

Form 604

Corporations Act 2001

Section 671B

Notice of change of interests of substantial holder

To Company Name/Scheme

OOH!MEDIA LIMITED

ACN/ARSN

602 195 380

1. Details of substantial holder(1)

Name

Kayne Anderson Rudnick Investment Management, LLC, Virtus Investment Advisers, Inc. and their associates identified in Annexure B (**Virtus Group**)

ACN/ARSN (if applicable)

There was a change in the interests of the substantial holder on

08/05/2024

The previous notice was given to the company on

20/02/2024

The previous notice was dated

20/02/2024**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities(4)	Previous notice		Present notice	
	Person's votes	Voting power(5)	Person's votes	Voting power(5)
Ordinary Shares	28,434,675	5.28%	37,032,301	6.87%

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change(6)	Consideration given in relation to change(7)	Class and number of securities affected	Person's votes affected
8 May 2024	Kayne Anderson Rudnick Investment Management LLC	Please see Annexure A	Please see Annexure A	11,447,324 ordinary shares	11,447,324
8 May 2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Please see Annexure A	Please see Annexure A	25,584,977 ordinary shares	25,584,977

8 May 2024	Virtus Group (please see Annexure B)	<p>Virtus Investment Partners, Inc., and Virtus Partners, Inc. have a relevant interest in the shares in which Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc. have a relevant interest, under section 608(3)(a)-(b) because they control Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc..</p> <p>Each of the Virtus Group is an associate pursuant to s 12(2)(a) of the Corporations Act 2001 (Cth) and has a relevant interest in all the shares referred to in the row above by virtue of section 608(3) of the Act.</p>	N/A	As above	As above
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4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Kayne Anderson Rudnick Investment Management, LLC	Bank of New York Mellon GSP; U.S. Bank; UBS Securities; Morgan Stanley; Sanford Bernstein Algo; Liquidnet – INSTL; Macquarie Securities – INSTL; and Jefferies Algo Trading - Global	Kayne Anderson Rudnick Investment Management, LLC	11,447,324	11,447,324 ordinary shares	11,447,324
Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers Inc.	Bank of New York Mellon GSP; UBS Securities; Jefferies Algo Trading – Global; and Macquarie Securities – INSTL	Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers Inc.	25,584,977	25,584,977 ordinary shares	25,584,977

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:


Name and ACN/ARSN (if applicable)	Nature of association
The members of the Virtus Group identified in Annexure B .	The members of the Virtus Group are associates pursuant to section 12(2)(a) of the Corporations Act, because they are under control of, or under common control with, each other.

6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Kayne Anderson Rudnick Investment Management, LLC	2000 Avenue of the Stars, Suite 1110 Los Angeles, California 90067 USA
Virtus Investment Advisers, Inc.	One Financial Plaza Hartford, Connecticut 06103

Signature

print name	Michael Shoemaker	Chief Compliance Officer capacity Kayne Anderson Rudnick Investment Management, LLC, investment manager
sign here		date 10 May 2024

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
 - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

Annexure A - Relevant interest change

This is the annexure of 4 pages marked Annexure A mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 10 May 2024.

Signature:  _____

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Date of Change	Person whose relevant interest changed	Nature of change(6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
19/02/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$26,412.12	15,792 Ordinary Shares	15,792
19/02/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$256,170.14	153,166 Ordinary Shares	153,166
19/02/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,741,220.81	1,638,996 Ordinary Shares	1,638,996
18/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$58,920.54	33,219 Ordinary Shares	33,219
19/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$2,526,351.87	1,460,319 Ordinary Shares	1,460,319
20/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$363,896.33	208,274 Ordinary Shares	208,274
21/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$284,833.66	160,696 Ordinary Shares	160,696
21/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$304,254.29	170,317 Ordinary Shares	170,317
22/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$25,761.68	14,503 Ordinary Shares	14,503
25/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$105,168.00	60,000 Ordinary Shares	60,000
26/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$166,252.76	94,376 Ordinary Shares	94,376
27/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$133,440.65	76,580 Ordinary Shares	76,580
27/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$77,800.73	44,288 Ordinary Shares	44,288


28/03/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$378,923.30	213,514 Ordinary Shares	213,514
17/04/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$8,362.83	5,033 Ordinary Shares	5,033
17/04/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$1,499.93	908 Ordinary Shares	908
17/04/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$56,790.16	34,178 Ordinary Shares	34,178
17/04/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$10,187.27	6,167 Ordinary Shares	6,167
18/04/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$73,871.65	44,806 Ordinary Shares	44,806
18/04/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$501,702.71	304,302 Ordinary Shares	304,302
30/04/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$20,352.33	12,242 Ordinary Shares	12,242
30/04/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$197,317.14	118,687 Ordinary Shares	118,687
30/04/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,131,654.18	1,282,198 Ordinary Shares	1,282,198
01/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$178.77	108 Ordinary Shares	108
01/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,733.10	1,047 Ordinary Shares	1,047
01/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$18,716.48	11,307 Ordinary Shares	11,307
02/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$678.79	408 Ordinary Shares	408
02/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$6,576.61	3,953 Ordinary Shares	3,953
02/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$71,048.31	42,705 Ordinary Shares	42,705

03/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$105.54	63 Ordinary Shares	63
03/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,673.88	996 Ordinary Shares	996
03/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$16,232.92	9,659 Ordinary Shares	9,659
03/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,030.25	615 Ordinary Shares	615
03/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$11,130.03	6,644 Ordinary Shares	6,644
03/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$175,362.21	104,345 Ordinary Shares	104,345
06/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$29,725.38	17,563 Ordinary Shares	17,563
06/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$136.26	81 Ordinary Shares	81
06/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,313.80	781 Ordinary Shares	781
06/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$288,209.06	170,286 Ordinary Shares	170,286
06/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$3,113,599.16	1,839,645 Ordinary Shares	1,839,645
06/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$14,184.31	8,432 Ordinary Shares	8,432
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$291.28	172 Ordinary Shares	172
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$719.20	413 Ordinary Shares	413

07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$32,172.40	18,358 Ordinary Shares	18,358
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$267,200.17	152,468 Ordinary Shares	152,468
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,413.24	1,425 Ordinary Shares	1,425
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$5,974.74	3,431 Ordinary Shares	3,431
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$13,129.71	7,753 Ordinary Shares	7,753
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$32,487.56	18,656 Ordinary Shares	18,656
07/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,453,127.44	829,174 Ordinary Shares	829,174
08/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$164,578.40	92,851 Ordinary Shares	92,851
08/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,366,792.48	771,110 Ordinary Shares	771,110
08/05/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$7,433,113.46	4,193,576 Ordinary Shares	4,193,576

Annexure B - Virtus Group

This is the annexure of 1 page marked Annexure B mentioned in the Form 604 (notice of change of interests of substantial holder) signed by me and dated 10 May 2024.

Signature:  _____

Michael Shoemaker
Chief Compliance Officer
Kayne Anderson Rudnick Investment Management, LLC, investment manager

Virtus Group

Virtus Investment Partners, Inc.
Virtus Partners, Inc.
ETF Holdings LLC
SGIA, LLC GP
AlphaSimplex Group, LLC
Ceredex Value Advisors LLC
Duff & Phelps Investment Management Co.
Kayne Anderson Rudnick Investment Management LLC
Newfleet Asset Management LLC
NFJ Investment Group, LLC
Seix Investment Advisors LLC
Silvant Capital Management LLC
Sustainable Growth Advisers LP
Virtus Intermediate Holdings LLC
Virtus ETF Solutions LLC
Virtus ETF Advisers LLC
Virtus Alternative Investment Advisers Inc.
Virtus Fund Advisers LLC
Virtus Investment Advisers Inc.
Virtus Retirement Investment Advisers LLC
Virtus Fund Services, LLC
Virtus Shared Services LLC
VP Distributors LLC
Virtus Investment Partners Int'l Ltd.
Stone Harbor Investment Partners, LLC ("SHIP")
Westchester Capital Management
Westchester Capital Partners, LLC