



oOh!media Limited  
ABN 69 602 195 380

4 June 2020

## **ASX Release**

### **Annual General Meeting – Presentation**

oOh!media Limited (ASX: OML) (oOh!) attaches the presentation to be made at oOh!'s Annual General Meeting being held virtually today.

This announcement has been authorised for release to the ASX by the Company Secretary.

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#### **About oOh!media**

oOh!media is a leading media company across Australia and New Zealand that creates deep engagement between people and brands through Unmissable Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across our diverse network of over 30,000+ locations across Australia and New Zealand helping brands connect with their audiences through powerful and integrated, cross format campaigns. Our unparalleled reach combined with industry best data, insights, media planning tools and technological innovation gives advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.



A large billboard advertisement for EnergyAustralia is mounted on a bridge structure. The billboard has a green background with white and yellow text and graphics. It features a stylized lightbulb icon next to '26% off' and a flame icon next to '22% off'. Below these, it says 'electricity market usage rates\*' and 'gas market usage rates\*'. The central text reads 'No ifs. No fuss. Switch to Anytime Saver'. At the bottom left is the website 'energyaustralia.com.au'. At the bottom right is the EnergyAustralia logo and tagline 'LIGHT THE WAY'. A small 'oh!' logo is in the bottom right corner of the billboard. Below the billboard, a sign reads 'LOW CLEARANCE 5.1m'.

26% off  
electricity market usage rates\*

22% off  
gas market usage rates\*

No ifs. No fuss. Switch to Anytime Saver

energyaustralia.com.au

\*NSW only. Conditions apply. Basic Plan Information Documents are available at energyaustralia.com.au/tpld

EnergyAustralia  
LIGHT THE WAY

oh!

LOW CLEARANCE 5.1m

# 2020 Annual General Meeting

Thursday, 4 June 2020



Woolworths 

BWS

ooh!

CRAVING THAT...

**explosive  
Crunch?**



*Cadbury*

CRUNCHIE AND THE CRUNCHY POPPLE ARE TRADE MARKS OWNED BY CADBURY LTD.

CHAIR'S ADDRESS

**ooh!**  
unmissable





# CEO'S ADDRESS



# Covid-19 capital raise key cost initiative update

| Item                          | Outlined on 26 March <sup>1</sup> | Updated position                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Fixed rent expense savings    | \$10m to \$15m                    | <ul style="list-style-type: none"><li>• In excess of \$20m currently confirmed</li></ul>                                                                                                                                                                                                                                                                                                     |
| Operating expenditure savings | \$10m to \$15m                    | <ul style="list-style-type: none"><li>• On track to deliver to the higher end with all discretionary expenditure suspended. Staff have agreed to a 20% reduction in hours and or pay for a quarter</li><li>• Job Keeper will deliver a further circa \$7m per quarter for which the business qualifies<sup>2</sup>, which is over and above the savings range outlined at 26 March</li></ul> |
| Capex reductions              | \$25m to \$35m                    | <ul style="list-style-type: none"><li>• On track to mid to higher end</li></ul>                                                                                                                                                                                                                                                                                                              |

- The business is on track to deliver savings in excess of the range provided to the market on 26 March, and the Job Keeper allowance will generate additional benefits subject to the length of time for which the company qualifies

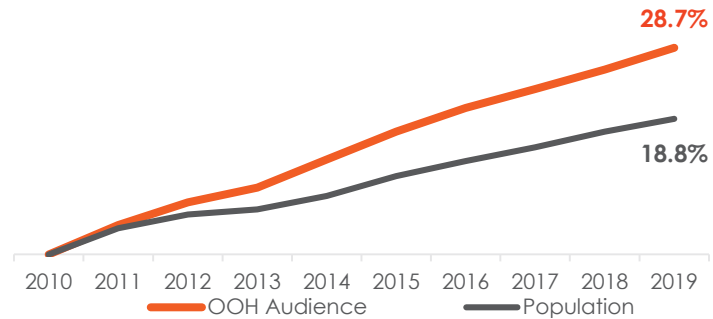
1) It was outlined that additional measures / improved outcomes may be achieved versus these ranges

2) There are in excess of 800 staff in Australia who qualify, subject to their acceptance

# Out Of Home audience and market share growth

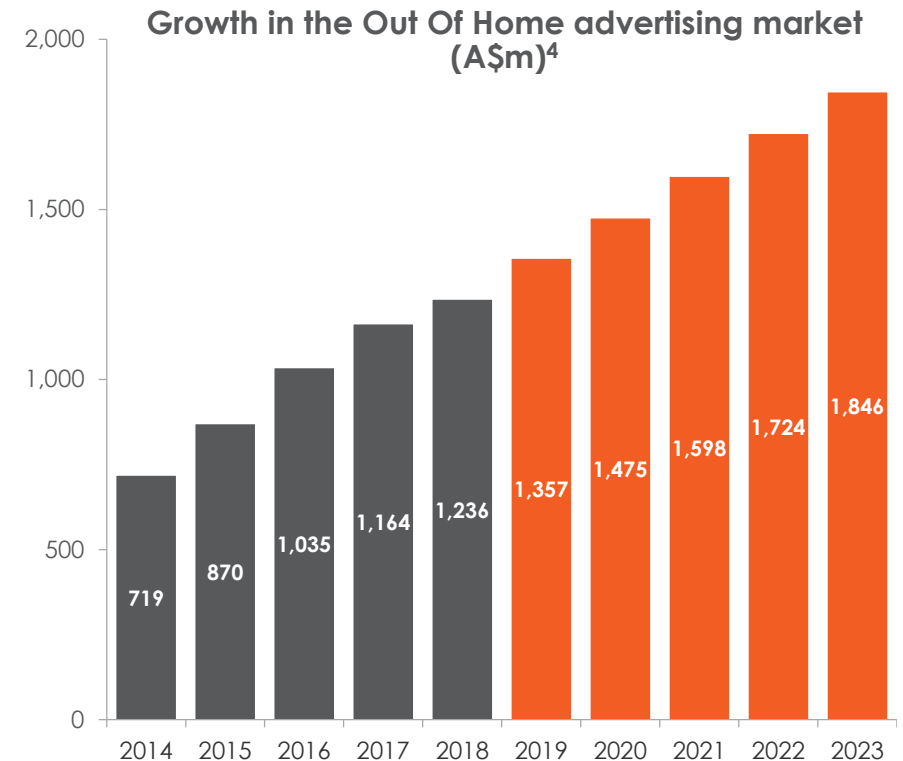
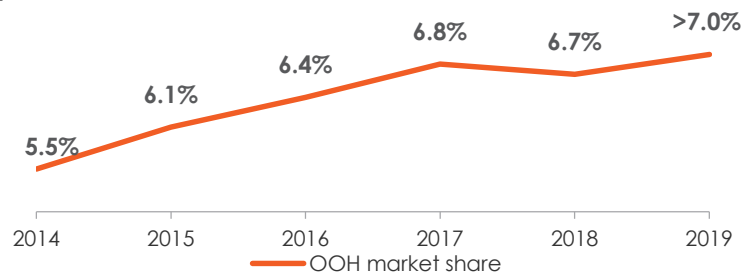
Out Of Home has enjoyed strong audience growth as well as growth in market share out of total media ad spend, and these trends are expected to continue

Out Of Home audience has grown significantly faster than rest of population<sup>1</sup>



Out Of Home market share of total media ad spend<sup>2</sup>

Circa 14% of major agency spend per SMI<sup>3</sup>



Source: 1) MOVE October 2019 data release. 2) PwC report dated June 2019, Australian Entertainment & Media Outlook 2019-2023 (PwC report) and management estimates. 3) December Standard Media Index report. 4) PwC report.

**ooh!**<sup>®</sup>  
**unmissable**