



ASX RELEASE

27 February 2026

Board Additions

Southern Cross Media Group Limited (ASX: SXL) (**SCA**) today announces the forthcoming appointments of Mr Rohan Lund and Ms Cathy O'Connor to the Board.

Mr Lund will be appointed as an Independent Non-Executive Director, effective 1 March 2026. He brings deep corporate, strategic and operational expertise and customer-centric leadership to the Board. His career has included senior executive roles at Optus, Seven West, Yahoo!7 and Foxtel. He most recently spent a decade as Group CEO of the NRMA, transforming the NRMA into a diversified transport and tourism conglomerate.

Ms O'Connor will be appointed as an Independent Non-Executive Director, effective 27 March 2026. She brings broad sector management experience and business integration, digital transformation, and investor engagement skills acquired from over 30 years as a highly credentialed media executive. She has a proven track record of excellence in leadership across radio, audio, digital media and outdoor advertising, including at DMG, Nova, and most recently as MD & CEO of oOh!media.

Executive Chairman, Mr Heith Mackay-Cruise said: "The Board has been focussed on adding the attributes and perspectives that will be needed to optimise our performance and navigate a rapidly changing marketplace. We are confident that Rohan and Cathy will make that contribution and that their insights, deep market knowledge and business acumen will be highly beneficial to the Board and our shareholders."

Mr Lund said: "I am pleased to be joining the Board at this transformative time for the company. I'm looking forward to working with my fellow directors to build shareholder value."

Ms O'Connor said: "I have watched the recent combination of SCA's and Seven West's market-leading brands with great interest and I am looking forward to working closely with the Board over the next phase of the company's journey."

Mr Lund will join the Audit & Risk Committee and Ms O'Connor will join the People, Remuneration & Nominations Committee.

The new Board will comprise Mr Heith Mackay-Cruise, Ms Teresa Dyson, Ms Marina Go AM, Mr Ryan Stokes AO, Mr Ido Leffler, Mr Rohan Lund and Ms Cathy O'Connor.

Annexure:

Biographical Details – Rohan Lund and Cathy O'Connor

Approved for release by the Board of directors.

For further information, please contact:

Southern Cross Media Group Limited**Investors:**

Scott Butterworth
Chief Financial Officer
Tel: 02 8777 7167
sbutterworth@seven.com.au

Media:

Ben Wilson
+61 407 966 083
bwilson@omc.com

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 - Biographical Details**Mr Rohan Lund**

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 the Director of Strategy and Investments at Seven Network Limited. He was a director of Australian Motoring Services from 2020 to 2025 and a director of the Australian Automobile Association from 2016 to 2025.

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

Ms Cathy O'Connor

Ms O'Connor was CEO & Managing Director of ASX-listed oOh!media Ltd from 2021 to 2025. Over her five-year tenure, she led the company's digital transformation, simplified commercial operations and reshaped the company's revenue models for a digital-enabled future.

She was previously the Chief Executive Officer of Nova Entertainment for 12 years through to 2020, during which she repositioned Nova from a traditional radio broadcaster into a diversified audio and content business. Prior to that, Ms O'Connor was the Managing Director of DMG Radio (Nova), a national role she held for five years, overseeing group operations across eight capital-city stations as well as regional and digital assets, integrating commercial, content, sales, digital and marketing functions.

Ms O'Connor holds a Bachelor of Communications (BA Comm) from UTS and is a graduate of the Australian Institute of Company Directors.