

oOh!media Limited  
ABN 69 602 195 380

28 April 2017

**ASX Announcement**



## **AGM 2017 Presentation**

oOh!media Limited (ASX: OML) appends the presentation to be made at the Company's Annual General Meeting being held today Friday 28 April 2017 commencing at 11.00 am.

**Ends:**

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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.



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**ANNUAL  
GENERAL  
MEETING**

**28 April 2017**

# BOARD OF DIRECTORS



**Tony Faure**

- Non-executive

**Debra Goodin**

- Non-executive
- Independent
- ARCC Chair

**Geoff Wild AM**

- Non-executive

**Darren Smorgon**

- Non-executive
- Independent
- RNC Chair

**Brendon Cook**

- Managing Director
- Chief Executive Officer

**Michael Anderson**

- Non-executive
- Independent
- Chairman



STILAND



MAROONDAH HWY

**CHAIRMAN'S  
ADDRESS  
MICHAEL ANDERSON**



# CY2016 HIGHLIGHTS



## FINANCIAL

- Revenue of \$336.1m, up 20.1%
- Underlying EBITDA of \$73.5m, up 27.4%
- Underlying NPATA of \$35.6m, up 24.8%
- Total year fully franked dividend of 14.0cps, up 47.4%



## DIGITAL EXPANSION

- Added:
  - 29 Road large format screens
  - 39 EVOKE Retail large format screens
  - 25 Fly large format screens
  - 200+ ShopaLive Retail small screens
- Digital revenue of \$153.3m, up 71.7%



## CONTENT & DATA

- Progressing Quantum for launch in 2017
- Launched NZ's first retail measurement system (CRAFT)
- Expansion to 8 online platforms



## STRATEGIC ACQUISITIONS AND MERGERS

- Integration of Inlink
- Acquisition and integration of ECN, Junkee Media and Cactus Imaging
- Proposed merger with APN Outdoor

# STRATEGIC ACQUISITIONS

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- Integration of Inlink
- Acquisition of:
  - ECN
  - Junkee
  - Cactus

# MERGER UPDATE

## BOARD RECOMMENDATION

- The Board of oOh!media is in full support of the merger and recommends that shareholders vote in favour of the Scheme, in the absence of a superior proposal and subject to the Independent Expert concluding that the Scheme is in the best interests of oOh!media shareholders

## RATIONALE

- Will create a leading Australian media group with diversified Out Of Home and online environments in Australia and New Zealand
- Combination of highly complementary and diverse asset portfolios across Australia and New Zealand, comprising physical, mobile, online and social media assets
- Expected annualised pre-tax cost synergies of at least \$20m on a run rate basis within two years of implementation, excluding one-off transaction and integration costs

## TIMING

- ACCC to release decision in May 2017
- Scheme Booklet dispatched to shareholders in late May 2017
- Scheme Meeting expected to be held in late June 2017
- Merger expected to be implemented in July 2017

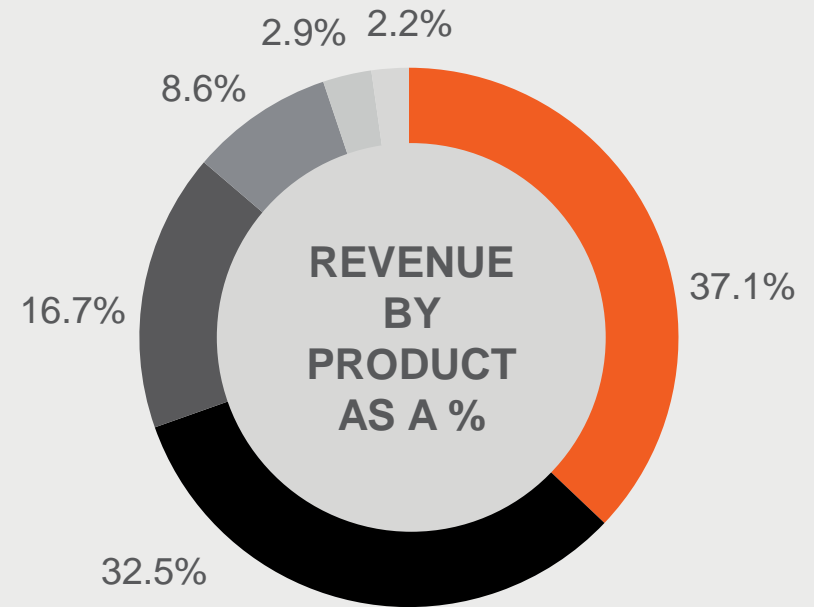
**CEO'S  
ADDRESS  
BRENDON COOK**





# PRODUCT HIGHLIGHTS

(\$m)	CY2016	CY2015	Change (%)
Road	124.6	110.9	12.3% ↑
Retail	109.2	99.0	10.2% ↑
Fly	56.0	54.5	2.8% ↑
Locate by oOh!	28.9	9.8	196.4% ↑
New Zealand	9.8	5.6	75.2% ↑
Other	7.6	-	-
<b>Total revenue</b>	<b>336.1</b>	<b>279.8</b>	<b>20.1%</b> ↑



- All products experienced revenue growth
- Strong Road performance in second half of CY2016
- Locate by oOh! achieved significant organic growth
- Retail continues to benefit from digital inventory rollout
- Other category relates to Cactus & Junkee Media

# STRATEGY FOR GROWTH

## GROWING DIGITAL MARKET POSITION



# DIGITAL STRATEGY

oOh!media's ANZ digital portfolio – 8,000+ digital signs and 8 online platforms



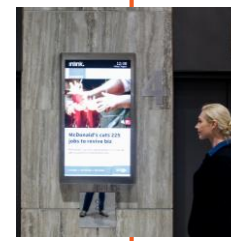
**54**  
Road digital screens  
and growing



**1,600+**  
Retail digital screens  
including 72 large  
format EVOKE



**500+**  
internal  
Fly panels



**4,800+**  
Locate by oOh!  
CBD, gym, uni, café



**8**  
proprietary online  
platforms

Integrated digital strategy linking physical signs with the mobile, social and online environments



Tap or Scan



QView mobile



Wi-Fi Venue



In2Indoor



Junkee



Hijacked



ShortPress

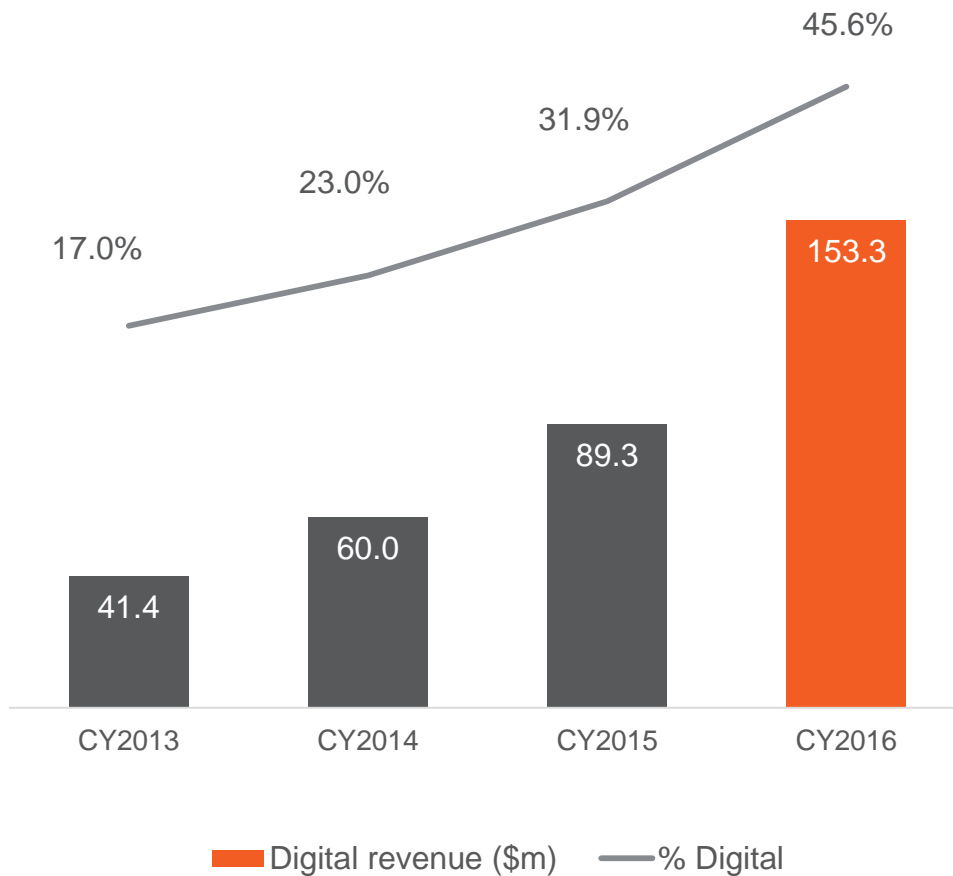


CityLife

- In CY2016, oOh!media introduced:
  - 29 large format digital Road screens including regional expansion (total: 54)
  - 39 EVOKE large format digital Retail screens introduced (total: 72)
  - 25 large format digital Fly screens (total: 51)
  - 7 large format EVOKE retail screens in NZ (total: 13)
- Acquisition of Junkee Media expands content and native advertising capabilities
- Award winning digital innovation

# CY2016 DIGITAL HIGHLIGHTS

## DIGITAL REVENUE AS A % OF TOTAL REVENUE

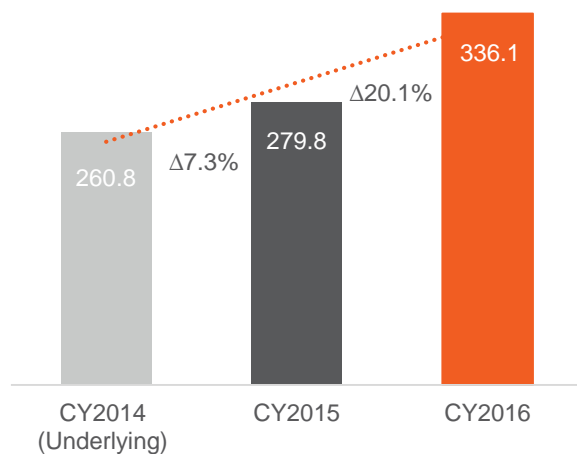


- Digital revenue of \$153.3m, up 71.7% on CY2015 representing 45.6% of total revenue
- Large format digital screens of 190, up from 90 in CY2015
- Digital revenue target of 45-50% of total revenue achieved

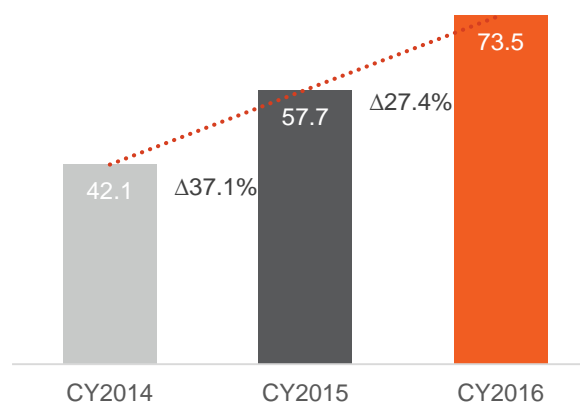
# CY2016 FINANCIAL HIGHLIGHTS

(\$m)	CY2016	CY2015	Change (%)
Revenue	336.1	279.8	20.1% ↑
Underlying EBITDA	73.5	57.7	27.4% ↑
Underlying NPATA	35.6	28.5	24.8% ↑
NPATA	32.9	27.7	18.8% ↑
Underlying EPS (cps)	23.3	19.0	22.5% ↑
Full year dividend (cps, fully franked)	14.0	9.5	47.4% ↑
Net debt / Underlying EBITDA	1.6x	1.5x	0.1x

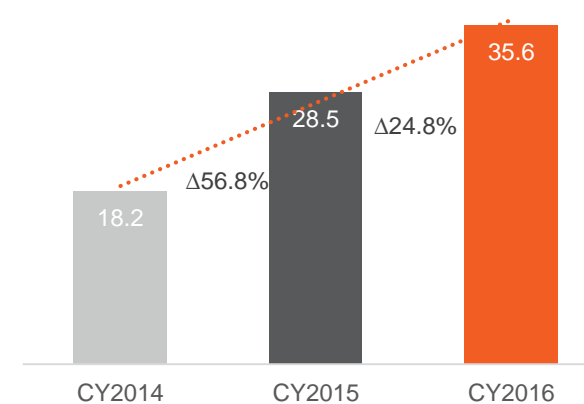
REVENUE (\$m)



UNDERLYING EBITDA (\$m)



UNDERLYING NPATA (\$m)



## TRADING UPDATE

- Out of Home sector continues to grow
- Our year-to-date trading is in line with our revenue and EBITDA growth expectations
- Strength in Road and Retail/Lifestyle more than offsets some softness in Fly
- Continued Digital conversion 9 Road signs, 14 new Evokes, 200 Shopalive Retail panels
- We are not currently in a position to provide guidance, as previously indicated

# ANNUAL GENERAL MEETING

Life's good when...  
you can get it done in one.



Taxis

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The fast and easy way to check

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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.

All dollar values are in Australian dollars (A\$) unless otherwise stated.





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