



ASX RELEASE

24 April 2026

Southern Cross Media MD & CEO Appointment

Southern Cross Media Group Limited (ASX: SXL) today announces the appointment of Mr Rohan Lund as incoming Managing Director and Chief Executive Officer of the company ("MD & CEO"). Mr Lund joined the Board as a Non-Executive Director on 1 March 2026 and will transition to his role as MD & CEO on 1 May 2026.

Mr Lund previously served as Group Chief Executive Officer of the NRMA from 2016 to 2025, where he led the organisation's transformation into a diversified transport, tourism and services group, with a strong focus on digital capability, brand trust, sustainability and member experience. His tenure included extensive organisational change, portfolio diversification and the embedding of long-term strategic and cultural reform initiatives.

Prior to the NRMA, Mr Lund held senior executive leadership roles across Australia's media and telecommunications sectors, including Chief Operating Officer of Foxtel, Group Chief Operating Officer of Seven West Media, founding Chief Executive Officer of Yahoo!7, and Chief Strategy Officer at Singtel Optus.

Chairman, Mr Heith Mackay-Cruise said: "The Board is pleased to appoint Rohan as Managing Director and Chief Executive Officer of the company. Rohan brings deep media experience, digital and technology-enabled transformation capability, and values-driven leadership skills. He has led complex organisations through significant change, while maintaining a strong focus on culture, trust and long-term value creation. The Board is looking forward to working with Rohan to achieve our strategic objectives."

Mr Lund said: "Southern Cross Media Group is one of Australia's most important media businesses, with great talent, content and impressive scale and reach across television, audio, digital and publishing. I am excited to work with the Board and leadership team to accelerate our digital and operational transformation and continue to strengthen our culture and performance in the interests of our shareholders, partners and people."

On Mr Lund's commencement as MD & CEO, Interim Executive Chairman, Mr Heith Mackay-Cruise will become Non-Executive Chairman and remuneration for Mr Mackay-Cruise will revert to his previous standard Chairman's fees.

Attachment 1 to this announcement sets out the key terms and conditions of Mr Lund's employment as MD & CEO.

Approved for release by the Board of directors.

Southern Cross Media Group Limited

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Attachment 1

Mr Rohan Lund - Biography

Mr Lund was appointed as a Non-Executive Director of Southern Cross Media Group on 1 March 2026.

Mr Lund was Group Chief Executive Officer of the NRMA from 2016 to 2025, leading a workforce of more than 5,000 across roadside, insurance distribution, tourism and funds management operations. His tenure included returning NRMA to growth in membership and profitability; building the NRMA's tourism portfolio spanning holiday parks, luxury lodges, car rental (SIXT), ferries and expedition cruising; repositioning NRMA as one of Australia's most trusted and valuable brands; and leading policy influence across safety, electrification and national charging infrastructure.

He was previously Chief Operating Officer of Foxtel, Group Chief Operating Officer of Seven West Media, the founding Chief Executive Officer of Yahoo!7 and Chief Strategy Officer at Singtel Optus.

Mr Lund holds a Bachelor of Laws and a Masters of Laws from Queensland University of Technology.

Mr Rohan Lund - Key Terms and Conditions of Employment

Commencement Date	1 May 2026
Term	Appointment on an on-going basis subject to termination by either party (see termination and notice below).
Total Fixed Remuneration ("TFR")	\$1.30m per annum inclusive of compulsory superannuation contributions and salary sacrifice benefits.
Short Term Incentive ("STI")	Commencing from FY27, eligible to receive an annual target STI of 100% of TFR with a maximum STI opportunity of 150% of target STI, delivered as a mix of cash and equity. Final award in each year is based on the achievement of performance objectives determined by the Board in its absolute discretion.
Long Term Incentive ("LTI")	Commencing from FY27, eligible to receive an annual target LTI grant equivalent to 150% of TFR in performance rights to acquire shares. Any award is subject to meeting performance conditions as set by the Board from time to time and as outlined in the most recent Remuneration Report.
Termination and Notice	Termination by either party can be made with 6 months' notice (or payment in lieu), other than where employment is terminated for misconduct, dishonesty, fraud, negligence or a serious or persistent breach of contract, in which case SXL may terminate with no notice period.
Post-Employment Restrictions	The agreement contains post-employment restraints which are usual for these arrangements.

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](#).