



oOh!media Limited  
ABN 69 602 195 380

17 May 2018

**ASX Announcement**

**Annual General Meeting – Presentation**

oOh!media Limited (ASX:**OML**) attaches the presentation to be made at OML's Annual General Meeting being held in Sydney today.

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



ooh!<sup>®</sup>  
Unmissable

**ANNUAL GENERAL  
MEETING  
PRESENTATION**

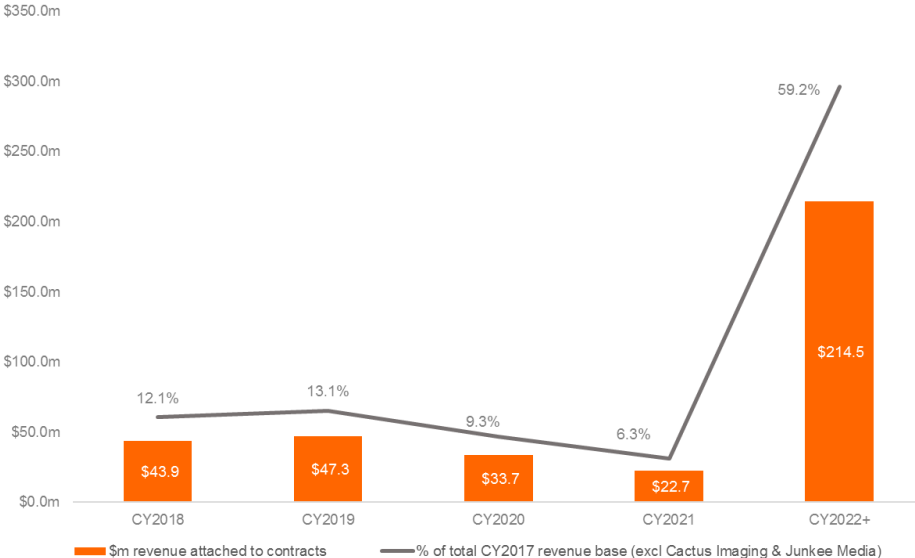
**17 MAY 2018**

# KEY OPERATIONAL HIGHLIGHTS

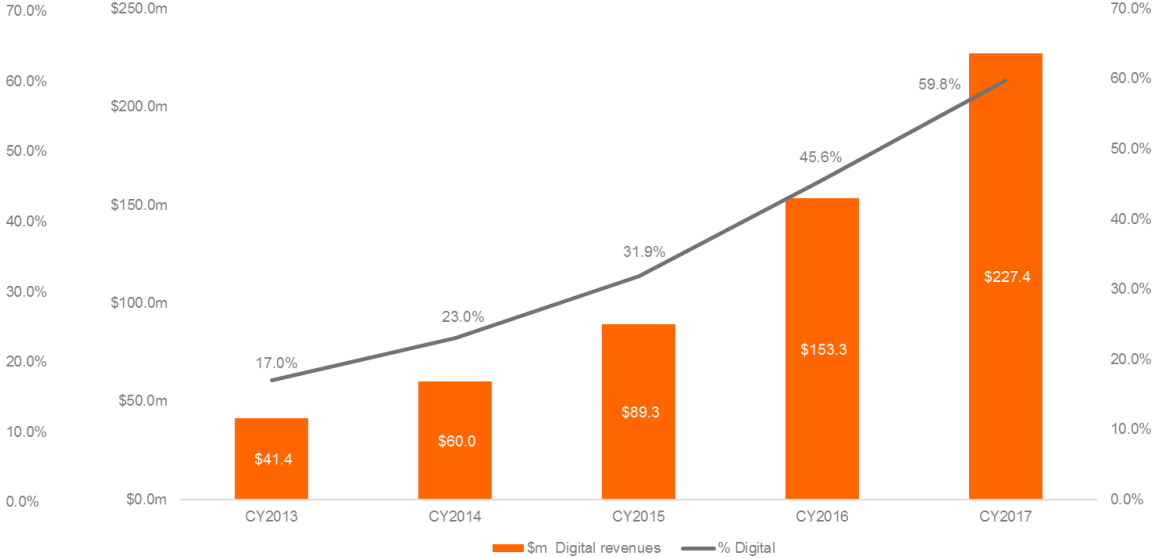
- 1. Digital revenue growth
- 2. Balanced mature lease profile
- 3. Data delivering new revenue
- 4. Improved Fly and Locate results

- 1. Digital revenue – delivering 60% of total revenue
- 2. Lease profiles extended in CY2017 – 65% of revenue base expiring after 2020
- 3. Launched proprietary data led campaigns – new OOH clients and exclusive wins
- 4. Fly and Locate by oOh! improved H2 results – strong forward bookings

65% of revenues by concession expire beyond 2020

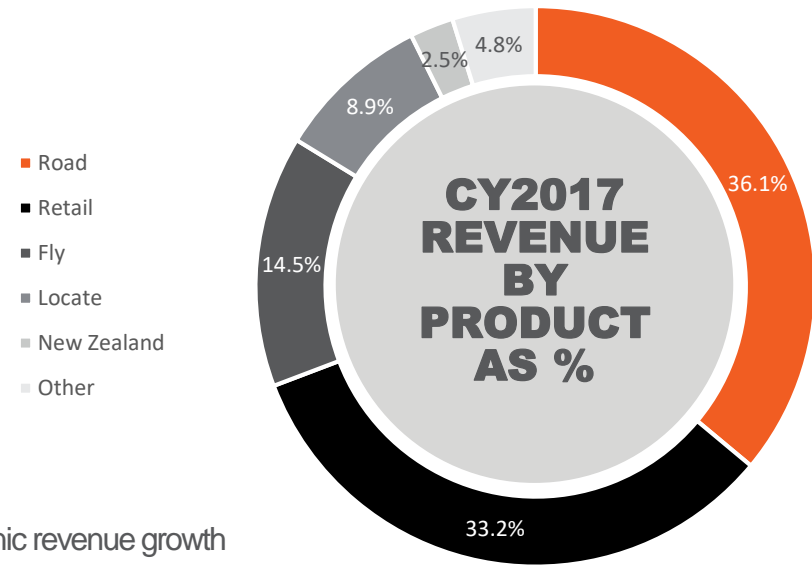


Digital revenue %



# 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%
<b>Total revenue</b>	<b>↑</b>	<b>380.3</b>	<b>336.1</b>	<b>13.1%</b>



- 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 like<sup>1</sup> 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.

# REVENUE GROWING FASTER THAN MARKET WITH MARGIN EXPANSION

## REVENUE



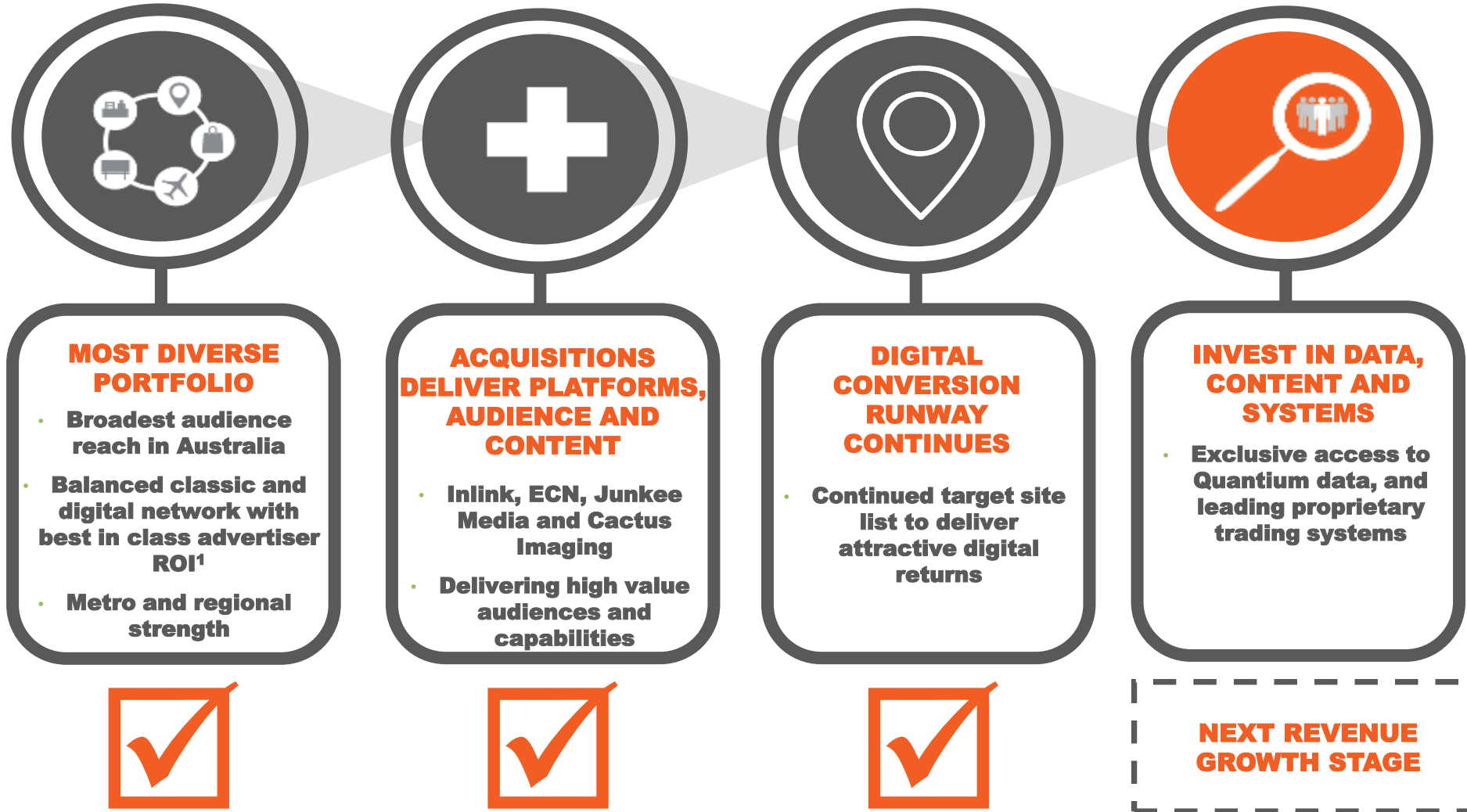
## UNDERLYING<sup>1</sup> NPATA<sup>2</sup>



Revenue \$380.3m	13.1%	↑	NPAT <sup>2</sup> \$33.1m	35.5%	↑
Gross Margin \$175.5m	21.1%	↑	Underlying net cash flow <sup>3</sup> \$31.1m	172.8%	↑
Underlying <sup>1</sup> EBITDA \$90.1m	22.5%	↑	Statutory EPS <sup>2</sup> 20.2 cents	26.4%	↑
Underlying <sup>1</sup> NPATA <sup>2</sup> \$47.2m	22.5%	↑	Dividend Full year 15.0 cents, fully franked	7.1%	↑

1. Underlying EBITDA and NPATA reflect adjustments for certain non-operating items including impairment and acquisition-related expenses, detailed further on page 7.
2. Current and prior year (restated) benefitted from a \$3.6m and \$2.9m reduced tax expense respectively following a change in accounting policy adopted by the Group in 2017.
3. Underlying net cash flow excludes a catch-up tax payment related to CY2016 and acquisition-related payments.

# STRATEGY TO DELIVER SUSTAINABLE LONG-TERM GROWTH



1. Independent study conducted by Analytic Partners (July 2017) - the largest market mix modelling study undertaken in Australia, to help advertisers better plan their media spend.

# NEXT PHASE OF DIGITAL STRATEGY TO DRIVE REVENUE GROWTH

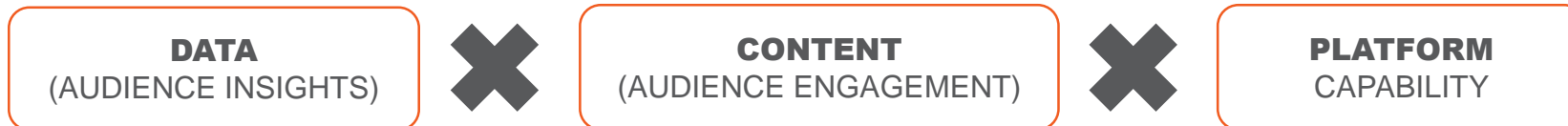


**PHASE 1 (2014 -2017/18)**

Conversion of signs from classic to digital

**PHASE 2 (2018/19 - ONWARDS)**

Changing the value equation for advertisers,  
and the margin equation for oOh!media



**Better target audiences & delivery of contextually relevant material**

## Advertising revenue / margin

- Drivers through digitisation evolving with the oOh!media strategy



## ...from a digital screen strategy

- Delivering volume/capacity
- “Build it & they will come” approach to advertisers



## ...to a digital strategy

- Driving up occupancy and strengthening the margin equation by delivering
  - value for advertisers through enhanced ROI
  - additional digital revenue volumes off a fixed cost base



# OUR COMMITMENT TO ENVIRONMENT AND SOCIAL GOVERNANCE

- **oOh! values driving ethics and integrity in the way we do business**
  - **Bold dreams** – we dream big to inspire others
  - **Big Impact** – we do our best for our customers
  - **Deep Connection** – we operate with genuine care and respect
- **Making oOh! a great place to work**
  - Average employee Net Promoter Score recommending oOh! as a place to work - 92/100
  - Driving a diverse and inclusive culture - women in leadership roles increased from 27% (CY15) to 39% (CY17)
  - Awarded Sir Ken Robinson Award at the Australian Human Resources Institute (AHRI) Awards for outstanding initiatives or programs which support and create a culture which stimulates creativity and harnesses innovation
  - Flexible working and parental leave – 100% of employees returned to work from parental leave in CY17
- **Supporting our community**
  - Roll out of dedicated NFP program – oOh! Community with dedicated manager
  - Donated 14 media packages at a value of \$640,000 and provided over \$20 million in media space to charity and community causes in CY17
  - Continued active support of charities including:
    - Make a Wish Foundation
    - Humpty Dumpty Foundation
    - Ovarian Cancer Research Foundation
    - Pink Hope



## SUMMARY

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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

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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



# IMPORTANT NOTICE AND DISCLAIMER

## Important notice and disclaimer

This document is a presentation of general background information about the activities of oOh!media Limited (**oOh!media** or **oOh!**) current at the date of the presentation, 17 May 2018. The information contained in this presentation is of general background and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice, when deciding if an investment is appropriate.

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Forward looking statements can generally be identified by the use of forward looking words such as, 'expect', 'anticipate', 'likely', 'intend', 'should', 'could', 'may', 'predict', 'plan', 'propose', 'will', 'believe', 'forecast', 'estimate', 'target' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance on, future earnings or financial position or performance are also forward looking statements.

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oOh!media uses certain measures to manage and report on its business that are not recognised under Australian Accounting Standards. These measures are referred to as non-IFRS financial information.

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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