



oOh!media Limited
ABN 69 602 195 380

15 May 2025

ASX Release

2025 ANNUAL GENERAL MEETING – PRESENTATION

oOh!media Limited (ASX:OML) (oOh! or Company) attaches the presentation to be made at oOh!'s Annual General Meeting being held today.

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

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About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The Company's extensive network of 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

2025 Annual General Meeting

Thursday, 15 May 2025



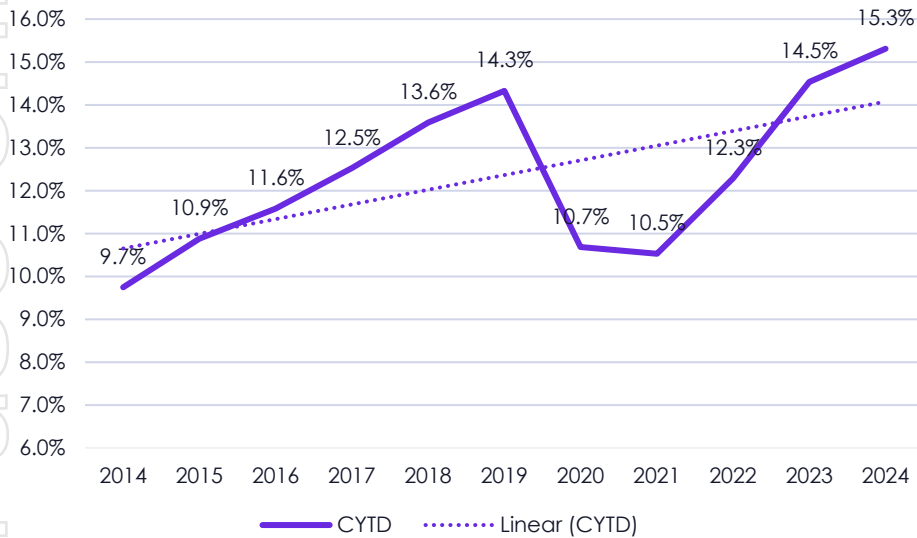


Chair's Address

oOh! investment case

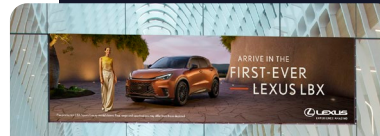
- ! Out of Home (OOH) sector captures record share of agency media¹, and sector revenue is projected to grow by high single to double digits in 2025

OOH share of Total Media (SMI)



One of the fastest growing major media sectors² outpacing Television and Radio.

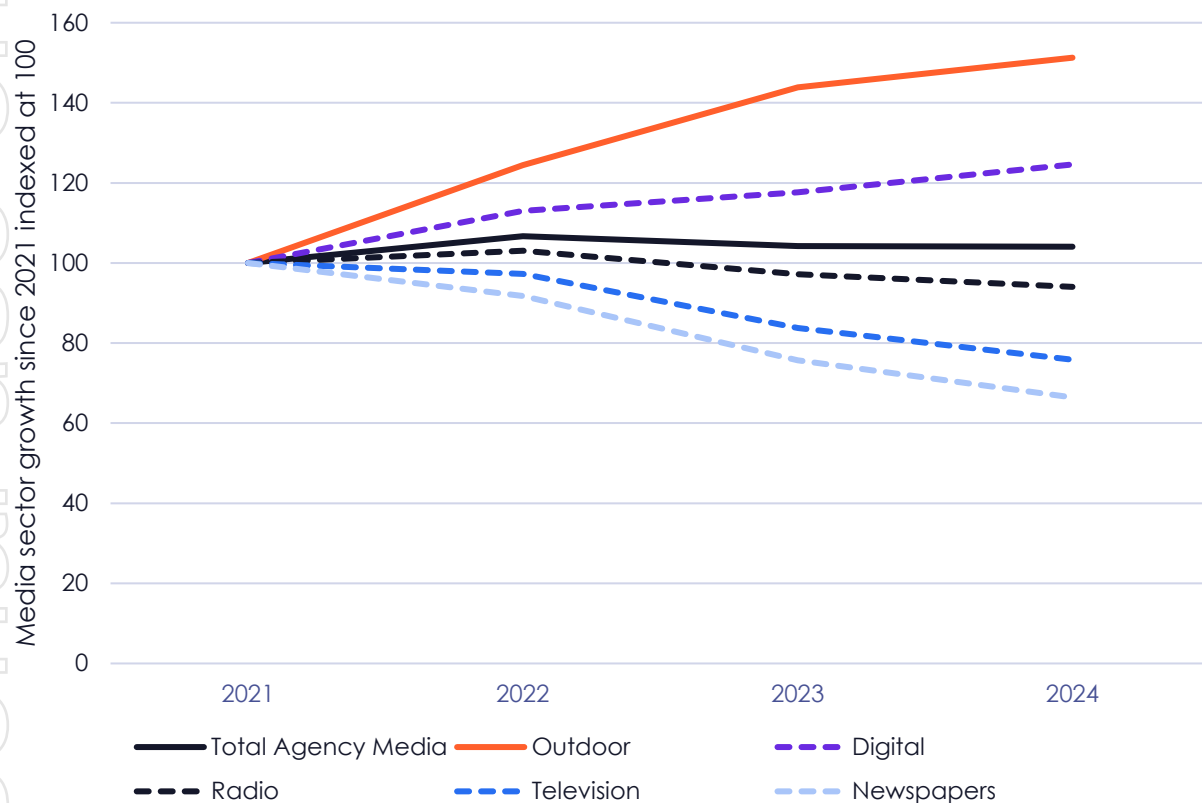
1. Per the Standard Media Index (SMI), which reports on agency media spend, analysing total OOH sector spend as a % of total agency media spend. In Q1 2025 (typically the seasonal high point SMI share for OOH) share has increased to 17.0% versus 15.4% in the pcg
2. Per the Standard Media Index (SMI), analysing CY 2024 spend compared to CY 2023. OOH sector spend grew 5% on the pcg compared to -9% decline for TV and -3% decline for Radio
3. Per MOVE 1.5, 2024, weekly reach of oOh! MOVE measured assets, 5 capital cities



ANZ's #1 OOH company, reaching over 98% of metropolitan Australians weekly³

- ! Experienced team, committed to revenue growth with cost efficiency and contract discipline
- ! ANZ's largest and most diverse network, with over 35,000 assets

Out of Home growth has outperformed TV, radio and digital post-COVID



Out of Home growth will continue to capture the spend shift from traditional media through the following industry drivers:

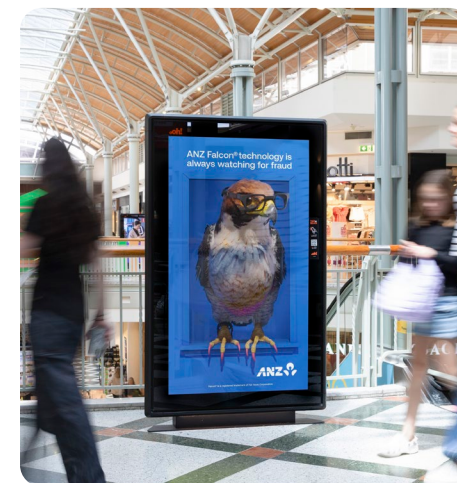
- ! Lower CPMs compared to other media, generating higher ROI for advertisers
- ! Common currency of audience measurement and tracking through MOVE 2.0
- ! Growing populations and audiences, and further investment in new digital assets in market
- ! Continuing innovation in digital campaign creative and content to drive greater engagement with audiences



CEO's Address

Results in Focus

- ! **CY24 revenue \$636M, with** momentum building in 2H 2024, and accelerating in 1Q 2025
- ! **Retaining strong contract discipline** and taking action to preserve robust margins
- ! **Successful contract wins, with \$38M of** incremental annualised revenue starting from 2025
- ! **reo continues momentum with three** new contracts signed – Petbarn and Officeworks, Australia Post (pilot)
- ! **Right-sizing of cost base now setting** platform for growth in 2025



oOh! set to cement leadership position
and accelerate growth ambitions through
three strategic pillars

01.

Energise our go-to-market

Strengthening sales leadership, and making it easier for our customers to do business with us

02.

Unlock our network potential

Win the right mix of high-value contracts at the right price

03.

Lead in retail media

Build a market-leading independent retail media business that taps into new revenue streams

Trading Update & Outlook

Strong 2H24 momentum continuing into CY25

- **Q1 total revenue growth of 13% on the pcp, with growth in Australian media revenue of 16%, in line with the Outdoor Media Association (OMA)**
- **Q2 performance is expected to be similar to Q1, with improved share outcomes reflecting effective action taken to drive revenue growth**
- **Market share improvement is expected to continue for the remainder of CY25 as new assets from contracts announced in 2023 and 2024 come online**
- **CY2025 adjusted gross margin is expected to be broadly in line with CY2023/24**
- **Right-sizing of operating cost base as announced in December 2024 and continuing cost discipline expected to deliver net cost savings of ~\$15M and opex base of \$153-155M in CY25, with variable performance incentives possibly taking opex base above this for FY25 given stronger than expected revenue performance**
- **CY2025 capex expected to be between \$45M and \$55M (largely funding new advertising assets), contingent upon development approvals**
- **Gearing expected to remain below 1.0X adjusted underlying EBITDA**
- **Out of Home is expected to continue taking revenue share from other media sectors, benefitting from tailwinds of future interest rate cuts. Sector expecting high single digit to low double growth for CY25**



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