



ASX RELEASE

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SCA announces Seb Rennie as Chief Commercial Officer

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) announces changes to the company's senior sales leadership which will see Seb Rennie step into the role of Chief Commercial Officer and join the company's Senior Leadership team, following Chief Sales Officer Brian Gallagher advising of his resignation.

Rennie joined SCA in February this year as Executive Head – LiSTNR Commercial from GroupM, where he has spent the past eight years, most recently as Chief Investment Officer.

In addition, Luke Minto will join SCA's Commercial team later in the year in a senior leadership role, reporting to Rennie, where he will work alongside SCA Head of Audio Sales, Andrea Salmon. Minto joins SCA after an 18-year career with DMG Radio Australia and Nova, where he was most recently national Group Commercial Director.

SCA Chief Executive Officer, Grant Blackley, said: "After Brian gave notice of his resignation earlier this year, we took the opportunity to undertake an extensive executive search process to identify the most suitable successor for this important position. It is my great pleasure to advise that Seb Rennie was successful in that process. Seb is an exceptionally well-regarded commercial leader, and this makes him the perfect person to lead SCA's sales division as we continue our strong growth trajectory.

"Brian has been an integral member of our Senior Leadership Team and is a highly trusted adviser, mentor, and friend to many in the company. I would like to extend my gratitude to Brian for the contribution and impact that he has made on our business. Since joining SCA in 2015, Brian has been instrumental in driving several strategic initiatives across the business, including advocating for increased regional media investment via the Boomtown initiative, delivering significant growth in our digital commercial division since the inception of LiSTNR, and leading a team of highly committed and high performing sales executives around the country."

SCA Chief Operating Officer, John Kelly, who will take over as SCA's Chief Executive Officer from 1 July 2023, said: "Like Grant, I am grateful for Brian's friendship and contributions to SCA over the past eight years and for his assistance in the transition to Seb. I am confident that the powerful combination of Seb, Andrea and Luke will provide the best national sales leadership team in the country and will support SCA in continuing to deliver exceptional results for our clients."

Brian Gallagher said: "It gives me great confidence, as I depart, to have someone of Seb's calibre and experience stepping into the role and I am confident that he will be a strong leader for SCA's commercial team."

Seb Rennie said: "Being part of SCA's and LiSTNR's growth trajectory has been incredibly exciting, and I am proud to step into this new role and to join the Leadership team. I have truly valued Brian's leadership and experience since I joined SCA, and I would like to pass on my sincere thanks for his ongoing guidance and the fantastic team he has built.

"We have a compelling commercial proposition; SCA's iconic radio brands have reported their highest national audience come ever at more than 6 million weekly radio listeners¹, while the LiSTNR podcast network's audience also broke records at more than 8 million listeners², delivering advertisers engaged audiences at scale."

Gallagher will remain with SCA until expiry of his six-month notice period in August to ensure a smooth transition. Rennie's appointment is effective immediately and Minto will join SCA later in the year.

Approved for release by Grant Blackley, Managing Director and CEO.

For further information, please contact:

Southern Cross Media Group Limited

Investors:

Tim Young
Chief Financial Officer
Tel: 03 03 9922 2036

Media:

Rochelle Burbury
Head of Corporate Communications
Mob: 0408 774 577

About Southern Cross Austereo

Southern Cross Austereo (SCA) is one of Australia's leading media companies and the home of LiSTNR, the Hit and Triple M networks and regional television stations, reaching more than 95% of the Australian population. The LiSTNR digital audio app hosts a library of free and compelling digital audio content available anytime, anywhere. It houses SCA's 99 FM, AM and DAB+ radio stations, including AFL, NRL and international cricket coverage, 27 music genre stations, and over 600 podcasts from leading Australian and global creators, plus local news and information. With more than one million signed-in users, LiSTNR has something to entertain, inform, and inspire all Australians and helps advertisers to connect with highly engaged and addressable audiences. The LiSTNR digital audio sales network reaches an estimated 8 million people each month. SCA owns 99 radio stations across FM, AM, and DAB+ under the Triple M and Hit network brands and provides national sales representation for 56 regional radio stations, with 6.131 million listeners across the Hit and Triple M networks. SCA broadcasts 96 free to air TV signals across regional Australia and represents or has a joint venture with 39 TV stations, reaching 3.6 million people a week. SCA broadcasts Network 10 programs in regional Queensland, southern NSW, and Victoria and provides national advertising sales representation for Network 10 programming in all Australian states and territories. SCA also broadcasts and provides sales representation for Seven Network programming in Tasmania, Darwin, and Remote Central and Eastern Australia and for Seven and Nine Network programming in Spencer Gulf and Broken Hill. SCA also features Sky News Regional in regional Queensland, southern NSW, and Victoria and sales representation in northern NSW, Griffith, and Mount Gambier. SCA provides Australian sales representation for global open audio platform SoundCloud and Sonos Radio. www.southerncrossaustereo.com.au.

¹ GfK Metro Survey #2 2023. P10+/P25-54/W25-54/M25-54, Share to All %/Share to Selected % (inc DAB+)/Cume Reach (000's), Mon-Sun ROS/Mon-Fri 05.30-0900/Mon-Fri 15.00-18.00/Mon-Fri 15.00-16.00/Mon-Fri 19.00-21.00/Mon-Fri 16.00-18.00/Mon-Fri 16.00-19.00.

² Australian Podcast Ranker - Top Sales Representation - March 2023.