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

| Name of entity: | oOh!media Limited |
|-----------------|-------------------|
| ABN:            | 69 602 195 380    |

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.

| Name of Director    | Philippa Kelly |
|---------------------|----------------|
| Date of last notice | 25 June 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   | Indirect   |  |
|---|--|--|
| Nature of indirect interest<br>(including registered holder)<br>Note: Provide details of the circumstances giving rise to the relevant<br>interest. | Claremont TP Pty Ltd as trustee for the AJ<br>& PM Kelly Super Fund of which the<br>Director is a beneficiary. |  |
| Date of change  | 21 May 2021  |  |
| No. of securities held prior to change  | 70,000   |  |
| Class   | Fully Paid Ordinary Shares   |  |
| Number acquired   | 40,000   |  |
| Number disposed   | Nil  |  |
| Value/Consideration<br>Note: If consideration is non-cash, provide details and estimated<br>valuation   | \$64,000.00  |  |
| No. of securities held after change   | 110,000  |  |

<sup>+</sup> See chapter 19 for defined terms.

| Nature of change<br>Example: on-market trade, off-market trade, exercise of options,<br>issue of securities under dividend reinvestment plan, participation in<br>buy-back | issue of securities under dividend reinvestment plan, participation in | On-market trade |
|--|--|-----------------|
|--|--|-----------------|

## 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.

| J/A |
|-----|
| J/A |
| N/A |
| J/A |
| V/A |
| J/A |
| N/A |
| J/A |
|     |

### Part 3 – +Closed period

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

<sup>+</sup> See chapter 19 for defined terms.