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SOUTHERN CROSS AUSTEREO

H1 FY13 Results Presentation



Sizzle Reel



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Headline Achievements



- Result in line with market expectations
- Underlying Net Profit After Tax \$47.6m
- Synergy benefits and further cost savings resulting in total expenses down 6.6% to \$223.8m
- Continuing strength in cash conversion
- Dividend payout ratio maintained at 4.5 cents
- Re-signing of key talent



Headline Achievements



- Number 1 Metro Radio Network with 34.4%¹ market share
 - Today network 18.9% - 3.6 million listeners
 - MMM 13.8%
- Continued radio ratings dominance²;
 - 2Day celebrates 51 surveys as #1 FM station
 - Fox continues to be #1 FM breakfast show in Melbourne
 - Fox has had more listeners than any other radio station in Melbourne for 136 consecutive surveys
 - Mix 94.5 #1 station in Perth
 - Regional surveyed markets continue to be dominated by SCA stations

¹ Source: Deloitte Market Share Reports

² Source: Nielsen Market Survey 8



Headline Achievements



- Continued growth in Social Media and Online³;
 - 2dayfm.com.au is Australia's most visited radio website
 - 1.7m unique browsers per month across all our sites
 - 1.0m app downloads
 - Merrick Watts No.1 Comedy podcast
 - 1.2m Facebook Likes
 - 600,000 Twitter followers
 - Scorchers Sports app delivers 20,000 downloads in only six months



- Key Appointments

- Appointment of Andrea Ingham as National Sales Director and Clive Dickens Head of Digital and Innovation rounds out the Executive Team



³ HYF13 figures

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STEPHEN KELLY, CFO

H1 FY13 Financial Analysis



Reported Group Statutory Results

Key Financial Numbers



\$ millions

	H1 FY13	H1 FY12 ¹	% Variance
Revenue	327.7	362.6	(9.6%)
Expenses	(223.2)	(239.0)	(6.6%)
Equity Accounted Profit	(0.3)	(0.3)	
EBITDA	104.2	123.3	(15.5%)
Depreciation & Amortisation	(12.9)	(16.9)	
EBIT	91.3	106.4	(14.2%)
Net Finance Costs	(26.4)	(30.0)	
PBT	64.9	76.4	(15.1%)
Tax	(19.8)	17.6	
NPAT	45.1	94.0	(52.0%)
EPS	6.4	13.3	(51.9%)

¹ Refer Appendix 1. Represents underlying results for FY12

Group Underlying Results Comparative

Reconciliation to Underlying Results for H1 FY13



\$ millions

	Reported	Proportional Consol. of JV's	Adjustments	Underlying	Underlying ¹	% Variance
	H1 FY13	H1 FY13	H1 FY13	H1 FY13	H1 FY12	
Revenue	327.7	1.7	2.2	331.6	364.1	(8.9%)
Expenses	(223.2)	(2.0)	1.4	(223.8)	(239.7)	(6.6%)
Equity Accounted Profit	(0.3)	0.3	0.0	0.0	0.0	0.0%
EBITDA	104.2	-	3.6	107.8	124.4	(13.3%)
Depreciation & Amortisation	(12.9)		-	(12.9)	(13.1)	(1.5%)
EBIT	91.3		3.6	94.9	111.3	(14.7%)
Net Finance Costs	(26.4)		-	(26.4)	(30.0)	(12.0%)
PBT	64.9		3.6	68.5	81.3	(15.7%)
Tax	(19.8)		(1.1)	(20.9)	(23.9)	(12.6%)
NPAT	45.1		2.5	47.6	57.4	(17.0%)

¹ Refer Appendix 1. Represents underlying results for FY12

Regional Underlying Results Comparative



\$ millions

	H1 FY13	H1 FY12	% Variance
TV	113.0	135.3	(16.5%)
Radio	84.1	85.6	(1.8%)
Total Revenue	197.1	220.9	(10.8%)
Broadcast & Production	(42.7)	(50.7)	(15.8%)
Employee	(42.7)	(41.6)	2.6%
Selling, General & Admin	(51.1)	(57.2)	(10.7%)
Total Expenses	(136.5)	(149.5)	(8.7%)
EBITDA	60.6	71.4	(15.1%)
Depreciation & Amortisation	(9.4)	(9.2)	2.2%
EBIT	51.2	62.2	(17.7)%
EBIT %	26.0%	28.2%	

Metro Underlying Results Comparative



\$ millions

	H1 FY13	H1 FY12 ¹	% Variance
Radio	134.5	143.2	(6.1%)
Total Revenue	134.5	143.2	(6.1%)
Broadcast & Production	(11.8)	(11.8)	(0.0%)
Employee	(45.9)	(46.0)	(0.2%)
Selling, General & Admin	(29.6)	(32.4)	(8.6%)
Total Expenses	(87.3)	(90.2)	(3.2%)
EBITDA	47.2	53.0	(10.9%)
Depreciation & Amortisation	(3.5)	(3.9)	(10.3%)
EBIT	43.7	49.1	(11.0%)
EBIT %	32.5%	34.3%	

¹ Refer Appendix 1

Debt Facilities



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\$ millions

Dec 2012

June 2012

Reported Borrowings

703.2

707.0

Borrowing Costs

10.1

12.4

Lease Liabilities

(0.3)

(0.4)

Drawn Debt

713.0

719.0

Less Cash

(83.8)

(97.2)

Net Debt

629.2

621.8

- Annualised leverage ratio (Net Debt : EBITDA) for secured group of 2.86 (2.62 at June 2012)
- Interest cover ratio for secured group of 4.25 (4.13 at June 2012)

Cash Flow



\$ millions

Opening Cash 97.2

Cash From Operations (pre tax) 95.9

Proceeds from sale of Land & Building 1.7

Interest, Derivative & Borrowing Cost payments (29.9)

Tax (29.2)

Capital expenditure (9.7)

Dividends to Security Holders (35.2)

Investments (1.0)

Debt repayment (6.0)

Closing Cash 83.8

EBITDA (Reported) 104.2

Conversion 92%

EPS Analysis



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cents per share

H1 FY13

H1 FY12

Underlying Operations

6.8

8.1

Hot 30 Impact

(0.4)

-

One-Off Costs

-

(0.5)

DTL Write off

-

5.7

Reported

6.4

13.3

Weighted average # of Shares

704.8

705.7

Actual closing # of Shares

704.8

705.6

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Rhys Holleran, CEO

Operations



Trading Commentary



- Revenue down 8.9% (\$32.5m) due to Ten share issues and Metro Radio share loss exacerbated by on-air incidents
 - Regional TV contributed 69% of shortfall and Metro Radio 27% of shortfall
- TV advertising revenues impacted by ratings and loss of AFL
- Regional radio advertising revenue flat year on year
- Metro radio advertising revenue down 7.5%
 - Radio market declined 1.9%
 - UK call incident impact on 1H revenue – continuing financial impact immaterial
- Reinvestment in content through re-signing key talent and addition of new shows

H1 FY13 Advertising Revenues



	Regional Radio		Metro Capital City Radio ¹		Metro Radio Market ²
	% split of revenues	% change vs pcp	% split of revenues	% change vs pcp	% change vs pcp
Local Advertising	65.7%	0.2%	26.9%	(7.2%)	2.0%
National Advertising	26.0%	(2.1%)	66.3%	(7.7%)	(4.2%)
Total Advertising	91.8%	(0.5%)	93.2%	(7.5%)	(1.9%)
Other	8.2%	(12.7%)	6.8%	14.4%	
Total Revenue	100.0%	(1.6%)	100.0%	(6.3%)	

	TV		Regional TV Market ³
	% split of revenues	% change vs pcp	% change vs pcp
Local Advertising	39.9%	(8.2%)	2.7%
National Advertising	49.8%	(23.9%)	(6.1%)
Total Advertising	89.7%	(17.6%)	(2.9%)
Other	10.3%	(6.3%)	
Total Revenue	100.0%	(16.6%)	

¹ 5 Capital cities only

² Deloitte metro radio market report

³ KPMG Report (4 Aggregate Market only)

Outlook

- Current market sentiment is improving and a long Federal Election campaign may help revenue opportunities
- Continued dominance in Metro radio market, recording 23.8 share of 25 – 54 audience¹
- New TEN line-up in 2013 promises to be stronger than 2012

1. Source: Nielsen Market Survey 8 2012



Outlook



- After a number of years of declining markets we are well positioned to deliver as it turns

Re-defining content

- Hamish & Andy back 5 days including The Business Brunch and Drive on a Monday joining Fifi & Jules
- The Bump
- Dan & Maz – Late Drive
- Scoopla
- Mamamia Today– for school pick up
- LoveLand, Stardust
- 9 new regional breakfast shows
- MORE LIVE SPORT – Triple M & Local works adding NRL rights to it's existing football broadcasts



Outlook

- Full year after tax earnings expected to come in within market estimates of \$90m to \$95m



TRIPLE **MM**
ROCKS **NRL**



Questions?



Rhys Holleran, CEO

Steve Kelly, CFO

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Appendix 1 – Financial Analysis

Reconciliation of Underlying Results H1 FY12



\$ millions

	Reported	Proportional Consol. of JV's	One off Adjustments	Underlying
Revenue	362.6	1.5		364.1
Expenses	(239.0)	(1.8)	1.1	(239.7)
Equity Accounted Profit	(0.3)	0.3		-
EBITDA	123.3	-	1.1	124.4
Depreciation & Amortisation	(16.9)		3.8	(13.1)
Net Finance Costs	(30.0)			(30.0)
PBT	76.4	-	4.9	81.3
Tax	17.6		(41.5)	(23.9)
NPAT	94.0		(36.6)	57.4

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