



**HY2015 RESULTS  
PRESENTATION  
STRICTLY CONFIDENTIAL**

**25 AUGUST 2015**

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HIGHLIGHTS

1



# STRONG FIRST HALF PERFORMANCE



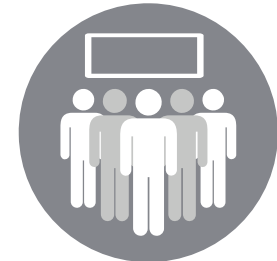
## FINANCIAL HIGHLIGHTS

- Revenue – up 6.1%
- EBITDA – up 51.4%
- Adjusted NPAT – up 123.7%
- Half year dividend – 2.8 cents per share fully franked
- Strong balance sheet position



## OPERATIONAL EXECUTION

- Contract wins and Major Renewals
- Digital hits 29% of total revenue
- Large Format Digital Rollout – on track
- Retail rollout and expansion – on track
- Successful integration of key acquisitions - delivered
- Top 5 Australian media brand – 2015



## INDUSTRY TAILWINDS

- Continued Market Growth
- Digital Growth
- Automated Transaction Platform



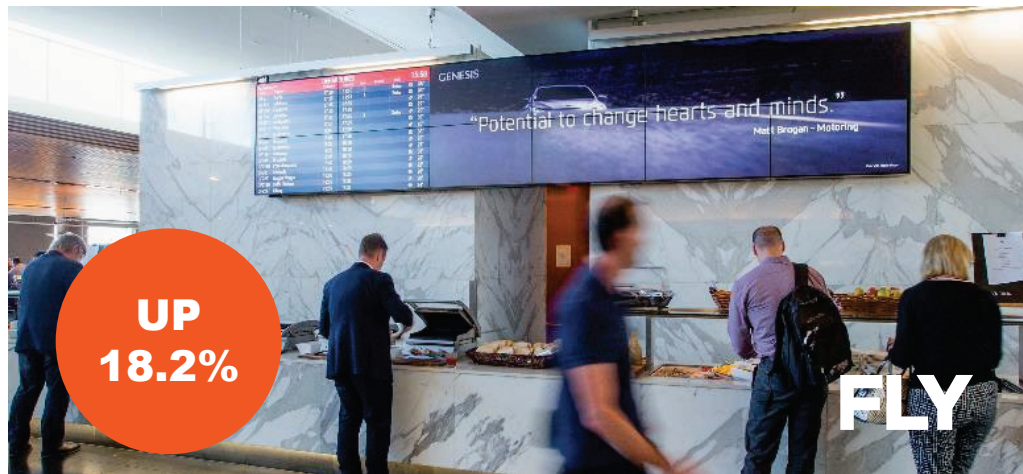


**BUSINESS SNAPSHOT**

**2**



# THE NETWORK WITH THE LARGEST AUDIENCE REACH IN AUSTRALIA CREATING UNMISSABLE IMPACT FOR BRANDS





**1. Self Sustaining Growth**

**2. Contracts and Acquisitions**

**3. Strategic Digitisation &  
Innovation**



## 1 **GENERATING NEW REVENUE OPPORTUNITIES - H1 REVENUE +6% YEAR TO DATE**

- Data and insights that demonstrate superior ROI to other mediums
- Building complementary extensions online and mobile online
- Delivering greenfield locations

## 2 **DELIVERY OF MARGIN EXPANSION – H1 EBITDA +51% YEAR TO DATE**

- EBITDA margin increased by + 4.9pp from 11.4% to 16.3% of revenue
- Yield management strategies
- Contract reviews
- Building infrastructure to scale





**CONTRACTS,  
LONG TERM SITE  
PORTFOLIO &  
ACQUISITIONS**

Maintaining High Quality National Network

Balanced Portfolio across Assets

Established Portfolio

Successful acquisition integration

Renewals & Extensions

Contract Wins



## RENEWALS & EXTENSIONS

- Roadside - more than 80, including 26 premium RMS Sydney Roadside billboards
- Retail – over 35 centres renewed and extended across ANZ including QIC and Kiwi Property
- Digital Contract extensions within Prospectus business case rent increases



## WINS

- Retail – over 35 new centres across ANZ including Coles, Westfield Eastgardens and Northwest in NZ
- Retail – 9 new large internal digital billboards – EVOKE – 9 more in 2015 taking total network to 25
- Signature Collection Addition – Perth’s only Roadside Digital - Mitchell Freeway

# STRATEGY – STRATEGIC DIGITISATION & INNOVATION



Building the Platform

Largest Digital Signage Footprint

Content

Innovative Interactivity

Mobile Devices and Internet

Big Data Analytics

**oOh! IS BUILDING  
NEW MEDIA  
DIGITAL CAPACITY**





# DIGITAL HIGHLIGHTS

# 3



# DIGITAL HIGHLIGHTS



## ROAD

Rollout of 10 new digital billboards  
2 x largest full motion roadside digital billboards  
Focus on true premium and highest performing digital locations - Signature Collection



## RETAIL

Rollout of 320 new panels  
Delivered 9 x Digital Large format Atrium banners - EVOKE  
Rollout of new interactive assets



## NEW DIGITAL PLATFORM

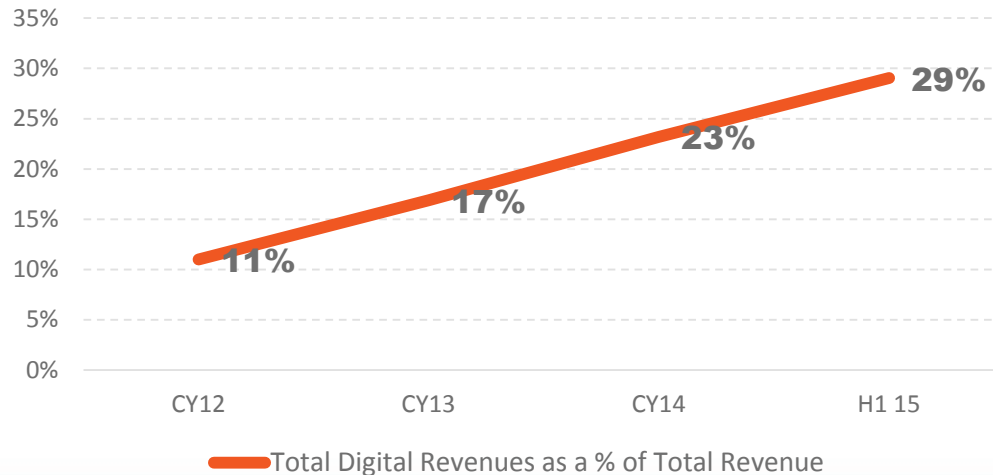
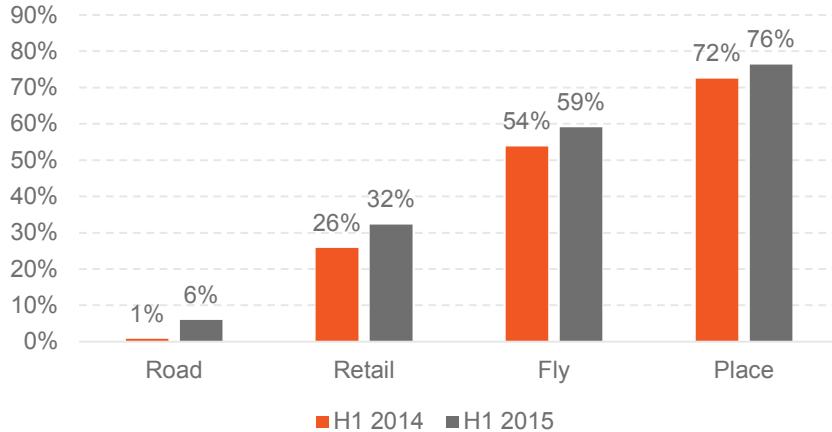
Market growth of Online platforms  
Further expansion of online content platforms  
Investment in core operating systems



# ACHIEVING FULL YEAR REVENUE TARGETS



## DIGITAL MEDIA REVENUE AS % TOTAL REVENUE



- All operating divisions continue to experience growth in digital media revenue penetration
- Road leading growth followed by retail

**DIGITAL REVENUE  
\$36 MILLION  
REPRESENTING  
48.9% GROWTH**

- Digital revenue growth momentum continues
- OML leads out of home industry in digital revenue penetration
- Well on track to meet FY15 mix expectations



THIS IS THE NEW LEXUS NX. NOW AVAILABLE



**FINANCIAL PERFORMANCE**

**4**

# SUMMARY FINANCIAL INFORMATION: H1 2015 VS PRO FORMA H1 2014



(\$Am)	H1 2015	H1 2014 PRO FORMA <sup>(1)</sup>	CHANGE %
<b>REVENUE</b>	<b>124.1</b>	<b>116.9</b>	<b>+6.1%</b>
<b>EBITDA <sup>(2)</sup></b>	<b>20.2</b>	<b>13.3</b>	<b>+51.4%</b>
<b>ADJUSTED NPAT<sup>(3)</sup></b>	<b>8.5</b>	<b>3.8</b>	<b>+123.7%</b>
<b>ADJUSTED EPS<sup>(3)(4)</sup> (CENTS PER SHARE)</b>	<b>5.7</b>	<b>2.5</b>	<b>+123.7%</b>
<b>INTERIM DIVIDEND (CENTS PER SHARE, FULLY FRANKED)</b>	<b>2.8</b>	<b>-</b>	<b>-</b>
<b>NET DEBT / EBITDA</b>	<b>1.3x</b>	<b>2.1x</b>	<b>+40.7%</b>

(1) Reconciliation of 2014 Pro Forma to Statutory results contained in Appendix

(2) Pre impairment charge

(3) Before amortisation and impairment

(4) H1 2014 Pro Forma Adjusted EPS uses the H1 2015 weighted average number of shares for comparability purposes

# FULL PROFIT AND LOSS



\$'m	H12015	H12014 Pro forma	Change (%)
Revenue	124.1	116.9	6.1%
Cost of media sites and production	(81.1)	(82.0)	1.2%
Gross profit	43.0	34.9	23.2%
<i>Gross profit margin %</i>	34.6%	29.8%	16.1%
Total operating expenditure	(22.8)	(21.5)	-5.8%
<b>EBITDA (pre-impairment charge)</b>	<b>20.2</b>	<b>13.3</b>	<b>51.4%</b>
<i>EBITDA margin %</i>	16.3%	11.4%	42.6%
Depreciation & Amortisation	(10.8)	(11.8)	8.8%
<b>EBIT</b>	<b>9.4</b>	<b>1.5</b>	<b>517.3%</b>
Net finance costs <sup>(1)</sup>	(1.8)	(2.2)	15.7%
Impairment charge	-	(11.1)	100.0%
<b>Profit / (loss) before tax</b>	<b>7.6</b>	<b>(11.8)</b>	<b>164.5%</b>
Income tax (expense)/benefit	(3.8)	-	-
<b>Net Profit After Tax ("NPAT")</b>	<b>3.8</b>	<b>(11.8)</b>	<b>132.4%</b>
Add: Amortisation	4.7	4.4	5.2%
Add: Impairment charge	-	11.1	100.0%
<b>Adjusted NPAT</b>	<b>8.5</b>	<b>3.8</b>	<b>123.7%</b>

- Strong underlying revenue growth
- Gross Profit increase 23.2% + 4.8% margin expansion
- Operating expenditure increase reflecting investment in digital skill sets and capabilities; timing of annual incentive plan provisioning vs. prior year
- Strong operating cost leverage has driven:
  - 51.4% EBITDA growth
  - 4.9% increase in EBITDA margin
  - 96% revenue flow through to EBITDA
- +123.7% increase in Adjusted NPAT reflecting prudent use of capital structure to drive shareholder returns



# REVENUE BY DIVISION



\$'m	H12015	H12014 Statutory	Change (%)
Road	50.4	48.1	4.7%
Retail	40.6	37.4	8.6%
Fly	26.2	22.2	18.2%
Place	4.8	4.2	14.4%
<b>Australia</b>	<b>122.0</b>	<b>111.9</b>	<b>9.0%</b>
New Zealand	2.0	5.0	-59.1%
<b>Total revenue</b>	<b>124.1</b>	<b>116.9</b>	<b>6.1%</b>

- All Australian divisions contributing to revenue growth
- Road and retail top line and underlying growth.
- Fly growth across all areas including internals, externals and lounges
- Place driven by increased advertiser awareness of specific audience environments
- NZ impacted by completion of Auckland airport contract in October 2014

# CASH FLOW AND CAPEX



\$'m	H12015	H12014 Pro forma	Change (%)
<b>EBITDA (pre-impairment charge)</b>	<b>20.2</b>	<b>13.8</b>	<b>45.9%</b>
Interest and income tax (included in net cash from operating activities)	(1.7)	(6.1)	72.0%
Net change in working capital and non-cash items	(6.6)	1.1	-625.7%
<b>Net cash from operating activities</b>	<b>11.9</b>	<b>8.7</b>	<b>36.0%</b>
Capital Expenditure	(10.3)	(5.8)	-78.2%
Acquisitions	(0.6)	-	-
<b>Net cash flow before financing</b>	<b>0.9</b>	<b>2.9</b>	<b>-68.7%</b>

- +36% increase in cash from operating activities sufficient to continue to fund capital expenditure over the first half
- Increase in capital expenditure reflecting continued investment in digital signage in the road and retail divisions
- Working capital utilised additional cash versus 2014 as a result of make good payments and timing of concession supplier payments

# BALANCE SHEET AND CREDIT RATIOS



\$'m	30-Jun-15	31-Dec-14
Cash and cash equivalents	5.7	20.2
Other current assets	66.1	65.6
Property, plant and equipment	68.6	62.4
Intangible assets and goodwill	217.0	217.6
Other assets	8.4	10.1
<b>Total assets</b>	<b>365.8</b>	<b>375.9</b>
Trade payables	30.5	26.5
Provisions	5.8	8.8
Other current liabilities	2.3	2.5
Borrowings	66.7	81.7
Other non current liabilities	14.5	14.8
Total liabilities	119.9	134.3
<b>Net assets</b>	<b>245.8</b>	<b>241.6</b>
<b>Credit Metrics</b>		
<b>Net total indebtedness</b>	<b>61.2</b>	<b>61.7</b>
Net debt / EBITDA	1.3x	1.5x
EBITDA / net finance costs	14.2x	11.0x
Net debt / (net debt + equity)	19.9%	20.3%

- Strong balance sheet position to support future growth initiatives
- Net assets increase of \$4.2m or 1.7% against year ended 2014
- Growth in property, plant, and equipment reflecting continued investment in digital assets and acquisitions
- Bank facility capacity to fund capex and acquisitions
- Credit metrics all well within banking covenants
- Net debt / EBITDA 1.3x

**THIS IS THE NEW LEXUS**  
THIS IS HEART RACING

# RC



LEXUS  
THE PURSUIT OF PERFECTION

oh!

28 °C

## GUIDANCE & OUTLOOK

# 5





**1 Upgraded Full Year EBITDA Guidance from \$48.6 in the Prospectus to \$53 million to \$55 million**

**2 Upgraded guidance reflects**

- Strong 1st half performance
- Current Q3 media bookings
- Market Conditions

**3 Board confirms full year dividend payout ratio 40%-60% NPATA**

# STRONG FIRST HALF PERFORMANCE



**STRONG  
FINANCIAL  
RESULTS**



**DIGITAL  
ROLL OUT  
ON TRACK**



**MARGIN  
EXPANSION**



**CONTINUED  
SECTOR  
TAILWINDS**



**FY15 EBITDA  
FORECAST  
UPGRADE**



QUESTIONS

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APPENDIX

A



# IMPORTANT NOTICE



oOh!media's Financial Statements for the periods ended 31 December 2014 and 30 June 2015 are presented in accordance with Australian Accounting Standards.

oOh!media has also chosen to include certain non-IFRS financial information. This information has been included to allow investors to relate the performance of the business to the pro forma financial information outlined in the prospectus and these measures are used by management and the Board to assess performance and make decisions on the allocation of resources.

A reconciliation between statutory and pro forma NPAT is presented on slide 27. Further information regarding the non-IFRS and pro forma financial measures and other key terms used in this presentation is included in the Glossary below.

Non-IFRS and pro forma measures have not been subject to audit or review.

## Glossary

EBIT	Earnings before interest and tax
EBITA	Earnings before interest, tax and amortisation
EBITDA	Earnings before interest, tax, depreciation and amortisation
NPAT	Net profit after tax
Adjusted NPAT	Net profit after tax before acquired amortisation and non-cash items such as impairments

# PRO FORMA ADJUSTMENTS TO STATUTORY RESULTS FOR H1 2014 REVENUE AND NPAT



- Restatement of H1 2014 results as if the operating and capital structure following the IPO had been in place from the beginning of the financial year

\$'m	H12014
<b>Statutory revenue</b>	<b>117.4</b>
Discontinued operations	(0.5)
<b>Pro forma revenue</b>	<b>116.9</b>
<b>Statutory NPAT</b>	<b>(19.8)</b>
Discontinued operations	0.1
Listed public company costs	(0.6)
Net finance costs	9.1
Prior period tax asset writeoff	1.9
Income tax impact	(2.5)
<b>Pro forma NPAT</b>	<b>(11.8)</b>



# IMPORTANT NOTICE AND DISCLAIMER



## Important notice and disclaimer

This document is a presentation of general background information about the activities of oOh!media Limited (oOh!media) current at the date of the presentation, 25 August 2015). 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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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.

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## Pro forma 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. In particular, this information is important for comparative purposes with pro forma information contained in oOh!media's IPO Prospectus lodged with ASIC on 5 December 2014.

For a reconciliation of the non-IFRS financial information contained in this presentation to IFRS-compliant comparative information, refer to the Appendices of this presentation.

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