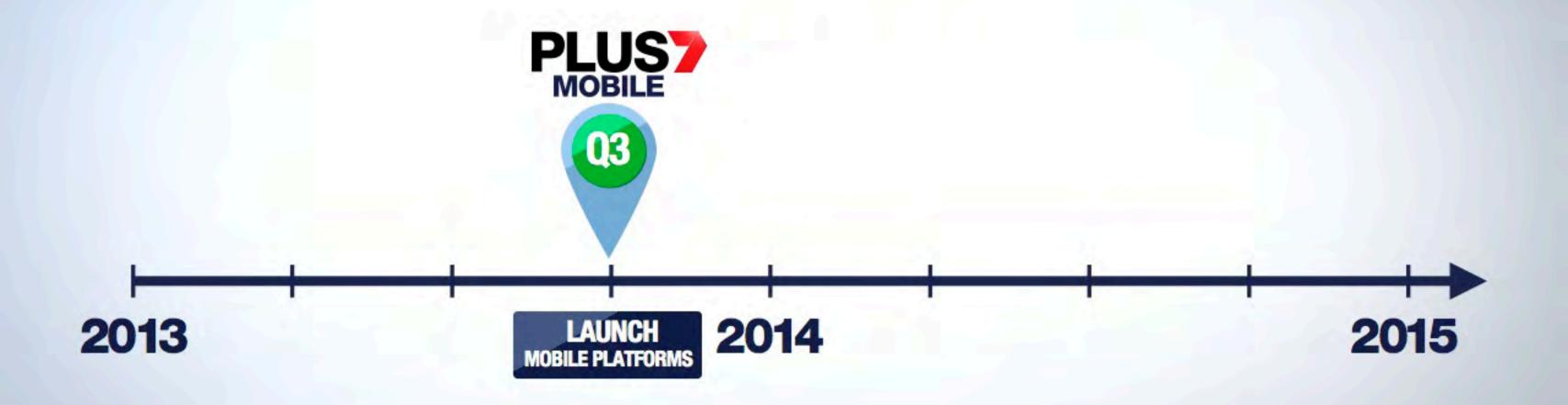


EXPLOITATION



TIME RELEASE WINDOWS

---ROAD MAP



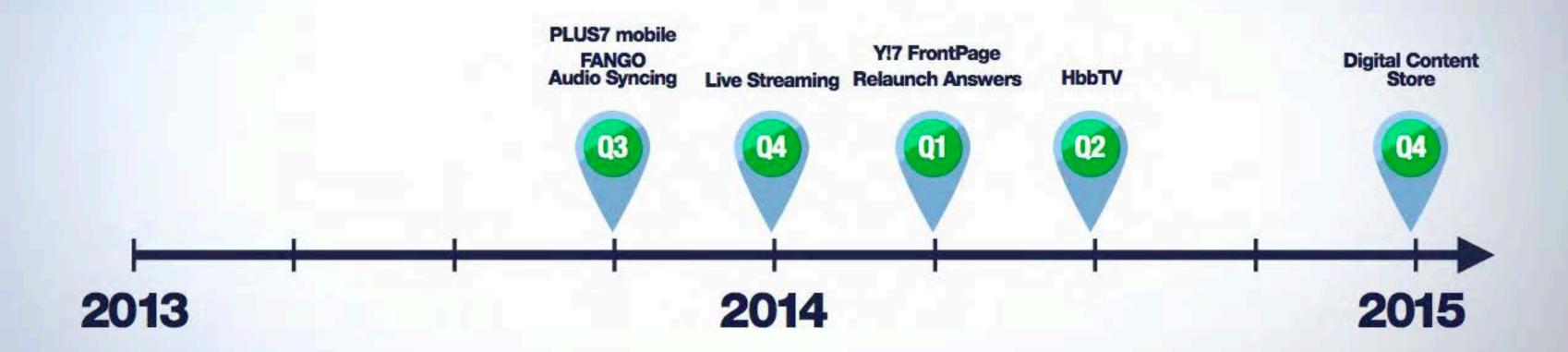
---ROAD MAP----



ROAD MAP-



ROAD MAP



















Kurt Burnette Chief Sales & Digital Officer

Seven West Media







AdNews

16 May 2012

Seven dominates FTA revenue

THE AUSTRALIAN



Seven forges ahead



Record commercial share achieved by the Seven Network

INNOVATION



MirriAd



BreakEngager









400 TV ADS

500

EVENTS

2,000 CO-BRANDED INITIATIVES

2,500 IN-PROGRAM INTEGRATIONS









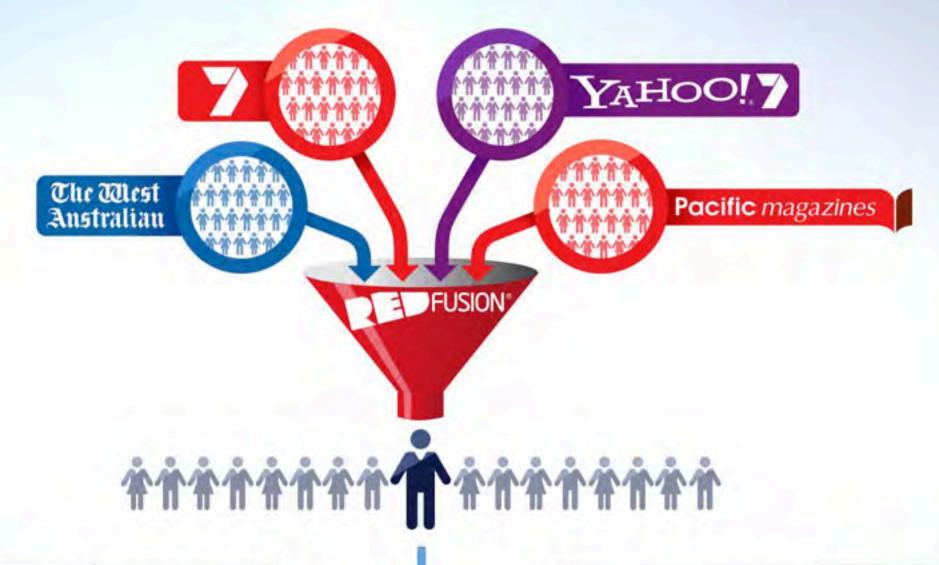






Pacific magazines

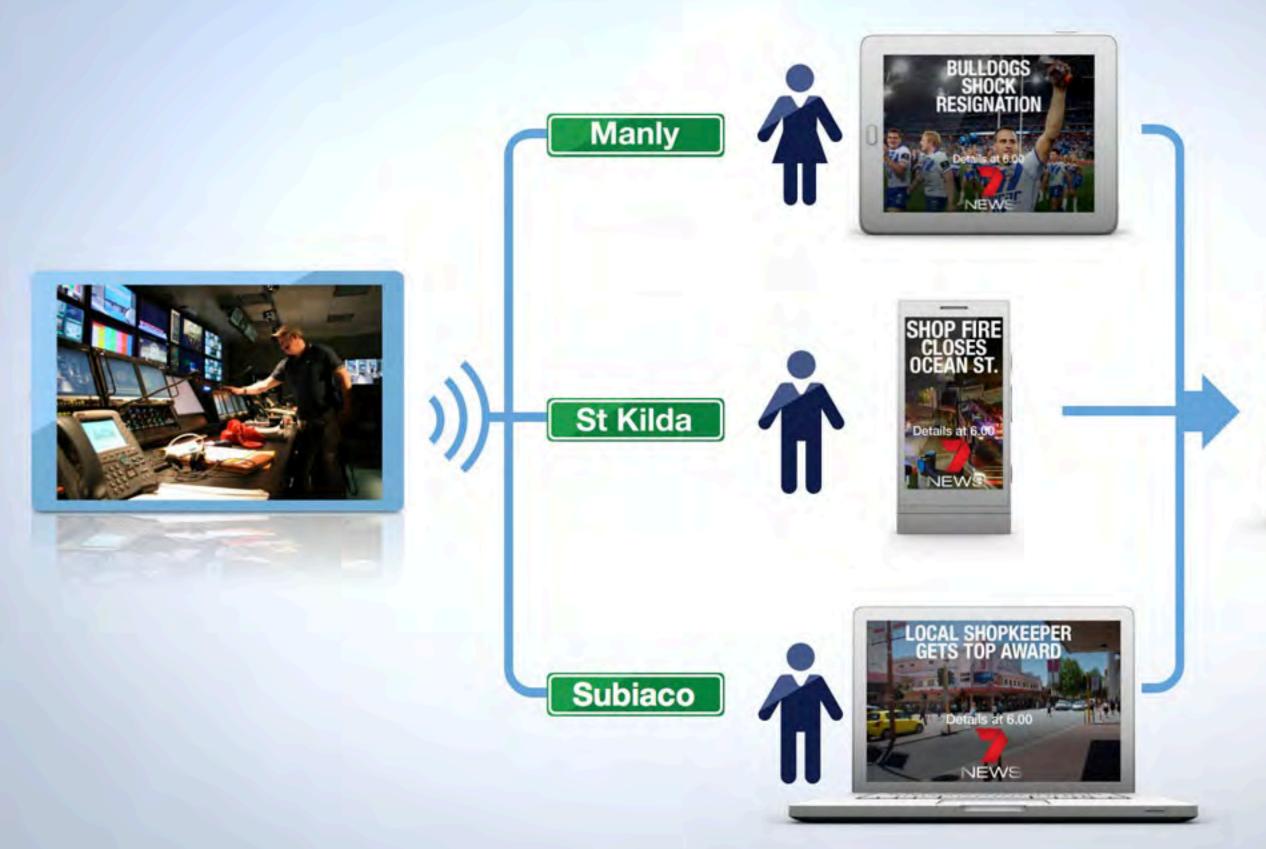
The West Australian BIG BATA BIG OPPORTUNITY



- Channel planning
- Data matching
- · Lead generation



- Marketing/subscription
 - w E-commerce
 - Customised content





REDEFINE

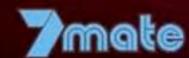


one place



The Mest





Pacific magazines

Don Voelte AOManaging Director & Chief Executive Officer

Seven West Media



FY 2013:

- "a few million down on last year's net profit after tax... probably 2-4% underlying."
- 2) "even if advertising doesn't alter its present trends, we believe FY 2013 was the worst of it for our Company on a net profit after tax basis."

FY 2014:

- 1) "we have taken more than \$100 million of costs out of the business versus the course we were just on 10 months ago, resulting in an increase in net profit after tax of more than \$75 million."
- 2) "organisation has identified even more opportunities for improvement."