

FY24 Results presentation

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**motio**

Digital Place-Based Audience Experience  
September 23, 2024

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Past performance is not a reliable indication of future performance.

# Thanks for joining.

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02

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Questions & Feedback

FY24 RESULTS

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01

Overview of motio.

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WIRED	BURRERS	AVRIS
...	...	...

aco Australian Chamber Orchestra

**motio is a Placed Based Media company that operates thousands of displays nationally.**



motio



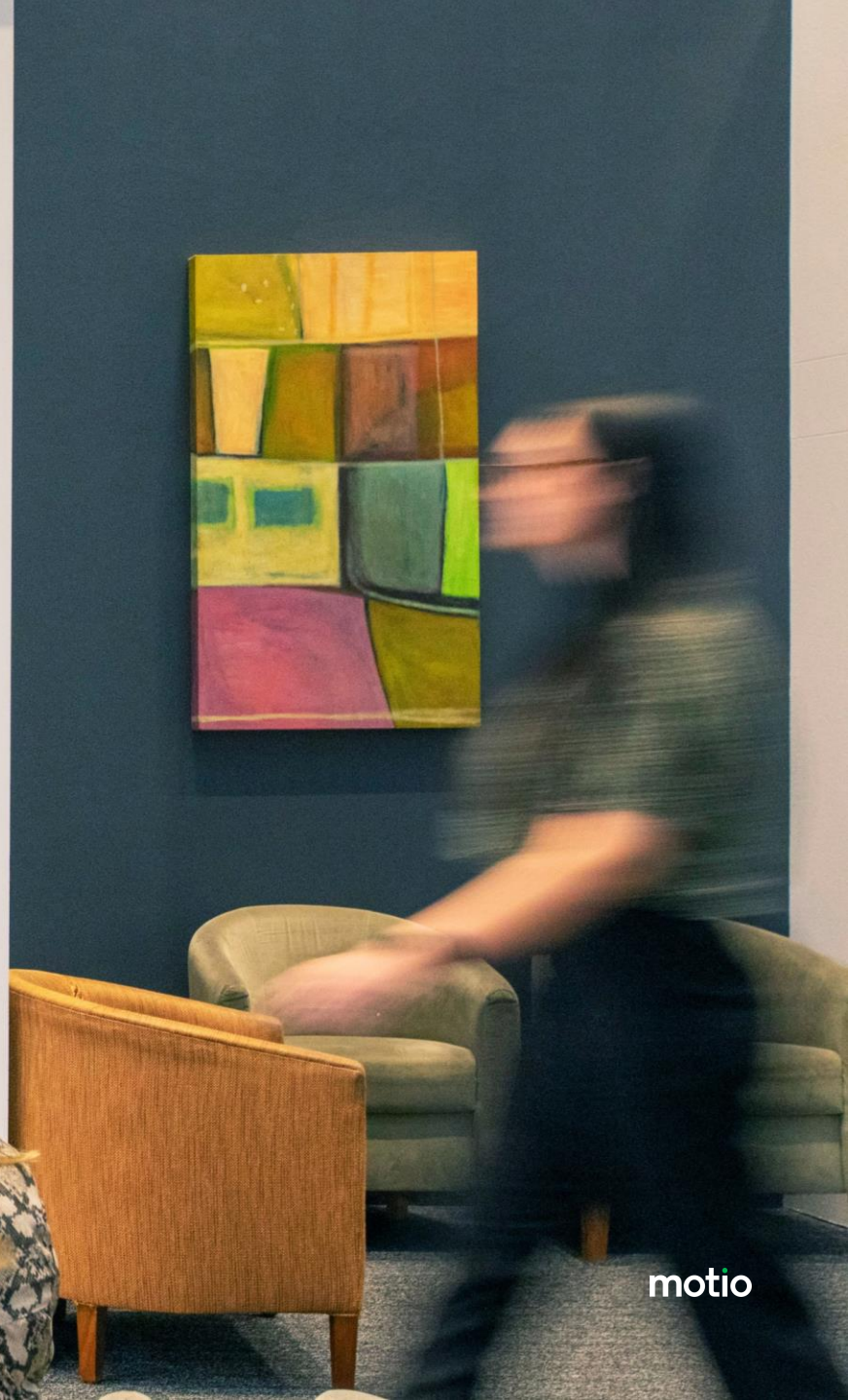
**Dencorub**  
SPORTS ICE GEL

STRAINS & SPRAINS  
Pain Relief

**Dencorub**  
**SPORTS ICE GEL**  
STRAINS & SPRAINS ICE RELIEF  
For cold, soothing pain relief  
from strains and sprains

**COLD** ———▶

Always read the label. Follow the directions for use.  
If symptoms persist, talk to your health professional.





CANSTAR  
THE BUSINESS  
LOAN WITHOUT  
THE GROAN  
ANZ GoBiz  
ANZ

TINY'S



STELLA ARTOIS  
TINY'S LAGER  
BALTER  
KPA

ON  
EMAS  
Home  
AUDIO SYSTEMS  
ENERGY MANAGEMENT

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**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**modibodi** Leave outdated uniforms on the bench.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**  
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WARNING

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**APEROL**  
— 1919 —

**IT'S TIME FOR SUNSHINE**

YOUR FIRST SPRITZ ON US

Get the facts. DrinkWise.org.au

Scan, download app and n...

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RECEPTION

Malcolm  
Registered Nurse

**AUSTRALIA'S COVID-19 VACCINATION PROGRAM IS UNDERWAY.**

COVID-19 vaccines will keep Australia safe and protect our way of life. The people most at risk in our communities will be vaccinated first. It's important we all continue to remain COVIDSafe.

To find out when it's your turn, visit [australia.gov.au](http://australia.gov.au) or call the National coronavirus and COVID-19 vaccine helpline 1800 020 080.

**RECOVERSAFE**

**COVID-19 VACCINATION**  
Safe. Effective. Free.

Authorised by the Australian Government, Canberra

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

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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

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# CRICKET LADDER

## SUNDAY CRICKET DIVISION 1

BROUGHT TO YOU BY SPAWTZ

TEAMS	PLD	W	L	D	PTS
<b>CRIMSON HAWKS</b>	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
<b>CRIMSON HAWKS</b>	3	3	0	0	9
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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.



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

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02

**FY2024 results summary.**

## Highlights.

Revenue

**\$8.367M**

**+27% Year On Year**

EBITDA

**\$465K**

**Increased on FY23**

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## Highlights.

Revenue

**\$8.367M**

EBITDA

**\$465K**

**Industry is +8%**  
H1 OMA Results

**Earnings guidance**  
for FY25 Reaffirmed

FY24 RESULTS

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# Highlights.

## P&L comments.

- **Gross margin reduced slightly due to:**

- Connectivity costs for Café+Venue (now under control)
- Increase programmatic costs (in line with revenue)

- **Finance costs:**

- Principal & Interest (vs. just interest payment) to OML

- **Personnel Expenses:**

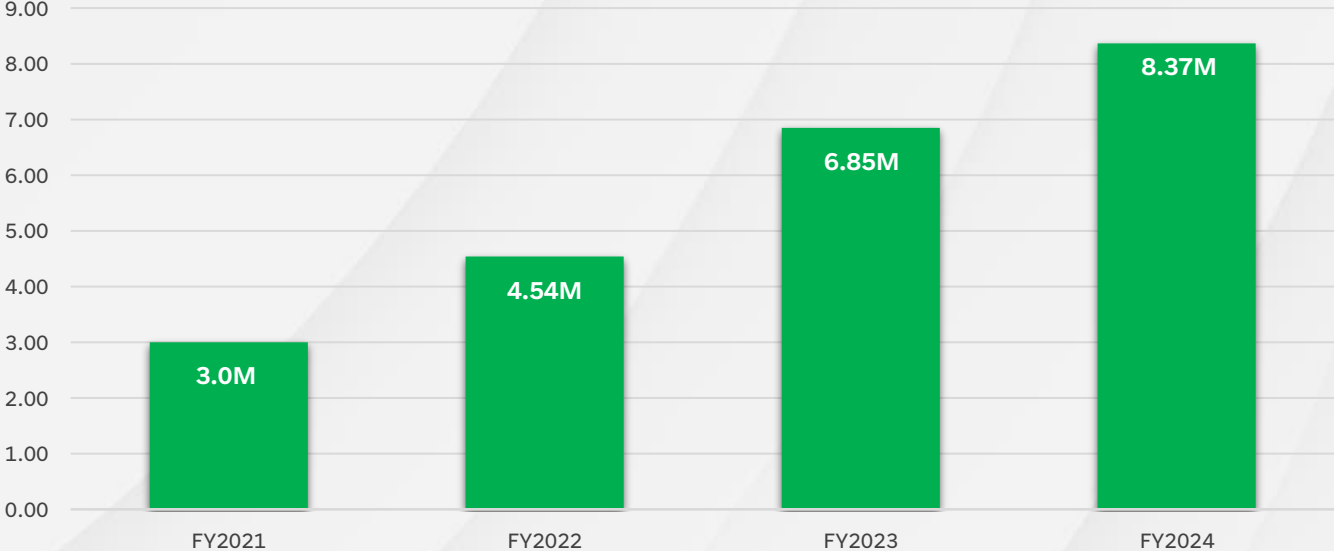
- 2 Senior hires within FY24 (Sales + Finance)
- Increased sales commission
- General uplift in personnel expenses

Revenue	■		8,367,366	6,581,912
Cost of media sites & production		(34%)	(2,305,546)	(1,719,753)
Gross margin	■	(2%)	72%	74%
Consulting & advisory fees	■	6%	(40,269)	(42,930)
Corporate Compliance	■	4%	(58,042)	(60,326)
Directors fees and salaries	■	(2%)	(412,633)	(405,658)
Finance Costs	■	(187%)	(254,172)	(88,443)
Insurance expenses	■	13%	(66,748)	(76,512)
Personnel expenses	■	(31%)	(3,676,868)	(2,808,272)
Professional fees	■	(32%)	(296,016)	(223,644)
Other expenses	■	14%	(890,129)	(1,038,744)

# Growth.

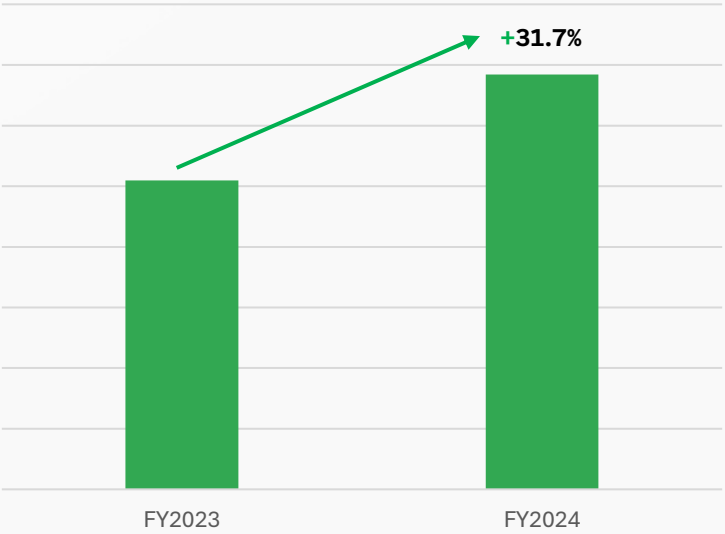
## Revenue growth has continued year-on-year.

- Focus on generating positive cash flow
- Sustainable business model
- Commitment to continued profitability



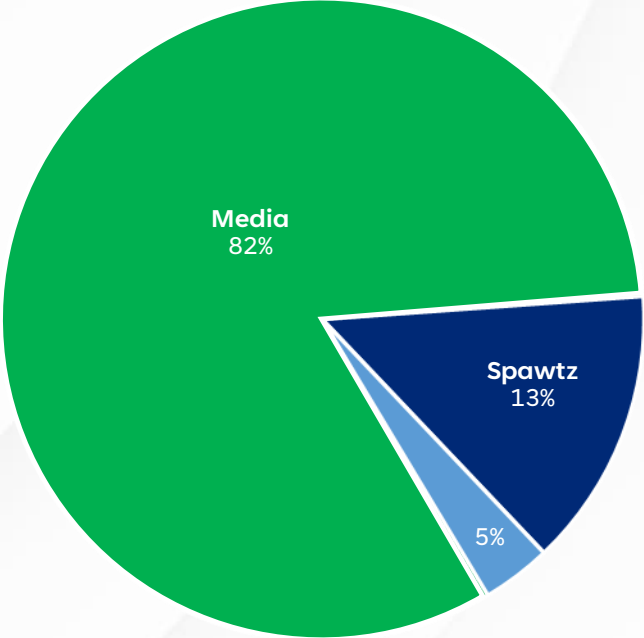
# Media

Media Revenue



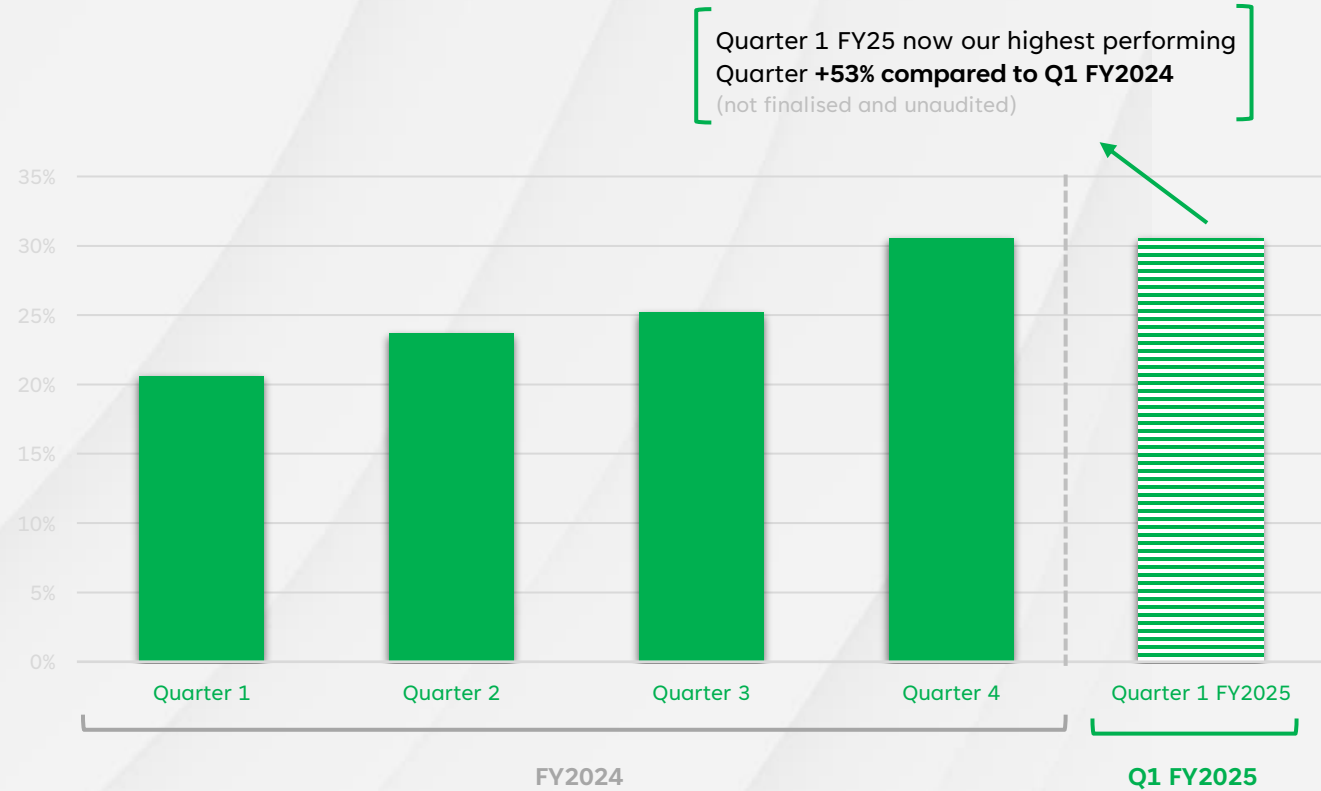
Media revenue increased 31.7% Year on Year

Revenue breakdown



## Quarter on Quarter growth means more revenue on existing locations.

- Record revenue months in Q4 + Q1FY25
- Revenue per location continues to grow
- Utilisation of network has increased along with yield
- Increased revenue each quarter in FY24



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03

Invest in **motio + outlook.**

# Why you should invest in motio.

01

Highly **experienced Management team** with proven track record on OOH

02

Continually expanding with bandwidth for **significant scale possibilities**

03

**Innovation in Digital Place Based Environments** creating economic activity

04

Valued at **less than 1X Revenue** on the Australian Stock Exchange

05

**Constantly increasing:** Revenue growth (fourth year), Profitability, Operational Efficiency, Cash Flow

06

Ready, set up and capable of further, significant expansion

# Opportunities ahead.

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Audience Measurement and targeted capabilities through **MOVE 2.0** expected Q4 2025



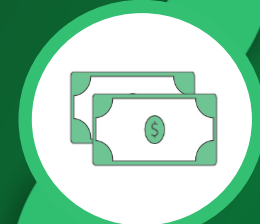
Investment in **Audience Experience** based innovation platforms such as **menu and direct display access**



**Development** of the network expanding with our **commercial partners**. As they grow, **motio grows with them**



Further expansion of organic channel opportunities and developing our **AI capabilities** around pricing and creative.



Continue to build our **sales capabilities and go-to-market activity**, increasing our **utilisation revenue per location**



Lifting our profile, expertise and taking advantage of our increasing maturity and trust in the national and programmatic marketplace

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04

Strategic update.

## FY25 Strategic Position & Future Outlook.

- FY25 will be a year of consolidation and monetisation
- Laser focus on top and bottom-line results
- Ideal network size (with continued strategic investment)
- Continue to take advantage of strategic and tactical growth opportunities
- Take advantage of the maturation of the operational capabilities
- **Revenue increase FY25 10%-15% YOY (target between \$9.2M - \$9.6M)**
- **FY25 Cash EBITDA target (with add back of office rent expenses) to exceed \$1M+**



CONCRETE PLAYGROUND.

The Full 2024 Mardi Gras Lineup Is Here with Adam Lambert, Ultra Naté, CeCe Peniston and Slayyyter.

More than 150 performers will feature across the 17-day event, including Cub Sport, MAY-A, Keinyan Lonsdale, Melissa Tkautz and the cast of & Juliet!

Read more at [concreteplayground.com](https://concreteplayground.com)

TEA  
ENGLISH BREAKFAST, EARL GR  
GREEN, CHAMOMILE, PEPPER MIN  
LEMON GINGER  
+ HONEY

FRESH SQUEEZE JU  
PINEAPPLE, ORANGE,  
APPLE, CARROT

MILKSHAKE  
CHOCOLATE, VANILLA, CARAM  
BANANA, STRAWBERRY

BEER  
CIDER  
WINE  
GLASS  
BOTTLE

COCKTAILS  
ESPRESSO MARTINI  
BLOODY MARI  
APEROL

## Summary.

- Incredible start to FY25
- Cost initiatives in place and effective
- Revenue per location in continuing to increase
- FY25 has started strong pacing 92% ahead of FY24
- Cash flow and cash balances healthy
- Audience Measurement a strategic milestone for FY25
- Focusing in delivering production innovation roll out
- Quality team in place
- forward momentum established across the business
- Guidance top and bottom line re-affirmed

FY24 RESULTS



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Questions