

2023 Pay Gap Report

oOh!media Employer Statement

27 February 2024



As Australia and New Zealand's leading Out of Home advertising company, oOh! exists to make public spaces better and brands unmissable. In addition to using our digital media assets to achieve our purpose, we also have a commitment to go beyond advertising, to ensure our workplace reflects the rich diversity of the communities in which we operate and that we have an inclusive culture that supports this.

A key focus of our approach to Diversity, Equity and Inclusion (DEI) at oOh! is our aspiration to be a visible champion for gender equality.

We want to become known for our proud commitment to driving gender equality and positive change for women both within, and beyond, our workplace.

This aspiration extends to the Out of Home media industry, the broader media market and beyond. As we evolve our approach and initiatives, we can harness our female CEO and increasing senior female talent, to play a gender equality advocacy role within the ASX 300 listed companies.

This commitment will mean; proactively challenging perspectives, innovating, influencing, being publicly accountable for our own actions and the ongoing development and implementation of specific initiatives focused on women - to ensure continued momentum.

We have strong foundations and in 2023 we already have a "negative" gender pay gap for oOh! of -2.2%, which indicates women on average are paid more than men in our business.

We must now maintain, sustain and continue to improve this positive position.

WGEA 2023 Gender Pay Gap Analysis for oOh!media

The positive results from oOh!'s sustained focus on DEI as they relate specifically to women can be seen in the Gender Pay analysis undertaken by WGEA in 2023.

In 2023 WGEA confirmed a "negative" gender pay gap for oOh! of -2.2% for average (mean) total remuneration, which indicates women on average are paid more than men. This is against an Industry Comparison Group (Advertising Services, ANZSIC 6940) of +14.6%.

Median total remuneration was -15.7% compared to the industry's +13.3% and median base salary stands at -9.9% compared to the industry's +10.7%.

A positive percentage indicates men are paid more on average than women. A negative percentage indicates women are paid more on average than men.

The Executive Summary Report provided by WGEA showed that in terms of the gender composition of our workforce, women are more strongly represented in the upper middle quartile for remuneration (with a greater representation than men) and upper quartile (equally represented) which reflects our negative gender pay gap.

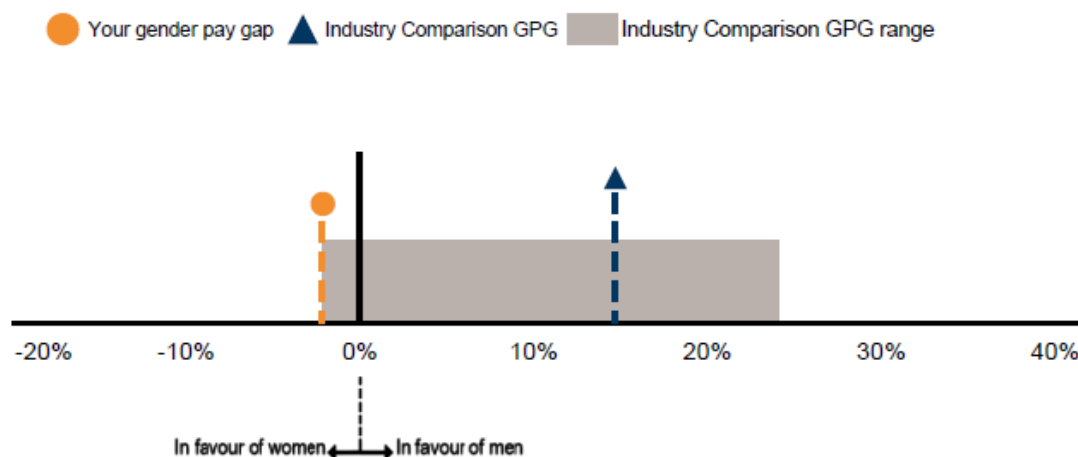
The WGEA Industry Benchmark Report for 2023 also confirmed that oOh!media's gender pay gap favouring women, was also significantly more favourable than that of our industry peers (Advertising Services, ANZSIC 6940). Overall, gender composition is also similar to the industry workforce, however with less representation of women at the lower and lower middle quartiles for remuneration.

oOh!'s GPG (Gender Pay Gap) relative to other employers

The achievement of a negative gender pay gap for women in 2023 reflects implementation of specific initiatives focused on women that have been built to ensure continued momentum. In terms of remuneration initiatives these include:

1. Additional gender pay equity analysis for the Board, Talent and Culture Committee, and CEO, annually.
2. Approaches to reduce bias in performance reviews, promotion processes, recruitment and other relevant people processes.
3. Targeted individual development plans and an investment in the participation of high potential women in specific industry programs such as NGEN (a media industry program for women at early stages in their career) and Future Women to support both career and salary progression.
4. Competitive paid parental leave policies with features including "keep in touch" programs and incentives designed to retain and support the effective return of women to work.

The chart below shows the average and the range of gender pay gaps for your Industry Comparison Group compared to your gender pay gap.



Our actions and initiatives in 2024 and beyond

oOh! strives to maintain an industry leading position in DEI and beyond this gender pay gap result for 2023 remain focused on driving equity for women that will continue to support our positive position on gender pay equity. We have an aspiration of having women comprise 50% of our total workforce (currently 48%) and 50% of our senior leaders by 2026.

We equally have in place a range of initiatives designed to achieve ongoing improvements in gender equity, and thereby gender pay including:

- improved representation of women in people leader roles and succession plan representation for senior roles; and
- increased representation of women and their pay positioning in non-traditional roles. Currently 25% of the roles in our workforce are operational and are involved in the installation and maintenance of our assets including design, construction, posting cleaning and maintenance activities in a 24 hour, 7 day a week operation. We are working on making this a more attractive career option for women.

oOh! remains committed to an ongoing focus on gender equality in 2024 and beyond.

Our DEI Strategy for 2023-25 and the delivery of specific initiatives for women will position us well to maintain a favourable (negative) gender pay gap for women and enable us to continue to be seen as an industry leader in this area.

Cathy O'Connor
oOh!media CEO
27 February 2024