

Form604Corporations 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 on30/09/2024

The previous notice was given to the company on

10/05/2024

The previous notice was dated

10/05/2024**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, areas follows:

Class of securities(4)	Previous notice		Present notice	
	Person's votes	Voting power(5)	Person's votes	Voting power(5)
Ordinary Shares	37,032,301	6.87%	44,760,140	8.30766%

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
30 September 2024	Kayne Anderson Rudnick Investment Management LLC	Please see Annexure A	Please see Annexure A	11,657,992 ordinary shares	11,657,992
30 September 2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Please see Annexure A	Please see Annexure A	33,102,148 ordinary shares	33,102,148

30 September 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	UBS Securities, Liquidnet, Sanford Bernstein Algo, Jefferies Algo Trading – Global, Citigroup Global Markets, Macquarie Bank, Sanford Bernstein Algo, HSBC Securities Inc., BNY Mellon GSP, U.S. Bank, and Credit Suisse	Kayne Anderson Rudnick Investment Management, LLC	11,657,992	11,657,992 ordinary shares	11,657,992
Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers Inc.	Jefferies Algo Trading – Global, Macquarie Bank and BNY Mellon GSP	Kayne Anderson Rudnick Investment Management and Virtus Investment Advisers Inc.	33,102,148	33,102,148 ordinary shares	33,102,148

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	capacity	Chief Compliance Officer Kayne Anderson Rudnick Investment Management, LLC, investment manager
sign here		date	01 October 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 01 October 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
03/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$130,779.68	89,422 Ordinary Shares	89,422
03/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$1,409,855.10	989,372 Ordinary Shares	989,372
03/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$606,519.90	425,628 Ordinary Shares	425,628
03/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$56,260.91	38,469 Ordinary Shares	38,469
04/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$11,468.24	7,889 Ordinary Shares	7,889
04/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$187,603.81	130,507 Ordinary Shares	130,507
04/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$80,707.00	56,144 Ordinary Shares	56,144
04/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$4,933.86	3,394 Ordinary Shares	3,394
04/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$445,139.13	309,662 Ordinary Shares	309,662
04/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$27,208.90	18,717 Ordinary Shares	18,717
05/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$132,073.91	93,036 Ordinary Shares	93,036
05/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$56,818.07	40,024 Ordinary Shares	40,024
05/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$313,379.54	220,752 Ordinary Shares	220,752
06/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$7,436.91	5,197 Ordinary Shares	5,197
06/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$3,199.72	2,236 Ordinary Shares	2,236
06/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$17,647.09	12,332 Ordinary Shares	12,332
07/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$1,879.12	1,321 Ordinary Shares	1,321
07/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$44,503.83	31,396 Ordinary Shares	31,396

07/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$19,146.17	13,507 Ordinary Shares	13,507
07/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$807.98	568 Ordinary Shares	568
07/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$4,597.52	3,232 Ordinary Shares	3,232
07/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$108,856.91	76,795 Ordinary Shares	76,795
12/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$3,646.16	2,681 Ordinary Shares	2,681
12/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$1,569.44	1,154 Ordinary Shares	1,154
12/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$8,920.24	6,559 Ordinary Shares	6,559
13/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$31,679.27	23,176 Ordinary Shares	23,176
13/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$67,432.49	49,383 Ordinary Shares	49,383
13/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$29,008.68	21,244 Ordinary Shares	21,244
13/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$13,627.99	9,970 Ordinary Shares	9,970
13/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$77,489.56	56,690 Ordinary Shares	56,690
13/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$164,941.48	120,792 Ordinary Shares	120,792
14/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$24,403.13	18,059 Ordinary Shares	18,059
14/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$32,431.51	24,127 Ordinary Shares	24,127
14/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$13,952.80	10,380 Ordinary Shares	10,380
14/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$10,498.25	7,769 Ordinary Shares	7,769
14/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$59,689.62	44,172 Ordinary Shares	44,172
14/06/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the sale of fully paid shares	\$79,332.00	59,018 Ordinary Shares	59,018
17/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,467,717.30	1,087,198 Ordinary Shares	1,087,198
18/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$55,743.20	40,742 Ordinary Shares	40,742
19/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$40,060.53	29,963 Ordinary Shares	29,963
22/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$80,262.37	59,436 Ordinary Shares	59,436
23/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$6,599.43	4,891 Ordinary Shares	4,891
24/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$36,070.60	25,642 Ordinary Shares	25,642
24/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$3,603.51	2,596 Ordinary Shares	2,596

25/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$54,992.88	39,798 Ordinary Shares	39,798
26/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$115,081.51	82,413 Ordinary Shares	82,413
29/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$24,569.29	17,497 Ordinary Shares	17,497
30/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$21,594.71	15,427 Ordinary Shares	15,427
31/07/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$59,128.38	41,285 Ordinary Shares	41,285
01/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$48,740.80	33,740 Ordinary Shares	33,740
02/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$45,656.85	31,737 Ordinary Shares	31,737
05/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$70,136.35	49,451 Ordinary Shares	49,451
06/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$34,516.33	23,978 Ordinary Shares	23,978
07/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$51,723.26	35,119 Ordinary Shares	35,119
07/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$272,064.23	185,393 Ordinary Shares	185,393
08/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$28,283.35	18,882 Ordinary Shares	18,882
08/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$249,999.00	166,666 Ordinary Shares	166,666
09/08/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$978,637.99	654,914 Ordinary Shares	654,914
20/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$62,125.78	47,756 Ordinary Shares	47,756
23/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$100,994.55	77,539 Ordinary Shares	77,539
24/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$13,945.80	10,666 Ordinary Shares	10,666
25/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$86,437.61	65,488 Ordinary Shares	65,488
26/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$17,874.09	13,421 Ordinary Shares	13,421
27/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,049.93	774 Ordinary Shares	774
27/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$9,897.02	7,296 Ordinary Shares	7,296
27/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$84,743.27	62,472 Ordinary Shares	62,472
27/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$2,215.01	1,630 Ordinary Shares	1,630
30/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$110,236.95	81,657 Ordinary Shares	81,657

30/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$20.14	15 Ordinary Shares	15
30/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$190.64	142 Ordinary Shares	142
30/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,039,558.05	770,043 Ordinary Shares	770,043
30/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$1,631.14	1,215 Ordinary Shares	1,215
30/09/2024	Kayne Anderson Rudnick Investment Management LLC and Virtus Investment Advisers Inc.	Change in relevant interest pursuant to the acquisition of fully paid shares	\$8,901,301.95	6,593,557 Ordinary Shares	6,593,557
30/09/2024	Kayne Anderson Rudnick Investment Management LLC	Change in relevant interest pursuant to the acquisition of fully paid shares	\$502,434.90	372,174 Ordinary Shares	372,174

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 01 October 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