

**Form 603**  
Corporations Act 2001  
Section 671B

**Notice of initial substantial holder**

To Company Name/Scheme OOHIMEDIA Ltd.  
ACN/ARSN 602 195 380

**1. Details of substantial holder (1)**

Name Vanguard Group (The Vanguard Group, Inc. and its controlled entities including those listed in Annexure A)  
ACN/ARSN (if applicable) N/A  
The holder became a substantial holder on 20 June 2025

**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)
<b>Ordinary</b>	<b>28,528,931</b>	<b>28,528,931</b>	<b>5.295%</b>

**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
<b>Vanguard Group</b>	Vanguard Group is the manager of various Mutual funds and accounts and in that capacity has the power to dispose of the shares. The other members of Vanguard Group have a relevant interest under section 608(3) of the Corporations Act.	<b>Ordinary – 28,528,931</b>

**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
<b>Vanguard Group</b>	<b>Brown Brothers Harriman</b>	Various funds and accounts of Vanguard Group	<b>Ordinary – 28,426</b>
<b>Vanguard Group</b>	<b>BNY Mellon</b>	Various funds and accounts of Vanguard Group	<b>Ordinary – 2,401,793</b>
<b>Vanguard Group</b>	<b>JP Morgan Chase Bank, N.A.</b>	Various funds and accounts of Vanguard Group	<b>Ordinary – 20,955,165</b>
<b>Vanguard Group</b>	<b>State Street Bank and Trust Company</b>	Various funds and accounts of Vanguard Group	<b>Ordinary – 5,143,547</b>

**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
<b>See Annexure A</b>			

**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
N/A	N/A

**7. Addresses**

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

Name	Address
Vanguard Group	P.O. Box 2600, V26 Valley Forge, PA 19482 USA

print name: Shawn Acker capacity Compliance Manager

sign here  date 25 June 2025

## DIRECTIONS

- (1) If there are a number of substantial holders with similar or related 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 has 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 of its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

## Annexure A

To Company  
ACN/ARSN

OOH!MEDIA Ltd.  
602 195 380

Substantial Holder Name  
ACN/ARSN

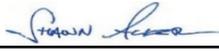
Vanguard Group  
N/A

Date of change	Person whose relevant interest changed	Nature of Change(6)	Consideration given in relation to change(7)	Class	Number of securities affected	Person's votes affected
28-Feb-25	The Vanguard Group, Inc.	SELL	1.50	Ordinary	(467,598)	(467,598)
5-Mar-25	The Vanguard Group, Inc.	SELL	1.43	Ordinary	(21,578)	(21,578)
21-Mar-25	The Vanguard Group, Inc.	BUY	1.50	Ordinary	121,797	121,797
21-Mar-25	The Vanguard Group, Inc.	SELL	1.50	Ordinary	(54,571)	(54,571)
21-Mar-25	The Vanguard Group, Inc.	BUY	1.50	Ordinary	51,483	51,483
21-Mar-25	The Vanguard Group, Inc.	BUY	1.50	Ordinary	7,305	7,305
21-Mar-25	The Vanguard Group, Inc.	BUY	1.50	Ordinary	3,088	3,088
1-Apr-25	The Vanguard Group, Inc.	BUY	1.48	Ordinary	49,771	49,771
9-Apr-25	The Vanguard Group, Inc.	BUY	1.36	Ordinary	1,480	1,480
13-May-25	The Vanguard Group, Inc.	BUY	1.64	Ordinary	22,826	22,826
12-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	38,919	38,919
12-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	22,947	22,947
12-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	26,296	26,296
12-Jun-25	The Vanguard Group, Inc.	BUY	1.70	Ordinary	38,917	38,917
12-Jun-25	The Vanguard Group, Inc.	BUY	1.70	Ordinary	26,297	26,297
12-Jun-25	The Vanguard Group, Inc.	BUY	1.70	Ordinary	22,948	22,948
13-Jun-25	The Vanguard Group, Inc.	BUY	1.68	Ordinary	24,133	24,133
13-Jun-25	The Vanguard Group, Inc.	BUY	1.68	Ordinary	21,060	21,060
13-Jun-25	The Vanguard Group, Inc.	BUY	1.68	Ordinary	35,717	35,717
13-Jun-25	The Vanguard Group, Inc.	BUY	1.68	Ordinary	17,188	17,188
13-Jun-25	The Vanguard Group, Inc.	BUY	1.68	Ordinary	10,134	10,134
13-Jun-25	The Vanguard Group, Inc.	BUY	1.68	Ordinary	11,613	11,613
16-Jun-25	The Vanguard Group, Inc.	BUY	1.66	Ordinary	9,506	9,506
16-Jun-25	The Vanguard Group, Inc.	BUY	1.66	Ordinary	94,818	94,818
16-Jun-25	The Vanguard Group, Inc.	BUY	1.66	Ordinary	23,632	23,632
16-Jun-25	The Vanguard Group, Inc.	BUY	1.66	Ordinary	64,068	64,068
16-Jun-25	The Vanguard Group, Inc.	BUY	1.66	Ordinary	55,908	55,908
17-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	74,629	74,629
17-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	50,426	50,426
17-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	18,599	18,599
17-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	8,234	8,234
17-Jun-25	The Vanguard Group, Inc.	BUY	1.69	Ordinary	44,004	44,004
18-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	13,029	13,029
18-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	52,271	52,271
18-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	30,822	30,822
18-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	35,321	35,321
18-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	5,768	5,768
19-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	18,269	18,269
19-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	7,723	7,723
19-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	3,419	3,419
19-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	20,935	20,935
19-Jun-25	The Vanguard Group, Inc.	BUY	1.74	Ordinary	30,982	30,982
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	75,265	75,265
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	12,184	12,184
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	460,889	460,889
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	2,147	2,147
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	170,008	170,008
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	402,192	402,192
20-Jun-25	The Vanguard Group, Inc.	BUY	1.73	Ordinary	682,073	682,073
24-Feb-25	Vanguard Investments Australia Ltd.	BUY	1.49	Ordinary	626	626
28-Feb-25	Vanguard Investments Australia Ltd.	SELL	1.50	Ordinary	(1,204,237)	(1,204,237)
3-Mar-25	Vanguard Investments Australia Ltd.	BUY	1.49	Ordinary	314	314
5-Mar-25	Vanguard Investments Australia Ltd.	BUY	1.48	Ordinary	942	942
25-Mar-25	Vanguard Investments Australia Ltd.	BUY	1.49	Ordinary	957	957
11-Apr-25	Vanguard Investments Australia Ltd.	BUY	1.43	Ordinary	41,518	41,518
16-Apr-25	Vanguard Investments Australia Ltd.	BUY	1.45	Ordinary	106,265	106,265
22-Apr-25	Vanguard Investments Australia Ltd.	BUY	1.43	Ordinary	191,035	191,035
23-Apr-25	Vanguard Investments Australia Ltd.	BUY	1.47	Ordinary	139,375	139,375
28-Apr-25	Vanguard Investments Australia Ltd.	SELL	1.48	Ordinary	(951)	(951)
30-Apr-25	Vanguard Investments Australia Ltd.	BUY	1.54	Ordinary	951	951

Annexure A

Date of change	Person whose relevant interest changed	Nature of Change(6)	Consideration given in relation to change(7)	Class	Number of securities affected	Person's votes affected
8-May-25	Vanguard Investments Australia Ltd.	BUY	1.65	Ordinary	105,874	105,874
19-Jun-25	Vanguard Investments Australia Ltd.	BUY	1.74	Ordinary	638	638

This is Annexure A of 2 pages referred to in Form 603, Notice of initial substantial holder.

Signature:   
 Name: Shawn Acker  
 Capacity: Compliance Manager  
 Date: 25 June 2025