



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
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Thanks for joining.

01

Welcome motio + AGM | Jason Byrne, Chair Motio Limited

02

motio 10 week update + outlook

03

Questions + Feedback



ersonal use only

01

Annual General Meeting.

Motio Limited
November 14, 2024

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

Overview of motio + 10 week update.



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

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

QLD
Health 100
Hospitality 61
Play 21

NSW/ACT
Health 329
Hospitality 134
Play 30

Victoria/TAS
Health 218
Hospitality 110
Play 35

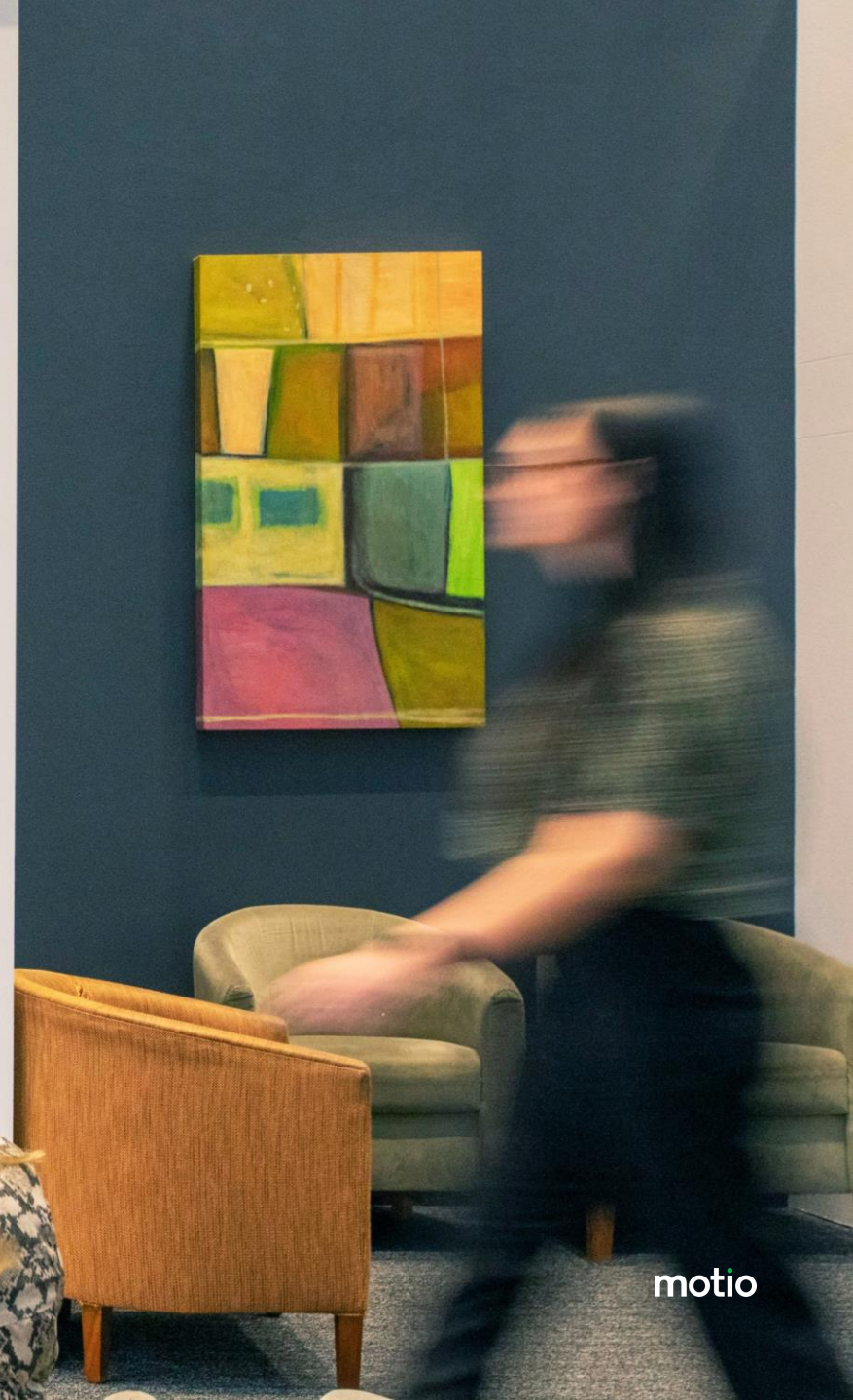


Dencorub
SPORTS ICE GEL
STRAINS & SPRAINS
Pain Relief
COLD

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

COLD ————▲

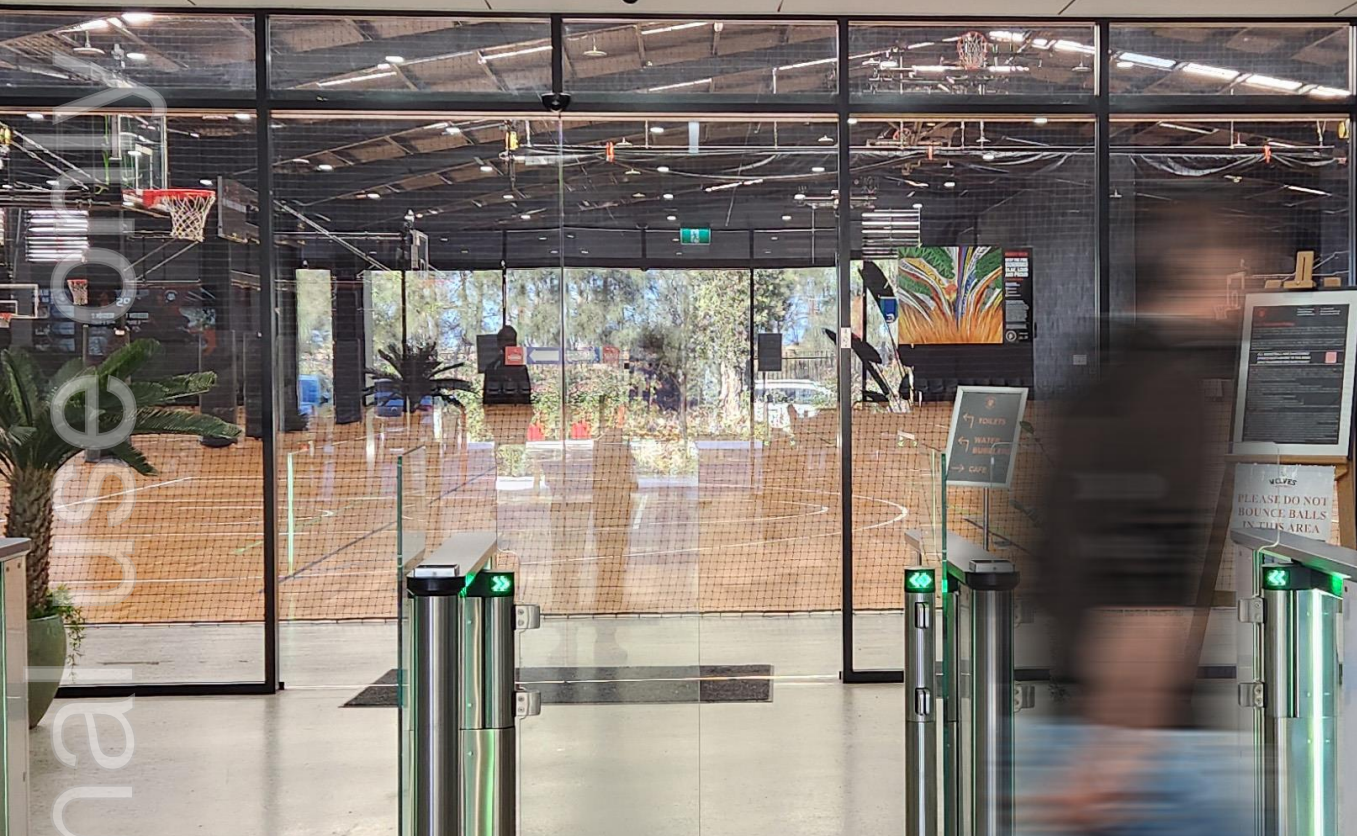
Always read the label. Follow the directions for use.
If symptoms persist, talk to your health professional.





TINY'S

motio.café



motio.play

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



motio.venue

motio

Product Extensions.



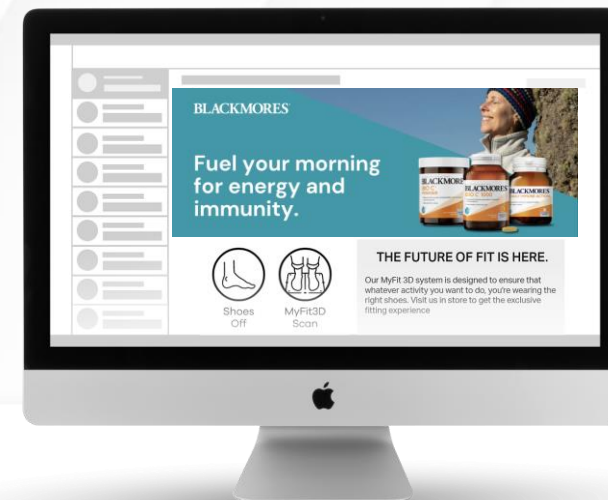
Branded Equipment

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.

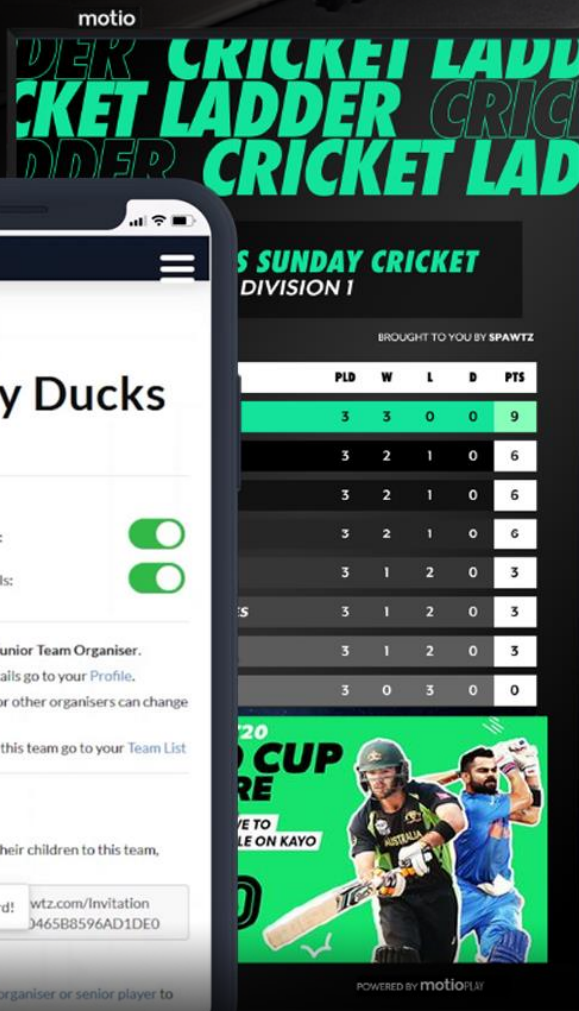
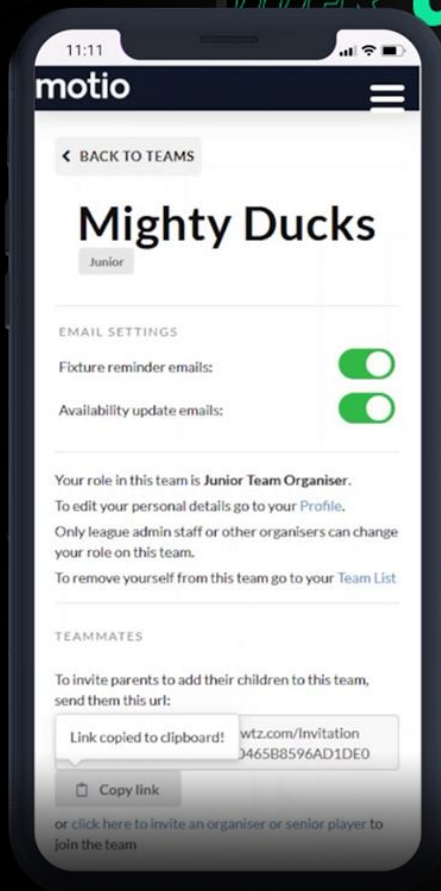


HCP EDM

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



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



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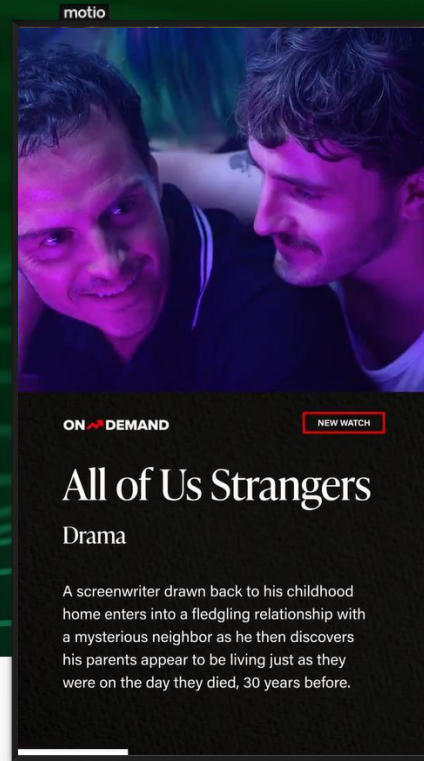
Content

Organic Content Channels.



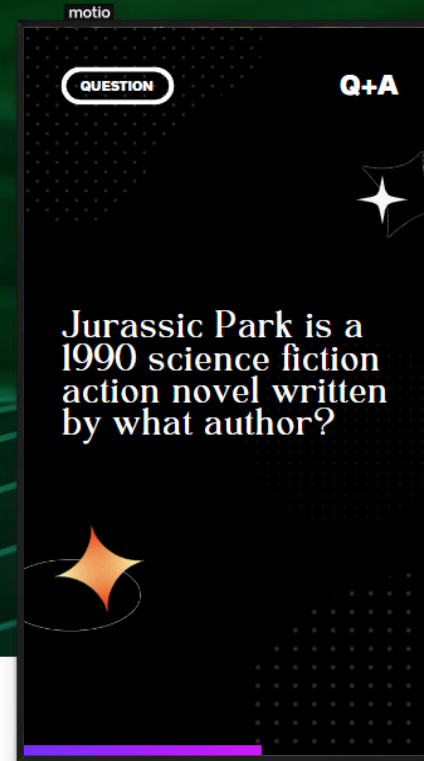
News Feed

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



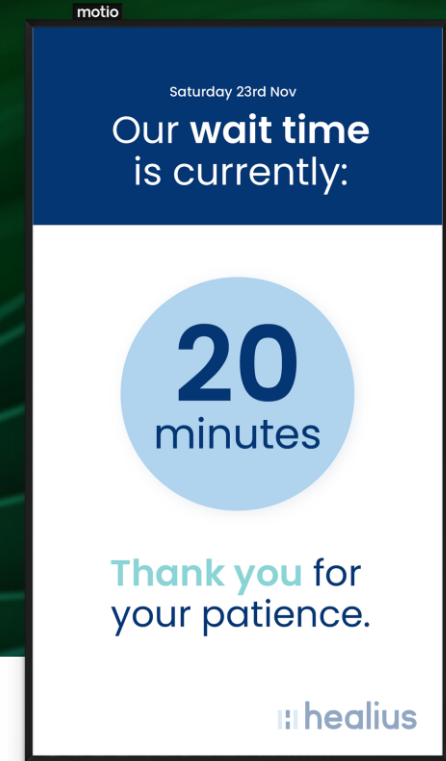
OnDemand

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



ersonal use only

creator.

by motio

motio

O'NIKKI

SALADS/BOWLS	
TRAVEL TALK 'N' GET	\$12.00
A bowl of fresh greens, tomatoes, cucumbers, and a choice of protein.	
CRISPER COLLECTIVE	\$14.00
A bowl of fresh greens, tomatoes, cucumbers, and a choice of protein.	
MEAT & BEAN LOVE	\$12.00
A bowl of fresh greens, tomatoes, cucumbers, and a choice of protein.	
ARE YOU IN?	\$12.00
A bowl of fresh greens, tomatoes, cucumbers, and a choice of protein.	

SANDWICHES	
BLT	\$12.00
A sandwich with lettuce, tomato, and bacon.	
EGG WHITE	\$12.00
A sandwich with egg white, lettuce, and tomato.	
TRIO	\$12.00
A sandwich with three different proteins.	
FREE	\$12.00
A sandwich with free choice of protein.	

LUNCH	
FISH TACOS	\$12.00
Three fish tacos with a choice of sauce.	
CHICKEN TACOS	\$12.00
Three chicken tacos with a choice of sauce.	
STEAK & BEEF BURRITO	\$12.00
A burrito with steak and beef.	
GRILLED CHICKEN & RICE	\$12.00
A plate of grilled chicken and rice.	

SAY HELLO TO YOUR HEALTHY MORNING RITUAL.

Always read the label and follow the directions for use.



SALADS/BOWLS

TRAINED BAKED CHICKEN \$12.95
TRAINED BAKED CHICKEN, QUINOA, FETA, TOMATOES, CUCUMBER, PARSLEY, LEMON DRESSING \$12.95
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O'NIKKI

SANDWICHES

BLT \$12.95
BLT, QUINOA, FETA, TOMATOES, CUCUMBER, PARSLEY, LEMON DRESSING \$12.95
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LUNCH

FISH TACOS \$12.95
FISH TACOS, QUINOA, FETA, TOMATOES, CUCUMBER, PARSLEY, LEMON DRESSING \$12.95
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FISH TACOS, QUINOA, FETA, TOMATOES, CUCUMBER, PARSLEY, LEMON DRESSING \$12.95

ORDER TODAY'S Special

FALAFEL SALAD

\$20

from 1pm - 3pm





A large digital menu board for O'Nikki restaurant. The board is divided into several sections. On the left, there's a 'SALADS/BOWLS' section with items like 'PILAFEST SALAD' and 'CRISP CAESAR SALAD'. Next to it is a 'SANDWICHES' section with items like 'BLT' and 'BUTTERBREAD'. To the right of that is a 'LUNCH' section with items like 'FISH PAKES' and 'CHICKEN PAKES'. At the bottom left, there's a 'PASTAS/PANINI/SPIRITS' section. On the far right, there's a large sports highlight featuring a rugby player, Lindsay Smith, with the headline 'WHY LINDSAY SMITH CHOSE NRL OVER CRICKET' and a sub-headline 'Perth's Lindsay Smith showed promise as a young fast bowler, but opted to forgo a cricket career in pursuit of his rugby league dream.' The board also displays the time '3:23 PM' and the logo 'Powered by motio'.





SALADS/BOWLS

FAVORITE BAKED CHICKEN \$12.95
Grilled chicken, hummus, cucumber, tomato, red onion, pita bread, tahini dressing

CRISPY CHICKEN \$14.95
Crispy chicken, hummus, cucumber, tomato, red onion, pita bread, tahini dressing

VEGETARIAN BOWL \$11.95
Grilled tofu, hummus, cucumber, tomato, red onion, pita bread, tahini dressing

MEAT & BEANS BOWL \$11.95
Grilled meat, hummus, cucumber, tomato, red onion, pita bread, tahini dressing

AREPITAS \$7.95
Grilled arepas, hummus, cucumber, tomato, red onion, pita bread, tahini dressing

O'NIKKI

SANDWICHES

BLT \$11.95
Bacon, lettuce, tomato, mayo

EGG SPLIT \$11.95
Scrambled egg, cheese, tomato, mayo

TWO EGGS \$12.95
Two scrambled eggs, cheese, tomato, mayo

FREE \$0.00
Small potato or co. sidekick potato / free

LUNCH

FISH TACOS \$11.95
Three soft shells with fish, tomatoes, onions, cheese, sauce

CHICKEN TACOS \$11.95
Three soft shells with chicken, tomatoes, onions, cheese, sauce

STICKY PORK BQ BOWL \$14.95
Sticky pork, rice, beans, corn, cheese, sauce

SOUTHERN FRIED CHICKEN \$11.95
Fried chicken, rice, beans, corn, cheese, sauce

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.

Filter by duration

Filter by active

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

Items per page:

10

1-3 of 3

|< < > >|

 BACK

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	M T W T F S S	
Lunch Menu	Active	10/10/2024 8:40 PM	Cassidy Thurecht	12/10/2024 8:40 PM	Never	M T W T F S S	

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.



SALADS/BOWLS

FAVORITE SALAD \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

CRISPER SALAD \$14.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

MEAT & BOWL \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

AREPITAS \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

O'NIKKI

SANDWICHES

BLT \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

EGG & CHEESE \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

TACO \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

FREE
SALAD PORTION OR CO.
CONTEMPORARY \$12.95

LUNCH

FISH TACOS \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

CHICKEN TACOS \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

STEAK & POTATO \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

GRILLED CHICKEN & RICE \$12.95
Choice of 2 proteins, 1/2 cup of dressing, 1/2 cup of toppings, 1/2 cup of bread.
Add extra dressing \$1.00, extra toppings \$1.00, extra bread \$1.00.

ORDER TODAY'S Special

\$20

from 11pm - 3pm



A bowl of falafel salad with falafel balls, vegetables, and dressing.



O'NIKKI logo.



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02

10 Week update.

Quarter 1 revenue.

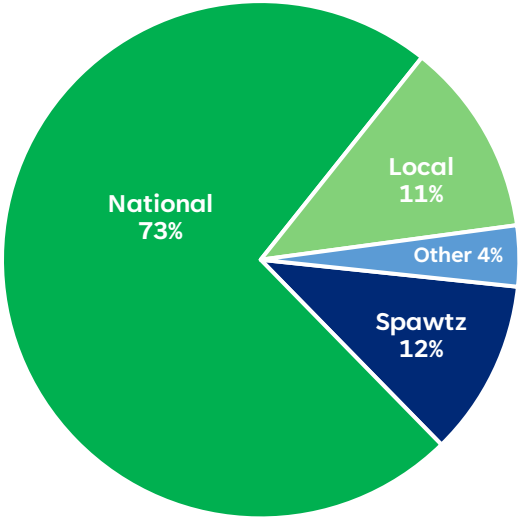
Revenue growth has continued as predicted for Q1 FY25.

- 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%

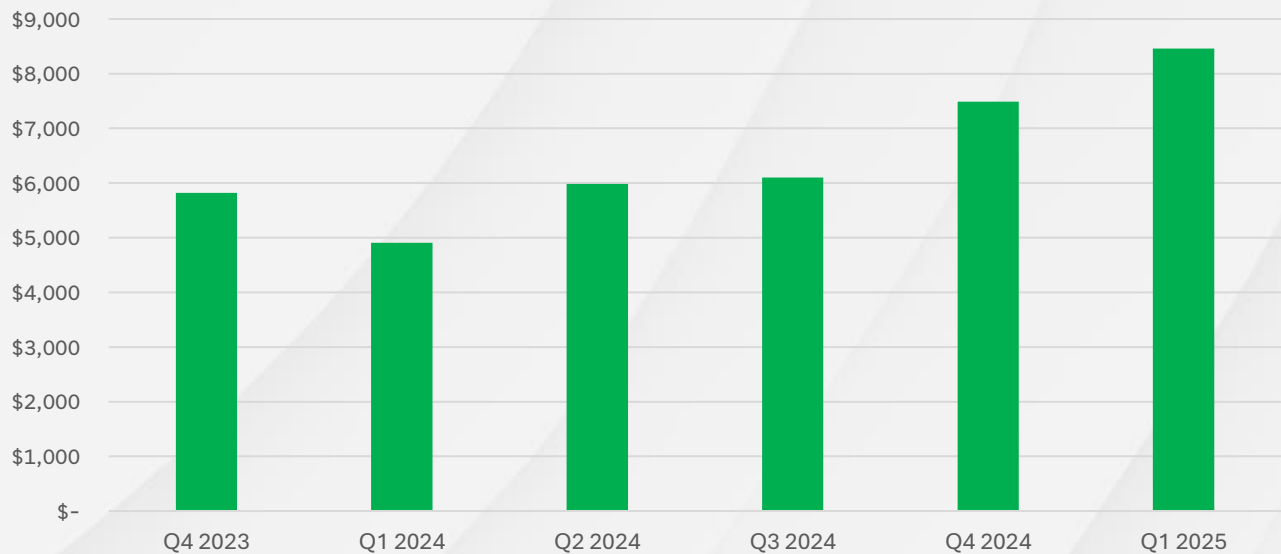


Revenue per location.

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

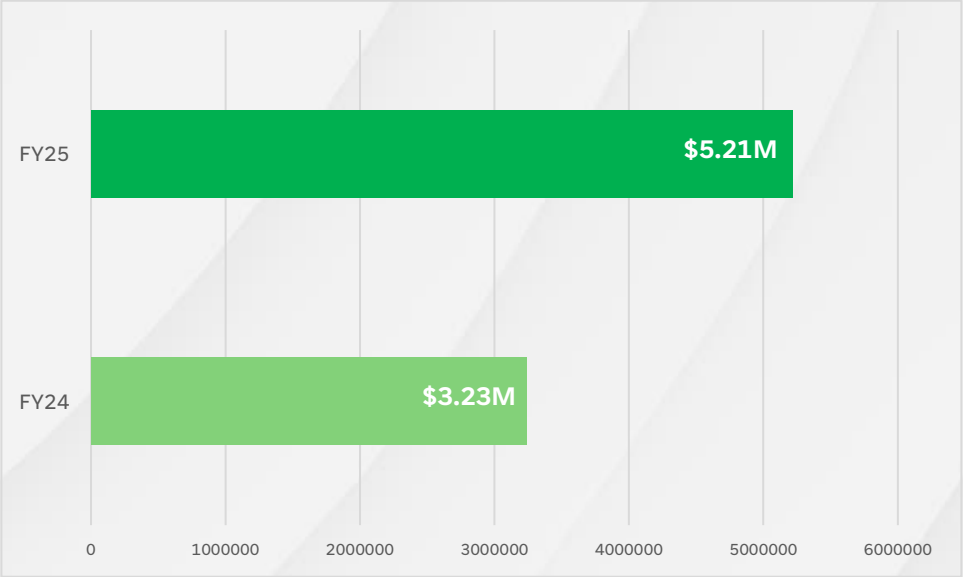
Q1FY25 10 week

Media forward revenue.

As at October 31, 2025

Current and forward media revenue comparison.

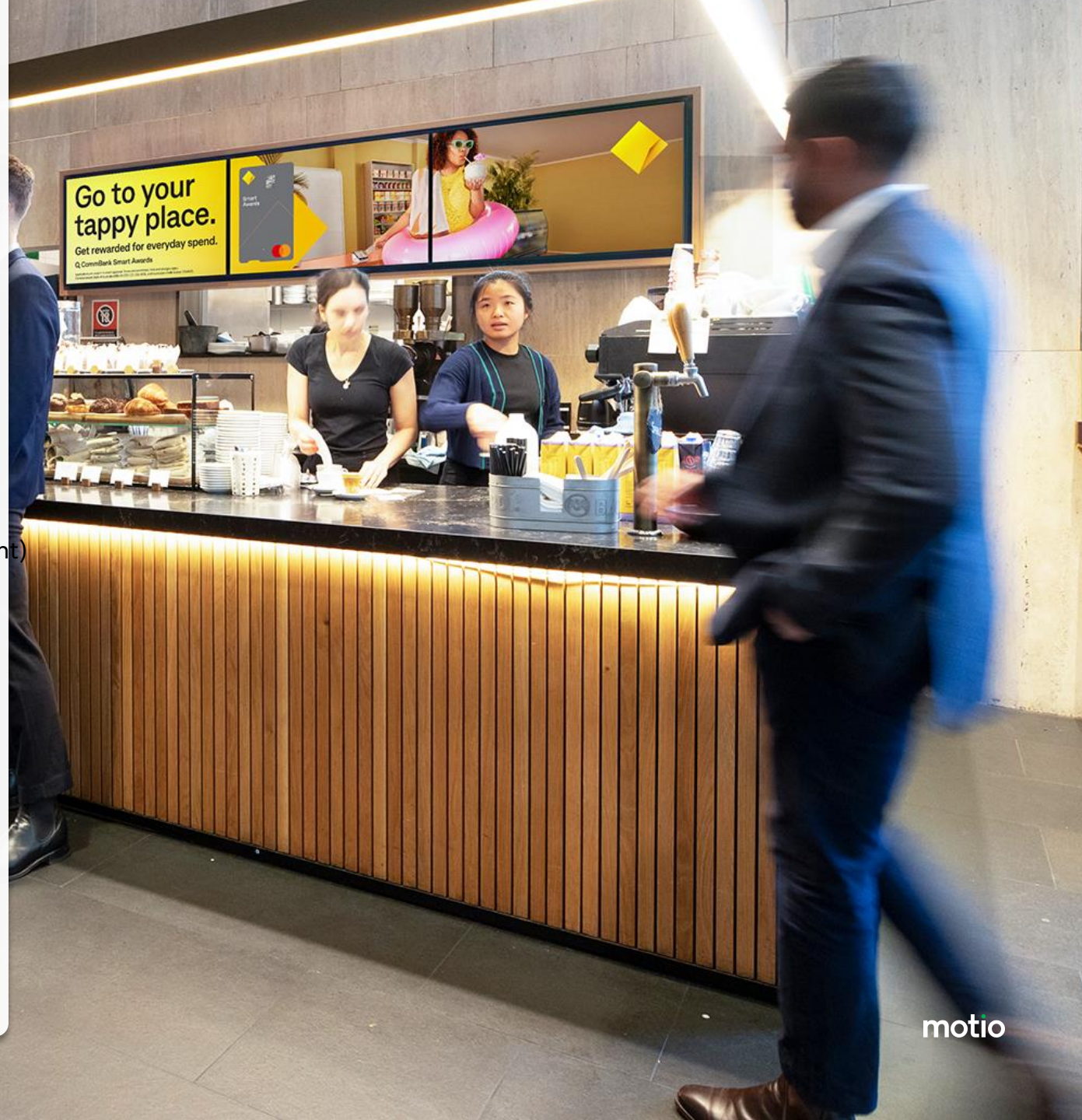
- Up 61% compared to same time last year
- ~\$2M ahead on the same period YOY
- **Approximately 62% of our annual target achieved**



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.



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

motio

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Questions