

A WORLD OF UNMISSABLE



oOh!media Limited
ABN 69 602 195 380

16 May 2019

ASX Release

Annual General Meeting – Presentation

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

Investor Relations contact:
Martin Cole
+612 9927 5273

Media contact:
Peter Laidlaw
0419 210 306

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.

ooh!®

AGM PRESENTATION

16 May 2019



Ben Simmons
NBA 2K19
FITZROY
TRIPLE
DOUBLE
TIGER
AUSSTIEG
SIMMONS
UNSTOPPABLE
FUTURE
Melbourne
OUT NOW
XBOX ONE
ooh!

The advertisement features a central image of Ben Simmons in a Philadelphia 76ers jersey (number 25) holding a basketball. The background is dark with various text elements in white and yellow, including 'FITZROY', 'TRIPLE DOUBLE', 'TIGER', 'AUSSTIEG', 'SIMMONS', 'UNSTOPPABLE', 'FUTURE', and 'Melbourne'. At the bottom, it says 'OUT NOW' and 'XBOX ONE'. The 'ooh!' logo is visible in the bottom right corner of the ad.



CHAIRMAN'S ADDRESS



CEO'S ADDRESS

KEY OPERATIONAL HIGHLIGHTS

1. Road performing strongly
2. Fly and Locate – great performances
3. Lease maturity profile solid
4. Adshel acquisition

1. oOh! continues to drive strong double digit growth in this key format
2. Management actions delivered strong double digit revenue growth
3. 60% of media revenues attached to contracts expiring more than 3 years out¹
4. Adshel acquisition complements oOh!’s network and integration on track

FLY REVENUES

↑ 23%

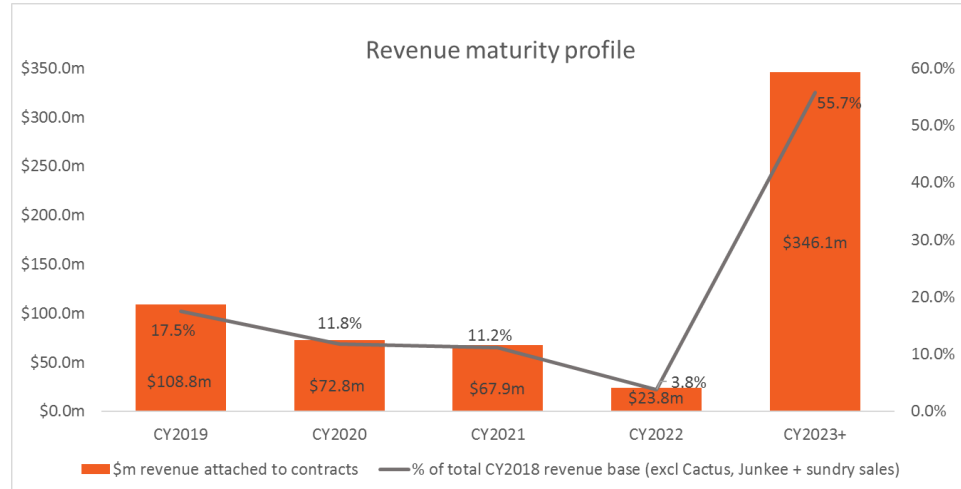


LOCATE REVENUES

↑ 25%











1. Includes Commute



REVENUE AND EBITDA GROWTH

Organic¹ revenue \$416.8m  **10%** Organic¹ underlying EBITDA \$94.2m  **5%**

Revenue \$482.6m	26.9%		NPAT \$31.6m	(4.3)%	
Gross Profit \$225.7m	28.6%		Free cash flow before acquisitions \$31.1m	87.3%	
Underlying² EBITDA \$112.5m	24.9%		Statutory EPS 15.5 cents	(19.8%)	
Underlying² NPATA³ \$51.1m	17.7%		Total Dividend⁴ Final 7.5 cents, fully franked	5.4%	

FY2018 RESULTS INCLUDE ONE QUARTER (Q4) OF EARNINGS FROM ADSHEL⁵ – RENAMED COMMUTE BY oOh!

1. Organic revenue and organic underlying EBITDA excludes the impact of the Commute Q4 earnings contribution and associated acquisition and integration costs

2. Underlying results exclude the impact of acquisition-related expenses, merger-related costs and other items. Refer to Note 4 'Operating segments' of the consolidated financial statements for a reconciliation between information on reportable segments to statutory measures

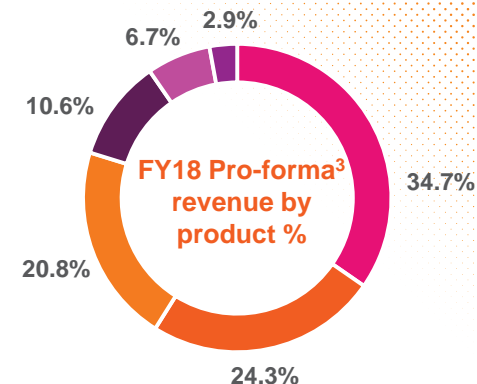
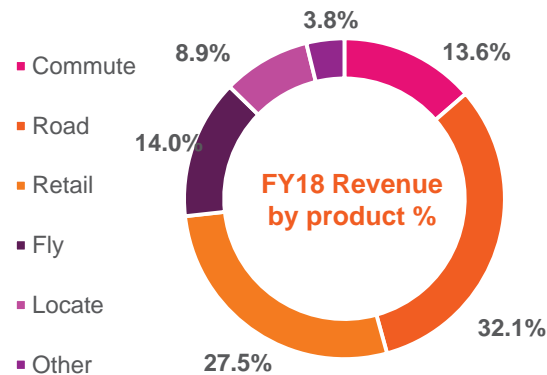
3. CY17 NPATA restated to recognise the tax impact on acquisition related amortisation charges.

4. The total dividend declared for 2018 is \$26.0m vs \$24.7m in 2017. This is lower on a cents per share basis by 27% due to the additional shares issued to fund the Adshel acquisition in July 2018

5. Commute's Q4 contribution is separately identified in the appendices in the CY18 investor presentation

27% REVENUE GROWTH – ORGANIC AND ACQUIRED

		FY 2018 (\$m)	FY 2017 (\$m)	Change
Commuter ¹		65.9	n/a	n/a
Road	↑	154.8	137.2	12.9%
Retail	↓	132.9	135.7	(2.0%)
Fly	↑	67.8	55.0	23.2%
Locate	↑	42.8	34.2	25.3%
Other	↑	18.5	18.3	1.0%
Total revenue²	↑	482.6	380.3	26.9%



- 10% organic growth across ANZ
- Portfolio diversity ensures sustainable revenue growth despite periodic fluctuations in specific products
- Commuter performed in line with expectations and from 2019 onwards will be the biggest contributor to group revenues
- Road continued to deliver strong double digit growth – with classic revenues continuing to grow
- Retail revenues declined by 2% across ANZ with double digit growth in New Zealand being offset through a 3% decline in Australia. This 3% decline in Australia is an improvement on the 5% decline reported for the first half of 2018
- Management actions supporting the market positioning of Fly and Locate undertaken in H2 2017 delivered significant growth during 2018
- Other relates to Cactus Imaging and Junkee Media

Differences in balances due to rounding

1) Commuter's contribution is for Q4 only

2) New Zealand contribution included in formats

3) Pro-forma pie chart includes 12 months of Commuter's contribution

CLEAR STRATEGY TO DELIVER SUSTAINABLE LONG-TERM GROWTH

REDEFINE OUT OF HOME IN ANZ AS A PUBLIC SPACE MEDIA CAPTIVATING, CONNECTING AND INFORMING CITIZENS



NETWORK

Broadest audience reach in ANZ

The most reliable and best performing Out Of Home network

Optimise our network through audience insights



ADVERTISERS AND AGENCIES

Strong relationships with agencies and clients

Providing an integrated product offering



AUDIENCES

Deliver audience led integrated solutions

Create compelling contextually relevant content



TECHNOLOGY

Exclusive access to Quantum data for OOH

Market leading proprietary trading and business operating platform



CULTURE

A culture where people can be their best

Evolve capabilities ahead of future needs

COMMITMENT TO ENVIRONMENT AND SOCIAL GOVERNANCE

ETHICS & INTEGRITY

Our values driving the way we do business:

Bold Dreams - dream big to inspire others

Big Impact - do our best for our customers

Deep Connection - operate with genuine care and respect

INNOVATIVE, ENGAGED AND SAFE WORKFORCE

Employer of choice through our exceptional culture and leading people practices

Women in leadership roles increased from 27% (CY15) to 44% (CY18)

Net Promoter Score recommending oOh! as a place to work - 90/100

oOh! SUPPORTING OUR COMMUNITY

oOh! Community - dedicated function to engage with our communities

In CY18 oOh!media:

- responded to 75 requests for support
- amplified 12 advertising campaigns
- donated 21 media packages worth \$800,000
- provided over \$23.8 million in media space to charity and community causes.

OUTLOOK

GUIDANCE RECONFIRMED

- The Out Of Home sector is expected to continue to gain market share across media formats
- oOh!media will continue to focus on integrating Commute and rolling out its data analytics platform
- Guidance for CY2019 Underlying EBITDA¹ of \$152.0 - \$162.0m, with opex growth between 5-7%²
- Revenue and earnings continue to be H2 skewed – in accordance with historic trends
- Capex spend expected between \$55m-\$70m
- Declining leverage
- oOh!media's overall strategy will continue to deliver long term sustainable revenue and earnings growth to maximise shareholder value creation.

1. Underlying EBITDA guidance excludes integration costs and impact of AASB116

2. On a last twelve months basis for the combined business's opex base, but before consideration of the impact of synergy savings or synergy realisation costs.



ooh![®]
Unmissable