



oOh!media Limited
ABN 69 602 195 380

16 May 2024

ASX Release

2024 ANNUAL GENERAL MEETING – PRESENTATION

oOh!media Limited (ASX:OML) (oOh! or Company) attaches the presentation to be made at oOh!'s Annual General Meeting being held 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 and universities.

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand and had revenues of \$634 million in 2023. 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

2024 Annual General Meeting

Thursday, 16 May 2024





Chair's Address





CY2023 Key Financials

oOh! increases adjusted NPAT per share by 6%

KEY PERFORMANCE METRICS VS PCP¹

STATUTORY METRICS VS PCP¹

| | | | |
|---|---------------|---------------------------------|------|
| Revenue \$633.9M | 7% | Gross Profit \$417.8M | (1%) |
| Adjusted Gross Margin² 44.3% | (1.9 ppts) | Opex \$140.0M | 2% |
| Adjusted EBITDA² \$130.2M | 2% | EBITDA \$278.2M | (3%) |
| Adjusted NPAT² \$55.0M | (2%) | NPAT \$34.6M | 10% |
| Adjusted NPAT per share 10.0 cents | 6% | EPS 6.3 cents | 19% |
| Gearing³ 0.6X | Up 0.4X | Dividend 3.5c final | 17% |

1. Comparisons are against the prior corresponding period of CY2022
2. Adjusted measures have been provided for understanding underlying earnings and cash flow expectations. These measures reflect adjustments to statutory financial performance measures for the impact of AASB16 and non-operating expenses. Detailed further on slides 40 in the FY23 results presentation
3. Gearing is calculated as Net Debt at balance date divided by Adjusted Underlying EBITDA for the preceding 12 months. The change is calculated from balance date as at 31 December 2022

4.

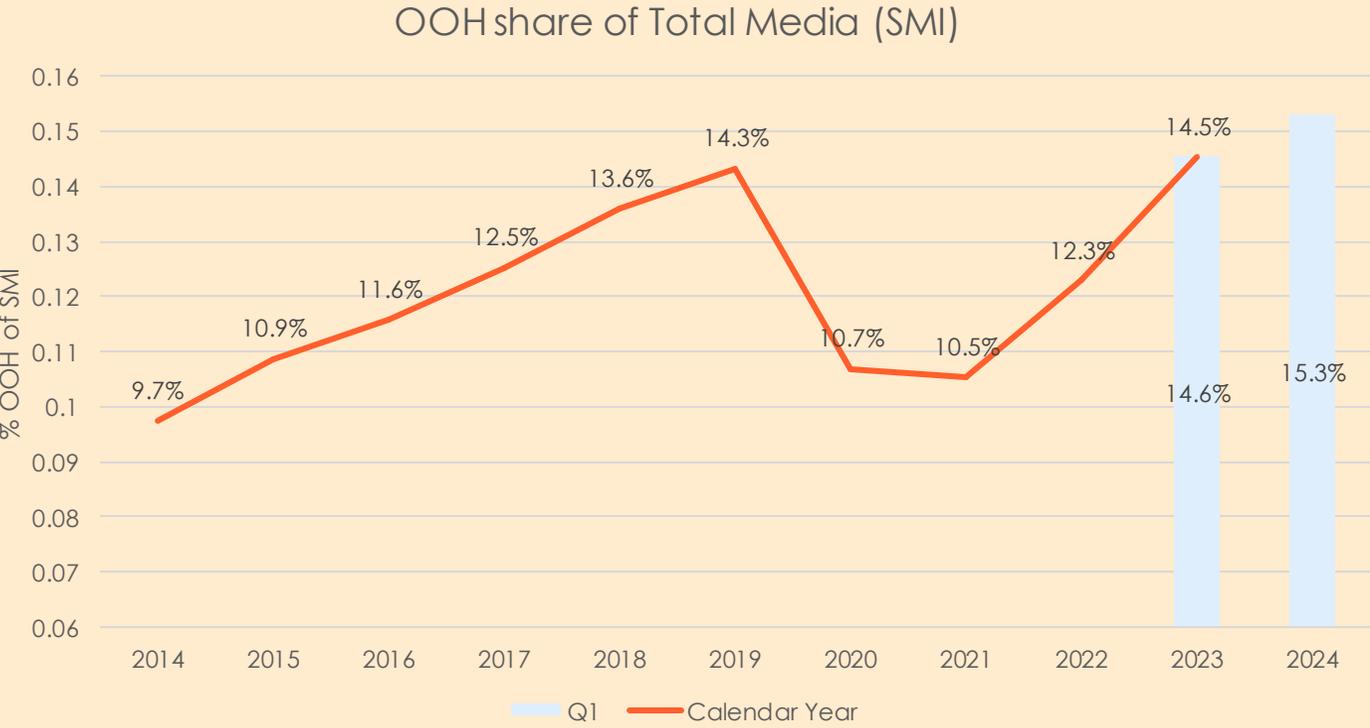


Key Financial Highlights

Disciplined cost control driving earnings growth and returns to shareholders



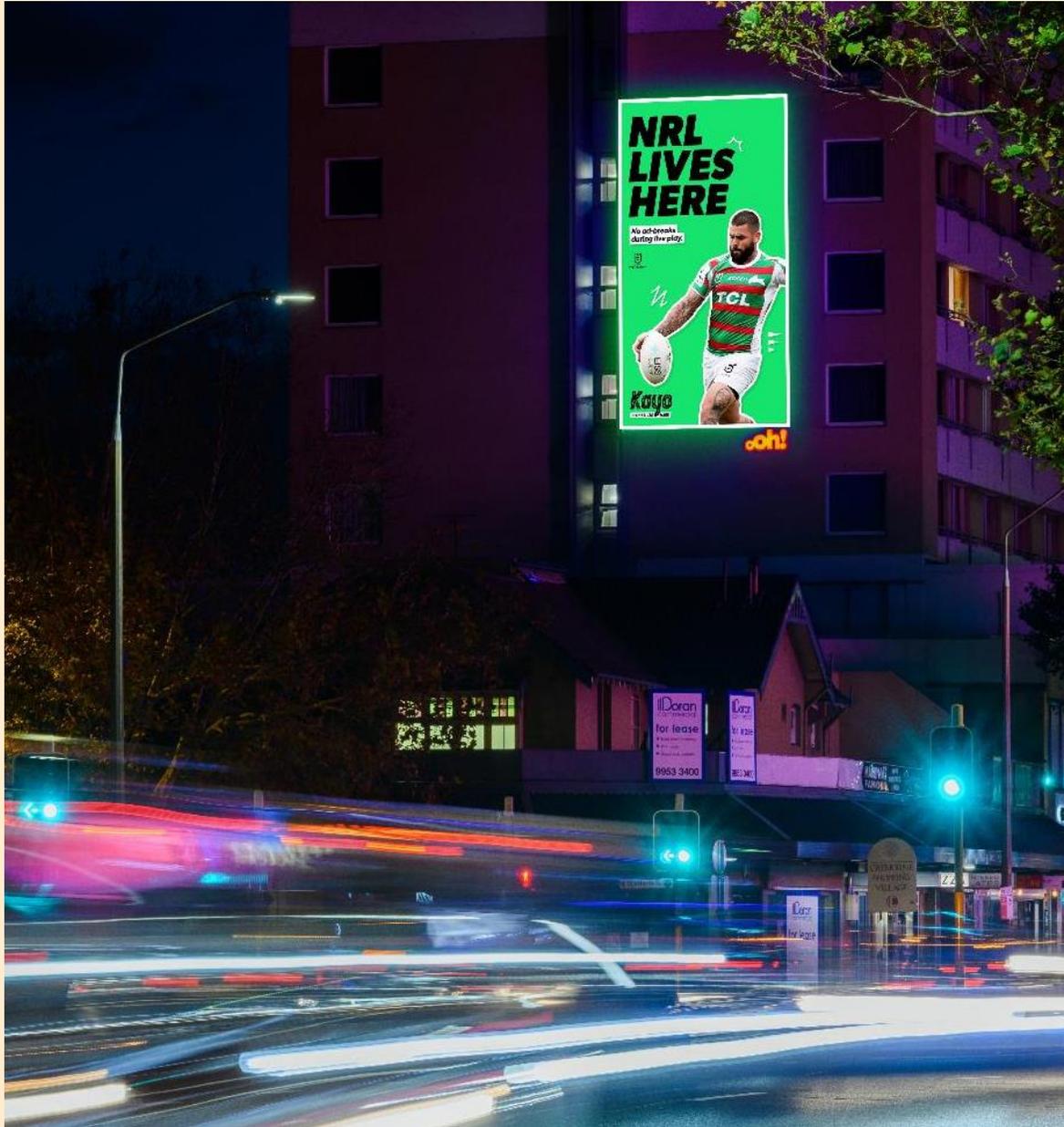
Out of Home achieves record 14.5% share of agency media spend, with share growth continuing in Q1 2024



- **Out of Home (OOH) taking share from Free to Air TV, driven by Roadside billboards as a substitutable mass-reach medium. This structural change is continuing into 2024**
- Out of Home captured 14.5% of Australian agency media spend for the 2023 calendar year¹
- SMI reported Out of Home was the fastest growing sector in 2023, up 15% on the pcp while total agency media spend declined by 3%. This compares to declines in Television of -14% and Radio of -6%.
- Q1 2024 Out of Home share¹ of 15.3%, compared to 14.6% in Q1 2023

1. Per the Standard Media Index (SMI)





Trading Update

- **Out of Home** expected to continue taking revenue share from other media sectors, and expecting mid to high single digit revenue growth for CY2024, with OMA reporting 9% growth for Q1 2024¹
- Major advertising agencies are also expecting Out of Home to continue taking share over the remainder of 2024
- oOh!'s Q1 revenue growth of 1% on the pcp, in line with commentary provided in February 2024, noting that Q1 is traditionally the smallest revenue quarter. Q1 revenue in 2024, excluding revenue written on Vicinity in the pcp, grew by 6%
- oOh!'s Q1 performance across classic inventory in Street Furniture and Retail was back -33%, while the rest of the business grew 7%. The business is focussed on digitising these two formats in 2024/25
- April media revenue performance on prior year showed modest growth and visibility on the rest of the quarter remains short. It is expected that the second half will improve, fuelled by the roll out of Woollahra and Sydney Metro assets and the ongoing digitisation of assets
- CY2024 adjusted gross margin expected to be in line with CY2023
- Operating expenditure discipline to continue
- CY2024 capex expected to be between \$45M and \$55M in line with recent tender wins, contingent upon development approvals

1. "Out of Home industry reports robust growth in Q1", OMA media release 12 April 2024
2. Media revenue growth is provided as a proxy for total revenue performance, with the addition of other revenue lines determining the final outcome

ooh![®]
unmissable

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