

oOh!media Limited
ABN 69 602 195 380



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Media Release

OOH!'S NATIONAL AIRPORT OFFERING BOLSTERED WITH BRISBANE WIN

oOh!media today announced it has secured long term rights to Brisbane Airport's Domestic Terminal (Virgin Australia area), giving the Out Of Home Company exclusive rights to what has been voted Australia's best airport.

The agreement, which will see oOh! assume rights from the incumbent on 1 July, 2016, sees it now hold exclusive advertising rights across the entire Brisbane Domestic Terminal (including the Qantas, Central and now Virgin Australia areas), the International Terminal and on Brisbane Airport Corporation's 2700 hectares of land.

Andrew Brodie, Brisbane Airport Corporation General Manager for Aviation and Retail Management, said the decision to appoint oOh! was based on the shared vision both companies have for continued innovation in delivering products that aligned with its commitment to a quality passenger experience.

"At Brisbane Airport, we are committed to providing travellers with the best airport service standards – as demonstrated by being named the Best Airport (Australia/Pacific) in the 2016 Skytrax World Airport Awards," Mr Brodie said.

"We had received a number of strong proposals from the Out Of Home industry, but oOh! has demonstrated to us over the years that its audience led approach and digital innovation is well aligned to our customer-centric commitment."

oOh! Group Director of Fly, Robbie Dery, said the contract cemented oOh!'s leadership position in the important airport environment and continued to enhance the national offering which covers 10 cities, 15 terminals and 17 business lounges.

"Out Of Home media in airports gives brands an unmissable presence among the high-spend travel audience in an environment where they are more likely to engage with the advertising around them," Mr Dery said.

"We have invested significantly to expand that engagement beyond just rolling out digital screens, by building our offering around enhancing the passenger experience to deliver deeper and more meaningful engagement.

"We look forward to expanding our world leading innovation - supported by our digital, content and data strategy - throughout Brisbane Airport in the coming months, to help advertisers connect with all of the more than 22.8 million passengers who travel through the airport each year.

"The addition of Brisbane Airport's Domestic Virgin Australia Terminal to our Fly portfolio will provide advertisers even greater ease when wanting to reach the unique and growing flyer audience."

Under the agreement, oOh! will roll out its existing digital asset – including Metro Executive, Boulevard, Touch Down, and its latest offering, Collect & Connect TV - into the Virgin Australia terminal as soon as possible.

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About oOh!: oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our network is unparalleled, with a diverse portfolio of static and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafés, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.