

EXTERNAL COMMUNICATIONS POLICY



1. PURPOSE

This policy outlines how Southern Cross Media Group Limited (**Company**) manages external communications, including to ensure compliance with the continuous disclosure requirements of the ASX Listing Rules and the Corporations Act.

2. CONTINUOUS DISCLOSURE REQUIREMENTS

2.1 The Company's obligations

The Company is required to notify ASX of information that a reasonable person would expect to have a material effect on the price or value of the Company's securities immediately after the Company becomes aware of the information.

2.2 Examples of price-sensitive information

Information required to be disclosed to ASX is usually referred to as **price sensitive information**, and may include:

- (a) significant changes in financial forecasts or expectations;
- (b) significant new projects or ventures;
- (c) significant acquisitions, divestments or restructures;
- (d) entry into, and renewal or termination of, significant contracts;
- (e) dividend declarations and changes in dividend policy;
- (f) changes in directors and the senior leadership team; and
- (g) regulatory or other external changes likely to have a significant effect on the Company.

2.3 When is the Company aware of price-sensitive information?

The Company is taken to be aware of information if a director or executive officer has, or ought reasonably to have, come into possession of the information in the course of the performance of their duties as a director or executive officer of the Company.

2.4 Exception

Price-sensitive information need not be notified to ASX if the information is confidential and a reasonable person would not expect the information to be disclosed and:

- (a) it would be a breach of the law to disclose the information; or
- (b) the information concerns an incomplete proposal or negotiation; or
- (c) the information comprises of matters of supposition or is insufficiently definite to warrant disclosure; or

- (d) the information is generated for internal management purposes; or
- (e) the information is a trade secret.

The confidentiality of information will be lost if the information becomes known selectively or generally, whether inadvertently or deliberately (for example as a result of a “leak”). The Company should ensure that employees and third parties having access to confidential information are made aware of and are bound to maintain the confidentiality of the information.

The above exception in the ASX Listing Rules cannot be relied on if there is a period of self-dealing (for example, during a share buy-back).

2.5 False markets

Despite this exception, ASX can compel disclosure of price-sensitive information if ASX considers that there is or is likely to be a false market in the Company’s securities (for example because of information contained in a press or analyst report) and considers disclosure is necessary to correct or prevent the existence of a false market (ASX Listing Rule 3.1B).

3. RESPONSIBILITIES IN RELATION TO CONTINUOUS DISCLOSURE

3.1 Board

It is a standing agenda item at all Board meetings for the Board to consider whether any information discussed at the Board meeting is required to be disclosed to ASX. The Board will inform the Company Secretary immediately after the Board becomes aware of information that may be considered to be price-sensitive information. This should be done regardless of whether they consider the exception to disclosure mentioned in section 2.4 applies. If in doubt, directors should consult with the Company Secretary to clarify whether information is price sensitive

3.2 Company Secretary

The Company Secretary has principal responsibility for communicating and managing the Company’s relationship with ASX and for ensuring that appropriate arrangements are in place to ensure that the Company complies with its periodic and continuous disclosure obligations under the ASX Listing Rules and the Corporations Act.

3.3 Senior Leadership Team

The Senior Leadership Team must inform the Company Secretary immediately after it becomes aware of information that may be considered to be price-sensitive information. This should be done regardless of whether they consider the exception to disclosure mentioned in section 2.4 applies. If in doubt, the Senior Leadership Team should consult with the Company Secretary to clarify whether information is price sensitive.

3.4 Consideration of information for disclosure to ASX

- (a) The Company Secretary will review any information notified by the Board or the Senior Leadership Team and will consult with the CEO, CFO and Head of Regulatory

Affairs and Corporate Communications about whether the information is required to be disclosed to ASX and, if so, the form of the required disclosure.

- (b) If, after consultation, a decision on disclosure cannot be made, the information must be reported to the Chairman for review and determination.
- (c) If it is decided that the information will be disclosed, the information and the proposed form of the disclosure must be provided to the Chairman for review.
- (d) Any highly strategic or material announcements relating to the Company should be reviewed by the Board before disclosure.

3.5 Inadvertent publication of price-sensitive information

If a director or employee thinks that information that might be price-sensitive has been inadvertently made public, the employee must immediately inform the Company Secretary who will arrange for disclosure to ASX in accordance with this policy.

3.6 Trading halts

It may be necessary to request a trading halt from the ASX to maintain orderly trading in the Company's securities and to manage disclosure issues. The CEO, in consultation with the Chairman and the Company Secretary, will make all decisions in relation to trading halts.

4. OTHER EXTERNAL COMMUNICATIONS

4.1 No early or selective disclosure of price-sensitive information

The following principles govern all external communications referred to in this section 4.

- (a) Price-sensitive information must be disclosed to the ASX before it is disclosed to any other person. Any person authorised to speak on behalf of the Company must not disclose price-sensitive information to any other person unless the information has been released to the market through ASX, but may clarify price-sensitive information that has already been released to the market through ASX. The Head of Regulatory Affairs and Corporate Communications, in consultation with the CEO, CFO and Company Secretary will prepare Q&As to help spokespeople in responding to questions about strategic or material announcements relating to the Company.
- (b) However, it is in the interests of shareholders for the media and the investment community (including investment analysts and brokers, proxy and governance advisers and investors) to understand the Company's business, operations and activities. The Company therefore may provide the media and the investment community with background and technical information that is not price-sensitive to assist their understanding of the Company's business, operations and activities.
- (c) If material information is to be provided to the media or the investment community, the information must first be provided to the Company Secretary and the Head of Regulatory Affairs and Corporate Communications for review. Even if the information is not price-sensitive, it will be good practice in such cases for the information to be released to the market through ASX before any presentation to the investment community.

- (d) If a director or employee is asked a question that can only be answered by disclosing price-sensitive information, the director or employee should decline to answer the question.

4.2 Chairman and CEO

The Chairman and the CEO (or people delegated by them) are authorised generally to make public statements and otherwise to speak on behalf of the Company.

4.3 Dealing with the investment community

- (a) The CFO has principal responsibility for communicating and managing the Company's relationship with the investment community including investment analysts and brokers, proxy and governance advisers and investors.
- (b) The Chairman, CEO, CFO and other executives approved by the CEO are authorised to meet with and provide information to the investment community. The Chairman of the Board's People & Culture Committee may meet with and provide information relating to the remuneration of directors and executives to proxy and governance advisers.
- (c) If an investment analyst sends a draft report for comment by the Company, the report must be given to the CFO who may review it and inform the analyst of any factual inaccuracies, but will not comment on forecasts or provide any price-sensitive information to the analyst and will not endorse the report.

4.4 Dealing with the media, media regulatory agencies and industry bodies

- (a) Except as set out in section 4.4(b):
 - (i) the Head of Regulatory Affairs and Corporate Communications has principal responsibility for communicating and managing the Company's relationship with media and media regulatory agencies and industry bodies; and
 - (ii) the Chairman, CEO, Head of Regulatory Affairs and Corporate Communications and other executives approved by the CEO are authorised to meet with and provide information to the media, media regulatory agencies and industry bodies.
- (b) The Chief Creative Officer, together with the Head of Marketing and Communications, has principal responsibility for communicating and managing the Company's relationship with trade media organisations, for example in relation to stories about the Company's on-air talent and programs.

4.5 Market speculation and rumours

In general, the Company does not respond to market speculation or rumours, except where:

- (a) market speculation or a rumour indicates that the underlying information is no longer confidential so that the exception to disclosure in the ASX Listing Rules no longer applies;
- (b) the ASX requests disclosure by the Company under ASX Listing Rule 3.1B; or

(c) the Board considers it appropriate for a response to be made.

5. COMMUNICATIONS WITH SHAREHOLDERS

5.1 Commitment

The Company is committed to ensuring that its shareholders are well-informed about major developments affecting the Company as well as administrative matters concerning their shareholding.

5.2 Website

The Company's website (www.sca.com.au) provides extensive information about the Company's governance, activities, performance and financial position. Information available on the Company's website includes:

- the Company's constitution, Board and Committee charters and other governance policies of the Board
- ASX announcements and media releases concerning the Company
- the Company's half-year and annual financial reports
- the Company's annual reports
- notices of meetings of the Company's shareholders
- information about the Company's directors and senior executives
- information about the Company's business activities and operations.

5.3 Annual report

The Company aims to ensure that its annual report provides shareholders with a good understanding of the Company's governance, activities, performance and financial position.

5.4 Annual general meeting

The Company encourages shareholders to attend and participate at the Company's AGM. Shareholders are provided with an opportunity to express their views to directors and management and to vote on resolutions presented at the meeting. The Company invites the external auditor to attend the AGM to answer shareholders' questions about the conduct of the audit and the preparation and content of the auditor's report.

5.5 Other communications

Information may also be communicated to shareholders via periodic mail outs. Shareholders are encouraged to receive this information by electronic communication and the Company's website enables shareholders to communicate with the Company by electronic communication.

5.6 Share registry

The Company's share registrar, Computershare Investor Services, provides shareholders with a secure online facility to assist them to manage their investment in the Company. The Investor Centre enables shareholders to view their shareholding information and dividend payments and update their contact details. Contact details for Computershare Investor Services are available on the Company's website.

6. REVIEW OF POLICY

This policy will be reviewed every two years after its adoption by the Board having regard to regulatory, community and investor requirements.