

oOh!media Limited  
ABN 69 602 195 380

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## ASX Announcement



### **oOh! completes acquisition of Inlink Group**

Further to oOh!media Limited's (**ASX:OML**) announcement on 5 November 2015 concerning the agreement to acquire Inlink Group Pty Ltd (**Inlink Group**), oOh! today confirmed it has completed the acquisition of Inlink Group, a leading CBD digital Out Of Home company for \$45 million following all conditions precedent being satisfied.

Inlink, formed in 2001, has a network that reaches an audience of 2.2 million Australians fortnightly through more than 2,800 digital screens in office towers, cafes and fitness centres in central business districts across Australia.

oOh! Chief Executive Brendon Cook said the acquisition provided significant upside with further revenue opportunities by introducing existing advertisers from oOh!'s portfolio to the Inlink assets, extending existing Inlink advertisers to oOh!'s other formats and attracting new advertisers to Out Of Home.

"The Inlink acquisition extends oOh!'s reach into the important CBD audiences and enhances its digital leadership position, taking its national network to more than 5,000 digital screens, representing an increase of 194 per cent since oOh!'s IPO late in 2014," Mr Cook said.

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#### **Investor contact:**

Peter McClelland  
02 9927 5562  
Peter.McClelland@oohmedia.com.au

#### **Media contact:**

John Hanrahan  
02 8262 8904  
Jhanrahan@lighthousecomms.com.au

**About oOh!media Limited:** oOh! specialises in providing clients with Unmissable creative media solutions that connect with more consumers while they are away from home. We do this through our diverse product offering across road, retail, airport, CBD offices, café, venue, study, social sports and experiential opportunities, throughout urban and regional Australia as well as OOH channels in New Zealand. oOh! also has the largest audience-reaching digital advertising network in Australia that when combined with our large static portfolio creates unmissable impact for brands.