



oOh!media Limited  
ABN 69 602 195 380

13 July 2022

## **ASX/MEDIA Release**

### **oOh! appoints Chris Roberts as Chief Financial Officer**

oOh!media Limited (ASX:OML) (oOh! or Company) is pleased to announce the appointment of Chris Roberts as the Company's new Chief Financial Officer, effective 1 August 2022.

Chris is currently oOh!'s Group Commercial Finance Director and has held a variety of senior finance-related roles during his 6 years with the Company, including acting CFO and acting Chief Commercial Operating Officer.

He brings extensive experience to the role, including senior finance and strategy roles with Aristocrat Leisure Ltd, having commenced his career with Deloitte. Chris is a Chartered Accountant and has an Executive MBA with the Australian Graduate School of Management.

CEO of oOh!, Cathy O'Connor said: "Having conducted a thorough recruitment process which considered internal and external candidates, we're very pleased to welcome Chris to the role.

"Chris' appointment reflects the depth of talent within our organisation, and we are delighted to be able to promote from within the Company for such an important role.

"His demonstrated technical and financial capability, together with his strong strategic, operational and leadership skills will equip Chris to make an important contribution as CFO and as a member of our executive leadership team."

oOh!'s current CFO, Sheila Lines, who signalled her intention to leave the Company in March 2022, will step down as CFO effective 1 August 2022 and remain as a consultant to oOh! until 30 September 2022 to ensure a seamless transition.

"On behalf of everyone at oOh!, I want to acknowledge the enormous contribution Sheila has made to the Company over the past 4 years, and wish her every future success," said Ms O'Connor.

This announcement has been authorised for release to the ASX by the Board of Directors.

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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 \$504 million in 2021. It also owns the Cactus printing business. 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](http://oohmedia.com.au)