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**motio**

# Annual General Meeting Presentation & 10-week update

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Acknowledgment of Country

artwork by Ngarrindjeri artist **Jordan Lovegrove**



# Introduction

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**Harley Grosser** | Non Executive Director  
**Adam Cadwallader** | Managing Director  
**Jason Byrne** | Chair & Non Executive Director

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**Matthew Foy** | Company Secretary  
**Jacqui Smith** | Financial Controller  
**Michael Johnstone** | Chief Operating Officer

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**Hardik Shukla** | Audit Director, HLB Mann Judd NSW

# Thanks for joining.

01

**Welcome motio + AGM** | Jason Byrne, Chair Motio Limited

02

**motio 10 week update + outlook**

03

**Questions + Feedback**





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01

# Annual General Meeting.

Motio Limited  
November 14, 2024

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# Welcome to the **motio Annual General Meeting**

## Jason Byrne | Chair

November 14, 2024

**motio**



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Questions & **Annual General Meeting close**

**Annual General Meeting**  
Motio Limited  
November 14, 2024

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02

Overview of motio +  
10 week update.



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The advertisement is displayed on a large screen in a cafe. The screen is split into two panels. The left panel has a white background with a red triangle at the top left and the text "WAKE UP COLOURFUL." in green and blue. Below it, in smaller text, it says "Always read the label and follow the directions for use. Trademarks are owned or licensed to the Haleon group. © 2024 Haleon or its licensor." The right panel features a vibrant rainbow gradient background. In the center is a box of Centrum Advance Adult 75 vitamins. The Haleon logo is in the top right corner, and the Centrum logo is in the bottom right corner.

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

motio



Over 1,000 locations across 1,500 digital displays nationally

**WA/NT**  
Health 50  
Hospitality 24  
Play 4

**SA**  
Health 45  
Hospitality 18  
Play 1

**Victoria/TAS**  
Health 218  
Hospitality 110  
Play 35

**NSW/ACT**  
Health 329  
Hospitality 134  
Play 30

**QLD**  
Health 100  
Hospitality 61  
Play 21





motio.health

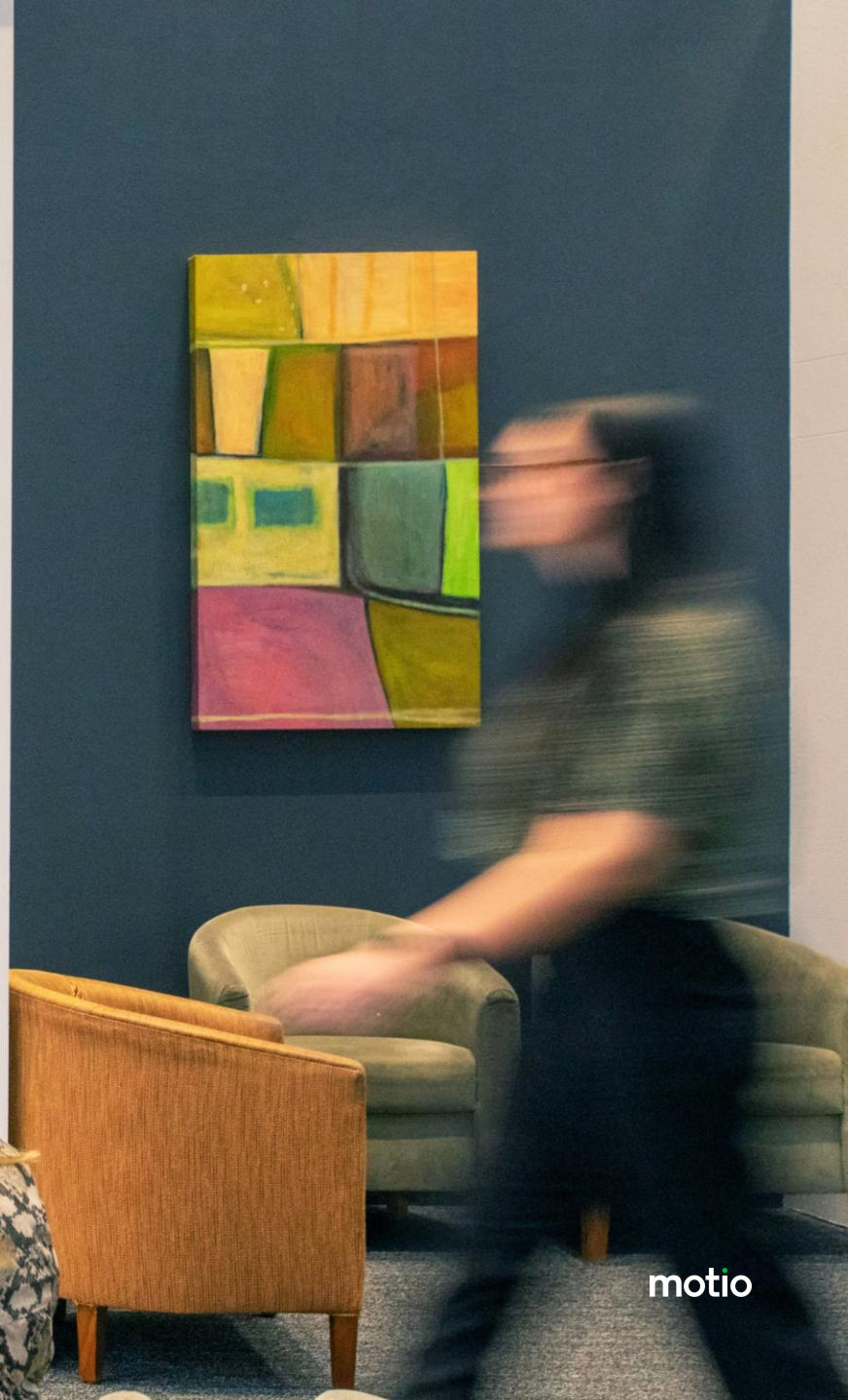
**Dencorub**  
SPORTS ICE GEL

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.



motio





A digital advertisement displayed on a large screen. On the left, a man in a blue vest holds a smartphone. Above him is a gold circular logo with five stars and the word "CANSTAR". To the right, the text reads "THE BUSINESS LOAN WITHOUT THE GROAN" in white on a blue background, with "ANZ GoBiz" below it. The ANZ logo is in the bottom right corner of the ad.

TINY'S



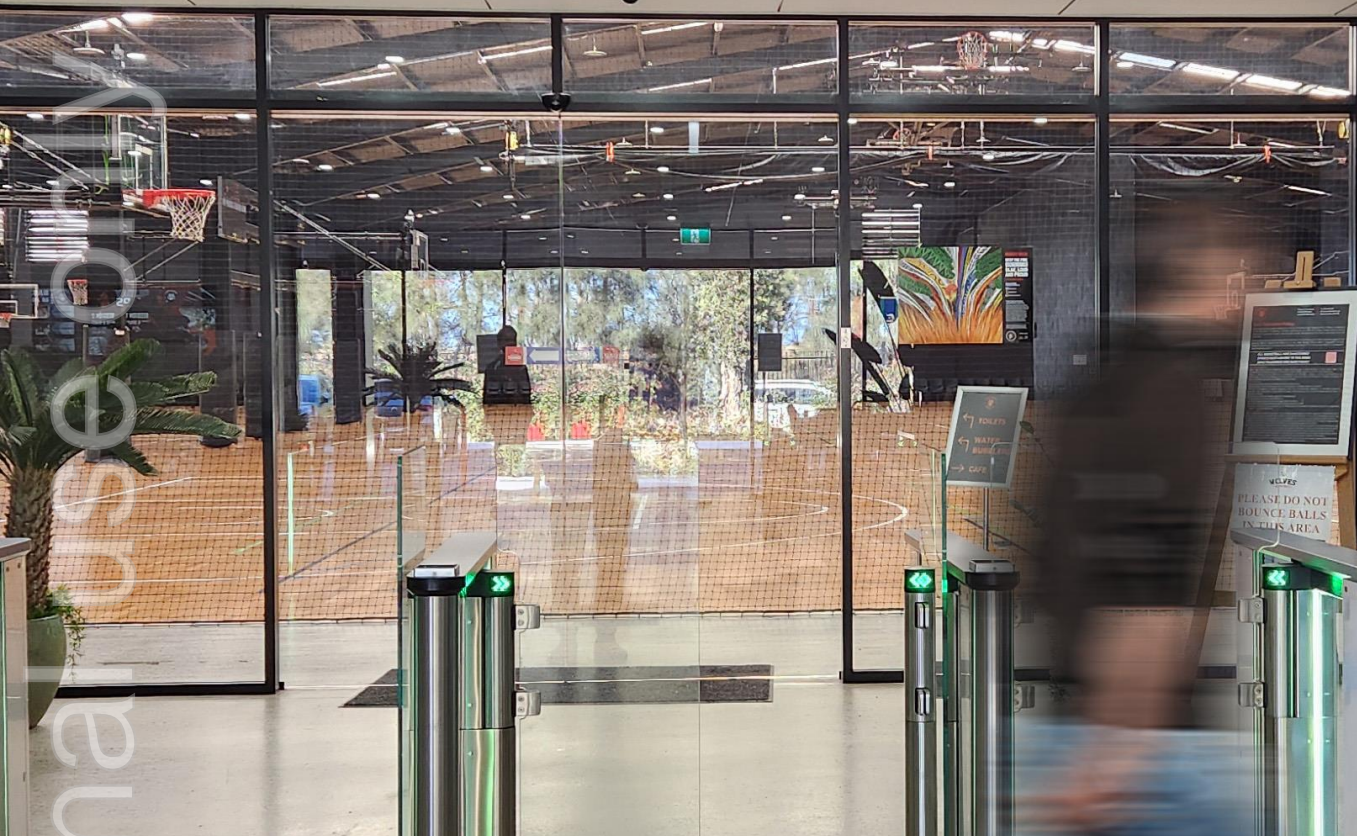
A view of a café counter. In the foreground, there are beer taps for "STELLA ARTOIS" and "TINY'S LAGER". A menu board is visible, and a staff member is working behind the counter. A display case contains various pastries and breads.

motio .café



Several customers are standing at the counter. A woman in a black dress is looking at the menu. A woman in a white shirt is in the foreground, slightly out of focus. A man in a white shirt is walking past on the right.





**WANT A BETTER SPORTS DRINK?**

THAT'S NOT PACKED WITH SUGAR BY CORPORATE AMERICAN DUDES THAT HAVE NEVER PLAYED INDOOR SPORT IN THEIR LIVES?



**SUPERBOOST**

**JAMIE-LEE PRICE**  
GIANTS NETBALL

**LOW IN SUGAR.\* DEVELOPED & OWNED BY AUSSIE ATHLETES**

\*When Superboost 500ml bottle is compared to the full sugar variants of the top 3 selling electrolyte sports drinks in Australia on a per 100ml basis.

**motio.play**



**motio**



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motio.venue



motio



# Product Extensions.



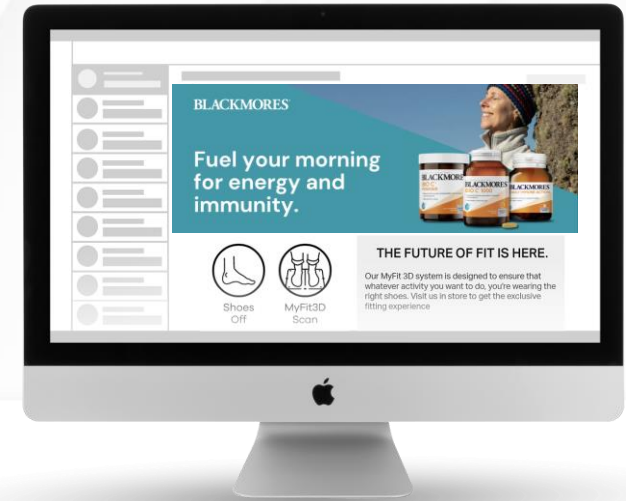
## Branded Equipment

Balls, bibs, bats and post covers in sports centres puts the brand onto the court and part of the game.



## Branded Coffee Cups

Whether at the Café or in the office, branded coffee cups ensure messaging continues.



## HCP EDM

EDMs allow Blackmores to communicate directly with HCPs, communicating new products, or supplement breakthroughs throughout the year.

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**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

**motio**

# CRICKET LADDER

## SUNDAY CRICKET DIVISION 1

BROUGHT TO YOU BY SPAWTZ

TEAMS	PLD	W	L	D	PTS
CRIMSON HAWKS	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 motioPLAY

# WOMEN'S NETBALL LADDER DIVISION 1

BROUGHT TO YOU BY SPAWTZ

TEAMS	PLD	W	L	D	PTS
CRIMSON HAWKS	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

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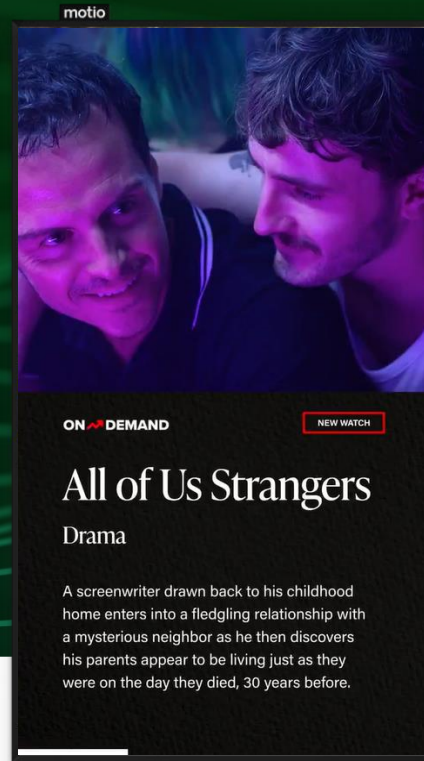
**Content**

# Organic Content Channels.



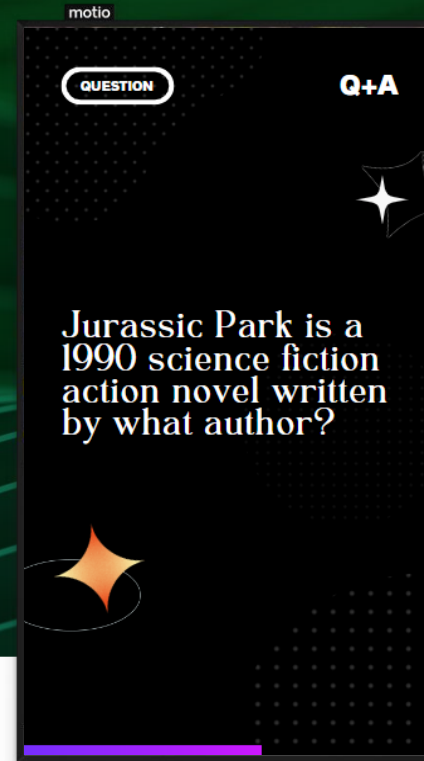
## News Feed

Live feed of high quality news served directly from AAP servers to all Motio networks



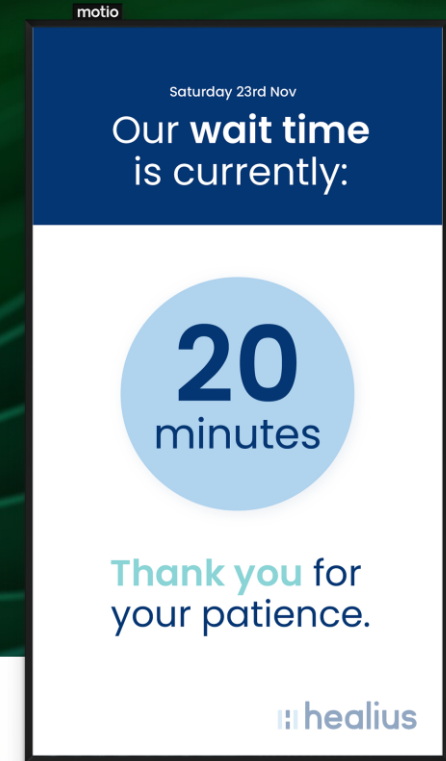
## OnDemand

Trending entertainment suggestions including TV, film, podcasts, books and more.



## Q+A

Multi-category Q&A trivia, that challenges and engages audiences while waiting.



## Centre Content

Announcements and centre messaging that provides critical utility to partners.



# The loop is a mix of content and advertising.

- Standard ad spot is 7-10 seconds
- Appears once every 3-5 minutes
- Multiple ad copy enabled
- Time of day
- Day of week
- Temporal and trigger based programming



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# creator.

by motio

motio



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O'NIKKI	
SALADS & BOWLS	SANDWICHES
TRAVEL TALK 'N' GO! \$12.95 A delicious, portable meal with a choice of protein, fresh vegetables, and a house-made dressing.	VEG \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and a house-made dressing.
CRISPER BOWL \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and a house-made dressing.	EGG \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and a house-made dressing.
HEALTHY BOWL \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and a house-made dressing.	TRICOLI \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and a house-made dressing.
ARE YOU? \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and a house-made dressing.	FREE \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and a house-made dressing.
	SAUCE POTATO & ICE \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and a house-made dressing.
	GRAND PASTRY \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and a house-made dressing.

**Centrum**  
SAY HELLO TO YOUR HEALTHY MORNING RITUAL.  
Always read the label and follow the directions for use.





use only

**O'NIKKI**

SALADS & BOWLS	SANDWICHES	LUNCH
<b>TRAVEL SALAD "O'NIKKI"</b> \$12.00 A mix of fresh vegetables, chickpeas, and feta cheese, served with a house-made dressing.	<b>VEG</b> \$11.00 A hearty sandwich with chickpeas, tomatoes, and avocado on whole-grain bread.	<b>FISH TACOS</b> \$14.00 Three soft-shell tacos filled with fresh fish, tomatoes, and onions.
<b>CRISPER BOWL "O'NIKKI"</b> \$14.00 A bowl of chickpeas, quinoa, and fresh vegetables, topped with a creamy dressing.	<b>EGG TACOS</b> \$11.00 Three soft-shell tacos filled with scrambled eggs, tomatoes, and onions.	<b>CHICKEN TACOS</b> \$14.00 Three soft-shell tacos filled with tender chicken, tomatoes, and onions.
<b>MEDITERRANEAN "O'NIKKI"</b> \$12.00 A bowl of chickpeas, quinoa, and fresh vegetables, topped with a creamy dressing.	<b>TACO BELL</b> \$11.00 A hearty sandwich with chickpeas, tomatoes, and avocado on whole-grain bread.	<b>STICKY PORK BAZ BOWL</b> \$14.00 A bowl of sticky pork, rice, and vegetables, topped with a creamy dressing.
<b>AREPASTA</b> \$11.00 A bowl of chickpeas, quinoa, and fresh vegetables, topped with a creamy dressing.	<b>FREE</b> \$0.00 A hearty sandwich with chickpeas, tomatoes, and avocado on whole-grain bread.	<b>SOUTHERN FRIED &amp; CHICKEN</b> \$14.00 A bowl of fried chicken, rice, and vegetables, topped with a creamy dressing.
	<b>SALAD "O'NIKKI"</b> \$11.00 A mix of fresh vegetables, chickpeas, and feta cheese, served with a house-made dressing.	<b>BEER</b> \$4.00 A cold beer to accompany your meal.
	<b>SAUCE "O'NIKKI"</b> \$11.00 A hearty sandwich with chickpeas, tomatoes, and avocado on whole-grain bread.	<b>DRINK "O'NIKKI"</b> \$4.00 A cold drink to accompany your meal.

**ORDER TODAY'S Special**

**FALAFEL SALAD**

**\$20** from 1pm - 3pm





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O'NIKKI	
SALADS & BOWLS	SANDWICHES
TRAYED SALAD "M" SET \$24.95	VEG \$14.95
CRISPER BOWL \$24.95	EGG \$15.95
MEGAL BOWL "L" SET \$24.95	TRICOLI \$14.95
AREPASTA \$17.95	PIZZA \$17.95
AREPASTA \$17.95	SAUCE PASTA OR ICE \$17.95
AREPASTA \$17.95	GRUYERE POTATO \$18.95
AREPASTA \$17.95	

**WHY LINDSAY SMITH CHOSE NRL OVER CRICKET CAREER**  
Penrith's Lindsay Smith showed promise as a young fast bowler, but opted to forgo a cricket career in pursuit of his rugby league dream.

Powered by motio





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WAKE UP COLOURFUL.

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© 2024 Halson or its licensee.



HALSON

Centrum

users



use only

### O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
<b>FAVEO SALAD (V)</b> \$12.00 Crisp lettuce, cucumber, tomatoes, chickpeas, feta cheese, tahini dressing	<b>VEG</b> \$12.00 Crisp lettuce, tomato, cucumber, avocado, hummus, tahini dressing	<b>FISH TACOS</b> \$12.00 Three soft shells with fish, tomatoes, onions, cilantro, lime
<b>CRISPER BOWL (V)</b> \$14.00 Crisp lettuce, cucumber, tomatoes, chickpeas, feta cheese, tahini dressing	<b>EGG TACOS</b> \$12.00 Three soft shells with egg, tomatoes, onions, cilantro, lime	<b>CHICKEN TACOS</b> \$12.00 Three soft shells with chicken, tomatoes, onions, cilantro, lime
<b>MEDITERRANEAN (V)</b> \$12.00 Crisp lettuce, cucumber, tomatoes, chickpeas, feta cheese, tahini dressing	<b>TRICOLOR</b> \$12.00 Crisp lettuce, tomato, cucumber, avocado, hummus, tahini dressing	<b>CHICKEN PORK BAZ BOWL</b> \$14.00 Crisp lettuce, tomato, cucumber, avocado, hummus, tahini dressing
<b>AREPASTA (V)</b> \$12.00 Crisp lettuce, cucumber, tomatoes, chickpeas, feta cheese, tahini dressing	<b>FREE</b> \$0.00 SALAD PORTO BY CO. \$12.00 GRUYERE POTATO \$12.00	<b>SOUTHERN FRIED &amp; CHICKEN</b> \$14.00 Fried chicken, french fries, coleslaw, pickles

## ORDER TODAY'S Special

# FALAFEL SALAD

## \$20

from 1pm - 3pm





# creator.

USER PROFILE [LOGOUT](#)

- CAMPAIGNS
- TEMPLATES
- ASSET LIBRARY
- SCREENS

Talk to your audience  
Manage your message assets.

	Name	Messages	Duration	Active
	Lunch Menu	9	20secs	Active
	Specials	1	7secs	Active
	Breakfast Menu	8	7secs	Active

Items per page:  1-3 of 3 |< < > >|





### Lunch Menu

Manage your assets inside this campaign.

Sort By Expiry  Show Expired

+ ADD FROM ASSET LIBRARY

Asset	Status	Created	Created by	Starts	Expires	Days	
Chicken Katsu Special	Active	12/11/2024 3:49 PM	Cassidy Thurecht	16/11/2024 3:49 PM	Never	MTWTFSS	
Lunch Menu	Active	10/10/2024 8:40 PM	Cassidy Thurecht	12/10/2024 8:40 PM	Never	MTWTFSS	

## creator.

### Food Menu - Special - Modern Copy

Name your new asset and assign it to a message.

Asset Name  
Chicken Katsu Special

SAVE TEMPLATE CHANGES

Message  
Lunch Menu

Takeover Mode

Start Date

End Date

(never expires)

Start Time

End Time

Days

Screens

SAVE AND ADD TO MESSAGE





# Benefits of Digital Menu Boards

creator.





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### O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
<b>FAVEO SALAD (M) \$12.00</b> Crisp lettuce, tomatoes, cucumber, chickpeas, feta cheese, tahini dressing	<b>VEG \$12.00</b> Roasted veg, hummus, tahini dressing	<b>FISH TACOS \$12.00</b> Crispy fish, avocado, tomatoes, onions, cilantro, lime
<b>CRISPER BOWL \$12.00</b> Crisp lettuce, tomatoes, cucumber, chickpeas, tahini dressing	<b>EGG \$12.00</b> Scrambled egg, tomatoes, onions, cilantro, lime	<b>CHICKEN TACOS \$12.00</b> Crispy chicken, avocado, tomatoes, onions, cilantro, lime
<b>MEDITERRANEAN \$12.00</b> Crisp lettuce, tomatoes, cucumber, chickpeas, tahini dressing	<b>TRICOLI \$12.00</b> Roasted veg, hummus, tahini dressing	<b>STICKY PORK BAZ BOWL \$12.00</b> Sticky pork, rice, vegetables, sauce
<b>AREPASTA \$12.00</b> Crisp lettuce, tomatoes, cucumber, chickpeas, tahini dressing	<b>FREE</b>	<b>SOUTHERN FRIED &amp; CHICKEN \$12.00</b> Fried chicken, french fries, coleslaw

## ORDER TODAY'S Special

# FALAFEL SALAD

## \$20

from 1pm - 3pm



users





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02

10 Week update.



# Quarter 1 revenue.

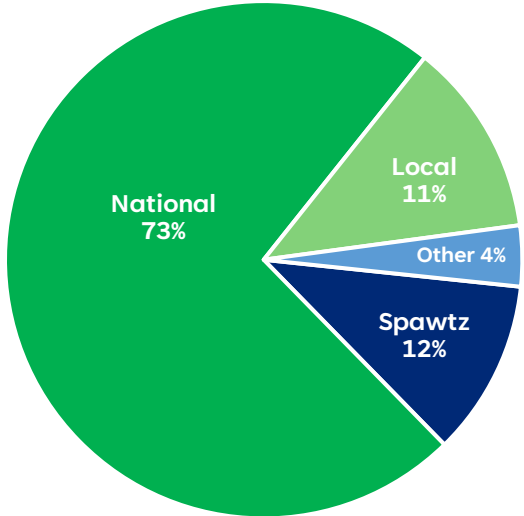
## Revenue growth has continued as predicted for Q1 FY25.

- Led by National sales
- On target result for Local sales
- Continued growth for Spawtz
  - Repeat advertisers **61%**
  - **Average contract value +66%**
  - **65% increase compared to Q1 FY24**

National	\$ 1,984,676.00
Local	\$ 299,291.00
Spawtz	\$ 330,383.00
Other	\$ 103,334.00

REVENUE \$ 2,717,684.00 ▲

COS	\$ 613,409.00
GP	\$ 2,104,275.00 77.43%

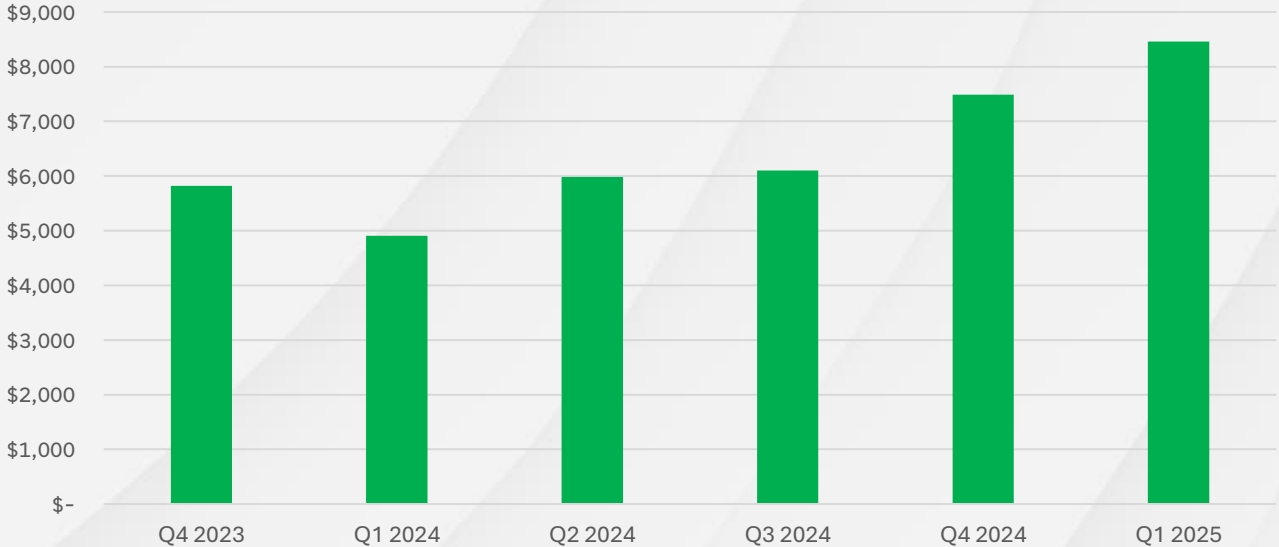


# Revenue per location.

As at September 31 2024

## Annualised revenue per location.

- Continues to increase
- Exceeded the \$8K RPL in Q1 (annualised)
- Monetising inventory more efficiently
- With combination of volume and yield



RPL Average Over 1000 sites across owned screen networks

Q1FY25 10 week

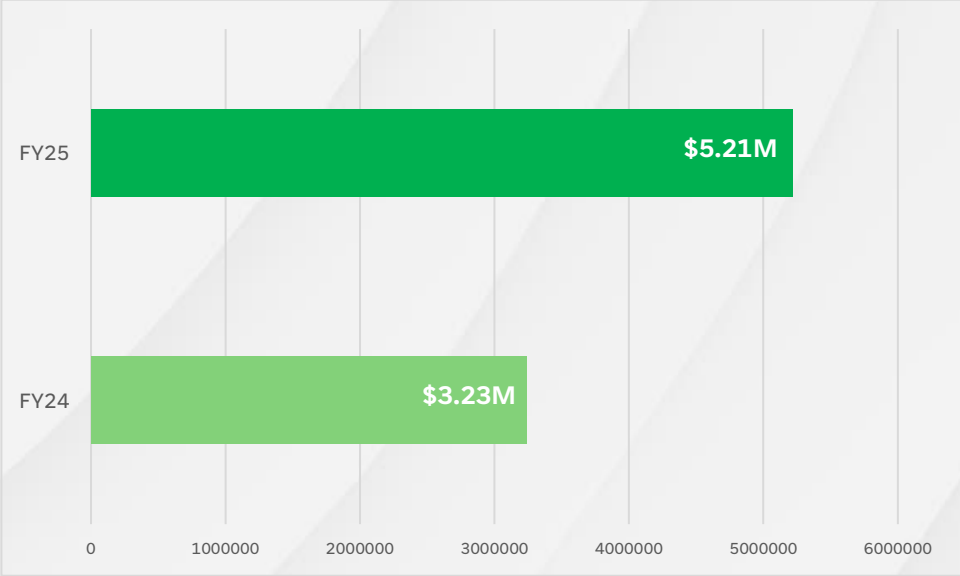


# Media forward revenue.

As at October 31, 2025

## Current and forward media revenue comparison.

- Up 61% compared to same time last year
- ~\$2M ahead on the same period YOY
- **Approximately 62% of our annual target achieved**



Q1FY25 10 week

## FY25 Strategic Position & Outlook.

- FY25 is the year of Monetisation
- Laser focus on top and **bottom-line** results
- Optimising 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) upgraded to \$1.2M+**





01

We have committed to **more than doubling MXO's Cash EBITDA in FY25 compared to FY24**

02

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

03

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

04

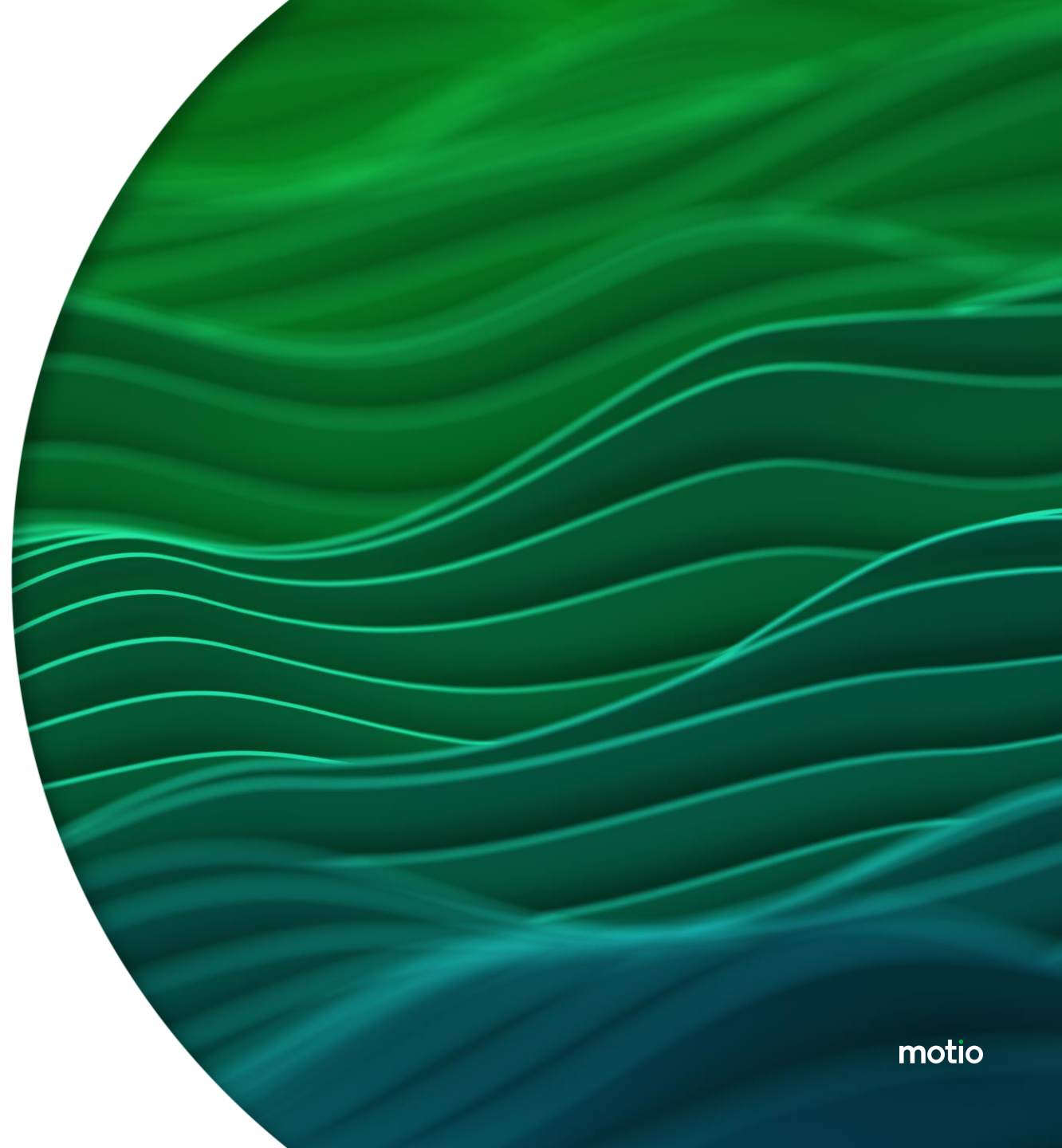
Valued at **less than 1X Revenue** on the Australian Stock Exchange

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 the **Creator 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

Q1 FY25 10 Week



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Questions