

April trading update

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motio

Digital Place-Based Audience Experience
April 8, 2025

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Past performance is not a reliable indication of future performance.

Thanks for joining.

- About **motio**
- 10 week trading update
- Outlook commentary
- Questions

10 Week update

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01

All about 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

10 Week update

RECEPTION



A digital display mounted on a wall shows a smiling female nurse in blue scrubs. To her right are four circular icons with orange checkmarks, each depicting a different vaccination scenario: a person standing, a person sitting, a person lying down, and a person in a wheelchair. Below the nurse's photo, the text reads: "Melanie, Registered Nurse".

AUSTRALIA'S COVID-19 VACCINATION PROGRAM IS UNDERWAY.

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.

WE COVIDSAFE

COVID-19 VACCINATION
Safe. Effective. Free.

Authorised by the Australian Government, Canberra

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Making your connection work for you
Helpful tools for your business in My Optus app
See website for details and prices. T&Cs and eligibility criteria apply.

Call Notes

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 measurement active from June this year
- Industry leading Location Based content
- Hyper relevant editorialised content for each environment



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.

10 Week update



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02

10 week trading update.

The past 10 weeks.

- Completed the SPAWTZ divestment
- Re-stated our EBITDA Forecast goal ex. Spawtz of \$1.2M+
- Paid down \$750,000 in debt to OML
- Continued strong trading
- Good quality forward revenue into Q4

10 Week update

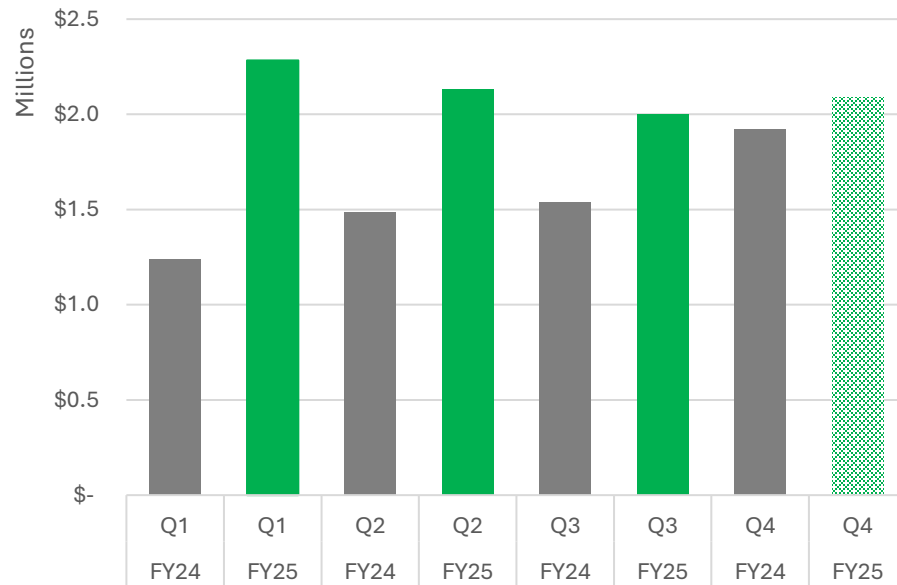


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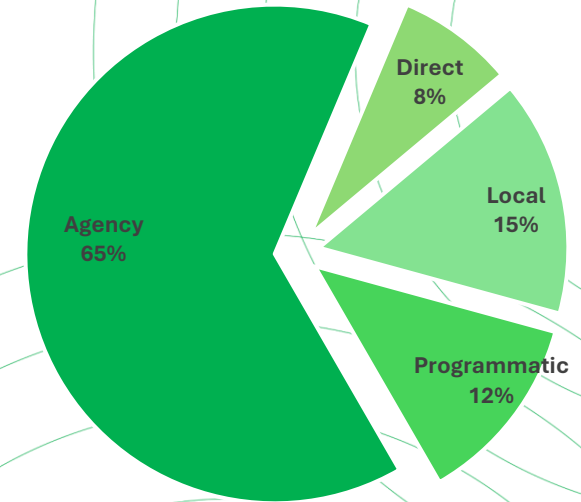
Quarter by Quarter

- **Q3 is up 31%** compared to the same time last year – On budget
- Q4 forward revenue is also strong
- Revenue breakdown has low variables throughout the year

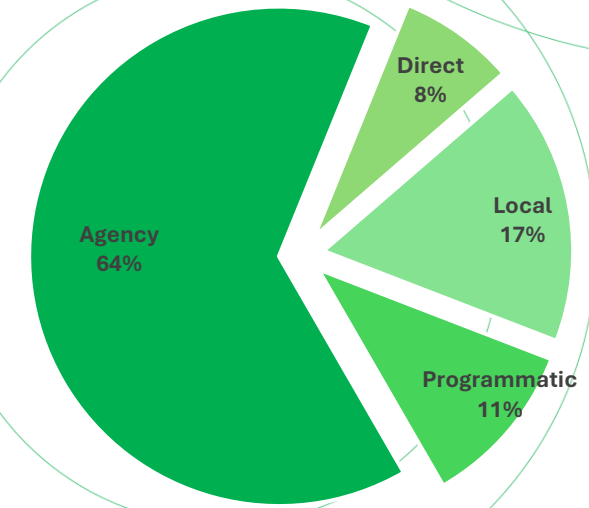
Quarter by Quarter comparison FY24 vs FY25



Year to date revenue breakdown



Q3 Comparison revenue breakdown



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

FY25 Strategic Position & Outlook.

FY25 Strategic Position & Outlook.

- YTD we are line with our strategic consolidation
- Have divested our **Spawtz** software to laser focus on media
- Cash position has been strengthened
- Forward revenue remains strong
- Conservative investment in capital continues
- Continuing to assess accretive opportunities
- **Revenue guidance now \$8.4M-\$8.8M affirmed** (ex Spawtz)
- **FY25 Cash EBITDA target** (with the inclusion of office rent expenses) re-affirmed at **\$1.2M+**



To finish.

- Cash in bank is solid and increasing
- Debt to OML is now at 1.05M
- Year to date trading is positive with good quality forward revenue
- Creator Tech initiative gaining traction for commercial partners
- Audience measurement is now confirmed for June launch
- Next update will be second week of June



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Questions