







**09**

## Sustainability Report

# Chair's Letter

**oOh! is Australia's #1 Out of Home company, with the unique purpose of making public spaces better and brands unmissable.**

Our network has unrivalled national reach, world-leading data and creative expertise. Sustainability represents a key component of oOh!'s purpose and remained a focus for the Group throughout 2024.

This year, we continued to make progress on our key sustainability initiatives, focused on:

## **Impact where it matters for better business**

Being a transparent and accountable business and leading the advertising industry through ethical operations, sustainable procurement and in driving forward the Industry at large.

## **Impact where it matters for our planet**

Reducing our operational impact on the planet through decarbonisation, circularity and energy efficiency.

## **Impact where it matters for people**

Providing a safe, supportive and inclusive environment for our people, focused on community and nature, diversity, equity and inclusion, and safety and wellbeing.

15,100 of our advertising panels now operate on renewable power, equating to 41% of our advertising panel network, up from 26% in 2023. This includes 12,700 (91%) of panels in our operational control.

The year also saw the continuation of our Reflect Reconciliation Action Plan, which oversaw new partnerships with the likes of Bandu and the delivery of our first ever Indigenous Business Grant.

In 2024, our community program 'oOh! Community' continued its valuable work, contributing \$17.4m in media support. These resources provide our team with opportunities to contribute to their communities and represents a total commitment of \$154.9m in media support since 2016.

oOh! team members also participated in fundraising and awareness initiatives for key partners including Orange Sky, Greening Australia, GO Foundation, UnLtd, Taronga Conservation Society, Lifeline Australia, Sony Foundation Australia and Two Good.

Additional highlights include winning the Sustainability Award at the 2024 World Out of Home Organisation Awards. The award was given in partnership with GALE Pacific, the provider of sustainable OOH solution, EcoBanner, an



**Tony Faure**  
Chair

Australian-made, PVC-free, flexible banner fabric that offers 100% capable closed-loop recycling solution for large-format billboard advertising.

This year, we were awarded the Bronze Tier Employer status by the Australian Workplace Equity Index (AWEI). AWEI is Australia's national benchmarking instrument for LGBTQI+ supportive employers and assists to attract top talent. This achievement supports our commitment to driving change and demonstrates our commitment to supporting the LGBTQI+ community.

Our commitment to our stakeholders and their most important sustainability issues has continued to inform our efforts throughout 2024. Our ongoing engagement with stakeholders provides clarity on the expectations of our business.

Our ESG approach remains an active area of focus at Board level, overseen by the Board's Audit, Risk & Compliance Committee (ARCC) and the Talent & Culture Committee (TCC).

In 2025, we will continue to advance our sustainability efforts, built upon strong foundations from previous years, and look forward to sharing our developments with all stakeholders.

A handwritten signature in black ink, appearing to read 'Tony Faure'.

**Tony Faure**  
Chair









# About this report

**oOh!media's Sustainability Report provides an overview of our Environmental, Social, and Governance (ESG) initiatives and performance for the reporting period.**

This report outlines our commitment to sustainability and responsible business practices, highlighting key actions, achievements, and progress made in alignment with our sustainability. The report is shaped by ongoing engagement with our stakeholders, ensuring that our sustainability efforts address the issues most relevant to them. As we continue our journey towards a more sustainable future, this report serves as both a reflection of our accomplishments and a roadmap for the steps we will take to further integrate sustainability into our business.



## About oOh!

We are ANZ's #1 Out of Home company, unmissable for brands and audiences.

Our company purpose is to make public spaces better and brands unmissable using our Out of Home network.





### We use our network to go beyond advertising

We invest in and maintain valuable infrastructure, enhancing public spaces to be cleaner, safer, and more useful. Our 35,000 sites around Australia and New Zealand are used to educate, entertain, and inform everyone who passes by. We build and maintain quality infrastructure, like bus shelters, to create better experiences, and we use our targeted locations to communicate important content like news, weather and safety information. Over 98% of metro Australians pass one of our screens in any given week, giving us the genuine chance to make a positive difference to how people experience public spaces.

### We work by our values

We have a unique culture, purpose and set of values that we live up to, in the office, at the warehouse and on the road. Our culture underpins everything that we do. We're clear on what our purpose as a company is, why we love working together and what we expect from everyone we work with.



### Grow sustainably

Personally, professionally, and as a business every single day.



### Play with heart

Infuse passion, pride and, above all, fun into our interactions and work.



### Stronger together

We're best as a team when we're united by what makes us different.



# Our approach

## Our approach to sustainability

oOh!'s approach to sustainability is to create shareholder value, while delivering on our company purpose without compromising the needs of future generations.

Our sustainability ambitions have been developed to support long-term growth, sustainable investment in public spaces and communities, and better outcomes for our customers and stakeholders. We have developed our approach by aligning stakeholder considerations with value creating opportunities.

Our philosophy can be defined as action over words, which is the driving force behind meaningful and purposeful progress to impact where it matters most:



**Vision:** Impact where it matters

**Philosophy:** Action over Words, Empowering every Employee



**We are committed to being a** transparent and accountable business and leading the advertising industry to a more sustainable future.

Ethical operations

Sustainable procurement

Driving industry commitment forward



**We are committed to reducing** our operational impact on the planet, and being a sustainable business for our customers and the communities in which we operate.

Community and nature

Diversity, Equity and Inclusion

Safety and wellbeing



**We are committed to providing** a safe, supportive and inclusive environment for our people and our communities and using our media platforms for good.

Decarbonisation

Circularity

Energy Efficiency







# Our CY24 achievements

## Better Business



Foundational member of

**Ad Net Zero**

Australia and New Zealand



Founding member of

**ESG OMA**

Committee



Member of

**Sustainable Business Network (NZ)**



Partnership with

**TupuToa,**

with two members of NZ team sourced via this already (NZ)



**Fair Supply**

tool embedded



Member of

**Amotai**

(NZ)



## People



**AWEI**

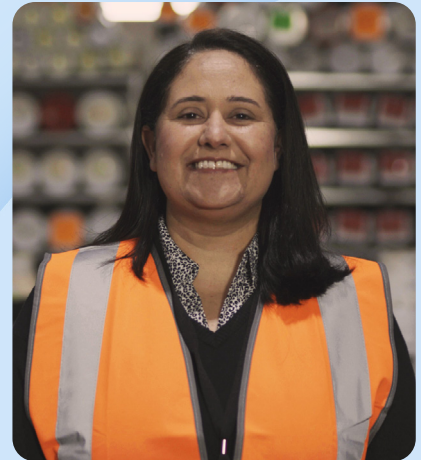
Accreditation



Core

**Inclusion**

Training roll out



Increased gender equity in key leadership roles, with

**52%**

of leaders now female

## Our Planet



A total of

**15,100**

advertising panels now sourcing solar or GreenPower™



oOh! won the

**Sustainability award**

at the 2024 World Out of Home Conference in Hong Kong for the EcoBanner™

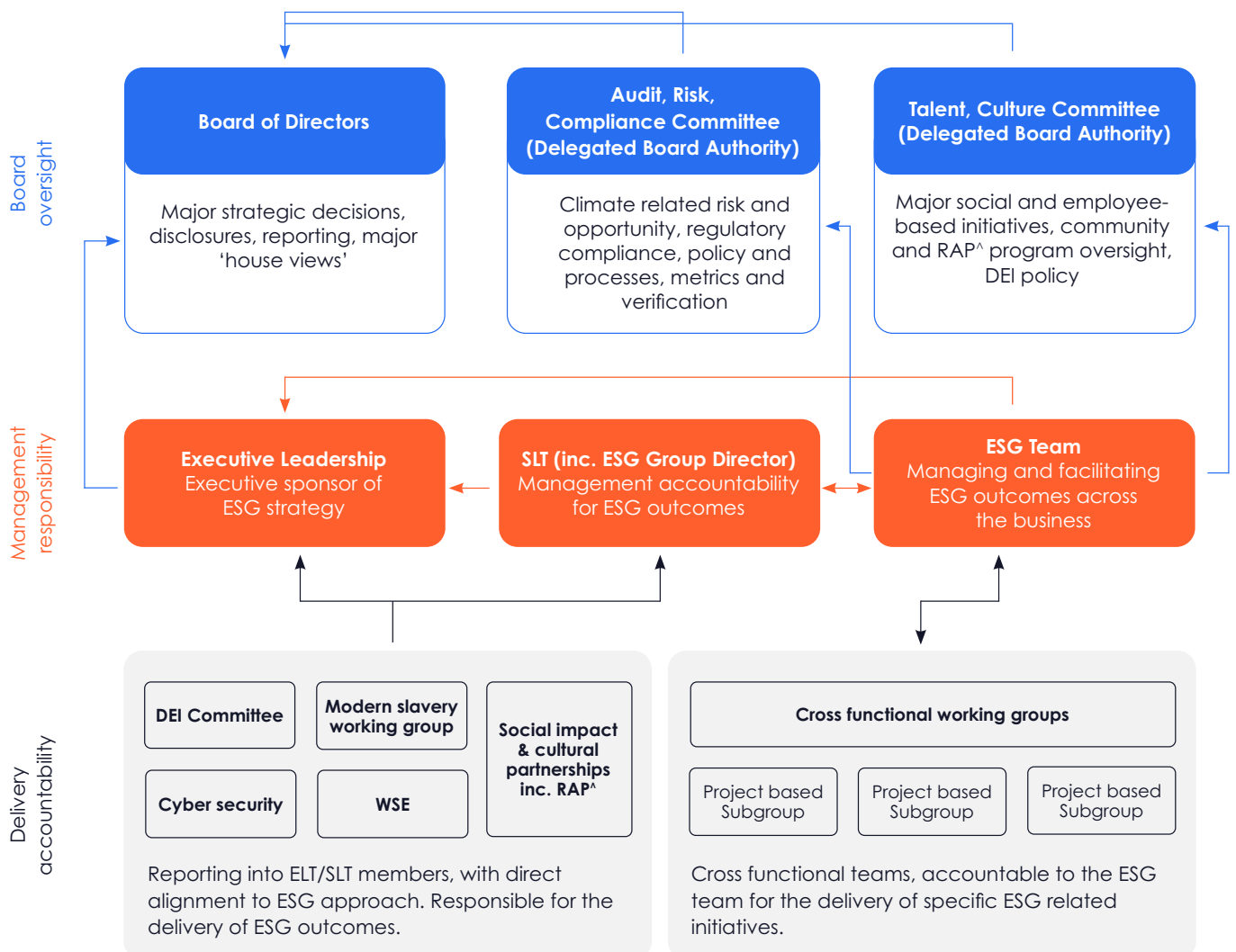


## Sustainability Governance & Risk Management

Having a robust sustainability governance approach ensures that environmental, social, and governance (ESG) initiatives are fully integrated into the company's strategy, aligning sustainability with business growth. oOh! is working to proactively manage risks including climate-related risks, and regulatory compliance, to mitigate potential disruptions while fostering accountability and transparency across leadership and teams.

### 1. ESG Governance framework

ESG governance is overseen by the Board of Directors, supported by the Audit, Risk & Compliance Committee (ARCC) and the Talent & Culture Committee (TCC). The ARCC oversees climate-related risks and regulatory compliance, while the TCC oversees social initiatives and DEI policies. The Executive Leadership Team sponsors our ESG approach, with management accountability held by the Senior Leadership Team (SLT) and ESG Team. Supporting this, various committees and working groups, including DEI, Modern Slavery, and Cybersecurity, collaborate to execute ESG initiatives across the business.





## 2. Upcoming Climate Related Financial Disclosures

oOh! is amongst the first tranche of Australian businesses required to report under the Australian Sustainability Reporting Standards (ASRS) mandatory climate-related financial disclosures and will be subject to the new standards for oOh!'s CY25 reporting year. Accordingly, the business is preparing for the standards, and has already carried out work to identify transition and physical climate-related risks and opportunities to the business, including a materiality assessment across the short, medium and long-term, and against low warming and high warming scenarios (in alignment with ASRS requirements).

The risk and opportunities work will be finalised ready for full disclosure in the CY25 mandatory climate-related financial disclosures report, however preliminary findings are that:

**Physical Risk** - Impacts from identified physical risks (extreme heat, extreme rain and storm surges) are immaterial across all tested scenarios and time horizons<sup>^</sup>. This is largely due to oOh!'s network being so extensive that revenue loss due to compromised sites impacted by extreme weather, can typically be (and historically have been) reallocated and retained, and secondly oOh!'s end of life asset renewal plan is already well established, and asset technology and advancements are constantly evolving to manage extreme heat and moisture exposure, making climate-related repair and replacement costs immaterial in all tested scenarios.



**Transition Risk** - exposure to electricity pricing as Australia transitions to a low emissions economy has been identified as oOh!'s most significant transition risk. As oOh! continues to drive digitisation of assets across our business, management of electricity pricing is essential to minimise cost exposure. This risk also poses our greatest opportunity to drive innovation of more efficient digital product and to seek out off-grid power opportunities. With an annual spend of approximately \$7m per annum on electricity, and with a business model that includes major digitisation plans, electricity pricing has been determined by oOh! to be potentially material across all scenarios and time horizons. Mitigation strategies are in development to minimise our exposure to this risk and maximise the opportunity.

oOh! welcomes the new standards as a critical step towards greater transparency and accountability in addressing climate-related risks and opportunities.

<sup>^</sup>There is a slight increase in risk of exposure to extreme heat in 2050 under the low warming scenario only, due to aerosol reductions in the atmosphere, however given the extensive time horizon (2050) and plans already in place to manage heat related asset repairs and replacement, we do not consider this information to be material.



### 3. Corporate Risk Management

The Audit, Risk & Compliance Committee (ARCC) is the primary forum within oOh!'s governance structure to address matters of risk, business continuity and sustainability. The Chief Financial Officer is accountable for the Group's risk management framework and liaises between the Executive Leadership Team and ARCC. All risks are reported on the corporate risk register, which is reviewed twice a year by the ARCC. Risk identification and mitigation is the responsibility of the Executive and Senior Leadership Team at oOh!. There are a number of governance mechanisms in place to manage risks:

01.

#### Risk management framework

A framework of policies, specific roles and responsibilities, and processes to provide an overall plan for the identification, management and reporting of risk throughout the Group

02.

#### Capable people

Senior Management and dedicated teams trained in relevant regulatory and legal requirements, and including specialist advisers across the areas of finance, law, technology, workplace safety and procurement

03.

#### Internal audit

Regular internal audit reviews of processes and systems to identify gaps and inform plans for continuous improvement

04.

#### Documentation

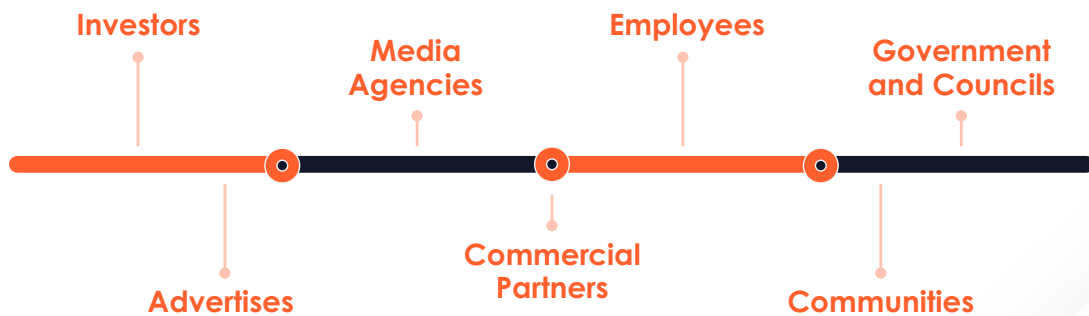
Consistent template contracts to ensure compliance to standards and allocate risk appropriately amongst parties





# What matters most to our stakeholders

Our business has identified key sustainability topics by actively engaging with a range of stakeholders to understand their priorities. This process ensures that our initiatives align with the concerns of our stakeholders and address the issues that matter most to them. From 2022 to 2024, the ESG team has engaged with key stakeholders via surveys and face-to-face meetings to gather valuable insights that help shape our approach to sustainability. oOh!'s key stakeholders include:



From this work, we identified oOh!'s material topics are:

01.

Energy and emissions reduction

02.

Transparency and accountability

03.

Employee health, safety, and wellbeing

04.

Diversity, Equity, and Inclusion

05.

Data privacy and cyber security

06.

Community engagement



## 1. Energy and emissions reduction

oOh! is committed to reducing our operational impact on the planet. We strive to be a sustainable business for our customers and the communities in which we operate. We aim to achieve this through several considered approaches to decarbonisation including energy reduction initiatives, circularity, waste reduction and procurement with consideration to energy efficiency.

### Our carbon footprint

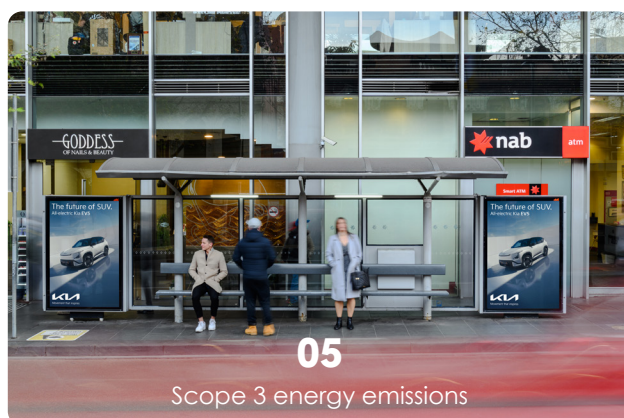
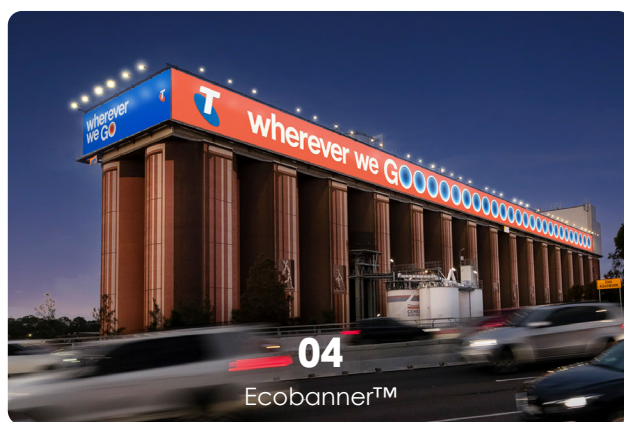
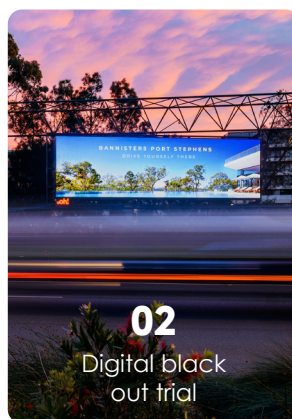
In last year's Sustainability Report, oOh! shared estimated figures for our CY22 carbon footprint measurement for our Australian and New Zealand operations. oOh!'s next footprint disclosure will be CY25, in accordance with the ASRS climate-related financial disclosures. This allows us the ability to continue to refine our electricity-related data in particular (across Scope 2 and Scope 3), which is complex and high volume in our business, and represents the majority share of our operational footprint.

In alignment with our carbon footprint reduction approaches, we have continued to invest in renewable power options throughout 2024 (e.g. GreenPower®/state equivalent or solar), with our entire street furniture business, excluding WA, now transitioned over to renewable power, this represents a drop in our Scope 2 related emissions in comparison to the reported CY22 number.

Other than for business travel and as a component of our NZ Toitū certification, we do not use offsetting as a means to negate our carbon footprint. Instead we are focusing on how we reduce our emissions, although we are yet to set reduction targets. In relation to business travel, we offset business flights, accommodation and car rental that are booked through our travel partner. In CY24 we offset 546tCO<sub>2</sub>e of business travel related emissions against a renewable energy project in South Asia and nature conservation projects in Oceania. During CY24, 118 carbon units have been retired.

The majority of oOh!'s Scope 3 emissions are those associated with the electricity consumed through our commercial partners and landlords. In these instances, we are investigating ways we can access renewable energy sources for the assets out of our operational control, alongside other measures to reduce the emissions of our capital goods & services.

Our key area of focus as we decarbonise our operations include:





# 01.

**Our commitment to** transition assets to LED technology means the power consumption is ~60% less than equivalent LCD displays in the market.

The lifespan of LED displays is predicted to be at least double that of LCD displays used in outdoor environments. LED screens also deliver a power saving when darker creative is run.

Our tests show that predominantly black creative can have a power saving of 59% compared to predominantly white creative. We encourage our clients to prioritise impactful colours on our screens however this testing is an opportunity for clients to measure different creative options and test for the most energy efficient version of their campaign.

# 02.

**We are continually exploring** ways to reduce carbon emissions resulting from our operations. In 2024, oOh! launched an energy saving trial to assess the impact of reduced energy consumption across our large format digital network.

The first phase blacked out 70 large format LED sites across Australia between 1am to 4am for a minimum trial period of six months. This large format digital trial, the first of its scale for oOh!, will provide valuable insights and learnings on how we may enable our broader digital network to reduce its electricity consumption.

# 03.

**As part of our commitment** to environmental sustainability, we are proud to report we are in the final stages of integrating six electric vehicles into our fleet. The electric vehicles have potential in delivering both environmental and operational benefits.

They produce zero tailpipe emissions, minimizing the main source of our Scope 1 emissions. We expect them to be servicing our assets by the end of Q1 2025 and will be actively evaluating the performance and outcomes to inform future decisions regarding the expansion of electric vehicles into our fleet. Our aim is to gradually transition towards a more sustainable transportation model that benefits both our organization and environment.

# 04.

**In 2023, alongside GALE Pacific** we launched the world's first ever 100% closed-loop recyclable and PVC free billboard skin. The EcoBanner™ is a sustainable innovation which allows advertising banners to be put back into the manufacturing process to remake new banners thus eliminating waste and reducing our contribution to landfill.

In 2024, this product was recognized as a market-leading innovation which won oOh! the Sustainability award at the World Out of Home Conference in Hong Kong. We will continue to develop and expand this product across our assets.

# 05.

**As we near 100% of assets** within our operational control (Scope 2) sourcing renewable energy, we will focus efforts on gaining a deeper understanding of the energy sources utilised by our commercial partners, which power the assets we run within their properties (Scope 3). As an illustration, recently Melbourne Airport became Australia's first Airport to be a GreenPower™ approved provider, enabling it to sell on-site solar-generated power to tenants, retailers, and partners.

oOh!'s transition to Melbourne Airport's embedded network facilitated an increase in the number of sites available for us to offer on GreenPower™ to our clients. As we enter 2025, we will work with more of our commercial partners to explore ways to access renewable energy sources for our assets and identify any potential obstacles.

## 2. Transparency & Accountability

oOh! is committed to being a transparent and accountable business, leading the advertising industry toward a more sustainable future. We strive to foster ethical operations in our business, on our screens and throughout our industry. We are doing this by embedding modern slavery safeguards, strengthening sustainable procurement frameworks with a focus on vendor risk management, and ensuring the delivery of safe, responsible advertising content on our platform. As Australia's leading Out of Home company, we aim to drive the industry's commitment to sustainable practices forward.

### In our operations



1. Sustainability Policy
2. Procurement framework
3. Modern Slavery
4. AI users and trials

### On our platform



1. Regulations and Standards
2. Public Complaints
3. Anti-Greenwashing Guidelines



1. OMA ESG Committee
2. Ad net Zero Australia
3. Campaign Emissions Reporting



# In our operations

## Sustainability Policy

oOh! is committed to promoting sustainable business practices across our operations and throughout our supply chains. Our goal is to minimise our impact on the planet and promote positive social outcomes, thereby structuring our business for long-term, sustainable success. In 2024, we formalised our Sustainability Policy to educate and empower our workforce to act responsibly across our operations. This policy applies to all representatives of oOh!, including oOh!'s Board of Directors, employees, contractors, and consultants of oOh! and may also be applied to persons in our supply chain.

For the purposes of this Policy, sustainability is achieved by meeting the social, environmental, and economic needs of the present without compromising the ability of future generations to meet their own needs.

**Our Sustainability Policy focuses on three key areas with actionable priorities:**

### Business Practices

- ! **oOh! strives to be a responsible, transparent and accountable business leading the advertising industry to a more sustainable future.**

### Environmental Stewardship

- ! **oOh! is dedicated to minimising our environmental impact and being a sustainable partner for our customers and communities. Our goal is to efficiently use resources and combat climate change through actively reducing the contribution we make to greenhouse gas emissions.**

### Social Responsibility

- ! **We are committed to providing a safe, supportive and inclusive environment for our people and our communities and using our media platforms for good.**

## Procurement Framework

**To further support oOh!'s Sustainability Policy, a Procurement Framework which includes sustainable Procurement practices was developed in 2024, along with comprehensive training and support delivered across the business.**

In today's rapidly evolving business landscape, implementing a sustainable Procurement Framework is vital to proactively identify and mitigate risks, enhance operational efficiency and drive sustainable growth. The framework's purpose is to foster innovation, strengthen relationships with our suppliers, and optimise spending to ensure value for money. It is foundational to oOh!'s efforts to reduce our Scope 3 carbon emissions, associated with capital goods and goods and services. Key decision makers across our business received in depth training of our Procurement Framework including 3 key pillars of our sustainability agenda:

### Business Practices

- ! **Investing in environmentally and socially sustainable businesses to strengthen our supply chains and the sustainability of our business operations into the future.**

### Environmental Stewardship

- ! **Seeking out and prioritising energy efficient products & services that reduce our waste, energy consumption and carbon emissions.**

### Social Responsibility

- ! **Supporting and investing in community-oriented businesses and not-for-profit organisations that positively impact society.**



## Modern Slavery

oOh!'s Modern Slavery Statement is available for CY23, and can be found at <https://modernslaveryregister.gov.au/statements/13671/>. oOh!'s CY 24 statement is due to be updated in June 2025.

Our statement is supported by a 5-year Board endorsed workplan as we work to eradicate modern slavery in our supply chain.

**In 2024, we successfully executed several key initiatives, reinforcing our commitment to transparency and leadership in ethical and sustainable practices:**

### Embedded Anti-Modern Slavery Tools into Our Operations

**We commenced using the Fair Supply Spotlight tool** to conduct pre-engagement supplier assessments. Understanding modern slavery risk prior to engagement allows us to investigate that risk further and incorporate appropriate contractual obligation in our supplier agreements.

### Organisation-wide Training

**We completed the rollout of mandatory anti-modern slavery awareness training** across the organisation and delivered targeted training to staff in high-risk roles, ensuring a comprehensive understanding of modern slavery risks throughout our workforce.

### Updated Vendor Onboarding Process

**Based on the outcomes of the 2023 review**, we developed and implemented an enhanced vendor onboarding process. This included updates to internal policies, practice notes, and our anti-modern slavery remediation principles, ensuring a more rigorous and ethical approach to new supplier engagements.

### Supply Chain Due Diligence

**Using the Fair Supply mapping tool**, we conducted an extensive due diligence process through the 10th tier of our supply chain. This enabled us to establish a detailed modern slavery risk profile, informing our broader anti-modern slavery efforts. As a result, we enhanced due diligence and engagement with our higher-risk suppliers, strengthening our supply chain's ethical standards.

## AI uses and trials

In 2024 we established an Artificial Intelligence Steering Committee and extended the existing corporate governance framework to include:

- Adherence to Ethical and Governance Standards.
  - Fairness
  - Contestability
  - Privacy
- Risk Management & Controlled Experimentation.
- Data Governance & Information Security.
- Continuous Learning & Capability Development.

To support the adherence and maintenance of this framework an AI Working group was established. Members of this working group were selected from all departments within the organisation. In addition to the governance, we established three strategic categories which serve to guide adoption, communication and change management approaches.

01.

Adoption of 3rd party A.I capabilities to improve how we operate

02.

Incorporation of A.I. into our value stream to enhance our market offering

03.

Creation of A.I to differentiate ourselves in market

Over the course of 2024 all initiatives which undertook trial and experimentation were in categories 1,2 with discovery work undertaken on ideas in categories 2 and 3.

**All AI capability providers are vetted against our existing vendor information and cyber security assessment processes.**



# On our screens

## Regulations & Standards

oOh! operates within a number of regulatory and industry self-regulatory frameworks. In Australia, content displayed on our assets is governed by the Code of Ethics and standards set by the Australian Association of National Advertisers (AANA) with complaints overseen by the Ad Standards Community Panel. In New Zealand advertising content is regulated by the Advertising Standards Authority.

We ensure compliance by providing to our clients & team members an 'Advertising Content Policy(^)' and referring creative content to oOh!'s internal copy review process. Potentially non-compliant content may be escalated to the Outdoor Media Association (OMA) Copy Advice service for further review where required. oOh! is a foundation member of the OMA industry body, which is a self-regulating body to whose standards oOh! also adheres.

^More info on oOh!media's Advertising Content Policy <https://oohmedia.com.au/terms-and-conditions/#:%7E:text=Any%20content%20you%20submit%20to.and%20for%20direct%20marketing%20purposes>

## Public Complaints

We welcome feedback from the public, positive and negative, to make continuous improvements to our interactions with the public spaces and communities in which our business operates. oOh! has a dedicated Customer Experience Team to manage public complaints and takes any feedback very seriously. We have established systems and processes to receive, acknowledge, manage and resolve complaints and issues as they arise. At oOh!, complaints generally come through one of three channels, via the 'Contact Us' page on the oOh!media website, directly to our Public Complaints Inbox, or directly to our 'Experience Operations Team' from other teams or via commercial partners.

Creative complaints - oOh!'s 'Experience Operations Team' measure creative advertising content against OMA, AANA, ASA and restrictions nominated by a commercial partner. If there is a possible breach our team will ensure that creative is removed, amended or relocated.

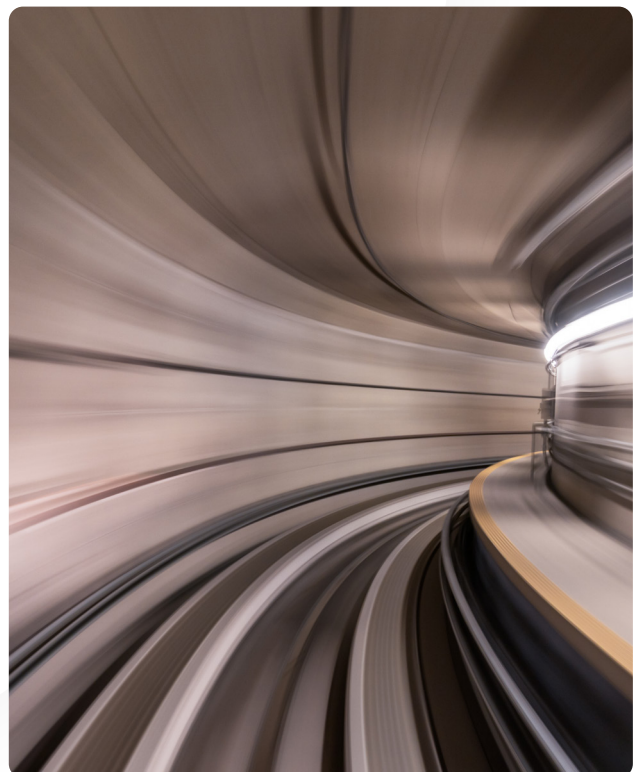
Driving or personnel complaints - These complaints are rare and are escalated through to the relevant Assets and Operations State Manager for resolution.

Other complaints - Complaints follow an established workflow and managed by the 'Experience Operations Team' which will engage other teams as relevant such as Work Health Safety, Legal, etc

Total complaints in 2024 was 7 (an increase of 1 from 2023), with all complaints fully resolved to the satisfaction of the reporting party.

## Anti-Greenwashing Guidelines

oOh! continues to provide an open advertising platform for legitimate, free speech, and adheres to the content standards and regulations set out by law and by our commercial partners. To support the reduction of misinformation on our media platform and in the community, oOh! created for its clients' benefit anti-greenwashing guidelines, based on the Australian Competition and Consumer Commission's eight principles of good practice, and the New Zealand Commerce Commission Environmental Claims guide to educate advertisers on avoiding greenwashing in advertising. These guidelines are now included within oOh!'s material specifications provided to Clients ahead of each campaign and its media services contract terms and conditions. As an additional measure oOh! has introduced a copy review escalation process for any creative which may be considered greenwashing.





# In our industry



## OMA ESG Committee

The OMA ESG Committee was created by the Outdoor Media Association (OMA) in 2024 with the focus on supporting the industry's commitment to environmental sustainability, social responsibility, and governance practices. oOh! is a founding member of the committee. ESG Committee members advise and support the OMA with the aim to establish a unified view of ESG and increasing understanding of all three aspects. The OMA recognises that there are varying levels of ESG maturity and progression within its membership.

The ESG Committee meets quarterly and is a forum for regular and in-depth discussion of issues including but not limited to the ESG operating environment, current and emerging issues, regulation, parliamentary inquiries, community sentiment, relevant international developments, and stakeholder engagement.

### Key functions of the ESG Committee include:

01.

Discussing ESG challenges and opportunities that impact the industry

02.

Sharing knowledge of initiatives related to energy efficiency, sustainable design and development, waste and e-waste reduction, and supply chain sustainability

03.

Identifying research opportunities to support the industry's advocacy communication

04.

Reviewing the OMA Environment and Sustainability Policy

05.

Organising events to educate members and showcase industry leadership



## Ad Net Zero

At oOh! we acknowledge that meaningful action on the impact of climate change requires collaboration and a cross-business approach. Ad Net Zero is the advertising and media industry's collective commitment to net zero carbon emissions from the development, production and media placement of advertising by 2050. Launched in October 2024, it brings together media owners, publishers and agencies to work together to decarbonize our operations.

As Australia's #1 OOH company, with a dedicated team of 3 ESG professionals, it's important that oOh! has a seat at the table to inform the industry's transition to net zero.

## Campaign Energy Consumption & Emission Reporting

As clients prioritise sustainability, they are increasingly mindful of the energy consumption and emissions associated with their advertising campaigns. To help clients make informed decisions, oOh! can provide a Campaign & Emissions Report detailing:

- Kwh power usage for the campaign
- Power usage/media spend
- Energy related emissions for the campaign
- Energy related emissions/media spend
- Proportion of the campaign covered by renewable power



oOh!'s foundational membership in both Australia and New Zealand gives us access and influence via industry-wide working groups driven to shape the media and advertising response to the effects of climate change.





### 3. Employee health, safety, and wellbeing

In February 2023, oOh! launched our latest WSE Plan targeting four key areas with the aim to lift safety performance and drive continuous improvement.

Throughout 2024 we targeted four key areas:



#### 2025 Initiatives

##### Embedding best practice wellbeing, safety, and injury management tools

In 2025, we aim to continue our positive momentum by introducing the following initiatives as we strive for best practice wellbeing and safety policies and practices:

- Expand people leader programs to support our psychosocial wellness strategy
- Enhance controls for our physical risk environment
- Progress towards launch of our documented safety management system and associated support tools
- Streamline our Wellbeing, Safety and Environment (WSE) training program rollout
- Enhance and strengthen our minimum WSE standards

#### 4. Diversity, equity & inclusion

Having launched our new multi-year Diversity, Equity and Inclusion (DEI) Strategy in 2023, oOh! made further progress in CY24, including:

- Increased gender equity in key leadership roles, with 52% of leaders now female
- 29.9% of employees identifying as being of a background other than Australian in 2024, up from 21.5% in 2022.
- The corporate group gender pay gap remains well positioned compared to the industry and national average.

The 2024 DEI Measurable Objectives form part of the DEI Strategy 2023-2025. An update of progress against these objectives is set out below.

Women	
GOAL: By 2026 Women will be 50% of our total workforce and 50% of our senior leaders	
Target	Outcome
Achieve gender equity in key leadership roles – 50/50 for SLT roles.	2024: Female 52%/ Male 48%
Achieve gender equity in People Leader roles – 50/50.	2024: 47% Female / 53% Male
Achieve gender equity in Succession Plan representation – 50/50 for ELT roles	2024: 50% Female/50% Male
Increase representation of Women in non-traditional roles from < 10% of total headcount to 20% or more.	<p>2024: 13% female: 87% male</p> <p>Positive progress has been made towards target with the current ratio representing an increase from 8% female: 92% male in April 2024.</p> <p>A Pilot program was successfully established in 2024, focused on increasing the representation of women in the Posting &amp; Cleaning Operatives area of our business where women have traditionally been underrepresented.</p>
Secure AWEI accreditation to drive change and demonstrate commitment - support the employee led LGBTQI+ community group to make a submission to the Australian Workplace Equality Index (Australia's national benchmarking instrument for LGBTQI+ inclusion which visibly celebrates LGBTQI+ supportive employers and assists to attract top talent).	<p>Achieved</p> <p>Awarded Bronze Tier Employer Status by Australian Workplace Equality Index (AWEI)</p>
Increase the proportion of people identifying as LGBTQI+ from its 2023 baseline (6%).	<p>2024: 6.4%</p> <p>Positive progress has been made towards target (2023: 6%).</p>



### Cultural Background

**GOAL: non-Australian employees identifying with another cultural background will increase to be consistent with the OMA (Diversity Census) Industry benchmark (32% of workforces), if not exceed it by 2026**

#### Target

**Increase Aboriginal and Torres Strait Islander representation at oOh!**  
Partnering with specialised recruiters to hire three new individuals (representing ~2% of expected new hires annually, permanent and interns) from those who identify as Aboriginal.

#### Extend oOh! community reach and impact

– establish a partnership with "Freed to Feed" to support the creation of job opportunities for asylum seekers and refugees, new to Australia through the creation of shared food experiences.

#### Increase the cultural diversity of our workforce

increase the proportion of those who identify as having a background other than Australian from 21.5%

#### Outcome

**Positive progress made towards target**  
2 internship placements occurred in 2024.

#### Achieved

A partnership has been established and forms one of four Company endorsed organisations offering volunteering opportunities for Victorian based team members.

#### Achieved

2022: 21.5%

**2024: 29.86%**

### Inclusive oOh!

**GOAL: Our culture is one where everyone can bring their whole self to work, feel respected, comfortable and safe and that their contribution matters**

#### Target

#### Build baseline DEI awareness

deliver diversity and inclusion awareness training for the entire workforce, targeting a 90% participation rate.

#### Develop manager capability to create inclusive work environments

- for people with disabilities (e.g. guides on available options for support and reasonable adjustments).

#### Outcome

#### Positive progress made towards target

Two diversity and inclusion training modules launched to the entire organisation with strong participation heading towards but not yet at target

#### Positive progress made towards target

Accessibility audits of oOh! Australian depots and offices were completed early 2024. All locations assessed indicate a range of accessibility outcomes from general capacity to accommodate individuals with disabilities to well-positioned to accommodate individuals with disabilities.



### Our partnership with Mardi Gras

Consistent with our commitment to fostering inclusivity and support for the LGBTQIA+ community, both within our workforce and throughout the broader Australian community, oOh!media is delighted to have expanded our agreement to be the major media partner of Sydney Gay and Lesbian Mardi Gras for the next two years.

For the past three years oOh! has worked with the Sydney Gay and Lesbian Mardi Gras and Sydney World Pride in 2023 as the official media partner. oOh! will once again return to the Mardi Gras parade with a float packed with employees in 2025.

### Our commitment and vision for Reconciliation at oOh!

oOh!media's vision for reconciliation is to help shape a unified Australia where Aboriginal and Torres Strait Islander peoples have equitable opportunities and where diverse voices resonate powerfully. We're committed to understanding our country's rich Indigenous heritage, respectfully celebrating cultural connections, and nurturing meaningful relationships with Indigenous communities as we sustainably grow as a company.

We acknowledge the immense significance of storytelling in Aboriginal and Torres Strait Islander cultures and the importance of Indigenous leadership, self-determination and co-design in shaping oOh!media's reconciliation initiatives.

As Australia's leading Out of Home company, we have a unique position to promote creativity and conversations that create a stronger connection, and we remain committed to sharing this voice in public spaces.

In 2024, we continued our Reconciliation work and delivered several new initiatives and processes to our business to increase Indigenous representation and opportunities for cultural learning for our staff.



## Key highlights

**oOh! delivered** its first Indigenous Business Grant. Delivering a media campaign valued at \$200k to The Unexpected Guest who targeted women in NSW through our Street & Office Network.

**oOh! formally** partnered with Bandu to help support First Nations students access part-time work as they undertake their undergrad degrees. Since partnering we've been able to place 2 students into the oOh! business.

**oOh! successfully** set up a First Nations Reference Group to provide valuable insights into our processes and operations.

**oOh! began** using our internal screens to share educational messages about First Nations' history and culture.

**We recommitted** our membership to Supply Nation and updated our online SBS First Nations Training content on KnowBe4.

**Eddie Betts** joined us in the Melbourne office to deliver a keynote speech that was streamed live to all offices in recognition of NRW.



Gender Pay Gap

We are proud of our longstanding commitment to driving gender equality and positive change for women as part of our DEI Strategy and this includes a specific focus on gender pay equity.

oOh!media annually submits data to the Workplace Gender Equality Agency (WGEA) on key gender equality indicators, including the gender pay gap. The gender pay gap is the difference in average or median earnings between women and men in the workforce. It is a useful proxy for measuring and tracking gender equality across an organisation.

The below sets out oOh!media's gender pay gap for the Corporate Group<sup>a</sup>:

2023-2024	
Average total remuneration	2.0 %
Median total remuneration	-1.7%

Specific initiatives focused on women have been built to ensure continued momentum, including:

- Additional gender pay gap analysis for the Board, Talent & Culture Committee, and CEO annually
- Approaches to reduce bias in performance reviews and other relevant people processes.



a. Source: WGEA Executive Summary Corporate Group 2023-24, November 2024. A positive percentage indicates men are paid more on average than women. A negative percentage indicates women are paid more on average than men.

## 5. Data privacy & cyber security

At oOh!media, our approach to cybersecurity spans the entire organisation, with an active Information Security program prioritising Cyber risk management from a business centric lens. This program is motivated by safeguarding the Cyber Security of our customers, employees, and our digital infrastructures and services.

Increasingly, organisations face heightened vulnerabilities arising from the everyday reliance on digital data, external partners, and advanced technologies. As cyberattacks grow in both frequency and sophistication, we are dedicated to comprehending the evolving threat environment and persist in enhancing our resilience.

A significant budget is allocated to Cyber Security annually and a Cyber/Information Security program is one of the pillars of the oOh! technology strategy.

oOh!media employs industry leading frameworks, such as NIST and ISO27001 and the CIS 18 controls framework, to align with the best practice ways of protecting the organisation against Cyber Threats.



Along with risk analysis and management which defines and protects against threats and vulnerabilities, we also have a strong focus on detection, response, and Cyber security awareness. This includes training for staff, third party supply chain security management and regular incident response tabletop and business continuity exercises.

“

We firmly believe that our organizational culture has a huge part to play in our defenses; mandatory training for all employees, gamification of cyber upskilling and event simulations all examples of how we involve and engage our teams to continually keep pace with a rapidly evolving threat landscape.

”

Mat Yelavich, Chief Technology & Information Officer.



## 6. Community engagement

Our community program (oOh! Community) contributed \$17.4m in media support to our community partners in 2024 (with a total commitment of \$154.9m in media support since 2016) and supported our team with opportunities to contribute back to the community. oOh! team members participated in fundraising and awareness initiatives for key partners including Orange Sky, Greening Australia, GO Foundation, UnLtd, Taronga Conservation Society, Sony Foundation Australia and Two Good.

As well as supporting our key partners throughout the year, we also provided media space for not-for-profit campaigns including Australian Children's Music Foundation, Gidget Foundation, Hospitals United for Sick Kids, Humpty Dumpty Foundation and Reconciliation Australia.

### Case Study – oOh!media & Greening Australia 'For Regenerations to Come' campaign

Following the launch of our partnership with nature restoration not-for-profit, Greening Australia, oOh!'s inhouse creative and innovation hub, POLY, developed a two-phase campaign which leveraged weather triggers and dynamic digital executions to drive brand awareness and donations for Greening Australia during the critical end of financial year donations period.

The initial phase of the pro bono campaign with the tagline 'For regenerations to come' included a dynamic end of financial year countdown timer, to create urgency and encourage people to make tax deductible donations and support Greening Australia's important forest regeneration work.

The oOh! Outcomes\* campaign performance report conducted across the project yielded strong results including +6% uplift in brand penetration and a +3% increase in new donors during a period where the Environmental Charity Category suffered a significant 68% decline in new donors overall.

### oOh! Community New Zealand

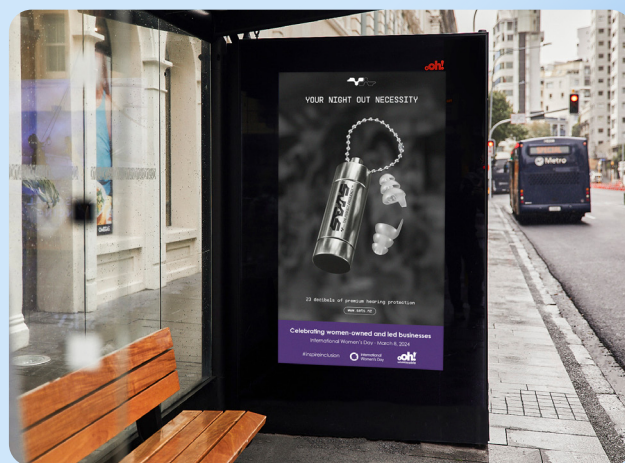
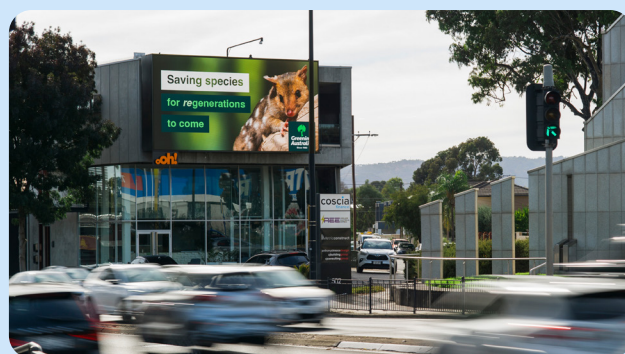
In New Zealand, we've provided ongoing support throughout the year to our community partners; Youthline, Voices of Hope, Keep New Zealand Beautiful and Orange Sky.

Further to this, the Positive Impact Project has seen an extensive group of socially focused businesses and charities receive pro-bono campaigns including Rainbow Parade, My Native Forest, Land Search and Rescue NZ, Day One, Take the Jump NZ.

### Case study – International Women's Day campaign

In Q1 2024 we set ourselves a goal to support the efforts of International Women's Day (IWD) by using our network to shine a light on women-owned and led businesses.

The theme for this year's IWD was #InspireInclusion and to bring this to life we asked businesses to jump onboard to inspire Kiwis by showing some of the amazing, inspirational businesses founded and led by women. Allowing them to promote their business free of charge for the day within a co-branded creative border and showcase this important collaboration between oOh! and International Women's Day.



\*oOh! Outcomes is oOh!'s data led campaign performance suite providing behaviour-based data insights from Westpac DataX tracking average sales uplift during campaign period vs. pre campaign.

# Looking ahead

## Data Hygiene

In 2025, we are investing in enhancing our data capture and hygiene processes to ensure accurate and reliable data for upcoming mandatory climate-related disclosures. This commitment to, and investment in, data integrity will strengthen our sustainability reporting and enable us to provide transparent and comprehensive information to our stakeholders.

## EV Trial

In 2025, we will closely monitor the performance of our EV trial to assess its environmental and operational impact. Key success metrics will include fuel cost savings, reduced carbon emissions, and vehicle uptime. Based on these findings, we will explore opportunities to expand our EV fleet and invest in charging infrastructure to further accelerate our transition to sustainable transportation.

## Transition Planning

Having completed work to identify and assess climate-related risks and opportunities for materiality, 2025 will see us develop an electricity-focused strategy to mitigate against our identified material risk, and building out a decarbonisation pathway to achieve net-zero emissions in our operations.

## Other Information

### Currency and Questions

This Sustainability Report is current as of 25 March 2025 (except as specified otherwise) and has been approved by the Board. Any questions regarding this report can be directed to the Company Secretary of oOh!media Limited.

### Supporting workforce policies can be viewed online

Code of Conduct	<a href="https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/OML_Code_of_Conduct_202303.pdf">https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/OML_Code_of_Conduct_202303.pdf</a>
Whistleblower Policy	<a href="https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/Whistleblower-Policy.pdf">https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/Whistleblower-Policy.pdf</a>
Reconciliation Action Plan	<a href="https://oohmedia.com.au/wp-content/uploads/2025/01/oOh_RAP_2023.pdf">https://oohmedia.com.au/wp-content/uploads/2025/01/oOh_RAP_2023.pdf</a>
WSE	<a href="https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/WSE_Policy.pdf">https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/WSE_Policy.pdf</a>
DEI	<a href="https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/OML_Diversity_Equity_and_Inclusion_Policy.pdf">https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/OML_Diversity_Equity_and_Inclusion_Policy.pdf</a>
Sustainability Policy	<a href="https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/Sustainability_Policy.pdf">https://investors.oohmedia.com.au/FormBuilder/_Resource/_module/Kop5qeccvUmfSkReJ8Nx5g/docs/corporateGovernance/Sustainability_Policy.pdf</a>









oOh!media

Level 2, 73 Miller Street

North Sydney

NSW 2060

T +61 (2) 9927 5555

[oohmedia.com.au](http://oohmedia.com.au)