

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



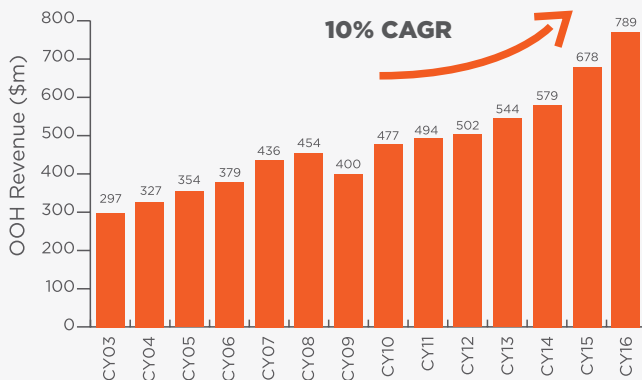
oOh! creates deep engagement between people and brands through unmissable location based media within road, retail, airport and place-based environments.

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 audience environment through its portfolio of 21,000 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)
- Global Moodie Digital Awards 2016 Best Digital Advertising Campaign

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 for advertisers
- Out Of Home audience is growing
- Technology innovation supportive of Out Of Home medium

oOh! - Market leading digital strategy driving significant upside potential

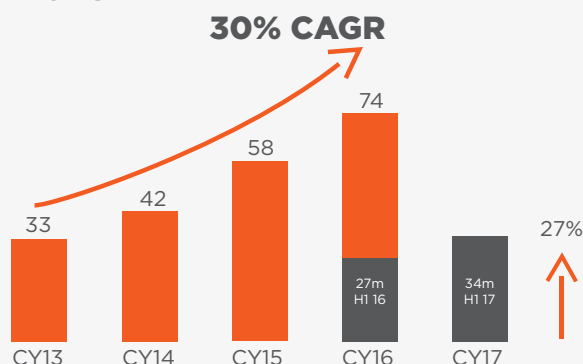
- Leading digital Out Of Home revenues and presence
- 8,000 digital panels; 360° digital strategy enabled on most, linking Out Of Home with mobile, online and social
- Digital quickly growing revenues to 52% of total revenue
- Digital rollout driving continued earnings uplift

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
- 6 Data increasing audience insights at location

**>50%
REVENUE
DIGITAL MEDIA
IN H1**

oOh! - Track record of earning Underlying¹ EBITDA (\$m)



¹2013 and 2014 Proforma pre IPO

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



LONG TERM PARTNERS

- +3,000 leases/licenses with largest concession <8% revenue
- Balance portfolio of lease expiries



DIVERSE BLUE CHIP CLIENTS

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