

oOh!MEDIA: A LEADING AUSTRALIAN OUT OF HOME MEDIA COMPANY



oOh! creates deep engagement between people and brands through unmissable location based media within road, retail, airport and place-based environments.

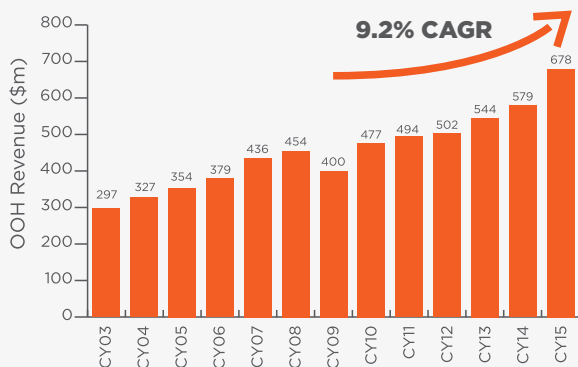
oOh! delivers the most diverse portfolio with unique national reach



#1	#1	#1	#1
44% share in billboards	+70% share in retail centres	70% share in Airports	In cafes, bars, gym & sporting venues, universities & office towers
\$111 million	\$99 million	\$55 million	\$10 million
+4,000 panels	+500 centres	10 airports	+800 locations

- oOh! is the only truly national Out Of Home company with the largest audience-reaching network in Australia
- The leader in Road, Retail, Fly & Place-Based with growing inventory of +5,000 digital and +14,000 static panels in premium locations
- Award winning sales force
- Media i Sales Awards "National Sales Team of the Year" 2011 | 2012 | 2014
- Most recognised OOH brand in Australia (AdNews, Roy Morgan, Media Summit, 2015)

Industry - Fast growing media sector with structural tailwinds



- Superior media sector growth underpinned by**
- Unmissable format in contrast to audience fragmentation impacting other media
 - Out Of Home is a high ROI medium
 - Out Of Home audience are growing
 - Technology innovation supportive of Out Of Home medium

oOh! - Market leading digital strategy driving significant upside potential

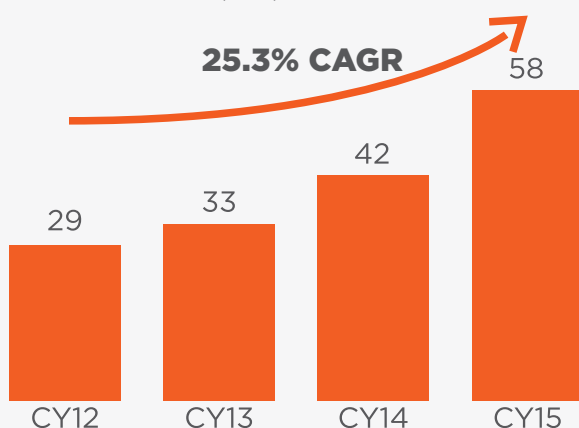
- Leading digital Out Of Home revenues and presence
- +5,000 digital panels; 360° digital strategy enabled on most, linking Out Of Home with mobile, online and social
- Digital quickly growing revenues to +32%
- Digital rollout in CY15 and CY16 to drive continued earnings uplift in CY16 and beyond

Revenue uplift from digitisation

- Increased utilisation and yield
- Multiple advertisers per panel
- Time of day/contextual ads
- Attract new advertisers e.g. 'limited time offer'

**3-5x
REVENUE
UPLIFT ON
DIGITISATION**

oOh! - Track record of earning Pro forma EBITDA (\$m)



oOh! - Most diverse, long term site portfolio with blue-chip customers



LONG TERM PARTNERS

- +2,000 leases/licenses with larger concession <7% revenue
- +60% Road & Retail panel contracts expires well beyond 2018



DIVERSE BLUE CHIP CLIENTS

- High quality and diverse customer base (FMCG, retail, auto, comms, finance, govt)
- Balanced exposure to advertisers with top 10 advertisers ~ 15% of CY2014 revenue. Top 50 ~33%