

Annual General Meeting

Friday 20th April 2018



APN
OUTDOOR



Chairman's address

Doug Flynn

FY17 financial highlights

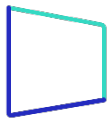
Results in line with guidance

Revenue	↑	4% to \$342.9m
Underlying EBITDA	↑	4% to \$90.3m
Statutory NPAT	↓	9% to \$44.0m (after NRIs)
FY17 Dividends	↑	1% to 19.2cps
Leverage	↑	1.1x Underlying LTM EBITDA

- Note: Percentage changes above are against the FY16 reported results
- Refer page 19 for Glossary of Key Terms



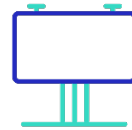
Strong foundations to drive growth



Largest and most complete national network of digital roadside format



Only national full motion video, audio enabled Outdoor network



Super 8s digitised to broaden digital reach beyond CBD and inner city areas



Increasing transparency with digital reporting



Strong foundations to drive growth



Proved the power of movement and longevity –
Transit format
2 x MORE EFFECTIVE



Retained key contracts to continue to deliver a market-leading, diversified network



Delivering greater content integration opportunities with credible content partners



Associate with key landmark events that unite and impact all Australians



CEO & Managing Director's address

James Warburton

High performance leadership team now in place

New team in place to support our next phase of growth



James Warburton
CEO & Managing Director



Philip Knox
Chief Financial Officer



Andrew Hines
Chief Operating Officer



Jeremy Howe
Chief Innovation & Strategy Officer
Commencing June 2018

High performance leadership team now in place

New team in place to support our next phase of growth



Charlotte Valente
General Manager Marketing



Annaliese van Riet
Head of People, Performance &
Culture



Mark Fairhurst
General Manager Sales



Mike Watkins
Head of New Zealand



Focus & objectives

2018

Stabilise, refocus, win

APO assets

- The best portfolio of assets across Australia and New Zealand
- Plenty of opportunities remain in our portfolio and other formats

Sales

- Need to be 'audience led' rather than asset led
- Focus on winning back market share

Costs

- Lean cost operator over last few years
- Investing in innovation and technology to drive revenue

Momentum

- Regain business momentum

Strategy going forward

Transformation

Innovation

Acquisition

Transformation

A brand refresh

Sales
centric focus

Improved
reporting

Executive
management
restructure

Innovation

Moving from asset led to audience led – Phase 1



- Online survey platform
- 220,000 Australian & New Zealand consumers
- Now live



- Leading data analytics platform
- Data sets includes: Westpac, World Smart, Helix Personas – Roy Morgan
- Deeper audience insights

Acquisition & contracts

Retention first
policy on
renewals

Focus on new
tenders and
markets

M&A hunger for
adjacent
opportunities

M&A hunger
for new
opportunities

Significant contract renewals



Sydney Buses



Victorian Buses



Sydney Trains



XtrackTV



MTM



Public Transport Authority

PTA (West Rail)



Queensland Rail



Adelaide buses,
trams & trains



Tullamarine Freeway



Young & Jackson

Low contract renewal exposure in FY18 and FY19

Contract renewal momentum continues in 2018

Brisbane buses



Transdev Melbourne



Adelaide Airport



Environment, Social & Governance (ESG)

Out-of-home market leading parental leave programme in place

- 14 weeks paid leave for the primary carer
- 4 weeks paid leave for the secondary carer
- Paid support and counselling services

Employee Assistance Programme (EAP) introduced

Carbon Neutral Certification received for 2018

Significant contributions to our community using our advertising assets

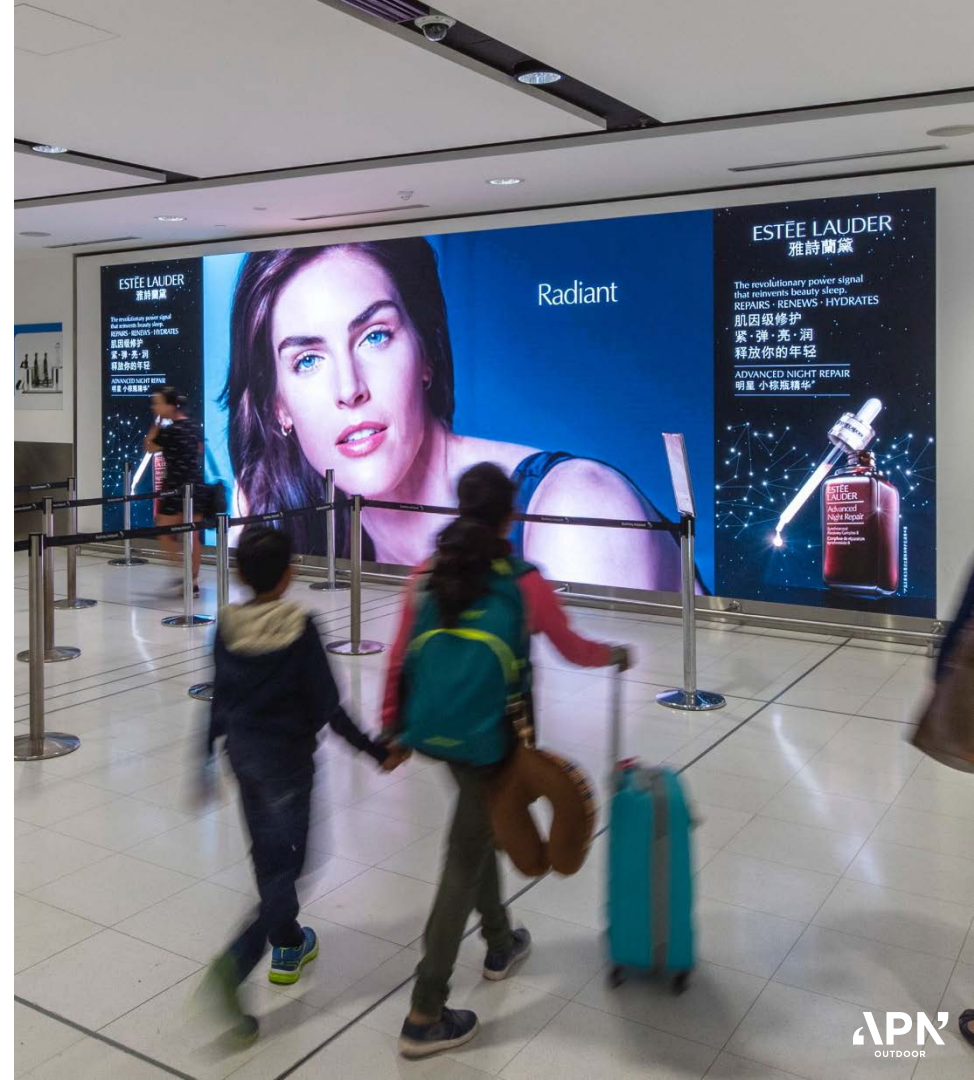
- Australia Olympic Committee official sponsor
- Invictus Games official sponsor
- Cannes Lions Festival Australian sponsor

Reset of our mission and values for our people



Trading update

- Year-to-date the out-of-home market remains robust
- Year-to-date trading at 20 April 2018 is in line with the Company's expectations
- Versus the prior corresponding period we expect
 - 1H18 revenue to be up low single digits
 - 1H18 revenue to be up mid single digits excluding Yarra Trams
- Low contract renewal exposure in FY18 and FY19
- APO will provide full year guidance with the HY results in August 2018



Financial information notice

APN Outdoor's Financial Statements for the year ended 31 December 2017 are presented in accordance with Australian Accounting Standards and include certain non-IFRS financial information. This information has been included to allow investors to relate the performance of the business to measures used by Management and the Board to assess performance and make decisions on the allocation of resources.

Non-IFRS and Underlying measures have not been subject to audit or review.

Glossary			
EBIT	Earnings before interest and tax	NPAT	Net profit after tax
EBITDA	Earnings before interest, tax, depreciation and amortisation	NPATA	Net profit after tax before amortisation
LTM	Last twelve months	Underlying	Excludes NRIs
NRIs	Non recurring items	cps	Cents per share

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