

ASX RELEASE

oOh!media Limited
ABN 69 602 195 380

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Successful renewal of Brisbane City Council contract and Dividend Reinvestment Plan

oOh!media Limited (ASX: OML) (**oOh!media** or **oOh!**) is pleased to announce that it has secured a long term agreement for the Brisbane City Council street furniture contract, following its acquisition of street furniture and transport Out of Home company Adshel.¹

On 28 November 2018 oOh! announced, in response to media reports, that it had been informed that the Brisbane City Council had voted to approve the contract with Adshel, however binding documentation had not been executed.

oOh! is pleased to confirm that binding documentation has now been executed.

The contract extension win of the highly-valued and strategic Out of Home assets will see oOh! operate a network of more than 800 bus shelters for a contract period of ten years with a further two year option, commencing on 1 March 2019.

oOh! CEO Brendon Cook said: "This contract win is an important part of our expanded Out of Home offering for advertisers following our acquisition of Adshel to expand into Street Furniture and Transit."

"The Brisbane City Council street furniture contract has been one of Adshel's key strategic contracts for the past 20 years and we now have a great platform to build upon and further leverage.

"We will be working with the Brisbane City Council to ensure that the network caters for the fast-growing Brisbane population. We will also be investing in growing the number of digital screens within the next few years, from the 100 digital screens currently part of the network."

Mr Cook said Brisbane City Council was an important market for advertisers, with the largest Local Government Area in the country, having a population of more than 1.2 million and catering to 70 per cent of all employees in Greater Brisbane.

"This network provides advertisers with an opportunity to reach 2.6 million people a fortnight and combined with our wider Out of Home offering will ensure advertisers are absolutely Unmissable."

oOh! is also pleased to announce that it has established a Dividend Reinvestment Plan (**DRP**) which may be activated for future dividends. Once activated, the DRP will allow eligible shareholders to reinvest part or all of their dividends into new oOh!media shares.

¹ "Adshel" comprises the Australian and New Zealand entities, oOh!media Street Furniture Pty Limited (previously Adshel Street Furniture Pty Limited) ACN 000 081 872 and oOh!media Street Furniture New Zealand Limited (previously Adshel New Zealand Limited) CN 902243, respectively. As announced by oOh!, the acquisition of Adshel completed on 28 September 2018.

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The DRP terms, along with details of how eligible shareholders may elect to participate in the DRP, will be provided to the ASX and shareholders in accordance with ASX Listing Rule 3.10.8 in due course.

oOh!media will advise when announcing any future dividend payments if the DRP will be operational.

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Investor Relations contact: Martin Cole, +61 9927 5273, investors@oohmedia.com.au

Media Relations contact: Peter Laidlaw, +61 0419 210 306, plaidlaw@lightousecomms.com.au

About oOh!media: oOh! is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital solutions. Our connected offline and online media ecosystem makes brands Unmissable across oOh!'s diverse network of more than 45,000 classic and digital signs across roadsides, retail centres, petrol convenience, airports, train stations, bus stops, office towers, cafes, fitness venues, bars and universities and integrating with experiential, social, mobile and online helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as world-best technological innovation, to give advertisers an added layer of campaign intelligence. With oOh!'s A World of Unmissable, advertisers can reach and engage with audiences anytime, anywhere.