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motio

investor update

March 6, 2024

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Past performance is not a reliable indication of future performance.

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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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HERE FOR LIFE

Cancer Council NSW

Protecting life's moments, for life

If you need to talk about cancer call 13 11 20

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Patient Information

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STANDING STANDING

modibodi®

Leave *outdated* uniforms on the bench.



WOMEN'S INDOOR NETBALL
WEDNESDAY 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

PUMA x **modibodi**

POWERED BY  **Spawtz**
by motion

motio



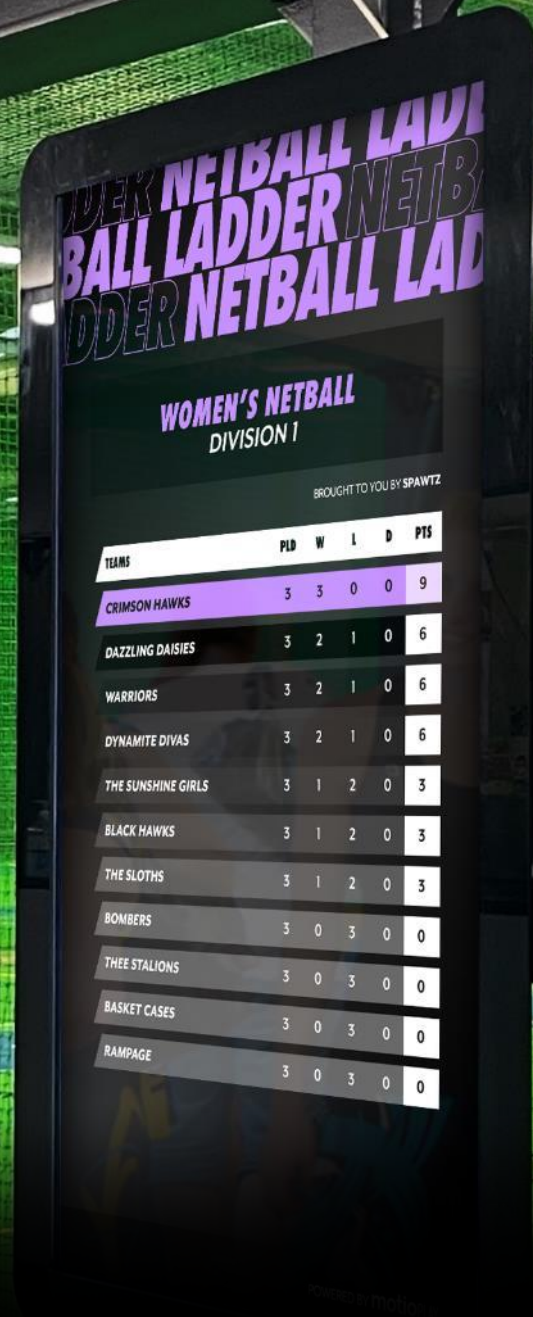
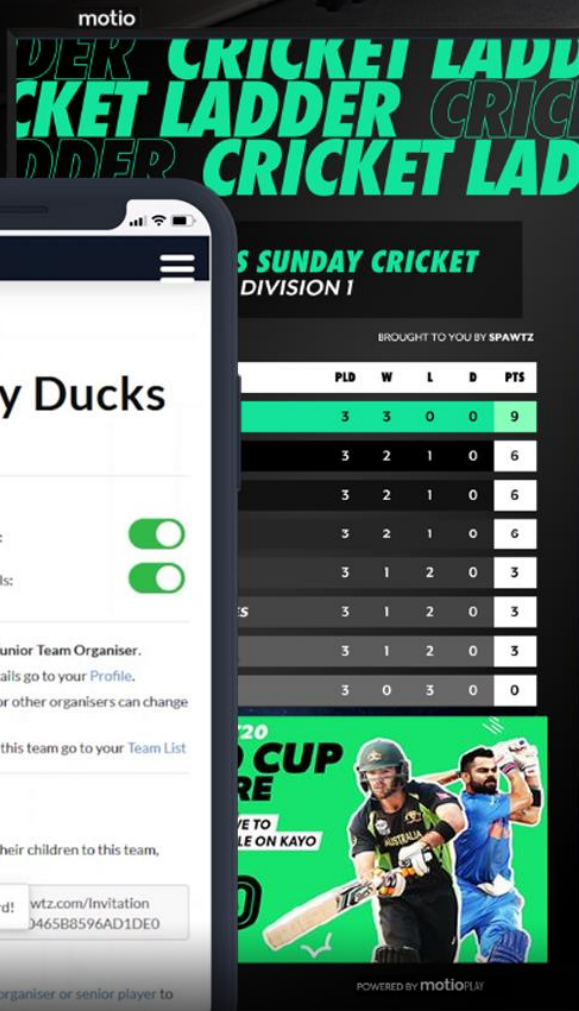
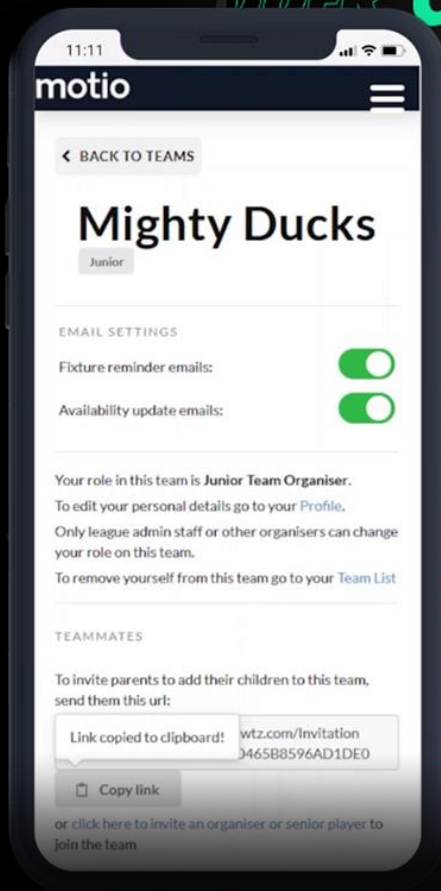
APEROL
— 1919 —
IT'S TIME FOR SUNSHINE
YOUR FIRST SPRITZ ON US
Scan, download app and more

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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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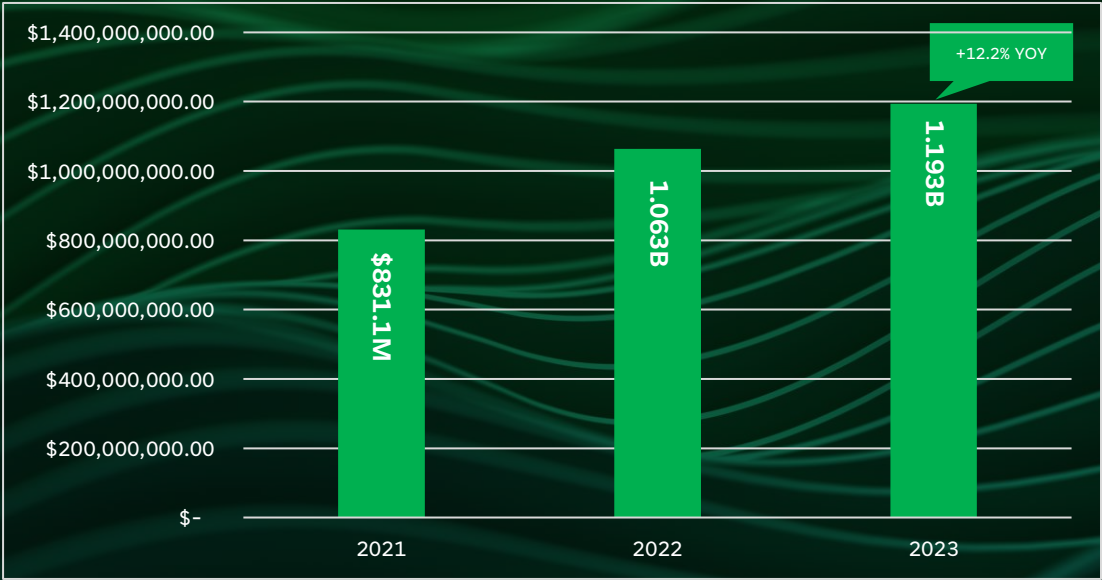
Industry snapshot.

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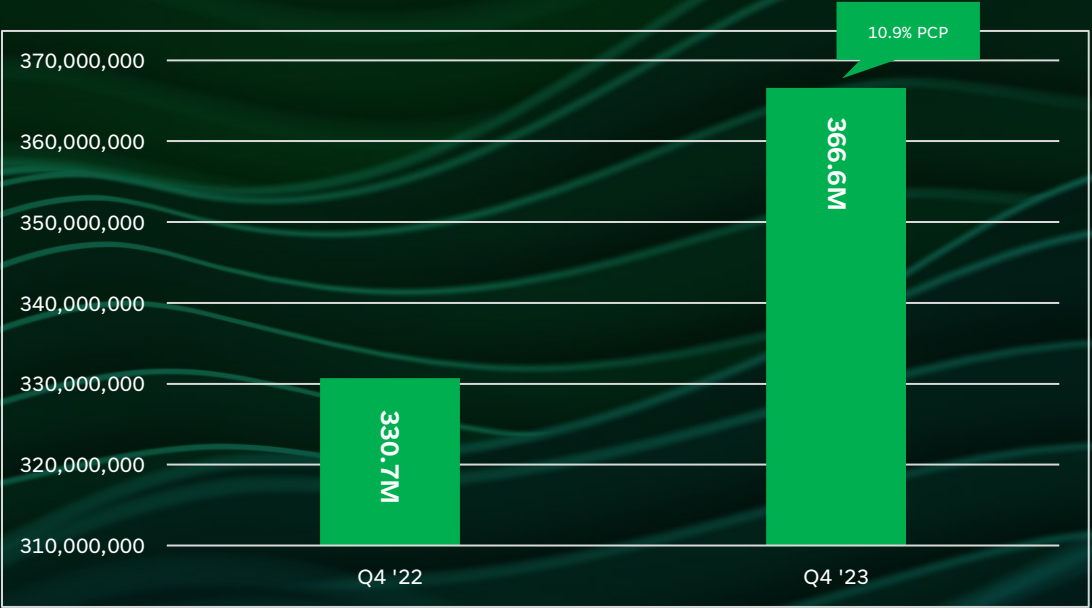
March 6, 2024

Industry snapshot 2023.

YOY Comparison

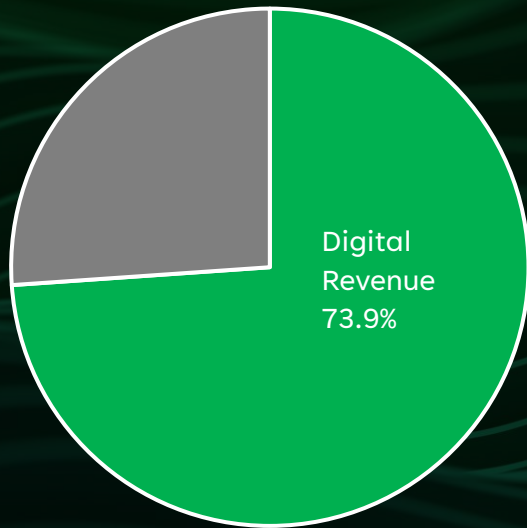


Q4'23 vs. Q4'22



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
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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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Call Notes

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Call Translate

Hello

Mobile Turbocharge

yes OPTUS



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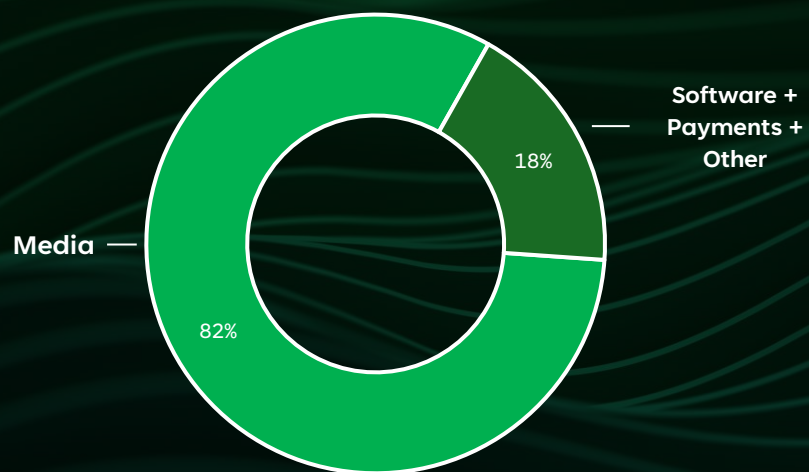
H1 2023 Overview.

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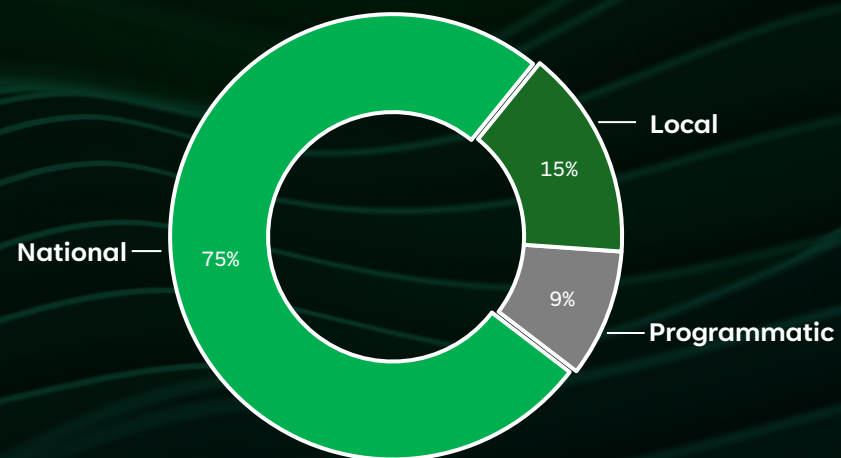
Motio H1 results

Revenue breakdown

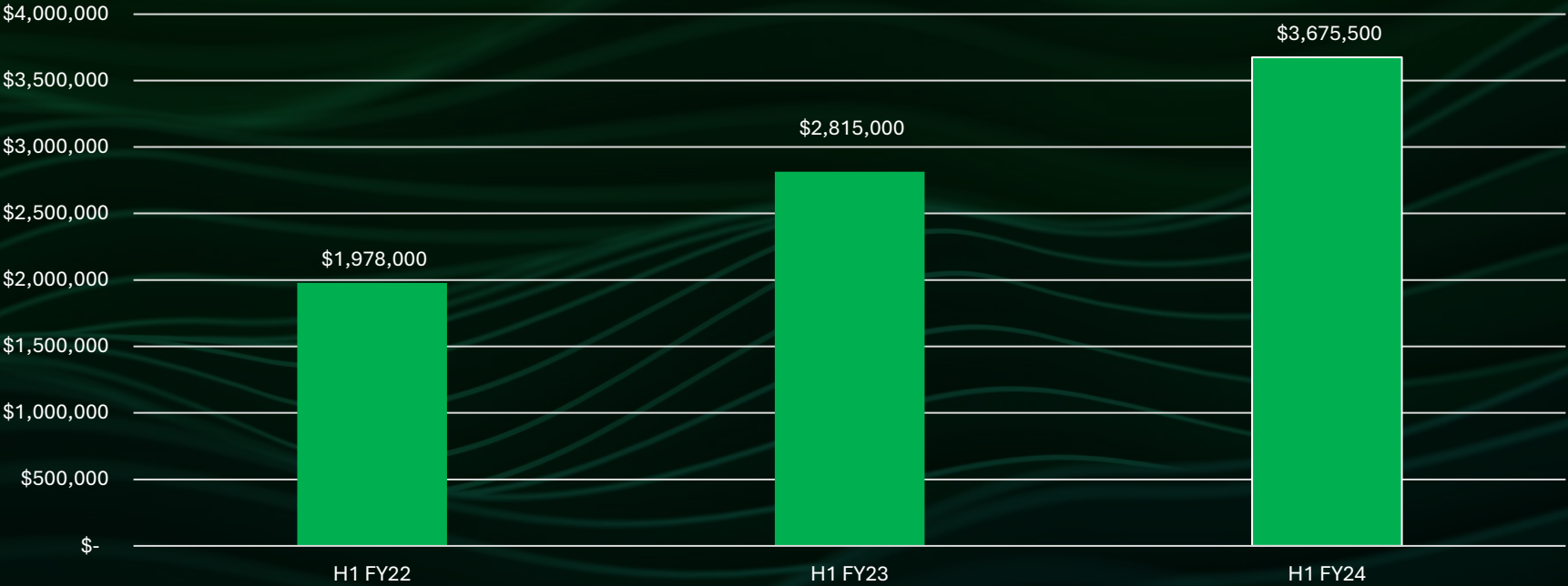
H1 Revenue



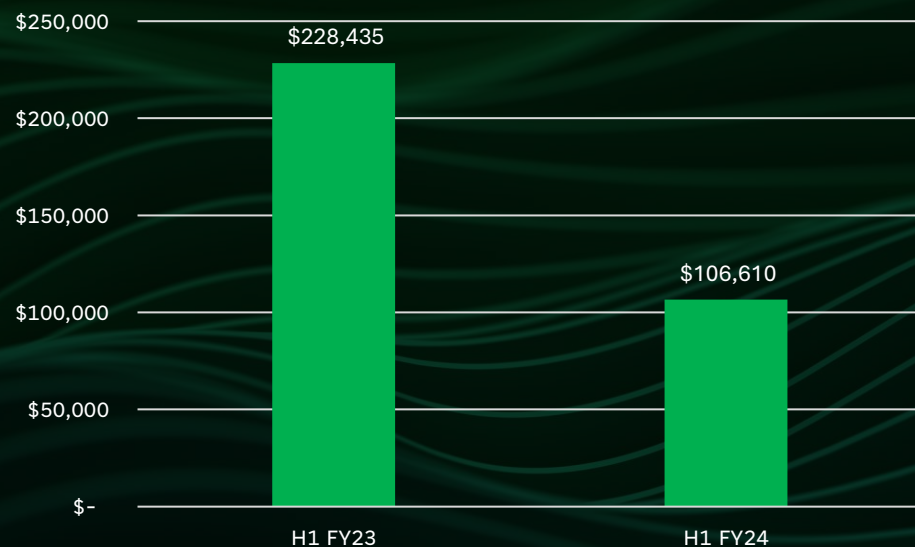
Media revenue breakdown



Motio H1 results (YOY Comparison)

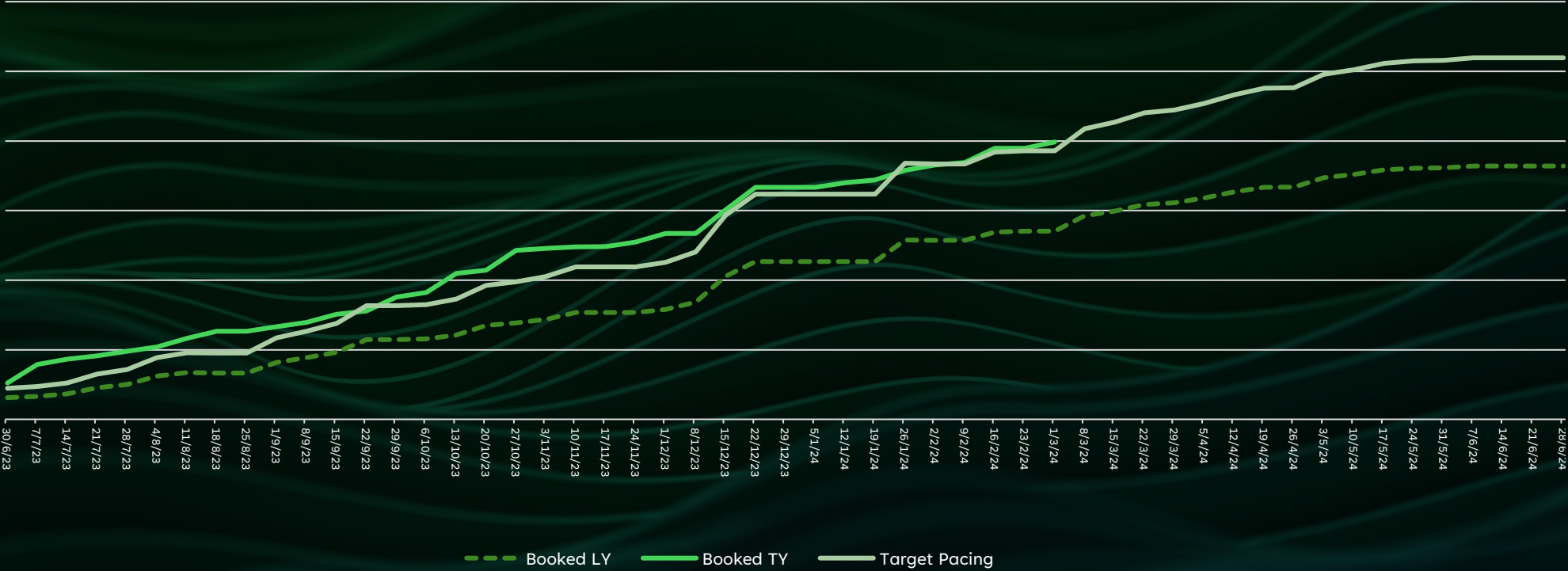


Motio H1 results (YOY Comparison)



- 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