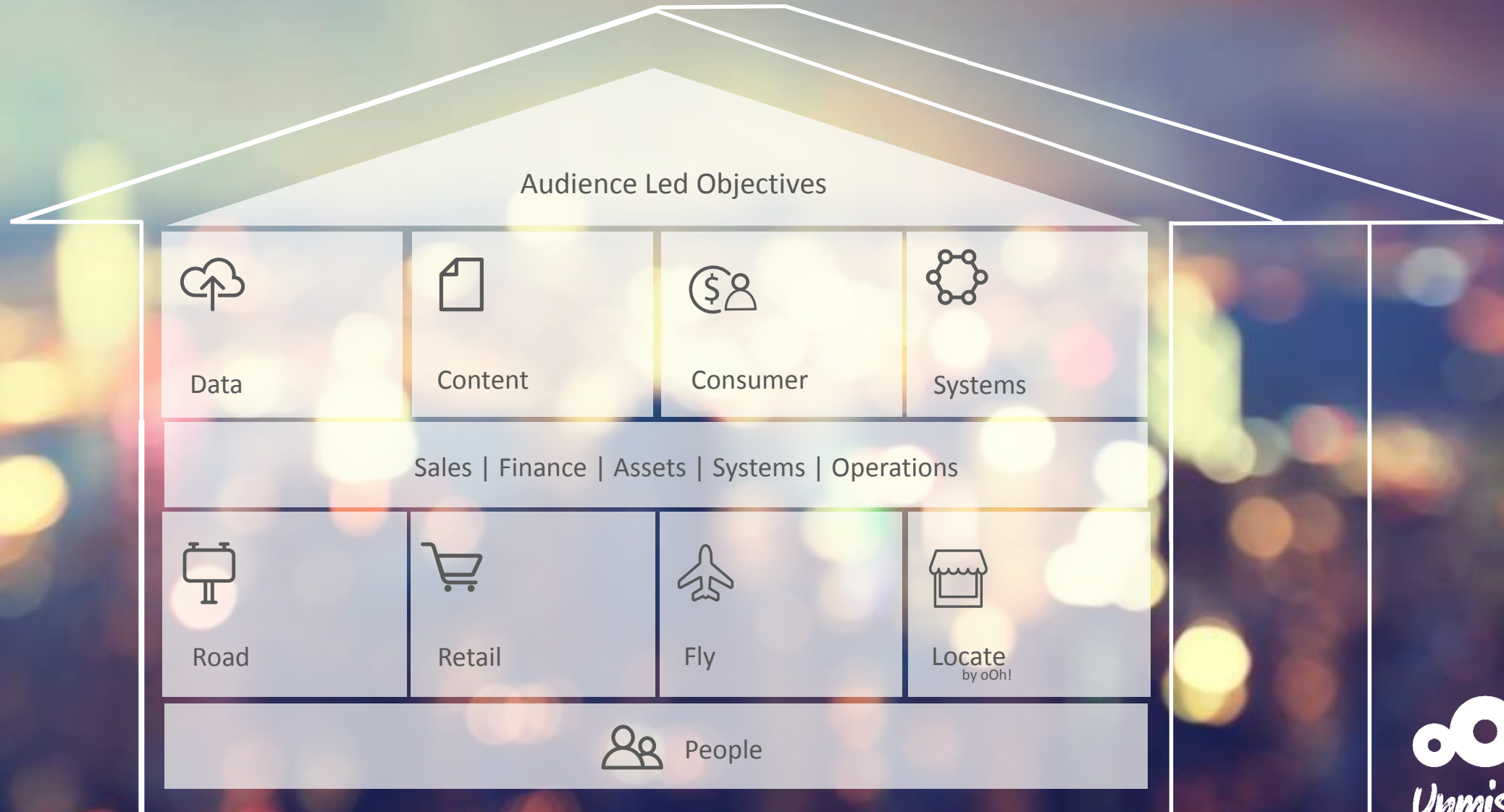




ooh![®]
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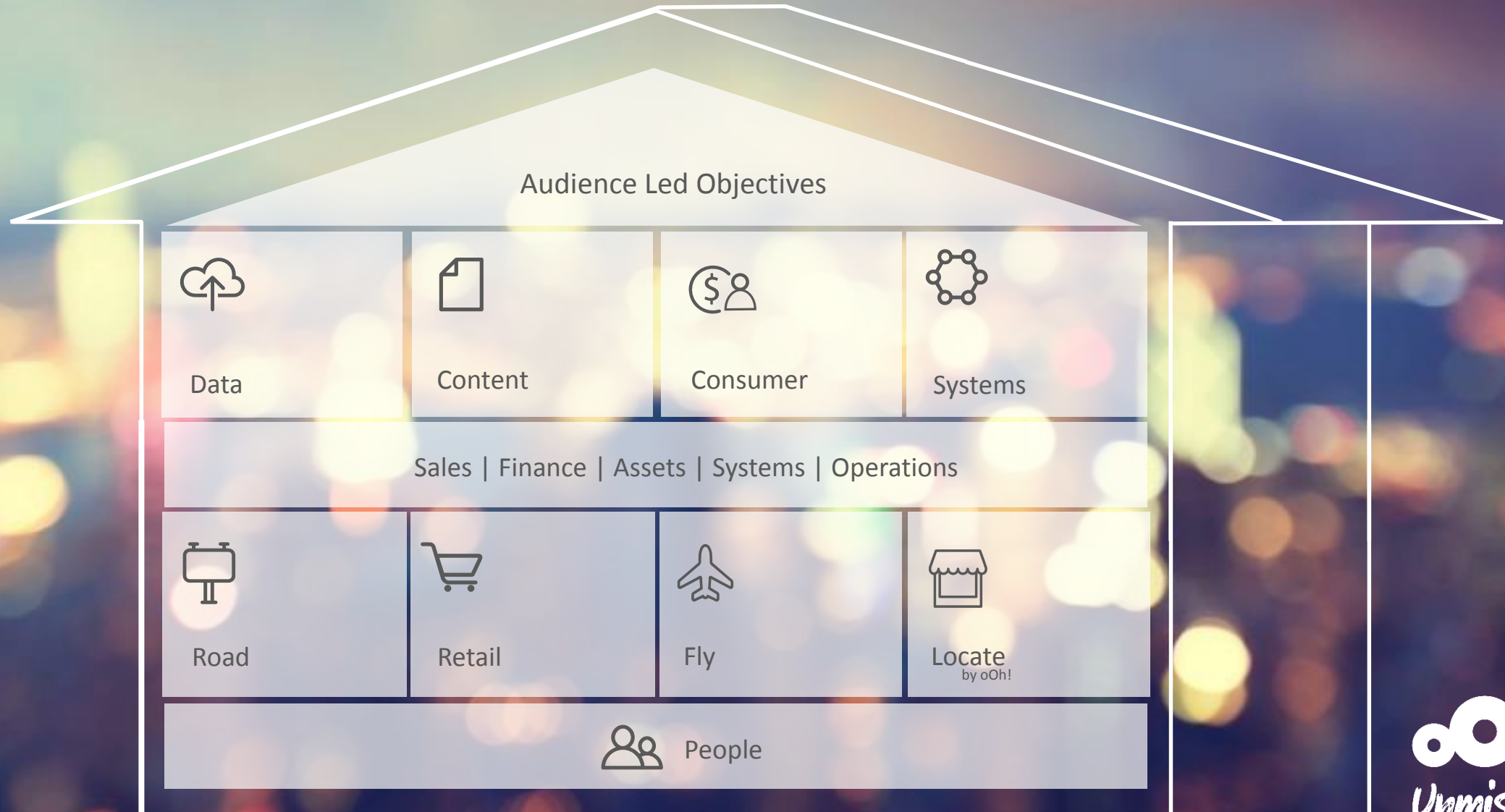
MACQUARIE INVESTOR CONFERENCE 2017

PROVEN oOh! STRATEGY

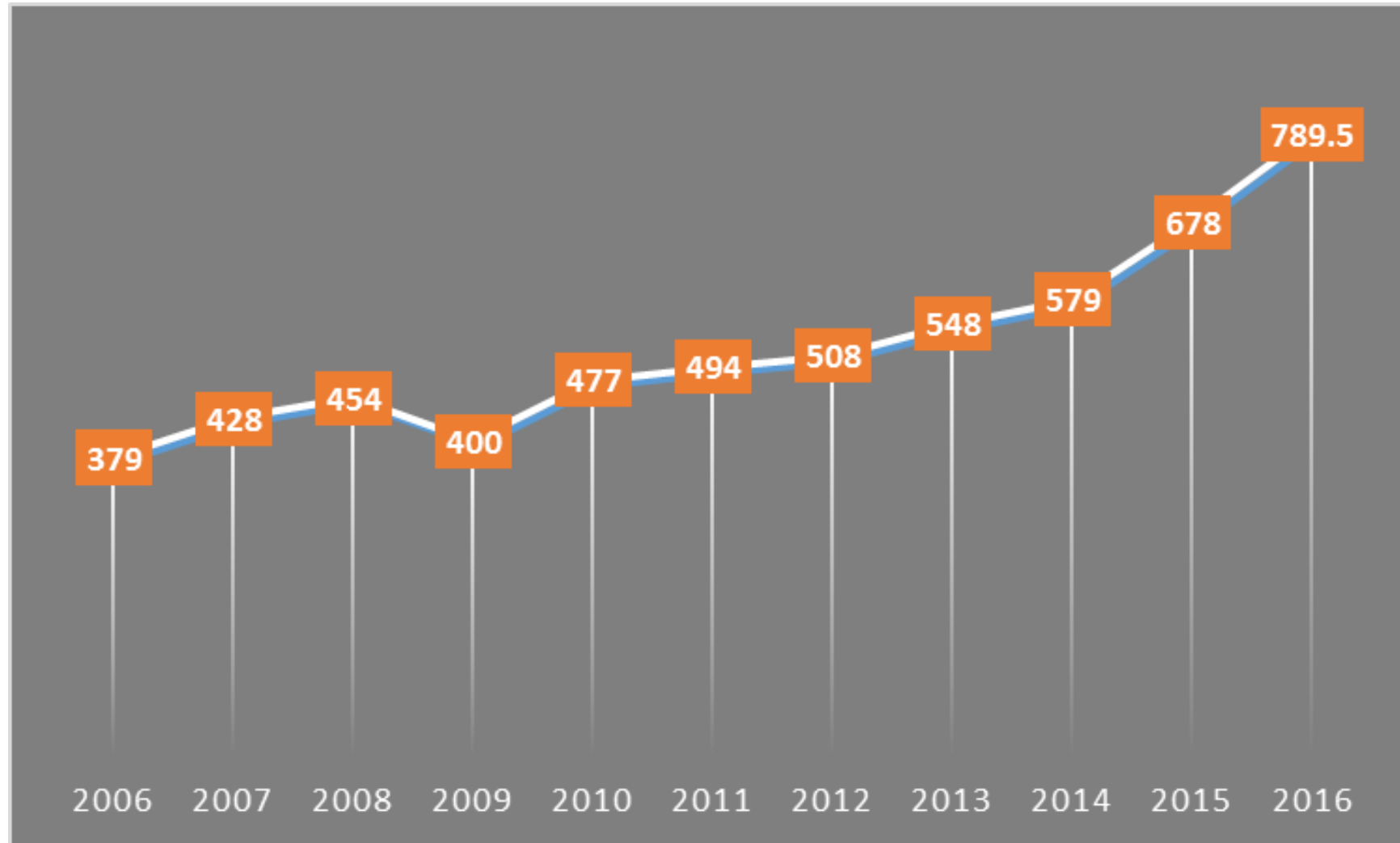


WILL OUT OF HOME CONTINUE TO GROW?

PROVEN oOh! STRATEGY

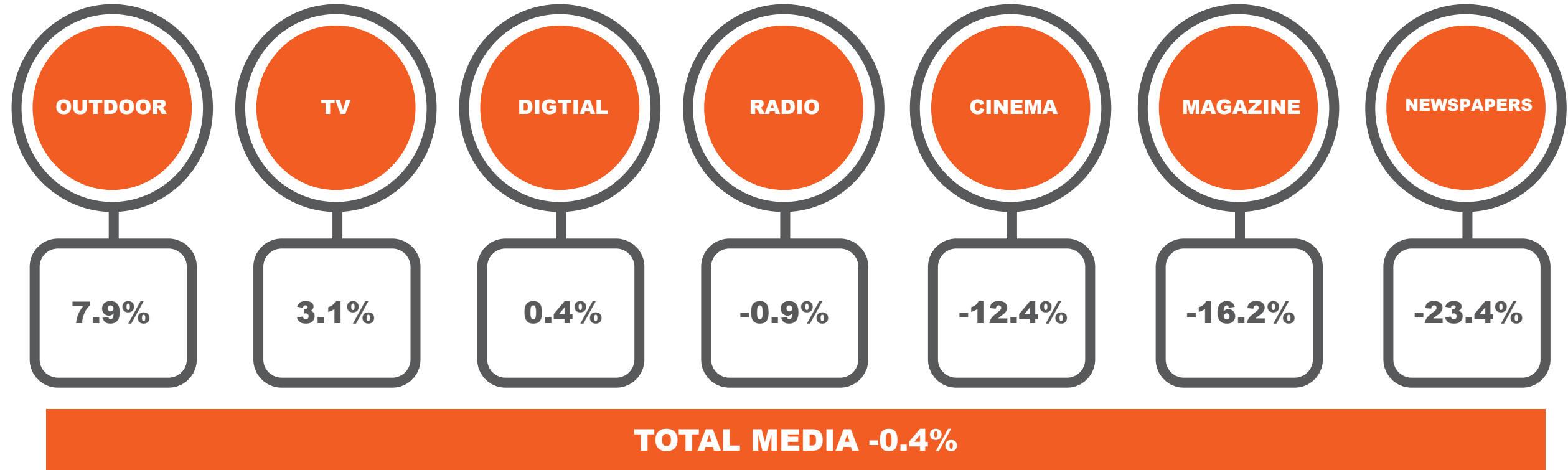


OUT-OF-HOME IN AUSTRALIA CONTINUES TO CLIMB



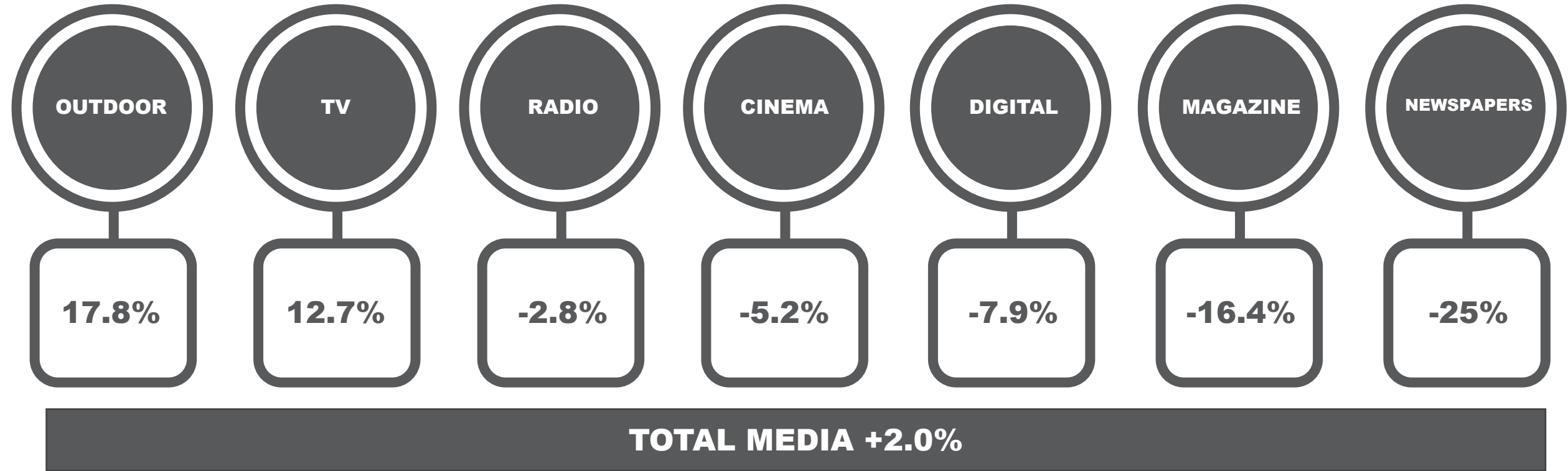
SOURCE: OUTDOOR MEDIA ASSOCIATION (AUSTRALIA)

THE NEW MEDIA LANDSCAPE - Q1 SMI



SOURCE: SMI MEDIA TRENDS REPORT MARCH 2017

THE NEW MEDIA LANDSCAPE - MARCH SMI



SOURCE: SMI MEDIA TRENDS REPORT MARCH 2017

“...OUTDOOR IS PERFORMING MORE IMPRESSIVELY. THIS IS SHAPING UP TO BE A NEW GOLDEN AGE FOR OUTDOOR ADVERTISING”

**Mark Ritson
The Australian 20th Feb 2017**

oh![®]
Unmissable

ADVERTISERS ARE GETTING IT

“ ANZ’s outstanding use of large-format digital billboards around the nation’s freeways this month for its “business ready” campaign to showcase, in real time and with local emphasis, every new business that opens with the help of ANZ funding, shows how to get it right.

”



Mark Ritson
COLLUMNIST





ADVERTISERS ARE GETTING IT

“

...The tactical possibilities and faster lead times from idea to street of digital billboards ensure outdoor advertising has many more double-digit months of growth ahead. ”



Mark Ritson
COLUMNIST

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Unmissable

THE RETURN TO TRADITIONAL BROADCAST



"The days of giving digital a pass are over. It's time to grow up. It's time for action."
Marc Pritchard
P&G Chief Brand Officer



! Facebook and Youtube have created doubt in the advertisers mind and they have had enough.

! Online fraud has the big guys asking questions and demanding ROI

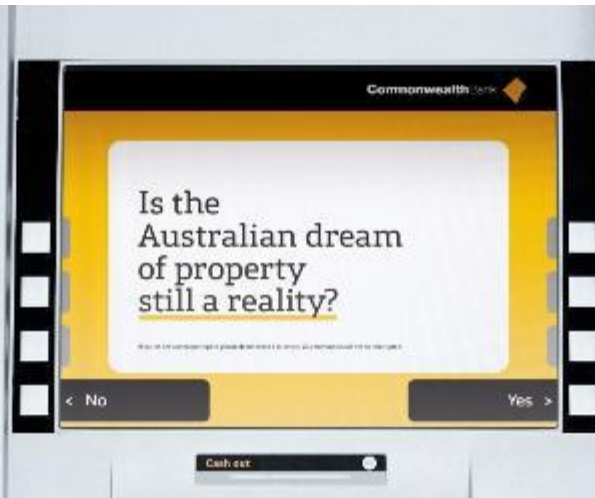
**DATA +
SYSTEMS +
AUTOMATED CONNECTION +
CREATIVITY**

ooh![®]
Unmissable

CLASSIC + DIGITAL = RESULTS



CBA used Classic and Digital formats to build brand awareness across mass audiences



CBA then utilised their ATM network to ask key questions to Australian's



Using the responses and data gathered, CBA then answered the questions with tailored creative across multiple environments

oOh! POWERED BY QUANTIUM

Challenging the 'past | present'
of demographic reach with a
'future' reach, targeting actual
buying audiences



ooh![®]
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DEFINE 'A BETTER MANY' – THINK ONLINE TARGETING, BUT TANGIBLE



| Tuscan luxury villa

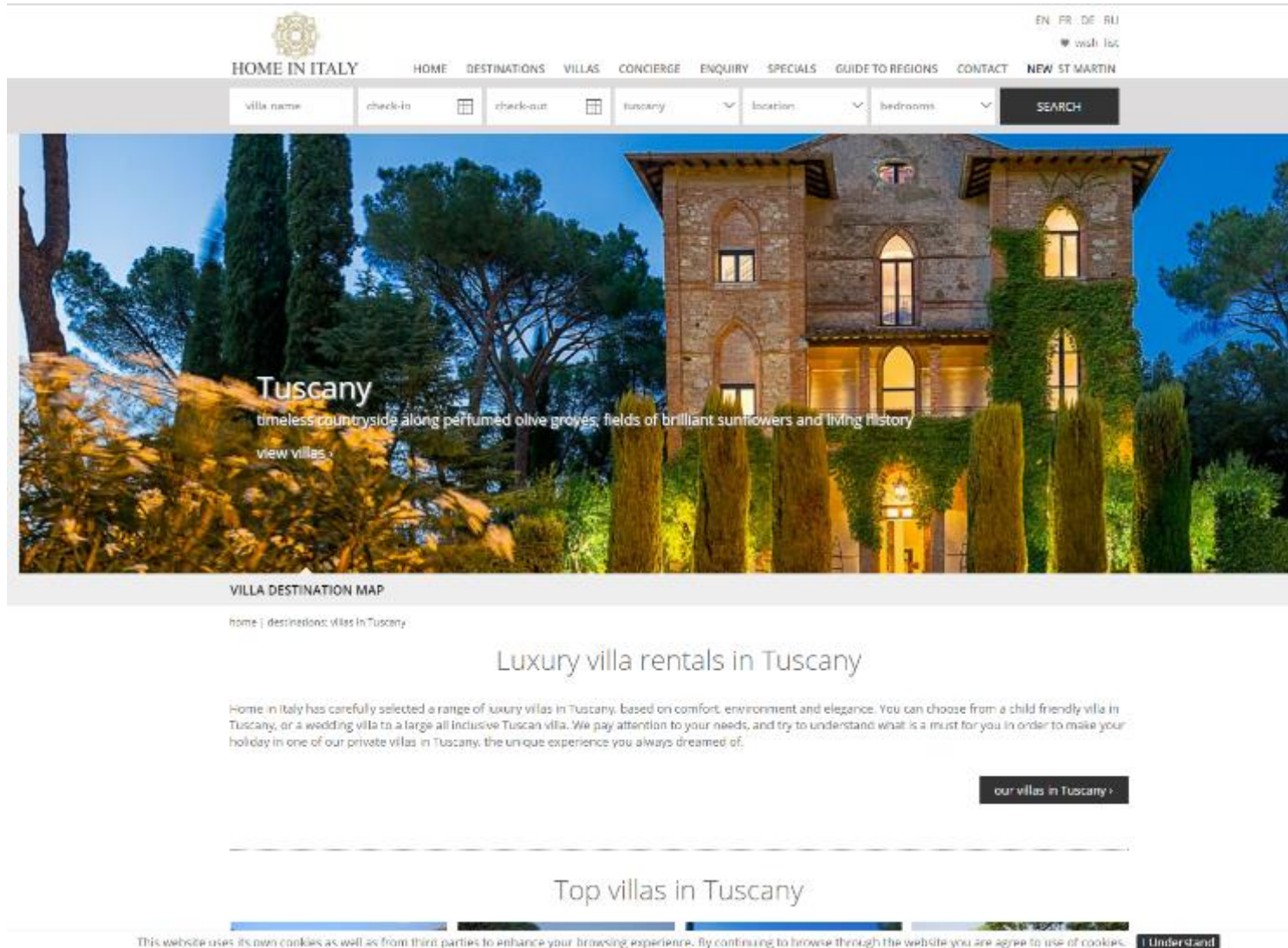


Google Search

I'm Feeling Lucky

Be one with the Force. [Get Rogue One: A Star Wars Story](#) first on Google Play.

DEFINE 'A BETTER MANY' – THINK ONLINE TARGETING, BUT TANGIBLE



The screenshot shows the 'HOME IN ITALY' website. At the top, there is a navigation menu with links for HOME, DESTINATIONS, VILLAS, CONCIERGE, ENQUIRY, SPECIALS, GUIDE TO REGIONS, CONTACT, and NEW ST MARTIN. A search bar is located below the navigation, with fields for villa name, check-in, check-out, location (set to Tuscany), and bedrooms. A 'SEARCH' button is to the right of the search bar. Below the search bar is a large image of a luxury villa in Tuscany at night, with the text 'Tuscany' and 'timeless countryside along perfumed olive groves, fields of brilliant sunflowers and living history'. A 'VIEW VILLAS >' link is below the text. Below the image is a 'VILLA DESTINATION MAP' section. The main heading is 'Luxury villa rentals in Tuscany'. Below this is a paragraph of text: 'Home in Italy has carefully selected a range of luxury villas in Tuscany, based on comfort, environment and elegance. You can choose from a child friendly villa in Tuscany, or a wedding villa to a large all inclusive Tuscan villa. We pay attention to your needs, and try to understand what is a must for you in order to make your holiday in one of our private villas in Tuscany, the unique experience you always dreamed of.' A 'our villas in Tuscany >' button is below the text. Below this is a section titled 'Top villas in Tuscany' with a horizontal bar showing a list of villa images. At the bottom of the page, there is a cookie consent banner: 'This website uses its own cookies as well as from third parties to enhance your browsing experience. By continuing to browse through the website you are agree to use of cookies. Understand'.

DEFINE 'A BETTER MANY' – THINK ONLINE TARGETING, BUT TANGIBLE

4:05PM Mon Mar 27, 2017 Today's Paper The Show Our Network

NEWS SITE OF THE YEAR
The Sydney Morning Herald
INDEPENDENT. ALWAYS.

26° now Sydney Sunny

NEWS SPORT BUSINESS WORLD POLITICS COMMENT PROPERTY ENTERTAINMENT LIFESTYLE TRAVEL CARS

Trump defeat leaves Washington in shock
ANALYSIS Paul McGeough
1 hr ago

Stronger than Yasi: Cyclone Debbie claims first life
BREAKING
1 hr ago

Fears for students after avalanche hits school group in Japan
5 hrs ago

'Deeply unimpressed': top public servants cop a hiding over new office
40 mins ago

Woman attacked with axe 'multiple times' at shopping centre

Backlash after teens banned from flight for wearing leggings

Council mergers dealt a heavy blow following court ruling

Car makers pull ads from YouTube

'Not worth it': Deadline looms as more Australians ditch health insurance

Trump appears in bizarre Nasa video

Book your Tuscan Holiday today

MKI drama explodes with troublemaker's ugly on-set slur

Highly anticipated sequel delivers a poignant message

Why STEM is important for australia's future

Car flips on Harbour Bridge causing traffic delays

Fiery start from Cummins with close call on first ball for India

Search Facebook

Nick Enty

News Feed
Messenger

SHORTCUTS
Hijacked
Bicycle Market

MAPS OR
Events
Pages
Groups
Friend Lists
On This Day
Police
Pages Feed
Photos
Games
Suggest Edits
See More

CRAPT
Ad Page Group Event

Luxury Tuscany Holiday Tours
This is our innovation explanation.

side of brilliant sunflowers and living history

Book your Tuscan Holiday today
Learn how Quantum sort works.

Learn More

51 9 Comments 22K Views

Like Comment Share

Jan Jensen 13:42 12

BuzzFeed
So. Much. Love.

This Photo Of Samira Wiley And Lauren Morelli On Their Wedding Day Might Be The Most Beautiful Thing You'll Ever See

Trending
Anzac Day
Grant Denyer
Fuzel Khamb

Sponsored
Create Ad

sunflowers and living history

Nobody knows Tuscany like Luxury Tuscany Holidays.
Early bird specials available now

English (US) 中文(简体) 한국어 - Escalor
Portuguese (Brasil)

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017





Premium Car consideration

Premium Car consideration

Luxury Travel

Luxury travel consideration

Premium Car consideration

Luxury travel consideration

Luxury travel consideration

Luxury travel consideration

Premium Car consideration

Luxury travel consideration

Luxury travel consideration

Premium Car consideration

Premium Car consideration

Luxury travel consideration

Big data means more granular insight at a location level

Quantum
Real behaviour
Transaction based
200+ Qsegments

Sample: 11 million+

- 200 people per SA1
- 733 per suburb
- 3,320 people per postcode



Roy Morgan Helix Personas
Claimed behaviour
Psychographic based
56 personas

Sample: 50,000+

- Less than 1 person per SA1
- 3 people per suburb
- 16 people per postcode

55,000 SA1's in Australia
16,000 suburbs
3,313 postcodes

AUDIENCE & DATA-LED:

Move from demographics to “Buyergraphics” (QSegments)



Targeting With Scale, an Out of Home Example

Old Way

New Way

Total Reach

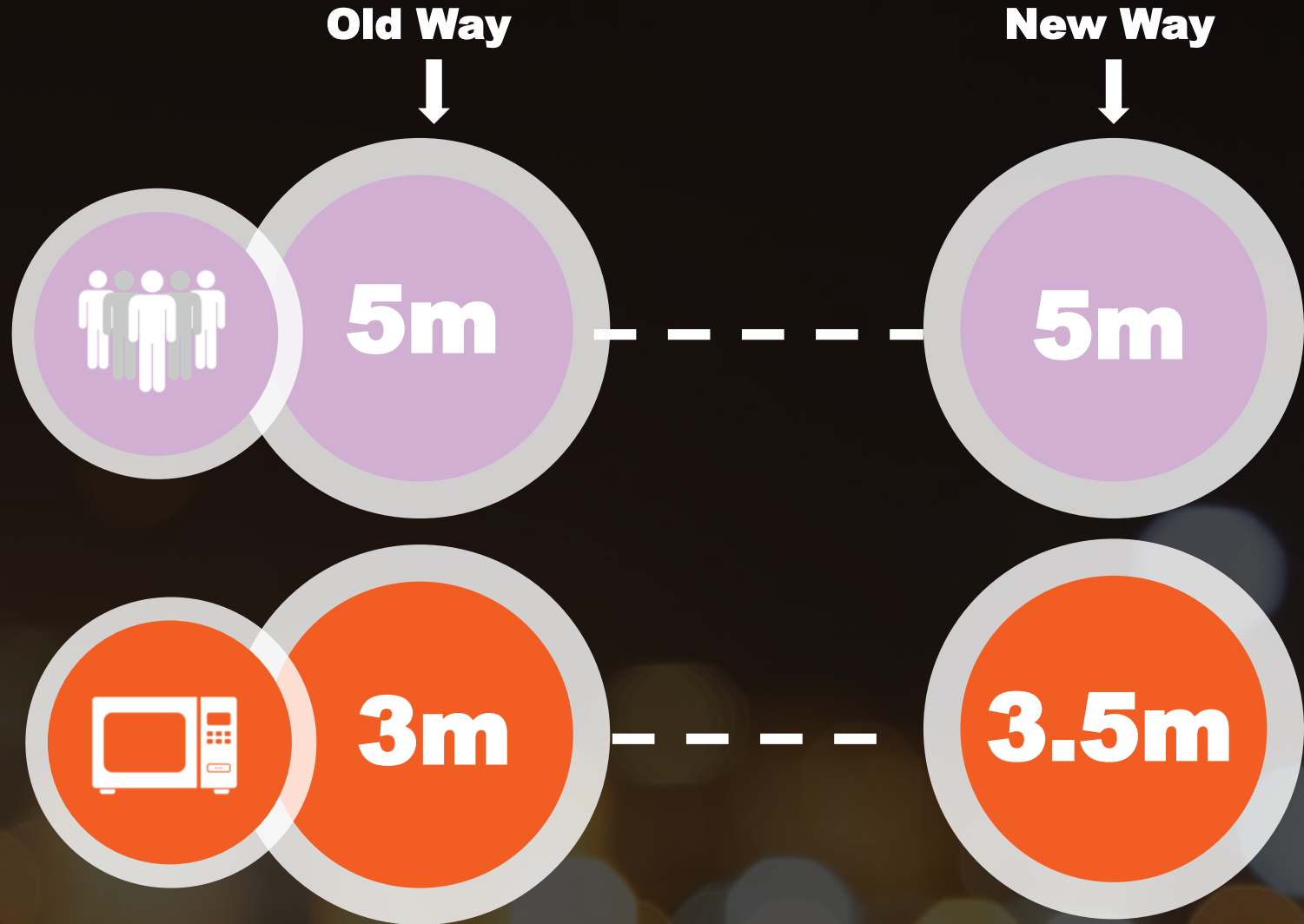
5m

5m

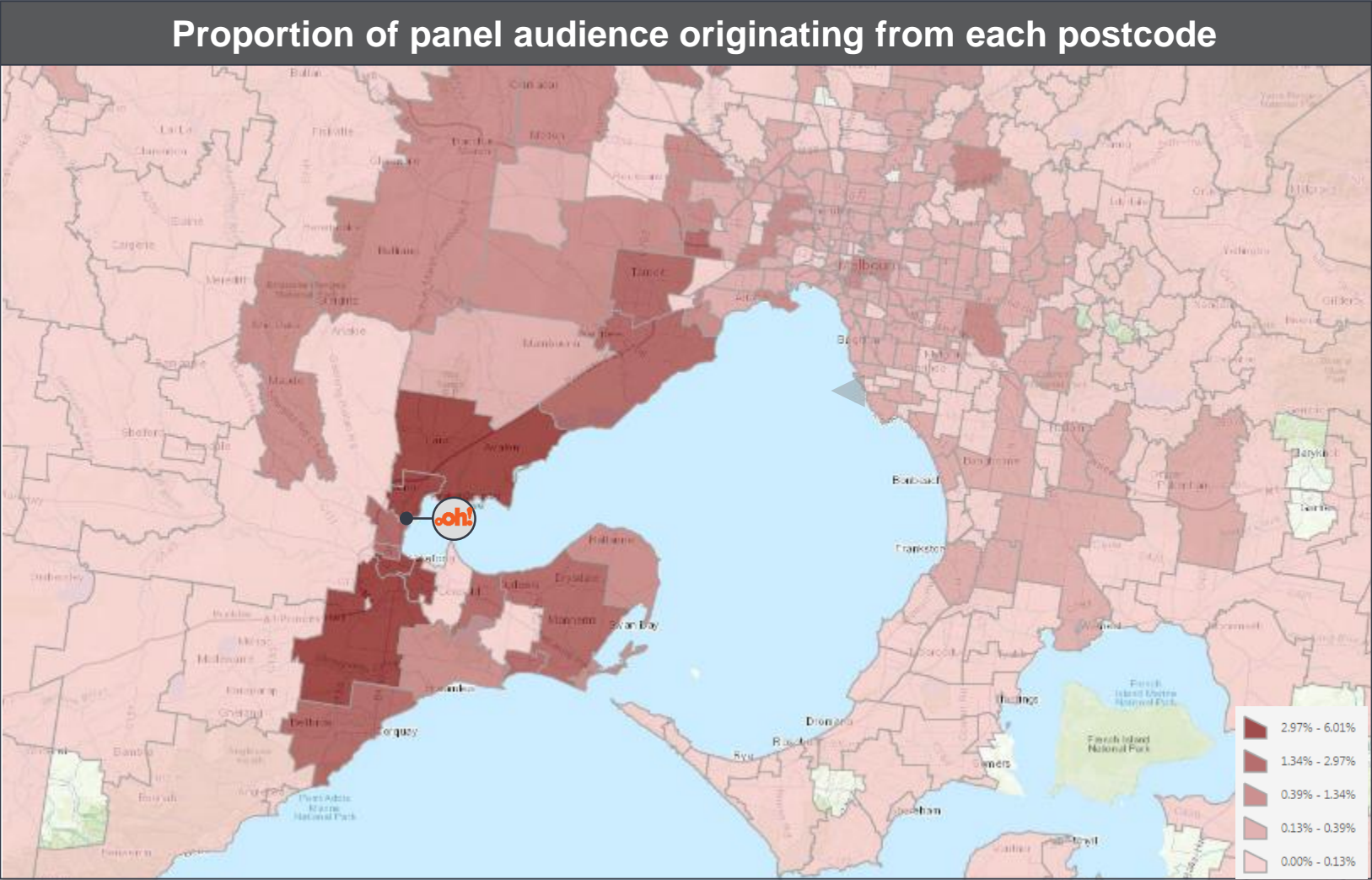
Frozen Food
Buyers Reach

3m

3.5m

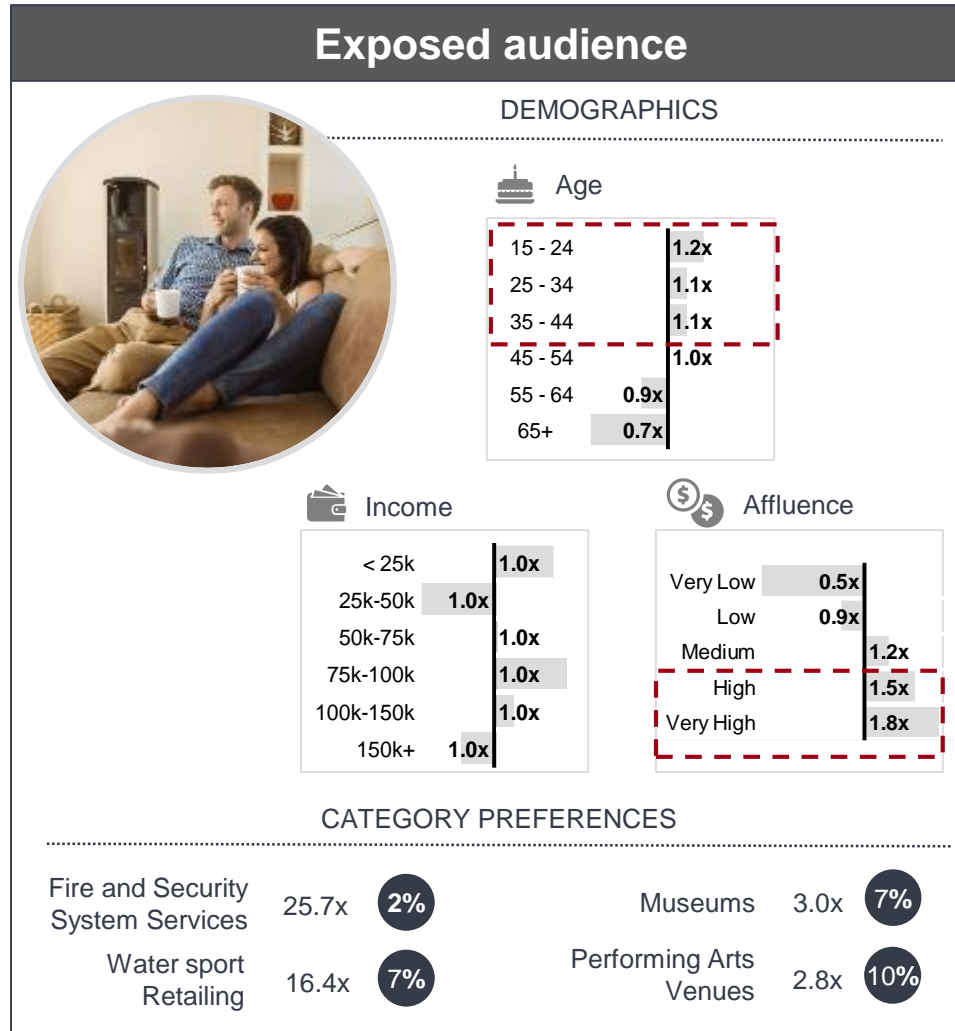
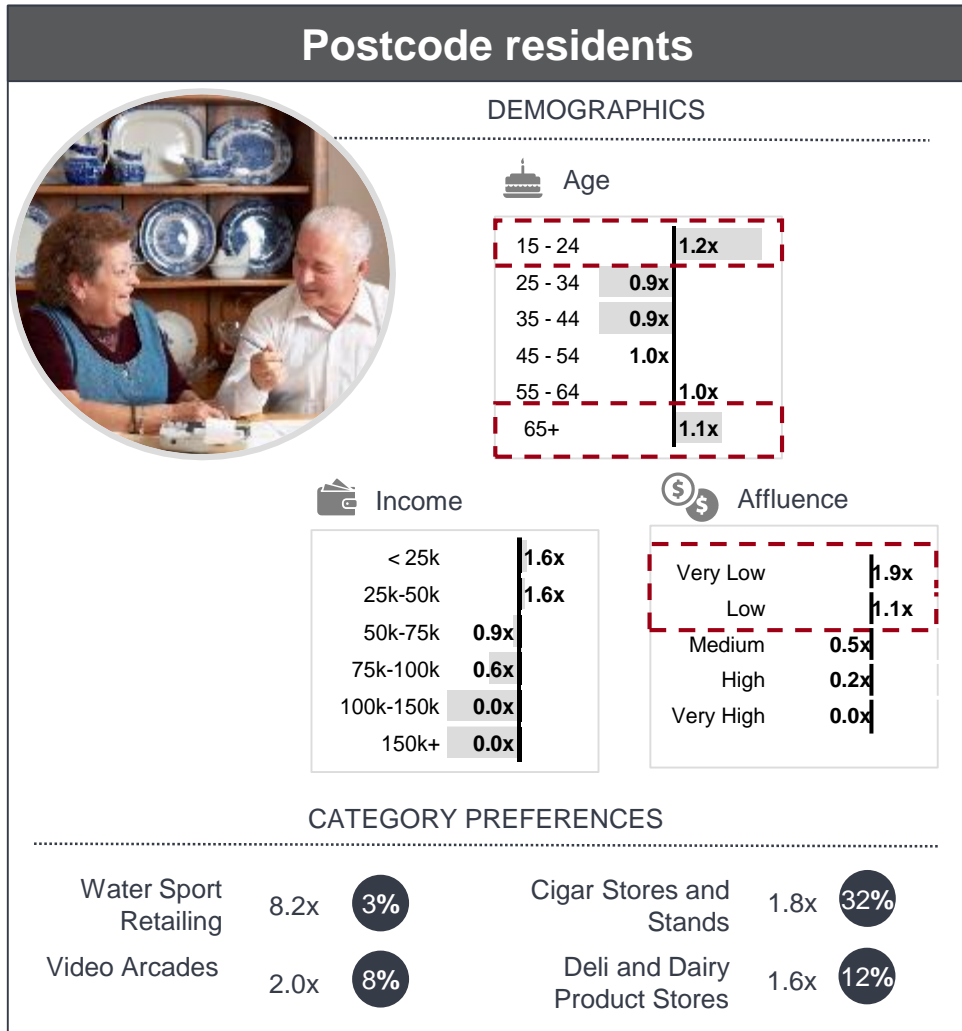


DEFINE A BETTER MANY - DISPEL THE MYTHS - GEELONG BILLBOARD



Based on a random 4 week period during September 2016 and Panel ON-0027W.

DEFINE A BETTER MANY - DISPEL THE MYTHS – GEELONG BILLBOARD



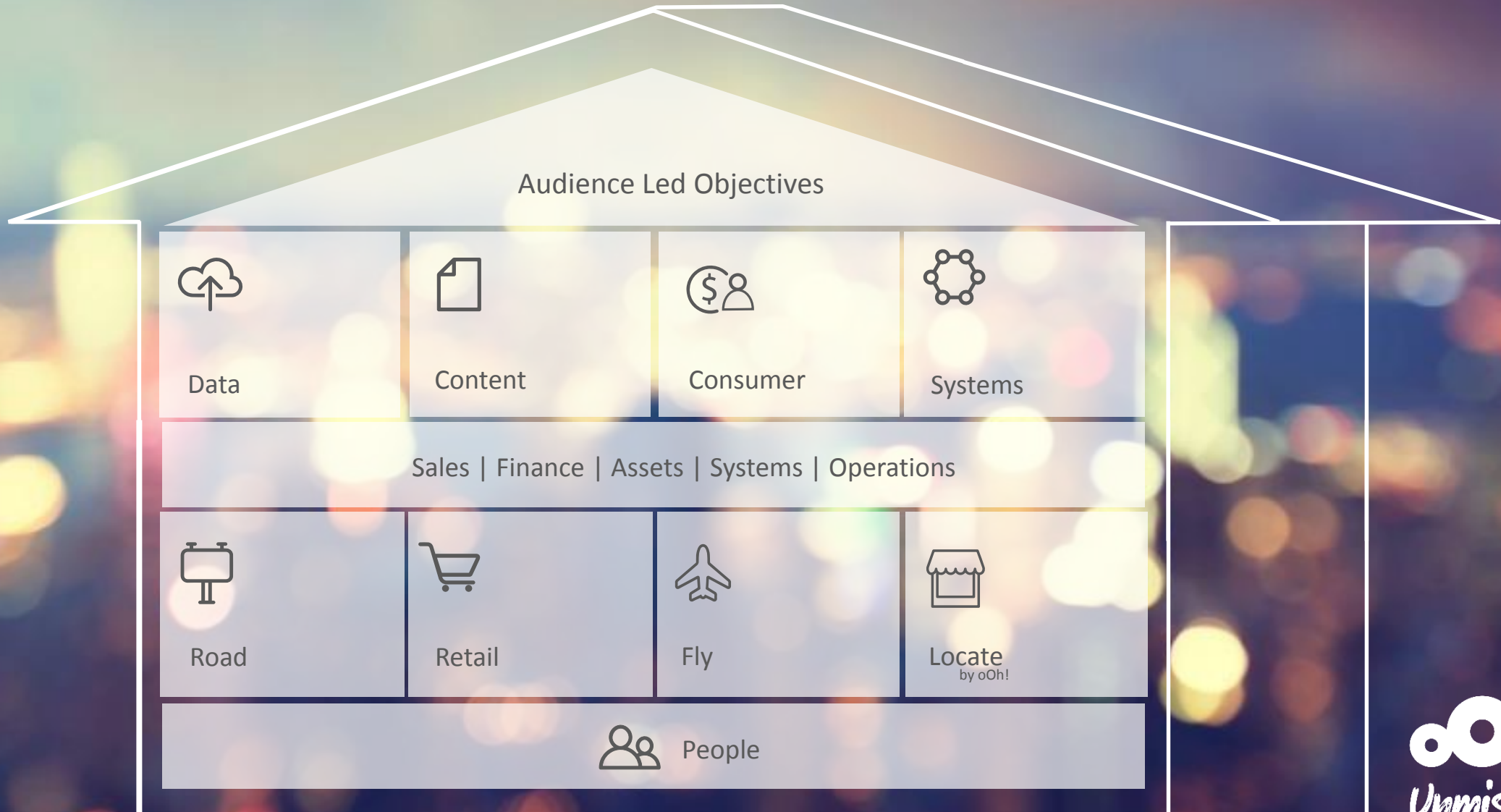
Customers who view the North Geelong Princes Hwy panel are younger and more affluent compared to the postcode residents

The Outcome



End June: 1, 2, 4 week optimised scheduling across 189 Qsegments – Retail & Road

2007 - 2017



oOh![®]
Unmissable

**OUR LONG TERM GROWTH
AND SUSTANABILITY IS
BUILT AROUND OUR
PROVEN STRATEGY**



THE EUROPEAN BUILT HOLDEN ASTRA.
READY, OR NOT?



HOLDEN
LET'S GO THERE



oh!

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MYER

Noni-B

At least your payments
are perfectly timed



oOh! iB PAY Schedule It

2016 FINANCIAL PERFORMANCE



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%
- Full 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

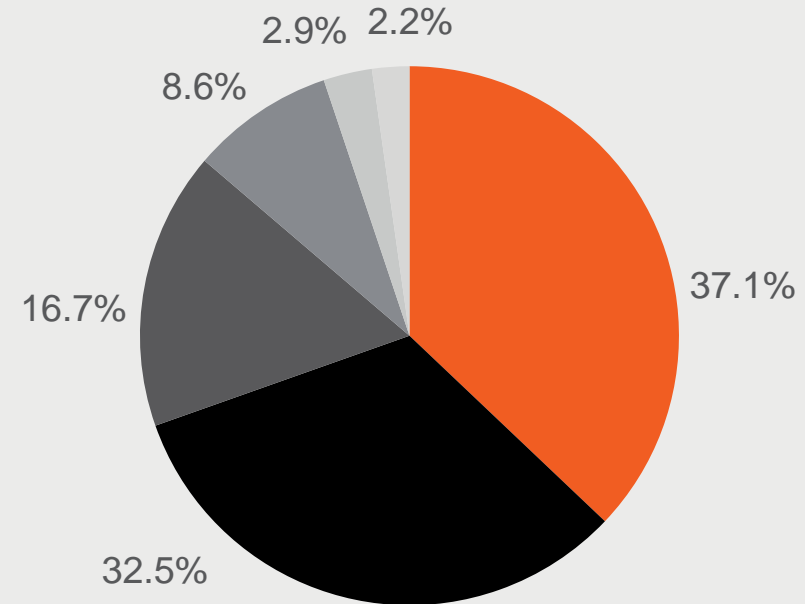


STRATEGIC ACQUISITIONS AND MERGERS

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

CY2016 RESULT HIGHLIGHTS – REVENUE BY PRODUCT GROUP

(\$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	-	-
Total revenue	336.1	279.8	20.1%



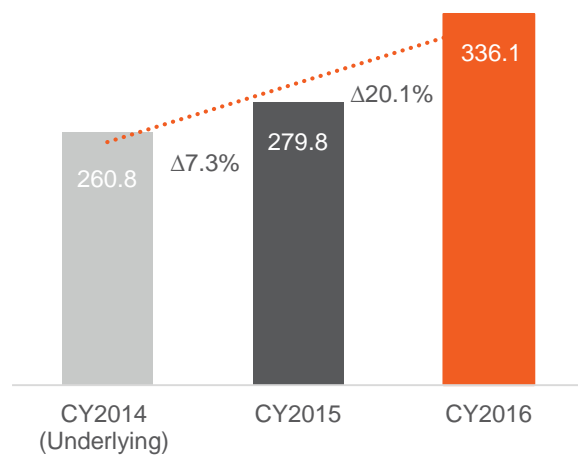
- All products experienced revenue growth
- Strong Road performance in second half of CY2016
- Locate by oOh! achieved significant organic growth
- Retail continues to benefit from digital inventory rollout
- Other category relates to Cactus & Junkee Media



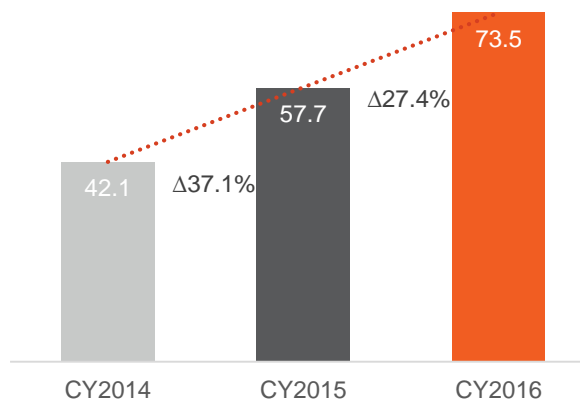
CY2016 FINANCIAL HIGHLIGHTS

(\$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

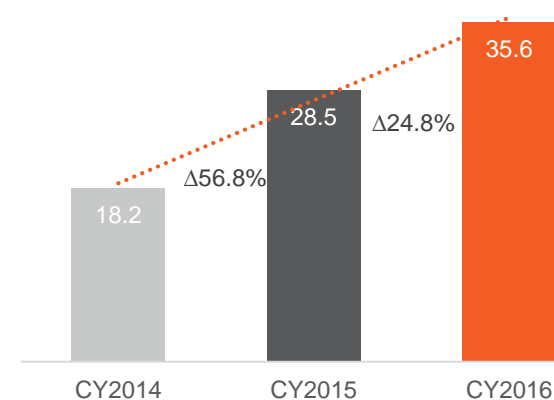
REVENUE (\$m)



UNDERLYING EBITDA (\$m)



UNDERLYING NPATA (\$m)



MERGER UPDATE



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MERGER UPDATE

WHAT'S PROPOSED?

- All-scrip merger of OML and APO via an OML Scheme of Arrangement
- OML shareholders to receive 0.83 APO shares for every OML share they own
- Merged group will have pro forma market capitalisation of circa \$1.7 billion (before including any value for synergies or market re-rate)
- Value accretive for both shareholder groups

WHY DO WE WANT TO DO IT?

- Will create a leading ASX-listed Australian media group with diversified Out Of Home and online environments in Australia and New Zealand
- Combination of highly complementary and diverse asset portfolios, comprising physical, mobile, online and social media assets
- We need to invest to innovate and compete long-term in this rapidly evolving – and increasingly digital and globalised – segment



MERGER UPDATE

WHAT IS THE BOARD'S RECOMMENDATION?

- The Board of OML is in full support of the merger and intends recommending 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 OML shareholders

WHERE ARE WE?

- ACCC to release decision in May 2017
- Subject to ACCC decision:
 - 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

TRADING UPDATE



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

MYER

Noni-B

At least your payments
are perfectly timed



SPAY Schedule to

IMPORTANT NOTICE AND DISCLAIMER

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