



oOh!media Limited  
ABN 69 602 195 380

6 April 2023

## **ASX Release**

### **NOTICE OF 2023 ANNUAL GENERAL MEETING**

oOh!media Limited (ASX:OML) (**oOh!** or **Company**) attaches its 2023 Notice of Annual General Meeting, Voting Form, Question Form and Online Meeting Guide.

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 and universities.

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand and had revenues of \$593 million in 2022. 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)

oOh!media  
Notice of Meeting 2023





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6 April 2023

Dear Shareholder

On behalf of the Board of Directors of oOh!media Limited (**oOh!media**) I am pleased to invite you to oOh!media's Annual General Meeting (**Meeting**).

The Meeting will be held on Thursday, 11 May 2023 commencing at 11.00am (AEST). The Board has decided to hold the Meeting as a combination of in-person and virtual to ensure maximum shareholder participation.

Shareholders can attend the Meeting in-person at oOh!media Limited's offices, Level 2, 73 Miller Street, North Sydney, 2060 or virtually through our online platform: <https://meetings.linkgroup.com/OML23>.

I encourage you to read the Notice of Meeting (including the Explanatory Memorandum). The Notice of Meeting (as well as the Online Meeting Guide) can be accessed at: <https://investors.oohmedia.com.au/investor-centre/?page=announcements>. These documents have also been lodged with the ASX.

Shareholders attending virtually can participate in the Meeting through the online platform by:

- joining the online Meeting in real time;
- asking questions of the Directors or our external auditor before the Meeting using the Question Form, by asking questions through the online platform during the Meeting, or by lodging questions online at: <https://investorcentre.linkgroup.com> before the Meeting;
- voting on the resolutions to be considered at the Meeting either by lodging the Voting Form before the Meeting or by voting during the online meeting,

or by a combination of these steps.

Further information regarding virtual Meeting attendance can be found in the Online Meeting Guide available on the oOh!media investor site <https://investors.oohmedia.com.au/Investor-Centre/>.

If shareholders cannot attend the Meeting, they are encouraged to lodge a Voting Form and Question Form ahead of the Meeting.

The 2022 Annual Report can be accessed on our website <https://investors.oohmedia.com.au/Investor-Centre/>, on the "Results & reports" page. If you have previously elected to receive a hard copy of the Annual Report, you will shortly receive a copy.

Thank you for your continued support of oOh!media and I look forward to your attendance at the Meeting.

Yours sincerely

A handwritten signature in black ink, appearing to read "Tony Faure".

**Tony Faure**  
Chair

## oOh!media Limited

ACN 602 195 380

### Notice of Meeting for the Annual General Meeting and Explanatory Statement

to be held on

**Thursday, 11 May 2023 at 11.00am (AEST)**

Venue:

**Level 2, 73 Miller Street,  
North Sydney, 2060**

or virtually through our online platform:  
<https://meetings.linkgroup.com/OML23>



# Notice of Annual General Meeting

Notice is given that the 2023 Annual General Meeting of the shareholders of oOh!media Limited (**Company** or **oOh!media**) will be held on Thursday, 11 May 2023 at 11.00am (AEST), as a hybrid meeting, being a combination of an in-person meeting and a virtual meeting via an online platform.

## **In-person attendance:**

Level 2, 73 Miller Street, North Sydney, 2060

Registration will commence at 10.00am (AEST). Please bring your Voting Form with you to facilitate registration.

## **Virtual attendance:**

<https://meetings.linkgroup.com/OML23>

It is recommended that you login through the online platform from 10.30am (AEST).

The Explanatory Notes and the Voting Form accompanying this Notice of Meeting are incorporated in, and comprise part of, this Notice of Meeting.

## **ITEMS OF BUSINESS**

### **ITEM 1: FINANCIAL REPORTS**

To receive and consider the Financial Report, the Directors' Report and the Auditor's Report of oOh!media and the entities it controlled (also known as the Group) for the financial year ended 31 December 2022.

#### **Resolution 1: Adoption of Remuneration Report**

To consider and, if thought fit, to pass the following non-binding ordinary resolution of the Company:

That the Company's Remuneration Report included in the Directors' Report for the financial year ended 31 December 2022 is adopted.

#### **Voting Exclusion Statement for Resolution 1**

A vote on Resolution 1 must not be cast (in any capacity) by, or on behalf of, the following persons:

- A. a member of oOh!media's Key Management Personnel (**KMP**) whose remuneration details are included in the Remuneration Report for the year ended 31 December 2022; or
- B. a closely related party of such a KMP (including close family members and companies the KMP controls).

However, a person described above may cast a vote on Resolution 1 as a proxy if the vote is not cast on behalf of a person described above and either:

- A. the proxy appointment is in writing that specifies the way the proxy is to vote (e.g. for, against, abstain) on the resolution; or
- B. the vote is cast by the Chair of the Meeting and the appointment of the Chair as proxy:
  - i. does not specify the way the proxy is to vote on the resolution; and

- ii. expressly authorises the Chair to exercise the proxy even if the resolution is connected directly or indirectly with the remuneration of a member of the KMP.

In addition, a vote must not be cast on Resolution 1 as a proxy by a member of the KMP at the date of the AGM, or a closely related party of those persons, unless it is cast as proxy for a person entitled to vote in accordance with their directions. This restriction on voting undirected proxies does not apply to the Chair of the Meeting where the proxy appointment expressly authorises the Chair of the Meeting to exercise undirected proxies even if the resolution is connected, directly or indirectly, with the remuneration of the KMP.

"Key Management Personnel" and "closely related party" have the same meaning as set out in the *Corporations Act 2001 (Cth)*.

#### **Resolution 2: Re-election of Director – Ms. Philippa Kelly**

To consider and, if thought fit, to pass the following resolution as an ordinary resolution of the Company:

That Ms. Kelly, who retires in accordance with clause 8.1(d) of the Company's Constitution and being eligible for election is re-elected as a Director of the Company.

#### **Resolution 3: Re-election of Director – Mr. Tim Miles**

To consider and, if thought fit, to pass the following resolution as an ordinary resolution of the Company:

That Mr. Miles, who retires in accordance with clause 8.1(d) of the Company's Constitution and being eligible for election, is re-elected as a Director of the Company.

#### **Resolution 4: Re-election of Director – Mr. David Wiadrowski**

To consider and, if thought fit, to pass the following resolution as an ordinary resolution of the Company:

That Mr. Wiadrowski, who retires in accordance with clause 8.1(d) of the Company's Constitution and being eligible for election, is re-elected as a Director of the Company.

#### **Resolution 5: Grant of Performance Rights under the Equity Incentive Plan – Ms. Catherine O'Connor**

To consider and if thought fit, pass the following resolution as an ordinary resolution of the Company:

That, for the purposes of ASX Listing Rule 10.14 and for all other purposes and on the terms described in the Explanatory Statement accompanying and forming part of this Notice, the Company approves the participation in the oOh!media Limited Equity Incentive Plan by Ms. Catherine (Cathy) O'Connor, the grant of 518,238 Performance Rights to Ms. O'Connor under the oOh!media Limited Equity Incentive Plan and in consequence of the vesting of those Performance Rights the allocation of ordinary shares of the Company and the provision of benefits to Ms. O'Connor under the Equity Incentive Plan on the terms described in the Explanatory Memorandum accompanying the Notice of Meeting.

#### **Voting Exclusion Statement for Resolution 5**

The Company will disregard any votes cast in favour of Resolution 5 by, or on behalf of, Ms. O'Connor or any of her associates.

However, this does not apply to a vote cast in favour of Resolution 5 by:

- A. a person as proxy or attorney for a person who is entitled to vote on Resolution 5, in accordance with directions given to the proxy or attorney to vote on Resolution 5 in that way; or
- B. the Chair of the Meeting as proxy or attorney for a person who is entitled to vote on Resolution 5, in accordance with a direction given to the Chair to vote on Resolution 5 as the Chair decides; or
- C. a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - i. the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting, on Resolution 5; and
  - ii. the holder votes on Resolution 5 in accordance with directions given by the beneficiary to vote in that way.

In addition, a vote must not be cast on Resolution 5 as a proxy by a member of the KMP at the date of the Meeting, or a closely related party of those persons, unless it is cast as proxy for a person entitled to vote in accordance with their directions. This restriction on voting undirected proxies does not apply to the Chair of the Meeting because the proxy appointment expressly authorises the Chair of the Meeting to exercise undirected proxies even if the resolution is connected, directly or indirectly, with the remuneration of the KMP.

Ms. O'Connor is the only Director eligible to participate in the Company's Equity Incentive Plan.

#### **Resolution 6: Grant of deferred restricted shares under the Equity Incentive Plan – Ms. Catherine O'Connor**

To consider and if thought fit, pass the following resolution as an ordinary resolution of the Company:

That, for the purposes of ASX Listing Rule 10.14 and for all other purposes and on the terms described in the Explanatory Statement accompanying and forming part of this Notice, the Company approves the participation in the oOh!media Limited Equity Incentive Plan by Ms. Catherine (Cathy) O'Connor, the grant of restricted shares (Restricted Shares) to Ms. O'Connor under the oOh!media Limited Equity Incentive Plan and the provision of benefits to Ms. O'Connor under the Equity Incentive Plan on the terms described in the Explanatory Memorandum accompanying the Notice of Meeting.

#### **Voting Exclusion Statement for Resolution 6**

The Company will disregard any votes cast in favour of Resolution 6 by, or on behalf of, Ms. O'Connor or any of her associates.

However, this does not apply to a vote cast in favour of Resolution 6 by:

- A. a person as proxy or attorney for a person who is entitled to vote on Resolution 6, in accordance with directions given to the proxy or attorney to vote on Resolution 6 in that way; or
- B. the Chair of the Meeting as proxy or attorney for a person who is entitled to vote on Resolution 6, in accordance with a direction given to the Chair to vote on Resolution 6 as the Chair decides; or
- C. a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - i. the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting, on Resolution 6; and
  - ii. the holder votes on Resolution 6 in accordance with directions given by the beneficiary to vote in that way.

In addition, a vote must not be cast on Resolution 6 as a proxy by a member of the KMP at the date of the Meeting, or a closely related party of those persons, unless it is cast as proxy for a person entitled to vote in accordance with their directions. This restriction on voting undirected proxies does not apply to the Chair of the Meeting because the proxy appointment expressly authorises the Chair of the Meeting to exercise undirected proxies even if the resolution is connected, directly or indirectly, with the remuneration of the KMP.

Ms. O'Connor is the only Director eligible to participate in the Company's Equity Incentive Plan.

By order of the Board of Directors.



**Melissa Jones**  
Company Secretary  
6 April 2023

# Notes

## ENTITLEMENT TO ATTEND

In accordance with Regulation 7.11.37 of the *Corporations Regulations 2001 (Cth)* and ASX Settlement Operating Rule 5.6.1, the Directors have determined that persons who are registered holders of shares in the Company as at 7.00 pm (AEST) on Tuesday, 9 May 2023 will be entitled to attend and vote at the 2023 AGM as a Shareholder.

The following section sets out important information about the ways in which Shareholders can attend and vote at the AGM.

## MEETING ATTENDANCE

The Meeting will take place at 11.00am (AEST) on Thursday, 11 May 2023.

Shareholders may attend the Meeting in-person at Level 2, 73 Miller Street, North Sydney, 2060 or virtually (see Virtual Attendance below).

Shareholders attending the Meeting either in-person or virtually will have the opportunity to:

- see and hear presentations to be given by the Chair and the CEO and Managing Director, and short presentations from the Directors standing for re-election at the Meeting;
- ask questions online of the Chair, the CEO, the Chairs of the Audit, Risk & Compliance Committee, the Remuneration & Nomination Committee and Technology Committee, and the external auditors;
- hear the responses to questions asked in-person or online during the Meeting and before the Meeting using the Question Form or online lodgment (see further information below under the heading Shareholder Questions); and
- cast a vote on the resolutions to be considered at the Meeting (see further information below under the heading Voting at the Meeting).

## VIRTUAL ATTENDANCE

Shareholders wishing to attend the Meeting virtually will be able to participate in the Meeting as outlined above:

- by joining the online meeting in real time via our online platform at <https://meetings.linkgroup.com/OML23>;
- by asking questions of the Directors or our external auditor before the Meeting using the Question Form, by asking questions through the online platform during the Meeting or by lodging questions online at <https://investorcentre.linkgroup.com>;
- by voting on the resolutions to be considered at the Meeting either by lodging the Voting Form before the Meeting or by voting during the online meeting,

or by a combination of these steps.

Further details of how to join the online meeting, how to ask questions and how to vote are set out below and in the Online Meeting Guide that is available on oOh!'s investor site. The Online Meeting Guide includes details of how to ensure your browser is compatible with the online platform, and a step-by-step guide to logging in, navigating the site and asking questions and voting at the meeting.

## VOTING AT THE MEETING

### RESOLUTION BY POLL

In accordance with clause 7.6(b) of the Company's Constitution, the Chair intends to call a poll on each resolution proposed at the Meeting.

### DIRECT VOTING

In accordance with clause 7.8 of the Company's Constitution and to allow for shareholder participation, the Directors have:

- determined that at the Meeting a Shareholder who is entitled to vote on a Resolution at the Meeting is entitled to a direct vote in respect of that Resolution; and
- approved the use of the Link real-time online platform as a means of delivering a direct vote; and
- approved direct voting as permitted by the Company's Constitution.

Any Shareholder who submits a direct vote agrees to be bound by the oOh!media Constitution.

In accordance with clause 7.8 of the Company's Constitution, Shareholders may vote directly on the Resolutions to be considered at the Meeting.

Shareholders may vote in-person during the Meeting, by lodging the Voting Form before the Meeting or by direct voting online during the Meeting.

### Direct voting before the Meeting

Shareholders who cast a vote on a Resolution before the Meeting by lodging a valid Voting Form will not be entitled to lodge a further direct vote on that Resolution at the Meeting if they attend through the online platform.

Shareholders who wish to exercise a direct vote before the Meeting should lodge a Voting Form by no later than **11.00am (AEST) on Tuesday, 9 May 2023**. Details of how to lodge your Voting Form are set out in the section below headed "Lodgment of Voting Forms".

Shareholders who do not lodge a valid Voting Form by this time will only be able to vote at the Meeting by appointing a proxy, attending and voting at the Meeting in person or lodging a direct vote at the Meeting in the manner described below.

Shareholders who wish to exercise a direct vote before the Meeting should ensure that they tick box A on the Voting Form. If you tick box A to lodge a direct vote, you are voting directly on each Resolution and are not appointing a proxy to vote on your behalf. If you wish to appoint a proxy, please tick box B on the Voting Form and follow the instructions below under the heading "Appointment of Proxies".

### Direct voting at the Meeting

Shareholders who use the online platform will have the opportunity to lodge a direct vote on the Resolutions to be considered at the Meeting at any time between the commencement of the Meeting and the close of voting at the Meeting as announced by the Chair during the Meeting.

More information about how to use the online platform for direct voting is provided in the Online Meeting Guide. If you intend to use the online platform to submit a direct vote during the Meeting, we suggest that you check that the online platform works on your device well in advance of the Meeting. Further instructions are provided in the Online Meeting Guide.

### PROXIES

- A. A shareholder entitled to attend and vote at the Meeting is entitled to appoint a proxy to attend and vote on their behalf. A shareholder may appoint up to two proxies.
- B. A proxy need not be a shareholder of the Company.
- C. If any shareholders are unable to attend the Meeting, they are encouraged to appoint a proxy or cast a direct vote prior to the Meeting. The Voting Form that accompanies this Notice of Meeting can be used to appoint a proxy or lodge a direct vote. Shareholders can direct their proxy how to vote by following the instructions on the Voting Form and are encouraged to do so.
- D. A shareholder that is entitled to cast two or more votes may appoint up to two proxies. Where two proxies are appointed, the shareholder may specify the number or proportion of the votes that each proxy is appointed to exercise. If no proportion or number is specified, each proxy may exercise half the shareholder's votes.
- E. A body corporate which is a shareholder, or which has been appointed as a proxy, is entitled to appoint any person to act as its representative at the Meeting. The appointment of the representative must comply with the requirements under section 250D of the *Corporations Act 2001 (Cth)*. The representative should lodge their properly executed letter or other document confirming its authority to act as the company's representative with their Certificate of Appointment of Corporate Representative form. A Certificate of Appointment of Corporate Representative form may be obtained from the Company's share registry or online at <https://investorcentre.linkgroup.com> and must be received by the registry by 11.00am (AEST) on Tuesday, 9 May 2023. Details of how to lodge your form are set out in the section below headed "Lodgment of Voting Forms".
- F. Where a body corporate appoints a proxy, the Voting Form must be signed by a duly appointed attorney or by a director jointly with either another director or a company secretary or, for a proprietary company that has a sole director who is also the sole company secretary, that director.

### PROXY VOTING BY MEMBERS OF THE KEY MANAGEMENT PERSONNEL (KMP)

If a shareholder appoints a member of the Company's KMP (which includes each of the Directors) or one of the KMP's closely related parties (such as close family members and any companies the KMP controls) as their proxy, the proxy will not be able to cast the shareholder's votes on Resolutions 1, 5 and 6 unless the shareholder directs the proxy how to vote or the Chair of the Meeting is appointed as the shareholder's proxy.

If the Chair of the Meeting is appointed as a shareholder's proxy or becomes their proxy by default, and the shareholder does not mark a voting box on the Voting Form for Resolutions 1, 5 and 6 then by signing and submitting the Voting Form, the shareholder will be expressly authorising the Chair of the Meeting to exercise the proxy in respect of Resolutions 1, 5 and 6 as the Chair decides, even though the item is connected with the remuneration of the Company's KMP.

The Chair of the Meeting intends to vote all available proxies able to be voted in favour of each item of business.

### LODGMET OF VOTING FORMS

To direct vote before the Meeting or appoint a proxy, shareholders should complete the Voting Form and return it before the Meeting.

In order to be effective, the Voting Form (and accompanying documents) must be received no later than 11.00am on Tuesday, 9 May 2023 by one of the following methods:

- A. By lodging the Voting Form online at <https://investorcentre.linkgroup.com>;
- B. By posting it in the reply paid envelope included with the Voting Form; or
- C. Returning it by posting it or faxing it to the following address:  
Link Market Services Limited  
Locked Bag A14, Sydney South NSW 1235  
Fax: +61 2 9287 0309.

If a Voting Form is signed under a power of attorney, it must be accompanied by the original power of attorney under which the Voting Form is signed, or a certified copy of that power of attorney.

### SHAREHOLDER QUESTIONS

Shareholders who are unable to attend the Meeting in-person or virtually or who may prefer to register questions in advance are invited to do so. Please log onto <https://investorcentre.linkgroup.com>, select "Voting" then click "Ask a Question", or alternatively submit a Question Form. To allow time to collate questions and prepare answers, please submit any questions by 5.00pm (AEST) on Thursday, 4 May 2023.

Questions will be collated and, during the Meeting, the Chair will seek to address as many of the more frequently raised topics as possible. However, there may not be sufficient time available at the Meeting to address all topics raised. Please note that individual responses will not be sent to shareholders.



# Explanatory Statement

## PURPOSE OF EXPLANATORY STATEMENT

The purpose of this Explanatory Statement (which is included in and forms part of the Notice of Meeting) is to provide shareholders with information regarding the business to be considered by shareholders at the Meeting and to allow shareholders to determine how they wish to vote on the proposed resolutions.

## ITEM 1: FINANCIAL REPORTS

As required by section 317 of the *Corporations Act 2001 (Cth)*, the Financial Report, Directors' Report and Auditor's Report of the Group for the financial year ended 31 December 2022 will be laid before the Meeting. The Company's Annual Report for the financial year ended 31 December 2022 is accessible on its website at: <https://oohmedia.com.au/>.

Shareholders will be provided with the opportunity to ask questions or make comments about the reports and on the management of the Company. A reasonable opportunity will also be given to shareholders to ask the Company's auditor questions relevant to the conduct of the audit, the preparation and content of the Auditor's Report, the accounting policies adopted by the Company in relation to the preparation of the financial statements and the independence of the auditor in relation to the conduct of the audit.

As there is no requirement for a formal resolution on this item, a resolution will not be put to the Meeting.

## RESOLUTION 1: ADOPTION OF REMUNERATION REPORT

The *Corporations Act 2001 (Cth)* requires that listed companies include a Remuneration Report in their Directors' Report. The Remuneration Report includes information in respect of the Company's remuneration policies in relation to its Directors and Key Management Personnel, including the relationship between remuneration policies and the Company's performance; prescribed details of Directors and Key Management Personnel; and details of securities included in the remuneration of Directors and Key Management Personnel.

The Remuneration Report for the Company for the financial year ended 31 December 2022 is included on pages 34 to 53 of the Annual Report of the Company.

Shareholders are asked to adopt the Remuneration Report. The vote on the Remuneration Report is advisory only and is not binding on the Directors or the Company.

### Board Recommendation

The Directors abstain, in the interests of corporate governance, from making a recommendation in relation to this resolution.

## RESOLUTION 2: RE-ELECTION OF DIRECTOR MS. PHILIPPA KELLY

- **Independent Non-Executive Director since 18 September 2019**
- **Chair of the Remuneration and Nomination Committee**
- **Member of the Technology Committee**

Ms. Kelly was appointed as an Independent Non-Executive Director of the Company on 18 September 2019.

A brief summary of Ms. Kelly's qualifications and experience is provided below.

### Experience

Ms. Kelly has a background in law and investment banking, specialising in Initial Public Offerings (IPOs) and mergers and acquisitions. She has extensive experience across governance and risk management, property and finance.

Ms. Kelly has over 20 years' experience in senior operational and leadership roles within the property sector. Most recently she was Chief Operating Officer of Juilliard Group (a private property group which owns and manages a commercial, retail and industrial portfolio). Previously she was Head of Institutional Funds Management of Centro Properties Group (now Vicinity Centres) and Corporate Advisor-Investment Banking at JBWere.

Ms. Kelly holds a Bachelor of Laws from University of Western Australia and a Graduate Diploma of Applied Finance & Investment from Finsia. She is a fellow of the Australian Institute of Company Directors and Finsia.

### Other current positions

Ms. Kelly is currently Chair of ASX listed Lifestyle Communities Limited (a company focused on affordable retirement living in residential land lease communities) and was Deputy Chancellor of Deakin University until December 2021. Ms. Kelly is also an independent Director of AustralianSuper and Chair of its Investment Committee and a Non-Executive Director of Hub Australia.

Prior to submitting herself for election, Ms. Kelly has confirmed that she would continue to have sufficient time to properly fulfil her duties and responsibilities to the Company.

The Board supports the election of Ms. Kelly as a Non-Executive Director as Ms. Kelly provides a valuable contribution to the Board and Company, specifically in governance, risk management, property and finance matters, and therefore is recommended to shareholders for election.

### Board Recommendation

The Directors (with Ms. Kelly abstaining) unanimously recommend that shareholders vote in favour of the election of Ms. Philippa Kelly as a Director.

### RESOLUTION 3: RE-ELECTION OF DIRECTOR MR. TIMOTHY (TIM) MILES

- **Independent Non-Executive Director since 16 May 2019**
- **Chair of the Technology Committee**
- **Member of the Audit, Risk and Compliance Committee**

Mr. Miles was appointed as an Independent Non-Executive Director of the Company on 16 May 2019.

A brief summary of Mr. Miles' qualifications and experience is provided below.

#### **Experience**

Mr. Miles has extensive experience across international markets and New Zealand with particular expertise in technology and digital development, sales and marketing.

Based in Auckland, Mr. Miles has held various senior leadership roles including as Chief Executive Officer of Spark Digital, Managing Director of listed agricultural services group PGG Wrightson, Chief Executive Officer of Vodafone New Zealand and Chief Executive Officer of Vodafone UK and Group Chief Technology Officer of Vodafone plc.

Mr. Miles has also held senior roles at IBM, Data General Corporation and Unisys Corporation.

Mr. Miles holds a Bachelor of Arts from Victoria University of Wellington.

#### **Other current positions**

Mr. Miles is currently a Non-Executive Director of New Zealand listed Genesis, Nyriad (US based early stage software enabled data storage technology business) and is Chair of the Gut Cancer Foundation and Mahi Tahi Towers Company.

Prior to submitting himself for election, Mr. Miles has confirmed that he would continue to have sufficient time to properly fulfil his duties and responsibilities to the Company.

The Board supports the election of Mr. Miles as a Non-Executive Director as Mr. Miles provides a valuable contribution to the Board and Company, specifically in technology and digital development, sales and marketing matters, and therefore is recommended to shareholders for election.

#### **Board Recommendation**

The Directors (with Mr. Miles abstaining) unanimously recommend that shareholders vote in favour of the election of Mr. Timothy Miles as a Director.

### RESOLUTION 4: RE-ELECTION OF DIRECTOR MR. DAVID WIADROWSKI

- **Independent Non-Executive Director since 29 November 2019**
- **Chair of the Audit, Risk and Compliance Committee**
- **Member of the Remuneration and Nomination Committee**

Mr. Wiadrowski was appointed as an Independent Non-Executive Director of the Company on 29 November 2019.

A brief summary of Mr. Wiadrowski's qualifications and experience is provided below.

#### **Experience**

Mr. Wiadrowski was a partner of PwC for 25 years including five years as Chief Operating Officer of the PwC Assurance business, during which he was responsible for the day to day operations of the firm's largest business consisting 160 partners and 1,800 staff.

During his time at PwC, Mr. Wiadrowski had a focus on technology, entertainment and media and was the lead audit partner for a number of the firm's major clients including Network Ten, Seven West Media, APN News & Media and APN Outdoor.

Mr. Wiadrowski holds a Bachelor of Commence from the University of New South Wales, is a Graduate of the Australian Institute of Company Directors' Company Directors Course and is a Fellow of the Chartered Accountants of Australia and New Zealand.

#### **Other current positions**

Mr. Wiadrowski is currently a Non-Executive Director and Chair of the Audit and Risk Committee of Life360 Inc and Non-Executive Director and Chair of the Audit Committee of carsales.com Limited. Mr. Wiadrowski is also a Board member of the Cambodian Children's Fund Australia Limited. Mr. Wiadrowski was previously a Non-Executive Director and Chair of the Audit and Risk Committee of Vocus Group Limited.

Prior to submitting himself for election, Mr. Wiadrowski has confirmed that he would continue to have sufficient time to properly fulfil his duties and responsibilities to the Company.

The Board supports the election of Mr. Wiadrowski as a Non-Executive Director as Mr. Wiadrowski provides a valuable contribution to the Board and Company, specifically in audit, risk and finance areas, and therefore is recommended to shareholders for election.

#### **Board Recommendation**

The Directors (with Mr. Wiadrowski abstaining) unanimously recommend that shareholders vote in favour of the election of Mr. David Wiadrowski as a Director.

### RESOLUTION 5: GRANT OF PERFORMANCE RIGHTS UNDER THE EQUITY INCENTIVE PLAN – MS. CATHERINE O'CONNOR

Resolution 5 deals with the proposed grant of performance rights (**Rights**) to Ms. Cathy O'Connor, Chief Executive Officer and Managing Director, which on vesting, will result in the issue of fully paid ordinary shares (**Shares**) in the Company under the Equity Incentive Plan (**Plan**). The Company has agreed, subject to obtaining shareholder approval, to grant a total of 518,238 Rights to Ms. O'Connor. This award represents Ms. O'Connor's long-term incentive remuneration for the period 1 January 2023 to 31 December 2023, with a performance period of 3 years from 1 January 2023 to 31 December 2025.

If approval is granted, the Company will grant Ms. O'Connor 518,238 Rights under the Plan as soon as practicable following the meeting and in any event within one year of the meeting. Subject to the conditions outlined below, the Rights will allow Ms. O'Connor to obtain ordinary shares in the Company.

If Resolution 5 is not passed, the Company will not be able to grant Rights to Ms. O'Connor and the Company will need to consider alternative options to meet Ms. O'Connor's contractual entitlements and appropriately remunerate and incentivise Ms. O'Connor.

#### ASX Listing Rule 10.14

Listing Rule 10.14 requires the approval of ordinary shareholders for directors to be able to be issued securities under an employee incentive scheme. Accordingly, approval for the grant of the Rights to Ms. O'Connor is required.

Approval of this resolution will result in the grant to Ms. O'Connor falling within exception 13 in Listing Rule 7.2. Therefore, the issue of Rights, and the Shares issued on vesting of any Rights, to Ms. O'Connor will not be included in the 15% calculation for the purposes of Listing Rule 7.1.

#### Purpose of the Plan

The Company has established the Plan to assist in the motivation, retention and reward of senior management. The Plan is designed to align the interests of Executives and senior management with the interests of shareholders by providing an opportunity for the participants to receive an equity interest in the Company. Other members of senior management, selected by the Board, have been granted Rights under the Plan on similar terms to Ms. O'Connor.

Those Directors, who do not have an interest in the outcome of the relevant resolution, recommend that shareholders vote in favour of resolution 5 for the reasons set out below:

1. the Directors consider that it is important for the Company to be able to attract and retain experienced executive Directors and that the proposed grant of Rights to Ms. O'Connor is appropriate taking into account her level of experience;
2. the Directors consider that the proposed number of Rights to be granted to Ms. O'Connor is appropriate to:
  - A. motivate her to pursue long term growth and success of the Company (within an appropriate control framework);
  - B. align the interests of key leadership with the long-term interests of the Company's shareholders; and
  - C. ensure a clear correlation between performance and remuneration, in accordance with the Company's remuneration policy; and
3. the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations (4th edition) note that equity-based remuneration can be an effective form of remuneration for Executives.

#### Proposed number of Rights

The number of Rights to be granted is calculated by dividing the total face value of the award by the 10 trading day Volume Weighted Average Market Price (**VWAP**) of ordinary shares in the Company following the release of the Company's FY22 annual financial results (being \$1.59), with the number of Rights granted rounded down to the next whole number.

$$518,238 \text{ Rights} = \$824,000 \text{ (total face value)} \div \$1.59 \text{ (VWAP)}$$

The Rights will be granted for nil financial consideration.

#### Details of the proposed grant of Rights

The Board intends to grant 518,238 Rights to Ms. O'Connor. The Rights will vest on the vesting date to the extent the Board determines the vesting conditions are satisfied.

#### Vesting Conditions

The Rights are divided into three hurdles as follows:

- 1/3 will vest subject to achieving a Cumulative Free Cash Flow per share (**FCF**) hurdle;
- 1/3 will vest subject to achieving a Return on Invested Capital (**ROIC**) hurdle; and
- 1/3 will vest subject to achieving a Relative Total Shareholder Return (**RTSR**) hurdle.

Assessment of the vesting conditions will occur shortly after the end of the three-year performance period, starting 1 January 2023 and ending on 31 December 2025, and after the release of the Company's full year audited results for the preceding financial year.

#### FCF Hurdle

1/3 of the Rights are subject to a FCF hurdle. The FCF hurdle is calculated based on the following formula:

$$\text{(operating cash flow less capital expenditure and finance lease liabilities paid over CY23-CY25)} / \text{weighted number of issued shares}^1$$

The percentage of Rights that may vest if the FCF hurdle is satisfied, if any, will be determined by reference to the following vesting schedule, subject to any adjustments that the Board, in its discretion, considers appropriate:

1. Weighted means the weighted shares on issue from 1 January 2023 to 31 December 2025.

Company's Free Cash Flow per share (cents/per share) CY23-CY25	% of rights that vest
Below 25.0	Nil
25.0	50% of target LTI
25.0 - 34.0	Straight line pro rata vesting between 50% and 100%
34.0	100% of target LTI
34.0 to 42.1	Straight line pro rata vesting between 100% and 150%
42.1 or above	Max 150% of target LTI

The 100% target represents the consensus (average) of sell side analyst forecasts excluding any outliers.

#### ROIC Hurdle

1/3 of the Rights are subject to a ROIC hurdle. The ROIC hurdle is calculated based on the following formula:

$$\text{CY25 adjusted underlying EBITDA} / \text{invested capital}^2$$

The percentage of Rights that may vest if the ROIC hurdle is satisfied, if any, will be determined by reference to the following vesting schedule, subject to any adjustments that the Board, in its discretion, considers appropriate:

Company's Return on Invested Capital	% of rights that vest
Below 17.5%	Nil
17.5%	50% of target LTI
17.5% - 20.3%	Straight line pro rata vesting between 50% and 100%
20.3%	100% of target LTI
20.3% - 26.3%	Straight line pro rata vesting between 100% and 150%
26.3% or above	Max 150% of target LTI

The 100% target represents the consensus (average) of sell side analyst forecasts excluding any outliers.

#### RTSR Hurdle

1/3 of the Rights are subject to the RTSR hurdle. The RTSR hurdle is assessed against the ASX 200 index (excluding Financials, Industrials and Materials). Shareholder return is calculated as aggregate dividends paid during the 3-year performance period plus the share price movement from the beginning to end of the performance period.

The percentage of Rights that may vest if the RTSR hurdle is satisfied, if any, will be determined by reference to the following vesting schedule, subject to any adjustments that the Board, in its discretion, considers appropriate:

Company's Relative TSR	% of rights that vest
Less than 50th percentile Relative TSR	Nil
50th percentile Relative TSR (threshold performance target)	50%
Between 50th and 75th percentile Relative TSR	Straight line pro rata vesting between 50% and 100%
At or above 75th percentile Relative TSR	100%

#### Allocation of Shares following Vesting

The number of Rights that will vest (if any) will be determined based on the outcome of the assessment of the vesting conditions. Any unvested Rights that remain will lapse immediately.

Upon vesting, Ms. O'Connor will be allocated the relevant number of Shares on a one-for-one basis, being one share for each Right that vests. Any Shares allocated to Ms. O'Connor may be acquired on-market or issued by the Company. Rights may be satisfied in either Shares or an equivalent value cash payment in lieu of an allocation of Shares (calculated in accordance with the Plan Rules) as determined appropriate by the Board. It is the Board's current intention that any Shares that may be awarded to Ms. O'Connor will be issued by the Company.

#### Information required by Listing Rule 10.15

Pursuant to and in accordance with ASX Listing Rule 10.15, the following information is provided with regard to Resolution 5.

- Ms. Cathy O'Connor is the Managing Director of the Company. Ms. O'Connor is the only director in the Company who is eligible to participate in the Plan. Non-executive Directors are not eligible to participate.
- Ms. O'Connor will be granted 518,238 Rights and the Rights may convert into Shares on a one-for-one basis subject to the achievement of the 3, equally weighted, vesting conditions.
  - If the Company achieves an FCF of 42.1 cents/per share or above, the percentage of Rights that vest in respect of the FCF hurdle is 150%. This would mean that Ms. O'Connor would be eligible to receive a maximum of 259,119 shares in respect of the FCF hurdle.
  - If the Company achieves a ROIC of 26.3% or above, the percentage of Rights that vest in the ROIC hurdle is 150%. This would mean that Ms. O'Connor would be eligible to receive a maximum of 259,119 shares in respect of the ROIC hurdle.
  - If the Company achieves a RTSR of 75% or above, the percentage of Rights that vest in the RTSR hurdle is 100%. This would mean that Ms. O'Connor would be eligible to receive a maximum of 172,746.
  - The potential maximum total number of shares in respect of the three hurdles is 690,984.

2. Invested capital is the average of opening and closing balances of invested capital for CY25.

## Explanatory Statement continued

3. Ms. O'Connor's current total remuneration package (for FY23) is comprised of:

Type	Value
Base Salary	\$1,200,000
Superannuation	\$ 126,000
Fixed Remuneration	\$1,326,000
Target STI	\$ 468,000
LTI Face Value	\$ 824,000

4. Ms. O'Connor was granted 443,892 Rights under the Equity Incentive Plan following shareholder approval at the 2022 AGM and 426,499 Rights following shareholder approval at the 2021 AGM. These rights were awarded for no financial consideration.
5. The Rights will be granted under the terms and conditions of the Plan. A summary of the key terms of the Plan can be found in Attachment A.  
The Company considers the grant of Rights under the Plan to be an appropriate way to align the interests of Executive KMP and other key employees with shareholders by focusing on long-term growth. The purpose of the Plan is to provide incentive to attract, retain and motivate eligible employees whose present and potential contributions are important to the success of the Company by offering them a chance to participate in the future performance of the Company.
6. The value the Company attributes to each Right is \$1.59, being the VWAP for the 10 trading days following the release of the Company's FY22 annual financial results.
7. The Company is expected to grant the Rights shortly after the Annual General Meeting but in any event, within one year after the meeting.
8. The number of Rights has been determined by dividing the grant face value of \$824,000 by the VWAP for the 10 trading days following the release of the Company's FY22 annual financial results, being \$1.59. The Rights are being granted at no cost to Ms. O'Connor and if they vest, will vest at no cost.
9. There is no loan attaching to the offer under the Plan.
10. Details of any securities issued under the Plan will be published in the oOh!media Annual Report relating to the period in which they were issued, along with a statement that approval for the issue was granted under ASX Listing Rule 10.14.
11. Any additional persons covered by ASX Listing Rule 10.14 who become entitled to participate in an issue of securities under the Plan after this Resolution is approved and who were not named in this Notice of Meeting will not participate until approval is obtained under ASX Listing Rule 10.14.
12. A Voting Exclusion Statement is set out under Resolution 5 in the Notice of Meeting.

### Board Recommendation

The Directors (with Ms. Cathy O'Connor abstaining) unanimously recommend that shareholders vote in favour of Resolution 5 to approve the participation in the oOh!media Limited Equity Incentive Plan by Ms. O'Connor, grant of 518,238 Performance Rights to Ms. O'Connor under the oOh!media Limited Equity Incentive Plan and in consequence of the vesting of those Rights, of ordinary shares of the Company and the provision of benefits to Ms. O'Connor under the Equity Incentive Plan.

### RESOLUTION 6: GRANT OF DEFERRED RESTRICTED SHARES UNDER THE EQUITY INCENTIVE PLAN - MS. CATHERINE O'CONNOR

As part of the Short-Term Incentive (STI) component of the proposed remuneration for FY23, the Company is proposing to grant Restricted Shares to the Managing Director, Ms. Catherine O'Connor under the Company's Plan on the basis set out below, subject to shareholder approval of Resolution 6.

The Company is proposing to issue the Restricted Shares consistent with the principles and objectives of the Company's remuneration policy and for the purpose of incentivising Ms. O'Connor to achieve the relevant performance measures attached to the Restricted Shares.

#### ASX Listing Rule 10.14

Listing Rule 10.14 requires the approval of ordinary shareholders for directors to be able to be issued securities under an employee incentive scheme. Accordingly, approval for the grant of the Rights to Ms. O'Connor is required.

Approval of this resolution will result in the grant to Ms. O'Connor falling within exception 13 in Listing Rule 7.2. Therefore, the issue of the Restricted Shares issued to Ms. O'Connor will not be included in the 15% calculation for the purposes of Listing Rule 7.1. If Resolution 6 is not passed, the Company will not be able to grant Restricted Shares to Ms. O'Connor and the Company will need to consider alternative options to meet Ms. O'Connor's contractual entitlements and appropriately remunerate and incentivise Ms. O'Connor.

#### Details of Deferred Short-Term Incentive

The Company established the Deferred STI to enable a portion of executives annual cash STI bonus to be delivered as a grant of Restricted Shares in the Company, which may vest subject to satisfaction of the relevant vesting conditions over the vesting period.

The proposed granting of Restricted Shares to the Managing Director is an outcome of her STI achievement for FY23. The proposed award is intended to align Ms. O'Connor's interests with the interests of shareholders and encourage the achievement of the Company's performance goals and growth of the Company's business. Ms. O'Connor's target STI for FY23 is \$468,000.

The 2023 STI Company performance outcomes are based on two components with separate conditions which measure performance namely;

1. Individual performance is based on achievement against individual goals set with manager and manager evaluation of performance. For KMP this comprises 30% of the whole STI.
2. Company performance is based on achievement against four measures. For KMP this comprises 70% of the whole STI. Of this percentage, the four measures and their internal percentage weighting are:
  - A. 45% EBITDA margin
  - B. 30% Revenue Achievement
  - C. 15% Market share
  - D. 10% achievement of strategic priorities

**Information required by Listing Rule 10.15**

Pursuant to and in accordance with ASX Listing Rule 10.15, the following information is provided with regard to Resolution 6.

1. Ms. Cathy O'Connor is the Managing Director of the Company. Ms. O'Connor is the only director eligible to participate in the STI. Non-executive Directors are not eligible to participate.
2. The number of Restricted Shares to be granted to Ms. O'Connor cannot be determined at this time but will be calculated in accordance with the formula set out below:

*For example, Ms. O'Connor is eligible for a maximum FY2023 STI of \$702,000 (total STI payable at 150%), assuming Ms. O'Connor is awarded the total STI in about March 2024, \$231,660 of the STI (being 33% of the total STI) will be deferred as Restricted Shares and the remaining STI paid in cash. The actual number of Restricted Shares to be awarded in March 2024 will be 33% of the actual \$ amount divided by the 10 day VWAP of the Company's shares following the release of the FY2023 results announcement.*

3. Ms. O'Connor's current total remuneration package (for FY23) is comprised of:

Type	Value
Base Salary	\$1,200,000
Superannuation	\$ 126,000
Fixed Remuneration	\$1,326,000
Target STI	\$ 468,000
LTI Face Value	\$ 824,000

4. Ms. O'Connor was granted 443,892 Rights under the Equity Incentive Plan following shareholder approval at the 2022 AGM and 426,499 Rights following shareholder approval at the 2021 AGM. These rights were awarded for no financial consideration.
5. The Restricted Shares will be granted under the terms and conditions of the Equity Incentive Plan and STI. A summary of the key terms of the Equity Incentive Plan are set out in Attachment A and the key terms of the STI are set out in Attachment B.
6. The Company is expected to grant the Restricted Shares to Ms. O'Connor following the release of the FY23 annual financial results (and, in any event no later than three years after the date of Meeting).
7. The price at which the Company will issue the Restricted Shares will be determined by the 10 day VWAP of the Company's shares following the release of the Company's FY23 annual financial results.
8. There is no loan attaching to the offer under the STI.
9. Details of any securities issued under the STI will be published in the oOh!media Annual Report relating to the period in which they were issued, along with a statement that approval for the issue was granted under ASX Listing Rule 10.14.
10. Any additional persons covered by ASX Listing Rule 10.14 who become entitled to participate in an issue of securities under the STI Plan after this Resolution is approved and who were not named in this Notice of Meeting will not participate until approval is obtained under ASX Listing Rule 10.14.
11. A Voting Exclusion Statement is set out under Resolution 6 in the Notice of Meeting.

**Board Recommendation**

The Directors (with Ms. Cathy O'Connor abstaining) unanimously recommend that shareholders vote in favour of Resolution 6 to approve the participation in the oOh!media Limited Equity Incentive Plan by Ms. O'Connor, grant of Restricted Shares to Ms. O'Connor under the oOh!media Limited Equity Incentive Plan.

### ATTACHMENT A SUMMARY OF THE KEY TERMS OF THE EQUITY INCENTIVE PLAN

Defined terms have the same meaning as provided in the Equity Incentive Plan Rules, available here – <https://www.asx.com.au/asxpdf/20141217/pdf/42vjq3gfy86gl6.pdf>

#### Purpose

The purpose of the Equity Incentive Plan (**Plan**) is to allow the Board to make offers to Eligible Employees to acquire securities in oOh!media Limited (the **Company**) and to otherwise incentivise employees.

#### Eligibility

Offers may be made at the Board's discretion to employees of the Company or its related bodies corporate (including a Director employed in an executive capacity) or any other person who is declared by the Board to be eligible to receive a grant under the Plan.

#### Types of securities

The Plan Rules provide flexibility for the Company to grant one or more of the following securities as incentives, subject to the terms of individual offers:

1. performance rights;
2. options; or
3. restricted shares.

Options are an entitlement to receive a Share upon satisfaction of applicable conditions and payment of an applicable exercise price. Performance rights are an entitlement to receive a Share for no consideration upon satisfaction of applicable conditions. Restricted shares are Shares themselves granted for no consideration, but subject to restrictions on dealing or other benefits, which may be released over time or on meeting conditions.

Unless otherwise specified in the offer document, the Board has the discretion to settle performance rights or options with a cash equivalent payment.

#### Offers under the Plan

The Board may make offers at its discretion and any offer documents must contain the information required by the Plan Rules. The Board has the discretion to set the terms and conditions on which it will offer performance rights, options and restricted shares in individual offer documents.

#### Issue price

Unless the Board determines otherwise, no payment is required for a grant of a performance right, option or restricted share under the Plan.

#### Vesting

Vesting of performance rights, options and restricted shares under the Plan is subject to any vesting or performance conditions determined by the Board and specified in the offer documents.

Options must be exercised by the employee and the employee is required to pay the exercise price before Shares are allocated. Subject to the Plan Rules and the terms of the specific offer document, any performance rights, options or restricted shares will either lapse or be forfeited if the relevant vesting and performance conditions are not satisfied.

#### Restrictions

Any dealing in respect of an Incentive Security (performance right, option or restricted share) is prohibited unless:

1. the Board determines otherwise; or
2. the Dealing is required by law and the Participant has provided satisfactory evidence to the Company of that fact.

The Board may, at its discretion, impose restrictions on dealing in respect of any Shares allocated under the Plan and may implement any procedure it considers appropriate to enforce such restrictions.

Any dealing in any Company shares is also subject to the Company's Dealing in Securities Policy.

#### Cessation of employment

Under the Plan Rules, the Board has a broad discretion in relation to the treatment of unvested entitlements on cessation of employment. It is intended that individual offer documents will provide more specific information on how the entitlements will be treated if the participating employee ceases employment before vesting.

#### Clawback and preventing inappropriate benefits

The Plan Rules provide the Board with broad "clawback" powers even in respect of entitlements that have vested if, amongst other things, the participant has acted fraudulently or dishonestly, engaged in gross misconduct or has acted in a manner that has brought the Company or its related bodies corporate into disrepute, or there is a material financial misstatement, or the Company is required or entitled under law or company policy to reclaim remuneration from the participant, or the participant's entitlements vest as a result of the fraud, dishonestly or breach of obligations of any other person and the Board is of the opinion that the incentives would not have otherwise vested.

#### Change of control

The Board may determine that all or a specified number of a participant's performance rights, options or restricted shares will vest or cease to be subject to restrictions on a change of control event in accordance with the Plan Rules.

#### Power of the Board

The Plan is administered by the Board which has power to determine appropriate procedures for administration of the Plan including but not limited to implementing an employee share trust for the purposes of delivering and holding Shares on behalf of participants upon the grant of restricted shares or the vesting of rights or exercise of options.

Except as otherwise expressly provided in the Plan, the Board has absolute and unfettered discretion to act or refrain from acting under or in connection with the Plan and in the exercise of any power or discretion under the Plan.

The Board may grant additional rights or options or make any adjustments it considers appropriate to the terms of a right and/or option granted to that participant in order to minimise or eliminate any material advantage or disadvantage to a participant resulting from a corporate action by, or capital reconstruction in relation to, the Company, including but not limited to any return of capital.

#### **Dividends and other rights**

Subject to the terms of any Trust Deed (if applicable) or offer, the following rules apply in respect of Shares allocated to, or on behalf of, a participant under the Plan (including Restricted Shares):

1. the participant is entitled to receive all dividends and other distributions or benefits payable to the participant or to the Trustee in respect of the Shares;
2. the participant is entitled to exercise, or to direct the Trustee in writing how to exercise, the voting rights attaching to the Shares, either generally or in a particular case;
3. any bonus shares that are issued in respect of the Shares will be issued to the participant, or to the Trustee on the participant's behalf, and will be held by the participant or Trustee as Shares subject to the same terms, conditions and restrictions on Dealing (if any) as the Shares in respect of which they were issued; and
4. if rights arise on a rights issue in respect of the Shares, the participant may deal with or exercise those rights, or instruct the Trustee (if applicable) in relation to those rights in accordance with the Trust Deed. If the Shares are held by the Trustee on the participant's behalf and the participant does not instruct the Trustee how to deal with the rights, the rights will be dealt with in accordance with the Trust Deed.

#### **Issuing of Shares**

Any Shares issued under the Plan will rank equally in all respects with other Shares for the time being on issue by the Company. The Company will apply for quotation of Shares issued under the Plan within the period required by the Listing Rules.

#### **Legal compliance**

Notwithstanding any rule in the Plan, securities will not be allocated, issued, acquired, transferred or otherwise dealt with under the Plan if to do so would:

1. contravene the *Corporations Act 2001 (Cth)*, the Listing Rules, or any other applicable laws (including any applicable foreign law); or
2. require the Company or its related bodies corporate to pay, provide, or procure the payment or provision of, any money or benefits to the Participant which would require shareholder approval under Part 2D.2, Division 2 of the *Corporations Act 2001 (Cth)*.



### ATTACHMENT B SUMMARY OF THE KEY TERMS FOR DEFERRED SHORT TERM INCENTIVE

Design feature	Key terms for Deferred STI
<b>Participation / eligibility</b>	<ul style="list-style-type: none"> <li>Eligible employees (<b>Participants</b>) offered participation in the Deferred short-term incentive (<b>DSTI</b>) on an annual basis.</li> </ul>
<b>Vehicle for deferral</b>	<ul style="list-style-type: none"> <li>Commencing FY23, Participants will be required to defer part of their DSTI into restricted shares.</li> <li>Restricted shares (<b>RS</b>) are ordinary shares (<b>Shares</b>) subject to disposal restrictions which lift subject to the vesting condition being met during the 1-year Restriction Period.</li> <li>A holder of a RS will have all shareholder rights as any other ordinary shareholder (e.g., rights to dividend and voting) other than the RS may not be sold or otherwise disposed of until the RS vest (and any voluntary disposal restrictions (<b>Disposal Restriction</b>)) ends.</li> <li>A Participant is not required to pay any cost to be granted RS.</li> </ul>
<b>Number of RS granted</b>	<ul style="list-style-type: none"> <li>The number of RS to be granted will be determined based on 10-day volume weighted average price (<b>VWAP</b>) of Shares following the release of the Company's FY23 annual financial results announcement (rounded down to the nearest whole number).</li> </ul>
<b>Vesting period (or Restriction Period)</b>	<ul style="list-style-type: none"> <li>The Restriction Period will commence on the grant date of the RS and end on the first anniversary of the grant date; i.e., a 12-month Restriction Period applies.</li> </ul>
<b>Vesting condition</b>	<ul style="list-style-type: none"> <li>RS will vest subject to the Participant remaining employed by the Company until the end of the 12-month Restriction Period. Where the vesting condition is not met, unvested RS will generally be forfeited by Participants (subject to the circumstances of departure / Board discretion).</li> </ul>
<b>Disposal Restrictions</b>	<ul style="list-style-type: none"> <li>At the time of receiving their communication to participate in the 2023 Plan (including notification that 33% of their STI outcome will be delivered in the form of RS), Participants may voluntarily elect for their RS (where the relevant conditions are met and an STI outcome is confirmed) to be subject to post-vesting Disposal Restrictions for up to 15 years from commencement of the annual performance period (commencing 1 January 2023).</li> <li>Where Shares are subject to a Trading Restriction, the Board will only lift the Trading Restriction in exceptional circumstances (e.g., as required by law or upon death).</li> </ul>
<b>Cessation of employment</b>	<ul style="list-style-type: none"> <li>Where a Participant ceases employment all unvested RS will be forfeited, unless the Board determines otherwise.</li> </ul>
<b>Change of control</b>	<ul style="list-style-type: none"> <li>Where a change of control event occurs, all unvested RS will vest upon completion of the change of control event unless the Board determines otherwise.</li> <li>Where a change of control event occurs, any vested RS subject to a Disposal Restriction will have the Disposal Restriction lifted upon completion of the change of control event unless the Board determines otherwise.</li> </ul>
<b>Malus / Clawback</b>	<ul style="list-style-type: none"> <li>RS (vested or otherwise), and including any proceeds received are subject to malus and clawback whereby the Board may adjust the number of RS held by a Participant or require the Participant to repay the Company any benefits realised from RS where, in the Board's opinion, a Participant has: <ul style="list-style-type: none"> <li>Acted fraudulently or dishonestly</li> <li>Engaged in gross misconduct</li> <li>Done an act that has brought the Company into disrepute</li> <li>Has breached their contract or duties / obligations to the Company</li> <li>Is convicted of an offence or has a judgement entered against them in connection with the affairs of the Company</li> </ul> </li> </ul> <p>Malus / clawback will also apply per rule 6 of the Equity Incentive Plan Rules.</p>

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**oOh!media Limited**  
ABN 69 602 195 380

## LODGE YOUR VOTE

**ONLINE**  
<https://investorcentre.linkgroup.com>

**BY MAIL**  
oOh!media Limited  
C/- Link Market Services Limited  
Locked Bag A14  
Sydney South NSW 1235 Australia

**BY FAX**  
+61 2 9287 0309

**BY HAND**  
Link Market Services Limited  
Parramatta Square, Level 22, Tower 6,  
10 Darcy Street, Parramatta NSW 2150

**ALL ENQUIRIES TO**  
Telephone: +61 1300 554 474



**X99999999999**

## VOTING FORM

I/We being a member(s) of oOh!media Limited and entitled to attend and vote hereby appoint:

**STEP 1** Please mark either A or B

### A VOTE DIRECTLY

elect to lodge my/our vote(s) directly (mark box)

in relation to the Annual General Meeting of the Company to be held at **11:00am on Thursday, 11 May 2023**, and at any adjournment or postponement of the Meeting.

You should mark either “for” or “against” for each item. Do not mark the “abstain” box.

OR

### B APPOINT A PROXY

the Chair of the Meeting (mark box)

OR if you are **NOT** appointing the Chair of the Meeting as your proxy, please write the name and email of the person or body corporate you are appointing as your proxy

Name

Email

or failing the person or body corporate named, or if no person or body corporate is named, the Chair of the Meeting, as my/our proxy to act on my/our behalf (including to vote in accordance with the following directions or, if no directions have been given and to the extent permitted by the law, as the proxy sees fit) at the Annual General Meeting of the Company to be held at **11:00am on Thursday, 11 May 2023** (the Meeting) and at any postponement or adjournment of the Meeting.

The Meeting will be conducted as a hybrid meeting. You can attend the meeting at **oOh!media Limited's offices, Level 2, 73 Miller Street, North Sydney 2060** or you can participate by logging in online at <https://meetings.linkgroup.com/OML23> (refer to details in the Annual General Meeting Online Guide).

**Important for Resolutions 1, 5 & 6:** If the Chair of the Meeting is your proxy, either by appointment or by default, and you have not indicated your voting intention below, you expressly authorise the Chair of the Meeting to exercise the proxy in respect of Resolutions 1, 5 & 6, even though the Resolutions are connected directly or indirectly with the remuneration of a member of the Company's Key Management Personnel (KMP).

**The Chair of the Meeting intends to vote undirected proxies in favour of each item of business.**

## VOTING DIRECTIONS

Proxies will only be valid and accepted by the Company if they are signed and received no later than 48 hours before the Meeting.

Please read the voting instructions overleaf before marking any boxes with an

**STEP 2**

### Resolutions

1 Adoption of Remuneration Report

For Against Abstain\*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

2 Re-Election of Director – Ms. Philippa Kelly

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

3 Re-Election of Director – Mr. Tim Miles

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

4 Re-Election of Director – Mr. David Wladowski

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

5 Grant of Performance Rights under the Equity Incentive Plan – Ms. Catherine O'Connor

For Against Abstain\*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

6 Grant of deferred restricted shares under the Equity Incentive Plan – Ms. Catherine O'Connor

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------



\* If you mark the Abstain box for a particular Item, you are directing your proxy not to vote on your behalf on a poll and your votes will not be counted in computing the required majority on a poll.

**STEP 3**

## SIGNATURE OF SHAREHOLDERS – THIS MUST BE COMPLETED

Shareholder 1 (Individual)

Joint Shareholder 2 (Individual)

Joint Shareholder 3 (Individual)




Sole Director and Sole Company Secretary

Director/Company Secretary (Delete one)

Director

This form should be signed by the shareholder. If a joint holding, either shareholder may sign. If signed by the shareholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth).

**OML PRX2301N**



## HOW TO COMPLETE THIS SHAREHOLDER VOTING FORM

### YOUR NAME AND ADDRESS

This is your name and address as it appears on the Company's share register. If this information is incorrect, please make the correction on the form. Shareholders sponsored by a broker should advise their broker of any changes. **Please note: you cannot change ownership of your shares using this form.**

### VOTING UNDER BOX A

If you ticked the box under Box A you are indicating that you wish to vote directly. Please only mark either "for" or "against" for each item. Do not mark the "abstain" box. If you mark the "abstain" box for an item, your vote for that item will be invalid.

If no direction is given on all of the items, or if you complete both Box A and Box B, your vote may be passed to the Chair of the Meeting as your proxy.

Custodians and nominees may, with the Share Registrar's consent, identify on the Voting Form the total number of votes in each of the categories "for" and "against" and their votes will be valid.

If you have lodged a direct vote, and then you attend the Meeting, your attendance will cancel your direct vote.

The Chair's decision as to whether a direct vote is valid is conclusive.

### VOTING UNDER BOX B – APPOINTMENT OF PROXY

If you wish to appoint the Chair of the Meeting as your proxy, mark the box in Step 1. If you wish to appoint someone other than the Chair of the Meeting as your proxy, please write the name of that individual or body corporate in Step 1. A proxy need not be a shareholder of the Company.

### DEFAULT TO CHAIR OF THE MEETING

Any directed proxies that are not voted on a poll at the Meeting will default to the Chair of the Meeting, who is required to vote those proxies as directed. Any undirected proxies that default to the Chair of the Meeting will be voted according to the instructions set out in this Voting Form, including where the Resolution is connected directly or indirectly with the remuneration of KMP.

### VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT

You may direct your proxy how to vote by placing a mark in one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as he or she chooses. If you mark more than one box on an item your vote on that item will be invalid.

### APPOINTMENT OF A SECOND PROXY

You are entitled to appoint up to two persons as proxies to attend the Meeting and vote on a poll. If you wish to appoint a second proxy, an additional Voting Form may be obtained by telephoning the Company's share registry or you may copy this form and return them both together.

To appoint a second proxy you must:

- on each of the first Voting Form and the second Voting Form state the percentage of your voting rights or number of shares applicable to that form. If the appointments do not specify the percentage or number of votes that each proxy may exercise, each proxy may exercise half your votes. Fractions of votes will be disregarded; and
- return both forms together.

### SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided:

**Individual:** where the holding is in one name, the holder must sign.

**Joint Holding:** where the holding is in more than one name, either shareholder may sign.

**Power of Attorney:** to sign under Power of Attorney, you must lodge the Power of Attorney with the registry. If you have not previously lodged this document for notation, please attach a certified photocopy of the Power of Attorney to this form when you return it.

**Companies:** where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the *Corporations Act 2001*) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please indicate the office held by signing in the appropriate place.

### CORPORATE REPRESENTATIVES

If a representative of the corporation is to attend the Meeting Virtually the appropriate "Certificate of Appointment of Corporate Representative" must be received at [vote@linkmarketservices.com.au](mailto:vote@linkmarketservices.com.au) prior to admission in accordance with the Notice of Annual General Meeting. A form of the certificate may be obtained from the Company's share registry or online at [www.linkmarketservices.com.au](http://www.linkmarketservices.com.au).

### LODGEMENT OF A VOTING FORM

This Voting Form (and any Power of Attorney under which it is signed) must be received at an address given below by **11:00am on Tuesday, 9 May 2023**, being not later than 48 hours before the commencement of the Meeting. Any Voting Form received after that time will not be valid for the scheduled Meeting.

Voting Forms may be lodged using the reply paid envelope or:



#### ONLINE

<https://investorcentre.linkgroup.com>

Login to the Link website using the holding details as shown on the Proxy Form. Select 'Voting' and follow the prompts to lodge your vote. To use the online lodgement facility, shareholders will need their "Holder Identifier" - Securityholder Reference Number (SRN) or Holder Identification Number (HIN).



#### BY MOBILE DEVICE

Our voting website is designed specifically for voting online. You can now lodge your proxy by scanning the QR code adjacent or enter the voting link <https://investorcentre.linkgroup.com> into your mobile device. Log in using the Holder Identifier and postcode for your shareholding.

#### QR Code



To scan the code you will need a QR code reader application which can be downloaded for free on your mobile device.



#### BY MAIL

oOh!media Limited  
C/- Link Market Services Limited  
Locked Bag A14  
Sydney South NSW 1235  
Australia



#### BY FAX

+61 2 9287 0309



#### BY HAND

delivering it to Link Market Services Limited\*  
Parramatta Square  
Level 22, Tower 6  
10 Darcy Street  
Parramatta NSW 2150

\* During business hours (Monday to Friday, 9:00am–5:00pm)



# Virtual Meeting Online Guide

## Before you begin

Ensure your browser is compatible. Check your current browser by going to the website: **[whatismybrowser.com](https://whatismybrowser.com)**

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Supported browsers are:

- Chrome – Version 44 & 45 and after
- Firefox – 40.0.2 and after
- Safari – OS X v10.9 & OS X v10.10 and after
- Internet Explorer – 11 and up
- Edge – 92.0 and up

**To attend and vote you must have your securityholder number and postcode.**

Appointed Proxy: Your proxy number will be provided by Link before the meeting.

**Please make sure you have this information before proceeding.**

# Virtual Meeting Online Guide

## Step 1

Open your web browser and go to <https://meetings.linkgroup.com/OML23>

## Step 2

Log in to the portal using your full name, mobile number, email address, and participant type.

Please read and accept the terms and conditions before clicking on the blue **'Register and Watch Meeting'** button.

- On the left – a live webcast of the Meeting starts automatically once the meeting has commenced. If the webcast does not start automatically please press the play button and ensure the audio on your computer or device is turned on.
- On the right – the presentation slides that will be addressed during the Meeting
- At the bottom – buttons for 'Get a Voting Card', 'Ask a Question' and a list of company documents to download

**Note:** If you close your browser, your session will expire and you will need to re-register. If using the same email address, you can request a link to be emailed to you to log back in.

## 1. Get a Voting Card

To register to vote – click on the 'Get a Voting Card' button.

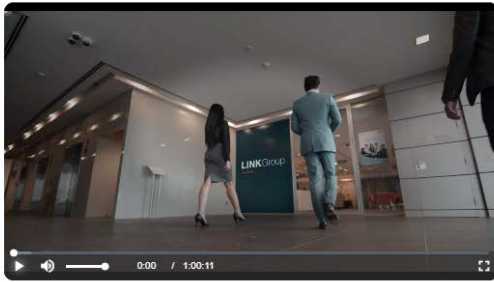
This will bring up a box which looks like this.

If you are an individual or joint securityholder you will need to register and provide validation by entering your securityholder number and postcode.

If you are an appointed Proxy, please enter the Proxy Number issued by Link in the PROXY DETAILS section. Then click the **'SUBMIT DETAILS AND VOTE'** button.

Once you have registered, your voting card will appear with all of the resolutions to be voted on by securityholders at the Meeting (as set out in the Notice of Meeting). You may need to use the scroll bar on the right hand side of the voting card to view all resolutions.

Securityholders and proxies can either submit a Full Vote or Partial Vote.



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Get a Voting Card

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Ask a Question

**Downloads**

- Speakers Bio's
- Sustainability Report
- Notice of meeting
- Online Guide
- Annual Report

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**Voting Card**

Please complete your vote by selecting the required voting instruction (For, Against or Abstain) for each resolution. If you would like to complete a partial vote, please specify the number of votes for each resolution in the Partial Vote section. Proxy holder votes will only be applied to discretionary (undirected) votes. Directed votes will be applied as per the shareholder's voting instructions.

Full Vote
Partial Vote

**Resolution 1**     For     Against     Abstain

GENERAL BUSINESS

SUBMIT VOTE

### Full Votes

To submit a full vote on a resolution ensure you are in the **'Full Vote'** tab. Place your vote by clicking on the **'For'**, **'Against'**, or **'Abstain'** voting buttons.

### Partial Votes

To submit a partial vote on a resolution ensure you are in the **'Partial Vote'** tab. You can enter the number of votes (for any or all) resolution/s. The total amount of votes that you are entitled to vote for will be listed under each resolution. When you enter the number of votes it will automatically tally how many votes you have left.

**Note:** If you are submitting a partial vote and do not use all of your entitled votes, the un-voted portion will be submitted as No Instruction and therefore will not be counted.

Once you have finished voting on the resolutions scroll down to the bottom of the box and click on the **'Submit Vote'** or **'Submit Partial Vote'** button.

**Note:** You can close your voting card without submitting your vote at any time while voting remains open. Any votes you have already made will be saved for the next time you open up the voting card. The voting card will appear on the bottom left corner of the webpage. The message **'Not yet submitted'** will appear at the bottom of the page.

You can edit your voting card at any point while voting is open by clicking on **'Edit Card'**. This will reopen the voting card with any previous votes made.

At the conclusion of the Meeting a red bar with a countdown timer will appear at the top of the Webcast and Slide windows advising the remaining voting time. Please make any changes and submit your voting cards. Once voting has been closed all submitted voting cards cannot be changed.



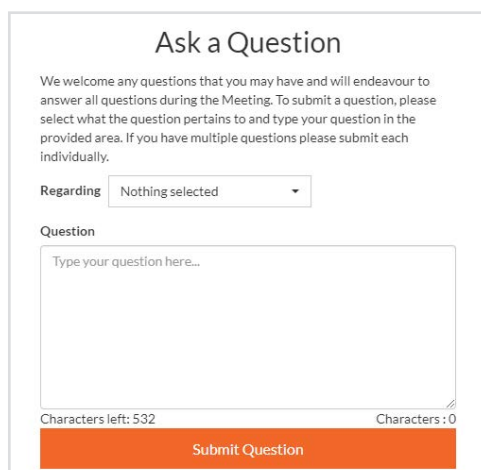
# Virtual Meeting Online Guide continued

## 2. How to ask a question

**Note:** Only verified Securityholders, Proxyholders and Corporate Representatives are eligible to ask questions.

If you have yet to obtain a voting card, you will be prompted to enter your security holder number or proxy details before you can ask a question. To ask a question, click on the 'Ask a Question' button either at the top or bottom of the webpage.

The 'Ask a Question' box will then pop up with two sections for completion.



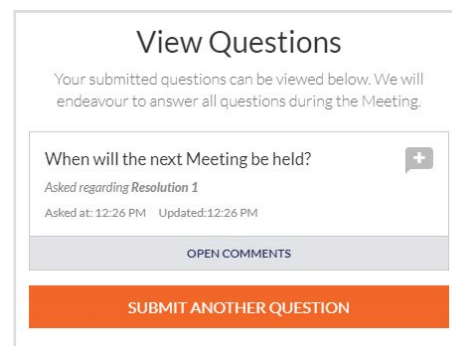
In the 'Regarding' section click on the drop down arrow and select the category/resolution for your question.

Click in the 'Question' section and type your question and click on 'Submit'.

A 'View Questions' box will appear where you can view your questions at any point. Only you can see the questions you have asked.

If your question has been answered and you would like to exercise your right of reply, you can submit another question.

Note that not all questions are guaranteed to be answered during the Meeting, but we will do our best to address your concerns.



## 3. Downloads

View relevant documentation in the Downloads section.

## 4. Voting closing

Voting will end 5 minutes after the close of the Meeting.

At the conclusion of the Meeting a red bar with a countdown timer will appear at the top of the Webcast and Slide screens advising the remaining voting time. If you have not submitted your vote, you should do so now.

## Contact us

### Australia

T +61 1800 990 363

E [info@linkmarketservices.com.au](mailto:info@linkmarketservices.com.au)