

Form 603
Corporations Act 2001
Section 671B

Notice of initial substantial holder

To Company Name/Scheme OOH!MEDIA LIMITED

ACN/ARSN 602 195 380

1. Details of substantial holder (1)

Name Kayne Anderson Rudnick Investment Management, LLC, Virtus Investment Advisers, Inc. and their associates identified in paragraph 3 (Virtus Group)

ACN/ARSN (if applicable) _____

The holder became a substantial holder on 16 February 2024

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary	28,434,675	28,434,675	5.28%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Kayne Anderson Rudnick Investment Management LLC	Relevant interest in the shares under section 608(1)(b) and/or section 608(1)(c) of the Act, being a relevant interest arising from having the power to control the exercise of the right to vote attached to the shares and/or control the exercise of the power to dispose of the shares by virtue of its appointment as an investment manager for various other entities.	14,378,804 ordinary shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Relevant interest in the under section 608(1)(b) and/or section 608(1)(c) of the Act, being a relevant interest arising from having the power to control the exercise of the right to vote attached to the shares and/or control the exercise of the power to dispose of the shares by virtue of its appointment as investment manager and adviser of various entities.	14,055,871 ordinary shares
Virtus Investment Partners, Inc. Virtus Partners, Inc. ETF Holdings LLC SGIA, LLC GP Ceredex Value Advisors LLC Duff & Phelps Investment Management Co. Kayne Anderson Rudnick Investment Management LLC Newfleet Asset Management LLC NFJ Investment Group, LLC Seix Investment Advisors LLC Silvant Capital Management LLC Sustainable Growth Advisers LP Zweig Advisers LLC Virtus Intermediate Holdings LLC Virtus ETF Solutions LLC Virtus ETF Advisers LLC Virtus Alternative Investment Advisers Inc. Virtus Fund Advisers LLC Virtus Investment Advisers Inc. Virtus Retirement Investment Advisers LLC Virtus Fund Services, LLC Virtus Shared Services LLC VP Distributors LLC Virtus Investment Partners Int'l Ltd. (Virtus Group)	Virtus Investment Partners, Inc., and Virtus Partners, Inc. have a relevant interest in the shares in which Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc. have a relevant interest, under section 608(3)(a)-(b) because they control Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.. The members of the Virtus Group are associates.	As above

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of Securities	Person entitled to be registered as holder (8)	Class and number of securities
Kayne Anderson Rudnick Investment Management LLC	Macquarie Securities - INSTL; U.S. Bank; Credit Suisse Northern Trust Company; Bank of New York Mellon GSP; and Brown Brothers Harriman	Kayne Anderson Rudnick Investment Management, LLC	14,378,804 ordinary shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Bank of New York Mellon GSP	Kayne Anderson Rudnick Investment Management, LLC and Virtus Investment Advisers, Inc.	14,055,871 ordinary shares

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Refer to Annexure A.				

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
The members of the Virtus Group identified in paragraph 3	The members of the Virtus Group are associates pursuant to section 12(2)(a) of the Corporations Act, because they are under control of, or under common control with, each other.

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Kayne Anderson Rudnick Investment Management LLC	2000 Avenue of the Stars, Suite 1110 Los Angeles, California 90067 USA
Virtus Investment Advisers Inc.	One Financial Plaza Hartford, Connecticut 06103

Signature

print name	Michael Shoemaker	capacity	Chief Compliance Officer Kayne Anderson Rudnick Investment Management, LLC, investment manager
sign here		date	20 February 2024

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.

- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
- (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).
- See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown."
- (9) Details of the consideration must include any and all benefits, moneys and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
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Annexure A - Consideration

This is the annexure of 5 pages marked Annexure A mentioned in the Form 603 (notice of initial substantial holder) signed by me and dated 20 February 2024.

Signature:  _____

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Holder of Relevant Interest	Date of Acquisition	Consideration		Class and Number of Securities
		Cash (\$AUD)	Non-Cash	
Kayne Anderson Rudnick Investment Management LLC	31/05/2023	\$183,549.46		151,381 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	31/05/2023	\$78,941.03		65,106 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	31/05/2023	\$109,388.11		90,217 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	31/05/2023	\$821,158.35		677,244 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	31/05/2023	\$30,758.70		25,368 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$608.61		498 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$201,689.27		164,981 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$86,743.71		70,956 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$261.53		214 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$120,199.87		98,323 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$362.96		297 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$902,317.47		738,092 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$2,721.62		2,227 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$33,799.68		27,648 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	01/06/2023	\$101.43		83 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$37,915.22		30,858 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$218,216.59		177,052 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$16,306.08		13,271 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$93,852.41		76,148 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$22,595.79		18,390 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$130,049.70		105,517 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$169,622.04		138,050 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$976,258.32		792,096 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$6,353.61		5,171 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	02/06/2023	\$36,568.28		29,670 Ordinary Shares

Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$14,037.63		11,249 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$707,714.24		567,306 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$6,037.34		4,838 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$304,373.78		243,987 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$8,365.92		6,704 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$421,773.51		338,095 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$62,799.32		50,324 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$3,166,163.73		2,538,007 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$59,718.56		48,199 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$118,596.08		95,067 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$2,352.29		1,885 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	05/06/2023	\$8,231.92		6,644 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	06/06/2023	\$13,674.38		11,050 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	06/06/2023	\$1,884.71		1,523 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	07/06/2023	\$96,260.37		76,549 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	07/06/2023	\$25,180.18		20,024 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/06/2023	\$677,713.45		545,663 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/06/2023	\$177,280.60		142,738 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	09/06/2023	\$152,405.98		123,666 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	09/06/2023	\$39,868.14		32,350 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	13/06/2023	\$24,990.12		20,568 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	13/06/2023	\$1,104,788.51		909,965 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	13/06/2023	\$288,998.29		238,035 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	13/06/2023	\$6,536.70		5,380 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	22/06/2023	\$69,450.00		60,000 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/08/2023	\$1,301,446.11		918,063 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	09/08/2023	\$2,331.45		1,727 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	09/08/2023	\$434,825.28		314,521 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	26/10/2023	\$105,258.94		80,057 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/12/2023	\$63,463.83		45,013 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/12/2023	\$27,325.27		19,381 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/12/2023	\$472,326.37		335,007 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	08/12/2023	\$41,494.77		29,431 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	11/12/2023	\$455,127.01		317,228 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	11/12/2023	\$195,959.93		136,586 Ordinary Shares

Management LLC			
Kayne Anderson Rudnick Investment Management LLC	11/12/2023	\$3,387,237.75	2,360,938 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	11/12/2023	\$297,578.30	207,415 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	19/01/2024	\$11,688.09	7,194 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC	22/01/2024	\$12,413.16	7,569 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$561.65	355 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$2,695.58	1,698 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$8.01	5 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$5,442.42	3,440 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$26,142.95	16,468 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$88.14	55 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$58,237.10	36,810 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$279,744.49	176,217 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	01/02/2024	\$940.67	587 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	02/02/2024	\$94.65	59 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	02/02/2024	\$752.75	470 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	02/02/2024	\$7,301.69	4,559 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	02/02/2024	\$924.02	576 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	02/02/2024	\$9,893.10	6,167 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	02/02/2024	\$78,129.25	48,782 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	05/02/2024	\$591.49	368 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	05/02/2024	\$5,736.45	3,569 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	05/02/2024	\$61,389.22	38,194 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	06/02/2024	\$253.19	159 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	06/02/2024	\$2,460.26	1,545 Ordinary Shares

Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	06/02/2024	\$26,323.96		16,531 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	07/02/2024	\$1.60		1 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	07/02/2024	\$286.42		178 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	07/02/2024	\$14.40		9 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	07/02/2024	\$2,777.31		1,726 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	07/02/2024	\$29,708.81		18,463 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	07/02/2024	\$156.80		98 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$235.03		145 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$116.97		72 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$44.01		27 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$2,274.12		1,403 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$1,140.47		702 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$428.66		263 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$24,344.30		15,019 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$12,213.74		7,518 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	08/02/2024	\$4,575.13		2,807 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	09/02/2024	\$2,058.80		1,264 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	09/02/2024	\$19,967.46		12,259 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	09/02/2024	\$213,661.10		131,177 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	12/02/2024	\$46,913.57		28,055 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	12/02/2024	\$351.35		212 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	12/02/2024	\$455,007.29		272,101 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	12/02/2024	\$3,412.38		2,059 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	12/02/2024	\$4,868,934.71		2,911,694 Ordinary Shares

Management LLC and Virtus Investment Advisers Inc.				
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	12/02/2024	\$36,516.95		22,034 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	13/02/2024	\$164.71		97 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	13/02/2024	\$1,599.52		942 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	13/02/2024	\$17,124.33		10,085 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	14/02/2024	\$18,747.71		11,164 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	14/02/2024	\$181,822.85		108,273 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	14/02/2024	\$1,945,648.74		1,158,607 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	15/02/2024	\$9,872.02		5,947 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	15/02/2024	\$95,742.16		57,676 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	15/02/2024	\$1,024,518.80		617,180 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	16/02/2024	\$121,227.25		72,500 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	16/02/2024	\$1,175,750.49		703,158 Ordinary Shares
Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	16/02/2024	\$12,581,452.26		7,524,342 Ordinary Shares