

26 August 2026

ASX Announcement

Airtasker Limited (ASX:ART)

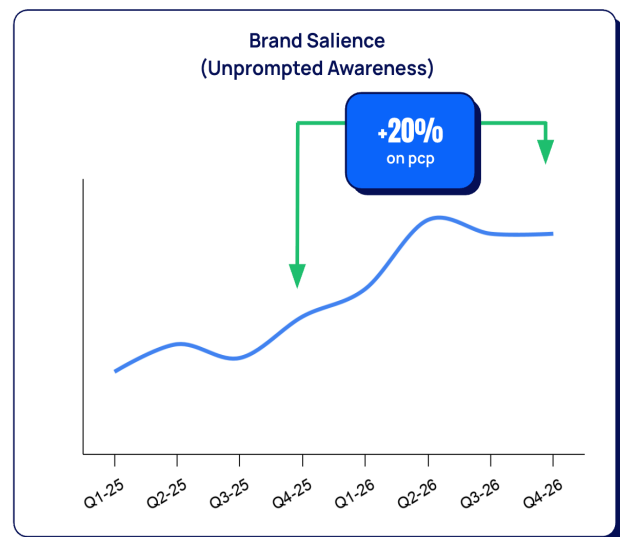
Airtasker secures new strategic partnerships with oOh!media and NOVA to accelerate brand growth

Airtasker Limited (ASX:ART) (**Airtasker**) announces two new strategic partnerships with leading Australian outdoor media company oOh!media Operations Pty Ltd (**oOh!media**) (a subsidiary of oOh!media Limited (ASX: OML)) and leading Australian broadcast audio company NOVA Entertainment Pty Limited (**NOVA**). Each partner will provide Airtasker with \$5.5 million in media capital over the next 3 years to further accelerate brand awareness in Australia.

These partnerships enable Airtasker to scale in a capital efficient way. oOh!media provides access to more than 30,000 sites across Australia, including billboards, street furniture, airports, office towers and retail centres. NOVA adds eight metro radio stations across five major capital cities, plus digital audio, podcasts and Coles Radio in more than 800 stores nationally.

Airtasker's media partnership strategy in Australia over the past two years has included successful partnerships with oOh!media, ARN Media and Nine Entertainment which have delivered positive results with strong growth in brand salience (unprompted brand awareness), up 20%¹ during FY26.

This momentum is translating into marketplace performance, with Airtasker Australia revenue growing 11.3% on the prior comparative period (**pcp**) to \$46.3 million in FY26. Airtasker Australia marketplace GMV reached a record \$211.6 million in FY26, up 10.9% on pcp, while the monetisation rate improved by 10 basis points to 21.9%.



1. YouGov Brand Tracker, Jun-26 compared to Jun-25.

Partnership Terms

The terms of the oOh!media partnership provide Airtasker with \$5.5 million (excluding GST) over 3 years in advertising services across its out-of-home assets in exchange for a \$5.0 million convertible note, with a 4.9% coupon (**oOh!media Note**). At maturity, Airtasker has the option to convert the outstanding oOh!media Note and accrued interest into ordinary shares at a 10% discount to the 30-trading day volume-weighted average share price of Airtasker shares ending on the maturity date or repay the outstanding oOh!media Note and accrued interest in cash.

The terms of the NOVA partnership also provide Airtasker with \$5.5 million (excluding GST) over 3 years in advertising services across its broadcast audio assets in exchange for a \$5.5 million convertible note, with a 4.9% coupon (**NOVA Note**). At maturity, Airtasker has the option to convert the outstanding NOVA Note and accrued interest into ordinary shares at a 10% discount to the 30-trading day volume-weighted average share price of Airtasker shares ending on the maturity date, subject to Airtasker shareholder approval, or repay the outstanding NOVA Note and accrued interest in cash.

Each convertible note is unsecured and will rank equally with any other convertible note issued by Airtasker in connection with the provision of media advertising services.

Airtasker CEO Tim Fung said: "Airtasker is super excited to be partnering with oOh!media once again, and to be adding NOVA and their powerful audio ecosystem to our roster of media partners. These partnerships help us grow our brand in a capital efficient way, with national reach across out of home and audio - and the flexibility to go big when it counts."

"The era of AI is set to accelerate a shift in human labour toward local trades and skilled craft work; work that is hands-on and in-person. Demand for what we do is going to grow, and these partnerships let us further strengthen our position as the number one marketplace for local services in Australia."

Commenting on the partnership, oOh!media's Chief Strategy & Transformation Officer, Andrew Every said: "Airtasker is about getting things done in the real world, and its customers are exactly the people our network connects with every day. This partnership has been driven by creativity and innovation from the outset. You can see it in the work we've created together and in the strong brand growth that's followed. We're proud to extend our partnership and continue supporting Airtasker's success for another three years."

Commenting on the partnership, NOVA's Chief Commercial Officer Nicole Bence said: "We're really looking forward to kicking off our partnership with Airtasker. They understand that when you want people to take action, who delivers the message matters. Any media partner can get you reach. What sets us apart is the trust and influence our creators have with their audiences, and the power of those relationships to drive real business outcomes. When a brand's story starts with us, it doesn't end there. The right creator can bring it to life well beyond the ad break."

- Ends -



To receive regular Airtasker announcements and updates and to engage with management join [Airtasker's Investor Hub](#) or for more information visit investors.airtasker.com.

For further information, please contact:

Media Enquiries

Andrea Philips
andrea.philips@airtasker.com

Investor Relations

investors.airtasker.com
investors@airtasker.com

About Airtasker

Airtasker Limited (ASX:ART) is Australia's leading online marketplace for local services, connecting people and businesses who need work done with people who want to work. With a mission to **empower people to realise the full value of their skills**, Airtasker aims to have a positive impact on the future of work by creating truly flexible opportunities to work and earn income in the rapidly changing AI era. In 2025, Airtasker entered the world of Formula One through its partnership with the Visa Cash App Racing Bulls Formula One Team (VCARB). Since launching in 2012, Airtasker has had over \$1 billion in jobs and 5 million tasks completed globally on the platform, and has put more than \$839 million into the pockets of Australian Taskers (net of Airtasker's fees).

About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences. The company's extensive network of digital and static asset locations across Australia and New Zealand, includes roadsides, retail centres, airports, train stations, bus stops, office towers and universities.

About NOVA Entertainment

NOVA Entertainment is Australia's leading independent audio entertainment business. NOVA Entertainment owns and operates the NOVA Network, the Smooth FM Network, FIVEAA in Adelaide, Star 104.5 on the NSW Central Coast and a suite of DAB+ stations including Smooth FM, Smooth Relax, NOVA Nation, NOVA Jamz and Coles Radio. The NOVA Network is also home to Australia's premier intimate live music brand *NOVA's Red Room* which has seen over 300 international and local artists perform live for fans. The company's broadcast offering is complemented by a range of on-demand assets across digital, social, mobile and NOVA Podcasts.

This announcement was approved for release by the Board of Directors of Airtasker Limited.