

Media Release

Challenger's blooming partnership with the Melbourne International Flower and Garden Show

08 February 2024: Challenger, Australia's leading retirement income brand, announces a new three-year partnership with the Melbourne International Flower and Garden Show presented by Scotts (MIFGS), the southern hemisphere's largest horticultural event.

This collaboration forms part of Challenger's broader brand sponsorship strategy, following the successful alliance with Professional Golfers Association (PGA) of Australia announced in October 2023. Through these diverse partnerships, Challenger is actively connecting with its customers, who share a passion for sport, arts and culture, continuing to understand their evolving needs while showcasing its retirement income expertise.

Challenger Managing Director and CEO, Nick Hamilton expressed his excitement in launching the new relationship stating: "Challenger is delighted to partner with the Melbourne International Flower and Garden Show. Drawing a crowd of over 100,000 visitors with 60% of attendees aged over 45, it's an important event in our customers' annual calendar."

"Australians are passionate about home improvement and gardening, it's a favourite pastime particularly for retirees. Being outdoors and in nature has significant health benefits and is a key part of living an enjoyable retirement."

As part of the MIFGS partnership, Challenger is the exclusive Presenting Partner of the Achievable Gardens, a competition which offers students and educational institutions a unique opportunity to showcase their design skills and horticultural knowledge. It will also be Presenting Partner of the Seafood and Sips Lounge, an exclusive experience in which attendees can take a moment to relax and enjoy local produce.

"We are committed to fostering creativity and innovation, and excited at the opportunity Challenger Achievable Gardens will provide aspiring designers, horticulturists and the everyday Australian," Mr Hamilton added.

Acclaimed landscape designer, and television personality Charlie Albone has partnered with Challenger and will be designing the garden display at this year's Challenger Achievable Gardens.

"My inspiration and concept for designing Challenger's Achievable Gardens is the journey of life of their customers. I wanted to instil a sense of confidence, stability and longevity to associate with the Challenger brand when people enter the garden. We ask visitors to walk through garden, draw

innovation from innovative plant use and upcycled materials, and finish in the relaxed garden space,” said Charlie.

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About Challenger

Challenger Limited (Challenger) is an investment management firm focused on providing members with financial security for a better retirement. Challenger operates a fiduciary Funds Management division, an APRA-regulated Life division and an APRA-regulated authorised deposit-taking institution. Challenger Life Company Limited (Challenger Life) is Australia's largest provider of annuities.

About IMG

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