

**Form 605**Corporations Act 2001  
Section 671B**Notice of ceasing to be a substantial holder**To Company Name/Scheme Southern Cross Media Group Ltd.ACN/ARSN 116 024 536**1. Details of substantial holder (1)**Name The Vanguard Group, Inc.  
ACN/ARSN (if applicable) N/AThe holder ceased to be a  
substantial holder on 15 April 2019The previous notice was given to the company on 10 January 2019The previous notice was dated 10 January 2019**2. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

| Date of change | Person whose relevant interest changed | Nature of change (4) | Consideration given in relation to change (5) | Class (6) and number of securities affected | Person's votes affected                                  |
|----------------|--|----------------------|---|---|--|
| See Annexure A |  |                      |   |   | The Vanguard Group Inc. now holds 4.796% of voting power |

**3. Changes in association**

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

| Name and ACN/ARSN (if applicable) | Nature of association |
|-----------------------------------|-----------------------|
| N/A                               | N/A                   |

**4. Addresses**

The addresses of persons named in this form are as follows:

| Name                               | Address  |
|------------------------------------|--|
| Vanguard Investments Australia Ltd | Level 34, 2 Southbank Blvd, Southbank 3006 VIC Australia |
| The Vanguard Group, Inc.           | P.O. Box 2600, V26 Valley Forge, PA 19482 USA            |

**Signature**

print name

SHAWN ACKER

capacity

MANAGER

sign here

Shawn Acker

date

17 April 2019

## Annexure A

To Company  
ACN/ARSN Southern Cross Media Group Ltd.  
116 024 536

Substantial Holder Name  
ACN/ARSN The Vanguard Group, Inc.  
N/A

| Date of change | Person whose relevant interest changed | Nature of Change(6) | Consideration given in relation to change(7) | Class    | Number of securities affected | Person's votes affected |
|----------------|--|---------------------|--|----------|-------------------------------|-------------------------|
| 8-Jan-2019     | The Vanguard Group, Inc.               | Buy                 | 1.02   | Ordinary | 111,626                       | 111,626                 |
| 29-Jan-2019    | The Vanguard Group, Inc.               | Sell                | 1.07   | Ordinary | (34,224)                      | (34,224)                |
| 1-Feb-2019     | The Vanguard Group, Inc.               | Sell                | 1.06   | Ordinary | (34,224)                      | (34,224)                |
| 1-Feb-2019     | The Vanguard Group, Inc.               | Sell                | 1.06   | Ordinary | (42,780)                      | (42,780)                |
| 7-Feb-2019     | The Vanguard Group, Inc.               | Sell                | 1.06   | Ordinary | (34,224)                      | (34,224)                |
| 8-Feb-2019     | The Vanguard Group, Inc.               | Sell                | 1.06   | Ordinary | (25,668)                      | (25,668)                |
| 13-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.12   | Ordinary | (59,892)                      | (59,892)                |
| 15-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.13   | Ordinary | (125,514)                     | (125,514)               |
| 15-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.14   | Ordinary | (34,224)                      | (34,224)                |
| 22-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.16   | Ordinary | (42,780)                      | (42,780)                |
| 25-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.18   | Ordinary | (17,112)                      | (17,112)                |
| 25-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.18   | Ordinary | (25,668)                      | (25,668)                |
| 25-Feb-2019    | The Vanguard Group, Inc.               | Sell                | 1.18   | Ordinary | (17,112)                      | (17,112)                |
| 8-Mar-2019     | The Vanguard Group, Inc.               | Buy                 | 1.18   | Ordinary | 19,987                        | 19,987                  |
| 15-Mar-2019    | The Vanguard Group, Inc.               | Buy                 | 1.18   | Ordinary | 66,415                        | 66,415                  |
| 15-Mar-2019    | The Vanguard Group, Inc.               | Buy                 | 1.18   | Ordinary | 90,636                        | 90,636                  |
| 27-Mar-2019    | The Vanguard Group, Inc.               | Sell                | 1.13   | Ordinary | (17,112)                      | (17,112)                |
| 1-Apr-2019     | The Vanguard Group, Inc.               | Buy                 | 1.17   | Ordinary | 26,454                        | 26,454                  |
| 15-Apr-2019    | The Vanguard Group, Inc.               | Sell                | 1.21   | Ordinary | (976,934)                     | (976,934)               |
| 15-Apr-2019    | The Vanguard Group, Inc.               | Sell                | 1.20   | Ordinary | (473,066)                     | (473,066)               |
| 15-Apr-2019    | The Vanguard Group, Inc.               | Sell                | 1.21   | Ordinary | (371,908)                     | (371,908)               |
| 15-Apr-2019    | The Vanguard Group, Inc.               | Sell                | 1.20   | Ordinary | (180,092)                     | (180,092)               |
| 8-Jan-2019     | Vanguard Investments Australia Ltd     | Buy                 | 1.03   | Ordinary | 14,480                        | 14,480                  |
| 11-Jan-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.02   | Ordinary | 16,908                        | 16,908                  |
| 14-Jan-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.04   | Ordinary | 10,818                        | 10,818                  |
| 21-Jan-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.00   | Ordinary | 4,563                         | 4,563                   |
| 29-Jan-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.06   | Ordinary | 126,423                       | 126,423                 |
| 30-Jan-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.06   | Ordinary | 5,684                         | 5,684                   |
| 1-Feb-2019     | Vanguard Investments Australia Ltd     | Buy                 | 1.05   | Ordinary | 111,610                       | 111,610                 |
| 5-Feb-2019     | Vanguard Investments Australia Ltd     | Sell                | 1.06   | Ordinary | (99,470)                      | (99,470)                |
| 7-Feb-2019     | Vanguard Investments Australia Ltd     | Buy                 | 1.06   | Ordinary | 14,424                        | 14,424                  |
| 12-Feb-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.08   | Ordinary | 7,228                         | 7,228                   |
| 19-Feb-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.16   | Ordinary | 15,631                        | 15,631                  |
| 25-Feb-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.18   | Ordinary | 20,441                        | 20,441                  |
| 26-Feb-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.19   | Ordinary | 10,842                        | 10,842                  |
| 26-Feb-2019    | Vanguard Investments Australia Ltd     | Buy                 | 1.19   | Ordinary | 14,210                        | 14,210                  |
| 5-Mar-2019     | Vanguard Investments Australia Ltd     | Buy                 | 1.16   | Ordinary | 90,944                        | 90,944                  |
| 2-Apr-2019     | Vanguard Investments Australia Ltd     | Buy                 | 1.17   | Ordinary | 7,695                         | 7,695                   |
| 2-Apr-2019     | Vanguard Investments Australia Ltd     | Buy                 | 1.17   | Ordinary | 10,255                        | 10,255                  |

This is Annexure A of 1 page referred to in Form 605, Notice of ceasing to be a substantial holder.

Signature



Date

17-Apr-19