

OUTDOOR MEDIA ASSOCIATION REVENUE REPORT

For the month ended 29 February 2016

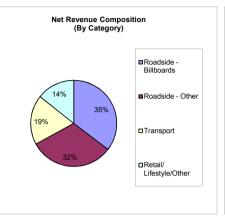


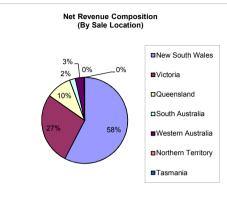
Monthly Snapshot	
Net Revenues	\$58,261,716
Growth on last month	19.90%
Growth on this month last year	20.45%

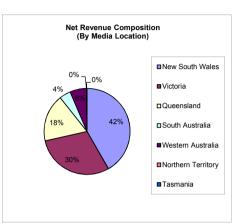
Net Revenue Composition (By Category)									
Category		<u>Amount</u>							
Roadside - Billboards	\$	20,571,240							
Roadside - Other	\$	18,508,335							
Transport	\$	10,842,129							
Retail/ Lifestyle/Other	\$	8,340,012							
Total	\$	58,261,716							

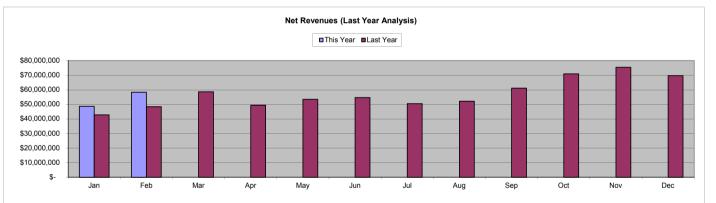
Net Revenue Composition (By Sale Location)									
Category		<u>Amount</u>							
New South Wales	\$	33,576,625							
Victoria	\$	15,784,128							
Queensland	\$	5,584,927							
South Australia	\$	1,244,990							
Western Australia	\$	1,956,256							
Northern Territory	\$	16,562							
Tasmania	\$	98,228							
Total	\$	58,261,716							

Net Revenue Composition (By Media Location)									
Category		<u>Amount</u>							
New South Wales	\$	24,316,101							
Victoria	\$	17,337,891							
Queensland	\$	10,358,173							
South Australia	\$	2,474,927							
Western Australia	\$	3,601,654							
Northern Territory	\$	35,015							
Tasmania	\$	137,955							
Total	\$	58,261,716							









Monthly Revenue Fig	ures													
	YTD	<u>Ja</u>	<u>n</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	May	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	Oct	Nov	Dec
This Year														
Gross Revenues	\$ 116,780,76	\$ \$ 53,0	94,419 \$	63,686,349	\$ -									
Net Revenues	\$ 106,852,35	2 \$ 48,5	90,636 \$	58,261,716	\$ -									
Digital Rev - Cum %			33.5%	33.5%										
Last Year														
Gross Revenues	\$ 100,163,33	2 \$ 47,0	69,384 \$	53,093,948	\$ 64,291,798	\$ 54,191,525	\$ 58,629,389	\$ 59,946,115	\$ 55,336,721	\$ 57,237,069	\$ 67,035,167	\$ 77,934,505	\$ 82,710,225	\$ 76,459,763
Net Revenues	\$ 91,223,09	\$ 42,8	52,627 \$	48,370,463	\$ 58,610,875	\$ 49,455,119	\$ 53,421,979	\$ 54,669,452	\$ 50,557,190	\$ 52,194,291	\$ 61,200,640	\$ 70,969,654	\$ 75,415,495	\$ 69,778,970
Digital Rev - Cum %			18.9%	19.1%	20.2%	21.4%	22.3%	22.9%	24.3%	24.4%	25.2%	25.4%	27.5%	28.2%
Variance														
Gross Revenues	16.59%	12.80	0%	19.95%	N/A									
Net Revenues	17.13%	13.39	9%	20.45%	N/A									