



Director Minimum Investment Policy

Purpose and Scope

oOh!media Limited (**oOh!** or the **Company**) has established this Director Minimum Investment Policy (**Policy**) which is applicable to Non-executive Directors of oOh!.

This Policy has been adopted to further align the long-term interests of Non-executive Directors with our shareholders.

Minimum Investment Requirements

Each Non-executive Director is required to make a minimum investment in the Company's ordinary shares (**Minimum Investment**) equivalent to 100% of the Non-executive Director's annual base fee. The calculation of the Minimum Investment is based on the value of the Company's shares at the time of acquisition.

Each Non-executive Director must meet the Minimum Investment requirement within three years after the date of the Non-executive Director's appointment as Non-executive Director of the Company.

Once a Non-executive Director has met the Minimum Investment requirements, the Non-executive Director must maintain at least the number of shares that were acquired to meet that Minimum Investment (the **Minimum Holding**) for as long as the Non-executive Director remains a Non-executive Director of the Company.

Upon any increase in Non-executive Director annual base fee

Upon any increase in the base fee of Non-executive Directors, the Minimum Investment for each Non-executive Director increases accordingly, with effect from the day that is 12 months after the increase in the base fee.

Interests Counted in Minimum Holding

The shares or interests in shares that count towards a Non-executive Director meeting the Minimum Investment are shares that are:

- owned by the Non-executive Director or the Non-executive Director's associated entities and close associates; or
- owned through a trust or in a superannuation fund or otherwise held for the benefit of a person or entity referred to above; and

in the case of a Nominee Director also includes shares that are owned by the Nominee Director's Nominating Shareholder, its associated entities and close associates.

For the purposes of this Policy:

- **associated entities** and **close associates** each have the meaning given in the *Corporations Act 2001* (Cth)

- a **Nominee Director** means any Non-executive Director whose initial appointment is by a substantial shareholder (**Nominating Shareholder**) pursuant to a legal right to appoint a Non-executive Director to the Company's Board.

Annual Reporting

The Annual Report of the Company will include the details of the Minimum Investment and each Non-executive Director's compliance with the Minimum Investment set out in this Policy.

Disposal of Shares

If a Non-executive Director proposes to dispose of any shares that form part of their Minimum Holding, then they must not do so until they obtain the written approval of the Company in accordance with this Policy.

For this purpose, disposal of shares by a Non-executive Director includes disposal of shares held by any associated entity or close associate of the Non-executive Director within the control of the Non-executive Director.

Approval to dispose of shares may be granted for the proposed disposal or for some portion of the proposed disposal, in the absolute discretion of the Company.

Share Trading Policy and Compliance with Law

Compliance with this Policy is subject to compliance with the Share Trading Policy and nothing in this Policy is intended to impact the requirement for the Non-executive Director to comply with the Share Trading Policy.

Disposal of shares is always subject to applicable laws and rules applying to the trading of securities of the Company.

Exemption from Compliance with Policy

There may be circumstances in which compliance with this Policy would cause or contribute to severe financial difficulty for a Non-executive Director or could prevent them from complying with an order of a court of law.

In these circumstances, the Non-executive Director may submit a request to the Company Secretary including details of the applicable financial difficulty or other circumstances relative to the exemption from the Policy being sought and the extent of the exemption sought, such as additional time to achieve the Minimum Investment or approval to dispose of shares that would reduce their holding below the Minimum Investment for a period of time.

The Chair of the Board (in the case of all Directors other than the Chair of the Board) and the Chair of the Audit, Risk & Compliance Committee (in the case of the Chair of the Board) will decide on whether and to what extent any exemption may be granted. In doing so they will consider the Share Trading Policy and whether any related clearance to dispose of shares should be granted under that Policy.

If an exemption is granted, the Chair of the Board or the Chair of the Audit, Risk & Compliance Committee (as applicable) will work with the Non-executive Director to develop an alternative arrangement.

Who this applies to

This Policy applies to oOh!'s Board of Directors.

Compliance

Failure to follow this Policy could result in disciplinary action up to and including termination of employment.

Policy Review and Amendment

This Policy will be reviewed by the Board at least every 2 years and updated as necessary to ensure it remains consistent with applicable laws and regulations, Company objectives, and best practice standards. The Board may amend, suspend, or revoke this Policy at any time.

Approval and Effective Date

This Policy was approved by the Board of Directors of oOh!media Limited on 14 November 2025 and is effective from that date. It supersedes any previous Director Minimum Investment policy.

For more information

If you have any questions about the content of this Policy, please contact the Company Secretary.