

oOh!media Limited  
ABN 69 602 195 380

28 September 2018

## ASX Release

### **oOh!media Limited completes acquisition of Adshel**

oOh!media Limited (ASX:OML) announced today that it has completed its acquisition of Out of Home street furniture specialist Adshel<sup>1</sup> from HT&E Limited.

With the closing of the transaction, the Adshel business will be integrated into oOh!media over the coming months, which will include the Adshel brand - that is owned by Clear Channel International - being replaced with oOh! by the end of the year as agreed with HT&E.

oOh!media Chief Executive Officer, Brendon Cook, said the completion marked a turning point for Out of Home to be able to more effectively compete and accelerate the growth of the industry's market share of the Australian media market.

"We are pleased to have successfully completed the acquisition of Adshel and look forward to welcoming the Adshel team and businesses into oOh!media," Mr Cook said.

"Adshel's portfolio and operations are highly complementary to our business and we remain excited to be entering into the new segments of street furniture and rail in Sydney and Melbourne.

"We also look forward to fast-tracking innovation across our entire network to further build engagement with audiences to make our offering more compelling for advertisers and attract new revenue currently being spent with other media."

The company will commence implementation of its plan for integration of Adshel into oOh!media today. In the interim, both businesses will operate business as usual.

Further information regarding the acquisition of Adshel is contained in oOh!media's ASX announcement and Investor Presentation dated 25 June 2018.

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**About oOh!:** oOh! is a leading media operator in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital solutions. Our connected offline and online media ecosystem makes brands Unmissable, with 20,000+ locations across roadside, retail, airports, office towers, cafes, fitness venues, bars, university and integrates with experiential, social and mobile online. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as world-best technological innovation, to give advertisers an added layer of campaign intelligence. With oOh!'s world of Unmissable, advertisers can reach and engage with audiences anytime, anywhere.

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"Adshel" comprises the Australian and New Zealand entities, Adshel Street Furniture Pty Limited ACN 000 081 872 and Adshel New Zealand Limited CN 902243, respectively.