



oOh!media Limited  
ABN 69 602 195 380

1 July 2016

## **ASX Announcement**

### **oOh! completes acquisition of Junkee Media**

Further to oOh!media Limited's (ASX: OML) announcement on 24 June 2016, oOh! is pleased to announce that it has completed the acquisition of 85% of Junkee Media Pty Limited (**Junkee Media**) for \$11.05m following all conditions precedent being satisfied.

The acquisition of Junkee Media is in line with oOh!'s articulated strategy of delivering a media channel that combines the unmissability of Out Of Home advertising with an integrated mobile, online and social digital offering.

Further information regarding the acquisition is contained in oOh!'s ASX announcement of 24 June 2016.

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**About oOh!:** oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our network is unparalleled, with a diverse portfolio of static and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafés, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.

**About Junkee Media:** Junkee Media is one of Australia's fastest growing and most innovative new media companies, reaching over 5.5 million engaged Millennial consumers each week. Formerly known as the Sound Alliance, Junkee Media's titles include Junkee, inthemix, FasterLouder, AWOL, and The Cusp. Junkee Media are leaders in native content, social, mobile and video.