



ASX RELEASE

24 April 2025

AUSTRALIA'S MOST SUCCESSFUL PODCASTERS HAMISH & ANDY SIGN EARLY LONG-TERM EXTENSION WITH LiSTNR

Southern Cross Media Group Limited (ASX: SXL) (SCA) today announces Hamish & Andy have signed an early long-term extension ensuring the podcast remains an exclusive to the LiSTNR network audience.

Hamish & Andy share a 25-year history with SCA, spanning both radio and podcasting, with their ever-growing loyal fan base a testament to their enduring appeal. As hosts of Australia's highest rating radio show of all time, they seamlessly transitioned to podcasting in 2018. Continuing their upward trajectory, the *Hamish & Andy* podcast has been one of the most successful podcasts in Australia. Over the past three years the podcast has consistently attracted an audience of more than 800,000 monthly listeners and has been crowned the number one podcast a record 26 times in the Australian Podcast Ranker Top 200.

The new deal covers Australia's most successful podcast, the weekly *Hamish & Andy* podcast, along with fan-favourite Hamish & Andy's *Remembering Project*.

SCA CEO John Kelly said, "Hamish & Andy aren't just one of Australia's most beloved media duos — they're consistently one of the most listened-to podcasts in Australia. Their authenticity and one-of-a-kind connection with audiences is unmatched, and we are proud to continue our long-standing partnership. Hamish & Andy continue to play a vital role in LiSTNR's success, and as the country's Number One podcast network, we're doubling down on what we do best: delivering premium brand-friendly content to the audiences that matter. SCA is all about audio, and this extended partnership with Hamish & Andy exemplifies that commitment."

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