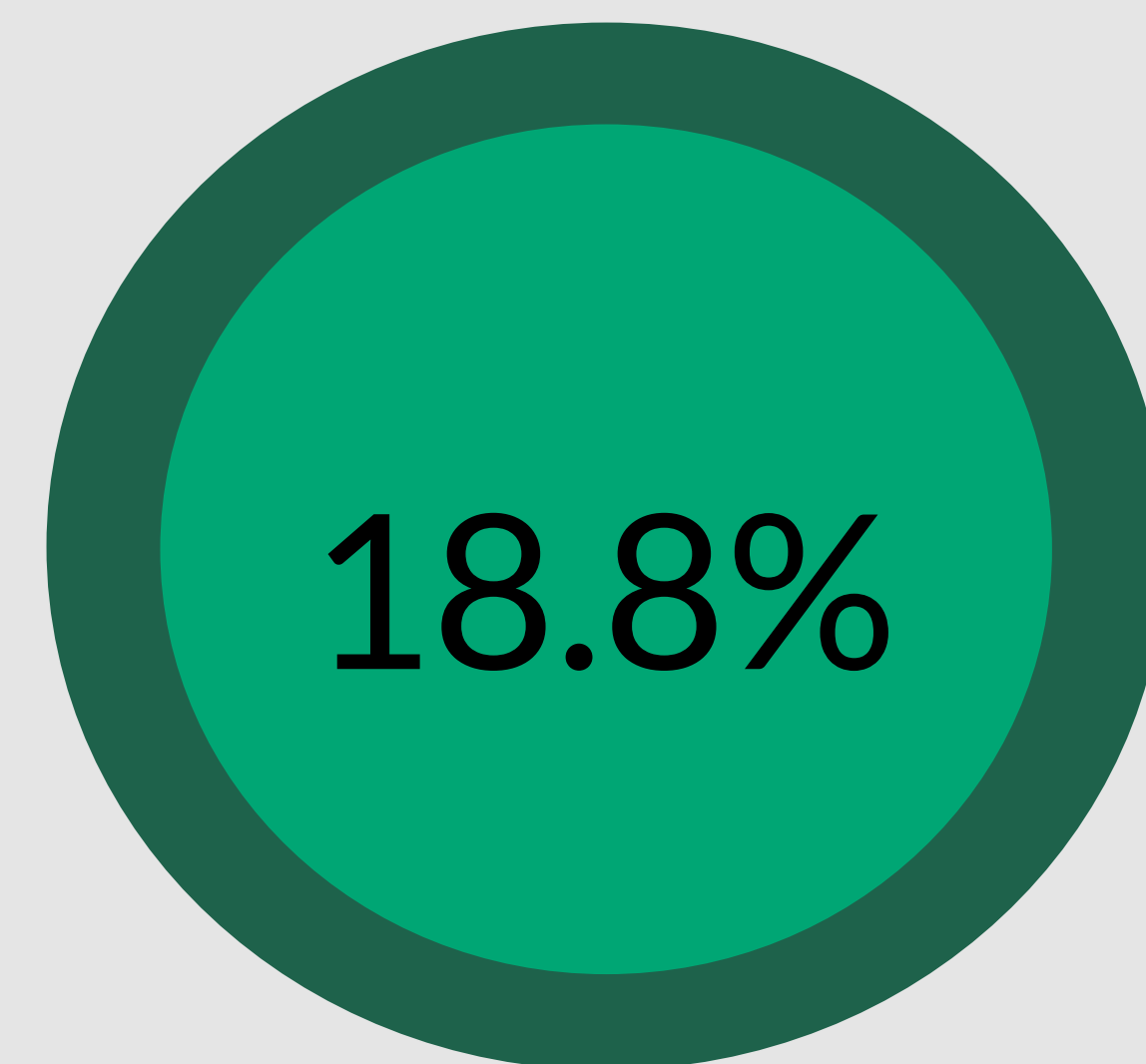


Lamar Advertising 2021 Q4 Overview



Site Lease Expense

▼ 6.93%

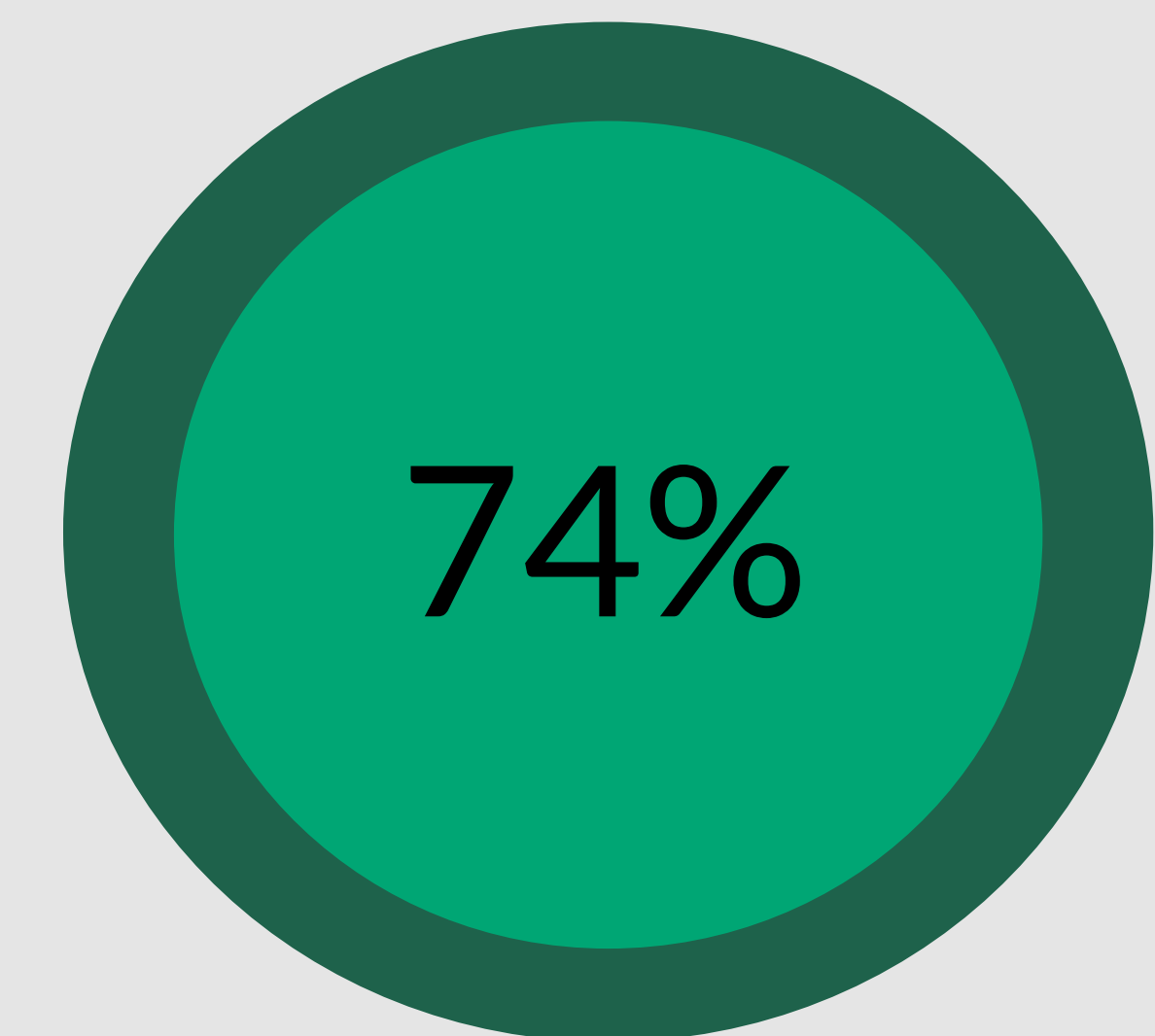
(Annual)



Q4 Revenue

▲ 15.4%

(For Three Months Ended December 31, 2021)

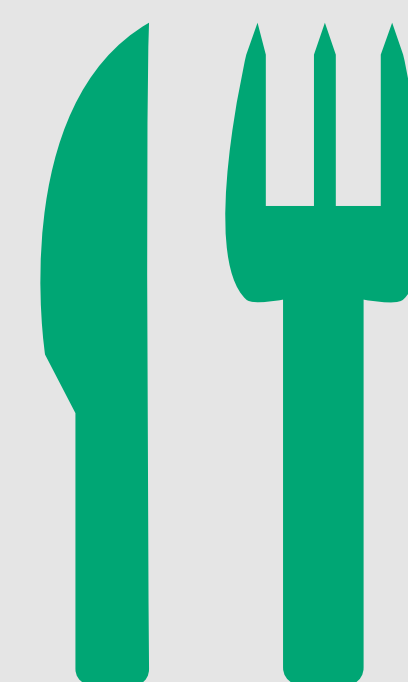


Site Leases Expiring
in the next 5 Years



Top Categories:

Service
Healthcare
Restaurants
Retailers



"We closed **\$205 million of acquisitions** in the fourth quarter, bringing the full year total to **\$312 million**" - Jay Johnson



"That was an increase of 212 [digital units] for the year" (Sean Reilly, CEO)

"Our balance sheet was strongest in the industry, allowing us to invest in our digital expansion and expand our footprint via accretive acquisitions" (Sean Reilly, CEO)

25%

National and programmatic represented 25% of sales

"Q4 was a win all the way around with strength across all products, analog and digital, transit airports and logos, and all categories" -Sean Reilly (CEO)

