

oOh!media Limited
ABN 69 602 195 380

31 October 2016

ASX Announcement



oOh! completes acquisition of Executive Channel Network

Further to oOh!media Limited's (**ASX: OML**) announcement on 11 October 2016, oOh! is pleased to announce that it has completed the acquisition of 100% of the share capital of Executive Channel International Pty Ltd (**ECN**) for \$68.5 million in cash and scrip following all conditions precedent being satisfied.

The acquisition of ECN is in line with oOh!'s articulated strategy of driving engagement with audiences through a diversified portfolio of digital and classic screens in unmissable locations and further enhances oOh!'s digital market leadership.

Further information regarding the acquisition is contained in oOh!'s ASX announcement of 11 October 2016.

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About oOh!media Limited: oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our network is unparalleled, with a diverse portfolio of static and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafes, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.