

Appendix 3A.1 - Notification of dividend / distribution

Important Information

Information and documents given to ASX become ASX's property and may be made public.

Please note that two corporate actions on the same security may not run with different record dates if the timetables result in overlapping (but not identical) ex-periods. It is permissible to run different corporate actions with the same record date except in the case of reorganisations - consolidations/splits which cannot run at the same time as any other corporate action for that entity

***Denotes minimum information required for first lodgement of this form.**

****Denotes information that must be provided before or on +business day 0 of the relevant Appendix 6A or Appendix 7A timetable. The balance of the information, where applicable, must be provided as soon as reasonably practicable by the entity.**

Part 1 - Entity and announcement details

1.1 Name of +Entity

SOUTHERN CROSS MEDIA GROUP LIMITED

1.2 Registered Number Type

ABN

Registration Number

91116024536

1.3 ASX issuer code

SXL

1.4 The announcement is

New announcement

1.5 Date of this announcement

Wednesday February 25, 2015

1.6 ASX +Security Code

SXL

ASX +Security Description

ORDINARY FULLY PAID

Part 2A - All dividends/distributions basic details

Each form (announcement) can only relate to one +record date and payment date but may have multiple types of dividend/distributions applicable for those dates, for example an ordinary and a special dividend/distribution. If more than one type is applicable tick each relevant box in Q2A.1. Further Parts to the form will be presented for each type of dividend/distribution selected. All other questions in Part 2A are to be answered on the basis of the total of all the dividend/distribution types indicated in Q2A.1 (i.e. gross) as well as any supplementary dividend/distribution if applicable.

2A.1 Type of dividend/distribution

Ordinary

2A.2 Dividend/distribution period (frequency)

Six Monthly

2A.3 Dividend/distribution relates to period ending

Wednesday December 31, 2014

2A.4 +Record Date

Tuesday April 7, 2015

2A.5 Ex Date

Wednesday April 1, 2015

2A.6 Payment Date

Tuesday May 12, 2015

2A.7 Is the payment of dividend/distribution conditional?

No

2A.8 Currency in which the dividend/distribution is made ("primary currency")

AUD - Australian Dollar

2A.9 Total dividend/distribution amount per +security (in primary currency)

AUD 0.03000000

2A.10 Whether mandatory or via an optional plan or facility, will or can the dividend/distribution be paid in a currency other than the primary currency?

No

2A.11 Does the +entity have

a Dividend/Distribution Reinvestment Plan (DRP)

2A.11a If the +entity has a DRP, is the DRP applicable to this dividend/distribution?

Yes

2A.11a(i) DRP Status in respect of this dividend/distribution

Full DRP

2A.12 Does the +entity have tax component information apart from franking?

No

Part 3A - Ordinary dividend/distribution

3A.1 Is the ordinary dividend/distribution estimated at this time?

No

3A.1a Ordinary dividend/distribution estimated amount per +security

AUD

3A.1b Ordinary Dividend/distribution amount per security

AUD 0.03000000

3A.2 Is the ordinary dividend/distribution franked?

Yes

3A.2a Is the ordinary dividend/distribution fully franked?

Yes

3A.3 Percentage of ordinary dividend/distribution that is franked

100.0000 %

3A.3a Applicable corporate tax rate for franking credit (%)

30.0000 %

3A.4 Ordinary dividend/distribution franked amount per security

AUD 0.03000000

3A.5 Percentage amount of dividend which is unfranked

0.0000 %

3A.6 Ordinary dividend unfranked amount per security

AUD 0.00000000

3A.7 Ordinary dividend/distribution conduit foreign income amount per security

AUD 0.00000000

Part 4A - +Dividend reinvestment plan (DRP)**4A.1 What is the default option if +security holders do not indicate whether they want to participate in the DRP?**

Do not participate in DRP (i.e. cash payment)

4A.2 Last date and time for lodgement of election notices to share registry under DRP

Wednesday April 8, 2015 17:00:00

4A.3 DRP discount rate

2.5000 %

4A.4 Period of calculation of reinvestment price**Start Date**

Thursday April 9, 2015

End Date

Wednesday May 6, 2015

4A.5 DRP price calculation methodology

The pricing methodology is the average VWAP over the pricing period, as determined in accordance with the DRP rules. A discount of 2.5 per cent will apply to the price of shares issued under the DRP.

4A.6 DRP Price (including any discount):

AUD

4A.7 DRP +securities +issue date**4A.8 Will DRP +securities be a new issue?**

Yes

4A.8a Do DRP +securities rank pari passu from +issue date?**4A.9 Is there a minimum dollar amount or number of +securities required for DRP participation?**

No

4A.10 Is there a maximum dollar amount or number of +securities required for DRP participation?

No

4A.11 Are there any other conditions applying to DRP participation?

No

4A.12 Link to a copy of the DRP plan rules

<http://www.southerncrossaustereo.com.au/wp-files/uploads/2014/08/Dividend-Reinvestment-Plan-Rules-200814.pdf>

Part 5 - Further information

5.1 Please provide any further information applicable to this dividend/distribution

Southern Cross Media Group Limited (SCMG) has entered into a DRP Shortfall Placement Agreement with CBA Equities Limited (CBA Equities) that will involve CBA Equities subscribing for shares with a value of up to 100% of any shortfall in DRP Participation by SCMG shareholders (the DRP Shortfall Placement Facility).