
Shareholder Communication Policy

APN Outdoor Group Limited (ACN 155 848 589)

Adopted by the Board on 17 October 2014

1 Purpose

- (a) APN Outdoor Group Limited (**APNO**) recognises that shareholders and other stakeholders are entitled to be informed in a timely and readily accessible manner of all major developments affecting APNO.
- (b) The purpose of this shareholder communications policy is to promote effective communication with shareholders and other stakeholders and to encourage and facilitate participation at APNO's general meetings and dealing promptly with the enquiries of shareholders and other stakeholders.

2 Methods of communication

Information is provided to shareholders and other stakeholders through, but is not limited to:

- (a) releases to the Australian Securities Exchange (**ASX**) in accordance with continuous disclosure obligations;
- (b) the investor relations section of APNO's website (www.apnoutdoor.com.au);
- (c) APNO's annual and half-yearly reports; and
- (d) the annual general meeting (**AGM**).

APNO encourages shareholders to receive company information electronically by registering their email address online with APNO's share registry.

3 ASX releases

- (a) APNO will make announcements to the ASX in a timely manner in accordance with the ASX Listing Rules (see also APNO's Disclosure Policy).
- (b) All announcements made to the ASX are available to shareholders:
 - (i) under the investor section of APNO's website; or
 - (ii) under the company announcements section of the ASX website.

4 APNO's website

- (a) The investor relations section of APNO's website is the primary medium of providing information to all shareholders and stakeholders. It has been designed to enable information to be accessed in a clear and readily accessible manner.
- (b) The investor relations section of APNO's website will contain information relevant to shareholders and stakeholders including statements lodged with the ASX by APNO (including all financial results and annual reports), board and board committee charters and corporate governance policies, press releases and other material relevant to APNO shareholders.

5 Annual general meeting

- (a) The AGM provides an important opportunity for APNO to provide information to its shareholders and a reasonable opportunity for informed shareholder participation. At the AGM, shareholders can express their views to the board of APNO (**Board**) and management and to vote on the Board's proposals. All shareholders are encouraged to attend the AGM.
- (b) The date, time and location of the AGM will be provided in the notice of meeting, in the annual report and on APNO's website.
- (c) The notice of meeting and proxy form will be distributed to all shareholders prior to the AGM in the timeframe set by the Corporations Act, and will be available on APNO's website.
- (d) APNO's auditor attends its AGM and is available to answer any questions regarding the conduct of and any issues arising from the audit or the preparation and content of the auditor's report.

6 General

- (a) **Annual report:** Unless the share registry has been notified otherwise, the annual report will be emailed to all shareholders (to the email address recorded on APNO's share register) prior to the AGM within the timeframe set by the Corporations Act.
- (b) **Half-year and full-year results:** The half-year and full-year results will be announced to the ASX pursuant to the ASX Listing Rules and are available to shareholders in the same manner as other ASX announcements. Following the release of APNO's half-year and full-year results, APNO may conduct investor and analyst briefings at which the media, institutional investors, and stockbroking analysts will be briefed and given an opportunity to ask questions of the Chief Executive Officer, Chief Financial Officer and other relevant members of management.
- (c) **Dividends:** Australian resident shareholders are encouraged to provide APNO's share registry with bank account details to enable APNO to pay dividends by electronic funds transfer, rather than by cheque.
- (d) **Share registry:** Shareholders with any questions related to their shareholding should contact APNO's share registry at:

Address	Link Market Services Level 12, 60 George Street Sydney NSW 2000
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Telephone number	1300 554 474 (toll free within Australia) or +61 2 8280 7100 (outside Australia)
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- (e) **Shareholder enquiries:** APNO is committed to dealing with shareholder enquiries promptly and courteously and takes measures to ensure that its registry, Link Market Services, also does so.
- (f) **Shareholder privacy:** APNO recognises that privacy is important and will not disclose registered shareholder details unless required by law. Shareholder details will only be used in accordance with applicable privacy laws.