

ersonal use only

**motio**

investor update

March 6, 2024

## Disclaimer

The material in this presentation has been prepared by Motio Ltd (“Motio”) and is general background information about Motio’s activities current as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products or instruments and does not take into account your particular investment objectives, financial situation or needs.

Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities and financial product or instrument transactions involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transactions, currency risk.

This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to Motio’s businesses and operations, market conditions, results of operation and financial condition, capital adequacy, specific provisions and risk management practices. Readers are cautioned not to place undue reliance on these forward-looking statements.

Motio does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside Motio’s control.

Past performance is not a reliable indication of future performance.

ersonal use only

**motio**

investor update

March 6, 2024

## Thanks for joining.

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

ersonal use only

motio is a Place Based Media company.



motio


Personal use only



**HERE FOR LIFE**

Cancer Council NSW

Protecting life's moments, for life



If you need to talk about cancer call 13 11 20



Make change easier  
and simpler in a range of ways  
with our new online services

Download the app or visit **myDVA**

Patient Information

© IPN





2017 TAM

ersosoulas

ersonal use only

**STANDING STANDING STANDING STANDING**

**Modibodi** Leave outdated uniforms on the bench. 

**WOMEN'S INDOOR NETBALL**  
WEDNESDAY INDOOR NETBALL - WINTER 2023

TEAM	PLD	W	L	D	PTS
<b>SPORTY MUMMAS</b>	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

**PUMA** x **modibodi**

POWERED BY **Spawtz**





only  
ersor

**APEROL**  
— 1919 —  
**IT'S TIME FOR SUNSHINE**  
YOUR FIRST SPRITZ ON US

Scan, download app and r

DrinkWise.org.au

ersonal use only

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



motio

ersonal use only

11:11

**motio**

← BACK TO TEAMS

# Mighty Ducks

Junior

EMAIL SETTINGS

Fixture reminder emails:

Availability update emails:

Your role in this team is **Junior Team Organiser**.  
To edit your personal details go to your [Profile](#).  
Only league admin staff or other organisers can change your role on this team.  
To remove yourself from this team go to your [Team List](#)

TEAMMATES

To invite parents to add their children to this team, send them this url:

Link copied to clipboard! [wtz.com/invitation/3465B8596AD1DE0](https://wtz.com/invitation/3465B8596AD1DE0)

or click here to invite an organiser or senior player to join the team

**motio**

# CRICKET LADDER

## SUNDAY CRICKET DIVISION 1

BROUGHT TO YOU BY SPAWTZ

TEAMS	PLD	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
THEE STALLIONS	3	0	3	0	0
BASKET CASES	3	0	3	0	0
RAMPAGE	3	0	3	0	0

20 CUP RE

VE TO LE ON KAYO

POWERED BY **motio**PLAY

# WOMEN'S NETBALL LADDER

## DIVISION 1

BROUGHT TO YOU BY SPAWTZ

TEAMS	PLD	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
THEE STALLIONS	3	0	3	0	0
BASKET CASES	3	0	3	0	0
RAMPAGE	3	0	3	0	0

**motio**



**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.



ersonal use only

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

motio

ersonal use only

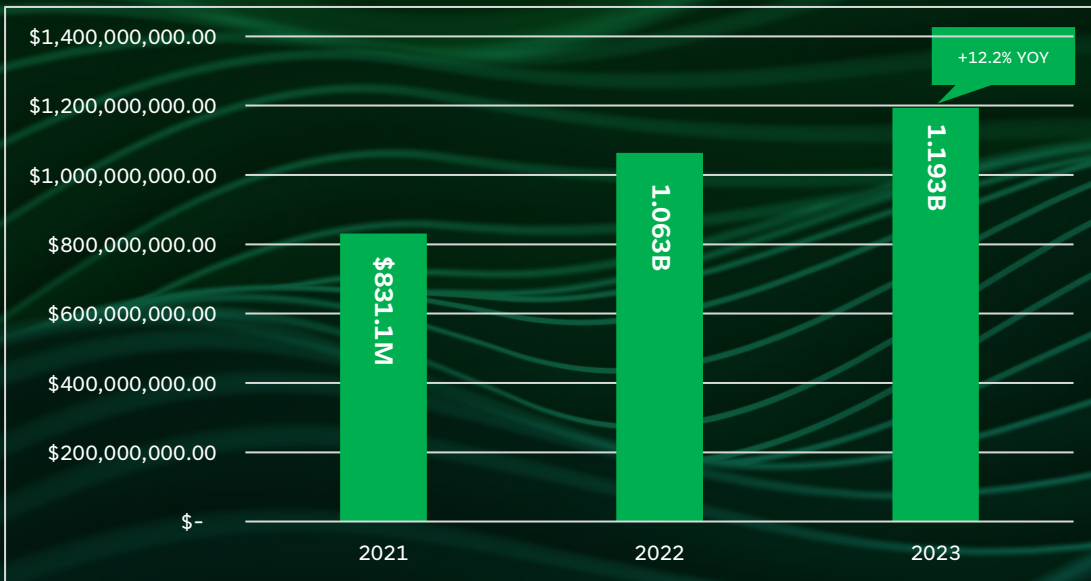
**Industry snapshot.**

motio

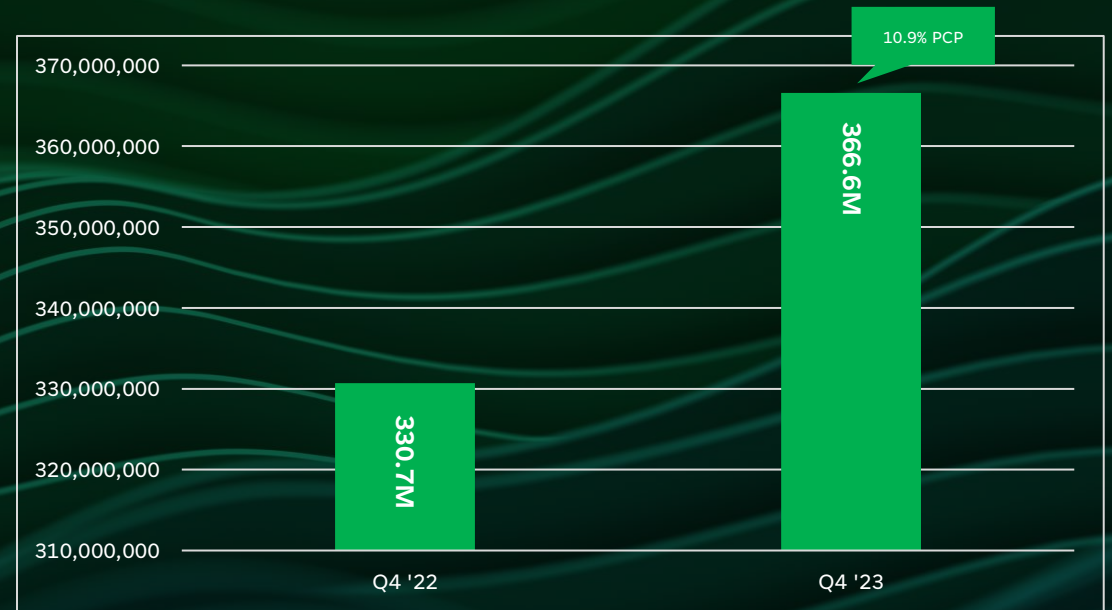
March 6, 2024

# Industry snapshot 2023.

### YOY Comparison



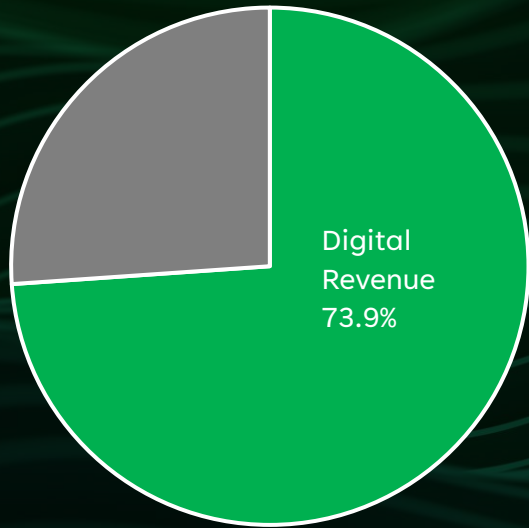
### Q4'23 vs. Q4'22



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

ersonal use only

# Hospitality – Café & Venue networks

motio

March 6, 2024

# 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.

Personal use only

usocial



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

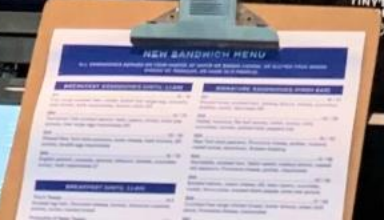
QUESTION

Q+A

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

4 SECS

# TINY'S



ersonal use only

**Making your connection work for you**  
Helpful tools for your business in My Optus app  
See website for details and prices. T&Cs and eligibility criteria apply.

Call Notes  
Call Translate  
Mobile Turbocharge

你好  
Hello

**Yes OPTUS**



# 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



ersonal use only

# H1 2023 Overview.

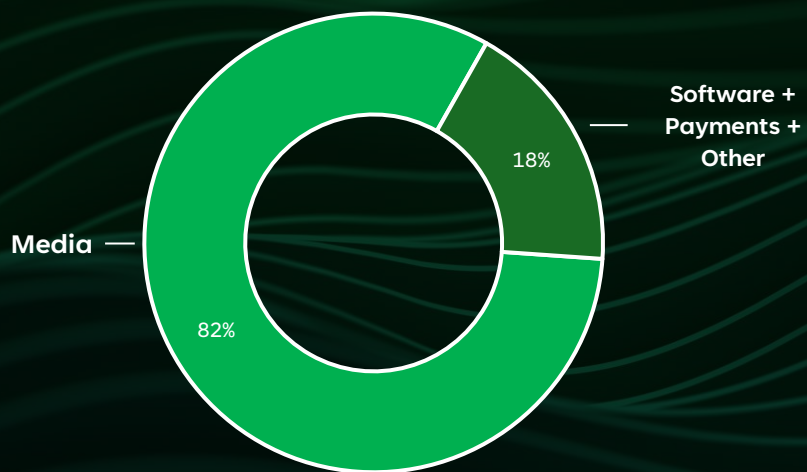
motio

March 6, 2024

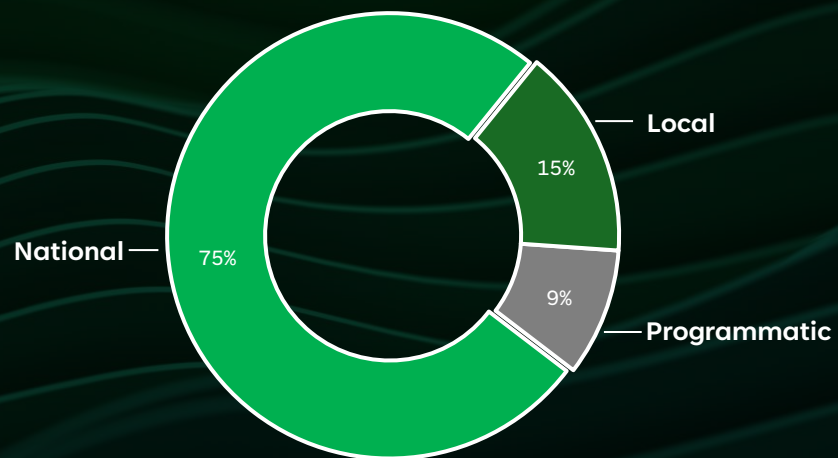


# Motio H1 results Revenue breakdown

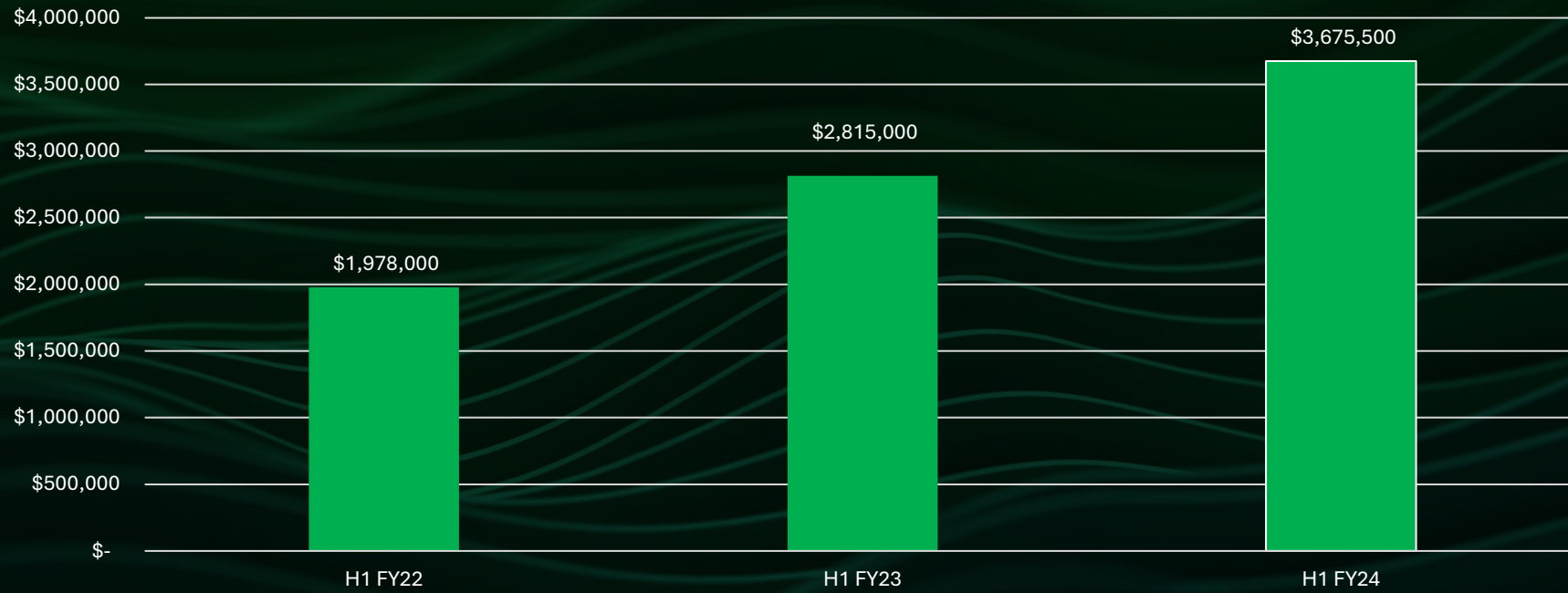
### H1 Revenue



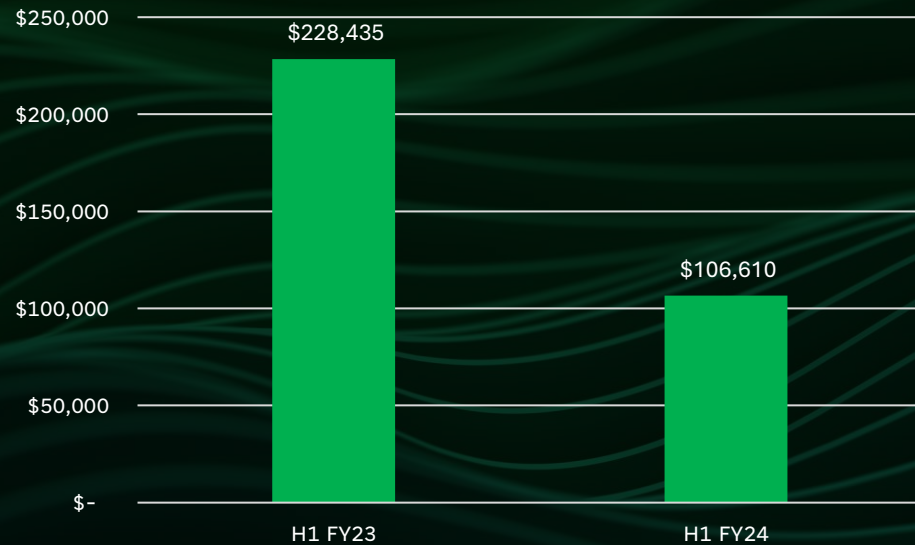
### Media revenue breakdown



# Motio H1 results (YOY Comparison)

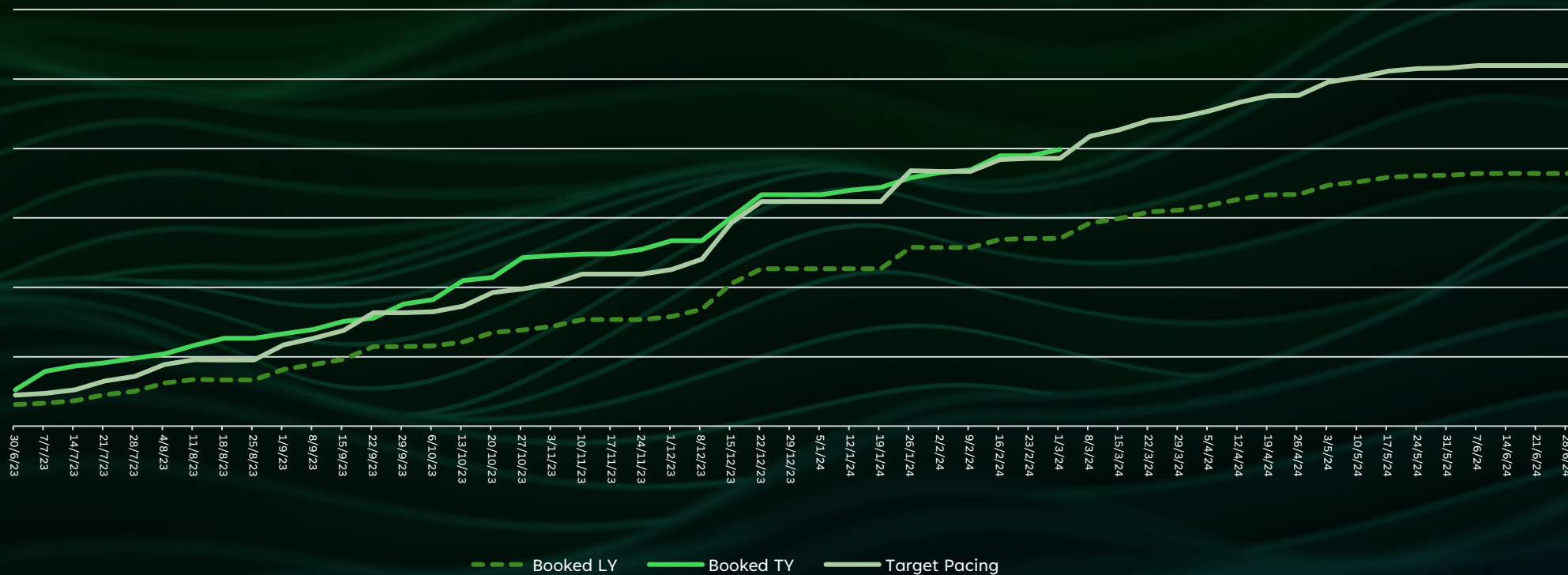


## Motio H1 results (YOY Comparison)



- 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