

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



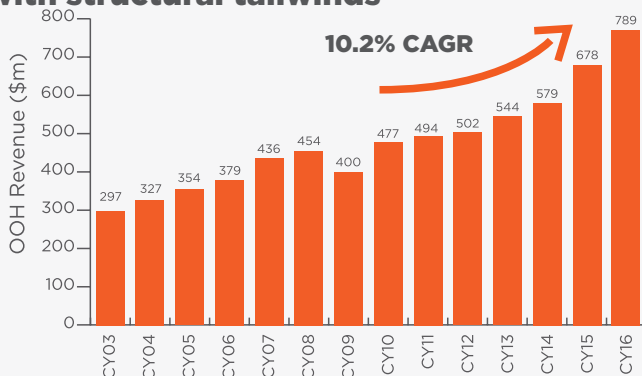
oOh! creates deep engagement between people and brands through unmissable location based media within road, retail, airport and place-based environments.

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 +8,000 digital and +15,000 classic panels in premium locations
- Award winning sales force
- 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
- Out Of Home audience are growing
- Technology innovation supportive of Out Of Home medium

oOh! - Market leading digital strategy driving significant upside potential

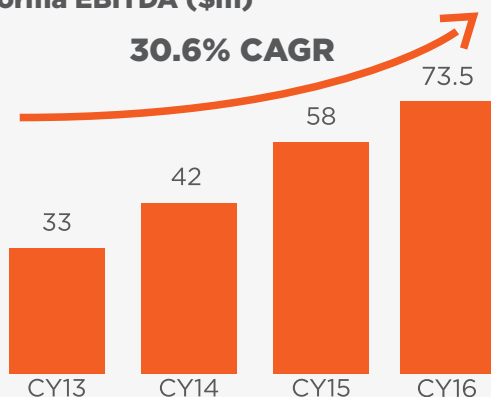
- Leading digital Out Of Home revenues and presence
- +8,000 digital panels; 360° digital strategy enabled on most, linking Out Of Home with mobile, online and social
- Digital quickly growing revenues to +45%
- Digital rollout in CY15 and CY16 to drive continued earnings uplift in CY16 and beyond

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
- 6 Data increasing audience insights at location

**72%
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

- +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)