

Investor Update

ersonal use only

motio

Digital Place-Based Audience Experience
July 19, 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.

Thanks for joining.

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

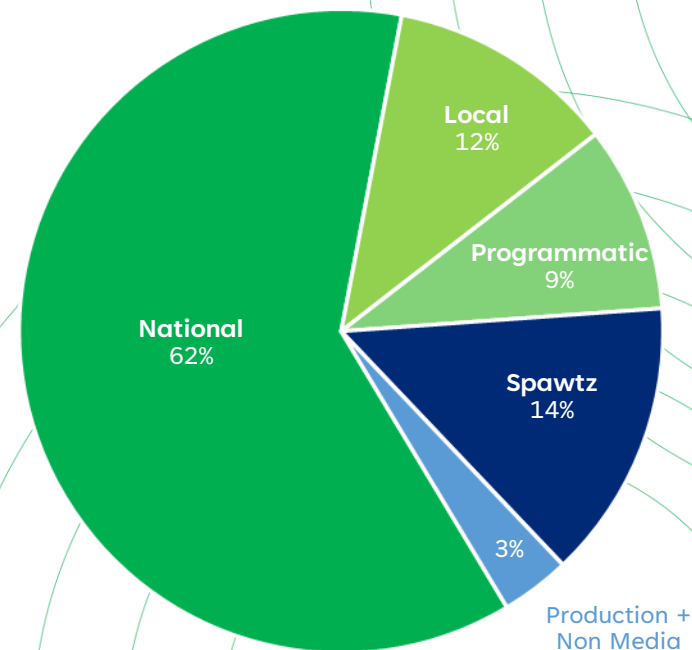
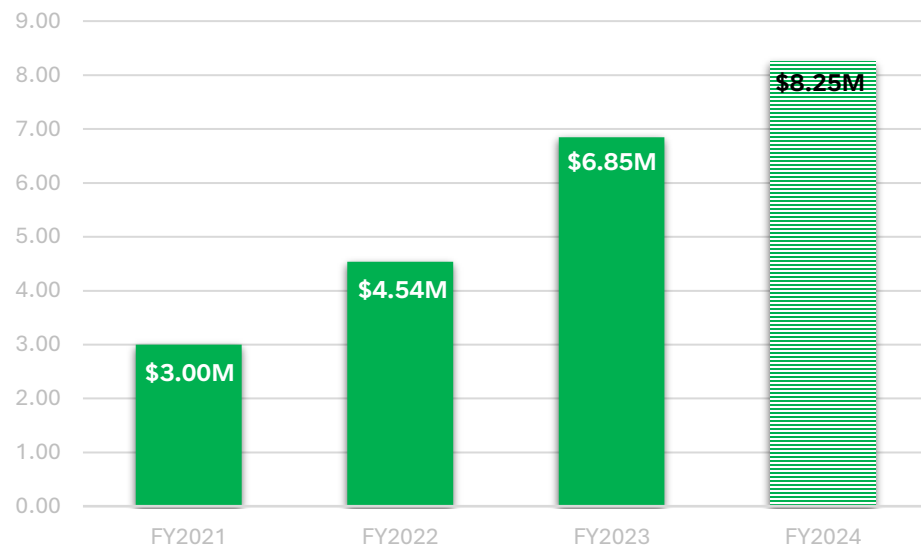
ersonal use only

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**



ersonal only



Go to your tappy place.
Get rewarded for everyday spend.
CommBank Smart Awards

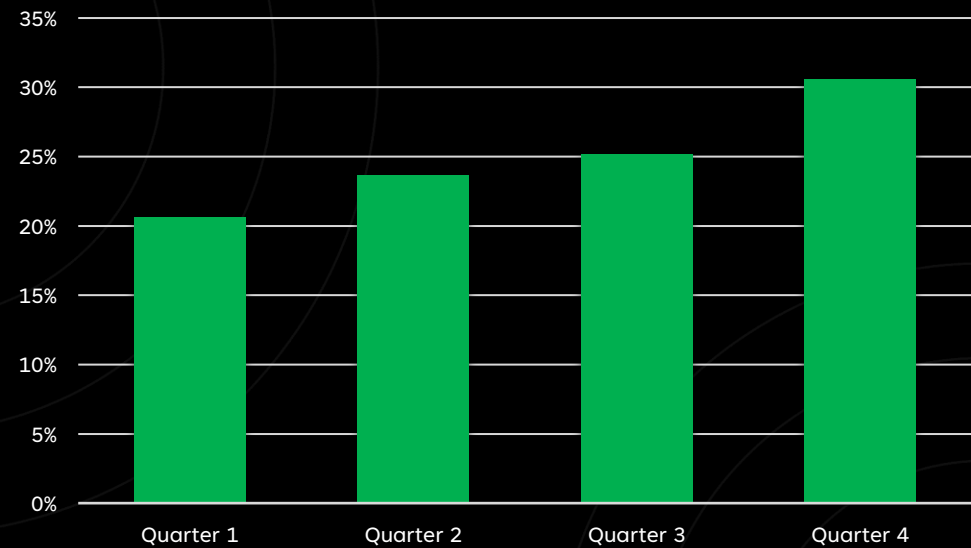
An advertisement for CommBank Smart Awards. It features a woman in a yellow top sitting on a pink inflatable ring in a living room. The text reads: "Go to your tappy place. Get rewarded for everyday spend. CommBank Smart Awards". There is a small CommBank logo and a yellow diamond shape in the top right corner of the ad.

The Sydney Herald
Wine

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



ersonal use only

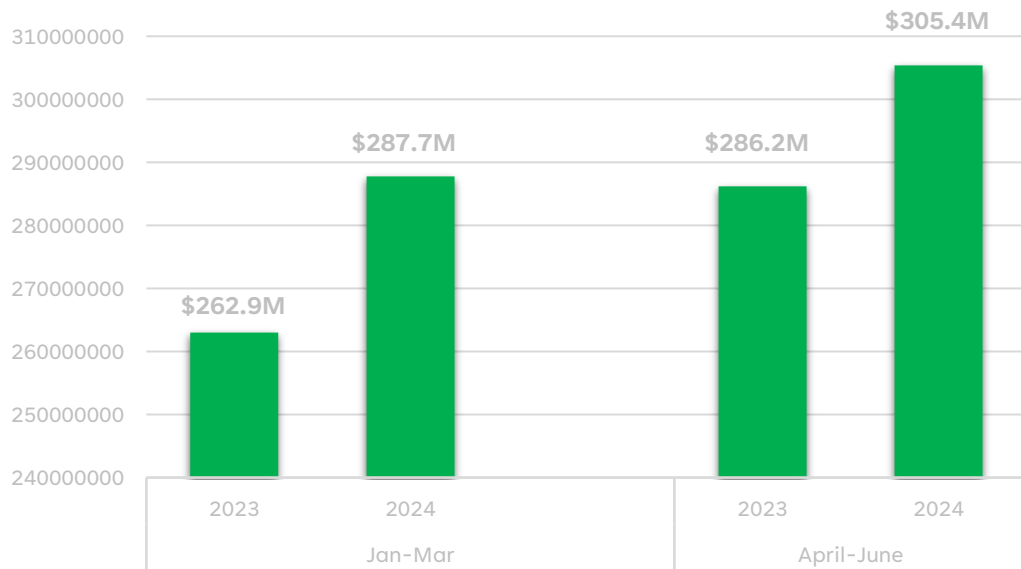
02

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

ersonal use only

ersonal use only

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+**



ersonal use only

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



ersonal use only

Questions

motio