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Coffee Microcaps

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Before we **begin**

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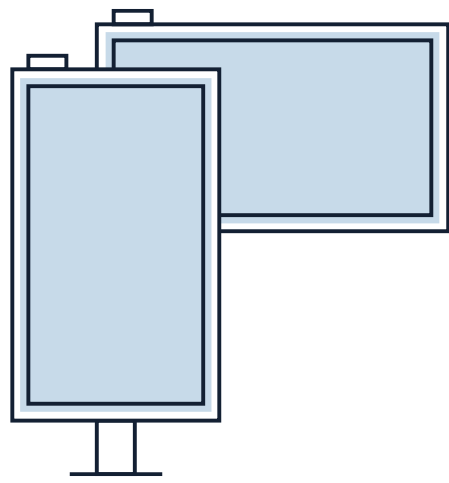
Our vision: **To be the global leaders  
in Digital Place Based Media and  
Customer Location Intelligence.**

Focusing on key audience channels that Motio can lead, building an ecosystem of utility, content, software and payment products that align with and enhance our media core.

# What is **Digital Place Based Media?**

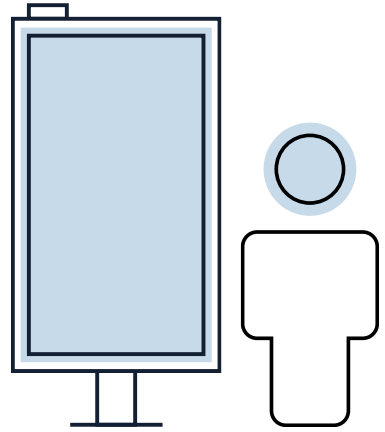


# What is Digital Place Based?



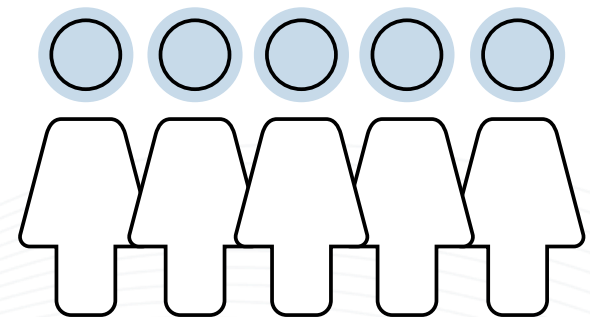
**Out-Of-Home formats**

Customer Experience



**Long dwell time environments**

Contextually relevant & engaging content.



**Niche audiences at scale**

Through utility that changes Location based outcomes





**Adam Cadwallader**  
CEO & MD



**Michael Johnstone**  
COO

company **leadership**

- Media sales for 25 years
- Involved with Place Based Media since 2008
- Built managed and led multiple Place Based businesses
- Brought together Place Based and Online environments
- Experts in content for Digital OOH environments
- Passion for innovation, tech and data



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our **strategy**

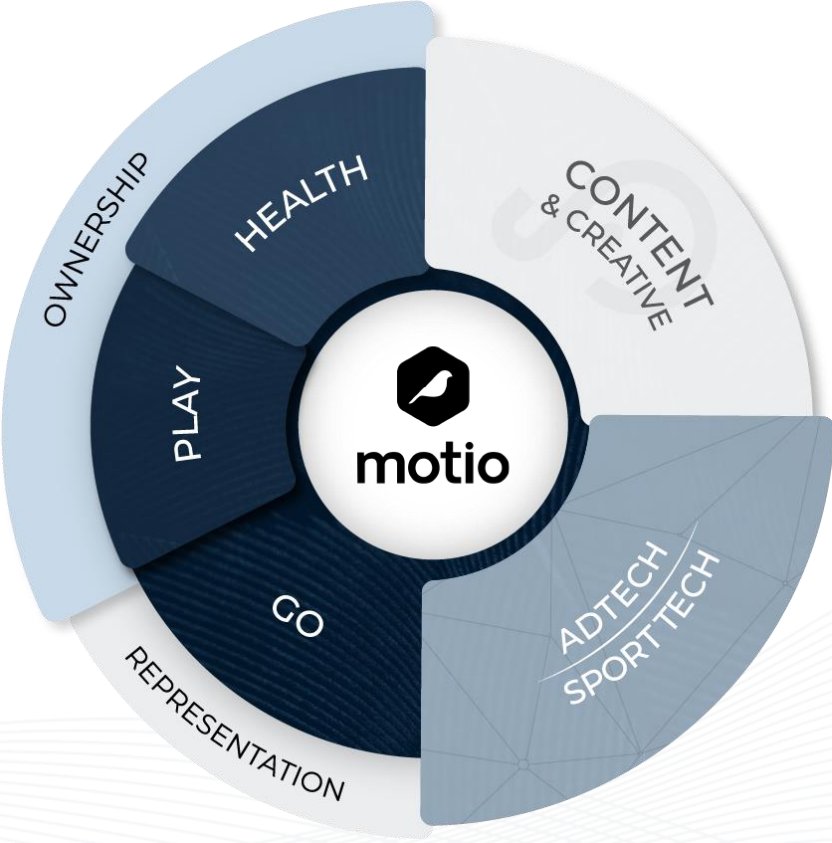
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# The **circumflex**.

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**Media ownership & sales representation**



**Out-Of-Home  
Content & Creative**

**AdTech/Sportech**

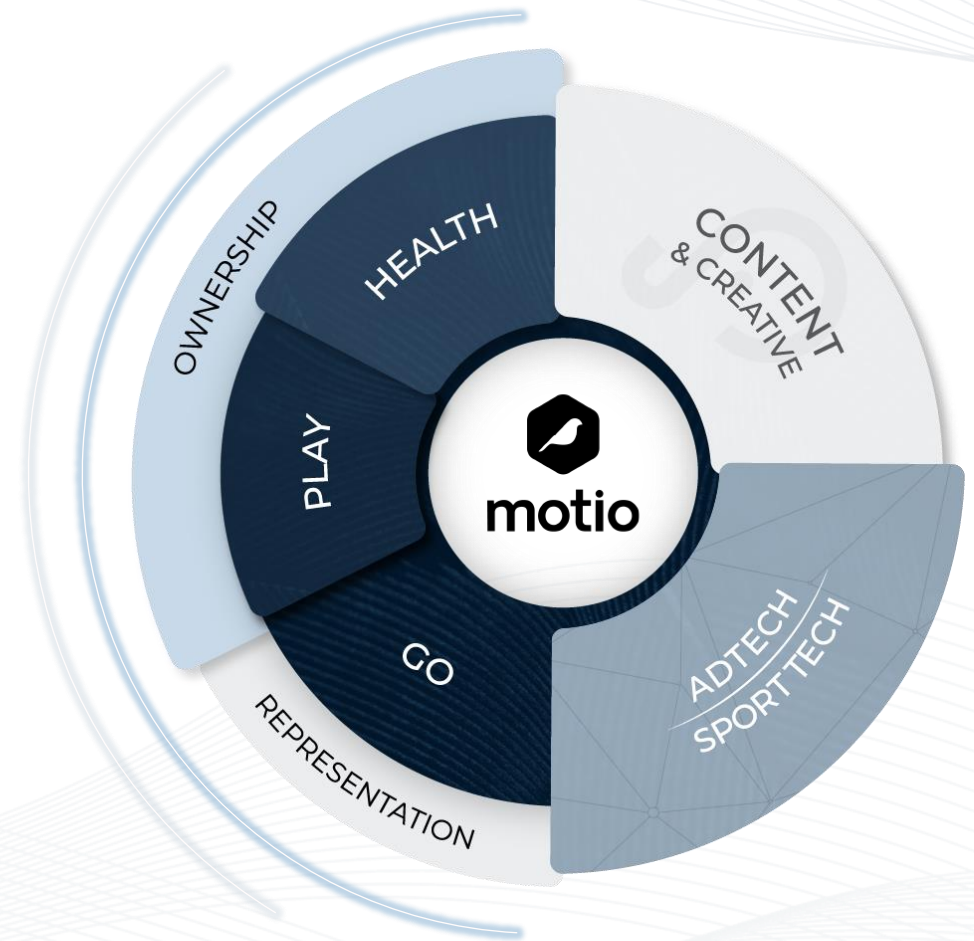
# Media (main game).

Our network is made up of 3 distinct networks with the ability to add more.

- Our owned networks of Motio Health + Motio Play
- Ampol On-The-Go Digital Display Network (Motio Go)

## 4 Revenue Generation streams

1. **National Revenue** derived through media agencies across Australia.
2. **Direct Revenue** with specialist brands with geographic specific requirements.
3. **Local advertising** generated one centre at a time for long term 12-month contracts.
4. **Programmatic revenue** automatically traded through digital trade exchanges





# content & creative

- Enormity is our content & creative agency
- Key to our business, providing Place Based content
- Pivotal in delivering our CX + utility strategy
- Over time, develop a scalable self-service marketplace model for customers to access centralised OOH content
- Make content and creative affordable, working for our own and other companies' customers



# adtech + sportech

- Exciting and developing segment of our business
- Developing our current capability including our payments product within our Sporting environments
- Connecting our networks to scaled AdTech programmatic and ad serving software to enhance revenue
- Continue to investigate scalable AdTech and peripherals that service the efficiency of Out Of Home & Place-Based media that enhance our data and audience intelligence capability.





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Our media channels

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# Our audience channels.

## Owned



- National network of digital displays across 500+ 'mega medical' and community-based point of care environments
- Displays positioned in ultra long dwell-time locations
- Reaching contextual, Wellbeing-focused audiences
- Content rich, high engagement waiting suites
- Utility based network, offering direct engagement to each practice via our platforms
- First party data enabling accurate audience measurement and demographic segmentation
- Focused on the patient experience supporting key audience engagement points.



- National network of digital displays within indoor sporting centre environments.
- Displays positioned in naturally long dwell-time locations
- Reaching active 'lifestylers' every week
- Intersection of sport, friends and community
- Growing indoor sports of cricket, netball, futsal, basketball, swimming & inflatable playgrounds
- Exclusive software integration enabling payments, communication, competition management and first party data provision
- Programmatically enabled.

## Represented



- National network of digital displays across 500 Ampol, on-the-go retail locations across Australia
- Exclusive representation of the in-store digital display network
- Over 1,000 digital displays positioned at impact locations above the service counter, fridge, freezer and retail locations
- Reaching a mass audience with purchase intention
- High quality 1<sup>st</sup> Party data to target key audience segments
- Ready to launch programmatically.

## Growth



### Acquire/Organic considerations

- 1<sup>st</sup> Party Data Capable
- Increased dwell time (not walk by or drive by)
- Defined audience or activity
- Sector/channel we can win (low saturation or undervalued)
- Utility at the core for the location
- Adding technology to can enhance its commercial outcome for all parties

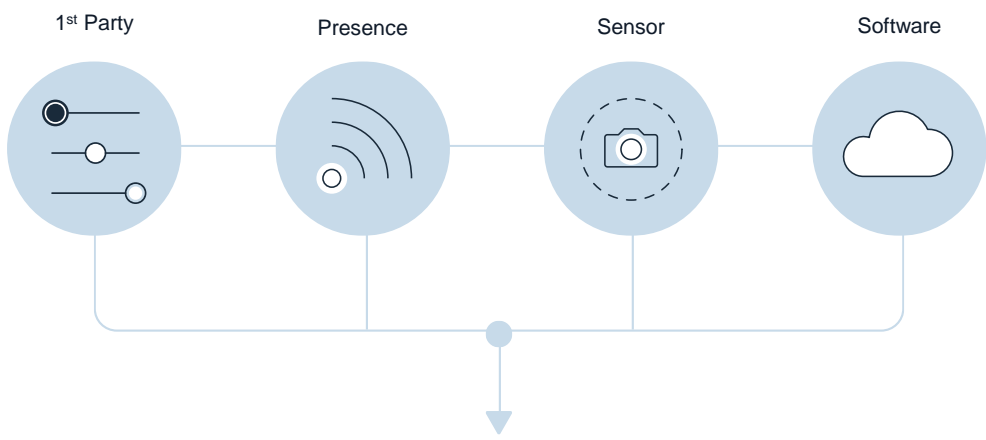


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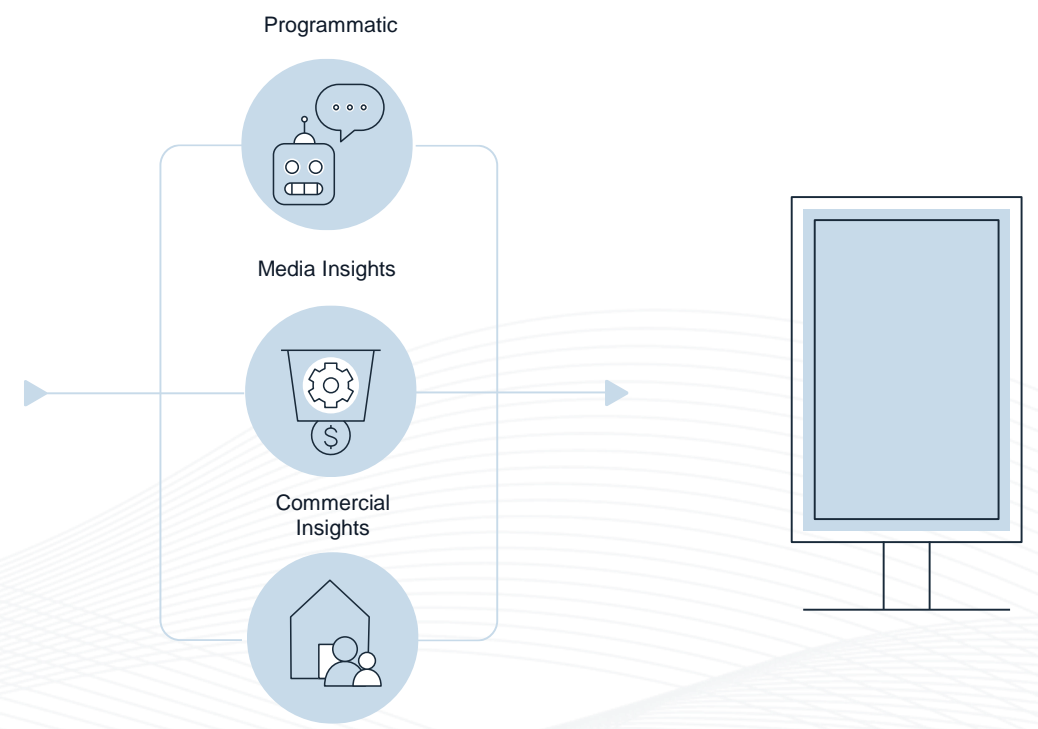
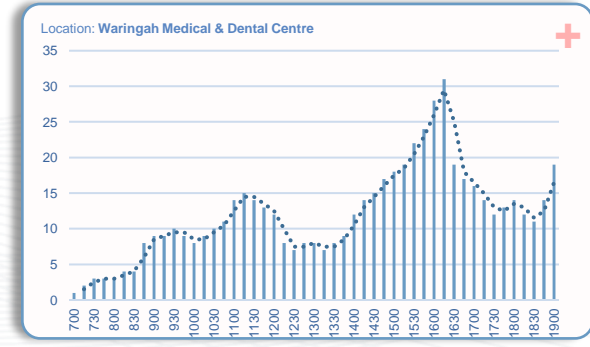
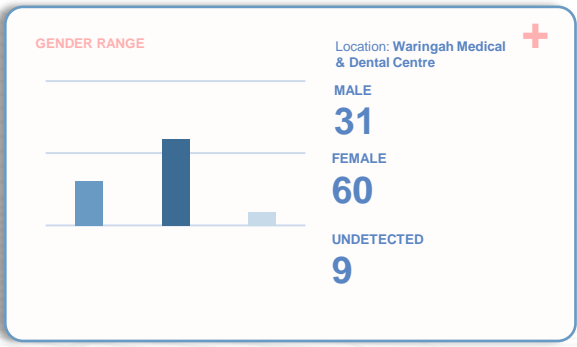
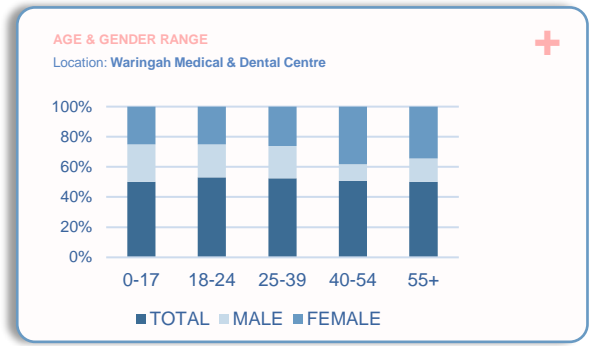
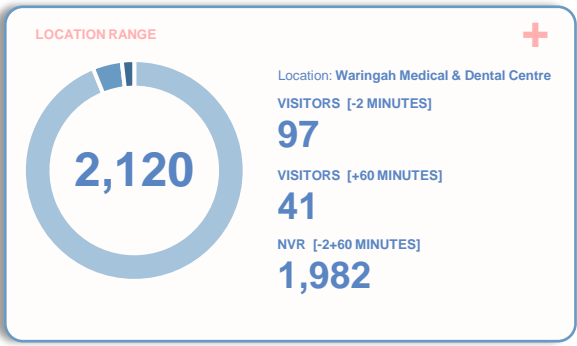
More than **advertising**

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# Location intelligence.



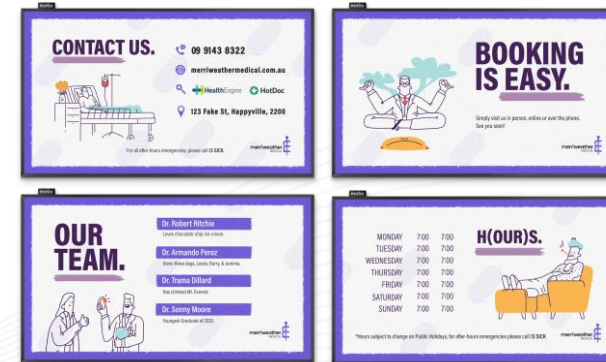
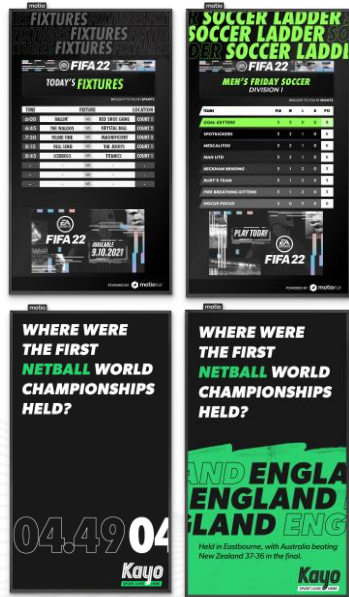
Motio has 4 key sources of First part data, among our other 3<sup>rd</sup> party data sources. Motio relies on this high quality source data to drive and enhance our media, programmatic and commercial utility program to assist in the driving of revenue across the business.





# Utility based content

Incredibly important to our business is utility based content and advertising. It changes the relationship we have with our “landlords” offering displays that help communication, drive engagement and don’t rely on Facebook or email. This is an emerging support area of our business.

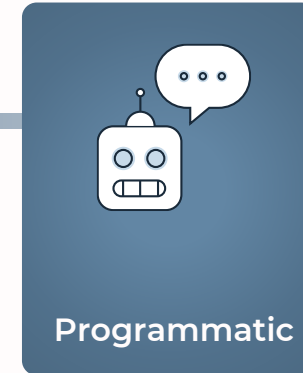
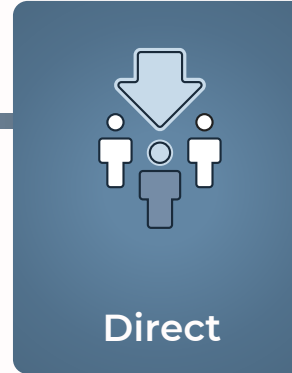


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# Key drivers

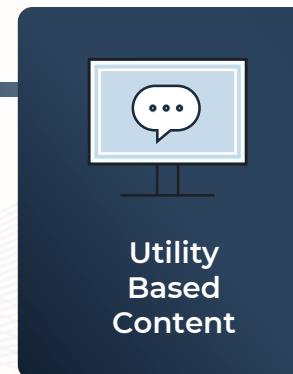
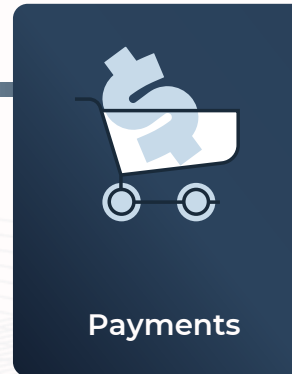
## Media (core)

- People
- Inventory
- Data
- Technology



## Growth (non advertising)

- Supports the 'Media Core'
- Enhances or advances existing commercial relationships
- Delivers Utility/Efficiency
- Grows Revenue for mutual benefit
- Customer Centric





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**Revenue + our industry**

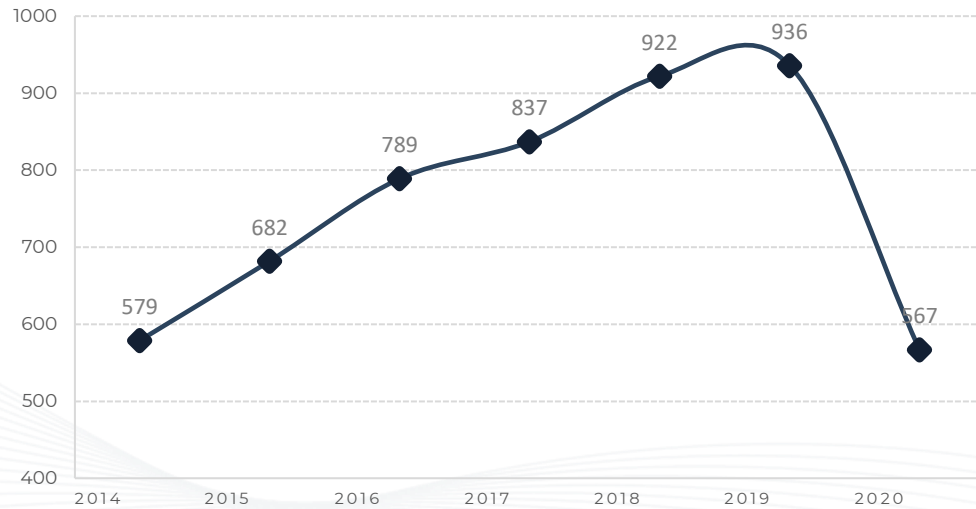
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# Industry information

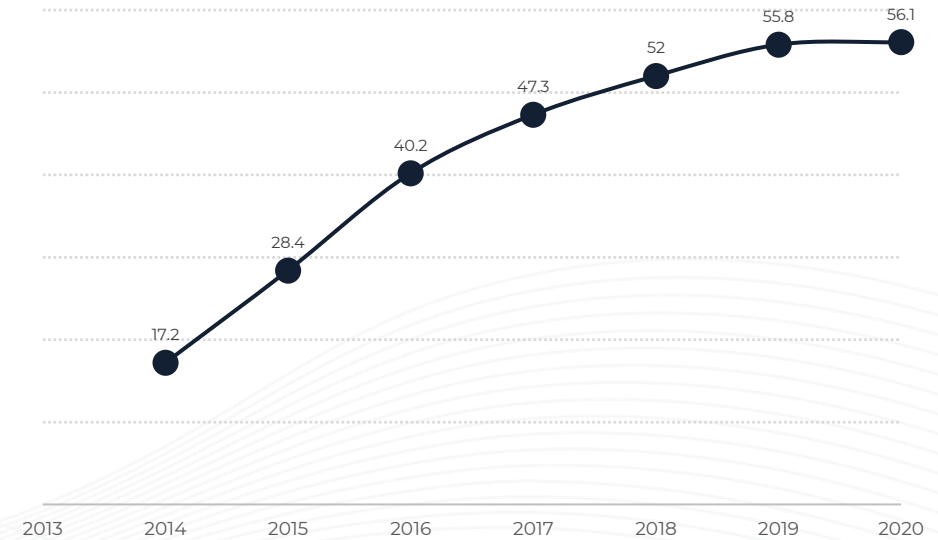
In 2020, the Out-Of-Home category decreased due to the pandemic. The industry ended the year posting \$566.5M in revenue, down 39.4 per cent.

## Revenue results (\$M) 2014-2020

Total OOH revenue



DOOH as a percentage of total OOH revenue



Digital signs represent 56.1 per cent of total revenue in 2020, up from 55.8 per cent in 2019

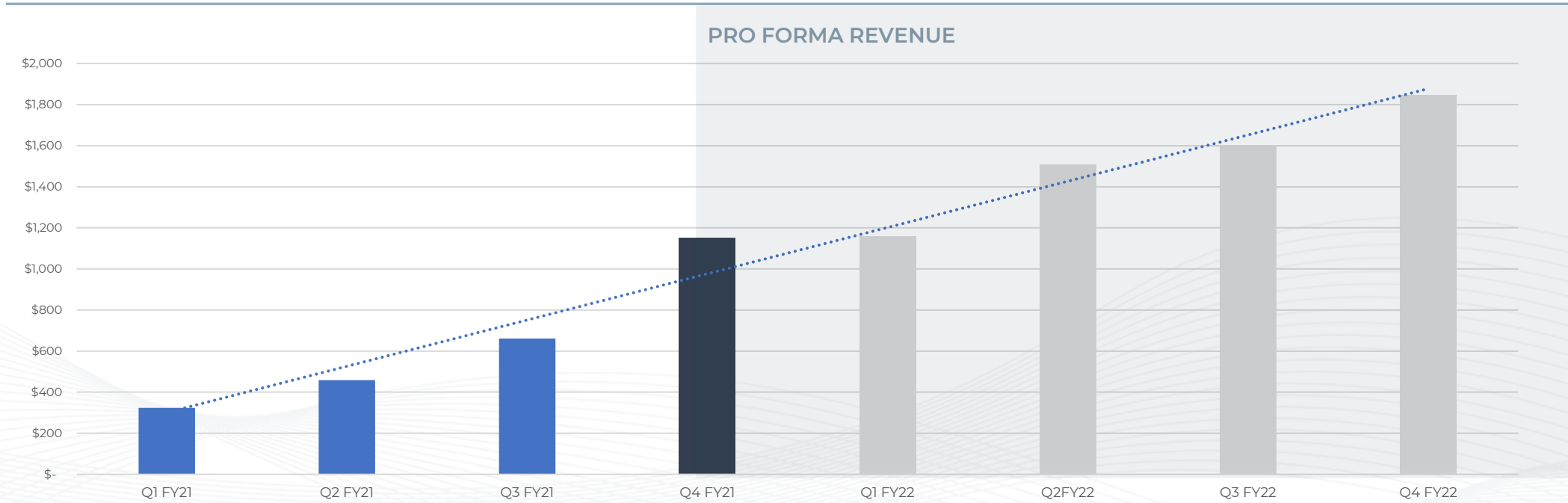


# Revenue

From a standing start in July 2020, in the middle of COVID\_19 Lockdown, Motio began its media sales of new networks. It has achieved solid growth and despite the market, is in a position of strength heading into the 2022 Financial Year.

## Revenue results (\$'000) FY20/21 + PRO FORMA FY21/22

### TARGET REVENUE



All Revenue derived by Motio New Business Ventures (Excludes Rail) – Path to \$6.0M+

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FY22 **goals**

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# Our FY22 goals.

1

To achieve at least double the revenues of Cross Track in a normal year, entirely from our new business ventures

2

Aggressively target acquisitive growth by pursuing strategic M&A opportunities that create shareholder value. (We want to maximise the opportunity that being a listed company creates.)

3

Derive 5% of our media revenue in FY22 programmatically

4

Be a key partner to our commercial place based venues by making Motio an invaluable part of their customer experience (we want to be recognised by them publicly)

5

Our payments platform producing a six figure net outcome to the business

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**Key stats**

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# Metrics

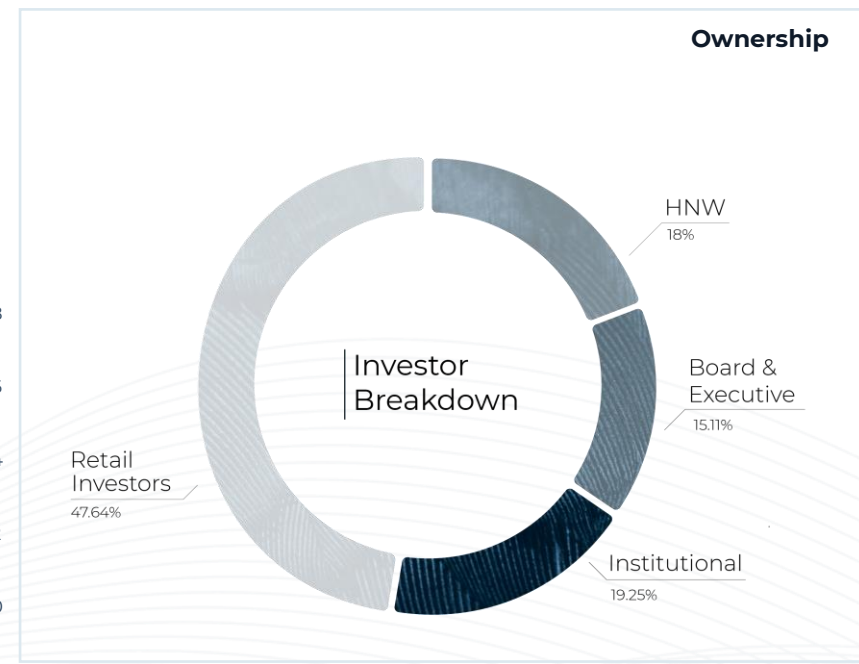
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### Key information

**\$22.34M** Market Cap

**\$4.01M** Net Cash



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Thank you.

**motio**

**Adam Cadwallader**  
Chief Executive Officer

adam@motio.com.au  
+61 419 999 867

**Michael Johnstone**  
Chief Operating Officer

michael@motio.com.au  
+61 414 671 000

LEVEL 15  
189 KENT STREET SYDNEY  
Motio Limited ASX: MXO