



ASX RELEASE

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Television operations: response to media article

Southern Cross Media Group Limited (ASX: SXL) (SCA) notes an article appearing in today's editions of *The Sydney Morning Herald* and *The Age: Southern Cross takes multi-million dollar hit from affiliation switch*.

The article is misleading and contains several inaccuracies relating to SCA's regional television affiliation switch from Nine Network to Network 10 on 1 July 2021.

The article includes some analysis of Standard Media Index (SMI) data in relation to regional television national revenues for the September 2021 quarter and suggests SCA has suffered a loss of earnings following its affiliation switch from Nine Network programming to Network 10 programming on 1 July 2021 because revenues for the September quarter are back about \$17 million year on year. Within this \$17 million, the article attributes over two thirds of that decline (\$11.5 million) to revenue losses by SCA in northern NSW. In fact, SCA has not owned a television licence in northern NSW since 2017.

At the time of announcing its affiliation with Network 10, SCA said it expected its television earnings to be neutral compared to the previous Nine affiliation (excluding JobKeeper and PING funding). This expectation has not changed. At SCA's AGM on 13 October 2021, SCA's Managing Director and CEO, Grant Blackley provided the following update: "SCA has also benefited from its exposure to regional television, which has been less affected by the lockdowns and has performed in line with our internal expectations following transition to our new affiliation with Network 10 from 1 July."

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 regional radio stations. SCA broadcasts 94 free to air TV signals across regional Australia, reaching 2.8 million people a week, with Network 10 programming and advertising representation across Australia's East Coast, Seven Network programming in Tasmania and Darwin, and Seven, Nine and Network 10 programming in Spencer Gulf. SCA operates LISTNR, Australia's free, personalised audio destination for consumers featuring radio, podcasts, music, and news. SCA also provides Australian sales representation for global open audio platform SoundCloud and Sonos Radio. SCA's premium brands are supported by social media, live events and digital platforms that deliver national and local entertainment and news content. <https://www.southerncrossaustereo.com.au/>