

Form604Corporations Act 2001
Section 671B**Notice of change of interests of substantial holder**

To Company Name/Scheme

OOH! MEDIA LIMITED

ACN/ARSN

602 195 380

1. Details of substantial holder(1)

Name

Kayne Anderson Rudnick Investment Management, LLC, Virtus Investment Advisers, LLC and their associates identified in Annexure B (**Virtus Group**)

ACN/ARSN (if applicable)

There was a change in the interests of the substantial holder on

30/03/2026

The previous notice was given to the company on

20/02/2026

The previous notice was dated

20/02/2026**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

| Class of securities(4) | Previous notice | | Present notice | |
|------------------------|-----------------|-----------------|----------------|-----------------|
| | Person's votes | Voting power(5) | Person's votes | Voting power(5) |
| Ordinary | 43,505,432 | 8.07478% | 34,765,425 | 6.45260% |

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

| Date of change | Person whose relevant interest changed | Nature of change(6) | Consideration given in relation to change(7) | Class and number of securities affected | Person's votes affected |
|----------------|---|------------------------------|--|---|-------------------------|
| 30 March 2026 | Kayne Anderson Rudnick Investment Management LLC | Please see Annexure A | Please see Annexure A | 4,639,619 ordinary shares | 4,639,619 |
| 30 March 2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Please see Annexure A | Please see Annexure A | 30,125,806 ordinary shares | 30,125,806 |

| | | | | | |
|---------------------|--|---|-----|----------|----------|
| 30 March 2026 | Virtus Group (please see Annexure B) | <p>Virtus Investment Partners, Inc., and Virtus Partners, Inc. have a relevant interest in the shares in which Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC have a relevant interest, under section 608(3)(a)-(b) because they control Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC.</p> <p>Each of the Virtus Group is an associate pursuant to s 12(2)(a) of the Corporations Act 2001 (Cth) and has a relevant interest in all the shares referred to in the row above by virtue of section 608(3) of the Act.</p> | N/A | As above | As above |
|---------------------|--|---|-----|----------|----------|

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

| Holder of relevant interest | Registered holder of securities | Person entitled to be registered as holder (8) | Nature of relevant interest (6) | Class and number of securities | Person's votes |
|---|---|---|---------------------------------|--------------------------------|----------------|
| Kayne Anderson Rudnick Investment Management, LLC | BNY Mellon GSP | Kayne Anderson Rudnick Investment Management, LLC | 4,639,619 | 4,639,619 ordinary shares | 4,639,619 |
| Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers LLC | BNY Mellon GSP, Macquarie Bank, Jefferies Algo Trading, Sanford Bernstein Algo, UBS Securities, Liquidnet | Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers LLC | 30,125,806 | 30,125,806 ordinary shares | 30,125,806 |

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

| Name and ACN/ARSN (if applicable) | Nature of association |
|---|---|
| The members of the Virtus Group identified in Annexure B . | The members of the Virtus Group are associates pursuant to section 12(2)(a) of the Corporations Act, because they are under control of, or under common control with, each other. |

6. Addresses

The addresses of persons named in this form are as follows:

| Name | Address |
|---|---|
| Kayne Anderson Rudnick Investment Management, LLC | 2000 Avenue of the Stars, Suite 1110 Los Angeles, California 90067 USA |
| Virtus Investment Advisers, LLC. | One Financial Plaza Hartford, Connecticut 06103 USA |

Signature

| | | |
|------------|---|--|
| print name | Michael Shoemaker | Chief Compliance Officer capacity Kayne Anderson Rudnick Investment Management, LLC, investment manager |
| sign here |  | date 31 March 2026 |

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
 - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

For personal use only

Annexure A - Relevant interest change

This is the annexure of 3 pages marked Annexure A mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 31 March 2026.

Signature: 

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

| Date of Change | Person whose relevant interest changed | Nature of change(6) | Consideration given in relation to change (7) | Class and number of securities affected | Person's votes affected |
|----------------|---|---|---|---|-------------------------|
| 02/03/2026 | Kayne Anderson Rudnick Investment Management LLC | Change in relevant interest pursuant to the in kind withdrawal of ordinary shares | \$5,514.50 | 5,380 Ordinary Shares | 5,380 |
| 02/03/2026 | Kayne Anderson Rudnick Investment Management LLC | Change in relevant interest pursuant to the in kind withdrawal of ordinary shares | \$17,417.83 | 16,993 Ordinary Shares | 16,993 |
| 02/03/2026 | Kayne Anderson Rudnick Investment Management LLC | Change in relevant interest pursuant to the in kind withdrawal of ordinary shares | \$61,900.78 | 60,391 Ordinary Shares | 60,391 |
| 02/03/2026 | Kayne Anderson Rudnick Investment Management LLC | Change in relevant interest pursuant to the in kind withdrawal of ordinary shares | \$243,985.88 | 238,035 Ordinary Shares | 238,035 |
| 02/03/2026 | Kayne Anderson Rudnick Investment Management LLC | Change in relevant interest pursuant to the in kind withdrawal of ordinary shares | \$550,471.13 | 537,045 Ordinary Shares | 537,045 |
| 11/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$11,343.75 | 12,100 Ordinary Shares | 12,100 |
| 11/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$111,097.50 | 118,504 Ordinary Shares | 118,504 |
| 11/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$815,058.75 | 869,396 Ordinary Shares | 869,396 |
| 12/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$162.63 | 177 Ordinary Shares | 177 |
| 12/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$3,066.14 | 3,388 Ordinary Shares | 3,388 |
| 12/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$30,028.81 | 33,181 Ordinary Shares | 33,181 |
| 12/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$1,591.36 | 1,732 Ordinary Shares | 1,732 |
| 12/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$220,305.06 | 243,431 Ordinary Shares | 243,431 |
| 12/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$11,672.44 | 12,704 Ordinary Shares | 12,704 |
| 13/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$2,390.32 | 2,601 Ordinary Shares | 2,601 |
| 13/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$23,415.20 | 25,479 Ordinary Shares | 25,479 |
| 13/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$171,779.48 | 186,920 Ordinary Shares | 186,920 |
| 16/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$625.90 | 672 Ordinary Shares | 672 |

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|------------|---|---|----------------|---------------------------|-----------|
| 16/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$6,131.41 | 6,583 Ordinary Shares | 6,583 |
| 16/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$44,981.03 | 48,294 Ordinary Shares | 48,294 |
| 17/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$1,971.74 | 2,178 Ordinary Shares | 2,178 |
| 17/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$19,310.95 | 21,331 Ordinary Shares | 21,331 |
| 17/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$141,671.30 | 156,491 Ordinary Shares | 156,491 |
| 18/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$5,023.67 | 5,385 Ordinary Shares | 5,385 |
| 18/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$49,195.55 | 52,734 Ordinary Shares | 52,734 |
| 18/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$360,921.28 | 386,881 Ordinary Shares | 386,881 |
| 19/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$1,468.36 | 1,576 Ordinary Shares | 1,576 |
| 19/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$14,381.72 | 15,436 Ordinary Shares | 15,436 |
| 19/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$105,513.16 | 113,248 Ordinary Shares | 113,248 |
| 20/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$567.13 | 605 Ordinary Shares | 605 |
| 20/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$14,222.04 | 15,125 Ordinary Shares | 15,125 |
| 20/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$139,287.58 | 148,131 Ordinary Shares | 148,131 |
| 20/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$5,554.10 | 5,925 Ordinary Shares | 5,925 |
| 20/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$40,748.78 | 43,470 Ordinary Shares | 43,470 |
| 20/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$1,021,865.38 | 1,086,744 Ordinary Shares | 1,086,744 |
| 23/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$2,194.37 | 2,399 Ordinary Shares | 2,399 |
| 23/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$21,488.13 | 23,492 Ordinary Shares | 23,492 |
| 23/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$157,647.63 | 172,349 Ordinary Shares | 172,349 |
| 24/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$710.60 | 760 Ordinary Shares | 760 |
| 24/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$6,962.01 | 7,446 Ordinary Shares | 7,446 |
| 24/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$51,073.44 | 54,624 Ordinary Shares | 54,624 |
| 25/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$2,959.76 | 3,174 Ordinary Shares | 3,174 |

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|------------|---|---|----------------|---------------------------|-----------|
| 25/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$779.18 | 839 Ordinary Shares | 839 |
| 25/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$28,984.90 | 31,083 Ordinary Shares | 31,083 |
| 25/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$7,632.06 | 8,218 Ordinary Shares | 8,218 |
| 25/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$212,646.37 | 228,039 Ordinary Shares | 228,039 |
| 25/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$55,988.54 | 60,287 Ordinary Shares | 60,287 |
| 26/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$806.13 | 879 Ordinary Shares | 879 |
| 26/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$7,893.48 | 8,607 Ordinary Shares | 8,607 |
| 26/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$57,913.95 | 63,149 Ordinary Shares | 63,149 |
| 27/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$2,308.47 | 2,559 Ordinary Shares | 2,559 |
| 27/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$22,605.72 | 25,059 Ordinary Shares | 25,059 |
| 27/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$165,845.67 | 183,844 Ordinary Shares | 183,844 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$9,506.76 | 10,797 Ordinary Shares | 10,797 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$9.75 | 11 Ordinary Shares | 11 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$26,002.65 | 30,148 Ordinary Shares | 30,148 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$102.83 | 116 Ordinary Shares | 116 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$254,671.24 | 295,271 Ordinary Shares | 295,271 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$93,106.71 | 105,743 Ordinary Shares | 105,743 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$683,068.13 | 775,773 Ordinary Shares | 775,773 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$755.30 | 852 Ordinary Shares | 852 |
| 30/03/2026 | Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers LLC | Change in relevant interest pursuant to the sale of fully paid shares | \$1,868,367.34 | 2,166,223 Ordinary Shares | 2,166,223 |

Annexure B - Virtus Group

This is the annexure of 1 page marked Annexure B mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 31 March 2026.

Signature: 

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Virtus Group

Virtus Investment Partners,
Virtus Partners, Inc.
AlphaSimplex GP, LLC
AlphaSimplex Group, LLC
Ceredex Value Advisors LLC
Crescent Cove Advisors, LP
Duff & Phelps Investment Management Co.
Keystone National Group, LLC
NFJ Investment Group, LLC
Seix CLO Management GP LLC
Seix CLO Management LLC
SGIA, LLC
Silvant Capital Management LLC
Sustainable Growth Advisers, LP
Virtus Alternative Investment Advisers, LLC
Virtus Advisers, LLC
Virtus Capital Advisers, LLC
Virtus ETF Solutions LLC
Virtus Fixed Income Advisers, LLC
Virtus Fund Services, LLC
Virtus Global Partners PTE. LTD.
Virtus International Fund Management Limited
Virtus International Management, LLP
Virtus International Services Limited
Virtus Investment Advisers, LLC
Virtus Investment Partners International Ltd.
Virtus Shared Services, LLC
VP Distributors, LLC
Westchester Capital Management, LLC
Westchester Capital Partners, LLC
Zevenbergen Capital Investments LLC