



ASX RELEASE

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## Board succession changes

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) announces the intended appointment of Ido Leffler and Heith Mackay-Cruise as independent non-executive directors. Mr Leffler and Mr Mackay-Cruise will submit for election at SCA's annual general meeting (**AGM**) on 30 October 2020. Subject to their election by shareholders, they will commence as directors immediately after the AGM.

As announced on 20 August 2020, Peter Bush and Leon Pasternak will retire as directors at the AGM.

Ido Leffler will bring to SCA his long and successful experience in developing digital brands and extensive networks in the start-up communities of Silicon Valley and Australasia. Ido is the co-founder and Chief Executive Officer at Yoobi, a school supplies company that engages kids through bright colours, cool designs and, most importantly, cause. He is also a co-founder of Yes To Inc. – a leading global natural beauty brand; and of Beach House Group – a global consumer product house.

Ido is an independent non-executive director of Spark New Zealand Limited (ASX: SPK) and The Lux Group. He also sits on other corporate and advisory boards, including as an emeritus member of the United Nations Foundation Global Entrepreneur Council.

Heith Mackay-Cruise will bring to SCA his executive leadership experience, as well as global platforms exposure, marketing and digital knowledge. Heith's executive career included senior roles as Head of Marketing for Pepsi-Cola in Australia and New Zealand and as CEO and Managing Director of PBL Media in New Zealand, Study Group and Sterling Early Education.

Since 2013, Heith has focused on non-executive roles including four years on the board of Bailador Technology Investments Limited (ASX: BTI), and privately owned groups including Literacy Planet, Hipages Group, LifeHealthcare Group, and his ongoing role as Chair of UP Education. He recently retired as a non-executive director of charity, Vision Australia.

SCA Chair, Rob Murray, said: "The appointment of Ido and Heith will complete the Board's immediate succession needs. Their background and success in business transformation and digital products, platforms and sales will complement the current skills and experience of our Board as SCA builds and delivers its digital audio strategy. We look forward to the support of shareholders in welcoming Ido and Heith to SCA at this year's AGM."

Approved for release by Rob Murray, Chair.

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**About Southern Cross Austereo**

Southern Cross Austereo (SCA) is one of Australia's leading media companies reaching more than 95% of the Australian population through its radio, television and digital assets. Under the Triple M and Hit network brands, SCA owns 99 stations across FM, AM and DAB+ radio. SCA provides national sales representation for 23 other regional radio stations. SCA broadcasts 92 free to air TV signals across regional Australia, reaching 4.4 million people a week, with Nine Network programming and advertising representation across Australia's East Coast, Seven Network programming in Tasmania and Darwin, and Seven, Nine and Ten programming in Spencer Gulf. SCA operates Australia's leading premium podcasting network - PodcastOne Australia – and provides Australian sales representation for global open audio platform SoundCloud. SCA's premium brands are supported by social media, live events, video, online and mobile assets that deliver national and local entertainment and news content. <https://www.southerncrossaustereo.com.au/>