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motio

Annual General Meeting Presentation & 10-week update



Acknowledgment of Country

artwork by Ngarrindjeri artist **Jordan Lovegrove**

Introduction

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

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

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

motio

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02

Overview of motio +
10 week update.

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WAKE UP COLOURFUL.

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HALSON

Centrum
ADVANCE
ADULT 50+

500 Non-Ferrous Tablets
Supports Immunity • Supports Healthy Vision • Supports Healthy Heart • Supports Healthy Digestion

Centrum

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

QLD
Health 100
Hospitality 61
Play 21

NSW/ACT
Health 329
Hospitality 134
Play 30



motio



Dencorub
SPORTS ICE GEL
MEDICAL STRENGTH

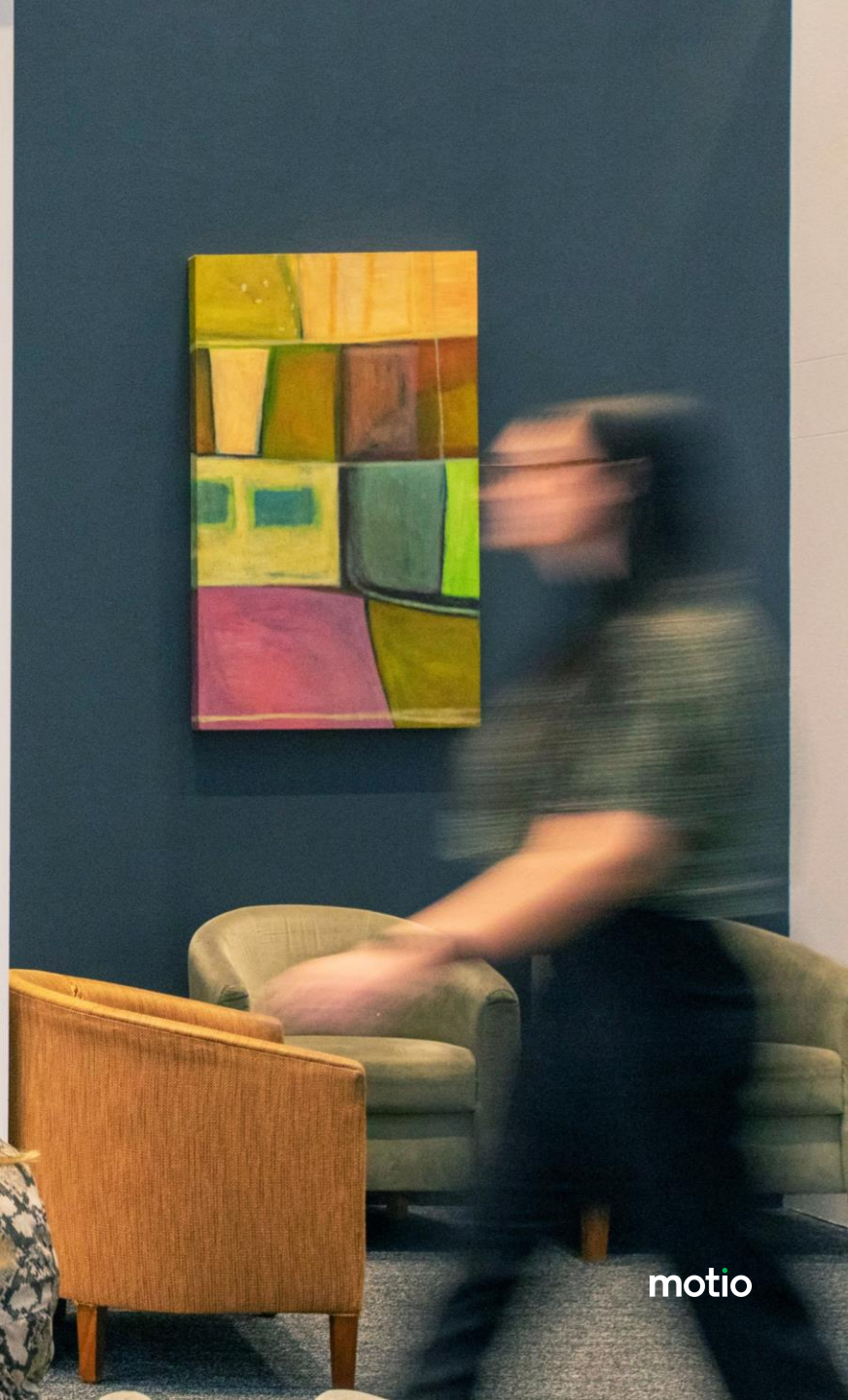
STRAINS & SPRAINS
Pain Relief

COLD

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.



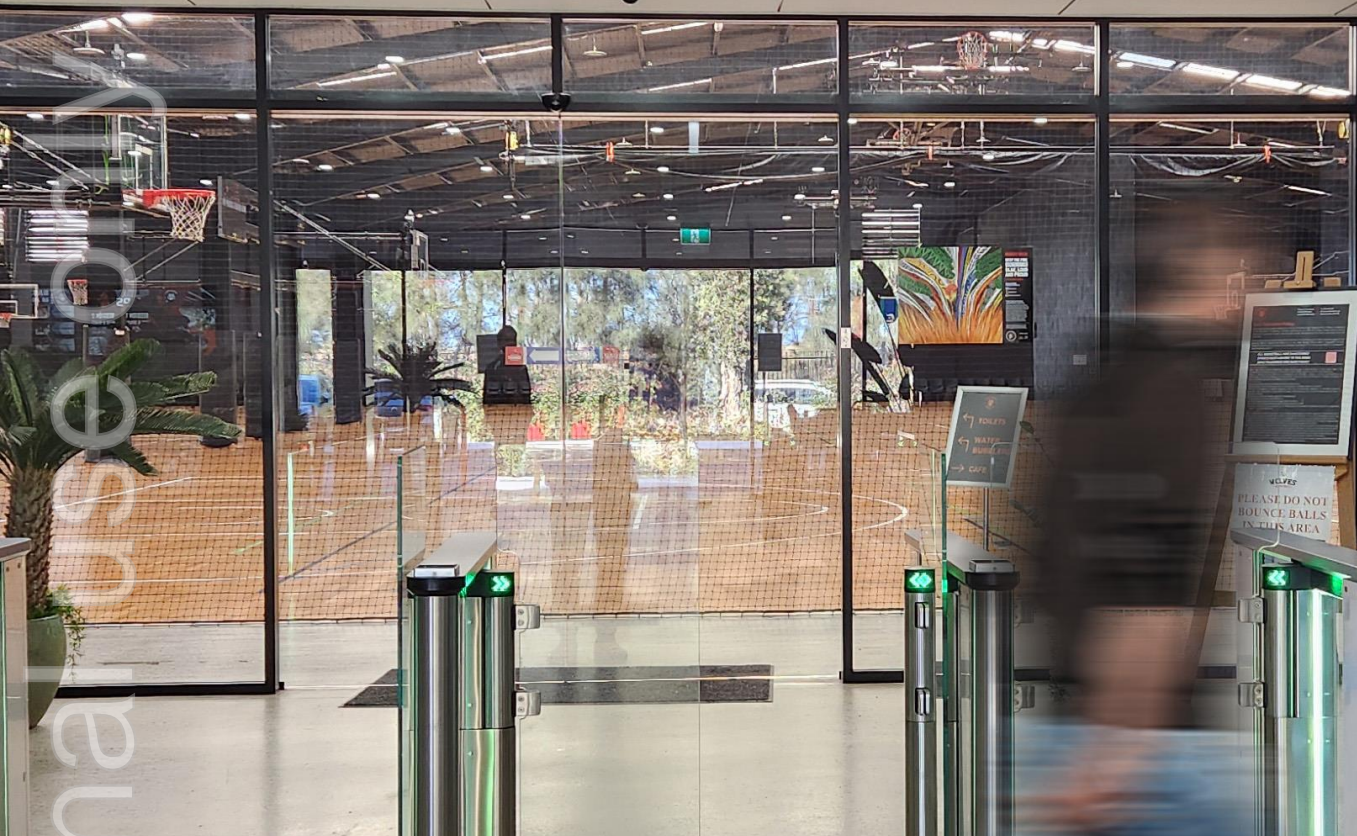
motio.health



CANSTAR
THE BUSINESS
LOAN WITHOUT
THE GROAN
ANZ GoBiz
ANZ

TINY'S

motio .café



WANT A BETTER SPORTS DRINK?

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



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



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motio.venue

motio

Product Extensions.



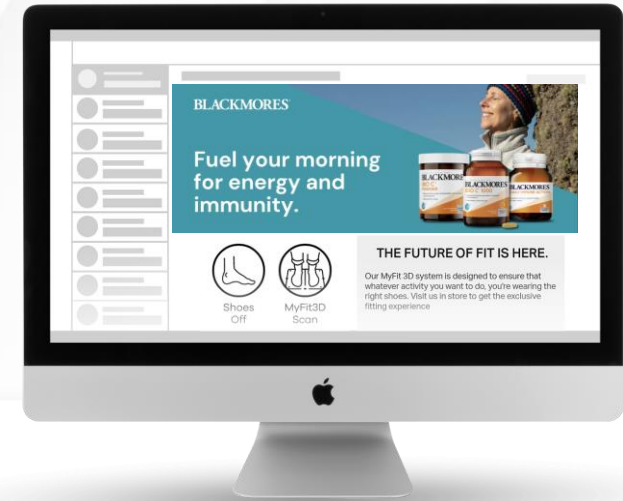
Branded Equipment

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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Personal use only



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

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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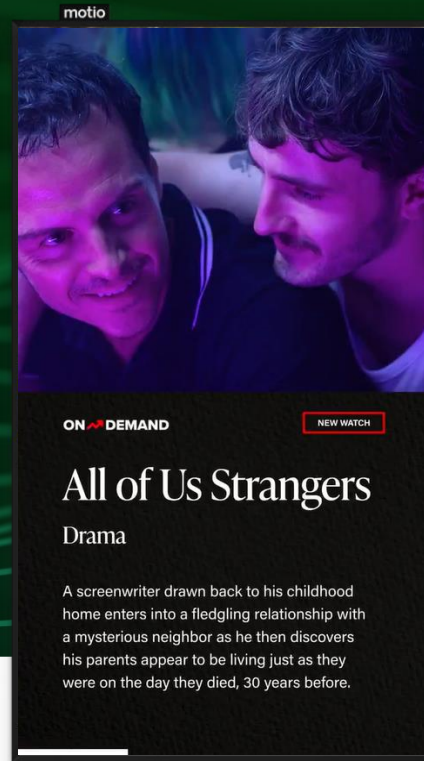
Content

Organic Content Channels.



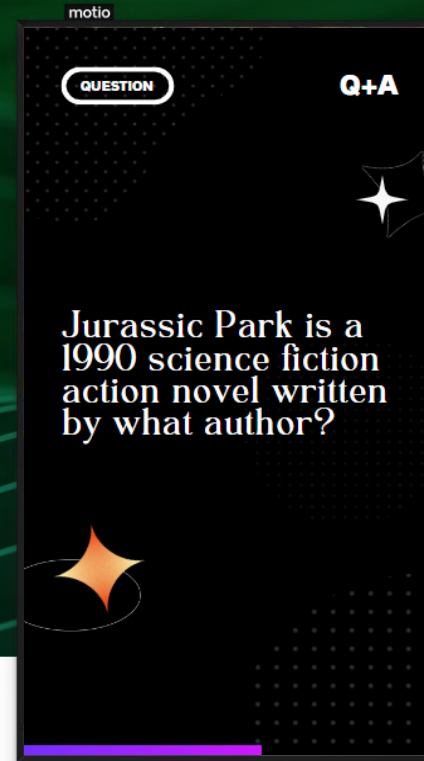
News Feed

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



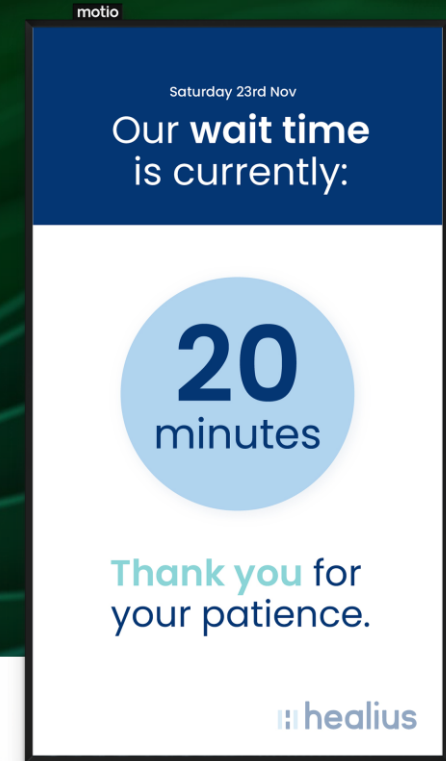
OnDemand

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

use only

O'NIKKI	
SALADS & BOWLS	SANDWICHES
TRAVEL TALK 'N' GO! \$12.95 A delicious, portable meal with a choice of protein, fresh vegetables, and our house dressing.	VEG \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and our house dressing.
CRISPER BOWL \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and our house dressing.	EGG \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and our house dressing.
HEALTHY BOWL \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and our house dressing.	TRICOLI \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and our house dressing.
ARE YOU? \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and our house dressing.	FREE \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and our house dressing.
	SAUCE POTATO & CO. \$12.95 A delicious bowl with a choice of protein, fresh vegetables, and our house dressing.
	GRAND PASTRY \$12.95 A delicious sandwich with a choice of protein, fresh vegetables, and our house 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
TRAYED SALAD "O'NIKKI" \$12.00 A mix of fresh greens, tomatoes, cucumbers, and chickpeas, topped with a zesty dressing.	VEG \$11.00 A hearty sandwich with hummus, avocado, and fresh vegetables.	FISH TACOS \$14.00 Three soft shells filled with fresh fish, tomatoes, and onions.
CRISPY CHICKEN BOWL \$14.00 A bowl of rice, chickpeas, and fresh vegetables, topped with a crispy chicken patty.	EGG TACOS \$11.00 Three soft shells filled with scrambled eggs, tomatoes, and onions.	CHICKEN TACOS \$14.00 Three soft shells filled with tender chicken, tomatoes, and onions.
MEDITERRANEAN BOWL \$12.00 A bowl of rice, chickpeas, and fresh vegetables, topped with a creamy tahini dressing.	TRICHOLLI \$11.00 A sandwich with hummus, avocado, and fresh vegetables.	STICKY PORK BAZ BUAH \$14.00 A bowl of rice, chickpeas, and fresh vegetables, topped with a sticky pork patty.
AREPASTA \$11.00 A sandwich with hummus, avocado, and fresh vegetables.	FREE \$0.00 A sandwich with hummus, avocado, and fresh vegetables.	SOUTHERN FRIED & CHICKEN \$14.00 A bowl of rice, chickpeas, and fresh vegetables, topped with a fried chicken patty.

ORDER TODAY'S Special

FALAFEL SALAD

\$20

from 1pm - 3pm





use only

O'NIKKI

3:23 PM

SALADS & BOWLS

- TRAYED SALAD "M" SET \$24.95
- CRISPER BOWL \$24.95
- MEZEL BOWL (L) SET \$24.95
- AREPASTA \$17.95

SANDWICHES

- VEG \$14.95
- EGG \$14.95
- THE GUY \$14.95
- PIZZA \$17.95
- GRILLED PASTA OR ICE \$17.95
- GRILLED PASTA \$14.95

LUNCH

- FISH TAKEAWAY \$14.95
- CHICKEN TAKEAWAY \$14.95
- CHICKEN SANDWICH \$14.95
- STEAKY PASTA BOWL \$24.95
- SOUTHERN FRIED CHICKEN \$24.95
- BEER \$4.95

WHY LINDSAY SMITH CHOSE NRL OVER CRICKET CAREER

RUGBY LEAGUE

Penritih'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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HALSON

Centrum

users

use only

SALADS & BOWLS		SANDWICHES		LUNCH	
TRAYED SALAD "O" \$12.00	VEG \$12.00	BLT \$12.00	FISH TACOS \$12.00	CHICKEN TACOS \$12.00	STICKY PORK BQZ BOWL \$12.00
TRAYED SALAD "M" \$11.00	VEG \$11.00	BLT \$11.00	FISH TACOS \$11.00	CHICKEN TACOS \$11.00	STICKY PORK BQZ BOWL \$11.00
TRAYED SALAD "S" \$10.00	VEG \$10.00	BLT \$10.00	FISH TACOS \$10.00	CHICKEN TACOS \$10.00	STICKY PORK BQZ BOWL \$10.00
TRAYED SALAD "L" \$9.00	VEG \$9.00	BLT \$9.00	FISH TACOS \$9.00	CHICKEN TACOS \$9.00	STICKY PORK BQZ BOWL \$9.00
TRAYED SALAD "X" \$8.00	VEG \$8.00	BLT \$8.00	FISH TACOS \$8.00	CHICKEN TACOS \$8.00	STICKY PORK BQZ BOWL \$8.00
TRAYED SALAD "O" \$7.00	VEG \$7.00	BLT \$7.00	FISH TACOS \$7.00	CHICKEN TACOS \$7.00	STICKY PORK BQZ BOWL \$7.00
TRAYED SALAD "M" \$6.00	VEG \$6.00	BLT \$6.00	FISH TACOS \$6.00	CHICKEN TACOS \$6.00	STICKY PORK BQZ BOWL \$6.00
TRAYED SALAD "S" \$5.00	VEG \$5.00	BLT \$5.00	FISH TACOS \$5.00	CHICKEN TACOS \$5.00	STICKY PORK BQZ BOWL \$5.00
TRAYED SALAD "L" \$4.00	VEG \$4.00	BLT \$4.00	FISH TACOS \$4.00	CHICKEN TACOS \$4.00	STICKY PORK BQZ BOWL \$4.00
TRAYED SALAD "X" \$3.00	VEG \$3.00	BLT \$3.00	FISH TACOS \$3.00	CHICKEN TACOS \$3.00	STICKY PORK BQZ BOWL \$3.00
TRAYED SALAD "O" \$2.00	VEG \$2.00	BLT \$2.00	FISH TACOS \$2.00	CHICKEN TACOS \$2.00	STICKY PORK BQZ BOWL \$2.00
TRAYED SALAD "M" \$1.00	VEG \$1.00	BLT \$1.00	FISH TACOS \$1.00	CHICKEN TACOS \$1.00	STICKY PORK BQZ BOWL \$1.00
TRAYED SALAD "S" \$0.50	VEG \$0.50	BLT \$0.50	FISH TACOS \$0.50	CHICKEN TACOS \$0.50	STICKY PORK BQZ BOWL \$0.50
TRAYED SALAD "L" \$0.25	VEG \$0.25	BLT \$0.25	FISH TACOS \$0.25	CHICKEN TACOS \$0.25	STICKY PORK BQZ BOWL \$0.25
TRAYED SALAD "X" \$0.10	VEG \$0.10	BLT \$0.10	FISH TACOS \$0.10	CHICKEN TACOS \$0.10	STICKY PORK BQZ BOWL \$0.10
TRAYED SALAD "O" \$0.05	VEG \$0.05	BLT \$0.05	FISH TACOS \$0.05	CHICKEN TACOS \$0.05	STICKY PORK BQZ BOWL \$0.05

ORDER TODAY'S Special

FALAFEL SALAD

\$20 from 1pm - 3pm



users



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.



use only

O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAVEL BASKET (10) \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	VEG \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	FISH TACOS \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.
CRISPY CHICKEN \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	EGG TACOS \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	CHICKEN TACOS \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.
MEDITERRANEAN \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	TRICOLOR \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	STICKY PORK BAZ BAZ \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.
AREPASTA \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	FREE \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.	SOUTHERN FRIED & CHICKEN \$12.00 A selection of our most popular items, including falafel, hummus, and fresh vegetables.

ORDER TODAY'S Special

FALAFEL SALAD

\$20 from 1pm - 3pm

users



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02

10 Week update.

Quarter 1 revenue.

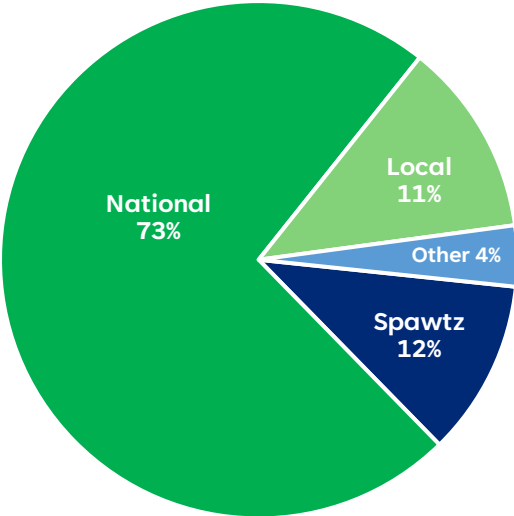
Revenue growth has continued as predicted for Q1 FY25.

- 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

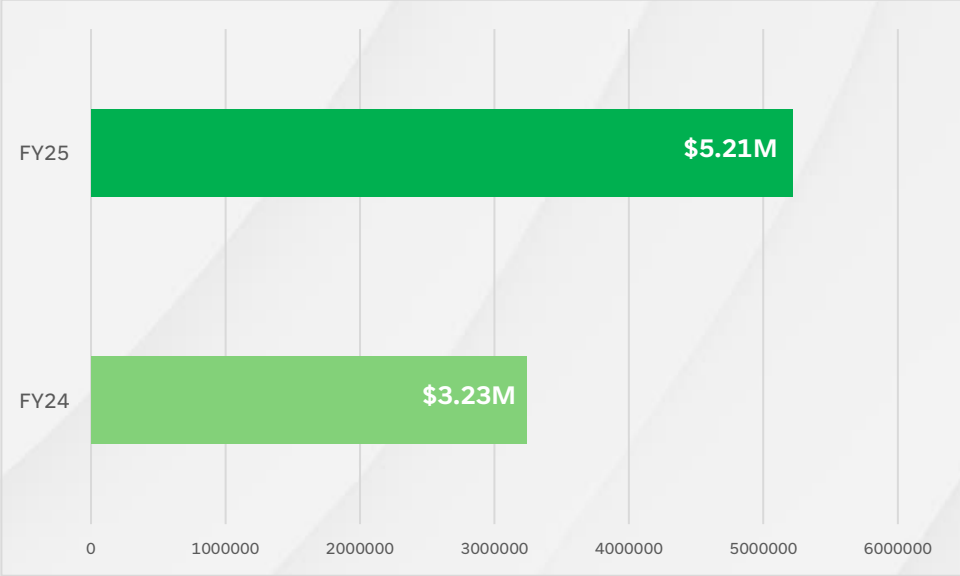
Q1FY25 10 week

Media forward revenue.

As at October 31, 2025

Current and forward media revenue comparison.

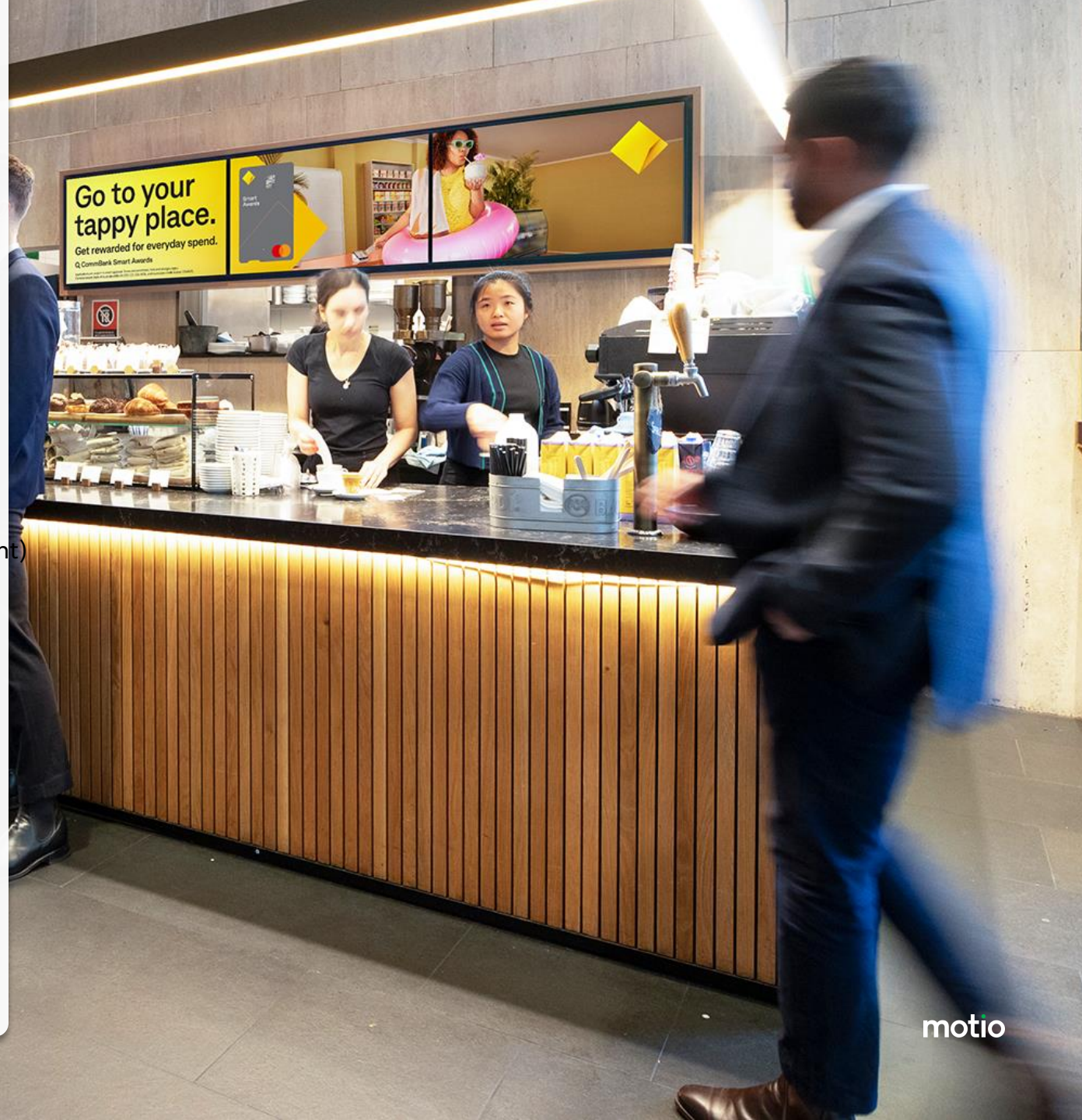
- Up 61% compared to same time last year
- ~\$2M ahead on the same period YOY
- **Approximately 62% of our annual target achieved**



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

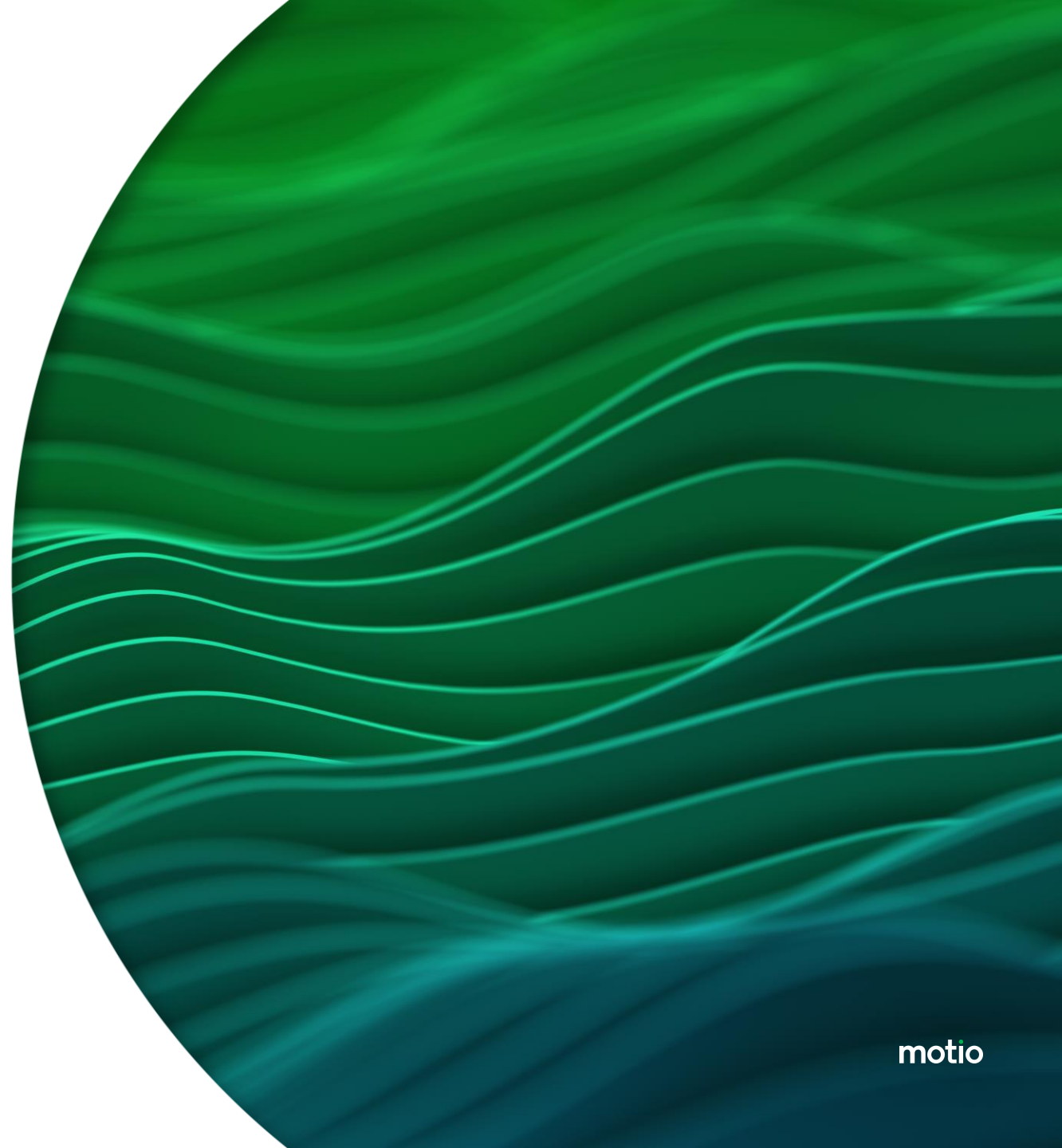
Valued at **less than 1X Revenue** on the Australian Stock Exchange

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