



oOh!media Limited  
ABN 69 602 195 380

16 December 2020

## ASX Release

### Sale of Shares by CEO/Managing Director

oOh!media Ltd (**oOh!** or the **Company**) advises that CEO and Managing Director, Brendon Cook, has sold a minor portion of his shareholding in the Company.

The sale of 455,072 shares was for personal financial reasons and was approved by oOh!'s Chair in accordance with the Company's Dealing in Securities Policy.

Mr Cook retains a significant relevant interest in oOh! and remains a long term and supportive shareholder with a holding of 1,835,598 shares and 975,157 performance rights (which are subject to meeting specific vesting conditions).

An Appendix 3Y in relation to the share sale and issue of 2020 Performance Rights is attached to this announcement.

This announcement has been authorised for release to the ASX by the Company Secretary.

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#### Investor Relations contact:

Martin Cole  
0403 332 977  
investors@oohmedia.com.au

#### Media contact:

Peter Laidlaw  
0419 210 306  
peter@lighthousecomms.com.au

#### About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The company's extensive network of more than 37,000 digital and static asset locations includes roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, bars and universities.

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand and had revenues of \$649 million in 2019. It also owns digital publisher Junkee Media, printing business Cactus, and experiential provider oOh! Experiential.

The company invests heavily in technology and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at [oohmedia.com.au](http://oohmedia.com.au)

Rule 3.19A.2

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/09/01 Amended 01/01/11

<b>Name of entity</b>	<b>oOh!media Limited</b>
<b>ABN</b>	<b>69 602 195 380</b>

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Brendon Cook
<b>Date of last notice</b>	29 May 2020

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct – performance rights Indirect – disposal
<b>Nature of indirect interest (including registered holder)</b> <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	<ul style="list-style-type: none"> <li>• Debra Cook Wife of Brendon Cook; and</li> <li>• Outdoor Nominees Pty Limited as trustee for Cook Family Superannuation Fund of which Brendon Jon Cook is a beneficiary; and</li> <li>• BJ &amp; DA Cook Investments Pty Ltd ATF Brendon Jon Cook Family Trust of which Brendon Jon Cook is a Beneficiary (previously Outdoor Network Australia Pty Ltd)</li> </ul>
<b>Date of change</b>	11 December 2020 – Performance rights 16 December 2020 – disposal of securities

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+ See chapter 19 for defined terms.

**Appendix 3Y**  
**Change of Director's Interest Notice**

<p><b>No. of securities held prior to change</b></p>	<p><u>Fully paid ordinary shares</u>  1. <b>Indirect</b> – 2,290,670 ordinary shares  Shares held by:  a. Debra Cook Wife of Brendon Cook – 1,000,000; and  b. Outdoor Nominees Pty Limited as trustee for Cook Family Superannuation Fund of which Brendon Jon Cook is a beneficiary – 510,144  c. BJ &amp; DA Cook Investments Pty Ltd ATF Brendon Jon Cook Family Trust of which Brendon Jon Cook is a Beneficiary – 780,526  <u>Performance Rights</u>  2. <b>Direct</b> – 305,873 Share Performance Rights</p>
<p><b>Class</b></p>	<p>Fully paid ordinary shares</p>
<p><b>Number acquired</b></p>	<p>2. 669,284 share performance rights</p>
<p><b>Number disposed</b></p>	<p>1a. 100,000  1b. 255,072  1c. 100,000</p>
<p><b>Value/Consideration</b>  Note: If consideration is non-cash, provide details and estimated valuation</p>	<p>1a. \$182,164.04  1b. \$452,417.63  1c. \$176,691.00  2. NIL</p>
<p><b>No. of securities held after change</b></p>	<p><u>Fully paid ordinary shares</u>  3. <b>Indirect</b> – 1,835,598 ordinary shares  Shares held by:  d. Debra Cook Wife of Brendon Cook – 900,000; and  e. Outdoor Nominees Pty Limited as trustee for Cook Family Superannuation Fund of which Brendon Jon Cook is a beneficiary – 255,072  f. BJ &amp; DA Cook Investments Pty Ltd ATF Brendon Jon Cook Family Trust of which Brendon Jon Cook is a Beneficiary – 680,526  <u>Performance Rights</u>  4. <b>Direct</b> – 975,157 Share Performance Rights</p>

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<p><b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>1a, 1b and 1c – on-market disposal of OML securities</p> <p>2. Issue of 669,284 share performance rights issued under the oOh! Employee Incentive Plan.</p>
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**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	N/A
<b>Name of registered holder (if issued securities)</b>	N/A
<b>Date of change</b>	N/A
<b>No. and class of securities to which interest related prior to change</b> Note: Details are only required for a contract in relation to which the interest has changed	N/A
<b>Interest acquired</b>	N/A
<b>Interest disposed</b>	N/A
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and an estimated valuation	N/A
<b>Interest after change</b>	N/A

**Part 3 – +Closed period**

<b>Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?</b>	N/A
<b>If so, was prior written clearance provided to allow the trade to proceed during this period?</b>	N/A
<b>If prior written clearance was provided, on what date was this provided?</b>	N/A

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