



ASX RELEASE

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SCA Introduces New Executive Incentive Scheme for FY26

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) has today introduced a new Executive Incentive Scheme (EIS) to take effect from 1 July 2025.

SCA's Board of Directors has designed the new EIS, after consultation with remuneration consultants and independent major shareholders, to align the incentives for key Senior Executives more closely with the objectives of its investors.

The new EIS replaces the previous 'combined' Executive Incentive Plan and consists of a separate annual Short-Term Incentive (STI) component consistent with the current annual STI, with KPIs applicable to each financial year, and a separate Long-Term Incentive (LTI) component.

The LTI will be assessed at the conclusion of a three-year performance period, with share price targets set well above current share price levels.

The FY26 LTI proposed performance conditions are:

50% vesting	Share price target of \$1.00	Threshold
100% vesting	Share price target of \$1.20	Target
150% vesting	Share price target of \$1.50	Stretch

While EPS has formed part of SCA's EIP arrangements in the past, the new EIS shifts focus to absolute Total Shareholder Returns, ensuring maximum alignment with shareholder outcomes.

Participation in the scheme applies to Senior Executives of SCA. The scheme also includes a change of control provision during the three-year term, which will be evaluated alongside the share price performance targets outlined above.

Approved for release by the Board of Directors.

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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