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**motio**

investor update

March 6, 2024

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## Thanks for joining.

- Overview of the business
- Industry snapshot
- Update on Hospitality (Café + Venue)
- Overview of H1 results
- Summary & Questions

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motio is a **Place Based Media** company.



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Patient Information

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Leave outdated uniforms on the bench.

## WOMEN'S INDOOR NETBALL

WEDNESDAY INDOOR NETBALL - WINTER 2023

TEAM	PLD	W	L	D	PTS
SPORTY MUMMAS	3	3	0	0	9
ALLSTARS	3	2	1	0	6
SAPPHIRES	3	2	1	0	6
HURRICANES	3	2	1	0	6
MISFITS	3	1	2	0	3
CHERRY MUMS	3	1	2	0	3
BUNDYS	3	1	2	0	3
DIVAS	3	0	3	0	0
PIZZAZ	3	1	2	0	3
THE REAL HOUSEWIVES	3	0	3	0	0

POWERED BY





APEROL  
— 1919 —  
IT'S TIME FOR SUNSHINE  
YOUR FIRST SPRITZ ON US  
Scan, download app and more



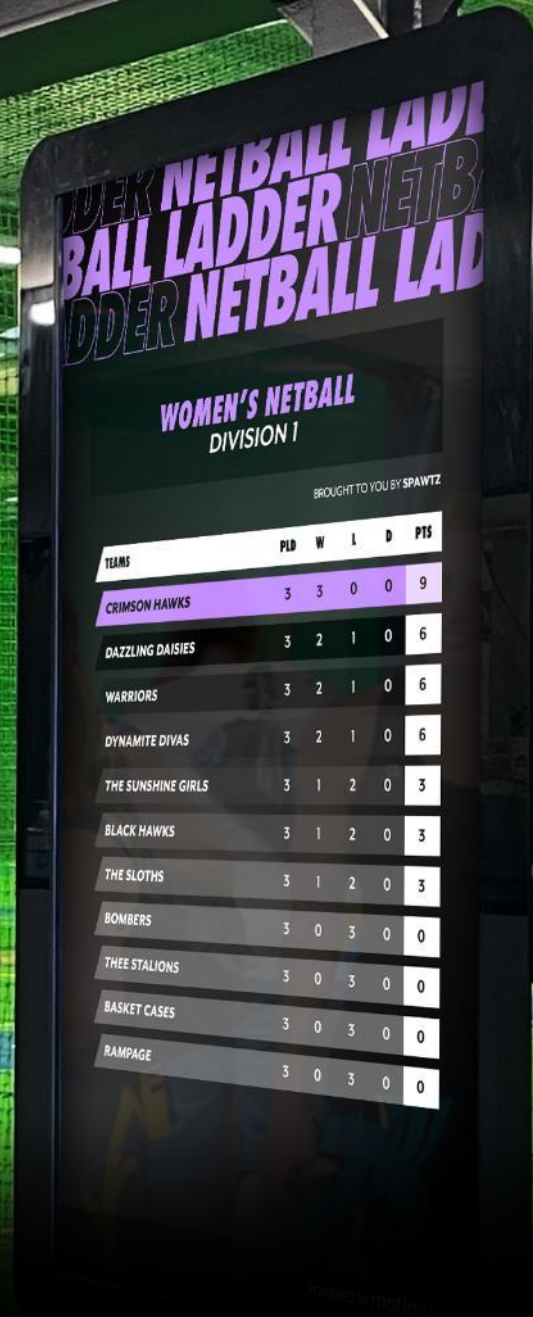
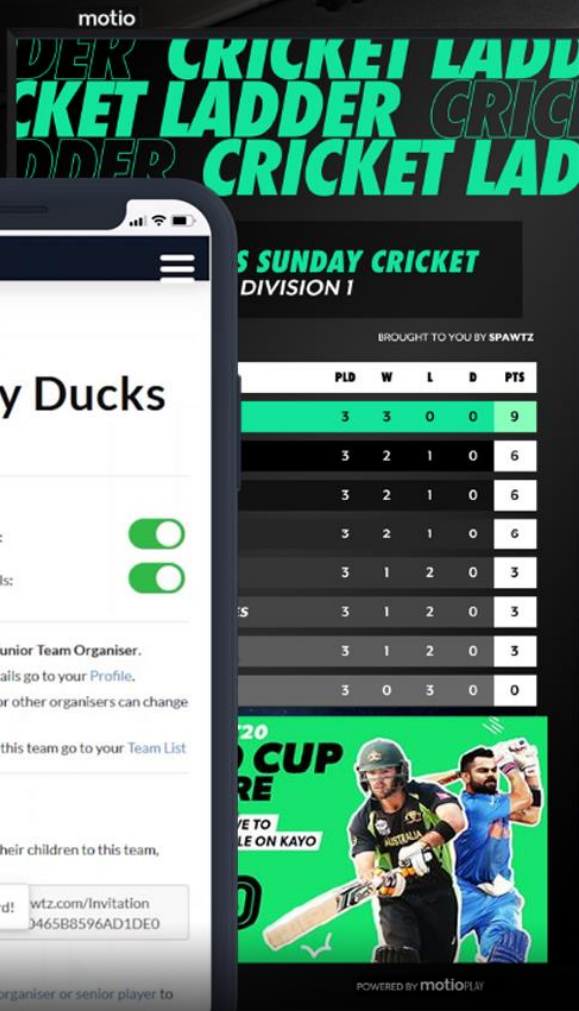
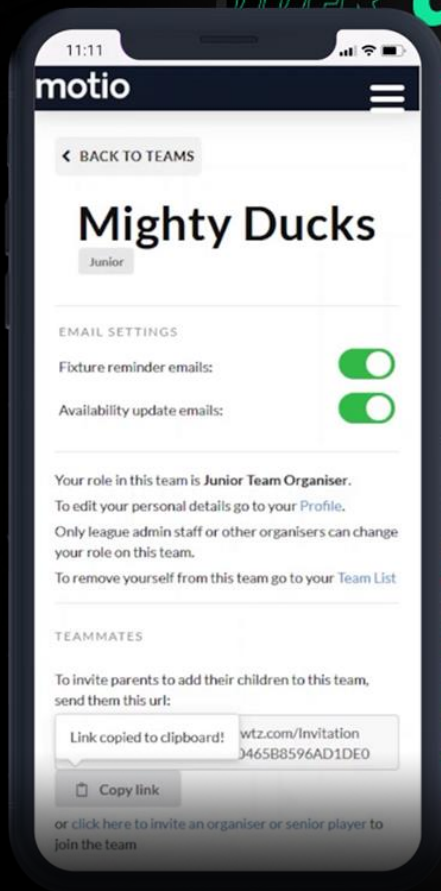
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**We own and operate digital screen networks in these expanding group of environments.**



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**Whilst we are technology driven, our  
business and culture is sales.**



**motio** is known for transforming places and spaces into communication rich, digital place-based environments.





Helping brands and business connect  
to **‘people with purpose’**



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**Industry snapshot.**

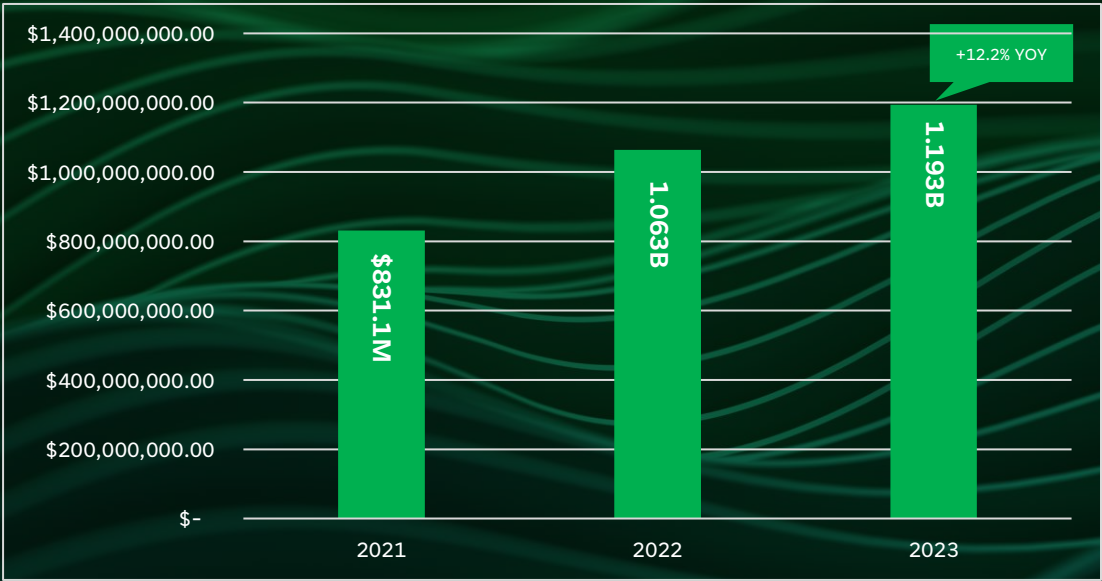
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March 6, 2024

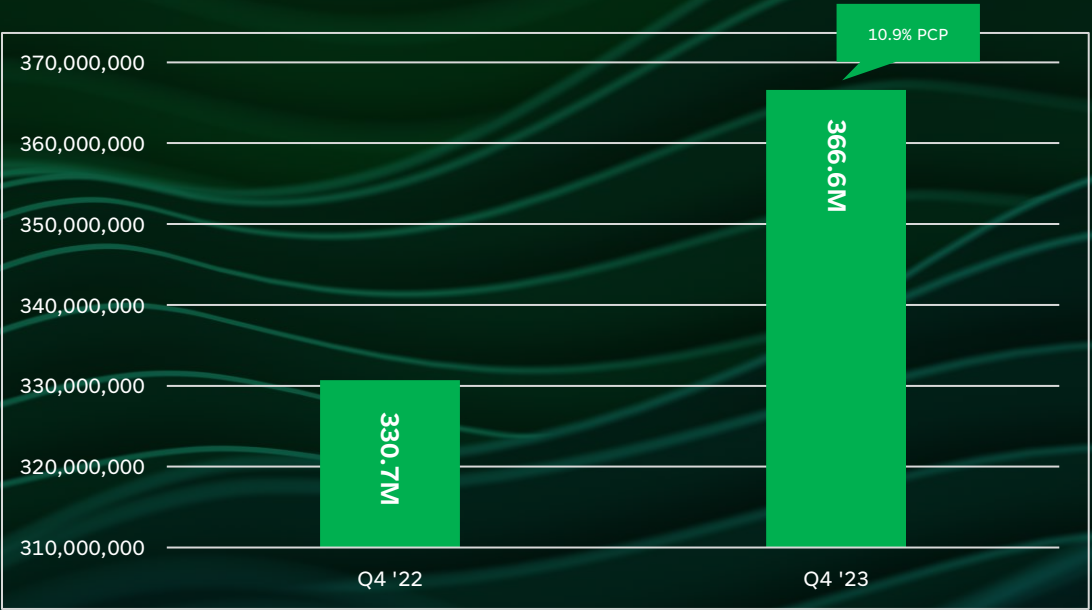


# Industry snapshot 2023.

YOY Comparison



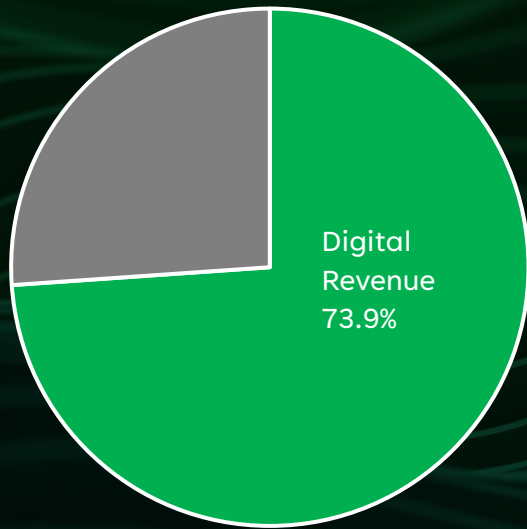
Q4'23 vs. Q4'22



SOURCE: Outdoor Media Association, February 2024



## Industry snapshot 2023.



- OOH makes up ~10.5% of all Agency based revenue
- Digital revenue makes up 73.9% of total OOH
- Significant increase in programmatic trading
- Development of Move 2.0 Industry measurement
- Place Based will be captured



# Hospitality – Café & Venue networks

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# Update on Hospitality

- Trading from a standing start in March
- Good early momentum
- Finished 85% of our target for H1
- Commercial Products are evolving the product and engagement
- Connectivity is our current project – We are carrying an additional \$100K in the Cost of Sales



CHAT LATTE  
MOCHA  
HOT CHOCOLATE  
TEA  
ENGLISH BREAKFAST, EARL GRAY  
GREEN, CHAMOMILE, PEPPER MINT,  
LEMON GINGER  
+ HONEY  
FRESH SQUEEZE JUICE  
PINEAPPLE, ORANGE,  
APPLE, CARROT  
MILKSHAKE  
CHOCOLATE, VANILLA, CARAMEL,  
BANANA, STRAWBERRY  
BEER  
CIDER  
WINE  
GLASS  
BOTTLE  
COCKTAILS  
ESPRESSO MARTINI  
BLOODY MARY  
APEROL





## Breakfast

### Panini

Grilled capsicum & zucchini, artichoke with goats cheese and basil pesto	\$9.90
Chicken schnitzel with lettuce, tomato and aioli	\$10.90
Ham, camembert and cranberry with spinach	\$10.90
Prosciutto, parmesan and spinach	\$10.90

### Burgers

Beef	\$13.00
Chicken	\$13.00
Vege	\$13.00
Add bacon \$4.50	
Add Beetroot \$1.00	

### Wraps

Chicken and avocado	\$9.50
Ham and salad	\$9.00
Mixed vegetable	\$9.00

## wired.

### BLT

bacon, lettuce and tomato drizzled with aioli on Turkish	\$13.00
----------------------------------------------------------	---------

### Hot Pastries

Aussie beef pie	\$7.00
Cauliflower, leek and cheese pie	\$7.00
Chicken and vegetable pie	\$7.00
Quiche Lorraine	\$7.00
Spinach and fetta quiche	\$7.00
Beef roll	\$6.50
Spinach and ricotta rolls	\$6.50
+ relish or tomato/bbq sauce 0.50	

### Salads

Mixed salad	\$9.00
Caesar	\$10.00
Add chicken	\$5.00
Add avocado	\$4.00
Side salad	\$5.00
Hot chips	\$4.50



What if that  
extra foam came with  
a getaway instead.

wotfi. it's Aussie for travel



unsplash.com



MENU HIGHLIGHT

CRUMBED CHICKEN SANDWICH

506

Crumbed free-range chicken breast, butter lettuce, sweet chilli sauce, provolone, mayonnaise

TINY'S SANDWICH BAR

SINGLE 18  
HUGE 75

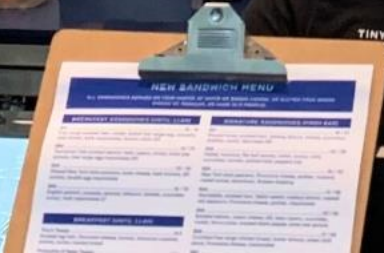
QUESTION

Q+A

Before being named Melbourne, what was the city known as?

4 SECS

TINY'S





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你好

Hello

## yes OPTUS





# Update on Hospitality

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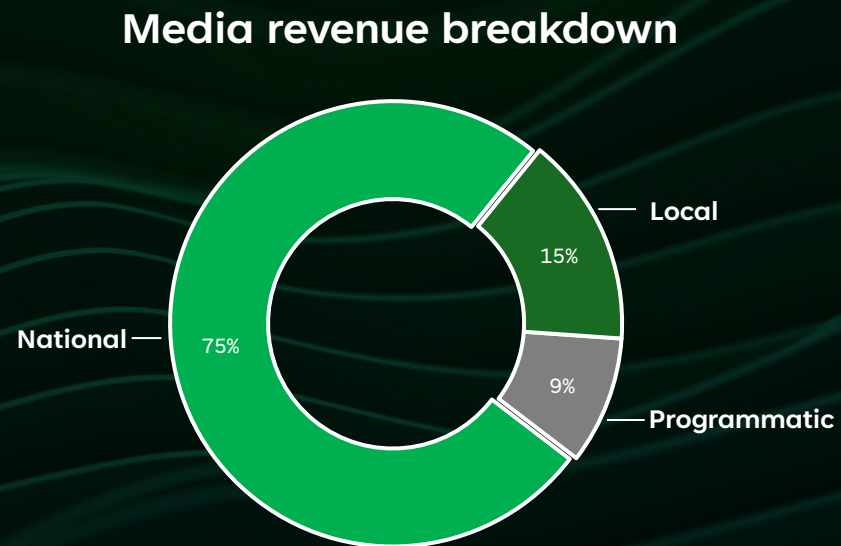
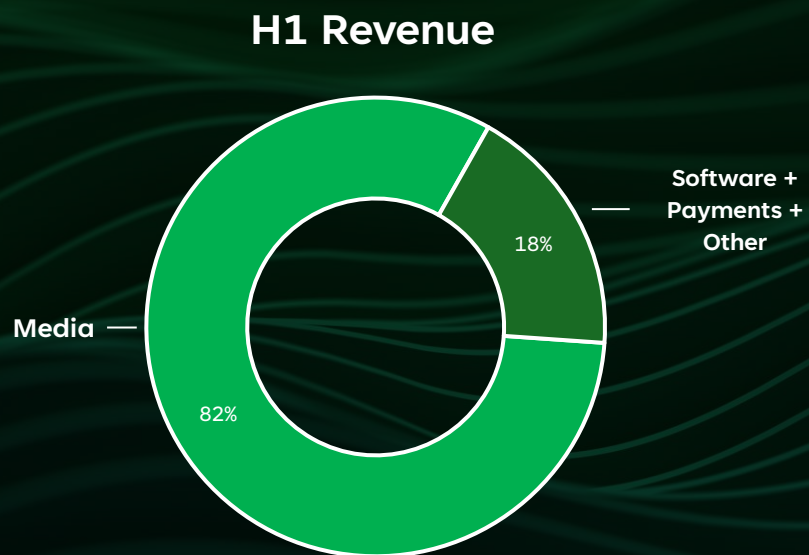


# H1 2023 Overview.

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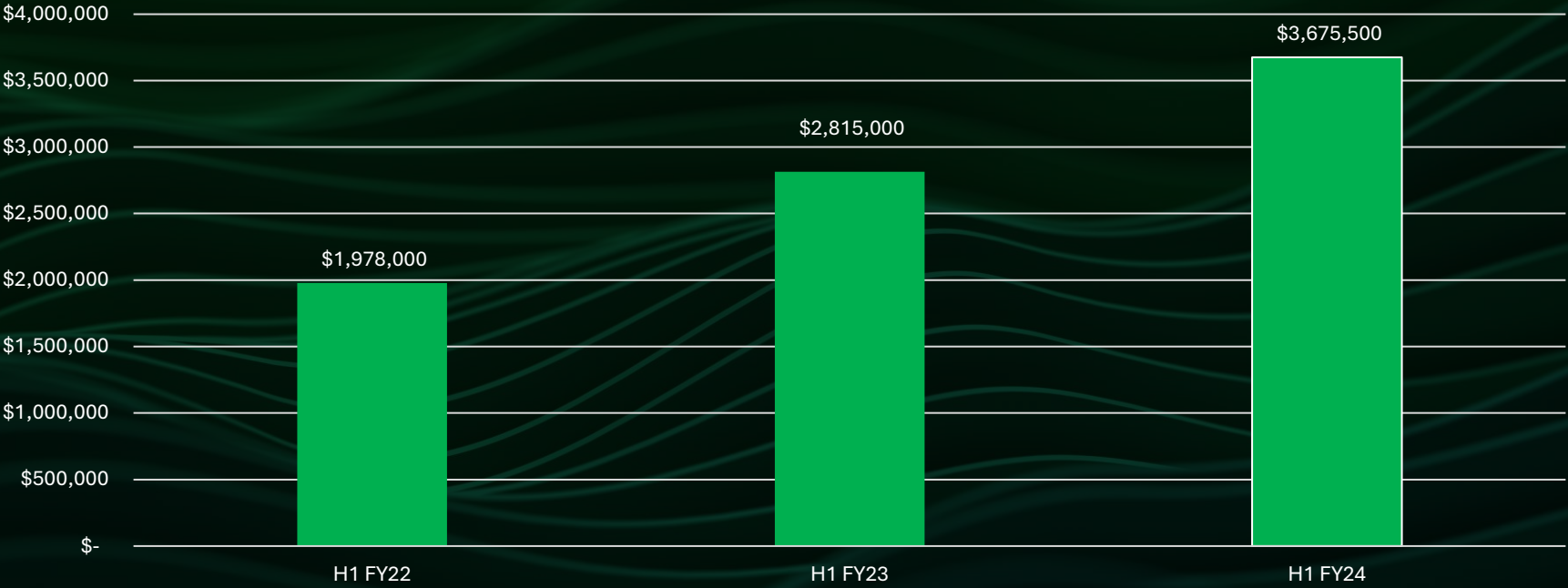


## Motio H1 results Revenue breakdown



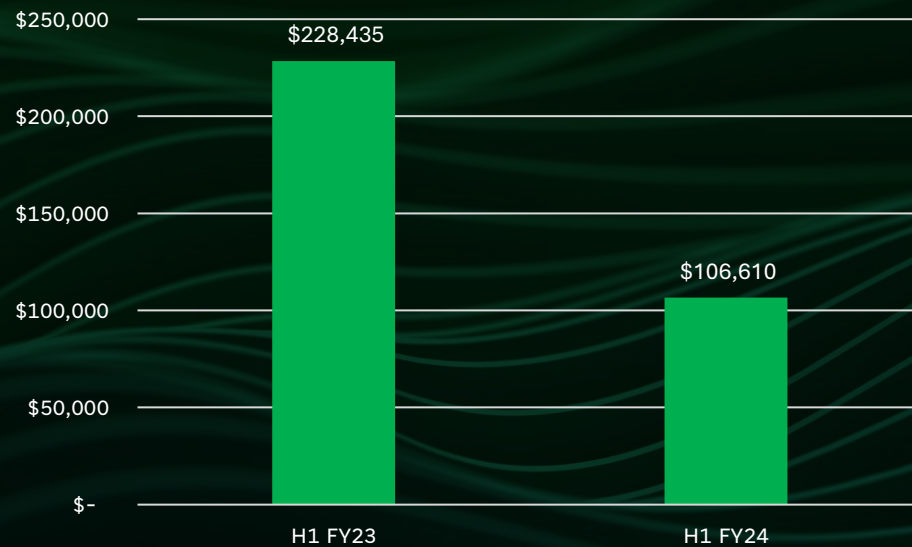


# Motio H1 results (YOY Comparison)





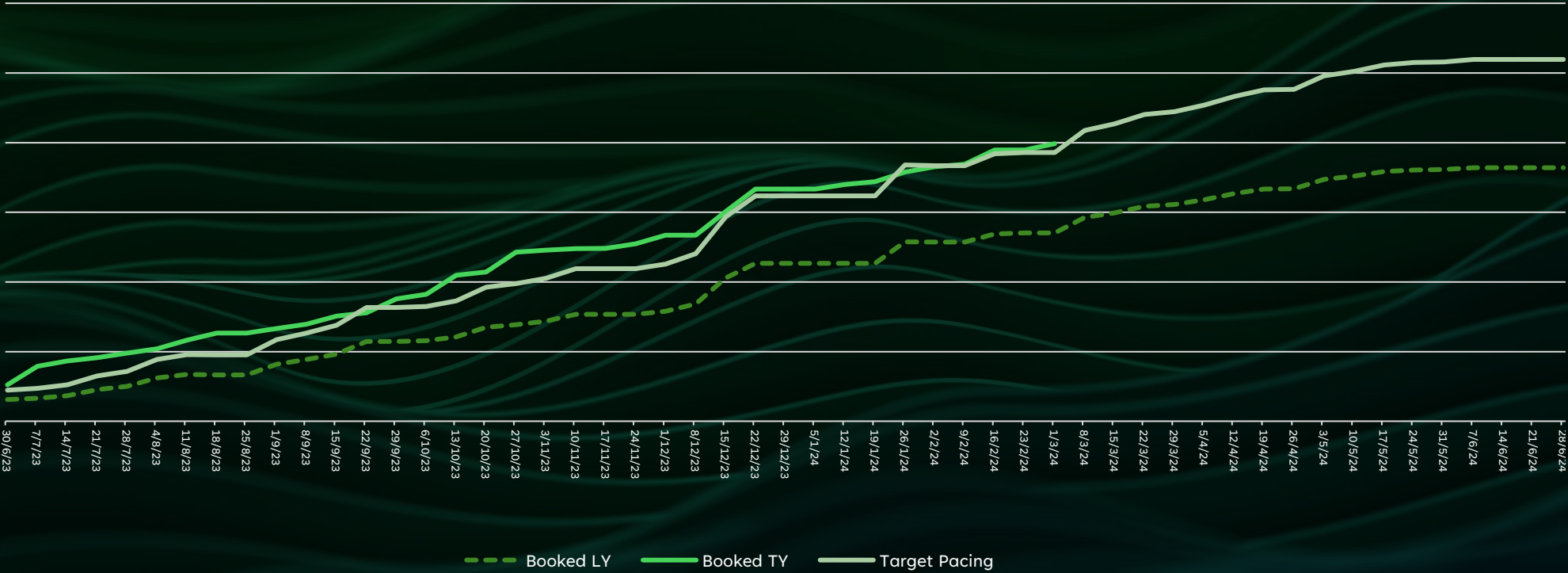
## Motio H1 results (YOY Comparison)



- YOY EBITDA down \$121,825
  - Over budget on audit costs c. \$96K
  - Additional consultancy of \$10K
  - Employment over by \$100K for H1



# Week on week target media pacing (national)





# Communication and presentation tempo change.

Next update Friday, May 10



## The things we value

Our values set the standards we expect, encourage and celebrate in our team and partners. They guide our decision making and position us to achieve our purpose.

01

### Team play

We know that for motio to win, it takes all of us to make it happen. We celebrate teamwork and prioritise it over the individual.

### Communication

Our commitment to communication and making sure the team and our partners are informed is paramount to our success. We are committed to telling it like it is, the good, the bad and the ugly.

02

03

### Openness

We highly value the quality of being receptive to new ideas, opinions and arguments. We love it when people are curious, know their strengths and weaknesses and embrace them.

### Equity

Motio is committed to widening participation, promoting ownership, fairness and behaving with proprietary interest to increase success for all.

04

## Summary

- Good quality results with more work to do
- Hospitality is building momentum our commercial product is evolving the business
- Good quality momentum into H2
- Reduction in Hospitality connectivity costs completed by EOFY
- Commitment to shareholders on an 8 week update with key financial metrics