



oOh!media Limited
ABN 69 602 195 380

12 August 2025

ASX Release

Appointment of Managing Director and CEO

oOh!media Limited (ASX:OML) (**oOh!** or the **Company**) announces the appointment of James Taylor as Managing Director and Chief Executive Officer.

Mr Taylor is currently the Managing Director of Special Broadcasting Service (**SBS**), Australia's multicultural and multilingual public broadcaster. He is an influential senior media executive who brings significant and diverse industry experience from over 25 years working in Australian media. He is expected to join oOh! in late 2025 /early 2026.

Mr Taylor's appointment follows the Company's announcement on 29 April 2025 that Managing Director and CEO, Cathy O'Connor, advised of her intention to step down after more than four years leading the Company.

Prior to his appointment as Managing Director in 2018, Mr Taylor served as SBS's Chief Financial Officer for more than five years, with responsibility for finance, strategy, corporate services, legal, and people and culture.

Mr Taylor has previously held senior leadership roles at Deloitte, British Telecom and the Australian Broadcasting Corporation, with a strong focus on corporate strategy, operational efficiency and organisational transformation.

Since taking the helm at SBS, Mr Taylor has led the growth of the broadcaster's digital and technology platforms – notably SBS On Demand, delivering strong advertising revenue growth, and increased total audience consumption. He has deep industry relationships across the media and advertising industries.

Mr Taylor's appointment comes after a comprehensive search process conducted by the Board of oOh! with a leading global executive search firm. The Board firmly believes that Mr Taylor is the right person to lead oOh! through its next multi-year phase of strategy execution and growth given his strong track record of execution demonstrated throughout his career.

Chair of oOh!, Tony Faure, said "We are delighted to welcome James Taylor as our incoming Managing Director and CEO. James is a proven leader in the media industry



with a strong track record of delivery and execution, and we are excited about the growth oriented vision and energy he brings to the Company."

Mr Taylor said he looked forward to taking on the role, "I'm thrilled to be joining oOh! at such an exciting time for the business and the Out of Home sector, the fastest growing sector in the Australian media landscape. I look forward to bringing my experience working in diverse media organisations to oOh!, as well as working collaboratively with the Board and management team to supercharge the delivery of our strategy for the benefit of our customers, people and shareholders."

Mr Taylor will commence as Managing Director and CEO by early 2026 and Ms O'Connor will remain with the Company until January 2026 to ensure an orderly transition and will cease employment with the Company at that time.

Further biographical details Mr Taylor are detailed in Attachment 1.

The material terms of Mr Taylor's employment agreement are summarised in Attachment 2.

This announcement has been authorised for release to the ASX by the Board.

Investor contacts:

Ryan Thompson
0423 151 378
ryan.thompson@sodali.com

Media contact:

Tim Addington
0405 904 287
tim.addington>tagpr.com.au

Saskia West
0452 120 192
saskia.west@sodali.com

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



Attachment 1 – James Taylor biographical details

James Taylor has more than 25 years' experience across the media and telecommunications sectors. He was appointed Managing Director of SBS in October 2018, with his leadership delivering significant digital transformation and record audience and revenue outcomes for the hybrid funded public broadcaster.

James joined SBS in 2012 and prior to his appointment as Managing Director was SBS' Chief Financial Officer for more than six years, during which time he was responsible for a number of functions including People & Culture, Media Sales, Legal and Corporate Strategy.

Prior to SBS, James was a Director of Strategy Consulting at Deloitte and held senior roles at British Telecom and the ABC.

James holds a Bachelor of Business from the University of Technology Sydney, a Master of Commerce from the University of NSW, and has completed Executive Leadership programs at Harvard Business School and the Saïd Business School at Oxford University.

Attachment 2 – Material terms of employment contract

Key term	Description
Position	Managing Director and Chief Executive Officer
Commencement date	To be confirmed subject to existing employment commitments. Anticipated to be late 2025 / early 2026.
Term	No fixed term. Ongoing until terminated by either party in accordance with the Employment Contract (see Termination Notice below).
Total remuneration package	Mr Taylor's remuneration will be the same as the current CEO's remuneration package, however with a higher Superannuation Guarantee Contribution amount of 12%. \$1,344,000 per annum and comprises base salary, non-monetary benefits and superannuation. Non-monetary benefits include novated lease for motor vehicle.
Short Term Incentive	- Mr Taylor will participate in the Company's Short Term Incentive (STI) program. - Mr Taylor's on-target annual STI is \$500,000 based on both Company and individual performance targets set annually. His maximum STI payable is 150% of target. 33% of the total STI payable will be deferred as Restricted Shares and the remaining paid in cash. - The equity component of the STI is subject to shareholder approval at the 2026 Annual General Meeting (AGM).
Long Term Incentive	- Mr Taylor will be invited to participate in oOh!'s Long Term Incentive (LTI) Plan. - In respect of FY26, Mr Taylor will be invited to receive Performance Rights with a face value of \$1,300,000. - The LTI award is subject to shareholder approval at the 2026 AGM. - The Board of oOh! retains discretion to adjust incentives having regard to Company performance and individual conduct.
Commencement Incentives	- If the commencement date is in 2025, in respect of FY25, Mr Taylor will be: - eligible to receive a STI, with the award pro-rated from the commencement date; and - invited to participate in the LTI Plan and receive Performance Rights, with the award pro-rated from the commencement date. - The equity component of the STI and the LTI award is subject to shareholder approval at the 2026 AGM.
Paid Leave	Paid leave is in accordance with the <i>Fair Work Act 2009 (Cth)</i> and other applicable legislation.
Termination	Either party may terminate by the provision of 12 months' notice (which can be worked out, paid in lieu or directed to be placed on alternative duties or not undertake duties (i.e. garden leave) at the discretion of the Company). Termination without notice in certain circumstances including due to serious misconduct.
Post-employment restraints	- Non solicitation in respect of employees, customers, clients and personnel for 12 months. - Non-competition with key competitors in out of home advertising industry and other restricted businesses for 6 months.



Key term	Description
	Both provisions include an acknowledgement that any period of Company directed garden leave during termination notice will be counted towards the post-employment restraint period.
Other terms	The agreement also includes standard terms covering expense reimbursement, conflicts of interest, confidentiality, intellectual property and moral rights assignment, Corporations Act compliance and termination for serious misconduct.

Further details of the oOh!media remuneration framework can be found in the 2024 Remuneration Report.