



ASX RELEASE

18 December 2024

Resignation of Chief Financial Officer

Southern Cross Media Group Limited (ASX: SXL) (SCA) announces that Tim Young has given notice of his resignation and will leave the business at the end of January 2025.

SCA CEO John Kelly said, "We would like to thank Tim for his significant contribution to the company during his time with us. His expertise, professionalism and unwavering commitment have been instrumental in positioning our business well for the future. We wish him all the very best in his next endeavour."

SCA will appoint Executive Head of Finance and Transformation Toby Potter as Acting CFO. A longstanding and respected member of the SCA team, Toby Potter has most recently led transformation initiatives that have supported business optimisation and driven SCA's cost management focus. In his expanded role and as a member of SCA's Senior Leadership Team, Toby will lead the combined Commercial Finance and Business Transformation functions with responsibility for SCA's financial stewardship.

John Kelly commented, "In recent months, Toby has played a key role in leading SCA's earnings optimisation focus by applying his extensive experience in corporate financial management and governance. These contributions have supported the positive momentum in SCA's audio operations and our commitment to serving SCA's shareholders, listeners, and clients. I would like to congratulate Toby on his expanded role with the business."

SCA will assess the ongoing requirements of the CFO role in coming months and will update the market accordingly.

Approved for release by the Board of directors.

For further information, please contact:

Southern Cross Media Group Limited

Investors:

Tim Young
Chief Financial Officer
Tel: 03 9922 2036

Media:

Jane Elliott - Sound Story
sca@soundstory.com.au

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 two 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 eight 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.southerncrossastereo.com.au.

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