

oOh!media Limited  
ABN 69 602 195 380

25 February 2019

## ASX Release

### Retirement of Geoff Wild AM as Non-Executive Director

oOh!media Limited (ASX: OML) (**oOh!media** or **Company**) today announced that after 12 years of serving as a Director of oOh!media and helping it grow to Australia's leading Out of Home operator, Geoff Wild AM has notified the Board of his intention to retire.

Mr Wild has advised he plans to retire as a Non-Executive Director of the Company at the conclusion of the 2019 Annual General Meeting on Thursday, 16 May 2019.

With valuable experience in advertising and marketing from his distinguished career of more than 30 years in the industry, Mr Wild was appointed a Non-Executive Director of the Company in 2007<sup>1</sup>.

Tony Faure, Chair of oOh!media thanked Mr Wild for his outstanding contribution and long and valuable involvement with the Company.

"Geoff's contribution has been significant in seeing the company grow to what it is today and on behalf of the board, the staff at oOh!media and its shareholders, I sincerely thank him for his service over the past 12 years," Mr Faure said.

"Geoff has been with oOh!media during a period of remarkable change for the Company and has played a significant part in the development and execution of its strategy that has grown it into a S&P/ASX 200 company, with more than 800 employees across Australia and New Zealand.

"Geoff has shown great commitment to oOh!media and the Board and Management team have benefited from his extensive marketing and advertising experience, wisdom and support."

Brendon Cook, Chief Executive Officer of oOh!media said the Company's growth to become the leader in Out of Home advertising in Australia and New Zealand could be partly credited to Mr Wild's involvement.

"Geoff has been extremely generous in sharing his unparalleled experience in the advertising industry and his business acumen, including deep knowledge of the financial sector, from his various Board and Advisory activities over the years," Mr Cook said.

"From his first day on the Board he has provided me and the wider oOh!media leadership team with tremendous insights, guidance and encouragement to help us lead the transformation of the Out of Home industry in Australia.

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<sup>1</sup> Geoff has been a Director of the parent company of the oOh!media group since July 2007 and was appointed to oOh!media Limited on 7 October 2014 immediately prior to oOh!media's listing in December 2014.

“He has played a significant contribution to the success of oOh!media and has helped navigate from being a relatively small participant to the market leader in the two markets we operate in.”

The Board intends to appoint a suitable additional independent Non-Executive Director in the near future.

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**About oOh!media:** oOh!media is a leading media company across Australia and New Zealand that creates deep engagement between people and brands through Unmissable Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across our diverse network of over 30,000+ locations across Australia and New Zealand helping brands connect with their audiences through powerful and integrated, cross format campaigns. Our unparalleled reach combined with industry best data, insights, media planning tools and technological innovation gives advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.