

**Form604**Corporations Act 2001  
Section 671B**Notice of change of interests of substantial holder**

To Company Name/Scheme

OOH! MEDIA LIMITED

ACN/ARSN

602 195 380

**1. Details of substantial holder(1)**

Name

Kayne Anderson Rudnick Investment Management, LLC, Virtus Investment Advisers, LLC and their associates identified in Annexure B (**Virtus Group**)

ACN/ARSN (if applicable)

There was a change in the interests of the substantial holder on

19/02/2025

The previous notice was given to the company on

01/10/2024

The previous notice was dated

01/10/2024**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities(4)	Previous notice		Present notice	
	Person's votes	Voting power(5)	Person's votes	Voting power(5)
44,760,140	44,760,140	8.30766%	50,806,380	9.42987%

**3. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change(6)	Consideration given in relation to change(7)	Class and number of securities affected	Person's votes affected
19 February 2025	Kayne Anderson Rudnick Investment Management LLC	Please see <b>Annexure A</b>	Please see <b>Annexure A</b>	12,795,881 ordinary shares	12,795,881
19 February 2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Please see <b>Annexure A</b>	Please see <b>Annexure A</b>	38,010,499 ordinary shares	38,010,499

19 February 2025	Virtus Group (please see <b>Annexure B</b> )	<p>Virtus Investment Partners, Inc., and Virtus Partners, Inc. have a relevant interest in the shares in which Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC have a relevant interest, under section 608(3)(a)-(b) because they control Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC.</p> <p>Each of the Virtus Group is an associate pursuant to s 12(2)(a) of the Corporations Act 2001 (Cth) and has a relevant interest in all the shares referred to in the row above by virtue of section 608(3) of the Act.</p>	N/A	As above	As above
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#### 4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Kayne Anderson Rudnick Investment Management, LLC	Brown Brothers Harriman, Northern Trust Company, U.S. Bank, BNY Mellon GSP, UBS Securities LLC, Sanford Bernstein, Liquidnet Jefferies	Kayne Anderson Rudnick Investment Management, LLC	12,795,881	12,795,881 ordinary shares	12,795,881
Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers LLC	Macquarie Bank, Liquidnet, Sanford Bernstein, Jefferies, Instinet BNY Mellon GSP	Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers LLC	38,010,499	38,010,499 ordinary shares	38,010,499

**5. Changes in association**

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:


Name and ACN/ARSN (if applicable)	Nature of association
The members of the Virtus Group identified in <b>Annexure B</b> .	The members of the Virtus Group are associates pursuant to section 12(2)(a) of the Corporations Act, because they are under control of, or under common control with, each other.

**6. Addresses**

The addresses of persons named in this form are as follows:

Name	Address
Kayne Anderson Rudnick Investment Management, LLC	2000 Avenue of the Stars, Suite 1110 Los Angeles, California 90067 USA
Virtus Investment Advisers, LLC.	One Financial Plaza Hartford, Connecticut 06103

**Signature**

print name	Michael Shoemaker	Chief Compliance Officer capacity Kayne Anderson Rudnick Investment Management, LLC, investment manager
sign here		date 20 February 2025

**DIRECTIONS**

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
  - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
  - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting power or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

## Annexure A - Relevant interest change

This is the annexure of 2 pages marked Annexure A mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 20 February 2025.

Signature: 

Michael Shoemaker  
Chief Compliance Officer  
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Date of Change	Person whose relevant interest changed	Nature of change(6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
04/10/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$58,676.83	46,003 Ordinary Shares	46,003
05/12/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$235,483.28	181,490 Ordinary Shares	181,490
05/12/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$32,542.50	25,000 Ordinary Shares	25,000
14/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$26,203.38	22,066 Ordinary Shares	22,066
14/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$200.64	169 Ordinary Shares	169
14/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,987.37	1,674 Ordinary Shares	1,674
14/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$260,017.38	218,962 Ordinary Shares	218,962
29/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$599,224.56	519,664 Ordinary Shares	519,664
29/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$176,070.00	150,000 Ordinary Shares	150,000
31/01/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$197,857.54	172,065 Ordinary Shares	172,065
07/02/2025	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$42,209.52	34,988 Ordinary Shares	34,988
14/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,059.82	839 Ordinary Shares	839
14/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$15,929.16	12,518 Ordinary Shares	12,518
14/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$156,966.69	123,353 Ordinary Shares	123,353
14/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$10,447.93	8,271 Ordinary Shares	8,271
14/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,099,604.15	864,129 Ordinary Shares	864,129
14/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$73,186.02	57,937 Ordinary Shares	57,937
17/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$41,489.37	32,477 Ordinary Shares	32,477

17/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$408,845.99	320,036 Ordinary Shares	320,036
17/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,864,097.51	2,241,955 Ordinary Shares	2,241,955
18/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$4,438.35	3,500 Ordinary Shares	3,500
18/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$43,732.96	34,487 Ordinary Shares	34,487
18/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$306,366.62	241,595 Ordinary Shares	241,595
19/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$24,164.64	18,624 Ordinary Shares	18,624
19/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,264.31	981 Ordinary Shares	981
19/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$12,457.54	9,666 Ordinary Shares	9,666
19/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$238,115.90	183,519 Ordinary Shares	183,519
19/02/2025	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,057,716.08	818,349 Ordinary Shares	818,349
19/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$87,271.09	67,715 Ordinary Shares	67,715
19/02/2025	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,668,075.08	1,285,607 Ordinary Shares	1,285,607
19/02/2025	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$694,130.66	537,045 Ordinary Shares	537,045

## **Annexure B - Virtus Group**

This is the annexure of 1 page marked Annexure B mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 20 February 2025.

Signature: 

Michael Shoemaker  
Chief Compliance Officer  
Kayne Anderson Rudnick Investment Management, LLC, investment manager

### **Virtus Group**

Virtus Investment Partners,  
Virtus Partners, Inc.  
AlphaSimplex GP, LLC  
AlphaSimplex Group, LLC  
Ceredex Value Advisors LLC  
Duff & Phelps Investment Management Co.  
NFJ Investment Group, LLC  
Seix CLO Management GP LLC  
Seix CLO Management LLC  
SGIA, LLC  
Silvant Capital Management LLC  
Sustainable Growth Advisers, LP  
Virtus Alternative Investment Advisers, LLC  
Virtus Advisers, LLC  
Virtus Capital Advisers, LLC  
Virtus ETF Solutions LLC  
Virtus Fixed Income Advisers, LLC  
Virtus Fund Services, LLC  
Virtus Global Partners PTE. LTD.  
Virtus International Fund Management Limited  
Virtus International Management, LLP  
Virtus International Services Limited  
Virtus Investment Advisers, LLC  
Virtus Investment Partners International Ltd.  
Virtus Shared Services, LLC  
VP Distributors, LLC  
Westchester Capital Management, LLC  
Westchester Capital Partners, LLC