

ARN INVESTS IN EXCELLENCE WITH EVOLUTION OF KEY COMMERCIAL ROLES AND THREE INTERNAL APPOINTMENTS

Monday, 22 February 2021 – ARN today announces **three internal promotions and one new appointment to the commercial team** as part of ARN's strategy to continue to strengthen its position as Australia's leading audio company while delivering customised commercial solutions to clients.

Kate Blakeley has been promoted to the role of **Sydney Agency Sales Director**, commencing immediately.

Kate joined ARN in 2014 with extensive experience working at major media agencies and radio. Over the past six years at ARN, Kate has developed strong business relationships and excellent market presence as she progressed from Account Director to Group Sales Manager and, most recently, as the foundation leader of ARN's Independent specialist business unit as Sales Director – Independent Agencies.

Lena Rapley has been appointed to the newly created role of **Independent Sales Director – Sydney and Melbourne**. This role is part of the evolution of ARN's specialist business unit and service model, in line with the Independent Media Agencies of Australia's (IMAA) multi-state expansion.

Lena has worked in a variety of roles within the ARN Commercial function, leading and managing teams across agency sales and client solutions over the past ten years in both the Sydney and Melbourne markets.

More recently she has been working closely with content teams, driving new product development and content commercialisation to help drive better outcomes for clients and stronger revenue return for the business.

In her new role Lena will lead Independent Agency growth in line with ARN's overarching business strategy and commitment to commercial excellence for clients.



Denis Donati has been appointed to the newly created role of **Group Sales Manager – Digital** across Sydney and Melbourne.

Denis has been with ARN for the past four years, moving from his Account Director role to Group Sales Manager – Melbourne Agency. In this new role, Denis will return to his hometown of Sydney and will be part of ARN's digital growth strategy across iHeartRadio and the iHeartPodcast Network.

Shaun Scully has been appointed as **Sales Director – Direct Sales**. This role marks a return to ARN for Shaun who has previously worked across the Mix 106.5 (now KIIS 1065) and WSFM brands. Shaun has extensive experience in media and radio and in his new role, Shaun will lead ARN's high performing Sydney Direct Sales teams to maximise performance across radio and digital.

ARN's Chief Commercial Officer Pete Whitehead said, "These internal promotions are part of ARN's ongoing growth strategy as we continue to strengthen our position as Australia's leading audio company.

"ARN has always invested in the best talent which is why we have the skills and depth of experience to be able to promote from within and Kate, Lena and Denis have all achieved exceptional results for our clients. Denis' appointment marks our commitment to delivering digital audio expertise in line with the evolution of our client's audio marketing strategies, while Lena's appointment will ensure a smooth transition and continuity for our clients who work with ARN's Independent team as we continue to evolve that specialised offering.

"I'm also pleased to welcome Shaun back to ARN with his broad range of experience to lead our high performing Sydney Direct Sales team."

About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands

KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Erin Phillips & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.





Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest-growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.2 million downloads of the app and over 1.85 million registered users.

ARN's iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS as well as stations from New Zealand and the USA.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia's number #1 podcast publisher alongside holding the #1 podcast in Australia.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.

