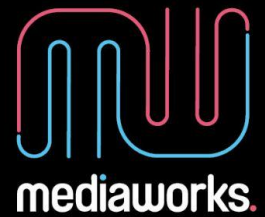


MEDIAWORKS MEDIA RELEASE

18 AUGUST 2023

FOR IMMEDIATE RELEASE



ADVERTISING HEAVYWEIGHT LUKE FARMER TO JOIN MEDIAWORKS

MediaWorks announced today that it has appointed Luke Farmer as Group Head, Agency Sales, starting in November 2023.

Luke is a highly-regarded industry leader with more than 2 decades working across both local and international clients. With senior roles including Managing Partner of BC&F Dentsu, General Manager at Dentsu and more recently managerial roles at Thinkerbell and Crave Global, Luke has forged deep relationships throughout the media market in Aotearoa.

MediaWorks General Manager of Agency Jaana Collins says Luke's broad experience and his background in running an integrated agency is a perfect fit for MediaWorks.

"I am really excited to have Luke's unique mix of media, strategy and creative knowledge join our business and help us shape our team to continue to deliver the best in market thinking and results for our clients and partners."

Luke said he was looking forward to jumping into MediaWorks at a time when business confidence is starting to return. "Can't wait to get stuck into my role at Mediaworks, super eager to bring my experience to the table. With a heap of optimism in the air, I look forward to working with our agency partners to help brands forge authentic connections with their audiences."

-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

mai

The edge

George®
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA
your Indian Radio

THE BREEZE

THE SOUND