



oOh!media Limited
ABN 69 602 195 380

28 March 2025

ASX Release

2024 ANNUAL REPORT

oOh!media Limited (ASX:OML) (**oOh!** or **Company**) attaches its 2024 Annual Report.

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 digital and static asset locations across Australia and New Zealand, includes roadsides, retail centres, airports, train stations, bus stops, office towers and universities.

Find out more at oohmedia.com.au

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oOh!media
Annual Report
2024



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Acknowledgement of Country

We acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community.

We pay our respects to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander People.





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01

Company Overview

Company Overview

oOh!media (oOh!) is a leading Out of Home (OOH) media company transforming public spaces across Australia and New Zealand.

With a network of over 35,000 digital and static asset locations — including roadsides, retail centres, airports, train stations, bus stops, office towers, and universities — oOh! connects advertisers, landlords, leaseholders, community organisations, local councils, and governments with large and diverse public audiences.

More than just an advertising channel, the OOH format enhances public spaces by creating engaging environments that inform, entertain, and inspire communities while supporting key public infrastructure. A strong focus on technology and data analytics enables oOh! to provide sophisticated audience targeting, maximising media spend efficiency.

oOh! employs approximately 800 people across Australia and New Zealand and reported revenue of

\$636

million in CY24.



Road



oOh!'s Road format features more than 3,900 classic and digital billboard advertising sites, delivering national impact, dominance, and scale. These billboards are strategically located in iconic locations across the country, providing unrivalled national coverage and reaching diverse audience segments at scale.

City & Youth



The City format empowers brands to target CBD professionals, reaching millions of professionals through thousands of full-motion digital screens in prominent Australian office towers. Through smart behavioural targeting, oOh! scales professional audiences in high-dwell, high-frequency captive environments to deliver efficient reach and superior engagement. Performance in this segment has continued to improve with the increasing return of audiences to CBDs.

The Youth format reaches over a million students across more than 100 university and TAFE campuses nationwide, with hundreds of content-enriched digital screens and static panels in student hubs on campus. This network provides a simple and powerful way to connect with students on their turf across Australia at scale.

Retail



oOh! operates Australia's largest shopping centre advertising network, offering multiple formats in more than 450 retail centres and reaching millions of unique shoppers every month. The company has continued to accelerate the digitalisation of its portfolio, driving improved performance.

Fly



Airport advertising is a strategic way to engage with Australia's affluent business audience at scale as they travel around the country. oOh!'s airport advertising impacts every stage of the passenger's journey, comprising multiple networks across numerous cities, terminals, Qantas lounges, and Qantas Inflight Entertainment.

Recent developments include refreshed assets at Melbourne Airport, contributing to strong growth in this format.

Street & Rail



Street and Rail comprises more than 3,700 classic poster formats and approximately 3,200 digital sites.

oOh!'s Street Furniture format offers captivating roadside and bus shelter advertising locations nationwide. This network provides flexibility and scale for precision targeting to the right audience at the right location during their daily journeys.

In the Rail format, oOh! connects with millions of commuter journeys each week through advertising in train stations across major cities. Rail combines cost-efficient reach, unmatched coverage, unbeatable connection frequency, and smart behavioural targeting across diverse audience segments at scale.

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02

Financial Overview

Financial Overview

For the year ended 31 December 2024 (CY24) in a challenging media environment, Out of Home (OOH) remained one of the Australian media sector's best-performing segments, growing by 8%¹ and reaching a record 15.3% share of total agency media spend².

After implementing strategic initiatives to drive revenue growth, including accelerating retail digitisation, securing new contracts, expanding its footprint, and strengthening sales capabilities and execution, oOh! delivered full year revenue of \$635.6 million.

In an inflationary environment, oOh! remains focused on maintaining its contract discipline and tightly managing operational expenditure.

The Group's financial position remains strong, which enabled the Company to deliver a total full year dividend of 5.25 cents per share, fully franked.

As the market leader in Australia, oOh! is well-positioned to navigate current market conditions, grow market share and improve performance through innovative offerings, disciplined contract renewals and tight expense management.

15%

OOH Market share

\$635.6m

Revenue

\$125.3m

Adjusted EBITDA

10.5 cents

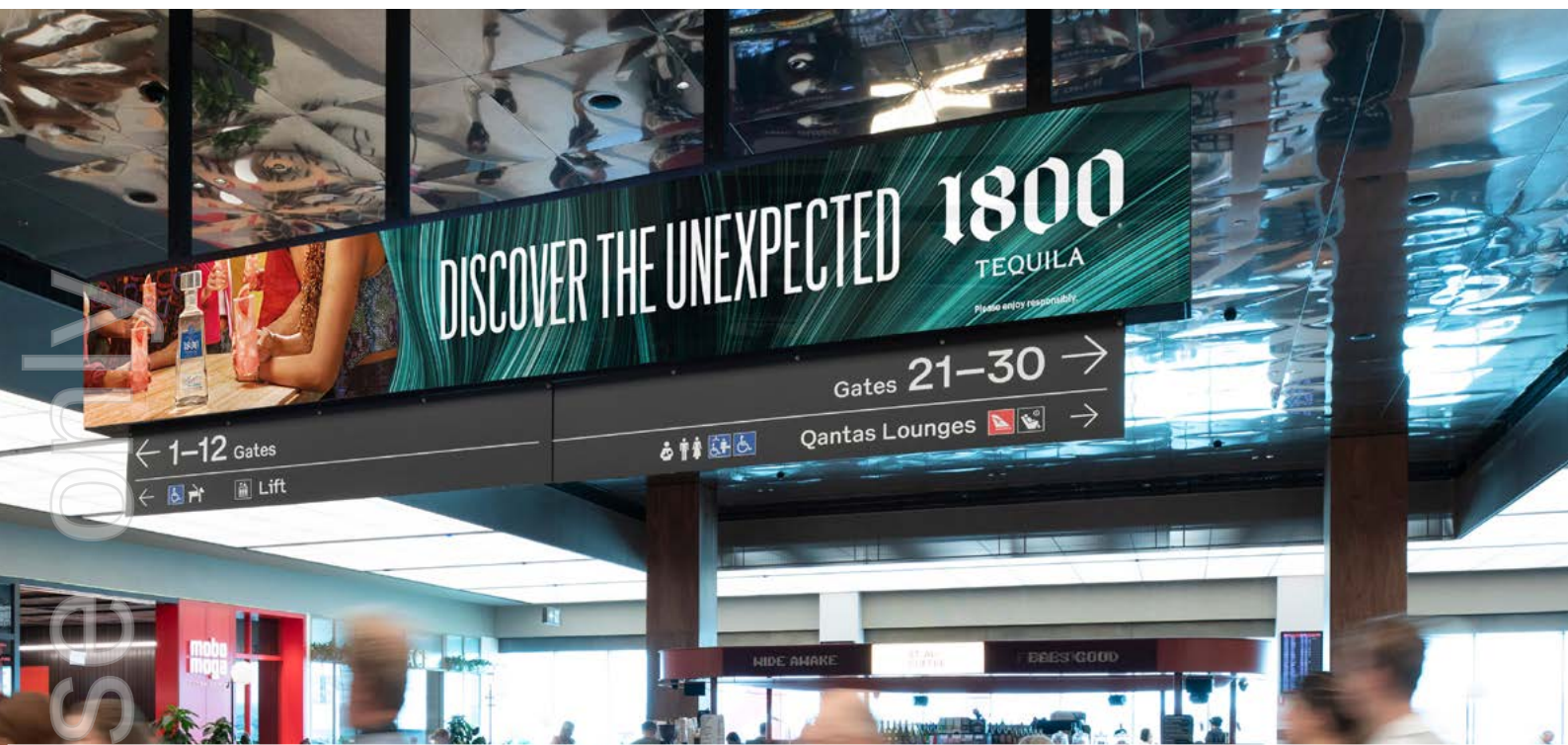
Adjusted NPAT per share

\$36.6m

Reported NPAT

1. Outdoor Media Association (OMA)
2. Standard Media Index (SMI)







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03 Chair Review

Chair Review

Out of Home (OOH) remains the best-performing segment in Australian media, with significant structural tailwinds, and oOh! is well positioned to take advantage as the category leader.

The Board of oOh! acknowledges that the Company's performance in CY24 was below the expectations of ourselves and our shareholders, particularly in the first half where we delivered disappointing revenues and ceded market share.

The second half performance showed improvement and saw some positive momentum, which has set the Company up for profitable revenue and earnings growth in CY25, reflected in Q1 CY25 media revenue pacing up 14% on the prior period.

This includes action taken around sales execution to drive improved revenue performance, and to right-size the Company's cost base in order to better deliver on the Company's strategy. The impact of these initiatives has already begun to drive positive momentum across the business.

With a market-leading position, strong balance sheet and

renewed strategy in place, oOh! remains well positioned to deliver improved financial results and shareholder outcomes in CY25 and beyond.

CY24 financial results

Total revenue for CY24 was in line with the prior year at \$635.6 million, with momentum returning in the second half across all formats. Strong contract discipline delivered a robust adjusted gross profit margin of 44.7%.

Adjusted underlying EBITDA declined by 1% to \$128.9 million, reflecting an adjusted underlying EBITDA margin of 20.3%.

Adjusted Net Profit After Tax (NPAT) was \$56.3 million, compared to \$55.0 million for the prior year. On a statutory basis, the Group reported a 6% increase in NPAT of \$36.6 million for CY24. For CY24, earnings per share increased by 9% to 6.8 cents per share.

Capital management and dividend

Capital management remains a top priority for the Board, and oOh!'s financial position remains strong, with the Company remaining well capitalised to



Tony Faure
Chair

deliver its strategic initiatives and drive long-term shareholder returns.

While CY24 saw an increase in loans and borrowings to fund capital expenditure and working capital, over \$168 million remains available of undrawn debt, providing adequate headroom.

oOh! ended the period with a net debt position of \$108.3 million, up from \$83.8 million as at 31 December 2023, reflecting a gearing ratio (net debt / Adjusted EBITDA) as at 31 December 2024 of 0.8 times, which is within the Company's near-term target gearing of less than 1.0 times.

Reflecting its confidence in the financial strength of the company and trading outlook, the Board was pleased to declare a final dividend of 3.5 cents per share, fully franked, in line with the prior year, which is in line with oOh!'s policy to pay dividends of 40-60 per cent of adjusted underlying Net Profit.



Strategy simplification

In response to challenging market conditions, oOh! has refined and streamlined its strategy to focus on accelerating Retail and Street digitisation, contract expansion and strengthening sales capabilities.

Our focus remains to leverage the unique scale and diversity of our network, capitalising on the structural growth OOH continues to present – particularly as advertising spend continues to shift from other forms of traditional media including free-to-air TV to OOH.

Our strategic initiatives are centred on driving profitable market share and diversifying into new adjacent revenue streams to deliver sustainable earnings growth.

Cathy will elaborate on these initiatives further in her CEO's report.

In conclusion

While oOh!'s results in CY24 were below our expectations, we are confident that the decisive action taken will improve performance and further cement the Company's market leadership.

We remain committed to innovation and transformation across our network to deliver market-leading solutions for our clients, and the Board endorses the simplified strategy to deliver improved outcomes for our customers, people and shareholders.

The Board would like to acknowledge and thank our people at oOh! for their focus and dedication during the year. I would like to personally thank Cathy and my fellow directors for their strong commitment to the Company.

Thanks also
to our fellow
shareholders
for your
continued
support
of the
Company.



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04 CEO's Report

CEO's Report

After a disappointing first half, oOh! finished CY24 with strong momentum and growth across all formats, with action taken to drive revenue and market share growth and right-size our cost base delivering results.

In a challenged Australian media landscape, Out of Home (OOH) continues to outperform other forms of media, with the OOH market growing by 7.9% and capturing a record 15.3% of advertising agency media spend in 2024.

However, as Tony has already stated, our first half performance was below our high expectations.

In the fast-moving and ultra-competitive media industry, there is no time for navel gazing, and I am proud of how the team responded rapidly to address the issues and begin recovering market share losses in the fourth quarter.

As is often the case, this included making some difficult decisions that saw the departure of some of our valued colleagues, and we thank them for their contributions to oOh!.

Pleasingly, the actions we have taken appear to be having the desired impact, with revenue momentum returning in all categories, and our right-sized expense base establishing a platform for profitable growth.

Financial Report

In CY24 we delivered revenues of \$636m, flat on the prior year, with momentum building in the second half of 2024, including +2% in Q3 and +5% in Q4.

Underlying revenue growth was 6%, which was below the broader OOH market growth of 8%. Offsetting this growth was the decision to exit the Vicinity contract and renegotiate non-media contracts to protect margins, particularly in Road, which ultimately declined 1%, and Retail, which was down 9%. The accelerated digitisation of oOh!'s portfolio did help to offset some of the impact.

The Fly and City & Youth formats both delivered strong double-digit growth, up 14% and 18% respectively. This was driven by the refreshed assets at Melbourne Airport and the return of audiences to CBDs, which we believe will continue.



Cathy O'Connor
Managing Director and CEO

Street & Rail was up 3%, with the launch of Sydney Metro in the second half of CY24 creating a stronger Sydney-Melbourne Rail offering for advertisers, and offsetting the decline in contracted non-media revenue.

Our strong contract discipline saw adjusted gross profit increase by 1% to \$284.4 million, reflecting an adjusted gross margin of 44.7% (CY23: 44.3%).

Disciplined cost control saw us deliver underlying opex growth (ex-reo) below inflation, despite lower than expected revenues. Total underlying costs grew by 4%, reflecting labour cost inflation, partially offset by lower marketing expenses.



Adjusted underlying EBITDA landed at the upper end of our guided range provided in December 2024, coming to \$128.9 million, at a margin of 20.3%.

Adjusted NPAT was slighter higher than the pcp at \$56.3 million, with statutory NPAT of \$36.6 million.

Further information on the Company's financial results is contained in the Operating and Financial Review.

Disciplined Contract Renewal

In 2024, we continued our disciplined approach to contract renewals while maintaining a diverse lease maturity profile.

Our focus remains on maximising network revenue while achieving sustainable margin and earnings growth and returns on capital.

During CY24, we successfully signed contracts with well-known Australian retailers Petbarn, Officeworks and a pilot with Australia Post, showing promising momentum for the reo program.

Strategy Update

This year, we continue to focus on strategy execution to accelerate our growth ambitions, centred on three pillars: energising our go-to-market, unlocking our network potential, and leading in retail media.

We made solid progress in each of these pillars over the course of the year.

Energise go-to-market

We are transforming the way we package, price and deliver for our customers to enable them to unlock our scale advantage. We are maximising our ability to drive revenue and market share growth through better use of oOh!'s assets and faster client response times. We have strengthened our senior sales leadership with deeper Out of Home experience and have optimised pricing and project implementation tools for our revenue teams.

Unlock our network potential

Our priority is pursuing and winning the right mix of high-value contracts and audiences for our customers. This target has seen us build a strategic portfolio of high-impact advertising assets that maximise audience reach, while delivering strong value and cost efficiency for investors.

Lead in retail media

Partnering with retailers to establish and operate an end-to-end retail media business, both instore and online. The retail media market is projected to be worth \$3 billion in Australia in 2027, this presents a new annual recurring revenue profile for oOh! with long-term service revenue contracts with major businesses in a rapidly growing and material category.

Our collaboration with The Warehouse Group continues, and we see promising trends as we engage discussions with multiple new retailers.

In addition to these pillars, we continue to pursue innovative and diversified revenue opportunities which complement our market-leading expertise in OOH.

Sustainability

'Making Public Spaces Better and Brands Unmissable' is our company's purpose which describes the impact that we aspire to have in the community.

This year, we continued to implement a range of initiatives to support this purpose, with our key initiatives focused on providing impact where it matters for our planet, impact where it matters for people, and impact where it matters for better business.

oOh! were proud to win the 2024 World Out of Home Organisation (WOO) global Sustainability Award in Partnership with GALE Pacific, the producers of EcoBanner. EcoBanner is an Australian-made, fully recyclable, closed-loop capable and PVC-free material that is also highly durable.

Full details of our sustainability efforts can be found in the Sustainability Report section of the Annual Report.

CY25 Outlook

oOh!'s strong 2H24 momentum has continued in CY25, with +14% media revenue growth YTD in February 2025 and Q1 media revenue pacing up similarly.

oOh! expects its simplified strategy to drive further revenue and market share growth, with further tailwinds expected from MOVE 2.0, future interest rate cuts and market growth, with the OOH category expecting mid-to-high single digit growth in CY25.

CY25 adjusted gross margin (excluding reo and any renewal impact of Auckland Transport) is expected to be broadly in line with CY23/24, subject to the strength of revenue growth. CY25 capex is expected to be between \$45M and \$55M (largely funding new advertising assets), contingent upon development approvals. Gearing is expected to remain below 1.0X adjusted EBITDA.

Summary

The ongoing structural growth of OOH represents an exciting opportunity, with Standard Media Index reporting that Out of Home achieved agency media revenue growth of 5%, capturing 15.3% of advertising agency media spend for the year, up from 14.5% in the prior year.

This trajectory is expected to continue, with the sector projected to grow a further 8% in CY25. As the market leader with a 36% share of the ANZ OOH for CY2024, oOh! remains well positioned to leverage this structural growth.

Our focus remains on executing our renewed and simplified strategy to make it easier for our customers to work with us, and in doing so deliver sustainable growth across the business.

Thank you to the oOh! Board for their continued guidance, and the entire oOh! team for their ongoing dedication. Thank you to our shareholders for your continued support.

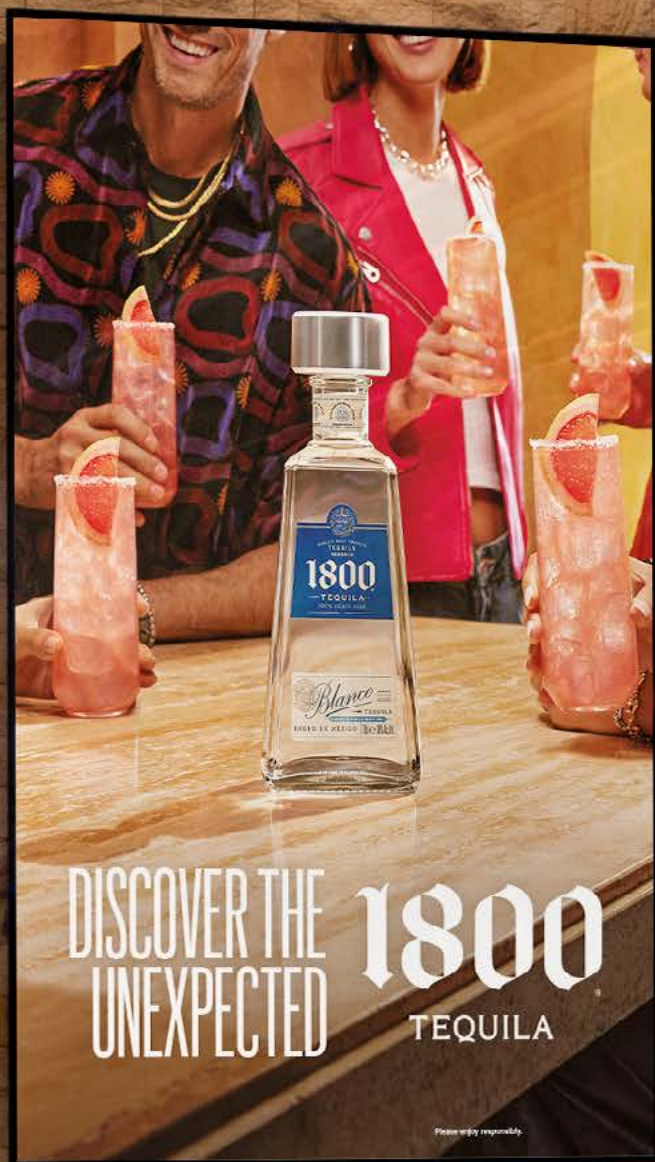
Always sparkling and ready to party

Easy to love

Enjoy responsibly

[yellow tail] Sparkling wine

got



05

Operating and Financial Review

Operating and Financial Review

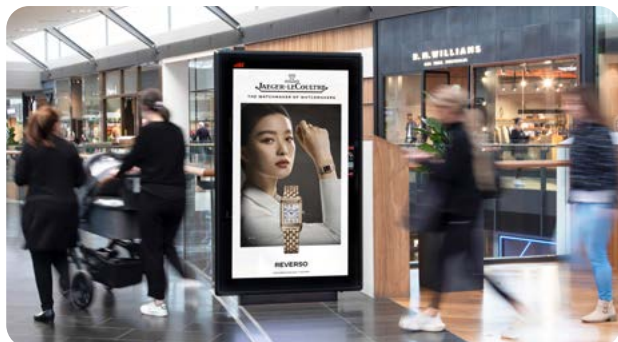
oOh! builds momentum in H2 as Out of Home continues to outperform the wider media sector.

In the year ended 31 December 2024 (CY24), the wider Australian media sector continued to be affected by higher interest rates and inflationary pressures that dampened consumer demand and impacted advertiser budgets.

Out of Home (OOH) remained one of Australian media sector's best-performing segments, with the Outdoor Media Association (OMA) reporting OOH growth of 8% for CY24, while Standard Media Index (SMI) data highlighted a record OOH agency media share of 15.3%. This trajectory is expected to continue, with the sector projected to grow a further 8% in CY25¹.

After reporting a decline in revenue and market share in the first half, oOh! implemented strategic initiatives in the second half to drive revenue growth, including accelerating retail digitisation, securing new contracts, expanding its footprint, and strengthening sales capabilities and execution. These initiatives helped oOh! to deliver full year revenue in line with the prior year at \$635.6 million (CY23: \$633.9 million), with improving momentum seeing the fourth quarter revenues growing at +5% versus +2% in the third quarter.

oOh!'s strong contract discipline translated into an adjusted gross profit of \$284.4 million, up 1% on the prior year. Gross margin improved by 0.4 ppts to 44.7% driven by the strategic exit and renegotiation of lower margin contracts.



¹ Magnaglobal, 2025 total OOH growth projection, December 2024

↑
0.3%
Revenue

↑
0.4 ppts
Adjusted gross margin

↑
2.3%
Adjusted NPAT

↑
8.5%
Earnings per share



In an inflationary environment, oOh! remains focused on tightly managing operational expenditure, which increased by 3% on the prior year to \$155.9 million on an adjusted underlying basis or \$144.4 million on a reported basis. The increase included investment in reo people costs of \$2.2 million, as well as a \$1.3 million one-off charge for early termination of a floor of the North Sydney Head Office lease.

Adjusted underlying EBITDA (before any non-operating items) declined by 1% to \$128.9 million. Non-operating items of \$3.5 million included \$3.9 million of one-off consulting costs for external resources to drive the reo opportunity and accelerate topline growth and a restructuring provision of \$2.6 million in relation to workforce reduction substantially completed in January 2025. These costs were partially offset by a \$3.0 million profit on disposal from the sale of street furniture and related advertising assets to Auckland Transport in December 2024.

Adjusted EBITDA declined by 4% to \$125.3 million, reflecting lower than expected revenue growth, with the Adjusted EBITDA margin declining by 0.8 pts to 19.7% from 20.5% in CY23. Reported EBITDA increased by 3% to \$286.5 million.

Adjusted EBIT of \$70.7 million was in line with the prior year. Net finance costs (on an adjusted basis) were up \$1.7 million, or 20%, as a result of an increase in net debt by \$24.5 million driven by increased capex, tax payments, and make good payments. oOh! has \$150.0 million of interest rate derivatives expiring in October 2025 that have partially mitigated the impact of interest rate increases.

Adjusted NPAT was \$56.3 million, up 2% on the prior year, after adding back amortisation of acquired intangibles. The effective tax rate in CY24 was 28.2% and benefited from the future deductibility of employee share expenses from pre CY24. The expected effective tax rate going forward is 32% to 34%. Adjusted earnings per share increased to 10.5 cents per share in CY24 (CY23: 10.0cps).

The Group reported a 6% increase in statutory NPAT to \$36.6 million for CY24.

Final dividend of 3.50c, fully franked

The oOh! Board declared a final dividend of 3.50 cents per share, fully franked, bringing the full year dividend to 5.25 cents per share, fully franked, in line with the prior year. This represents a 48% payout of adjusted underlying NPAT of \$58.8 million.

This is in line with the Group's policy to pay dividends of 40-60 per cent of adjusted NPAT.

The record date for entitlement to receive the final dividend is 6 March 2025 with a scheduled payment date of 27 March 2025.

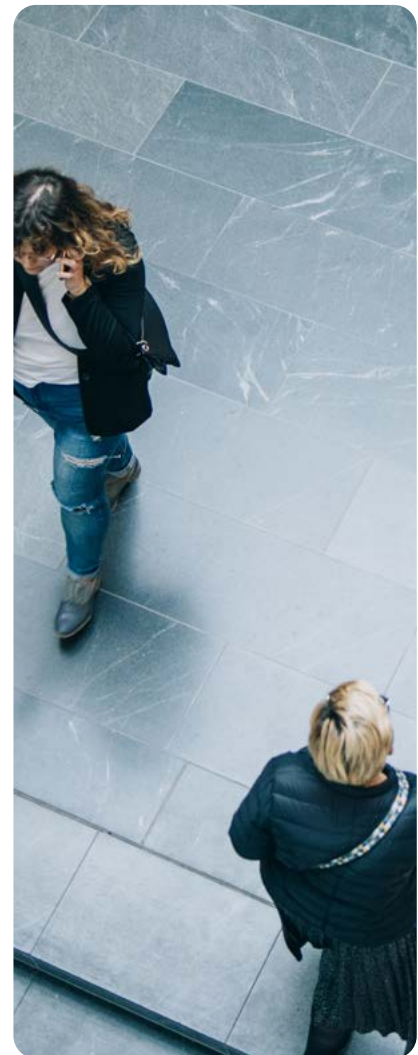
Decisive action taken to right size cost base sets strong platform for CY25

While the CY24 performance was below expectations, oOh! was pleased to see the early benefits of decisive action taken to improve revenue and margins begin to emerge in the second half.

As part of this action, in December oOh! announced a restructure to simplify its operations and drive stronger performance. The restructure is expected to reduce

the Company's cost base by at least \$15.0 million from CY25, with cost reductions focused on operating and non-rent cost of goods lines, more than offsetting the impacts of inflation and additional business investment aimed at driving revenue growth. As a result, oOh! expects to have an operating cost base of approximately \$150.0 million to \$155.0 million in CY25.

As the market leader in Australia, oOh! is well-positioned to navigate current market conditions, grow market share and improve performance through innovative offerings, disciplined contract renewals and tight expense management.



REPORTED P&L

A\$m unless specified

	CY 2024	CY 2023	Change	Change
Revenue	635.6	633.9	1.7	0%
Cost of media sites and production	(201.8)	(216.2)	14.4	7%
Gross profit	433.8	417.8	16.1	4%
Gross profit margin (%)	68.3%	65.9%	2.4%	
Total operating expenditure	(144.5)	(140.0)	(4.5)	(3%)
Underlying EBITDA	289.4	277.7	11.6	4%
Underlying EBITDA margin (%)	45.5%	43.8%	1.7%	
Other income & non-operating items	(2.9)	0.5	(3.4)	680%
EBITDA	286.5	278.2	8.2	3%
EBITDA margin (%)	45.1%	43.9%	1.2%	
Depreciation and amortisation	(183.7)	(182.8)	(0.8)	0%
EBIT	102.9	95.4	7.5	8%
Net finance costs	(52.2)	(43.1)	(9.1)	(21%)
Profit before tax	50.7	52.2	(1.5)	(3%)
Income tax expense	(14.1)	(17.6)	3.5	20%
NPAT	36.6	34.6	2.0	6%
EPS	6.8	6.3	0.5	9%

ADJUSTED P&L SUMMARY

Gross profit	284.4	280.8	3.5	1%
Gross profit margin	44.7%	44.3%	0.4%	
Underlying EBITDA	128.9	130.2	(1.3)	(1%)
Underlying EBITDA margin (%)	20.3%	20.5%	(0.3%)	
EBITDA	125.3	130.2	(4.9)	(4%)
EBITDA margin (%)	19.7%	20.5%	(0.8%)	
EBIT	70.7	71.1	(0.4)	(1%)
NPAT	56.3	55.0	1.3	2%

Differences in balances due to rounding.

oOh! builds revenue momentum across all formats in 2H

Revenues in CY24 were in line with the prior year, with underlying revenue growth being offset by decisions taken to exit and renegotiate contracts to protect margin and profitability. Excluding the exit of the Vicinity contract and a non-media revenue reset, revenue growth was up 6% on the prior corresponding period.

Despite revenue declining 3% in 1H, the decisive actions undertaken by management drove momentum in the latter part of the year. Revenue grew by 3% in 2H, with 3Q up 2% and 4Q up 5%, and improved performance across all formats. These management actions included a committed acceleration in the digitisation of Retail assets following the exit of the Vicinity contract, and new sales leadership, structure and incentive plans to drive revenue performance.

Digital revenue comprised 75% of media revenue, with programmatic revenue growing 94% on the prior comparative period.

A\$m unless specified

	CY 2024	CY 2023	Change	Change
Road	216.2	218.4	(2.1)	(1%)
Street & Rail	203.4	197.7	5.7	3%
Retail	132.3	145.2	(12.9)	(9%)
Fly	49.9	43.7	6.2	14%
City & Youth	20.9	17.7	3.2	18%
Other	13.0	11.3	1.7	15%
Total Revenue	635.6	633.9	1.7	0.3%



Road

Road declined by 1% in CY24, underperforming against the revenue opportunity in the market.

During the period, oOh! added over 50 new digital assets to its portfolio and strengthened its presence in Melbourne with the securing of rights for the landmark West Gate Freeway large format digital site, launching in July 2024. As part of this Victorian acquisition, a further eight new large format suburban sites are now operational.

Street Furniture and Rail

Street & Rail revenue increased by 3% for the period, driven by strong 2H growth of 8%, reflecting the launch of Sydney Metro and the subsequently more compelling Sydney-Melbourne rail offer with Metro Trains Melbourne. This growth offset the decline in non-media revenue resulting from a renegotiated cleaning and maintenance contract in return for lower fixed rent. A total of 224 new digital panels were commissioned in CY24, with the remaining 25% of Sydney Metro and 50% of Woollahra assets expected to be completed in CY25.

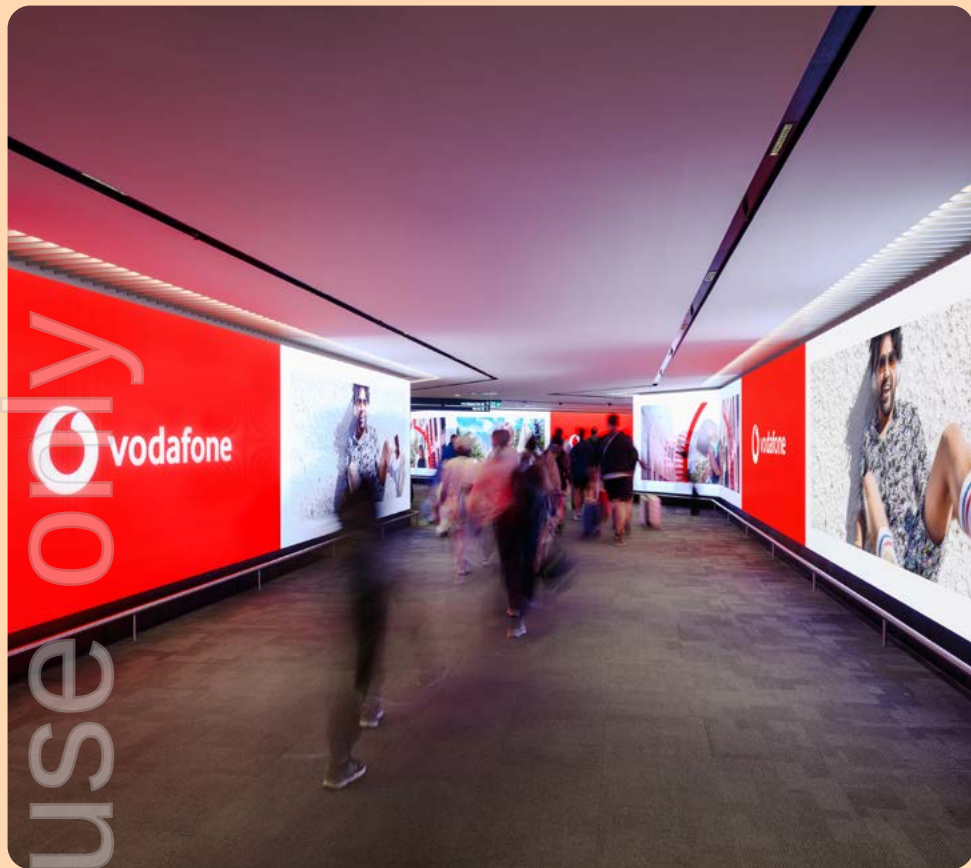


Retail

Retail was down 9%, primarily impacted by the non-renewal of the Vicinity contract. Adjusting for this non-renewal, revenue increased by 10% for CY24 driven by the accelerated digitisation of the remaining portfolio and addition of 439 new digital screens across 113 centres.

oOh! is investing further in digitisation of its retail assets to offset the non-renewal of the Vicinity contract to ensure the Group maintains a Retail portfolio with the highest overall footfall across Australia and New Zealand.





Fly

Fly grew by 14%, driven by the completion of the Melbourne Airport rollout, which included a new immersive digital screen in the arrivals hall.

Other

The Other category primarily includes revenue from the Cactus Imaging and POLY businesses.



City and Youth

Revenue grew by 18%, reflecting the continued return of audiences to Central Business District office environments. New assets were commissioned in 21 new office towers.

The City and Youth segment predominantly has a variable rent profile, which ensures it remains a highly attractive segment for oOh!.



Balanced portfolio

oOh! maintains a diverse portfolio of assets across a variety of formats and remains focused on digital and data-led innovation in the sector.

The Company continues its disciplined approach to contract renewals while maintaining a diverse lease maturity profile and will continue to rationally pursue high-value strategic contracts. oOh!'s lease expiry profile is diversified, with \$144.9 million or 24% of CY24 revenue attached to contracts that expire in CY25 (including the short-term extension of the Auckland Transport contract) and 50% of CY24 revenue attached to contracts that expire from CY29 and beyond.

Cash flow

A\$m unless specified	CY 2024	CY 2023	Change
Adjusted EBITDA	125.3	130.2	(4.9)
Net change in working capital and non-cash items	(34.6)	(3.7)	(30.9)
Tax paid	(37.5)	(31.9)	(5.6)
Interest paid	(6.7)	(6.4)	(0.3)
Net cash from operating activities	46.5	88.2	(41.6)
Capital expenditure	(45.0)	(39.7)	(5.3)
Proceeds from disposal of PP&E / Other	6.5	(2.2)	8.7
Net cash flow before financing / free cash flow	8.0	46.3	(38.2)

Free cash flow declined \$38.2 million on the prior comparative period, largely attributable to a short-term drag on working capital from rent and make good expenses that were recognised in prior year results but paid in the current year. A decrease in adjusted EBITDA, a tax settlement and an increase in capex also impacted free cash flow. Operating cash conversion improved over 2H from 12.5% of adjusted EBITDA in 1H to 37.3% for the full year (CY23: 67.7%).

Capital expenditure increased by 13% to \$45.0 million, as the business returns to investing for growth, accelerating digitisation of existing assets in Retail and Street Furniture, and rolling out assets for new contract wins such as Melbourne Metro Tunnel and Waverley Council, and completion of Woollahra Council and Sydney Metro.

A\$m unless specified	CY 2024	CY 2023	Change	Change
Gross debt	128.0	115.4	12.6	11%
Net debt	108.3	83.8	24.5	29%
Net debt / Adjusted Underlying EBITDA	0.8x	0.6x	0.2x	31%

Strong financial position

The Group's financial position remains strong.

Gearing increased to 0.8x from investment in capex to fulfil asset rollouts and increased tax payments. The business target is to maintain gearing not exceeding 1.0x in the short term. This gearing ratio excludes the impact of AASB 16 which is not seen as debt for the purposes of applying the banking covenants.

Right of use assets and liabilities have increased due to new leases and the renewal of expired commercial leases that were in holdover and/or under negotiation. CY24 saw an increase in loans and borrowings to fund capital expenditure and working capital. oOh! has ample liquidity with \$168 million of undrawn debt available. The Group's drawn debt has been hedged against interest rate movements by \$150 million to October 2025 (taken out in 2018).

For personal use only

TOMMY HILFINGER

tommy.com

oh!

Abby Champion

For personal use only



THE OFF MAY-AUG
SEASON 2024

DRESS FOR
THE WEATHER

A couple in formal wear standing next to a large pile of balloons. The woman is wearing a white dress and a crown, and the man is wearing a tuxedo. They are standing in front of a large, dark, arched structure.

Mona
Gala

TASMANIA
COME DOWN FOR AIR



06

Board of Directors

Board of Directors



Tony Faure

Chair and Independent Non-executive Director

Tony was appointed to the Board of oOh!media Limited on 28 November 2014 and appointed Chair on 22 September 2017, having also been a Director of the parent company of the oOh!media Group (since February 2014).

Skills and experience:

Tony has deep experience in traditional and digital media and marketing, having run both small and large companies. He is passionate about ideas that use technology to push limits and create new experiences for consumers. Tony has held the positions of Chief Executive Officer of ninemsn and Chief Executive Officer and Founder of Home Screen Entertainment, and positions at Yahoo! including Regional Vice President, South Asia and Managing Director of Yahoo! Australia and New Zealand. He was also an advisor to the Board of seek.com.

Other public directorships (current and recent):

Tony is currently the Chair of ReadyTech Holdings (since 2019).



Catherine O'Connor

Chief Executive Officer and Managing Director

Catherine (Cathy) was appointed as Chief Executive Officer effective 1 January 2021 and as Managing Director effective 11 January 2021.

Skills and experience:

Prior to joining oOh!media, Cathy led Nova Entertainment as CEO for 12 years, where she helped to significantly transform the company into a multi-platform business and launched Smooth FM. Her earlier career includes management roles at Austereo and radio advertising sales positions at 2SM and 2GB. In addition to her executive role, Cathy chairs the Sony Foundation, serves on the board of the Outdoor Media Association and is also a member of Chief Executive Women (CEW). She has been a member of the Commercial Radio Australia Board and is a respected mentor through programs such as IMAA's Female Leaders of Tomorrow.

Cathy's honours include the Telstra NSW Businesswomen's Award for the Private Sector, a Centenary Medal for Service to Australian Society in Business Leadership, and induction into the Commercial Radio Hall of Fame. She holds a Bachelor of Arts in Communications from the University of Technology Sydney and is a Graduate of the Australian Institute of Company Directors.

At oOh!media, Cathy is leading the strategic growth through investments in Out of Home, retail media, data and creative. She champions sustainability and diversity with ESG initiatives, including the company's inaugural Reconciliation Action Plan. Under her leadership, oOh!media has deepened its commitment to its purpose of making public spaces better and brands unmissable and has positioned itself as the #1 Out of Home company in Australia and New Zealand, providing innovative commercial and advertising solutions in Out of Home.



David Wiadrowski

Independent Non-executive Director and Chair of the Audit, Risk & Compliance Committee

David was appointed to the Board of oOh!media Limited on 29 November 2019.

Skills and experience:

David is an experienced Non-executive Director currently serving on four ASX listed companies and brings strong commercial acumen and skills to the Board. David was a partner of PwC for more than 25 years, holding a number of leadership roles in Australia and overseas including five years as Chief Operating Officer of the firm's largest business consisting of 160 partners and 1,800 staff.

Throughout his career at PwC, David continually developed deep expertise in the technology, entertainment and media sectors.

In his board career to date, David has been involved in M&A activity, capital raises, strategy development, transformation and board and executive renewal.

David is a Board member of the Cambodian Children's Fund Australia Limited.

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

In addition to his outstanding financial credentials, David brings strong commercial acumen to the Board, derived from his extensive experience at PwC and his board roles.

Other public directorships (current and recent):

David is currently a Non-executive Director and Chair of the Audit and Risk Committee of Life360 Inc (since 2019) and Non-executive Director and Chair of the Audit Committee of Car Group Limited (formerly carsales.com) (since 2019). David was appointed as a Non-executive Director of IPH Limited in November 2023.

He was previously a Non-executive Director and Chair of the Audit and Risk Committee of Vocus Group Limited (2017 – 2021).



Philippa Kelly

Independent Non-executive Director and Chair of the Talent & Culture Committee

Philippa was appointed to the Board of oOh!media Limited on 18 September 2019.

Skills and experience:

Philippa has more than 25 years' experience in property, investment management and finance, with a background in law and investment banking.

She has extensive board and executive experience across the retail, commercial and residential land lease property sectors, including significant expertise in corporate transactions, capital raisings and IPOs, funds management, asset management and acquisition and divestments. She was formerly Chief Operating Officer of the Juilliard Group, one of Melbourne's largest private property owners. Previously she was Head of Institutional Funds Management of Centro Properties Group (now Vicinity Centres).

Philippa holds a Bachelor of Laws from University of Western Australia, a Graduate Diploma of Applied Finance & Investment from FINSIA and an Honorary Doctorate from Deakin University. She is a fellow of the AICD and FINSIA and a member of Chief Executive Women.

She is also an independent Director of AustralianSuper and Chair of its Investment Committee and a Non-executive Director of Hub Australia and River Capital.

Other public directorships (current and recent):

Philippa was previously Chair of Lifestyle Communities Limited (ASX:LIC) (until August 2024), and was Deputy-Chancellor of Deakin University until December 2021.

Board of Directors continued...



Timothy Miles

Independent Non-executive Director and Chair of the Transformation & Technology Committee

Timothy (Tim) was appointed to the Board of oOh!media Limited on 16 May 2019.

Skills and experience:

Based in Auckland, Tim has significant experience, both internationally and in New Zealand, notably in technology and digital development.

Tim has held 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 of Vodafone UK and Group Chief Technology Officer of Vodafone plc. He has also held senior roles at IBM, Data General Corporation and Unisys Corp.

He holds a Bachelor of Arts from Victoria University of Wellington.

Tim is currently the Chair of Fortysouth Limited (previously Mahi Tahi Towers Company), since March 2023 and is a Non-executive Director of Bendemeer Management Limited, since July 2024. Tim was formerly Chair of the Gut Cancer Foundation (ceased June 2024) and Non-executive Director of Nyriad Inc. (previously Nyriad New Zealand – ceased August 2024).

Other public directorships (current and recent):

Tim is currently a Non-executive Director and Chair of HR and Remuneration of Genesis (NZE, since 2016).

He was formerly the Chair of Centurion GSM (a joint venture between Vodafone NZ and Millennium Group – ceased May 2022).



Andrew Stevens

Independent Non-executive Director

Andrew was appointed to the Board of oOh!media Limited on 25 September 2020 and resigned effective 24 February 2025.

Skills and experience:

Andrew was Managing Director of IBM Australia and New Zealand from 2011 to 2014, having joined IBM when the company acquired PricewaterhouseCoopers Consulting (PwC) and previously holding senior roles including Managing Partner, Growth Markets for IBM's Global Business Services where he was responsible for the performance of the operations in Asia Pacific, Latin America, Central Europe, the Middle East, and Africa.

He holds a Master of Commerce and Bachelor of Commerce from the University of New South Wales and is a Fellow of Chartered Accountants Australia and New Zealand.

Andrew is currently the Chair of Industry Innovation and Science Australia and is the Data Standards Chair for the Consumer Data Right in Australia and is a Non-executive Director.

Other public directorships (current and recent):

Andrew is currently a Non-executive Director of Stockland Group Limited (since 2017).



Joanne Pollard

Independent Non-executive Director

Joanne (Joe) was appointed to the Board of oOh!media Limited on 24 August 2021.

Skills and experience:

Joe has domestic and international experience in the telecommunications, media, marketing and sports industries. Over a 30-year executive career, Joe was Group Executive of Media and Marketing at Telstra and Chief Executive Officer of Ninemsn and Publicis Mojo. She spent 10 years at Nike Inc as Global Director of Media, Digital and Content and then Chief Marketing Officer at Nike Japan. She has held various leadership roles in sales, media, digital and content at Nine Entertainment Co. and Mindshare in Australia & Hong Kong. Joe is a member of the Australian Institute of Company Directors and Chief Executive Women.

Joe is a director at Greencross Limited and a member of its Audit and Risk Committee. She was previously a non-executive director of Nine Entertainment Co., AMP Bank Limited, Michelle Bridges' 12WBT, I-Select, the Interactive Advertising Bureau, RACAT Group and Australian Association of National Advertisers.

Other public directorships (current and recent):

Joe is currently a director of Endeavour Group (ASX:EDV), Chair of People, Culture and Performance Committee and member of its Audit, Risk and Compliance Committee. She is a Non-executive Director of Washington H Soul Pattinson (ASX:SOL) and is a member of its Audit, Risk, and People Committees.

Christopher Roberts

Chief Financial Officer and Joint Company Secretary

Christopher (Chris) has been Chief Financial Officer and Joint Company Secretary since August 2022 and February 2023 respectively. Previous to this, Chris was oOh!'s Group Commercial Finance Director and has held a variety of senior finance-related roles during his prior six years with the company, including acting CFO and acting Chief Commercial Operating Officer. Chris is a Chartered Accountant and has an Executive MBA with the Australian Graduate School of Management.

Melissa Jones

Joint Company Secretary

Melissa was appointed as Joint Company Secretary effective 28 February 2023. Melissa is the General Manager of Company Matters, a part of MUFG Corporate Markets, a division of MUFG Pension & Market Services. Melissa is admitted as a Solicitor of the Supreme Court of New South Wales, holds a Bachelor of Laws (Honours) and is a Fellow of the Governance Institute of Australia.



A BOSS advertisement featuring a woman with long, wavy brown hair wearing a beige suit. The word "BOSS" is written in large, bold, grey letters across the center of the image. Below it, the tagline "BE YOUR OWN" is written in smaller, white letters. At the bottom of the advertisement, the text "VISIT OUR STORES AT: 321 MURRAY STREET, CBD CLAREMONT QUARTER, LEVEL 1 DAVID JONES, 622 HAY STREET, LEVEL 4" is displayed in white. The advertisement is set against a white background and is framed by a white border.



07 Directors' Report

Directors' Report

Introduction

The Directors of oOh!media Limited (oOh!media or the Company) present their report of oOh!media Limited and its controlled entities for the year ended 31 December 2024.

The Directors and Company Secretaries who held office at any time during or since the end of the financial year ended 31 December 2024, together with their qualifications, experience and further details, are set out on the previous pages, which form part of this report.

The Directors' Report has been prepared in accordance with the requirements of the *Corporations Act 2001* (Cth). The information below forms part of this Directors' Report.

Corporate Structure

oOh!media Limited is a public company limited by shares that is incorporated and domiciled in Australia and listed on the Australian Securities Exchange.

Principal Activities

oOh!media is a leading Out of Home media company, offering advertisers the ability to create deep engagement between people and brands across one of the largest and most diverse Out of Home location-based portfolios in Australia and New Zealand. oOh!media's portfolio includes:

- large format digital and classic roadside screens;
- large and small format digital and classic signs located in retail precincts such as shopping centres;
- large and small format digital and classic signs in airport terminals, lounges and in-flight;
- digital and classic street furniture signs;
- digital and classic format advertising in public transport corridors including rail; and
- digital and classic signs in high dwell time environments such as universities and office buildings.

oOh!media also provides advertising creative and printing services.



Tony Faure
Chair

Operating & Financial Review

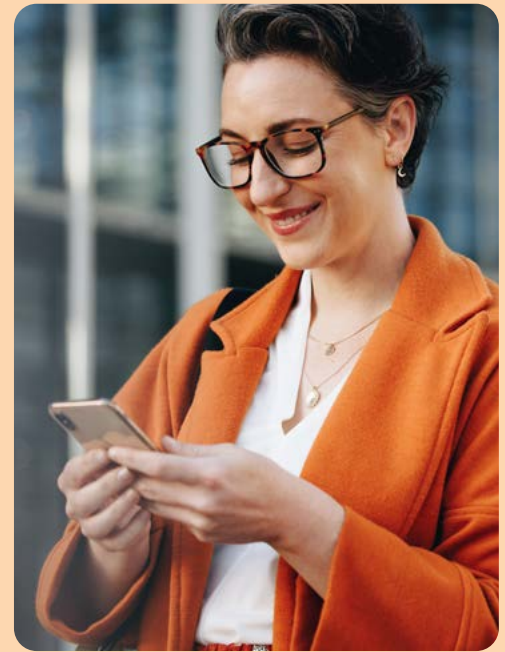
The consolidated profit/(loss) attributable to the owners of the parent entity for the financial year ended 31 December 2024 was \$36,577,000 (2023: \$34,617,000).

A review of operations and results of the Group for the year ended 31 December 2024 is set out in the Operating and Financial Review, which forms part of this Report.

Significant Changes In The State Of Affairs

There have been no significant changes in the state of affairs of the Company during CY24.





Likely Developments & Expected Results

The Group's prospects and strategic direction are discussed in various sections of this Report. Further information about likely developments in the operations of the Group and the expected results of those operations in future financial years has not been included in this Report because disclosure of the information would be likely to result in prejudice to the Group.

Risk Management

Governance

The Company pro-actively manages risks such as strategic risk, operational risk, governance and compliance risk and financial risk. The Board has mechanisms in place to ensure management's objectives and activities are consistent with risk management direction by the Board including governance structures requiring Board approval of:

- the Group's strategic plan and operational objectives;
- the Group's policies regarding governance, conduct and other risks;
- the Group's annual financial forecasts and operating budgets;
- all contracts and agreements which exceed the level of delegation to management in the Delegated Authority Policy approved by the Board; and
- all project developments which exceed the level of delegation to management in the Delegated Authority Policy approved by the Board.

oOh!media is a leading **Out of Home** media company, offering advertisers the ability to create deep engagement between people and brands.

Key Risks

The Company considers the following as being the most relevant risks to the business achieving its strategic, operational and financial targets:

Business Element	Description of risk and the Company's mitigation
External economic conditions	The Company operates in Australia and New Zealand. Several advertiser customers are global organisations whose media expenditure decisions can be affected by economic conditions in other jurisdictions. A general disruption to or downturn in macroeconomic factors such as consumer confidence, or the media industry specifically, may reduce revenues. This may have a significant impact on operating profit as a large proportion of the Company's costs have a fixed component. The Company positions its operations to balance the opportunity of delivering outcomes for investors from stronger economic conditions as well as mitigating the impact of economic downturns given the cyclical nature of the media market. The Company maintains a portfolio of assets which is diversified across several Out of Home segments and across central business district, transport, metropolitan (including suburban) and regional areas in Australia and New Zealand. A significant proportion of arrangements with commercial partners include rent that varies with revenue in a period. The Company maintains debt financing facilities with liquidity headroom above expected operational needs.
Shifting audience patterns	Out of Home audiences were impacted by mandatory stay at home orders / restricted movement orders by governments in Australia and New Zealand during 2020 and 2021 as a result of the COVID-19 pandemic. This has led to an increase in working from home versus traveling to the office, supported by advancements in virtual meeting technology. Given the concentration of assets in CBD areas, particularly in office, an elongation of working from home patterns adversely impacted Out of Home audiences and revenues in the office environment. Another pandemic that prompts a government response whereby Out of Home audience movements are restricted, may reduce revenue for the duration of the response. The Company's diversity of its assets into suburban and regional areas is a partial mitigant to this risk.
Meeting the evolving needs of advertisers	Out of Home advertising continues to grow its overall share of total advertising spend, benefiting from disruption impacting traditional media, particularly free-to-air television and terrestrial radio. The OOH sector continues to invest to meet changing advertiser needs, including in new and creative ways to drive audience engagement such as 3D anamorphic and dynamic time or temperature campaign capabilities. For the sector and for oOh!media, growth will be influenced by the ability to continue to adapt to a changing media landscape, including evolving customer preferences and competitive and legislative changes. The Board oversees key changes in the media landscape and the appropriateness of management's response to such changes. oOh!media has developed a diversified portfolio to mitigate this risk, with diversity and scale across a number of different environments that deliver return on investment for advertisers. oOh!media has also invested in audience data, verification, scalable systems and operating models to manage this risk into the future, and continues to have an active role in the relevant industry bodies to drive continued OOH share of total advertising spend.
Business partners	oOh!media is dependent on concession contracts with commercial partners to maintain and manage its lease and licence portfolio, media agencies to represent this portfolio to their advertiser clients, and customers who desire the portfolio to advertise their goods and services. Many concession contracts require oOh!media to participate in competitive processes ahead of or at each renewal. Loss or weakening of relationships with media agencies, a change in the size or structure of the media agency market, or loss of relationships with key customers could impact the Group's future operating and business performance. oOh!media has developed a diversified portfolio of relationships with numerous individual commercial partners and with different contract maturity dates to mitigate the impact of losing individual concession contracts, and has invested in data and insights to give agencies and customers more focus and reach for their desired audience using oOh!media's unique portfolio.

Business Element**Description of risk and the Company's mitigation****Business Continuity**

oOh!media's ability to continue normal business operations may be adversely affected by a range of external and internal risks, including but not limited to: inability of employees to access key technology operating systems, access by employees to maintain, post and clean physical advertising assets across Australia and New Zealand and severe widespread reductions in audiences for oOh!media's advertising assets across Australia and New Zealand resulting in a significant short term loss of revenue, as occurred in CY20 and CY21 due to COVID-19 pandemic government restrictions on public movement. oOh!media has deployed resources and strategies to mitigate specific risks: Work, health, safety and environmental (WHSE), IT and Cyber Security, Regulatory and Governance, all of which could give rise to a Business Continuity risk – refer to specific risk sections in this report. The Audit, Risk & Compliance Committee of the Board annually reviews oOh!media's Business Continuity plans. The Company's advertising assets are diversified across numerous environments (road, airports, street furniture, shopping centres, rail), geographically diverse locations across Australia and New Zealand and the majority of oOh!media's revenues are from national advertisers who use multiple audience environments. As a result, oOh!media has limited business continuity concentration risk for localised advertising assets.

Business continuity risk could arise as a result of widespread sustained impact to assets and audiences. The Company maintains debt financing facilities with liquidity headroom above expected operational needs, operates with rent structures which include a significant element of rent which varies with revenue and in certain key commercial arrangements fixed rent relief in the event of a pandemic.

Acquisitions & integration

Acquisitions may not deliver projected benefits or value, and integrations may not be successful, resulting in interruptions to the achievement of business strategy. oOh!media has deep experience managing business integrations and where appropriate, appoints full time project managers to assist with the management and delivery of integration programs. As required, oOh!media regularly reports against the performance of the integration and the new business to the Board.

Regulatory & Governance**Description of risk and the Company's mitigation****Regulatory**

The Group operates in an industry which is subject to specific regulatory risk, planning development regulations for deployment of the Group's assets and regulatory changes with respect to advertising content on the Group's assets. oOh!media engages proactively with regulatory and industry bodies regarding development of regulation and in ensuring compliance by the Group's activities.

Governance

The Group recognises stakeholder expectations regarding governance for an enterprise of its scale and operating as a publicly listed entity. A significant failure to meet expected standards of governance would impact the reputation and business outcomes for the Group. oOh!media engages professional in-house and where required, external, governance experts to assist its corporate, finance, legal and operations functions to provide advice and support, and to manage and review governance processes and systems.

ESG

Expectations from advertisers, governments, landlords, employees, shareholders and other stakeholders with regards to the Company's ESG profile continue to evolve. The Company formally established an ESG function in 2022 and enhances the in-house capabilities through specialist consulting services where appropriate.

IT & Cybersecurity**Description of risk and the Company's mitigation****IT security & resilience**

Failure to appropriately address security risks around external threats to the digital network, IT systems and data (including personal information) could result in system suspension, loss of control or failure, the potential loss of intellectual property or a personal information data breach. oOh!media has developed a Cyber Security Strategy and processes. Activities in relation to managing Cyber Security risk are overseen by a Cyber Security Steering Committee comprising of executives leading the operational functions in addition to the IT executive leadership. Cyber risk management activities are reported regularly to the Board and its Committees, including the Transformation & Technology Committee. The business does not acquire nor retain private information of individuals other than employees.

WHSE	Work, health, safety and environmental (WHSE) risks could occur causing physical injury or death to employees or others, damage to property or the environment, damage to reputation and involve regulatory breach. oOh!media has a dedicated Wellbeing, Safety and Environment function, complemented by a management system that is rigorously enforced. This team conducts quality assurance on providers to ensure compliance with policies, induction, licensing requirements, insurance and WHS policies. oOh!media has a Group-wide induction and new site training program for workplace, health and emergency measures and conducts third party independent audits of its work, health & safety and environmental systems to identify any areas for continuous improvement. Strategy and processes, policies and activities in relation to managing WHSE are overseen by a WHSE Steering Committee comprising of executives leading operational functions across the Group. WHSE risk management activities and all incidents are reported to and considered regularly by the Board.
Culture, employee retention & succession	The Company has a vibrant and professional culture which embraces colleagues as individuals as well as contributors. This culture has enabled the Company to grow to be the largest Out of Home operator in Australia and New Zealand. Business structure and employee capability may not continue to evolve to meet the growing changes and complexity in the products, market, agencies and emerging digital environment. This failure may negatively impact the ongoing relevance and performance of oOh!media within the market. As the business evolves, structure, culture and capability is carefully assessed to ensure it aligns to the business strategy and has the agility to adapt to new favourable opportunities. oOh!media has Group-wide onboarding and subsequent structured and on the job learning programs, an informal mentoring program, and recognition programs beyond remuneration. The Talent & Culture Committee of the Board works closely with the CEO and Chief People & Culture Officer on the design and implementation of the Company's culture programs, reviewing results and the Company's response and action to regular culture surveys. Employee retention and succession planning enables the Group's consistent performance and delivery of its strategy and competitive success. Significant loss of employees and particular capabilities over a short period could impact the Company's ability to operate effectively or achieve its revenue targets. oOh!media undertakes short-term and long-term succession and organisational planning for key roles. Retention and succession activities and outcomes are regularly reviewed by the Board.

Matters Subsequent to Reporting Date

Since the end of the financial year, and after the approval of these consolidated financial statements, the Board has declared a fully franked dividend of 3.50 cents per ordinary share, amounting to \$18,857,000 in respect of the year ended 31 December 2024 (31 December 2023: \$18,857,000). This dividend is payable on 27 March 2025. The financial effect of this dividend has not been brought to account in the consolidated financial statements for the year ended 31 December 2024 and will be recognised in subsequent financial reports.

No other matter or circumstance at the date of this Report has arisen since 31 December 2024 that has significantly affected or may affect:

- the operations of the Group in future financial years;
- the results of those operations in future financial years; or
- the Group's state of affairs in future financial years.

Environmental Regulation

The operations of the consolidated entity are not subject to any particular or significant environmental regulation under the law of the Commonwealth of Australia or any of its states or territories, or New Zealand. The Group has not incurred any significant environmental liabilities.

For further information see the Sustainability Report.

Proceedings on behalf of the Company

No proceedings have been brought on behalf of the Group, nor have any applications been made in respect of the Group under section 237 of the *Corporations Act 2001* (Cth).

Rounding of amounts

ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2016/191 (Instrument) issued by the Australian Securities and Investments Commission (ASIC), relating to the "rounding off" of amounts in the Directors' Report applies to the Company.

Amounts in the Directors' Report have been rounded off in accordance with the Instrument to the nearest thousand dollars, or in certain cases, to the nearest dollar, unless otherwise stated.

Directors' Meetings

The record below shows the number of directors' meetings held during the year, the number of meetings the directors were eligible to attend and the number of meetings attended.

Director	Board Meetings		Audit, Risk & Compliance Committee		Talent & Culture Committee		Transformation & Technology Committee	
	H	A	H	A	H	A	H	A
Total meetings	12		4		8		6	
Tony Faure	12	12						
Philippa Kelly	12	12			8	8	6	6
Timothy Miles	12	12	4	3			6	6
Cathy O'Connor	12	12						
Joe Pollard	12	12			8	8		
Andrew Stevens	12	12	4	4			6	6
David Wiadrowski	12	12	4	4	8	8		

H – number of meetings held during the period the Director was a member of the Board/Committee.

A – number of meetings attended by the Director during the period the Director was a member of the Board/Committee.

In addition, Board sub-committees were convened from time to time during the period to support the Board in execution of its responsibilities.

Board Skills, Experience & Diversity

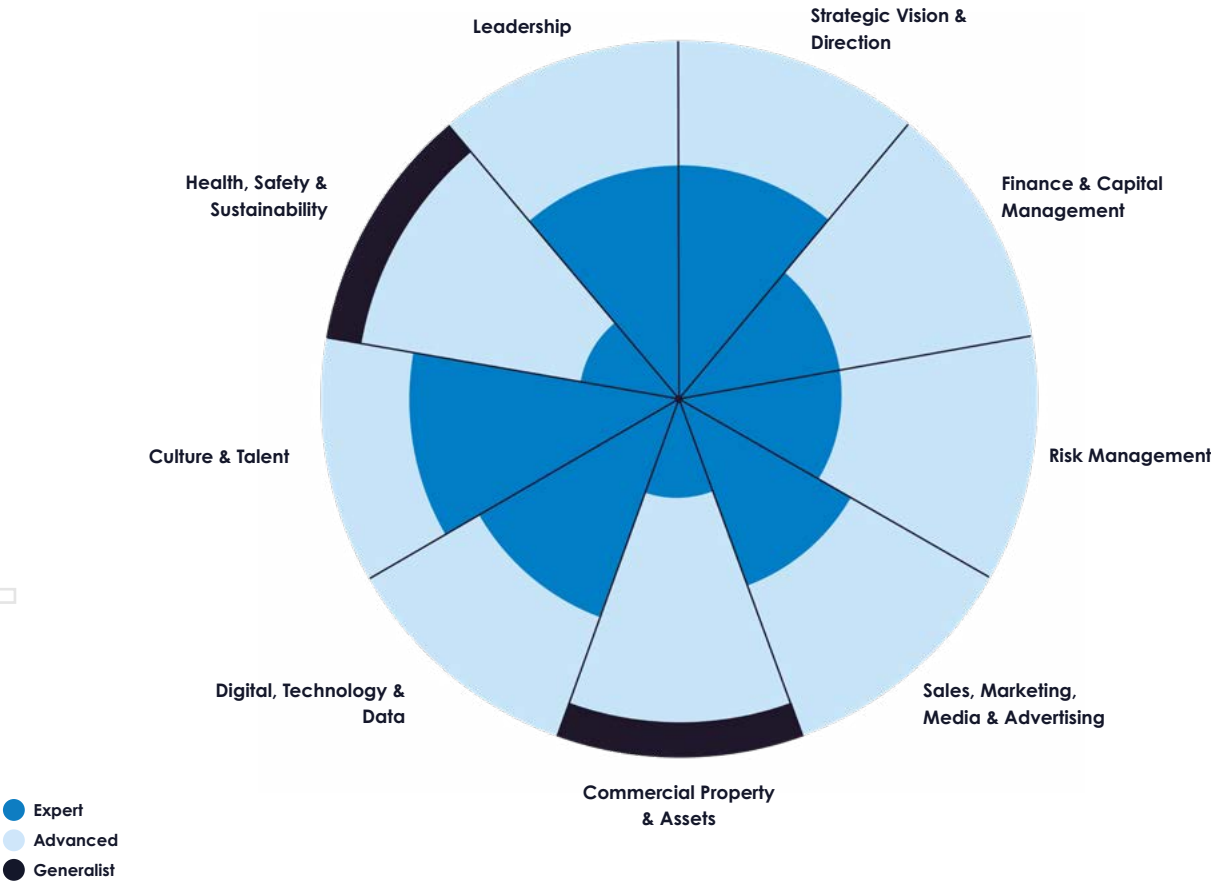
The Board, together with the Talent & Culture Committee, reviews the skills, experience and diversity represented by Directors on the Board and determines whether the composition and mix of these factors remain appropriate for the Company's strategy, subject to limits imposed by the Constitution and the terms served by existing Non-executive Directors.

The results of the 2024 self-assessment of the Directors' skills and experience are shown on the matrix below. The results represent those Directors who confirmed their expertise or experience in the relevant area.

The Board has an average tenure of 5 years and 7 months¹, representing a good balance of deep corporate knowledge and new perspectives. During 2024, the Board had a male:female ratio of 4:3². This represents 42.8% women Directors, in excess of the minimum 30% recommended by the ASX Corporate Governance Council for ASX 300 companies.

We are confident the current Board composition provides a strong combination of skills, experience and diversity to allow oOh!media to execute its long-term strategy to drive sustainable growth and maximise shareholder value.

Board Skills Matrix



¹ Reflects Non-executive Director tenure only, as at 31 December 2024.

² This is inclusive of the CEO.

Notes: The matrix above shows the Board skills composition at the date of this Report.

Commercial Property & Assets

Experience in commercial property, leasing and asset / inventory management, including in multi-site deployments.

Leadership

Successful leadership of a large organisation, including executive oversight and governance of a listed company.

Culture & Talent

Experience in overseeing and assessing people, including corporate culture, leadership assessment and workforce and succession planning and in setting remuneration frameworks and executive incentives.

Risk Management

Experience in risk management and strategy, including risk culture and appetite and systematic risk identification, assessment, controls and monitoring.

Digital, Technology & Data

Experience in technology strategies, information, data security and innovation and in digital media creation, sourcing and distribution.

Sales, Marketing, Media & Advertising

Experience in marketing and sales execution within the advertising and media sector across traditional and digital media channels.

Finance & Capital Management

Experience in financial accounting and reporting and debt and equity capital management, including investor relations. Experience in capital allocation across business operations.

Strategic Vision & Direction

Experience and acumen in developing, implementing and delivering strategic business objectives.

Health, Safety & Sustainability

Experience overseeing and assessing environmental, social and workplace health and safety initiatives, including the sustainability of relevant processes. Experience monitoring internal and external processes, including mental health, physical well-being, supply chain, emissions and modern slavery risks.

Corporate Governance

oOh!media's most recent Corporate Governance Statement is available on oOh!media's website under <https://investors.oohmedia.com.au/investor-centre/?page=governance>.

Shares Issued & Exercise of Rights

Ordinary shares of oOh!media Limited

At 31 December 2024, there were 4,377,710 performance rights on issue (2023: 4,182,863). In 2024, 820,380 performance rights vested under the Long-Term Incentive Plan and 916,775 performance rights lapsed. 1,932,002 performance rights were granted. These shares were allocated from the Employee Share Trust.

The total number of fully paid shares on issue at 31 December 2024 is 538,781,286 (2023: 538,781,286).

Directors' Interests in Shares, Rights and Options of the Company

The relevant interests of each Director in the equity of the Company and related bodies corporate as at the date of this Directors' Report are disclosed in the Remuneration Report.

Shareholder returns

	2024	2023	2022	2021	2020
Adjusted NPAT	56,286	54,983	56,216	12,689	(8,509) ^a
Profit attributable to the owners of the Company (\$'000)	36,577	34,617	31,516	(10,288)	(36,183) ^a
Basic earnings per share (cents)	6.8	6.3	5.3	(1.7)	(7.1) ^a
Dividends – interim paid and final declared (\$'000)	28,286	28,286	26,368	5,986	Nil
Dividends per share – interim paid and final declared (cents)	5.25	5.25	4.50	1.00	Nil
Share price – closing at balance date (\$)	1.18	1.66	1.26	1.69	1.66
Free Cash Flow per share (cents per share)	1.5	8.4	11.5	8.7	16.4
Return on invested capital (%)	14.92%	15.66%	14.92%	9.12%	6.11%

a. As a result of the IFRS IC agenda decision – IAS 38 Intangible Assets, the Group has changed its accounting policy, retrospectively adjusting the accounting for customisation costs for cloud computing arrangements. Refer to Note 2 of the FY21 Financial Statements.

Shareholder returns per share reflect:

The issuance of:

- 71,709,994 additional fully paid ordinary shares issued in July 2018 to assist in financing the acquisition of the share capital of Adshel on 28 September 2018;
- 315,101,745 additional fully paid ordinary shares issued in April 2020 as part of the equity raising announced on 26 March 2020;
- 6,857,593 additional fully paid ordinary shares in March 2021 to fulfil obligations under the Company's employee incentive plans, upon 2020 short term incentives being issued as equity rather than cash; and

The cancellation of:

- 17,561,913 during CY22 as part of the on-market share buy-back;
- 42,302,674 during CY23 as part of the on-market share buy-back.

Net profit amounts have been calculated in accordance with the Australian Accounting Standards. Dividends for CY24 were fully franked.

Dividends

The following fully franked dividends have been paid to date:

Dividends paid during 2024	Amount per share (cents)	Total paid (\$)
Final 2023 dividend (paid 21 March 2024)	3.50	18,857,345
Interim 2024 dividend (paid 23 September 2024)	1.75	9,428,673
Dividends paid during 2023	Amount per share (cents)	Total paid (\$)
Final 2022 dividend (paid 23 March 2023)	3.00	17,432,519
Interim 2023 dividend (paid 21 September 2023)	1.75	9,428,658

The Company's policy is to pay dividends of 40-60 per cent of Adjusted Underlying net profit after tax, as AASB16 does not have a cash impact and there is no cash replacement cost for the acquired intangibles. The Board declared a fully franked final dividend of 3.50 cents per ordinary share in respect of the year ended 31 December 2024. This dividend is payable on 27 March 2025. The financial effect of this dividend has not been brought to account in the consolidated Financial Statements for the year ended 31 December 2024 and will be recognised in subsequent financial reports. The financial effect of this dividend is outlined in Note 34 of the financial statements.

The Company's Dividend Reinvestment Plan did not operate for any dividends paid during CY24 and will not operate for the Final 2024 dividend.

Indemnification & Insurance of Directors and Officers

The Company, to the extent permitted by law, indemnifies each Director, alternate Director and Executive Officer of the Company on a full indemnity basis against all losses, liabilities, costs, charges and expenses incurred by that person as an Officer of the Company or one of its related bodies corporate.

The Company, to the extent permitted by law, may purchase and maintain insurance, or pay, or agree to pay, a premium for insurance for each Director, alternate Director and Executive Officer of the Company against any liability incurred by that person as an Officer of the Company or its related bodies corporate, including a liability for negligence or for reasonable costs and expenses incurred in defending or responding to proceedings, whether civil or criminal and whatever their outcome.

The Company may enter into contracts with a Director or former Director agreeing to provide continuing access to board papers, books, records and documents of the Company that relate to the period during which the Director or former Director was a Director. The Company may arrange that its related bodies corporate provide similar access to board papers, books, records or documents.

Insurance Premiums

The Company has paid insurance premiums in respect of Directors' and Officers' Liability insurance for the year ended 31 December 2024 and since the end of that year. Such insurance contracts insure against certain liability (subject to specific exclusions) of persons who are or have been Directors, alternate Directors or Executive Officers of the Company or in that capacity to the extent allowed by the *Corporations Act 2001* (Cth). The terms of the policies prohibit disclosure of the liability and premium paid.

Non-audit Services

During the year, KPMG, the Company's auditor, performed certain other services in addition to its statutory duties.

The Board has considered the non-audit services provided during the year by the auditor, and, in accordance with the advice received from the Audit, Risk & Compliance Committee, is satisfied that the provision of those non-audit services during the year by the auditor is compatible with, and did not compromise, the auditor independence requirement of the *Corporations Act 2001* (Cth) for the following reasons:

- all non-audit services are subject to corporate governance procedures, including oOh!'s Non-Audit Services Policy, adopted by the Group and have been reviewed by those charged with the governance of the Group throughout the year to ensure they do not impact the integrity and objectivity of the auditor; and
- the non-audit services provided do not undermine the general principles relating to auditor independence as set out in APES 110 Code of Ethics for Professional Accountants (including Independence Standards) as they did not involve the auditor reviewing or auditing its own work, acting in a management or decision-making capacity for the Group, acting as an advocate to the Group or jointly sharing the risks and rewards.

Details of the audit and non-audit service fees paid or payable to the Company's auditor during the year are disclosed in Note 31 of the financial statements.

Audit and assurance services

	2024 \$	2023 \$	2022 \$
KPMG Australia			
Audit and review of Financial Statements	825,589	871,261	673,770
Other assurance services	131,190	2,050	131,087
Total audit and assurance services	956,779	873,311	804,857

Other services

	2024 \$	2023 \$	2022 \$
KPMG Australia			
Taxation compliance and advisory services	163,563	158,477	473,978
Total other services	163,563	158,477	473,978
Total auditor's remuneration	1,120,342	1,031,758	1,278,835

Other Information

The following information, contained in this Annual Financial Report, forms part of this Directors' Report:

- Operating and Financial Review
- Board of Directors
- Audited Remuneration Report
- Lead Auditor's Independence Declaration

This Report is made in accordance with a resolution of Directors, pursuant to section 298(2)(a) of the *Corporations Act 2001 (Cth)*.

Signed on behalf of the Directors.



Tony Faure

Chair
24 February 2025, Sydney



Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

To the Directors of oOh!media Limited

I declare that, to the best of my knowledge and belief, in relation to the audit of oOh!media Limited for the financial year ended 31 December 2024 there have been:

- i. no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- ii. no contraventions of any applicable code of professional conduct in relation to the audit.

KPMG

Kristen Peterson

Partner

Sydney

24 February 2025

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Remuneration Report

Chair's Letter

Dear Shareholders,

On behalf of the Board, I am pleased to present the oOh!media Remuneration Report for the year ended 31 December 2024 (CY24).

In the context of a challenging economy in CY24, the wider Australian media sector continued to be affected by higher interest rates and inflationary pressures that dampened consumer demand and impacted advertiser budgets. Against this backdrop, Out of Home (OOH) remained the sector's best-performing segment with oOh!media delivering performance in line with CY23.

After reporting a decline in revenue and market share in the first half, oOh! implemented initiatives in the second half to restore revenue growth, including accelerating retail digitisation and securing new contracts to expand its footprint. This improved momentum in the second half saw fourth quarter revenues grow at +5%. Significant tender wins through the year have and will continue to expand our 'digital-first' network enabling the Group to take advantage of structural tailwinds favouring the OOH media sector.

However, despite these achievements, our CY24 performance was below both our own and the market's expectations.

To address our relative revenue underperformance versus the broader OOH market, we implemented a number of initiatives to aid execution and drive more effective processes. These included simplifying operations and reducing the cost base while also strengthening our media sales capability. The newly consolidated Revenue and Growth leadership team is focused on making oOh! easier to buy and delivering faster to market.

To complement these initiatives, improvements were made to our broad-based commission plan for front line sales staff, with the purpose to reward achievement of the Group's growth strategy, while ensuring alignment with shareholder returns and community expectations.



Philippa Kelly
Chair, Talent & Culture Committee

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Long-Term Incentives (LTI)

The CY22 LTI Plan partially vested in February 2025, resulting in 52.7% vesting. Further details of the outcomes can be found in section 5 of this report.

The LTI framework was enhanced in CY24 to improve alignment of the index used for assessing the relative Total Shareholder Return (TSR) metric with media companies within the ASX 300. Previously benchmarked against the ASX 200 index (excluding Financials, Industrials, Materials, Oil, Gas, and Consumable Fuels), the relative TSR hurdle is now assessed against the ASX Small Ordinaries Industrial Index (XSI), offering a more relevant and comparable measure of performance.

No changes have been proposed for the CY25 LTI Plan.

Short-Term Incentives (STI)

Performance against the Company measures resulted in 28.4% of the potential scorecard for CY24 being awarded. This result is reflective of the market

share and revenue metrics not being achieved which aligns with the broader Company performance noted above.

For CY24, adjustments were made to increase the Company performance weightings within the STI Plan for EBITDA, revenue, and market growth metrics. These changes were designed to drive profitable growth. When reviewing the results, the Board carefully scrutinised the drivers and quality of the results, and in particular compared the Company's market share relative to the Out of Home sector's share of total media growth.

Further details of the STI outcomes can be found in section 5 of this report.

Non-executive Director Fees

Non-executive Director fees for 2024 remained unchanged from 2023.

Summary

We are confident that this year's outcomes reflect the performance of oOh!media and align with the experience of our shareholders. At the same time, we recognise the critical importance of attracting, motivating, and retaining our executives to drive progress on our strategic objectives and deliver the best possible outcomes for all stakeholders.

In closing, I would like to extend my gratitude to the entire oOh!media team for their dedication and support throughout 2024 and thank our shareholders for your continued support.



Philippa Kelly
Chair, Talent &
Culture Committee





This Remuneration Report explains the Board's approach to executive remuneration, the performance measures, link to strategy and Company performance.

The Remuneration Report has been audited as required by section 308 (3C) of the *Corporations Act 2001* (Cth).

1. Key Management Personnel

The Remuneration Report details the remuneration framework and outcomes against that framework for Key Management Personnel (KMP) for the year ended 31 December 2024. KMP are those persons having authority and responsibility for planning, directing and controlling the major activities of oOh!media, including any Director (whether Executive or otherwise) of the Company. For oOh!media, in addition to the Non-executive Directors, the CEO and CFO have been identified as Executive KMP.

The table below details KMP during the reporting period.

Name	Position	Term 2024
Non-Executive Directors (NEDs)		
Tony Faure	Chair and Independent Non-executive Director	Full year
Philippa Kelly	Independent Non-executive Director	Full year
Timothy (Tim) Miles	Independent Non-executive Director	Full year
Joanne (Joe) Pollard	Independent Non-executive Director	Full year
Andrew Stevens	Independent Non-executive Director	Full year
David Wiadrowski	Independent Non-executive Director	Full year
Executive KMP		
Catherine (Cathy) O'Connor	Chief Executive Officer and Managing Director (CEO)	Full year
Christopher (Chris) Roberts	Chief Financial Officer (CFO)	Full year

2. Remuneration approach and framework

Objectives and principles

The overarching objective of oOh!media's remuneration framework is to attract, retain and motivate the right talent and align rewards to performance. This objective is underpinned by the guiding principles that remuneration be market competitive, performance-related, fair, and easily understood.

Executive incentives are performance-based, "at-risk" and designed to reward achievement of oOh!media's annual financial outcomes and strategic goals, as well as long-term growth in shareholder value.

Approach to determining remuneration

Total remuneration comprises fixed annual remuneration (FAR) and performance-based remuneration in the form of both short-term and long-term incentives. Total remuneration is reviewed on an annual basis taking into consideration market data, performance of the Company and the individual as well as market conditions.

The approach is to position remuneration for Executive KMP principally within a competitive range of industry peers. There is also consideration of other Australian listed companies of a similar size, complexity, and prominence.

Executive KMP remuneration structure

The Board and the Talent & Culture Committee (TCC) review the remuneration structure on an annual basis to ensure it remains fit-for-purpose to support the achievement of the Company's financial and strategic objectives.

Remuneration is structured so that a substantial portion of remuneration is delivered in equity through deferred STI or LTI. The table below shows that remuneration to Executives is earned over a period of up to three years. This ensures that the interests of our most senior leaders are aligned with shareholders and the delivery of the long-term business strategy.

Below is an overview of the remuneration structure for Executive KMP, with further detail on the STI and LTI Plans, including performance metrics, in the following sections.

Remuneration element

Fixed Annual Remuneration (FAR)

- Reflects core performance requirements and role expectations relative to the scale and size of oOh!'s business and the internal and external market.
- Comprises base salary, non-monetary benefits, and superannuation.

Performance-based remuneration (at-risk remuneration)

Short-Term Incentive (STI)

- Linked to clearly specified annual performance targets that are aligned to the Company's annual and medium-term financial and strategic objectives.
- Delivered as 2/3 cash, and 1/3 deferred equity in the form of restricted shares.
- Restricted shares are subject to a 12-month restriction period and release is dependent upon continued employment and a conduct/behaviour assessment.

Long-Term Incentive (LTI)

- Linked to Company financial performance hurdles that are measured over a 3-year performance period to align the interests of Executive KMP and other key employees with shareholders by focusing on long-term growth.
- Delivered as equity in the form of performance-rights.
- Vesting of performance rights are subject to achievement of performance hurdles as well as continued employment and conduct/behaviour assessment.

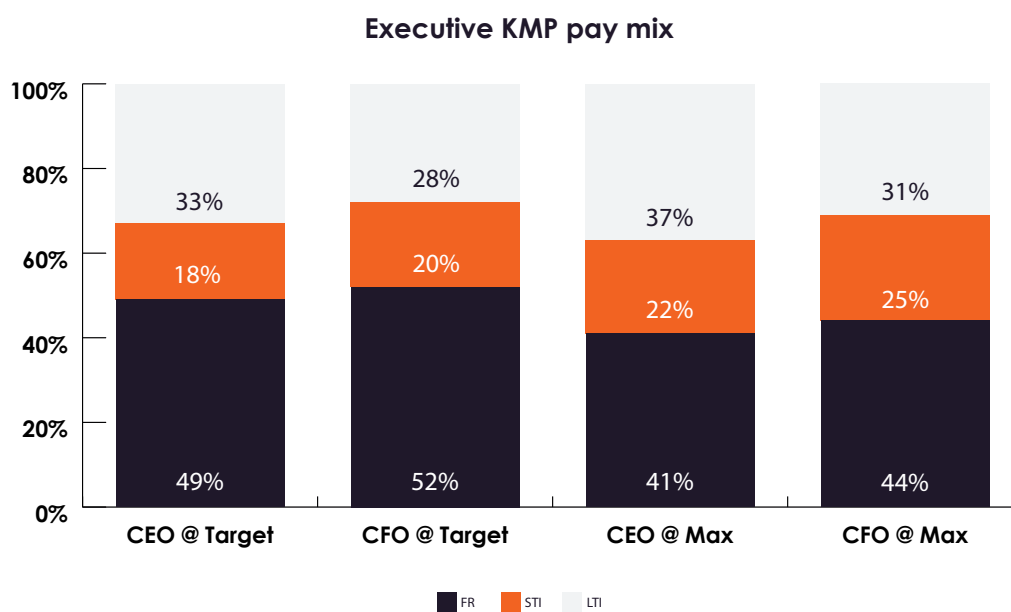
Remuneration adjustment and clawback

The Board retains discretion to adjust performance-based remuneration downwards, to nil if it determines it is appropriate, having regard to overall Company performance and individual conduct, and behaviour in accordance with the Company's internal policies, as well circumstances such as fraudulent or dishonest behaviour, gross misconduct and breach of obligations or material financial misstatements.

Executive KMP pay mix

Consistent with oOh!media's remuneration philosophy and framework, the annual remuneration review for Executive KMP continues to be focused on re-weighting towards at-risk components to align with the desired pay mix for Total Target Remuneration, which is fixed remuneration at 50%, short-term incentives (STI) at 25%, and long-term incentives (LTI) at 25%.

The graphs below illustrates the FY24 pay mix for Executive KMP at both Target and Maximum opportunity.



3. Executive KMP Short-Term Incentive (STI) Plan

Overview

Purpose	To reward the achievement of annual performance targets aligned with oOh!media's business strategy and objectives to deliver sustainable stakeholder outcomes.
Funding	The pool to fund the STI Plan is determined by the Group's financial performance.
Deferral	For Executive KMP, to enhance alignment of STI with shareholder expectations, 1/3 of annual STI outcome is deferred into equity in the form of 1-year Restricted Shares. Participants may voluntarily elect for the deferred portion to be subject to post-vesting disposal restrictions for up to 15 years from commencement of the annual performance period. The number of Restricted Shares granted is determined using the 10-day volume weighted average price (VWAP) of an ordinary share (ASX:OML) following the release to market of the Company's annual financial results announcement (rounded down to the nearest whole number).

Performance metrics

The table below relates to the performance period 1 January 2024 to 31 December 2024.

Component	Description	Overall Weighting
Company metrics (70%)	Adjusted underlying EBITDA margin measure: Adjusted underlying EBITDA Margin is used as a Company performance measure to reward profitable growth.	35%
	EBTIDA margin	
	< 19.0%	
	19.0% (threshold)	
	19.0% - 21.0%	
	21.0% (target)	
	21.0% - 23.0%	
	> 23.0% (maximum)	
	Revenue Achievement measure: The Revenue Achievement measure is intended to reward growing oOh!'s revenue and more broadly leading Out of Home share of media growth.	21%
	Revenue	
	< 93.5% of budget	
	93.5% of budget (threshold)	
	93.5% - 100% budget	
	100% budget (target)	
	100% - 106.5% budget	
	> 106.5% budget (maximum)	
	Market Share measure: The Market Share measure complements the Revenue Achievement measure, to ensure that revenue growth is not simply due to sector growth, by requiring oOh! to maintain or grow position as a market leader in the Out of Home market.	14%
	Market share	
	< 38.8%	
	38.8% (target)	
	39.8%	
	>39.8%	
	Shared safety & strategic priorities	30%
	- Lost Time Injury Frequency - Culture & engagement - Delivery and achievement of initiatives that enable business agility such as the Company's transformation and growth strategy for 2024-2026. This year's focus was on executing key initiatives including strategies around digitalisation, sales effectiveness and go-to-market, pricing and yield management, and technology developments to improve market share, securing key commercial contracts, cost base management, and to build on the Executive team structure and effectiveness including development and succession plans.	
	Individual strategic business metrics: Executive KMP are assigned individual objectives based on their specific area of responsibility. These objectives are set annually and are directly aligned to the Board approved financial, operational, and strategic objectives.	
Total 100%		

Note: This is a summarised form of the STI metrics.

4. Executive KMP Long-Term Incentive (LTI) Plan

Overview

Purpose	To provide an incentive to attract, retain and motivate eligible senior employees whose current and potential contributions are important to the long-term success of oOh!media and align their interests to shareholder value.
Overview	A grant of performance rights with a three-year performance period subject to performance against three Company financial measures.
Award	LTI is awarded as a dollar value. The number of performance rights granted is determined by dividing the dollar value by the face value of an ordinary share (ASX:OML). The face value is calculated using the 10-day volume weighted average price (VWAP) following the release of oOh!media's annual financial results. Performance rights are granted for nil consideration
Vesting date	Awards are tested for vesting against the achievement of the performance hurdles at the end of the three-year performance period, generally in February each year. Final vesting is subject to Board approval.
Cessation of employment	If an Executive KMP ceases employment with oOh!media before the end of the performance period, their entitlement to rights (if any) will: • Lapse in full in the event of resignation or termination for cause, or • Subject to Board discretion and approval, may be provided in full or pro-rated in the event of redundancy, ill health, death, or other limited exceptional circumstances.

Performance metrics

The table below relates to the performance period 1 January 2024 to 31 December 2026.

Component	Measure	Weighting														
FCF Cumulative Free Cash Flow per share	FCF aligns incentives with shareholder interests by measuring and rewarding oOh!media's ability to generate cash flow on a per share basis. FCF is cash that's available to be distributed to shareholders or for further investment and is more transparent (vs. earnings) due to the impact of AAS B16 which can be distortionary on earnings per share (EPS). The value of the Company is partially determined by the market's assessment of oOh!'s ability to generate cash flow as this ultimately funds dividends and future expansion opportunities. • Measured as cents per share (cps) over the 3-year performance period. • Calculated as (operating cash flow less capital expenditure and finance lease liabilities paid during the performance period) divided by (weighted number of issued shares on issue during the performance period).	33%														
	<table><tr><th>FCF</th><th>Vesting outcome</th></tr><tr><td>< 27.9 cps</td><td>Nil</td></tr><tr><td>27.9 cps</td><td>50%</td></tr><tr><td>27.9 – 35.5 cps</td><td>Straight line pro-rated 50%-100%</td></tr><tr><td>35.5 cps</td><td>100%</td></tr><tr><td>35.5 – 44.0 cps</td><td>Straight line pro-rated 100%-150%</td></tr><tr><td>> 44.0 cps</td><td>150%</td></tr></table>	FCF	Vesting outcome	< 27.9 cps	Nil	27.9 cps	50%	27.9 – 35.5 cps	Straight line pro-rated 50%-100%	35.5 cps	100%	35.5 – 44.0 cps	Straight line pro-rated 100%-150%	> 44.0 cps	150%	
FCF	Vesting outcome															
< 27.9 cps	Nil															
27.9 cps	50%															
27.9 – 35.5 cps	Straight line pro-rated 50%-100%															
35.5 cps	100%															
35.5 – 44.0 cps	Straight line pro-rated 100%-150%															
> 44.0 cps	150%															

Component	Measure	Weighting	
ROIC Return on Invested Capital	ROIC aligns incentives with generating shareholder returns relative to the deployment of the Company's capital. ROIC is a profitability performance measure of the return earned relative to the amount of capital (equity & debt) provided by shareholders and lending institutions to generate earnings. - Measured as a % over the final year in the 3-year performance period. - Calculated as (adjusted underlying EBITDA¹) divided by (the average of the opening and closing balances of invested capital for the performance period).	33%	
	ROIC		Vesting outcome
	< 19.2%		Nil
	19.2%		50%
	19.2 - 20.6%		Straight line pro-rated 50%-100%
	20.6%		100%
	20.6 - 22.5%		Straight line pro-rated 100%-150%
> 22.5%	150%		
RTSR Relative Total Shareholder Return	RTSR aligns incentives with investor returns relative to the ASX Small Ordinaries Industrials index (XSI). RTSR indicates the overall returns an investor earns from the shares of a Company. - Measured as a position against peer group performance (percentile). - 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.	33%	
	RTSR		Vesting outcome
	< 50th percentile		Nil
	50th percentile		50%
	50th – 75th percentile		Straight line pro-rated 50%-100%
	≥ 75th percentile		100%
	Total 100%		

1. Fixed costs are fixed rent obligations previously realised in cost of goods sold and OPEX pre AASB16 resulting in an Adjusted Underlying EBITDA result. Invested capital is total equity plus net debt.

5. Company performance and remuneration outcomes

Business performance

Financial highlights	2024	2023	2022	2021	2020
Adjusted underlying EBITDA (\$'000)	128,859	130,174	127,096	77,552	62,499 ^a
Adjusted underlying EBITDA margin (%)	20.3	20.5	21.4	15.4	14.7
Profit/(loss) attributable to the owners of the company (\$'000)	36,577	34,617	31,516	(10,288)	(36,183) ^a
Basic earnings/(loss) per share (cents)	6.8	6.3	5.3	(1.7)	(7.1) ^a
Dividends (interim paid and final declared (\$'000))	28,286	28,286	26,368	5,986	nil
Dividends per share – interim paid and final declared (cents)	5.25	5.25	4.50	1.00	nil
Share price – closing at balance date (\$)	1.18	1.66	1.29	1.69	1.66
Change in share price year (\$)	(0.48)	0.37	(0.41)	0.03	(1.98)
Free Cash Flow per share (cents per share)	1.5	8.4	11.5	8.7	16.4
Return on Invested Capital (%)	14.92	15.66	14.92	9.12	6.11

a. As a result of the IFRS IC agenda decision – IAS 38 Intangible Assets, the Group has changed its accounting policy, retrospectively adjusting the accounting for customisation costs for cloud computing arrangements. Refer Note 2 of the FY21 Consolidated Financial Statements.

FY24 Executive KMP STI Outcomes

The scorecard assessment below relates to the performance period 1 January 2024 to 31 December 2024.

Component	Description	% Achievement
Company metrics (70%)	Adjusted underlying EBITDA margin ^a	56.8%
	Revenue Achievement	0%
	Market Share	0%
	Overall achievement of company metrics	28.4%
Shared & individual strategic business metrics (30%)	CEO (see section 3)	26.7%
	CFO (see section 3)	60.0%

The STI performance outcomes and awards are provided in the following table.

- For the CEO in FY24, STI opportunity at target is 37% of FAR and at max is 54% of FAR.
- For the CFO in FY24, STI opportunity at target is 39% of FAR and at max is 57% of FAR.

a. The Board has exercised its discretion to include costs otherwise excluded from Adjusted Underlying EBITDA reducing the performance outcomes under the STI awards.

KMP	STI Outcome (\$)		STI Cash (\$) ^a		STI Deferred Equity (\$) ^b	STI Outcome as a % of maximum opportunity	STI as a % of target opportunity
CEO	\$133,264	=	\$88,843	+	\$44,421	19%	27%
CFO	\$71,551	=	\$47,701	+	\$23,850	26%	38%

a. Payable in Q1 2025

b. Payable in Q1 2026 subject to satisfaction of release conditions.

LTI Outcomes

The assessment below relates to the 3-year period from 1 January 2022 to 31 December 2024.

Component	Outcome	% Achievement
FCF Cumulative Free Cash Flow per share	21.9 cents per share	76.9%
ROIC Return on Invested Capital	14.9%	81.2%
RTSR Relative Total Shareholder Return	< 50th percentile	0.0%
Overall vesting of the 2022 LTI Award ^a		52.7%

a. The Board has exercised its discretion to include costs otherwise excluded from Adjusted Underlying EBITDA reducing the performance outcomes under the LTI awards.

6. Non-executive Director Remuneration

The Board and the TCC aim to set Non-executive Directors' remuneration at a level that attracts and retains high calibre and talented Non-executive Directors. The aggregate amount provided to all Non-executive Directors for their services as Directors, as set by oOh!media, must not exceed \$1,400,000 in any financial year, as approved at the 2020 AGM.

The Non-executive Director fees for 2024 remained unchanged from 2023.

	2024	
Board / Committee	Chair	Member
Board	\$275,000	\$139,000
Audit, Risk & Compliance	\$27,500	\$14,000
Talent & Culture	\$27,500	\$14,000
Transformation & Technology	\$20,000	\$10,000
Per diem fee	-	\$1,750

All amounts are inclusive of superannuation and the Chair of the Board receives no extra member fees in addition to the Board Chair fee.

Subject to oOh! Board Chair and TCC Chair approval, a per diem fee may be applied to recognise excessive additional responsibility or time commitments. No per diem payments were made in 2024.

Minimum shareholding requirement

All Non-executive Directors have met their minimum shareholding requirements as at 31 December 2024.

The Board has a minimum investment policy for the Non-executive Directors requiring them to acquire on market shares totalling a minimum total acquisition cost of one times the base fee that is paid to Non-executive Directors ("Minimum Investment") within three years following the date of their appointment.

7. Performance and remuneration Governance

Board

The Board and the TCC maintain overall responsibility for oversight of the Company's remuneration policy and the principles and processes which give effect to that policy. The Board approves, having regard to the recommendations of the TCC, the:

- Size, composition and criteria for membership of the Board, including review of Board succession plans, performance evaluation and the succession of the Chair, CEO and CFO, as well as Executive performance assessment processes and results;
- Company's remuneration, recruitment, retention and termination policies and procedures for senior management;
- Company's incentive strategy, performance targets and bonus payments, including major changes and developments to the Company's equity incentive plans; and
- Effectiveness of the Diversity, Equity & Inclusion Policy.

Talent & Culture Committee and Board Oversight

The TCC operates under a charter and set of responsibilities approved by the Board. The charter can be found on the Company's Governance page in the Investors section of the oOh!media website – www.oohmedia.com.au and further detail on the TCC's responsibilities can be found in the Company's most recent Corporate Governance Statement.

Service Agreements

Executive KMP

oOh!media has entered into service agreements with each Executive KMP. The Group retains the right to terminate a contract immediately by making payment equal to the agreed number of months' fixed annual remuneration (FAR) in lieu of notice, including superannuation plus any statutory entitlements of accrued annual and long service leave. The service contracts outline the components of remuneration but do not prescribe how remuneration levels are modified year-to-year.

The key conditions of the service agreements of the Executive KMP are set out in the following table.

Name	Agreement commenced	Agreement expires	Notice of termination by Company	Notice of termination by Employee	Termination payment under the contract
Cathy O'Connor	01-Jan-21	No expiry	12 months	12 months	12 Months FAR
Chris Roberts	01-Aug-22	No expiry	6 months	6 months	6 Months FAR

Non-executive Directors

Non-executive Directors' terms of appointment have no fixed end date, no fixed notice of termination period, nor any agreed termination payments. All Non-executive Directors may not hold office without re-election by shareholders beyond the third Annual General Meeting following appointment or the meeting at which they were last elected.

KMP Related Party Transactions

There were no KMP related party transactions during the reporting period.

8. Statutory remuneration table

The following statutory remuneration disclosure table for KMP has been prepared in accordance with accounting standards and the Corporations Act 2001 (Cth) requirements. The amounts shown relating to share-based remuneration are equal to the accounting expense recognised in oOh!media's Consolidated Financial Statements in respect of the LTI rights grant. These amounts do not reflect the actual realisable value received in FY24 year or in future years.

					Short-term	Share-based	Post-employment		
Name	Year	Salary	Non-monetary	STI Cash ^e	STI Restricted Shares	LTI Performance Rights ^{a & b}	Super ^d	Total	Total % Performance related ^b
Non-executive directors									
Tony Faure	2024	247,192	-	-	-	-	27,808	275,000	-
	2023	249,231	-	-	-	-	25,769	275,000	-
Philippa Kelly	2024	176,500	-	-	-	-	0	176,500	-
	2023	168,114	-	-	-	-	8,386	176,500	-
Tim Miles ^c	2024	158,716	-	-	-	-	5,811	164,527	-
	2023	159,300	-	-	-	-	5,635	164,935	-
Joe Pollard	2024	137,529	-	-	-	-	15,471	153,000	-
	2023	138,150	-	-	-	-	14,850	153,000	-
Andrew Stevens	2024	146,518	-	-	-	-	16,482	163,000	-
	2023	147,179	-	-	-	-	15,821	163,000	-
David Wiadrowski	2024	175,846	-	-	-	-	4,654	180,500	-
	2023	180,334	-	-	-	-	0	180,334	-
Executive KMP									
Cathy O'Connor	2024	1,306,335	14,751	139,660	79,845	264,305	28,666	1,833,562	26%
	2023	1,302,655	14,743	194,889	44,918	517,378	26,346	2,100,929	36%
Chris Roberts	2024	470,014	-	56,368	31,365	69,644	28,666	656,057	24%
	2023	453,627	-	74,269	17,118	128,750	26,346	700,110	31%

a. Fair value of performance rights related to the LTI grants scheduled to vest in 2022, 2023 and 2024 respectively. The fair value of non-market hurdles has been assessed and adjusted for probability in accordance with accounting standards.

b. Performance-related percentage is calculated by adding cash STI and share-based remuneration amounts (all of which have performance hurdles that determine payment) and dividing by total remuneration.

c. Tim Miles' salary has been converted from New Zealand dollars to Australian dollars, exchange rate applied 1.09. Prior year amount has been restated to reflect appropriate foreign exchange translation, using a rate of 1.09.

d. Superannuation concessional contribution cap has been applied to Cathy O'Connor and Chris Roberts.

e. For FY24, the STI Cash amount relates to 2024 remuneration outcomes, which will be paid in Q1, 2025.

9. KMP Shareholdings

The following table sets out the movement during the reporting period in the number of ordinary shares in oOh!media held directly, indirectly or beneficially, by KMP, including their related parties.

Name of KMP	Shares held at 1-Jan-24	Net change	Held at 31-Dec-24	Met minimum share-holding requirement ^(a)	Required to meet minimum investment
Tony Faure	397,338	-	397,338	Yes	Feb 22
Philippa Kelly	160,000	-	160,000	Yes	Sep 22
Tim Miles	237,000	-	237,000	Yes	May 22
Joe Pollard	94,061	7,400	101,461	Yes	Aug 24
Andrew Stevens	100,000	23,200	123,200	Yes	Sep 23
David Wiadrowski	150,000	-	150,000	Yes	Nov 22
Cathy O'Connor	54,422	313,789 ^b	368,211	n/a	n/a
Chris Roberts	132,491	75,936 ^c	208,427	n/a	n/a

a. Based on cumulative acquisition cost of Minimum Investment.

b. Includes 53,625 restricted shares that were granted to Cathy O'Connor as part of the 2024 STI deferral. These are due to vest in April 2025.

c. Includes 20,435 restricted shares that were granted to Chris Roberts as part of the 2024 STI deferral. These are due to vest in April 2025.

10. Executive KMP: Movement in Rights over ordinary shares

The following table sets out the movement during the reporting period in the number of rights over ordinary shares in oOh!media held directly, indirectly or beneficially, by Executive KMP or officers in oOh!media, including their related parties.

Name of Executive KMP	Number of Rights held at 1 Jan 2024	Vesting conditions of those held at 1 Jan 2024	Number granted as remuneration during 2024	Vesting conditions of those granted during 2024	Number and value – vested and exercised	Number lapsed during 2024	Held at 31 December 2024 and not vested
Cathy O'Connor	1,222,294 (CY22, CY23 LTI)	FCF	504,340	FCF	260,164	209,961 47.3% CY22 LTI forfeited	1,282,742
		ROIC		ROIC			
		TSR		TSR			
Chris Roberts	307,070 (CY22, CY23 LTI)	FCF	146,648	FCF	55,501	44,792 47.3% CY22 LTI forfeited	359,022
		ROIC		ROIC			
		TSR		TSR			

This table includes LTI forfeitures in relation to CY22 grant based on testing of performance hurdles for the period 1 January 2022 to 31 December 2024.

The rights over ordinary shares granted in the period were:

Executive KMP	Plan	Grant date	Vesting conditions	No. of rights granted during 2024	Face value at grant date (\$)	Fair value at grant date (\$)	Fair value at grant date (\$ per right)	Vesting date
Cathy O'Connor	LTI	May-24	Total	504,340	902,769	643,538		Feb-26
			Cumulative FCF	168,113	300,923	243,428	1.448	
			ROIC	168,113	300,923	243,428	1.448	
			TSR	168,113	300,923	156,682	0.932	
Chris Roberts	LTI	May-24	Total	146,648	262,500	175,635		Feb-26
			Cumulative FCF	48,883	87,500	67,311	1.377	
			ROIC	48,883	87,500	67,311	1.377	
			TSR	48,883	87,500	41,013	0.839	

11. LTI to be reported in future years

The outcome of each LTI grant may be reported in future years when it impacts the realised remuneration of the KMP during the relevant performance period. The fair value of LTI performance rights that have been granted is amortised over the performance period. The following table summarises the maximum LTI value that will be reported in the statutory remuneration tables in future years if the relevant performance conditions are met in full. The minimum LTI value is nil if the Company fails to meet any of the relevant performance conditions.

Executive KMP	Future expense by plan			Future expense by financial year		
	FY23-25	FY24-26	Total	FY25	FY26	Total
Cathy O'Connor	\$151,873	\$429,025	\$580,898	\$366,385	\$214,513	\$580,898
Chris Roberts	\$46,353	\$117,090	\$163,443	\$104,898	\$58,545	\$163,443



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09

Sustainability Report

Chair's Letter

oOh! is Australia's #1 Out of Home company, with the unique purpose of making public spaces better and brands unmissable.

Our network has unrivalled national reach, world-leading data and creative expertise. Sustainability represents a key component of oOh!'s purpose and remained a focus for the Group throughout 2024.

This year, we continued to make progress on our key sustainability initiatives, focused on:

Impact where it matters for better business

Being a transparent and accountable business and leading the advertising industry through ethical operations, sustainable procurement and in driving forward the Industry at large.

Impact where it matters for our planet

Reducing our operational impact on the planet through decarbonisation, circularity and energy efficiency.

Impact where it matters for people

Providing a safe, supportive and inclusive environment for our people, focused on community and nature, diversity, equity and inclusion, and safety and wellbeing.

15,100 of our advertising panels now operate on renewable power, equating to 41% of our advertising panel network, up from 26% in 2023. This includes 12,700 (91%) of panels in our operational control.

The year also saw the continuation of our Reflect Reconciliation Action Plan, which oversaw new partnerships with the likes of Bandu and the delivery of our first ever Indigenous Business Grant.

In 2024, our community program 'oOh! Community' continued its valuable work, contributing \$17.4m in media support. These resources provide our team with opportunities to contribute to their communities and represents a total commitment of \$154.9m in media support since 2016.

oOh! team members also participated in fundraising and awareness initiatives for key partners including Orange Sky, Greening Australia, GO Foundation, UnLtd, Taronga Conservation Society, Lifeline Australia, Sony Foundation Australia and Two Good.

Additional highlights include winning the Sustainability Award at the 2024 World Out of Home Organisation Awards. The award was given in partnership with GALE Pacific, the provider of sustainable OOH solution, EcoBanner, an



Tony Faure
Chair

Australian-made, PVC-free, flexible banner fabric that offers 100% capable closed-loop recycling solution for large-format billboard advertising.

This year, we were awarded the Bronze Tier Employer status by the Australian Workplace Equity Index (AWEI). AWEI is Australia's national benchmarking instrument for LGBTQI+ supportive employers and assists to attract top talent. This achievement supports our commitment to driving change and demonstrates our commitment to supporting the LGBTQI+ community.

Our commitment to our stakeholders and their most important sustainability issues has continued to inform our efforts throughout 2024. Our ongoing engagement with stakeholders provides clarity on the expectations of our business.

Our ESG approach remains an active area of focus at Board level, overseen by the Board's Audit, Risk & Compliance Committee (ARCC) and the Talent & Culture Committee (TCC).

In 2025, we will continue to advance our sustainability efforts, built upon strong foundations from previous years, and look forward to sharing our developments with all stakeholders.

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

Tony Faure
Chair



only
advertising
personnel
use

About this report

oOh!media's Sustainability Report provides an overview of our Environmental, Social, and Governance (ESG) initiatives and performance for the reporting period.

This report outlines our commitment to sustainability and responsible business practices, highlighting key actions, achievements, and progress made in alignment with our sustainability. The report is shaped by ongoing engagement with our stakeholders, ensuring that our sustainability efforts address the issues most relevant to them. As we continue our journey towards a more sustainable future, this report serves as both a reflection of our accomplishments and a roadmap for the steps we will take to further integrate sustainability into our business.



About oOh!

We are ANZ's #1 Out of Home company, unmissable for brands and audiences.

Our company purpose is to make public spaces better and brands unmissable using our Out of Home network.



We use our network to go beyond advertising

We invest in and maintain valuable infrastructure, enhancing public spaces to be cleaner, safer, and more useful. Our 35,000 sites around Australia and New Zealand are used to educate, entertain, and inform everyone who passes by. We build and maintain quality infrastructure, like bus shelters, to create better experiences, and we use our targeted locations to communicate important content like news, weather and safety information. Over 98% of metro Australians pass one of our screens in any given week, giving us the genuine chance to make a positive difference to how people experience public spaces.

We work by our values

We have a unique culture, purpose and set of values that we live up to, in the office, at the warehouse and on the road. Our culture underpins everything that we do. We're clear on what our purpose as a company is, why we love working together and what we expect from everyone we work with.



Grow sustainably

Personally, professionally, and as a business every single day.



Play with heart

Infuse passion, pride and, above all, fun into our interactions and work.



Stronger together

We're best as a team when we're united by what makes us different.

Our approach

Our approach to sustainability

oOh!'s approach to sustainability is to create shareholder value, while delivering on our company purpose without compromising the needs of future generations.

Our sustainability ambitions have been developed to support long-term growth, sustainable investment in public spaces and communities, and better outcomes for our customers and stakeholders. We have developed our approach by aligning stakeholder considerations with value creating opportunities.

Our philosophy can be defined as action over words, which is the driving force behind meaningful and purposeful progress to impact where it matters most:



Vision: Impact where it matters

Philosophy: Action over Words, Empowering every Employee



We are committed to being a transparent and accountable business and leading the advertising industry to a more sustainable future.

Ethical operations

Sustainable procurement

Driving industry commitment forward



We are committed to reducing our operational impact on the planet, and being a sustainable business for our customers and the communities in which we operate.

Community and nature

Diversity, Equity and Inclusion

Safety and wellbeing



We are committed to providing a safe, supportive and inclusive environment for our people and our communities and using our media platforms for good.

Decarbonisation

Circularity

Energy Efficiency

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Our CY24 achievements

Better Business



Foundational member of

Ad Net Zero

Australia and New Zealand



Founding member of

ESG OMA

Committee



Member of

Sustainable Business Network (NZ)



Partnership with

TupuToa,

with two members of NZ team sourced via this already (NZ)



Fair Supply

tool embedded



Member of

Amotai

(NZ)

People



AWEI
Accreditation



Core
Inclusion
Training roll out



Increased gender equity in
key leadership roles, with
52%
of leaders now female

Our Planet



A total of
15,100
advertising panels now
sourcing solar or GreenPower™



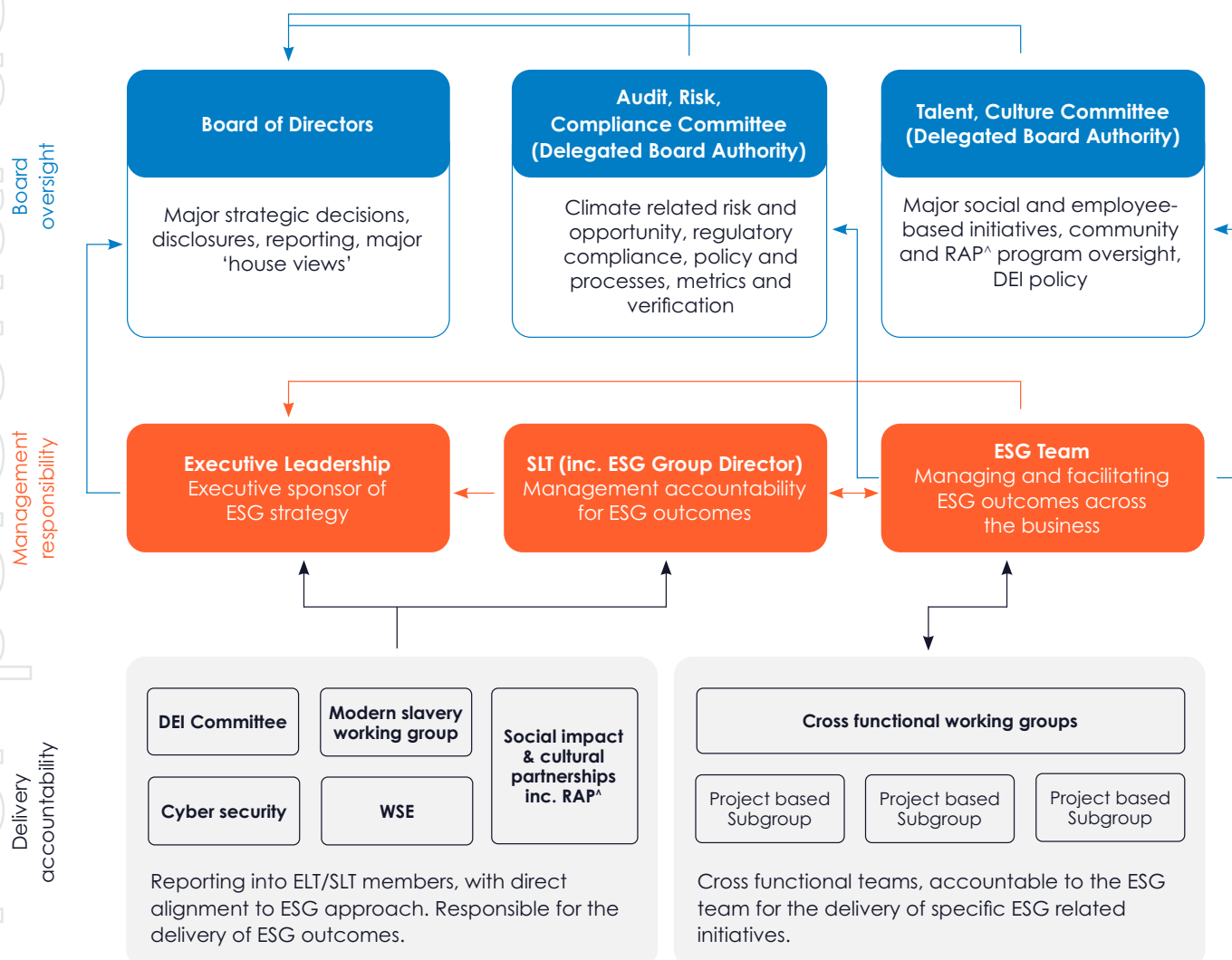
oOh! won the
Sustainability award
at the 2024 World Out of Home Conference in
Hong Kong for the EcoBanner™

Sustainability Governance & Risk Management

Having a robust sustainability governance approach ensures that environmental, social, and governance (ESG) initiatives are fully integrated into the company's strategy, aligning sustainability with business growth. oOh! is working to proactively manage risks including climate-related risks, and regulatory compliance, to mitigate potential disruptions while fostering accountability and transparency across leadership and teams.

1. ESG Governance framework

ESG governance is overseen by the Board of Directors, supported by the Audit, Risk & Compliance Committee (ARCC) and the Talent & Culture Committee (TCC). The ARCC oversees climate-related risks and regulatory compliance, while the TCC oversees social initiatives and DEI policies. The Executive Leadership Team sponsors our ESG approach, with management accountability held by the Senior Leadership Team (SLT) and ESG Team. Supporting this, various committees and working groups, including DEI, Modern Slavery, and Cybersecurity, collaborate to execute ESG initiatives across the business.



Reconciliation Action Plan[^]

2. Upcoming Climate Related Financial Disclosures

oOh! is amongst the first tranche of Australian businesses required to report under the Australian Sustainability Reporting Standards (ASRS) mandatory climate-related financial disclosures and will be subject to the new standards for oOh!'s CY25 reporting year. Accordingly, the business is preparing for the standards, and has already carried out work to identify transition and physical climate-related risks and opportunities to the business, including a materiality assessment across the short, medium and long-term, and against low warming and high warming scenarios (in alignment with ASRS requirements).

The risk and opportunities work will be finalised ready for full disclosure in the CY25 mandatory climate-related financial disclosures report, however preliminary findings are that:

Physical Risk - Impacts from identified physical risks (extreme heat, extreme rain and storm surges) are immaterial across all tested scenarios and time horizons[^]. This is largely due to oOh!'s network being so extensive that revenue loss due to compromised sites impacted by extreme weather, can typically be (and historically have been) reallocated and retained, and secondly oOh!'s end of life asset renewal plan is already well established, and asset technology and advancements are constantly evolving to manage extreme heat and moisture exposure, making climate-related repair and replacement costs immaterial in all tested scenarios.



Transition Risk - exposure to electricity pricing as Australia transitions to a low emissions economy has been identified as oOh!'s most significant transition risk. As oOh! continues to drive digitisation of assets across our business, management of electricity pricing is essential to minimise cost exposure. This risk also poses our greatest opportunity to drive innovation of more efficient digital product and to seek out off-grid power opportunities. With an annual spend of approximately \$7m per annum on electricity, and with a business model that includes major digitisation plans, electricity pricing has been determined by oOh! to be potentially material across all scenarios and time horizons. Mitigation strategies are in development to minimise our exposure to this risk and maximise the opportunity.

oOh! welcomes the new standards as a critical step towards greater transparency and accountability in addressing climate-related risks and opportunities.

[^]There is a slight increase in risk of exposure to extreme heat in 2050 under the low warming scenario only, due to aerosol reductions in the atmosphere, however given the extensive time horizon (2050) and plans already in place to manage heat related asset repairs and replacement, we do not consider this information to be material.

3. Corporate Risk Management

The Audit, Risk & Compliance Committee (ARCC) is the primary forum within oOh!'s governance structure to address matters of risk, business continuity and sustainability. The Chief Financial Officer is accountable for the Group's risk management framework and liaises between the Executive Leadership Team and ARCC. All risks are reported on the corporate risk register, which is reviewed twice a year by the ARCC. Risk identification and mitigation is the responsibility of the Executive and Senior Leadership Team at oOh!. There are a number of governance mechanisms in place to manage risks:

01.

Risk management framework

A framework of policies, specific roles and responsibilities, and processes to provide an overall plan for the identification, management and reporting of risk throughout the Group

02.

Capable people

Senior Management and dedicated teams trained in relevant regulatory and legal requirements, and including specialist advisers across the areas of finance, law, technology, workplace safety and procurement

03.

Internal audit

Regular internal audit reviews of processes and systems to identify gaps and inform plans for continuous improvement

04.

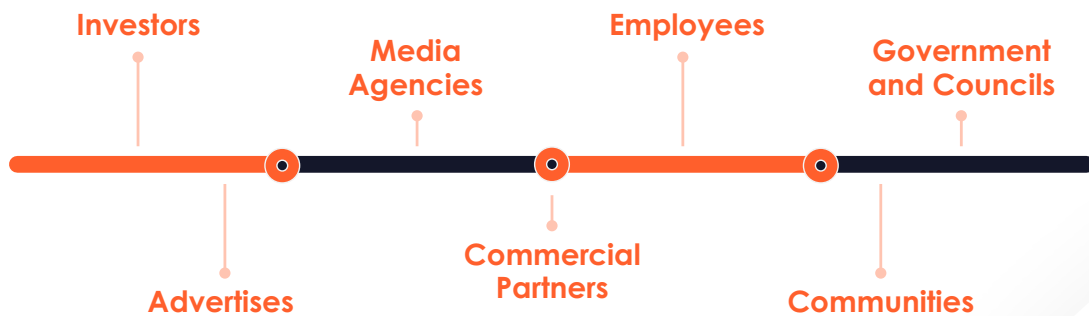
Documentation

Consistent template contracts to ensure compliance to standards and allocate risk appropriately amongst parties



What matters most to our stakeholders

Our business has identified key sustainability topics by actively engaging with a range of stakeholders to understand their priorities. This process ensures that our initiatives align with the concerns of our stakeholders and address the issues that matter most to them. From 2022 to 2024, the ESG team has engaged with key stakeholders via surveys and face-to-face meetings to gather valuable insights that help shape our approach to sustainability. oOh!'s key stakeholders include:



From this work, we identified oOh!'s material topics are:

01.

Energy and emissions reduction

02.

Transparency and accountability

03.

Employee health, safety, and wellbeing

04.

Diversity, Equity, and Inclusion

05.

Data privacy and cyber security

06.

Community engagement

1. Energy and emissions reduction

oOh! is committed to reducing our operational impact on the planet. We strive to be a sustainable business for our customers and the communities in which we operate. We aim to achieve this through several considered approaches to decarbonisation including energy reduction initiatives, circularity, waste reduction and procurement with consideration to energy efficiency.

Our carbon footprint

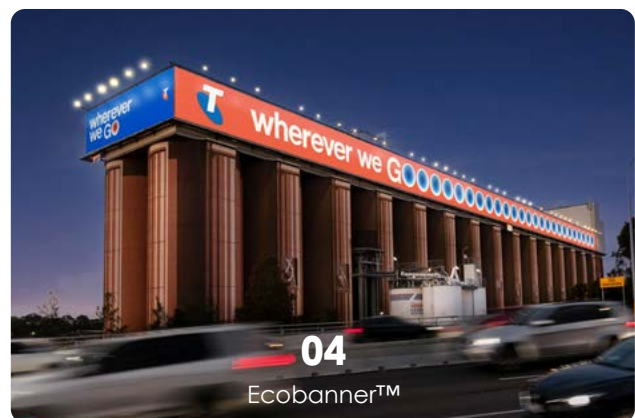
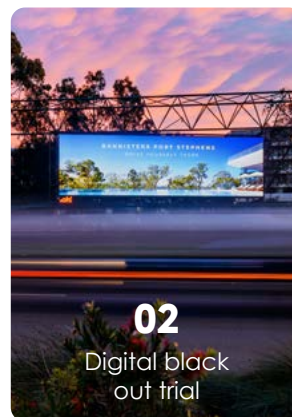
In last year's Sustainability Report, oOh! shared estimated figures for our CY22 carbon footprint measurement for our Australian and New Zealand operations. oOh!'s next footprint disclosure will be CY25, in accordance with the ASRS climate-related financial disclosures. This allows us the ability to continue to refine our electricity-related data in particular (across Scope 2 and Scope 3), which is complex and high volume in our business, and represents the majority share of our operational footprint.

In alignment with our carbon footprint reduction approaches, we have continued to invest in renewable power options throughout 2024 (e.g. GreenPower®/state equivalent or solar), with our entire street furniture business, excluding WA, now transitioned over to renewable power, this represents a drop in our Scope 2 related emissions in comparison to the reported CY22 number.

Other than for business travel and as a component of our NZ Toitū certification, we do not use offsetting as a means to negate our carbon footprint. Instead we are focusing on how we reduce our emissions, although we are yet to set reduction targets. In relation to business travel, we offset business flights, accommodation and car rental that are booked through our travel partner. In CY24 we offset 546tCO₂e of business travel related emissions against a renewable energy project in South Asia and nature conservation projects in Oceania. During CY24, 118 carbon units have been retired.

The majority of oOh!'s Scope 3 emissions are those associated with the electricity consumed through our commercial partners and landlords. In these instances, we are investigating ways we can access renewable energy sources for the assets out of our operational control, alongside other measures to reduce the emissions of our capital goods & services.

Our key area of focus as we decarbonise our operations include:



01.

Our commitment to transition assets to LED technology means the power consumption is ~60% less than equivalent LCD displays in the market.

The lifespan of LED displays is predicted to be at least double that of LCD displays used in outdoor environments. LED screens also deliver a power saving when darker creative is run.

Our tests show that predominantly black creative can have a power saving of 59% compared to predominantly white creative. We encourage our clients to prioritise impactful colours on our screens however this testing is an opportunity for clients to measure different creative options and test for the most energy efficient version of their campaign.

02.

We are continually exploring

ways to reduce carbon emissions resulting from our operations. In 2024, oOh! launched an energy saving trial to assess the impact of reduced energy consumption across our large format digital network.

The first phase blacked out 70 large format LED sites across Australia between 1am to 4am for a minimum trial period of six months. This large format digital trial, the first of its scale for oOh!, will provide valuable insights and learnings on how we may enable our broader digital network to reduce its electricity consumption.

03.

As part of our commitment to environmental sustainability, we are proud

to report we are in the final stages of integrating six electric vehicles into our fleet. The electric vehicles have potential in delivering both environmental and operational benefits.

They produce zero tailpipe emissions, minimizing the main source of our Scope 1 emissions. We expect them to be servicing our assets by the end of Q1 2025 and will be actively evaluating the performance and outcomes to inform future decisions regarding the expansion of electric vehicles into our fleet. Our aim is to gradually transition towards a more sustainable transportation model that benefits both our organization and environment.

04.

In 2023, alongside GALE

Pacific we launched the world's first ever 100% closed-loop recyclable and PVC free billboard skin. The EcoBanner™ is a sustainable innovation which allows advertising banners to be put back into the manufacturing process to remake new banners thus eliminating waste and reducing our contribution to landfill.

In 2024, this product was recognized as a market-leading innovation which won oOh! the Sustainability award at the World Out of Home Conference in Hong Kong. We will continue to develop and expand this product across our assets.

05.

As we near 100% of assets within our operational control (Scope 2) sourcing

renewable energy, we will focus efforts on gaining a deeper understanding of the energy sources utilised by our commercial partners, which power the assets we run within their properties (Scope 3). As an illustration, recently Melbourne Airport became Australia's first Airport to be a GreenPower™ approved provider, enabling it to sell on-site solar-generated power to tenants, retailers, and partners.

oOh!'s transition to Melbourne Airport's embedded network facilitated an increase in the number of sites available for us to offer on GreenPower™ to our clients. As we enter 2025, we will work with more of our commercial partners to explore ways to access renewable energy sources for our assets and identify any potential obstacles.

2. Transparency & Accountability

oOh! is committed to being a transparent and accountable business, leading the advertising industry toward a more sustainable future. We strive to foster ethical operations in our business, on our screens and throughout our industry. We are doing this by embedding modern slavery safeguards, strengthening sustainable procurement frameworks with a focus on vendor risk management, and ensuring the delivery of safe, responsible advertising content on our platform. As Australia's leading Out of Home company, we aim to drive the industry's commitment to sustainable practices forward.

In our operations



1. Sustainability Policy
2. Procurement framework
3. Modern Slavery
4. AI users and trials

On our platform



1. Regulations and Standards
2. Public Complaints
3. Anti-Greenwashing Guidelines



1. OMA ESG Committee
2. Ad net Zero Australia
3. Campaign Emissions Reporting

In our operations

Sustainability Policy

oOh! is committed to promoting sustainable business practices across our operations and throughout our supply chains. Our goal is to minimise our impact on the planet and promote positive social outcomes, thereby structuring our business for long-term, sustainable success. In 2024, we formalised our Sustainability Policy to educate and empower our workforce to act responsibly across our operations. This policy applies to all representatives of oOh!, including oOh!'s Board of Directors, employees, contractors, and consultants of oOh! and may also be applied to persons in our supply chain.

For the purposes of this Policy, sustainability is achieved by meeting the social, environmental, and economic needs of the present without compromising the ability of future generations to meet their own needs.

Our Sustainability Policy focuses on three key areas with actionable priorities:

Business Practices

- ! oOh! strives to be a responsible, transparent and accountable business leading the advertising industry to a more sustainable future.

Environmental Stewardship

- ! oOh! is dedicated to minimising our environmental impact and being a sustainable partner for our customers and communities. Our goal is to efficiently use resources and combat climate change through actively reducing the contribution we make to greenhouse gas emissions.

Social Responsibility

- ! We are committed to providing a safe, supportive and inclusive environment for our people and our communities and using our media platforms for good.

Procurement Framework

To further support oOh!'s Sustainability Policy, a Procurement Framework which includes sustainable Procurement practices was developed in 2024, along with comprehensive training and support delivered across the business.

In today's rapidly evolving business landscape, implementing a sustainable Procurement Framework is vital to proactively identify and mitigate risks, enhance operational efficiency and drive sustainable growth. The framework's purpose is to foster innovation, strengthen relationships with our suppliers, and optimise spending to ensure value for money. It is foundational to oOh!'s efforts to reduce our Scope 3 carbon emissions, associated with capital goods and goods and services. Key decision makers across our business received in depth training of our Procurement Framework including 3 key pillars of our sustainability agenda:

Business Practices

- ! Investing in environmentally and socially sustainable businesses to strengthen our supply chains and the sustainability of our business operations into the future.

Environmental Stewardship

- ! Seeking out and prioritising energy efficient products & services that reduce our waste, energy consumption and carbon emissions.

Social Responsibility

- ! Supporting and investing in community-oriented businesses and not-for-profit organisations that positively impact society.

Modern Slavery

oOh!'s Modern Slavery Statement is available for CY23, and can be found at <https://modernslaveryregister.gov.au/statements/13671/>. oOh!'s CY 24 statement is due to be updated in June 2025.

Our statement is supported by a 5-year Board endorsed workplan as we work to eradicate modern slavery in our supply chain.

In 2024, we successfully executed several key initiatives, reinforcing our commitment to transparency and leadership in ethical and sustainable practices:

Embedded Anti-Modern Slavery Tools into Our Operations

We commenced using the Fair Supply Spotlight tool to conduct pre-engagement supplier assessments. Understanding modern slavery risk prior to engagement allows us to investigate that risk further and incorporate appropriate contractual obligation in our supplier agreements.

Organisation-wide Training

We completed the rollout of mandatory anti-modern slavery awareness training across the organisation and delivered targeted training to staff in high-risk roles, ensuring a comprehensive understanding of modern slavery risks throughout our workforce.

Updated Vendor Onboarding Process

Based on the outcomes of the 2023 review, we developed and implemented an enhanced vendor onboarding process. This included updates to internal policies, practice notes, and our anti-modern slavery remediation principles, ensuring a more rigorous and ethical approach to new supplier engagements.

Supply Chain Due Diligence

Using the Fair Supply mapping tool, we conducted an extensive due diligence process through the 10th tier of our supply chain. This enabled us to establish a detailed modern slavery risk profile, informing our broader anti-modern slavery efforts. As a result, we enhanced due diligence and engagement with our higher-risk suppliers, strengthening our supply chain's ethical standards.

AI uses and trials

In 2024 we established an Artificial Intelligence Steering Committee and extended the existing corporate governance framework to include:

- Adherence to Ethical and Governance Standards.
 - Fairness
 - Contestability
 - Privacy
- Risk Management & Controlled Experimentation.
- Data Governance & Information Security.
- Continuous Learning & Capability Development.

To support the adherence and maintenance of this framework an AI Working group was established. Members of this working group were selected from all departments within the organisation. In addition to the governance, we established three strategic categories which serve to guide adoption, communication and change management approaches.

01.

Adoption of 3rd party A.I capabilities to improve how we operate

02.

Incorporation of A.I. into our value stream to enhance our market offering

03.

Creation of A.I to differentiate ourselves in market

Over the course of 2024 all initiatives which undertook trial and experimentation were in categories 1,2 with discovery work undertaken on ideas in categories 2 and 3.

All AI capability providers are vetted against our existing vendor information and cyber security assessment processes.

On our screens

Regulations & Standards

oOh! operates within a number of regulatory and industry self-regulatory frameworks. In Australia, content displayed on our assets is governed by the Code of Ethics and standards set by the Australian Association of National Advertisers (AANA) with complaints overseen by the Ad Standards Community Panel. In New Zealand advertising content is regulated by the Advertising Standards Authority.

We ensure compliance by providing to our clients & team members an 'Advertising Content Policy(^)' and referring creative content to oOh!'s internal copy review process. Potentially non-compliant content may be escalated to the Outdoor Media Association (OMA) Copy Advice service for further review where required. oOh! is a foundation member of the OMA industry body, which is a self-regulating body to whose standards oOh! also adheres.

^More info on oOh!media's Advertising Content Policy <https://oohmedia.com.au/terms-and-conditions/#:%7E:text=Any%20content%20you%20submit%20to.and%20for%20direct%20marketing%20purposes>

Public Complaints

We welcome feedback from the public, positive and negative, to make continuous improvements to our interactions with the public spaces and communities in which our business operates. oOh! has a dedicated Customer Experience Team to manage public complaints and takes any feedback very seriously. We have established systems and processes to receive, acknowledge, manage and resolve complaints and issues as they arise. At oOh!, complaints generally come through one of three channels, via the 'Contact Us' page on the oOh!media website, directly to our Public Complaints Inbox, or directly to our 'Experience Operations Team' from other teams or via commercial partners.

Creative complaints - oOh!'s 'Experience Operations Team' measure creative advertising content against OMA, AANA, ASA and restrictions nominated by a commercial partner. If there is a possible breach our team will ensure that creative is removed, amended or relocated.

Driving or personnel complaints - These complaints are rare and are escalated through to the relevant Assets and Operations State Manager for resolution.

Other complaints - Complaints follow an established workflow and managed by the 'Experience Operations Team' which will engage other teams as relevant such as Work Health Safety, Legal, etc

Total complaints in 2024 was 7 (an increase of 1 from 2023), with all complaints fully resolved to the satisfaction of the reporting party.

Anti-Greenwashing Guidelines

oOh! continues to provide an open advertising platform for legitimate, free speech, and adheres to the content standards and regulations set out by law and by our commercial partners. To support the reduction of misinformation on our media platform and in the community, oOh! created for its clients' benefit anti-greenwashing guidelines, based on the Australian Competition and Consumer Commission's eight principles of good practice, and the New Zealand Commerce Commission Environmental Claims guide to educate advertisers on avoiding greenwashing in advertising. These guidelines are now included within oOh!'s material specifications provided to Clients ahead of each campaign and its media services contract terms and conditions. As an additional measure oOh! has introduced a copy review escalation process for any creative which may be considered greenwashing.



In our industry



OMA ESG Committee

The OMA ESG Committee was created by the Outdoor Media Association (OMA) in 2024 with the focus on supporting the industry's commitment to environmental sustainability, social responsibility, and governance practices. oOh! is a founding member of the committee. ESG Committee members advise and support the OMA with the aim to establish a unified view of ESG and increasing understanding of all three aspects. The OMA recognises that there are varying levels of ESG maturity and progression within its membership.

The ESG Committee meets quarterly and is a forum for regular and in-depth discussion of issues including but not limited to the ESG operating environment, current and emerging issues, regulation, parliamentary inquiries, community sentiment, relevant international developments, and stakeholder engagement.

Key functions of the ESG Committee include:

01. Discussing ESG challenges and opportunities that impact the industry
02. Sharing knowledge of initiatives related to energy efficiency, sustainable design and development, waste and e-waste reduction, and supply chain sustainability
03. Identifying research opportunities to support the industry's advocacy communication
04. Reviewing the OMA Environment and Sustainability Policy
05. Organising events to educate members and showcase industry leadership



Ad Net Zero

At oOh! we acknowledge that meaningful action on the impact of climate change requires collaboration and a cross-business approach. Ad Net Zero is the advertising and media industry's collective commitment to net zero carbon emissions from the development, production and media placement of advertising by 2050. Launched in October 2024, it brings together media owners, publishers and agencies to work together to decarbonize our operations.

As Australia's #1 OOH company, with a dedicated team of 3 ESG professionals, it's important that oOh! has a seat at the table to inform the industry's transition to net zero.

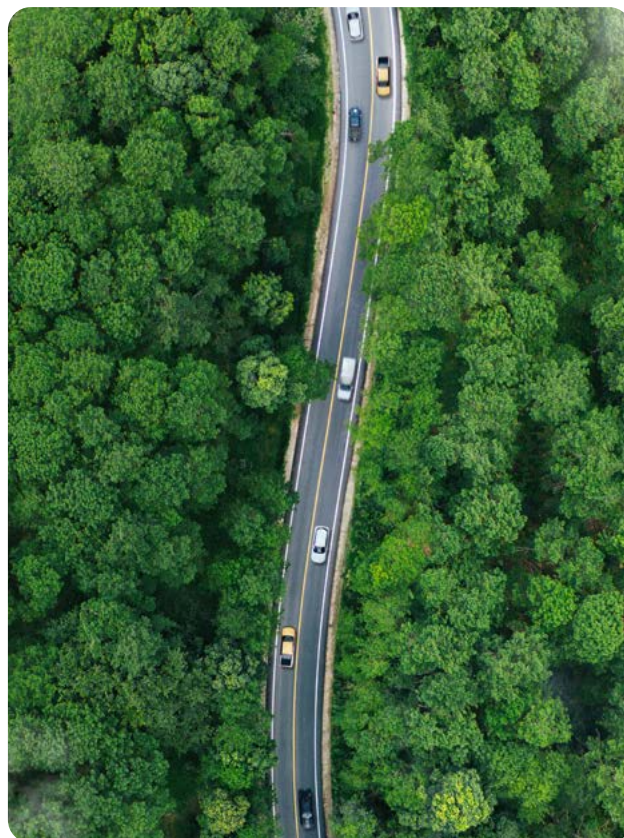
Campaign Energy Consumption & Emission Reporting

As clients prioritise sustainability, they are increasingly mindful of the energy consumption and emissions associated with their advertising campaigns. To help clients make informed decisions, oOh! can provide a Campaign & Emissions Report detailing:

- Kwh power usage for the campaign
- Power usage/media spend
- Energy related emissions for the campaign
- Energy related emissions/media spend
- Proportion of the campaign covered by renewable power



oOh!'s foundational membership in both Australia and New Zealand gives us access and influence via industry-wide working groups driven to shape the media and advertising response to the effects of climate change.



3. Employee health, safety, and wellbeing

In February 2023, oOh! launched our latest WSE Plan targeting four key areas with the aim to lift safety performance and drive continuous improvement.

Throughout 2024 we targeted four key areas:

01.

Culture

The six key safety

culture initiatives implemented in 2023 continued throughout 2024.

These initiatives provide safety awareness and safety culture standards and seek to inform, educate and support our teams if a breach of these standards is reported.

02.

Systems & Processes

Ongoing management

of a single safety and health management systems (SHMS).

03.

Risk Controls

Ongoing assessment

and contribution to our risk control improvement plan, enhancing control maturity, moving from administrative controls and toward task substitution and process design.

04.

Metrics & Reporting

Monitored WSE

performance indicators across the Group, maintaining an enhanced WSE reporting process to increase performance awareness and engagement. Improved our incident investigation quality by defining Incident Cause Analysis Methodologies (ICAM) to identify their root cause and contributing factors, and upskilling those completing investigations to ensure effective analysis.

2025 Initiatives

Embedding best practice wellbeing, safety, and injury management tools

In 2025, we aim to continue our positive momentum by introducing the following initiatives as we strive for best practice wellbeing and safety policies and practices:

- Expand people leader programs to support our psychosocial wellness strategy
- Enhance controls for our physical risk environment
- Progress towards launch of our documented safety management system and associated support tools
- Streamline our Wellbeing, Safety and Environment (WSE) training program rollout
- Enhance and strengthen our minimum WSE standards

4. Diversity, equity & inclusion

Having launched our new multi-year Diversity, Equity and Inclusion (DEI) Strategy in 2023, oOh! made further progress in CY24, including:

- Increased gender equity in key leadership roles, with 52% of leaders now female
- 29.9% of employees identifying as being of a background other than Australian in 2024, up from 21.5% in 2022.
- The corporate group gender pay gap remains well positioned compared to the industry and national average.

The 2024 DEI Measurable Objectives form part of the DEI Strategy 2023-2025. An update of progress against these objectives is set out below.

Women	
GOAL: By 2026 Women will be 50% of our total workforce and 50% of our senior leaders	
Target	Outcome
Achieve gender equity in key leadership roles – 50/50 for SLT roles.	2024: Female 52%/ Male 48%
Achieve gender equity in People Leader roles – 50/50.	2024: 47% Female / 53% Male
Achieve gender equity in Succession Plan representation – 50/50 for ELT roles	2024: 50% Female/50% Male
Increase representation of Women in non-traditional roles from < 10% of total headcount to 20% or more.	2024: 13% female: 87% male Positive progress has been made towards target with the current ratio representing an increase from 8% female: 92% male in April 2024. A Pilot program was successfully established in 2024, focused on increasing the representation of women in the Posting & Cleaning Operatives area of our business where women have traditionally been underrepresented.
Secure AWEI accreditation to drive change and demonstrate commitment - support the employee led LGBTQI+ community group to make a submission to the Australian Workplace Equality Index (Australia's national benchmarking instrument for LGBTQI+ inclusion which visibly celebrates LGBTQI+ supportive employers and assists to attract top talent).	Achieved Awarded Bronze Tier Employer Status by Australian Workplace Equality Index (AWEI)
Increase the proportion of people identifying as LGBTQI+ from its 2023 baseline (6%).	2024: 6.4% Positive progress has been made towards target (2023: 6%).

Cultural Background

GOAL: non-Australian employees identifying with another cultural background will increase to be consistent with the OMA (Diversity Census) Industry benchmark (32% of workforces), if not exceed it by 2026

Target	Outcome
Increase Aboriginal and Torres Strait Islander representation at oOh! Partnering with specialised recruiters to hire three new individuals (representing ~2% of expected new hires annually, permanent and interns) from those who identify as Aboriginal.	Positive progress made towards target 2 internship placements occurred in 2024.
Extend oOh! community reach and impact – establish a partnership with "Freed to Feed" to support the creation of job opportunities for asylum seekers and refugees, new to Australia through the creation of shared food experiences.	Achieved A partnership has been established and forms one of four Company endorsed organisations offering volunteering opportunities for Victorian based team members.
Increase the cultural diversity of our workforce increase the proportion of those who identify as having a background other than Australian from 21.5%	Achieved 2022: 21.5% 2024: 29.86%

Inclusive oOh!

GOAL: Our culture is one where everyone can bring their whole self to work, feel respected, comfortable and safe and that their contribution matters

Target	Outcome
Build baseline DEI awareness deliver diversity and inclusion awareness training for the entire workforce, targeting a 90% participation rate.	Positive progress made towards target Two diversity and inclusion training modules launched to the entire organisation with strong participation heading towards but not yet at target
Develop manager capability to create inclusive work environments - for people with disabilities (e.g. guides on available options for support and reasonable adjustments).	Positive progress made towards target Accessibility audits of oOh! Australian depots and offices were completed early 2024. All locations assessed indicate a range of accessibility outcomes from general capacity to accommodate individuals with disabilities to well-positioned to accommodate individuals with disabilities.



Our partnership with Mardi Gras

Consistent with our commitment to fostering inclusivity and support for the LGBTQIA+ community, both within our workforce and throughout the broader Australian community, oOh!media is delighted to have expanded our agreement to be the major media partner of Sydney Gay and Lesbian Mardi Gras for the next two years.

For the past three years oOh! has worked with the Sydney Gay and Lesbian Mardi Gras and Sydney World Pride in 2023 as the official media partner. oOh! will once again return to the Mardi Gras parade with a float packed with employees in 2025.

Our commitment and vision for Reconciliation at oOh!

oOh!media's vision for reconciliation is to help shape a unified Australia where Aboriginal and Torres Strait Islander peoples have equitable opportunities and where diverse voices resonate powerfully. We're committed to understanding our country's rich Indigenous heritage, respectfully celebrating cultural connections, and nurturing meaningful relationships with Indigenous communities as we sustainably grow as a company.

We acknowledge the immense significance of storytelling in Aboriginal and Torres Strait Islander cultures and the importance of Indigenous leadership, self-determination and co-design in shaping oOh!media's reconciliation initiatives.

As Australia's leading Out of Home company, we have a unique position to promote creativity and conversations that create a stronger connection, and we remain committed to sharing this voice in public spaces.

In 2024, we continued our Reconciliation work and delivered several new initiatives and processes to our business to increase Indigenous representation and opportunities for cultural learning for our staff.



Key highlights

oOh! delivered its first Indigenous Business Grant. Delivering a media campaign valued at \$200k to The Unexpected Guest who targeted women in NSW through our Street & Office Network.

oOh! formally partnered with Bandu to help support First Nations students access part-time work as they undertake their undergrad degrees. Since partnering we've been able to place 2 students into the oOh! business.

oOh! successfully set up a First Nations Reference Group to provide valuable insights into our processes and operations.

oOh! began using our internal screens to share educational messages about First Nations' history and culture.

We recommitted our membership to Supply Nation and updated our online SBS First Nations Training content on KnowBe4.

Eddie Betts joined us in the Melbourne office to deliver a keynote speech that was streamed live to all offices in recognition of NRW.

Gender Pay Gap

We are proud of our longstanding commitment to driving gender equality and positive change for women as part of our DEI Strategy and this includes a specific focus on gender pay equity.

oOh!media annually submits data to the Workplace Gender Equality Agency (WGEA) on key gender equality indicators, including the gender pay gap. The gender pay gap is the difference in average or median earnings between women and men in the workforce. It is a useful proxy for measuring and tracking gender equality across an organisation.

The below sets out oOh!media's gender pay gap for the Corporate Group^a:

2023-2024	
Average total remuneration	2.0 %
Median total remuneration	-1.7%

Specific initiatives focused on women have been built to ensure continued momentum, including:

- Additional gender pay gap analysis for the Board, Talent & Culture Committee, and CEO annually
- Approaches to reduce bias in performance reviews and other relevant people processes.



a. Source: WGEA Executive Summary Corporate Group 2023-24, November 2024. A positive percentage indicates men are paid more on average than women. A negative percentage indicates women are paid more on average than men.

5. Data privacy & cyber security

At oOh!media, our approach to cybersecurity spans the entire organisation, with an active Information Security program prioritising Cyber risk management from a business centric lens. This program is motivated by safeguarding the Cyber Security of our customers, employees, and our digital infrastructures and services.

Increasingly, organisations face heightened vulnerabilities arising from the everyday reliance on digital data, external partners, and advanced technologies. As cyberattacks grow in both frequency and sophistication, we are dedicated to comprehending the evolving threat environment and persist in enhancing our resilience.

A significant budget is allocated to Cyber Security annually and a Cyber/Information Security program is one of the pillars of the oOh! technology strategy.

oOh!media employs industry leading frameworks, such as NIST and ISO27001 and the CIS 18 controls framework, to align with the best practice ways of protecting the organisation against Cyber Threats.



Along with risk analysis and management which defines and protects against threats and vulnerabilities, we also have a strong focus on detection, response, and Cyber security awareness. This includes training for staff, third party supply chain security management and regular incident response tabletop and business continuity exercises.

“ We firmly believe that our organizational culture has a huge part to play in our defenses; mandatory training for all employees, gamification of cyber upskilling and event simulations all examples of how we involve and engage our teams to continually keep pace with a rapidly evolving threat landscape. ”

Mat Yelavich, Chief Technology & Information Officer.

6. Community engagement

Our community program (oOh! Community) contributed \$17.4m in media support to our community partners in 2024 (with a total commitment of \$154.9m in media support since 2016) and supported our team with opportunities to contribute back to the community. oOh! team members participated in fundraising and awareness initiatives for key partners including Orange Sky, Greening Australia, GO Foundation, UnLtd, Taronga Conservation Society, Sony Foundation Australia and Two Good.

As well as supporting our key partners throughout the year, we also provided media space for not-for-profit campaigns including Australian Children's Music Foundation, Gidget Foundation, Hospitals United for Sick Kids, Humpty Dumpty Foundation and Reconciliation Australia.

Case Study – oOh!media & Greening Australia 'For Regenerations to Come' campaign

Following the launch of our partnership with nature restoration not-for-profit, Greening Australia, oOh!'s inhouse creative and innovation hub, POLY, developed a two-phase campaign which leveraged weather triggers and dynamic digital executions to drive brand awareness and donations for Greening Australia during the critical end of financial year donations period.

The initial phase of the pro bono campaign with the tagline 'For regenerations to come' included a dynamic end of financial year countdown timer, to create urgency and encourage people to make tax deductible donations and support Greening Australia's important forest regeneration work.

The oOh! Outcomes* campaign performance report conducted across the project yielded strong results including +6% uplift in brand penetration and a +3% increase in new donors during a period where the Environmental Charity Category suffered a significant 68% decline in new donors overall.

oOh! Community New Zealand

In New Zealand, we've provided ongoing support throughout the year to our community partners; Youthline, Voices of Hope, Keep New Zealand Beautiful and Orange Sky.

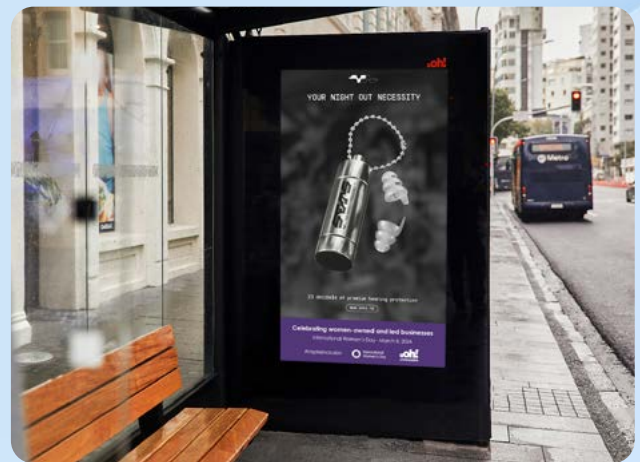
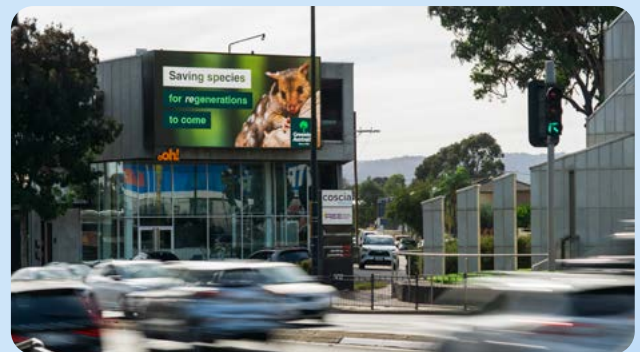
Further to this, the Positive Impact Project has seen an extensive group of socially focused businesses and charities receive pro-bono campaigns including Rainbow Parade, My Native Forest, Land Search and Rescue NZ, Day One, Take the Jump NZ.

*oOh! Outcomes is oOh!'s data led campaign performance suite providing behaviour-based data insights from Westpac DataX tracking average sales uplift during campaign period vs. pre campaign.

Case study – International Women's Day campaign

In Q1 2024 we set ourselves a goal to support the efforts of International Women's Day (IWD) by using our network to shine a light on women-owned and led businesses.

The theme for this year's IWD was #InspireInclusion and to bring this to life we asked businesses to jump onboard to inspire Kiwis by showing some of the amazing, inspirational businesses founded and led by women. Allowing them to promote their business free of charge for the day within a co-branded creative border and showcase this important collaboration between oOh! and International Women's Day.



Looking ahead

Data Hygiene

In 2025, we are investing in enhancing our data capture and hygiene processes to ensure accurate and reliable data for upcoming mandatory climate-related disclosures. This commitment to, and investment in, data integrity will strengthen our sustainability reporting and enable us to provide transparent and comprehensive information to our stakeholders.

EV Trial

In 2025, we will closely monitor the performance of our EV trial to assess its environmental and operational impact. Key success metrics will include fuel cost savings, reduced carbon emissions, and vehicle uptime. Based on these findings, we will explore opportunities to expand our EV fleet and invest in charging infrastructure to further accelerate our transition to sustainable transportation.

Transition Planning

Having completed work to identify and assess climate-related risks and opportunities for materiality, 2025 will see us develop an electricity-focused strategy to mitigate against our identified material risk, and building out a decarbonisation pathway to achieve net-zero emissions in our operations.

Other Information

Currency and Questions

This Sustainability Report is current as of 25 March 2025 (except as specified otherwise) and has been approved by the Board. Any questions regarding this report can be directed to the Company Secretary of oOh!media Limited.

Supporting workforce policies can be viewed online

Code of Conduct	https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/OML_Code_of_Conduct_202303.pdf
Whistleblower Policy	https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/Whistleblower-Policy.pdf
Reconciliation Action Plan	https://oohmedia.com.au/wp-content/uploads/2025/01/oOh_RAP_2023.pdf
WSE	https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/WSE_Policy.pdf
DEI	https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/OML_Diversity_Equity_and_Inclusion_Policy.pdf
Sustainability Policy	https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/Sustainability_Policy.pdf

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Financial Statements

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General information

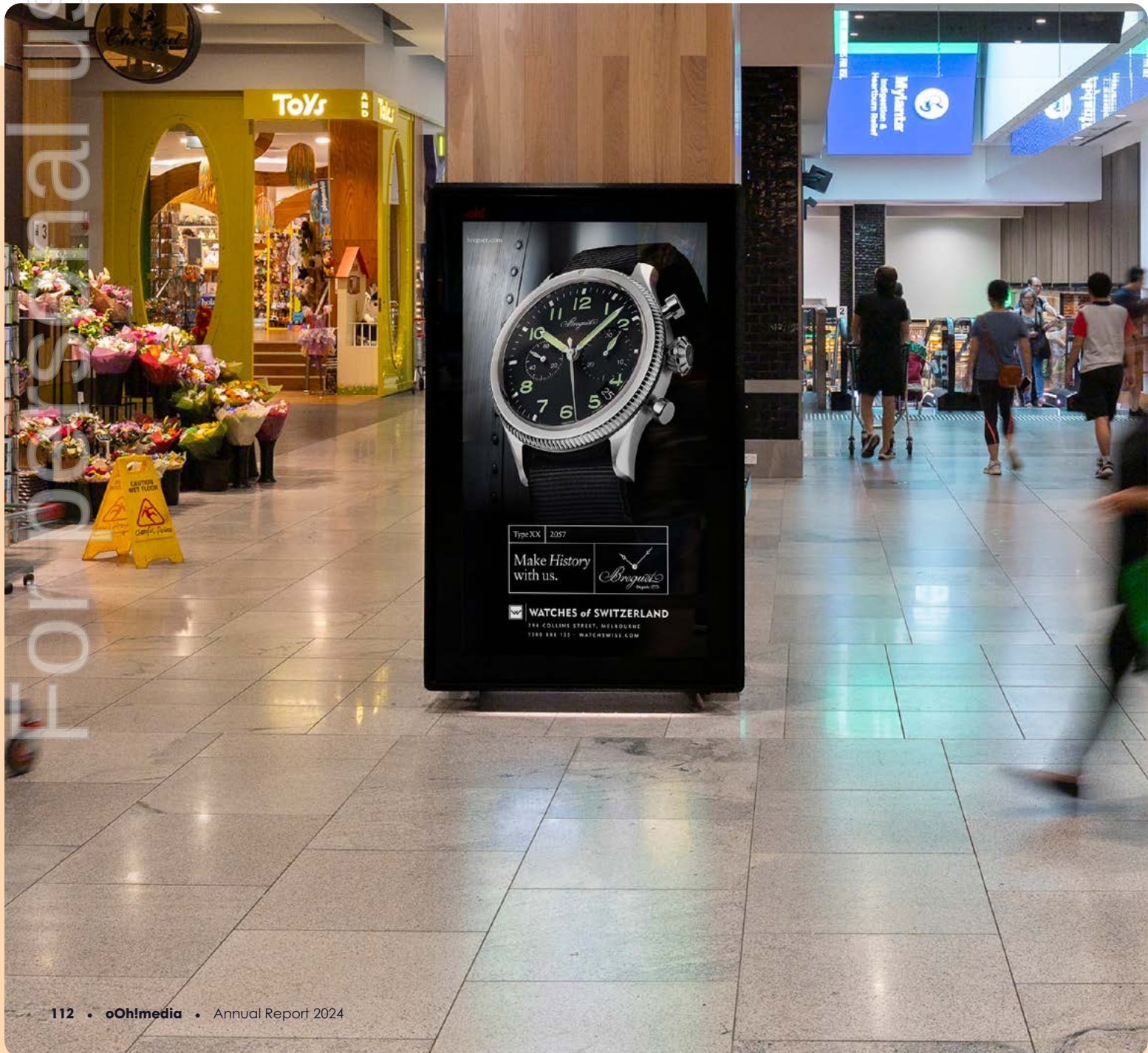
The Annual Financial Report covers oOh!media Limited and its controlled entities. The consolidated financial statements are presented in Australian currency.

oOh!media Limited is a listed company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

Level 2, 73 Miller Street, North Sydney, New South Wales 2060

The Annual Financial Report was authorised for issue, in accordance with a resolution of the Directors. The Directors have the power to amend and reissue the Annual Financial Report.

Through the use of the internet, oOh!media Limited ensures that all corporate reporting is timely, complete and available to all users at minimum cost to the Company. All media releases, financial reports and other information are available at the Investors section on the website: <https://investors.oohmedia.com.au>



Consolidated statement of profit or loss and other comprehensive income

for the year ended 31 December 2024

	Notes	Consolidated 31 Dec 24 \$'000	31 Dec 23 \$'000
Revenue	5	635,630	633,911
Cost of media sites and production		(201,753)	(216,161)
Gross profit		433,877	417,750
Other income ⁽¹⁾	5	3,574	500
Operating expenditure			
Employee benefits expense		(109,999)	(100,290)
Depreciation and amortisation expense	11,12,13	(183,652)	(182,843)
Legal and professional fees		(8,377)	(7,358)
Advertising and marketing expenses		(9,041)	(7,345)
Other expenses	6	(23,523)	(25,015)
Total operating expenditure		(334,592)	(322,851)
Operating profit		102,859	95,399
Finance income		1,652	1,185
Finance costs ⁽²⁾		(53,853)	(44,309)
Net finance costs	7	(52,201)	(43,124)
Share of profit / (loss) of equity-accounted investees, net of tax		44	(59)
Profit before income tax		50,702	52,216
Income tax expense	9	(14,125)	(17,599)
Profit after income tax		36,577	34,617
Attributable to:			
Owners of the Company		36,577	34,617
Profit for the period		36,577	34,617
Other comprehensive income			
Items that may be subsequently classified to profit or loss:			
Effective portion of changes in fair value of cash flow hedges, net of tax		(537)	(1,115)
Foreign currency translation differences		(500)	(257)
Total comprehensive income for the period		35,540	33,245
Attributable to:			
Owners of the Company		35,540	33,245
Total comprehensive income for the period		35,540	33,245
Earnings per share attributable to the ordinary equity holders of the Company		Cents	Cents
Basic earnings per share	29	6.8	6.3
Diluted earnings per share	29	6.8	6.3

⁽¹⁾ Other income comprises a gain on lease modifications and sale of assets. Refer to Note 5 Revenue and other income.

⁽²⁾ Pursuant to AASB 9, a portion of the interest rate derivative was deemed ineffective, and a fair value gain was recognised in profit or loss. Refer to Note 7 Net finance costs.

The above consolidated statement of profit or loss and comprehensive income should be read in conjunction with the accompanying notes.

Consolidated statement of financial position

as at 31 December 2024

	Notes	Consolidated 31 Dec 24 \$'000	31 Dec 23 \$'000
Current assets			
Cash and cash equivalents		19,787	31,647
Trade and other receivables	10	122,686	117,216
Inventories	15	1,597	2,640
Derivative assets	21	1,667	-
Other assets	16	16,568	13,514
Total current assets		162,305	165,017
Non-current assets			
Property, plant and equipment	11	153,616	149,561
Right-of-use assets	12	733,672	599,552
Intangible assets	13	706,646	723,634
Derivative assets	21	-	3,488
Deferred tax asset	9	21,698	13,232
Other assets	16	15,775	4,979
Total non-current assets		1,631,407	1,494,446
Total assets		1,793,712	1,659,463
Current liabilities			
Trade and other payables	18	45,276	55,207
Contract liabilities	19	11,752	6,323
Interest bearing lease liabilities	17	151,800	125,357
Provisions	20	2,803	4,541
Employee benefits		10,365	9,560
Income tax payable		7,389	20,305
Total current liabilities		229,385	221,293
Non-current liabilities			
Loans and borrowings	17	128,045	115,415
Provisions	20	9,790	9,424
Employee benefits		2,385	2,270
Interest bearing lease liabilities	17	677,082	566,068
Deferred tax liability	9	998	3,664
Total non-current liabilities		818,300	696,841
Total liabilities		1,047,685	918,134
Net assets		746,027	741,329
Equity			
Share capital	22(a)	804,049	804,049
Treasury shares		(6,851)	(4,683)
Reserves	22(b)	25,528	26,953
Accumulated losses		(75,794)	(84,085)
Equity attributable to the owners of the Company		746,932	742,234
Non-controlling interest	22(c)	(905)	(905)
Total equity		746,027	741,329

The above consolidated statement of financial position should be read in conjunction with the accompanying notes.

Consolidated statement of cash flows

for the year ended 31 December 2024

	Notes	Consolidated 31 Dec 24 \$'000	31 Dec 23 \$'000
Cash flows from operating activities			
Receipts from customers (inclusive of goods and services tax)		690,175	694,439
Payments to suppliers and employees (inclusive of goods and services tax)		(423,561)	(410,704)
Cash generated from operations		266,614	283,735
Interest paid		(49,301)	(41,884)
Interest received		848	1,071
Tax paid		(37,495)	(31,924)
Net cash generated from operating activities	30	180,666	210,998
Cash flows from investing activities			
Acquisition of property, plant and equipment	11	(41,593)	(33,444)
Acquisition of intangible assets	13	(3,424)	(6,305)
Loan to industry association		(664)	(2,282)
Proceeds from sale of property, plant and equipment		7,166	131
Net cash used in investing activities		(38,515)	(41,900)
Cash flows from financing activities			
Payment of share buy back		-	(60,055)
Purchase of treasury shares		(3,605)	(9,661)
Proceeds from loans and borrowings		109,500	102,000
Repayment of loans and borrowings		(97,500)	(60,000)
Payment of transaction costs related to borrowings and derivatives		-	(87)
Payment of lease liabilities		(134,120)	(122,835)
Dividends paid in cash		(28,286)	(26,861)
Net cash used in financing activities		(154,011)	(177,499)
Net decrease in cash and cash equivalents		(11,860)	(8,401)
Cash and cash equivalents at beginning of period		31,647	40,048
Cash and cash equivalents at end of period		19,787	31,647

The above consolidated statement of cash flows should be read in conjunction with the accompanying notes.

Consolidated statement of changes in equity

for the year ended 31 December 2024

Consolidated	Share capital	Treasury shares	Foreign currency translation reserve	Other equity reserve	Cash flow hedge reserve	Share-based payments reserve	Accumulated losses	Equity attributable to owners of the Company	Non-controlling interest	Total equity
\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Balance as at 1 January 2023	864,104	-	(988)	16,608	2,067	15,798	(91,841)	805,748	(905)	804,843
Total comprehensive income for the period:										
Profit for the period after income tax	-	-	-	-	-	-	34,617	34,617	-	34,617
Other comprehensive income:										
Effective portion of changes in fair value of cash flow hedges	-	-	-	-	(1,115)	-	-	(1,115)	-	(1,115)
Exchange differences on translation of foreign operations	-	-	(257)	-	-	-	-	(257)	-	(257)
Total comprehensive income / (loss) for the period	-	-	(257)	-	(1,115)	-	34,617	33,245	-	33,245
Transactions with owners, recorded directly in equity:										
Contributions and distributions										
Dividends paid	-	-	-	-	-	-	(26,861)	(26,861)	-	(26,861)
Share buy back	(60,055)	-	-	-	-	-	-	(60,055)	-	(60,055)
Treasury shares acquired	-	(9,661)	-	-	-	-	-	(9,661)	-	(9,661)
Shares vested and issued to employees	-	4,978	-	-	-	(4,978)	-	-	-	-
Equity-settled share-based payment transactions	-	-	-	-	-	(182)	-	(182)	-	(182)
Total transactions with owners of the Company	(60,055)	(4,683)	(1,245)	16,608	952	(5,160)	(26,861)	(96,759)	(905)	(96,759)
Balance at 31 December 2023	804,049	(4,683)	(1,245)	16,608	952	10,638	(84,085)	742,234	(905)	741,329
Balance as at 1 January 2024	804,049	(4,683)	(1,245)	16,608	952	10,638	(84,085)	742,234	(905)	741,329
Total comprehensive income for the period:										
Profit for the period after income tax	-	-	-	-	-	-	36,577	36,577	-	36,577
Other comprehensive income:										
Effective portion of changes in fair value of cash flow hedges	-	-	-	-	(537)	-	-	(537)	-	(537)
Exchange differences on translation of foreign operations	-	-	(500)	-	-	-	-	(500)	-	(500)
Total comprehensive income / (loss) for the period	-	-	(500)	-	(537)	-	36,577	35,540	-	35,540
Transactions with owners, recorded directly in equity:										
Contributions and distributions										
Dividends paid	-	-	-	-	-	-	(28,286)	(28,286)	-	(28,286)
Share buy back	-	-	-	-	-	-	-	-	-	-
Treasury shares acquired	-	(3,605)	-	-	-	-	-	(3,605)	-	(3,605)
Shares vested and issued to employees	-	1,437	-	-	-	(1,437)	-	-	-	-
Equity-settled share-based payment transactions	-	-	-	-	-	1,049	-	1,049	-	1,049
Total transactions with owners of the Company	-	(2,168)	-	-	-	(388)	(28,286)	(30,842)	-	(30,842)
Balance at 31 December 2024	804,049	(6,851)	(1,745)	16,608	415	10,250	(75,794)	746,932	(905)	746,027

The above consolidated statement of changes in equity should be read in conjunction with the accompanying notes.

Notes to the consolidated financial statements

For the year ended 31 December 2024

1. Reporting entity

oOh!media Limited is a company domiciled in Australia. The Company was incorporated on 7 October 2014 and listed on the Australian Securities Exchange (ASX) on 17 December 2014. The Company's registered office and principal place of business is at Level 2, 73 Miller Street, North Sydney, NSW 2060.

The Annual Financial Report (consolidated financial statements) of the Company as at and for the year ended 31 December 2024 comprises the Company and its subsidiaries (together referred to as the Group, and individually as Group entities), and the Group's interests in associates and joint ventures. The comparative information represents the financial position of the Company as at 31 December 2023 and the Group's performance for the period 1 January 2023 to 31 December 2023.

The Group is a for-profit entity and is primarily involved in outdoor media, production and advertising in Australia and New Zealand.

2. Basis of accounting

a) Statement of compliance

The consolidated financial statements are general purpose financial statements which have been prepared in accordance with Australian Accounting Standards (AASBs) adopted by the Australian Accounting Standards Board (AASB) and the *Corporations Act 2001 (Cth)*. The consolidated financial statements comply with International Financial Reporting Standards (IFRS) adopted by the International Standards Board (IASB).

These consolidated financial statements were approved and authorised for issue by the Board of Directors on 24 February 2025.

b) Basis of measurement

The consolidated financial statements have been prepared on the historical cost basis except for the following item in the consolidated statement of financial position:

- Derivative financial instruments are measured at fair value.

c) Functional and presentation currency

These consolidated financial statements are presented in Australian dollars, which is the Company's functional currency. The Company is of a kind referred to in *ASIC Corporations Instrument 2016/191* dated 1 April 2016 and in accordance with the instrument, all financial information presented in Australian dollars has been rounded to the nearest thousand unless otherwise stated.

d) Going concern

The consolidated financial statements have been prepared on a going concern basis, which contemplates the continuity of normal business activities and realisation of assets and settlement of liabilities in the ordinary course of business. The Group has an excess of current liabilities over current assets totalling \$67,080,000 principally due to current lease obligations stemming from the Group's significant lease portfolio. The Group forecasts continued positive operating cash flows and expects to meet its obligations as they fall due.

e) Use of judgements and estimates

In preparing these consolidated financial statements, management has made judgements, estimates and assumptions that affect the application of the Group's accounting policies and the reported amounts of assets and liabilities, income and expenses. Actual results may differ from these estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised prospectively.

Notes to the consolidated financial statements

For the year ended 31 December 2024

2. Basis of accounting (continued)

e) Use of judgements and estimates (continued)

i. Judgements

Key judgements include the forecast performance of the Group, which at the time of this report has inherent uncertainty. These key judgements relate to the carrying value of the tangible and intangible assets and were made based on the internal and external available information. Should actual performance differ significantly from these assumptions there may be material changes to the carrying value of the assets for future reporting periods. Assumptions with regards to the recoverability of goodwill allocated to Cash Generating Units are included in Note 14 Goodwill.

ii. Assumptions and estimation uncertainties

Information about assumptions and estimation uncertainties that have a significant risk of resulting in a material adjustment within the year ending 31 December 2024 are included in the following notes:

- Note 14 Goodwill: key assumptions underlying recoverable amounts for impairment testing; and
- Note 17 Loans and borrowings: lease terms.

iii. Measurement of fair values

A number of the Group's accounting policies and disclosures require the measurement of fair values for both financial and non-financial assets and liabilities.

The Group has an established control framework with respect to the measurement of fair values. This includes a finance team that has overall responsibility for overseeing all significant fair value measurements, including Level 3 fair values, and which reports directly to the Chief Financial Officer.

The finance team reviews significant unobservable inputs and valuation adjustments. If third party information, such as broker quotes or pricing services, is used to measure fair values, then the finance team assesses the evidence obtained from the third parties to support the conclusion that such valuations meet the requirements of IFRS, including the level in the fair value hierarchy in which such valuations should be classified. Significant valuation issues are reported to the Group's Audit, Risk & Compliance Committee.

When measuring the fair value of an asset or a liability, the Group uses observable market data as much as possible.

If the inputs used to measure the fair value of an asset or a liability might be categorised in different levels of the fair value hierarchy, then the fair value measurement is categorised in its entirety in the same level of the fair value hierarchy as the lowest level input that is significant to the entire measurement.

The Group recognises transfers between levels of the fair value hierarchy at the end of the reporting period during which the change has occurred. Further information about the assumptions made in measuring fair values is included Note 23 Fair values.

f) Change in accounting policies

The accounting policies adopted in this report have been consistently applied to each entity in the Group and are consistent with those of the previous year.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

2. Basis of accounting (continued)

g) New standards and interpretations

i. Accounting standards and interpretations issued but not yet effective;

Standard/Interpretation	Effective for annual reporting periods beginning on or after	Expected to be initially applied in the financial year ending
AASB 18 <i>Presentation and disclosure in financial statements</i>	1 January 2027	31 December 2027

AASB 18 replaces AASB 101 *Presentation of Financial Statements*. This standard introduces the following key new requirements:

- Entities are required to classify all income and expenses into five categories in the statement of profit or loss, namely the operating, investing, financing, discontinued operations and income tax categories. Entities are also required to present a newly defined operating profit subtotal. Entities' net profit will not change.
- Management-defined performance measures (MPMs) are disclosed in a single note in the financial statements.
- Enhanced guidance is provided on how to group information in the financial statements.

In addition, all entities are required to use the operating profit subtotal as the starting point for the statement of cash flows when presenting operating cash flows under the indirect method.

The Group is still in the process of assessing the impact of the new standard, particularly with respect to the structure of the Group's statement of profit or loss, the statement of cash flows and the additional disclosures required for MPMs. The Group is also assessing the impact on how information is grouped in the financial statements, including for items currently labelled as 'other'.

3. Material accounting policies

Accounting policies can be found throughout the notes to these financial statements, beneath the appropriate note disclosure. For changes in the accounting policy in the period refer to Note 2(f) Changes in accounting policies.

a) Basis of consolidation

The consolidated financial statements incorporate the assets and liabilities of all subsidiaries of oOh!media Limited and the results of subsidiaries. oOh!media Limited and its subsidiaries together are referred to in these consolidated financial statements as 'the Group'.

i. Subsidiaries

Subsidiaries are entities controlled by the Group. The financial statements of subsidiaries are included in the consolidated financial statements from the date that control commences until the date that control ceases. The Group controls an entity when it is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity.

ii. Investments in equity-accounted investees

The Group's interest in equity-accounted investees represents its interest in a joint venture. A joint venture is an arrangement in which the Group has joint control, whereby the Group has rights to the net assets of the arrangement, rather than rights to its assets and obligations for its liabilities. The Group's interest in associates and the joint venture are accounted for using the equity method. They are initially recognised at cost, which includes transaction costs. Subsequent to initial recognition, the consolidated financial statements include the Group's share of profit or loss and other comprehensive income of equity-accounted investees, until the date on which significant influence or joint control ceases.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

3. Material accounting policies (continued)

a) Basis of consolidation (continued)

iii. Transactions eliminated on consolidation

Intra-group balances and transactions, and any unrealised income and expenses arising from intra-group transactions, are eliminated. Unrealised gains arising from transactions with equity-accounted investees are eliminated against the investment to the extent of the Group's interest in that investee. Unrealised losses are eliminated in the same way as unrealised gains, but only to the extent that there is no evidence of impairment.

iv. Non-controlling interests (NCI)

NCI are measured at their proportionate share of the acquiree's identifiable net assets at the date of acquisition. Changes in the Group's interest in a subsidiary that do not result in a loss of control are accounted for as equity transactions.

b) Foreign currency translation - refer to Note 22 Capital and reserves

i. Transactions and balances

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the statement of comprehensive income.

ii. Foreign operations

The results and financial position of foreign operations (none of which have the currency of a hyperinflationary economy) that have a functional currency different from the presentation currency are translated into the presentation currency as follows:

- Assets and liabilities for each balance sheet presented are translated at the closing rate at the date of that balance sheet;
- Income and expenses for each statement of comprehensive income are translated at average exchange rates unless this is not a reasonable approximation of the:
 - Cumulative effect of the rates prevailing on the transaction dates, in which case income and expenses are translated at the dates of the transactions;
 - All resulting exchange differences are recognised as a separate component of equity.

On consolidation, exchange differences arising from the translation of any net investment in foreign operations, and of borrowings and other financial instruments designated as hedges of such investments, are taken to shareholders' equity. When a foreign operation is sold, ceases operation or any borrowings forming part of the net investment are repaid, a proportionate share of such exchange differences are recognised in the statement of comprehensive income, as part of the gain or loss on sale where applicable. Goodwill and fair value adjustments arising on the acquisition of a foreign operation are treated as assets and liabilities of the foreign operation and translated at the closing rate.

c) Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the taxation authority. Operating cash flows are recognised inclusive of the associated GST. In this case, it is recognised as part of the cost of acquisition of the asset or as part of the expense. Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the taxation authority is included with other receivables or payables in the balance sheet.

d) Glossary – refer to glossary of defined terms

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

4. Operating segments

a) Basis for segmentation

The Group operates as a single segment providing a range of Out of Home advertising solutions.

b) Reconciliation of Adjusted net profit after tax

The Board and executive management review the Adjusted Underlying net profit after tax and Adjusted Underlying EBITDA to monitor business performance because they believe that it provides a better representation of financial performance in the ordinary course of business.

	31 Dec 24 \$'000	31 Dec 23 \$'000
Adjusted Underlying EBITDA	128,859	130,174
Fixed rent obligations ⁽¹⁾	160,997	147,568
Other income – Gain on lease modification ⁽²⁾	191	500
Underlying EBITDA	290,047	278,242
Other income – Gain on Auckland Transport sale ⁽³⁾	2,989	-
Non-operating items ⁽⁴⁾	(6,525)	-
Statutory EBITDA	286,511	278,242
Share of profit / (loss) of equity-accounted investees, net of tax	44	(59)
Amortisation	(24,444)	(25,936)
Depreciation	(159,208)	(156,907)
Net finance costs	(52,201)	(43,124)
Profit before income tax	50,702	52,216
Current tax expense	(14,125)	(17,599)
Net profit after income tax	36,577	34,617
Add: Depreciation and interest on ROU assets/ liabilities ⁽⁵⁾	170,798	158,252
Less: Fixed rent obligations ⁽¹⁾	(160,997)	(147,568)
Less: Other income – Gain on lease modification ⁽²⁾	(191)	(500)
Add: Amortisation expense on acquired intangibles ⁽⁴⁾	18,546	18,909
Add: Non-operating items ⁽⁴⁾	6,525	-
Less: Other income – Gain on Auckland Transport sale ⁽³⁾	(2,989)	-
Less: Tax effect of above items	(9,508)	(8,707)
Adjusted Underlying net profit after tax	58,761	55,003

⁽¹⁾ Includes rent of \$149,524,000 (2023: \$136,940,000) excluded from Cost of media sites and production and \$11,473,000 (2023: \$10,628,000) from Other expenses under AASB 16.

⁽²⁾ Includes gain on lease modification \$191,000 (2023: \$500,000). See Note 5 Revenue and other income for more details.

⁽³⁾ Includes gain on sale of assets to Auckland Transport \$2,989,000 (2023: Nil). See Note 5 Revenue and other income for more details.

⁽⁴⁾ Non-operating items include one-off consulting costs for external resources to drive the reo opportunity and accelerate top-line growth of \$3,930,000. Additionally, there is a restructuring provision of \$2,595,000 related to a workforce reduction, which was announced in December 2024 and has been substantially completed in 2025.

⁽⁵⁾ Includes interest expense on ROU liabilities of \$41,765,000 (2023: \$34,449,000) and depreciation expense on ROU assets of \$129,033,000 (2023: \$123,803,000).

⁽⁶⁾ Includes amortisation expenses on acquired intangibles of \$18,546,000 (2023: \$18,909,000).

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

5. Revenue and other income

Revenue by Product

Key information relating to the Group's financial performance is detailed below. This is also included in management reports reviewed by the Group's Chief Operating Decision Maker (the Board).

	31 Dec 24 \$'000	31 Dec 23 \$'000
Road	216,213	218,358
Street Furniture and Rail ⁽¹⁾	203,400	197,688
Retail	132,308	145,227
Fly	49,868	43,712
City & Youth	20,864	17,656
Other ⁽²⁾	12,977	11,270
Revenue from continuing operations	635,630	633,911

⁽¹⁾ Street Furniture and Rail revenue includes advertising, production, sale of street furniture, and cleaning and maintenance revenue.

⁽²⁾ Other revenues include subsidiary entity Cactus.

With regards to the timing of satisfaction of performance obligations, 79% (2023: 78%) of the Group's revenue was recognised over time and 21% (2023: 22%) was recognised at a point in time.

Other income

	31 Dec 24 \$'000	31 Dec 23 \$'000
Gain on lease modification	191	500
Gain on sale of assets in the ordinary course of business	394	-
Gain on sale of assets to Auckland Transport	2,989	-
Other income	3,574	500

Accounting policy: Revenue recognition

Revenue is recognised at the fair value of the consideration received or receivable, net of the amount of goods and services tax. Revenue from core operating activities consists of Out of Home advertising revenues based on fixed price contracts. Revenue from Out of Home advertising is recognised equally on a pro rata basis over the period in which the advertising is on display. Revenue for media production work is recognised on completion of the assignment. Revenue is recognised on a gross basis with commissions payable to advertising and media agencies recognised as expenses in 'Cost of media sites and production'.

Contract balances

The timing of revenue recognition, invoicing, and cash collections results in accounts receivable, un-invoiced receivables (contract assets), and customer advances (contract liabilities) on the consolidated statement of financial position. Media contracts are all billed in accordance with agreed-upon contractual terms and pricing, either upfront, at periodic intervals (e.g. calendar period) or upon achievement of contractual milestones. These assets and liabilities are reported on the consolidated statement of financial position on a contract-by-contract basis at the end of each reporting period. Changes in the contract asset and liability balances were not materially impacted by any other factors during the year ended 31 December 2024.

Revenue recognised in 2024 that was included in the contract liabilities balance at the beginning of the year was \$6,323,000 (2023: \$10,031,000).

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

6. Other expenses

	31 Dec 24 \$'000	31 Dec 23 \$'000
Office expenses	1,829	2,417
Information technology and communications expenses	10,034	10,068
Taxes and charges	1,147	2,098
Insurances	3,517	3,378
Loss / provision on disposal of assets	1,721	3,159
Travel and entertainment	5,273	3,875
Other expenses	2	20
Other expenses	23,523	25,015

7. Net finance costs

	31 Dec 24 \$'000	31 Dec 23 \$'000
Finance income	(1,652)	(1,185)
Interest expense on bank borrowings	11,794	9,802
Amortisation of debt facility establishment costs	714	685
Interest expense on lease liabilities	41,765	34,448
Fair value (gain) on ineffective hedges	(420)	(626)
Finance costs	53,853	44,309
Net finance costs	52,201	43,124

Accounting policy: Finance income and finance costs

i) Finance income

Finance income is recognised as income in the period in which it is earned. Finance income includes interest income, which is recognised on a time proportion basis using the effective interest method.

ii) Finance costs

Finance costs are recognised as expenses in the period in which they are incurred using the effective interest method. Finance costs include interest on bank borrowings, ancillary costs incurred in connection with arrangement of borrowings, and interest expense on lease liabilities. Refer to Note 17 Loans and borrowings.

8. Share-based payments

Description of the share-based payment arrangements

As at 31 December 2024, the Group had the following share-based payment arrangements:

a) Short term incentive plan (STIP)

Commencing from the year ended December 2023, the Group introduced an equity-based deferral scheme reflecting market practice and to enhance alignment of the STIP with shareholder expectations. The plan applies to the Executive leadership team and CEO, whereby 33% of each executive's annual STI outcome will be deferred in lieu of cash payment and converted into rights to receive oOh! shares; specifically in 1-year Restricted Shares. Participants may voluntarily elect for the deferred portion to be subject to post-vesting disposal restrictions for up to 15 years from commencement of the annual performance period. The number of rights to be granted are determined based on a 10-day volume weighted average price (VWAP) of a share following the release of the Group's annual financial results. All rights are redeemable on a one-for-one basis for oOh! shares, subject to the achievement of performance hurdles.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

8. Share-based payments (continued)

a) Short term incentive plan (STIP) (continued)

On 22 April 2024, the 2023 deferred STI rights were granted following the Board approval on 19 February 2024. 150,521 rights were issued with a vesting date of 23 April 2025, however 19,251 rights have subsequently been forfeited (131,270 rights remaining).

As at 31 December 2024, no rights had been issued for the 2024 STIP as these only crystallised when the Board ratified the recommendation by the Talent & Culture Committee on 21 February 2025.

b) Long term incentive plan (LTIP)

Generally, participation in the LTIP is limited to a defined set of senior leaders of the Group. All rights are redeemable on a one-for-one basis for oOh! shares, subject to the achievement of performance hurdles.

Performance rights granted to senior executives that existed during the period are as follows:

	Grant date	Vesting date	Number granted
Tranche #8	10 May 21	28 Feb 24	1,344,890
Tranche #9a	05 May 22	28 Feb 25	804,921
Tranche #9b	16 May 22	28 Feb 25	443,892
Tranche #10a	11 May 23	28 Feb 26	518,238
Tranche #10b	22 May 23	28 Feb 26	976,226
Tranche #11a	16 May 24	28 Feb 27	504,340
Tranche #11b	22 May 24	28 Feb 27	1,427,662
Total performance rights			6,020,169

Vesting conditions for the performance rights are as follows:

Tranche #8: Three LTI performance hurdles, each measured over a 3-year performance period ending 31 December 2023 and each representing 1/3 of the target award:

- Free Cash Flow per share (FCF), achievement of 12.7 cents per share, calculated as: (operating cash flow less capital expenditure and lease liabilities paid in CY23) / weighted number of issued shares.
- Return on Invested Capital (ROIC), achievement of 15.3%, calculated as CY23 Adjusted Underlying EBITDA / invested capital.
- Relative Total Shareholder Return (TSR) assessed against the ASX200 index (excluding Financials, Industrials, Materials and Oil, Gas and Consumable Fuels).

Tranche #9a&b: Three LTI performance hurdles, each measured over a 3-year performance period ending 31 December 2024 and each representing 1/3 of the target award:

- Cumulative Free Cash Flow per share (CFCF), achievement of 24.8 cents per share, calculated as (operating cash flow CY22-CY24 less capital expenditure and lease liabilities paid over CY22-CY24) / weighted number of issued shares.
- Return on Invested Capital (ROIC), achievement of 16.5%, calculated as CY24 Adjusted Underlying EBITDA / invested capital.
- Relative Total Shareholder Return (TSR) assessed against the ASX200 index (excluding Financials, Industrials, Materials and Oil, Gas and Consumable Fuels).

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

8. Share-based payments (continued)

b) Long term incentive plan (LTIP) (continued)

Tranche #10a&b: Three LTI performance hurdles, each measured over a 3-year performance period ending 31 December 2025 and each representing 1/3 of the target award:

- Cumulative Free Cash Flow per share (CFCF), achievement of 34.0 cents per share, calculated as (operating cash flow CY23-CY25 less capital expenditure and lease liabilities paid over CY23-CY25) / weighted number of issued shares.
- Return on Invested Capital (ROIC), achievement of 20.3%, calculated as CY25 Adjusted Underlying EBITDA / invested capital.
- Relative Total Shareholder Return (TSR) assessed against the ASX200 index (excluding Financials, Industrials, Materials and Oil, Gas and Consumable Fuels).

Tranche #11a&b: Three LTI performance hurdles, each measured over a 3-year performance period ending 31 December 2026 and each representing 1/3 of the target award:

- Cumulative Free Cash Flow per share (FCF), achievement of 35.5 cents per share, calculated as (operating cash flow CY24-CY26 less capital expenditure and lease liabilities paid over CY24-CY26) / weighted number of issued shares.
- Return on Invested Capital (ROIC), achievement of 20.6%, calculated as CY26 Adjusted Underlying EBITDA / invested capital.
- Relative Total Shareholder Return (TSR) assessed against the ASX Small Ordinaries Industrial Index (ASX:XSI).

Long-term incentive plan - performance rights

A total 1,344,890 of Tranche #8 performance rights vested on 27 February 2024, with vesting conditions satisfied. The performance rights of Tranche #8 vested at 61% based upon the Board's determination of the achievement of the ROIC at 108%, FCF at 75% and TSR at nil versus the set targets. The share price on the vesting date was \$1.845. Details in relation to grants issued in the year ended 31 December 2024 are detailed in the table below. As the performance right entitles the holder of the right to receive a share for no consideration at a future date, the exercise price is considered to be nil.

Tranche #11a and #11b were issued in May 2024.

Reconciliation of performance rights

The number of performance rights on issue during the year ended 31 December 2024 are illustrated below:

	Number of rights #	Face Value \$'000
Outstanding at 1 January 2024	4,182,863	7,595
Exercised during the period	(820,380)	(1,140)
Granted during the period	1,932,002	2,129
Forfeited	(392,265)	(455)
Lapsed	(524,510)	(729)
Outstanding at 31 December 2024	4,377,710	7,400
Exercisable at 31 December 2024	-	-

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

8. Share-based payments (continued)

Measurement of fair values

The fair value of the share-based payment plan was measured based on the Monte Carlo and Binomial models. The inputs used in the measurement of the fair values at grant date were as follows:

<i>Fair value of performance rights and assumptions</i>	Tranche #8	Tranche #9a	Tranche #9b	Tranche #10a	Tranche #10b	Tranche #11a	Tranche #11b
Share price at grant date	\$1.62	\$1.67	\$1.52	\$1.26	\$1.26	\$1.62	\$1.54
5-day VWAP at grant date	-	-	-	-	-	-	-
20-day VWAP at 31 Dec 20	\$1.76	-	-	-	-	-	-
20-day VWAP at 31 Dec 21	-	\$1.69	\$1.69	-	-	-	-
10-day VWAP at 3 Mar 23	-	-	-	\$1.59	\$1.59	-	-
10-day VWAP at 1 Mar 24	-	-	-	-	-	\$1.79	\$1.79
Fair value at grant date (EPS hurdle)	-	-	-	-	-	-	-
Fair value at grant date (TSR hurdle)	\$1.01	\$1.01	\$0.86	\$0.69	\$0.70	\$0.93	\$0.84
Fair value at grant date (FCF hurdle)	\$1.58	-	-	-	-	-	-
Fair value at grant date (CFCF hurdle)	-	\$1.54	\$1.40	\$1.11	\$1.12	\$1.45	\$1.38
Fair value at grant date (ROIC hurdle)	\$1.58	\$1.54	\$1.40	\$1.11	\$1.12	\$1.45	\$1.38
Exercise price	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Expected volatility	50.0%	40.0%	45.0%	45.0%	45.0%	40.0%	40.0%
Expected life	3 years	3 years	3 years	3 years	3 years	3 years	3 years
Expected dividends	1.00%	3.00%	3.00%	4.50%	4.50%	4.00%	4.00%
Risk-free interest rate (based on government bonds)	0.11%	2.96%	2.84%	3.05%	3.29%	3.78%	3.88%

Accounting policy: Employee benefits

i) Short-term employee benefits

Short-term employee benefits are expensed as the related service is provided. A liability is recognised for the amount expected to be paid if the Group has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

ii) Long service leave

The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service.

Expected future payments are discounted using market yields at the reporting date on corporate bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows. Benefits falling more than 12 months after the end of the reporting period are classified as non-current.

iii) Termination benefits

Termination benefits are payable when employment is terminated before the normal retirement date, or when an employee accepts voluntary redundancy in exchange for these benefits. The Group recognises termination benefits when it is demonstrably committed to either terminating the employment of current employees according to a detailed formal plan without possibility of withdrawal or to providing termination benefits as a result of an offer made to encourage voluntary redundancy. Benefits falling due more than 12 months after the end of the reporting period are discounted to present value and classified as non-current.

iv) Defined contribution plans

Obligations for contributions to defined contribution plans are expensed as the related service is provided. Prepaid contributions are recognised as an asset to the extent a cash refund or reduction of future payments is available.

Employee benefits expense includes contributions to defined contribution plans of \$10,202,000 for the current reporting period (2023: \$8,974,000).

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

9. Income tax

a) Tax recognised in profit or loss

	31 Dec 24 \$'000	31 Dec 23 \$'000
Current tax expense		
Current tax expense	27,566	28,462
Adjustment for prior periods	(2,097)	1,230
Total current tax expense	25,469	29,692
Deferred tax (benefit)/expense		
Origination and reversal of temporary difference	(10,901)	(12,093)
Adjustment for prior periods	(443)	-
Total deferred tax benefit	(11,344)	(12,093)
Total income tax expense	14,125	17,599

Tax recognised in other comprehensive income (OCI)

	2024			2023		
	Before tax \$'000	Tax (expense)/ benefit \$'000	Net of tax \$'000	Before tax \$'000	Tax (expense)/ benefit \$'000	Net of tax \$'000
Changes in fair value of cash flow hedges	(768)	231	(537)	(1,592)	477	(1,115)

Reconciliation between income tax expense and pre-tax profit

	31 Dec 24 \$'000	31 Dec 23 \$'000
Profit after income tax for the year	36,577	34,617
Total income tax expense	14,125	17,599
Profit before income tax	50,702	52,216
Tax using the Company's domestic tax rate 30% (2023: 30%)	15,211	15,665
Effect of tax rate in foreign jurisdictions	(247)	(193)
Non-deductible expenses	1,714	879
Effect of share of (profit) / loss of equity-accounted investees	(13)	18
Effect of prior year adjustment for upfront payments for Street Furniture contracts ⁽¹⁾	-	1,871
Over provided in prior years	(2,540)	(641)
Total income tax expense	14,125	17,599

⁽¹⁾ Effect of non-deductible upfront payments on Street Furniture contracts are recognised in the profit or loss of prior periods.

The effective tax rate is calculated as Company income tax expense divided by profit before income tax, adjusted for post-tax share of results of equity-accounted investees.

	31 Dec 24 \$'000	31 Dec 23 \$'000
Profit from ordinary activities before income tax	50,702	52,216
Add / (less): Post-tax share of results of equity-accounted investees	(44)	59
Profit before income tax	50,658	52,275
Income tax expense	14,125	17,599
Effective tax rate	27.9%	33.7%

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

9. Income tax (continued)

b) Recognised deferred tax assets and liabilities

31 December 2024

Property, plant and equipment	3,667
Right-of-use asset	(175,102)
Cash flow hedges	(1,046)
Capital costs deductible over 5 years	342
Accrued expenses	4,275
Provisions	4,474
Employee benefits provision	3,548
Shares based payments	-
Licences acquired	(29,779)
Other intangibles	(4,342)
Unearned revenue	1,939
Interest bearing lease liabilities	201,592
Other	-

Total tax assets / (liabilities)

Opening balance	Recognised in profit or loss	Recognised in OCI	Closing balance
\$'000	\$'000	\$'000	\$'000
3,667	696	-	4,363
(175,102)	(39,724)	-	(214,826)
(1,046)	315	231	(500)
342	(329)	-	13
4,275	1,114	-	5,389
4,474	(342)	-	4,132
3,548	278	-	3,826
-	591	-	591
(29,779)	5,362	-	(24,417)
(4,342)	1,396	-	(2,946)
1,939	(1,007)	-	932
201,592	42,048	-	243,640
-	503	-	503
9,568	10,901	231	20,700

31 December 2023

Property, plant and equipment	1,389
Right-of-use asset ⁽¹⁾	(194,933)
Cash flow hedges	(1,640)
Capital costs deductible over 5 years	1,112
Accrued expenses	3,421
Provisions	4,042
Employee benefits provision	3,446
Licences acquired	(35,231)
Other intangibles	(2,416)
Unearned revenue	2,122
Interest bearing lease liabilities	215,686

Total tax assets / (liabilities)

Opening balance	Recognised in profit or loss	Recognised in OCI	Closing balance
\$'000	\$'000	\$'000	\$'000
1,389	2,278	-	3,667
(194,933)	19,831	-	(175,102)
(1,640)	117	477	(1,046)
1,112	(770)	-	342
3,421	854	-	4,275
4,042	432	-	4,474
3,446	102	-	3,548
(35,231)	5,452	-	(29,779)
(2,416)	(1,926)	-	(4,342)
2,122	(183)	-	1,939
215,686	(14,094)	-	201,592
(3,002)	12,093	477	9,568

⁽¹⁾ The Company has reversed a deferred tax liability of \$2,577,000 previously recognised for the unamortised balance of upfront payments on Street Furniture contracts and disclosed under right-of-use assets.

Recognised in the consolidated statement of financial position as follows:

Deferred tax assets	
Deferred tax liabilities	
Net deferred tax asset / (liability)	

	31 Dec 24	31 Dec 23
	\$'000	\$'000
Deferred tax assets	21,698	13,232
Deferred tax liabilities	(998)	(3,664)
Net deferred tax asset / (liability)	20,700	9,568

Unrecognised deferred tax assets

Deductible temporary differences	
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	61,771	62,586
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Contingent liability

There are no contingent liabilities as at 31 December 2023 and 2024. In 2023 the Company reached a settlement agreement with the Australian Taxation Office (ATO) related to historic upfront payments, which resolved an uncertain tax position. The Company previously treated upfront payments for Street Furniture contracts as deductible when paid. For accounting purposes, the payments are amortised over the terms of the relevant contracts. Following its agreement with the ATO, the Company treats a proportion of the payments as non-deductible. The Company recognised a current tax liability of \$4,448,000 in 2023, which was paid to the ATO in 2024. The Company recognised tax expense of \$1,871,000 in 2023 for non-deductible amortisation included in the profit or loss of prior periods and reversed a deferred tax liability of \$2,577,000 for the unamortised balance of these payments at 31 December 2022.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

9. Income Tax (continued)

Accounting policy: Income tax

Income tax expense comprises current and deferred tax. It is recognised in profit or loss except to the extent that it relates to a business combination or items recognised directly in equity or in other comprehensive income (OCI).

Current tax comprises the expected tax payable or receivable on the taxable income or loss for the year and any adjustment to the tax payable or receivable in respect of previous years. The amount of current tax payable or receivable is the best estimate of the tax amount expected to be paid or received. It is measured using tax rates enacted or substantively enacted at the reporting date. Current tax also includes any tax arising from dividends. Current tax assets and liabilities are offset only if certain criteria are met.

Deferred tax assets and liabilities are recognised for temporary differences at the tax rates expected to apply when the assets are recovered, or liabilities are settled, based on those tax rates which are enacted or substantially enacted for each jurisdiction. The relevant tax rates are applied to the cumulative amounts of deductible and taxable temporary differences to measure the deferred tax asset or liability. Deferred tax assets are recognised for deductible temporary differences and unused tax losses only if it is probable that future taxable amounts will be available to utilise those temporary differences and losses.

Deferred tax assets and liabilities are not recognised for temporary differences between the carrying amount and tax bases of investments in controlled entities where the parent entity is able to control the timing of the reversal of the temporary differences and it is probable that the temporary differences will not reverse in the foreseeable future.

With regards to measuring deferred tax consequences on licences and brands, management considers the tax consequences of recovery through use and then disposal separately. Under this approach the tax base from use (nil as the licences and brands are not depreciable for tax) is considered separate from the tax base from disposal (capital gains tax value). This results in a taxable temporary difference (deferred tax liability) on revenue account and a deductible temporary difference (deferred tax asset) on capital account. As it is not currently probable that future capital gains will be made, the deferred tax asset has not been recognised.

Tax consolidation legislation

oOh!media Limited and its wholly owned Australian controlled subsidiaries apply the tax consolidation legislation.

The deferred tax balances recognised by the parent entity and the consolidated entity in relation to wholly owned entities joining the tax consolidated group are initially measured and remeasured based on the carrying amounts of the assets and liabilities of those entities at the level of the tax consolidated group and their tax values, as applicable under the tax consolidation legislation.

oOh!media Limited, as the head entity in the tax consolidated group, recognises current and deferred tax amounts relating to transactions, events and balances of the controlled entities in this group as if those transactions, events and balances were its own, in addition to the current and deferred tax amounts arising in relation to its own transactions, events and balances. Amounts receivable or payable under a tax funding agreement with the tax consolidated entities are recognised as tax-related amounts receivable or payable. Expenses and revenues arising under the tax funding agreement are recognised as a component of income tax (expense) / benefit.

In accordance with Urgent Issues Group Interpretation 1052 "Tax Consolidation Accounting", the controlled entities in the tax consolidated group account for their own deferred tax balances, except for those relating to tax losses.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

10. Trade and other receivables

Trade receivables
Allowance for impairment of receivables
Total trade and other receivables

31 Dec 24 \$'000	31 Dec 23 \$'000
123,725	117,925
(1,039)	(709)
122,686	117,216

Information on the Group's exposure to credit and market risks, and impairment losses for trade and other receivables are included in Note 24 Financial risk management.

Accounting policy: Trade receivables

Standard trade debtors are recognised at the amount receivable as they are due for settlement no more than 45 days from the date of recognition. Recoverability of trade receivables is reviewed on an ongoing basis. Debts which are known to be uncollectible are written off. A provision for doubtful receivables is calculated using an expected credit losses provision matrix. The provision matrix is based on the Group's historical observed default rates, adjusted for forward looking estimates. The historical observed default rates are updated to reflect current and forecast credit conditions on each reporting date. Provisions for specific receivables are recognised in addition to the general provision originating from the expected credit losses matrix.

The amount of the provision is recognised in the consolidated statement of financial position with a corresponding charge recognised in the consolidated statement of profit or loss and other comprehensive income.

11. Property, plant and equipment

Reconciliation of carrying amount

Cost
Balance as at 1 January 2024
Additions
Disposals
Reclassification
Effects of movement in exchange rates
As at 31 December 2024

Accumulated depreciation
Balance as at 1 January 2024
Depreciation for the year
Disposals
Effects of movements in exchange rates
As at 31 December 2024

Carrying amount at 31 December 2024

2024		
Leasehold improvements \$'000	Plant & equipment \$'000	Total \$'000
13,467	396,127	409,594
1	41,592	41,593
-	(19,713)	(19,713)
38	(2,078)	(2,040)
(12)	(1,102)	(1,114)
13,494	414,826	428,320
(10,142)	(249,891)	(260,033)
(465)	(29,710)	(30,175)
-	14,751	14,751
5	748	753
(10,602)	(264,102)	(274,704)
2,892	150,724	153,616

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

11. Property, plant and equipment (continued)

	2023		
	Leasehold improvements \$'000	Plant & equipment \$'000	Total \$'000
Cost			
Balance as at 1 January 2023	13,016	387,182	400,198
Additions	375	33,069	33,444
Disposals	-	(22,514)	(22,514)
Reclassification	78	(1,433)	(1,355)
Effects of movement in exchange rates	(2)	(177)	(179)
As at 31 December 2023	13,467	396,127	409,594
Accumulated depreciation			
Balance as at 1 January 2023	(9,695)	(239,144)	(248,839)
Depreciation for the year	(447)	(32,656)	(33,103)
Disposals	-	21,818	21,818
Effects of movements in exchange rates	-	91	91
As at 31 December 2023	(10,142)	(249,891)	(260,033)
Carrying amount at 31 December 2023	3,325	146,236	149,561

Accounting policy: Plant and equipment

Plant and equipment are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Group and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the statement of comprehensive income during the financial period in which they are incurred.

Within the Group, depreciation is calculated on a straight-line basis to write-off the cost of each item of plant and equipment over its estimated remaining useful life (less the estimated residual value). Estimates of remaining useful lives are made on a regular basis for all assets, with annual reassessments for major items. The expected useful lives are as follows:

- Leasehold improvements 2-10 years; and
- Plant and equipment 2-20 years.

Gains and losses on disposals are determined by comparing proceeds with carrying amounts. These are included in the statement of comprehensive income.

Accounting policy: Maintenance and repairs

Certain plant and equipment are required to be overhauled on a regular basis. This is managed as part of an ongoing major cyclical maintenance program. The costs of this maintenance are charged as expenses as incurred, except where they relate to the replacement of a component of an asset, in which case the costs are capitalised and depreciated over their useful lives. Other routine operating maintenance, repair costs and minor renewals are charged as expenses as incurred.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

12. Right-of-use assets

Balance as at 1 January
Depreciation for the year
Additions, modifications and remeasurements
Disposals
As at 31 December

31 Dec 24 \$'000	31 Dec 23 \$'000
599,552	652,306
(129,033)	(123,804)
264,945	74,417
(1,792)	(3,367)
733,672	599,552

Based on the total number of active leases, 87% of right-of-use assets are property leases where the Company has site structures. The remainder are warehouses, offices, and miscellaneous leases.

Accounting policy: Right-of-use assets

The Group recognises a right-of-use asset and a lease liability at the lease commencement date. The right-of-use asset is initially measured at cost, and subsequently at cost less any accumulated depreciation and impairment losses and adjusted for certain remeasurements of the lease liability. The right-of-use assets are depreciated over the lease term using the straight-line method.

Lease modification is a change in the scope of a lease, or the consideration for a lease, that was not part of its original terms and conditions. Common lease modifications include, for example: increasing the scope of the lease by adding the right to use one or more underlying assets; decreasing the scope of the lease by removing the right to use one or more underlying assets or shortening the contractual lease term; increasing the scope of the lease by extending the contractual lease term; and changing the consideration in the lease by increasing or decreasing the lease payments. Changes that result from renegotiations and changes to the terms of the original contract are lease modifications.

When the right to use one or more underlying assets is removed, a corresponding adjustment is made to decrease the carrying amount of the right-of-use asset to reflect the lease. The Group shall then recognise in profit or loss (if any) relating to the termination of the lease and making corresponding adjustments to the lease liabilities.

13. Intangible assets

Reconciliation of carrying amount

Cost
Balance as at 1 January 2024
Additions
Reclassification
Effects of movement in exchange rates
As at 31 December 2024

Accumulated depreciation and impairments
Balance as at 1 January 2024
Amortisation for the year
Effects of movements in exchange rates
As at 31 December 2024

Carrying amount at 31 December 2024

2024				
Brands \$'000	Goodwill \$'000	Licences \$'000	Software \$'000	Total \$'000
9,000	614,362	253,554	50,807	927,723
-	-	1,450	1,974	3,424
-	-	1,122	3,173	4,295
-	-	(546)	(13)	(559)
9,000	614,362	255,580	55,941	934,883
(6,981)	(7,179)	(159,655)	(30,274)	(204,089)
(519)	-	(18,021)	(5,904)	(24,444)
-	-	290	6	296
(7,500)	(7,179)	(177,386)	(36,172)	(228,237)
1,500	607,183	78,194	19,769	706,646

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

13. Intangible assets (continued)

	2023				
	Brands \$'000	Goodwill \$'000	Licences \$'000	Software \$'000	Total \$'000
Cost					
Balance as at 1 January 2023	9,000	614,362	258,144	44,504	926,010
Additions	-	-	-	6,305	6,305
Disposals	-	-	(4,492)	-	(4,492)
Effects of movement in exchange rates	-	-	(98)	(2)	(100)
As at 31 December 2023	9,000	614,362	253,554	50,807	927,723
Accumulated depreciation and impairments					
Balance as at 1 January 2023	(6,456)	(7,179)	(143,713)	(23,248)	(180,596)
Amortisation for the year	(525)	-	(18,384)	(7,027)	(25,936)
Disposals	-	-	2,417	-	2,417
Effects of movements in exchange rates	-	-	25	1	26
As at 31 December 2023	(6,981)	(7,179)	(159,655)	(30,274)	(204,089)
Carrying amount at 31 December 2023	2,019	607,183	93,899	20,533	723,634

Accounting policy: Intangible assets

i) Goodwill

Goodwill represents the excess of the purchase consideration over the fair value of the identifiable net assets acquired. Goodwill acquired in business combinations is not amortised. Instead, goodwill is tested for impairment annually, or more frequently, if events or changes in circumstances indicate that it might be impaired and is carried at cost less accumulated impairment losses. Goodwill is allocated to cash generating units for impairment testing. Refer to Note 14 Goodwill for further information.

ii) Brands

Brands represent acquired business names, trade marks, trade names, domain names and logos. Brands are amortised over their expected useful life.

iii) Licences

Licences represent the rights and relationships associated with acquired site leases and the associated new business revenue streams. Licences are amortised over their expected useful life.

iv) Software

Software that is acquired by the Group and has a finite useful life is measured at cost less accumulated amortisation and any accumulated impairment losses.

v) Amortisation

Amortisation is calculated to write-off the cost of intangible assets less estimated residual values using the straight-line method over their estimated useful lives and is recognised in the consolidated statement of profit or loss and comprehensive income. The estimated useful lives are as follows:

- Brands 2-15 years;
- Licences 11-15 years; and
- Software 3-7 years.

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

14. Goodwill

Cash generating units (CGUs) for the purpose of goodwill impairment testing have been identified as follows for the year ended 31 December 2024: Australia, New Zealand and Cactus. The independence of cash inflows is assessed in identifying CGUs.

Goodwill is allocated to CGUs as shown below:

	Australia \$'000	New Zealand \$'000	Cactus \$'000	Total \$'000
Goodwill	527,389	76,877	2,917	607,183

The recoverable amount of the goodwill allocated to the Group's CGUs was determined using the value in use approach. This was determined by discounting five years of future cash flows expected to be generated from the continuing use of the units followed by a terminal value.

For the year ended 31 December 2024, the carrying value of assets allocated to each CGU is supported by their recoverable amount and no impairment loss was recorded.

The key assumptions of the impairment testing are:

- Annual revenue based on the latest management forecast of continued share gains from other media over the forecast period, resulting in normalised compound annual growth rates (CAGR) from 2025 to 2029 for Australia of 4.8% (2023: 7.8%), New Zealand ⁽¹⁾ of (2.1)% (2023: 10.1%) and 2.1% for Cactus (2023: 6.4%). For the purpose of determining the recoverable amount of each CGU under goodwill impairment testing and acknowledging the volatility of revenue performance experienced in 2024, a more conservative growth assumption in the initial two years was applied versus that assumed in 2023;
- EBITDA margins improving based on revenue growth assumptions, offset by lease renewal outcomes, and other cost increases in line with expected CPI;
- Terminal growth rate: Australia and New Zealand 3.0%, and Cactus 2.0% (Unchanged from 2023);
- Discount rate post-tax: Australia 10.3% (2023: 10.3%), New Zealand 11.1% (2023: 11.1%), Cactus 11.2% (2023: 11.2%)

⁽¹⁾ For the purposes of goodwill impairment testing, management has been prudent and adopted a weighted scenario to account for the uncertainty of Auckland Transport tender resulting in a negative CAGR.

Management's best estimate of the impact of future trends in the media industry are based on historical and projected data from both external and internal sources. These assessments include assumptions for structural growth in the Out of Home industry, which is in line with the OMA's January 2024 published projection of industry revenue growth of 9% CAGR over this period, and a stretch goal of 11% CAGR.

Sensitivity analysis undertaken on the assumptions mentioned above indicate that no reasonably possible change would result in an impairment.

Accounting policy: Impairment of assets

Non-financial assets

At each reporting date, the Group reviews the carrying amounts of its non-financial assets to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated. Goodwill is tested annually for impairment.

For impairment testing, assets are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or CGUs. Goodwill arising from a business combination is allocated to CGUs or groups of CGUs that are expected to benefit from the synergies of the combination.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

14. Goodwill (continued)

Accounting policy: Impairment of assets (continued)

Non-financial assets (continued)

The recoverable amount of an asset or CGU is the greater of its value in use and its fair value less costs to sell. Value in use is based on the estimated future cash flows, discounted to their present value using a post-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset or CGU.

An impairment loss is recognised if the carrying amount of an asset or CGU exceeds its recoverable amount.

Impairment losses are recognised in profit or loss. They are allocated first to reduce the carrying amount of any goodwill allocated to the CGU, and then to reduce the carrying amounts of the other assets in the CGU on a pro rata basis.

An impairment loss in respect of goodwill is not reversed. For other assets, an impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

The carrying value of assets allocated to each CGU is supported by their recoverable amount.

15. Inventories

	31 Dec 24 \$'000	31 Dec 23 \$'000
Gross value of inventories	1,880	3,061
Provision for obsolescent stock	(283)	(421)
Net value of inventories	1,597	2,640

Cost of inventory recognised in the consolidated statement of profit and loss as cost of sales in 2024 was \$4,333,000 (2023: \$3,239,000). This includes write downs or reversals of inventory in 2024 of \$835,000 (2023: \$741,000).

Accounting policy: Inventories

Inventories are measured at the lower of original cost and replacement cost. The cost of inventories are based on a first in first out methodology.

16. Other assets

	31 Dec 24 \$'000	31 Dec 23 \$'000
Current		
Prepayments	7,653	8,224
Contract assets	7,576	5,043
Other assets	1,339	247
Total current other assets	16,568	13,514
Non-current		
Other assets	15,775	4,979
Total non-current other assets	15,775	4,979
Total other assets	32,343	18,493

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

17. Loans and borrowings

	31 Dec 24 \$'000	31 Dec 23 \$'000
Current		
Interest bearing lease liabilities	151,800	125,357
Total current borrowings	151,800	125,357
Non-current		
Bank loan	129,000	117,000
Unamortised borrowing costs	(955)	(1,585)
Interest bearing lease liabilities	677,082	566,068
Total non-current borrowings	805,127	681,483
Total loans and borrowings	956,927	806,840

Bank loans represent debt facilities from a syndicate of lending banks, with a facility limit of \$350,000,000. The banking syndicate has security over all assets of the Company and its subsidiaries. The debt facilities expire in June 2026.

Information about the Group's exposure to interest rate, foreign currency and liquidity risks is included in Note 24 Financial risk management.

Accounting Policy: Borrowings

Borrowings are initially recognised at fair value, net of transaction costs incurred. Borrowings are subsequently measured at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption amount is recognised in profit or loss over the period of the borrowings using the effective interest method. Fees paid on the establishment of loan facilities are recognised as transaction costs of the loan to the extent that it is probable that some or all of the facility will be drawn down. In this case, the fee is deferred until the draw down occurs. To the extent there is no evidence that it is probable that some or all of the facility will be drawn down, the fee is capitalised as a prepayment for liquidity services and amortised over the period of the facility to which it relates.

Borrowings are derecognised when the obligation specified in the contract is discharged, cancelled or expired. The difference between the carrying amount of a financial liability that has been extinguished or transferred to another party and the consideration paid, including any non-cash assets transferred or liabilities assumed, is recognised in profit or loss as other income or finance costs.

Borrowings are classified as current liabilities unless the Group has an unconditional right to defer settlement of the liability for at least 12 months after the reporting period.

Interest bearing lease liabilities

	31 Dec 24 \$'000	31 Dec 23 \$'000
Within one year	164,454	133,264
Later than one year but not later than five years	503,333	411,762
Later than five years	351,072	287,982
Total undiscounted lease liabilities at 31 December ⁽¹⁾	1,018,859	833,008
Current	151,800	125,357
Non-current	677,082	566,068
Lease liabilities included in the statement of financial position at 31 December	828,882	691,425

⁽¹⁾ Lease terms range from 1 to 20 years, with the assumption that all options will be taken up. The average lease term option is 5 years. The weighted average incremental borrowing rate applied is 5.27%.

Variable rent payments not included in the measurement of the lease liabilities listed above for the year ended 31 December 2024 were \$49,383,000 (2023: \$58,542,000). Variable rent payments relate to advertising revenue booked onto sites as required under the contracts.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

17. Loans and borrowings (continued)

Interest bearing lease liability rollforward

	31 Dec 24 \$'000	31 Dec 23 \$'000
Balance as at 1 January	691,425	754,997
Additions to lease liabilities	266,271	69,639
Lease payments	(168,376)	(164,166)
Derecognition of lease liabilities	(2,001)	(3,637)
Interest for the year	41,765	34,448
Effect of movements of exchange rates	(202)	144
As at 31 December	828,882	691,425

Accounting policy: Right-of-use assets and interest bearing lease liabilities

The Group recognises a right-of-use asset and a lease liability at the lease commencement date. The lease liability is initially measured at the present value of the lease payments at the commencement date, discounted using the Group's incremental borrowing rate. The lease liability is subsequently increased by the interest cost on the lease liability (recognised in Finance costs on the income statement) and decreased by lease payments made.

Lease modification is a change in the scope of a lease, or the consideration for a lease, that was not part of its original terms and conditions. Common lease modifications include, for example: increasing the scope of the lease by adding the right to use one or more underlying assets; decreasing the scope of the lease by removing the right to use one or more underlying assets or shortening the contractual lease term; increasing the scope of the lease by extending the contractual lease term; and changing the consideration in the lease by increasing or decreasing the lease payments. Changes that result from renegotiations and changes to the terms of the original contract are lease modifications. Changes in the assessment of whether an extension option is reasonably certain to be exercised is a lease modification and the Group has applied judgement to determine whether it is reasonably certain to exercise an extension option.

When the right to use one or more underlying assets is removed, a corresponding adjustment is made to decrease the carrying amount of the lease liabilities to reflect the lease modification. The Group shall then recognise in profit or loss (if any) relating to the termination of the lease and making corresponding adjustments to the right-of-use asset.

18. Trade and other payables

	31 Dec 24 \$'000	31 Dec 23 \$'000
Trade payables	3,017	123
Accrued expenses	38,626	50,133
Other payables	3,633	4,951
Total trade and other payables	45,276	55,207

Information about the Group's exposure to currency and liquidity risk is included in Note 24 Financial risk management.

Accounting policy: Trade and other payables

These amounts represent liabilities for goods and services provided to the Group prior to the end of the financial year, which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

19. Contract liabilities

	31 Dec 24 \$'000	31 Dec 23 \$'000
Contract liabilities	11,752	6,323
Total contract liabilities	11,752	6,323

Accounting policy: Contract liabilities

Contract liabilities are recognised within trade payables where invoices are issued in advance of the period in which the revenue is earned.

20. Provisions

2024

Balance as at 1 January 2024
Provisions used during the year
Provisions made during the year
Provisions released during the year
Effects of movement in exchange rates

As at 31 December 2024

Current provisions
Non-current provisions
As at 31 December 2024

2023

Current provisions
Non-current provisions
As at 31 December 2023

Make good \$'000
13,965
(3,547)
3,072
(853)
(44)
12,593
2,803
9,790
12,593
4,541
9,424
13,965

Accounting policy: Make good provisions

Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability. The unwinding of the discount is recognised as a finance cost.

A make good provision is recognised for the costs of restoration or removal in relation to plant and equipment and site leases where there is a legal or constructive obligation. The provision is initially recorded when a reliable estimate can be determined and discounted to present value. The unwinding of the effect of discounting on the provision is recognised as a finance cost. At the time of initial recognition of the make good provision, a corresponding asset is recognised as part of plant and equipment. During subsequent remeasurement, any reassessment to the make good provision is adjusted to plant, property and equipment.

21. Derivative assets and liabilities

	31 Dec 24 \$'000	31 Dec 23 \$'000
Interest rate derivative asset	1,667	3,488
Total derivative assets	1,667	3,488

Information about the fair value of derivative instruments is included in Note 23 Fair values.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

22. Capital and reserves

a) Contributed equity

	31 Dec 24 number	31 Dec 23 number	31 Dec 24 \$'000	31 Dec 23 \$'000
Opening balance as at 1 January	538,781,286	581,083,960	804,049	864,104
Share buyback	-	(42,302,674)	-	(60,055)
Issued and paid up share capital	538,781,286	538,781,286	804,049	804,049
Weighted average number of shares	538,781,286	551,772,084		

Ordinary shares

The Company does not have authorised capital or par value in respect of its issued shares. All issued shares are fully paid. The holders of these shares are entitled to receive dividends as declared from time to time and are entitled to one vote per share at general meetings of the Company.

b) Reserves

Nature and purpose of reserves

	31 Dec 24 \$'000	31 Dec 23 \$'000
Foreign currency translation reserve	(1,745)	(1,245)
Other equity reserve	16,608	16,608
Cash flow hedge reserve	415	952
Share-based payments reserve	10,250	10,638
Total reserves	25,528	26,953

Foreign currency translation reserve - The translation reserve comprises all foreign currency differences arising from the translation of the financial statements of foreign operations in New Zealand. Refer to Note 3 Material accounting policies.

Other equity reserve - The other equity reserve mostly represents the difference between the issued capital in Outdoor Media Investments Limited (OMI) and the consideration paid to acquire OMI on 18 December 2014. The transaction was accounted for as a common control transaction as disclosed in the consolidated financial statements for the year ended 31 December 2014. The other equity reserve reflects the share price movements for former OMI owners who remained as oOh!media Limited (OML) owners.

Cash flow hedge reserve - The hedging reserve comprises the effective portion of the cumulative net change in the fair value of hedging instruments used in cash flow hedges pending subsequent recognition in profit or loss as the hedged cash flows affect profit or loss. Refer to Note 23 Fair values.

Share-based payments reserve - The share-based payments reserve is used to record the value of share-based payments provided to employees as part of their remuneration and the expense relating to cancelled shares under the legacy share-based payments plan. The current balance relates to unexercised rights issued to senior executives and managers. A portion of this reserve may be reversed against contributed equity if the underlying rights are exercised and results in shares being issued.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

22. Capital and reserves (continued)

c) Non-controlling interest (NCI)

Non-controlling interest
Balance at 1 January
Balance at 31 December

31 Dec 24	31 Dec 23
\$'000	\$'000
(905)	(905)
(905)	(905)

d) Equity – dividends

Dividends paid during 2024 ⁽¹⁾
Interim 2024 dividend
Final 2023 dividend
Total reserves

Amount per share cents	Total value (\$)
1.75	9,428,673
3.50	18,857,345
	28,286,018

Dividends paid during 2023 ⁽¹⁾
Interim 2023 dividend
Final 2022 dividend
Total reserves

1.75	9,428,658
3.00	17,432,519
	26,861,177

⁽¹⁾ All dividends were fully franked.

After the reporting date, a final dividend of 3.50 cents per qualifying ordinary share amounting to \$18,857,000 has been declared by the Board of directors. The dividends have not been recognised as liabilities and there are no tax consequences in 2024.

Adjusted franking account balance

Impact on franking account balance of dividends proposed after the reporting date but not recognised as a liability

Franking credits available to shareholders of the Company for subsequent financial years based on a tax rate of 30%

31 Dec 24	31 Dec 23
\$'000	\$'000
81,233	82,089
(8,082)	(8,082)
73,151	74,007

The ability to utilise franking credits is dependent upon the ability to declare dividends. In accordance with the tax consolidation legislation, the Company, as the head entity in the tax-consolidated group, has assumed the benefit of the \$73,151,000 (2023: \$74,007,000) franking credits.

e) Capital management policy

The Board's policy is to retain a strong capital base relative to normal trading conditions including media advertising industry cycles to maintain investor and creditor confidence and to sustain future development of the business. Capital consists of share capital, retained earnings and the non-controlling interest of the Group.

The Board seeks to maintain a balance between the higher returns that might be possible with higher levels of borrowings and the advantages and security afforded by a strong capital position.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

22. Capital and reserves (continued)

Accounting policy: Share capital

Ordinary shares

Incremental costs directly attributable to the issue of ordinary shares are recognised as a deduction from equity. Income tax relating to transaction costs of an equity transaction are accounted for in accordance with AASB 112 *Income Taxes*.

23. Fair values

Accounting classifications and fair values

a) Fair values vs carrying amounts

The fair values of financial assets and liabilities equals the carrying amounts shown in the statement of financial position. The fair value of interest rate derivatives is determined as the present value of future contracted cash flows and credit adjustments.

b) Interest rates used for determining fair value

The interest rates used to discount estimated cash flows, where applicable, are based on the government yield curve at the end of the reporting period plus an appropriate credit spread, and were as follows:

	31 Dec 24	31 Dec 23
Interest rate derivatives	1.8% - 2.8%	1.8% - 2.8%
Bank loan interest calculated as BBSY + margin	6.6% - 6.7%	5.9% - 6.6%
Leases	1.8% - 9.8%	1.6% - 9.8%

c) Fair values hierarchy

Fair values are categorised into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows:

- Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e., as prices) or indirectly (i.e. derived from prices); and
- Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The table below analyses financial instruments carried at fair value, by the levels in the fair value hierarchy. The different levels have been defined as above. It does not include fair value information for financial assets and financial liabilities not measured at fair value if the carrying amount is a reasonable approximation of fair value.

Consolidated	31 Dec 24			31 Dec 23		
	Carrying value \$'000	Level 2 \$'000	Level 3 \$'000	Carrying value \$'000	Level 2 \$'000	Level 3 \$'000
Financial assets measured at fair value						
Interest rate derivatives	1,667	1,667	-	3,488	3,488	-
Total financial assets measured at fair value	1,667	1,667	-	3,488	3,488	-

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

23. Fair values (continued)

d) Valuation techniques

The fair value of Level 2 interest rate derivatives is determined as the present value of future contracted cash flows and credit adjustments. Cash flows are discounted using standard valuation techniques at the applicable market yield, having regard to the timing of the cash flows.

24. Financial risk management

The Group's activities expose it to a variety of financial risks: market risk (including currency risk, interest rate risk and price risk), credit risk and liquidity risk. The Group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the Group. The Group uses derivative financial instruments such as interest rate swaps to hedge certain risk exposures. Derivatives are exclusively used for hedging purposes, i.e., not as trading or other speculative instruments. The Group uses different methods to measure different types of risk to which it is exposed. These methods include sensitivity analysis in the case of interest rates, foreign exchange and other price risks and aging analysis for credit risk.

a) Credit risk

Credit risk is the financial loss to the Group if a customer or counterparty to a financial instrument fails to meet its contractual obligations and arises principally from the Group's receivables from customers.

i) Management of credit risk

Credit risk is managed on a Group basis. Credit risk arises from cash and cash equivalents, derivative financial instruments and deposits with banks, as well as credit exposures to agency and direct clients, including outstanding receivables and committed transactions. The interest rate derivative financial instruments are contracted with credit worthy counterparties that are large banks, primarily members of the Group's syndicated debt facility.

The Group has no significant concentrations of credit risk because the advertising agencies carry the majority of customer default risk. The Group has policies in place to ensure that sales of media and services are made to customers with appropriate credit histories based on enquires through the Group's credit department. Ongoing customer credit performance is monitored on a regular basis.

Under the Company's leasing arrangements financial guarantees are given to certain parties. Such guarantees are provided under the Group's banking facilities.

ii) Cash and cash equivalents

The Group held cash and cash equivalents of \$19,787,000 at 31 December 2024 (31 December 2023: \$31,647,000). The cash and cash equivalents are held with credit worthy counterparties that are large banks, primarily members of the Group's syndicated debt facility.

iii) Derivatives

Interest rate derivatives are subject to credit risk in relation to the relevant counterparties, which are large banks and members of the Group's syndicated debt facility. The credit risk on derivative contracts is limited to the net amount to be received from counterparties on contracts that are favourable to the consolidated entity.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

24. Financial risk management (continued)

iv) Exposure to credit risk

The carrying amount of financial assets represents the maximum credit exposure. The maximum exposure to credit risk at the reporting date was:

	31 Dec 24 \$'000	31 Dec 23 \$'000
Cash and cash equivalents	19,787	31,647
Trade and other receivables	122,686	117,216
Contract assets	7,576	5,043
Other assets	17,114	5,226
Total financial assets	167,163	159,132

v) Receivables

The aging of trade receivables at the end of the reporting date that were not impaired was as follows:

	31 Dec 24 \$'000	31 Dec 23 \$'000
Neither past due nor impaired	113,087	111,328
Past due 0-30 days	4,493	2,729
Past due 31-60 days	2,069	1,547
Past due 61-90 days	1,538	567
Past due 91+ days	1,499	1,045
Trade and other receivables	122,686	117,216

The movement in the allowance for impairment in respect of trade receivables during the year was as follows:

	31 Dec 24 \$'000	31 Dec 23 \$'000
Balance at 1 January	709	1,144
Impairment loss recognised	484	399
Amounts written off	(154)	(834)
Balance at 31 December	1,039	709

Other than those receivables specifically considered in the above allowance for impairment, the Group does not believe there is a material credit quality issue with the remaining trade receivables balance.

b) Liquidity risk

Liquidity risk is the risk that the Group will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Group's approach to managing liquidity is to ensure that, as far as possible, it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Group's reputation.

i) Management of liquidity risk

Prudent liquidity risk management implies maintaining sufficient cash and the availability of funding through an adequate amount of committed credit facilities and the ability to close out market positions. The Group manages liquidity risk by continuously monitoring forecast and actual cash flows and matching the maturity profiles of financial assets and liabilities.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

24. Financial risk management (continued)

b) Liquidity risk (continued)

ii) Financing arrangements

The Group had access to the following undrawn borrowing facilities at the end of the reporting date:

	31 Dec 24 \$'000	31 Dec 23 \$'000
Facility	350,000	350,000
Less: Bank debt	129,000	117,000
Less: Bank guarantees	52,536	38,066
Undrawn revolving facility	168,464	194,934

iii) Maturities of financial liabilities

The table below analyses the Group's financial liabilities, net and gross settled derivative financial instruments in relevant maturity groupings based on the remaining period at the reporting date to the contractual maturity date. The amounts disclosed in the table are the contractual undiscounted cash flows. For interest rate derivatives, the cash flows have been estimated using forward interest rates applicable at the reporting date.

2024				
	Carrying amount \$'000	Contractual cash flows \$'000	12 months or less \$'000	Greater than 1 year \$'000
<u>Non-derivatives</u>				
Bank debt	129,000	(136,337)	(4,892)	(131,445)
Lease liabilities	828,882	(1,018,859)	(164,454)	(854,405)
Trade and other payables	45,276	(45,276)	(45,276)	-
Total non-derivatives	1,003,158	(1,200,472)	(214,622)	(985,850)
<u>Derivatives</u>				
Interest rate derivatives used for hedging	(1,667)	2,318	2,318	-
2023				
	Carrying amount \$'000	Contractual cash flows \$'000	12 months or less \$'000	Greater than 1 year \$'000
<u>Non-derivatives</u>				
Bank debt	117,000	(129,577)	(5,031)	(124,546)
Lease liabilities	691,425	(833,008)	(133,264)	(699,744)
Trade and other payables	55,207	(55,207)	(55,207)	-
Total non-derivatives	863,632	(1,017,792)	(193,502)	(824,290)
<u>Derivatives</u>				
Interest rate derivatives used for hedging	(3,488)	4,005	2,280	1,725

The contractual cashflows for the bank debt includes commitment fees for undrawn debt and fees for active bank guarantees. The Group's banking facilities loan agreement includes a change of control clause that triggers a review in the event of a change of control. The banking syndicate could cancel the facility as a result of such review. As at 31 December 2024 balance date, no change of control event is anticipated and therefore the bank debt is assessed as non-current in line with the existing maturity dates of the facility.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

24. Financial risk management (continued)

c) Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices will affect the Group's income or the value of its holdings of financial instruments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

i) Management of currency risk

The Group operates in New Zealand and therefore is exposed to foreign exchange transaction risks with respect to the New Zealand dollar. Foreign exchange transaction risk arises when future commercial transactions and recognised assets and liabilities are denominated in a currency that is not the entity's functional currency and through net investments in foreign operations. The risk is measured using cash flow forecasting. The Group has an accounting exposure to movements in the AUD/NZD exchange rate in consolidating the NZD net assets of oOh!media Street Furniture New Zealand, and its subsidiaries at each balance date. Any such movements are booked to the Group's foreign currency translation reserve (FCTR).

Based on the exposure, the Group has not deemed it necessary to hedge this exposure in the period or the prior period.

ii) Interest rate risk

The Group's main interest rate risk arises from long-term borrowings. Borrowings issued at variable interest rates expose the Group to cash flow interest rate risk. Borrowings issued at fixed rates expose the Group to fair value interest rate risk.

The Group's interest rate policy is to fix estimated interest rate risk exposure at a minimum of 50% for a period of at least 12 months or as otherwise determined by the Board.

The Group manages its cash flow interest rate risk by using floating to fixed interest rate derivatives. Such interest rate derivatives have the economic effect of converting borrowings from floating rates to fixed rates. Generally, the Group raises long-term borrowings at floating rates and hedges them into fixed rates using a mixture of swaps and options. Under the interest rate derivatives, the Group agrees with other parties to exchange, monthly or quarterly, the difference between fixed contract rates and floating rate interest amounts calculated by reference to the agreed notional principal amounts.

At the reporting date the interest rate profile of the Group's interest-bearing financial instruments as reported to the management of the Group was as follows:

Fixed rate instruments

Financial liabilities ⁽¹⁾

Variable rate instruments

Financial assets ⁽²⁾

Financial liabilities ⁽³⁾

	31 Dec 24 \$'000	31 Dec 23 \$'000
Fixed rate instruments		
Financial liabilities ⁽¹⁾	828,882	691,425
Variable rate instruments		
Financial assets ⁽²⁾	19,787	31,647
Financial liabilities ⁽³⁾	129,000	117,000

⁽¹⁾ Fixed rate instruments are leases.

⁽²⁾ Financial assets are cash.

⁽³⁾ Financial liabilities are borrowings.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

24. Financial risk management (continued)

ii) Interest rate risk (continued)

Cash flow hedges

The amounts at the reporting date relating to items designated as hedged items were as follows:

	Change in value used for calculating hedge ineffectiveness	
	31 Dec 24	31 Dec 23
Interest rate risk	\$'000	\$'000
Variable rate instruments	(1,821)	(1,978)

See also Note 23 Fair values where we have stated the designated portion of the derivative and see contractual cash flows on profile and timing of interest rate derivatives.

In accordance with AASB 9 *Financial Instruments*, there has been a rebalancing of the interest rate derivative (hedging instrument). \$120,000,000 of the hedging instrument remains effective, with \$30,000,000 designated as ineffective as at 31 December 2024.

The amounts relating to items designated as hedging instruments and hedge ineffectiveness are as follows:

	31 Dec 24			During the period - 2024	
	Carrying amount			Changes in the value of the hedging instrument recognised in OCI	Hedge ineffectiveness recognised in profit and loss
	Nominal amount \$'000	Assets \$'000	Liabilities \$'000	\$'000	\$'000
Interest rate derivatives	120,000	1,351	-	(1,456)	(13)

iii) Cash flow sensitivity analysis for variable rate instruments

A change of 100 basis points in interest rates at the reporting date would have increased / (decreased) equity and profit or loss by the amounts shown below. This analysis assumes that all other variables and foreign currency rates remain constant. The analysis was performed on the same basis as 2023.

	2024			
	Profit or loss		Equity	
	100 BP increase \$'000	100 BP decrease \$'000	100 BP increase \$'000	100 BP decrease \$'000
Variable rate instruments	(1,290)	1,290	(1,290)	(1,290)
Interest rate derivatives	210	(210)	866	(866)
Cash flow sensitivity (net)	(1,080)	1,080	(424)	424

	2023			
	Profit or loss		Equity	
	100 BP increase \$'000	100 BP decrease \$'000	100 BP increase \$'000	100 BP decrease \$'000
Variable rate instruments	(1,170)	1,170	(1,170)	1,170
Interest rate derivatives	-	-	1,500	(1,500)
Cash flow sensitivity (net)	(1,170)	1,170	330	(330)

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

24. Financial risk management (continued)

Accounting policy: Financial instruments

a) Initial recognition and measurement

Trade receivables and debt securities are initially recognised when they are originated. Other financial assets/liabilities are recognised when the Group becomes a party to the contractual provisions of the instrument.

Trade receivables are initially measured at the transaction price. Financial assets / liabilities are initially measured at fair value (together with any transaction costs which are directly attributable to the acquisition of the asset, or cost of the liability).

Classification and subsequent remeasurement

Three principal classification categories for financial assets exist:

- i) measured through amortised cost;
- ii) fair value through other comprehensive income (FVOCI); and
- iii) fair value to the consolidated statement of profit or loss (FVTPL).

Financial assets are classified according to the business model in which the asset is managed and according to its contractual cash flow characteristics. They will not subsequently be reclassified unless the Group changes its business model for managing financial assets. If the business model changes, all financial assets would be reclassified on the first day of the reporting period after which the change took place.

A financial asset is measured at amortised cost if it is held within a business model whose objective is to hold assets to collect contractual cash flows and contractual terms give rise to cash flows of principal and interest on specific dates. When assessing whether cash flows represent solely principal and interest, the Group considers factors which may affect the timing and amount of the cash flows, such as contingent events, contractual terms and prepayment or extensions features.

All derivative financial assets are measured as FVTPL. At inception, the Group may also irrevocably designate that a financial asset be measured as FVTPL, even though it would otherwise be measured as amortised cost or FVOCI, if such an election eliminates (or significantly reduces) an accounting mismatch which would otherwise occur.

Subsequent remeasurement of	Remeasured at	Gains / Losses	Other considerations
Financial assets at FVTPL	Fair value	Profit or loss	Does not apply to hedging instruments (refer to (d) below)
Financial assets at amortised cost	Amortised cost using the effective interest method	Profit or loss	Amortised cost is reduced by any impairment losses
Financial liabilities at FVTPL	Fair value	Profit or loss	Does not apply to hedging instruments (refer to (d) below)
Financial liabilities at amortised cost	Amortised cost using the effective interest method	Profit or loss	-

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

24. Financial risk management (continued)

b) Derecognition

Financial assets

The Group will de-recognise a financial asset when any of the following occur:

- expiration of the contractual right to receive cash flow from the asset; or
- a transaction occurs which results in the Group transferring substantially all the risks and rewards of ownership of the asset and therefore it also transfers the right to receive cash flows from the asset; or
- although the Group does not transfer the risks and rewards of ownership, it no longer retains control of the asset.

Financial liabilities

The Group will derecognise a financial liability when any of the following occur:

- contractual obligations are discharged, cancelled or expire; or
- the terms are modified, such that the cash flows are also modified. In this situation, a new financial liability would be recognised, at fair value, based on the modified terms.

c) Offsetting

The Group may only offset financial assets and liabilities (or present them on a net basis) in circumstances where there is a legally enforceable right to do so and the Group intends to settle the asset and liability on a net basis, or simultaneously.

d) Derivative financial instruments and hedge accounting

The Group holds derivative financial instruments to hedge its interest rate risk exposure. Derivatives are initially measured at fair value. Subsequent changes in fair value are recognised in OCI.

The Group designates certain instruments as cash flow hedges to minimise the variability in cash flows associated with highly probable forecast transactions arising from changes in interest rates.

The risk management objective and strategy for undertaking a hedge, are documented at the inception of the hedging relationship. The Group also documents the economic relationship between the hedged item and the hedging instrument (including whether the changes in cash flows of the hedged item and hedging instrument are expected to offset).

The accounting policy for cash flow hedges is as follows:

- When a derivative is designated as a cash flow hedging instrument, the effective portion of changes in the fair value of the derivative is recognised in OCI and accumulated in the hedging reserve. Any ineffective portion of changes in the fair value of the derivative is recognised immediately in profit or loss.
- The amount accumulated in equity is retained in OCI and reclassified to profit or loss in the same period or periods during which the hedged item affects profit or loss.

If the hedging instrument no longer meets the criteria for hedge accounting, expires or is sold, terminated or exercised, or the designation is revoked, then hedge accounting is discontinued prospectively. If the forecast transaction is no longer expected to occur, then the amount accumulated in equity is reclassified to profit or loss.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

25. List of subsidiaries and equity accounted investees

Subsidiaries and equity accounted investees

The consolidated financial statements incorporate the assets, liabilities and results of the following subsidiaries in accordance with the accounting policy described in Note 3(a):

Name of entity	Country of incorporation	Ownership %	
		2024	2023
Outdoor Media Operations Pty Ltd	Australia	100%	100%
oOh!media Group Pty Limited	Australia	100%	100%
oOh!media Street Furniture Pty Limited	Australia	100%	100%
oOh!media Operations Pty Limited	Australia	100%	100%
oOh!media Produce Pty Limited	Australia	100%	100%
oOh!media Assets Pty Limited	Australia	100%	100%
oOh!media Factor Pty Limited	Australia	100%	100%
oOh!media Digital Pty Limited	Australia	100%	100%
oOh!media Retail Pty Limited	Australia	100%	100%
oOh!media Lifestyle Pty Limited	Australia	100%	100%
oOh!media Shop Pty Limited	Australia	100%	100%
oOh!media Roadside Pty Limited	Australia	100%	100%
oOh!media MEP Pty Limited	Australia	100%	100%
oOh!media Regional Pty Limited	Australia	100%	100%
Red Outdoor Pty Ltd	Australia	100%	100%
Closebuys Pty Limited	Australia	83%	83%
oOh!media Café Screen Pty Limited	Australia	100%	100%
Eye Corp Pty Limited	Australia	100%	100%
Eye Corp Australia Pty Ltd	Australia	100%	100%
oOh!media Fly Pty Limited	Australia	100%	100%
Eye Drive Sydney Pty Ltd	Australia	100%	100%
Eye Outdoor Pty Limited	Australia	100%	100%
Eye Mall Media Pty Limited	Australia	100%	100%
Eye Drive Melbourne Pty Ltd	Australia	100%	100%
oOh!media Study Pty Limited	Australia	100%	100%
Outdoor Plus Pty Limited	Australia	100%	100%
Eye Shop Pty Limited	Australia	100%	100%
Homemaker Media Pty Ltd	Australia	100%	100%
oOh!media Office Pty Ltd	Australia	100%	100%
Inlink Office Pty Ltd	Australia	100%	100%
Inlink Café Pty Ltd	Australia	100%	100%
Inlink Fitness Pty Ltd	Australia	100%	100%
Executive Channel International Pty Ltd	Australia	100%	100%
Executive Channel Pty Ltd	Australia	100%	100%
InTheMix dot com dot au Pty Ltd	Australia	100%	100%
Thought By Them Pty Ltd	Australia	100%	100%
QJump Australia Pty Limited	Australia	100%	100%
Fasterlouder Pty Limited	Australia	100%	100%
Sound Alliance Nominees Pty Ltd	Australia	100%	100%
Cactus Imaging Pty Ltd	Australia	100%	100%
Cactus Imaging Holdings Pty Ltd	Australia	100%	100%
oOh!media Locate Pty Ltd	Australia	100%	100%
oOh!media Street Furniture New Zealand Limited	New Zealand	100%	100%
oOh!media New Zealand Limited	New Zealand	100%	100%
oOh!media Retail New Zealand Limited	New Zealand	100%	100%
oOh!media Study New Zealand Limited	New Zealand	100%	100%
Calibre Audience Measurement Limited	New Zealand	33.3%	33.3%

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

26. Capital commitments

The Group entered contracts to purchase plant and equipment in 2024 for \$22,709,000 (2023: \$18,023,000).

27. Contingencies

Contingent liabilities

Bank guarantees ⁽¹⁾

Bank guarantees

31 Dec 24	31 Dec 23
\$'000	\$'000
52,536	38,264
52,536	38,264

(1) Bank guarantees of \$132,200 (2023: \$198,000) are not included in and do not form part of the debt facility per Note 24 Financial risk management.

Bank guarantees are issued to lessors as part of the Group's commercial lease obligations.

Contingent assets

There are no material contingent assets.

28. Related parties

a) Parent entity and ultimate controlling party

As at 31 December 2024, the parent entity of the Group is oOh!media Limited.

b) Subsidiaries

Interest in subsidiaries is set out in Note 25 List of subsidiaries and equity accounted investees.

c) Transactions with Key Management Personnel

i) Key Management Personnel compensation

The Key Management Personnel compensation comprised:

Short term employee benefits
Post-employment benefits
Share-based benefits

31 Dec 24	31 Dec 23
\$	\$
3,034,973	3,096,286
127,559	123,153
458,517	708,164
3,621,049	3,927,603

Key Management Personnel also participate in the Group's share plans, details of which are discussed in Note 8 Share-based payments. Included in the above is Non-executive Director compensation of \$1,042,301 (2023: \$1,070,846) and post-employment benefits of \$70,227 (2023: \$70,461).

ii) Directors' related party transactions

No director related party transactions occurred during the period.

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

29. Earnings per share

The table below shows the calculation of basic and diluted earnings per share for 2024 and 2023.

	31 Dec 24 \$'000	31 Dec 23 \$'000
Profit attributable to ordinary shareholders	36,577	34,617
Net profit after income tax attributable to equity holders of the parent	36,577	34,617

	Number of shares	
Weighted average number of shares outstanding - basic		
Opening issued ordinary shares balance	538,781,286	581,083,960
Unallocated treasury shares	(3,864,949)	(2,380,714)
Share buy back	-	(29,311,876)
Weighted average number of ordinary shares at 31 December - basic	534,916,337	549,391,370
Weighted average number of shares outstanding - diluted		
Weighted average number of shares outstanding – basic	534,916,337	549,391,370
Effect of performance rights on issue	686,399	1,538,280
Weighted average number of ordinary shares at 31 December - diluted	535,602,736	550,929,650

	31 Dec 24 cents	31 Dec 23 cents
Basic profit earnings per share	6.8	6.3
Diluted profit earnings per share	6.8	6.3

30. Reconciliation of cash flows from operating activities

	31 Dec 24 \$'000	31 Dec 23 \$'000
Cash flows from operating activities		
Profit after income tax for the year	36,577	34,617
Adjustments for:		
Depreciation	159,208	156,907
Amortisation	24,444	25,936
Hedge ineffectiveness	420	626
Borrowing costs	1,270	1,211
Share of (profit) / loss of equity-accounted investees, net of tax	(44)	59
Net exchange differences	-	662
Equity-settled share-based payment transactions	1,049	(182)
	222,924	219,836
Changes in:		
Trade receivables	(5,470)	(4,172)
Deferred tax balances	(11,132)	(12,570)
Other operating assets	(2,011)	2,451
Trade payables	(9,931)	11,594
Other provisions	(452)	2,459
Provision for income taxes payable	(12,916)	(2,579)
Other operating liabilities	(346)	(6,021)
Net cash generated from operating activities	180,666	210,998

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

30. Reconciliation of cash flows from operating activities (continued)

Accounting policy: Cash and cash equivalents

For cash flow statement presentation purposes, cash and cash equivalents includes cash on hand, deposits held at call with financial institutions and other highly liquid investments with original maturities of three months or less that are readily convertible to cash on hand and are subject to an insignificant risk of change in value, net of outstanding bank overdrafts.

31. Auditor's remuneration

Audit and assurance services

KPMG Australia

Audit and review of financial statements

Other assurance services

Total audit and assurance services

Other services

KPMG Australia

Taxation compliance and advisory services

Total other services

Total auditor's remuneration

	31 Dec 24 \$	31 Dec 23 \$
	825,589	871,261
	131,190	2,050
	956,779	873,311
	163,563	158,447
	163,563	158,447
	1,120,342	1,031,758

32. Parent entity disclosures

a) Financial position

Financial position of parent entity at year end

Current assets

Non-current assets

Total assets

Current liabilities

Non-current liabilities

Total liabilities

Net assets

Total equity of parent entity comprising of:

Contributed equity

Treasury shares

Reserves

Total equity

	31 Dec 24 \$'000	31 Dec 23 \$'000
	105,859	117,512
	828,085	828,085
	933,944	945,597
	7,389	20,305
	108,300	103,944
	115,689	124,249
	818,255	821,348
	804,049	804,049
	(6,851)	(4,683)
	21,057	21,982
	818,255	821,348

b) Comprehensive income

Result of parent entity

Profit for the year:

Dividends received from subsidiary

Other comprehensive (loss)

Total comprehensive income for the year

	28,286	26,861
	(537)	(1,115)
	27,749	25,746

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

32. Parent entity disclosures (continued)

c) Parent entity capital commitments for acquisition of property, plant and equipment

The parent entity did not have any capital commitments for the acquisition of property, plant or equipment as at 31 December 2024 (2023: Nil).

d) Guarantees and contingent liabilities

Please refer to Note 27 Contingencies, for information on the guarantees and contingent liabilities of the parent entity.

33. Deed of cross guarantee

On 20 April 2018, the wholly owned subsidiaries listed below entered into a Deed of Cross Guarantee with oOh!media Limited in accordance with ASIC Corporations (Wholly Owned Companies) Instrument 2016/785 thereby relieving them from the *Corporations Act 2001* requirements for preparation, audit and lodgement of financial reports, and Directors' reports.

The effect of the Deed is that the Company guarantees to each creditor payment in full of any debt of the others.

The subsidiaries subject to the Deed are:

Cactus Imaging Holdings Pty Ltd
Cactus Imaging Pty Ltd
Executive Channel International Pty Ltd
Executive Channel Pty Ltd
Eye Corp Pty Limited
Eye Corp Australia Pty Ltd
Eye Drive Melbourne Pty Ltd
Eye Drive Sydney Pty Ltd
Eye Mall Media Pty Limited
Eye Outdoor Pty Limited
Eye Shop Pty Limited
Fasterlouder Pty Limited
Homemaker Media Pty Ltd
Inlink Café Pty Ltd
Inlink Fitness Pty Ltd
Inlink Office Pty Ltd
InTheMix dot com dot au Pty Ltd
oOh!media Assets Pty Limited
oOh!media Café Screen Pty Limited
oOh!media Digital Pty Limited
oOh!media Factor Pty Limited
oOh!media Fly Pty Limited
oOh!media Group Pty Limited
oOh!media Lifestyle Pty Limited
oOh!media Locate Pty Ltd
oOh!media MEP Pty Limited
oOh!media Office Pty Ltd
oOh!media Operations Pty Limited
oOh!media Produce Pty Limited
oOh!media Regional Pty Limited
oOh!media Retail Pty Limited
oOh!media Roadside Pty Limited
oOh!media Shop Pty Limited
oOh!media Street Furniture Pty Limited
oOh!media Study Pty Limited
Outdoor Media Operations Pty Ltd
Outdoor Plus Pty Limited
QJump Australia Pty Limited
Red Outdoor Pty Ltd
Sound Alliance Nominees Pty Ltd
Thought By Them Pty Ltd

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

33. Deed of cross guarantee (continued)

A consolidated statement of profit and loss and other comprehensive income and consolidated statement of financial position, comprising the Company and controlled entities which are a party to the Deed, after eliminating all transactions between parties to the Deed of Cross Guarantee, for the year ended 31 December 2024 is set out as follows:

Consolidated statement of profit or loss and other comprehensive income and retained earnings

	31 Dec 24 \$'000	31 Dec 23 \$'000
Revenue	582,154	579,920
Cost of sales	(176,453)	(188,765)
Gross profit	405,701	391,155
Other (expense) / income	(1,380)	269
Operating expenses, depreciation and amortisation	(314,163)	(304,789)
Finance costs and foreign exchange costs	(51,690)	(43,733)
Profit before tax	38,468	42,902
Tax expense	(10,685)	(15,441)
Profit after tax	27,783	27,461
Effective portion of changes in fair value of cash flow hedges, net of tax	(537)	(1,115)
Other comprehensive (loss) for the period, net of tax	(537)	(1,115)
Total comprehensive income for the period, net of tax	27,246	26,346

Consolidated statement of financial position

	31 Dec 24 \$'000	31 Dec 23 \$'000
Assets		
Cash and cash equivalents	6,598	23,424
Trade and other receivables	92,602	98,639
Inventories	1,382	2,466
Derivative assets	1,667	-
Other current assets	16,231	9,985
Current assets	118,480	134,514
Property, plant and equipment	140,453	131,850
Right-of-use asset	719,472	590,494
Intangible assets	619,994	634,647
Investments	136,966	129,152
Derivative assets	-	3,488
Deferred tax asset	21,698	16,896
Other non-current assets	7,159	5,011
Non-current assets	1,645,742	1,511,538
Total assets	1,764,222	1,646,052
Liabilities		
Trade and other payables	35,443	47,852
Contract liabilities	11,559	5,994
Interest bearing lease liabilities	148,152	121,487
Provisions	2,078	4,191
Employee benefits	10,268	9,465
Income tax payable	4,846	18,827
Current liabilities	212,346	207,816
Loans and borrowings	128,045	115,415
Provisions	8,703	7,929
Employee benefits	2,386	2,270
Interest bearing lease liabilities	664,758	558,696
Deferred tax liabilities	998	3,664
Non-current liabilities	804,890	687,974
Total liabilities	1,017,236	895,790
Net assets	746,986	750,262

Notes to the consolidated financial statements (continued)

For the year ended 31 December 2024

33. Deed of cross guarantee (continued)

Consolidated statement of financial position (continued)

	31 Dec 24	31 Dec 23
	\$'000	\$'000
Equity		
Share capital	804,049	804,049
Reserves	19,261	23,040
Minority interest	10	10
Accumulated losses	(76,334)	(76,837)
Total equity	746,986	750,262

34. Subsequent events

Since the end of the financial year, and after the approval of these consolidated financial statements, the Board has declared a fully franked dividend of 3.50 cents per ordinary share, amounting to \$18,857,000 in respect of the year ended 31 December 2024 (31 December 2023: \$18,857,000). This dividend is payable on 27 March 2025. The financial effect of this dividend has not been brought to account in the consolidated financial statements for the year ended 31 December 2024 and will be recognised in subsequent financial reports.

No other matter or circumstance at the date of this report has arisen since 31 December 2024 that has significantly affected or may affect:

- (a) the operations of the Group;
- (b) the results of those operations in future financial years; or
- (c) the Group's state of affairs in the future financial years.

Consolidated entity disclosure statement

For the year ended 31 December 2024

Set out below are relevant information relating to entities that are consolidated in the consolidated financial statements at the end of the financial year as required by Section 295 (3A) of the Corporations Act 2001.

Entity name	Body corporate or trust	% of share capital held by the Company	Country of incorporation	Country of tax residency
Outdoor Media Operations Pty Ltd	Body corporate	100%	Australia	Australia
oOh!media Group Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Street Furniture Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Operations Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Produce Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Assets Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Factor Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Digital Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Retail Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Lifestyle Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Shop Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Roadside Pty Limited	Body corporate	100%	Australia	Australia
oOh!media MEP Pty Limited	Body corporate	100%	Australia	Australia
oOh!media Regional Pty Limited	Body corporate	100%	Australia	Australia
Red Outdoor Pty Ltd	Body corporate	100%	Australia	Australia
Closebuys Pty Limited	Body corporate	83%	Australia	Australia
oOh!media Café Screen Pty Limited	Body corporate	100%	Australia	Australia
Eye Corp Pty Limited	Body corporate	100%	Australia	Australia
Eye Corp Australia Pty Ltd	Body corporate	100%	Australia	Australia
oOh!media Fly Pty Limited	Body corporate	100%	Australia	Australia
Eye Drive Sydney Pty Ltd	Body corporate	100%	Australia	Australia
Eye Outdoor Pty Limited	Body corporate	100%	Australia	Australia
Eye Mall Media Pty Limited	Body corporate	100%	Australia	Australia
Eye Drive Melbourne Pty Ltd	Body corporate	100%	Australia	Australia
oOh!media Study Pty Limited	Body corporate	100%	Australia	Australia
Outdoor Plus Pty Limited	Body corporate	100%	Australia	Australia
Eye Shop Pty Limited	Body corporate	100%	Australia	Australia
Homemaker Media Pty Ltd	Body corporate	100%	Australia	Australia
oOh!media Office Pty Ltd	Body corporate	100%	Australia	Australia
Inlink Office Pty Ltd	Body corporate	100%	Australia	Australia
Inlink Café Pty Ltd	Body corporate	100%	Australia	Australia
Inlink Fitness Pty Ltd	Body corporate	100%	Australia	Australia
Executive Channel International Pty Ltd	Body corporate	100%	Australia	Australia
Executive Channel Pty Ltd	Body corporate	100%	Australia	Australia
InTheMix dot com dot au Pty Ltd	Body corporate	100%	Australia	Australia
Thought By Them Pty Ltd	Body corporate	100%	Australia	Australia
QJump Australia Pty Limited	Body corporate	100%	Australia	Australia
Fasterlouder Pty Limited	Body corporate	100%	Australia	Australia
Sound Alliance Nominees Pty Ltd	Body corporate	100%	Australia	Australia

Consolidated entity disclosure statement (continued)

Entity name	Body corporate or trust	% of share capital held by the Company	Country of incorporation	Country of tax residency
Cactus Imaging Pty Ltd	Body corporate	100%	Australia	Australia
Cactus Imaging Holdings Pty Ltd	Body corporate	100%	Australia	Australia
oOh!media Locate Pty Ltd	Body corporate	100%	Australia	Australia
oOh!media Street Furniture New Zealand Limited	Body corporate	100%	New Zealand	New Zealand
oOh!media New Zealand Limited	Body corporate	100%	New Zealand	New Zealand
oOh!media Retail New Zealand Limited	Body corporate	100%	New Zealand	New Zealand
oOh!media Study New Zealand Limited	Body corporate	100%	New Zealand	New Zealand
Calibre Audience Measurement Limited	Body corporate	33.3%	New Zealand	New Zealand

FY24 assessment

The list of entities that make up the consolidated accounting group is disclosed above and is consistent with Note 25 of the Consolidated Financial Statements.

For tax purposes, all of these entities are body corporates, their tax residency aligns to their place of incorporation and ownership interest.

Accounting policy: Consolidated entity disclosure statement

Basis of preparation

The Consolidated entity disclosure statement (CEDS) has been prepared in accordance with *the Corporations Act 2001* and includes required information for each entity that was part of the consolidated entity as at the end of the financial year in accordance with AASB 10 *Consolidated Financial Statements*.

The percentage of share capital held for bodies corporate included in the statement represents the economic interest consolidated in these consolidated financial statements either directly or indirectly.

Determination of tax residency

Section 295(3A) of the *Corporations Act 2001* requires that the tax residency of each entity which is included in the CEDS be disclosed. In the context of each entity which was an Australian resident, "Australian resident" has the meaning provided in the *Income Tax Assessment Act 1997*. The determination of tax residency involved judgement as the determination of tax residency is highly fact dependent and there are currently several different interpretations that could be adopted, and which could give rise to a different conclusion on residency.

In determining tax residency, the consolidated entity has applied the following interpretations:

i) Australian tax residency

The consolidated entity has applied current legislation and judicial precedent, including having regard to the Commissioner of Taxation's public guidance in Tax Ruling TR 2018/5.

ii) Foreign tax residency

The consolidated entity has applied current legislation and where available judicial precedent in the determination of foreign tax residency. Where necessary, the consolidated entity has used independent tax advisers in foreign jurisdictions to assist in its determination of tax residency to ensure applicable foreign tax legislation has been complied with.

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Directors' Declaration

Directors' Declaration

1. In the opinion of the Directors of oOh!media Limited (Company):
 - a) the consolidated financial statements and notes of the Group that are set out on pages 65 to 107, for the year ended 31 December 2024, are in accordance with the *Corporations Act 2001 (Cth)*, including:
 - i. giving a true and fair view of the Group's financial position as at 31 December 2024 and of its performance for the year ended on that date; and
 - ii. complying with Australian Accounting Standards and the *Corporations Regulations 2001 (Cth)*;
 - b) the Consolidated entity disclosure statement as at 31 December 2024 set out on pages 108 to 109 is true and correct; and
 - c) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.
2. There are reasonable grounds to believe that oOh!media Limited and the controlled entities will be able to meet any obligations or liabilities to which they are or may become subject to by virtue of the Deed of Cross Guarantee between oOh!media Limited and those controlled entities pursuant to ASIC Corporations (Wholly-owned companies) instrument 2016/785 (Instrument).
3. The Directors have been given the declarations required by section 295A of the *Corporations Act 2001 (Cth)* from the Chief Executive Officer and the Chief Financial Officer for the financial year ended 31 December 2024.
4. The Directors draw attention to Note 2(a) to the consolidated financial statements, which includes a statement of compliance with International Financial Reporting Standards.

Signed in accordance with a resolution of the Directors.

On behalf of the Board



Tony Faure

Chair

24 February 2025

Sydney



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12

Independent Auditor's Report



Independent Auditor's Report

To the shareholders of oOh!media Limited

Report on the audit of the Financial Report

Opinion

We have audited the **Financial Report** of oOh!media Limited (the Company).

In our opinion, the accompanying Financial Report of the Company gives a true and fair view, including of the **Group's** financial position as at 31 December 2024 and of its financial performance for the year then ended, in accordance with the *Corporations Act 2001*, in compliance with *Australian Accounting Standards* and the *Corporations Regulations 2001*.

The **Financial Report** comprises:

- Consolidated statement of financial position as at 31 December 2024
- Consolidated statement of profit or loss and other comprehensive income, Consolidated statement of changes in equity, and Consolidated statement of cash flows for the year then ended
- Consolidated entity disclosure statement and accompanying basis of preparation as at 31 December 2024
- Notes, including a summary of material accounting policies
- Directors' Declaration.

The **Group** consists of the Company and the entities it controlled at the year end or from time to time during the financial year.

Basis for opinion

We conducted our audit in accordance with *Australian Auditing Standards*. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the Financial Report* section of our report.

We are independent of the Group in accordance with the *Corporations Act 2001* and the ethical requirements of the *Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the Financial Report in Australia. We have fulfilled our other ethical responsibilities in accordance with these requirements.

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Key Audit Matters

The **Key Audit Matters** we identified are:

- Lease accounting
- Recoverable amount of goodwill

Key Audit Matters are those matters that, in our professional judgement, were of most significance in our audit of the Financial Report of the current period.

These matters were addressed in the context of our audit of the Financial Report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Lease accounting

Refer to Notes 12 and 17 to the Financial Report

The key audit matter	How the matter was addressed in our audit
The accounting requirements of AASB 16 <i>Leases</i> are inherently complex, where specific and individualised lease-features drive different accounting outcomes, increasing the need for interpretation and judgement. This increases our audit effort and is a key audit matter. We focused on: • High volume of leases – the Group has a high volume of individualised lease agreements required to be assessed in determining the lease liability and right-of-use asset. A focus for us was the accuracy of multiple and varied inputs which may drive different accounting outcomes, including key terms of the lease agreements, such as key dates, fixed rent payments, renewal options and incentives. • Complex modelling process – the Group developed a lease calculation model, which is largely manual and complex, and therefore is at greater risk for potential error and inconsistent application. • Relative magnitude – the size of balances has a significant financial impact on the Group's financial position and performance. The most significant areas of judgement we focused on were in assessing the Group's: • Incremental borrowing rates used – these reflect the Group's entity specific credit risk and vary based on each lease term. Incremental borrowing rates have been	Our procedures included: • We considered the appropriateness of the Group's accounting policies against the requirements of the accounting standard and our understanding of the business and industry practice. • We obtained an understanding of the Group's processes used to calculate the lease liability, right-of-use asset, depreciation and interest expense. • We compared the Group's inputs in the lease calculation model, such as, key dates, fixed rent payments, renewal options and incentives, for consistency to the relevant terms of a sample of underlying signed lease agreements. • We assessed the Group's estimate of whether it is reasonably certain to exercise lease renewal options. We compared key management judgement for consistency to board approved plans, strategies and past practices. • We checked key inputs into the incremental borrowing rate to published authoritative sources. • Working with our modelling specialists, we assessed the integrity of the Group's lease calculation model used, including the accuracy of the underlying calculation formulas. We assessed the disclosures in the financial report using our understanding obtained from our testing

determined internally using the same method as previously engaged external experts. Lease terms where leases have renewal options – assessing the Group’s judgement of whether it is reasonably certain renewal options will be exercised impacts the measurement of the lease, therefore is important to the accuracy of the accounting. We involved our senior audit team members in assessing these areas.	and against the requirements of the accounting standard.
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Recoverable amount of goodwill (\$607 million)

Refer to Notes 13 and 14 to the Financial Report

The key audit matter	How the matter was addressed in our audit
The Group’s annual testing of goodwill for impairment is a key audit matter, given the size of the balance (being 34% of total assets) and the degree of judgement applied by the Group. We focused on the significant forward-looking assumptions the Group applied in its discounted cash flow models (“DCF models”) for New Zealand, including: - Forecast cash flows – there is inherent uncertainty around future cash flows, including cost assumptions, due to the short term, non-recurring nature of customer contracts, as well as continued uncertainty due to volatile macroeconomic conditions affecting the Group’s customers. Heightened risk exists in the New Zealand forecast cash flows regarding the uncertainty of the Auckland Transport contract tender increasing the risk of goodwill being impaired, inaccurate forecasts or a significantly wider range of possible outcomes for us to consider. - Forecast compound annual growth rates (CAGR), including terminal growth rates – in addition to the uncertainties described above, the Group’s DCF models for New Zealand are sensitive to small changes in these assumptions, reducing available headroom. The Group uses complex DCF models to	Our procedures included: - We considered the appropriateness of the DCF method applied by the Group to perform the annual test of goodwill for impairment against the requirements of the accounting standards. - We assessed the integrity of the DCF models used, including the accuracy of the underlying calculation formulas. - We compared the forecast cash flows contained in the DCF models to Board approved forecasts. - We assessed the accuracy of previous Group forecasts to inform our evaluation of forecasts incorporated in the models. - We considered the Group’s determination of their CGUs based on our understanding of the operations of the Group’s business against the requirements of the accounting standards. - We considered the sensitivity of the DCF models by varying assumptions, such as forecast CAGR, EBITDA margins, terminal growth rates and discount rates, within a reasonably possible range. We did this to identify any CGU at higher risk of impairment and those key assumptions at

perform their annual testing of goodwill for impairment. The DCF models are largely manually developed, use adjusted historical performance, and a range of internal and external sources as inputs to the assumptions. Complex modelling, using forward-looking assumptions tend to be prone to greater risk for potential bias, error and inconsistent application. These conditions necessitate additional scrutiny by us, in particular to address the objectivity of sources used for assumptions, and their consistent application.

In addition to the above, the carrying amount of the net assets of the Group exceeded the Group's market capitalisation at year end, increasing the possibility of goodwill being impaired. This further increased our audit effort in this key audit area.

a higher risk of bias or inconsistency in application and to focus our further procedures.

- We compared key events to the Board-approved plan and strategy. We compared forecast CAGR and terminal growth rates to published studies of industry trends and expectations of forecast advertising spend, and considered differences for the Group's operations. We challenged the Group's New Zealand DCF model, specifically, the forecast cash flows, including cost assumptions, and forecast CAGR in the Auckland Transport contract retention, loss and weighted scenarios. We used our knowledge of the Group, their past performance, business and customers, the Auckland Transport contract tender, and our industry experience.
- We assessed the Group's reconciliation of differences between the year-end market capitalisation and the carrying amount of the net assets.

We assessed the disclosures in the financial report using our understanding obtained from our testing against the requirements of the accounting standards.

Other Information

Other Information is financial and non-financial information in oOh!media Limited's annual report which is provided in addition to the Financial Report and the Auditor's Report. The Directors are responsible for the Other Information.

Our opinion on the Financial Report does not cover the Other Information and, accordingly, we do not express an audit opinion or any form of assurance conclusion thereon, with the exception of the Remuneration Report and our related assurance opinion.

In connection with our audit of the Financial Report, our responsibility is to read the Other Information. In doing so, we consider whether the Other Information is materially inconsistent with the Financial Report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

We are required to report if we conclude that there is a material misstatement of this Other Information, and based on the work we have performed on the Other Information that we obtained prior to the date of this Auditor's Report we have nothing to report.

Responsibilities of the Directors for the Financial Report

The Directors are responsible for:

- preparing the Financial Report in accordance with the *Corporations Act 2001*, including giving a

true and fair view of the financial position and performance of the Group, and in compliance with *Australian Accounting Standards* and the *Corporations Regulations 2001*

- implementing necessary internal control to enable the preparation of a Financial Report in accordance with the *Corporations Act 2001*, including giving a true and fair view of the financial position and performance of the Group, and that is free from material misstatement, whether due to fraud or error
- assessing the Group and Company's ability to continue as a going concern and whether the use of the going concern basis of accounting is appropriate. This includes disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless they either intend to liquidate the Group and Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the Financial Report

Our objective is:

- to obtain reasonable assurance about whether the Financial Report as a whole is free from material misstatement, whether due to fraud or error; and
- to issue an Auditor's Report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with *Australian Auditing Standards* will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error. They are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the Financial Report.

A further description of our responsibilities for the audit of the Financial Report is located at the *Auditing and Assurance Standards Board* website at:

https://www.auasb.gov.au/media/bwvjcgre/ar1_2024.pdf. This description forms part of our Auditor's Report.

Report on the Remuneration Report

Opinion

In our opinion, the Remuneration Report of oOh!media Limited for the year ended 31 December 2024 complies with *Section 300A* of the *Corporations Act 2001*.

Directors' responsibilities

The Directors of the Company are responsible for the preparation and presentation of the Remuneration Report in accordance with *Section 300A* of the *Corporations Act 2001*.

Our responsibilities

We have audited the Remuneration Report included in pages 40 to 58 of the Directors' Report for the year ended 31 December 2024.

Our responsibility is to express an opinion as to whether the Remuneration Report complies in all material respects with *Section 300A* of the *Corporations Act 2001*, based on our audit conducted in accordance with *Australian Auditing Standards*.



KPMG



Kristen Peterson

Partner

Sydney

24 February 2025

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Shareholder Information

Shareholder Information

Voting rights

The voting rights attaching to each class of equity securities are set out below:

Ordinary shares:

- On a show of hands, every member present at a meeting has one vote.
- On a poll, every member present at a meeting has one vote for each share held as at the record time by the member entitling the member to vote.

Performance Rights:

holders of Performance Rights do not have any voting rights on the Performance Rights held by them.

Unless otherwise stated, the shareholder information set out below is current as at 26 February 2025.

Distribution of equity securities

Analysis of number of equity security holders by size of holding:

Range	# of holders	% of holders	# of shares	% of shares
1 – 1,000	2,011	38.07%	1,010,848	0.19%
1,001 – 5,000	1,956	37.02%	5,004,833	0.93%
5,001 – 10,000	602	11.40%	4,583,462	0.85%
10,001 – 100,000	653	12.36%	17,461,359	3.24%
100,001 and over	61	1.15%	510,720,784	94.79%
Total number of security holders	5,283	100.00%	538,781,286	100.00%
Holders holding less than a marketable parcel of shares (being a parcel of 325 shares based on a closing price of \$1.540 on 26 February 2025)	608	11.51%	71,858	-

Restricted securities or securities subject to voluntary escrow

As at the date of the Annual Report, there are currently no restricted securities on issue or securities subject to voluntary escrow.

On-market buy back

There is no current on-market buy back.

Securities purchased on-market

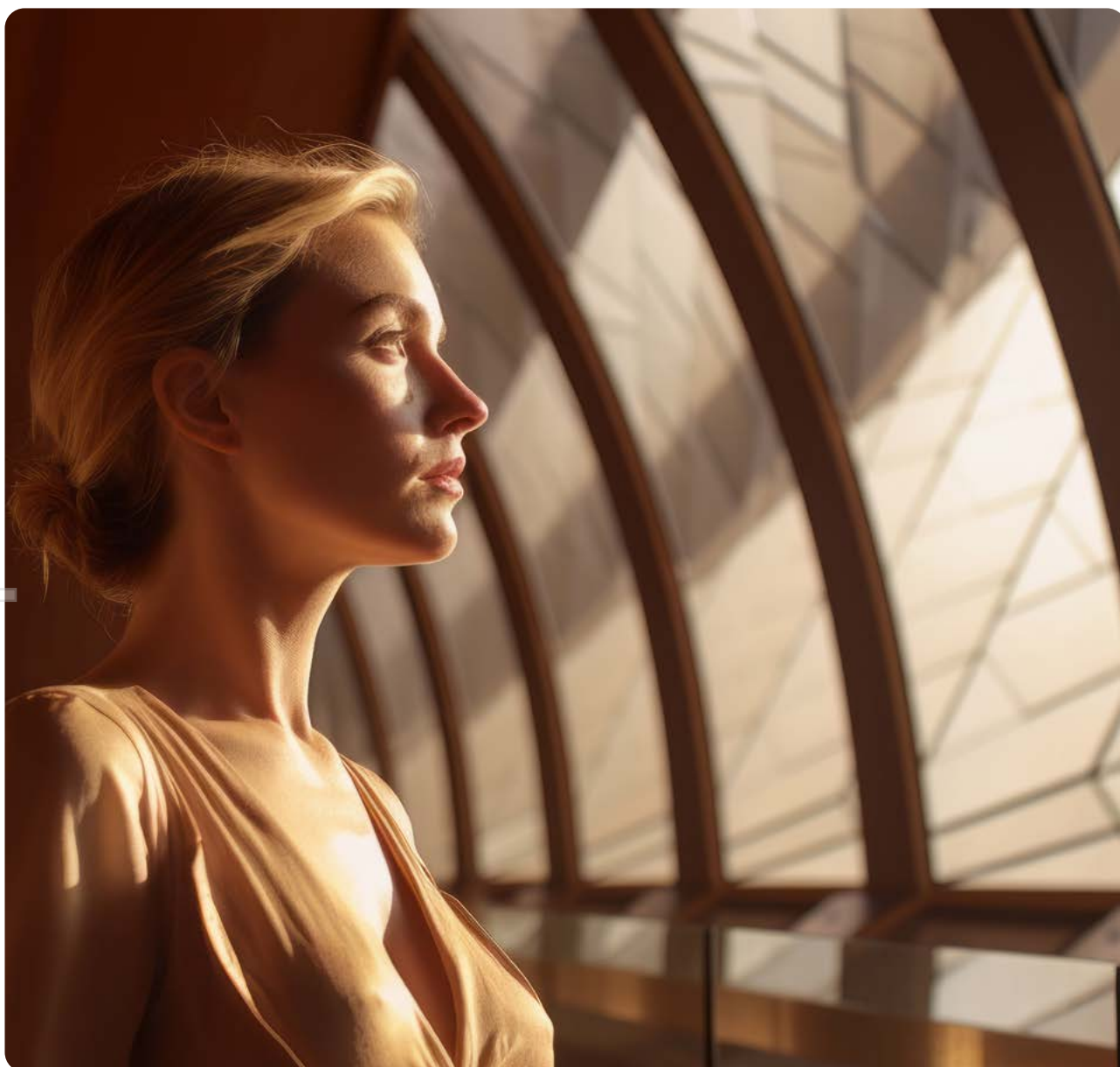
During FY2024, oOh!'s Employee Share Trust purchased a total of 2,000,000 shares at an average price of \$1.80.

Performance rights

For the purposes of ASX Listing Rule 10.15.11, Cathy O'Connor was issued with 504,340 Performance Rights as approved by Shareholders on 16 May 2024.

Unquoted equity securities

Range	# of holders	# of securities	% of securities
1 – 1,000	0	0	0
1,001 – 5,000	0	0	0
5,001 – 10,000	0	0	0
10,001 – 100,000	10	464,405	15.00%
100,001 and over	9	2,664,492	85.00%
Total	19	3,128,897	100.00%



Twenty largest quoted equity security holders

20 largest holders (registered holder)	# of ordinary shares held	% of ordinary shares held
HSBC Custody Nominees (Australia) Limited	210,139,157	39.00%
J P Morgan Nominees Australia Pty Limited	132,208,059	24.54%
Citicorp Nominees Pty Limited	102,435,270	19.01%
BNP Paribas Nominees Pty Ltd	20,010,341	3.71%
HSBC Custody Nominees (Australia) Limited	11,477,078	2.13%
National Nominees Limited	5,541,557	1.03%
Pacific Custodians Pty Limited	3,830,158	0.71%
Pacific Custodians Pty Limited	3,375,487	0.63%
BNP Paribas Noms Pty Ltd	3,017,223	0.56%
Masfen Securities Limited	2,300,000	0.43%
Neweconomy Com Au Nominees Pty Limited	2,004,274	0.37%
BNP Paribas Nominees Pty Ltd	1,454,067	0.27%
BNP Paribas Noms Pty Ltd	1,332,868	0.25%
Warbont Nominees Pty Ltd	911,534	0.17%
Mr Todd Andrew Langsford	800,850	0.15%
BNP Paribas Nominees Pty Ltd	752,484	0.14%
Mrs Sharmini Kunasingam + Mr Juvarajan K Sivalingam	686,000	0.13%
Akat Investments Pty Ltd	500,000	0.09%
Seymour-Newton Pty Ltd	474,583	0.09%
UBS Nominees Pty Ltd	392,935	0.07%
TOTAL HELD BY TOP 20 LARGEST HOLDERS	503,643,925	93.48%
OTHER	35,147,361	6.52%
TOTAL	538,781,286	100%

Substantial holders as at 4 March 2025 (as disclosed in substantial holding notices given to the Company in accordance with the Corporations Act)

Holder	# of ordinary shares held	% of ordinary shares held
Virtus Group	50,806,380	9.43%
Yarra Funds Management Limited	46,557,151	8.64%
Fisher Funds Management	39,443,557	7.32%
Harris Associates	38,581,924	7.16%
Challenger Limited	28,467,628	5.28%
Australian Retirement Trust Pty Ltd	28,270,647	5.25%
Lennox Capital Partners Pty Ltd	27,667,628	5.14%
Vinva Investment Management Limited	27,323,042	5.07%

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14 Glossary

Glossary

Term	Meaning/definition
AASB	Australian Accounting Standards Board
AGM	Annual General Meeting
ASIC	Australian Securities and Investments Commission
ASX	Australian Securities Exchange, as operated by ASX Limited ABN 98 008 624 691
AUD, A\$, \$ or Australian dollar	The lawful currency of the Commonwealth of Australia
Auditor	KPMG
Australian Accounting Standards	Australian Accounting Standards and other authoritative pronouncements issued by the Australian Accounting Standards Board and Urgent Issues Group Interpretations
Board or Board of Directors	The board of Directors of oOh!media Limited
CAGR	Compound Annual Growth Rate
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CGU	Cash Generating Unit
Company	oOh!media Limited ACN 602 195 380
Company Secretary	The Company Secretary of oOh!media as appointed from time-to-time
Constitution	The constitution of the Company
Corporations Act	<i>Corporations Act 2001</i> (Cth)
CY20	Financial year ended 31 December 2020
CY21	Financial year ended 31 December 2021
CY22	Financial year ended 31 December 2022
CY23	Financial year ended 31 December 2023
CY24	Financial year ended 31 December 2024
CY25	Financial year ended 31 December 2025
Digital revenue	Revenue from digital advertising display panels
Director	Each of the Directors of oOh!media as appointed to the position from time-to-time
EBIT	Earnings before interest and taxation
EBITDA	Earnings before interest, taxation, depreciation and amortisation
EPS	Earnings Per Share
FAR	Fixed annual remuneration
FCTR	Foreign Currency Translation Reserve
Group	oOh!media Limited and its subsidiaries
GST	Goods and services or similar tax imposed in Australia and New Zealand
IASB	International Accounting Standards Board
IFRS	International Financial Reporting Standards
KMP	Key Management Personnel
KPMG	KPMG ABN 51 194 660 183
Listing	The admission of oOh!media to the Official List of the ASX
Listing Rules	The Official Listing Rules of ASX
LTI	Long term incentive as payable under the LTI Plan
LTI Plan	oOh!media's long-term incentive plan, as amended by oOh!media from time-to-time

Term	Meaning/definition
Management	The management of oOh!media
MD	Managing Director
MOVE	Measurement of Outdoor Visibility and Exposure, Australia's national Out of Home audience measurement system
n/a	Not applicable
NCI	Non-controlling Interest
NED	Non-executive Director
NPAT	Net profit after tax
NPATA	Net profit after tax before amortisation of acquired intangibles
NZD	New Zealand Dollars
OCI	Other Comprehensive Income
OFR	Operating and Financial Review
OMA	Outdoor Media Association, the peak national industry body that represents most of Australia's traditional and digital outdoor media display companies and production facilities, as well as some media display asset owners.
Officer	An Officer of the Company
OMI	Outdoor Media Investments Limited ABN 32 156 446 187
OML	oOh!media Limited ACN 602 195 380
oOh!	oOh!media Limited ACN 602 195 380
oOh!media	oOh!media Limited ACN 602 195 380
Out of Home	Out of Home, also commonly referred to as out of home or outdoor advertising, represents the media sector of the advertising industry that communicates with people when they are out of their home
Registry	MUFG Corporate Markets (AU) Limited ABN 54 083 214 537
Rights	Rights to shares granted pursuant to the LTI Plan
Senior Executive	The senior executive management of oOh!media
Share of security	A fully paid ordinary share in oOh!media
Share registry	MUFG Corporate Markets (AU) Limited ABN 54 083 214 537
Shareholder	The registered holder of a Share
SMI	Standard Media Index
STI	Short term incentive payable under the STI Plan
STI Plan	oOh!media's short term incentive plan, as amended by oOh!media from time-to-time
TSR	Total Shareholder Return
VWAP	Volume weighted average price
WHS	Workplace health & safety
WHSE&S	Work, health, safety, environment & sustainability
WSE	Wellbeing, safety & environment



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Corporate
directory

Corporate directory

oOh!media Limited ACN 602 195 380

Directors:	Tony Faure Chair and Independent Non-executive Director Cathy O'Connor Chief Executive Officer and Managing Director Philippa Kelly Independent Non-executive Director Tim Miles Independent Non-executive Director Joanne Pollard Independent Non-executive Director Andrew Stevens (resigned 24 February 2025) Independent Non-executive Director David Wiadrowski Independent Non-executive Director
Company Secretaries:	Melissa Jones Chris Roberts
Principal registered Office:	Level 2, 73 Miller Street North Sydney NSW 2060 Ph: +61 2 9927 5555
Share register:	MUFG Corporate Markets (AU) Limited Level 12, 680 George Street Sydney NSW 2000 Ph: 1300 554 474
Auditors:	KPMG Tower 3, International Towers Sydney 300 Barangaroo Avenue Sydney NSW 2000
Bankers:	Australia and New Zealand Banking Group Limited Commonwealth Bank of Australia ING Bank (Australia) Limited National Australia Bank Sumitomo Mitsui Banking Corporation Westpac Banking Corporation
Stock exchange listing:	The shares of oOh!media Limited are listed by ASX Ltd on the Australian Securities Exchange trading under the ASX Listing Code "OML".
Website:	www.oohmedia.com.au https://investors.oohmedia.com.au/investor-centre/

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