



oOh!media Limited
ABN 69 602 195 380

19 December 2024

ASX Release

Contract update – Auckland Transport

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

As disclosed by oOh! on 10 December 2024:

- oOh!'s current contract with Auckland Transport represents 4% of oOh!'s CY24 Group expected reported revenues; and
- oOh! was 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 (**RFP**) with modified evaluation criteria and bid structure.

Today oOh! has entered into a nine month extension of its advertising contract with Auckland Transport until 30 September 2025 on terms materially similar to its existing contract.

In addition, Auckland Transport has indicated that they expect to restart the procurement process in late February 2025 or early March 2025.

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