



Shareholder Interaction

Ask Me Anything

July 2025

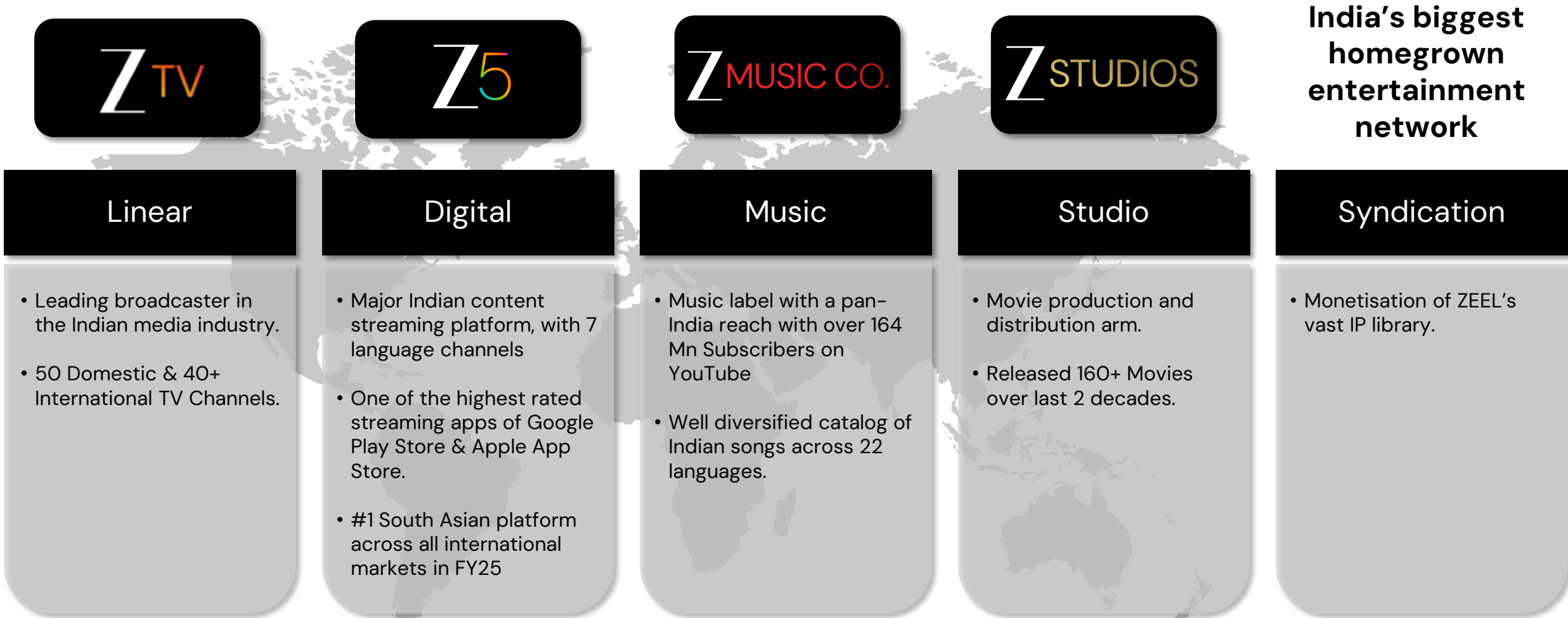
Zee Entertainment Enterprises Limited



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This document should be read in conjunction with the published financial results. Certain analysis undertaken and represented in this document may constitute an estimate or interpretation and may differ from the actual underlying results.

Use of Operating Metrics: The operating metrics reported in this presentation are calculated using internal company data. While these numbers are based on what we believe to be reasonable estimates for the applicable period of measurement, there are some inherent challenges in these measurements. The methodologies used to measure these metrics are susceptible to source issues, calculation or other technical errors. We regularly review our processes for calculating these metrics, and from time to time we may discover inconsistencies in our metrics or may make adjustments to improve their accuracy, which can result in adjustments to previously disclosed metrics. In addition, our metrics will differ from estimates published by third parties due to differences in methodology.



India's biggest
homegrown
entertainment
network

360° Entertainment Content Company

A Content Powerhouse: One of the Largest Exclusive Libraries of Indian Entertainment



50

Indian Channels

11

Native languages

40+

International Channels

11

Foreign languages

265,000+

GEC Content Hours

500+

Fresh Content Hours Weekly

6,850+

Movie Titles

300+

Originals on Z5

ZEEL's IP ownership

98% GEC
Content Owned IP

22%
Hindi

78%
Other
Languages

Music
(Owned Copyrights)

18,000+
Songs

1,100+
Movie Titles

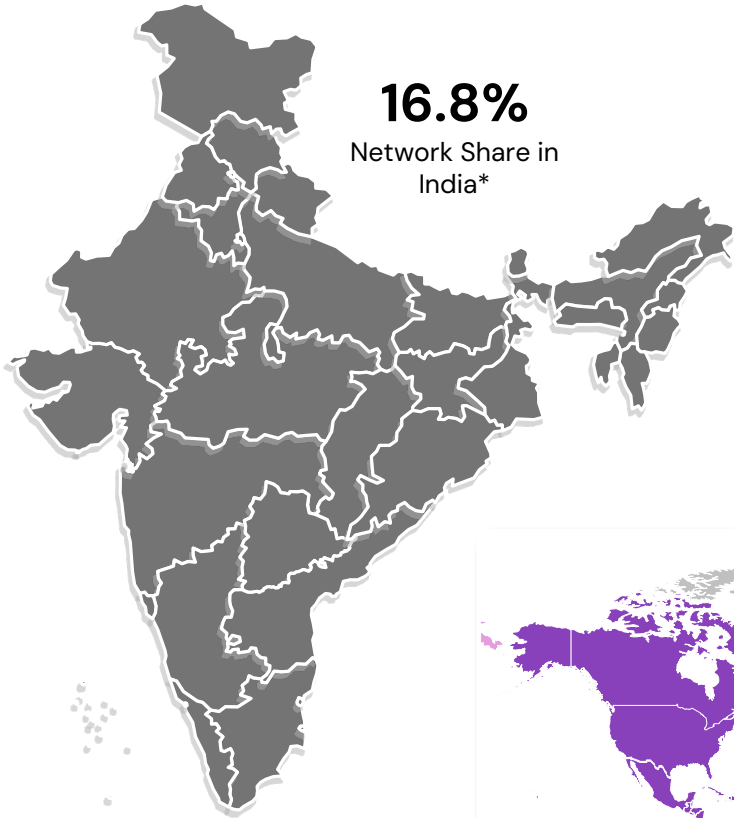
22+
Languages

Movies
(Linear + Digital)

550+
Owned Titles

4,000+
Licensed Titles (Perpetuity)

2,300+
Licensed Titles (Fixed Term)

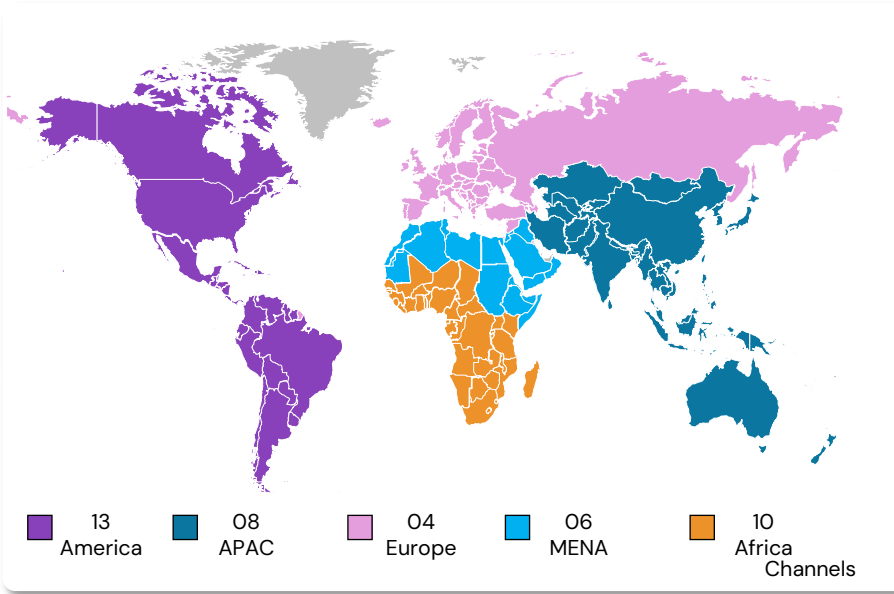


Leadership
Driven by
Relatable
Content



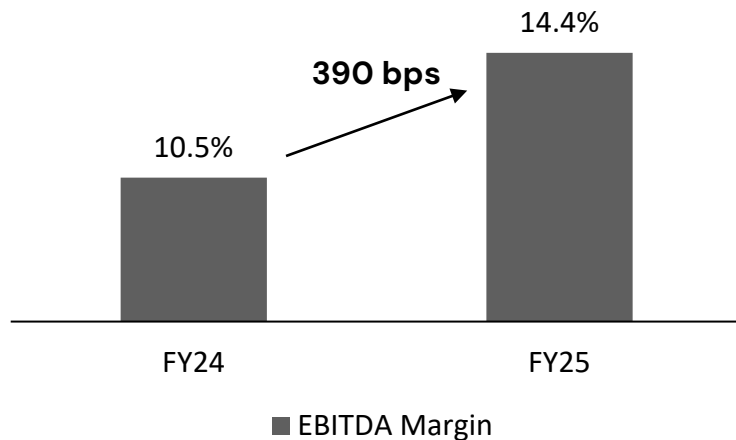
4.5+
Top Rated
OTT App# of India

International
Footprint

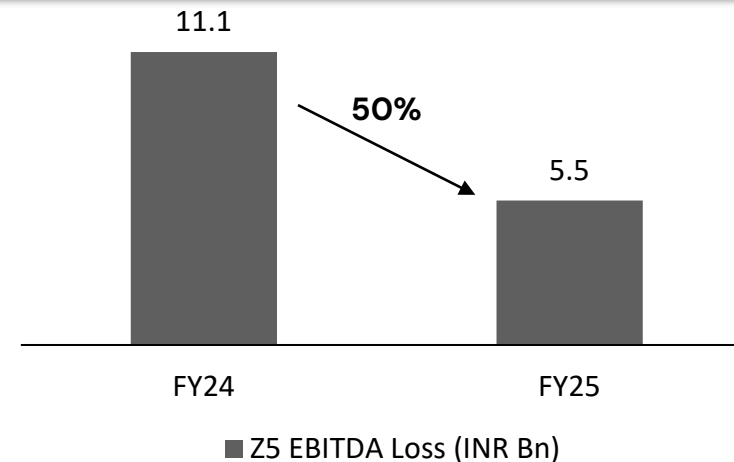


Most Profitable
Pan-India
Entertainment
Network

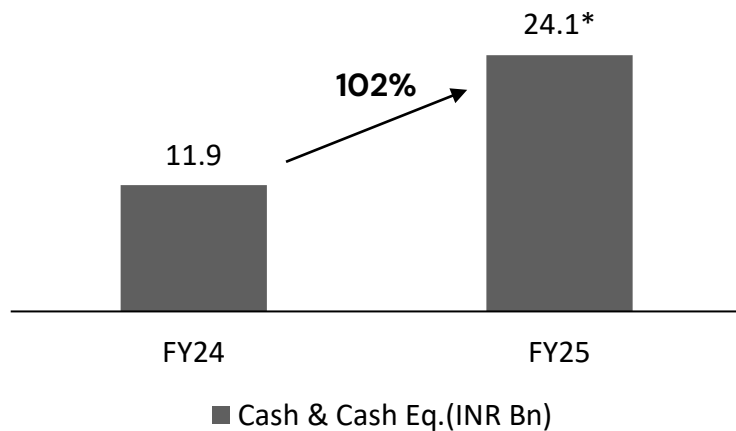
Improved Margin



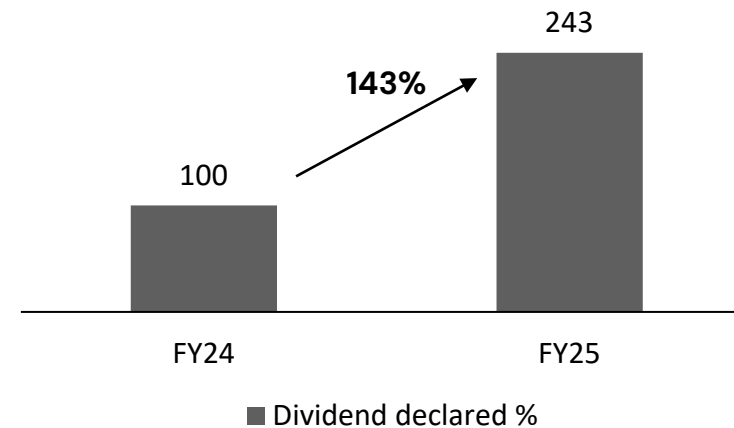
Continued Reduction in Z5 EBITDA Loss



Focus on Creating a War-Chest



Maximizing Shareholder Returns





Augmented Board with complementary and relevant skills in Tech and M&E sector
(Two new members from Media agency & Tech background being inducted – Ms. Divya Karani & Mr. Saurav Adhikari)



Diversified Board comprises of all non-executive directors with independence from executive management



Active monitoring of key matters and business performance by Board

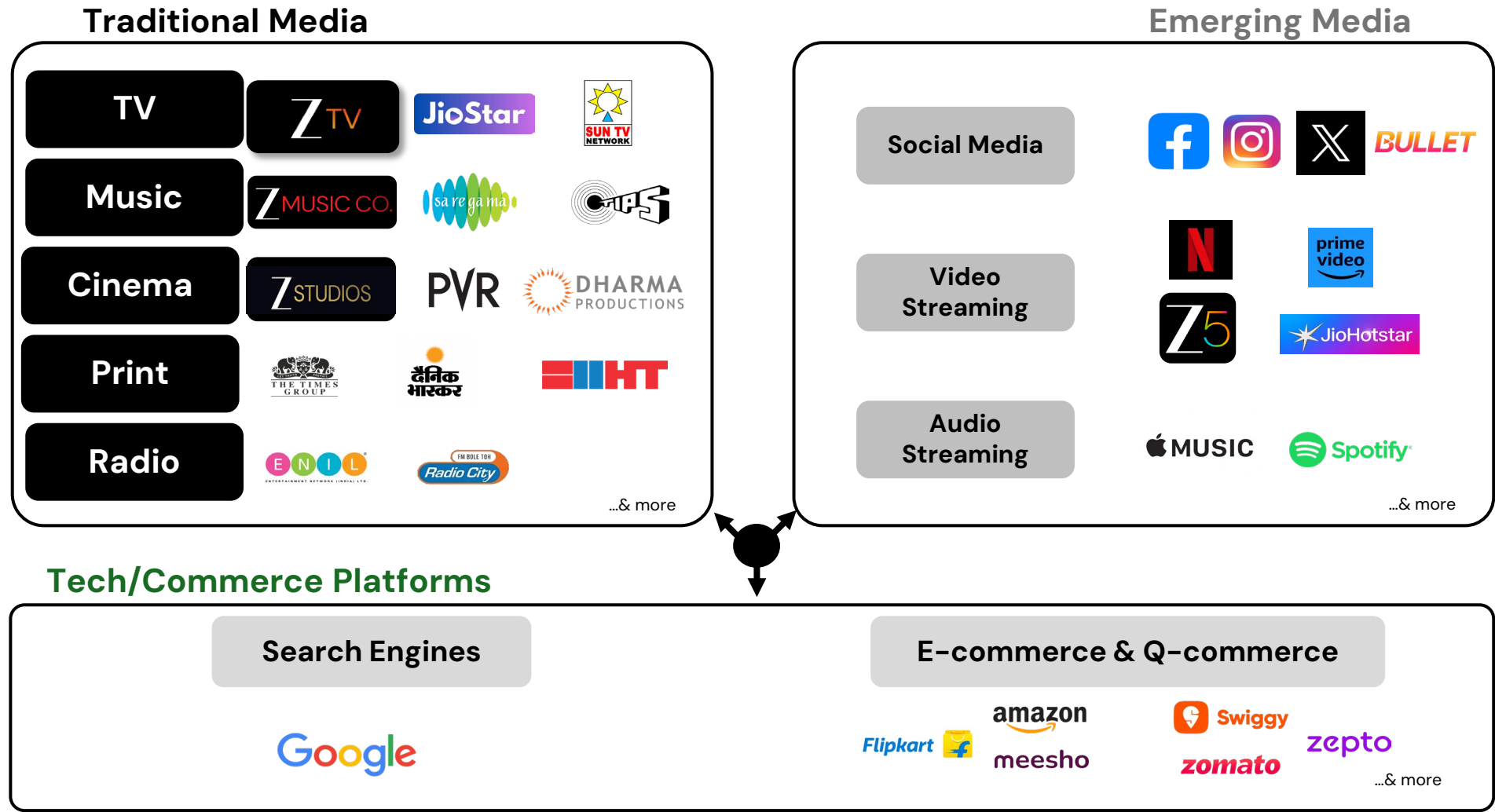


Increased disclosures and regular communication with shareholders




Improved ESG Score (From 28 to 44) : Amongst the top 10% of global players in the sector as per S&P Global ESG score 2024

Changing Market Landscape : Lines Between Traditional and Emerging Media are Blurring. Hence 'Z' Has Planned Growth Initiatives to Stay Ahead of the Curve



Advertisement pie is being shared among numerous forms of media. Hence the need for traditional media is to reinvent itself.

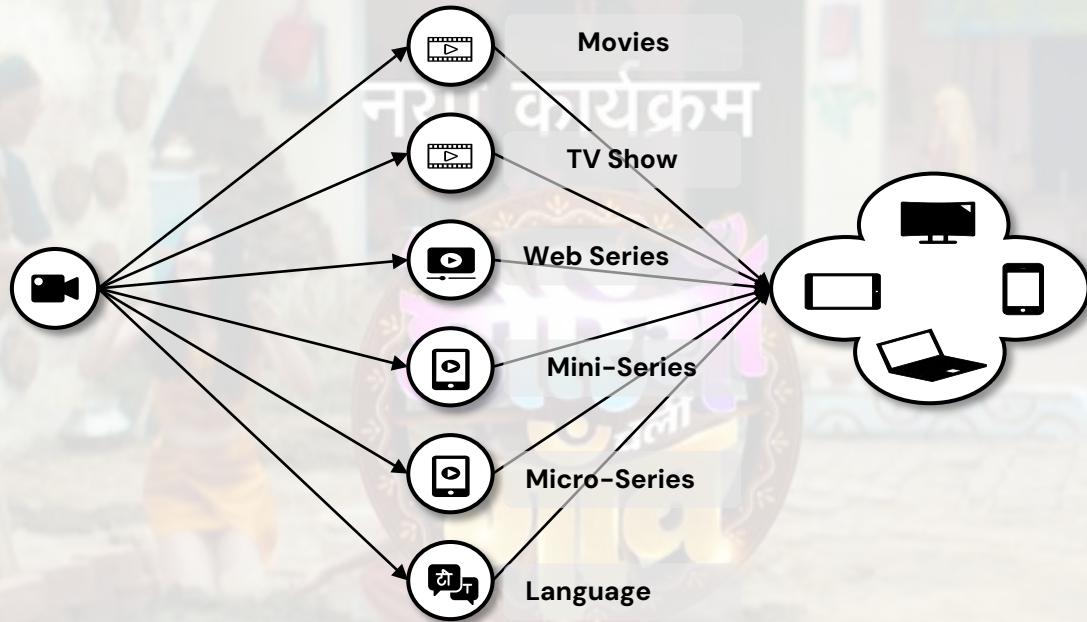
A woman with long dark hair, wearing a red and orange sari over a white blouse, is smiling and throwing orange powder (gul) into the air. She has orange powder on her face and hair. The background is a blurred green forest. A black rounded rectangle is in the bottom left corner containing the letter 'Z' and the text 'Transforming for Tomorrow'.

Z

Transforming for
Tomorrow

Omni Channel – Shaping Future of Entertainment

Fortifying Both Linear & Digital

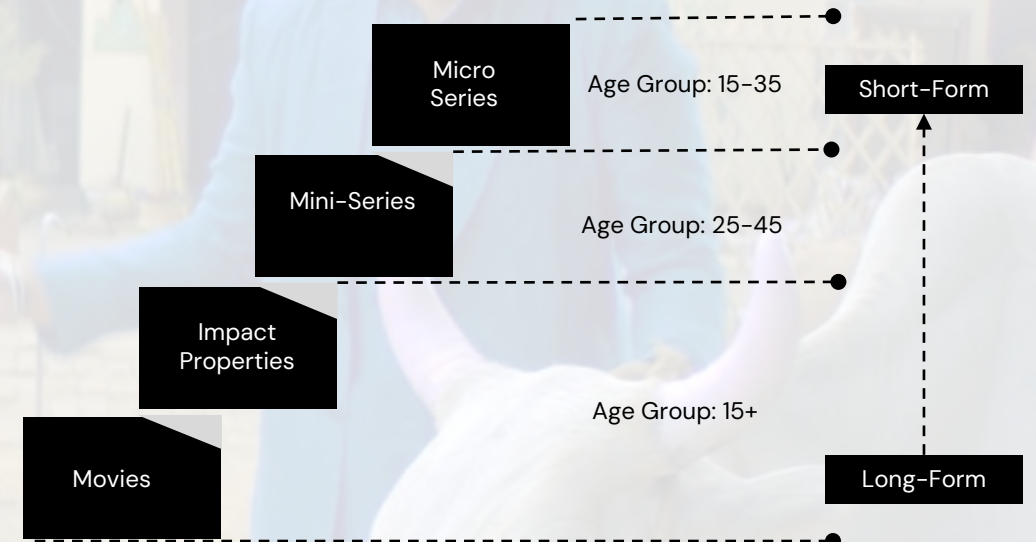


Unified Content Production

Expanding

Beyond TV Shows & Web Series

Scaling Up Content for All age Groups– Reaching Masses



Growth Levers for 'Z' in Linear Business

Z

Achieve increased viewership share on the back of exciting content

- Powering growth through a strong lineup of fresh content (fiction and non-fiction) being developed
- Expanding the slate: Diverse new releases across genres (comedy, horror, mythology etc.)

Reinforcing presence in FTA market of ~ INR 4,000 crs. to get the larger share of ad spends

- Relunched Z's flagship FTA channel- Z Anmol
- Built a portfolio of 7 channels across genres in the network

Building specialised teams to cater to Retail/SME/MSME advertisers

Execute new forms of monetisation like structured deals for advertisers

Enhanced focus on in-Show Brand Integration



Digital Segment on High Growth Trajectory

Z

"आपको क्या अच्छा लगता है?"

अपनी भाषा.
अपनी कहानियाँ.

CHHAL KAPAT
SHERO
COSTAO

Z5

आपली भाषा. आपल्या गोष्टी.

"अख्खा महाराष्ट्र तुझ्या पाठीशी आहे"

मराठी मनोरंजनाचे
हक्काचे ठिकाण
मराठी ZEE5

Z5

आपली भाषा. आपल्या गोष्टी.

"ದೈವ ಕೊಡಯ್ಯ ನಕ್ಕಿದ್ದೆ, ಚಿನ್ನದ ಮಳೆ"

ನಮ್ಮ ಕನ್ನಡ
ಎಂಟರ್‌ಟೈನ್‌ಮೆಂಟ್‌ಗೆ
ಒಂದೇ ಅಡ್ಡ
ಕನ್ನಡ ZEE5

Z5

ನಮ್ಮ ಭಾಷೆ. ನಮ್ಮ ಕಥೆಗಳು.

"খেলা হবে রোজ!"

বাংলা এন্টারটেইনমেন্টের
প্রিয় ঠিকানা
বাংলা ZEE5

Z5

আমার ভাষা. আমার গল্প.

"మనదే ఇదంతా!"

మన తెలుగు ఎంటర్‌టైన్‌మెంట్‌కి
C/o అడ్డన్
తెలుగు ZEE5

Z5

మన భాష. మన కథలు.

"இப்போதும் தியேட்டர்-ல ஸ்பெஷல் ஷோ போட்டோம்"

நம்ம தமிழ் பொழுதுபோக்கின்
ஒரே முகவரி
தமிழ் ZEE5

Z5

நம் மொழி. நம் கதைகள்.

"ഇവിടെ വരുന്നവരെല്ലാം ഞങ്ങളുടെ കുടുംബക്കാരാണ്"

നമ്മുടെ മലയാള
വിനോദത്തിനായുള്ള
ഒരേയൊരു സ്ഥലം
മലയാളം ZEE5

Z5

നമ്മുടെ ഭാഷ. നമ്മുടെ കഥകൾ.

- Increased original content offering to almost 3x as compared to previous year at optimum cost
- Riding on Z's regional strength, launched 7 language channels for Z5 OTT to enhance Pan-India subscriber base
- ARPU enhancement
- Launched Micro-drama platform "Bullet" to cater the changing consumer needs
- Path to break-even for the OTT platform

Z MUSIC CO.

- Inducted new Business Head
- Increased investment to diversify catalogue into different genres/languages
- Geographical expansion—wider distribution of our catalog into International markets

Syndication

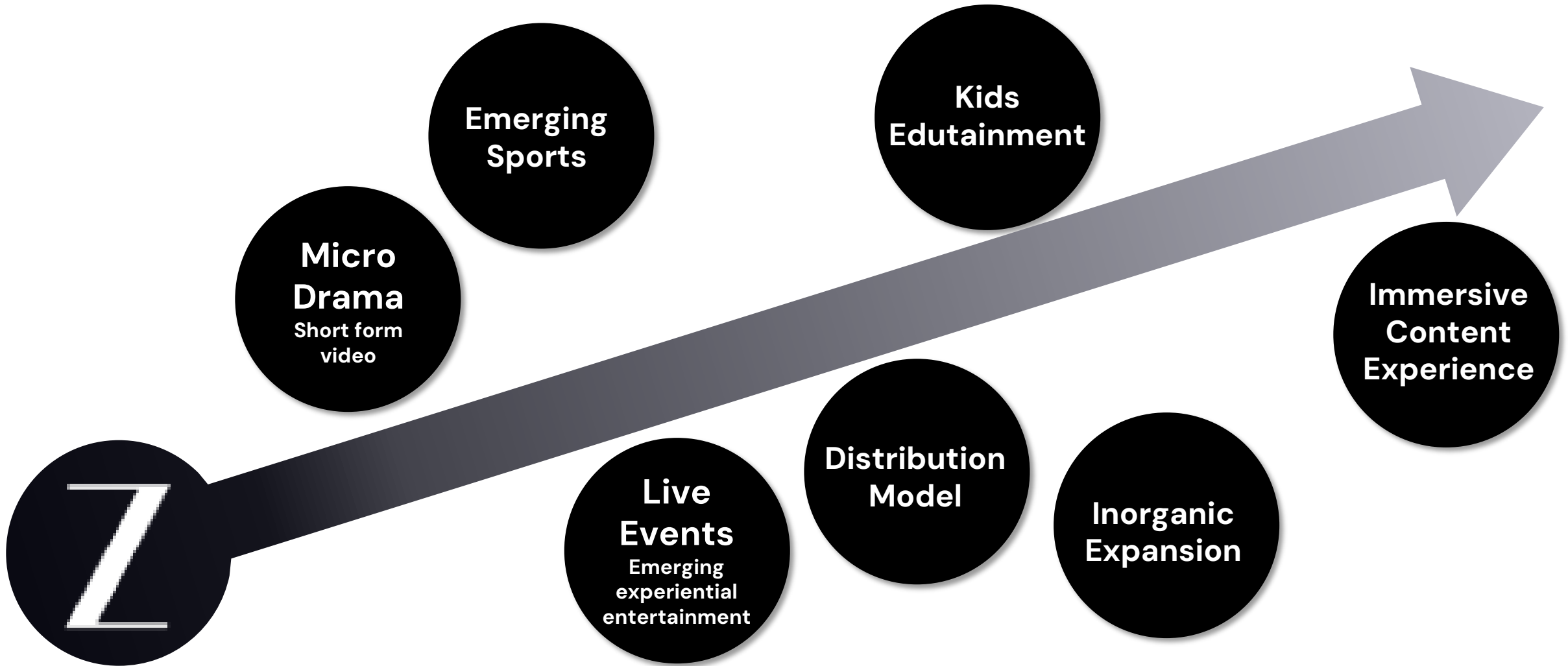
- Onboarded new Business head for sharp focus on the vertical
- Repurposing and upgrading content for audience across globe from our vast IP library with use of technology, to monetise it better
- Focussed business plan for syndication

Z STUDIOS

- Prudent approach of greenlighting projects
- Diversification into other languages from Hindi
- Reducing the risk on Capital by signing of upfront Anchor deals

These businesses provides 'Z' an extra edge in the entertainment landscape





A stronger balance sheet will enable the Company to pursue transformational strategic initiatives which would help 'Z' leapfrog in the coming years, such as Sports, Gaming, new international markets, adjacent businesses etc.

Yours Truly

Z