



Mark Boidman

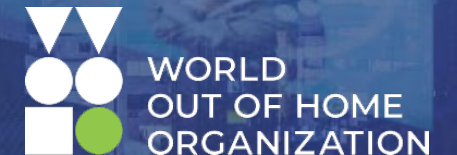
 @Mboidman

solomonpartners.com

PIVOT POINTS FOR PREDICTIONS: CALLING ALL DEALMAKERS

OPPORTUNITIES WITHIN GLOBAL OOH

JUNE 8, 2023



SOLOMON PARTNERS OVERVIEW

INVESTMENT BANK FOUNDED IN 1989

Solomon Partners continues to grow

150+
Investment Bankers

29
Partners & Managing Directors

SECTOR EXPERTISE

- Business Services
- Consumer Retail
- Financial Sponsors
- FinTech
- Grocery, Pharmacy & Restaurants
- Healthcare
- Industrials
- Infrastructure, Power & Renewables
- Media
- Technology
- Telecommunications

PRODUCT CAPABILITIES

- Mergers & Acquisitions
- Activist Defense
- Financing Advisory
- Capital Transformation & Debt Advisory
- Special Committee & Fairness Opinion


WE LIVE AND BREATHE OUT OF HOME MEDIA

SELECTED RECENT SOLOMON OOH TRANSACTIONS

2023

UBG

Has sold its leasehold interest in its signage at 2 Times Square and 1600 Broadway to

 **PROVIDENCE**
EQUITY PARTNERS

In partnership with

OUTFRONT/

Served as financial advisor to Universal Branding Group

2022


Interstate Chicago, a JV between

 and 

Has sold its majority stake in

INTERSTATE JCDecaux

to



Served as financial advisor to Interstate Chicago

2022



Has acquired

watchfire 

Served as financial advisor to H.I.G. Capital

2022



Has sold its Portland portfolio and other assets aggregating ~1000 displays to

OUTFRONT/

Served as financial advisor to Pacific Outdoor Advertising

2021



Strategic investment by

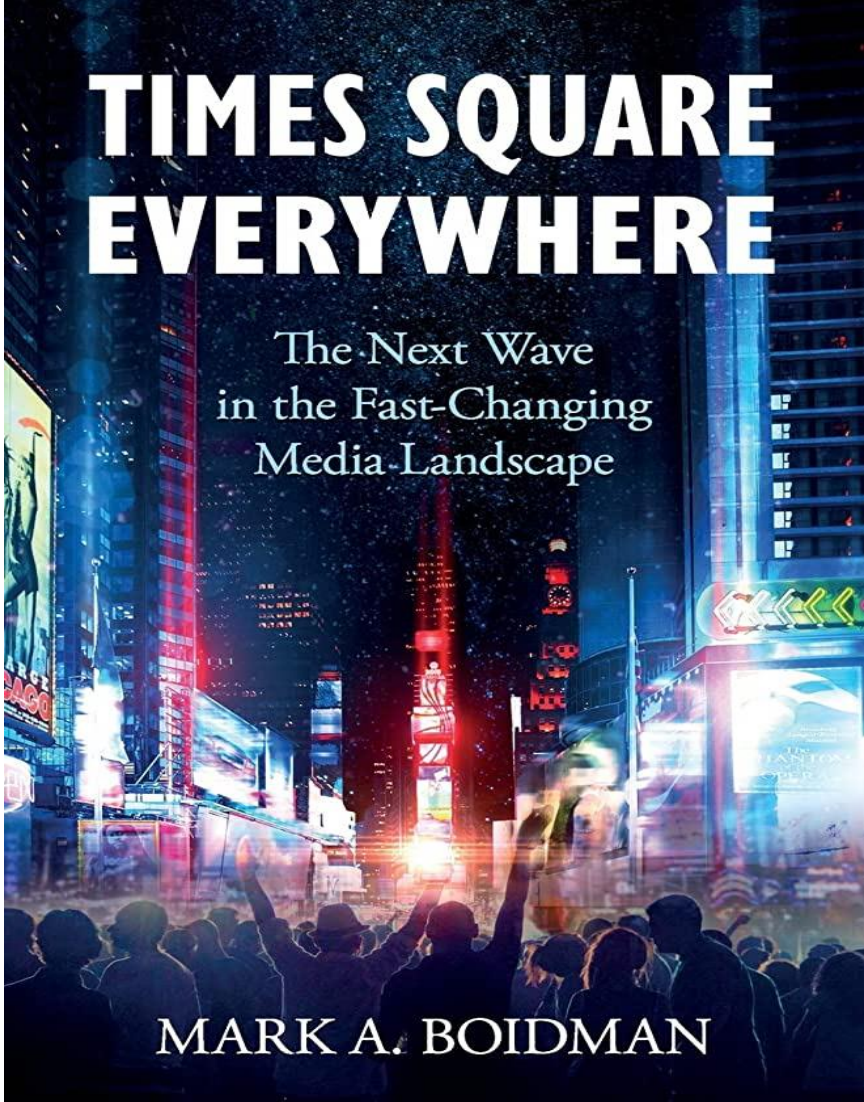
Served as financial advisor to Adams Outdoor

BOOK LAUNCH #2 – SUMMER 2023

2023: DIGITAL SIGN LANGUAGE



2018: TIMES SQUARE EVERYWHERE



A TRUSTED LEADER ACROSS THE MEDIA LANDSCAPE

SELECTED RECENT MEDIA TRANSACTIONS

2023



Has been sold to



Solomon Partners served as financial advisor to Scene75

2023



Has been sold to



Served as financial advisor to AMI Entertainment Network

2022



Has acquired



Served as financial advisor to Hollywood Bowl Group

2022



Has sold theatres to



Served as financial advisor to Bow Tie Cinemas

2021



Has raised growth capital led by



Served as financial advisor to Puttshack

SELECT COVERAGE SECTORS

MARKETING & MEDIA

Advertising / Marketing Services

On-Premise & Connected Media Solutions

Professional Audiovisual

MEDIA & ENTERTAINMENT

Content Creation, Distribution and Exhibition

Site-Based / Experiential Entertainment

CLEAR CHANNEL OUTDOOR ACTIVIST SITUATION

Activist Situation Overview

- Shareholder concern with the pace and scope of company's strategic review
- Highlighted underperformance against peer group

Shareholder Sale Recommendation

1. Europe-North (U.K., Nordics and other European countries)
2. LatAm (Mexico, Brazil, Chile and Peru)
3. U.S.
4. Entire company

GLOBAL OOH M&A UPDATE

2023



Has agreed to sell its Spain and Italy businesses to



- ~€75M (7.0x LTM EBITDA)
- First announced divestiture post-activist
- Complements JCDecaux's existing presence in both countries

2023



Has sold its leasehold interest in its signage at 2 Times Square and 1600 Broadway to



In partnership with



- Multi-decade lease for marquee billboards in Times Square
- New long-term operating agreement between Providence and OUTFRONT

Solomon advised Universal Branding Group

GLOBAL OOH M&A UPDATE (CONT.)

2022



Has sold its Switzerland business to

GOLDBACH GROUP

an affiliate of



- Strategy to sell international assets to improve liquidity and flexibility
- Gross proceeds of \$94 million
- Goldbach Group is a Swiss advertising / marketing company

2022



and



Has sold its majority stake in

INTERSTATE JCDecaux

to

JCDecaux

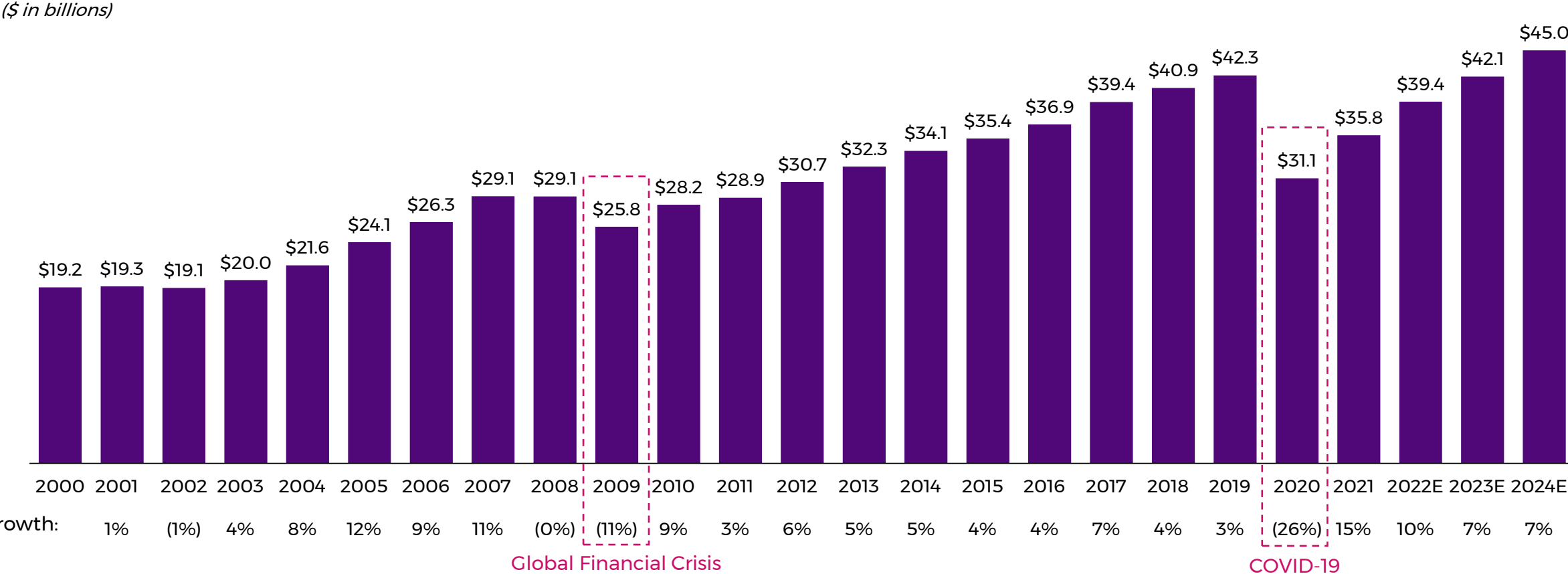
- 52-face network of digital billboards along the Chicago Expressway
- Increases North American presence via the continent's 3rd largest media market

Solomon advised Interstate Chicago

GLOBAL OOH MARKET HAS GROWN CONSISTENTLY

THE OOH INDUSTRY HAS BEEN RESISTANT TO MACROECONOMIC IMPACTS SINCE THE START OF THE 21ST CENTURY

GLOBAL OOH SPENDING (2000A-2024E)

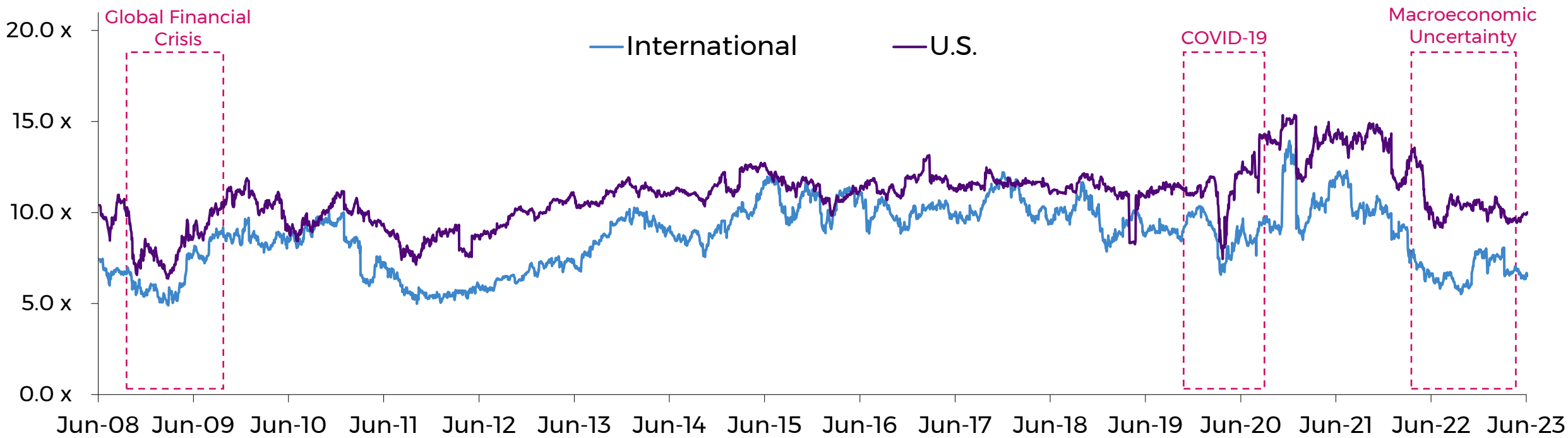


IN 23 YEARS, OOH HAS ONLY EXPERIENCED REAL NEGATIVE GROWTH TWICE

SENTIMENT TOWARD OOH HAS BEEN STRONG

AS SEEN BOTH IN 2008 AND DURING COVID, OOH MULTIPLES HAVE STEADILY CLIMBED BACK FOLLOWING MACROECONOMIC DOWNTURNS

MEDIAN INTERNATIONAL & U.S. OOH FY + 2 EBITDA MULTIPLES (2008-2023)



	MEDIAN					AVERAGE				
	1-Yr	3-Yr	5-Yr	10-Yr	15-Yr	1-Yr	3-Yr	5-Yr	10-Yr	15-Yr
International	6.7 x	8.9 x	9.1 x	9.6 x	8.9 x	6.8 x	8.8 x	9.0 x	9.4 x	8.7 x
U.S.	10.2 x	12.4 x	11.4 x	11.4 x	11.0 x	10.1 x	12.3 x	11.8 x	11.6 x	10.9 x

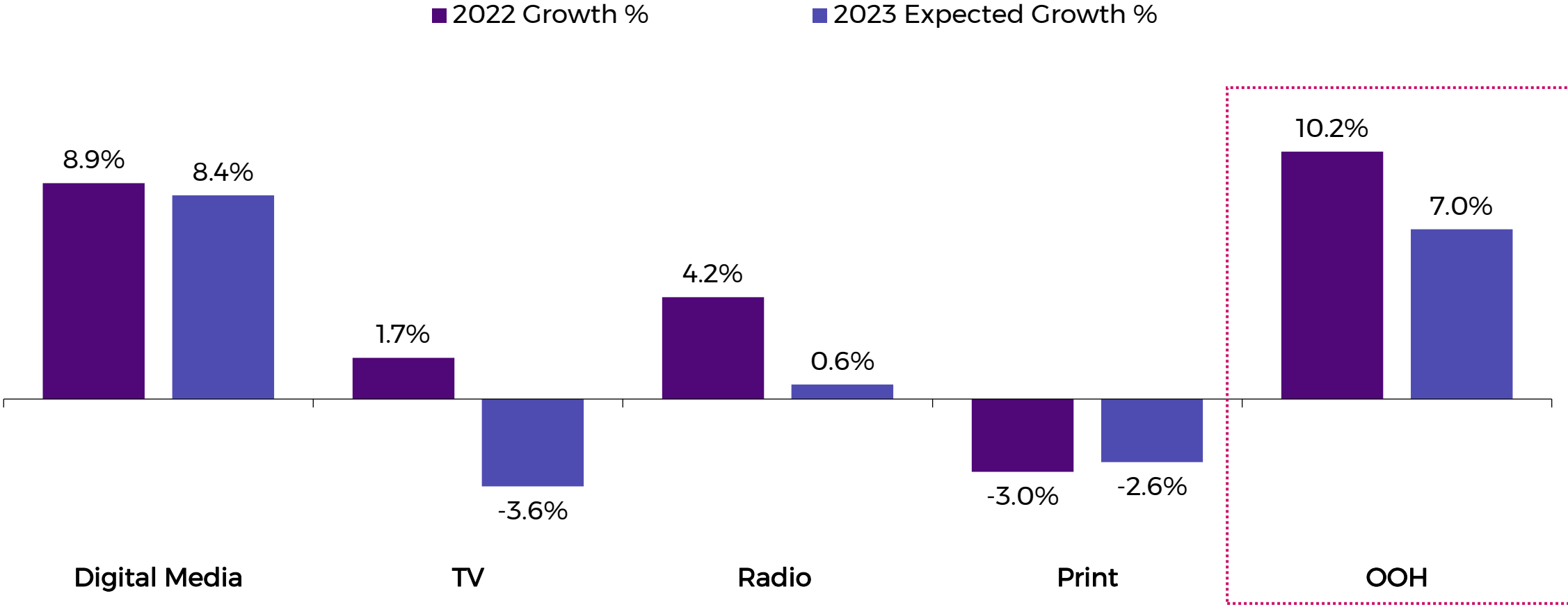
a) Source: Capital IQ as of May 31, 2023.

b) Note: International median comprised of multiples from Stroer, APG SGA and JCDecaux, while U.S. includes OUTFRONT (began trading publicly in 2014), Clear Channel Outdoor and Lamar.

THE GLOBAL ADVERTISING MARKET IS SHIFTING IN A BIG WAY...

OOH IS POISED TO CONTINUE TO TAKE SHARE FROM OTHER CHANNELS AS CONSUMERS CONTINUE TO SPEND TIME OUTSIDE THEIR HOMES

GLOBAL ADVERTISING MARKET – GROWTH BY SEGMENT



...WITH OPPORTUNITY FOR OOH TO TAKE ADDITIONAL SHARE

OOH WILL GROW AS ADVERTISERS SHIFT AWAY FROM LEGACY MEDIA CHANNELS

MANY MEDIA CHANNELS ARE DYING



NEW MEDIA CHANNELS FACING HEADWINDS



Streaming services continue to lose billions of dollars

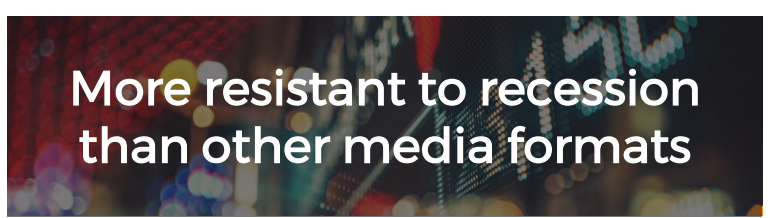
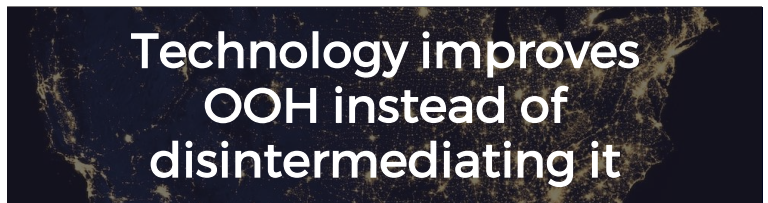


Subscriber growth stagnating



Increasing number of platforms competing for engagement

OOH IS HERE TO STAY

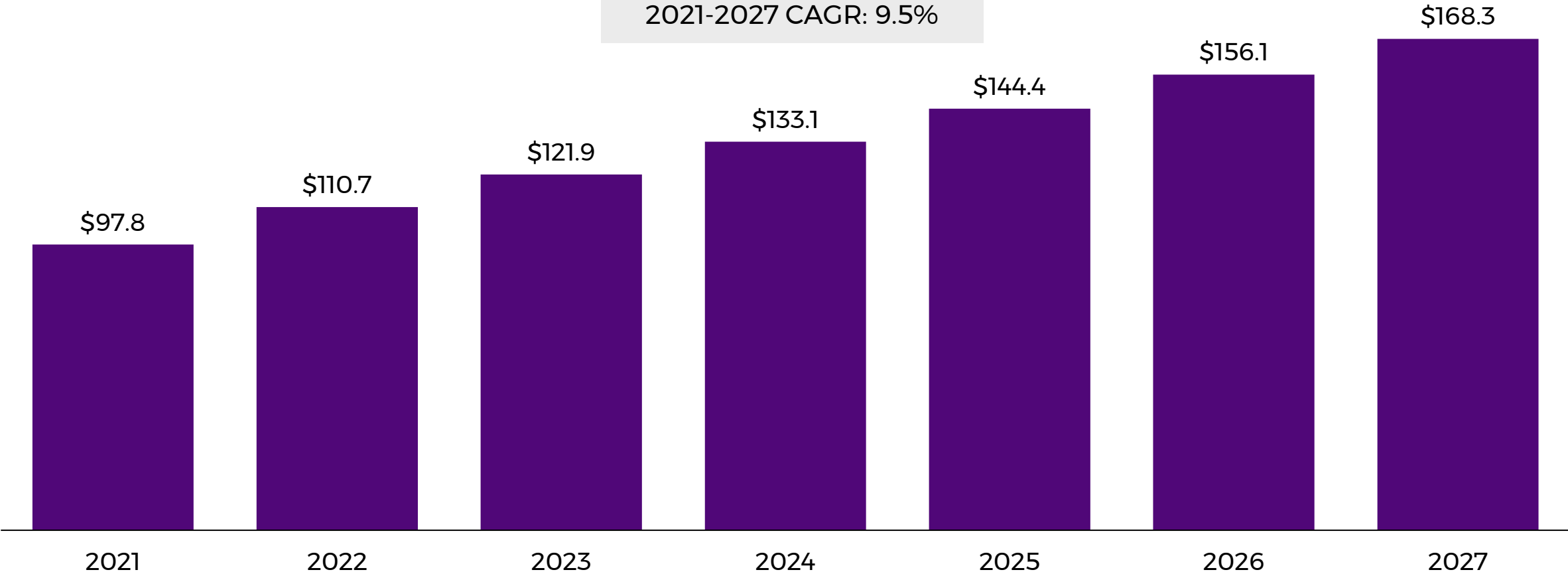


RETAIL MEDIA IS ONE OF THE FASTEST-GROWING AD MARKET SEGMENTS

GLOBAL DIGITAL RETAIL MEDIA SPEND FORECAST

(\$ in billions)

2021-2027 CAGR: 9.5%



THE RAPID GROWTH OF RETAIL MEDIA NETWORKS HAS ENABLED BRANDS TO TAILOR ADS TO AN AUDIENCE, DRIVING SALES AND ENHANCING CUSTOMER RELATIONSHIPS

GLOBAL RETAILERS ADOPTING RETAIL MEDIA

SELECT GLOBAL RETAIL MEDIA NETWORKS



Over **170,000** screens to grow the platform's revenue by **over 40%** in Q4 2022



Over **300 brand partners** powered by **8 billion** transactions and **80 million** customers worldwide



>100 million loyalty members and **9,000 physical stores**, reaching customers across **100 apps** and **10 supply-side platforms**

Tesco Media and Insight Platform.

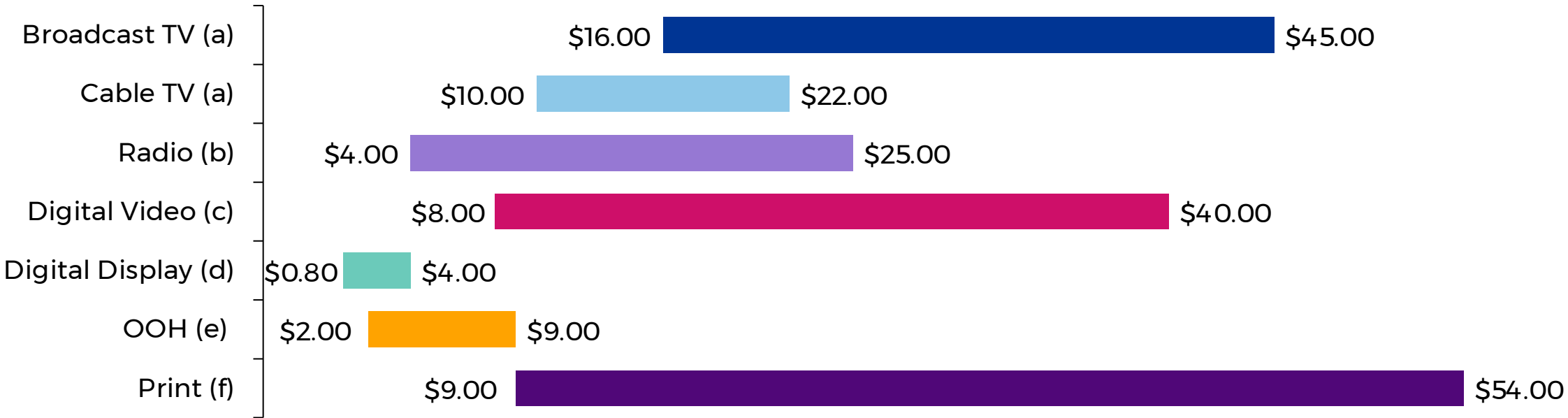
>> Powered by dunnhumby

Launched in 2021, leveraging **>20 million U.K. households** within its loyalty program and **7 million regular app users**

NETWORKS CAN LEVERAGE THEIR OWN FIRST-PARTY DATA AND ARE LESS VULNERABLE TO PRIVACY-BASED LIMITATIONS ON DATA USAGE AND TARGETING

PRICE MATTERS

SOLOMON'S CPM COMPARISON



OOH IS THE BEST BANG FOR YOUR BUCK

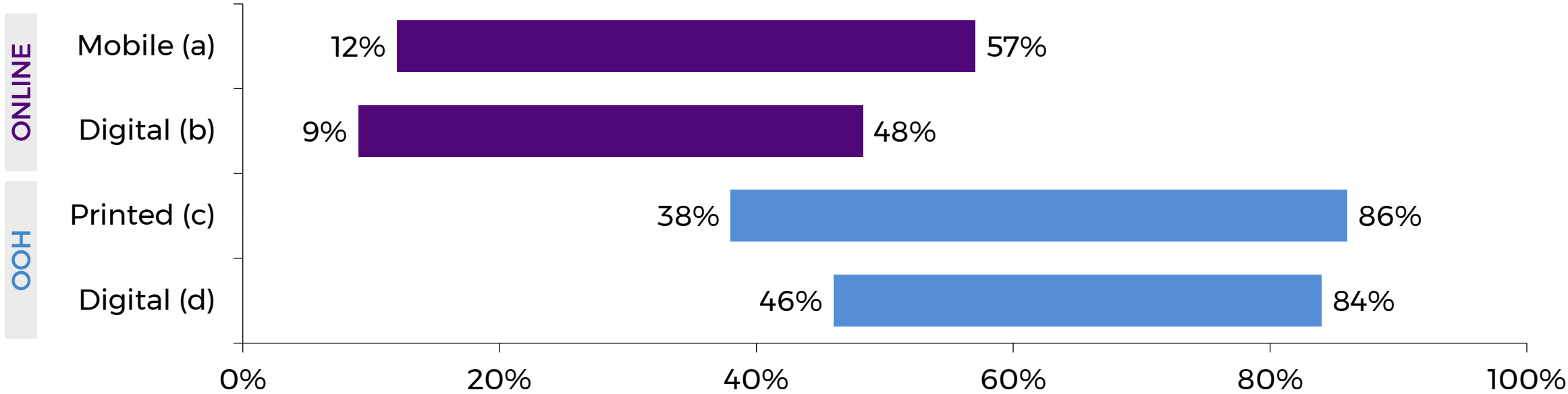
Source: Solomon Partners Estimates as of January 2022 based on SEC filings, news, research and other industry sources.

- a) 30-second advertisement. Includes both primetime and non-primetime viewing.
- b) Represents range for radio and podcasts. Represents 60-second advertisement for podcasts and 30-second advertisement (both spot and network) for radio.
- c) Represents range for OTT, mobile video and desktop video. OTT dataset includes various network and subscription streaming services. Mobile and desktop video represents data from 2018. Mobile dataset includes mobile web, phone and tablet for both Android and iPhone.
- d) Represents range of mobile display and general display 300x250 banner ads. Data from 2018. Mobile

- e) dataset includes mobile web, phone and tablet for both Android and iPhone. Represents range of bulletins, posters, transit shelters and digital place-based media. Calculated using SQUAD reporting from OOH media companies. Digital place-based media represents a range of average realized direct and programmatic rates on various on-premise media / place-based digital networks.
 - f) Represents range of newspapers and magazines. Newspapers represent 1/2-page ads, calculated using estimated readership. Magazines represent full-page color ads, calculated using estimated readership.
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OOH AD RECALL OUTPACES DIGITAL / MOBILE

SOLOMON'S AD RECALL COMPARISON



OOH STANDS OUT AND HAS THE BEST RECALL

Sources: Vistar (2022), Nielsen (2022), tvScientific (2021), The Drum (2021), Kickstand Communications (2021), Nielsen (2020), Thinkbox (2020), Comcast (2020), National Library of Medicine (2020), Talon Outdoor (2019), Comcast. Effectv and MediaScience (2019), Survata (2019), The Harris Poll (2019), IAB (2019), Ipsos (2019), Coda (2016-2018), Magna Global (2018), Nielsen Case Campaign Effect Study (2017), True Impact, Canada Post.

Note: Advertising recall defined as advertising effectiveness in which respondents were exposed to an advertisement and then at a later point in time, respondents were asked if they remembered the advertisement on an aided or unaided basis.

Note: Represents aggregation of publicly available studies on advertising recall from 2017 - 2022. Ranges shift depending on aided vs. unaided recall basis, length of time

- for recall and sample size / nature and scope.
- a) Includes interactive and non-interactive banner ads that appear embedded in mobile websites, downloaded apps or in mobile games on smartphones and tablets. Does not include text ads via short message service (SMS).
- b) Includes all forms of desktop display advertising on websites, including text, image, flash, video and audio.
- c) Includes all forms of outdoor advertising, including billboards, posters, wallscapes, rotary programs, transit, airport advertising and in retail venues.
- d) Includes digital media used for marketing outside of the home and includes digital billboards, digital placed based networks and digital signage..

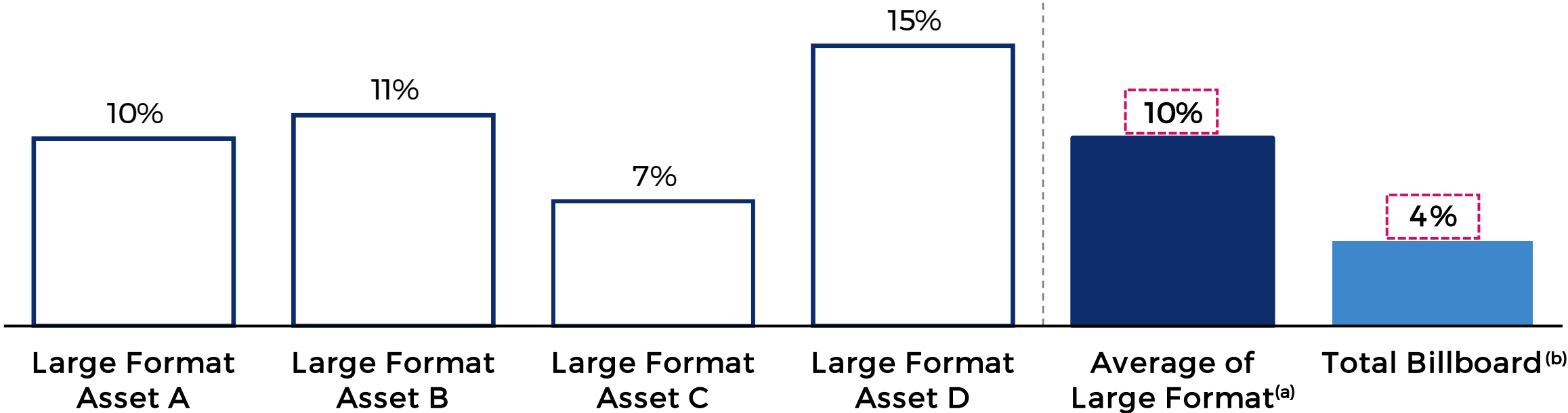
BRANDS WANT REACH + IMPACT WITH LARGE FORMAT MEDIA

HIGHLY SOUGHT-AFTER DUE TO SIZE, DESIGN AND LOCATION WITHIN URBAN CORE MARKETS, AS WELL AS AMPLIFICATION FROM SOCIAL MEDIA IMPRESSIONS

2019-2023E REVENUE COMPOUND ANNUAL GROWTH RATE

LARGE FORMAT BILLBOARDS

TOTAL BILLBOARDS



a) Calculated as weighted-average '19-'23 CAGR based on revenue for select large format assets in top DMAs.
b) Represents total billboard market CAGR from 2019 to 2023. Data per OAAA, with extrapolation to 2023 based on 2019-2022 growth rate.

WITH AI CONTINUING TO SHAPE THE ADVERTISING WORLD...



Global market for Artificial Intelligence in advertising expected to hit **\$107B** by 2027



78% of companies already using targeted advertising. AI will amplify this usage through increased insights and personalization



Deepfakes will influence the next generation of AI-powered advertising, with **nearly half of consumers** reportedly unable to detect a deepfake video

...OOH IS A TRUSTED, SECURE CHANNEL FOR COMPANIES TO REACH THEIR AUDIENCES



With the limited ability of lawmakers to prevent propagation of deepfakes, **70%** of surveyed adults **fear the spread** of misinformation



As consumers are increasingly wary of the validity and truthfulness of the content they consume, **OOH will stand above** as a trustworthy outlet for displaying ads



58% of consumers saw ads on OOH formats as more trustworthy and relevant than ads on any other platform, and consumers exposed to OOH are **10% more likely to say they trust the advertised brand**

INTERESTED? SPEND MORE TIME WITH SOLOMON!



JUNE 14-16 | ORLANDO

Solomon Meet: June 14th



JUNE 19-23 | CANNES

Solomon Meet: June 21st



JUNE 27-29 | CHICAGO

Solomon Meet: June 27th



TOKYO, JAPAN

AUGUST 31 - SEPTEMBER 1

OUT OF
HOME
NEW YORK

OCTOBER 9-13 | NYC



Digital Signage
Experience

DECEMBER 2-5 | LAS VEGAS

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* Solomon to host cocktail/networking event

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