



ASX Announcement

18 August 2015

APN Outdoor acquires New Zealand based billboard business, Roadside Attractions

SYDNEY: [APN Outdoor](#) Group Limited, (ASX:APO), today announces its unconditional entry into a sale and purchase agreement to acquire the trading assets of New Zealand based billboard business, Roadside Attractions, from Twisted World Limited.

Founded in 1997, Roadside Attractions is an established national billboard operator, with 113 panels throughout the country.

Highlights of the acquisition include:

- A portfolio of panels that complement APN Outdoor's existing offering and further boosts the business' national footprint in key locations such as Hamilton and Christchurch;
- Attractive leases and licenses that both enhance existing and develop new landowner relationships;
- An increased pipeline for future digital conversion opportunities;
- A simple integration with the existing business that does not require investment in APO's overhead base;
- Total consideration of NZ\$6.5m;
- Annualised revenues of circa NZ\$2.4m; and
- 100% cash funded acquisition, with no additional debt required.

Richard Herring, CEO, APN Outdoor commented on the acquisition "We are very pleased to secure the Roadside Attractions billboard business; it is an excellent portfolio that complements our existing network, and will allow APN Outdoor to deliver even broader national campaigns. Roadside Attractions has been extremely well developed by the outgoing owner and is a truly strategic acquisition that provides both immediate benefits and exciting future opportunities."

-Ends

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APN Outdoor Group Limited is a publicly listed company on the Australian Stock Exchange. As the most progressive leaders in Outdoor advertising across Australia and New Zealand, **APN Outdoor** boasts 36,000 high-impact sites in attention-grabbing locations. **APN Outdoor** is committed to driving the Outdoor industry forward and is constantly investing in research, innovation and cutting-edge digital developments to produce improved results for its advertisers.

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