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MEDIA RELEASE

oOh!media Limited
ABN 69 602 195 380

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oOh! ramps up public policy expertise with new appointment

oOh!media is pleased to announce that public policy expert Dr Siobhan Marren has joined the company as its new Director of Government Relations.

Dr Marren is a highly experienced specialist with a diverse range of experience, and joins the company from the Outdoor Media Association, where she guided the industry's response on key advocacy issues around road safety regulations and content restrictions.

With 20 years of national and international experience across policy, advocacy, education and campaigning, Dr Marren is a policy expert who has worked across State and Federal campaigns on equitable health outcomes, civil liberties and environmental issues.

oOh! CEO Brendon Cook said they were delighted to bring Siobhan on board, particularly at a time of increasing business and regulatory complexity in the industry.

"She is a proven advocate who has a real grasp of commercial, legal and legislative matters, and will deepen our capabilities in this vital area," he said.

Dr Marren said she was pleased to be joining such an established and successful team.

"oOh!media is an industry leader operating in a rapidly-changing environment. The advertising business has many opportunities, but also many responsibilities, and I'm looking forward to working with all our stakeholders to help promote the interests of both the company and the industry as a whole."

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About oOh!media: oOh!media 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 Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 30,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, 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 leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.