



SOUTHERN CROSS AUSTEREO
absolutely engaging

NOTICE OF ANNUAL GENERAL MEETING 2017 AND EXPLANATORY MEMORANDUM

Date of Meeting: Tuesday 24 October 2017

Time of Meeting: 11:00am

Place of Meeting: Primus Hotel, Meeting Room 2, Mezzanine Level, 339 Pitt Street, Sydney, New South Wales

1. ANNUAL GENERAL MEETING

The Annual General Meeting (**AGM**) of Southern Cross Media Group Limited (**Company**) will be held at **11:00am AEDT** on **Tuesday 24 October 2017** at:

**Primus Hotel,
Meeting Room 2,
Mezzanine Level,
339 Pitt Street,
Sydney, New South Wales**

The Notice of Meeting is contained in section 2 and the Explanatory Memorandum, which explains the business of the meeting, is contained in section 4. Voting information is contained in section 3 and the proxy form which accompanies this document. The proxy form and Explanatory Memorandum form part of the Notice of Meeting.

This document is important and requires immediate attention. It should be read in its entirety. If you are uncertain as to the course you should follow, you should seek professional advice without delay.

Certain capitalised terms are defined in section 5 although terms which are defined in the Company's Constitution have the same meaning when used in this document unless the context requires otherwise.

2. NOTICE OF MEETING

Notice is given that the Annual General Meeting of the members of SOUTHERN CROSS MEDIA GROUP LIMITED ABN 91 116 024 536 (Company) will be held at 11:00am AEDT on Tuesday 24 October 2017 at Primus Hotel, Meeting Room 2, Mezzanine Level, 339 Pitt Street, Sydney, New South Wales.

AGENDA

A. Chairman's address to shareholders

B. Chief Executive Officer's address to shareholders

C. Financial accounts and reports

To receive and consider the Financial Report of the Company and the Directors' Report and Auditor's Report, for the financial year ended 30 June 2017.

D. Election and re-election of directors

Resolution 1: Re-election of Robert Murray as a director

To consider, and if thought fit, to pass as an ordinary resolution:

1. "That Robert Murray be re-elected as a director of the Company."

The Board recommends (with Robert Murray abstaining in respect of Resolution 1) that shareholders vote in favour of Resolution 1.

Resolution 2: Re-election of Helen Nash as a director

To consider, and if thought fit, to pass as an ordinary resolution:

2. "That Helen Nash be re-elected as a director of the Company."

The Board recommends (with Helen Nash abstaining in respect of Resolution 2) that shareholders vote in favour of Resolution 2.

Resolution 3: Approval of LTI Grant to Managing Director

To consider, and if thought fit, to pass as an ordinary resolution:

3. "For the purposes of ASX Listing Rule 10.14, and all other purposes, that approval be given for the grant of 660,993 Performance Rights to the Company's Chief Executive Officer and Managing Director, Grant Blackley, under the Company's Long Term Incentive Plan on the terms summarised in the Explanatory Memorandum."

The Board recommends (with Mr Blackley abstaining in respect of Resolution 3) that shareholders vote in favour of Resolution 3.

Note: a voting exclusion as set out below applies to Resolution 3.

E. Remuneration Report

Resolution 4: Adoption of Remuneration Report

To consider, and if thought fit, to pass as a non-binding and advisory resolution in accordance with section 250R(3) of the Corporations Act 2001:

4. "That the Remuneration Report included in the Directors' Report for the financial year ended 30 June 2017 be adopted."

The Board recommends that shareholders vote in favour of Resolution 4.

The vote on this resolution is advisory only and does not bind the directors or the Company.

Note: a voting exclusion as set out below applies to Resolution 4.

Voting exclusion statements

Resolution 3

The Company will disregard any votes cast on Resolution 3 in any capacity by or on behalf of the Chief Executive Officer and Managing Director (being the only director entitled to participate in an employee incentive scheme) and any of his associates.

Further, a vote must not be cast on Resolution 4 by any member of the key management personnel (KMP) of the Company, or a closely related party of any member of the KMP, that is appointed as proxy, if their appointment does not specify the way in which the proxy is to vote.

However, the Company need not disregard a vote on Resolution 3 (and that person is not prohibited from voting) if the vote is cast by:

- a. a person identified above as proxy for a person who is entitled to vote on Resolution 4 and the vote is cast in accordance with the directions on the proxy form; or
- b. the Chairman of the meeting (who may be a KMP) as a proxy for a person who is entitled to vote and the proxy appointment expressly authorises the Chairman to exercise the proxy (even if the resolution is connected, directly or indirectly, with the remuneration of the KMP).

Resolution 4

The Company will disregard any votes cast on Resolution 4 by, or on behalf of, a member of the KMP, details of whose remuneration is disclosed in the Remuneration Report, and their Closely Related Parties (each a **Prohibited Voter**), unless the vote is cast:

- a. as proxy for a person who is not a Prohibited Voter and the vote is cast in accordance with the direction on the proxy form; or
- b. by the Chairman of the meeting as proxy for a person who is not a Prohibited Voter and the form of proxy expressly authorises the Chairman to vote undirected proxies as the Chairman sees fit (even though the resolution is connected directly or indirectly with the remuneration of a member of the KMP).

Important

If you appoint the Chairman of the meeting as your proxy on Resolutions 3 and 4, you can direct the Chairman how to vote on those resolutions (by marking the relevant boxes on the proxy form). If you do not direct the Chairman how to vote on Resolutions 3 and 4, you give the Chairman your express authority to vote your undirected proxy (even if the resolution is connected, directly or indirectly, with the remuneration of a member of the KMP) in which case, the Chairman will vote in favour of these items of business.

By Order of the Board of Southern Cross Media Group Limited



Tony Hudson

Company Secretary
22 September 2017

3. VOTING ENTITLEMENT AND PROXY INFORMATION

Voting

You can vote in either of two ways:

- attending the meeting and voting in person or, if you are a corporate member, by corporate representative voting for you; or
- appointing a proxy to attend and vote for you, using the enclosed voting and proxy form.

Voting in person

If you plan to attend the meeting, we ask that you arrive at the meeting venue at least 30 minutes prior to the time designated for the meeting so that we may check your shareholding against our register of members and note your attendance. The meeting will be held at **11:00am AEDT on Tuesday 24 October 2017 at Primus Hotel, Meeting Room 2, Mezzanine Level, 339 Pitt Street, Sydney, New South Wales.**

Voting by corporate representative

If a corporate member plans to attend through a corporate representative, it must appoint a person to act as its representative and the appointed person must bring appropriate written evidence of the appointment to the meeting signed under the corporation's common seal or in accordance with section 127 of the Corporations Act.

Voting by proxy

If you do not intend to attend the meeting and are entitled to vote on the resolutions, you may select a representative or the Chairman of the meeting to act as your proxy to attend and vote for you.

A representative may be a natural person or a body corporate and need not be a member of the Company. Your proxy can be appointed in respect of some or all of your votes. If you are entitled to cast two or more votes at the meeting you may appoint two proxies and may specify the proportion or number of votes each proxy is appointed to exercise. Where a proportion is not specified, each may exercise half of your voting rights. If you appoint one proxy, then your proxy will be entitled to vote on a show of hands. If you appoint two proxies, neither of them may vote on a show of hands.

If you appoint a proxy, you may still attend the meeting. However, your proxy's rights to speak and vote are suspended while you are present. Accordingly, you will be asked to revoke your proxy if you register at the meeting.

Proxy vote if appointment specifies way to vote

Section 250BB of the Corporations Act provides that an appointment of a proxy may specify the way the proxy is to vote on a particular resolution and, if it does:

1. the proxy need not vote on a show of hands, but if the proxy does so, the proxy must vote that way;
2. if the proxy has two or more appointments that specify different ways to vote on the resolution – the proxy must not vote on a show of hands;
3. if the proxy is the Chairman of the meeting at which the resolution is voted on – the proxy must vote on a poll, and must vote that way (i.e. as directed); and
4. if the proxy is not the Chairman – the proxy need not vote on the poll, but if the proxy does so, the proxy must vote that way (i.e. as directed).

Transfer of non-chair proxy to Chairman in certain circumstances

Section 250BC of the Corporations Act provides that, if:

- an appointment of a proxy specifies the way the proxy is to vote on a particular resolution at a meeting of the Company's members; and
- the appointed proxy is not the Chairman of the meeting; and
- at the meeting, a poll is demanded on the resolution; and
- either of the following applies:
 - i. the proxy is not recorded as attending the meeting; or
 - ii. the proxy does not vote on the resolution,

the Chairman of the meeting is taken, before voting on the resolution closes, to have been appointed as the proxy for the purposes of voting on the resolution at that meeting.

Entitlement to vote

The Company has determined that for the purpose of voting at the meeting, Shares will be taken to be held by those persons holding shares in the Company that are listed for quotation on the Australian Securities Exchange and recorded on the Company's register as at **7:00pm AEDT on Sunday 22 October 2017.**

Timing

For the appointment of a proxy to be effective, you must ensure that your proxy form (and a certified copy of the authority under which it is signed) is received by the registry, Computershare Investor Services Pty Limited, at least 48 hours before the start of the meeting, that is, by no later than **11:00am AEDT on Sunday 22 October 2017:**

- by mail;
- by facsimile;
- by internet; or
- by hand delivery.

The relevant contact details are:

Details for lodgment of Proxies

Mailing Address Computershare Investor Services Pty Limited
GPO Box 242
Melbourne VIC 3001

Delivery Address Computershare Investor Services Pty Limited
Level 4, 60 Carrington Street
Sydney NSW 2000

Facsimile 1800 783 447 (within Australia)
+61 3 9473 2555 (outside Australia)

Internet Log on to www.investorvote.com.au

If you are a custodian and an Intermediary Online subscriber, you can log on to www.intermediaryonline.com.

A reply paid envelope is enclosed for the return of the proxy form by mail.

As a shareholder in the Company, Chapter 2C of the Corporations Act requires certain information about you (including your name, address and details of the shares you hold) to be included in the public register of the entity in which you hold shares. Information is collected to administer your shareholding. This information is held by Computershare Investor Services Pty Limited on behalf of the Company in its capacity as the Company's appointed registry.

4. EXPLANATORY MEMORANDUM

This Explanatory Memorandum has been prepared to help Shareholders understand the business to be put to shareholders at the forthcoming Annual General Meeting. It relates to the resolutions set out in the Notice of Meeting and should be read in conjunction with the Notice of Meeting. This Explanatory Memorandum forms part of the Notice of Meeting.

Resolutions 1, 2 and 3 are ordinary resolutions. An ordinary resolution is passed where a simple majority of votes cast by shareholders entitled to vote on the resolution are cast in favour of the resolution. Resolution 4 is a non-binding resolution.

AGENDA ITEM C

Financial accounts and reports

As required by the Corporations Act, the Financial Report, Directors' Report and Auditor's Report of the Company for the most recent financial year will be laid before the AGM. The members of the Company are not required to pass a resolution in relation to these documents, except in relation to the Remuneration Report.

A shareholder who is entitled to vote at the AGM may submit written questions to the Company's auditor under section 250PA of the Corporations Act if the question is relevant to the content of the Auditor's Report or the conduct of the audit of the Company's Financial Report. Any such shareholder wanting to do so must give the question to the Company (attention Tony Hudson) at the address for the Company shown in the Corporate Directory in section 6 no later than the fifth business day before the meeting (that is, by **5:00pm on Tuesday, 17 October 2017**).

The auditor will be available at the AGM to answer shareholder questions on the conduct of the audit, the preparation and content of the Auditor's Report, the accounting policies adopted by the Company in relation to the preparation of the Financial Report and the independence of the auditor in relation to the conduct of the audit.

The auditor will either answer these questions at the AGM or table written answers to them at the AGM and make them available to shareholders as soon as practicable after the AGM.

AGENDA ITEM D

The Board has continued its orderly process of renewal focused on:

- attracting a cross-section of expertise including listed company directorship, finance, technology, marketing and media industry expertise in particular;
- ensuring the Board is the right size for the Company's needs;
- maintaining the independence of the non-executive directors on the Board; and
- maintaining and building corporate knowledge and experience.

The Board has undergone significant renewal since the 2015 financial year, through the appointment of six new independent directors and the Managing Director and the resignation of seven non-executive directors. Each of the new directors has subsequently been elected by shareholders. The new directors have brought a highly relevant and diverse range of expertise to the Board table and are working well together as a team. The number of non-executive directors reduced from seven to six during the year.

1. RESOLUTION TO RE-ELECT ROBERT MURRAY AS A DIRECTOR

Resolution 1 is supported by the Board

Article 10.3 of the Constitution requires that one-third of the Directors on the Board (or, if their number is neither three nor a multiple of three, then the number nearest one-third) must retire at each annual general meeting. If they are eligible, they may stand for re-election. For these purposes, a director who has been appointed by the Board under Article 10.8 of the Constitution is disregarded.

Accordingly, Robert Murray retires by rotation and, being eligible, offers himself for re-election.

Rob Murray has been a director since 1 September 2014 and was most recently elected by shareholders on 21 October 2014. He is a member of the Board's People & Culture Committee and the Nomination Committee.

Rob Murray has had a distinguished career in sales, marketing and general management having served most recently as the CEO of Lion (formerly Lion Nathan), one of Australasia's leading food and beverage companies, including during its acquisition by Kirin Holdings in 2009. Before joining Lion Nathan in 2004, Rob worked for Procter & Gamble for 12 years, and then for eight years with Nestlé, firstly as MD of the UK Food business, and from 2000 to 2004 as CEO of Nestlé Oceania. Rob is a board member of the Bestest Foundation and is Chairman of Metcash Ltd.

The Board, having assessed Rob Murray's associations and experience, is satisfied that he is an independent director.

The Board (Robert Murray abstaining) unanimously recommends the re-election of Rob Murray to the Board.

The Chairman of the meeting intends to vote undirected proxies in favour of the re-election of Robert Murray.

2. RESOLUTION TO RE-ELECT HELEN NASH AS A DIRECTOR

Resolution 2 is supported by the Board

Article 10.3 of the Constitution requires that one-third of the Directors on the Board (or, if their number is neither three nor a multiple of three, then the number nearest one-third) must retire at each annual general meeting. If they are eligible, they may stand for re-election. For these purposes, a director who has been appointed by the Board under Article 10.8 of the Constitution is disregarded.

Accordingly, Helen Nash retires by rotation and, being eligible, offers herself for re-election.

Helen Nash has been a director since 23 April 2015 and was most recently elected by shareholders on 29 October 2015. She is a member of the Board's Audit & Risk Committee, People & Culture Committee and Nomination Committee.

Helen Nash has more than 20 years' experience in brands and marketing, including seven years in FMCG at Procter & Gamble, followed by three years in publishing at IPC Media. She held a variety of senior executive roles at McDonald's Australia Ltd over a period of nearly 10 years, including the position of Chief Operating Officer, overseeing restaurant operations, marketing, menu, insights and research and information technology. Helen is also a non-executive director of Blackmores Ltd, Metcash Ltd and Inghams Group Limited. She was formerly a non-executive director of Pacific Brands Ltd.

The Board, having assessed Helen Nash's associations and experience, is satisfied that she is an independent director.

The Board (Helen Nash abstaining) unanimously recommends the re-election of Helen Nash to the Board.

The Chairman of the meeting intends to vote undirected proxies in favour of the re-election of Helen Nash.

3. RESOLUTION FOR APPROVAL OF LTI GRANT TO MANAGING DIRECTOR

Resolution 3 is supported by the Board

The Board appointed Grant Blackley in the role of CEO and Managing Director, effective 29 June 2015. Since joining the Company, Mr Blackley has led a number of organisational and operational changes that have delivered strong financial performance and improved returns for shareholders.

To ensure that Mr Blackley continues to be incentivised to develop and implement the Company's strategic direction and create sustainable value for shareholders, the Board wishes to grant Mr Blackley 660,993 Performance Rights under the Company's long term incentive (LTI) plan.

ASX Listing Rule 10.14 requires shareholder approval in order for a director to be issued equity securities in the Company under an employee incentive scheme.

Accordingly, shareholders are asked to approve the grant of 660,993 Performance Rights to the Managing Director for the 2018 financial year (FY18), on the terms and conditions set out below.

Details of the proposed FY18 LTI grant

The proposed FY18 LTI grant for Mr Blackley is for 660,993 Performance Rights. The grant represents the LTI component of Mr Blackley's remuneration package and will be delivered under the Company's LTI plan, operated in accordance with the Company's LTI plan rules (Plan Rules).

The maximum number of Performance Rights has been calculated based on an LTI grant value of \$831,000, equivalent to 30% of Mr Blackley's total remuneration package. The grant value has then been divided by the Face Value of a Performance Right. The Face Value of each Performance Right for the FY18 grant was determined to be \$1.2572.

Entitlements

Each Performance Right is a right to acquire one ordinary share in the Company (or an equivalent cash amount) upon vesting, subject to the achievement of the performance conditions set out below.

The Performance Rights do not carry any dividend or voting rights prior to vesting.

The Performance Rights are non-transferable, except in limited circumstances or with the consent of the Board.

Date of grant

If shareholder approval is obtained, the Performance Rights will be granted and issued to Mr Blackley within 12 months after the AGM.

Performance hurdles

The Performance Rights are subject to two equally weighted performance hurdles which are independent and will be tested separately.

1. Return on Invested Capital hurdle

50% of the Performance Rights granted will be subject to a Return on Invested Capital (ROIC) hurdle. ROIC measures management's efficiency at allocating the capital under its control to generate profitable returns. To maintain and improve the Company's ROIC, management is required to focus on the quality of earnings and the capital required to deliver improved earnings.

ROIC will be calculated by dividing the adjusted profit before interest and tax attributable to members of SCMG for the relevant reporting period (reported profit before interest and tax, adjusted for the pre-tax effect of any significant or non-recurring items) by the average Invested Capital (equity and net debt) for the relevant reporting period.

ROIC performance will be determined based on ROIC in the final year of the LTI grant. For the FY18 LTI grant, ROIC will be measured in FY20. The vesting schedule for the ROIC hurdle is described below:

ROIC in FY20	Proportion of Performance Rights subject to the ROIC hurdle that vest
Below 10.1%	Nil vesting
At 10.1%	50% vesting
10.1% to 12.5%	Straight line vesting between 50% and 100%
At or above 12.5%	100% vesting

4. EXPLANATORY MEMORANDUM

2. EPS hurdle

50% of the Performance Rights granted will be subject to an earnings per share (EPS) hurdle. EPS performance will be determined based on growth in adjusted EPS over the performance period (comprising three financial years). Growth in adjusted EPS will be calculated by measuring the compound annual growth rate (CAGR) between adjusted EPS in the final financial year of the performance period and adjusted EPS in the "base year", which is the financial year immediately preceding the performance period (i.e. FY17, for the FY18 LTI grant).

Adjusted EPS will be calculated by dividing the adjusted profit after tax attributable to members of the Company for the relevant reporting period (reported profit after tax, adjusted for the after-tax effect of any significant or non-recurring items) by the weighted average number of ordinary shares of the Group over the relevant reporting period.

Consistent with the ROIC hurdle, the performance period starts on 1 July 2017 and will end on 30 June 2020 for the FY18 grant. The vesting schedule for the EPS hurdle is described below:

Adjusted EPS CAGR over performance period	Proportion of Performance Rights subject to the EPS Hurdle which vest
Below 3%	Nil vesting
At 3%	50% vesting
3% to 8%	Straight line vesting between 50% and 100%
At or above 8%	100% vesting

Allocation of shares upon vesting

Once the Board has determined the extent to which the applicable performance hurdles have been met, subject to the continued employment of Mr Blackley (see further details below), the relevant number of Performance Rights will vest and the applicable number of shares will be allocated to Mr Blackley. Ordinarily, shares will be allocated automatically upon vesting of Performance Rights but the Board has discretion to settle Performance Rights in cash rather than shares.

Any Performance Rights that do not vest following testing of the performance hurdles at the end of the performance period will lapse.

The Company's obligation to allocate shares on vesting may be satisfied by issuing new shares, acquiring shares on market or transferring shares from an employee share trust.

No amount will be payable in respect of the allocation of Performance Rights, nor in respect of any shares granted upon vesting of the Performance Rights.

In accordance with the Company's Senior Executive Share Ownership Policy, while he remains employed by the Company, Mr Blackley will be required to retain 25% of the Shares allocated to him on vesting of Performance Rights. The remainder of any Shares allocated to him will not be subject any further trading restrictions, subject to complying with the Company's share trading policy.

Cessation of employment

If Mr Blackley ceases employment with the Company prior to the Performance Rights vesting, the treatment of his Performance Rights will depend on the circumstances of cessation.

Where he ceases employment prior to the Performance Rights vesting due to resignation, termination for cause or poor performance, all unvested Performance Rights will lapse at cessation.

Where he ceases employment for any other reason prior to the Performance Rights vesting, a pro-rata number of Performance Rights (based on the proportion of the Performance Period that has elapsed at the time of cessation) will continue on-foot and be tested at the end of the original performance period against the relevant performance hurdles. However, the Board has discretion to apply another treatment that it deems appropriate in the circumstances in accordance with the Plan Rules.

Mr Blackley is prohibited from hedging the share price exposure in respect of Performance Rights during the performance period applicable to those Performance Rights.

If shareholder approval is obtained, further details of the Performance Rights granted to Mr Blackley under the LTI plan in FY18 will be provided in the Remuneration Reports for the Company's financial years ending 30 June 2018 to 2021. Further details of Mr Blackley's executive remuneration package can be found in the Remuneration Report.

Change of control and variation of capital or divestment

Where a change of control event occurs prior to vesting of Performance Rights, unless the Board determines otherwise, a pro-rata number of Mr Blackley's Performance Rights will vest based on the proportion of the performance period that has passed at the time of the change of control, and the extent to which the relevant performance hurdles have been satisfied at that time.

Other information

No amount is payable in respect of the grant of Performance Rights, nor in respect of any shares granted upon vesting of Performance Rights.

No other director is eligible to participate in the LTI Plan or any other employee incentive scheme of the Company.

No Performance Rights have been granted to any other directors under the LTI Plan.

There is no loan arrangement in relation to the grant of performance rights under the Plan.

The Board unanimously recommends that shareholders approve the FY17 LTI grant to Mr Blackley.

The Chairman of the meeting intends to vote all undirected proxies he is entitled to vote on Resolution 3 in favour of the adoption of the resolution.

A voting exclusion statement applicable to Resolution 3 is set out on page 2 above.

AGENDA ITEM E

4. RESOLUTION TO ADOPT REMUNERATION REPORT

Resolution 4 is supported by the Board

Directors of listed public companies are required to provide detailed disclosure of the remuneration of Key Management Personnel (KMP) in the Directors' Report. The Remuneration Report appears in the Directors' Report for the financial year ended 30 June 2017 which is also available on the Company's corporate website www.southerncrossaustereo.com.au.

Under the Corporations Act, shareholders will be asked to vote on a resolution to adopt the Remuneration Report at the AGM. The vote on the resolution will be advisory only and will not bind the directors or the Company. However, the Board will consider the outcome of the vote in determining future remuneration policy.

During the discussion on this item of business, shareholders will have reasonable opportunities to ask questions about, and make comments upon, the Remuneration Report.

The Board unanimously recommends that shareholders approve the adoption of the Remuneration Report.

The Chairman of the meeting intends to vote all undirected proxies he is entitled to vote on Resolution 4 in favour of the adoption of the Remuneration Report.

A voting exclusion statement applicable to Resolution 4 is set out on page 2 above.

5. GLOSSARY

2017 financial year or FY17 means the financial year from 1 July 2016 ending 30 June 2017.

2018 financial year or FY18 means the financial year from 1 July 2017 ending 30 June 2018.

AEDT means Australian Eastern Daylight Time.

AGM means annual general meeting.

Business Day means a business day for the purposes of the Corporations Act, being a day that is not a Saturday, a Sunday or a public holiday or bank holiday in Melbourne or Sydney, Australia.

Closely Related Party of a member of the Key Management Personnel means any of the following persons:

- a spouse or child of the member;
- a child of the member's spouse;
- a dependant of the member or of the member's spouse;
- anyone else who is one of the member's family and may be expected to influence the member, or be influenced by the member, in the member's dealings with the Company;
- a company that the member controls; or
- a person described as such by the *Corporations Regulations 2001* (Cth).

Constitution means the constitution of the Company, which is available on the Company's website.

Corporations Act means the *Corporations Act 2001* (Cth).

Directors means the directors of the Company and "director" refers to one of the directors.

Explanatory Memorandum means the explanatory memorandum set out in section 4 of this document.

Face Value of Performance Rights means:

- the volume weighted average price of the Company's shares for the five trading days commencing seven days after the Company's results for the prior financial year are announced to ASX; less
- the amount of any final dividend per share declared as payable in respect of the prior financial year.

Key Management Personnel or **KMP** has the same meaning as in the Australian Accounting Standards and broadly includes persons with the authority and responsibility for planning, directing and controlling the activities of the Company (whether directly or indirectly), and includes any director.

Notice and **Notice of Meeting** means this notice of annual general meeting and a reference to this Notice includes the Explanatory Memorandum and the proxy form that accompanies it.

6. CORPORATE DIRECTORY

Southern Cross Media Group Limited

Level 2,
257 Clarendon Street
South Melbourne VIC 3205
Australia

Telephone: 03 9252 1019 (Australia)
+61 3 9252 1019 (International)

Facsimile: +61 3 9252 1270

Website: www.southerncrossaustereo.com.au

Directors: Peter Bush (Chairman)
Leon Pasternak (Deputy Chairman)
Grant Blackley
Glen Boreham
Robert Murray
Helen Nash
Melanie Willis

Secretary: Tony Hudson

Registry

Computershare Investor Services Pty Ltd
GPO Box 2975
Melbourne VIC 3001

Telephone: 1300 766 272 (Australia)
+61 3 9415 4257 (International)

Facsimile: +61 3 9473 2500



Financial report


A copy of the Company's Annual Report for the period ended 30 June 2017 is available on the Company's website: www.southerncrossaustereo.com.au.



Southern Cross Media Group Limited
ABN 91 116 024 536

Lodge your vote:

  **Online:**
www.investorvote.com.au

 **By Mail:**
Computershare Investor Services Pty Limited
GPO Box 242 Melbourne
Victoria 3001 Australia

Alternatively you can fax your form to
(within Australia) 1800 783 447
(outside Australia) +61 3 9473 2555

For Intermediary Online subscribers only
(custodians) www.intermediaryonline.com

For all enquiries call:
(within Australia) 1300 850 505
(outside Australia) +61 3 9415 4000

Proxy Form



Vote and view the annual report online

- Go to www.investorvote.com.au or scan the QR Code with your mobile device.
- Follow the instructions on the secure website to vote.

Your access information that you will need to vote:

Control Number: 139627

SRN/HIN:

PLEASE NOTE: For security reasons it is important that you keep your SRN/HIN confidential.

 **For your vote to be effective it must be received by 11:00am AEDT on Sunday 22 October 2017**

How to Vote on Items of Business

All your securities will be voted in accordance with your directions.

Appointment of Proxy

Voting 100% of your holding: Direct your proxy how to vote by marking one of the boxes opposite each item of business. If you do not mark a box your proxy may vote or abstain as they choose (to the extent permitted by law). If you mark more than one box on an item your vote will be invalid on that item.

Voting a portion of your holding: Indicate a portion of your voting rights by inserting the percentage or number of securities you wish to vote in the For, Against or Abstain box or boxes. The sum of the votes cast must not exceed your voting entitlement or 100%.

Appointing a second proxy: You are entitled to appoint up to two proxies to attend the meeting and vote on a poll. If you appoint two proxies you must specify the percentage of votes or number of securities for each proxy, otherwise each proxy may exercise half of the votes. When appointing a second proxy write both names and the percentage of votes or number of securities for each in Step 1 overleaf.

A proxy need not be a securityholder of the Company.

Signing Instructions for Postal Forms

Individual: Where the holding is in one name, the securityholder must sign.

Joint Holding: Where the holding is in more than one name, all of the securityholders should sign.

Power of Attorney: If you have not already lodged the Power of Attorney with the registry, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: Where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the Corporations Act 2001) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please sign in the appropriate place to indicate the office held. Delete titles as applicable.

Attending the Meeting

Bring this form to assist registration. If a representative of a corporate securityholder or proxy is to attend the meeting you will need to provide the appropriate "Certificate of Appointment of Corporate Representative" prior to admission. A form of the certificate may be obtained from Computershare or online at www.investorcentre.com under the help tab, "Printable Forms".

Comments & Questions: If you have any comments or questions for the company, please write them on a separate sheet of paper and return with this form.

**GO ONLINE TO VOTE,
or turn over to complete the form** →

Change of address. If incorrect, mark this box and make the correction in the space to the left. Securityholders sponsored by a broker (reference number commences with 'X') should advise your broker of any changes.

Proxy Form

Please mark to indicate your directions

STEP 1 Appoint a Proxy to Vote on Your Behalf

I/We being a member/s of Southern Cross Media Group Limited hereby appoint

the Chairman of the Meeting OR

PLEASE NOTE: Leave this box blank if you have selected the Chairman of the Meeting. Do not insert your own name(s).

or failing the individual or body corporate named, or if no individual or body corporate is named, the Chairman of the Meeting, as my/our proxy to act generally at the Meeting on my/our behalf and to vote in accordance with the following directions (or if no directions have been given, and to the extent permitted by law, as the proxy sees fit) at the Annual General Meeting of Southern Cross Media Group Limited to be held at Primus Hotel, Meeting Room 2, Mezzanine Level, 339 Pitt Street, Sydney, New South Wales on Tuesday 24 October 2017 at 11:00am AEDT and at any adjournment or postponement of that Meeting.

Chairman authorised to exercise undirected proxies on remuneration related resolutions: Where I/we have appointed the Chairman of the Meeting as my/our proxy (or the Chairman becomes my/our proxy by default), I/we expressly authorise the Chairman to exercise my/our proxy on Resolutions 3 & 4 (except where I/we have indicated a different voting intention below) even though Resolutions 3 & 4 are connected directly or indirectly with the remuneration of a member of key management personnel, which includes the Chairman.

Important Note: If the Chairman of the Meeting is (or becomes) your proxy you can direct the Chairman to vote for or against or abstain from voting on Resolutions 3 & 4 by marking the appropriate box in step 2 below.

STEP 2 Items of Business

PLEASE NOTE: If you mark the **Abstain** box for an item, you are directing your proxy not to vote on your behalf on a show of hands or a poll and your votes will not be counted in computing the required majority.

	For	Against	Abstain
Resolution 1 Re-election of Robert Murray as a director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resolution 2 Re-election of Helen Nash as a director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resolution 3 Approval of LTI Grant to Managing Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resolution 4 Adoption of Remuneration Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business. In exceptional circumstances, the Chairman of the Meeting may change his/her voting intention on any resolution, in which case an ASX announcement will be made.

SIGN Signature of Securityholder(s) *This section must be completed.*

Individual or Securityholder 1

Sole Director and Sole Company Secretary

Securityholder 2

Director

Securityholder 3

Director/Company Secretary

Contact Name _____

Contact Daytime Telephone _____

Date / / _____