



SCA continues to grow audio earnings whilst completing merger with Seven West Media

Southern Cross Media Group Limited (ASX: SXL) (SCA) today released its results for the six months ended 31 December 2025 (H1 FY26), demonstrating continued delivery against its transformation strategy, with strong earnings growth and disciplined cost management in the audio business.

SCA completed its merger with Seven West Media (SWM) on 7 January 2026 following the implementation of the Scheme of Arrangement. This release provides financial and operational results for both SCA and SWM as standalone entities as well as pro forma results for the merged group.

H1 FY26 Summary:

Audio:

- Broadcast audience share maintained whilst winning the Audience That Matters (25-54 demo) for 36 consecutive surveys¹. LiSTNR audiences increased 14% year-on-year, growing to 2.5 million signed up users.
- H1 metro radio revenue share of 29.8%² up 2.3 points year-on-year.
- Revenue of \$216.5 million up 3.2% on H1 FY25 achieved in a challenging metro radio advertising market, which was down 7%².
- Underlying expenses⁵ down 1.2% to \$176.4 million with non-revenue related costs down 2% on H1 FY25.
- Underlying EBITDA⁵ of \$40 million up 28% on H1 FY25. Digital EBITDA of \$2.8 million, up from \$0.1 million in H1 FY25, and now cashflow positive.
- Underlying NPAT up 252% to \$12.8 million.

Television and Publishing:

- Seven's total TV audience grew 3.4% (total people) and 4.7% in the Audience That Matters (25-54 demo), driven by 55% year-on-year growth in 7plus³. Daily active users on 7plus grew 26% to 551,000 and digital publishing audiences up 27% year on year.
- H1 total TV revenue share of 44.1%⁴, a Seven Network record for any half year, up 2.7 points year-on-year.
- Revenue of \$712 million was down 2.1%, reflecting a decline in Total TV advertising revenue of 0.8% vs a market decline of 10.1%. Revenue in The West declined by 2%.
- Operating expenses of \$645 million, up 1.6% vs AGM guidance of up ~3%.
- Underlying EBITDA⁵ of \$67 million down 27% and in line with AGM guidance.

¹ GFK Radio Share Ratings. Survey 1-8 2024/5. 5 Cap Cities. P25-54, Mon-Sun 0530-2400

² Derived from SCA Metro radio revenues and Metro radio revenue data for H1 FY26

³ 0600-2400 Jul – Dec 2025 excluding Olympic Games (Nine)

⁴ Derived from ThinkTV revenue data for H1 FY26

⁵ Underlying results exclude non-recurring items and 8 days of SWM financial results from 23 December 2025.

Corporate:

- Pro forma net debt of \$338 million reduced by \$16 million and leverage ratio at 1.77x⁷.
- No interim dividend declared with the Company to focus on debt reduction.

Pro Forma H1 FY26 Highlights⁶:

Pro forma results for the business combination of SCA and SWM are presented below to allow a like-for-like comparison of the merged group's financial performance and comparatives for H1 FY26 and H1 FY25 as if the business combination had been in place for the entirety of these periods.

SWM results have been adjusted to reflect the accounting policies of SCA and also include a reallocation of the financial results of the television assets purchased by SWM on 30 June 2025 from SCA into the comparative SWM operating results. The financial results of these assets were previously disclosed by SCA in discontinued operations.

- Pro forma group revenue of \$1,008 million was down 1.5% on H1 FY25 in a challenging and volatile advertising market.
- Pro forma group expenses of \$901.2 million were up 0.3% on H1 FY25.
- Pro forma group EBITDA of \$106.9 million was down 14.5% on H1 FY25.
- Pro forma net debt reduced by \$16 million to \$338 million and leverage ratio at 1.77x⁷.

Outlook and Guidance

Q3 Trading Update:

- Audio revenue for January was up 4% on pcp with strong growth in digital offsetting ongoing challenges in the national regional radio market. We currently expect audio revenue for Q3 to be broadly flat on the prior year.
- Total TV advertising revenue for January was +3% on pcp driven by premium sport and digital growth, we currently expect revenue for Q3 to be down 2%-3% on pcp whilst holding share.

FY26 Outlook:

- Based on current market conditions, we are currently targeting pro forma group revenue of \$1.91 billion to \$1.92 billion.
- Pro forma costs are expected to be ~\$1.70b, down from \$1.71b in FY25.
- Re-affirmed Audio EBITDA to be in the range of \$78-\$83 million (consistent with previous guidance).

⁶ Refer H1 FY26 Investor Presentation for detailed reconciliation of the pro-forma results

⁷ Leverage ratio calculated in accordance with SCA and SWM Syndicated Facility Agreements

- Group pro forma EBITDA to be in the range of \$200-\$220 million, compared to \$233 million in FY25.

Chairman Heith Mackay-Cruise said:

“Today marks the first update to the market since SCA and SWM completed their merger in January 2026, and we are focussed on maximising the benefits of the merger for our shareholders.

“Together, we reach Australians at scale at a national, regional and local level across our key content platforms of audio, television, streaming, publishing and digital. We do this across the full day, better than any other Australian commercial media business. That breadth of reach, combined with premium Australian content and strong local connections, uniquely positions the group in a rapidly changing media landscape.

“Our assets grew both their absolute audiences and share of revenue in the first half, and we continued to pursue cost initiatives to address challenging advertising markets. These outcomes position the merged business for ongoing integration, transformation and growth.

“Integration benefits are being secured, particularly through cross promotion, where television activity is accelerating growth in audio and digital audiences. As one example, with the help of extensive integration into Seven’s sport coverage, LiSTNR’s signed-up user base has grown by ~70,000 from mid-December to mid-January – approximately three times the pre-merger run rate.

“We have also identified an early opportunity in regional markets, where the client overlap between television and audio represents new business growth across both platforms. We expect meaningful audience and revenue synergies will build over time as the integration continues.

“We are targeting cost synergies of at least \$30 million and expect to deliver these within FY27. Our teams are collaborating to maximise the cost synergy opportunities across our core functional areas and geographic locations and synergies are already being delivered, with corporate savings and regional office consolidation underway.

“Our focus is on disciplined execution – delivering synergies and efficiency whilst continuing to invest in the growth platforms that underpin long-term value for our shareholders.”

This announcement is approved for release by the Board of Directors of Southern Cross Media Group Limited.

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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.

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