



ASX RELEASE

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Extension of Network 10 affiliation

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) announces that it has reached a conditional new regional television affiliation agreement with Network 10 to broadcast channels 10, 10 Bold, 10 Peach and Nickelodeon in the three aggregated television markets of regional Queensland, Southern NSW, and regional Victoria. The agreement is subject to, and conditional on, the approval of Paramount Global's senior management.

The proposed extension will be for an indefinite period, building on the constructive and collaborative relationship which commenced with SCA broadcasting Network 10 programming in these markets on 1 July 2021.

The proposed extension will see improved outcomes across all aspects of the affiliation for both SCA and Network 10, including growing collaboration between the parties' national sales teams to optimise advertising and sponsorship opportunities for national advertisers and agencies.

SCA will continue to broadcast Network 10's successful and fan favourite programs including *MasterChef Australia*, *Have You Been Paying Attention?*, *I'm A Celebrity...Get Me Out Of Here!*, *Australian Survivor*, *The Masked Singer Australia*, *Hunted Australia*, *The Cheap Seats*, *The Project*, the return of *Gladiators* and *Deal or No Deal*, plus key sports events including the Australian Formula One Grand Prix, and live NBL and A-League games.

Jarrod Villani, Executive Vice President and Chief Operating and Commercial Officer, Paramount Australia and New Zealand, said: "Network 10 looks forward to continuing our affiliate relationship with SCA across critical regional markets ensuring that our extraordinary line up of entertainment, news and sport continues to reach households across Australia whilst creating unique and exciting opportunities for our advertising clients."

John Kelly, SCA Chief Executive Officer and Managing Director, said: "We are delighted that this proposed new affiliation agreement with Network 10 will realise improved outcomes for both parties and an aligned advertising solution for regional advertisers. We are confident in Network 10's 2024 content schedule and we look forward to promoting 10's suite of premium programming in regional Australia to deliver outstanding results for advertisers and reliable returns for SCA's shareholders."

Approved for release by John Kelly, CEO and Managing Director.

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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 international cricket coverage, 27 music genre stations, and over 800 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.