



ASX RELEASE

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## Extension of Network 10 affiliation

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) announces it has reached agreement with Network 10 to continue to broadcast channels 10, 10 Bold, 10 Peach and 10 Shake (Nickelodeon channel from 1 August) in the three aggregated markets of regional Queensland, Southern NSW, and regional Victoria until 31 December 2023.

SCA and Network 10 have enjoyed a constructive and collaborative relationship since SCA commenced to broadcast Network 10 programming in these markets on 1 July 2021. The parties' current commercial terms will continue until 31 December 2023. The parties are in ongoing discussions regarding further extension of the affiliation.

As part of these ongoing discussions, SCA and Network 10 have agreed to explore opportunities to deliver further value to our clients. This will include greater collaboration and synergy between the parties' national sales teams in presenting advertising and sponsorship opportunities to national advertisers and agencies.

In the meantime, SCA will continue to broadcast Network 10's highly successful and fan favourite programs including MasterChef Australia, Have You Been Paying Attention?, Hunted, I'm A Celebrity... Get Me Out Of Here!, Australian Survivor, The Masked Singer, The Project, and live NBL, Isuzu A-League, Liberty W-League, Socceroos, Matildas and FFA Cup matches.

Jarrod Villani, Executive Vice President and Chief Operating and Commercial Officer, Paramount Australia and New Zealand, said: "Over the past two years, SCA's strength in regional Australia has ensured a great experience for audiences and advertisers across Network 10 content. Our ongoing collaboration will only prove to strengthen our services and opportunities afforded to advertisers and further cement our successful partnership."

John Kelly, SCA's incoming Chief Executive Officer and Managing Director, said: "We welcome the extension of our affiliation with Network 10 and look forward to promoting 10's suite of premium content in regional Australia to deliver outstanding results for advertisers and reliable returns for SCA's shareholders."

Approved for release by John Kelly, Chief Operating Officer.

For further information, please contact:

### Southern Cross Media Group Limited

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### 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

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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.southerncrossaudio.com.au](http://www.southerncrossaudio.com.au).

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