

ooh![®]
Unmissable

**ANNUAL GENERAL
MEETING**

3RD MAY 2016



Swanston St
329 - 178

vodafone

WATCH FOR
TRAMS

POLIT

THE BOURKE



CHAIRMAN'S ADDRESS

MICHAEL ANDERSON

2015 HIGHLIGHTS



INDUSTRY GROWTH

Out Of Home Industry one of the fastest growing media segments

DIGITAL EXPANSION

17 New digital roadside billboards
900 New digital retail signs

GROWING AUDIENCE

Acquisition of Inlink expands audience reach in core CBD market



MASCOT



NOW 1:48
PREPAID

ON PREPAID
THE GOOD TIMES
KEEP ROLLING

\$40 NEW MY PREPAID ULTIMATE RECHARGE

WITH 10GB
TOTAL ON YEAR FIRST RECHARGE
+ DATA ROLLOVER
KEEP ROLLING OVER UP TO 10GB

ACTIVATE & SIM & RECHARGE BEFORE 12 FEB 2018

OPTUS

TODAY 16°
shower

DAVID JONES

EASTLANDS



CEO'S ADDRESS

**BRENDON COOK
CEO**

ooh!®

**SPECIALISES
IN PROVIDING
CLIENTS WITH
UNMISSABLE
CREATIVE MEDIA
SOLUTIONS**

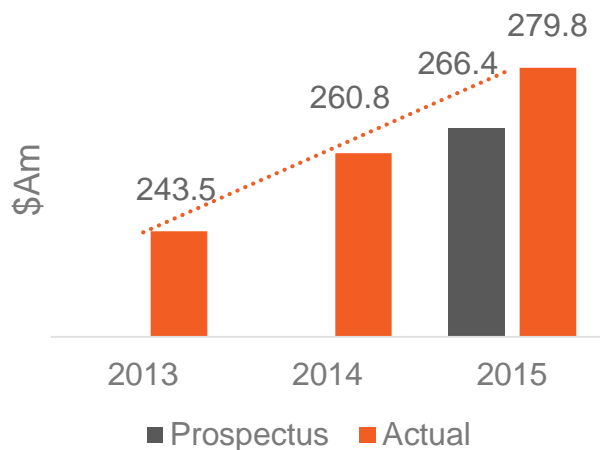


EXCITE

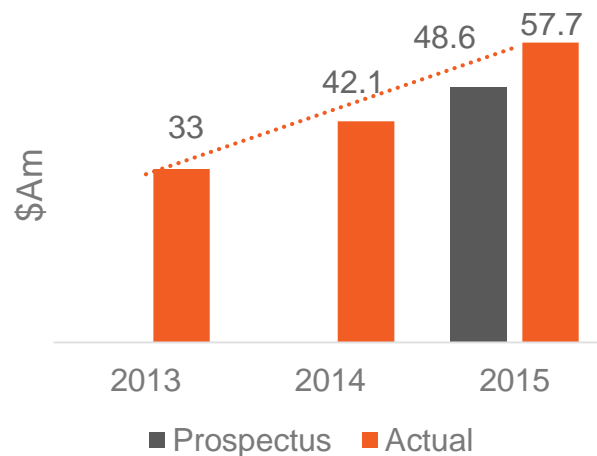
2015 HIGHLIGHTS



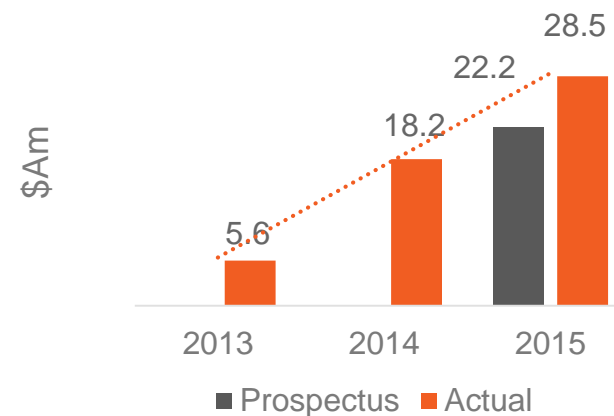
REVENUE +7.3%*



EBITDA +37.1%*



NPATA +56.8%*



FINAL DIVIDEND – 6.7 CENTS PER SHARE
FULL YEAR DIVIDEND – 9.5 CENTS PER SHARE

*Numbers presented on Pro Forma basis.

DELIVERING ON OUR STRATEGY FOR GROWTH



Diversity of Audience & Product

#1 in delivering advertisers the widest location-based addressable audience

Strong Maturity Profile

Long-term sustainable business model

End-to-End Digital Strategy

Location based new media business delivering innovation for advertisers

Developing Market Leaders

Building a strong team to lead long term growth

Building Value

Significant return for stakeholders



HOW oOh! DELIVERED ON OUR DIGITAL STRATEGY



BUILDING THE PLATFORM

LARGEST DIGITAL SIGNAGE FOOTPRINT

ENGAGING INTERACTIVE CONTENT

MOBILE DEVICES AND INTERNET

BIG DATA ANALYTICS




BARRY PDE


2015 RESULTS OVERVIEW



STRONG PROFIT GROWTH

 **57%**
Growth in NPATA

STRONG REVENUE CONVERSION

 **82%**
flow through of
incremental revenue to
EBITDA

CAPACITY TO FINANCE GROWTH

 **1.5x**
Net Debt to
EBITDA

DIGITAL REVENUE



	CY2015	CY2014
Group revenue growth	7.3%	7.1%
Digital revenue growth	47.6%	46.8%
Digital revenue as % of total revenue	31.9%	23.2%

- Digital revenue growth continued to accelerate
- Underlying performance of static rate and occupancy remain positive

THE YEAR AHEAD 2016



Diversity of Audience & Product

Inlink integration on track

Strong Maturity Profile

Long-term sustainable business model

End-to-End Digital Strategy

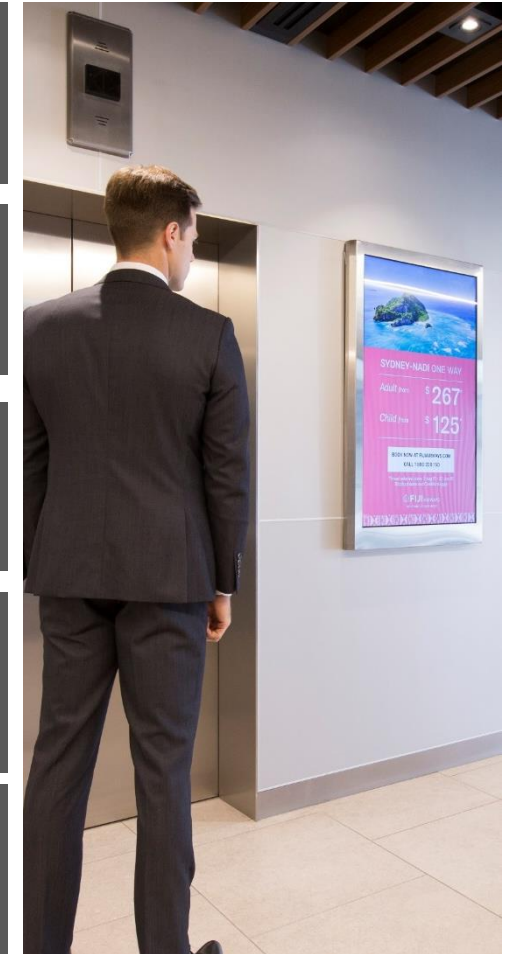
**Digital Road expansion:
9 built – 12 approved for 2016**
Australian leading data partnership: Quantum

Developing Market Leaders

Continued investment in people and training

Building Value

Continued operating leverage growth
Maintain strong balance sheet



GUIDANCE FOR 2016



FY16 Guidance Range

EBITDA	\$68.0m	–	\$72.0m
Capex	\$20.0m	–	\$25.0m

- EBITDA guidance represents 17% - 25% growth
- Capital expenditures will continue to support digital strategy including screen conversion and infrastructure
- FY15 and FY16 capital investments will continue to drive earnings growth into the future
- Dividend policy remains at 40 - 60% of NPATA



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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.