



oOh!media Limited
ABN 69 602 195 380

4 May 2022

ASX Release

2022 MACQUARIE AUSTRALIA CONFERENCE

oOh!media Limited (ASX:OML) (oOh! or Company) attaches a copy of oOh!'s 2022 Macquarie Australia Conference presentation being given today.

This announcement has been authorised for release to the ASX by the Chief Executive Officer.

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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 \$504 million in 2021. It also owns the Cactus printing business.

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

The background is a solid orange color with large, overlapping, semi-transparent red and orange geometric shapes, including circles and vertical bars, creating a modern, abstract design.

oOh!media **Macquarie Investor Conference**

4 May 2022

Agenda

- The Out Of Home media opportunity
- Introducing oOh!media
- Focus of oOh!media - Growth strategy
- Trading update
- Questions



Out Of Home Media opportunity

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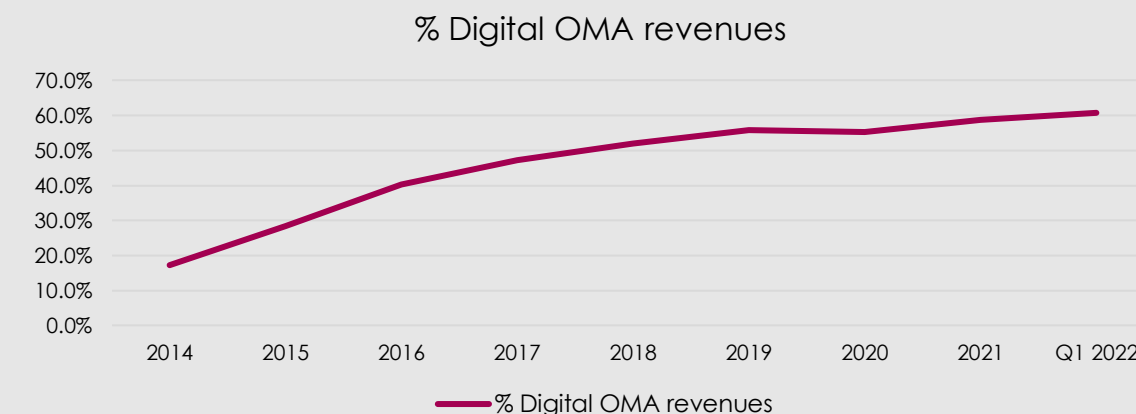
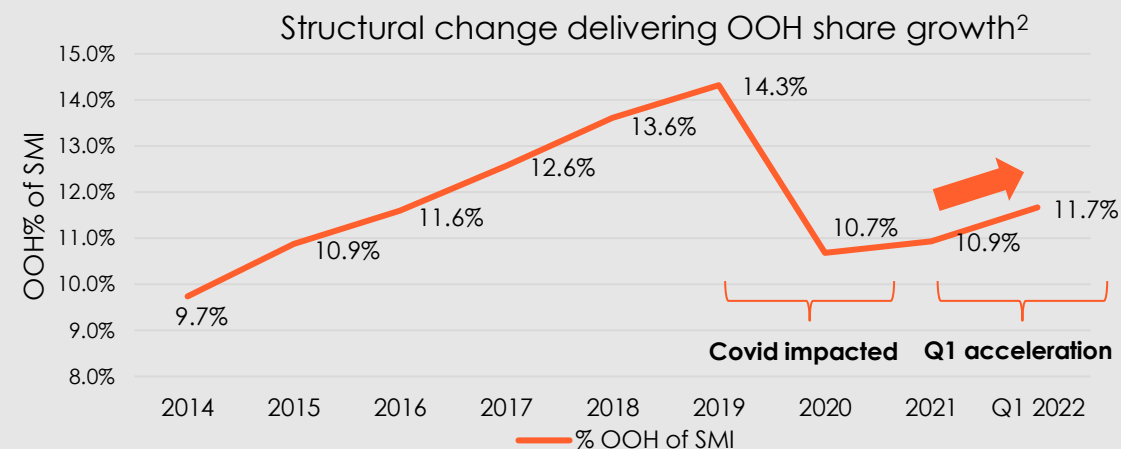
Out of Home Sector Resumes Structural Growth

Acceleration in Q1 2022

- First wave of OOH share growth largely driven by the physical digitisation of OOH environments, and fragmentation of other traditional media audiences (FTA, Radio, Print etc...)
- Covid 19 and resultant government movement restriction mandates significantly impacted audiences across most OOH environments in 2020 and 2021 – revenue impacted disproportionately vs other media
- Returning audiences from Q4 '21 and accelerated media share growth from Q1 '22
- Next wave of growth is tied to better use of digital and continued digitisation
- OOH industry united on this opportunity and through the OMA launched MOVE 1.5 – digital audience measurement in January 2022
- PWC Media Outlook¹ anticipate 6.1% Aus OOH growth in 2023-2025 vs 3.8% for all media

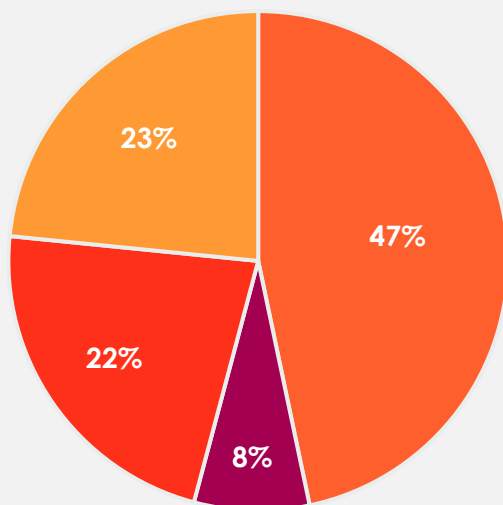
Dentsu Ad Spend 2022

Global OOH spend is forecast to recover and exceed pre-pandemic levels by US\$3.0 billion in 2022 to account for US\$40.6 billion, the third largest share of ad spend at 5.5%. Advancements in measurement of campaign effectiveness, technology, programmatic ... will drive Out of Home growth in 2022.



Out Of Home revenue growth in Q1 led by road

Q1 '22 OMA Revenues format mix



■ Roadside-Billboards ■ Transport ■ Retail/ Lifestyle/Other ■ Roadside - Other

Q1'22 Road growth vs Q1'19 +27%¹

- Significant road growth despite Covid-19 demonstrates advertising markets increasing transition to digital Out Of Home
- Other formats behind / flat with pre Covid-19 levels: (Roadside Other -11%, Retail/Lifestyle flat, Transport -58%)
- Returns towards pre pandemic audience levels in airports, retail, rail environments and CBD locations represent meaningful upside

Sparks will fly.

The 340kW Cayenne E-Hybrid.



PORSCHE

Introducing oOh!media



Reach 98%
of metro
Australians
per fortnight



Everywhere
people **live,**
work, travel
and play



Over
37,000
of digital
screens



oOh! delivers mass reach

Compared to online: oOh!'s weekly reach of ppl 16+ is almost equivalent to the total users of Facebook and Google a month, and nearly the entire FTA+BVOD industry maximum weekly reach

**oOh! reaches
15.4m
Australians
weekly¹**

**16m Australians are
active users of
Facebook monthly²**

**19.6m
Australians use
Google monthly³**

**All TV networks
+ BVOD
combined reach
15.8m weekly⁴**

Sources

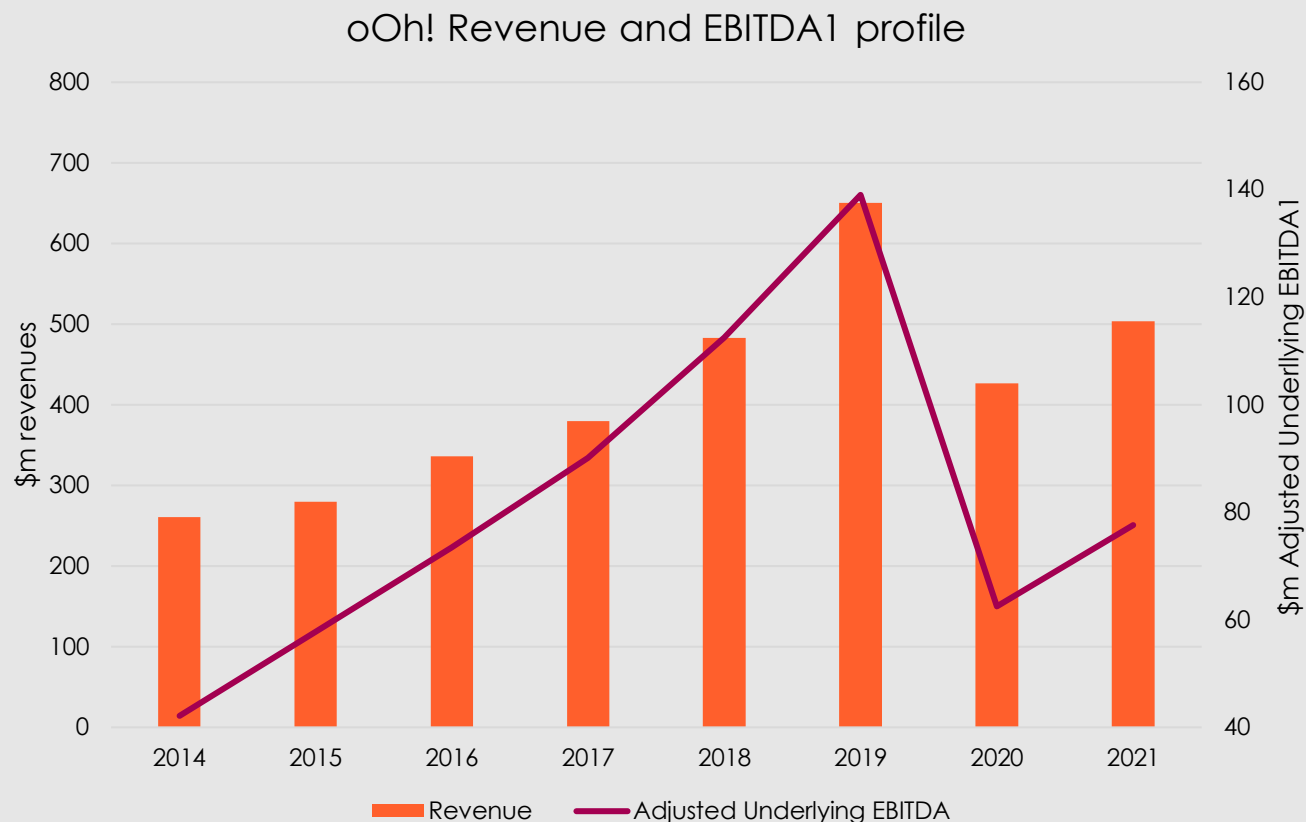
(1) Quantum, Weekly reach, all oOh! locations nationally, P16+ transacting Australians

(2) Socialmedianews.com.au – Number of active users monthly in Australia

(3) <https://www.theguardian.com/media/2021/jan/22/google-threatens-to-shut-down-search-in-Australia-if-digital-news-goes-ahead> Monthly total audience 0+

(4) VOZ televisionary measurement – w/c 3rd April-9th April 2022 (All broadcast networks & affiliates), excluding the 0-17 age group

oOh! leading the industry's growth



- oOh! has the leading Out Of Home market share position in Australia and New Zealand – 44%²
- Year on Year revenue and EBITDA growth from listing in 2014 to pre Covid 2019
- Acquired Adshel in October 2018
- Largely (+70%) fixed cost model resulted in an overweighted EBITDA reduction in proportion to the Covid-19 revenue impact in 2020
- Leveraged EBITDA growth (+24%) relative to revenue growth (+18%) in 2021 benefitting from the largely fixed cost model
- April YTD 2022 revenue growth +15%
- Pre Covid capex of circa 9% of revenues

1. Adjusted EBITDA is statutory EBITDA less the depreciation and any other income components of AASB16, and non operating items. Fixed rent obligations for the period under our commercial leases is included as a deduction in adjusted EBITDA. The company believes that this is a better representation of the underlying economics of the business and reflective of its ability to generate cash flows. We believe that most analysts and shareholders analyse the company on this basis.

2. Market share calculation = [oOh! reported revenues – Other (Junkee and Cactus)] / [(OMA (Aus) + OMAA (NZ) gross revenues) excluding oOh!'s contribution + oOh! reported revenues – Other]. The OMA FY21 results include Shopper, VMO and Brandspace – all new members in 2021.

Focus of oOh!media – growth strategy

Grow Revenues

- Continue investing in the largest Digital Out of Home footprint
- Drive better use of digital Out Of Home through MOVE 1.5
- SME customer segment
- Programmatic revenues

Expand Margins

- Rate and occupancy management focus
- Continued disciplined rent structures
- Workforce planning – investing in growth areas balanced with targeting a more efficient structure / operating framework

Increase ROI

- Revenue growth coupled with expanding margins driving free cash flow
- Capex targeted at revenue growth opportunities
- Continue to assess capital management options


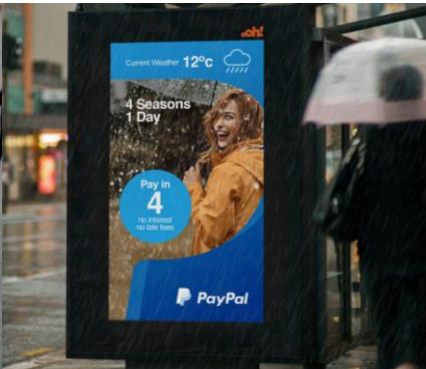
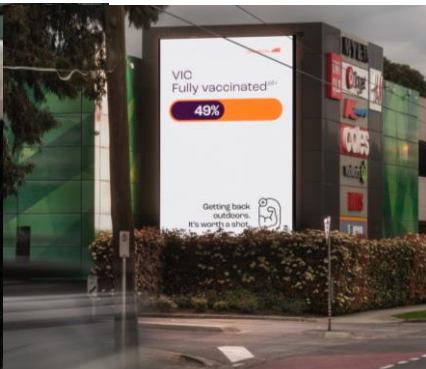
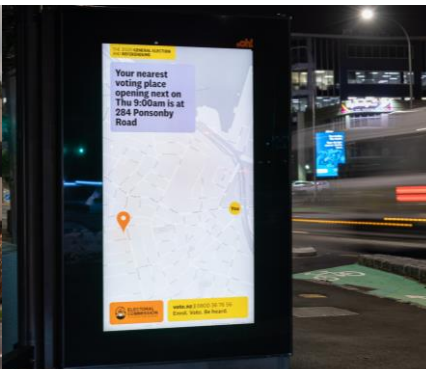


Harnessing returning audiences

Melbourne, Brisbane airport and Qantas Lounges refreshed – set to capture returning airport traffic



The Digital Opportunity

More than just screens – A dynamic canvas

|  |  |  |  |  |  |
|--|---|---|--|---|---|
| NEW INDUSTRY MEASUREMENT | CONTEXTUAL MESSAGING | DYNAMIC, DATA DRIVEN CONTENT | SUPERIOR AUDIENCE TARGETING | REAL TIME FLEXIBILITY | NEW TECHNOLOGY |
| <p>MOVE 1.5 enabled – industry measurement now captures the scale and impact of DOOH on a sector wide basis.</p> <p>Move 2.0 in development with further innovations in scope.</p> | <p>Digital Out Of Home provides advertisers with the opportunity to use real-time, contextual messaging which can include weather, traffic or location specific messages integrated into advertising which is shown to increase the effectiveness of the message.</p> | <p>Digital Out Of Home can use real-time data to display content or data like news headlines or public service announcements.</p> <p>Example shown is a Vaccination campaign which used live data from the Government Health Department to update vaccination rates, by suburb, in real time.</p> | <p>Advancements overlaying locations with transactional data enables precision audience targeting of campaigns to buyergraphic audiences which is shown to deliver superior ROI for advertisers.</p> | <p>Programmatic buying allows advertisers to deploy campaigns with short lead times and gives the ability to modify and adapt creative quickly and at lower cost.</p> <p>This is attracting new digital only advertisers to the medium.</p> | <p>DOOH gives advertisers a broader canvas to utilise new technologies including QR Codes, Augmented Reality or 3D.</p> <p>This example is Jetstar engaging consumers on the go providing a chance to secure free flight offers via QR codes in high commuter environments.</p> |

OMA launches MOVE 1.5



MOVE 1.5 – Client perspective



“The evolution of the industry’s audience measurement platform, MOVE, gives us greater confidence in the planning and buying across all OOH formats”

Joanna Barnes – Head of Investment at PhD



“Having one source of truth is going to save us a lot of time and allows us to focus on bringing to life smart data led campaigns that deliver strong results for our clients”.

Lizzie Laws, Associate Investment Director - MediaCom Australia

mediacom

Trading update

Q1 strength flowing into Q2

- Q1 revenues achieved +15% growth over Q1 2021, and at 93% of Q1 2019 – consistent with outlook given in February
- April grew 18% over April 2021, and at 95% of April 2019
- Very strong performances in Road, Street Furniture and Retail – April YTD 14% above 2019. Fly and Office continue to be impacted by audience led lags (performing at circa 38% of 2019 levels)
- FY22 capex expected to increase towards pre Covid-19 levels as we reset for growth, from \$15m in FY21
- The final FY22 capex will be impacted by freight and installation delays and severe weather patterns in the East coast, in addition to the timing impacts of contract renewals and regulatory planning approvals. We currently anticipate capex to be at or below the low end of the \$45m to \$55m FY22 range provided in February



Questions

Discovering
hidden family
talents

It starts with
disconnecting to
reconnect with
Optus Pause

Find out how you can
hurry, make a call, or take a
pause today

yes OPTUS

Important notice and disclaimer

This document is a presentation of general background information about the activities of oOh!media Limited (oOh!media or oOh!) current at the date of the presentation, 4 May 2022. The information contained in this presentation is of general background and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice, when deciding if an investment is appropriate.

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This document contains certain forward looking statements and comments about future events, including oOh!media's expectations about the performance of its businesses.

Forward looking statements can generally be identified by the use of forward looking words such as, 'expect', 'anticipate', 'likely', 'intend', 'should', 'could', 'may', 'predict', 'plan', 'propose', 'will', 'believe', 'forecast', 'estimate', 'target' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance on, future earnings or financial position or performance are also forward looking statements.

Forward looking statements involve inherent risks and uncertainties, both general and specific, and there is a risk that such predictions, forecasts, projections and other forward looking statements will not be achieved.

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Underlying financial information

oOh!media uses certain measures to manage and report on its business that are not recognised under Australian Accounting Standards. These measures are referred to as non-IFRS financial information.

oOh!media considers that this non-IFRS financial information is important to assist in evaluating oOh!media's performance. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business.

All dollar values are in Australian dollars (A\$) unless otherwise stated.

Authorisation

The release of this document to the ASX has been authorised by the Chief Executive Officer.

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