

oOh!media Limited
ABN 69 602 195 380

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oOh! announces new leadership team to drive next chapter of growth

oOh!media today announced a new Executive Leadership Team (ELT) that will be responsible for driving the continued growth of the business, following on from its successful acquisition of Adshel.

The new ELT, formed after an extensive discovery process of both businesses and a strategic review of future business needs, will drive long-term strategy for oOh! and be accountable for leading the oOh! business.

oOh! Chief Executive Officer Brendon Cook said the new structure centered on serving all of the media company's customers.

"The ELT brings together talented leaders who will drive the next chapter of oOh!media as a scaled major Out of Home and online company," Mr Cook said.

"They will be supported by an equally talented Senior Leadership Team (SLT) which we are in the process of finalizing. The SLT will support the ELT in the execution of oOh!'s strategy to grow the overall market whilst maintaining our market leadership.

"We are blessed to have a depth of talent who will be vital to the success of the business moving forward, although unfortunately the overlap in talented senior executives means some will not be staying in the business such as Adshel CEO Mike Tyquin who will finish at the end of the year to pursue other opportunities.

"Mike is a talented business leader and has been a big part of the Out of Home evolution for many years, both leading Adshel and at the helm of EYE in Australia and New Zealand.

"Over the years Mike has been instrumental in establishing Australia's first Out of Home rail proposition, delivered the world's first small format digital network and in recent times was behind Adshel's digitisation, data and automation transition and has been a great fellow board member of the OMA.

"Mike has been a true leader and contributor to the business during the integration of Adshel in to oOh! and I thank him for that. I can wish nothing but the best for Mike in his future endeavors."

Mike Tyquin said it had been his great pleasure and privilege to have led Adshel and be part of the many great things it had accomplished.

"There is no other medium that has better prospects or more opportunities than Out of Home," Mr Tyquin said.

"The next chapter of oOh! will bring even more opportunities for the business and although the changes mean the end of the road for me, I firmly believe that the expanded oOh! is in a unique position to not just lead in Australia and New Zealand but become a tier one media business on the global stage."

Effective as at December 1, 2018, the ELT, which includes executives with a dedicated focus on key customer groups and connected by three critical enablers of Finance, People & Culture and Technology functions, will be:

- David Scribner as Chief Customer Officer, with responsibility for Sales, Marketing, Data & insights, Client/Media Operations, Content delivery
- Noel Cook as Chief Commercial & Operations Officer, with responsibility for Road, Retail, Locate, Network Operations, Assets, Commercial Ops/Admin, Cactus Print
- Robbie Dery as Chief Commercial & Product Officer with responsibility for Street Furniture, Rail, Fly, Product Development, Bid team and Mobilisation
- Neil Ackland as Chief Content & Creative Officer and CEO of Junkee Media with responsibility for Junkee Media, online publications, oOh! Creative Development
- Sheila Lines as Chief Financial Officer with responsibility for Finance, Legal, Investor Relations
- Steve Reid as Chief People & Culture Officer with responsibility for People & Culture, Internal Comms, Facilities, Process Excellence, Integration
- Andy McQuarrie as Chief Technology Officer with responsibility for Systems Development, IT Infrastructure, IT Operations, Cyber security and Projects

With the recent appointment of Mr Scribner as Chief Customer Officer, there will be changes to the Sales and Marketing function, with the role of Chief Marketing Officer being replaced with Head of Marketing. Under the new structure Phil Eastwood will be Group Revenue Director, while Jodie Koning will take the role of Head of Marketing.

Mr Scribner said: “This unfortunately means that Michaela Chan and David Roddick, both of whom have proven to be great leaders and massive and highly successful contributors to the success of oOh! and Adshel respectively, will be leaving the business in the near future.

“On behalf of everyone at oOh! we thank them for their commitment to the business and wish them both well in their new endeavors.”

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About oOh!media: oOh! is a leading media company 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 across oOh!’s diverse network of more than 45,000 classic and digital signs across roadsides, retail centres, petrol convenience, airports, train stations, bus stops, office towers, cafes, fitness venues, bars and universities and integrating with experiential, social, mobile and online helping brands connect with their audiences through powerful integrated campaigns. 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 A World of Unmissable, advertisers can reach and engage with audiences anytime, anywhere.