



ASX RELEASE

31 January 2025

Resignation and appointment of Company Secretary

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) announces that Tony Hudson has resigned from the position of Company Secretary effective 31 January 2025.

The Board has appointed Sarah Tinsley as Company Secretary from 1 February 2025.

Sarah Tinsley joined SCA as Chief Legal Officer on 30 January 2025. Sarah is a skilled General Counsel, Company Secretary and commercial adviser with significant experience in regulatory affairs, commercial negotiation and M&A strategy across the technology, broadcasting and digital sectors. Most recently, Sarah was General Counsel and Company Secretary at Culture Amp, managing a team of lawyers across Australia, the US and the UK. She was previously General Counsel & Business Affairs Director for ARN, Senior Counsel for Fairfax Media Limited, and General Counsel and Company Secretary for NOVA Entertainment.

Approved for release by the Board of directors.

For further information, please contact:

Southern Cross Media Group Limited

Investors:

Toby Potter
Acting Chief Financial Officer
Tel: 03 9252 1051

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.southerncrossaustereo.com.au.