



oOh!media Limited
ABN 69 602 195 380

10 December 2024

ASX Release

Contract update – Auckland Transport

oOh!media Limited (ASX:OML) (**oOh!**) refers to its contract with Auckland Transport which expires on 31 December 2024.

As disclosed by oOh! on 19 August 2024, oOh! had at the time finalised its submission in relation to the Auckland Transport tender and was awaiting the outcome.

oOh! has been advised by Auckland Transport that it has decided to extend the Out of Home Media Services Procurement Process and will re-issue the request for proposal with modified evaluation criteria and bid structure.

The current Auckland Transport contract represents 4% of oOh!'s CY24 Group expected reported revenues.

oOh! is committed to its disciplined approach to contract renewals, focusing on achieving sustainable returns on capital and maintaining a diverse lease maturity profile.

This announcement has been authorised for release to the ASX by the Chief Executive Officer.

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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 35,000 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 \$634 million in 2023. 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