

November 18, 2024

Market Announcements Platform  
ASX Limited

## Upgrade to Earnings Guidance for FY25

Further to the Annual General Meeting Presentation released last week, Motio Limited (ASX:MXO or “Motio”) re-affirms its FY25 Guidance.

### Revenue

- |                                  |                          |
|----------------------------------|--------------------------|
| • <b>Media</b>                   | <b>\$8.10M - \$8.40M</b> |
| • <b>Software &amp; Payments</b> | <b>\$1.20M - \$1.30M</b> |
| • <b>Other revenue</b>           | <b>\$0.15M - \$0.25M</b> |

### Cash EBITDA Target

- **Upgraded from \$1.0M+ to \$1.2M+ (inclusive of rent expenses)**

### Monetisation and network optimisation

Quarter one FY25 was a very strong result led by agency media sales. The first quarter was 61% ahead of the same period last year on similar inventory, with the average contract value increasing by 66%. Notably, 61% of advertisers were repeat business year-on-year.

As presented last week, FY25 activity is focused on monetisation of the existing network, ensuring Motio continues to deliver on its commitments to shareholders. This includes the ongoing evaluation of our network at a granular level to ensure we are removing low yielding sites and replacing them with high value, high quality locations (network optimisation and a focus on revenue per location).

### Strategic and tactical growth opportunities

In concert with our ongoing optimisation of the network, we continue to take advantage of strategic and tactical growth opportunities such as growing the network with our key commercial partners as well as evaluating organic and acquisitive opportunities.

### ‘Creator’ launched

Last week, Motio launched the new **creator** software to a number of our key Café partner locations. This innovation enables our Café partners and soon, our entire network, to utilise our incredible library of beautifully designed content templates. These templates will transform these environments, creating significantly improved communication to customers including **fully editable menu boards**, a key feature of our evolving Café product. These enhancements are important to Motio as they deepen our commercial relationships with our commercial partners, helping them to create stronger economic activity in their environments.

This is just the beginning for the **creator** product. As Motio uses the same technology for all our networks, **creator** can be easily scaled across our suite of channels. Whilst messaging may be different, the concept and technology are the same. It may also allow for **capital free** growth options outside of our core strategic areas.

## Audience measurement

The next iteration of the outdoor advertising industry is a standardised Audience Measurement tool called MOVE 2.0. It's due to be launched towards the middle of 2025 and will allow advertising agencies and programmatic platforms to have direct access to its software interface. This software predictively measures the audience for the majority of outdoor formats, from large scale billboards to street furniture and **of course (excitingly) all of the Motio digital display networks**. This will provide side-by-side comparisons of all outdoor formats, **providing a new dimension for Motio and one that we believe will benefit our business**.

## Motio is a great business

We continue to be a digital led Place Based and Audience Experience media company. Whilst we are considered an outdoor advertising company, we are more grounded in digital marketing environments, content and making digital displays noticeable using the natural, long dwell times of these environments to communicate to niche audiences at scale.

As I have stated previously, Motio has had four consecutive years of growth, is operating profitably has continued its operational capabilities and efficiencies, including one of the most reliable digital display networks in the country. The team is ready, set up and capable of further expansion.

I'm pleased to provide this update to shareholders post our presentation last week and as always, would encourage shareholders to call, text or email with any questions or queries that they may have.

The team is very proud of its achievements and pleased to be able to provide this positive communication to current and potential shareholders.

Kind regards,



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**This announcement has been authorised for release by the Board.**

## ABOUT MOTIO LIMITED

Motio is a leading Audience Experience & Digital Place-Based media company. It is focussed on creating engaging content & utility communication for brands, customers and its commercial partners across its expansive digital marketing environments. Its networks leverage long dwell time, delivering powerful, contextual connections to audiences, underpinned with first party data and location intelligence technology.