



ASX Announcement

4 September 2015

Acquisition of Drive By Media Development Assets

APN Outdoor Group Limited (ASX: APO) today announces its entry into an agreement to acquire the development assets of Drive By Media.

The agreement secures 12 development locations suitable for 19 large format billboards throughout Victoria and Queensland, and provides a high quality pipeline that will complement APO's digital rollout plans.

Consideration is only payable when development approvals in accordance with pre-agreed site specifications are delivered to APO. Approval of all sites provides a revenue opportunity of up to \$7m per annum. Approved sites are expected to be commissioned over the next two years.

Richard Herring, CEO, APN Outdoor commented "We are very pleased to have entered into this agreement with Drive By Media. It is a tremendous opportunity to add a significant number of high quality sites to both our large format digital and static portfolios."

-Ends

For more information

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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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