Form 604

Corporations Act 2001
Section 671B

Notice of change of interests of substantial holder

To Company Name/Scheme **Southern Cross Media Group Ltd**

ACN/ARSN **116 024 536**

1. Details of substantial holder (1)

Name **Spheria Asset Management Pty Ltd**

ACN/ARSN (if applicable) **611 081 326**

There was a change in the interests of the substantial holder on **19/09/2025**

The previous notice was given to the company on **31/07/2025**

The previous notice was dated **31/07/2025**

2. Previous and present voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
ORDINARY FULLY PAID	**28,332,588**	**11.81%**	**33,293,117**	**13.88%**
			REFER TO ANNEXURE A	

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
REFER TO ANNEXURE B					

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
REFER TO ANNEXURE C					

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5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	

6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
REFER TO ANNEXURE D	

Signature

print name	**MATTHEW BOOKER**	capacity	**DIRECTOR**
sign here		date	**23/09/2025**

DIRECTIONS

(1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.

(2) See the definition of "associate" in section 9 of the Corporations Act 2001.

(3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.

(4) The voting shares of a company constitute one class unless divided into separate classes.

(5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.

(6) Include details of:

(a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and

(b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.

(7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

(8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".

(9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

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Annexure A

Holder of relevant interest	Nature of relevant interest	Number of securities	Class of securities
Spheria Asset Management Pty Ltd	Spheria Asset Management Pty Ltd in its capacity as investment manager has the power to control voting and/or disposal of securities.	33,293,117	ORDINARY FULLY PAID

This is Annexure "A" as mentioned in form 604 Notice of change of interests of substantial holder



Matthew Booker
Director
Date: 23/09/2025

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Annexure B

Date of change	Person whose relevant interest changed	Nature of change	Consideration		Class of Securities	Number of securities	Person's votes affected
			Cash	Non-cash			
11/08/2025	Spheria Asset Management	Purchase	$ 102,125.51		ORDINARY FULLY PAID	171,072	171,072
12/08/2025	As above	Purchase	$ 2,310.64		ORDINARY FULLY PAID	3,880	3,880
13/08/2025	As above	Purchase	$ 96,708.88		ORDINARY FULLY PAID	163,099	163,099
14/08/2025	As above	Purchase	$ 25,418.65		ORDINARY FULLY PAID	43,377	43,377
15/08/2025	As above	Purchase	$ 85,703.52		ORDINARY FULLY PAID	141,789	141,789
18/08/2025	As above	Purchase	$ 33,939.95		ORDINARY FULLY PAID	54,023	54,023
19/08/2025	As above	Purchase	$ 55,783.91		ORDINARY FULLY PAID	85,616	85,616
20/08/2025	As above	Purchase	$ 111,585.24		ORDINARY FULLY PAID	169,545	169,545
21/08/2025	As above	Purchase	$ 66,388.31		ORDINARY FULLY PAID	100,979	100,979
22/08/2025	As above	Purchase	$ 7,358.14		ORDINARY FULLY PAID	11,265	11,265
25/08/2025	As above	Purchase	$ 768,788.55		ORDINARY FULLY PAID	995,408	995,408
26/08/2025	As above	Purchase	$ 199,368.80		ORDINARY FULLY PAID	243,683	243,683
27/08/2025	As above	Purchase	$ 127,988.35		ORDINARY FULLY PAID	154,705	154,705
19/09/2025	As above	Purchase	$ 2,093,989.19		ORDINARY FULLY PAID	2,622,088	2,622,088

This is Annexure "B" as mentioned in form 604 Notice of change of interests of substantial holder



Matthew Booker
Director
Date: 23/09/2025

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Annexure C

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Number of securities	Class of securities	Person's votes
Spheria Asset Management	BNP Paribas Nominees Pty Ltd	BNP Paribas Nominees Pty Ltd	1,592,624	Ordinary fully paid	1,592,624
Spheria Asset Management	Citicorp Nominees Pty Ltd	Citicorp Nominees Pty Ltd	31,700,493	Ordinary fully paid	31,700,493

This is Annexure "C" of 1 page as mentioned in form 604 Notice of change of interests of substantial holder



Matthew Booker
Director
Date: 23/09/2025

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Annexure D

Name	Address
Spheria Asset Management Pty Ltd	Level 19, 307 Queen St, Brisbane QLD 4000, Australia

This is Annexure "D" as mentioned in form 604 Notice of change of interests of substantial holder



Matthew Booker
Director
Date: 23/09/2025

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