

oOh!media Limited  
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## ASX Announcement



### **oOh! adds three new high profile digital billboards in Sydney**

oOh!media today announced its national digital billboard presence is set to be boosted with the addition of three new digital billboards on Sydney's Southern Cross Drive, a major traffic corridor which connects the Sydney CBD with Sydney Airport and the southern suburbs.

The digital billboards, which are scheduled to be built within the next month, will add to Australia's largest Out Of Home (OOH) company's growing *Signature Collection* of premium digital billboards that already feature Australia's largest digital billboard located at Brisbane's Story Bridge.

In addition to its *Signature Collection*, oOh!'s inventory includes two of Australia's largest full motion digital billboards - "The Emporium" and the six storey high "The Bourke" – becoming operational in second half of 2015 – which are both located in Melbourne, Victoria.

oOh! Chief Executive Officer, Brendon Cook, said the additional digital signs on a major traffic corridor signaled the next phase of the company's digital strategy which started three years ago.

"Our strategy deliberately focused on getting the right mix of digital and static inventory in our retail, airport and place-based environments in the first instance," Mr Cook said.

"This has resulted in the development of the largest reaching digital OOH network in the country, consisting of over 2,000 digital signs that are all underpinned by Australia's most advanced proprietary content management system - ARGYLE.

"We now have a clear focus on increasing the footprint of premium high demand digital billboards on roadsides across Australia.

"These three new digitals meet the premium *Signature Collection* criteria, particularly given their direct impact on the Sydney Airport precinct and have a reach of 1.7 million contacts each month.

"In addition to increasing the number of digital billboards, we will continue to look at innovative ways to help advertisers gain deeper connection with consumers such as our world first campaign for Porsche which used vehicle recognition technology to determine the digital advertising displayed."

The three premium digital sites on Southern Cross Drive are due to be ready for advertisers by mid-June, with construction completed for testing in May 2015. The sites included are oOh!'s northbound Supersite at Eastlakes and the double sided overhead gantry at Mascot.

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**About oOh!media Limited:** oOh! specialises in providing clients with Unmissable creative media solutions that connect with more consumers while they are away from home. We do this through our diverse product offering across road, retail, airport, café, venue, study, social sports and experiential opportunities, throughout urban and regional Australia as well as OOH channels in New Zealand. oOh! also has the largest audience-reaching digital advertising network in Australia that when combined with our large static portfolio creates unmissable impact for brands..