FY22 INVESTOR PRESENTATION

22 AUGUST 2022

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FY22 RESULTS

Grant Blackley

CEO

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HEADLINE ACHIEVEMENTS

- Radio recovery strong – record audiences with radio EBITDA up 13.9%
- #1 Radio network in Australia for People 25-54[1] (70%+ of all ad briefs)
- TV earnings maintained – EBITDA of $30m and margin up to 23.7%
- Digital Audio revenue up 35%
- LiSTNR sign up's exceed 850,000
- Back of House digitisation complete – capex to reduce

[1] Source: GFK Metro radio data, Survey 5, 2021 - Survey 4 2022

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GROUP RESULTS SUMMARY

$ millions	FY22	FY21	Var.
Revenue	519.7	529.2	(1.8%)
Expenses	(434.1)	(403.2)	7.7%
Underlying Expenses	(431.8)	(443.7)	(2.7%)
EBITDA	85.6	125.9	(32.0%)
Underlying EBITDA	**87.9**	**85.5**	**2.8%**
Underlying NPAT	27.4	19.8	38.4%
Net Debt	78.5	52.6	49.4%
Free Cash Conversion	67.2%	125.7%	
Dividends	9.25	5.0	85.0%

- Underlying EBITDA[1] of $87.9m, 2.8% above prior corresponding period
- Underlying NPAT $27.4m, up 38.4% on pcp
- Audio Revenues up 9.2% or $33.1m over pcp
- Underlying expenses[1] reduced by $11.9m or 2.7%, with lower affiliation fees partially offset by investment in maturing Digital Audio portfolio
- Net debt of $78.5m and leverage below 1.0x
- Free cash conversion reflects normalisation of working capital and higher capex spend in year – reversion to typical range of 90-100% expected in FY23
- Final dividend declared at a fully-franked 4.75 cents per share - full year dividend of 9.25 cps.

[1] Underlying Expenses and Underlying EBITDA excludes government grants received in FY21 and FY22 and $4.0m of significant items in FY22

FY22 FINANCIAL RESULTS

Nick McKechnie

CFO

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$ millions	FY22	FY21	Var.
Revenue	519.7	529.2	**(1.8%)**
Expenses	(434.1)	(403.2)	**7.7%**
EBITDA	85.6	125.9	**(32.0%)**
Underlying EBITDA	**87.9**	**85.5**	**2.8%**
Underlying EBITDA Margin	*16.9%*	*16.2%*	
Depreciation & Amortisation	(31.9)	(32.8)	**(2.8%)**
Impairments	(251.7)	0.0	
EBIT	**(198.0)**	**93.2**	
Net Finance Costs	(16.1)	(21.9)	**(26.5%)**
PBT	**(214.1)**	**71.3**	
Tax	60.3	(23.2)	
NPAT	**(153.7)**	**48.1**	
Underlying NPAT[1]	**27.4**	**19.8**	**38.4%**

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GROUP REPORTED STATUTORY RESULTS

- Underlying EBITDA up $2.4m or 2.8%
- Underlying EBITDA margin rises from 16.2% to 16.9% over the pcp
- Tax-effected impairment charge of $179m to radio licences reflecting increased discount rate and uncertain global outlook
- Net Finance costs 26.5% or $5.8m below prior period at $16.1m
- Effective tax rate of 31.5%
- Underlying NPAT up 38.4% at $27.4m

Underlying EBITDA and Underlying NPAT excludes government grants received in FY21 and FY22 and $4.0m of significant items in FY22

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GROUP UNDERLYING RESULTS

$ millions	FY22	FY21	Var.
EBITDA	85.6	125.9	(32.0%)
Significant Items	4.0	0.0	
Jobkeeper/ Ping	(1.7)	(40.5)	
Underlying EBITDA	**87.9**	**85.5**	**2.8%**
Margin	*16.9%*	*16.2%*	
Impairment of Intangibles & Investments	(251.7)		
Depreciation & Amortisation	(31.9)	(32.8)	(2.8%)
EBIT	**(198.0)**	**93.2**	
Reverse Impairments	251.7		
Underlying EBIT	**56.1**	**52.7**	**6.4%**
Interest	(16.1)	(21.9)	(26.5%)
Underlying PBT	**40.0**	**30.8**	**29.7%**
Tax	60.3	(23.2)	(360.3%)
Tax Impact on Impairment	(72.3)	0.0	
Tax Impact of Significant Items / JK	(0.7)	12.1	
Underlying Tax	(12.6)	(11.1)	14.2%
Underlying NPAT	**27.4**	**19.8**	**38.4%**

- Underlying NPAT up 38.4% to $27.4m
- Significant items include non-recurring restructuring costs and expenses associated with termination of finance systems refresh
- Cycling over $40.5m government support received in FY21 compared to $1.7m PING[1] funding in FY22 (ended August 2021)

[1] Public Interest News Gathering

$ millions	FY22	FY21
Net Debt Start of Period	(52.6)	(131.6)
Net Cash from Operations	**75.5**	**83.9**
Government Grants	0.0	47.4
Leases	(8.0)	(6.2)
Cash from Operations less Leases	**67.5**	**125.1**
Tax Payment	(20.8)	(16.0)
Capital Expenditure	(29.9)	(13.9)
Proceeds from sale of Non Core Assets	0.1	2.5
Net Interest	(9.9)	(18.2)
Cash flow pre-dividend & non recurring items	**7.0**	**79.5**
Investments	(1.2)	(0.5)
Refinancing Costs	(1.2)	0.0
Dividends to security holders	(25.1)	0.0
Share Buy Back	(5.5)	
Net Debt End of Period	**(78.5)**	**(52.6)**
Underlying EBITDA	87.9	85.5
Operating Cash Conversion	**85.9%**	**98.2%**
Free Cashflow (Cash from Ops. - Net Capital Exp. & Leases)	37.7	66.3
Underlying EBIT	56.1	52.7
Free Cash conversion	**67.2%**	**125.7%**

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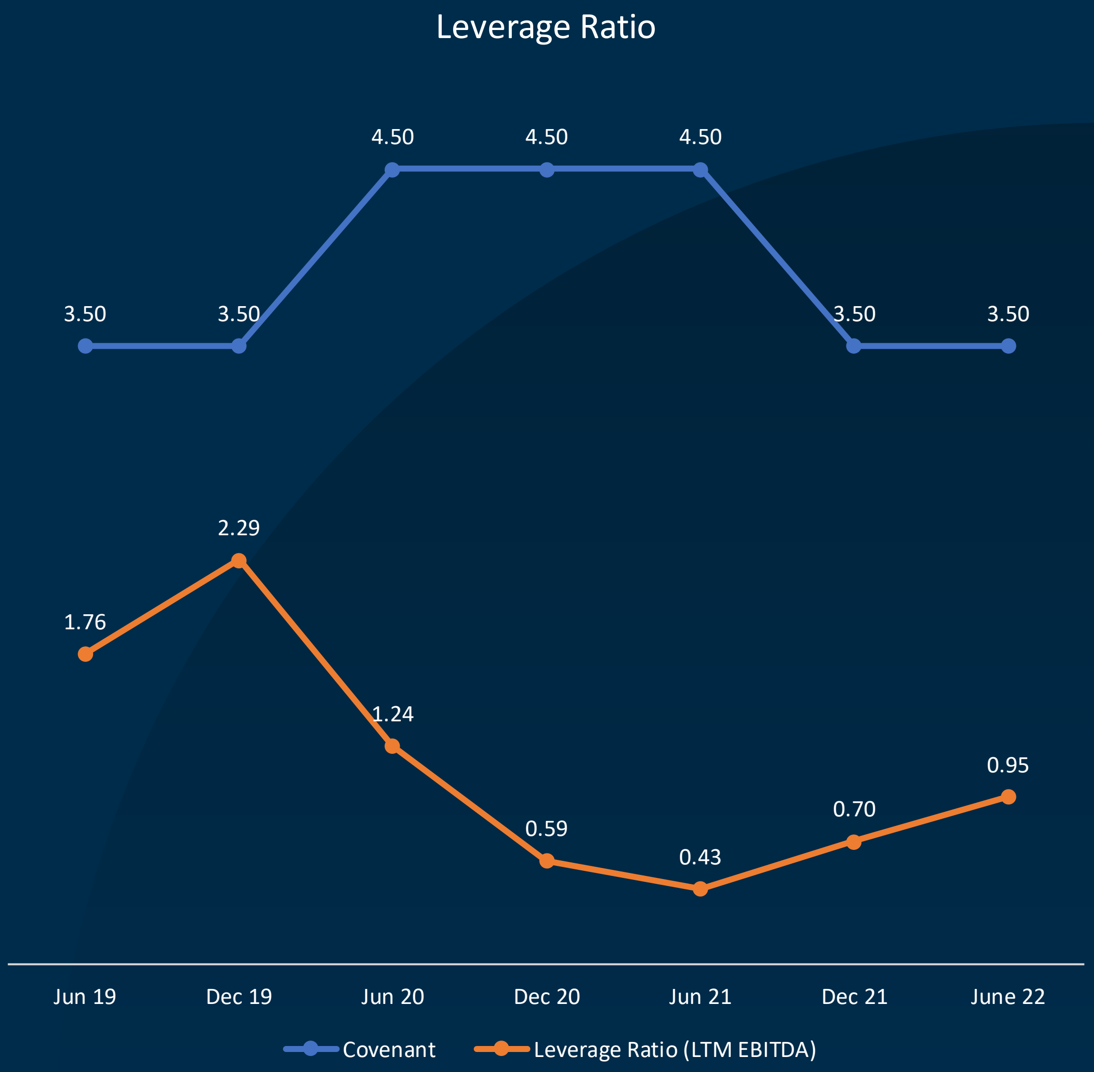
CASHFLOW

- Consistent cashflow generation with working capital normalised into FY23
- Capex increased in FY22 due to last major property investment - Melbourne office relocation
- Capex expected to reduce from $30m to ~$20m in FY23
- 5 Year Digital Infrastructure program creating a national connected footprint of offices and studios is complete. FY23 capex will reflect lower property reinvestment with ~80% of FY23 capex to be invested in innovation and core systems enhancements
- Normalised free cash conversion range of 90-100% expected in FY23 on back of reduced capex and normalised working capital



Leverage ratio calculated under Syndicated Facility Agreement definition

STRONG BALANCE SHEET

Secure Financing

- Bank facility refinanced through to January 2026 – providing long tenure coupled with low margins
- Significant headroom under bank leverage covenant

Capital Management initiatives

- Increased dividend yield with a fully franked 9.25cps full year dividend
- Dividend payout at upper end of range (policy: 65-85% of NPAT)
  - Further recovery in audio markets will lift earnings growth
  - Modest capital requirements - majority of investment in digital audio is through operating expenses, with moderating cost growth in FY23
- On-market share buyback to continue

OPERATIONAL REVIEW

$ millions	FY22	FY21	Var.
Audio Revenue	392.9	359.8	9.2%
Television Revenue	126.2	168.9	(25.3%)
Corporate Revenue	0.7	0.4	n.m
Revenue	**519.7**	**529.2**	**(1.8%)**
Audio Expenses	(306.1)	(274.6)	11.5%
Television Expenses	(96.3)	(139.2)	(30.8%)
Corporate Expenses	(29.3)	(29.9)	(2.0%)
Underlying Expenses	**(431.8)**	**(443.7)**	**(2.7%)**
Audio EBITDA	86.7	85.2	1.8%
Television EBITDA	29.9	29.8	0.3%
Corporate EBITDA	(28.7)	(29.5)	2.7%
Underlying EBITDA	**87.9**	**85.5**	**2.8%**

[1] Underlying Expenses and Underlying EBITDA excludes government grants received in FY21 and FY22 and $4.0m of significant items in FY22

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OPERATIONAL REVIEW

- Underlying Group EBITDA[1] up 2.8% to $87.9m
- Audio revenues continue to grow and recover, increasing by $33.1m or 9.2% over pcp
- Underlying expenses[1] down 2.7% or $11.9m
- Television expenses down 30.8% or $42.9m, offsetting a 25.3% reduction in revenue following affiliation change. Underlying EBITDA up 0.3% on prior year
- Underlying Audio EBITDA of $86.7m, inclusive of on-going investment in growing and maturing our world class owned and operated digital audio eco-system LiSTNR

$ millions	FY22	FY21	Var
Revenue	519.7	529.2	(1.8%)
Revenue Related Expenses	(127.3)	(158.4)	(19.6%)
Revenue related expenses as % of revenue	24%	30%	-
Underlying Non Revenue Related Expenses	(304.5)	(285.3)	6.7%
Underlying EBITDA	87.9	85.5	2.8%

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OPERATING COSTS

- Non revenue related (NRR) expenses increased 6.7% to $304.5m driven by investment in a rapidly scaling digital audio business and cycling over COVID related savings in FY21
- Revenue related expenses are 24% compared to 30% of revenue in pcp, primarily due to change in affiliation agreement for east coast TV markets

$ millions	FY22	FY21	Var.
Revenue	**372.1**	**344.4**	**8.0%**
Revenue Related Expenses	**(64.2)**	**(58.3)**	**10.0%**
Employee Expenses	(145.7)	(141.5)	3.0%
Other NRR Expenses	(58.2)	(53.2)	9.3%
Total NRR Expenses	**(203.9)**	**(194.7)**	**4.7%**
Expenses	**(268.0)**	**(253.1)**	**5.9%**
Underlying EBITDA	**104.0**	**91.4**	**13.9%**
Underlying EBITDA Margin	*28.0%*	*26.5%*	

Underlying Expenses and Underlying EBITDA excludes government grants received in FY21 and FY22 and $1.8m of significant items in FY22

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BROADCAST AUDIO - OVERVIEW

- Underlying EBITDA of $104.0m up 13.9%, with underlying EBITDA margin expanding to 28.0%
- Broadcast radio market continues its recovery, with revenue growth of 8% over the prior year
- Expense growth limited to 5.9% with operating efficiencies limiting labour expense growth.
- Workforce evolution continues to drive greater efficiencies and automation – following investment in upgraded systems and processes
- Other non-revenue related expenses up 9.3% primarily due to software licensing increases and an increase in discretionary costs post COVID restrictions

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AUDIO – RADIO ADVERTISING REVENUES

	FY22	FY21	Var.
Metro Radio			
National	136.7	124.5	9.7%
Local	46.0	42.5	8.4%
Total Revenue	**182.7**	**167.0**	**9.4%**
Regional Radio			
National	76.7	70.4	8.9%
Local	91.8	88.0	4.3%
Total Revenue	**168.5**	**158.4**	**6.4%**

- Metropolitan revenues grow by 9.4% or $15.7m, in line with market recovery
- Regional radio revenues grow by 6.4% or $10.1m over the pcp, led by strong national revenue growth of 8.9%
- Regional local revenues up 4.3% or $3.8m - lagging national recovery rate - stronger in H2 compared to H1 despite local impacts including east coast floods and supply chain issues

$ millions	FY22	FY21	Var.
Revenue	**20.8**	**15.4**	**35.2%**
Revenue Related Expenses	**(3.6)**	**(3.0)**	
Employee Expenses	(16.9)	(11.0)	
Other NRR Expenses	(17.6)	(7.5)	
Total NRR Expenses	**(34.5)**	**(18.5)**	
Expenses	**(38.1)**	**(21.5)**	**77.0%**
EBITDA	**(17.3)**	**(6.1)**	

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DIGITAL AUDIO - OVERVIEW

- Digital audio revenues grew 35.2% across the full year to $20.8m, underpinned by the expansion of SCA’s premium content slate and a stronger digital audio market
- SCA has built its capability and platforms to ensure that it is positioned to serve further growth in digital audio consumption
- SCA's primarily owned and operated content model serving high conversion of billings to revenue
- Cost growth is moderating following material investment in FY21 and H1 FY22 to build greater capability and market leadership with LiSTNR
- Digital Audio revenues forecast to continue to grow at similar rate across FY23, combined with slowing rate of cost growth. Reduction in EBITDA loss is forecast for FY23
- Forecast for EBITDA breakeven by FY25

$ millions	FY22	FY21	Var.
Revenue	**126.2**	**168.9**	**(25.3%)**
Revenue Related Expenses	**(59.5)**	**(97.0)**	**(38.7%)**
Employee Expenses	(18.8)	(21.4)	(11.9%)
Other NRR Expenses	(18.0)	(20.8)	(13.4%)
Total NRR Expenses	**(36.8)**	**(42.1)**	**(12.6%)**
Expenses	**(96.3)**	**(139.2)**	**(30.8%)**
Underlying EBITDA	**29.9**	**29.8**	**0.3%**
Underlying EBITDA Margin	23.7%	17.6%	34.3%

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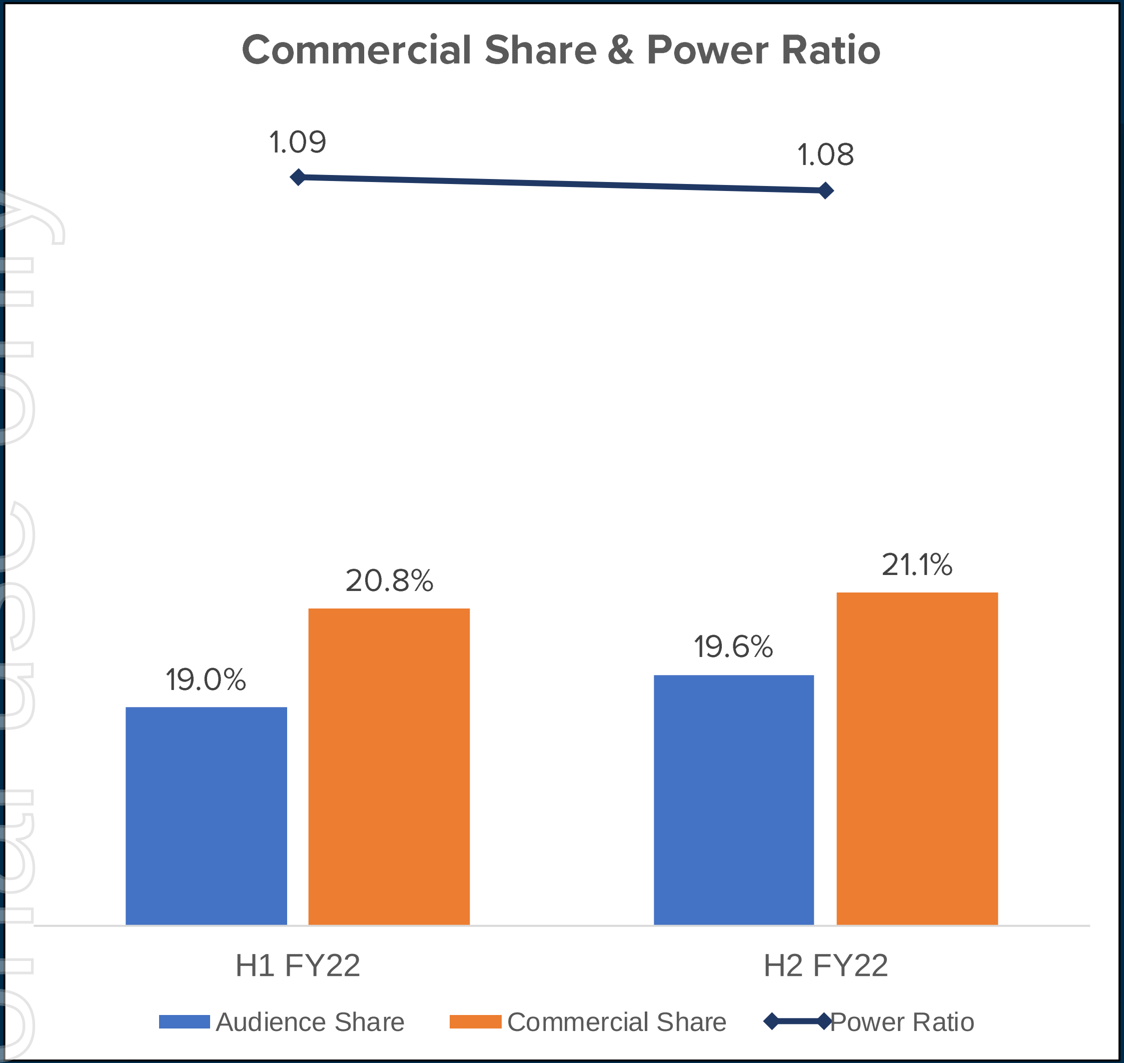
TELEVISION – OVERVIEW

- Underlying EBITDA consistent with prior year at $29.9m
- Underlying margin increased to 23.7% following the change in affiliation to Network 10 for Queensland, Southern NSW and Victoria
- Non-revenue related expenses were 12.6% or $5.3m below the prior period

Television Strategy

- **SCA to retain TV assets following engagement with interested parties. Multiple bids received but not aligned with SCA's valuation**
- Television is a solid contributor to earnings and cashflow. The asset is streamlined, efficient and capex light - following the outsourcing of playout, distribution and transmission services
- Television provides SCA with scale when combined with our Radio and Digital Audio portfolio in the regions. Television also contributed circa $10m of in-kind marketing support to fuel the growth of LiSTNR

Underlying Expenses and Underlying EBITDA excludes government grants received in FY21 and FY22 and $0.7m of significant items in FY22



TELEVISION – POWER RATIO

- Strong monetisation in first year of new affiliation agreement with Network 10
- Power ratio of 1.09 across year1 (respecting the competition of Olympics on Prime in Q1). Result demonstrates the quality of SCA's TV sales teams
- SCA secured incremental sales representation rights for NNSW, Tasmania, Western Australia and Mildura. This has resulted in stronger regional reach and offers a simpler buying process for national advertisers

Source: KPMG Market Share Report for Regional Queensland, SNSW, Regional Victoria (3Agg only), RegTam

THE OUTLOOK FOR FY23

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RECORD HIGH METRO COMMERCIAL RADIO AUDIENCES

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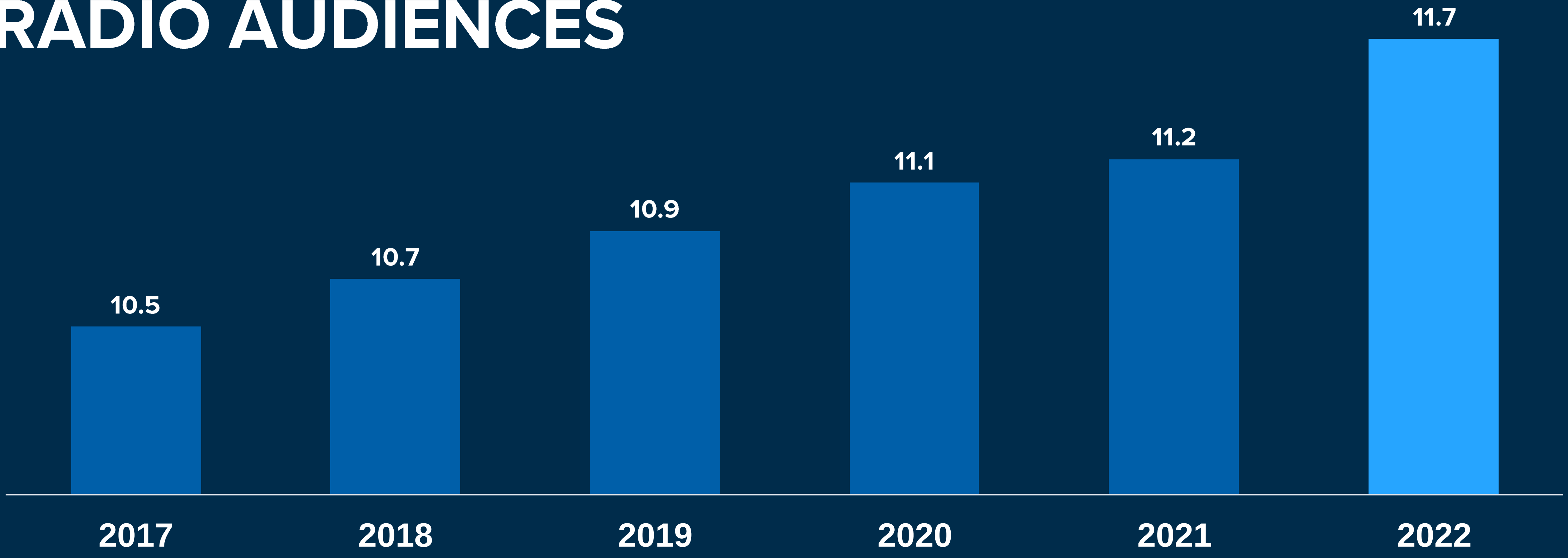
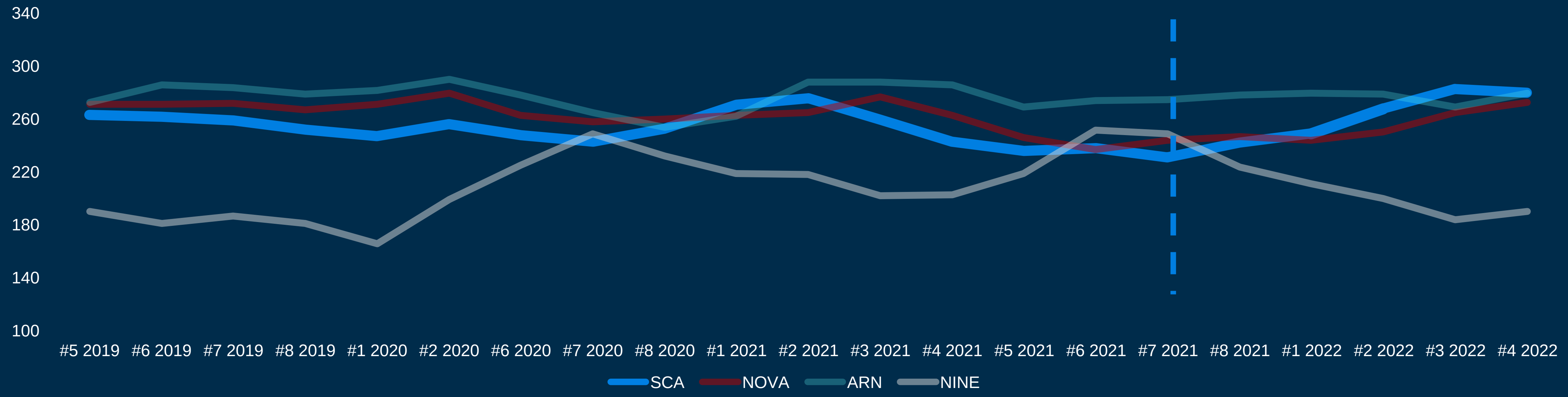
Metro commercial radio's audience has grown over 1.2 million listeners (nearly 12%) in the last 5 years



Source : Commercial Radio Australia

SCA'S METRO RADIO AUDIENCE UP 24% OVER LAST 4 SURVEYS[1]

AVERAGE METRO RADIO AUDIENCE – ALL PEOPLE 10+ CUME [2]



- Radio audiences remain resilient with SCA average audiences above pre-COVID times
- Rapid recovery for SCA stations in 2022, improving competitive positioning

[1] GFK – 5 cap cities, Cume audience All People 10+ (incl DAB), Survey 8, 2021 v Survey 4, 2022
[2] GFK – 5 Cap Cities, share of audience People 10+ (incl DAB). Commercial Radio Australia

DIGITAL AUDIO

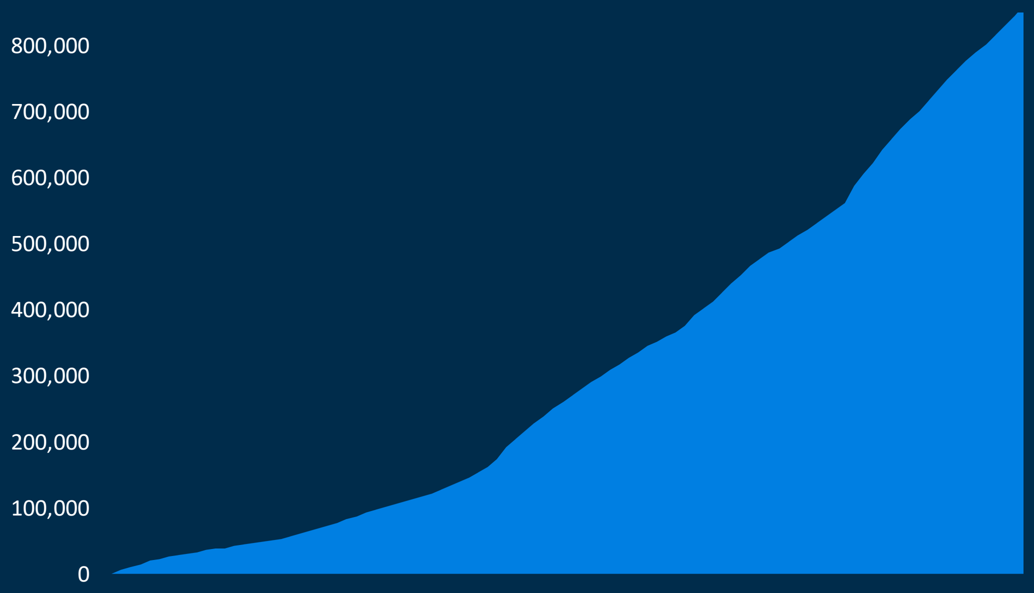
STRATEGIC RATIONALE – OWN OUR DESTINY

- **Consumers migrating at pace to digitally enabled IP listening** across multiple devices and platforms. In time this will become the dominant mode of audio consumption
- **Strategic imperative to own and operate** our digital audio eco-system (not licence)
- **Localism is our key differentiator** to global tech platforms
- **On-demand content growing the audio market** on top of an already resilient radio platform
- **Digital Audio First Strategy –** re-thinking the way we program and commission content

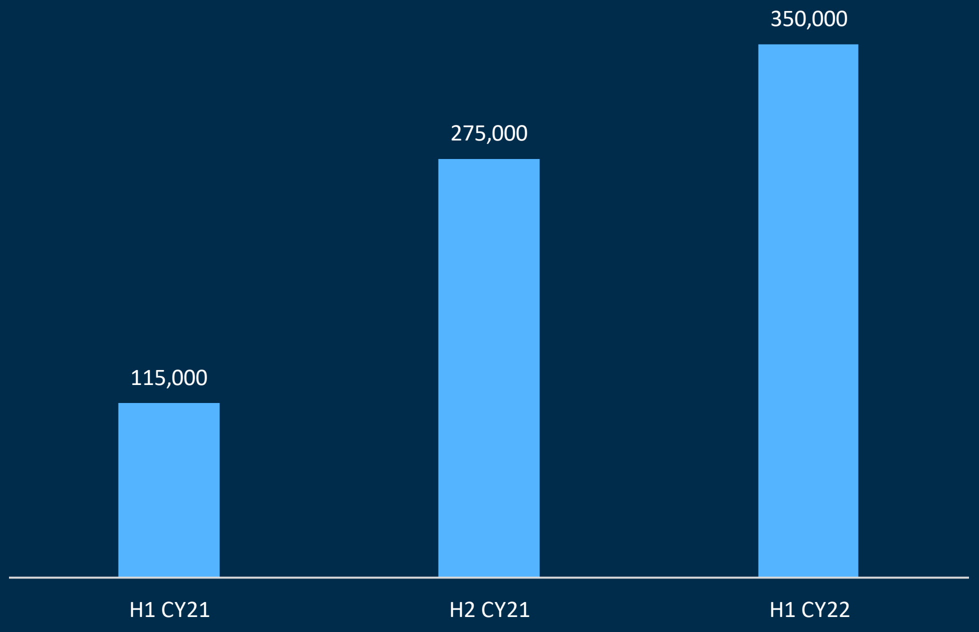
LiSTNR - FASTEST GROWING AUDIO APP

Signed-in users to LiSTNR exceeds 850,000 – with accelerating profile since launch - awareness growing and product and content enhancements maturing

LISTNR SIGN-UPS
850,000+



INCREMENTAL LISTNR SIGN-UPS BY HY SINCE LAUNCH



Source : SCA Internal data

LiSTNR ON-PLATFORM CONSUMPTION RAPIDLY GROWING

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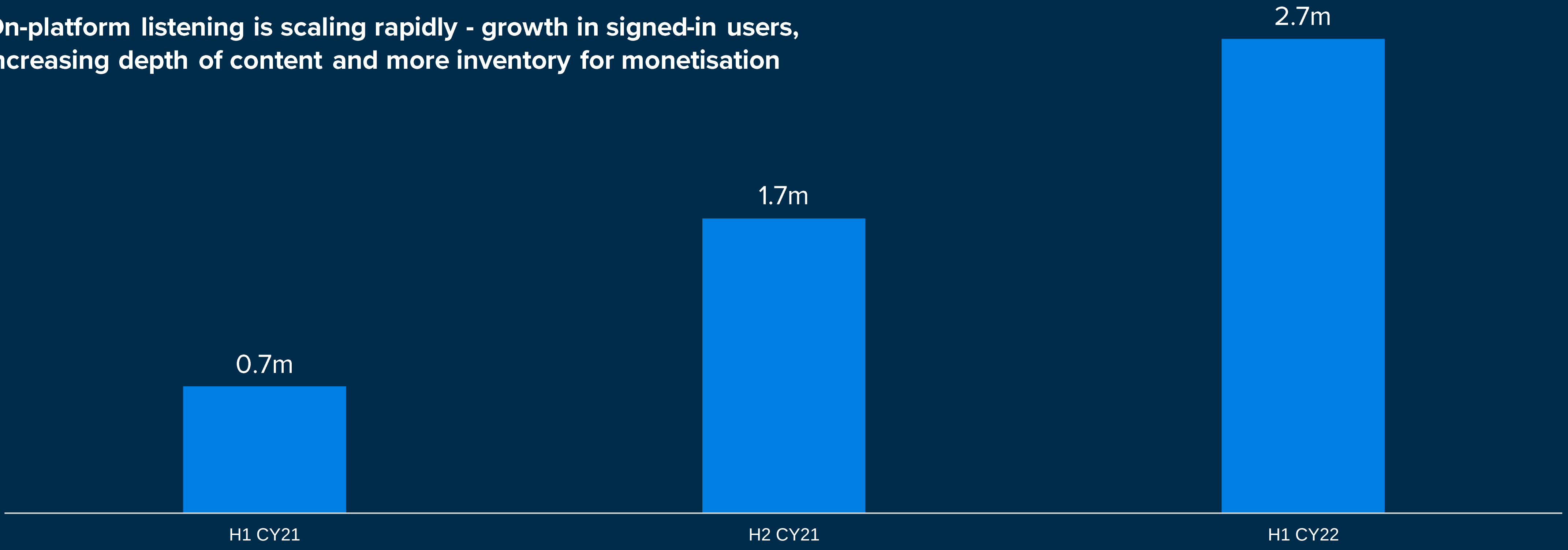
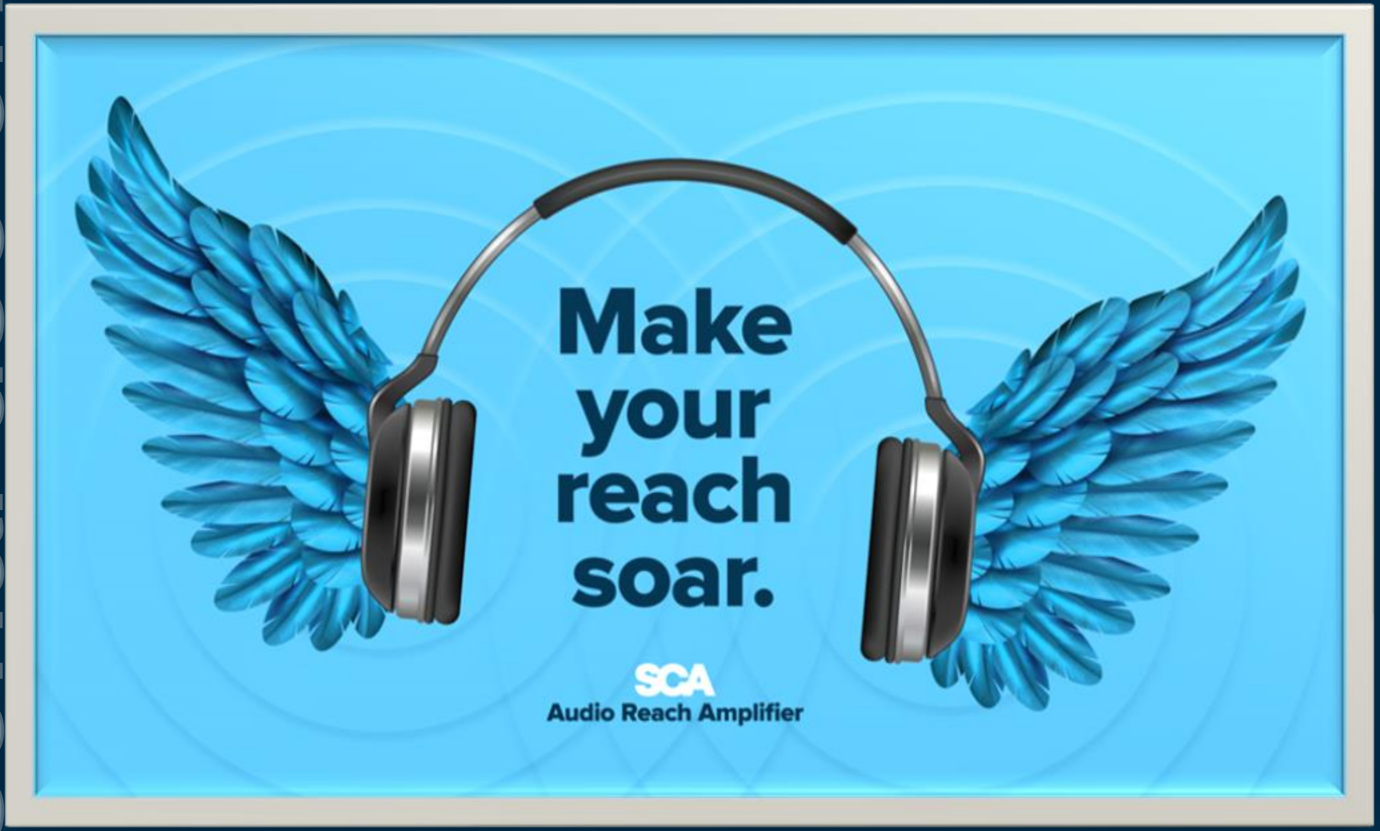
Average Monthly Streams on LiSTNR by HY - 3.7x Growth in Listening

On-platform listening is scaling rapidly - growth in signed-in users, increasing depth of content and more inventory for monetisation



Source: SCA Internal data

RADIO IS AN INFLATION BUSTER



- **Audio has a unique and meaningful opportunity in a cost conscious market where consumer behaviour is changing**
- Radio and Audio On-Demand are both cost effective and efficient
- 'Reach extender' – audio provides the cost effective solution to meet reach targets at lower cost through blended media campaigns

SUMMARY

KEY PRIORITIES & TRADING OUTLOOK

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REVENUE & AUDIENCE

- Build stronger radio audiences in key markets
- Drive higher revenue from improving radio audiences
- Secure new premium partnerships to supercharge LiSTNR

OPERATIONAL IMPROVEMENTS

- LiSTNR – accelerate user sign-ups and time spent on platform
- LiSTNR - enhance customer experience with new and innovative content and product enhancements
- Continuously review our cost structures to gain greater efficiencies

FINANCIAL

- Quality of earnings – deliver strong cash conversion
- Shareholder returns – deliver improved operating performance
- Capital management – fully franked dividends and resume buy back

TRADING UPDATE

REVENUE

- Q1 Broadcast radio forecast to be up 5-7% with stronger momentum in metro radio
- Q1 Digital Audio forecast to be up ~30%
- TV market tracking below last year – cycling tougher comps

COST GUIDANCE

- Non-Revenue Related Cost growth for FY23 forecast to be up 2-4%
- Total financing costs ~$17m
- Capital expenditure forecast to reduce from ~$30m to ~$20m for FY23

OUTLOOK FOR LISTNR

- LiSTNR – targeting 1.75m signed-in users over next 24 months
- LiSTNR – increase platform engagement with new premium content partners