

FY24 Results presentation

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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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Overview of **motio**

02

FY24 Results summary

03

Invest in **motio** + **outlook**

04

Strategic Update

05

Questions & Feedback

FY24 RESULTS

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Overview of motio.

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WIRED
Menu items and prices listed in a grid format.

BURGERS
Menu items and prices listed in a grid format.

SALADS
Menu items and prices listed in a grid format.

ATAPS
Menu items and prices listed in a grid format.

HOT PASTRIES
Menu items and prices listed in a grid format.

aco Australian Chamber Orchestra
Classical music at its core, celebrating the diversity of the human voice.

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



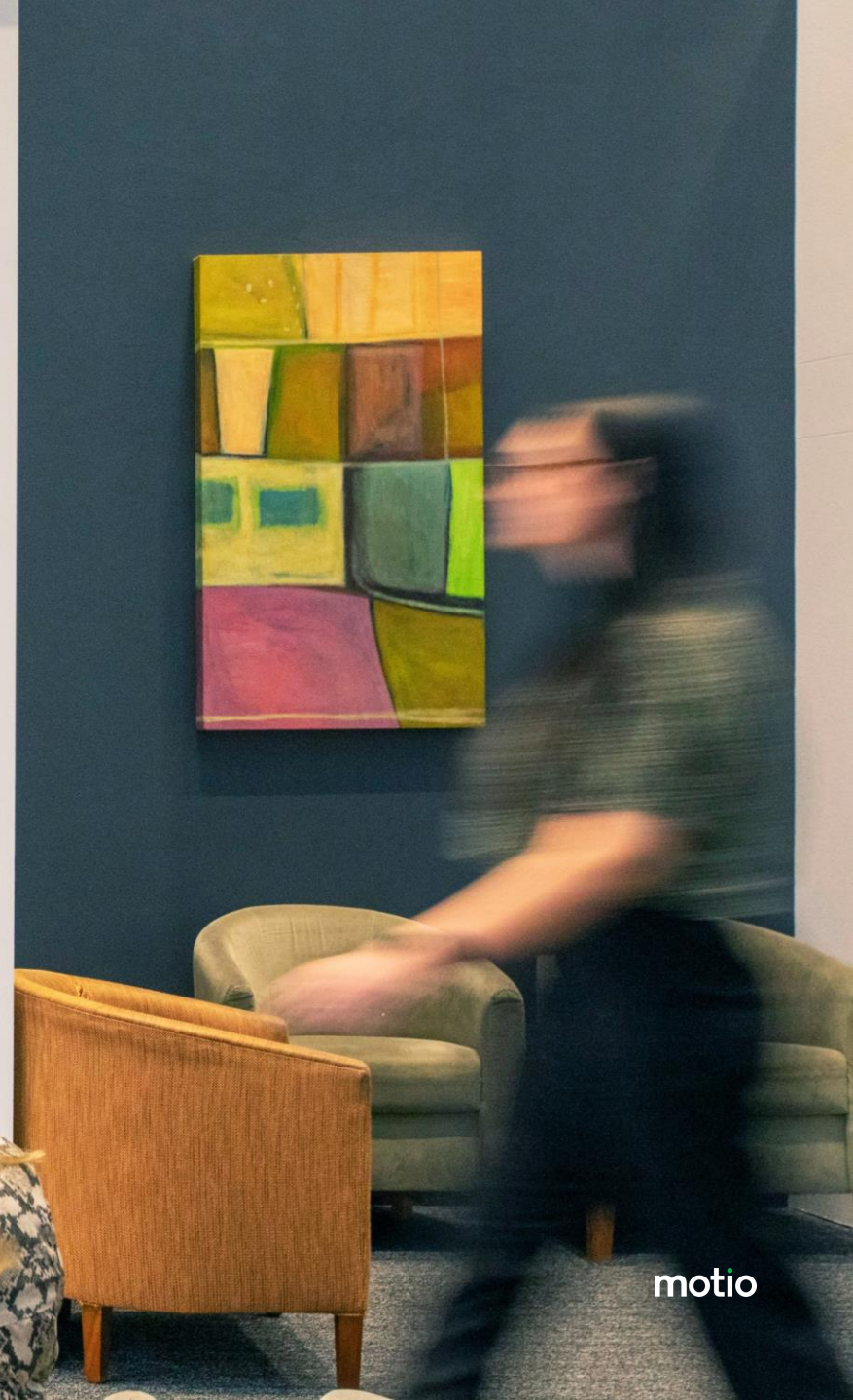
Dencorub
SPORTS ICE GEL

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
★★★★★
BEST BUSINESS LOAN PROVIDER
2019

THE BUSINESS
LOAN WITHOUT
THE GROAN

ANZ GoBiz

ANZ

TINY'S



ON
EMAS
Home
AUDIO SYSTEMS
ENERGY MANAGEMENT

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STANDING 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Modibodi Leave outdated uniforms on the bench.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
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**
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WARNING
This equipment is for personal use only. Do not use for commercial purposes. The equipment is not to be used for any other purpose. The equipment is not to be used for any other purpose. The equipment is not to be used for any other purpose.

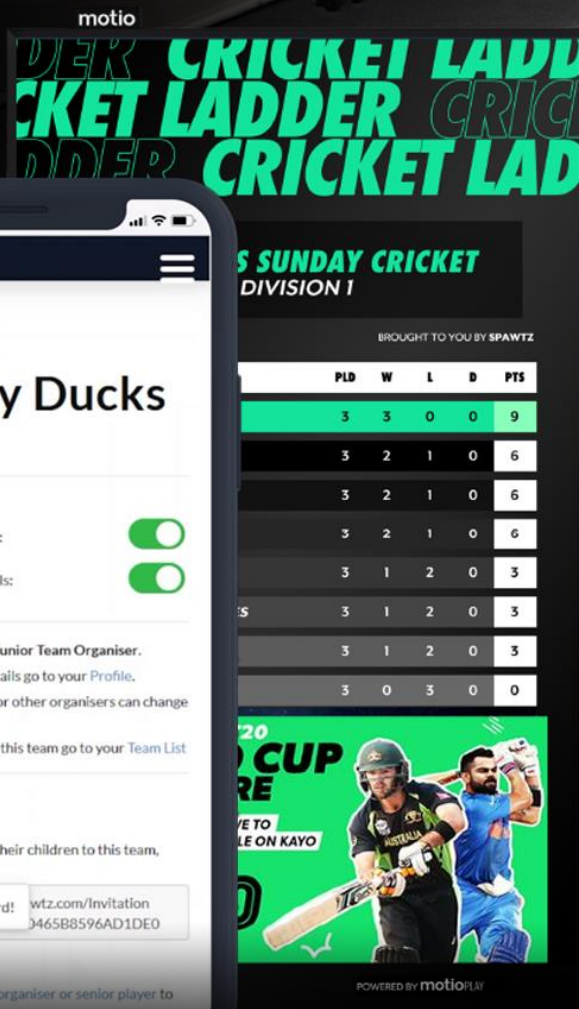
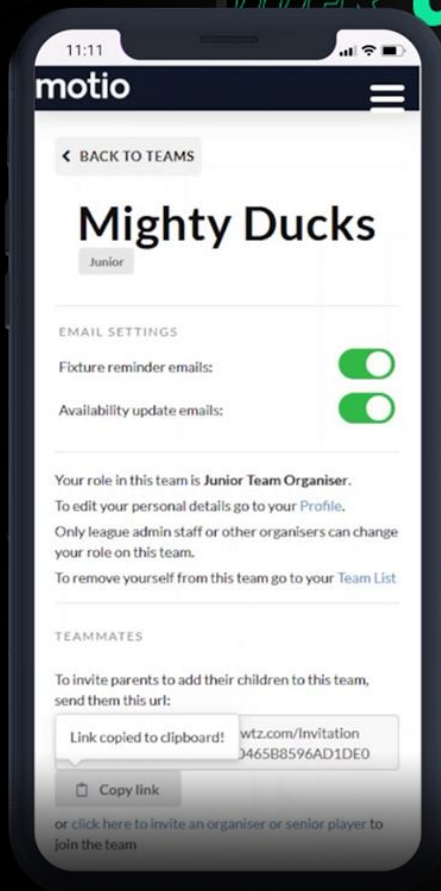
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We own and operate digital screen networks in these expanding group of environments.





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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02

FY2024 results summary.

Highlights.

Revenue

\$8.367M

+27% Year On Year

EBITDA

\$465K

Increased on FY23

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.

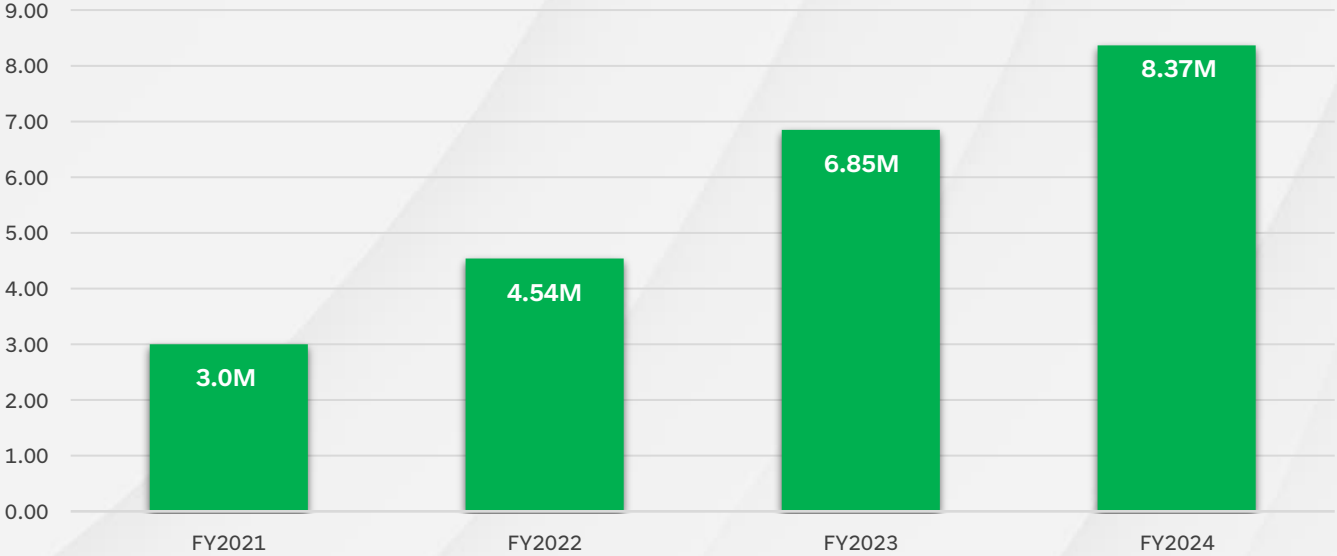
- **Gross margin reduced slightly due to:**
 - Connectivity costs for Café+Venue (now under control)
 - Increase programmatic costs (in line with revenue)
- **Finance costs:**
 - Principal & Interest (vs. just interest payment) to OML
- **Personnel Expenses:**
 - 2 Senior hires within Fy24 (Sales + Finance)
 - 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.

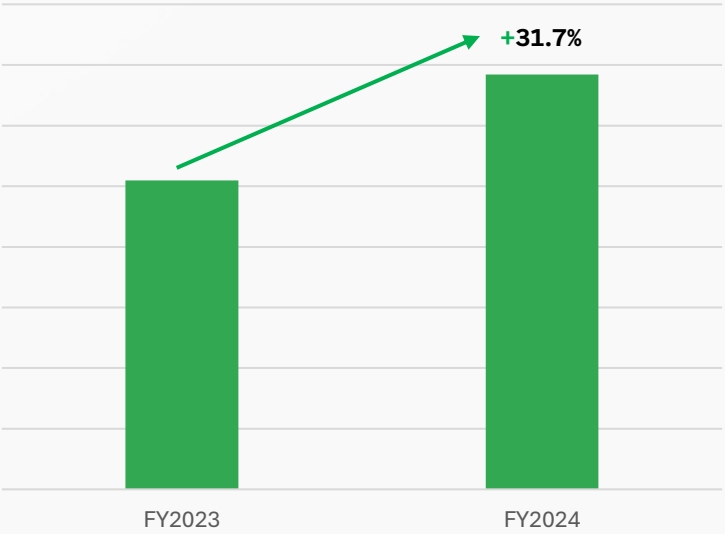
Revenue growth has continued year-on-year.

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



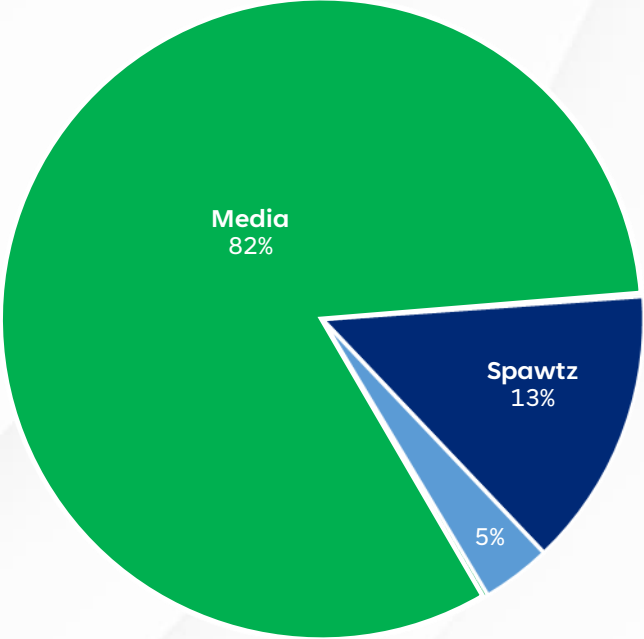
Media

Media Revenue



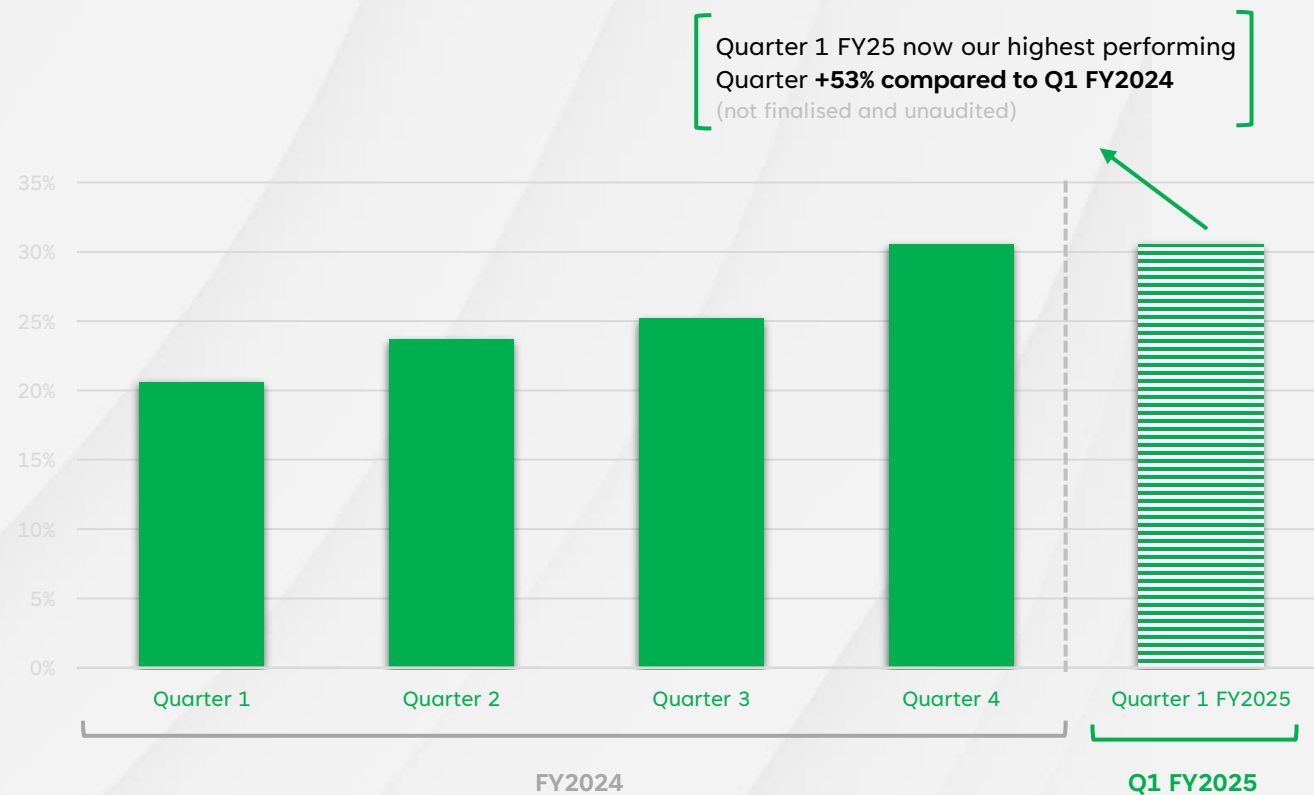
Media revenue increased 31.7% Year on Year

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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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.



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, Keiynan Lonsdale, Melissa Tkautz and the cast of 'Juliet'.

Read more at concreteplayground.com

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

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Questions