

oOh!media Limited
ABN 69 602 195 380

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oOh! announces new leadership team for New Zealand

oOh!media today announced the new leadership team responsible for driving the continued growth of the business in New Zealand, following on from its successful acquisition of Adshel.

Nick Vile has been appointed as General Manager of the New Zealand business, reporting directly to the CEO Brendon Cook. He will be supported by Adam McGregor who will lead the local Commercial function and Ben Gibb who will be the Sales Director for New Zealand.

The structure in New Zealand reflects the broader company's new structure which is centered on serving all of the media company's customers.

oOh! Chief Executive Officer Brendon Cook said the senior team in New Zealand consisted of talented leaders who will drive the next chapter of oOh!media as a scaled major Out of Home and online company in the New Zealand market.

"The team will be responsible for driving the long-term strategy for oOh! and be accountable for leading the oOh! business growth in the New Zealand market.

"Each of them have proven successful in driving strong growth in recent years, with the oOh! business having delivered 20 per cent year on year increase as at H1 this year and Adshel have grown the business by 300 per cent over the past five years.

"We expect that combined the team will continue to increase revenues and grow market share as advertisers start realising the tremendous opportunity Out of Home delivers to increase engagement, grow brand positioning and drive long-term memory encoding."

In announcing the changes, Mr Cook paid tribute to Mike Tyquin CEO of Adshel ANZ, 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 working with the NZ team to drive huge business growth, delivering the world's first small format digital network and in recent times driving 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."

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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.