

ersonal use only

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



ersonal use only

01

Annual General Meeting.

Motio Limited
November 14, 2024

ersonal use only

Welcome to the **motio** Annual General Meeting

Jason Byrne | Chair

November 14, 2024

motio

ersonal use only

Questions & **Annual General Meeting close**

Annual General Meeting
Motio Limited
November 14, 2024

motio

ersonal use only

02

Overview of motio +
10 week update.

for personal use only

WAKE UP COLOURFUL.

Always read the label and follow the directions for use. Trademarks are owned or licensed to the Haleon group. © 2024 Haleon or its licensor.

HALSON

Centrum
ADVANCE
ADULT 75

500 Non-Ferrous Tablets

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.health

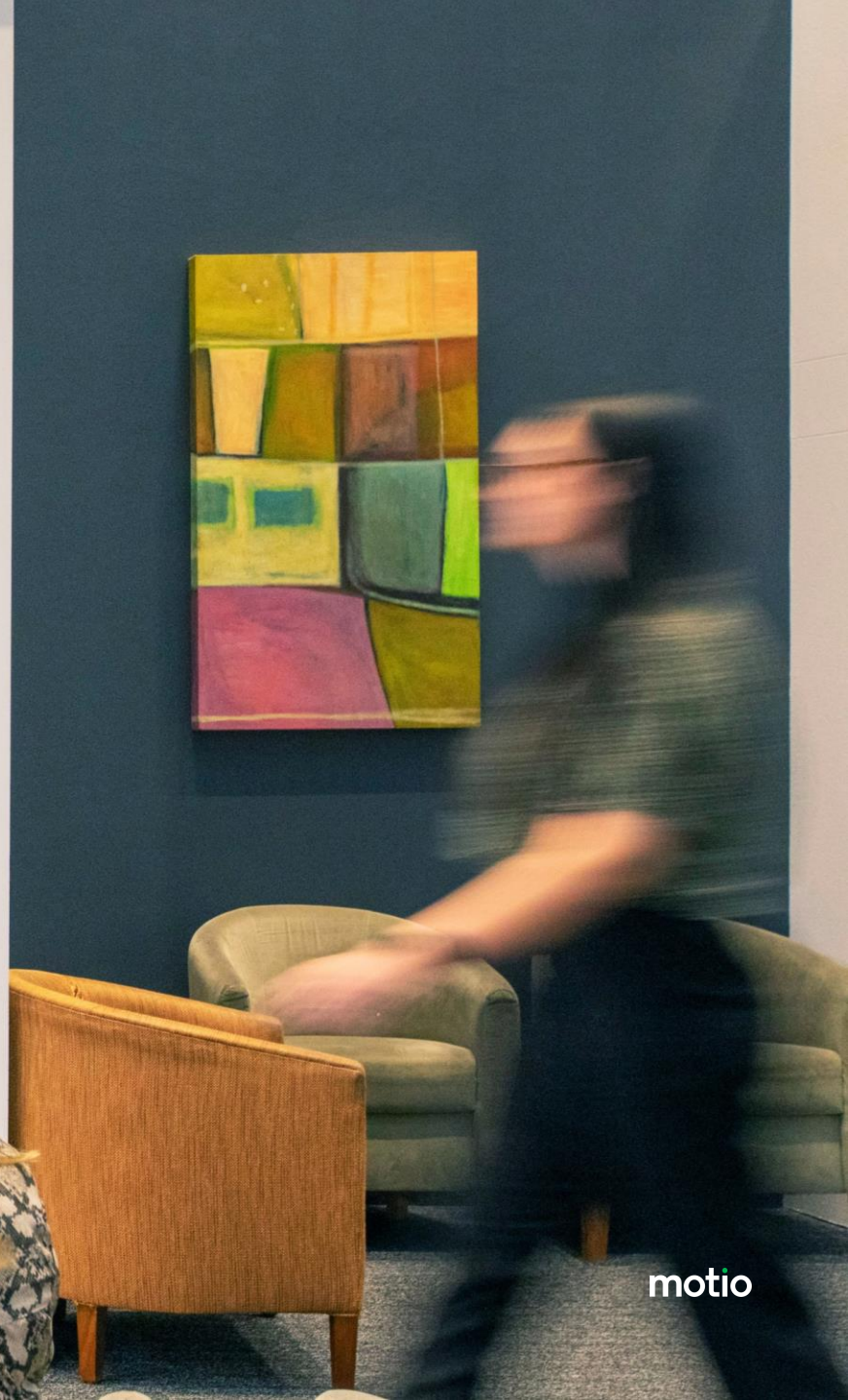
Dencorub
SPORTS ICE GEL
MEDICAL STRENGTH

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.



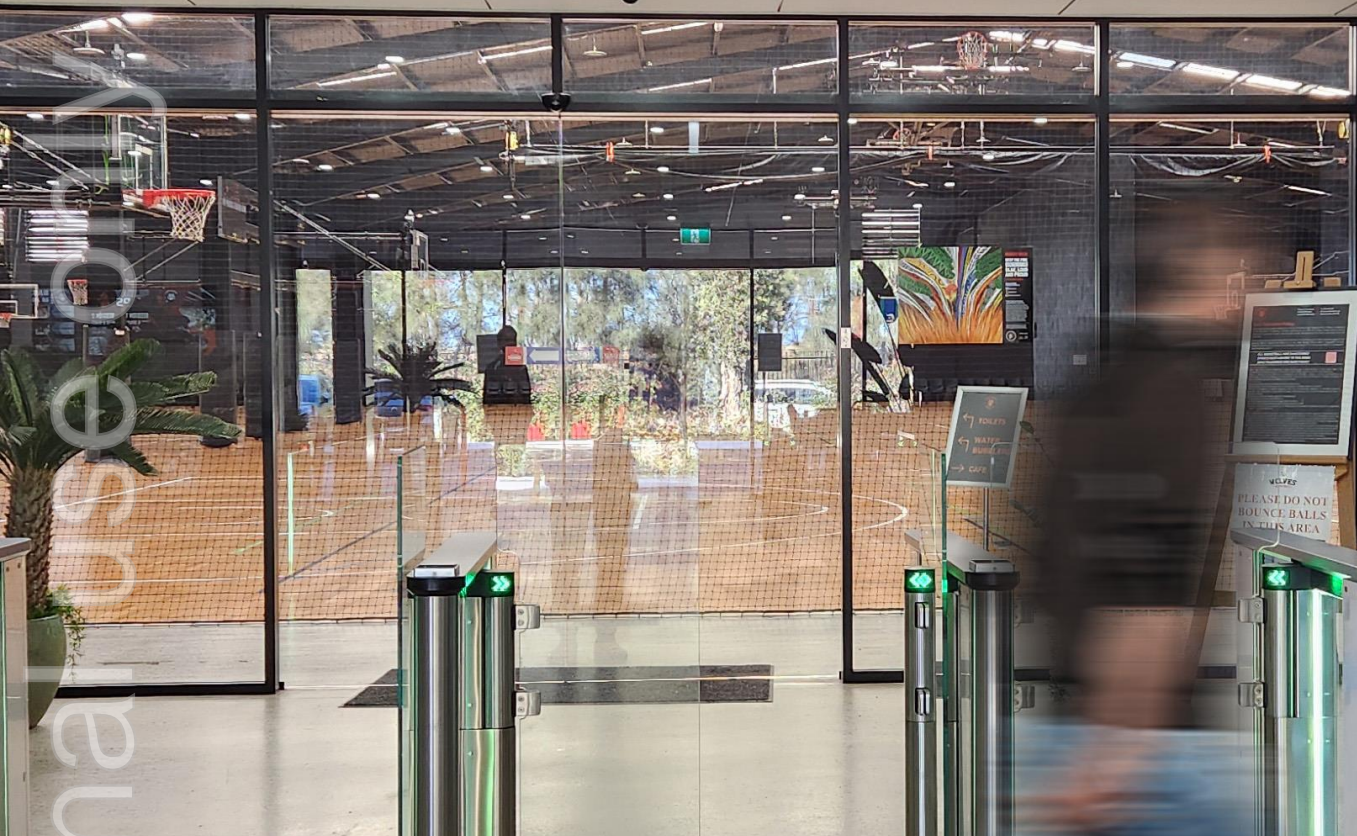
motio



CANSTAR
THE BUSINESS
LOAN WITHOUT
THE GROAN
ANZ GoBiz
ANZ

TINY'S

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



motio

ersonal use only

motio.venue



motio

Product Extensions.



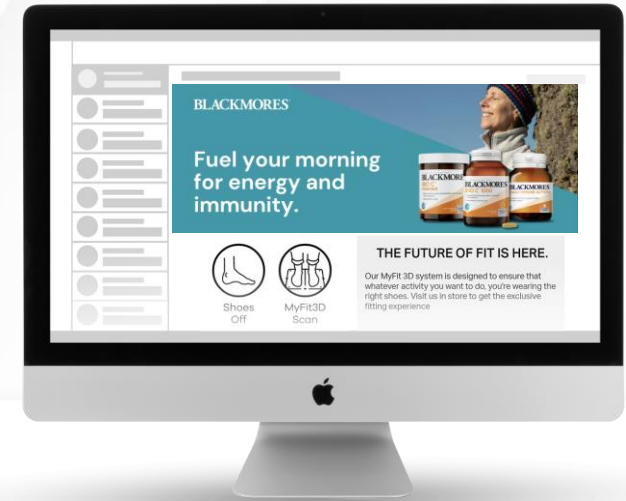
Branded Equipment

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.

ersonal use only

Personal use only



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

ersonal use only

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

ersonal use only

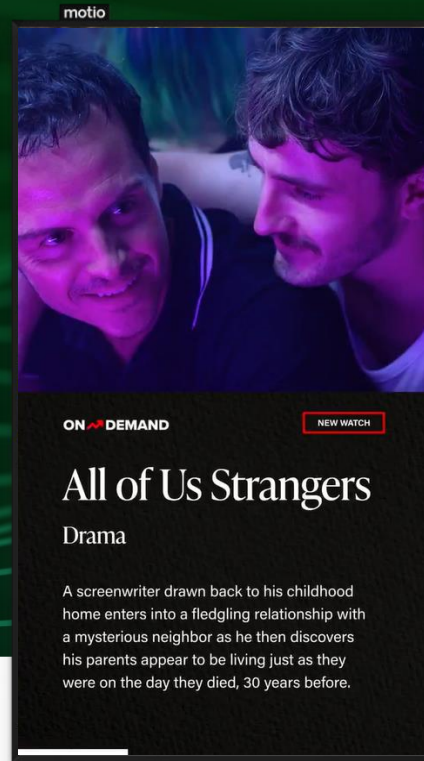
Content

Organic Content Channels.



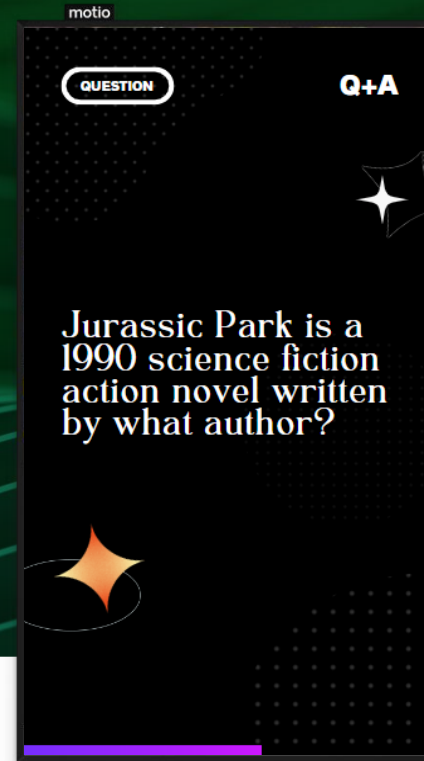
News Feed

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



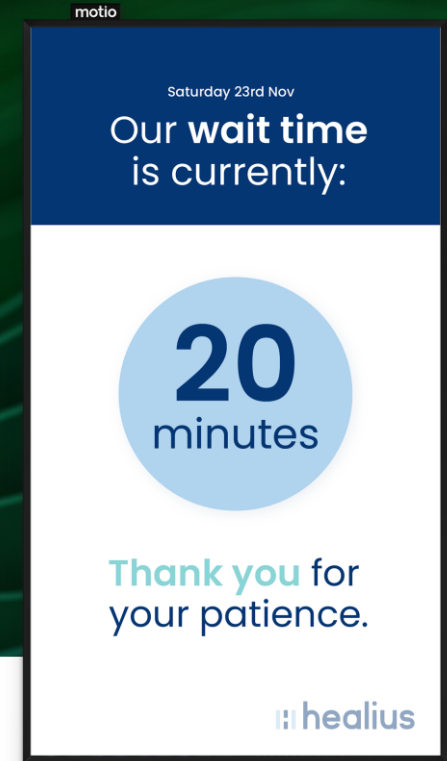
OnDemand

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

use only

O'NIKKI	
SALADS & BOWLS	SANDWICHES
TRAVEL TALK 'N' GET \$12.00	VEG \$12.00
CRISPER GULLY BOWL \$14.00	EGG \$12.00
MEGAL BOWL (L) \$12.00	THICCITY \$12.00
ARE YOU? \$12.00	FREE \$12.00
	SALAD PASTA OR ICE \$12.00
	GRAND PASTA \$12.00

SAY HELLO TO YOUR HEALTHY MORNING RITUAL.

Centrum

Always read the label and follow the directions for use.



use only

O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAVEL SALAD (V) \$12.00 A mix of fresh greens, tomatoes, cucumbers, and chickpeas with a zesty dressing.	VEG \$12.00 A hearty sandwich with hummus, avocado, and fresh vegetables.	FISH TACOS \$12.00 Three soft shells filled with fresh fish, tomatoes, and onions.
CRISPY CHICKEN \$14.00 Crispy fried chicken with a choice of rice or quinoa and fresh vegetables.	EGG TACOS \$12.00 Three soft shells filled with scrambled eggs, tomatoes, and onions.	CHICKEN TACOS \$12.00 Three soft shells filled with tender chicken, tomatoes, and onions.
MEDITERRANEAN BOWL \$12.00 A bowl of fresh greens, chickpeas, and a variety of vegetables.	TRICOLI \$12.00 A sandwich with a mix of meats, cheeses, and vegetables.	STICKY PORK BQZ BOWL \$14.00 A bowl of sticky pork, rice, and fresh vegetables.
AREPASTA \$12.00 A bowl of arepas, rice, and fresh vegetables.	FREE \$0.00 A sandwich with a choice of meats and vegetables.	SOUTHERN FRIED & CHICKEN \$12.00 Fried chicken with a choice of sides.

ORDER TODAY'S Special

FALAFEL SALAD

\$20

from 1pm - 3pm



users



use only

O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAYED SALAD "M" SET \$24.00 Crisp lettuce, cucumber, cherry tomatoes, avocado, chickpeas, feta cheese, balsamic dressing.	VEG \$14.00 Served on soft wholegrain roll with hummus.	FISH TAKEAWAY \$24.00 Two fresh fish fillets, french fries, coleslaw, tartar sauce, and bread.
CRISPER BOWL "M" SET \$24.00 Crisp lettuce, cucumber, cherry tomatoes, avocado, chickpeas, feta cheese, balsamic dressing.	EGG/TOFU \$15.00 Served on soft wholegrain roll with hummus.	CHICKEN TAKEAWAY \$24.00 Two chicken fillets, french fries, coleslaw, tartar sauce, and bread.
VEGgie BOWL "M" SET \$24.00 Crisp lettuce, cucumber, cherry tomatoes, avocado, chickpeas, feta cheese, balsamic dressing.	TRICHOE \$14.00 Served on soft wholegrain roll with hummus.	STEAKY PORK BAZ BOWL \$24.00 Grilled steak, pork belly, french fries, coleslaw, tartar sauce, and bread.
AGE COSTON \$17.00 Served on soft wholegrain roll with hummus.	FREE \$17.00 Served on soft wholegrain roll with hummus.	SOUTHERN FRIED & CHICKEN \$24.00 Fried chicken, french fries, coleslaw, tartar sauce, and bread.

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

users

use only

WAKE UP COLOURFUL.

Always read the label and follow the directions for use. Trademarks are owned or licensed to the Halson group.
© 2024 Halson or its licensee.



HALSON

Centrum

users

use only

O'NIKKI

SALADS & BOWLS	SANDWICHES	LUNCH
TRAVEL SALAD (V) \$12.00 A mix of fresh greens, tomatoes, cucumbers, and chickpeas with a zesty dressing.	VEG \$12.00 A hearty sandwich with roasted vegetables, hummus, and a special sauce.	FISH TACOS \$12.00 Three soft shells filled with fresh fish, onions, and tomatoes.
CRISPY CHICKEN \$14.00 Crispy fried chicken with a choice of rice or quinoa, beans, and salsa.	EGG TACOS \$10.00 Soft shells filled with scrambled eggs, cheese, and onions.	CHICKEN TACOS \$12.00 Three soft shells filled with tender chicken, onions, and tomatoes.
MEDITERRANEAN BOWL \$12.00 A bowl of fresh greens, chickpeas, cucumber, and tomatoes with a tahini dressing.	TRICOLI \$12.00 A sandwich with a mix of meats, cheese, and vegetables.	CHICKEN PORK BOWL \$14.00 A bowl of rice, beans, and a choice of chicken or pork with a special sauce.
AREPASTITAS \$12.00 Three arepas filled with a choice of chicken, beef, or veggie.	FREE \$0.00 A complimentary drink with any meal.	SOUTHERN FRIED & CHICKEN \$18.00 A plate of fried chicken, rice, and beans with a special sauce.

ORDER TODAY'S Special

\$20

from 1pm - 3pm





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

←
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	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 SALAD (V) \$12.00 A mix of fresh greens, tomatoes, cucumbers, and chickpeas with a zesty dressing.	VEG \$12.00 A hearty sandwich with hummus, avocado, and fresh vegetables.	FISH TACOS \$12.00 Three soft shells filled with fresh fish, tomatoes, and onions.
CRISPY CHICKEN \$14.00 Crispy fried chicken with a spicy sauce, served with rice and beans.	EGG TACOS \$12.00 Three soft shells filled with scrambled eggs, tomatoes, and onions.	CHICKEN TACOS \$12.00 Three soft shells filled with tender chicken, tomatoes, and onions.
MEDITERRANEAN BOWL \$12.00 A bowl of fresh greens, chickpeas, and a creamy dressing.	TRICOLOR \$12.00 A sandwich with hummus, avocado, and fresh vegetables.	STICKY PORK BAZ BOWL \$14.00 A bowl of sticky pork, rice, and beans with a special sauce.
AREPASTITAS \$12.00 Three arepas filled with your choice of meat or cheese.	FREE \$0.00 A complimentary drink with any purchase.	SOUTHERN FRIED & CHICKEN \$14.00 Crispy fried chicken with a side of fries.

ORDER TODAY'S Special

FALAFEL SALAD

\$20

from 1pm - 3pm



users



ersonal use only

02

10 Week update.

Quarter 1 revenue.

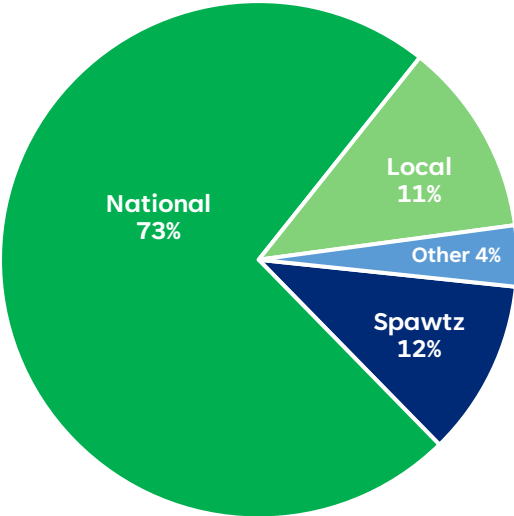
Revenue growth has continued as predicted for Q1 FY25.

- 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

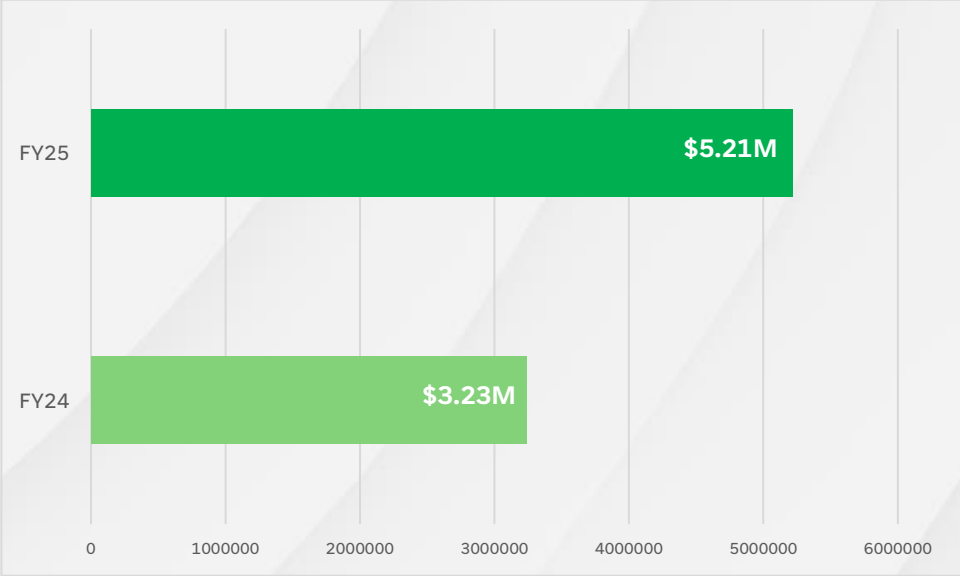
Q1FY25 10 week

Media forward revenue.

As at October 31, 2025

Current and forward media revenue comparison.

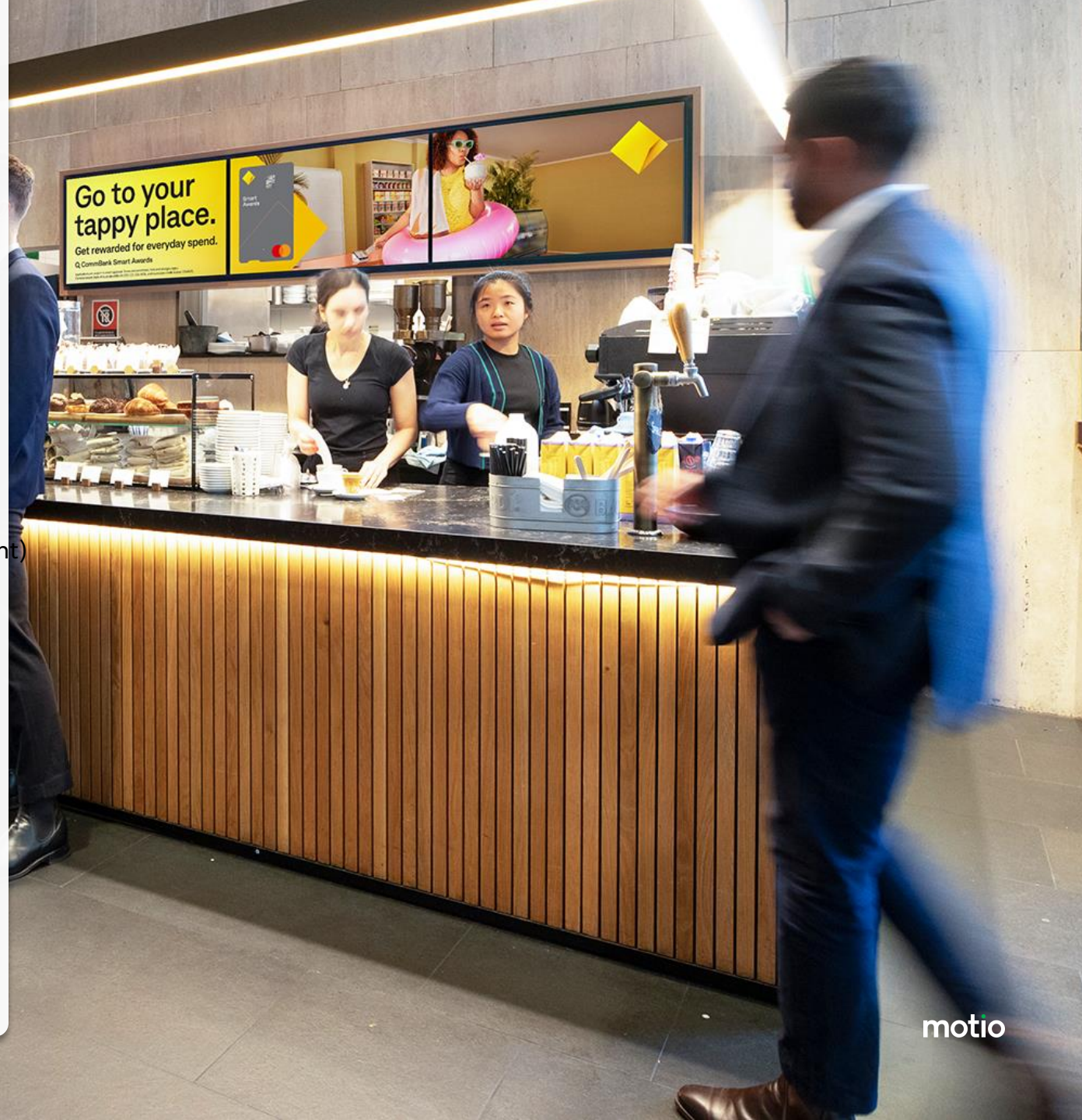
- Up 61% compared to same time last year
- ~\$2M ahead on the same period YOY
- **Approximately 62% of our annual target achieved**



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

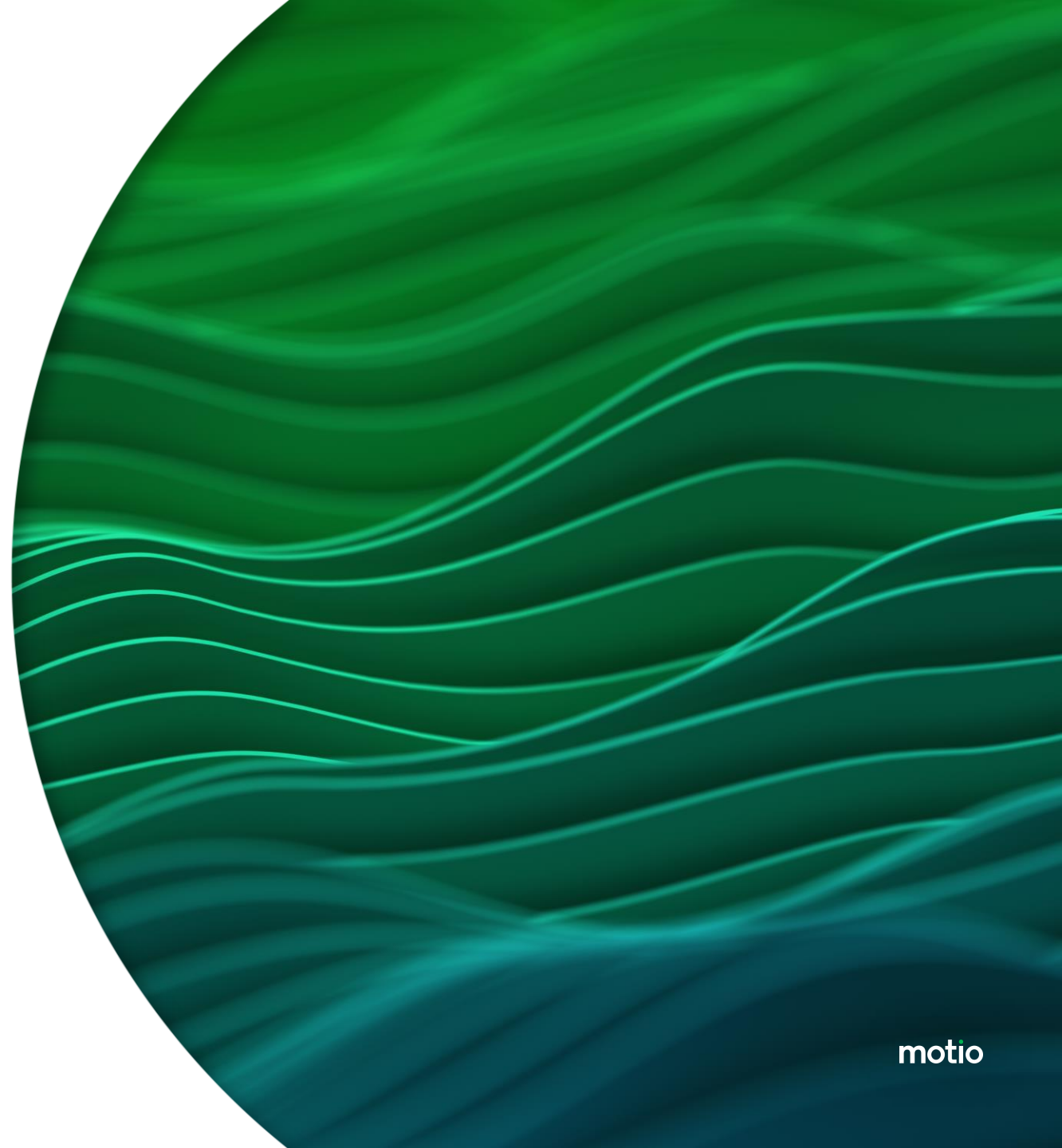
Valued at **less than 1X Revenue** on the Australian Stock Exchange

05

Constantly increasing: Revenue growth (fourth year), Profitability, Operational Efficiency, Cash Flow

06

Ready, set up and capable of further, significant expansion



Opportunities ahead.

ersonal use only



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

ersonal use only

Questions