



oOh!media Limited
ABN 69 602 195 380

3 May 2023

ASX Release

2023 MACQUARIE AUSTRALIA CONFERENCE

oOh!media Limited (ASX:OML) (oOh! or Company) attaches a copy of oOh!'s 2023 Macquarie Australia Conference presentation being given today.

This announcement has been authorised for release to the ASX by the Chief Executive Officer.

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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.

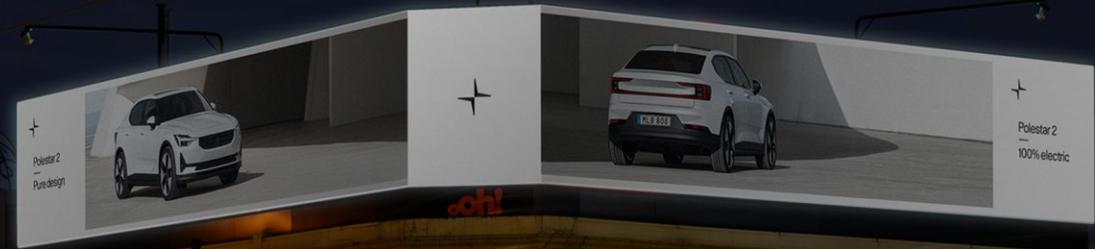
The Company's extensive network of more than 37,000 digital and static asset locations includes roadsides, retail centres, airports, train stations, bus stops, office towers and universities.

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand and had revenues of \$593 million in 2022. It also owns the Cactus printing business.

The Company invests heavily in technology and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at oohmedia.com.au

Macquarie Investor Conference

3 May 2023



Agenda

- Introducing oOh!media
- The Out Of Home media opportunity
- oOh!media's growth strategy
- Trading update
- Questions



The 5G network
in many more places.

Introducing oOh!media

oOh! delivers mass reach

Reach 95% of metro Australians per week



Everywhere people live, work, travel & play

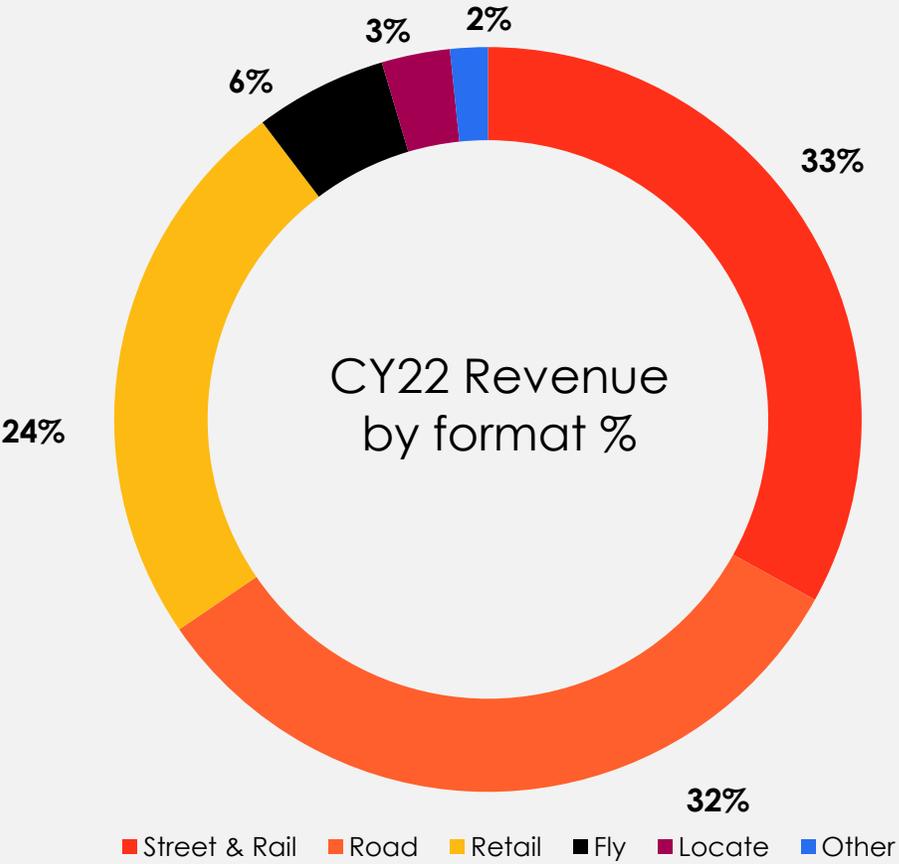


Over 37,000 assets



oOh! has the most diversified OOH portfolio in Australia & NZ

- oOh!'s asset portfolio allows advertisers to reach Australian and New Zealand audiences across:
 - Street & Rail** – advertising screens in bus shelters and train stations, and includes cleaning and maintenance of shelters on behalf of councils
 - Road** – large format billboards across Australian metropolitan and regional areas
 - Retail** – mostly small format panels nationwide in Australian and New Zealand shopping centres
 - Fly** – presence in and around all major Australian airports through the Qantas network and airport terminals, including Melbourne and Brisbane airports
 - Locate** – predominantly targeting business audiences in Australian CBD offices towers
 - Other** – includes oOh!'s Cactus printing business



oOh! delivers similar audience to total TV



oOh! reaches
15.4m Australians
weekly¹



Facebook reaches
13m active Australian
users monthly²



All TV networks
+ BVOD
combined reach
16m Australians
weekly³



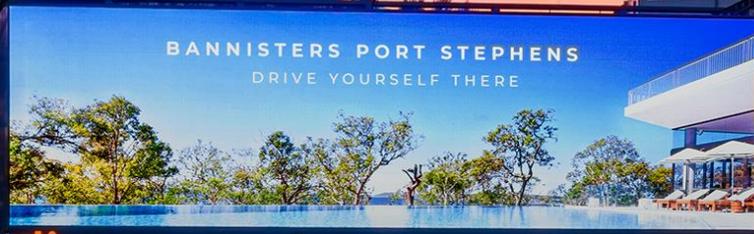
Google reaches **19m**
Australians monthly⁴

1. Quantum, Weekly reach, all oOh! locations nationally, P16+ transacting Australians

2. <https://www.facebook.com/business/news/Key-Trends-Australians-on-Facebook> – Number of active users monthly in Australia

3. VOZ television measurement – w/c 20 Nov 2021 – 26 Nov 2022 (All broadcast networks & affiliates), excluding the 0-17 age group

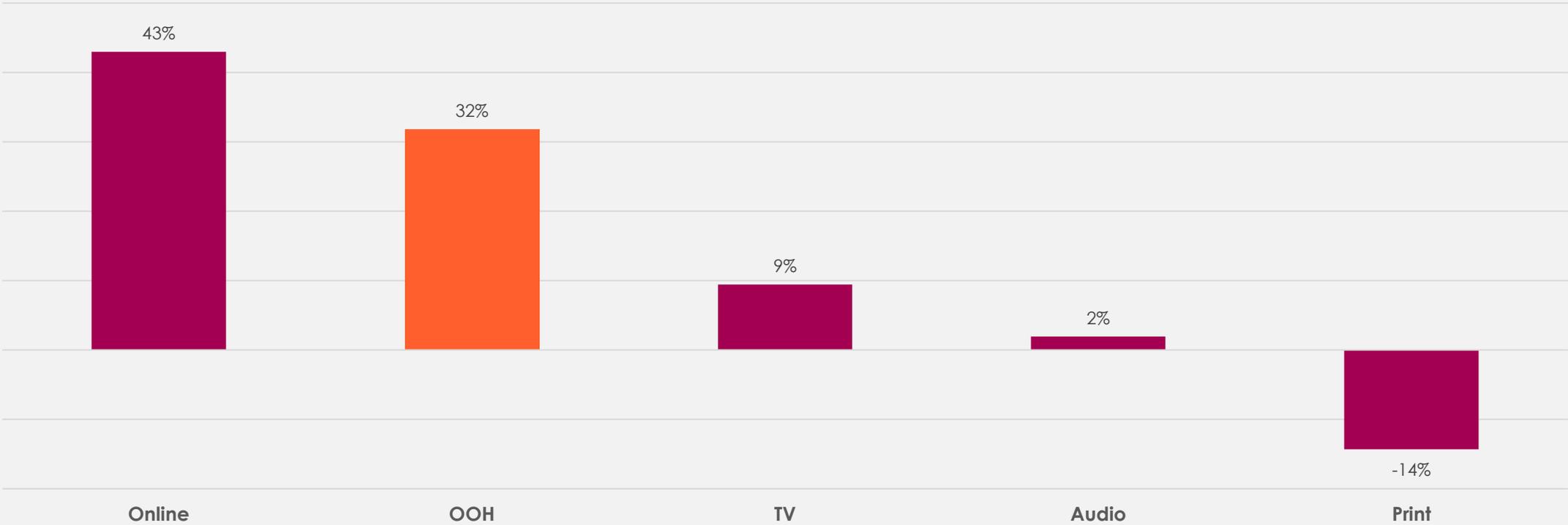
4. <https://www.theguardian.com/media/2021/jan/22/google-threatens-to-shut-down-search-in-australia-if-digital-news-code-goes-ahead> Monthly total audience 0+



The Out of Home media opportunity

Global Out Of Home (OOH) revenue growth – 2nd only to online

Global Revenue Growth 2022 to 2027¹

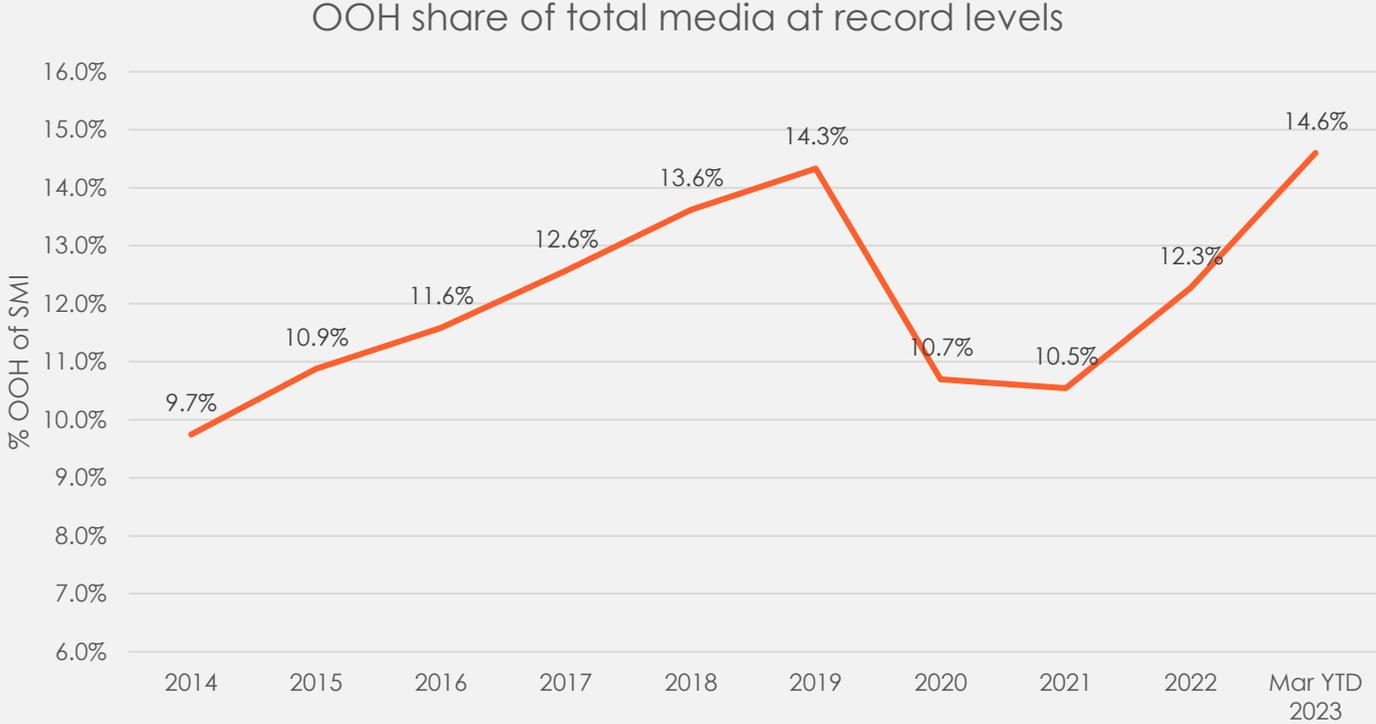


1. "This Year Next Year – 2022 Global End-Of-Year Forecast", GroupM, December 2022

Note: Digital includes Search, Non-Search and Retail, OOH includes Digital OOH, TV includes Traditional TV and Connected TV, Print includes Newspapers and Magazines

Australian OOH revenue - 9% CAGR projection to 2026¹

- Out Of Home captured 14.6% of the agency media spend for the quarter ended March 2023², up from 13.7% in the last quarter of CY22, with long expected structural swings to Out of Home from Television accelerating
- OMA projects revenue growth of 9% CAGR from 2022 to 2026, driven by:
 - MOVE 1.5 and MOVE 2.0 audience measurement
 - Lower CPMs compared to other media, generating higher ROI for advertisers
 - Continuing investment in creative innovation such as 3D anamorphic and content to create greater engagement with audiences
 - Continued appeal of digital OOH, offering increased flexibility and new ways to buy, such as programmatic

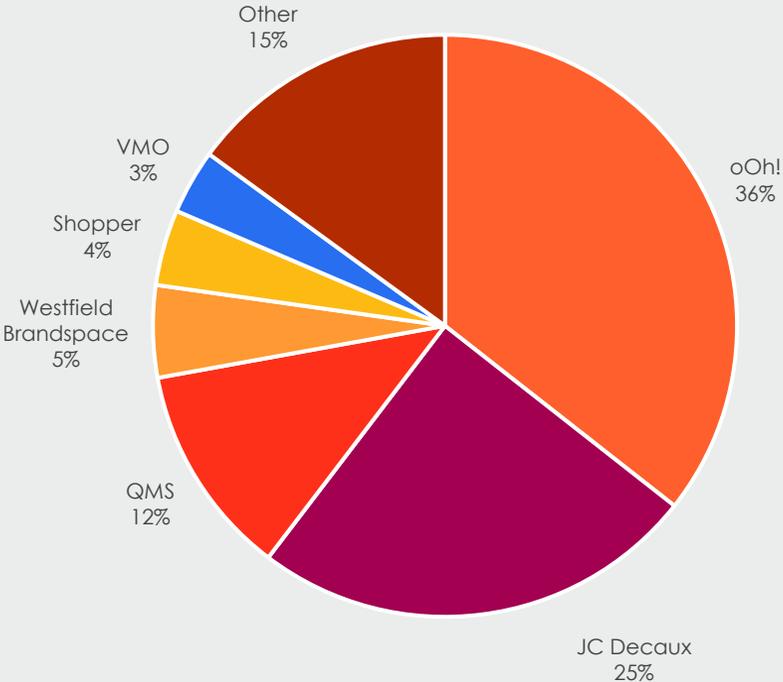


1. "Out of Home revenue hits \$1 billion", Outdoor Media Association (OMA), January 2023
2. Per the Standard Media Index (SMI)

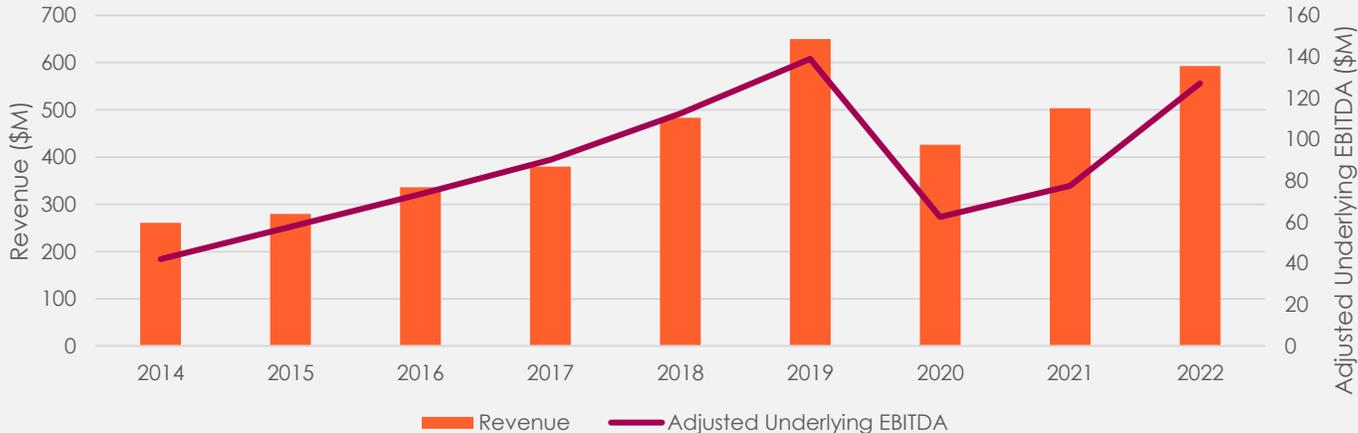


oOh! is the largest OOH player in ANZ

2022 Australian Agency¹ revenue (\$M)



oOh! Revenue and Adjusted Underlying EBITDA² profile

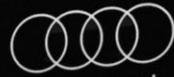


- oOh! has the leading Out Of Home market share position in Australia and New Zealand at 40%³
- A largely (+70%) fixed cost model results in Adjusted underlying EBITDA being sensitive to revenues. 2022 saw a 18% growth in revenues translate to a 64% growth in Adjusted underlying EBITDA
- 2023/24 tender renewal period expected to result in margin pressure vs FY22 46.2% margin outcome⁴, in pursuit of longer term revenue and margin growth opportunities

1. Agency revenue per Standard Media Index (Australia only); Other consists of 37 media owners
 2. Adjusted underlying EBITDA is statutory EBITDA less the depreciation and any other income components of AASB16, and non operating items. Fixed rent obligations for the period under our commercial leases is included as a deduction in adjusted underlying EBITDA. The company believes that this is a better representation of the underlying economics of the business and reflective of its ability to generate cash flows. We believe that most analysts and shareholders analyse the company on this basis.
 3. Market share calculation as at Q1 2023 = [oOh! reported revenues - Other (Cactus)] / [(OMA (Aus) + OMAA (NZ) gross revenues) excluding oOh!'s contribution + oOh! reported revenues - Other]
 4. FY22 was the second highest gross margin since listing (46.8% in FY18)



oOh!'s growth strategy



See beyond.
The Audi e-tron S Sportback.



Future is an attitude

KAYA HEALTH CLUBS

1

Lead Out of Home to a **digital first future**



3

Make it easier for our **customers** to achieve **better outcomes**



2

Capture audience attention in **public spaces** at scale



Lead Out of Home to a digital first future

- Appointment of Paul Sigaloff (ex head of Yahoo Asia Pacific) as Chief Revenue and Growth Officer, who will direct, guide and shape how we play in the digital marketplace
- Announcement of new Programmatic Supply Side Platform partners, Hivestack and Vistar, resulting in a broader market coverage, enabling increased scale for advertisers
- Over 200 new assets launched March YTD, including 17 EI Media digital billboards and a further 16 digital billboards, and 135 digital and classic small format panels across 9 shopping centres and 4 council areas





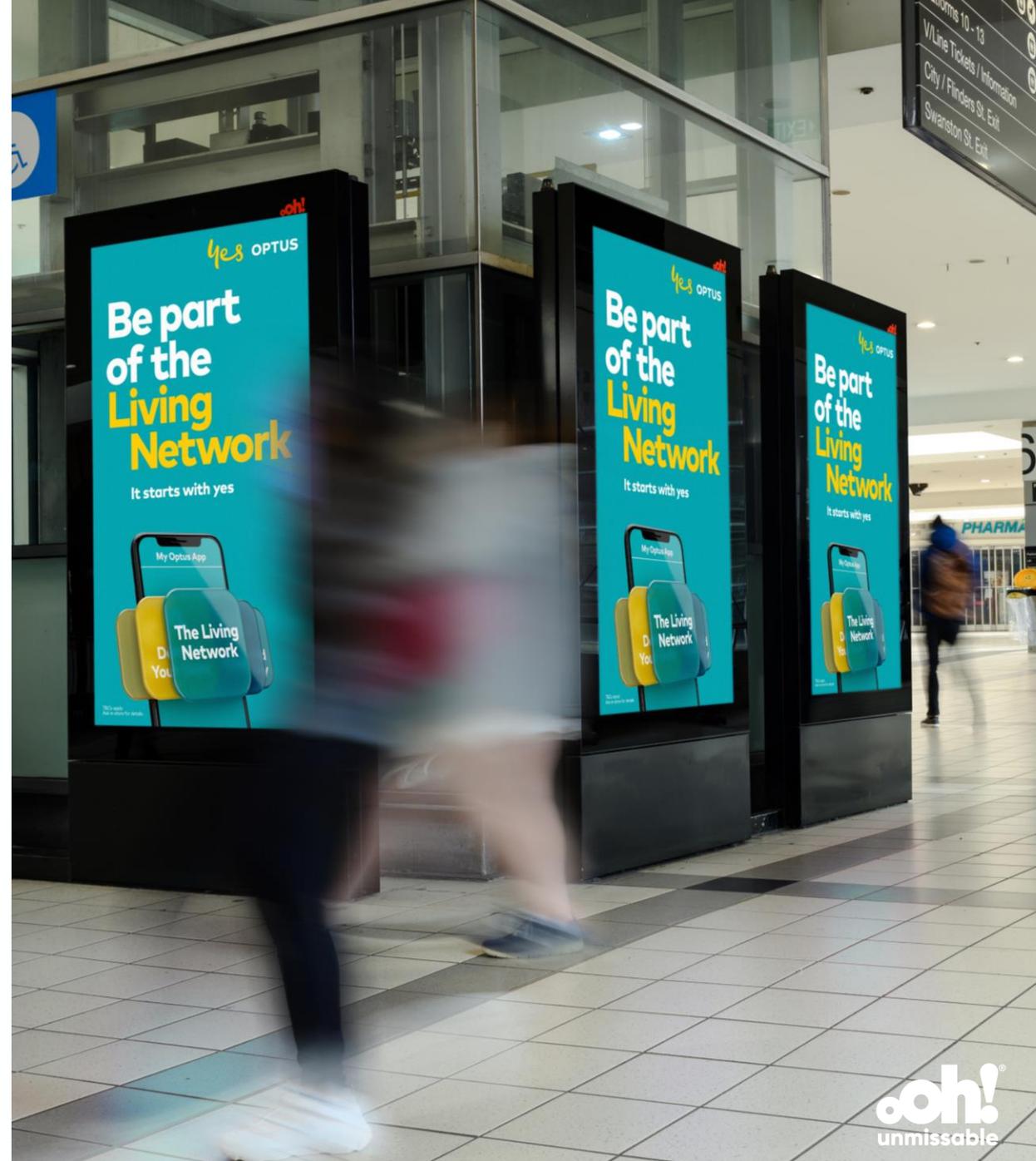
Capture audience attention in public spaces at scale

Forging into new addressable revenue markets

- oOh!dimensions will launch in H2, representing Australia's only truly national 3DAnamorphic offering, providing brands with a unique storytelling opportunity
- Following our successful AFL campaign we have bolstered our market leading content portfolio through partnerships with Tennis Australia, News Corp and Broadsheet, giving advertisers a chance to align with iconic moments through media sponsorship, the traditional domain of other broadcast media
- To participate in the social video market, we are launching oOh!motion in May. This mobilises oOh!'s full motion network enabling advertisers to leverage social media / video campaigns across OOH

Make it easy for our customers to achieve better outcomes

- Launched new research study, How Aussies Move and How Kiwis Move, showing the strong desire to be outdoors and reclaiming weekends for socialisation. oOh!'s diverse portfolio of assets in metro, suburban and regional areas allows advertisers to reach audiences wherever and whenever they move
- In April oOh! announced increased flexibility and targeted advertising opportunities for Street Furniture advertisers to optimise and maximise their marketing investment
- Strong increase in evidence on the effectiveness oOh!'s data proposition and campaign attribution with Brand Buyer Tracking and Better Ways to Buy. Latest case studies¹ demonstrate oOh!'s ability to drive better outcomes for advertisers, including a 56% increase in the number of buyers



Trading update

Would you cross this bridge?

Why settle for half a product from your telco? Get the whole product: powerful technology + local customer service.

macquarie TELECOM

www.macquarietelcom.com/half-a-product #SoInTele

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Trading update

A challenging media environment but Out of Home still growing

- Softening media market at the end of Q1 and into Q2 due to a decline in the broader macroeconomic environment in Australia and New Zealand
- Q1 revenues grew +3% over Q1 2022, with trading softening significantly in March vs forward pacing as at mid February with a decline in short term in-month bookings vs the pcp – particularly in Government spend (largest pcp category)
- Road +7% and Fly +88% continue to grow strongly year on year, and oOh! taking market share in 3 out of 4 Australian OMA categories¹
- Street revenue continues to be impacted by launch of City of Sydney, with the share loss in this category resulting in an 1.9% share loss overall in Q1²
- April media revenue is particularly soft, pacing at -10% vs pcp, however May and June media revenue stronger and pacing up on pcp, with Q2 currently slightly ahead vs the pcp
- Capex March YTD on track for guidance of \$40-50M for CY23
- Share buyback commenced on 5th September 2022, with over 36 million shares bought back. This represents over 70% completion of the buyback program³



1. oOh! gained share in the Billboard, Transport and Retail/Lifestyle OMA categories in Q1
2. oOh! lost share 1.9% overall per the OMA in Australia with the share loss in the Roadside Other OMA category offsetting the gains made in the other three categories
3. Up to 10% of issues share capital / circa \$75m announced in August 2022

Questions

Important notice and disclaimer

This document is a presentation of general background information about the activities of oOh!media Limited (oOh!media or oOh!) current at the date of the presentation, 3 May 2023. The information contained in this presentation is of general background and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice, when deciding if an investment is appropriate.

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This document contains certain forward looking statements and comments about future events, including oOh!media's expectations about the performance of its businesses.

Forward looking statements can generally be identified by the use of forward looking words such as, 'expect', 'anticipate', 'likely', 'intend', 'should', 'could', 'may', 'predict', 'plan', 'propose', 'will', 'believe', 'forecast', 'estimate', 'target' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance on, future earnings or financial position or performance are also forward looking statements.

Forward looking statements involve inherent risks and uncertainties, both general and specific, and there is a risk that such predictions, forecasts, projections and other forward looking statements will not be achieved.

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Underlying financial information

oOh!media uses certain measures to manage and report on its business that are not recognised under Australian Accounting Standards. These measures are referred to as non-IFRS financial information.

oOh!media considers that this non-IFRS financial information is important to assist in evaluating oOh!media's performance. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business.

All dollar values are in Australian dollars (A\$) unless otherwise stated.

Authorisation

The release of this document to the ASX has been authorised by the Chief Executive Officer.

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