

May 9, 2024

Market Announcements Platform

ASX Limited

## **Motio CEO elected to the Outdoor Media Association Board of Directors.**

The Outdoor Media Association (OMA) has announced the appointment of two new Board members including Motio CEO and Managing Director, Adam Cadwallader.

The OMA is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry.

It provides leadership on policy, communication, innovation, regulation and growth for the OOH industry. The OMA's representation to government, media agencies and advertisers is non-commercial and bipartisan.

It is the OMA's mission to support sustained industry growth and highlight industry contribution to the economy and community. It does this by being the key resource for showcasing the best of OOH, providing fact-based information about OOH effectiveness, and supporting our stakeholders in key strategic areas, with a particular focus on effective self-regulation.

CEO of the Outdoor Media Association, Elizabeth McIntyre, expressed her enthusiasm for the new appointments, stating, "We are thrilled to welcome Adam Cadwallader and David Watkins to the OMA Board. Their proven track records of innovation, strategic thinking, and dedication to excellence align seamlessly with our commitment to driving growth and advancement within the Out of Home advertising industry."

Motio Chair, Jason Byrne commented "We are very pleased with this appointment as Motio continues to grow and become a pivotal part of the out-of-home and digital placed based sector."

**This announcement has been authorised for release by:**

**Matthew Foy**

Company Secretary

### **ABOUT MOTIO LIMITED**

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.