

APN OUTDOOR

THE
CENTRE
FOR
ATTENTION



APN Outdoor Group Limited Annual General Meeting

Wednesday 27 April 2016

Doug Flynn, Chairman

Richard Herring, Chief Executive Officer



CEO address

Richard Herring, Chief Executive Officer



Business overview

APN Outdoor is a leader in outdoor advertising in Australia and New Zealand.

Comprises assets selected for their quality, scalability and metro locations.

Four different outdoor advertising categories:



Growth drivers

- > Increasing audience delivery
- > Digital outdoor attracting larger budgets

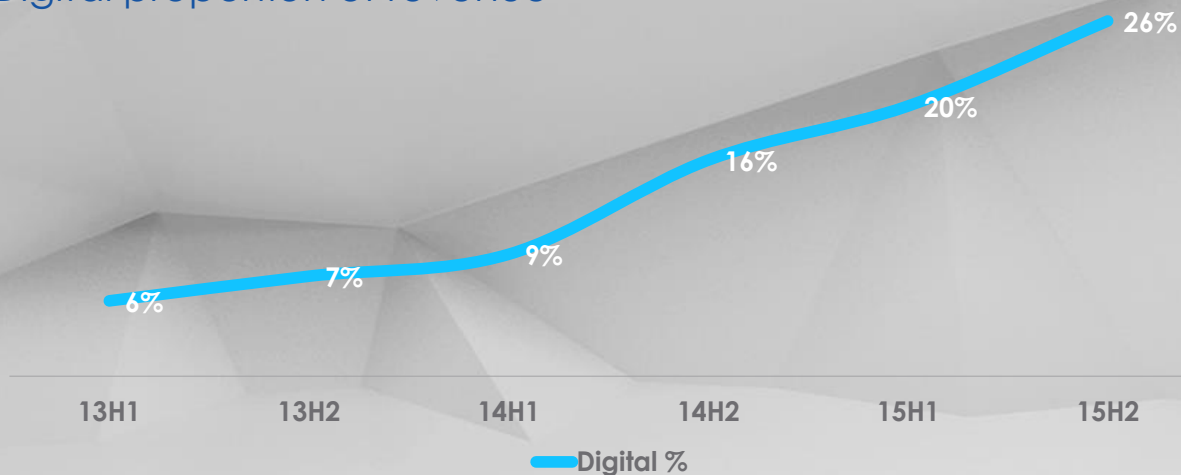


Leadership in outdoor formats

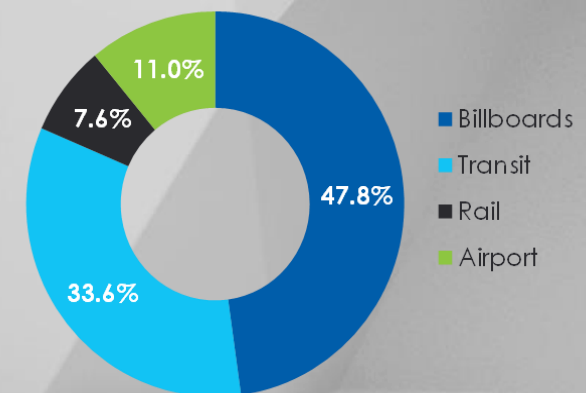
Revenue by format

\$ millions	2015	2014	GROWTH \$	GROWTH %
Billboards	143.9	122.9	21.0	17.1%
Transit	101.0	91.7	9.4	10.2%
Rail	22.8	16.2	6.6	40.7%
Airport	33.1	19.8	13.3	67.0%
TOTAL	300.8	250.6	50.2	20.0%

Digital proportion of revenue

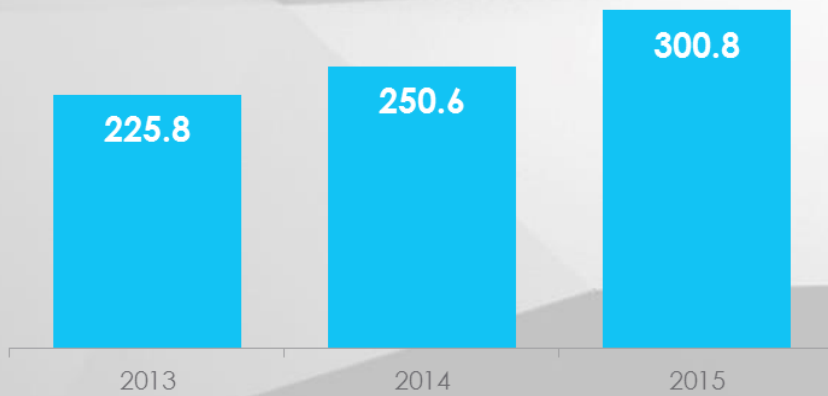


% of total revenue

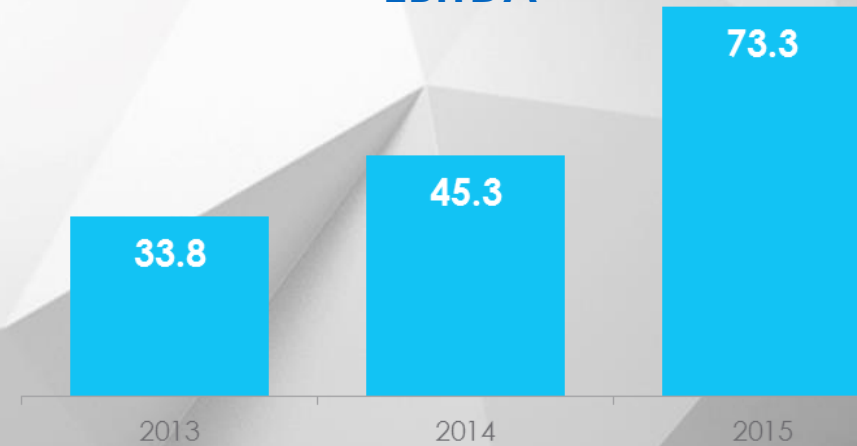


2015 highlights | Financial

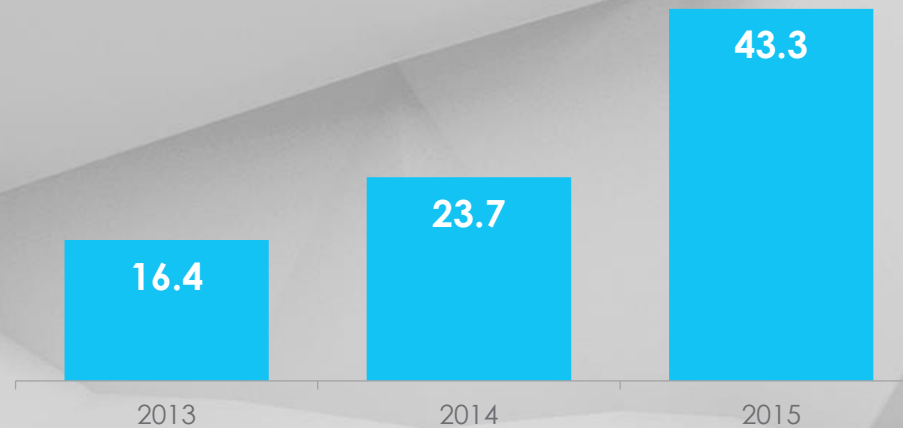
Revenue



EBITDA

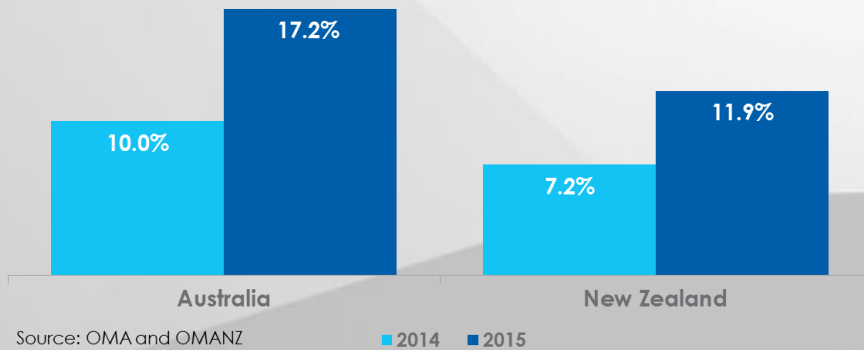


NPATA

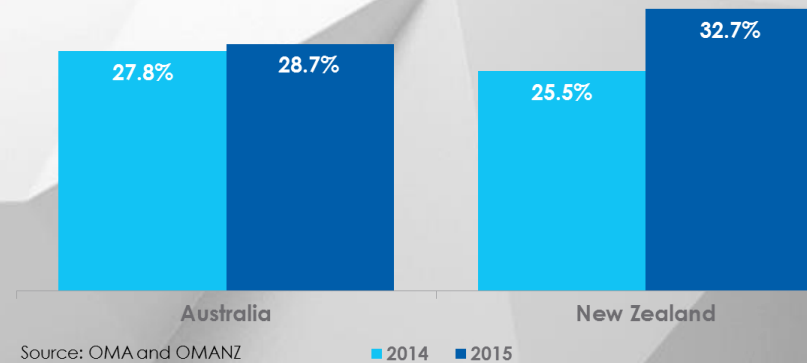


2015 highlights | Market

Market Growth



Market Share



Australia

- > Market up 17.2% for the year with stronger Q4 growth than anticipated
- > Market share up 0.9 percentage points

New Zealand

- > Market growth 11.9% & significant share growth
- > Share growth includes Auckland Airport (from November 2014) and Roadside Attractions (from August 2015)



2015 highlights | Operations

Digital Screens

- > Leadership position extended with 52 Elite Screens
- > Expanded XtrackTV into Brisbane and Adelaide, a network of 83 panels

Organic

- > Sydney Airport contract win and development completed
- > Renewed WA bus contract
- > Asset upgrades at Auckland airport
- > Won Media I 'National Sales Team of the Year'

Acquisitions

- > Three asset acquisitions completed in 2015
 - Roadside Attractions in NZ
 - Drive by Developments in Australia
 - Adspace in Australia



Strategic direction

- › **Leadership** – Maintain leadership positions in our key Outdoor categories in Metro regions of Australia and NZ
- › **Quality** – Invest in premium products and the highest quality digital screen locations and technology
- › **Growth** – Pursue multi path growth opportunities through:

Digital screens

- › Invest in targeted premium digital screen locations
- › Promote attributes to encourage new advertisers and broader usage
- › Maintain clear leadership position in digital Billboards

Organic

- › Retain existing contracts on favourable terms
- › Win new contracts within strategic category scope
- › Leverage existing contracts to upgrade panel quality

Acquisitions

- › Compliment existing category base
- › Quality assets representing geographic depth and value
- › Provide strong digital prospects

2016 update

- > Strong market growth has continued into the first quarter of 2016, but revenues and earnings weighted to the second half
- > Reaffirm full year 2016 guidance of revenue increase in the range of 8% to 11% and resultant EBITDA in the range of \$84m to \$88m
- > On track to deliver 20+ digital Elite Screens in 2016

