

OUTFRONT MEDIA LLC

BILLBOARD CONVERSION PROJECT SAN ANTONIO

OUTFRONT/

PROJECT OVERVIEW

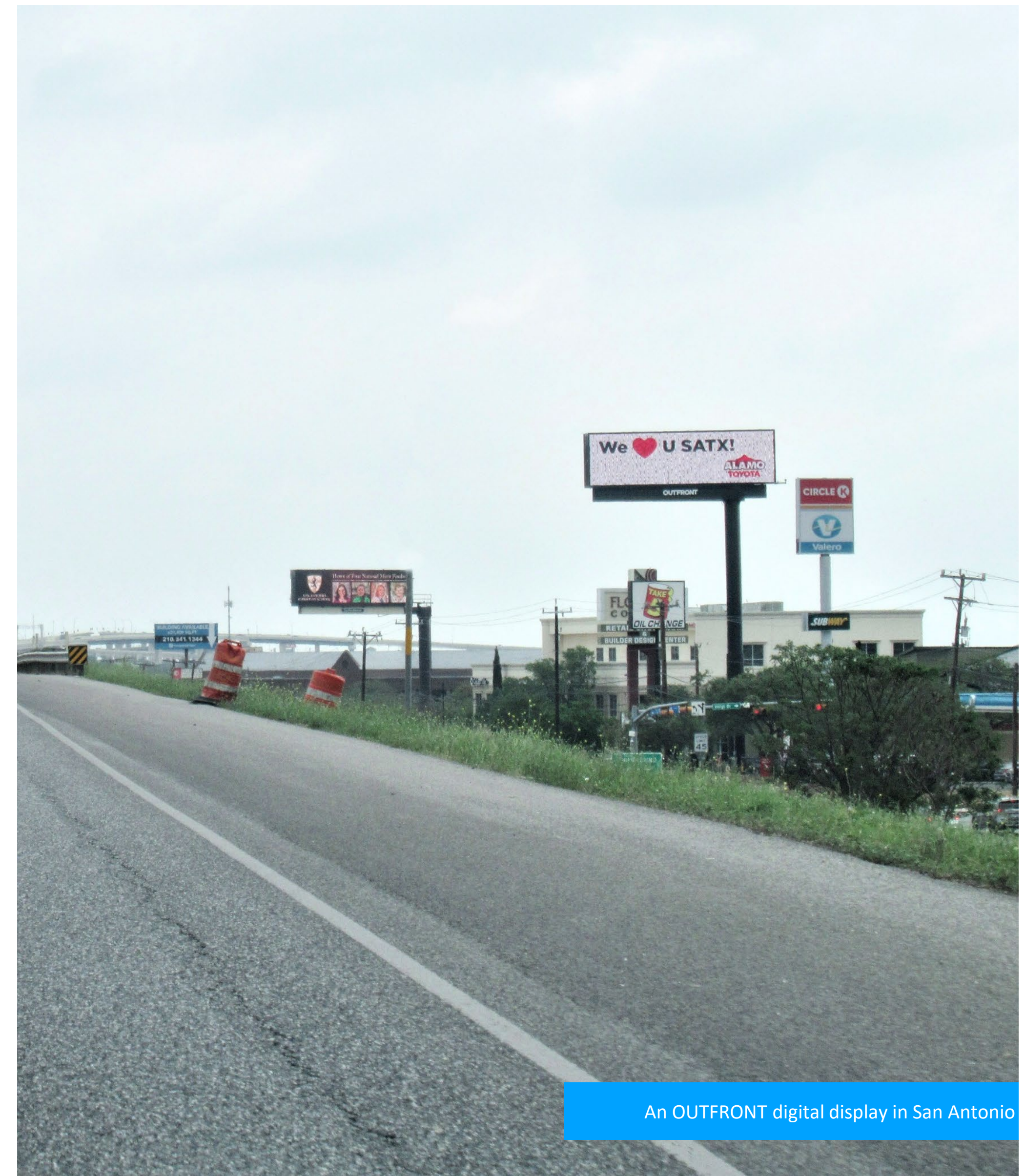
OUTFRONT Media LLC (“OUTFRONT”) proposes a revision to the UDC and COSA sign code to permit licensed Sign Builders to convert existing 14’x48’ static faces to digital along limited highways within the City.

In exchange for the modernization and upgrade of each location, OUTFRONT and other licensed Sign Builders would agree to the following:

- Minimum upfront and annual guaranteed payments to the City
- Offer the COSA and its citizens advertising on all faces through a Shared Use Program
- Provide all Capex for the conversion at no cost to the COSA
- Comply with all TxDOT regulations governing off-premise signs

OUTFRONT’s approach to the opportunity is based on three (3) primary pillars:

- Maximize revenues to the COSA
- Create lasting partnerships between the COSA and its citizens and licensed Sign Builders through shared use of the digital displays
- No interruption to tenants or building operations



An OUTFRONT digital display in San Antonio

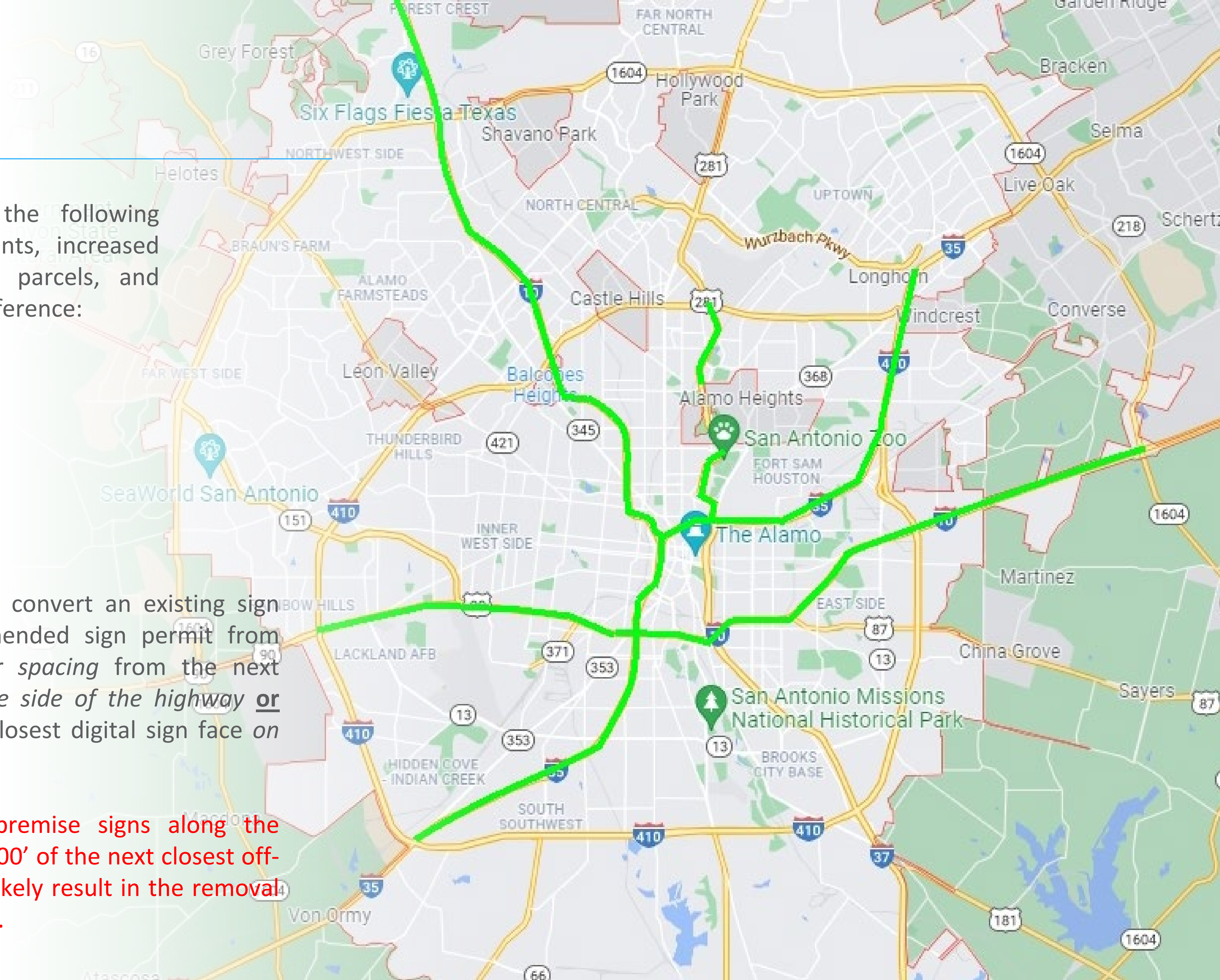
PROPOSED HIGHWAYS

OUTFRONT proposes portions of the following highways due to higher traffic counts, increased availability of industrial/commercial parcels, and balanced local/national advertiser preference:

- I-10
- I-35
- I-410
- US 90
- US 281

*Before a licensed sign builder may convert an existing sign face, they must first obtain an amended sign permit from TxDOT, which requires *1500' linear spacing* from the next closest off-premise sign *on the same side of the highway* or *1500' radial spacing* from the next closest digital sign face *on the same highway*.

Due to the large number of off-premise signs along the Proposed Highways located within 1500' of the next closest off-premise sign, any conversion would likely result in the removal of, at least, one existing sign structure.



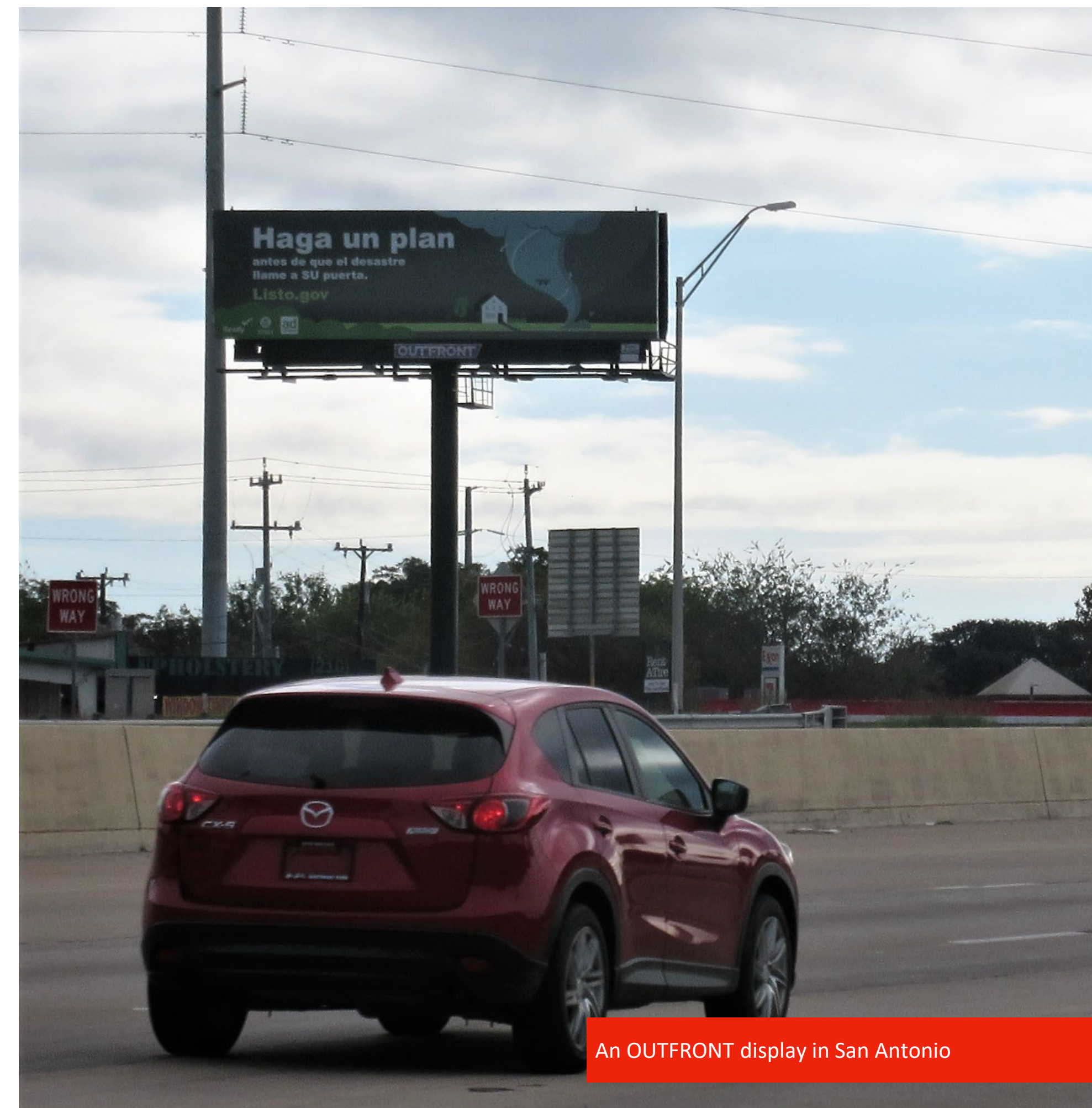
FINANCIAL OFFER

Upfront Payment & Minimum Annual Guarantee (“MAG”) (Per 14’x48’ Sign Structure)

- Upfront Payment: \$75K
- MAG: \$30K
- Cumulative 10-year MAG to the COSA *per location*: \$300K
- Total 10-year Commitment to COSA *per location*: \$375K

Guarantees are only as valuable as the firm that stands behind them. In our 81-year history, we are proud to have never defaulted.

We are willing to assist in drafting measures in the revised UDC and sign code that provide the COSA adequate enforcement mechanisms to address instances of default.



An OUTFRONT display in San Antonio

SHARED USE PROGRAM

The converted digital displays will be integrated into the communities in which they are located, providing opportunities for the COSA and its citizens to create meaningful connections on a hyperlocal level.



BASIC

Weather, Transit Info, Road or Traffic Conditions, Public Parking, and Emergency Messaging (Amber Alerts, FBI, Covid, etc.)



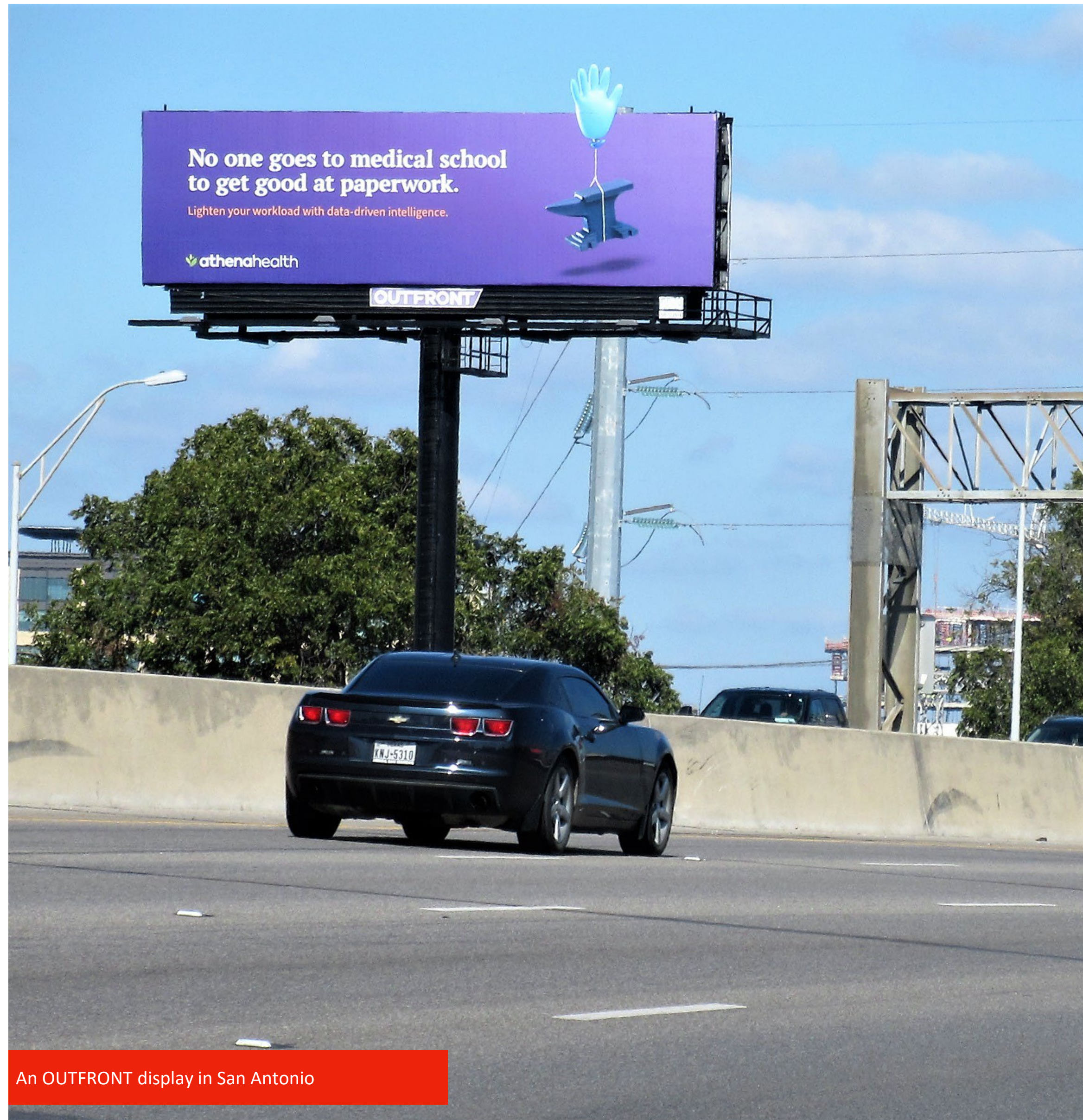
EVENTS

Civic, Sports, Cultural, and National



COMMERCE

General Business Support, Grand Opening Countdowns, and Promotional Deals or Offers



An OUTFRONT display in San Antonio

CAPITAL INVESTMENT PLAN

OUTFRONT and other licensed Sign Builders would provide all Capex, including:

- Cost and installation of the digital displays
- Electrical connections
- Ongoing maintenance and repairs of screens
- Content Management System ("CMS")

They are also responsible for displaying any content in accordance with COSA guidelines.

THANK YOU

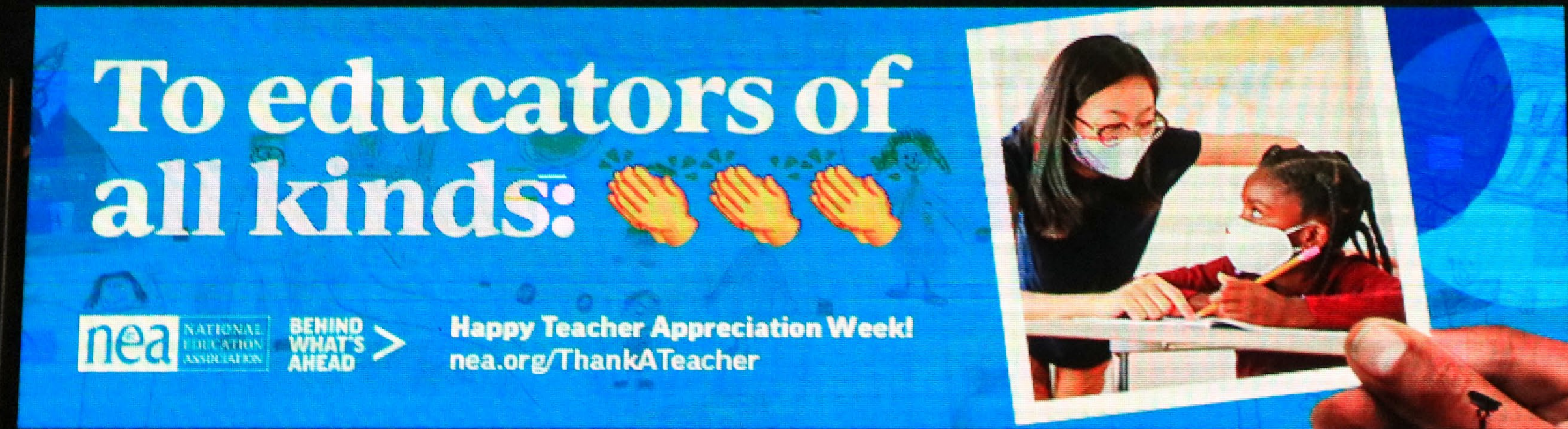
Questions? Reach out at any time!

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