

**Form 603  
Corporations Act 2001  
Section 671B**

**Notice of Initial Substantial Holder**

To: **OOH!MEDIA LIMITED**

ACN/ARSN:

**1. Details of substantial holder (1)**

Name: FIL Limited and the entities listed in Annexure A ("FIL")

ACN/ARSN (if applicable)

The holder became a substantial holder on 06 September 2021

**2. Details of 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 on the date the substantial holder became a substantial holder are as follows:

| <b>Class of Securities (4)</b> | <b>Number of securities</b> | <b>Person's votes (5)</b> | <b>Voting power (6)</b> |
|--------------------------------|-----------------------------|---------------------------|-------------------------|
| COMMON STOCK                   | 30,284,133                  | 30,284,133                | 5.06%                   |

**3. Details of relevant interests**

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

|                     |
|---------------------|
| Refer to Annexure A |
|---------------------|

**4. Details of present registered holders**

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

|                     |
|---------------------|
| Refer to Annexure A |
|---------------------|

**5. Consideration**

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

| <b>Date of Acquisition</b> | <b>Holder of Relevant Interest</b> | <b>Consideration (9)</b> | <b>Class and Number of Securities</b> |
|----------------------------|------------------------------------|--------------------------|---------------------------------------|
|                            |                                    |                          | <b>COMMON STOCK</b>                   |
| 05/26/2021                 | FIL                                | 1.7000 AUD               | 7,550                                 |
| 06/08/2021                 | FIL                                | 1.7150 AUD               | 1,890                                 |
| 06/10/2021                 | FIL                                | 1.6964 AUD               | 91,267                                |
| 06/17/2021                 | FIL                                | 1.7650 AUD               | 3,921                                 |
| 06/22/2021                 | FIL                                | 1.8600 AUD               | 42,023                                |
| 07/27/2021                 | FIL                                | 1.6350 AUD               | 22,656                                |
| 08/24/2021                 | FIL                                | 1.5082 AUD               | 12,283                                |
| 08/24/2021                 | FIL                                | 1.5082 AUD               | 56,548                                |
| 08/24/2021                 | FIL                                | 1.5082 AUD               | 71,788                                |

|            |     |            |         |
|------------|-----|------------|---------|
| 08/24/2021 | FIL | 1.5082 AUD | 71,789  |
| 08/24/2021 | FIL | 1.5082 AUD | 72,964  |
| 08/24/2021 | FIL | 1.5082 AUD | 115,860 |
| 08/24/2021 | FIL | 1.5082 AUD | 181,689 |
| 08/24/2021 | FIL | 1.5082 AUD | 303,197 |
| 08/24/2021 | FIL | 1.5082 AUD | 613,882 |
| 08/24/2021 | FIL | 1.6000 AUD | 16,191  |
| 08/25/2021 | FIL | 1.6149 AUD | 8,189   |
| 08/25/2021 | FIL | 1.6149 AUD | 37,699  |
| 08/25/2021 | FIL | 1.6149 AUD | 47,859  |
| 08/25/2021 | FIL | 1.6149 AUD | 47,859  |
| 08/25/2021 | FIL | 1.6149 AUD | 48,642  |
| 08/25/2021 | FIL | 1.6149 AUD | 77,240  |
| 08/25/2021 | FIL | 1.6149 AUD | 121,126 |
| 08/25/2021 | FIL | 1.6149 AUD | 202,131 |
| 08/25/2021 | FIL | 1.6149 AUD | 409,255 |
| 08/26/2021 | FIL | 1.6531 AUD | 3,835   |
| 08/26/2021 | FIL | 1.6531 AUD | 17,655  |
| 08/26/2021 | FIL | 1.6531 AUD | 22,414  |
| 08/26/2021 | FIL | 1.6531 AUD | 22,414  |
| 08/26/2021 | FIL | 1.6531 AUD | 22,780  |
| 08/26/2021 | FIL | 1.6531 AUD | 36,173  |
| 08/26/2021 | FIL | 1.6531 AUD | 56,726  |
| 08/26/2021 | FIL | 1.6531 AUD | 94,663  |
| 08/26/2021 | FIL | 1.6531 AUD | 191,663 |
| 08/27/2021 | FIL | 1.6817 AUD | 2,621   |
| 08/27/2021 | FIL | 1.6817 AUD | 12,065  |
| 08/27/2021 | FIL | 1.6817 AUD | 15,317  |
| 08/27/2021 | FIL | 1.6817 AUD | 15,317  |
| 08/27/2021 | FIL | 1.6817 AUD | 15,568  |
| 08/27/2021 | FIL | 1.6817 AUD | 24,721  |
| 08/27/2021 | FIL | 1.6817 AUD | 38,766  |
| 08/27/2021 | FIL | 1.6817 AUD | 64,692  |
| 08/27/2021 | FIL | 1.6817 AUD | 130,981 |
| 08/30/2021 | FIL | 1.7375 AUD | 8,189   |
| 08/30/2021 | FIL | 1.7375 AUD | 37,699  |
| 08/30/2021 | FIL | 1.7375 AUD | 47,859  |
| 08/30/2021 | FIL | 1.7375 AUD | 47,859  |
| 08/30/2021 | FIL | 1.7375 AUD | 48,643  |
| 08/30/2021 | FIL | 1.7375 AUD | 77,240  |
| 08/30/2021 | FIL | 1.7375 AUD | 121,126 |
| 08/30/2021 | FIL | 1.7375 AUD | 202,131 |
| 08/30/2021 | FIL | 1.7375 AUD | 409,254 |
| 08/31/2021 | FIL | 1.7487 AUD | 4,094   |
| 08/31/2021 | FIL | 1.7487 AUD | 18,849  |
| 08/31/2021 | FIL | 1.7487 AUD | 23,930  |
| 08/31/2021 | FIL | 1.7487 AUD | 23,930  |
| 08/31/2021 | FIL | 1.7487 AUD | 24,321  |
| 08/31/2021 | FIL | 1.7487 AUD | 38,620  |
| 08/31/2021 | FIL | 1.7487 AUD | 60,563  |
| 08/31/2021 | FIL | 1.7487 AUD | 101,066 |

|            |     |                   |                  |
|------------|-----|-------------------|------------------|
| 08/31/2021 | FIL | 1.7487 AUD        | 204,627          |
| 09/01/2021 | FIL | 1.7875 AUD        | 9,827            |
| 09/01/2021 | FIL | 1.7875 AUD        | 45,238           |
| 09/01/2021 | FIL | 1.7875 AUD        | 57,430           |
| 09/01/2021 | FIL | 1.7875 AUD        | 57,430           |
| 09/01/2021 | FIL | 1.7875 AUD        | 58,371           |
| 09/01/2021 | FIL | 1.7875 AUD        | 92,689           |
| 09/01/2021 | FIL | 1.7875 AUD        | 145,351          |
| 09/01/2021 | FIL | 1.7875 AUD        | 242,558          |
| 09/01/2021 | FIL | 1.7875 AUD        | 491,106          |
| 09/02/2021 | FIL | 1.8037 AUD        | 9,417            |
| 09/02/2021 | FIL | 1.8037 AUD        | 43,353           |
| 09/02/2021 | FIL | 1.8037 AUD        | 55,038           |
| 09/02/2021 | FIL | 1.8037 AUD        | 55,038           |
| 09/02/2021 | FIL | 1.8037 AUD        | 55,939           |
| 09/02/2021 | FIL | 1.8037 AUD        | 88,826           |
| 09/02/2021 | FIL | 1.8037 AUD        | 139,295          |
| 09/02/2021 | FIL | 1.8037 AUD        | 232,451          |
| 09/02/2021 | FIL | 1.8037 AUD        | 470,643          |
| 09/03/2021 | FIL | 1.8167 AUD        | 3,275            |
| 09/03/2021 | FIL | 1.8167 AUD        | 15,080           |
| 09/03/2021 | FIL | 1.8167 AUD        | 19,144           |
| 09/03/2021 | FIL | 1.8167 AUD        | 19,144           |
| 09/03/2021 | FIL | 1.8167 AUD        | 19,457           |
| 09/03/2021 | FIL | 1.8167 AUD        | 30,896           |
| 09/03/2021 | FIL | 1.8167 AUD        | 48,450           |
| 09/03/2021 | FIL | 1.8167 AUD        | 80,852           |
| 09/03/2021 | FIL | 1.8167 AUD        | 163,702          |
| 09/06/2021 | FIL | 1.8402 AUD        | 4,004            |
| 09/06/2021 | FIL | 1.8402 AUD        | 18,432           |
| 09/06/2021 | FIL | 1.8402 AUD        | 23,399           |
| 09/06/2021 | FIL | 1.8402 AUD        | 23,399           |
| 09/06/2021 | FIL | 1.8402 AUD        | 23,783           |
| 09/06/2021 | FIL | 1.8402 AUD        | 37,766           |
| 09/06/2021 | FIL | 1.8402 AUD        | 59,223           |
| 09/06/2021 | FIL | 1.8402 AUD        | 98,829           |
| 09/06/2021 | FIL | 1.8402 AUD        | 200,098          |
|            |     | <b>Total Buys</b> | <b>8,212,802</b> |

## 6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are all follows:

| Name and ACN/ARSN (if applicable) | Nature of association |
|-----------------------------------|-----------------------|
| N/A                               |                       |

## 7. Addresses

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

Refer to Annexure A



Sign Here \_\_\_\_\_

**Dated: 08 September 2021**

**Jen Li**

**Head of Regulatory Reporting, Asia Pacific**

**Duly authorized under Powers of Attorney by and on behalf of FIL Limited**

**Annexure A**

| Investment Manager                            | Address                                                       | Custodian                      | Nature of Relevant Interest          | Sum of Numerator Shares |
|-----------------------------------------------|---------------------------------------------------------------|--------------------------------|--------------------------------------|-------------------------|
| FIL Investment Management (Australia) Limited | Level 11, 167 Macquarie Street, Sydney, NSW 2000, Australia   | BROWN BROS HARRIMN LTD LUX (C) | Investment Discretion / Voting Power | 168,935                 |
|                                               |                                                               | BROWN BROTHERS HARRIMAN AND CO |                                      | 9,270                   |
|                                               |                                                               | CITIBANK LONDON                |                                      | 681,852                 |
|                                               |                                                               | HSBC BANK PLC (C)              |                                      | 14,601,315              |
|                                               |                                                               | JP MORGAN, BOURNEMOUTH (C)     |                                      | 805,780                 |
|                                               |                                                               | NATIONAL ASTL BK MELBOURNE (S) |                                      | 1,283,399               |
|                                               |                                                               | NORTHERN TRUST LONDON (C)      |                                      | 795,858                 |
|                                               |                                                               | STATE STREET LUXEMBOURG        |                                      | 3,513,393               |
| FIL Investment Management (Singapore) Limited | 8 Marina View, #35-06, Asia Square Tower 1, 018960, Singapore | NORTHERN TRUST LONDON (C)      | Investment Discretion / Voting Power | 2,543,088               |
| FIL Responsible Entity (Australia) Limited    | Level 11, 167 Macquarie Street, Sydney, NSW 2000, Australia   | JP MORGAN, BOURNEMOUTH (C)     |                                      | 5,881,243               |
| <b>Grand Total</b>                            |                                                               |                                |                                      | <b>30,284,133</b>       |