

FY25 H1 RESULTS

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Past performance is not a reliable indication of future performance.

Thanks for joining.

- What is **motio**?
- Half year results for FY 2025
- Motio beyond Spawtz
- Outlook
- Questions

What is motio?

Motio continues to redefine how brands connect with audiences

- Developing and expanding Place Based networks
- Combining the geographical targeting of Out-of-Home
- The precision of digital
- The dynamics of video
- Creating Hyper relevant content
- Tailored to the natural long dwell times of each environment

FY25 H1 RESULTS

RECEPTION



A poster for Australia's COVID-19 Vaccination Program. It features a smiling woman in blue scrubs, identified as Melanie, a Registered Nurse. To her right are four circular icons with checkmarks, representing different groups: a person in a blue shirt, a person in a blue shirt with a red cross, a person in a blue shirt with a red cross and a red heart, and a person in a blue shirt with a red cross and a red heart. Below the icons, the text reads: "AUSTRALIA'S COVID-19 VACCINATION PROGRAM IS UNDERWAY." followed by a paragraph of text: "COVID-19 vaccines will keep Australia safe and protect our way of life. The people most at risk in our communities will be vaccinated first. It's important we all continue to remain COVIDSafe. To find out when it's your turn, visit australia.gov.au or call the National coronavirus and COVID-19 vaccine helpline 1800 020 080." At the bottom, there is a "WE COVIDSAFE" logo, the "COVID-19 VACCINATION" logo with the tagline "Safe. Effective. Free.", and the text "Authorised by the Australian Government, Canberra".

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你好

Call Translate

Hello

Mobile Turbocharge

yes OPTUS

motio.café

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WANT A BETTER SPORTS DRINK?

THAT'S NOT PACKED WITH SUGAR
BY CORPORATE AMERICAN
DUDES THAT HAVE NEVER
PLAYED INDOOR SPORT
IN THEIR LIVES?

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.



The motio network includes -

- 1500 High Definition Digital Displays
- 1,000 high-value locations
- Underpinned by 1st party data and location intelligence
- Industry leading Location Based content
- Hyper relevant editorialised content for each environment

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CONCRETE PLAYGROUND.

The Full 2024 Mardi Gras Lineup Is Here with Adam Lambert, Ultra Naté, CeCe Peniston and Slayyyter.

More than 150 performers will feature across the 17-day event, including Cub Sport, MAY-A, Keiynan Lonsdale, Melissa Tkautz and the cast of '8 Juliet'.

Read more at concreteplayground.com

TEA
ENGLISH BREAKFAST, EARL GREY,
GREEN, CHAMOMILE, PEPPER MINT,
LEMON GINGER
+ HONEY

FRESH SQUEEZE JUICE
PINEAPPLE, ORANGE,
APPLE, CARROT

MILKSHAKE
CHOCOLATE, VANILLA, CARAMEL,
BANANA, STRAWBERRY

BEER
CIDER
WINE
GLASS
BOTTLE

COCKTAILS
ESPRESSO MARTINI
BLOODY MARY
APEROL SPRITZ

motio has unique characteristics enabling brands to tell their stories to people where they are naturally engaged.

motio is:

- The **storytelling** power of **video**
- The **immediacy** of **digital**
- The effectiveness of **place based Out-of-Home**
- The **precision** of **contextual content & placement**

Motio is a platform that isn't just seen, it's remembered.

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FY25 H1 results summary.

The Highlights.

Revenue

\$5.293M

+44% Year On Year

EBITDA

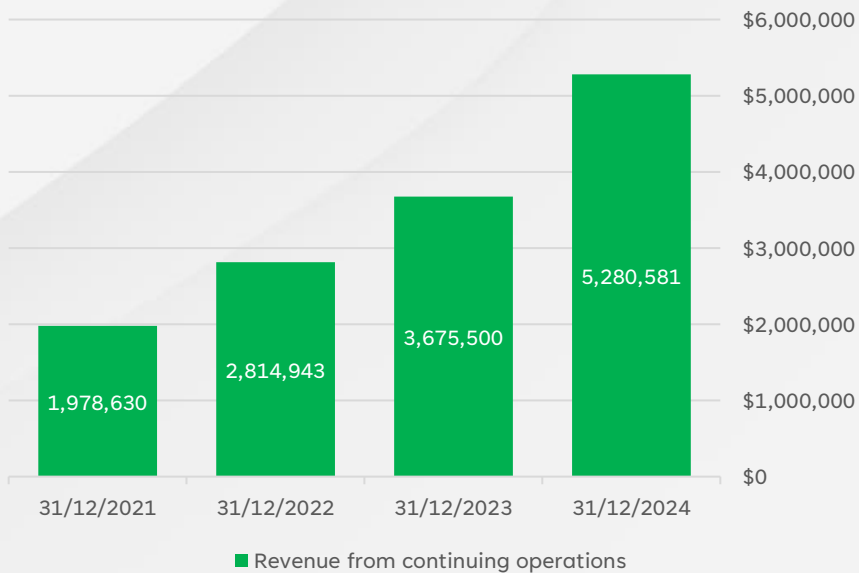
\$1.001M

+839% Year on Year

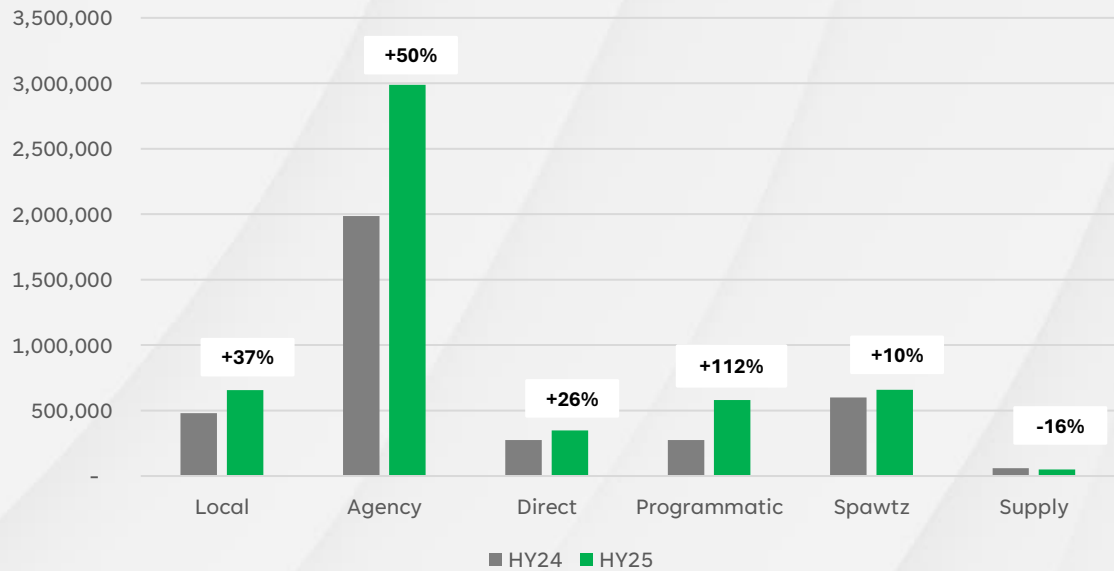
FY25 H1 Results

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The Highlights.



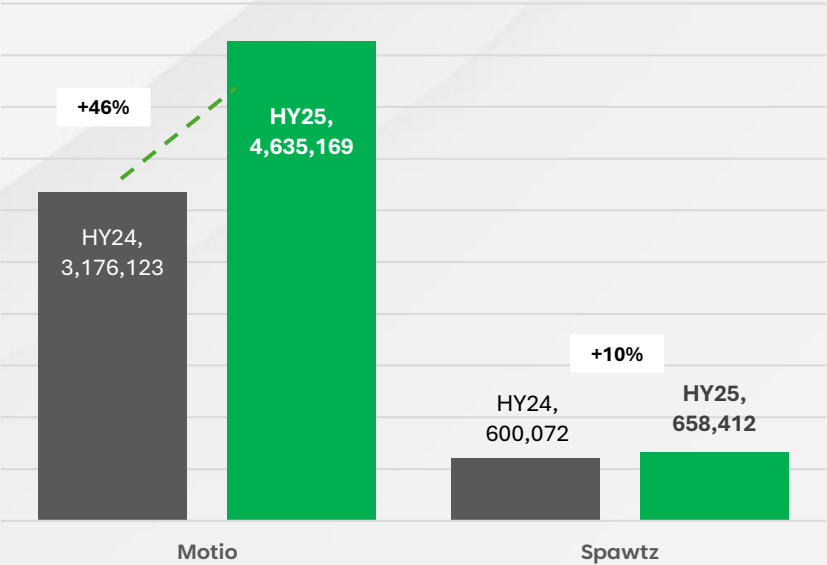
Revenue has increased +44% compared to H1 2024



Growth Year On Year across all media revenue streams

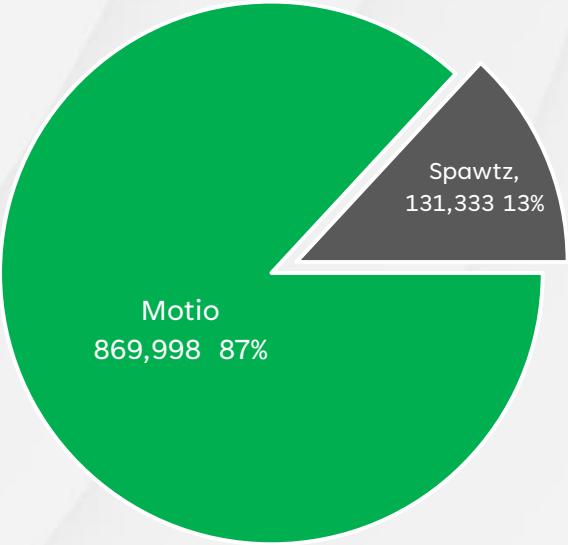
Motio beyond Spawtz

Revenue breakout of Spawtz



Motio Revenue +46%
Spawtz Revenue +10%

Cash EBITDA contribution



Motio 87%
Spawtz 13%

Commentary on P&L

- Significant lift on revenue driving **motio's** strongest EBIDTA result
- Q1 significantly over delivered, driving the overall result
- GP +3% to 76.7% due to cost saving initiatives deployed in H2 2024
- Personal expenses are up 17% (predominantly sales commissions)
- Other expenses up (R&M + Travel increases)
- Net loss significantly reduced to (\$160,834)
- Reduced debtor days (76 to 55)
- Low capital deployment (on strategy)
- Cash in bank improved significantly

FY25 H1 Results

Half Year Report FY25

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Condensed Consolidated Statement of Profit or Loss and Other Comprehensive Income

		31-Dec-24	31-Dec-23
	Notes	\$	\$
Revenue from continuing operations	4	5,280,581	3,675,500
Other income	4	12,999	100,695
Cost of sales		(1,234,785)	(1,000,806)
Gross profit		4,058,795	2,775,389
Consulting and advisory fees		(19,750)	(24,766)
Corporate compliance		(48,613)	(46,024)
Directors fees and salaries	5	(213,310)	(213,749)
Finance costs	5	(125,310)	(125,956)
Insurance expenses		(32,859)	(34,748)
Personnel expenses	5	(1,978,698)	(1,693,355)
Professional fees		(108,090)	(186,318)
Other expenses		(546,148)	(469,819)
Impairment of receivables		(13,009)	(8,749)
Amortisation		(476,620)	(604,761)
Depreciation	5	(385,679)	(372,072)
Share based payments expense	5	(244,191)	(344,490)
Loss on disposal of property, plant and equipment		(27,351)	(12,065)
Total expenses		(4,219,629)	(4,136,872)
Loss from continuing operations before income tax		(160,834)	(1,361,483)
Income tax benefit		-	2,603
Net loss for the period		(160,834)	(1,358,880)
Other comprehensive income/(loss) for the period, net of tax			
Items that may be reclassified to profit or loss:			
Foreign exchange on translation of foreign subsidiaries		15,464	(4,472)
Total comprehensive loss for the period		(145,370)	(1,363,352)
Loss per share from continuing operations attributable to the ordinary equity holders of the company:		Cents	Cents
Basic and diluted loss per share		(0.06)	(0.51)

The above Condensed Consolidated Statement of Profit or Loss and Other Comprehensive Income should be read in conjunction with the accompanying notes.

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Outlook.

FY25 Strategic Position & Outlook.

- H1 Has been in line with our strategic consolidation
- Have divested our **Spawtz** software to laser focus on media
- Balance sheet to be significantly strengthened following completion of the **Spawtz** sale
- Forward revenue remains strong
- New locations are being rolled out across all our channels
- Federal Election may create uncertainty around forecasting
- Take advantage of the maturation of the operational capabilities
- Continuing to assess accretive opportunities
- **Revenue guidance now \$8.4M-\$8.8M (ex Spawtz)**
- **FY25 Cash EBITDA target (with the inclusion of office rent expenses) re-affirmed at \$1.2M+**

FY25 H1 RESULTS



Why you should invest in motio.

01

Highly **experienced Management team** with proven track record on OOH

02

Strengthened balance sheet with accelerated debt reduction **and further scale possibilities**

03

Innovation in Digital Place Based Environments creating economic activity

04

Continued to be valued **c. 1X Revenue** on the Australian Securities Exchange

05

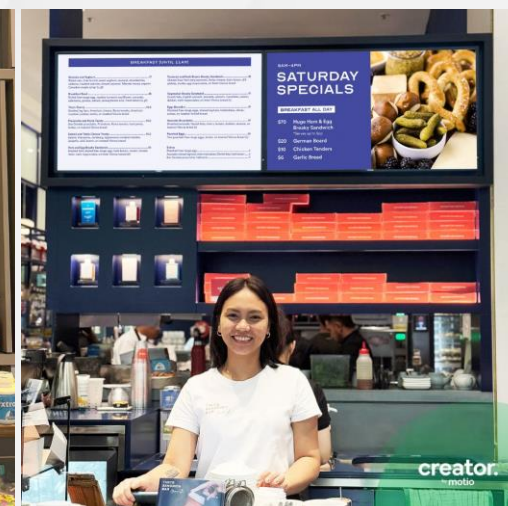
Constantly increasing: Revenue growth (fourth year), Profitability, Operational Efficiency, Cash Flow

06

Ready, setup and capable of further, significant expansion

To finish.

- Significant uplift on cashflow
- Very strong H1 results
- Forward revenue remains strong
- Creator Tech initiative gaining traction for commercial partners
- Continuing to develop the network at low capital deployment
- Audience measurement will be in place by end of FY25
- Cash in bank has significantly improved
- Divestment will allow accelerated debt reduction post completion
- Opportunity to organically increase network expansion
- Next update will be mid April to update Q3 + Q4 outlook



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Questions

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