



QMS Media Limited

Level 5, 180 Albert Road
South Melbourne, VIC 3205
T +61 3 9268 7000
www.qmsmedia.com

ASX release

28 August 2015

IMMEDIATE RELEASE

QMS Media announces FY15 result, confirms landmark digital rollout strategy on track

QMS Media (ASX: QMS) today reported its financial results for the 12 months to 30 June 2015 (FY15).

Financial highlights: All key pro forma financial metrics in line with or ahead of Prospectus forecast

- Pro forma Revenue of \$59.5 million
- Pro forma EBITDA of \$4.7 million, \$1.6 million ahead of Prospectus forecast
- Pro forma NPAT loss of \$4.3 million (after \$5.3 million of significant items)
- Pro forma NPATA (before significant items) of \$2.6 million

The Company reported statutory revenue of \$4.1 million and a statutory after tax loss of \$4.9 million¹, which reflects:

- A statutory trading period of seven days for the majority of the Company's assets which were acquired on 23 June 2015; and
- Significant items including IPO and related acquisition transaction expenses.

Operational highlights: Strong platform for growth established

- Completion of IPO Acquisitions on track, integration progressing well
- Digital development strategy on schedule, capitalising on strong demand for digital assets from advertisers
 - 21 landmark digital billboards at 30 June 2015, in line with Prospectus forecast
 - On track to deliver additional 12 landmark digital billboards, to increase portfolio of landmark digital billboards to 33 by 30 June 2016
 - Iconic Punt Road digital conversion already operational, remaining 11 digital sites fully permitted
 - 7 of the remaining 11 sites are expected to be operational by 31 December 2015
- Ongoing progress with organic development, adding over 129 static billboard sites in FY15
- Key strategic contract wins in Asia Pacific
 - Bali International and Domestic Airport terminal concessions
 - Auckland Transport concession signed 26 August 2015 for nine years including options

¹ A reconciliation of statutory and pro forma FY15 NPAT is included in the investor presentation that has been separately lodged with ASX.



QMS Media Limited

Level 5, 180 Albert Road
South Melbourne, VIC 3205
T +61 3 9268 7000
www.qmsmedia.com

Managing Director and Chief Executive Officer Barclay Nettlefold, said, “We are pleased to have delivered our FY15 Prospectus revenue and earnings forecasts. We have established a strong platform, and are focused on executing our growth strategy to capitalise on the sustained demand for outdoor media.

“I believe there is a structural change in the mix of advertising spend with brand owners appreciating the power of out of home to communicate with their audiences, with digital driving this change. We are well placed to capitalise on this exciting growth trend.

“In FY15, we added 18 new digital billboards, with digital contributing 24 per cent of QMS’ FY15 Australian media revenue. We are on track to deliver an additional 12 landmark digital billboards in FY16, with one iconic Melbourne site already operational, and the remaining 11 sites fully permitted. 70% of forecast Australian media revenue for H1 FY16 is already committed with over 40% of that revenue coming from digital.

“We see opportunities for further digital conversions and acquisitions, and are focused on growing our digital development pipeline. This supports our overall strategy of building a platform of premium quality assets, complemented by strong market coverage to deliver quality, impact, and reach to our customers.”

Outlook

QMS provides the following revenue and earnings guidance for H1 FY16:

- Approximate Revenue: \$41.0 million
- Approximate EBITDA: \$9.5 million

H2 FY16 revenue and earnings will benefit from the full period impact of new digital screens installed in H1 FY16 and uplifts from Auckland Transport and Bali Airport concessions.

The Board remains confident in the business’ growth opportunities, and confirms the dividend policy outlined in the Prospectus.

Analyst and investor briefing

The Company will conduct an analyst and investor briefing on the FY15 results at 12.00pm AEST. The investor presentation has been lodged with ASX, and the teleconference will be available using the dial in details below:

Australian toll-free: 1800 804 595

International: +613 8687 0650



QMS Media Limited

Level 5, 180 Albert Road
South Melbourne, VIC 3205
T +61 3 9268 7000
www.qmsmedia.com

For further information:

Media

Sarah Kerr
Nightingale Communications
T: +61 3 9614 6930
M: +61 409 668 824
sarah@nightingalecommunications.com.au

Analysts and investors

Peter Cargin
Chief Financial Officer
QMS Media Ltd
T: +61 3 9268 7050
peter.cargin@qmsmedia.com

QMS Media Limited is a publicly listed company on the Australian Stock Exchange. QMS is a leading outdoor media company specialising in premium landmark digital and static billboards and street furniture in Australia and retail and transit media in New Zealand and Indonesia.