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MACQUARIE
INVESTOR 2016

5TH MAY 2016

OVERVIEW

ROAD

44% SHARE
\$110 MILLION
+4,000 PANELS



FLY

70% SHARE IN AIRPORTS
\$55 MILLION
10 AIRPORTS



#1

AUSTRALIA

PLACE

CAFES, BARS,
GYM & SPORTING
VENUES, UNIVERSITIES &
OFFICE TOWERS

\$23*
MILLION +800
LOCATIONS
+4,000
FACES



RETAIL

+70% SHARE IN
RETAIL CENTRES
\$99 MILLION
+525 CENTRES



CY2015 RESULTS

Pro Forma **REVENUE**

 **\$279.8
MILLION**  **7.3%
GROWTH**

Pro Forma **ADJUSTED NPAT**

 **\$28.5
MILLION**  **56.8%
GROWTH**

Pro Forma **EBITDA**

 **\$57.7
MILLION**  **37.1%
GROWTH**

EBITDA MARGIN

 **FROM
16.1%**  **TO
20.6%**

NET DEBT TO EBITDA

 **1.5X**





MASS CONSUMER ELECTRONICS

QSEGMENTS CUSTOMER PROFILE

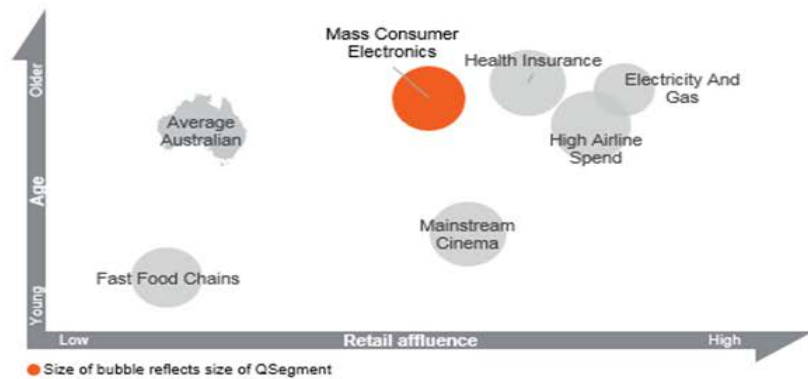
ELECTRICAL + TECH



This segment includes people who spend more with electronics retailers, such as:



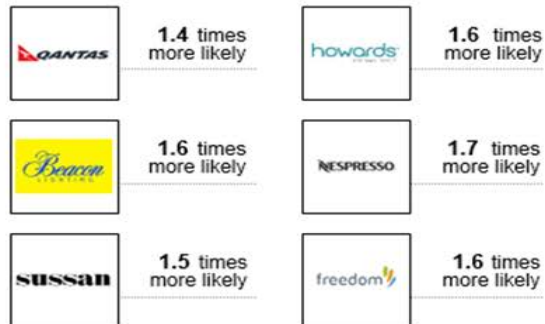
People in this segment are house proud. They love to linger over their morning coffee while planning updates to appliances or decor.



SPENDING PATTERNS¹



BRAND PREFERENCES²



¹ Mass consumer electronics v. Australian population
² Excluding brands used in definition of 'mass consumer electronics'

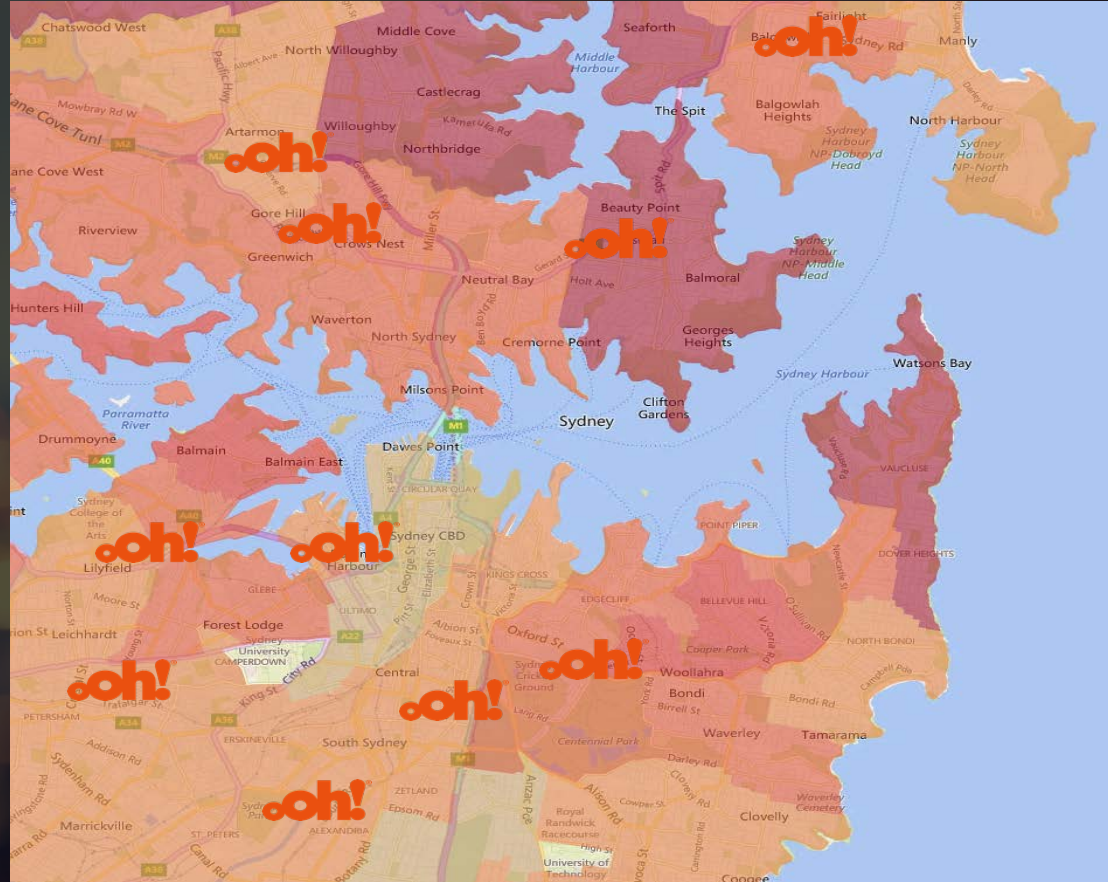
SEGMENTS MOST SIMILAR



People in the following segments are more likely to also be in the 'Mass consumer electronics' segment:



QUANTTIUM



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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

SOCIAL, MOBILE & ONLINE

BIG DATA ANALYTICS

DIGITAL REVENUE



47.6% GROWTH



OF TOTAL REVENUE



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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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.