



ASX RELEASE

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AFL Partnership

Southern Cross Media Group Limited (ASX: SXL) (SCA) today announces a new three-year partnership with the AFL.

LiSTNR and the Triple M network's radio stations around Australia will deliver more than 850 hours of live match coverage per season. This unparalleled coverage will be enhanced by greater integration of AFL-related content within SCA's flagship shows and across Triple M and LiSTNR's digital assets, as well as increased editorial support in key AFL development markets in Sydney, Brisbane and the Gold Coast.

SCA continues its commitment to supporting AFLW, with extensive coverage of the competition, including finals, while creating pathways for players off the field. The introduction of an annual AFLW internship will provide invaluable learning opportunities for a player with aspirations of a broadcasting career, furthering SCA's dedication to elevating women's football both on and off the air.

SCA CEO John Kelly said: "Southern Cross Austereo is proud to extend our partnership with the AFL, reaffirming SCA's position as Australia's leading AFL audio broadcaster. As the season begins tonight, we're excited to continue delivering the most passionate, insightful, and entertaining footy coverage across Triple M and LiSTNR. Our long-standing relationship with the AFL allows us to bring fans closer to the game they love, and we look forward to another incredible season of footy."

Approved for release by Sarah Tinsley, Company Secretary.

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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