



oOh!media Limited
ABN 69 602 195 380

4 December 2020

ASX Release

Start date of Chief Executive Officer and Managing Director

oOh!media Limited (ASX:OML) (**oOh!** or **Company**) advises that effective 1 January 2021, Cathy O'Connor will commence her role as Chief Executive Officer of oOh! and will commence as Managing Director effective 11 January 2021.

oOh!'s founding CEO and Managing Director, Brendon Cook, will step down from the roles effective end of 31 December 2020. As previously announced, Mr Cook will continue to consult to the Company until at least the end of 2021 to provide Ms O'Connor and the wider business access to his deep industry knowledge, insights and relationships.

This announcement has been authorised for release to the ASX by the Company Secretary.

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About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The company's extensive network of more than 37,000 digital and static asset locations includes roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, bars and universities.

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand, and had revenues of \$649 million in 2019. It also owns digital publisher Junkee Media, printing business Cactus, and experiential provider oOh! Experiential.

The company invests heavily in technology, and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at oohmedia.com.au