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**IMMEDIATE RELEASE**

## **APN Outdoor Signs Landmark Agreement With Sydney Airport.**

SYDNEY: Leading media business APN Outdoor today announced it has signed a landmark new agreement with Sydney Airport.

The five-and-a-half year agreement extends APN Outdoor's existing contract with Sydney Airport covering advertising assets across all domestic and international terminals plus external billboards approaching and within the Sydney Airport precinct.

The extension of the partnership between APN Outdoor and Sydney Airport will add T3 Domestic terminal<sup>1</sup> to the former's already existing assets at T1 International terminal and T2 Domestic terminal.

APN Outdoor will take on the rights to T3 on 1 July 2019, marking the first time Sydney Airport has worked with one advertising provider across external billboards and all its terminals. The extension of the T1 and T2 agreement is effective 1 January 2019.

As part of the new agreement, Sydney Airport will upgrade existing advertising assets and develop new assets at T3.

APN Outdoor Chief Executive Officer and Managing Director, James Warburton, said: "Sydney Airport is the gateway to Australia and we are very proud to be its advertising partner and delighted to be able to extend and expand our relationship with the airport.

"The addition of T3 to our existing contracts for T1 and T2 creates a fantastic opportunity for Sydney Airport, APN Outdoor, marketers and agencies to create new and innovative marketing campaigns across Australia's busiest airport.

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<sup>1</sup> Terminal 3 is the domestic terminal utilised by Qantas; Terminal 1 is the international terminal; Terminal 2 is the multi-carrier domestic terminal.



“We are very excited about the innovation the partnership between Sydney Airport and APN Outdoor will create, including the development of new digital assets and new ways of using airport advertising that will enhance the passenger experience,” he said.

“At the same time, we will capitalise on Dn'A – APN Outdoor's new industry-leading data and analytics capability – to help create more engaging and effective campaigns for advertisers at Sydney Airport, as well as furthering our investment in research to deepen our understanding of airport audiences.”

Sydney Airport General Manager Retail, Glyn Williams, said: “The partnership with APN Outdoor will enable Sydney Airport to deliver a strategic advertising portfolio across the airport precinct, harnessing technology and innovation to enhance the experience for the more than 43 million passengers we serve each year.

“We're excited about the opportunities the new agreement presents to deliver quality engagement with our diverse customer mix, while showcasing greater digitisation across the airport.”

Mr Warburton said APN Outdoor plans to appoint a senior Sales lead and other dedicated specialists to work with Sydney Airport.

The expansion and extension of APN Outdoor's agreement with Sydney Airport follows the addition of Queenstown Airport to the company's New Zealand airport assets earlier this year and the renewal of its contracts with Christchurch Airport and Adelaide & Parafield Airports.

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### About APN Outdoor

APN Outdoor is a leading provider of outdoor advertising across Australia and New Zealand, with over 40,000 high-impact connection points.

APN Outdoor has a quality network that reaches 97% of Australians every day. Our focus on insights, powered by data, provides a deep understanding of audiences, including where to find them and how to connect with them. At the heart of our business are innovative media solutions that amplify, engage and inspire action – ensuring our advertisers achieve smarter impact. It's not outdoor without us.