

COMMUNICATION STRATEGY



Purpose and scope

oOh!media Ltd and its related entities (**oOh!, we, our, us**) aim to ensure that shareholders are kept informed of all major developments affecting our state of affairs and to communicate with shareholders accurately and in plain language. 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. All market sensitive disclosure is first made available on the ASX Market Announcements Platform. 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. oOh! endeavours to keep its website up-to-date. Important information about oOh! can be found under the section marked 'About oOh!' on its website.

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

- oOh!'s constitution;
- oOh!'s Board and Board Committee charters; and
- 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:

- **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.
- **Half-Year, Full-Year Financial Reports and Annual Report:** oOh!'s Financial Reports and Annual Report are available on its website and contain important information about our activities and results for the previous financial year. Shareholders can elect to receive our Annual Report as an electronic copy or in hard copy.
- **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.
- **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, oOh! provides a full transcript of the Chairman's and the Chief Executive Officer's addresses on its website. Shareholders who are unable to attend in person are encouraged to appoint a proxy ahead of the meeting (including electronically). 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).

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- **Media Releases:** oOh! makes non-material announcements about its activities from time to time via media releases and other public alerts. Copies of all media releases made by oOh! are posted on our website.

For more information

oOh! provides Sydney Office contact details and an online query form under the Contacts section of the oOh! investor centre on the oOh! website. Information is also communicated to shareholders via periodic mail outs, or by email to shareholders who have provided their email address.

Our investor relations team can add you to this email list and are also available to answer other queries via investors@oohmedia.com.au.

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