

Showmax operations



We believe streaming represents the future of video entertainment, and while we cannot control the factors that support the uptake of the service in the short term, we are putting the building blocks in place to succeed in this area over the long term.

It has been just over a year since Showmax was relaunched across a 44-market strong African footprint with the ambition of becoming the leading streaming platform on the continent. 30% owned by US media giant Comcast, the service is powered by its world-class Peacock technology platform, with a proven ability to scale and support high volumes of concurrent streams, and which incorporates our local market innovations.

Showmax has been designed for the African continent, with custom features such as tailored content recommendations, localised pricing in core markets and settings that allow for more affordable, low data usage. For example, while offering a 1080P full HD mode, the platform also supports low-bandwidth devices with a new data-saving mode that uses as little as 60MB of data an hour. We've leveraged off this capability to be the first African SVOD service to live stream Tyla, a homegrown talent, to local audiences.

Customers across the continent are further supported by payment integrations with local payment partners, which allows Showmax to offer several payment methods at preferred touchpoints, and by distribution partnerships with local telcos which often include bundled data offers. These partnerships are invaluable in unlocking accessibility of the service and addressing affordability of data across our markets. In the last few months, we have ramped up operations in Kenya and Tanzania with data partnerships and have launched MTN Momo as a means of payment in Ghana, Uganda and Zambia.

In South Africa, we have extended our partnership network by including Capitec, a local bank with a strong presence in the middle and mass market, to provide their customers with a discounted introductory offer. DStv also continues to be a key distribution partner across territories, with the Showmax Entertainment offering being made available at a 100% discounted offer for Premium customers and a discounted

value-added service to other DStv subscribers who add Showmax to their DStv bills.

Showmax offers an extensive catalogue of local and international content to thrill its audiences. At the heart of the service is the world's first standalone Premier League (PL) offering for mobile devices, with all 380 games offered live. *Premier League in your pocket* makes live football truly accessible for the 250m Premier League fans on the continent. More recently, the Showmax sport offering was expanded beyond only the English Premier League to offer live streams of all the South African PSL games. During the year we also kept live sports entertainment at our customers' fingertips by streaming the Euros and Olympics to fans.

The Showmax Entertainment offering, available on both lean-back and mobile, showcases best-in-class content spanning numerous genres and focuses heavily on local content as a key differentiator. To support this strategy, and in addition to leveraging local content from our proprietary channels such as Mzansi Magic, kykNet and Africa Magic, we've ramped up our investment significantly in FY25 by releasing 82 original movies and series (FY24: 59). This approach included several Showmax Originals, which have proven highly successful in driving growth in viewership numbers with eight out of our top 10 shows this year being local successes. Audiences were enthralled by *Youngins*, *Adulthood*, *The Real Housewives* franchise and *The Mommy Club* in South Africa, *Wura*, *Real Housewives of Lagos*, *Flawsome* and *Big Brother Nigeria: The Buzz* in Nigeria, *Single Kiasi* and *Nai-Rich* in Kenya and *Nafsi Yangu* and *Jacob's Daughters* in Tanzania. Demonstrating a strong customer affinity for local storytelling, these specially created Showmax Originals all topped the 'most-watched charts' in their respective markets, while another one of our local co-productions, *Spinners*, won 'best foreign series' at the Shanghai TV Festival's Magnolia Awards.

Showmax also offers a rich international slate and showcases exclusive content from Comcast's NBC Universal, Universal Pictures, Peacock and Sky Studios, and third-party content from international studios e.g. Warner Brothers, HBO and Paramount. Popular content in FY25 included series such as *Suits LA* and *Day of the Jackal* and movies such as *The Beekeeper* and *Barbie*.

We are clear that streaming represents the future of video entertainment, however, the timing is not quite right for immediate exponential growth across Africa. Availability of fixed and mobile data, particularly quality data, coupled with persistently high data costs remain key barriers to consumer adoption of streaming services. Operationally, individual markets provide their own complexities and typically require longer incubation times to deploy localised offerings, while suitable payment solutions and distribution partners also take time to develop.

While we cannot control all of these factors, we are continuously reviewing the optimal timing for further specific market expansions and investing our efforts in establishing the building blocks that stimulate demand and enable accessibility for our products over the long term. This includes the improvement and localisation of our entertainment and sports value propositions, improving customer affordability and reach through partnerships with data providers (in particular), improving the sign-up and return pathways for customers subscribing to the service and adding new methods of payment for customers.