

oOh!media Group Limited  
ABN 96 091 780 924

ASX and Media Release  
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## **oOh!media awarded Red Outdoor retail media contract from APN**

Australia's leading provider of retail media solutions, oOh!media, today announced that it has been appointed to sell Red Outdoor's shopper banners across 156 shopping centres in metro and regional Australia.

The announcement comes as a result of Red Outdoor cutting short its existing contract with APN outdoor, after just 9 months.

Head of Red Outdoor, Mr Myles Quinn said: "Given oOh!'s retail experience, it was the natural choice to use them to market our shopper banners."

"oOh! is the clear leader in retail advertising and know how to effectively market the medium. This is evident by the year on year growth they have delivered, even in the face of the global financial crisis and they have a strong performance delivery for the shopping centre property partners." Mr Quinn said.

CEO of oOh!, Brendon Cook, said winning the contract to market Red Outdoor's shopper banners had further grown oOh!'s shopping centre portfolio to now represent approximately 90 per cent of all shopping centres containing Retail Media advertising throughout Australia.

"Marketing Red Outdoor's shopper banners is a perfect fit with our shopaLite, experiential and retail extra business and now it's easier for advertisers to use a variety of retail solutions to build a solid, national retail campaign with just one phone call," Mr Cook said.

"CRAFT and MOVE, our retail audience measurement tools, enable us to inform advertisers about the audiences they can expect from certain shopping centres and combined with our insights studies use this relevant data to maximise brand and product sales benefits."

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### **For more information:**

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**About oOh!media Group Ltd** oOh!media is the only single focused out-of-home advertising company listed on the ASX. oOh!media specialises in providing clients with creative out-of-home solutions across its diverse product offerings of road, retail and experiential media throughout urban and regional Australia.