oOh!® Unmissable

ANNUAL GENERAL MEETING

8 MAY 2015

oOh!®

SPECIALISES IN PROVIDING CLIENTS WITH UNMISSABLE CREATIVE MEDIA SOLUTIONS

WE DO THIS THROUGH OUR DIVERSE PRODUCT OFFERINGS ACROSS ROAD, RETAIL AIRPORT CAFÉ, VENUE, UNIVERSITIES, SPORTS CENTRES & EXPERIENTIAL ADVERTISING THROUGHOUT URBAN AND REGIONAL AUSTRALIA AND NEW ZEALAND

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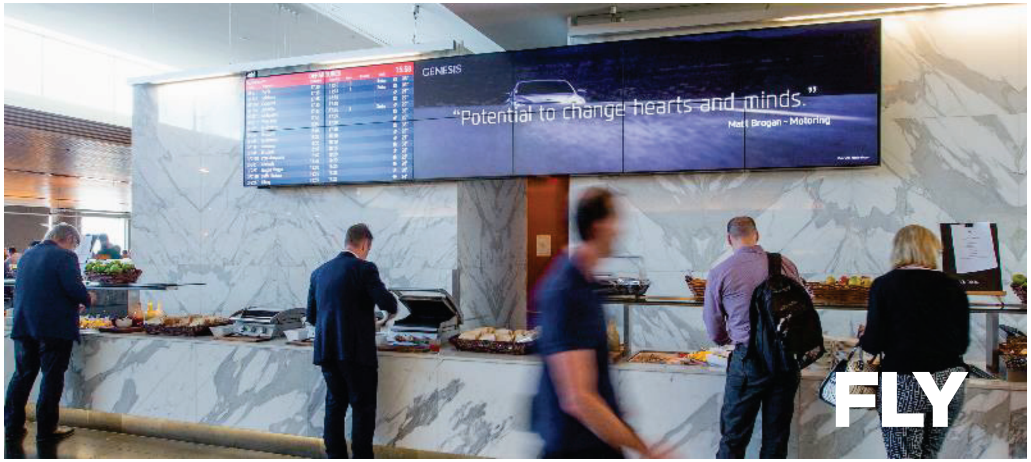
THE NETWORK WITH THE LARGEST AUDIENCE REACH IN AUSTRALIA CREATING UNMISSABLE IMPACT FOR BRANDS



HIGHLIGHTS

1. Market leadership position within all operating segments

2. Strong revenue growth and profit margin expansion

3. Continued implementation of digital strategy with asset rollouts, innovative campaigns, and integration of environments

4. Bolt-on acquisitions and organic growth to grow Road and Retail footprint

5. High performance, award winning team in place

GROWTH STRATEGIES AND INITIATIVES

1. Organic Growth

2. Strategic Contracts and Acquisitions

3. Digital Strategy

STRATEGIC INNOVATION & DIGITISATION

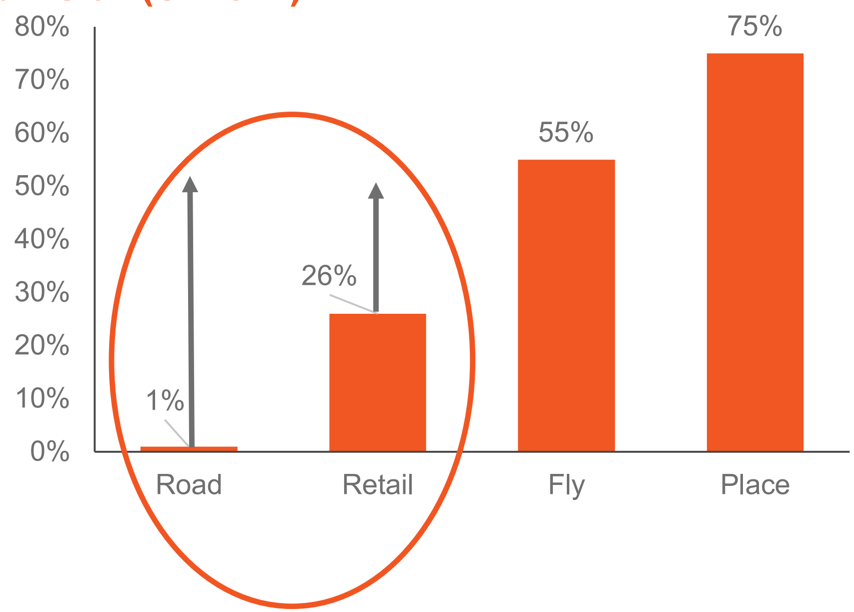
- Building the Platform
- Largest Digital Signage Footprint
- Content Management
- Innovative Interactivity
- Mobile Devices and Internet
- Big Data Analytics

oOh! IS BUILDING NEW MEDIA DIGITAL CAPACITY

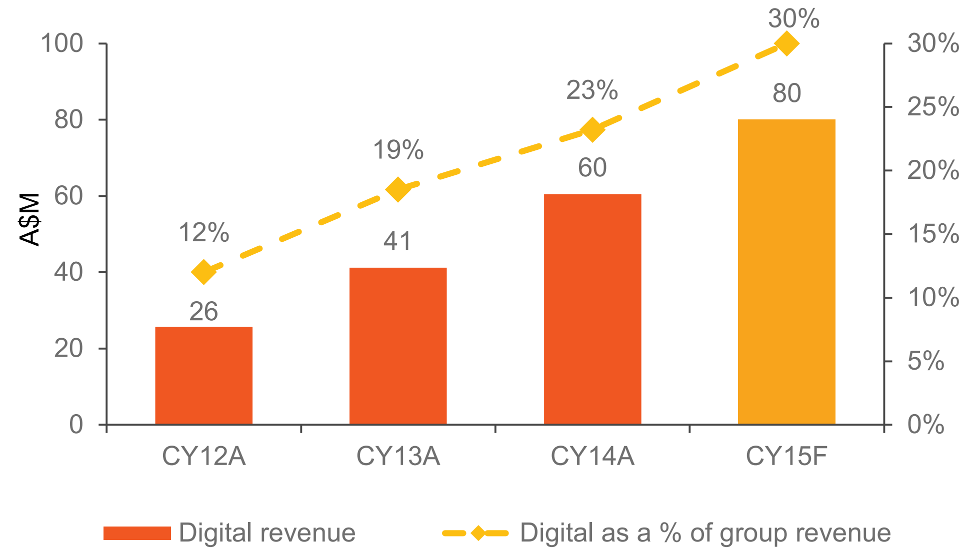
DIGITAL GAME PLAN

Market leading digital strategy that continues to link physical signage to mobile-online and social environments as part of 360 degree approach

Digital revenue as a percentage of revenue by division (CY2014)



oOh!media digital revenue (CY2012-CY2015F)

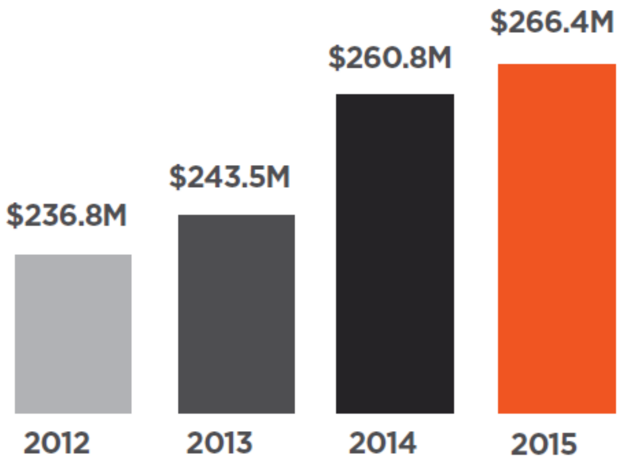


STRONG 2014 FINANCIAL PERFORMANCE AND FORECASTS EXCEEDED

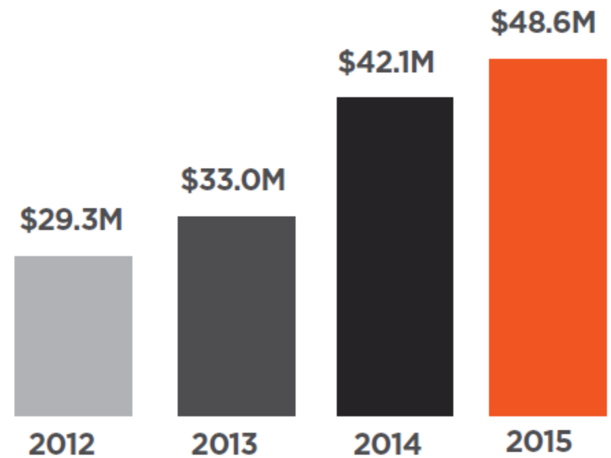
PRO FORMA ($Am)	ACTUAL	FORECAST	VS FORECAST	VS 2013
REVENUE	260.8	258.2	+1.0%	+7.1%
EBITDA	42.1	40.3	+4.7%	+27.9%
ADJUSTED NPAT	18.2	17.5	+4.0%	+222.3%
ADJUSTED EPS (CENTS PER SHARE)	12.1	11.7	+3.9%	+227.2%
NET DEBT & LEVERAGE	61.7 / 1.5X	76.3 / 1.9X *	(19.0%) / (21.1%)	-

*Table shows Pro Forma $Am. *Forecast net debt & leverage are presented as at June 2014

FINANCIAL PERFORMANCE AND 2015 OUTLOOK



MULTI PERIOD REVENUE GROWTH



MULTI PERIOD EBITDA GROWTH

Dividend

- Currently anticipate that both an interim and final dividend will be paid in respect of CY2015
- The Board intends to target a dividend payout ratio between 40% and 60% of oOh!media's pro forma Adjusted NPAT from CY2015

* EBITDA as a percentage of revenue

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