



oOh!media Limited
ABN 69 602 195 380

23 January 2018

ASX Announcement

oOh!media appoints Sheila Lines as Chief Financial Officer

SYDNEY, 23 January 2018 – oOh!media Limited (ASX:OML) is pleased to announce the appointment of Sheila Lines as Chief Financial Officer, effective 1 March 2018.

Ms Lines has extensive experience in public practice and in listed companies within technology, banking, telecommunications, payments and personal transport sectors.

Ms Lines was most recently the Chief Financial Officer of Cabcharge Limited until December 2017 and previously held the roles of Chief Financial Officer at BPAY Australia, Independent Non-Executive Director at the Bank of NT Butterfield & Son and Chief Executive Officer at Key Tech in Bermuda.

oOh!media CEO, Brendon Cook said “We are very pleased to have secured a high calibre and accomplished executive in Sheila Lines as the Company’s new CFO.

“In addition to her 25 years’ finance leadership, Sheila has in-depth experience in technology and data infrastructure and we are looking forward to Sheila bringing that expertise to oOh!media as part of our Executive Leadership Team.”

Ms Lines holds an undergraduate degree in Law, post graduate professional qualifications as a Chartered Accountant and Associate Corporate Treasurer, and is a Graduate of the Australian Institute of Company Directors.

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About oOh!media Limited: oOh! is a leading operator in Australia and New Zealand’s fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our network is unparalleled, with a diverse portfolio of static and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafes, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with experiential, social and mobile online channels to provide clients with greater connections with consumers.