



ASX RELEASE

27 February 2025

Appointment of Chief Financial Officer

Southern Cross Media Group Limited (ASX: SXL) (SCA) today announces that Toby Potter has been appointed as Chief Financial Officer and a member of the Senior Leadership Team.

With experience in both commercial finance and business transformation, Potter has been responsible for overseeing the company's financial stewardship in recent months since stepping into the role of Acting CFO in December 2024. Potter has worked at SCA for over a decade in positions including Head of Commercial Finance and Head of Business Transformation, leading several successful initiatives to support business optimisation and transformation.

SCA CEO John Kelly said: "I am delighted to confirm Toby's appointment as CFO. His deep sector experience, commercial acumen and strong relationships provide a compelling skill set that will play a key role in assisting me and our broader business."

This appointment supplements Sarah Tinsley's recent appointment as Chief Legal Officer and Company Secretary. Toby and Sarah will work alongside SCA's Executive Team, reporting to John Kelly, who collectively form part of the Senior Leadership Team that is united in their commitment to serving shareholders, listeners and clients.

Approved for release by the Board of directors.

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 104 FM, AM, and DAB+ radio stations, including AFL, NRL, and international cricket coverage, 43 music genre stations, and over 700 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 connect with highly engaged, addressable audiences. The LiSTNR digital audio sales network reaches an estimated eight million people each month.

SCA owns 104 radio stations across FM, AM, and DAB+ under the Triple M and Hit network brands and provides national sales representation for 49 regional radio stations, with 8.71 million listeners across the Hit and Triple M networks. SCA also provides Australian sales representation for global open audio platforms SoundCloud and Sonos Radio. www.southerncrossaustereo.com.au