



# Communication Strategy

## Purpose and scope

oOh!media Ltd and its related entities (**oOh!, we, our, us**) aims to ensure that shareholders are kept informed of all major developments affecting our state of affairs!. Additionally, we recognise that potential investors and other interested stakeholders may wish to obtain information about oOh! from time to time.

To achieve this, we communicate information regularly to shareholders and other stakeholders through a range of forums and publications. We also have an investor relations program in place to facilitate communication with investors.

## Website

One of oOh!'s key communication tools is its website located at [www.oohmedia.com.au](http://www.oohmedia.com.au). oOh! endeavours to keep its website up-to-date. Important information about oOh! can be found under the section marked on its website.

In addition to the material specifically referred to below, the Corporate Governance section of the website includes details of the following:

- oOh!'s constitution;
- oOh!'s Board and Board Committee charters;
- oOh!'s core corporate governance policies.

The website also contains a facility for shareholders to direct inquiries, and to elect to receive communications from us via email (or to elect to discontinue receiving email communications).

## Other forms of communication

Measures for communicating the following important aspects of oOh!'s affairs include:

- **Notice of meeting:** we place the full text of all notices of meetings and explanatory material on our website. We encourage shareholders to provide email addresses so that notices of meeting and explanatory material can be sent to shareholders via email.
- **Annual General Meeting (AGM):** We encourage full participation of shareholders at our AGM each year. For those shareholders who are unable to attend in person, provides a full transcript of the Chairman's and the Chief Executive Officer's speeches on its website. Shareholders are encouraged to lodge proxies electronically, subject to the adoption of satisfactory authentication procedures. Our external auditor will attend the AGM and be available to answer shareholder questions about the conduct of the audit and the preparation and content of the auditor's report. The external auditor will also be allowed a reasonable opportunity to answer written questions submitted by shareholders to the auditor as permitted under the *Corporations Act 2001* (Cth).

- **Annual Report:** oOh!'s Annual Report is available on its website and contains important information about our activities and results for the previous financial year. Shareholders can elect to receive our Annual Report or concise report as an electronic copy or in hard copy through the mail.
- **Announcements lodged with the Australian Securities Exchange (ASX):** All ASX announcements made to the market, including annual and half year financial results, are posted on our website as soon as they have been released by ASX.
- **Media Releases:** Copies of all media releases made by oOh! are posted on our website.
- **Presentations:** Copies of all investor presentations made to analysts and media briefings are posted on our website, and where appropriate, we use webcasting or teleconferencing of these presentations and briefings.
- **Other information:** we! provides a telephone helpline facility and an online email inquiry service to assist shareholders with any queries. Information is also communicated to shareholders via periodic mail outs, or by email to shareholders who have provided their email address.

### For more information

If you have questions about the content of this policy, please contact our Investor Relations team:

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