



oOh!media Limited
ABN 69 602 195 380

18 August 2025

ASX Release

HALF YEAR RESULTS PRESENTATION

oOh!media Limited (ASX:OML) (**oOh!**) attaches its 2025 Half Year presentation.

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

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oOh!media Interim Results

1H 2025

18 August 2025



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.



Agenda

Presenters:

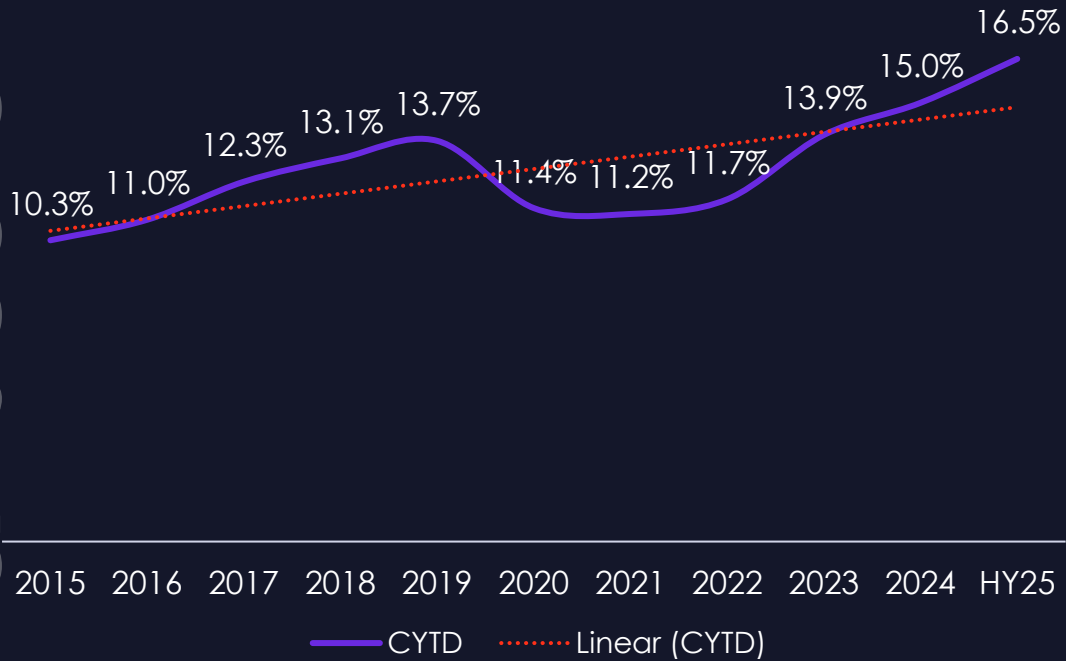
Cathy O'Connor (CEO) and Chris Roberts (CFO)

- Reasons to invest in oOh!
- 1H 2025 Results Summary
- Financials & Commercial Contracts
- Strategy update
- Outlook
- Questions

Reasons to invest in oOh!

Structural tailwinds continue driving strong growth in Out of Home (OOH) advertising, capturing record 16.5% share of agency media ¹

OOH share of Total Media (SMI)



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.

2. Per the Standard Media Index (SMI), analysing H1 2025 spend compared to H1 2024. OOH sector spend grew **13%** on pcp compared to **5%** for Digital and 4% for Cinema, **2%** and **6%** decline for Newspaper and TV.

3. Per MOVE 1.5, 2024, weekly reach of oOh! MOVE measured assets, 5 capital cities



- ! **Fastest growing media sector**²
outpacing Television, Digital, and Radio
- ! **ANZ's #1 OOH company, reaching**
over 98% of metropolitan
Australians weekly³
- ! **ANZ's largest and most diverse**
network, with over 35,000 assets
- ! **Experienced management team**
committed to growth, cost
efficiency and contract discipline



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1H 2025 Operational Highlights

! Sales execution improvements

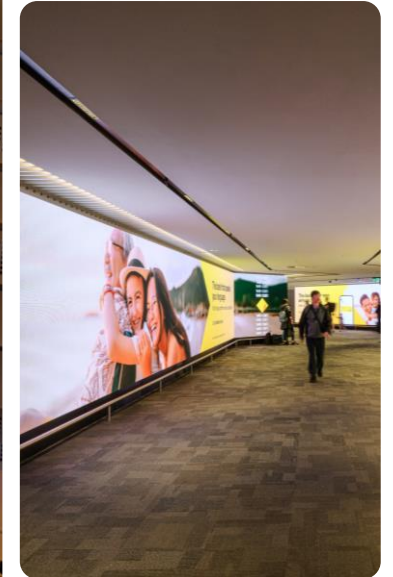
- Strengthened senior sales team
- Aligned sales, product & marketing under a single structure
- Wins in key customer commitment volumes

! Asset roll outs & disciplined wins

- Sydney Metro performing strongly
- New Tent Pole Contract - Transurban Melbourne (and Brisbane)
- Roll out for Waverley Council commenced and Woollahra Council largely completed

! Operational cost savings enabling investment for growth

- Substantial cost-outs established the platform for disciplined growth investments
- Contributed to strong 1H fixed cost leverage
- Refinanced five-year banking facilities will reduce Interest costs from 2H



1H 2025 Key Financials

Record underlying results – excluding \$30m Auckland Transport impairment

KEY PERFORMANCE

METRICS VS PCP¹

Revenue \$336.2m	17%	Gross Profit \$225.6m	16%
Adjusted Gross Margin² 41.8%	(1.3ppts)	Underlying Opex \$73.3m	(4%)
Adjusted Underlying EBITDA² \$62.2m	27%	EBITDA \$153.0m	26%
Adjusted Underlying NPAT² \$26.5m	46%	NPAT (\$11.3m)	(294%)
Adjusted Underlying NPAT per share 4.9 cents	46%	EPS (2.1 cents)	(294%)
Gearing³ 0.7X	Down (0.1X)	Dividend 2.25 cents interim fully franked	29%

1. Comparisons are against the prior corresponding period of 1H 2024
2. Adjusted underlying measures have been provided for understanding underlying earnings and cash flow expectations. These measures reflect adjustments to statutory financial performance measures for the impact of AASB16 and non-operating expenses such as the \$30m impairment booked against the New Zealand CGU in 1H25. Detailed further on slide 25 and 26
3. Gearing is calculated as Net Debt at balance date divided by Adjusted Underlying EBITDA for the preceding 12 months. The change is calculated from balance date as at 31 December 2024.



Strong Revenue growth

+17% statutory revenue growth versus OMA/OOHMAA +18%

Formats (\$M) ¹	1H 2025	1H 2024	% vs pcp
Road	120.3	100.8	19%
Street & Rail	108.0	91.0	19%
Retail	58.6	58.3	1%
Fly	31.8	22.2	43%
City & Youth	9.4	9.7	(3%)
Other	8.1	6.4	27%
Total Revenue	336.2	288.3	17%

Differences in balances due to rounding

- Format construct: Street & Rail includes Street Furniture in Australia and New Zealand, and Rail in Australia. Retail includes Australia and New Zealand. City & Youth, formerly known as Locate, predominantly consists of Office tower advertising. Other consists of Cactus, Poly and reo.
- Market share calculation = [oOh! reported revenues – Other] / [(OMA (Aus) + OOHMAA (NZ) gross revenues) excluding oOh!'s contribution + oOh! reported revenues – Other].

oOh! delivered broad-based revenue growth in 1H 2025, with Group revenue +17% vs. 1H 2024

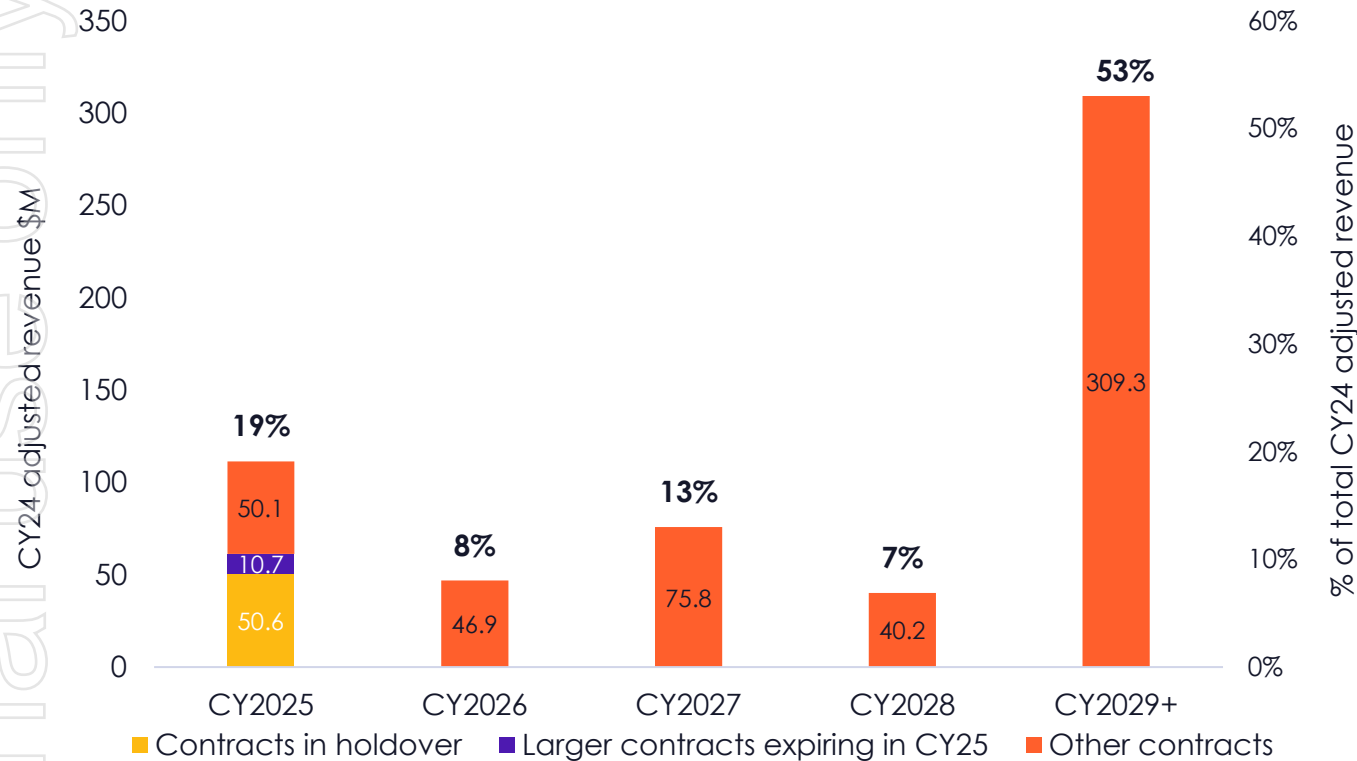
- ! **Road** remained a core growth driver, +19%
- ! **Street & Rail revenue was +19% on pcp**, with Sydney Metro a key driver – this should normalise in 2H with the Sydney Metro launch in 2H 2024 benefiting the pcp. Woollahra Council was a modest contributor in 1H.
- ! **Retail finished +1% on pcp**, with strong New Zealand growth of +33% offset by Australia which was -3% due to a competitive market backdrop, with actions currently underway to respond, including strengthening retail expertise
- ! **Fly grew by +43%** reflecting the return of key categories, while **City & Youth was -3%** with lower advertiser interest in the absence of a launch of MOVE 2.0
- ! **Programmatic revenue** was +38% on the pcp.
- ! **oOh!'s share of the ANZ Out of Home market²** was 35.4% for 1H 2025 (pcp: 35.8%).



1H 2025 Financials and Commercial Summary

Lease expiry profile

Over \$90m new contracts (annualized) won since 2023, including Transurban in May 2025

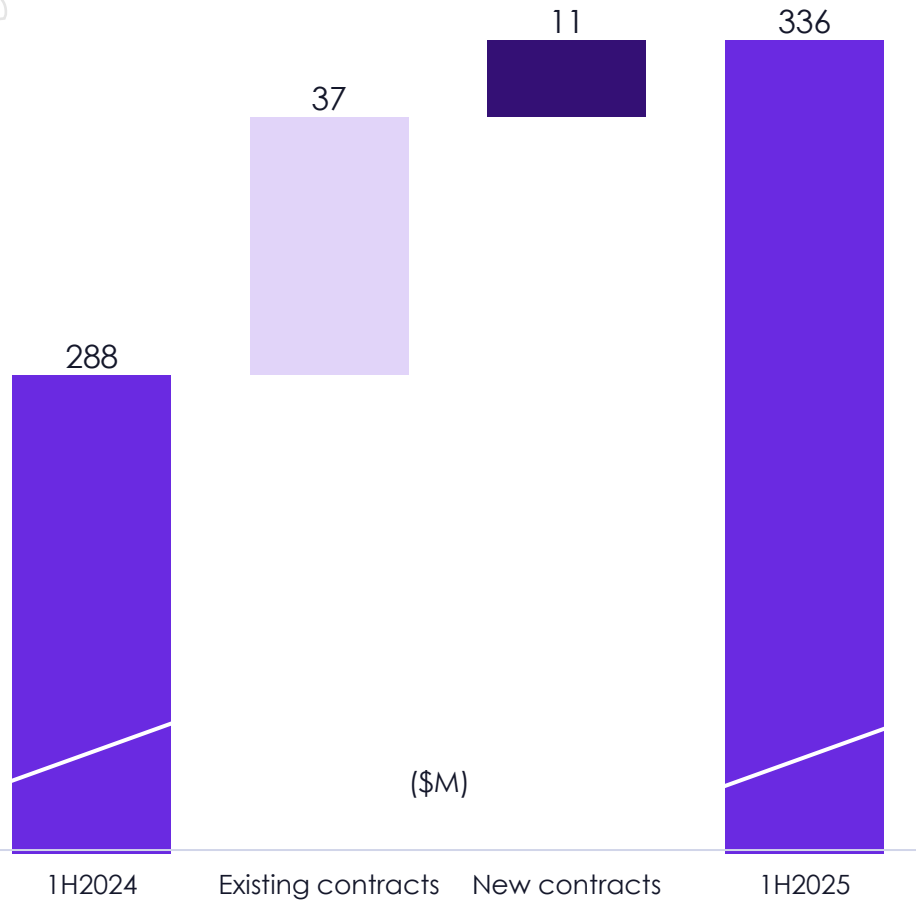


1. Adjusted revenue excludes Auckland Transport (contract not renewed), and revenues not attached to specific leases e.g. POLY creative studio revenue and technology sales.

- ! **oOh! maintains a diversified and well-balanced** lease expiry profile that supports sustainable revenue streams and mitigates concentration risk.
- ! **Following the conclusion of the Auckland** Transport contract in October 2025, oOh! has **no major contract** due for renewal in the medium term.
- ! oOh!'s lease expiry profile is characterized by:
 - No single contract representing >5% of revenue
 - Distribution across both different formats and geographies
- ! **With >50% of revenue extending beyond 2029**, the business has a strong foundation for sustainable growth.

Existing vs New contracts

Strong performance of existing business in addition to new contract wins



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Record underlying results

Excluding Auckland Transport driven \$30m impairment

ADJUSTED P&L ¹ (\$M)	1H 2025	1H 2024	Change ²
Revenue	336.2	288.3	47.9
Cost of media sites and production	(195.6)	(164.0)	(31.6)
Gross profit	140.6	124.3	16.3
Gross profit margin (%)	41.8%	43.1%	(1.3) ppts
Other income ⁴	0.6	0.4	0.2
Total underlying operating expenditure	(79.1)	(75.8)	(3.3)
Underlying EBITDA	62.2	49.0	13.2
Underlying EBITDA margin (%)	18.5%	17.0%	1.5 ppts
Non-operating items ⁴	-	(3.4)	3.4
EBITDA	62.2	45.5	16.6
Depreciation and amortisation	(28.5)	(26.5)	(2.0)
Impairment expense	(30.0)	-	(30.0)
EBIT	3.6	19.0	(15.4)
Net finance costs	(5.0)	(4.7)	(0.2)
(Loss) / Profit before tax	(1.3)	14.3	(15.6)
Income tax expense	(7.4)	(5.1)	(2.3)
Net (loss) / profit after tax	(8.6)	9.3	(17.9)
Underlying NPAT³	26.5	18.2	8.3
Adjusted NPAT per share (cps)	4.9	3.4	1.5

Differences in balances due to rounding

- Adjusted underlying EBITDA (earnings before interest, taxes, depreciation, amortisation and impairment) excluding any other income components recognised in accordance with AASB 16, and non-operating items. Adjusted EBITDA includes non-operating items. Fixed rent obligations for the period under the Group's commercial leases are included in Adjusted Underlying EBITDA and Adjusted EBITDA. The Group believes that these measures are a better representation of the underlying economics of the business and reflective of its ability to generate cash flows. oOh! believes that most analysts and shareholders analyse the Group on this basis.
- ppts refers to percentage points
- Adjusted underlying NPAT is statutory NPAT excluding the depreciation, finance charges and any other income components of AASB 16, and non-operating items. Fixed rent obligations for the period under our commercial leases is included in adjusted NPAT. Adjusted NPAT also excludes the tax effected amortisation expense on acquired intangibles which do not have a cash replacement cost. The Group believes that this is a better representation of the underlying economics of the business and reflective of its ability to generate cash flows. The Group's dividend policy is 40-60% of Adjusted underlying NPAT.
- Additional disclosure in PCP with Other income separated from Non-operating items

- **Revenue +17%** strong growth with market tailwinds
- **Gross margin decreased by 1.3ppts to 41.8%** driven by the higher fixed rent, agency incentives and channel mix.
- **Adjusted underlying operating expenditure increased by \$3.3m**, primarily due to performance-linked incentives, CPI impacts and growth investments, with the January cost-out program providing partial offset.
- **Adjusted underlying EBITDA margin improvement of 1.5 ppts to 18.5%.**
- **Depreciation and amortisation** has increased following renewed capex investment from 1H 2024 in significant new contract wins / renewals.
- **Net finance costs are up \$0.2m or 7%**, with a reduction in net debt offset by the write off of upfront syndicated facility costs from the 2022 renewal. oOh! has negotiated better interest rates from 2H 2025 as part of its debt renewal.
- **Adjusted NPAT was \$26.5m, an increase of \$8.3m vs PCP.** After accounting for the post-tax \$28.6m impairment of the New Zealand CGU and historic amortisation of acquired intangibles that do not require replacement the company reported a \$11.3m statutory loss.



Operating Leverage Evident

Adjusted underlying margin % growth

— Revenue **+17%**

— EBITDA **+27%**

— NPATA **+46%**



Cashflow

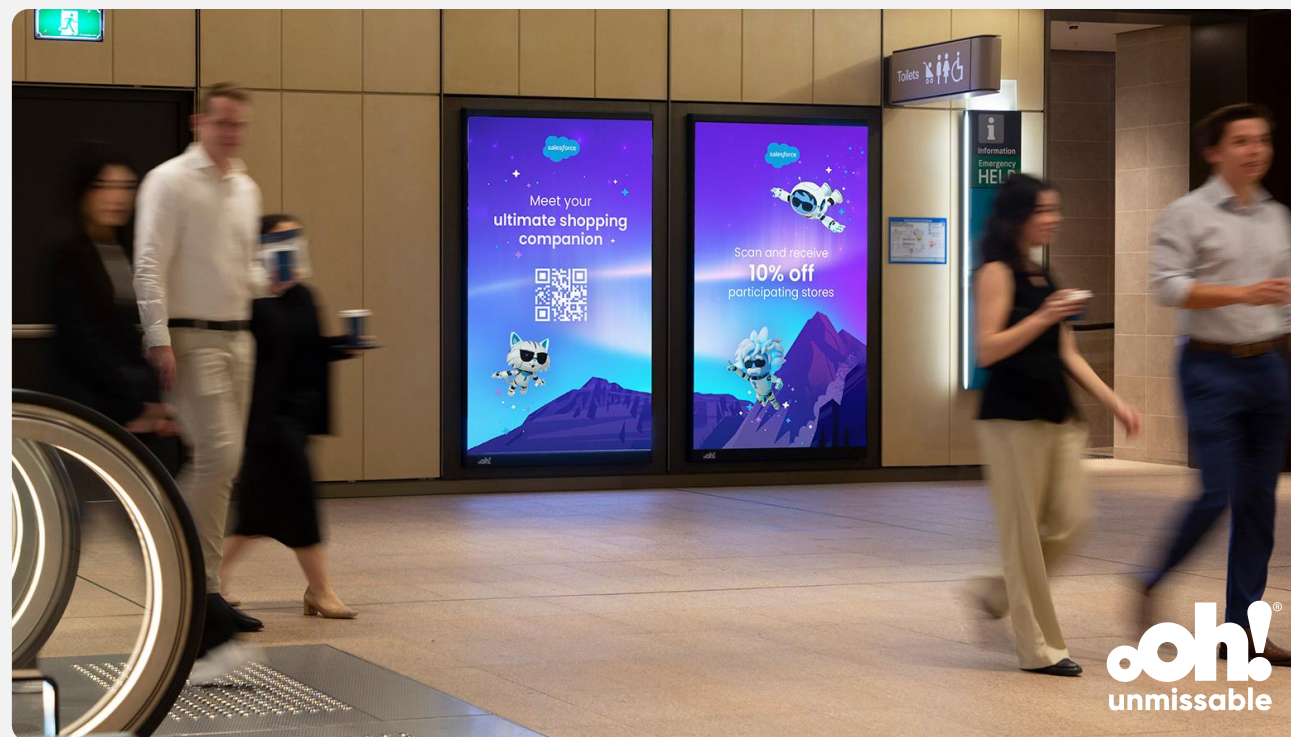
Strong operating cashflow conversion has returned as expected to 77.0% in 1H 2025

Cash flows ¹ (\$M)	1H 2025	1H 2024	Change ²
Adjusted EBITDA	62.2	45.5	16.6
Net change in working capital and non-cash items	8.0	(4.9)	12.9
Income tax paid	(19.3)	(30.0)	10.7
Interest paid	(3.0)	(4.9)	1.9
Net cash from operating activities	47.8	5.7	42.1
Capital expenditure	(24.6)	(23.4)	(1.2)
Proceeds from disposal of assets	0.1	(0.7)	0.8
Net cash flow before financing / free cash flow	23.3	(18.4)	41.7
Operating cash flow / Adjusted EBITDA	77.0%	12.5%	64.5 ppts

Differences in balances due to rounding

1. Represents key cash flow items only
2. ppts refers to percentage points

- **Growth Capex** increase from prior year in line with contract wins
- **Free cash flow** grew substantially versus 1H24 due to improved adjusted EBITDA and working capital, and lower tax payments than the pcp
- **Gearing of 0.7x** at 30 June 2025 expected to continue to improve over 2H.



Balance Sheet

Financial position remains strong with gearing of 0.7X

Balance Sheet ¹ (\$M)	Jun-25	Dec-24	Change
Cash and cash equivalents	13.8	19.8	(6.0)
Trade and other receivables	115.5	122.7	(7.2)
Other assets	59.0	57.3	1.7
Property, plant and equipment	161.1	153.6	7.5
Right of use assets	741.6	733.7	7.9
Intangible assets	666.8	706.6	(39.8)
Total assets	1,757.8	1,793.7	(35.9)
Trade payables	52.2	45.3	6.9
Other liabilities	39.5	45.5	(6.4)
Loans and borrowings	118.9	128.0	(9.2)
Lease liabilities	831.5	828.9	2.7
Total liabilities	1,042.1	1,047.7	(5.5)
Net assets	715.7	746.0	(30.4)
Gross debt	118.9	128.0	(9.1)
Net debt	105.0	108.3	(3.2)
Net debt / Adjusted EBITDA	0.7x	0.8x	0.1x

Differences in balances due to rounding

1. Represents key balance sheet items only
2. Total available facilities of \$265m before accounting for drawn debt of \$157m and \$48m in bank guarantees

- **Balance sheet strength with gearing at 0.7x** within target range.
- **Right of use assets and liabilities have increased** due new contracts signed and renewed.
- Intangible assets decrease of \$30m following New Zealand impairment
- **Loans and borrowings have decreased** due to stronger revenue/cash collections.
- **Syndicated debt facility renegotiated²** – reduced committed facility to \$265m and at better interest margin terms, but with expanded optionality.
- **Gearing decreased to 0.7x** from strong EBITDA and reduction in net debt. Gearing is expected to continue decreasing over H2.
- A 2.25c interim fully franked dividend per share declared payable on 18 September 2025.





Strategy Update

Strategy execution in 1H25

Pillar 1

Energise our go-to-market

- Realigned sales, product & marketing to accelerate speed to market
- Introduced a range of data and product initiatives to make oOh!media easier to access, plan and buy
- Reset relationships with our key trading partnerships

Pillar 2

Unlock our network potential

- Signature contract in Melbourne with Large Format Transurban win
- Sydney Metro contract performing ahead of expectations
- Waverley Council, Victorian Department of Transport and Planning, and City of Parramatta assets commenced rolling out

Pillar 3

Lead in retail media

- Capability uplift with experience retail media sales channel hires
- Petbarn omnichannel launched and shifting advertising previously spent on digital channels
- Strong interest from a variety of big box retailers – in advanced discussions



Outlook & Summary

Outlook

Q3 media revenue pacing at +5% with August and September improving after a softer July, and Australia stronger at +6%

Market share growth, excluding retail and New Zealand, is expected for the remainder of CY25 as new assets from contracts announced in 2023 and 2024 come online

2H25 adjusted gross margin performance is expected to improve on 1H, with the full year to be circa 44.0%

Full year operating costs expected to be \$159m to \$161m with higher variable incentives based on stronger revenue and EBITDA performance than expected earlier in the year as well as additional investment in reo and supporting sales execution. There is an additional \$1 million expected in restructure costs for the New Zealand business in 2H25

CY2025 capex expected to be between \$53M and \$63M (largely funding new advertising assets), contingent upon development approvals

Gearing expected to remain within target, below 1.0X adjusted underlying EBITDA

Out of Home is expected to continue taking revenue share from other media sectors. We expect Out of Home to grow by mid to high single digits in 2H25

Reset New Zealand cost base down by \$6m to \$7m annualised from Q4, with full run rate from Q2 2026

James Taylor expected to commence as CEO late 2025 / early 2026



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oh!

SUMMER SPRITZ

GAME, SET, DRINK.

RESULTS

MEN'S SINGLES

QUARTER FINAL

SINNER

6	3	7 ⁷	3	4
4	6	6 ⁵	6	3

/ AUGER ALIASSIME

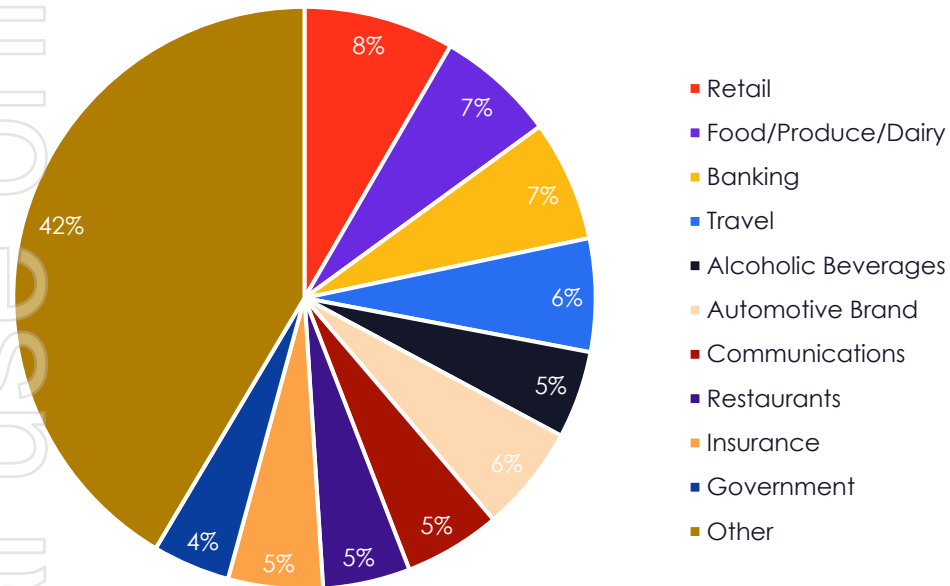
AO HITS DIFFERENT 6-26 JAN



Appendix

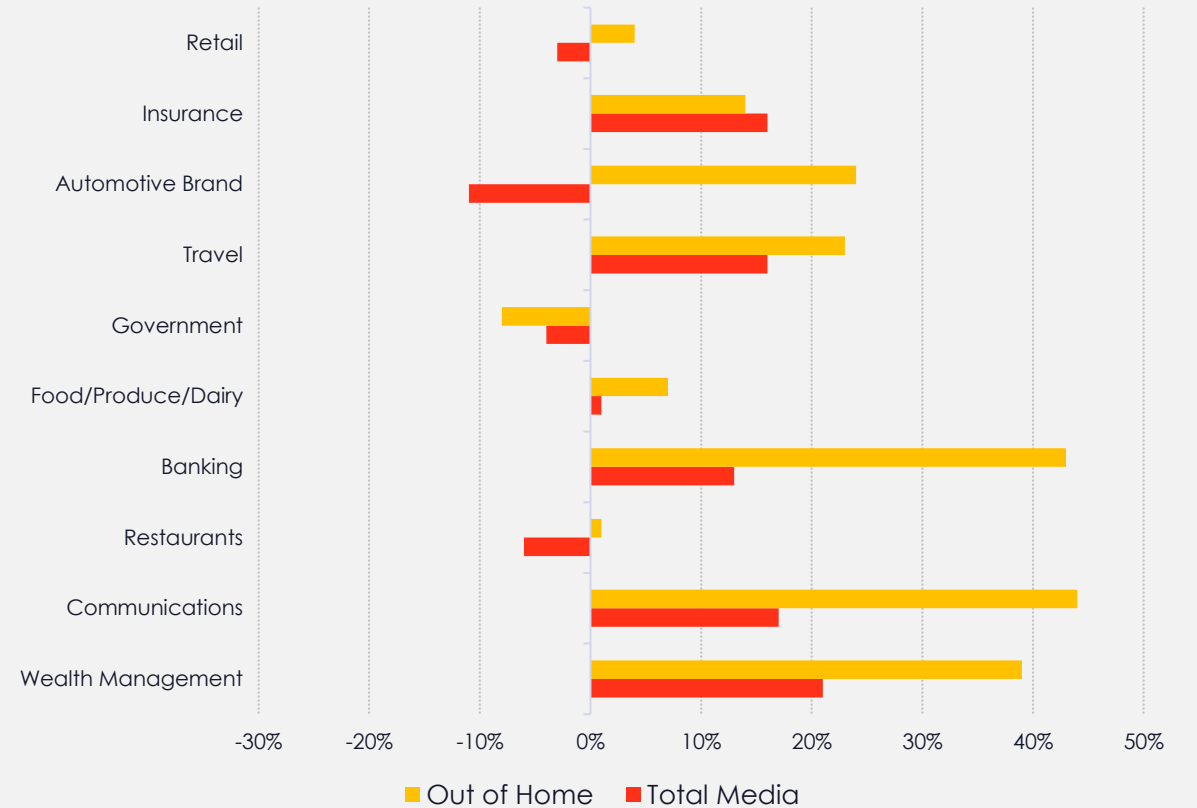
Advertising category performance – SMI⁽¹⁾

1H 2025 SMI category share for Out of Home



- **OOH sector** has diverse audience categories, with 42% of revenue from outside of the top 10 categories.
- **Out of Home** is pacing ahead of Total Media in 8 of the top 10 categories compared to H1 2024.
- **Gambling** is not a significant category.

SMI Agency Spend 1H 2025 Pacing vs 1H 2024



Categories based on the top 10 Total media spend for H1 2025

Reported Profit & Loss

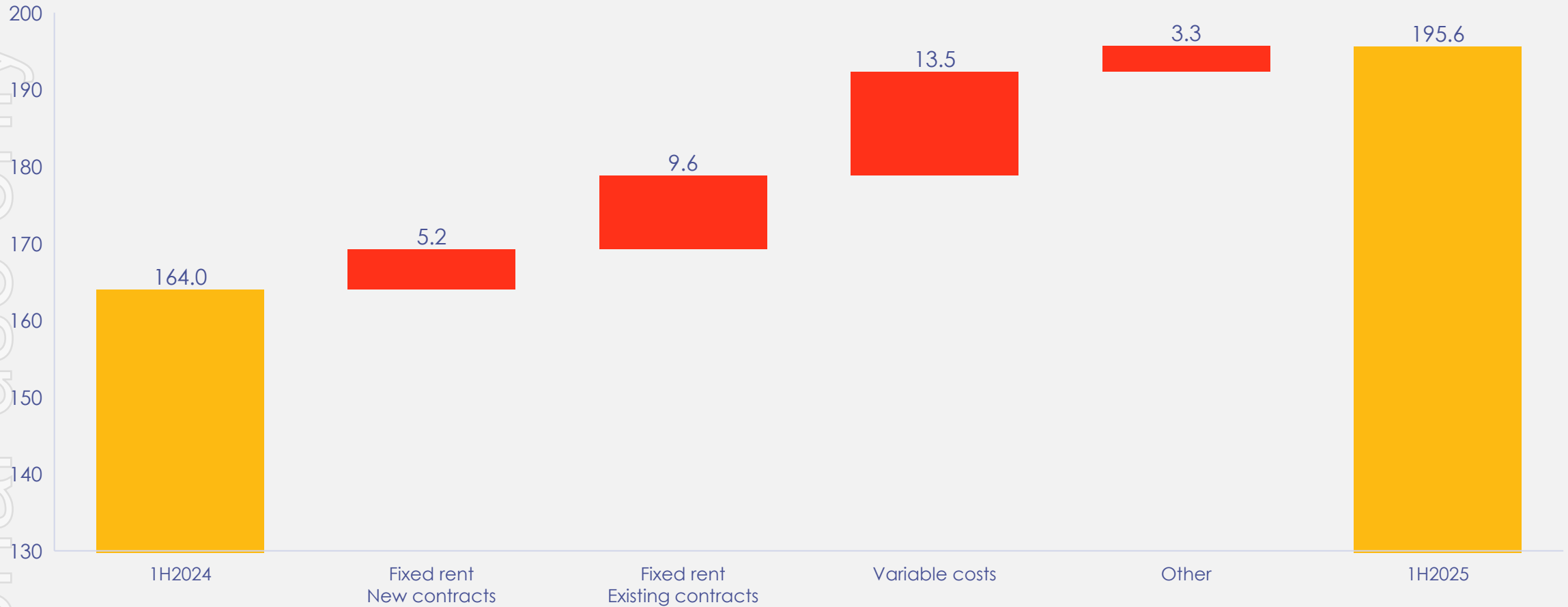
Reported P&L (\$M)	1H 2025	1H 2024	Change
Revenue	336.2	288.3	47.9
Cost of media sites and production	(110.6)	(94.0)	(16.6)
Gross profit	225.6	194.3	31.3
Gross profit margin (%)	67.1%	67.4%	(0.3 ppts)
Other Income	0.7	0.4	0.3
Total underlying operating expenditure	(73.3)	(70.2)	(3.1)
Underlying EBITDA	153.0	124.5	28.5
Underlying EBITDA margin (%)	45.5%	43.2%	2.3 ppts
Non-operating items	-	(3.4)	3.4
Statutory EBITDA	153.0	121.1	31.9
Statutory EBITDA margin (%)	45.5%	42.0%	3.5 ppts
Depreciation and amortisation	(98.9)	(87.6)	(11.3)
Impairment expense	(30.0)	-	(30.0)
EBIT	24.1	33.5	(9.4)
Net finance costs	(28.7)	(24.1)	(4.6)
Profit before tax	(4.6)	9.4	(14.0)
Income tax expense	(6.7)	(3.6)	(3.1)
NPAT	(11.3)	5.8	(17.1)

Differences in balances due to rounding

- **Gross profit margin slightly down by 0.3 ppts to 67.1%** due to higher margin contracts.
- Statutory EBITDA margin increased 3.5 ppts to 45.5%.
- **Depreciation and amortisation expense relating to leases increased by \$11m or 13%** following the commitment to significant new leases.
- **Non-cash impairment consists of \$25m in goodwill and \$5m in identifiable intangibles related to the Auckland Transport contract.** The goodwill adjustment has no tax effect.



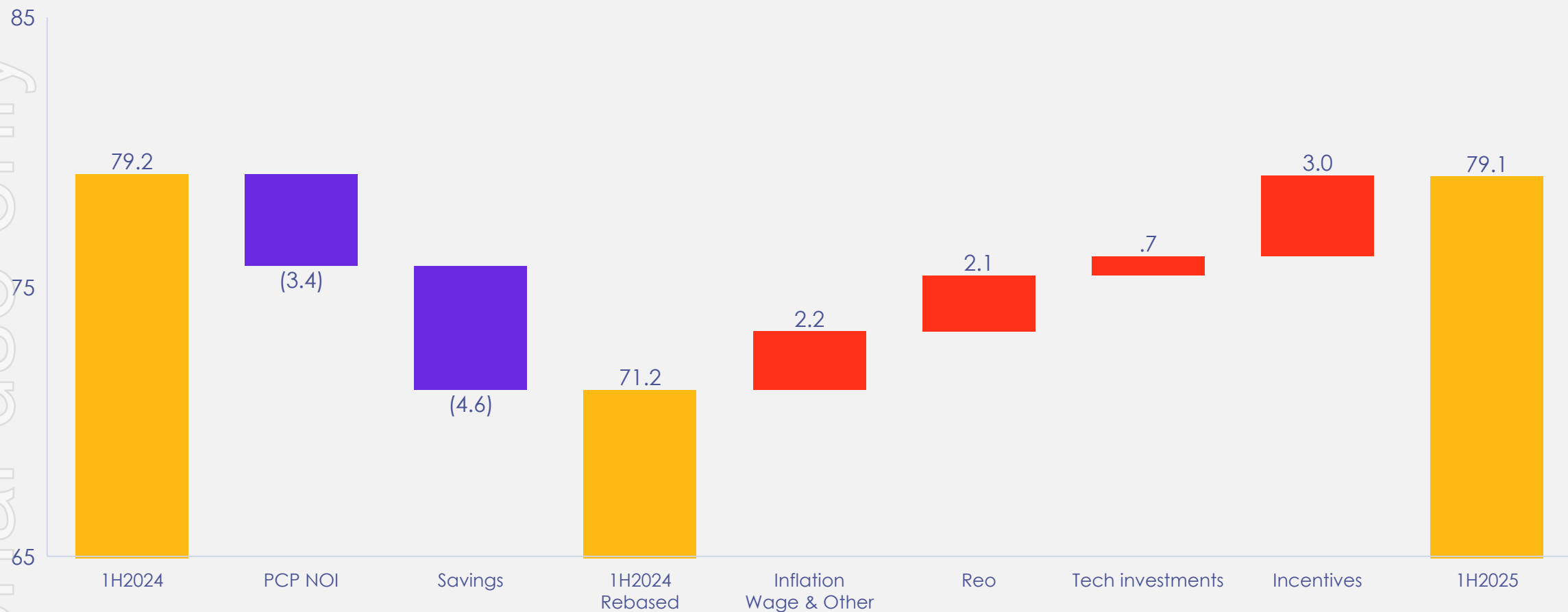
Adjusted COGS bridge



Notes

- New contracts include Sydney Metro, Martin Place, Woollahra Council, Westgate, and East Link.
- Existing contracts reflect annual inflation adjustments and additional increases associated with further digitisation.
- Variable costs comprise revenue-related agency commissions, variable rent, and partnership incentives.
- Other expenses include non-rent CPI adjustments, warehousing, and utility cost increases.

Adjusted operating expense bridge



Notes

- Prior comparable period (PCP) non-operating items relate to one-off consulting costs.
- Savings represents the cost-reduction initiatives in opex that were largely implemented in late January.
- Reo costs reflect a year-on-year increase driven by the delivery of new contracts.
- Technology investments represent targeted expenditures to enhance customer experience and improve response times.



oOh! New Zealand

Without Auckland Transport: National Scale across 17 regions

Street Furniture

Nationwide coverage

165

Street Furniture
Digital screens

1,172

Street Furniture
Classic panels

Retail Centres

Nationwide coverage - 48 centres

31

In Auckland/
Wellington/
Christchurch

17

in key
regions

443

Retail Small
Format Digital
screens

36

Retail Large
Format Digital
screens

227

Retail Small
Format Classic
panels

Key



Street Coverage



Retail Coverage



Reported NPAT to Adjusted NPAT reconciliation

Reported NPAT to Adjusted NPAT rec (\$M)	1H 2025	1H 2024	Change ¹
Statutory NPAT	(11.3)	5.8	(17.1)
Less: AASB 16 income and expense items			
Lease modification income	(0.1)	-	(0.1)
Fixed lease obligations	(90.8)	(75.6)	(15.2)
Depreciation	70.4	61.1	9.4
Interest	23.7	19.4	4.3
Tax effect of AASB 16 items	(0.6)	(1.5)	0.8
Net Profit after tax	(8.6)	9.3	(17.9)
Add: Non-operating items - Operating expenses	-	3.4	(3.4)
Add: Non-operating items - Impairment	30.0	-	30.0
Less: tax impact of non-operating items	(1.4)	(1.0)	(0.4)
Adjusted NPAT	20.0	11.7	8.3
Add: Amortisation relating to acquired intangibles	9.3	9.4	(0.0)
Less: tax impact of acquired intangibles	(2.8)	(2.8)	0.0
Adjusted Underlying NPAT	26.5	18.2	8.3
Adjusted NPATA % of revenues	7.9%	6.3%	1.6 ppts

Differences in balances due to rounding

1. ppts refers to percentage points



Adjusted vs reported results reconciliation

Adjusted vs Reported results rec (\$M)	Adjusted	Reported	Change
Revenue	336.2	336.2	-
Cost of media sites and production	(195.6)	(110.6)	85.0
Gross profit	140.6	225.6	85.0
Gross profit margin (%)	41.8%	67.1%	25.3 ppts
Other Income	0.6	0.7	0.1
Total operating expenditure	(79.1)	(73.3)	5.8
Underlying EBITDA	62.2	153.0	90.9
Underlying EBITDA margin (%)	18.5%	45.5%	27.0 ppts
EBITDA	62.2	153.0	90.9
EBITDA margin (%)	18.5%	45.5%	27.0 ppts
Depreciation and amortisation	(28.5)	(98.9)	(70.4)
Impairment expense	(30.0)	(30.0)	-
EBIT	3.6	24.1	20.4
Net finance costs	(5.0)	(28.7)	(23.7)
Profit before tax	(1.3)	(4.6)	(3.3)
Income tax expense	(7.4)	(6.7)	0.6
NPAT	(8.6)	(11.3)	(2.7)

Differences in balances due to rounding

- **Revenue unaffected by AASB16**
- **COGS reduced by \$85m** due to fixed rents not captured in COGS under AASB16. These are now in amortisation and interest.
- **Operating expenditure has declined by \$6m** due to the fixed rent agreements for office and other premises being captured in amortisation and interest per AASB16.
- Other income includes gains on lease modification, which arises from an alteration in the future cash flows of a lease, such as change in lease terms.
- **Depreciation and amortisation has increased by circa \$70m** due to the adoption of AASB16.
- **Net finance costs have increased by circa \$24m** due to the adoption of AASB16.
- **PBT and NPAT have all been adversely impacted by AASB16.** All of these impacts are timing differences over the average lease life and have no bearing on the business's economic performance or ability to generate cash.

Financial information notice

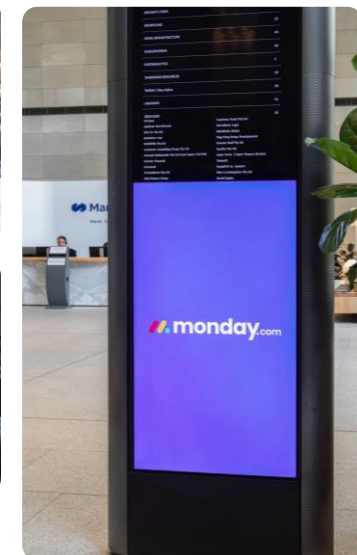
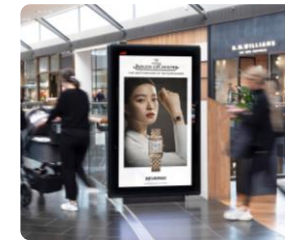
oOh!'s Financial Statements for the interim period ended 30 June 2025 presented in accordance with Australian Accounting Standards.

oOh!media has also chosen to include certain non-IFRS financial information. This information has been included to allow investors to relate the performance of the business to the measures used by management and the Board to assess performance and make decisions on the allocation of resources.

Non-IFRS measures have not been subject to audit or review.

Glossary

EBIT	Earnings before interest and tax
EBITDA	Earnings before interest, tax, depreciation, amortisation and impairment
NPAT	Net profit after tax
NPATA	Net profit after tax before acquired amortisation and non-cash items such as impairments
Adjusted	Financial measures that exclude fixed rent obligations under our commercial leases, depreciation, interest costs, and any other income components of AASB 16 Leases
Underlying	Financial measure which reflects adjustments for certain non-operating items including significant one-off expenses, impairment, acquisition and merger-related expenses. Underlying represents the same concept as in the CY2024 Annual Report





Financial information notice

This document is a presentation of general background information about the activities of oOh!media Limited (oOh!media or oOh!) current at the date of the presentation, 18 August 2025. The information contained in this presentation is of general background and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice, when deciding if an investment is appropriate.

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Forward looking statements

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Underlying financial information

oOh!media uses certain measures to manage and report on its business that are not recognised under Australian Accounting Standards. These measures are referred to as non-IFRS financial information.

oOh!media considers that this non-IFRS financial information is important to assist in evaluating oOh!media's performance. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business.

All dollar values are in Australian dollars (A\$) unless otherwise stated.

Authorisation

The Directors of oOhmedia Limited authorise the release of the 1H 2025 results on 18 August 2025, as outlined in this presentation. The release of this document to the ASX has been authorised by the Chief Executive Officer.
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