

oOh!media Limited
ABN 69 602 195 380

Wednesday, 14 December 2016

ASX Announcement



CY2016 trading update

oOh!media Limited (**ASX: OML**) (**oOh!media**) announces that in light of recent trading performance, it now anticipates its full year 2016 EBITDA to be in the range of \$72-74 million, up from its previously provided guidance of \$68- 72 million which was last reaffirmed on 11 October 2016 at the time of the acquisition of ECN. The guidance includes the expected part year contributions from acquisitions made during 2016, including ECN, Junkee Media and Cactus and excludes any acquisition costs and other non-recurring items. The guidance reflects a 26.5% increase on the previous corresponding period (Pro Forma FY2015) and a 4.3% increase on the previous guidance on a mid-point vs mid-point basis. oOh!media also reaffirms the previously provided guidance of capex of up to \$35 million in CY2016.

oOh!media's CEO Brendon Cook said the upgrade comes as oOh!media continues to successfully execute on its growth strategy and integrate the acquisitions made during 2016.

"We are focused on delivering advertisers with diversity of product and audiences, as well as an end-to-end digital strategy. The successful execution of this strategy is reflected in the strong organic growth of the business. In addition, we have undertaken a number of acquisitions during 2016 and we continue to successfully integrate these businesses to drive additional growth."

Subject to the final results and Board decision, the oOh!media Board expects to declare a fully franked final dividend of up to 10 cents per share, which reflects a payout ratio slightly above the stated dividend policy of 40-60% dividend payout ratio.

The guidance provided in this update in relation to the full year ending 31 December 2016 are preliminary in nature, subject to December trading, finalisation of statutory accounts by oOh!media and review by oOh!media's external auditors. Full details of the results will be available with the release of oOh!media's full year results in February 2017.

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About oOh!media Limited: oOh!media 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.