SOUTHERN CROSS AUSTEREO

H1 FY13 Results Presentation

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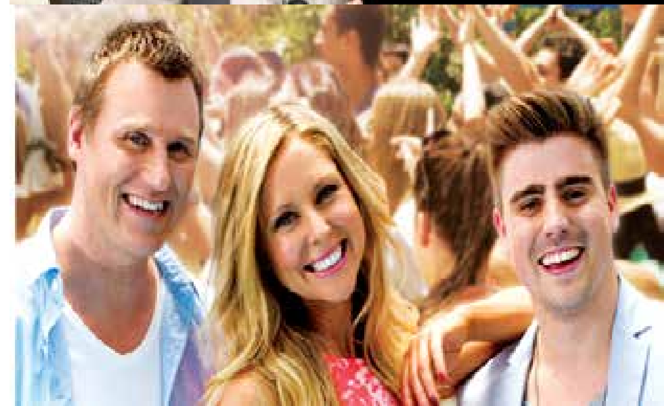
Sizzle Reel

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 dominance[2];
  - 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 Online[3];
  - 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
  - Scorcher 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

STEPHEN KELLY, CFO

H1 FY13 Financial Analysis

SOUTHERN CROSS AUSTEREO

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 H1 FY13	Proportional Consol. of JV's H1 FY13	Adjustments H1 FY13	**Underlying** **H1 FY13**	Underlying[1] H1 FY12	% Variance
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

$ 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

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*

Rhys Holleran, CEO

Operations

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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 audience[1]
- 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

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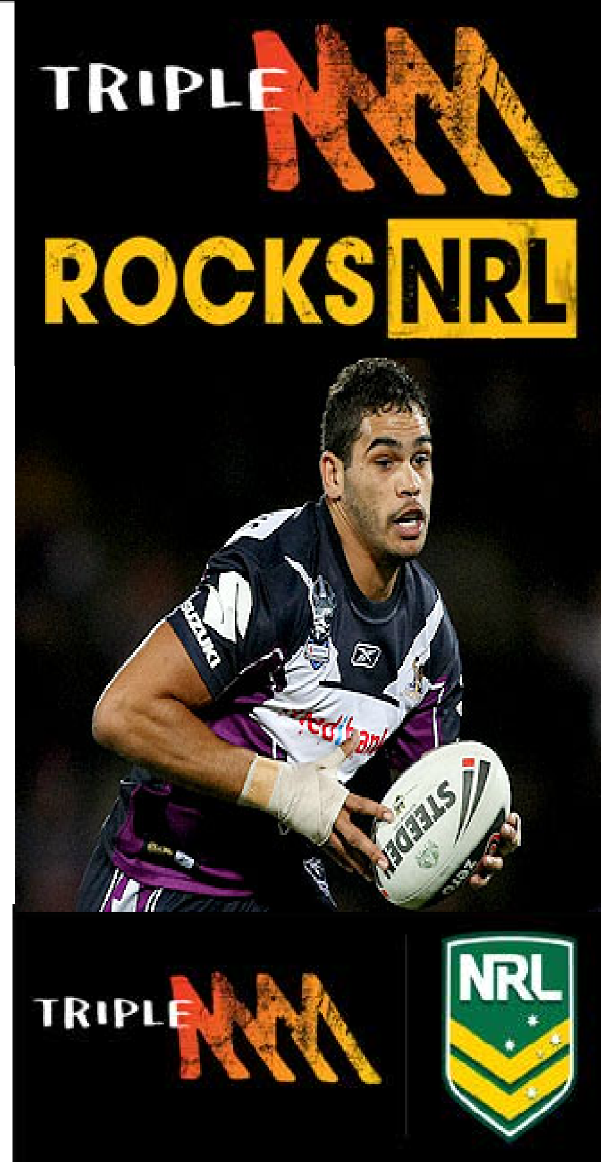
- Full year after tax earnings expected to come in within market estimates of $90m to $95m



Questions?

Rhys Holleran, CEO

Steve Kelly, CFO

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