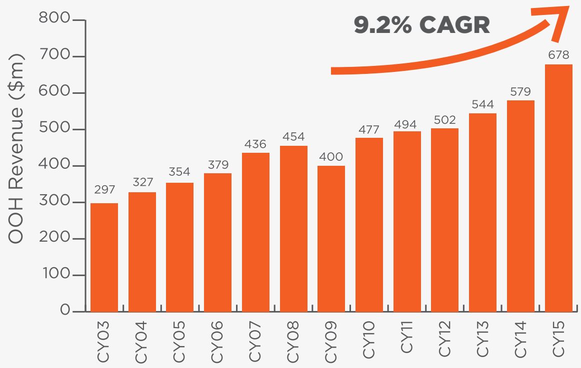
oOh!MEDIA: A LEADING AUSTRALIAN OUT OF HOME MEDIA COMPANY

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

- oOh! is the only truly national Out Of Home company with the largest audience-reaching network in Australia
- The leader in Road, Retail, Fly & Location-Based with growing inventory of +6,000 digital and +15,000 classic 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
- +6,000 digital panels; 360° digital strategy enabled on most, linking Out Of Home with mobile, online and social
- Digital quickly growing revenues to +45%
- Digital rollout in CY15 and CY16 to drive continued earnings uplift in CY16 and beyond

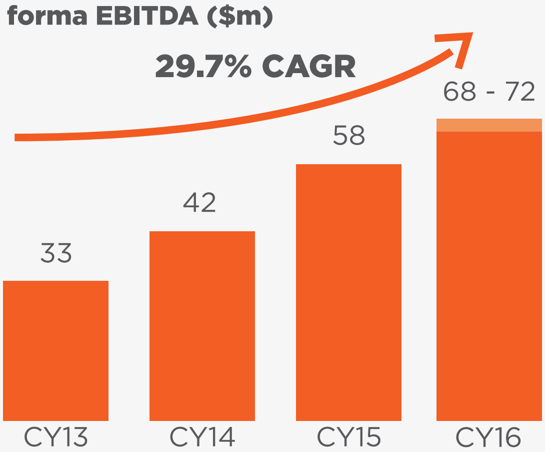
Revenue uplift from digitisation

1. Increased utilisation and yield
2. Multiple advertisers per panel
3. Time of day/contextual ads
4. Attract new advertisers e.g. 'limited time offer'
5. Native content across multiple digital products

81% REVENUE GROWTH IN DIGITAL MEDIA

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

DIVERSE BLUE CHIP CLIENTS

- High quality and diverse customer base (FMCG, retail, auto, comms, finance, govt)