

## How our activities added value for our stakeholders

### Value created by the group

**ZAR45 261m**

Subscription revenue<sup>(1)</sup>



**ZAR9 816m**

Other revenue and income<sup>(2)</sup>



**ZAR260m**

Interest income



**ZAR55 337m**

Total value created

#### Value allocated to stakeholders

	FY22 ZAR'm	FY21 ZAR'm
Subscription revenue <sup>(1)</sup>	45 261	44 683
Other revenue <sup>(2)</sup>	9 816	8 727
Interest income	260	366
<b>Total value created</b>	<b>55 337</b>	<b>53 776</b>
Employee costs	5 759	5 911
<b>Value allocated to employees</b>	<b>5 759</b>	<b>5 911</b>
Content investment	19 477	17 951
Set-top box purchases	5 750	5 165
Transponder costs	2 396	2 623
Other operating expenses	10 549	10 466
<b>Value allocated to suppliers and partners</b>	<b>38 172</b>	<b>36 205</b>
Tax expense <sup>(3)</sup>	4 210	4 827
Licence fees	257	203
Community social development spend <sup>(4)</sup>	298	446
<b>Value allocated to governments and societies</b>	<b>4 765</b>	<b>5 476</b>
Dividends paid to non-controlling shareholders	1 506	1 491
Non-controlling interests in net profit retained	1 526	1 916
<b>Value allocated to minority partners</b>	<b>3 032</b>	<b>3 407</b>
Dividends paid to group shareholders	2 418	2 411
Repurchase of treasury shares	308	–
Interest paid to debt providers	160	53
Value retained for equity holders	723	313
<b>Value allocated to capital providers</b>	<b>3 609</b>	<b>2 777</b>
<b>Total value allocated</b>	<b>55 337</b>	<b>53 776</b>

#### In return, our customers received value through:

24/7/365 entertainment anytime and anywhere  
through packages and streaming services tailored to their needs and budgets

World-class sport viewing,  
local sports talent and sports federation development through SuperSport

Unique local content  
that tells African stories and local creative talent development

Extensive international content  
access through licensing and distribution agreements

Leading digital and cybersecurity services  
for digital platform and application protection

Dynamic media services  
to access and advertise to both broadcast and online audiences

A growing platform  
offering additional entertainment and consumer products and services,  
such as sports betting

<sup>(1)</sup> Subscription revenue in FY22 includes ZAR163m losses related to fair value movements on Nigeria futures contracts (FY21: ZAR72m gains).

<sup>(2)</sup> Other revenue includes Irdeto revenue, advertising revenue, decoder sales, installation fees, licensing and production revenue, DStv Insurance premiums and reconnection fees.

<sup>(3)</sup> Includes current and deferred tax charges. For details of corporate income taxes paid and collected during the year, refer to page 34.

<sup>(4)</sup> Includes non-cash advertising contributions of ZAR123m in FY22 (FY21: ZAR271m).