

**ASX RELEASE**
**23 FEBRUARY 2017**

**APPENDIX 4D  
FOR THE HALF YEAR ENDED 31 DECEMBER 2016**

Results for Announcement to the Market (All comparisons to 31 December 2015)

| <b>Key Financial Information</b>              | <b>\$'000</b> | <b>up/down</b> | <b>% movement</b> |
|---|---------------|----------------|-------------------|
| Revenue from ordinary activities              | 351,792       | Up             | 9.2%              |
| Net profit from ordinary activities after tax | 48,480        | Up             | 11.8%             |

| <b>Dividend Information</b>                                  | <b>Amount<br/>per share<br/>cents</b> | <b>Franked<br/>amount<br/>per share<br/>cents</b> | <b>Tax rate for<br/>franking<br/>credit</b> |
|--|---------------------------------------|---|---|
| Final FY2016 dividend per share (paid 11 October 2016)       | 3.5                                   | 3.5   | 30%   |
| Interim FY2017 dividend per share (to be paid 11 April 2017) | 3.75                                  | 3.75  | 30%   |

The dividend reinvestment plan has been suspended and will not apply in respect of the interim FY2017 dividend.

**Interim FY2017 Dividend Dates**

|                  |               |
|------------------|---------------|
| Ex-dividend date | 2 March 2017  |
| Record date      | 3 March 2017  |
| Payment date     | 11 April 2017 |

|   | <b>31 Dec 16</b> | <b>31 Dec 15</b> |
|---|------------------|------------------|
| <b>Net Tangible Assets Per Security</b> | \$(0.38)         | \$(0.41)         |

Additional Appendix 4D disclosure requirements can be found in the directors' report, financial statements and notes to the financial statements contained in the Southern Cross Austereo Interim Financial Report for the Half Year ended 31 December 2016. This report is based on the consolidated Interim Financial Report for the Half Year ended 31 December 2016 which has been reviewed by PricewaterhouseCoopers with the Independent Auditor's Review Report included in the Interim Financial Report.

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# MEDIA ENTERTAINMENT RADIO TV SOCIAL EVENTS DIGITAL

INTERIM FINANCIAL REPORT

FOR THE HALF YEAR ENDED 31  
DECEMBER 2016



**SOUTHERN CROSS AUSTereo**  
*absolutely* engaging

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## Directors' Report

The Directors of Southern Cross Media Group Limited ("the Company") submit the following report for Southern Cross Austereo, being Southern Cross Media Group Limited and its subsidiaries ("the Group"), for the half year ended 31 December 2016. In order to comply with the provisions of the *Corporations Act 2001*, the Directors report as follows:

### Directors

The following persons were Directors of the Company during the whole of the financial half year, unless otherwise stated, and up to the date of this report:

- Peter Bush (Chairman)
- Leon Pasternak (Deputy Chairman)
- Grant Blackley
- Glen Boreham
- Peter Harvie
- Rob Murray
- Helen Nash
- Melanie Willis

### Principal Activities

The principal activities of the Group during the course of the financial half year were the creation and broadcasting of content on free-to-air commercial radio (AM, FM and digital), TV and online media platforms across Australia. These media assets are monetised via revenue generated from the development and sale of advertising solutions for clients.

There were no changes in the nature of the Group during the half year.

### Review and Results of Operations

The Group reported revenue of \$351.8 million for the 6 month period ended 31 December 2016, an increase of 9.2% from \$322.0 million for the same period in the prior year. EBITDA for the 6 months was \$92.6 million increasing 1.3% from \$91.4 million in the same period in the prior year. Net profit after tax has increased by 11.8% to \$48.5 million for the 6 months ended 31 December 2016, from \$43.4 million in the same period in the prior year.

EBITDA is a measure that, in the opinion of the directors, is a useful supplement to net profit in understanding the cash flow generated from operations and available for payment of income taxes, debt services and capital expenditure. EBITDA is useful to investors because analysts and other members of the investment community largely view EBITDA as a widely recognised measure of operating performance. EBITDA disclosed within the Directors' Report is equivalent to "Profit before depreciation, amortisation, interest, fair value movements on financial derivatives and income tax expense for the half year" included within the Statement of Comprehensive Income.

### **Dividends**

The final dividend for the year ended 30 June 2016 was 3.5 cents per fully paid share, fully franked and was paid on 11 October 2016 by the Company. Since the end of the financial half year ended 31 December 2016 the Directors have declared an interim ordinary dividend of 3.75 cents per fully paid share, fully franked (31 December 2015 interim dividend: 3.25 cents per fully paid share, fully franked). The interim dividend will be paid on 11 April 2017 by the Company. The dividend reinvestment plan has been suspended and this interim dividend will be paid fully in cash.

### **Significant Changes in State of Affairs**

In the opinion of the Directors, there were no significant changes in the state of affairs of the Group that occurred during the half year under review.

### **Events Occurring After Balance Sheet Date**

Events occurring after balance date are outlined in Note 9 "Events Occurring after Balance Date" to the Financial Statements.

### **Directors' Holdings of Shares**

The aggregate number of Company fully paid shares held directly, indirectly or beneficially by directors of the Company at the date of this report is 1,497,458 (30 June 2016: 1,402,788).

### **Auditor's Independence Declaration**

A copy of the auditor's independence declaration as required under section 307C of the *Corporations Act 2001* is set out on page 3.

Signed in accordance with resolutions of the directors of Southern Cross Media Group Limited.



Peter Bush  
Chairman  
Southern Cross Media Group Limited  
Sydney, Australia  
23 February 2017



Grant Blackley  
Director  
Southern Cross Media Group Limited  
Sydney, Australia  
23 February 2017



## Auditor's Independence Declaration

As lead auditor for the review of Southern Cross Media Group Limited for the half-year ended 31 December 2016, I declare that to the best of my knowledge and belief, there have been:

- (a) no contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the review; and
- (b) no contraventions of any applicable code of professional conduct in relation to the review.

This declaration is in respect of Southern Cross Media Group Limited and the entities it controlled during the period.

A handwritten signature in black ink, appearing to read 'S. Lobley'.

Sam Lobley  
Partner  
PricewaterhouseCoopers

Melbourne  
23 February 2017

# INTERIM FINANCIAL REPORT

## FOR THE HALF YEAR ENDED 31 DECEMBER 2016

### Statement of Comprehensive Income

|   | Note | 1 Jul 16<br>-31 Dec 16<br>\$'000 | 1 Jul 15<br>-31 Dec 15<br>\$'000 |
|---|------|----------------------------------|----------------------------------|
| Revenue from continuing operations  | 3    | 351,792                          | 322,046                          |
| Broadcast and production costs  |      | (72,021)                         | (56,321)                         |
| Employee expenses   |      | (95,236)                         | (89,461)                         |
| Selling costs   |      | (41,539)                         | (38,508)                         |
| Occupancy costs   |      | (16,130)                         | (14,967)                         |
| Promotions and marketing  |      | (10,843)                         | (9,086)                          |
| Administration costs  |      | (23,759)                         | (22,403)                         |
| Share of net profit/(losses) of investments accounted for using the equity method   |      | 305                              | 92                               |
| <b>Profit before depreciation, amortisation, interest, fair value movements on financial derivatives and income tax expenses for the half year from continuing operations</b> |      | <b>92,569</b>                    | <b>91,392</b>                    |
| Depreciation and amortisation expense   |      | (15,454)                         | (14,391)                         |
| Interest expense and other borrowing costs  |      | (10,014)                         | (14,170)                         |
| Interest revenue  |      | 380                              | 666                              |
| <b>Profit before income tax expense for the half year from continuing operations</b>  |      | <b>67,481</b>                    | <b>63,497</b>                    |
| Income tax expense from continuing operations   | 4    | (19,001)                         | (20,118)                         |
| <b>Profit from continuing operations after income tax for the half year</b>   |      | <b>48,480</b>                    | <b>43,379</b>                    |
| <i>Other comprehensive income for the half year that may be reclassified to profit or loss:</i>   |      |                                  |                                  |
| Changes to fair value of cash flow hedges, net of tax   |      | 634                              | (32)                             |
| <b>Total comprehensive profit for the half year attributable to shareholders</b>  |      | <b>49,114</b>                    | <b>43,347</b>                    |
| <b>Earnings per share attributable to the ordinary equity holders of the Company:</b>   |      |                                  |                                  |
| Basic earnings per share  |      | 6.3                              | 5.7                              |
| Diluted earnings per share  |      | 6.3                              | 5.7                              |

The above Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

# INTERIM FINANCIAL REPORT

## FOR THE HALF YEAR ENDED 31 DECEMBER 2016

### Statement of Financial Position

|   | Note | 31 Dec 16<br>\$'000 | 30 June 16<br>\$'000 |
|---|------|---------------------|----------------------|
| <b>Current assets</b>                             |      |                     |                      |
| Cash and cash equivalents                         |      | 47,414              | 94,776               |
| Receivables                                       |      | 147,952             | 142,003              |
| <b>Total current assets</b>                       |      | 195,366             | 236,779              |
| <b>Non-current assets</b>                         |      |                     |                      |
| Receivables                                       |      | 2,114               | 2,677                |
| Investments accounted for using the equity method |      | 3,962               | 3,657                |
| Property, plant and equipment                     |      | 144,542             | 145,249              |
| Intangible assets                                 | 6    | 1,298,417           | 1,289,509            |
| Deferred tax assets                               |      | 8,608               | 9,922                |
| <b>Total non-current assets</b>                   |      | 1,457,643           | 1,451,014            |
| <b>Total assets</b>                               |      | 1,653,009           | 1,687,793            |
| <b>Current liabilities</b>                        |      |                     |                      |
| Payables  |      | 76,552              | 86,388               |
| Deferred Income                                   |      | 14,216              | 12,590               |
| Provisions  |      | 19,083              | 19,347               |
| Borrowings  |      | 35,987              | 35,957               |
| Current tax liabilities                           |      | 2,926               | 9,109                |
| <b>Total current liabilities</b>                  |      | 148,764             | 163,391              |
| <b>Non-current liabilities</b>                    |      |                     |                      |
| Deferred Income                                   |      | 93,611              | 95,278               |
| Provisions  |      | 10,840              | 11,839               |
| Borrowings  |      | 394,271             | 433,864              |
| Derivative financial instruments                  | 7    | 2,367               | 3,273                |
| <b>Total non-current liabilities</b>              |      | 501,089             | 544,254              |
| <b>Total liabilities</b>                          |      | 649,853             | 707,645              |
| <b>Net assets</b>                                 |      | 1,003,156           | 980,148              |
| <b>Equity</b>                                     |      |                     |                      |
| Contributed equity                                | 8    | 1,379,736           | 1,379,386            |
| Reserves  |      | 3,555               | 2,462                |
| Other equity transaction                          |      | (77,406)            | (77,406)             |
| Accumulated losses                                |      | (303,027)           | (324,592)            |
| <b>Equity attributable to equity holders</b>      |      | 1,002,858           | 979,850              |
| Non-controlling interest                          |      | 298                 | 298                  |
| <b>Total equity</b>                               |      | 1,003,156           | 980,148              |

The above Statement of Financial Position should be read in conjunction with the accompanying notes.



# INTERIM FINANCIAL REPORT

## FOR THE HALF YEAR ENDED 31 DECEMBER 2016

### Statement of Changes in Equity

#### 2016

|  | Contributed<br>equity<br>\$'000 | Share-<br>based<br>payment<br>reserve<br>\$'000 | Hedge<br>reserve<br>\$'000 | Other equity<br>transactions<br>\$'000 | (Accumulated<br>losses)<br>/retained<br>profits<br>\$'000 | Total<br>\$'000  | Non-<br>controlling<br>interest<br>\$'000 | Total equity<br>\$'000 |
|--|---------------------------------|---|----------------------------|--|---|------------------|---|------------------------|
| <b>Total equity at 1 July 2016</b>   | 1,379,386                       | 4,754   | (2,292)                    | (77,406)                               | (324,592)   | 979,850          | 298                                       | 980,148                |
| Profit for the half year   | -                               | -   | -                          | -                                      | 48,480  | 48,480           | -   | 48,480                 |
| Other comprehensive income   | -                               | -   | 634                        | -                                      | -   | 634              | -   | 634                    |
| <b>Total comprehensive income</b>  | -                               | -   | 634                        | -                                      | 48,480  | 49,114           | -   | 49,114                 |
| <b>Transactions with equity holders in their capacity as equity holders:</b> |                                 |   |                            |  |   |                  |   |                        |
| Employee share entitlements  | -                               | 459   | -                          | -                                      | -   | 459              | -   | 459                    |
| Shares issued, net of transaction costs                                      | 350                             | -   | -                          | -                                      | -   | 350              | -   | 350                    |
| Dividends paid   | -                               | -   | -                          | -                                      | (26,915)  | (26,915)         | -   | (26,915)               |
|  | 350                             | 459   | -                          | -                                      | (26,915)  | (26,106)         | -   | (26,106)               |
| <b>Total equity at 31 December 2016</b>                                      | <b>1,379,736</b>                | <b>5,213</b>                                    | <b>(1,658)</b>             | <b>(77,406)</b>                        | <b>(302,027)</b>  | <b>1,002,858</b> | <b>298</b>                                | <b>1,003,156</b>       |

#### 2015

|  | Contributed<br>equity<br>\$'000 | Share-<br>based<br>payment<br>reserve<br>\$'000 | Hedge<br>reserve<br>\$'000 | Other equity<br>transactions<br>\$'000 | (Accumulated<br>losses)<br>/retained<br>profits<br>\$'000 | Total<br>\$'000 | Non-<br>controlling<br>interest<br>\$'000 | Total equity<br>\$'000 |
|--|---------------------------------|---|----------------------------|--|---|-----------------|---|------------------------|
| <b>Total equity at 1 July 2015</b>   | 1,365,110                       | 4,226   | (1,212)                    | (77,406)                               | (354,244)   | 936,474         | 298                                       | 936,772                |
| Profit for the half year   | -                               | -   | -                          | -                                      | 43,379  | 43,379          | -   | 43,379                 |
| Other comprehensive income   | -                               | -   | (32)                       | -                                      | -   | (32)            | -   | (32)                   |
| <b>Total comprehensive income</b>  | -                               | -   | (32)                       | -                                      | 43,379  | 43,347          | -   | 43,347                 |
| <b>Transactions with equity holders in their capacity as equity holders:</b> |                                 |   |                            |  |   |                 |   |                        |
| Employee share entitlements  | -                               | 279   | -                          | -                                      | -   | 279             | -   | 279                    |
| Shares issued, net of transaction costs                                      | 13,911                          | -   | -                          | -                                      | -   | 13,911          | -   | 13,911                 |
| Dividends paid   | -                               | -   | -                          | -                                      | (22,608)  | (22,608)        | -   | (22,608)               |
|  | 13,911                          | 279   | -                          | -                                      | (22,608)  | (8,418)         | -   | (8,418)                |
| <b>Total equity at 31 December 2015</b>                                      | <b>1,379,021</b>                | <b>4,505</b>                                    | <b>(1,244)</b>             | <b>(77,406)</b>                        | <b>(333,473)</b>  | <b>971,403</b>  | <b>298</b>                                | <b>971,701</b>         |

The above Statement of Changes in Equity should be read in conjunction with the accompanying notes.

# INTERIM FINANCIAL REPORT

## FOR THE HALF YEAR ENDED 31 DECEMBER 2016

### Statement of Cash Flows

|  | Note | 1 Jul 16<br>- 31 Dec 16<br>\$'000 | 1 Jul 15<br>- 31 Dec 15<br>\$'000 |
|--|------|-----------------------------------|-----------------------------------|
| <b>Cash flows from operating activities</b>            |      |                                   |                                   |
| Receipts from customers                                |      | 382,063                           | 340,086                           |
| Payments to suppliers and employees                    |      | (305,722)                         | (272,457)                         |
| Interest received from external parties                |      | 380                               | 666                               |
| Tax paid   |      | (24,449)                          | (18,691)                          |
| <b>Net cash inflows from operating activities</b>      |      | <b>52,272</b>                     | 49,604                            |
| <b>Cash flows from investing activities</b>            |      |                                   |                                   |
| Payments for purchase of property, plant and equipment |      | (14,245)                          | (7,794)                           |
| Payments for purchase of investments and intangibles   |      | (7,147)                           | (347)                             |
| Proceeds from sale of property, plant and equipment    |      | 35                                | -                                 |
| Proceeds from sale of investments                      |      | -                                 | 3,901                             |
| <b>Net cash flows used in investing activities</b>     |      | <b>(21,357)</b>                   | (4,240)                           |
| <b>Cash flows from financing activities</b>            |      |                                   |                                   |
| Dividends paid to security holders                     | 5    | (26,915)                          | (8,697)                           |
| Net proceeds from receivables financing                |      | (2)                               | 15,016                            |
| Repayment of borrowings from external parties          |      | (40,000)                          | (115,000)                         |
| Interest paid to external parties                      |      | (11,276)                          | (17,303)                          |
| Payments for finance leases                            |      | (84)                              | -                                 |
| <b>Net cash flows used in financing activities</b>     |      | <b>(78,277)</b>                   | (125,984)                         |
| Net (decrease)/increase in cash and cash equivalents   |      | (47,362)                          | (80,620)                          |
| Cash assets at the beginning of the half year          |      | 94,776                            | 143,051                           |
| <b>Cash assets at the end of the half year</b>         |      | <b>47,414</b>                     | 62,431                            |

The above Statement of Cash Flows should be read in conjunction with the accompanying notes.

## Notes to the Financial Statements

### 1. Summary of Significant Accounting Policies

This condensed consolidated interim financial report for the half year reporting period ended 31 December 2016 has been prepared in accordance with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Act 2001*.

This interim financial report does not include all the notes of the type normally included in an annual financial report. Accordingly, this report is to be read in conjunction with the annual report of the Company for the year ended 30 June 2016 and any public announcements made by the Company during the interim reporting period in accordance with the continuous disclosure requirements of the *Corporations Act 2001*.

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period.

#### Basis of Preparation

##### i) *Compliance with IFRS*

Compliance with Australian Accounting Standard AASB 134 Interim Financial Reporting ensures that the interim financial report complies with IAS 34 Interim Financial Reporting as issued by the International Accounting Standards Board (IASB). Consequently, this interim financial report has also been prepared in accordance with and complies with IAS 34 Interim Financial Reporting as issued by the IASB.

##### ii) *Historical cost convention*

These financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain financial assets and liabilities (including derivative instruments) at fair value through profit or loss. All amounts are presented in Australian dollars, unless otherwise noted.

##### iii) *Comparative figures*

Where necessary, comparative figures have been adjusted to conform to changes in presentation in the current period.

#### Rounding of Amounts

The Company is a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2016/191, issued by the Australian Securities and Investments Commission. The Company has relied on the relief provided by the Instrument in the interim financial report. Amounts in the interim financial report have been rounded off in accordance with that Instrument to the nearest thousand dollars, unless otherwise indicated.

#### Critical Accounting Estimates and Judgement

The preparation of the interim financial report in accordance with Australian Accounting Standards requires the use of certain critical accounting estimates. It also requires management to exercise judgement in the process of applying the accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that may have a financial impact on the entity and that are believed to be reasonable under the circumstances.

Management believes the estimates used in the preparation of the interim financial report are reasonable. Actual results in the future may differ from those reported.

The critical estimates and judgements adopted are consistent with those of the previous financial year and corresponding interim reporting period.

## Notes to the Financial Statements (continued)

### 1. Summary of Significant Accounting Policies (continued)

#### Notes to the financial statements

Notes relating to individual line items in the financial statements now include accounting policy information where it is considered relevant to an understanding of these items, as well as information about critical accounting estimates and judgements. Details of the impact of new accounting policies and all other accounting policy information are disclosed at the end of the financial report in note 10.

### 2. Segment Information

AASB 8 requires operating segments to be identified on the basis of internal reports about components of the Group that are regularly reviewed by the chief operating decision maker in order to allocate resources to the segments and to assess their performance.

Management has determined operating segments based on the information reported to the Group CEO and the Company Board of Directors. Management has determined that the Group has two operating segments being the Regional free-to-air commercial radio and television broadcasting segment and the Metro free-to-air radio broadcasting segment.

|  | Metro                            |                                  | Regional                         |                                  | Corporate                        |                                  | Consolidated                     |                                  |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
|  | 1 Jul 16-<br>31 Dec 16<br>\$'000 | 1 Jul 15-<br>31 Dec 15<br>\$'000 | 1 Jul 16-<br>31 Dec 16<br>\$'000 | 1 Jul 15-<br>31 Dec 15<br>\$'000 | 1 Jul 16-<br>31 Dec 16<br>\$'000 | 1 Jul 15-<br>31 Dec 15<br>\$'000 | 1 Jul 16-<br>31 Dec 16<br>\$'000 | 1 Jul 15-<br>31 Dec 15<br>\$'000 |
| <b>Segment Revenue</b>   | <b>125,188</b>                   | 120,996                          | <b>216,663</b>                   | 188,531                          | <b>9,941</b>                     | 12,519                           | <b>351,792</b>                   | 322,046                          |
| <b>Statutory EBITDA /<br/>Segment Result</b>                         | <b>30,929</b>                    | 29,090                           | <b>62,635</b>                    | 64,751                           | <b>(995)</b>                     | (2,449)                          | <b>92,569</b>                    | 91,392                           |
| EBITDA % of Revenue  | <b>24.7%</b>                     | 24.0%                            | <b>28.9%</b>                     | 34.3%                            | <b>(10.0%)</b>                   | (19.6%)                          | <b>26.3%</b>                     | 28.4%                            |
| Depreciation and<br>Amortisation                                     | <b>(3,248)</b>                   | (2,686)                          | <b>(7,289)</b>                   | (7,044)                          | <b>(4,917)</b>                   | (4,661)                          | <b>(15,454)</b>                  | (14,391)                         |
| <b>Statutory EBIT / Segment<br/>Result</b>                           | <b>27,681</b>                    | 26,404                           | <b>55,346</b>                    | 57,707                           | <b>(5,912)</b>                   | (7,110)                          | <b>77,115</b>                    | 77,001                           |
| Income tax expense   | -                                | -                                | -                                | -                                | -                                | -                                | <b>(19,001)</b>                  | (20,118)                         |
| Net Financing costs  | -                                | -                                | -                                | -                                | -                                | -                                | <b>(9,634)</b>                   | (13,504)                         |
| <b>Profit for the half year<br/>attributable to<br/>shareholders</b> | -                                | -                                | -                                | -                                | -                                | -                                | <b>48,480</b>                    | 43,379                           |

### 3. Revenue

The profit before income tax from continuing operations included the following specific items of revenue:

|   | 1 Jul 16<br>- 31 Dec 16<br>\$'000 | 1 Jul 15<br>- 31 Dec 15<br>\$'000 |
|---|-----------------------------------|-----------------------------------|
| <b>Revenue from continuing operations</b>             |                                   |                                   |
| Sales revenue   | 348,576                           | 316,395                           |
| Rental revenue  | 3,216                             | 3,171                             |
| Net income from sale of property, plant and equipment | -                                 | 2,480                             |
| <b>Total revenue from continuing operations</b>       | <b>351,792</b>                    | 322,046                           |

## Notes to the Financial Statements (continued)

### 4. Income Tax Expense

|  | 1 Jul 16<br>- 31 Dec 16<br>\$'000 | 1 Jul 15<br>- 31 Dec 15<br>\$'000 |
|--|-----------------------------------|-----------------------------------|
| <b>Income tax expense/(benefit)</b>            |                                   |                                   |
| <b>Current Tax</b>                             |                                   |                                   |
| Current Tax on profits for the year            | 19,796                            | 18,167                            |
| Adjustments for current tax of prior periods   | (1,837)                           | 870                               |
| <b>Total current tax expense</b>               | <b>17,959</b>                     | <b>19,037</b>                     |
| <b>Deferred income tax</b>                     |                                   |                                   |
| (Decrease)/increase in net deferred tax assets | 1,313                             | 2,234                             |
| Adjustment for prior years                     | (271)                             | (1,153)                           |
| <b>Total deferred tax expense/(benefit)</b>    | <b>1,042</b>                      | <b>1,081</b>                      |
| <b>Income tax expense</b>                      | <b>19,001</b>                     | <b>20,118</b>                     |

### 5. Dividends Paid

|   | 1 Jul 16<br>- 31 Dec 16<br>\$'000 | 1 Jul 15<br>- 31 Dec 15<br>\$'000 |
|---|-----------------------------------|-----------------------------------|
| <b>The dividends were paid/payable as follows:</b>  |                                   |                                   |
| Final dividend paid for the year ended 30 June 2016/2015 – fully franked at the tax rate of 30%                         | 26,915                            | 22,608                            |
|   | <b>26,915</b>                     | <b>22,608</b>                     |
| <b>Dividends paid in cash or satisfied by the issue of shares under the dividend reinvestment plan were as follows:</b> |                                   |                                   |
| Paid in cash  | 26,915                            | 8,697                             |
| Satisfied by issue of shares  | -                                 | 13,911                            |
|   | <b>26,915</b>                     | <b>22,608</b>                     |
|   | Cents per share                   | Cents per share                   |
| Final dividend paid for the year ended 30 June  | 3.5                               | 3.0                               |

## Notes to the Financial Statements (continued)

### 6. Non-Current Assets – Intangible Assets

|                                  | Goodwill  | Broadcasting<br>Licences | Brands and<br>Trademarks | Total            |
|----------------------------------|-----------|--------------------------|--------------------------|------------------|
| 31 December 2016                 | \$'000    | \$'000                   | \$'000                   | \$'000           |
| Cost                             | 352,129   | 1,598,754                | 89,651                   | 2,040,534        |
| Accumulated impairment expense   | (352,129) | (364,801)                | (24,848)                 | (741,778)        |
| Accumulated amortisation expense | -         | (339)                    | -                        | (339)            |
| <b>Net carrying amount</b>       | <b>-</b>  | <b>1,233,614</b>         | <b>64,803</b>            | <b>1,298,417</b> |

#### Movement

|   |          |                  |               |                  |
|---|----------|------------------|---------------|------------------|
| Net carrying amount at 30 June 2016         | -        | 1,224,773        | 64,736        | 1,289,509        |
| Additions                                   | -        | 9,180            | 67            | 9,247            |
| Amortisation expense                        | -        | (339)            | -             | (339)            |
| <b>Net carrying amount at end of period</b> | <b>-</b> | <b>1,233,614</b> | <b>64,803</b> | <b>1,298,417</b> |

|                                | Goodwill  | Broadcasting<br>Licences | Brands and<br>Trademarks | Total            |
|--------------------------------|-----------|--------------------------|--------------------------|------------------|
| 31 December 2015               | \$'000    | \$'000                   | \$'000                   | \$'000           |
| Cost                           | 352,129   | 1,589,574                | 89,550                   | 2,031,253        |
| Accumulated impairment expense | (352,129) | (364,801)                | (24,848)                 | (741,778)        |
| <b>Net carrying amount</b>     | <b>-</b>  | <b>1,224,773</b>         | <b>64,702</b>            | <b>1,289,475</b> |

#### Movement

|   |          |                  |               |                  |
|---|----------|------------------|---------------|------------------|
| Net carrying amount at 30 June 2015         | -        | 1,224,773        | 64,667        | 1,289,440        |
| Additions                                   | -        | -                | 35            | 35               |
| <b>Net carrying amount at end of period</b> | <b>-</b> | <b>1,224,773</b> | <b>64,702</b> | <b>1,289,475</b> |

### Impairment of goodwill and intangible assets with indefinite useful lives

The value of licences, trademarks, brands and goodwill is allocated to the Group's cash generating units ("CGUs"), identified as Regional, being Regional free-to-air commercial radio and television broadcasting and Metro, being Metro free-to-air commercial radio broadcasting.

In accordance with the Group's accounting policy the Group tests at least annually whether goodwill and intangible assets with indefinite useful lives have suffered any impairment and when there is an indication of impairment. The tests incorporate assumptions regarding future events which may or may not occur, resulting in the need for future revisions of estimates. There are also judgements involved in determination of cash generating units. These have remained consistent with the 30 June 2016 Annual Report.

## Notes to the Financial Statements (continued)

### 7. Derivative Financial Instruments

|  | 31 Dec 16    | 30 Jun 16    |
|--|--------------|--------------|
|  | \$'000       | \$'000       |
| Interest rate swap contracts – non current liability | 2,367        | 3,273        |
| <b>Total derivative financial instruments</b>        | <b>2,367</b> | <b>3,273</b> |

#### Hedge accounting

The Group designated interest rates swaps held as at 1 July 2011 as cash flow hedges and has applied hedge accounting from this date.

The Group documents the relationship between hedging instruments and hedged items, as well as its risk management objective and strategy for undertaking the hedge transactions. The Group also documents its assessment, both at hedge inception and on an ongoing basis, of whether the derivatives that are used in hedging transactions have been and will continue to be highly effective in offsetting changes in cash flows of hedged items.

The fair values of derivative financial instruments used for hedging purposes are presented within the balance sheet. Movements in the hedging reserve are shown within the Statement of Changes in Equity. The full fair value of a hedging derivative is classified as a non-current asset or liability when the remaining maturity of the hedged item is more than 12 months; it is classified as a current asset or liability when the remaining maturity of the hedged item is less than 12 months.

#### Cash flow hedge

The effective portion of changes in the fair value of derivatives that are designated and qualify as cash flow hedges is recognised in other comprehensive income and accumulated in reserves in equity. The gain or loss relating to the ineffective portion is recognised immediately in the Statement of Comprehensive Income.

Amounts accumulated in equity are reclassified to profit or loss in the periods when the hedged item affects profit or loss (for instance when the forecast sale that is hedged takes place). The gain or loss relating to the effective portion of interest rate swaps hedging variable rate borrowings is recognised in profit or loss within “interest expense and other borrowing costs”. When a hedging instrument expires or is sold or terminated, or when a hedge no longer meets the criteria for hedge accounting, any cumulative gain or loss existing in equity at that time remains in equity and is recognised when the forecast transaction is ultimately recognised in profit or loss. When a forecast transaction is no longer expected to occur, the cumulative gain or loss that was reported in equity is immediately reclassified to profit or loss.

## Notes to the Financial Statements (continued)

### 8. Contributed Equity

|                    | 31 Dec 16        | 30 Jun 16        |
|--------------------|------------------|------------------|
|                    | \$'000           | \$'000           |
| Ordinary Shares    | 1,379,736        | 1,379,386        |
| Contributed equity | <b>1,379,736</b> | <b>1,379,386</b> |

|   | 1 Jul 16<br>- 31 Dec 16<br>\$'000 | 1 Jul 15<br>- 31 Dec 15<br>\$'000 | 1 Jul 16<br>- 31 Dec 16<br>Number of<br>securities<br>'000 | 1 Jul 15<br>- 31 Dec 15<br>Number of<br>securities<br>'000 |
|---|-----------------------------------|-----------------------------------|--|--|
| On issue at the beginning of the half year              | 1,379,386                         | 1,365,110                         | 768,727  | 753,586  |
| Shares issued for equity component in talent contracts  | 350                               | -                                 | 287  | -  |
| Shares issued in relation to the DRP and DRP underwrite | -                                 | 13,911                            | -  | 14,837   |
| <b>On issue at the end of the financial year</b>        | <b>1,379,736</b>                  | <b>1,379,021</b>                  | <b>769,014</b>   | <b>768,423</b>   |

### 9. Events Occurring after Balance Sheet Date

As part of the Group's process of divesting non-core assets, on 15 February 2017 the Group executed the sale of 45 transmission sites to Axicom for net proceeds of \$12.6 million, which is in excess of the book value of the assets at 31 December 2016. The transaction is subject to foreign investment review board approval.

No other matters or circumstances have arisen since the end of the half year that have significantly affected or may significantly affect the operations of the Group, the results of these operations in future financial years or the state of affairs of the Group in periods subsequent to the half year ended 31 December 2016.



## Notes to the Financial Statements (continued)

### 10. Other Accounting Policies

#### Fair value estimation

The fair value of financial assets and financial liabilities must be estimated for recognition and measurement or for disclosure purposes.

The Group has adopted AASB 7 *Financial Instruments: Disclosures* which requires disclosure of fair value measurements by level of the following fair value measurement hierarchy:

- Level 1 - quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2 - inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices); and
- Level 3 - inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The fair value of financial instruments that are not traded in an active market (for example, unlisted convertible notes) is determined using valuation techniques. The Group uses a variety of methods and makes assumptions that are based on market conditions existing at each balance date. Other techniques, such as estimated discounted cash flows, are used to determine fair value for the remaining financial instruments. The fair value of interest rate swaps is calculated as the present value of the estimated future cash flows.

The nominal value less estimated credit adjustments of trade receivables and payables are assumed to approximate their fair values. The fair value of financial liabilities for disclosure purposes is estimated by discounting the future contractual cash flows at the current market interest rate that is available to the Group for similar financial instruments.

#### New accounting standards and interpretations

The half-year financial statements have been prepared on the basis of accounting policies consistent with those applied in the 30 June 2016 Annual Report. The group adopted certain accounting standards, amendments, and interpretations during the financial year which did not result in changes in accounting policies nor an adjustment to the amounts recognised in the financial statements. They also do not significantly affect the disclosures in the Notes to the financial statements.

#### Accounting Standards issued but not yet effective

Certain new accounting standards and interpretations have been published that are not mandatory for 31 December 2016 and 30 June 2017 reporting periods. Management are in the process of performing an assessment of the potential impact of the new accounting standards AASB 9 *Financial Instruments*, AASB 15 *Revenue from contracts with customers* and AASB 16 *Leases*. While the impact of adopting these new standards is not yet known, the adoption of AASB 15 *Revenue from contracts with customers* and AASB 16 *Leases* may have a material impact on the amounts recognised in the financial statements of future periods.

## Directors' Declaration

The directors of the Company declare that:

- (a) the financial statements and notes set out on pages 4 to 14 are in accordance with the Corporations Act 2001, including:
- (i) complying with Accounting Standards, the *Corporations Regulations 2001* and other mandatory professional reporting requirements; and
  - (ii) giving a true and fair view of the financial position of the Group as at 31 December 2016 and the financial performance of the Group, as represented by the results of its operations, changes in equity, and cash flows, for the interim financial period ended on that date; and
- (b) there are reasonable grounds to believe that the Group will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the directors of Southern Cross Media Group Limited.



Peter Bush  
Chairman  
Sydney, Australia  
23 February 2017



Grant Blackley  
Director  
Sydney, Australia  
23 February 2017



## **Independent auditor's review report to the members of Southern Cross Media Group Limited**

### *Report on the Half-Year Financial Report*

We have reviewed the accompanying half-year financial report of Southern Cross Media Group Limited (the company), which comprises the statement of financial position as at 31 December 2016, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the half-year ended on that date, selected explanatory notes and the directors' declaration for Southern Cross Media Austereo (the consolidated entity). The consolidated entity comprises the company and the entities it controlled during that half-year.

### *Directors' responsibility for the half-year financial report*

The directors of the company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that is free from material misstatement whether due to fraud or error.

### *Auditor's responsibility*

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Australian Auditing Standard on Review Engagements ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including giving a true and fair view of the consolidated entity's financial position as at 31 December 2016 and its performance for the half-year ended on that date; and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*. As the auditor of Southern Cross Media Group Limited, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

### *Independence*

In conducting our review, we have complied with the independence requirements of the *Corporations Act 2001*.

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### *Conclusion*

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the half-year financial report of Southern Cross Media Group Limited is not in accordance with the *Corporations Act 2001* including:

1. giving a true and fair view of the consolidated entity's financial position as at 31 December 2016 and of its performance for the half-year ended on that date;
2. complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

A stylized, handwritten signature in black ink, likely representing a PwC representative.

PricewaterhouseCoopers

A stylized, handwritten signature in black ink, likely representing Sam Lobley.

Sam Lobley  
Partner

Melbourne  
23 February 2017