

1. PURPOSE

The purpose of this policy is to assist in aligning the interests of the senior executives of Southern Cross Media Group Limited (**Company**) with the financial interests of the Company's shareholders.

2. DEFINITIONS

The following definitions apply in this policy.

Base Remuneration means the fixed or base annual remuneration of an Executive (including the minimum superannuation contribution under the superannuation guarantee legislation).

CEO means the Company's Chief Executive Officer.

EIP means the Company's Executive Incentive Plan, the terms of which are set out in the Company's Senior Executive Remuneration Framework. With effect from 1 July 2021, the EIP has replaced the STI Plan and the LTI Plan. The EIP has:

- (a) a one-year performance period commencing on 1 July in the first year of the EIP, after which performance rights may be granted;
- (b) a two-year service period commencing on 1 July in the second year of the EIP, after which performance rights will be eligible for vesting and conversion to Shares; and
- (c) a two-year retention period commencing on 1 July in the fourth year of the EIP, during which any Shares allocated at the end of the service period are subject to a disposal restriction.

Executive means the CEO and each leadership executive who reports directly to the Chief Executive Officer.

Incentive Plan means a plan operated by the Company under which an Executive is eligible to receive Shares as part of the at-risk component of the Executive's remuneration.

LTI Plan means the Southern Cross Media Group Limited Long Term Incentive Plan. The LTI Plan has ceased to operate for financial years commencing on or after 1 July 2021. At the date of this policy, only the LTI Plan for the financial year commencing 1 July 2020 remains in effect and the performance period for that LTI Plan will end on 30 June 2023. While the LTI Plan operated, performance rights under the LTI Plan:

- (a) were granted in the first year of the LTI Plan;
- (b) were eligible for vesting and conversion to Shares at the end of a three-year performance period commencing on 1 July in the first year of the LTI Plan.

Share means a fully paid ordinary share of the Company.

STI payment means a payment made to an Executive under the Company's short term incentive plan in accordance with the Company's Senior Executive Remuneration

Framework. The STI Plan has ceased to operate for financial years commencing on or after 1 July 2021. Under the STI Plan for the year ended 30 June 2021:

- (a) twenty five percent of any STI payment for the CEO was delivered in Shares; and
- (b) twenty percent of any STI payments for Executives (other than the CEO) were delivered in Shares.

Target Shareholding Requirement means:

- (a) for the Chief Executive Officer, 100% of the Chief Executive Officer's Base Remuneration; and
- (b) for other Executives, 50% of the Executive's Base Remuneration.

3. SHAREHOLDING REQUIREMENTS

3.1 Target shareholding requirements

- (a) Each Executive must purchase Shares with an aggregate purchase price not less than the Target Shareholding Requirement. The proceeds of sales of Shares by an Executive will be deducted in calculating the aggregate purchase price paid by the Executive for Shares held by the Executive.
- (b) There is no time limit within which an Executive must satisfy the Target Shareholding Requirement; although, in accordance with this policy, restrictions on disposal apply to certain Shares allocated to Executives under the Company's Incentive Plans.
- (c) Shares allocated to or vested in an Executive by the Company under an Incentive Plan will count towards the Executive's Target Shareholding Requirement. The purchase price for any such Shares is taken to be the price at which those Shares are issued or acquired on-market in accordance with the terms of the applicable Incentive Plan.
- (d) The Shares or interests in Shares that count towards a non-executive director meeting the target Shareholding requirement under this policy are Shares that are:
 - (i) owned by the non-executive director or the non-executive director's "associated entities" and "close associates", each as defined in the Corporations Act 2001 (Cth); or
 - (ii) owned through a trust or in a superannuation fund for the benefit of a person or entity referred to in paragraph 3.1(c)(i).

3.2 Disposal restrictions on Shares included in EIP equity awards

- (a) Unless the Board determines that an Executive has met the Target Shareholding Requirement at the end of a retention period under the EIP, the Executive must retain until cessation of employment with the Company any Shares held by the Executive that are released from restriction on disposal under the EIP.
- (b) If the Board determines that an Executive has met the Target Shareholding Requirement at the end of a retention period under the EIP, no disposal restrictions

will attach to any Shares held by the Executive that are released from the restriction on disposal under the EIP at the end of that retention period.

3.3 Disposal restrictions on Shares included in LTI awards

- (a) Unless the Board determines that an Executive has met the Target Shareholding Requirement at the end of a performance period under the LTI Plan, the Executive must retain until cessation of employment with the Company 25% of any award that vests in the Executive under the LTI Plan for that performance period.
- (b) An Executive may exercise any vested option that is subject to retention under paragraph 3.1(a), but the Executive must retain until cessation of employment with the Company all Shares acquired by the Executive upon exercise of that option.
- (c) If the Board determines that an Executive has met the Target Shareholding Requirement at the end of a performance period under the LTI Plan, no disposal restrictions will attach to any award that vests in the Executive under the LTI Plan for that performance period.

3.4 Disposal restrictions on Shares included in STI equity awards

- (a) Unless the Board determines that an Executive has met the Target Shareholding Requirement at the end of the relevant performance period (considering any award that will vest in the Executive under the LTI Plan at the end of that performance period or be allocated to the Executive under the EIP at the end of that performance period), the Executive will be required to retain until cessation of employment with the Company all Shares delivered to the Executive as part of any STI payment for that performance period.
- (b) If the Board determines that an Executive has met the Target Shareholding Requirement at the end of the relevant performance period (considering any award that will vest in the Executive under the LTI Plan at the end of that performance period or be allocated to the Executive under the EIP at the end of that performance period), no disposal restrictions will attach to any Shares delivered to the CEO as part of any STI payment for that performance period.

3.5 Holding lock

The Company may apply a holding lock to any Share to which a disposal restriction applies under this paragraph 3.

3.6 Genuine disposal restriction

- (a) Where this policy requires an Executive to retain Shares until cessation of employment, it is intended that this requirement constitutes a genuine disposal restriction for the purposes of Division 83A of the Income Tax Assessment Act 1997, thereby enabling the taxing point of the award to be deferred.
- (b) Any Shares that are subject to a disposal restriction must be registered in the name of and beneficially owned by the Executive.
- (c) If an Executive remains employed with the Company for a period of 15 years after the date on which the underlying STI, LTI or EIP award was granted, any disposal

restrictions under this policy will be lifted at this date (which will align with the taxing point for the purposes of Division 83A of the Income Tax Assessment Act 1997).

4. REPORTING BY EXECUTIVE

At any time on request by the Company Secretary, an Executive must report to the Company Secretary on the Executive's ownership of Shares (including any Shares transferred or allocated to another party in accordance with paragraph 7. The Company Secretary may table these reports with the Board and the Company may publish information about the Executive's interests in Shares as required by applicable laws or the ASX listing rules.

5. ANNUAL CALCULATION OF SHARES AND OPTIONS TO BE RETAINED

- (a) As at 30 June in each year, the Company Secretary will advise the Board of:
 - (i) the number of Shares (and, where applicable, vested options) held by each Executive; and
 - (ii) the purchase price paid or taken to be paid by the Executive for those Shares (and, where applicable, vested options), net of the proceeds of sales of Shares by the Executive; and
 - (iii) the amount remaining to be paid by the Executive to achieve the Target Shareholding Requirement.
- (b) The Board will consider the information provided by the Company Secretary under paragraph 5(a) in determining the delivery of awards under the Company's Incentive Plans under paragraphs 3.2, 3.3 and 3.4.

6. RELATIONSHIP TO THE COMPANY'S SECURITIES TRADING POLICY

Executives must comply with the Company's Securities Trading Policy in addition to any requirements of this policy. This includes a general prohibition on dealing in Shares during a blackout period under that policy.

7. DISPOSAL OF SHARES AND VESTED OPTIONS

7.1 Prohibition on dealings with retained Shares and vested options

An Executive must not dispose of (or direct the Company to allocate) any Share or vested option that the Executive is required to retain under this policy for as long as the Executive is subject to this policy.

7.2 Permitted dealings in Shares and vested options

- (a) Subject to paragraph 7.2(b), an Executive may transfer (or direct the Company to allocate) any Share or vested option that the Executive is not required to retain under paragraph 3 to:
 - (i) an "associated entity" or "close associate" of the Executive, each as defined in the Corporations Act 2001 (Cth); or

- (ii) a trust or a superannuation fund for the benefit of a person or entity referred to in paragraph 7.2(a)(i).
- (b) An Executive may only transfer (or direct the Company to allocate) a Share or vested option under paragraph 7.2(a) if:
 - (i) the Executive has first given notice in writing to the Company Secretary (in substantially the form set out in appendix 1 to this policy);
 - (ii) the Company Secretary has given the Executive notice that the transfer or allocation is approved; and
 - (iii) any such transfer or allocation also complies with the Company's Securities Trading Policy.
- (c) This paragraph 7.2 applies equally to any Share or vested option held by a party to whom the Executive has transferred the Share or vested option in accordance with this paragraph 7.2.

8. EXEMPTION FROM COMPLIANCE WITH THIS POLICY

- (a) There may be circumstances in which compliance with this policy would cause or contribute to severe financial difficulty for an Executive or could prevent an Executive from complying with an order of the Family Court or another court.
- (b) In these circumstances, the Executive may submit a request to the Company Secretary (in substantially the form set out in appendix 1 to this policy) including details of the applicable financial difficulty or other exemption circumstances and the extent to which an exemption from the policy is sought.
- (c) The Company Secretary will review the request with the Chairman and CEO, and they will decide whether and to what extent any exemption may be granted. In doing so they will consider the application of the Company's Securities Trading Policy and whether any related clearance to dispose of Shares should be granted under that policy.
- (d) If an exemption is granted in whole or in part, the Company Secretary will, in consultation with the Executive, develop an alternative Share ownership plan that reflects both the purpose of this policy and the Executive's individual circumstances.

9. 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.

**Request by executive to transfer Shares
(or for an exemption from compliance with the policy)**

This form is required to be submitted to the Company Secretary when an Executive covered by the Senior Executive Share Ownership Policy requests approval to dispose of Shares (or to be exempted from compliance with the policy).

Name:	Position:
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I request approval to dispose of Shares in Southern Cross Media Group Limited.
My interests in Shares at present and after the proposed disposal (or non-compliance) are as follows:

Registered holder	Relationship	Number of Shares	
		Before disposal	After any disposal
	Subtotal		
	Executives only: Vested options under LTI Plan		
	Total		

Reasons for proposed disposal of Shares or exemption from compliance (including details of applicable financial difficulty or other exemption circumstances if, following the proposed disposal, the Executive's holding of Shares will not comply with the Shareholding requirements of Senior Executive Share Ownership Policy):

Signed:

Date: