Form 605

Corporations Act 2001
Section 671B

Notice of ceasing to be a substantial holder

To Company Name/Scheme: Southern Cross Media Group Ltd.

ACN/ARSN: 116 024 536

1. Details of substantial holder (1)

Name: The Vanguard Group, Inc.
ACN/ARSN (if applicable): N/A

The holder ceased to be a substantial holder on: 15 April 2019

The previous notice was given to the company on: 10 January 2019

The previous notice was dated: 10 January 2019

2. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest (2) of the substantial holder or an associate (3) in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (4)	Consideration given in relation to change (5)	Class (6) and number of securities affected	Person's votes affected
See Annexure A					**The Vanguard Group Inc. now holds 4.796% of voting power**

3. **Changes in association**

The persons who have become associates (3) of, ceased to be associates of, or have changed the nature of their association (7) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	**N/A**

4. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Vanguard Investments Australia Ltd	Level 34, 2 Southbank Blvd, Southbank 3006 VIC Australia
The Vanguard Group, Inc.	P.O. Box 2600, V26 Valley Forge, PA 19482 USA

Signature

print name: SHAWN ACKER capacity: MANAGER

sign here: [signature] date: 17 April 2019

Annexure A

To Company	Southern Cross Media Group Ltd.
ACN/ARSN	116 024 536

Substantial Holder Name	The Vanguard Group, Inc.
ACN/ARSN	N/A

Date of change	Person whose relevant interest changed	Nature of Change(6)	Consideration given in relation to change(7)	Class	Number of securities affected	Person's votes affected
8-Jan-2019	The Vanguard Group, Inc.	Buy	1.02	Ordinary	111,626	111,626
29-Jan-2019	The Vanguard Group, Inc.	Sell	1.07	Ordinary	(34,224)	(34,224)
1-Feb-2019	The Vanguard Group, Inc.	Sell	1.06	Ordinary	(34,224)	(34,224)
1-Feb-2019	The Vanguard Group, Inc.	Sell	1.06	Ordinary	(42,780)	(42,780)
7-Feb-2019	The Vanguard Group, Inc.	Sell	1.06	Ordinary	(34,224)	(34,224)
8-Feb-2019	The Vanguard Group, Inc.	Sell	1.06	Ordinary	(25,668)	(25,668)
13-Feb-2019	The Vanguard Group, Inc.	Sell	1.12	Ordinary	(59,892)	(59,892)
15-Feb-2019	The Vanguard Group, Inc.	Sell	1.13	Ordinary	(125,514)	(125,514)
15-Feb-2019	The Vanguard Group, Inc.	Sell	1.14	Ordinary	(34,224)	(34,224)
22-Feb-2019	The Vanguard Group, Inc.	Sell	1.16	Ordinary	(42,780)	(42,780)
25-Feb-2019	The Vanguard Group, Inc.	Sell	1.18	Ordinary	(17,112)	(17,112)
25-Feb-2019	The Vanguard Group, Inc.	Sell	1.18	Ordinary	(25,668)	(25,668)
25-Feb-2019	The Vanguard Group, Inc.	Sell	1.18	Ordinary	(17,112)	(17,112)
8-Mar-2019	The Vanguard Group, Inc.	Buy	1.18	Ordinary	19,987	19,987
15-Mar-2019	The Vanguard Group, Inc.	Buy	1.18	Ordinary	66,415	66,415
15-Mar-2019	The Vanguard Group, Inc.	Buy	1.18	Ordinary	90,636	90,636
27-Mar-2019	The Vanguard Group, Inc.	Sell	1.13	Ordinary	(17,112)	(17,112)
1-Apr-2019	The Vanguard Group, Inc.	Buy	1.17	Ordinary	26,454	26,454
15-Apr-2019	The Vanguard Group, Inc.	Sell	1.21	Ordinary	(976,934)	(976,934)
15-Apr-2019	The Vanguard Group, Inc.	Sell	1.20	Ordinary	(473,066)	(473,066)
15-Apr-2019	The Vanguard Group, Inc.	Sell	1.21	Ordinary	(371,908)	(371,908)
15-Apr-2019	The Vanguard Group, Inc.	Sell	1.20	Ordinary	(180,092)	(180,092)
8-Jan-2019	Vanguard Investments Australia Ltd	Buy	1.03	Ordinary	14,480	14,480
11-Jan-2019	Vanguard Investments Australia Ltd	Buy	1.02	Ordinary	16,908	16,908
14-Jan-2019	Vanguard Investments Australia Ltd	Buy	1.04	Ordinary	10,818	10,818
21-Jan-2019	Vanguard Investments Australia Ltd	Buy	1.00	Ordinary	4,563	4,563
29-Jan-2019	Vanguard Investments Australia Ltd	Buy	1.06	Ordinary	126,423	126,423
30-Jan-2019	Vanguard Investments Australia Ltd	Buy	1.06	Ordinary	5,684	5,684
1-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.05	Ordinary	111,610	111,610
5-Feb-2019	Vanguard Investments Australia Ltd	Sell	1.06	Ordinary	(99,470)	(99,470)
7-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.06	Ordinary	14,424	14,424
12-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.08	Ordinary	7,228	7,228
19-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.16	Ordinary	15,631	15,631
25-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.18	Ordinary	20,441	20,441
26-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.19	Ordinary	10,842	10,842
26-Feb-2019	Vanguard Investments Australia Ltd	Buy	1.19	Ordinary	14,210	14,210
5-Mar-2019	Vanguard Investments Australia Ltd	Buy	1.16	Ordinary	90,944	90,944
2-Apr-2019	Vanguard Investments Australia Ltd	Buy	1.17	Ordinary	7,695	7,695
2-Apr-2019	Vanguard Investments Australia Ltd	Buy	1.17	Ordinary	10,255	10,255

This is Annexure A of 1 page referred to in Form 605, Notice of ceasing to be a substantial holder.

Signature  Date 17-Apr-19