

OOH CAPITAL

Advancing Out-of-Home advertising with insight,
strategy and results.

Human Capital. Human Intelligence.



ABOUT US

OOH Capital offers clients a comprehensive blend of skills grounded in assessment and evaluation, strategy, deployment, and delivery. We are international in reach and extensive in expertise, making us the complete partner.

Human Capital. Human Intelligence.



Our team of global experts helps property owners, companies, and investors navigate change and unlock opportunity. Discover our advantage by downloading our capabilities deck.



Leaders in strategy, influence, & transformation

How we support our clients

- We provide early upstream intel about opportunities
- We make introductions and valuable connections worldwide
- We cultivate winning business strategies + foster commercialization
- We can build robust credit risk assessment models
- We offer valuable feedback + insights from the marketplace
- We help navigate the uncertainty of digital transformation + technology



Our clients

We work with many of the world's leading brands, cities, and media owners helping them unlock the full potential of OOH media with insights, strategy, and results.

OOH Media Owners + Agencies



Financial Institutions + Private Equity



Public Transportation Networks



Tech Platforms + Hardware Companies



Real Estate Trusts + Retail Businesses



Towns, Cities + Municipalities



Current and recent clients



BARCELONA



Plan·B
media



Abjen



Hellman & Friedman



OUTERNET
LONDON

dentsu
international



INGKA™



SOMO
SUSTAINABLE MOBILITY

MAYFAIR
EQUITY PARTNERS



OX|FLOR|D

DynaScan



GRANDI
STAZIONI
RETAIL

London Lites



How we could help you



We nurture business transformation + foster commercialization

- Estate optimization and monetizing assets for growth with review of valuation and profitability models.
- Evaluation of OOH media opportunities and due diligence of assets and formulation of acquisition or disposal strategy.
- Advise on corporate restructuring, board composition, and recruitment.
- Recommendation for raising capital and financing international expansion.



We make sense of changing business dynamics + expand insights

- Planning, activating, and interpreting audience research and consumer insights.
- Creation of data analytics, ROI measurement, and audience tracking systems.
- Providing best-in-class procurement processes, pitch and procurement advice.
- Go-to-market strategy.



We navigate the complexity of digital transformation, data + technology

- Strategic and technical expertise related to tech platforms and solutions.
- Procurement and contractual advice on technology partners.
- Assessment and integration of programmatic advertising networks with advice on inventory management and accounting systems.
- Guidance on globally established OOH planning metrics compatible with other media channels.



We help cities become smarter + communities thrive

- Apply global best-practice in OOH to enhance public spaces and quality of life
- Introduce new technologies and amenities making cities cleaner, safer and more connected
- Build strategic partnerships to deliver better services and experiences for everyone
- Advise on the design and construction of high-quality, sustainable city assets





Our consulting DNA



Strategy and influence

OOH Capital provides unmatched strategic thinking coupled with unrivaled influence and access. We are a full-service, best-in-class, global consulting practice, professionals who are lateral thinkers possessing the core knowledge crucial to help clients find opportunities and thrive in today's dynamic OOH sector.

We are seasoned partners located across major international markets with a variety of skills spanning decades of experience. We understand the complex nuances required for conducting business across the globe.





Tom Goddard
(Chairman)



Annie Rickard
(Managing Partner)



Angie Cutter
(Partner)



Claudia Damas
(Partner)



Stephen Freitas
(Partner)



Ichiro T. Jinnai
(Partner)



Fred Kuhlman
(Partner)



Laetitia Lim
(Partner)



Jim Liu
(Partner)



Naren Patel
(Partner)



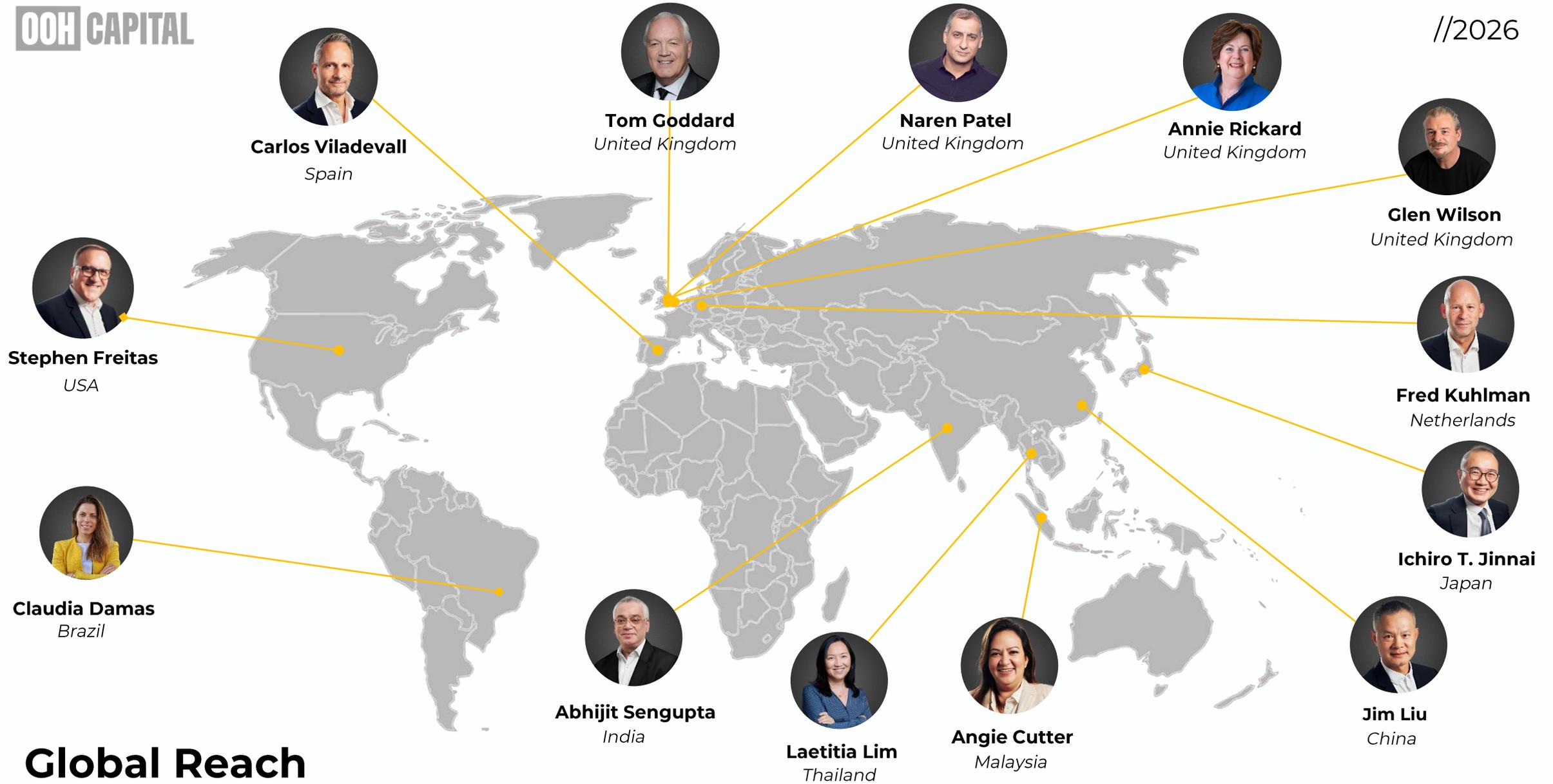
Abhijit Sengupta
(Partner)



Carlos Viladevall
(Partner)



Glen Wilson
(Partner)

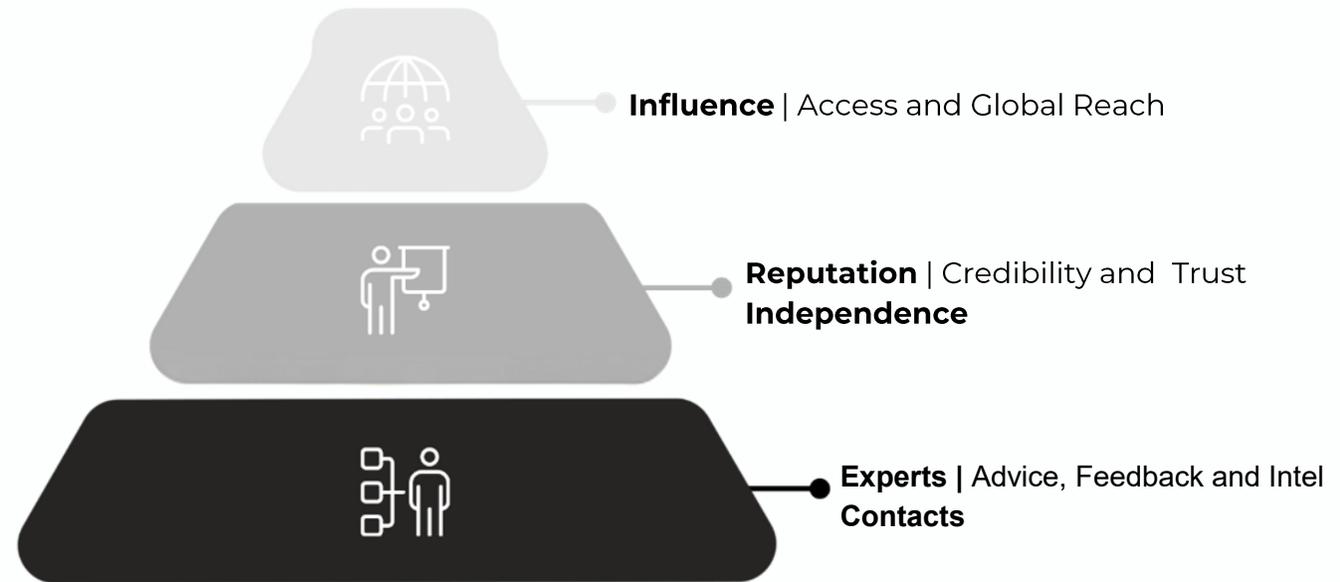


Global Reach

We have a team of 13 experts specializing in various aspects of Out-of-Home. This diverse expertise allows us to provide comprehensive and specialized consulting services, ensuring that our clients receive the highest level of guidance and support in every area of OOH.

Brand Equity Pyramid

- **Spike Attributes:**
Brand attributes which define and differentiate the brand
- **Qualifying Attributes:**
Valued Attributes which are important reasons to believe, and support the overall brand positioning
- **Entrystakes Attributes:**
Commodity attributes which are expected of all competitors





Case Studies



Bauer Media Group



Client

Bauer Media Group, German media conglomerate founded in 1875, present in 17 countries with 11,000 employees. Owns 600+ magazines, 400 digital products, and 50 radio/TV stations. In 2025, expanded into OOH by acquiring Clear Channel assets in Europe.

Brief

Bauer engaged OOH Capital to provide strategic advice throughout the due diligence and acquisition process.

Result

Bauer Media acquired Clear Channel's European assets in February 2025 in a deal worth \$625 million. Bauer Media CEO Vivian Mohr said, "OOH Capital provided critical insights and guidance throughout the valuation and due diligence process working seamlessly with our media evaluation teams, both internal and external."



Outernet



Client

The Outernet, an immersive entertainment district in Central London, featuring the Now Building with 360° LED screens, interactive displays, pop-up retail, and 4 large exterior OOH screens.

Brief

We were asked to evaluate the Now Building's OOH assets and assess 5-year revenue potential, combining all screens and experiential spaces.

Evaluation

- Business plan & product offers
- Comparable assets (local & global)
- Audience demographics & reach
- Historic & current ad revenues
- Future revenue potential
- Pros & cons of outsourcing ad sales to partners



Plan B Media



Client

Plan B, one of Southeast Asia's largest listed OOH companies, headquartered in Thailand with a leading portfolio of large-scale digital LED screens.

Brief

Plan B engaged OOH Capital to secure advertising assets in Times Square, New York a market with long-term locked agreements.

Result

OOH Capital brokered a groundbreaking deal with OUTFRONT Media and New Tradition, giving Plan B share-of-voice access to Times Square Tower 1 and Tower 2 screens. Plan B CEO Palin Lojanagosin commented, "Our objective was to secure access to prime digital OOH inventory in Times Square for our existing Asian clients. OOH Capital was able to deliver the expected results through their unique local relationships and industry knowledge."



City of Barcelona



Client

The City of Barcelona sought OOH Capital's expertise to prepare for a new street furniture contract, aiming to maximize value for the city and citizens.

Brief

OOH Capital delivered a detailed report covering:

- Review of existing contracts
- Market overview & OOH trends
- Product evaluation
- Sustainability & revenue optimization

Result

Developed a strategy to help Barcelona achieve greater long-term value from its OOH assets.



Mayfair Equity



Client

Mayfair Equity Partners is a leading London-based private equity business with a strong pedigree in the OOH media sector.

Brief

OOH Capital was asked to evaluate and appraise Mayfair Equity Partner's business plan for the acquisition of I Media.

Evaluation

Mayfair Equity Partners acquired I Media in 2025. The firm's partner, Bertie Aykroyd said, 'The OOH Capital team provided invaluable insights and guidance through the evaluation and due diligence process. i-media is one of the UK's most exciting and innovative DOOH media owners, combining a high-quality audience with first-class digital and data capabilities. We found their deep insight of the OOH sector valuable in our evaluation process.'



London Lites



Client

OOH Capital advised London Lites, its Founder Sam Dayeh, and the wider management team on the successful sale of the business to Multiply Media Group (MMG). This transaction marked OOH Capital's first sell-side mandate, an important milestone for the firm and a reflection of its growing role advising premium digital out-of-home operators.

Brief

London Lites has built a highly regarded portfolio of high-impact digital assets across London. OOH Capital provided strategic advice throughout the sale process, supporting the shareholder and management team from initial positioning through to negotiation and completion.

Result

Multiply Media Group provides an excellent long-term home for London Lites. The acquisition accelerates MMG's UK expansion and strengthens its global DOOH footprint, with more than 65 premium digital assets now operating under BackLite Media UK. The transaction enhances MMG's scale in London and reinforces its ambition to build a global, tech-enabled network of high-impact out-of-home media.

"OOH Capital brought deep sector insight and a clear strategic perspective to the transaction. Their advice and judgement throughout the process were invaluable, and they played a key role in delivering a successful outcome for London Lites." **Sam Dayeh, Founder, London Lites**



Truly independent

We are fiercely impartial and neutral of any specific technologies or solutions. Our sole motivation is to maximize opportunities for our clients.

These core business principles demonstrate how we contribute to the overall success of our clients and their businesses.

We offers a comprehensive and seamless approach that considers the entire opportunity, from assessment and deployment, to monetization and value delivery.





Strategic Consultancy



Ongoing Strategic Partners

Absen



Absen is a leading global LED display manufacturer. The company engaged OOH Capital to help establish stronger commercial channels across the planet, enabling the company to open critical dialogues with tier-one operators worldwide.

AllUnite



All Unite is a fast-growing OOH audience measurement company providing real-time audience data to OOH media owners worldwide helping them to optimize sales potential. OOH Capital works with them to provide geographic insight, context, and contacts helping them achieve their potential.

Broadsign



Broadsign is among the largest International OOH Adtech businesses. They appointed OOH Capital to work with them on an ongoing basis to provide market insights and strategic advice at the most senior level.

.THANK YOU

Human Capital. Human Intelligence.

We support the future of Out-of-Home through collaboration with our clients. By combining global expertise with local knowledge, we help our clients unlock new opportunities that deliver real results.

www.oohcapital.com

GET IN TOUCH

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