

Operated and maintained by

The Hills Motorway Limited

ABN 28 062 329 828

1 Tollaust Lane (off Culloden Road)
Macquarie Park NSW 2113

Registered address

Tower Five, Collins Square
727 Collins Street
Docklands VIC 3008

13 October 2025

Our Ref: M2-O1419

BY EMAIL majed.odeh@transport.nsw.gov.au

Mr Mahed Odeh
Acting Director, Motorways Partnerships
Transport for NSW
4 Parramatta Square
Level 4
12 Darcy Street
Parramatta NSW 2150

Dear Majed

**Subject: M2 Advertising Signs – Public Benefits
Proposed Development Applications – 7 Static Signs**

Manboom Signage Partnership Pty Ltd (**Manboom**) has lodged development applications DA25-11710 and DA25-11711 relating to 7 existing static advertising signs (**DAs**) along the M2 Motorway (**M2**) to extend the use of those signs for a further 15-year period. The DAs have been lodged pursuant to section 3.14 of the *State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP)*.

In relation to the DAs, THML makes the following Public Benefit (PB) offer which it considers reasonable, and which satisfies the requirements of 3.14(3) of the IESEPP and Guidelines contained within section 4, as follows:

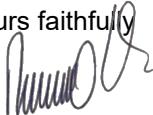
- (a) Monetary contribution: 22% of net The Hills Motorway Limited (ACN 062 329 828) (THML) receipts from advertising earned from each sign between January 1 and December 31 of each year will be given to TfNSW. Payment to be made within 31 days of the end of that calendar year. TfNSW will deliver the funds received to the local community by way of direct pass-through to the relevant Council that the advertising sign is located in. TfNSW will annually request the relevant Council submit a proposal of how they intend to spend Public Benefit monies received from THML in relation to M2 DA consented signage in accordance with the IESEPP; and
- (b) Non-Monetary contribution: during operation of the sign, 5% of available advertising time for each sign to be made available to TfNSW and dedicated to road safety messages at no cost to TfNSW.

The Public Benefit is consistent with the Public Benefit recommended by TfNSW to the Planning Minister in its letter dated 9 May 2023 related to the March 2023 seven digital sign DAs.

Please note that this Public Benefit offer is independent of payment of 14% of Gross Revenue into an Additional M2 Improvement Fund managed by TfNSW, with payments made at the end of each quarter and Gross Revenue defined under the NSW Roads and Traffic Authority (now TfNSW) and The Hills Motorway Limited (now Transurban) dated 8 December 1999 (see clause 8);

Please contact Paul O'Doherty on 0417 729 592 if you have any questions in relation to the above.

Many thanks in advance for your consideration of this matter.

Yours faithfully


Domenico De Conti
Head of NSW Concessions
The Hills Motorway Limited