



oOh!media Limited
ABN 69 602 195 380

3 May 2018

ASX Announcement

Presentation to Macquarie Australia Conference 2018

SYDNEY, 3 May 2018 – Attached is a presentation which will be delivered by oOh!media Limited (ASX:**OML**) at the Macquarie Australia Conference 2018 (held in Sydney) this afternoon.

ENDS

Investor Relations contact:
Martin Cole
+612 9927 5273

Media contact:
Peter Laidlaw
0419 210 306

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 (via Junkee Media) to provide clients with greater connections with consumers.

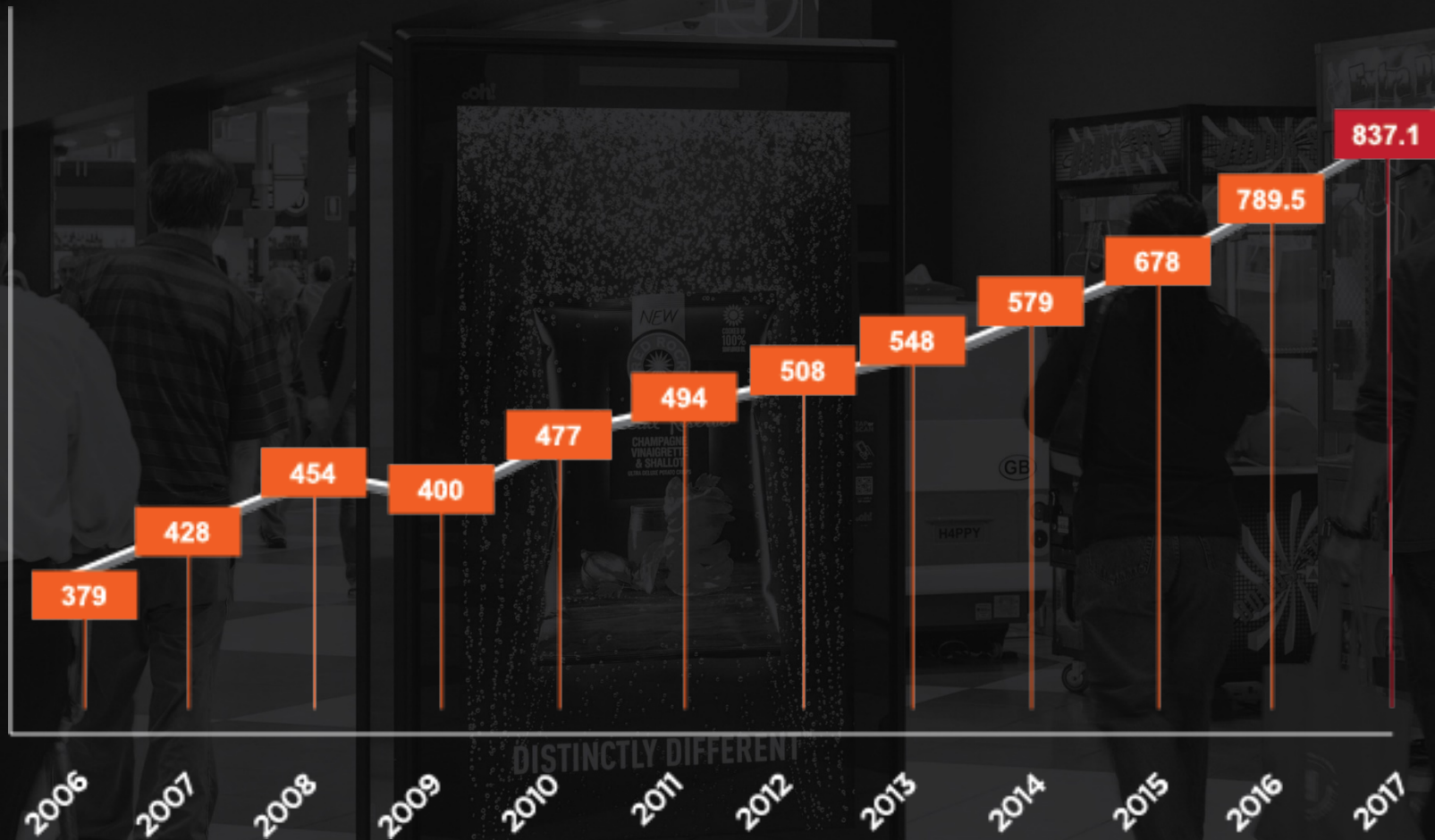
ooh![®] UNMISSABLE

MACQUARIE 2018 PRESENTATION 3 MAY 2018

Brendon Cook / Sheila Lines

ooh![®]
Unmissable

OUT-OF-HOME IN AUSTRALIA CONTINUES TO CLIMB



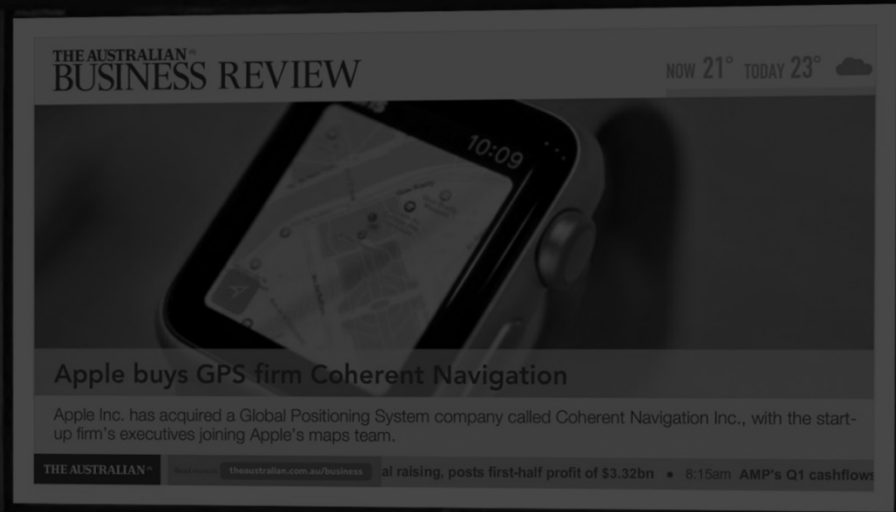
Source: Outdoor media association (Australia)





10%

of the Media Pie is worth circa
\$1.6bn¹ as at the end of 2017
in gross media revenues,
which represents circa an upside
of **\$0.6bn¹** for Out Of Home.



TOP 200



Top 200 Advertisers spend on Out of Home

- ✓ Number of clients who spend more than 11% of Budget OOH - 43 clients
- ✓ Number Spend between 6% to 10% - 42 clients
- ✓ Number under 6% - 60 clients
- ✓ Number spend 0% - 55 clients

HOW DO WE ACHIEVE THIS...

**QUALITY OF
INVENTORY**

DATA

CREATIVITY

QUALITY OF INVENTORY

oOh!
DIGITAL SELECTIVE
DEVELOPMENT

oOh! CLASSIC:
RE-VALUING WITH
NEW DATA

We've made joining super simple. Simple enough to join during your coffee break - it just takes 5 minutes!

- ✓ Living Super offers the first Balanced option available to all Australians with no admin or management fees
- ✓ Pay no fees on Cash or Term Deposits held with ING DIRECT

24/7 access to your account

ING DIRECT Living Super The way super should be.

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ING DIRECT
Spend your life well



DATA THAT HELPS
ADVERTISERS SAY **YES**

coles

QUANTIUM

TELCO

INSIGHT



oOh![®]

POWERED BY

 QUANTIUM

PURCHASE BASED TARGETING

INTRODUCING oOh! MEDIA'S
NEW PLANNING CAPABILITY


Unmissable



OUR **QUANTIUM** DATA
PARTNERSHIP HAS
GIVEN US THE ABILITY
TO PLAN AUDIENCES
WITH PRECISION

WITH PURCHASE BASED TARGETING

coles

PARTNERSHIP

AUDIENCE

OPTIMISED
PLANNING

Ah, sweet.

McCain
Baby Peas

Ah, McCain... you've done it again!

oh!
POWERED BY
QUANTUM

oh!
Unmissable

BIG DATA

MEANS MORE GRANULAR INSIGHT AT LOCATION

Quantum
Real behaviour
Transaction based
200+ QSegments
Sample: 11 million+

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



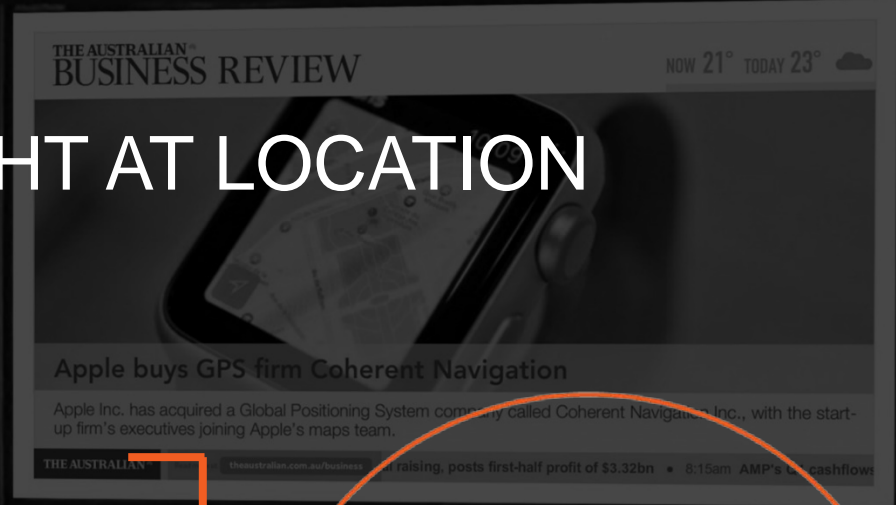
Roy Morgan Helix Personas
Claimed behaviour
Psychographic based
56 personas
Sample: 50,000+

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

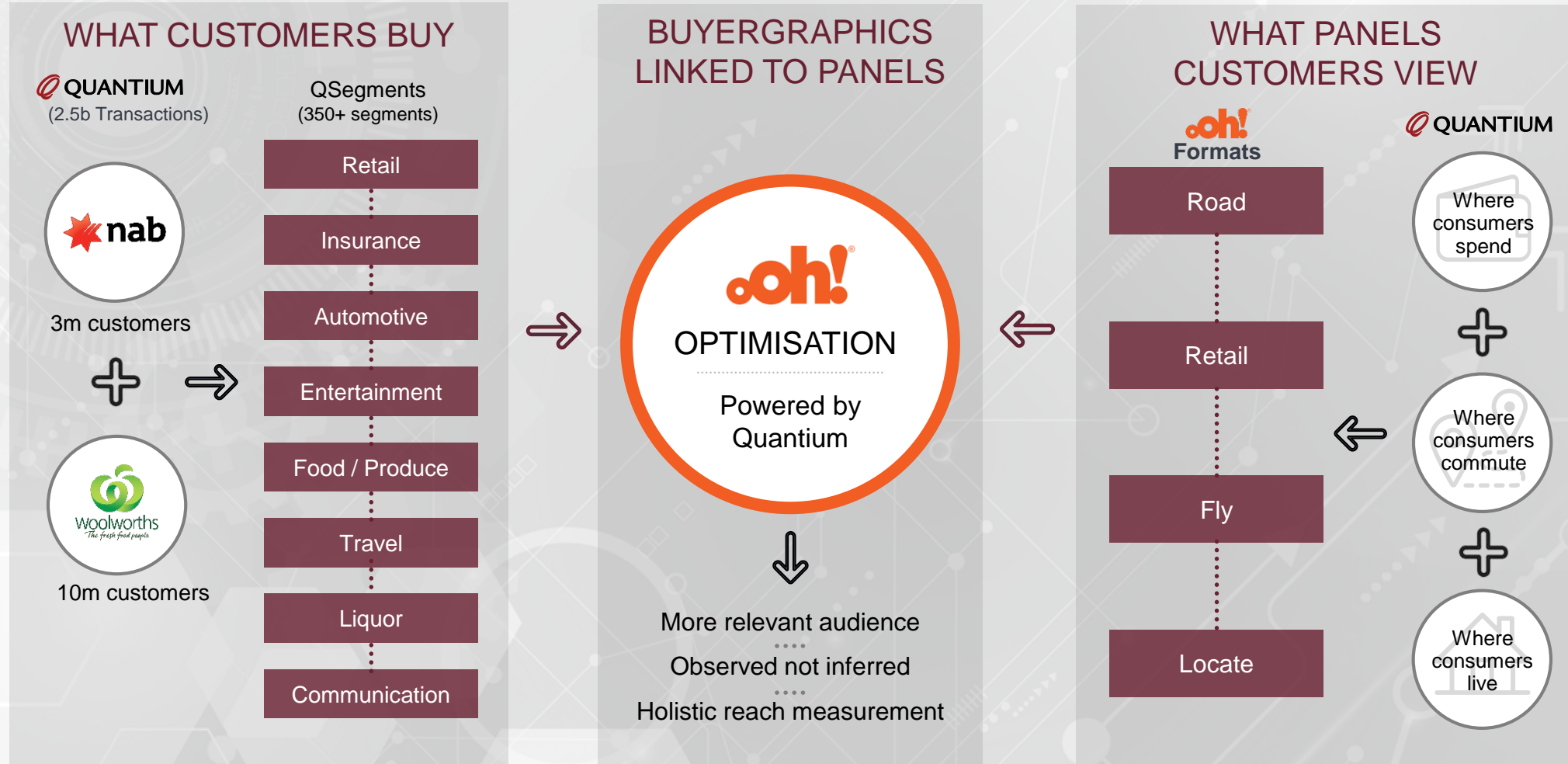
55,000
SA1'S

16,000
SUBURBS

3,313
POSTCODES



OUR PARTNERSHIP WITH oOh!



WITH PURCHASE BASED TARGETING

PARTNERSHIP

AUDIENCE

**OPTIMISED
PLANNING**

oh![®]
POWERED BY
QUANTUM


oh![®]
Unmissable

INTRODUCING Q-SEGMENTS

coles

TRANSACTION/ PURCHASE
all buyers or top buyers within a category

LIFESTAGE OR BEHAVIOUR




NON DAIRY MILK

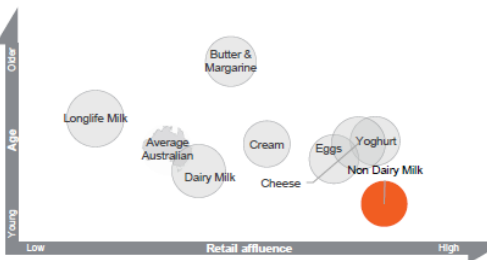
QSEGMENTS CUSTOMER PROFILE

DAIRY AND EGGS

This segment are people who purchase non dairy milk brands, such as:



People who buy non-dairy milk are very health conscious. They prefer to buy whole foods, fresh produce and healthy snacks. For an indulgence, they love to bake their own goodies



● Size of bubble reflects size of QSegment

SPENDING PATTERNS¹

- 2.4x more on whole foods
- 1.7x more on produce (fruit & vegetables)
- 1.7x more on baking ingredients
- 1.7x more on eggs

SUPERMARKET PREFERENCES²

- Frozen Fruit: 1.5 times more likely
- Dairy - Specialty Milk: 1.5 times more likely
- Cheese Pre-Packaged Cooking: 1.3 times more likely
- Health Foods: 1.3 times more likely
- Healthy Snacking: 1.7 times more likely
- Diet & Sport Nutrition: 1.4 times more likely


SEGMENTS MOST SIMILAR

People in the following segments are more likely to also be in the 'Non dairy milk' segment:

- Vegetarians
- Dietary Products
- Premium

oh! **QUANTUM**

Contact us: QSegments@quantum.com.au



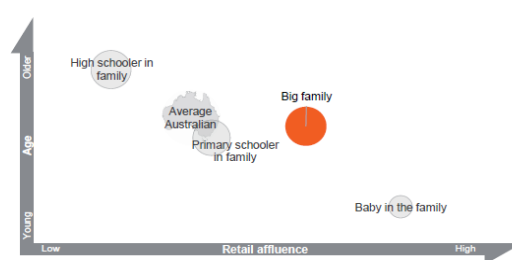
BIG FAMILY

QSEGMENTS CUSTOMER PROFILE

HOUSEHOLD GROCERY NEEDS

This segment contains families who spend above average on household essentials

Families in this segment always make sure they have plenty of food on hand to feed everyone. They prefer the convenience of multipack snacks and juices that help top up lunch boxes



● Size of bubble reflects size of QSegment

SPENDING PATTERNS¹

- 3.1x more on snacks (muesli bars)
- 2.7x more on breakfast foods
- 3.2x more on baby needs
- 2.6x more on personal wash

SUPERMARKET PREFERENCES²

- Biscuits - Multipack: 1.9 times more likely
- Fruit Juice - Tetra: 1.8 times more likely
- Party Needs: 1.8 times more likely
- Dairy - Snacks Kids: 1.8 times more likely
- Chips - Multipacks: 1.8 times more likely
- Toys: 1.8 times more likely

SEGMENTS MOST SIMILAR

People in the following segments are more likely to also be in the 'Big family' segment:

- Toiletries
- Cleaning & Cleansing Products
- Snacks (Muesli Bars)

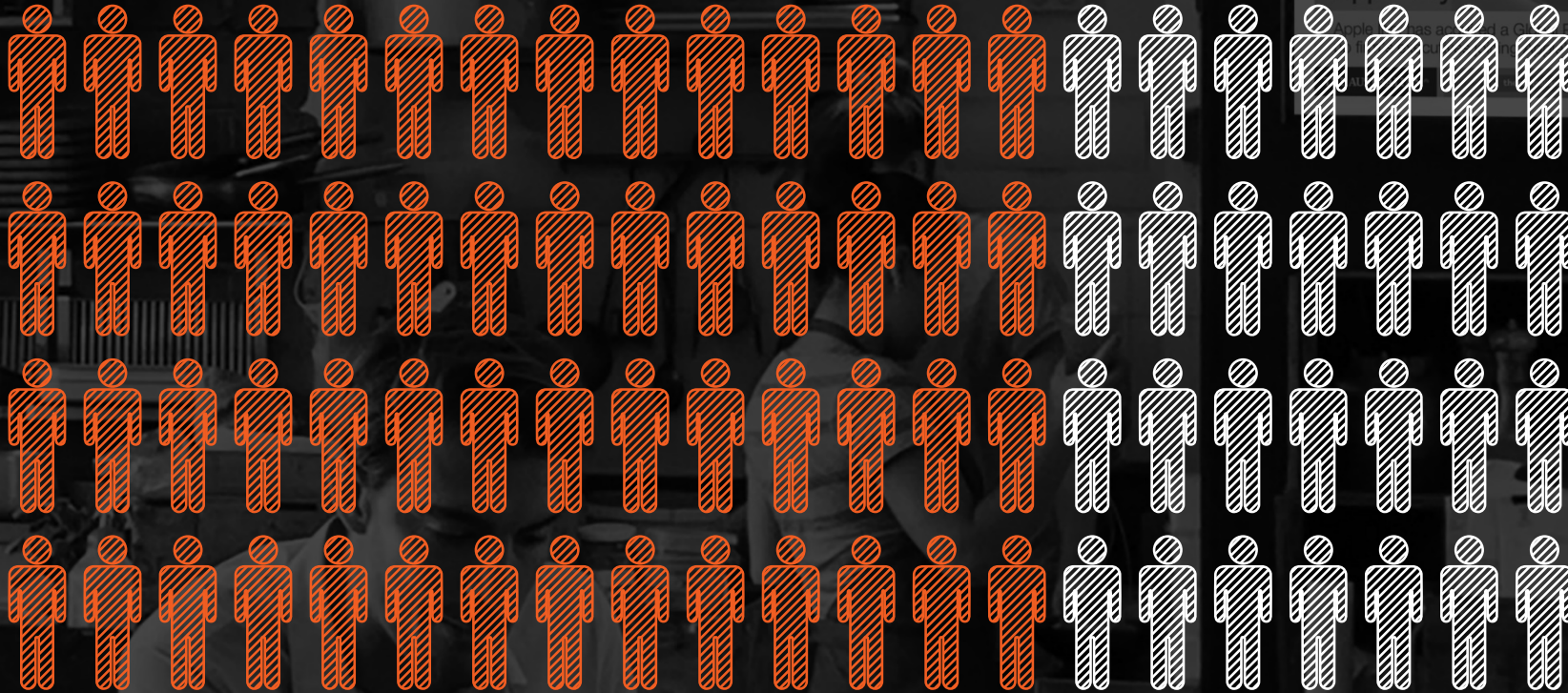
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Contact us: QSegments@quantum.com.au

oh!
Unmissable

DEMOGRAPHIC vs BUYERGRAPHIC

P18 – 49 POTENTIALS
11.1 MILL IN AUSTRALIA



4.3 MILL CROSSOVER

NON DAIRY MILK
PURCHASES 6.7 MILL
IN AUSTRALIA

Apple buys GPS firm Coherent Navigation

6.85 MILL (62%)
WASTAGE

2.4 MILL ADDITIONAL
OPPORTUNITY



WITH PURCHASE BASED TARGETING

PARTNERSHIP

AUDIENCE

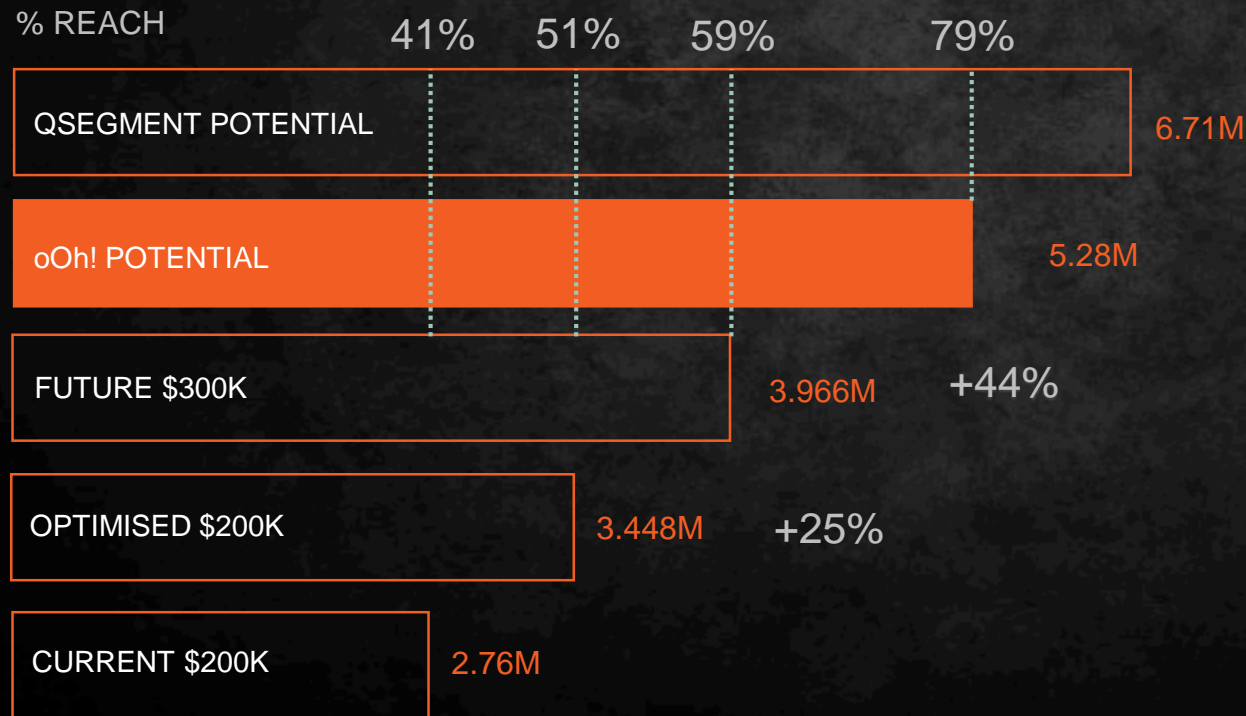
**OPTIMISED
PLANNING**

oh![®]
POWERED BY
QUANTUM

oh![®]
Unmissable

HOW WE WERE ABLE TO DELIVER MORE BUYERGRAPHIC AUDIENCE FOR A NON DAIRY PRODUCT.

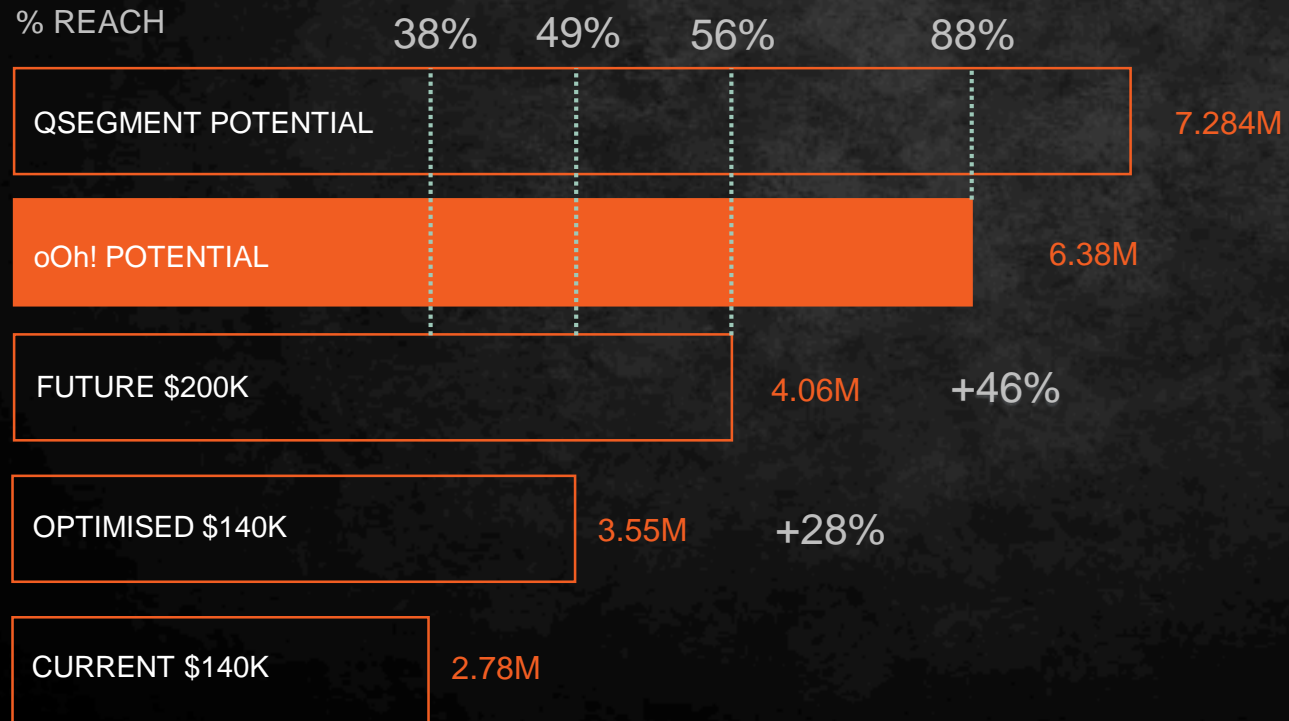
oOh! RETAIL - NON DAIRY MILK BUYERS



WITH THIS EXAMPLE, PLANNING WITH oOh! POWERED BY QUANTIUM WILL REACH AN INCREMENTAL 25% OF YOUR AUDIENCE AT THE SAME COST.

IT DOESN'T JUST HELP FMCG and OUR RETAIL PRODUCT.

oOh ROAD - FURNITURE & HOMEWARE BUYERS



WITH THIS EXAMPLE, PLANNING WITH oOh! POWERED BY QUANTIUM WILL REACH AN INCREMENTAL 28% OF YOUR AUDIENCE AT THE SAME COST.

OFFICE / FLY

OPTIMISED REACH RESULTS



WE RECOMMEND AN OPTIMISED AUDIENCE SOLUTION USING QUANTIUM TO TARGET THE BUSINESS INFLUENCERS Q SEGMENT



ON YOUR BRIEFED \$150K SPEND, WE CAN DELIVER A REACH OF **575,607 PEOPLE OR 34% OF BUSINESS INFLUENCERS** OVER A 6 WEEK CAMPAIGN USING OFFICE AND FLY



BY INCREASING THE SPEND TO \$350K, WE CAN DELIVER MORE OF A EFFECTIVE REACH OF **893,215 PEOPLE OR 54% OF BUSINESS INFLUENCERS** OVER A 12 WEEK CAMPAIGN USING OFFICE AND FLY



BY OPTIMISING LOCATIONS, WE CAN ENSURE WE ARE REACHING THE RIGHT AUDIENCE AND ELIMINATING WASTAGE

We've made joining super simple. Simple enough to join during your coffee break – it just takes 5 minutes!

- ✓ Living Super offers the first Balanced option available to all Australians with no admin or management fees
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- ✓ 24/7 access to your account

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Spend your life well

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IN SUMMARY...





GUARANTEES YOU...



LESS WASTAGE USING
BUYERGRAPHICS



OPTIMISED PLANNING USING
PURCHASE BASED TARGETING



+30% IN BUYERGRAPHIC
AUDIENCE DELIVERY*

Source: *100 oOh! Campaigns through oOh! Powered by Quantum tool 2017-2018



TELCO

Chinese: Reach Numbers / High Value Audience / No client being presented to

! 1.6M Chinese travellers in 2017 spending \$11.7B
- the largest international audience in both numbers and spend per visitor.

! Using mobile roaming data (China, Macau, Hong Kong) we captured the movements of an average of 39,000 Chinese Travellers every day, identifying the most visited locations across Australia including:

- ✓ Top suburbs
- ✓ Roads travelled
- ✓ Retail centres visited, dwell time and frequency
- ✓ Domestic travel patterns

TELCO

Chinese: Reach Numbers / High Value Audience / No client being presented to

! The study captured movements of between 60-90% of the total audience across their trip

! 35 presentations made covering 70 clients across the following categories:

- ✓ Luxury goods
- ✓ Health & Well Being
- ✓ Tourism
- ✓ Government
- ✓ Telecommunications

CHINESE TRAVELLERS TO AUSTRALIA

Reaching the biggest spending visitors
beyond the airport



Chinese visitors injected
\$11.7 billion

in the Australian economy last year

Source: Tourism Australia



Chinese New Year (Jan/Feb) attracted
only 3% more
of the annual visitors than
School Holidays (July/August) in 2017

Source: Tourism Australia



+25% stay in Australia longer than

30 days

Source: Data Spark



More than
90%
go shopping
for pleasure

Source: Tourism Australia



60%

of the most popular shopping areas
were not in CBD locations

Source: Data Spark



Long visits make up

65%

of average visitor count per day

Source: Data Spark

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INSIGHTS OUT OF HOME IS WORKING IN A CONNECTED WORLD

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OUT OF HOME DELIVERS AMONGST AUSTRALIANS **AGED 16-30**

TALK- ABILITY
62%

SEARCH
3 in 4

ACTION ON
CAMPUS
66%



CREATIVITY



VALUE OF NEW SYSTEMS / MEDIA TECH



Creative speed /
context



Free up time
(sales to operation)



Real Time Advanced
Pricing / Yield
Management



Fully Functioning
"Machine" enable
Automation Private
Place.

NEW REVENUE STREAMS



**ONLINE
(MOBILE / PC)**

Social

Publications



**OFFLINE
(OUT OF HOME)**

oOh!

Experiential



STRATEGY



THE oOh! STRATEGY SINCE 2012

CLIENT OBJECTIVES AND
CONSUMER ENGAGEMENT



DATA



CONTENT



MOBILE



ADVERTISING |
TECHNOLOGY



PEOPLE



ROAD



RETAIL



FLY



LOCATE

SALES | FINANCE | ASSETS | SYSTEMS | OPERATIONS

THE oOh! STRATEGY FOR 2020

AUDIENCE CLIENT OBJECTIVES AND CONSUMER ENGAGEMENT



DATA



CONTENT



MOBILE



ADVERTISING |
TECHNOLOGY



PEOPLE



EDITORIAL,
CREATIVE AND
PRINTING SERVICES



ROAD



RETAIL



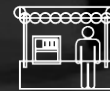
FLY



LOCATE



ONLINE & MOBILE
PLATFORMS



PHYSICAL
EXPERIENTIAL

PRINTING | SALES | FINANCE | ASSETS | SYSTEMS | OPERATIONS | EDITORIAL

oOh!
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LEADING DIVERSE OUT OF HOME ECOSYSTEM

20,000 SIGNS
INCL 8,000+ DIGITAL
ACROSS ROAD,
RETAIL, AIRPORT AND
PLACE BASED LOCATIONS

DIVERSE ONLINE / OFFLINE ECOSYSTEM



LEADING DIVERSE OUT OF HOME ECOSYSTEM



MULTIPLE MOBILE FIRST LIFESTYLE PLATFORMS & ABC NEWS

 THE UPSIDER

UNJUNKEE.

JUNKEE.

 View

 SHORTPRESS

PUNKEE.

 ABC



AWOL

the cusp.

 inthemix

 oh!
Unmissable



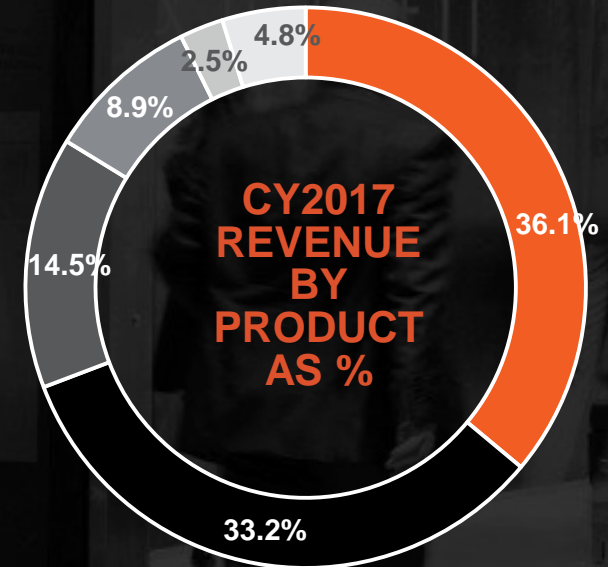
FINANCIALS



13.1% REVENUE GROWTH DRIVEN BY PORTFOLIO DIVERSIFICATION

		CY2017 (\$m)	CY2016 (\$m)	Change
Road	↑	137.1	124.6	10.0%
Retail	↑	126.3	109.2	15.7%
Fly	↓	55.0	56.0	(1.8%)
Locate by oOh!	↑	34.0	28.9	17.4%
New Zealand	↓	9.6	9.8	(2.2%)
Other	↑	18.3	7.6	140.0%
Total revenue	↑	380.3	336.1	13.1%

- Road
- Retail
- Fly
- Locate
- New Zealand
- Other



- 8.0% organic revenue growth
- Road and Retail delivered circa 70% of total revenues and strong double digit growth, through the continued digitization of panels
- Management actions resulted in a stronger H2 in Fly with growth achieved over the half. This improved performance was insufficient to overcome the reduced spending by some key advertisers in H1 with this format having long lead times
- Locate by oOh! recorded double digit growth, with the contribution from the Office portfolio particularly strong in Q4
- New Zealand grew revenue by 28.0% on a like for like¹ basis
- Other relates to Cactus Imaging and Junkee Media, performing as expected

1. Underlying New Zealand performance of 28.0% excludes the impact of Westfield New Zealand in-housing their OOH media operations in January 2017.

SUMMARY

The Out Of Home sector is expected to continue to grow over CY2018

oOh!media will continue to execute its end to end digital strategy, including the continued roll out of its data analytics platform

Acquisitions made in CY2016 are now successfully integrated with revenue synergies expected in CY2018

Guidance for CY2018 EBITDA of \$94.0 - \$99.0m, with \$30.0 - \$40.0m in CY2018 capital expenditure

Strong balance sheet and financial capability

oOh!media's overall strategy will continue to deliver long term sustainable revenue and earnings growth





QUESTIONS



CONSUMERS CAN'T HELP CONSUMING oOh!

WE CAN'T BE



SWITCHED OFF



BLOCKED



MUTED



SKIPPED



MINIMISED