



oOh!media Limited  
ABN 69 602 195 380

22 September 2017

## **ASX & Media Announcement**

### **New Chairman and director appointed to support growth strategy**

- Tony Faure to replace Michael Anderson as Chairman of oOh!media Limited
- Joanne Crewes joins Board as an independent non-executive Director
- Debbie Goodin appointed as Lead Independent Director
- Michael Anderson remains on Board as an independent non-executive Director

oOh!media Limited (ASX:OML) today announced the appointment of its new Chair and an additional independent non-executive Director to support the company in delivering on its growth strategy.

Tony Faure, a non-executive Director for oOh! since November 2014, will become the Chair of oOh! from 22 September 2017 following an earlier announcement that Michael Anderson would step down from the role to enable him to take up the role of CEO of MediaWorks in New Zealand. Mr Anderson will remain on the Board as an independent non-executive Director.

Since joining the Board, Mr Faure has served on the Remuneration and Nomination Committee. Mr Faure will remain on the Remuneration and Nomination Committee post his appointment to Chair.

Drawing on his success in leading high-growth media and technology businesses, Mr Faure has also actively supported the business in the development and roll out of its digital, data and content strategies.

Former President of Procter and Gamble's Global Prestige business unit, Joanne Crewes, joins the Board as an independent non-executive Director, also effective as at 22 September 2017.

Ms Crewes, who held various senior leadership roles globally with Procter and Gamble over her 27-year-career with the company, will bring to the Board and company insights into consumer value propositions, data-driven insights, brand positioning and client-side marketing perspectives.

Ms Crewes is currently a strategic advisor to the LVMH-backed private equity firm L Catterton, a Director on the University of Technology, Sydney Industry Advisory Board, a Director on the Global Advance Australia Board, and a mentor and coach to various senior executives and c-suite leaders.

Chief Executive of oOh! Brendon Cook said the appointments further bolstered an already strong board that has actively contributed to the business's success.

"The diverse mix of skills the Board brings will provide considerable support as we execute on our strategy," Mr Cook said.

"It is a Board that consists of business leaders with proven success in audit and compliance, strategy, M&A, traditional media, digital media, disruptive innovation and technology and advertising and marketing – all of which are critical in delivering on our growth strategy.

"It will provide valuable guidance as we execute on our end-to-end digital strategy, invest in

maintaining our market leadership position, continue to deliver innovative and effective solutions for advertisers and explore growth opportunities to enhance shareholder value.”

As Mr Faure is not an independent Director, given his shareholding in Junkee Media and ongoing consultancy support to Junkee, the Board has appointed Debbie Goodin as Lead Independent Director, also effective from 22 September 2017. The Lead Independent Director can assume the role of Chair when the Chair is unable to act in that capacity due to unavailability or lack of independence. The position also offers an alternative point of contact for shareholders.

For good governance, oOh!media has prepared a Non-Independent Chair Protocol which captures Mr Faure’s declared interests, related party transactions, and lead independent director governance protocols. This protocol has been uploaded to the Governance section of the oOh!media Investor website.

The Board make-up from 22 September 2017 is:

<b>Chair:</b>	Tony Faure (Non-executive)
<b>Directors:</b>	Brendon Cook (CEO & Managing Director)
	Debbie Goodin (Independent Non-executive and Lead Independent Director)
	Michael Anderson (Independent Non-executive)
	Geoff Wild AM (Non-executive)
	Darren Smorgon (Independent Non-executive)
	Joanne Crewes (Independent Non-executive)

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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 experiential, social and mobile online channels to provide clients with greater connections with consumers.