



MEDIA RELEASE

04/05/17

APN NEWS & MEDIA ANNOUNCES REBRAND TO HT&E – HERE, THERE & EVERYWHERE

APN News & Media (APN) today announces details of a major rebrand of the company from APN News & Media to **HT&E – Here, There & Everywhere**.

The first stage of the rebrand was presented today at APN’s Annual General Meeting, with the official name change receiving the backing of shareholders.

HT&E reflects the company’s repositioned portfolio with leading, high quality metropolitan media assets across radio, outdoor and digital, and marks a more strategic and integrated collaboration across its businesses of Australian Radio Network (ARN), Adshel, Conversant Media, and Emotive.

The rebrand follows the significant transformation of the company, with the original name – Australian Provincial Newspapers – directly pointing to the company’s foundations in print. In the decades since its establishment, APN has transformed and diversified, with the sale of its remaining newspaper assets last year marking the final shift away from traditional publishing. The name APN was no longer reflective of the company, its brands, investments, and vision.

Of the company’s new name and proposition, CEO & Managing Director, Ciaran Davis, said: “HT&E represents our new direction, as we move from being a holder of media assets, to a tier-one media business, uniquely placed in the media market. It’s not simply a new name and logo, it encapsulates a better proposition for our audiences, advertisers and shareholders.

“This is the first time that a media company in Australia will bring together the critical “away from home” channels of radio, outdoor and digital – enabling advertisers to better engage, influence and drive audience behaviour as we connect and interact with them, wherever they are.

“HT&E is deliberately contemporary. Powered by technology, more of our lives are lived on the go – in the car, travelling to work, on mobile devices. Our purpose and ambition is to unlock the power of “**Marketing in Motion**”, to grow brands and audiences. When consumers are in motion, or here, there and everywhere, we believe they are more open to marketing messages, and our unique portfolio of assets can help brands and businesses capitalise on that mindset.

“With technology disrupting advertising models and affecting consumer control in the home, we believe advertising revenue will only continue to grow across radio, outdoor and digital. HT&E will allow us to take a strategic position with our assets working closer together, offering unprecedented scale, with a central resource set up for cross-platform ideas, research and data.





“We are very excited about this new brand – a true reflection of our unique combination of growth media assets, the strength and reach of our individual brands, and the new direction we are taking, united as HT&E”, Davis said.

The HT&E rebrand will roll out across the coming weeks.

NOTES TO EDITORS

CREDITS:

Brand Strategy - Bohemia

Brand Name - Bohemia

Brand Positioning - Bohemia

Brand Design - YOLO

CHANGE OF NAME: The change of name will take effect when the Australian Securities and Investments Commission alters the details of the Company’s registration. There will be a change to the Company’s ASX listing code from APN to HT1 which will be announced on the ASX when the change of name takes effect. The Company’s updated Constitution will also be attached to this announcement.

ABOUT HT&E

HT&E – Here, There and Everywhere (formerly APN News & Media) is a leading media and entertainment company listed on the ASX, with diverse assets in Australia, New Zealand and Hong Kong.

In Australia, HT&E operates the Australian Radio Network (ARN), one of the country's leading metropolitan radio broadcasters and home to the KIIS and Pure Gold networks, youth radio station The Edge, and the music streaming, digital entertainment and live events platform iHeartRadio. ARN also has an investment in content marketing agency Emotive, which launched in February 2015.

HT&E owns and operates Adshel, a leading outdoor and digital out-of-home provider and #1 street furniture network in Australia and New Zealand, offering advertising solutions that are innovative, creative, flexible and delivered at scale across its network.

In October 2016 HT&E also acquired Conversant Media, a pure-play digital and mobile media company. Its portfolio of sites includes global culture website, Lost At E Minor, Australia’s leading sports opinion website, The Roar, and the millennial-tech and lifestyle website, Techly.

HT&E’s Hong Kong business, Cody, is focused on premium billboard advertising.

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