

Investor Update

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Digital Place-Based Audience Experience
July 19, 2024

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Thanks for joining.

- End of year trading update
- Industry trading information
- Re-iteration of the FY25 strategic position & outlook
- Questions

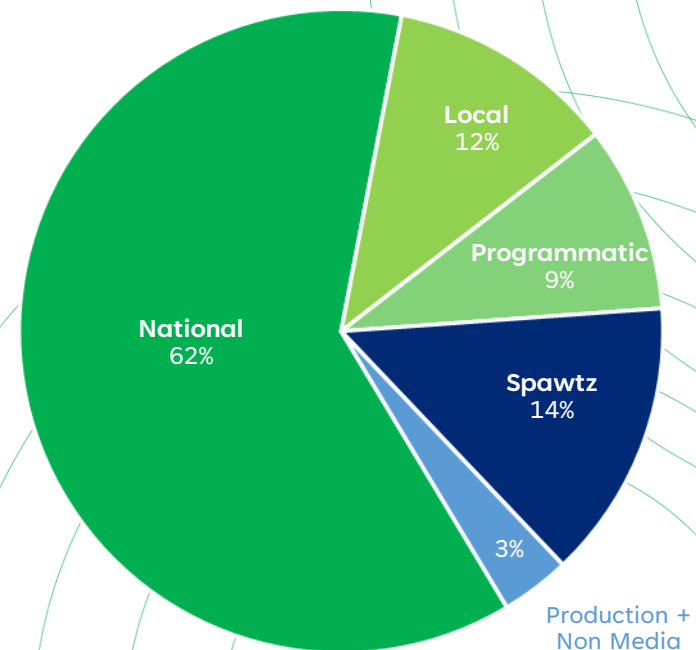
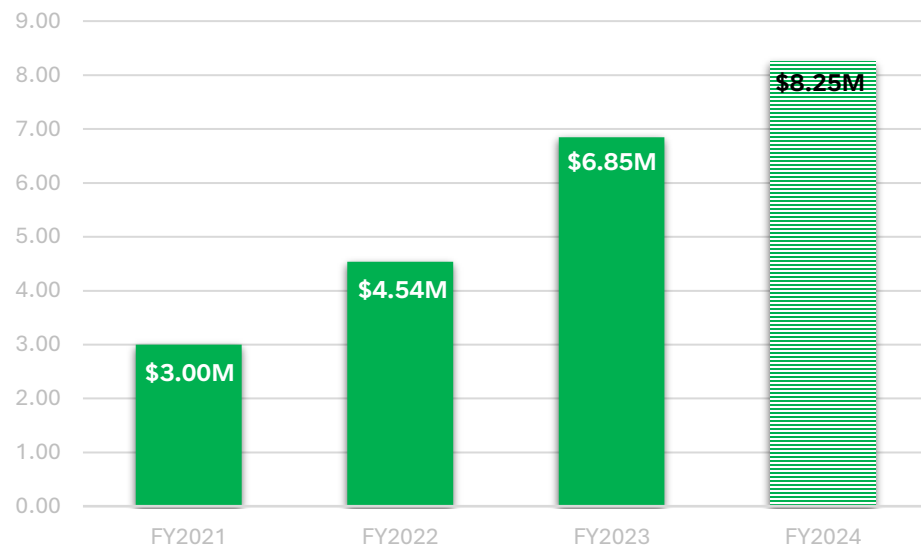
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01

FY24 Trading update.

FY24 Trading Update.

- Motio has completed the FY24 Financial year
- We had previously forecasted a revenue range between \$7.7M-\$8.2M
- Completed the year (unaudited and to be finalised) **\$8.25M**
- **More to come at the AGM this year**



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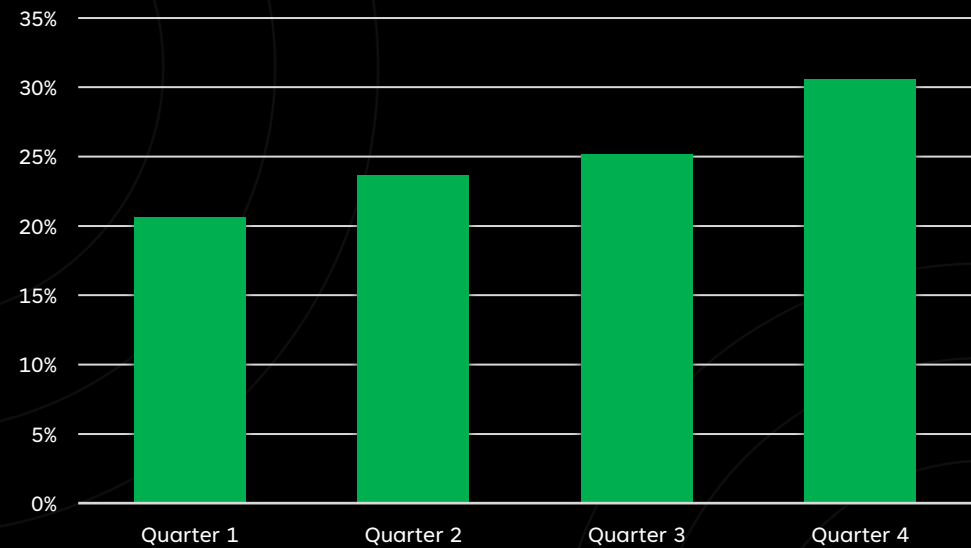
Go to your tappy place.
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CommBank Smart Awards

The Sydney Herald
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More revenue on existing locations.

- Revenue per location continues to grow
- Utilisation of network has increased along with yield
- Increased revenue each quarter in FY24
- Record revenue months in Q4
- Q1 revenue to date has exceeded FY24 Q1 performance

Quarter on Quarter revenue growth



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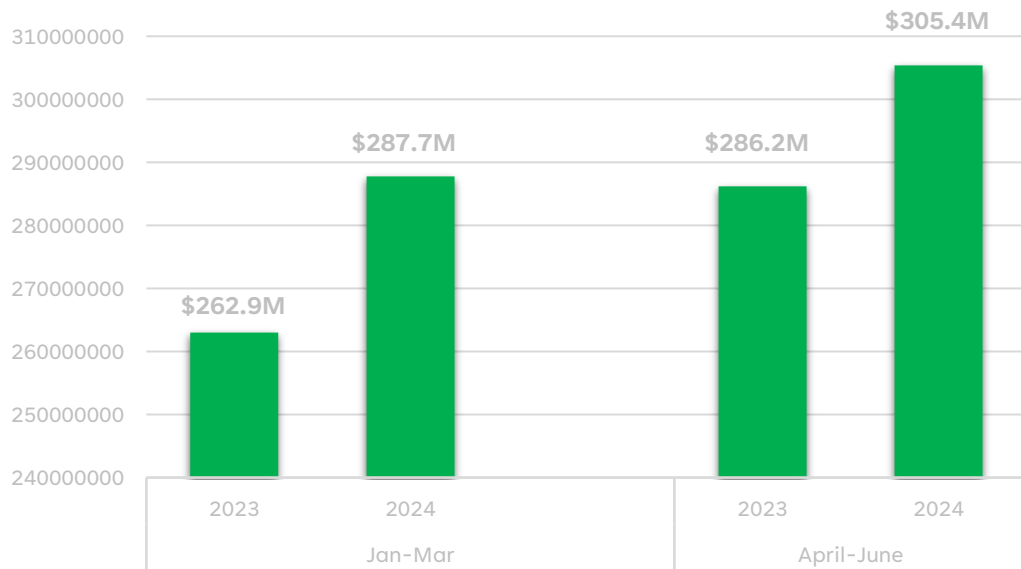
02

Industry trading update.

Outdoor Industry snapshot.

- The industry has continued to grow Year on Year
- The OMA has reported continued growth for H1
- Digital revenue now makes up 74% of total ad spend
- Motio has outperformed the industry

Total Australian Recorded Out Of Home Industry figures
January – June 2024



SOURCE: OUTDOOR MEDIA ASSOCIATION

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03

FY25 Strategic position & outlook.

FY25 Strategic Position & Outlook.

- FY25 will be a year of consolidation
 - Focus on optimisation of top and bottom-line results
 - Ideal network size (with some upgrades to Motio Play)
 - Continue to take advantage of strategic and tactical growth opportunities and required network maintenance
 - Take advantage of the maturation of the operational capabilities
- **Focus on revenue growth between 10%-15% YOY (target between \$8.8M - \$9.2M)**
 - **FY25 Cash EBITDA target (with the inclusion of office rent expenses) to exceed \$1M+**



To finish.

- Cash flow initiatives have been employed
- Revenue per location is increasing
- Cost saving initiatives have been implemented
- FY25 Revenue pacing 80% ahead of same time last year
- We have the team and the network in place to deliver the outcomes
- Audience measurement continues to be a strategic opportunity in FY25
- Next update will be at the end of September



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Questions

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