



oOh!media Limited
ABN 69 602 195 380

20 August 2021

ASX Release

CHANGES TO THE BOARD OF DIRECTORS

oOh!media Limited (ASX:OML) (oOh!) today announces the retirement of Darren Smorgon as a Non-executive Director from the Board and the appointment of Joanne (Joe) Pollard as an independent Non-executive Director, both with effect from, Tuesday, 24 August 2021.

Darren has been a Director of companies within the wider oOh! Group since 2011 and a Non-executive Director of oOh! since it listed on the ASX in 2014.

oOh!'s Chair, Tony Faure said, "Darren has made an invaluable contribution to oOh! over the last decade. On behalf of the Company, I thank him for his commitment to the business and wish him well for the future."

The Board has conducted an executive search to replace Joanne Crewes since her retirement in May, for a Non-executive Director who could continue to provide a strong customer perspective within the Board.

Joe is an experienced executive and director with over 30 years' experience in senior leadership roles across, media, marketing, technology and customer management. Throughout her career, Joe has been responsible for the management of iconic brands, including Nike, ninemsn and Telstra. Joe is currently a Non-executive Director of Endeavour Group (ASX:EDV) and Greencross Ltd.

Tony Faure said, "The retirement of Darren and appointment of Joe Pollard to replace Joanne Crewes concludes the Board's current succession planning to ensure an appropriate mix of skills and experience in assisting the management team to drive oOh!'s growth strategy."

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

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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