

Investor presentation

**Acquisition of Liquid Thinking**

**motio**



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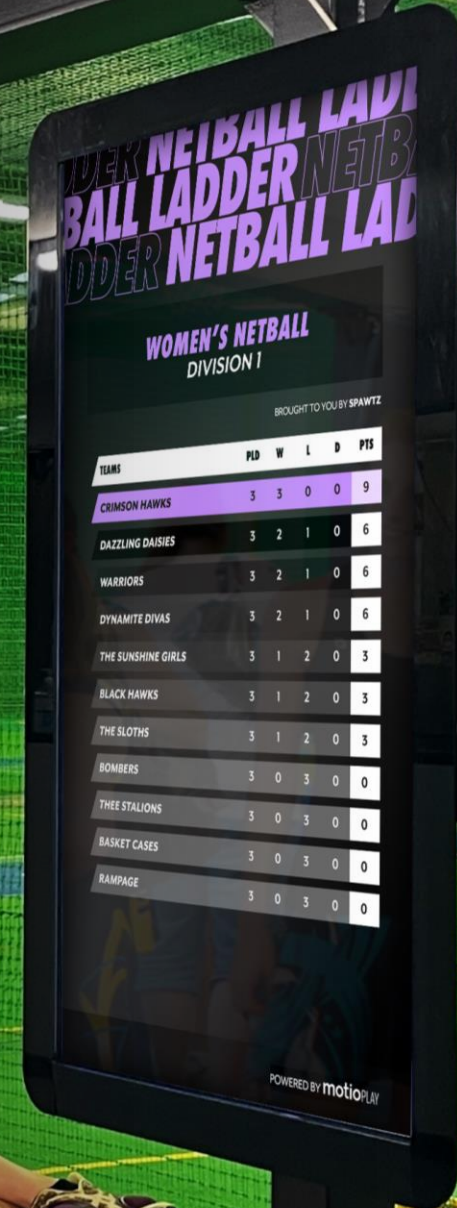


Our vision

To be the global leaders in

# Audience Experience & Digital Place Based Media

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.



WOMEN'S NETBALL  
DIVISION 1

BROUGHT TO YOU BY SPAWTZ

TEAMS	PID	W	L	D	PTS
CRIMSON HAWKS	3	3	0	0	9
DAZZLING DAISIES	3	2	1	0	6
WARRIORS	3	2	1	0	6
DYNAMITE DIVAS	3	2	1	0	6
THE SUNSHINE GIRLS	3	1	2	0	3
BLACK HAWKS	3	1	2	0	3
THE SLOTHS	3	1	2	0	3
BOMBERS	3	0	3	0	0
THREE STALIONS	3	0	3	0	0
BASKET CASES	3	0	3	0	0
RAMPAGE	3	0	3	0	0

POWERED BY motioPLAY



# About Motio

## Our Business

Motio is a leading Audience Experience & Digital Place-Based media company. It is focussed on creating engaging content & utility communication for brands, customers and its commercial partners across its expansive digital marketing environments. Its networks leverage long dwell time, delivering powerful, contextual connections to audiences, underpinned with first party data and location intelligence technology.

### Ownership

#### BOARD & EXECUTIVE

29.70%

#### HNW

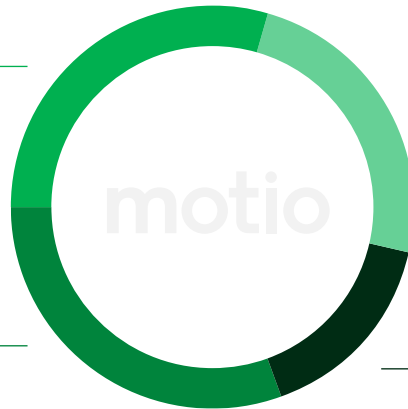
24.10%

#### RETAIL

30.30%

#### INSTITUTIONAL

15.90%



## Key Information

\$17.19M

Market Cap

\$3.08M

Net Cash





## Media Ownership & Sales Representation

Motio continues to enhance its 'media ownership' position harnessing Audience Experience and Digital Place Based Media.

Motio continues to explore possibilities for complementary ownership & representation.

### Current

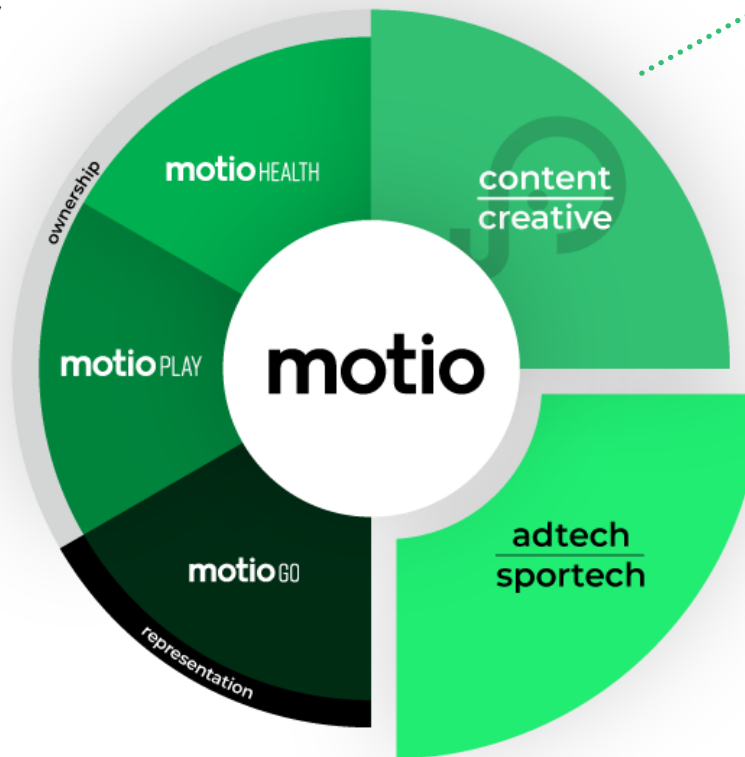
- **Motio Health** – Digital Displays, content and data across Medical Centre Environments
- **Motio Play** – Digital Displays, content, software and supply into Indoor Sporting, Leisure and team based environments
- **Motio Go** – Representing Digital Displays in Ampol Petro retail environments

### Next 12 Months

- Continue to scale organically in our owned channels.
- Explore acquisition opportunities in Digital Place Based environments that have broadcast appeal or are 'niche at scale'

### Long Term

- Further M&A based on opportunity for company value growth



## Content & Creative

- Continue to build Enormity and its capability in content, creative practice and technology based, dynamic enhancements – specifically focussed on content and advertising for Out-Of-Home.
- Agnostic service for Out-Of-Home locally & worldwide
- Make content and creative affordable, working for our own and other companies' customers

## ○ Adtech | Sportech | Medtech

- **Acquired Liquid Thinking, a Sportech & payments software technology that increases ease, profitability and/or increases our footprint 'where people play'.**

- Management and Investment into PMP, Programmatic and Bid based systems for OOH that fulfil specific market segments.
- Scalable tech and peripherals that service the efficiency and enhancement of Audience Experience in Motio's environments.



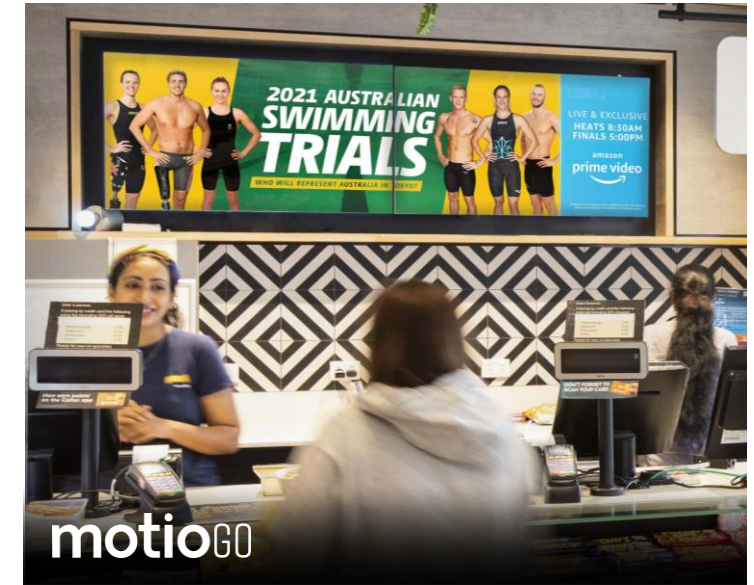
# Our audience channels

## 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.

## 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.



# About Liquid Thinking

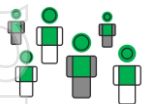
**Liquid Thinking owns Spawtz.com** - a comprehensive software and digital payments platform utilised by Indoor Sports Centres, Sporting Associations and Leagues across the UK, Australia, South Africa and New Zealand.



Spawtz Software Platform currently represented by Motio in Australia.



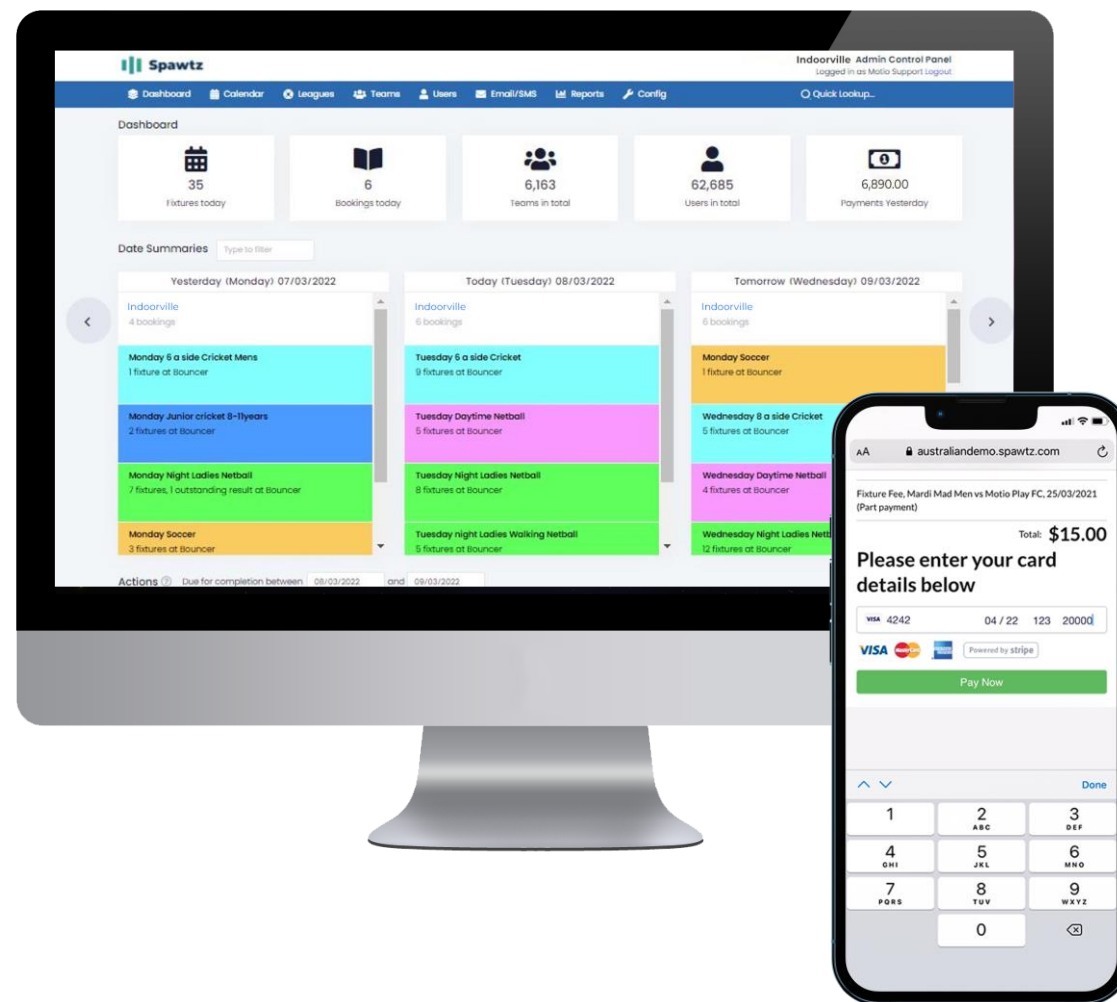
Secure customer base, with growing SaaS revenue via new features and payments.



Over 900 venues with 700,000 players across 3 main territories UK, Australia, and New Zealand.



Broad customer universe featuring individual leagues, regional groups, national associations, and universities.





## Audience experience

Motio's Audience Experience strategy is growing exponentially. The acquisition of Liquid Thinking further enables Motio's capabilities to provide a true "couch-to-court" customer experience.

The Audience Experience strategy is positively changing our relationships with our audience, brands, media agencies and our commercial partners.



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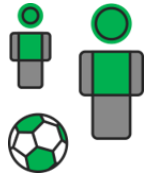
# Why Liquid Thinking?

**The acquisition will enable Motio to take a leadership role across the product development and growth of Spawtz:**



## Transforming Our Relationship

With Liquid Thinking to deeply collaborate on Audience Experience initiatives



## Product Growth At Scale

Accelerates Motio's capability and utility into the indoor and team sports environments



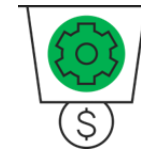
## Creating A Step Change

For the business at the inflection point for Payments revenue



## Market Expansion

Providing the opportunity to expand Motio's client base in the UK and NZ using our proven and successful Business Development experience



## Expertise Focus

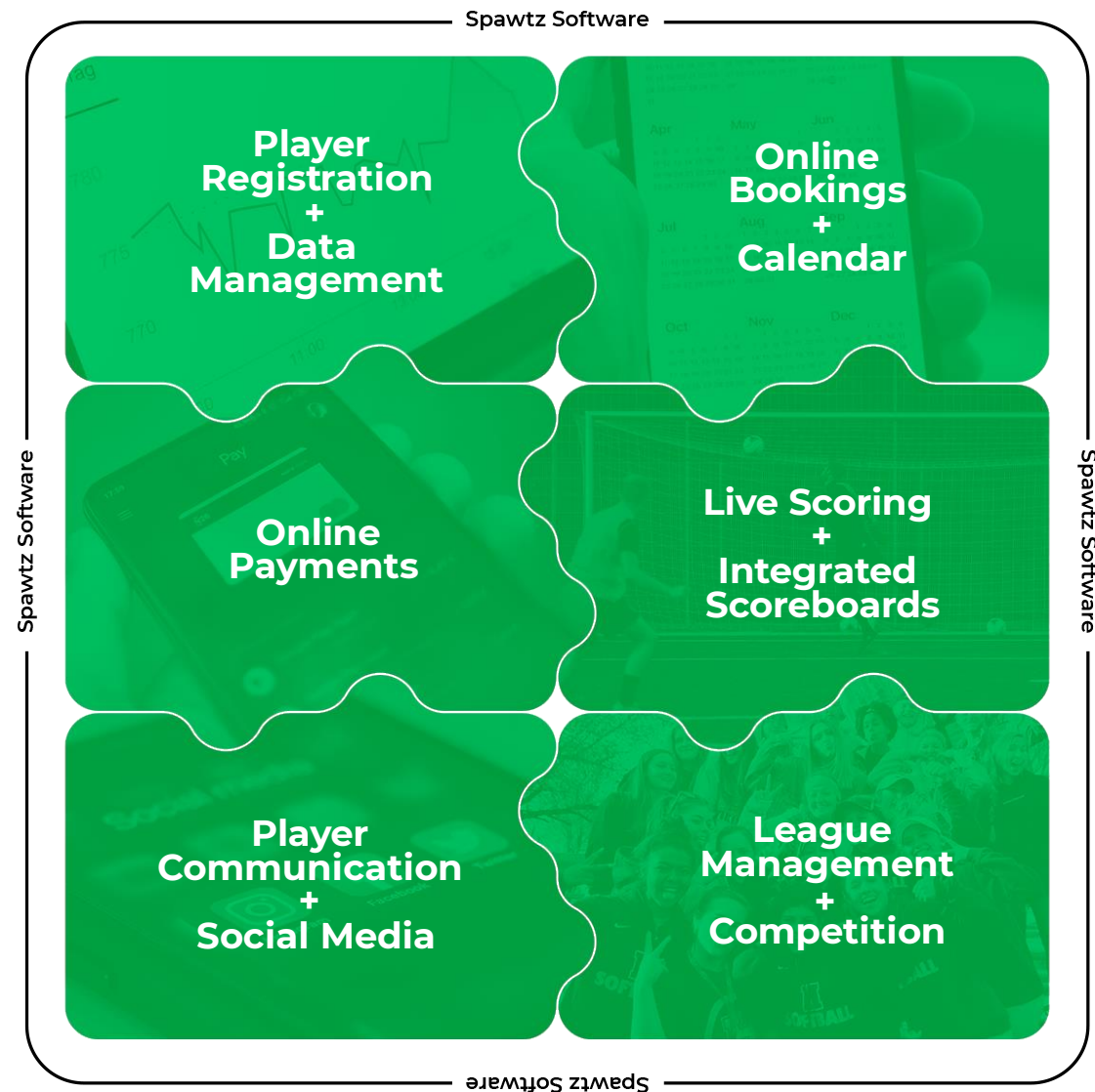
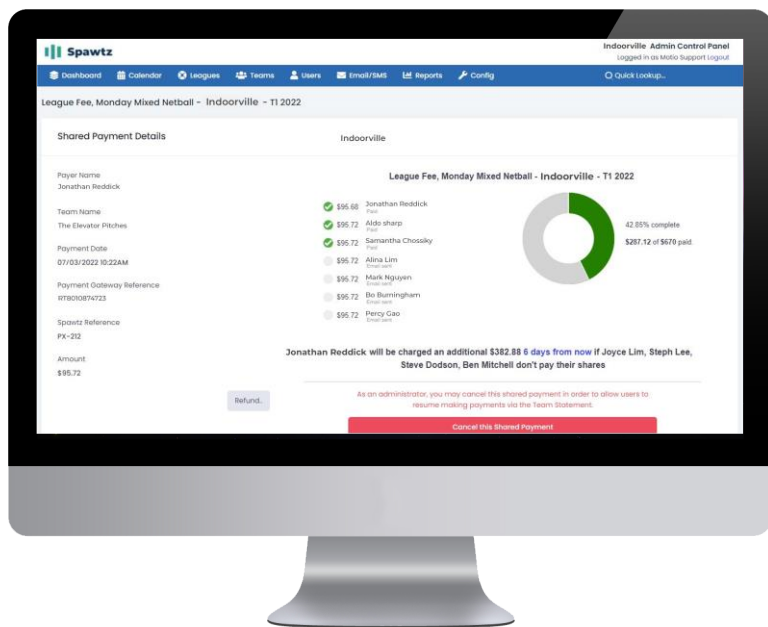
Enable the Liquid Thinking team to focus on Product Development, allowing Motio to apply its sales and professional management to our existing collaboration



# Spawtz Software

The Spawtz software is a system that is built **by players for players.**

It has revolutionised a sector of the indoor, grass roots and amateur sports facilities in key markets in Australia, UK, New Zealand and South Africa to enable operators to operate their business and enhance the player experience





# Existing payments



Motio and Liquid Thinking have developed, rolled out and integrated Online Payment products to Spawtz clients specifically in the UK and Australia.



The Spawtz payment products have been developed in “**the way people are used to paying**”.



This has transformed the existing universe of cash-based payments to digital transactions.



Enabled operators to reduce or eliminate lost or “forgotten” payments.



Removed cash handling and improving payment tracking.

Spawtz has **changed the operational efficiency** of Indoor Sports Centres, Sporting Associations and Leagues across the UK, Australia, South Africa and New Zealand over the past 10 years. An evolution of ownership has seen a shift towards **professional management, improved operations, and enhanced customer experience.**



# Emerging payments

The Spawtz payment product and features generate additional transactional revenue to complement the existing Spawtz SaaS revenue.

Since its introduction both Motio and Liquid Thinking has seen:



Online Payments take up by Spawtz clients grown considerably.

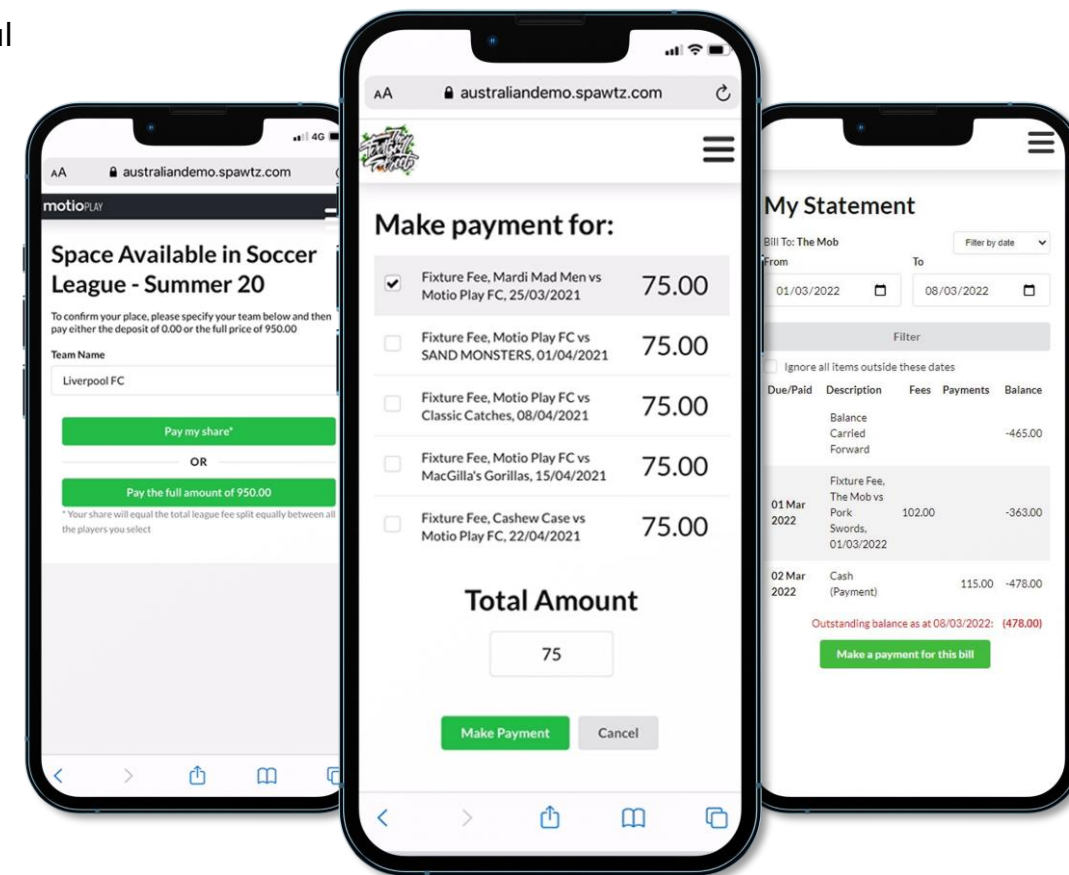


Player payment adoption increasing significantly Season on Season.



Increasing demand has led to the development and launch of enhanced features to the platform such as -

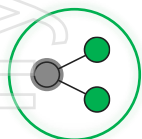
- ➡ Shared Payments (splitting fees between players)
- ➡ Automated Weekly payments (full season payments paid weekly)



Innovations to the existing platform will continue with the express goal to drive incremental payments revenue and increase the user experience.



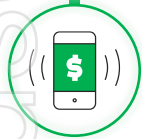
# Our strategy



Leverage Motio's proven Business Development and Client Acquisition experience to expand client base in the UK and New Zealand.



Continue roll out of Online Payment platform across all existing Spawtz client base.



Increase adoption of Online Payment functionally across player universe.



Review Product Development Roadmap and align to Audience Experience and Revenue Growth channels.





# Acquisition key terms

**Motio has entered into a share sale agreement to acquire 100% of Liquid Thinking Limited on the following material terms.**

- AUD\$375,000 cash (funded through Motio's existing cash reserves);
- Up to 4,125,000 ordinary shares comprised:
  - o 3,750,000 shares issued upon completion (escrowed for 12 months from date of completion) at a deemed issue price of \$0.10 per share issued pursuant to ASX Listing Rule 7.1; and
  - o Up to 375,000 shares in the event the MXO 30-day VWAP is less than or equal to \$0.09 per share within 60 days of completion (escrowed for 12 months from date of completion) issued pursuant to ASX Listing Rule 7.1.

**Up to AUD\$600,000 in cash or shares at Motio's option (issued pursuant to ASX Listing Rule 7.1) across three tranches:**

- **Tranche 1:** If, for the financial year ending 30 June 2022 or the financial year ending 30 June 2023, as the case may be, Liquid Thinking achieves more than GBP£200,000 in total revenue from customers (excluding customers in Australia) Motio agrees to pay the Vendor AUD\$200,000 or issue to the Seller AUD\$200,000 worth of Buyer Shares as calculated based on the 30-day VWAP in MXO shares, at the absolute discretion of the Buyer.
- **Tranche 2:** If, for the financial year ending 30 June 2023 or the financial year ending 30 June 2024, as the case may be, Liquid Thinking achieves between AUD\$977,501 and AUD\$1,150,000 in Total Gross Software and Payments Revenue, Motio shall pay the Vendor up to AUD\$200,000 cash or issue to the Vendor AUD\$200,000 worth of MXO Shares as calculated based on the 30-day VWAP in MXO shares, at the absolute discretion of the Buyer.
- **Tranche 3:** If for the financial year ending 30 June 2024 or 30 June 2025, as applicable, Liquid Thinking achieves between AUD\$1,080,001 and AUD\$1,350,000 in Total Gross Software and Payments Revenue, Motio shall pay the Vendor up to AUD\$200,000 or issue to the Vendor the equivalent value of MXO Shares as calculated based on the 30-day VWAP in MXO shares, at the absolute discretion of the Buyer.



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