

December 16, 2024

Market Announcements Platform  
ASX Limited

**LETTER TO SHAREHOLDERS - END OF YEAR UPDATE**

Dear Shareholders,

As 2024 comes to a close, my usual 10-week update will be moved to the half year in February.

I committed at the AGM to provide an update on Quarter 2 revenue prior to the holiday period. I am very pleased (and quite proud of the team) to report on the success for Q2 and momentum continuing into the second half of the financial year.

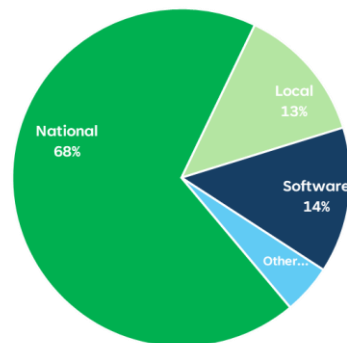
**Q2 REVENUE**

We have achieved another successful quarter with all revenue streams remaining ahead of target and exceeding year on year comparisons.

- Forecast to finish 32% up on the same period (Q2) last year (all revenue)
- Forecast unaudited Gross Profit of 76%+
- Revenue (media - unaudited) per location has exceeded \$8K (annualised) for Q2

National	\$	1,765,074	
Local	\$	338,583	
Software	\$	360,740	
Other	\$	122,238	
<b>REVENUE</b>	<b>\$</b>	<b>2,586,634</b>	●
<b>COS</b>	<b>\$</b>	<b>618,928</b>	
<b>GP</b>	<b>\$</b>	<b>1,967,706</b>	<b>76.07%</b>

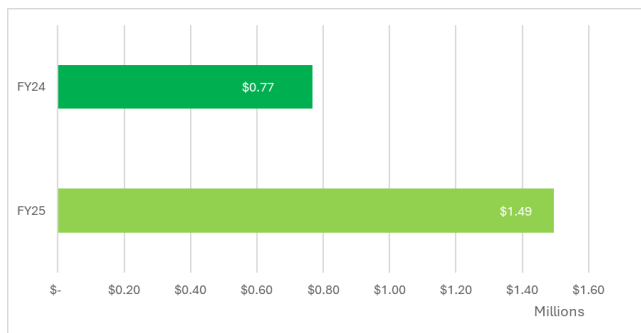
(QUARTER 2 UNAUDITED REVENUE)



### FORWARD REVENUE - MEDIA

Our forward revenue continues to be strong

- \$5.7M total media revenue booked for FY25 (as of December 13) up 61%
- Same time last year media revenue booked for FY24 was \$3.69M
- Total forward revenue in H2 is \$1.49M (**\$770K same time last year – Chart below**)
- Currently at 71% of our total annual media target



Forward revenue into H2 YOY Comparison

### STRATEGIC POSITION & OUTLOOK

- Monetisation was the key goal for Motio in FY25. We continue to deliver soundly on this strategic goal year to date.
- We are taking advantage of the maturation of the business, the team and the Motio brand.
- There are strategic and tactical opportunities that the Board are continuing to evaluate. These opportunities are based on cash flow positive outcomes and the ability to achieve a 1 year or less payback on capital.
- Our focus was to grow revenue this year and be laser focussed on delivering on our bottom line.

### GUIDANCE

- Following our recent AGM, we provided upgraded guidance to our Cash EBITDA target from \$1.0+ to \$1.2M+ - **We reaffirm this guidance and will provide further commentary in February**
- Revenue target remains the same – **further evaluation will be provided in February**

**INVESTMENT IN MOTIO**

- Motio has committed to **more than doubling our Cash EBITDA in FY2025** (vs. 2024)
- We are continually expanding and have bandwidth for **significant scale opportunities**
- We are innovating within our environments including **the launch of Creator** (creator.motio.com.au) this month to assist in the expansion of our Café environments
- We are currently valued at around 1X revenue on the ASX
- We have **consistently increased revenue** (for 4 consecutive years), **operational efficiency and cash flow**
- Ready, set up and capable of further significant expansion
- Looking towards opportunities to grow our business acquisitively and organically

Our team are energised and optimistic about the opportunities for our business and I would like to take this opportunity to thank them publicly for the work and commitment they have t the Motio business.

To our shareholders and especially to our customers, a huge thank you for your continued support of the business and people of Motio. It means a great deal to the Board and the team to know we have had such support this year.

As always, please feel free to call me on 0419 999 867 or email me ([adam@motio.com.au](mailto:adam@motio.com.au)) if you have any questions or would like to discuss any aspects of the business.

All the very best for the holiday season, the Board and I am eager to provide further updates at the release of our H1 results in February.

All the very best,



**Adam Cadwallader**  
CEO & Managing Director  
Motio Limited

This announcement has been approved for release by the Board.

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