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Sky secures NRL rights in exclusive seven-year partnership

Sky is pleased to announce it has secured an exclusive seven-year broadcast partnership for New Zealand NRL rights with the Australian Rugby League Commission, commencing January 2028 to December 2034.

The renewed partnership ensures Sky customers will continue to enjoy comprehensive live coverage of the season-long NRL and NRLW competitions, including all One NZ Warriors matches, the Finals Series and Grand Finals, as well as all State of Origin games, bringing fans every major moment from one of New Zealand's most popular sporting competitions.

Sky will deliver comprehensive coverage of the NRL across its platforms, including Sky Sport, Sky Sport Now and its strengthened free-to-air offering across Three and ThreeNow, along with Sky Venue premises (pubs, clubs, hotels and motels) throughout the country. The combined Sky portfolio brings rugby league to a wider audience than ever before, reinforcing Sky as the best partner for the NRL in this market.

Sophie Moloney, Sky Chief Executive, commented: "The passion New Zealanders have for rugby league continues to grow, driven by a world-class competition and the incredible support behind the Warriors. I am delighted that Sky has extended its long-standing partnership with the NRL and will continue to bring the sport we love to audiences across the country."

"For more than three decades, Sky and the NRL have enjoyed a strong partnership, bringing rugby league to fans across Aotearoa New Zealand. In recent years, we've built on that foundation by working together to grow the game, inspire the next generation of players and fans, and help rugby league continue to thrive. This new agreement gives us the opportunity to carry that momentum forward as we continue to bring this exciting coverage to Sky and Three audiences for years to come."

Australian Rugby League Commission Chairman, Peter V'landys AM, commented: "We are delighted to extend our long-term partnership with Sky, who have been excellent partners in growing rugby league in New Zealand, and bringing its biggest moments into the homes of millions of New Zealanders."

NRL Chief Executive Officer, Andrew Abdo, commented: "Rugby league is thriving in New Zealand and Sky has played an important role in that growth. This partnership ensures fans can continue to enjoy premium coverage while helping us reach new audiences and grow the game even further."

While the terms are commercially sensitive, Sky is confident the agreement reflects the value of this content to New Zealand audiences and to its business, continuing its disciplined, data-informed approach to content investment.

The agreement is conditional on Sky shareholder approval by special resolution¹, which will be sought at Sky's Annual Shareholder Meeting. More information regarding the shareholder approval process will be provided in due course.

ENDS

Authorised by Kirstin Jones, Company Secretary

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¹ Sky shareholder approval is required under section 129 of the Companies Act 1993 because the value of the assets to be acquired by Sky over the seven-year period is more than half the value of Sky's assets before the acquisition and because Sky will incur obligations or liabilities (being principally the obligation to pay for the broadcast rights and related production obligations) in excess of half the value of Sky's assets before the transaction. Shareholder approval is also required under NZX Listing Rule 5.1.1 because the "Gross Value" of the assets to be acquired by Sky over the seven-year period exceeds 50% of Sky's "Average Market Capitalisation" (as those terms are defined in the NZX Listing Rules). As at 7 July 2026, Sky's Average Market Capitalisation was \$443,795,395.