

16 August 2019

ASX & Media Announcement

Trading Update and Revised FY2019 Guidance

oOh!media Limited (oOh!) today provided a trading update and revised guidance for the year ended 31 December 2019 (FY19).

oOh! will release its financial results for the half year ended 30 June 2019 on Monday 26 August 2019.

Subject to the finalisation of the external auditor's review, oOh! expects to report revenue of \$304.8 million for the half ended 30 June 2019; an increase of 5% on a pro forma basis¹ on the prior corresponding period, with Underlying EBITDA² of \$56.0 million, down 2% on a pro forma basis for the half year. Gross margin has been impacted by product mix.

While the first half performance was tracking in line with the company's previous stated guidance, tracking of the company's trading activity for the second half of FY19 has revealed a significant decline in overall media advertising spend.

In line with the challenging market conditions being experienced by the wider media market, the Company's advertising bookings for the third quarter of 2019 experienced a sharp decline compared to the bookings on-hand at the same time last year.

oOh!'s earnings are traditionally significantly weighted towards the second half of the year, and to the fourth quarter in particular. While oOh!'s bookings for the fourth quarter are indicating improvement on the third quarter, and on the fourth quarter of the prior year, trading in recent weeks indicates that this improvement will be less than anticipated and will now be insufficient to offset the significant decline currently being experienced in the third quarter.

The current general economic uncertainty and challenging market conditions makes predicting activity more difficult.

oOh!'s previous earnings guidance was for FY19 Underlying EBITDA to be between \$152 million and \$162 million, excluding integration costs and the impact from the change in accounting standards to AASB16.

The Company now expects Underlying EBITDA for the year ended 2019 to be in the range of \$125 million and \$135 million, excluding integration costs and the impact from the change in accounting standards to AASB16, subject to trading conditions.

oOh! confirms that the integration of Commute remains on track with an expected run-rate of \$16 million in cost synergies for FY19 with further synergies expected in 2020. Growth in operational expenditure in FY19 is expected to be below the previously forecast range 5-7 per cent while capital expenditure is expected to be in the middle of the \$55-70 million forecast range.

Conference Call Details

A brief conference call for analysts/investors in relation to today's announcement will be held at 10.30am (AEST) today.

Details are:

¹ Pro forma results include H1 Adhsel's underlying results while under the ownership of HT&E

² Pre adoption of AASB16

Conference ID: 10001766
Tel. 1800 870 643 or 02 9007 3187 (Australia)

Canada/United States	1855 881 1339
China Wide	4001 200 659
Hong Kong	800 966 806
United Kingdom	0800 051 8245
India	000 8001 008 443
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