oOh!media Limited
ABN 69 602 195 380

16 February 2026

ASX Release

FULL YEAR RESULTS PRESENTATION

oOh!media Limited (ASX:OML) (**oOh!** or **Company**) attaches its Full Year 2025 Results 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

oOh!media
2025 Results

16 February 2026

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

1. New CEO observations
2. The Power of Out of Home
3. oOh! - the Partner of Choice
4. Operational highlights
5. CY 2025 Results Summary
6. Financials & Commercial Contracts
7. Outlook and wrap up
8. Questions

James Taylor
(CEO)

Chris Roberts
(CFO)

New CEO observations

Out of Home (OOH) increasingly prominent on the media plan

- **Fastest growing and a physical media channel**
- Increasingly the **first media platform for marketers**
- Record **16.4% of agency media spend in CY 2025**[1]

OML is the #1 company in OOH

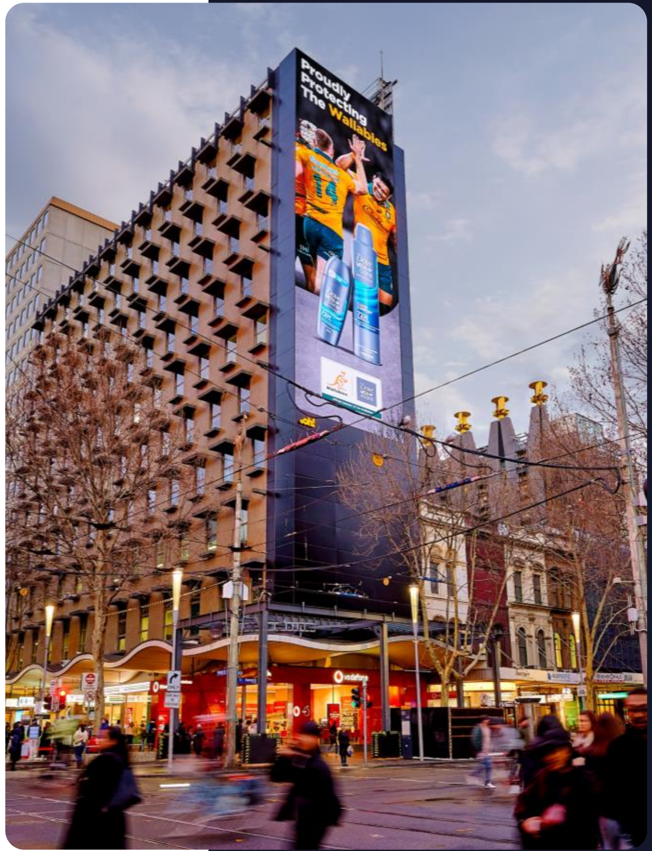
- oOh! is **uniquely positioned**
- Our **scale, portfolio of high quality sites and exclusive OOH focus** is how we win
- Deep, **long-tenured clients**

High quality business with room to improve

- We will **sharpen delivery and better leverage network and scale**
- Move faster and operate more efficiently to **convert market leadership to share growth**

A clear plan to win

- **Technology modernisation** to continue at pace
- Clear levers to uplift performance
- **Optimise supply chain and asset management** to get revenue in faster and keep it more efficiently



1. Per the Standard Media Index (SMI) for CY 2025, which reports on agency media spend, analysing total OOH sector spend as a % of total agency media spend.

oOh! unmissable

Lower costs and faster deployment – supply chain and asset management

Industrialise asset delivery
Standardise builds, repeatable processes, specialist capability for complex assets.

End to end visibility and accountability
Improve integrated systems, data transparency, clear ownership across the asset lifecycle.

Faster activation, lower unit cost
Speed and reliability as competitive advantage; improved capital efficiency.

Significant opportunity with investment funded by benefits
>$100M cost base across non rent COGS and Capex. Project expected to be cost neutral in CY26 with benefits to flow from CY27.

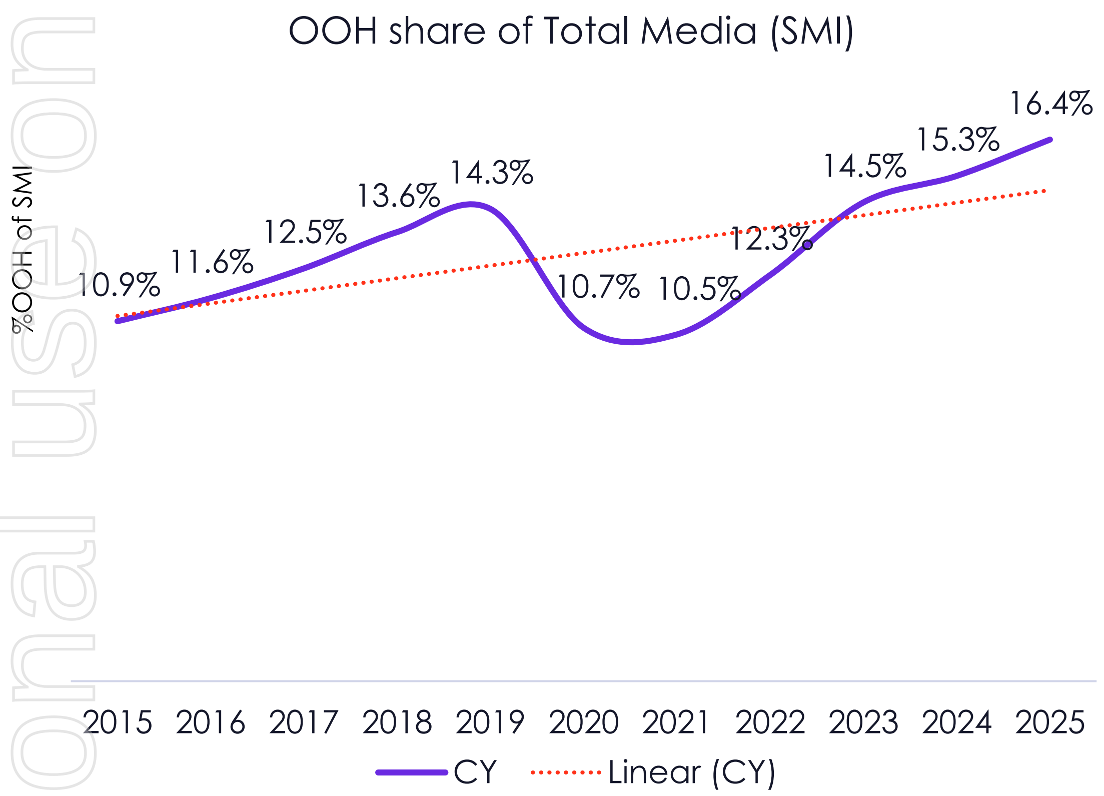
Bids, Commercial Contracts → Asset Procurement & Inventory Management → Asset Onboarding & Maintenance → Sales & Demand Generation → Campaign Planning → Campaign Execution

Program Focus

1. Prebid/Bid → **2. Plan** → **3. Execute** → **4. Activate** → **5. Maintain**

The Power of Out of Home

Structural tailwinds continue driving strong growth in Out of Home (OOH) advertising, capturing a record 16.4% share of agency media[1]



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 CY 2025 spend compared to CY 2024. OOH sector spend grew **5%** on pcp compared to **1%** for Digital and a 9% decline for Television.
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 weekly[3]
- **ANZ's largest and most diverse** network, with over 30,000 assets
- **Experienced management team** committed to growth, cost efficiency and contract discipline

oOh! unmissable

Revenue from strategic clients +15% over CY 2025

Partner Model Lifts Effectiveness and ROI

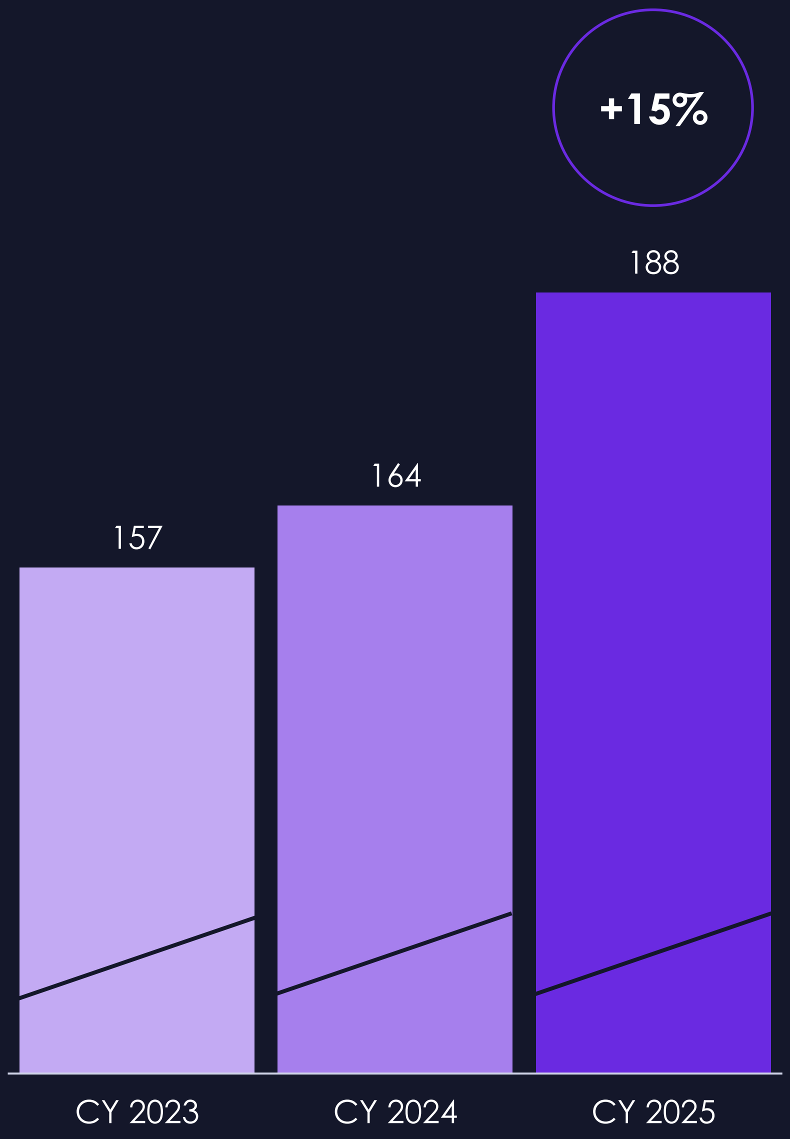
- Strategic approach to longer term, data-led planning for maximum impact and campaign effectiveness
- Access to oOh!'s leading transactional data sets and creative expertise to drive greater campaign and brand outcomes
- Annual partnership provides certainty on key assets and environments

Streamlined Processes and A Customer Centric Approach

- A deeper connection to customer needs has created stronger relationships by allowing flexibility and optionality in a rapidly changing media landscape
- Streamlined planning and trading reducing friction for partners

Results Evident in Revenue and Share of wallet Growth

- Strategic partner revenue up +15%, outperforming the broader market
- Increased share of wallet from committed partners
- oOh!media increasingly positioned as a foundation partner due to our breadth, depth and quality of network, alongside our demonstrated strategic capability



Revenue from Partnerships ($M)

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CY 2025 Results Summary

CY 2025 Highlights

Sales execution improvements

- Held market share in Australia in Q4
- Aligned sales & marketing under a single structure
- Wins in key customer partnerships

Assets roll outs & disciplined wins

- Sydney Metro performing strongly
- Launched Melbourne Metro Tunnel assets
- New Tent Pole Contract - Transurban Melbourne (and Brisbane)
- Transport for NSW win in Sydney Metro Road corridors
- Roll out for Waverley Council and Woollahra Council largely completed

Operational discipline

- Reset New Zealand cost base following Auckland Transport contract loss
- Refinanced five-year banking facilities with lower costs from H2

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Financials

CY 2025 Key Financials

+9% growth in revenues and +7% growth in earnings

KEY PERFORMANCE METRICS VS PCP[1]		REPORTED METRICS VS PCP[1]	
Revenue $691.4M	9%	**Gross Profit** $475.6M	10%
Adjusted Gross Margin[2] 43.2%	(1.5ppts)	**Underlying Opex** $149.2M	3%
Adjusted Underlying EBITDA[2] $139.1M	8%	**EBITDA** $328.0M	14%
Adjusted Underlying NPAT[2] $63.0M	7%	**NPAT** $16.9M	(54%)
Adjusted Underlying NPAT per share 11.7 cents	7%	**EPS** 3.2 cents	(54%)
Gearing[3] 0.8X	Flat 0X	**Dividend** 4.0 cents final fully franked	14%

1. Comparisons are against the prior corresponding period of CY 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 CY 2025. Detailed further on slide 23 and 24
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 2025.

Strong Revenue growth

+9% statutory revenue growth versus OMA/OOHMAA +11%

Formats ($M) [1]	CY 2025	CY 2024	% vs pcp
Billboards	237.1	216.2	10%
Street & Rail	226.4	203.4	11%
Retail	124.8	132.3	(6%)
Airports	64.1	49.9	29%
Office & Study	19.3	20.9	(7%)
Other	19.7	13.0	51%
Total Revenue	**691.4**	**635.6**	**9%**

Differences in balances due to rounding

oOh! delivered strong revenue growth in CY 2025, with Group revenue +9% vs. CY 2024

- **Billboards** remained a core growth driver, +10%
- **Street & Rail revenue was +11% on pcp,** with Sydney Metro, Waverley and Woollahra Councils key drivers
- **Retail finished -6% on pcp,** with moderate New Zealand growth of +7% offset by Australia which was -7% due to a particularly competitive market backdrop. The business has identified both structural and operational initiatives to address this, including harnessing the impact of MOVE 2.0 which it believes will specifically benefit its retail footprint.
- **Airports grew by +29%** reflecting the return of key categories, while **Office & Study was -7%** with lower advertiser interest in the absence of a launch of MOVE 2.0. **Other** includes contributions from Cactus and reo
- **oOh!'s share of the ANZ Out of Home market[2]** was 35% for CY 2025 (pcp: 36%), with the loss of Auckland Transport significantly impacting New Zealand. Q4 Australia market share was flat vs pcp with a positive trend into early 2026

1. Format construct: Street & Rail includes Street Furniture in Australia and New Zealand, and Rail in Australia. Retail includes Australia and New Zealand. Office & Study predominantly consists of Office tower advertising. Other consists of Cactus and reo.
2. In FY25, we updated the descriptions of Road to Billboards, Fly to Airports, City & Youth to Office & Study. There has been no change to the composition of the figures.
3. Market share calculation = [oOh! reported revenues – Other] / [(OMA (Aus) + OOHMAA (NZ) gross revenues) excluding oOh!'s contribution + oOh! reported revenues – Other].

Underlying earnings growth

+7% excluding Auckland Transport driven $30M impairment

ADJUSTED P&L[1] ($M)	CY 2025	CY 2024	Change[2]
Revenue	691.4	635.6	55.7
Cost of media sites and production	(392.6)	(351.3)	(41.3)
Gross profit	**298.8**	**284.4**	**14.4**
Gross profit margin (%)	43.2%	44.7%	(1.5) ppts
Other income[4]	1.2	0.4	0.8
Total underlying operating expenditure	(160.9)	(155.9)	(5.0)
Underlying EBITDA	**139.1**	**128.9**	**10.3**
Underlying EBITDA margin (%)	20.1%	20.3%	(0.1) ppts
Non-operating items[4]	-	(3.5)	3.5
EBITDA	**139.1**	**125.3**	**13.8**
Depreciation and amortisation	(58.8)	(54.6)	(4.2)
Impairment expense	(30.0)	0.0	(30.0)
EBIT	**50.3**	**70.7**	**(20.4)**
Net finance costs	(9.3)	(10.4)	1.1
Equity-accounted investees (share)	0.1	0.0	0.0
Profit before tax	**41.1**	**60.3**	**(19.2)**
Income tax expense	(19.8)	(17.0)	(2.8)
Net profit after tax	**21.3**	**43.3**	**(22.0)**
Underlying NPAT[3]	**63.0**	**58.8**	**4.2**
Adjusted NPAT per share (cps)	11.7	10.9	0.8

Differences in balances due to rounding

1. 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.
2. ppts refers to percentage points
3. 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.
4. Additional disclosure in PCP with Other income separated from Non-operating items.

- **Gross margin decreased by 1.5ppts to 43.2%** driven by higher fixed rent, agency incentives and an adverse channel mix (GM% excluding Auckland Transport was 42.6%)
- **Adjusted underlying operating expenditure increased by $5.0m**, primarily due to performance-linked incentives, CPI impacts and establishment costs for reo. See slide 26 for details.
- **Adjusted underlying EBITDA margin decreased by 0.1 ppt to 20.1%.**
- An impairment charge of $30m was taken in the interim results, in relation to the New Zealand business following the Auckland Transport contract not being renewed
- **Depreciation and amortisation** increased year on year, primarily reflecting higher software amortisation following investment in new IT projects since Q3'24 (3 year amortisation).
- **Net finance costs are down $1.1M or 11%**, with a debt refinancing restructure effective from July with a lower facility and interest rates.
- **Adjusted Underlying NPAT was $63.0M, an increase of $4.2M (7%) vs PCP.**

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Cashflow

Operating and free cash flow improvements

Cash flows[1] ($M)	CY 2025	CY 2024	Change[2]
Adjusted EBITDA	139.1	125.3	13.8
Net change in working capital and non-cash items	(21.6)	(34.6)	13.0
Income tax paid	(29.0)	(37.5)	8.5
Interest paid	(6.9)	(6.7)	(0.2)
Net cash from operating activities	**81.7**	**46.5**	**35.1**
Capital expenditure	(54.4)	(45.0)	(9.4)
Proceeds from disposal of assets	0.9	6.5	(5.6)
Net cash flow before financing / free cash flow	**28.1**	**8.0**	**20.1**
Operating cash flow / Adjusted EBITDA	**58.7%**	**37.1%**	**21.5 ppts**

Differences in balances due to rounding

1. Represents key cash flow items only
2. Other investment cash flow includes loans to industry association

- **Free cash flow improved by $20M**
- **Cash from operating activities was up** $35M on the pcp with improved EBITDA supported by less adverse working capital movements in the prior period and lower income tax paid
- The operating cash flow conversion of 59% was below the target of circa 70% due to prepayments of expenses, provision releases and earnings related to media for equity/related transactions
- **Capital expenditure increased by 21% to** $54M, as the business returns to investing for growth with new contracts and increase in digitalisation

Commercial Contracts

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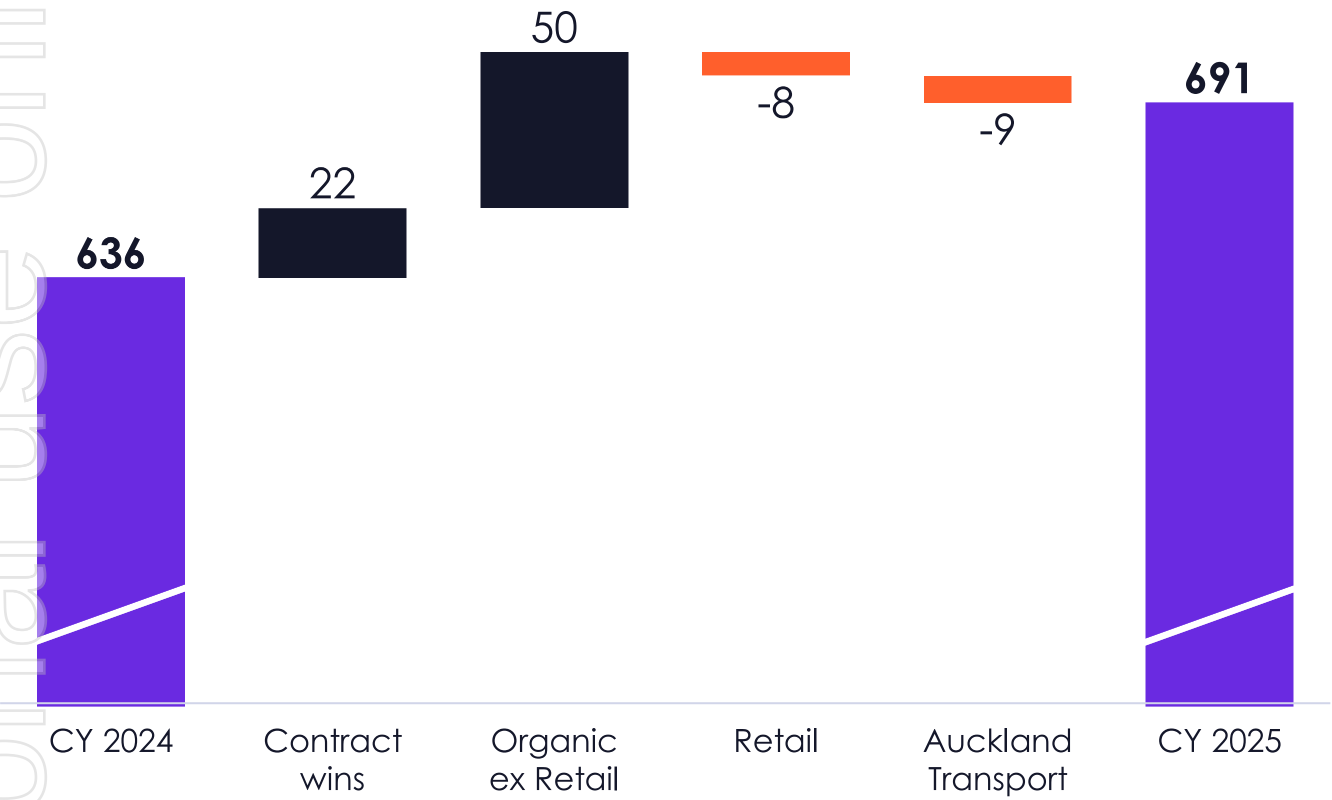
New contracts and organic growth driving revenues



Contract wins delivering $22M increase
- Represents $29M in CY 2025 vs CY 2024 $7M

Organic growth ex retail of $50M

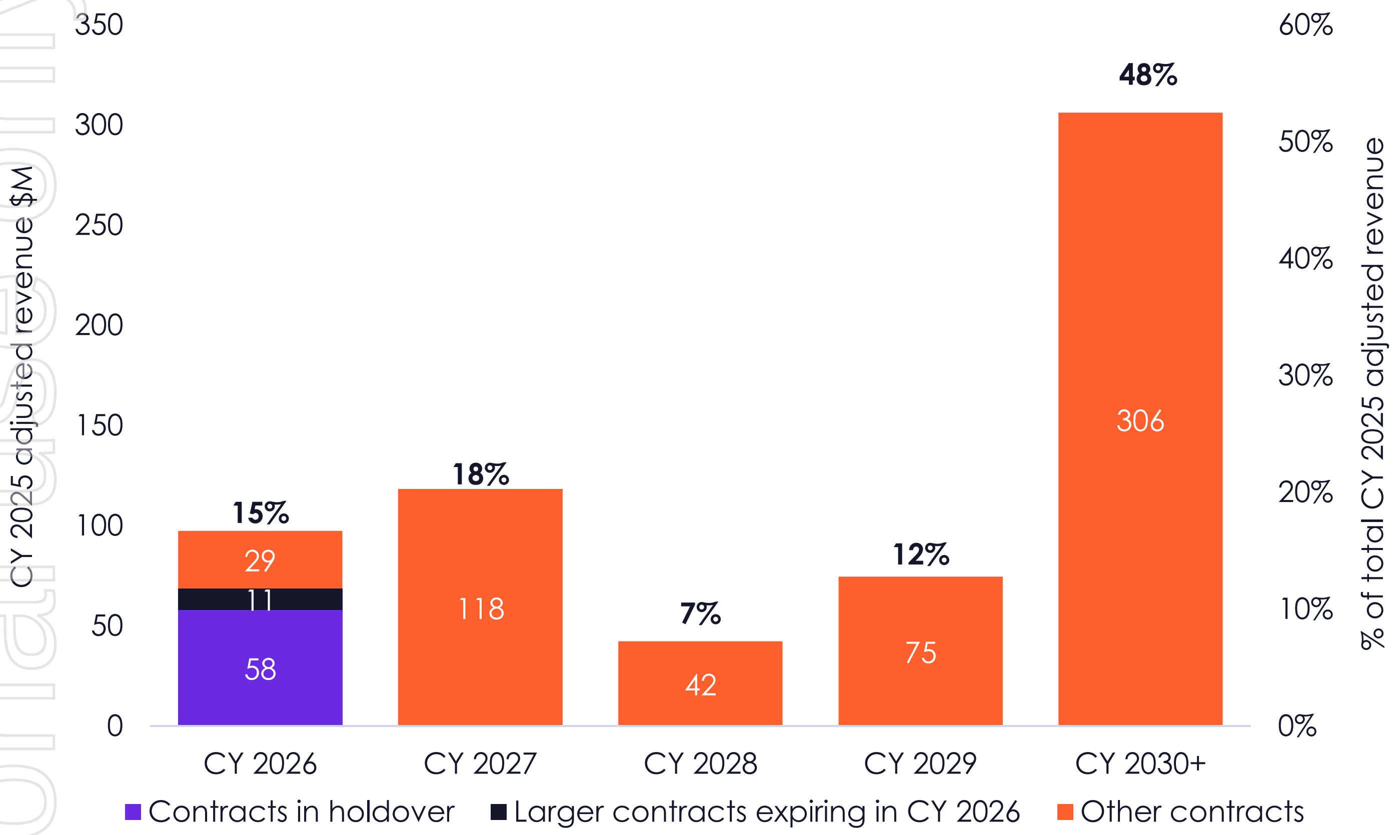
Retail market pressure
- Retail declined by $8M yoy
- Competitive supply dynamics impacted rates and retail revenues

Auckland contract exit
- Revenue of $18M in CY 2025 (CY 2024: $27M)

Contract wins previously announced include: Sydney Metro, Transurban, Woollahra Council, Waverley, East Connect, Melbourne Metro Tunnel and incremental elements of Northern Beaches Council (Manly)

Lease Expiry Profile[1]

60% of revenues expiring after 2028



- oOh! maintains a diversified and well-balanced lease expiry profile, with limited concentration risk
- 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 >60% of revenue extending beyond 2029, the business has a strong foundation for sustainable growth

1. Relates to CY25 annual revenue and excludes Auckland Transport (contract not renewed in CY25), reo, Cactus and revenue that is not attached to specific leases, for example POLY creative studio revenue and technology sales

oOh! unmissable

Outlook

unmissable

Outlook

- **Australia Q1 media revenue pacing at +7%** with Group +2% impacted by NZ (-47% due to Auckland Transport)
- **Out of Home is expected to continue taking revenue share** from other media sectors
- **Full year operating costs are expected to be broadly flat with CY 2025**
- **CY 2026 capex is expected to be between $55M and $65M** (largely funding new advertising assets), contingent upon development approvals
- **Gearing is expected to remain within target, below 1.0x adjusted underlying EBITDA**

Questions & Answers

The **largest** and **most diverse network** in Australia

Street Furniture

Retail

Rail

Billboards

Airports

Office

Study

Appendix

Reported Profit & Loss

Reported P&L ($M)	CY 2025	CY 2024	Change
Revenue	691.4	635.6	55.7
Cost of media sites and production	(215.7)	(201.8)	(14.0)
Gross profit	**475.6**	**433.9**	**41.8**
Gross profit margin (%)	68.8%	68.3%	0.5 ppts
Other Income	1.6	0.6	1.0
Total underlying operating expenditure	(149.2)	(144.4)	(4.8)
Underlying EBITDA	**328.0**	**290.0**	**37.9**
Underlying EBITDA margin (%)	47.4%	45.6%	1.8 ppts
Non-operating items	0.0	(3.5)	3.5
Statutory EBITDA	**328.0**	**286.5**	**41.5**
Statutory EBITDA margin (%)	47.4%	45.1%	2.4 ppts
Depreciation and amortisation	(203.2)	(183.7)	(19.5)
Impairment expense	(30.0)	0.0	(30.0)
EBIT	**94.8**	**102.9**	**(8.0)**
Net finance costs	(59.1)	(52.2)	(6.9)
Profit before tax	**35.8**	**50.7**	**(14.9)**
Income tax expense	(18.9)	(14.1)	(4.8)
NPAT	**16.9**	**36.6**	**(19.7)**

Differences in balances due to rounding

- **Reported gross profit margin marginally up by 0.5 ppts to 68.8%** due to a proportionate shift of variable rent expense to fixed rent expense.
- Statutory EBITDA margin increased 2.4 ppts to 47.4%.
- **Depreciation and amortisation expense relating to leases increased by $20M or 11%** following the commitment to significant new leases and digitalisation.
- **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.
- **Finance costs are up $7M (13%)** due to higher IFRS16 interest expense driven by the increase in leases over the course of the year.

Balance Sheet

Financial position remains strong with gearing of 0.8X

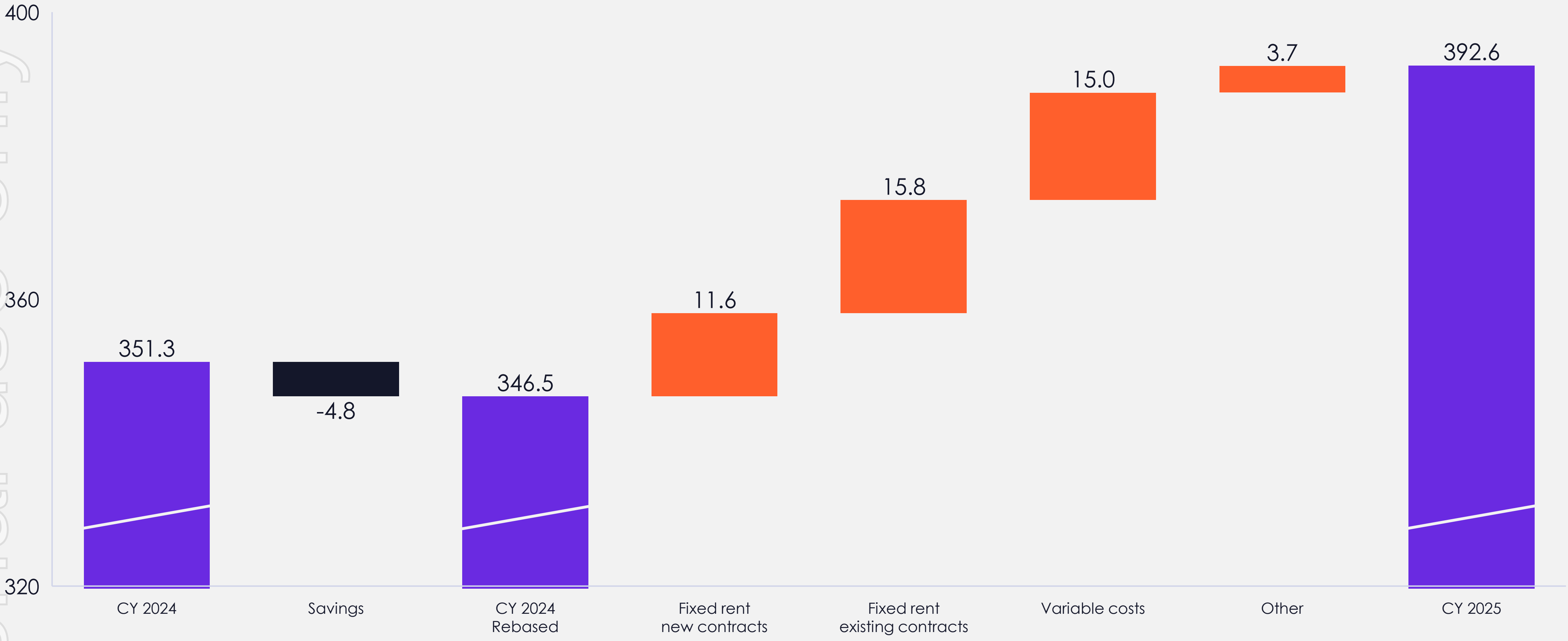
Balance Sheet[1] ($M)	Dec-25	Dec-24	Change
Cash and cash equivalents	18.3	19.8	(1.5)
Trade and other receivables	120.8	122.7	(1.9)
Other assets	76.7	57.3	19.4
Property, plant and equipment	173.4	153.6	19.8
Right of use assets	854.1	733.7	120.5
Intangible assets	655.3	706.6	(51.4)
Total assets	**1,898.5**	**1,793.7**	**104.8**
Trade payables	48.5	45.3	3.2
Other liabilities	48.7	45.5	3.2
Loans and borrowings	131.1	128.0	3.1
Lease liabilities	936.2	828.9	107.3
Total liabilities	**1,166.0**	**1,047.7**	**118.3**
Net assets	**732.5**	**746.0**	**(13.5)**
Gross debt	131.1	128.0	3.1
Net debt	112.8	108.3	4.6
Net debt / Adjusted EBITDA	**0.8x**	**0.8x**	**0x**

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 $131M and $54M in bank guarantees.

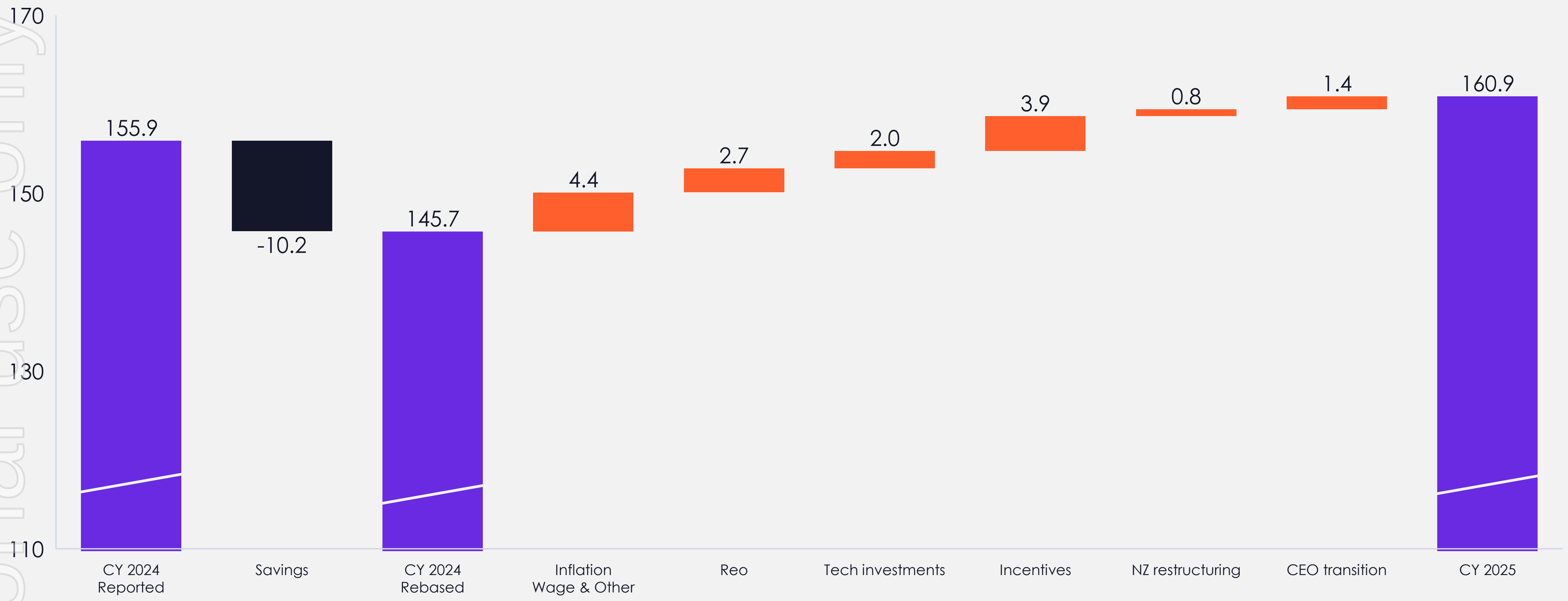
- **Balance sheet strength with gearing at 0.8x** within target range.
- **Right of use assets and liabilities have increased** due new contracts signed and renewed.
- Intangible assets decrease of $30M following New Zealand impairment along with $28m of amortisation offset by $2M of additions/disposals.
- **Loans and borrowings have increased** due to timing difference of repayments in Dec 2025.
- **Syndicated debt facility renegotiated[2]** – reduced committed facility to $265M and at better interest margin terms, but with expanded optionality.
- **Gearing remained flat at 0.8x** from strong EBITDA along with an increase in drawn debt due to timing of payments.
- A 4.00c fully franked final dividend per share declared payable on 19 March 2026.

Adjusted cost of goods sold 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

- Savings represents the cost-reduction initiatives that were largely implemented in late January CY25
- Technology investments represent targeted expenditures to enhance customer experience and improve response times.
- Reo costs reflect a year-on-year increase driven by the delivery of new contracts.
- NZ restructuring represents cost incurred with resizing NZ operations post the loss of Auckland Transport contract
- CEO transition costs are one off and represent termination benefits

Reported NPAT to Adjusted NPAT reconciliation

Reported NPAT to Adjusted NPAT rec ($M)	CY 2025	CY 2024	Change
Statutory NPAT	**16.9**	**36.6**	**(19.7)**
Less: AASB 16 income and expense items			
Lease modification income	(0.3)	(0.2)	(0.1)
Fixed lease obligations	(188.5)	(161.0)	(27.5)
Depreciation	144.4	129.0	15.3
Interest	49.8	41.8	8.0
Tax effect of AASB 16 items	(0.9)	(2.9)	2.0
Net Profit after tax	**21.3**	**43.3**	**(22.0)**
Add: Non-operating items - Operating exp	0.0	3.5	(3.5)
Add: Non-operating items - Impairment	30.0	0.0	30.0
Less: tax impact of non-operating items	(1.4)	(1.1)	(0.3)
Adjusted NPAT	**49.9**	**45.8**	**4.1**
Add: Amortisation relating to acquired intangibles	18.7	18.5	0.1
Less: tax impact of acquired intangibles	(5.6)	(5.6)	(0.0)
Adjusted Underlying NPAT	**63.0**	**58.8**	**4.2**
Adjusted NPATA % of revenues	9.1%	9.2%	0.1 ppts

Differences in balances due to rounding

Adjusted vs reported results reconciliation

Adjusted vs Reported results rec ($M)	CY 2025 Adjusted	CY 2025 Reported	Change
Revenue	691.4	691.4	0.0
Cost of media sites and production	(392.6)	(215.7)	176.9
Gross profit	**298.8**	**475.6**	**176.9**
Gross profit margin (%)	43.2%	68.8%	25.6 ppts
Other Income	1.2	1.6	0.3
Total operating expenditure	(160.9)	(149.2)	11.7
Underlying EBITDA	**139.1**	**328.0**	**188.9**
Underlying EBITDA margin (%)	20.1%	47.4%	27.3 ppts
EBITDA	**139.1**	**328.0**	**188.9**
EBITDA margin (%)	20.1%	47.4%	27.3 ppts
Depreciation and amortisation	(58.8)	(203.2)	(144.4)
Impairment expense	(30.0)	(30.0)	0.0
EBIT	**50.3**	**94.8**	**44.5**
Net finance costs	(9.3)	(59.1)	(49.8)
Equity-accounted investees (share)	0.1	0.1	0.0
Profit before tax	**41.1**	**35.8**	**(5.3)**
Income tax expense	(19.8)	(18.9)	0.9
NPAT	**21.3**	**16.9**	**(4.4)**

Differences in balances due to rounding

- **Revenue unaffected by AASB16**
- **COGS reduced by $177M** due to fixed rents not captured in COGS under AASB16. These are in amortisation and interest.
- **Operating expenditure has declined by $12M** 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 $144M** due to the impact of AASB16.
- **Net finance costs have increased by circa $50M** due to the impact of AASB16.
- **PBT and NPAT have 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 full year ended 31 December 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 intangibles 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 CY 2024 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, 16 February 2026. 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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This document contains certain forward-looking statements and comments about future events, including oOh!media's expectations about the performance of its businesses. Forward looking statements can generally be identified by the use of forward-looking words such as, 'expect', 'anticipate', 'likely', 'intend', 'should', 'could', 'may', 'predict', 'plan', 'propose', 'will', 'believe', 'forecast', 'estimate', 'target' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance on, future earnings or financial position or performance are also forward-looking statements.

Forward looking statements involve inherent risks and uncertainties, both general and specific, and there is a risk that such predictions, forecasts, projections and other forward-looking statements will not be achieved.

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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.

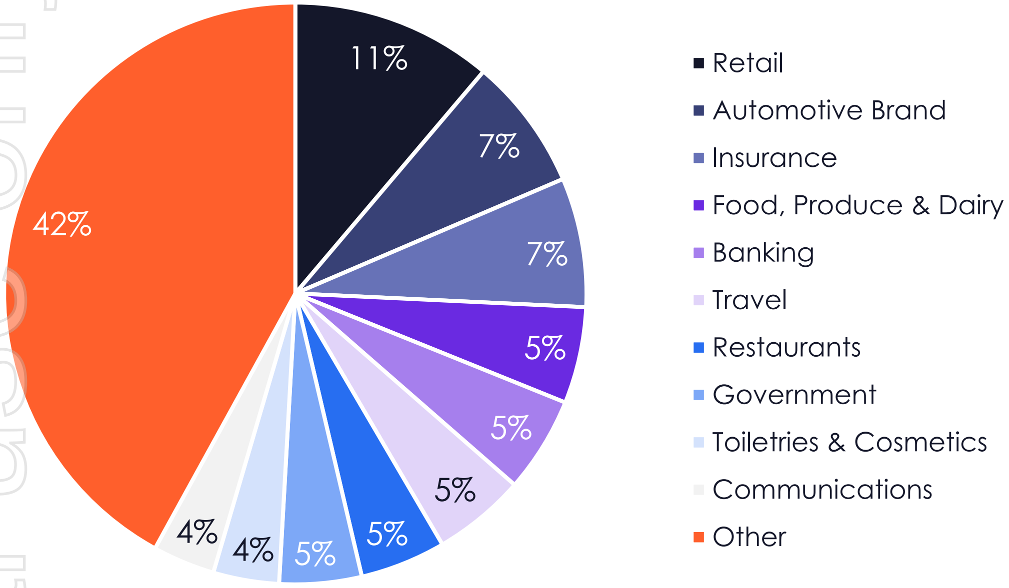
Authorisation

The Directors of oOh!media Limited authorise the release of the FY 2025 results on 16 February 2026, as outlined in this presentation. The release of this document to the ASX has been authorised by the Chief Executive Officer.

Level 2, 73 Miller Street, North Sydney, NSW, 2060

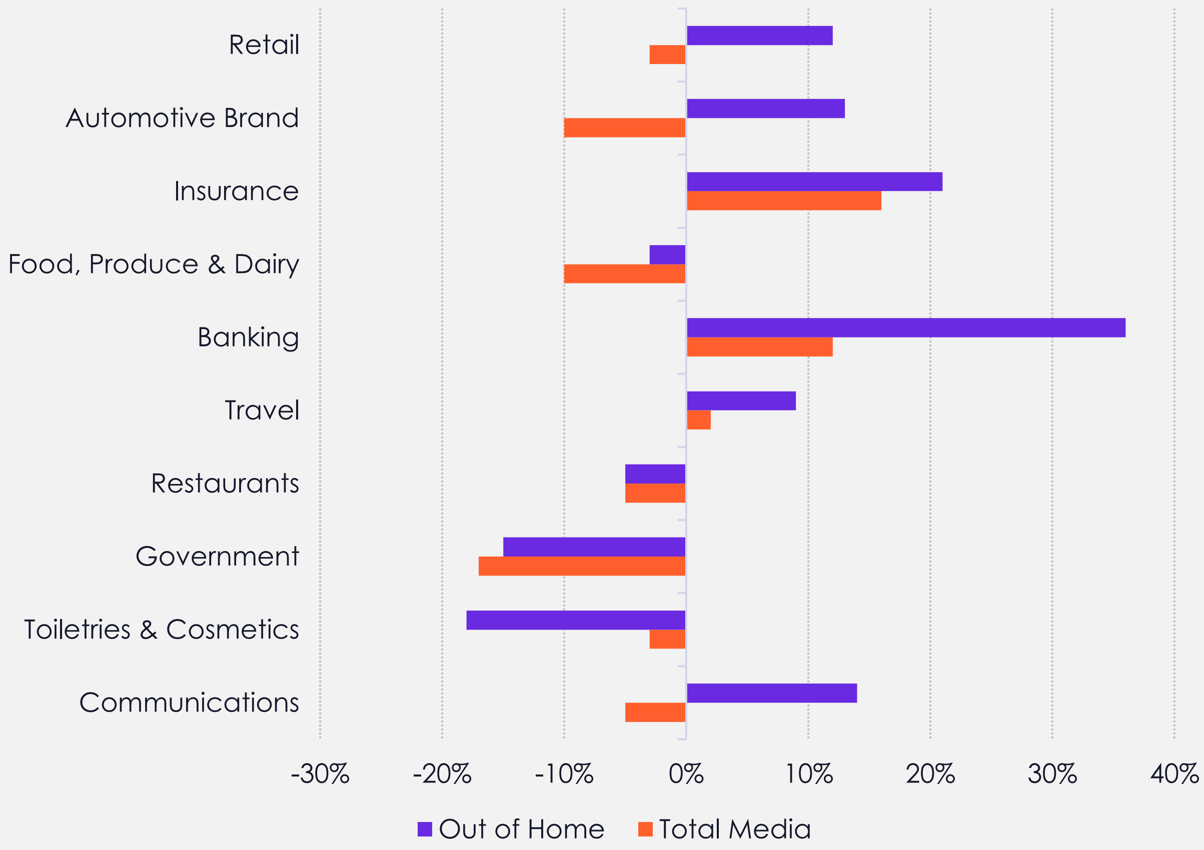
Advertising category performance – SMI[1]

CY 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 9 of the top 10 categories compared to CY 2024.
- **Gambling** is not a significant category, 2.8% of total media and 1.6% of Outdoor.

SMI Agency Spend
CY 2025 Pacing vs CY 2024



1. Data from Standard Media Index DataMiner with advertising categories defined by the SMI

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

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