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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

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

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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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HALEON

Centrum
ADVANCE
ADULT 75

Centrum

Gift cards
now available
Please ask at
counter

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

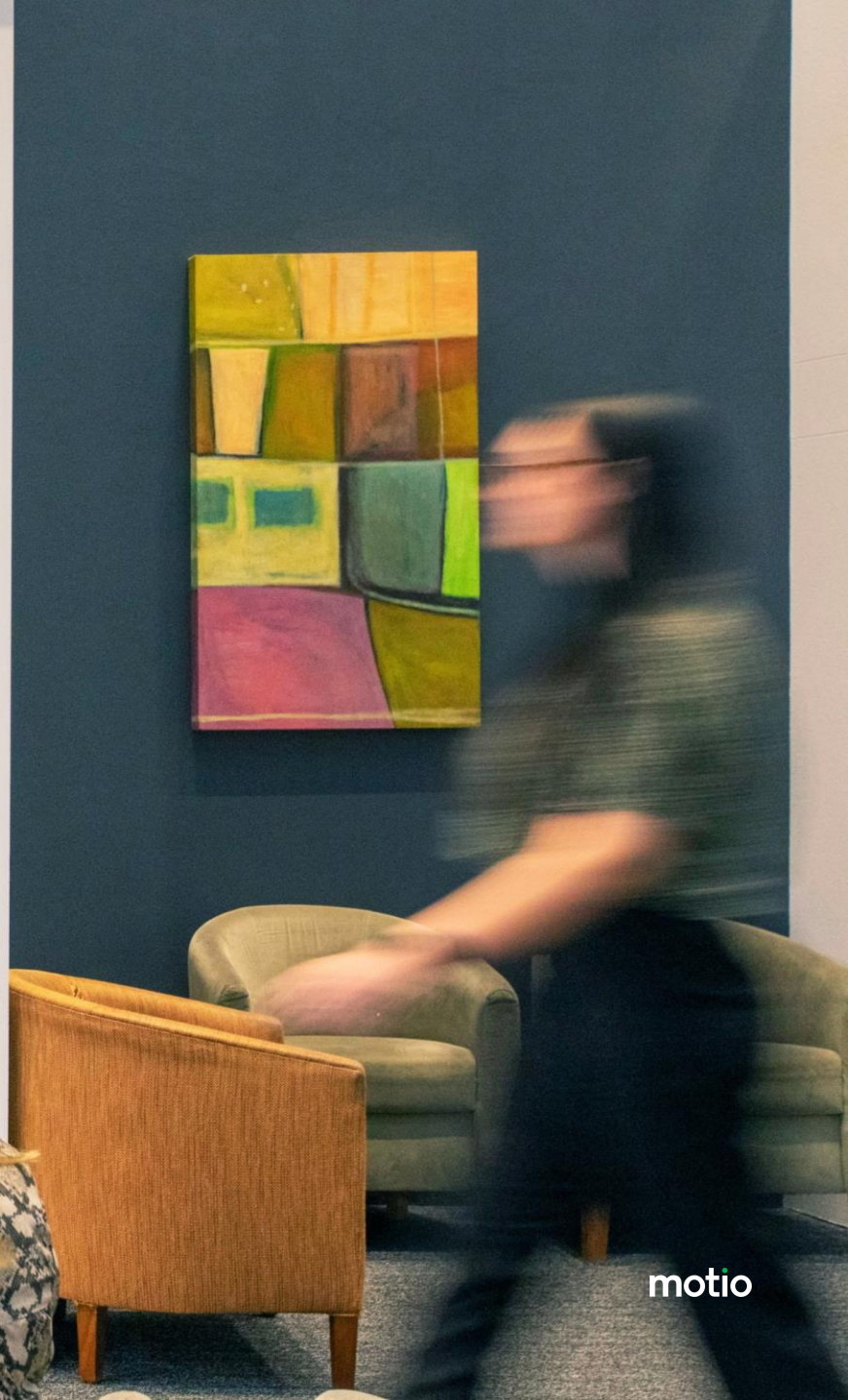
Dencorub
SPORTS ICE GEL
MEDICAL STRENGTH

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



CANSTAR
THE BUSINESS
LOAN WITHOUT
THE GROAN
ANZ GoBiz
ANZ

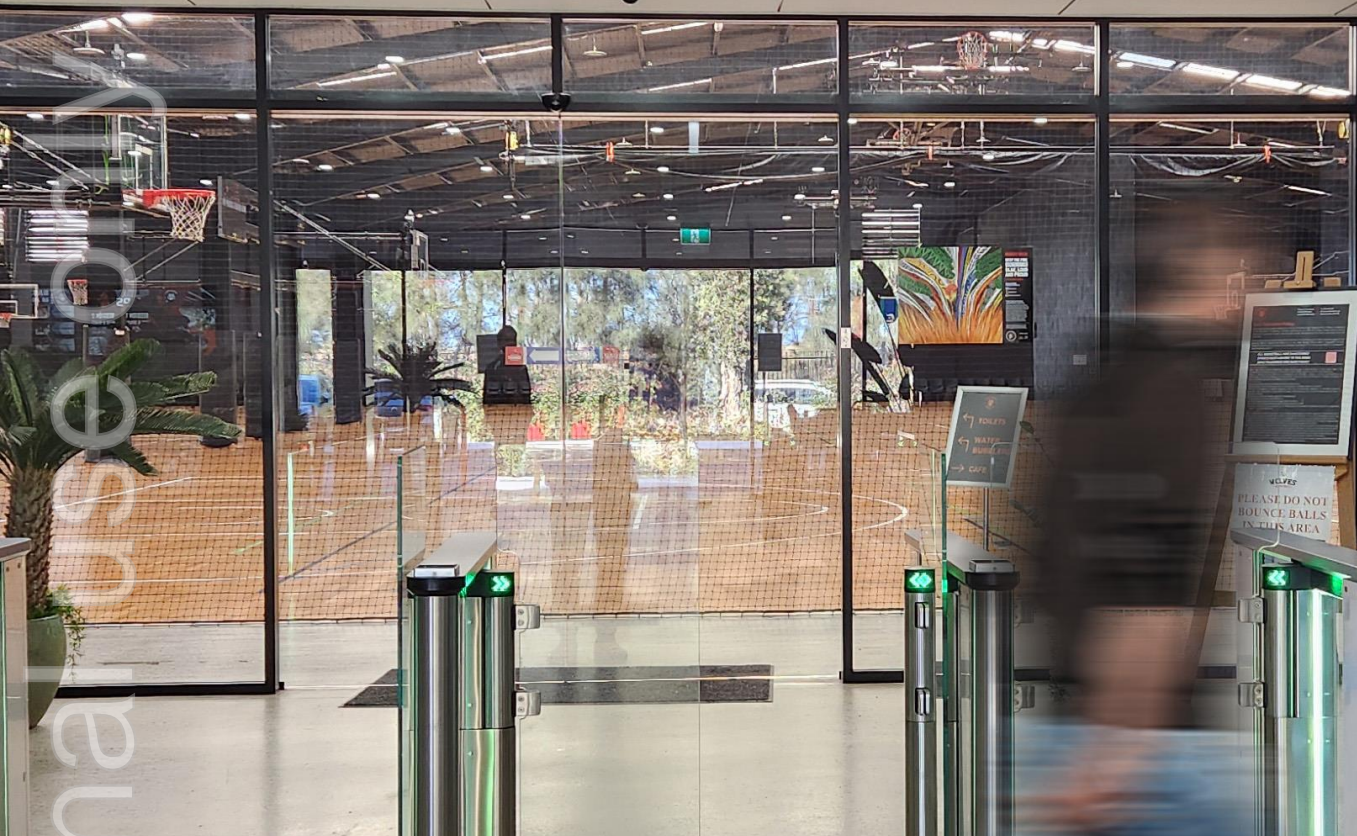
TINY'S



STELLA ARTOIS
TINY'S LAGER
BALZER
KPA
HEAT & SWEET

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.



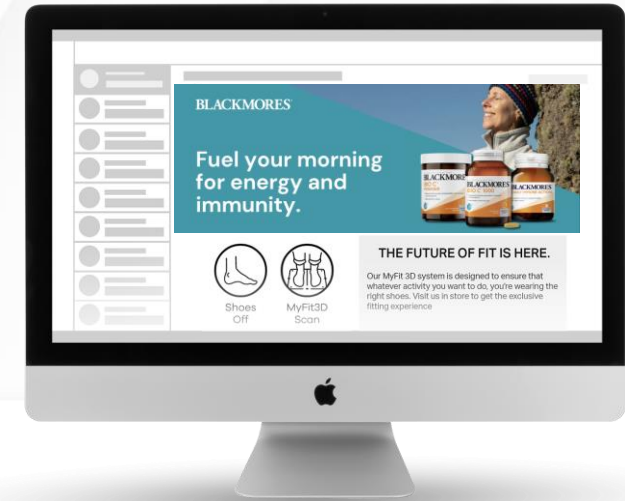
Branded Equipment

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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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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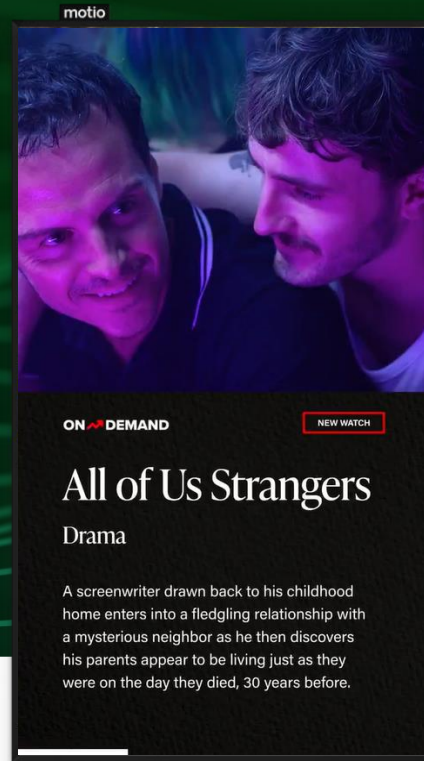
Content

Organic Content Channels.



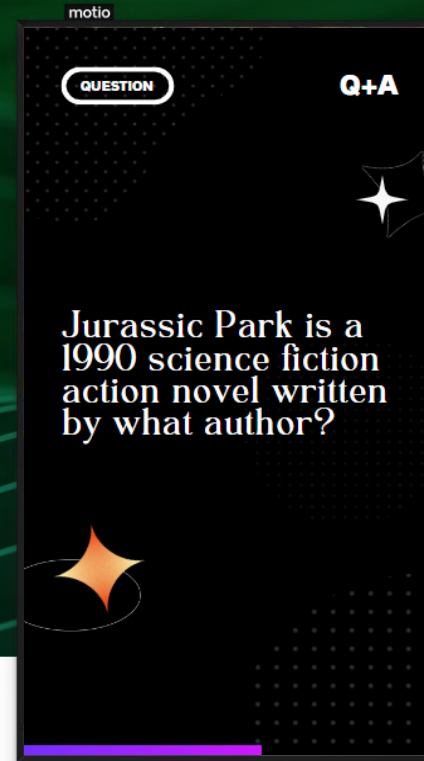
News Feed

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



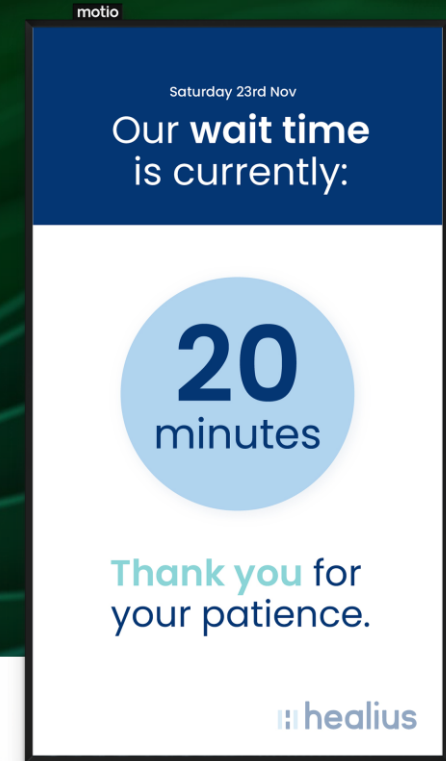
OnDemand

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.

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creator.

by motio

motio

use only

O'NIKKI	
SALADS & BOWLS	SANDWICHES
TRAVEL TALK 'N' GO! \$12.00 A delicious, portable meal with a choice of protein, fresh vegetables, and our house dressing.	BLT \$12.00 Sliced turkey, lettuce, tomato, and bacon on a whole grain roll.
CRISPER BOWL \$12.00 A fresh bowl of greens with a choice of protein, avocado, and our house dressing.	EGGCELIC \$12.00 Sliced turkey, lettuce, tomato, and a fried egg on a whole grain roll.
MEGAL BOWL \$12.00 A hearty bowl of greens with a choice of protein, avocado, and our house dressing.	TRICOLLY \$12.00 Sliced turkey, lettuce, tomato, and a fried egg on a whole grain roll.
ARE YOU FEELING IT? \$12.00 A delicious, portable meal with a choice of protein, fresh vegetables, and our house dressing.	FREE \$12.00 Sliced turkey, lettuce, tomato, and a fried egg on a whole grain roll.
	GRAND PASTRY \$12.00 Sliced turkey, lettuce, tomato, and a fried egg on a whole grain roll.

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

ers



use only

O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAVEL SALAD (M) \$12.00 Crisp lettuce, tomatoes, cucumbers, carrots, chickpeas, feta cheese, tahini dressing	VEG \$12.00 Turkey, Swiss cheese, lettuce, tomato, onion, pickles, mustard	FISH TACOS \$12.00 Three soft shells filled with fish, tomatoes, onions, cilantro, and salsa
CRISPER BOWL \$12.00 Crisp lettuce, tomatoes, cucumbers, carrots, chickpeas, feta cheese, tahini dressing	EGG \$12.00 Turkey, Swiss cheese, lettuce, tomato, onion, pickles, mustard	CHICKEN TACOS \$12.00 Three soft shells filled with chicken, tomatoes, onions, cilantro, and salsa
MEDITERRANEAN \$12.00 Crisp lettuce, tomatoes, cucumbers, carrots, chickpeas, feta cheese, tahini dressing	TRICOLI \$12.00 Turkey, Swiss cheese, lettuce, tomato, onion, pickles, mustard	STICKY PORK BAZ BUAH \$12.00 Three soft shells filled with sticky pork, tomatoes, onions, cilantro, and salsa
AREPASTA \$12.00 Crisp lettuce, tomatoes, cucumbers, carrots, chickpeas, feta cheese, tahini dressing	FREE	SOUTHERN FRIED & CHICKEN \$12.00
	SALAD PORTO BY CO. \$12.00	BEER \$3.00
	GRAND PASTRY \$12.00	DRINK \$3.00

ORDER TODAY'S Special

FALAFEL SALAD

\$20

from 1pm - 3pm





use only

O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAYED SALAD "M" SET \$24.00 Crisp lettuce, sliced tomatoes, cucumber, chickpeas, feta cheese, balsamic dressing, 1/2 chicken breast, 1/2 salmon fillet, 1/2 sweet potato, 1/2 chickpeas, 1/2 avocado, 1/2 lemon.	VEG \$14.00 Served on soft wheat roll with lettuce, tomato, onion, cheese, and special sauce.	FISH TAKEAWAY \$24.00 Two pieces of fish, french fries, and coleslaw.
CRISPER BOWL "M" SET \$24.00 Crisp lettuce, sliced tomatoes, cucumber, chickpeas, feta cheese, balsamic dressing, 1/2 chicken breast, 1/2 salmon fillet, 1/2 sweet potato, 1/2 chickpeas, 1/2 avocado, 1/2 lemon.	EGG SMOOTHIE \$15.00 Soft-boiled egg, banana, almond milk, and honey.	CHICKEN "M" SANDWICH \$24.00 Grilled chicken breast, lettuce, tomato, onion, cheese, and special sauce on a soft roll.
VEGgie BOWL "M" SET \$24.00 Crisp lettuce, sliced tomatoes, cucumber, chickpeas, feta cheese, balsamic dressing, 1/2 chicken breast, 1/2 salmon fillet, 1/2 sweet potato, 1/2 chickpeas, 1/2 avocado, 1/2 lemon.	TRICHOE \$14.00 Served on soft wheat roll with lettuce, tomato, onion, cheese, and special sauce.	STEAKY PORK BAZ BOWL \$24.00 Grilled steak, pork, french fries, and coleslaw.
AREPASTICHO \$12.00 Served on soft wheat roll with lettuce, tomato, onion, cheese, and special sauce.	PIZZA \$17.00 Served on soft wheat roll with lettuce, tomato, onion, cheese, and special sauce.	SOUTHERN FRIED & BICKEN \$24.00 Fried chicken, french fries, and coleslaw.
	SALAD "M" SET \$17.00 Crisp lettuce, sliced tomatoes, cucumber, chickpeas, feta cheese, balsamic dressing, 1/2 chicken breast, 1/2 salmon fillet, 1/2 sweet potato, 1/2 chickpeas, 1/2 avocado, 1/2 lemon.	BEER \$8.00 A selection of craft beers.
	SALAD "M" SET \$17.00 Crisp lettuce, sliced tomatoes, cucumber, chickpeas, feta cheese, balsamic dressing, 1/2 chicken breast, 1/2 salmon fillet, 1/2 sweet potato, 1/2 chickpeas, 1/2 avocado, 1/2 lemon.	

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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HALSON

Centrum

users

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O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAVEL SALAD (V) \$12.00 A mix of fresh seasonal vegetables, chickpeas, and feta cheese in a light dressing.	VEG \$12.00 A mix of fresh seasonal vegetables, chickpeas, and feta cheese in a light dressing.	FISH TACOS \$12.00 Three soft shells filled with fresh fish, tomatoes, onions, and cilantro.
CRISPY CHICKEN \$14.00 Crispy fried chicken, chickpeas, and fresh vegetables in a light dressing.	EGG TACOS \$12.00 Three soft shells filled with fresh eggs, tomatoes, onions, and cilantro.	CHICKEN TACOS \$12.00 Three soft shells filled with fresh chicken, tomatoes, onions, and cilantro.
MEDITERRANEAN BOWL \$12.00 A mix of fresh seasonal vegetables, chickpeas, and feta cheese in a light dressing.	TRICOLI \$12.00 A mix of fresh seasonal vegetables, chickpeas, and feta cheese in a light dressing.	STICKY PORK BAZ BUA \$12.00 Sticky pork, fresh vegetables, and rice in a light dressing.
AREPASTA \$12.00 A mix of fresh seasonal vegetables, chickpeas, and feta cheese in a light dressing.	FREE \$12.00 A mix of fresh seasonal vegetables, chickpeas, and feta cheese in a light dressing.	SOUTHERN FRIED CHICKEN \$12.00 Crispy fried chicken, fresh vegetables, and rice in a light dressing.

ORDER TODAY'S Special

FALAFEL SALAD

\$20

from 1pm - 3pm



users



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



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.

O'NIKKI

SALADS/BOWLS	SANDWICHES	LUNCH
FALAFEL BOWL (GF) \$12.99 Falafel, hummus, chickpeas, avocado, cucumber, tomato, onion, pita bread, and our house-made tahini dressing. Add chicken or beef for \$3.00.	EL7 \$11.99 Turkey, cheddar, tomato, lettuce, onion, mayo	TIER 1000 \$13.99 Two delicious meat choices, three delicious sides, and our house-made dressing. Add chicken or beef for \$3.00.
CHICKEN SALAD TOGO \$14.99 Chickadee chicken, lettuce, tomato, onion, cucumber, and our house-made dressing. Add chicken or beef for \$3.00.	SCHMITZEL \$13.99 Schmitzels famous schmitzels, cheddar, tomato, onion, mayo, and our house-made dressing.	CUCKOO FREE \$14.99 1/2 lb of 100% turkey, cheddar, tomato, onion, mayo, and our house-made dressing.
VEGGIE BOWL (VGLUTEN) \$12.99 Veggie, chickpeas, cucumber, tomato, onion, and our house-made dressing. Add chicken or beef for \$3.00.	THE DELI \$14.99 Turkey, cheddar, tomato, onion, mayo, and our house-made dressing.	STICKY PORK RAZ BAZ \$13.99 Sticky pork, rice, cheddar, tomato, onion, mayo, and our house-made dressing. Add chicken or beef for \$3.00.
ADD EXTRAS: Extra chicken \$3.00 Extra beef \$3.00 Extra rice \$1.00 Extra bread \$1.00	FRIGI CRISPY POTATO FRIGI \$1.99 CRISPY POTATO FRIGI \$1.99	SOUTHERN FRIED CHICKEN \$11.99 BONNE Crispy fried chicken, cheddar, tomato, onion, mayo, and our house-made dressing.

ORDER TODAY'S Special
CHICKEN KATSU POKE BOWL
\$14 from 11am - 3pm.



use only

O'NIKKI	
SALADS & BOWLS	SANDWICHES
<ul style="list-style-type: none"> TRAVEL SALAD (V) \$12.00 CRISPY CHICKEN \$14.00 VEGETARIAN BOWL \$14.00 MEZEL BOWL (V) \$14.00 AREPASTA \$12.00 	<ul style="list-style-type: none"> VEG \$12.00 EGG \$12.00 CHICKEN \$12.00 TRICOLI \$12.00 PIZZA \$12.00 SAUCE PASTA OR ICE \$12.00 GRUYERE POTATO \$12.00
LUNCH	
<ul style="list-style-type: none"> FISH TACOS \$12.00 CHICKEN TACOS \$12.00 STICKY PORK BQZ BOWL \$12.00 SOUTHERN FRIED & CHICKEN \$12.00 	

ORDER TODAY'S Special

FALAFEL SALAD

\$20 from 1pm - 3pm






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02

10 Week update.

Quarter 1 revenue.

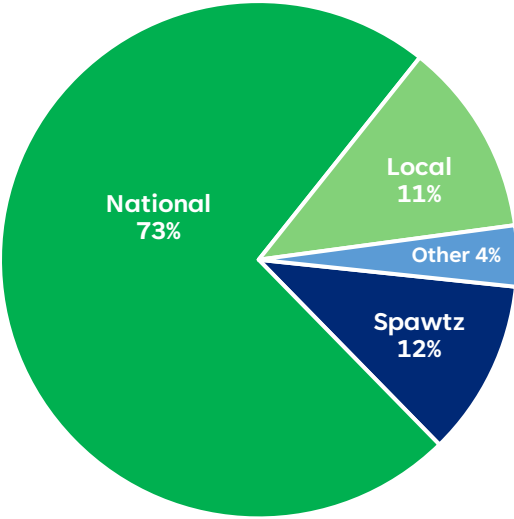
Revenue growth has continued as predicted for Q1 FY25.

- 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

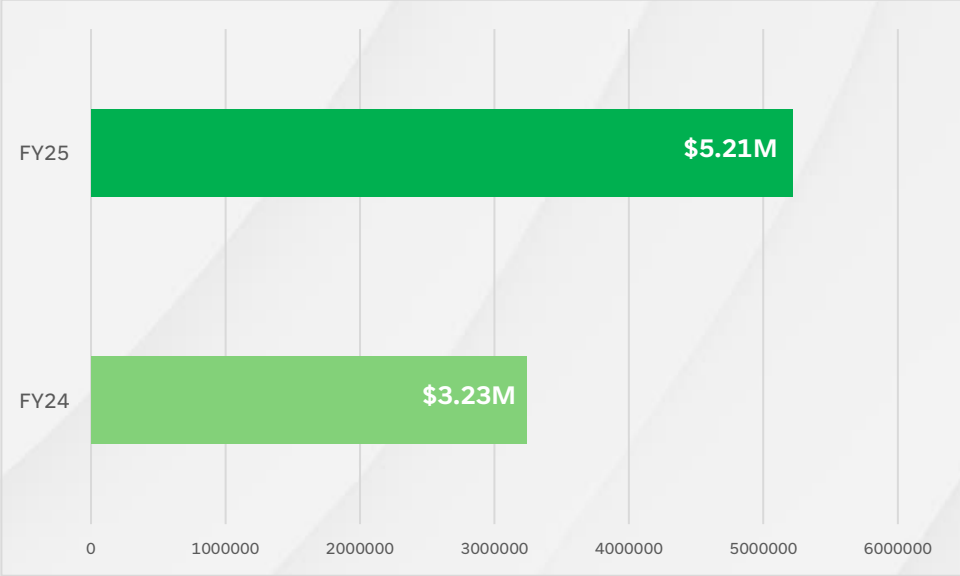
Q1FY25 10 week

Media forward revenue.

As at October 31, 2025

Current and forward media revenue comparison.

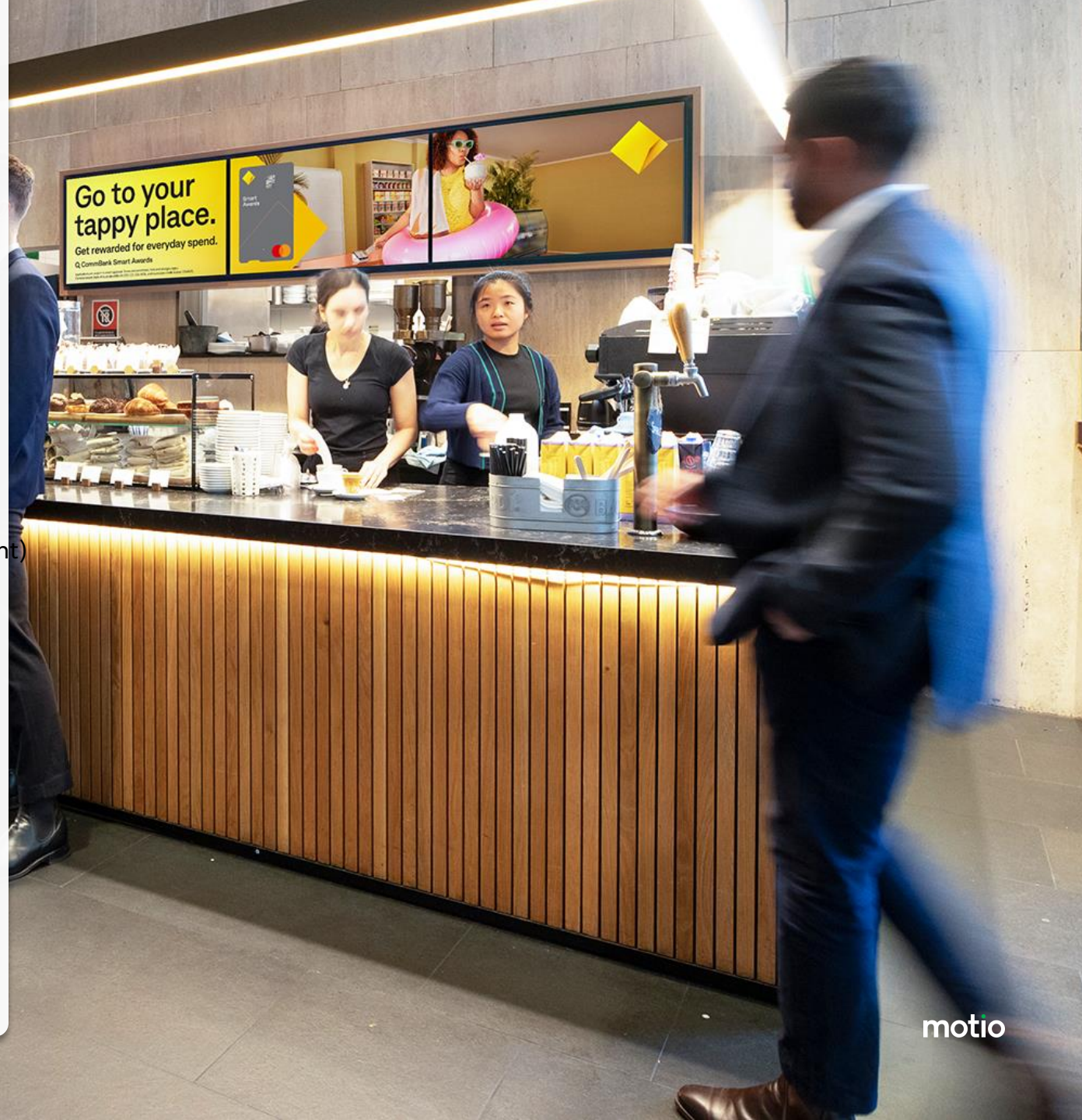
- Up 61% compared to same time last year
- ~\$2M ahead on the same period YOY
- **Approximately 62% of our annual target achieved**



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

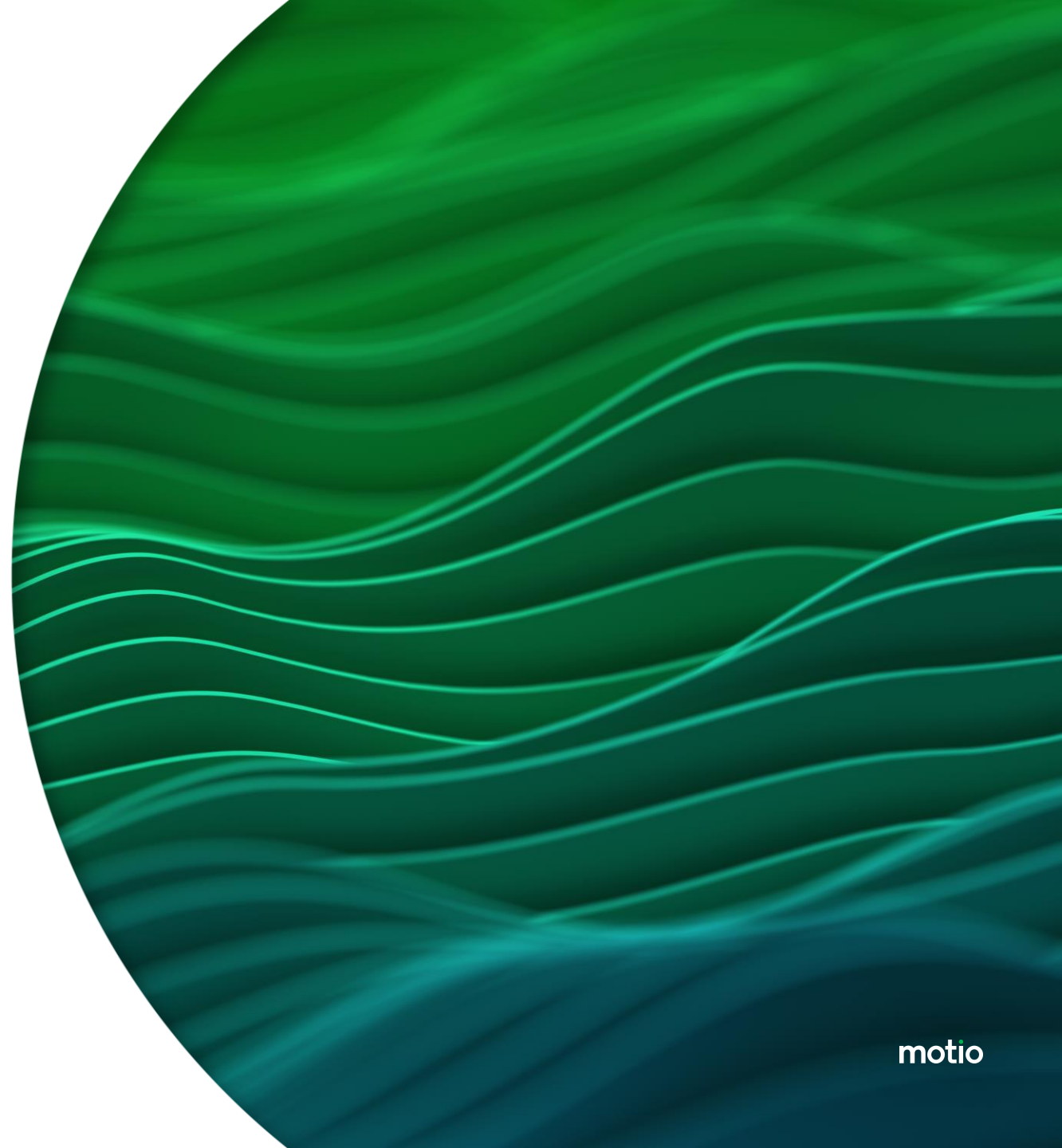
Valued at **less than 1X Revenue** on the Australian Stock Exchange

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