ASX RELEASE

23 September 2026

Southern Cross Media to appoint Mark McGowan and Karen Stocks as Directors

Southern Cross Media Group Limited (ASX: SXL) ("SCA" or the "Company") today announces the forthcoming appointments of The Hon Mark McGowan AC and Ms Karen Stocks as Independent Non-Executive Directors of the Company, effective from 28 September 2026. Following these appointments, the Board will comprise eight Directors, six of whom are Independent Non-Executive Directors.

Mr McGowan brings government and regulatory experience and a deep connection to Western Australia. Ms Stocks brings three decades in technology, data and audience measurement, and current ASX-listed governance experience. The appointments follow a search targeting the capabilities the Board had identified as a priority for the Company, in particular government and regulatory experience, and experience in technology, data and audience measurement.

SCA Chair Mr Ryan Stokes AO said: "Mark and Karen each bring capability that strengthens this Board for the next phase of the Company. Mark has operated at the centre of government and regulation, and he understands Western Australia, where we hold some of our strongest positions. Karen has spent her career on how media audiences are measured and valued, which goes to the heart of the opportunity in front of us. With these appointments the Board is well placed to give Rohan and the management team the strongest possible support to execute, and to hold the Company to delivering on that potential for all shareholders."

Mr McGowan said: "Southern Cross Media reaches deep into Australian life, across the major cities and across regional Australia. In Western Australia its mastheads and stations are part of how the State talks to itself. I am looking forward to contributing to this Board."

Ms Stocks said: "I have spent my career at the intersection of media, data, and technology, most recently leading Google's global measurement work through a period of significant regulatory and privacy change. Southern Cross Media possesses extraordinary scale across television, audio, and publishing. As we roll out next-generation digital platforms, ad-tech, and data solutions for our customers and audiences, I look forward to working with the Board and management to unlock the full value of our combined ecosystem."

Mr McGowan and Ms Stocks will each stand for election by shareholders at the Company's Annual General Meeting in November 2026.

Further biographical details for Mr McGowan and Ms Stocks are set out in the Annexure to this announcement.

Approved for release by the Board of Directors.

For more information, please contact:

Investors:
Scott Butterworth
Chief Financial Officer
sbutterworth@seven.com.au
Tel: 0432 185 090

Media:
Neil Shoebridge
neil@skmediagroup.com.au
Tel: 0417 511 012

About Southern Cross Media Group

Southern Cross Media Group (ASX: SXL) is one of Australia's most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

The company owns some of Australia's most renowned media businesses and platforms, including the Seven Network and its channels 7two, 7mate, 7flix and 7Bravo; 7plus; 7NEWS.com.au; LiSTNR; the Hit and Triple M radio networks; The Nightly; The West Australian; The Sunday Times; and PerthNow.

Annexure – Director Biographies

The Hon Mark McGowan AC

Mr McGowan served as Premier of Western Australia from 2017 to 2023 and as Treasurer of Western Australia from 2021 to 2023. He was Member for Rockingham in the Western Australian Legislative Assembly from 1996 to 2023, and over more than 25 years in public life held ministerial portfolios including Education and Training, Tourism, Racing and Gaming, and Public Sector Management. Before entering Parliament, he served as a legal officer in the Royal Australian Navy and as Deputy Mayor of the City of Rockingham.

As Premier, Mr McGowan led the Western Australian Government through a period of significant infrastructure investment and sustained economic growth, working closely with the State's resources, energy and infrastructure sectors. He brings executive leadership, financial and budgetary management, and government and regulatory experience, together with a close connection to the Western Australian market, in which the Company has a substantial commercial presence across its television, radio, publishing and digital assets.

Mr McGowan serves on the Advisory Board of the National Foundation for Australia-China Relations. He holds a Bachelor of Arts and a Bachelor of Laws from the University of Queensland.

Ms Karen Stocks

Ms Stocks has more than 30 years' leadership experience across technology, media and telecommunications in Australia and globally. She spent 12 years at Vodafone Australia across systems integration, strategy and general management before joining Google Australia in 2007, where she led YouTube's Australian commercial business. In 2013 she became the founding Managing Director of Twitter Australia, returning to Google in 2017 as Vice President of Global Measurement, Audience and Data, where she led the company's global response to major data privacy and regulatory change.

Ms Stocks is a Non-Executive Director of Tabcorp Holdings Limited (ASX: TAH), an ambassador for Business Events Sydney and an Advisory Council member of the National Industry Innovation Network. She is a Fellow of CPA Australia and a member of the Australian Institute of Company Directors and Chief Executive Women.

Ms Stocks brings technology, digital media, audit and risk, and ASX-listed governance experience to the Board. She holds an MBA from Deakin University and a Bachelor of Financial Administration from the University of New England.