



oOh!media Limited
ABN 69 602 195 380

29 April 2025

ASX Release

Leadership transition

oOh!media Limited (ASX:OML) (**oOh!** or **the Company**) today announces that Managing Director and Chief Executive Officer Cathy O'Connor has advised the Board of her intention to step down in the second half of CY25, after more than four years leading the Company.

Cathy has decided and the Board has agreed that with the Company's performance having improved and with oOh! carrying strong momentum in CY25, the time is right for new leadership to deliver oOh!'s next multi-year phase of strategy execution and growth.

oOh!'s improved 2H24 performance accelerated in Q1 CY25, with total revenue growth of 13% and growth in Australian media revenue of 16%, in line with the Outdoor Media Association (OMA). Q2 performance is expected to be similar to Q1, with improved share outcomes reflecting effective action taken to drive revenue growth. Continuing market share improvement is expected for the remainder of CY25 as new assets from contracts announced in 2023 and 2024 come online.

oOh! Chair, Tony Faure, said: "After more than four years leading oOh!, and with the business performing strongly in CY25, Cathy has decided, and the Board has agreed, that the time is right for new leadership to deliver the Company's next multi-year phase of strategy execution and growth.

"Cathy joined oOh! as CEO in the middle of the COVID pandemic and has been instrumental in leading the business through a period of significant change. She led oOh! through its most successful period of major contract wins, while implementing a disciplined commercial mindset and setting the platform for oOh!'s ongoing digital evolution.

"The Board remains highly confident in the Company's strategy, focused on energizing oOh!'s sales and go-to-market approach, unlocking the full potential of our market-leading network of 35,000 assets, and positioning the business to lead in the retail media segment.



"The Board thanks Cathy for her leadership of oOh! through a transformative period. We are delighted that she will remain with the Company until the second half of CY25 to facilitate an orderly transition."

oOh! Managing Director and CEO, Cathy O'Connor, said: "Leading oOh! for the past four years has been one of the most rewarding periods of my career, and I am incredibly proud of the team's achievements, including the unrivalled success in attracting new asset contracts which underpin our future growth and the industry leading margins we delivered in an inflationary environment. The Company now has real momentum, and a depth and breadth of new talent, to chart the course for continued growth. Having discussed with the Board the next multi-year phase of execution ahead of oOh!, we have agreed that the Company is now ready for new leadership".

"oOh! has developed one of the strongest teams in Australian media, including a leadership group that is among the industry's most experienced, and I thank the team for their commitment and hard work. I strongly believe in the future growth and growing prominence of the Out of Home industry and that oOh! has the right strategy to lead this evolution and generate long-term value for our customers, our people and our shareholders, and I remain absolutely focused on the execution of oOh!'s strategy."

The Board has commenced a process with a leading global executive search firm to appoint a new Managing Director and CEO. The comprehensive search process is being overseen by oOh! Chair, Tony Faure, and Chair of the Talent & Culture Committee, Philippa Kelly.

The Company refers to the Notice of Annual General Meeting (**AGM**) dated 11 April 2025 and the resolutions relating to the proposed equity awards to Cathy O'Connor.

As Cathy O'Connor will be leaving the Company the Board has determined to withdraw Resolution 4 (Grant of Performance Rights under the Equity Incentive Plan – Ms Catherine O'Connor) and Resolution 5 (Grant of deferred restricted shares under the Equity Incentive Plan – Ms Catherine O'Connor) from the 2025 AGM.

The withdrawal of Resolution 4 and Resolution 5 will not affect the validity of proxy forms, or any proxy forms already submitted in respect of those resolutions or the remaining items of business to be considered at the AGM.

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

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About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The Company's extensive network of digital and static asset locations across Australia and New Zealand, includes roadsides, retail centres, airports, train stations, bus stops, office towers and universities.

Find out more at oohmedia.com.au