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**CY2016
RESULTS
PRESENTATION**

20 February 2017

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ANY TWO
SUITS \$895

PETER JACKSON

MAROONDAH HWY

1. HIGHLIGHTS



CY2016 HIGHLIGHTS



FINANCIAL

- Revenue of \$336.1m, up 20.1%
- Underlying EBITDA of \$73.5m, up 27.4%
- Underlying NPATA of \$35.6m, up 24.8%
- Full year fully franked dividend of 14.0cps, up 47.4%



DIGITAL EXPANSION

- Added:
 - 29 Road large format screens
 - 39 EVOKE Retail large format screens
 - 25 Fly large format screens
 - 200+ ShopaLive Retail small screens
- Digital revenue of \$153.3m, up 71.7%



CONTENT & DATA

- Progressing Quantum for launch in 2017
- Launched NZ's first retail measurement system (CRAFT)
- Expansion to 8 online platforms



STRATEGIC ACQUISITIONS AND MERGERS

- Integration of Inlink
- Acquisition and integration of ECN, Junkee Media and Cactus Imaging
- Proposed merger with APN Outdoor

2. BUSINESS STRATEGY



STRATEGY FOR GROWTH

**DIVERSITY OF
AUDIENCE &
PRODUCT**

+

**STRONG
MATURITY
PROFILE**

+

**END TO END
DIGITAL
STRATEGY**

+

**INSPIRATIONAL
LEADERSHIP**

=

**CREATING
VALUE**

3. OPERATIONAL HIGHLIGHTS



DIVERSE PRODUCT PORTFOLIO

A product portfolio which underpins oOh!media's ability to deliver audiences to advertisers

14,000+
CLASSIC PANELS

8,000+
DIGITAL SCREENS

8 OWNED
ONLINE PLATFORMS



- Successful integrations of recent acquisitions
- ECN acquisition extended total business audience reach to 1.8 million people per week
- Digital screens increased to 8,000+, up from 5,000+ in CY2015
- Development of oOh!media's portfolio in line with audience based growth strategy

STRATEGIC ACQUISITIONS & INTEGRATIONS

Acquisitions	Rationale and update
<p>*  On-Screen On-Line On-Site</p>	<ul style="list-style-type: none"> • Entry point to access CBD audiences with addition of 2,800 digitals screens • Business integration complete • Performing ahead of expectations with revenue growth of over 50% from CY2015
	<ul style="list-style-type: none"> • ECN acquisition adds to CBD office portfolio • Portfolio now consists of over 3,500 screens in CBD office with 90% digital • Integration complete with synergy realisation ahead of schedule
	<ul style="list-style-type: none"> • Leading online and publishing company adds native advertising, social and full-motion video capabilities • Ability to link engaging online content with contextually relevant advertising • Large and engaged millennial audience • Development of combined product proposals to advertisers
	<ul style="list-style-type: none"> • Strengthens core classic panels business through improved production and supply chain efficiencies • Installation of new technology reducing production lead times now operational

* Acquired in December 2015

GROWING DIGITAL MARKET POSITION

oOh!media's ANZ digital portfolio – 8,000+ digital signs and 8 online platforms



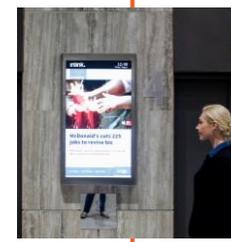
54
Road digital screens
and growing



1,600+
Retail digital screens
including 72 large
format EVOKE



500+
internal
Fly panels



4,800+
Locate by oOh!
CBD, gym, uni, café



8
proprietary online
platforms

Integrated digital strategy linking physical signs with the mobile, social and online environments



Tap or Scan



QView mobile



Wi-Fi Venue



In2Indoor



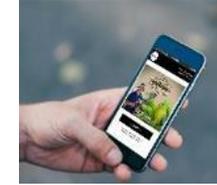
Junkee



Hijacked



ShortPress

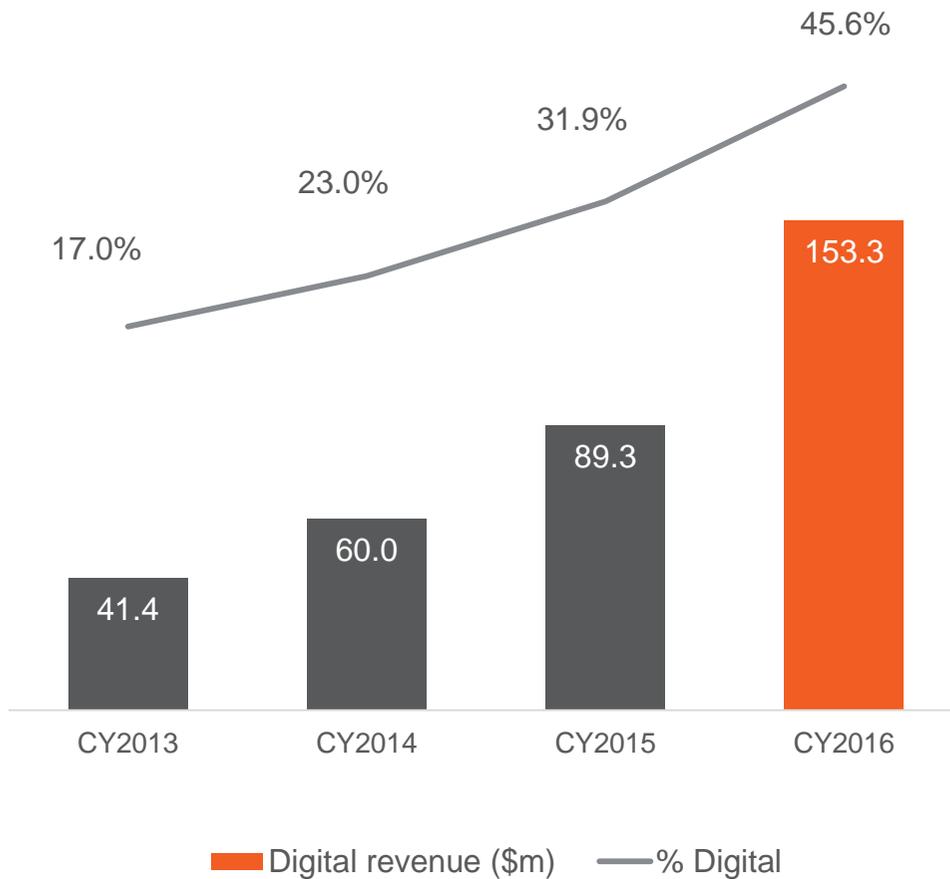


CityLife

- In CY2016, oOh!media introduced:
 - 29 large format digital Road screens including regional expansion (total: 54)
 - 39 EVOKE large format digital Retail screens introduced (total: 72)
 - 25 large format digital Fly screens (total: 51)
 - 7 large format EVOKE retail screens in NZ (total: 13)
- Acquisition of Junkee Media expands content and native advertising capabilities
- Award winning digital innovation

CY2016 DIGITAL HIGHLIGHTS

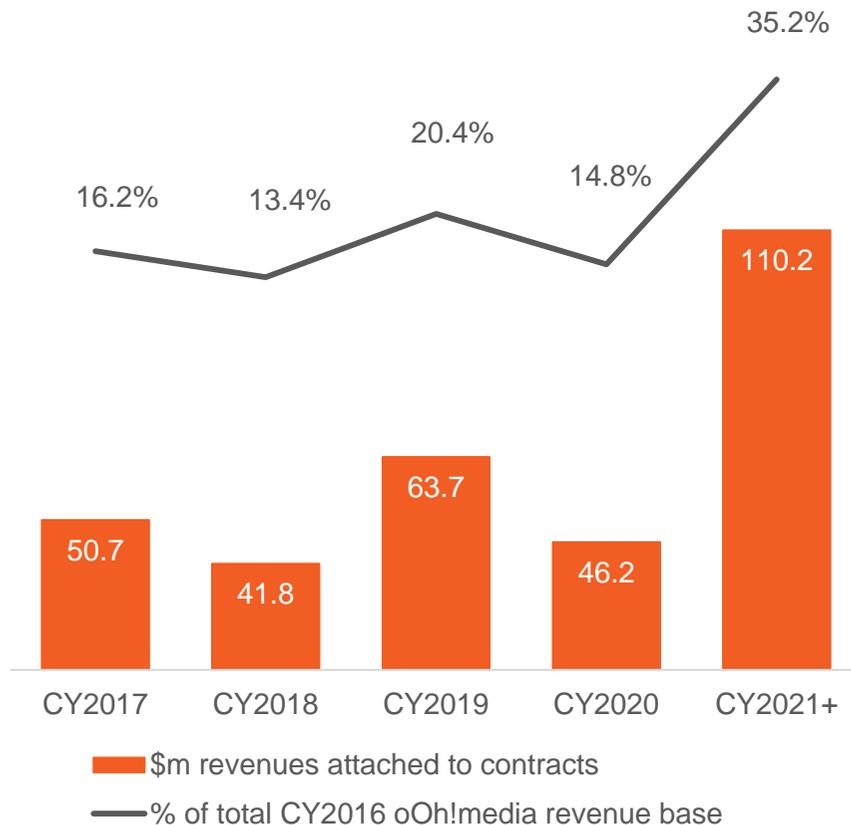
DIGITAL REVENUE AS A % OF TOTAL REVENUE



- Digital revenue of \$153.3m, up 71.7% on CY2015 representing 45.6% of total revenue
- Large format digital screens of 190, up from 90 in CY2015
- Digital revenue target of 45-50% of total revenue achieved

CONTRACTS

REVENUE MATURITY PROFILE



- Continue to maintain balanced and diverse lease maturity profile
- Contract renewals in any calendar year to the end of CY2020 no greater than 21.0% with 16.2%¹ up for renewal in CY2017
- 243 large format Road billboard renewals completed
- 152 shopping centre contract renewals completed across Australia and New Zealand
- Contract wins including extension and expansion in Fly
- NZ long term contract renewals and wins including Lendlease, NZRPG and Kiwi Property

1. If CY2016 revenue was apportioned based on the calendar year when concessions are due for renewal, only 16.2% of total contracts would expire during CY2017. Total revenue excludes part year acquisitions and media revenues where oOh!media represents other advertising companies.



CONTENT & DATA

- Increased owned online platforms to eight – added Junkee Media to existing assets such as Shortpress
- Expanded content capabilities in the fast growing full motion video, increasingly being used across our digital portfolio
- Exclusive agreement with Quantum to access buyergraphic data for market launch in 2017
- Launched the first retail audience measurement system in New Zealand (CRAFT)



DIGITAL INNOVATION

MEAT AND LIVESTOCK AUSTRALIA EXCITE CAMPAIGN SUMMARY

53,520
TOTAL INTERACTIONS

SATURDAY (9,437)
TUESDAY (8,333)
MOST POPULAR DAYS

900
NUMBER OF MOBILE
ENTRIES ENTERED

2 MINUTES, 12
SECONDS
AVERAGE SESSION DURATION



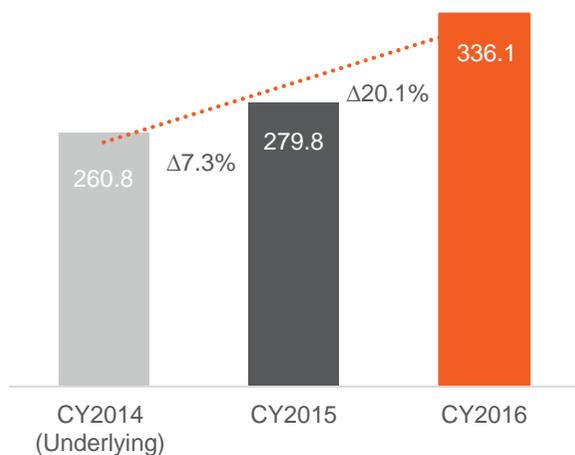
4. FINANCIAL PERFORMANCE



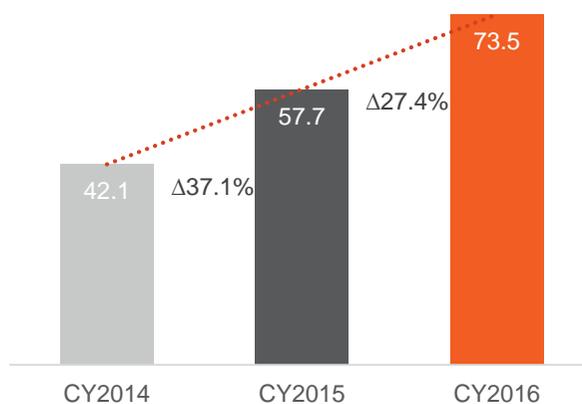
CY2016 FINANCIAL HIGHLIGHTS

(\$m)	CY2016	CY2015	Change (%)
Revenue	336.1	279.8	20.1% ↑
Underlying EBITDA	73.5	57.7	27.4% ↑
Underlying NPATA	35.6	28.5	24.8% ↑
NPATA	32.9	27.7	18.8% ↑
Underlying EPS (cps)	23.3	19.0	22.5% ↑
Full year dividend (cps, fully franked)	14.0	9.5	47.4% ↑
Net debt / Underlying EBITDA	1.6x	1.5x	0.1x

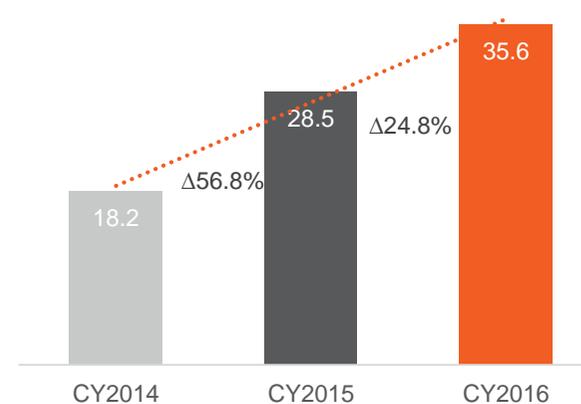
REVENUE (\$m)



UNDERLYING EBITDA (\$m)

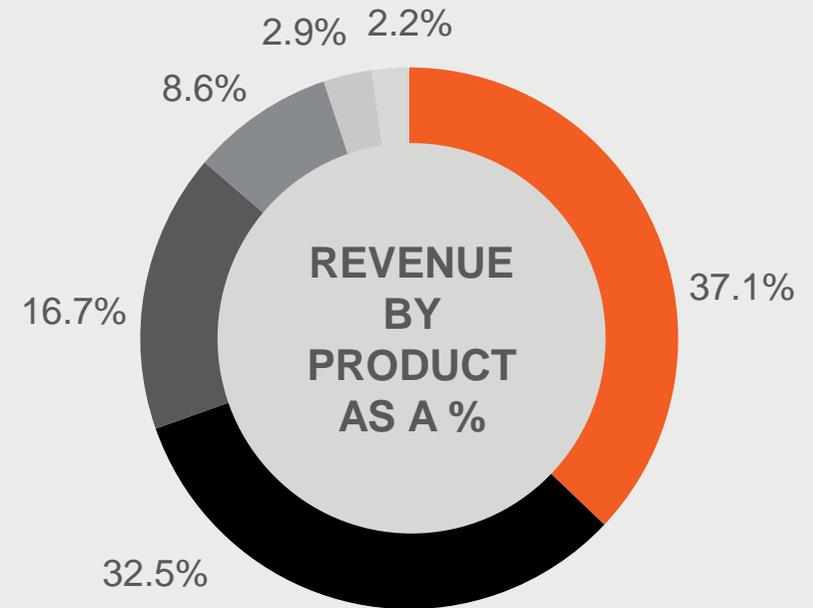


UNDERLYING NPATA (\$m)



REVENUE BY PRODUCT

(\$m)	CY2016	CY2015	Change (%)
Road	124.6	110.9	12.3% ↑
Retail	109.2	99.0	10.2% ↑
Fly	56.0	54.5	2.8% ↑
Locate by oOh!	28.9	9.8	196.4% ↑
New Zealand	9.8	5.6	75.2% ↑
Other	7.6	-	-
Total revenue	336.1	279.8	20.1% ↑



- All products experienced revenue growth
- Strong Road performance in second half of CY2016
- Locate by oOh! achieved significant organic growth
- Retail continues to benefit from digital inventory rollout
- Other category relates to Cactus & Junkee Media

PROFIT AND LOSS

(\$m)	CY2016	CY2015	Change (%)
Revenue	336.1	279.8	20.1
Cost of media sites and production	(191.2)	(168.6)	(13.4)
Gross Profit	144.9	111.2	30.3%
<i>Gross profit margin (%)</i>	<i>43.1%</i>	<i>39.7%</i>	<i>3.4 ppts</i>
Total operating expenditure	(71.4)	(53.5)	(33.5)
Underlying EBITDA	73.5	57.7	27.4
<i>Underlying EBITDA margin</i>	<i>21.9%</i>	<i>20.6%</i>	<i>1.3 ppts</i>
Non-operating items	(3.3)	(1.1)	(\$2.2)
EBITDA	70.3	56.6	24.2
Depreciation & Amortisation	(27.7)	(22.3)	(24.3)
EBIT	42.6	34.3	24.2
Net finance costs	(5.0)	(3.6)	(36.7)
Profit/(loss) before tax	37.7	30.6	23.1
Income tax (expense)/benefit	(16.1)	(12.2)	(31.7)
Net profit after tax (NPAT)	21.5	18.4	16.8
NPATA (Add: Amortisation)	32.9	27.7	18.8
Underlying NPATA	35.6	28.5	24.8

- Strong revenue growth

- Gross Profit driven by strong performances in Road and Locate by oOh!

- Underlying EBITDA growth of 27.4% with margin expansion of 1.3ppts, from driving operating leverage

- Increase in operating expenditure associated with growth initiatives including acquisitions which contributed to approximately 50% of the increase

- Operating expenditure growth between 2H2016 and 2H2015 moderated and increased by approximately 5%

- \$3.3m non-operating items excluded from Underlying EBITDA

Differences in balances due to rounding
Ppts refers to percentage points

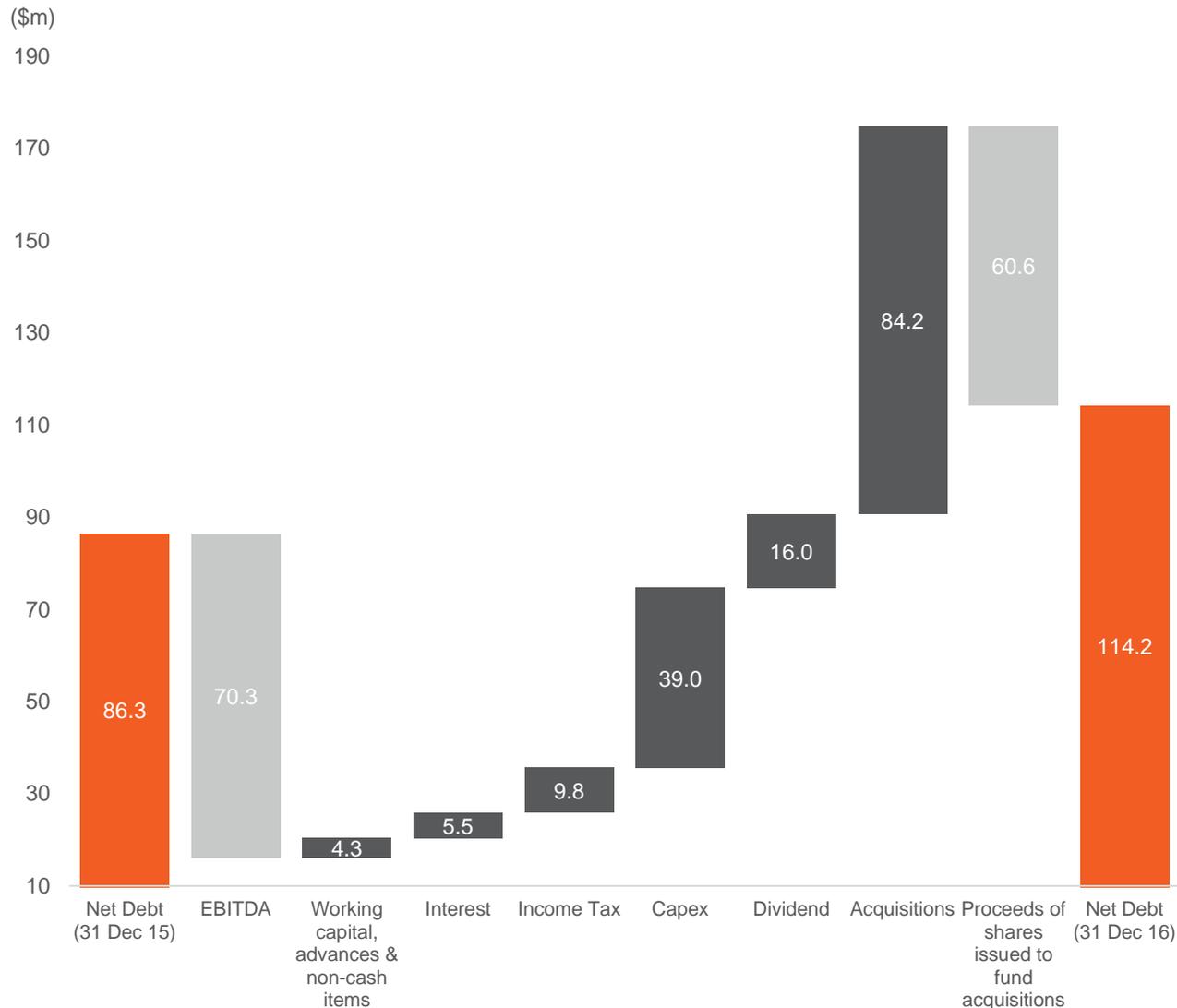
KEY BALANCE SHEET ITEMS AND CREDIT RATIOS

(\$m)	31 Dec 2016	31 Dec 2015	Change (\$)
Cash and cash equivalents	8.2	18.5	(10.3)
Trade and other receivables	79.4	60.1	19.3
Other current assets	8.7	6.6	2.1
Property, plant & equipment	102.8	80.3	22.5
Intangible assets and goodwill	329.4	255.5	73.8
Total assets	538.6	431.1	107.6
Trade payables	47.9	38.6	9.3
Other current liabilities	22.1	17.1	5.0
Borrowings	122.3	104.7	17.6
Total liabilities	211.8	176.1	35.7
Net assets	326.9	254.9	72.0
Credit metrics			
Gross debt	122.4	104.7	17.6
Net debt	114.2	86.3	27.9
Net debt / Underlying EBITDA	1.6x	1.5x	0.1x

Differences in balances due to rounding

- Strong balance sheet position to support future growth
- Net debt / Underlying EBITDA ratio of 1.6x maintained and well within banking covenants
- Net debt of \$114.2m, up \$27.9m with major movements related to:
 - Strong EBITDA growth
 - Capital expenditure of \$39.0m
 - Debt funding component of acquisitions of \$24.0m
 - Tax and dividends of \$25.8m
- Trade receivables growth in line with strong Q4 revenue and acquisitions with 90% classified as current debt and to be collected in Q1 2017

NET DEBT RECONCILIATION



- Movement in net debt predominantly attributable to acquisitions
 - Strong EBITDA contribution of \$70.3m
 - Dividend payments of \$16.0m
 - Income tax and interest payments of \$15.4m
 - Capex of \$39.0 from digitising portfolio and the investment in systems and infrastructure
 - \$84.2m of acquisitions funded by \$24.0m of debt and \$60.6m of equity¹

1. The difference between acquisitions and funding attributable to treatment of the cash balance of the acquired businesses.

CASH FLOW

(\$m)	CY2016	CY2015	Variance (\$)
EBITDA	70.3	56.6	13.7
Net change in working capital and non-cash items	(0.8)	3.0	(3.8)
Interest and income tax (included in net cash from operating activities)	(15.4)	(4.2)	(11.2)
Net cash from operating activities	54.1	55.4	(1.3)
Capital expenditure	(39.0)	(28.1)	(10.9)
Acquisitions	(84.2)	(50.4)	(33.9)
Concessional development advances / (payments)	(3.7)	3.1	(6.7)
Net cash flow before financing	(72.8)	(20.0)	(52.8)

Differences in balances due to rounding

- Net cash flows from operating activities of \$54.1m relatively flat with CY2015, predominantly as a result of larger tax payments
- Working capital impacted by increase in accounts receivable, to be collected in the first quarter of CY2017
- Investment in capital expenditure and acquisitions of \$123.2m provided only a part year EBITDA contribution for CY2016, with full year run rate in CY2017 and beyond

5. MERGER UPDATE



MERGER UPDATE

1

BOARD RECOMMENDATION

- The Board of oOh!media is in full support of the merger and recommends that shareholders vote in favour of the Scheme, in the absence of a superior proposal and subject to the Independent Expert concluding that the Scheme is in the best interests of oOh!media shareholders

2

RATIONALE

- Will create a leading Australian media group with diversified Out Of Home and online environments in Australia and New Zealand
- Combination of highly complementary and diverse asset portfolios across Australia and New Zealand, comprising physical, mobile, online and social media assets
- Expected annualised pre-tax cost synergies of at least \$20m¹

3

TIMING

- Scheme Meeting expected to be held in April 2017
- Merger expected to be implemented in May 2017

1. On a run-rate basis within two years of implementation of the merger excluding one-off transaction and integration costs.

6. GUIDANCE





GUIDANCE

- The Out Of Home sector is expected to grow over CY2017 despite increasing competitiveness in the media sector from both traditional and new media
- oOh!media plans to continue to execute its end to end digital strategy
- Acquisitions made in CY2016 are now successfully integrated with full run-rate and synergies expected to be achieved during CY2017
- In the context of the status of the proposed Scheme of Arrangement with APN Outdoor, oOh!media is not in a position to provide specific CY2017 earnings guidance

7. QUESTIONS



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THE SUMMER SALE**

NEW YORK FROM **\$108***
5 stars

HAWAII FROM **\$138***
5 stars

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5 stars

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5 stars

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Stock Company	Buy	Sell	%	
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... TINTO	58.25
... SMED	7.3
... RIS RESOURC
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A. APPENDIX

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Non-IFRS and Underlying measures have not been subject to audit or review.

Glossary

EBIT	Earnings before interest and tax
EBITDA	Earnings before interest, tax, depreciation and amortisation
NPAT	Net profit after tax
NPATA	Net profit after tax before acquired amortisation and non-cash items such as impairments
Underlying	Financial measure which reflects adjustments for certain non-operating items including impairment, acquisition-related expenses and IPO costs. Underlying represents the same concept as pro forma in the CY2015 Annual Report



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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.



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