



| **motio**



# Disclaimer

The material in this presentation has been prepared by Motio Ltd (“Motio”) and is general background information about Motio’s activities current as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products or instruments and does not take into account your particular investment objectives, financial situation or needs.

Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities and financial product or instrument transactions involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transactions, currency risk.

This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to Motio’s businesses and operations, market conditions, results of operation and financial condition, capital adequacy, specific provisions and risk management practices. Readers are cautioned not to place undue reliance on these forward-looking statements.

Motio does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside Motio’s control. Past performance is not a reliable indication of future performance.





# Agenda today

- Introduction of Motio to new shareholders
- Update on Café and Venue
- Trading update
- Strategic milestones



# Introduction to Motio for new shareholders




**Motio is a Place Based Media company.**





For personal use only



**HERE FOR LIFE** 

Protecting life's moments, for life

If you need to talk about cancer call 13 11 20

Accicare 

  
Make change easier  
and simpler in a range of ways  
with the Department's new  
**easyvisit**

Patient Information 



For personal use only



2017 TAM



For personal use only





For personal use only



SHOPPING  
ONLINE?  
PAY WITH YOUR  
DIGITAL WALLET

ANZ everyday account

ANZ

UNDER 18  
No alcohol can be  
sold or supplied to  
anyone under 18.  
It's against the law.



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





motio

# CRICKET LADDER

## SUNDAY CRICKET DIVISION 1

BROUGHT TO YOU BY SPAWTZ

	PLD	W	L	D	PTS
	3	3	0	0	9
	3	2	1	0	6
	3	2	1	0	6
	3	2	1	0	6
	3	1	2	0	3
	3	1	2	0	3
	3	1	2	0	3
	3	0	3	0	0



POWERED BY MOTIOPLAY

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](https://wtz.com/invitation/3465B8596AD1DE0)

or click here to invite an organiser or senior player to join the team

# NETBALL LADDER

## WOMEN'S NETBALL 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
THREE STALLIONS	3	0	3	0	0
BASKET CASES	3	0	3	0	0
RAMPAGE	3	0	3	0	0

motio



A vertical digital display stands in a sports facility. The screen shows a woman in a blue athletic top and shorts, looking to the side. The text 'ENGINEERED FOR EXERCISE' is prominently displayed in white and black. Below the image, there is smaller text including 'SEE US AT SPORTSBOOKS' and 'www.motio.com'. The background of the image is a blurred indoor sports court with green safety netting and people in athletic gear.

# Our vision: is to be the global leader in Digital Place Based Media and Audience Experience.

Focusing on channels that Motio can lead, building an ecosystem of utility, content, software and payment products that align with and enhance our media core.





# **Audience Experience & an explanation on its drivers**



For personal use only





For personal use only



Wednesday 11th Jun

### Today's Doctors:

1  Dr. Yee Lin Chaung	5  Dr. Louise Alexander
2  Dr. Peter Rodway	6  Dr. Kulanayagam
3  Dr. Kaitlin McKinlay	7  Dr. Olufemi Obadele
4  Dr. Winnie Cheng	8  Dr. Edwin Asomugha





motio

NEW SEASON  
**MIXED SOCCER**

KICK OFF

motio

**AFL THIS WEEK FIXTURES**

**WEDNESDAY MAR 18**  
7:10 PM AEDT

**THURSDAY MAR 19**  
7:25 PM AEDT

**FRIDAY MAR 18<sup>TH</sup>**  
7:50 PM AEDT

**SATURDAY MAR 19**  
2:10 PM AEDT  
5:10 PM AEDT  
8:10 PM AEDT

**SUNDAY MAR 20**  
8:05 PM AEDT  
4:10 PM AEDT  
7:40 PM AEDT

motio

**WOMEN'S SUNDAY CRICKET DIVISION 1**

BROUGHT TO YOU BY SPAWTZ

TEAMS	PLD	W	L	D	PTS
TROPHY FIGHTERS	3	3	0	0	9
MIGHTY DEMONS	3	2	1	0	6
BLUE SKYWALKERS	3	2	1	0	6
SPARTAN STRIKERS	3	2	1	0	6
COOL THUMPERS	3	1	2	0	3
HURDLES OF NURDLES	3	1	2	0	3
SCREAMING EAGLES	3	1	2	0	3
POWER HITTERS	3	0	3	0	0

**THE ICC MEN'S T20 WORLD CUP LIVES HERE**

EVERY MATCH EXCLUSIVE TO FOX CRICKET, AVAILABLE ON KAYO

**Kayo**

POWERED BY motioPLAY

9:28am

**BREAKS ASIAN CUP**

including a hat-trick in 7 minutes, taking her tally to 1000 runs, surpassing...

Powered by **motio**

**AND**

**KOBE BRYANT THE MAMBA MENTALITY**

LOW 1 PLAY

Mamba

phy

is Kobe Bryant's life and career on the court, insightful st...

**WOMEN'S NETBALL 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 STALIONS	3	0	3	0	0
BASKET CASES	3	0	3	0	0
RAMPAGE	3	0	3	0	0

POWERED BY motioPLAY





**An update on Café and Venue.**



**Break free from contracts**

Switch to Vodafone  
No Lock-in contracts

The future is exciting.  
**Ready?**

CHAI LATTE	REGULAR	4.5
MOCHA	LARGE	5
HOT CHOCOLATE		
TEA		4
ENGLISH BREAKFAST, EARL GRAY, GREEN, CHAMOMILE, PEPPER MINT, LEMON GINGER		
	+ HONEY	0.5
FRESH SQUEEZE JUICE		
PINEAPPLE, ORANGE, APPLE, CARROT		3
MILKSHAKE		7
CHOCOLATE, VANILLA, CARAMEL, BANANA, STRAWBERRY		
BEER		9.5
CIDER		9
WINE		
GLASS		8
BOTTLE		30
COCKTAILS		
ESPRESSO MARTINI		18
BLOODY MARI		12 / 18
APEROL		16





# 5 reasons our deal with oOh! works for motio.



**Scale** - MXO will add over 400 new locations to its network taking it to over 1000+ locations reaching over 6 Million contacts across Australia every month.



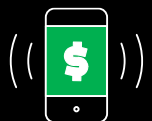
**Operating leverage** – MXO's model is a largely fixed cost operation. The addition of new networks needs minor operating and investment costs to operate.



**Unique domain knowledge** – CEO + COO previously built and ran the acquired Café & Venue businesses



**Attractive valuation** – Acquisition of the networks provides a highly attractive valuation relative to historical earnings and replacement cost of the networks.



**Non Dilutive Funding** - The acquisition consideration of \$2.35M is fully funded through vendor finance at 10.1% with interest only for the first 12 months.








**Café & Venue, taking us closer to our vision**





**Motio captures the full economic value chain  
across our verticals that we operate.**



Capturing the full economic value chain across our verticals that we operate.

Content



Sales

Software

### National Media Sales

Big brands for short term campaigns

### Local Media Sales

Local business, single center, long term

### Programmatic Media Sales

Machine 2 Machine campaign-based buys



Capturing the full economic value chain across our verticals that we operate.

Content



Sales

Software

## Spawtz Software

Team management software

## Payments and Supply

Payment based gateway options for software users and supply services

## Data Services

1<sup>st</sup> Party data services for brands and commercial partners



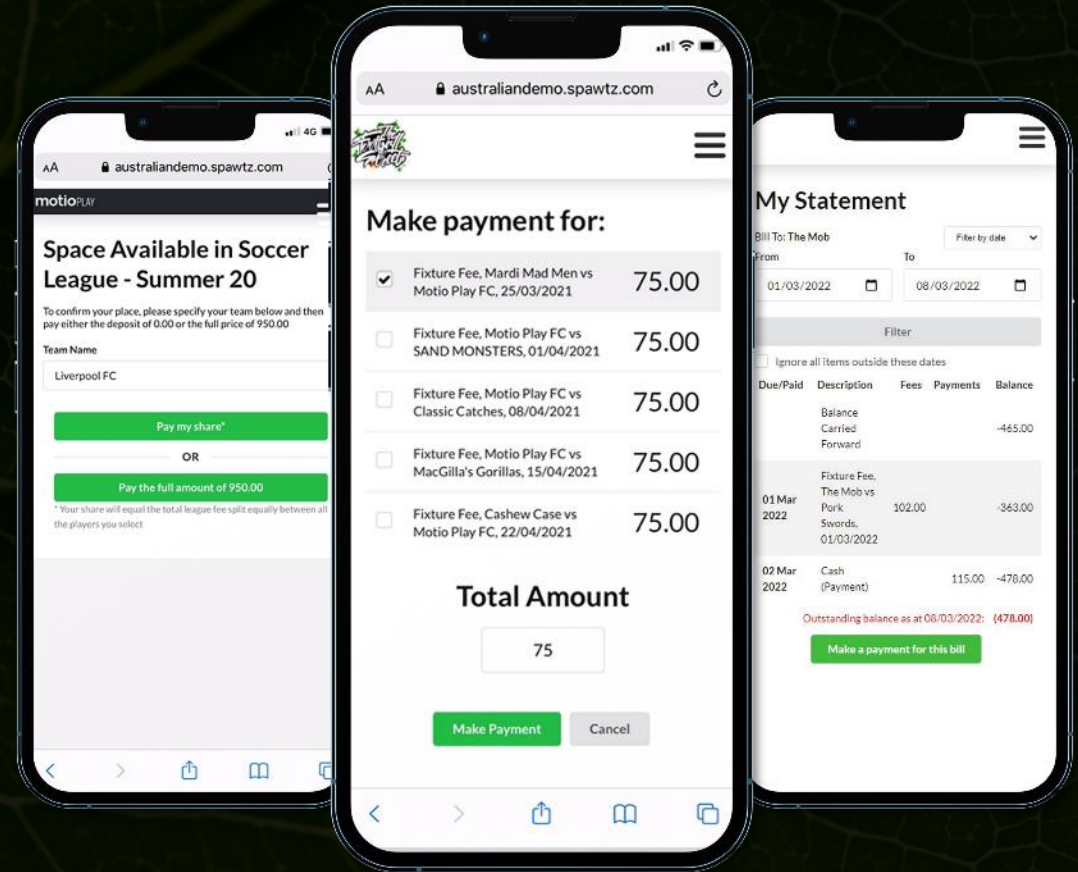
Capturing the full economic value chain across our verticals that we operate.

Content



Sales

Software





Capturing the full economic value chain across our verticals that we operate.

Content + Audience Experience



Sales

Software

### Place Based content

Designed for our own screen media networks to engage consumers

### Digital Production & design

Commercialising services for National & Local Advertisers





**We help brands and business connect  
with ‘people with purpose’**



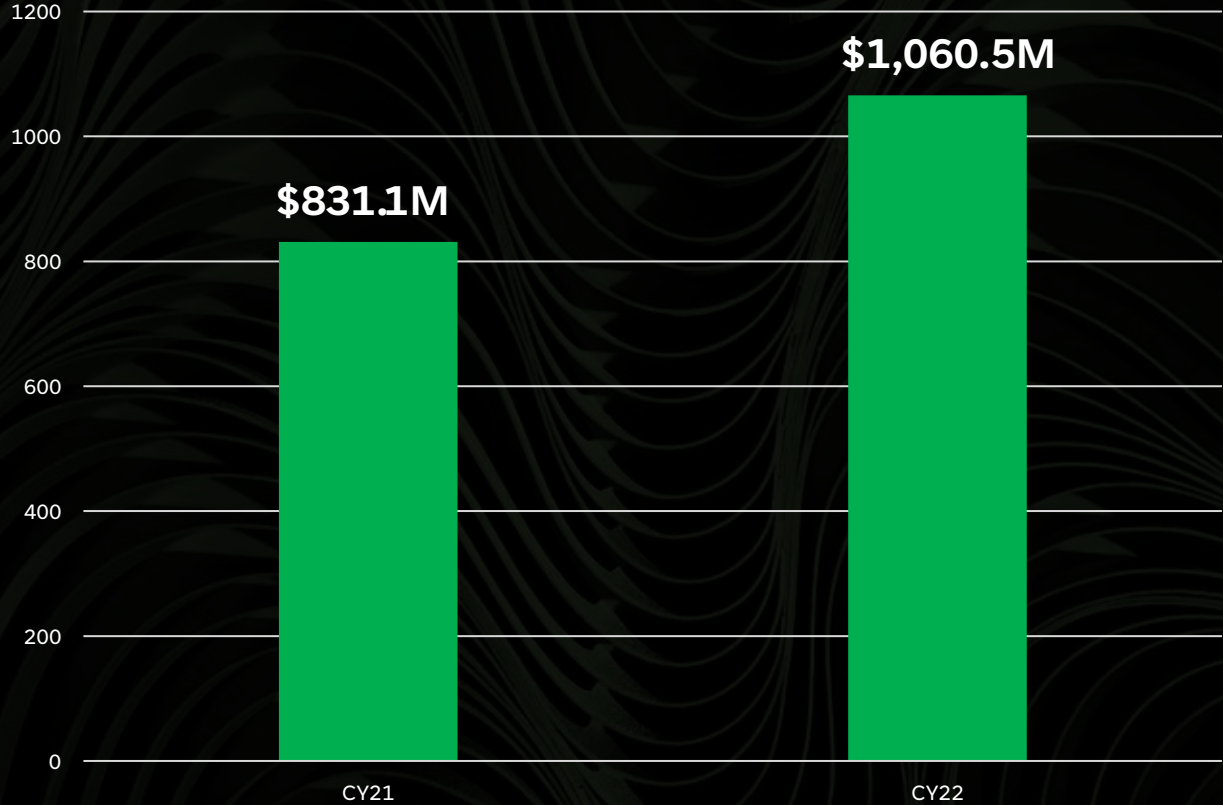


# Numbers & trading update



# Industry breakdown

## Revenue Out-Of-Home

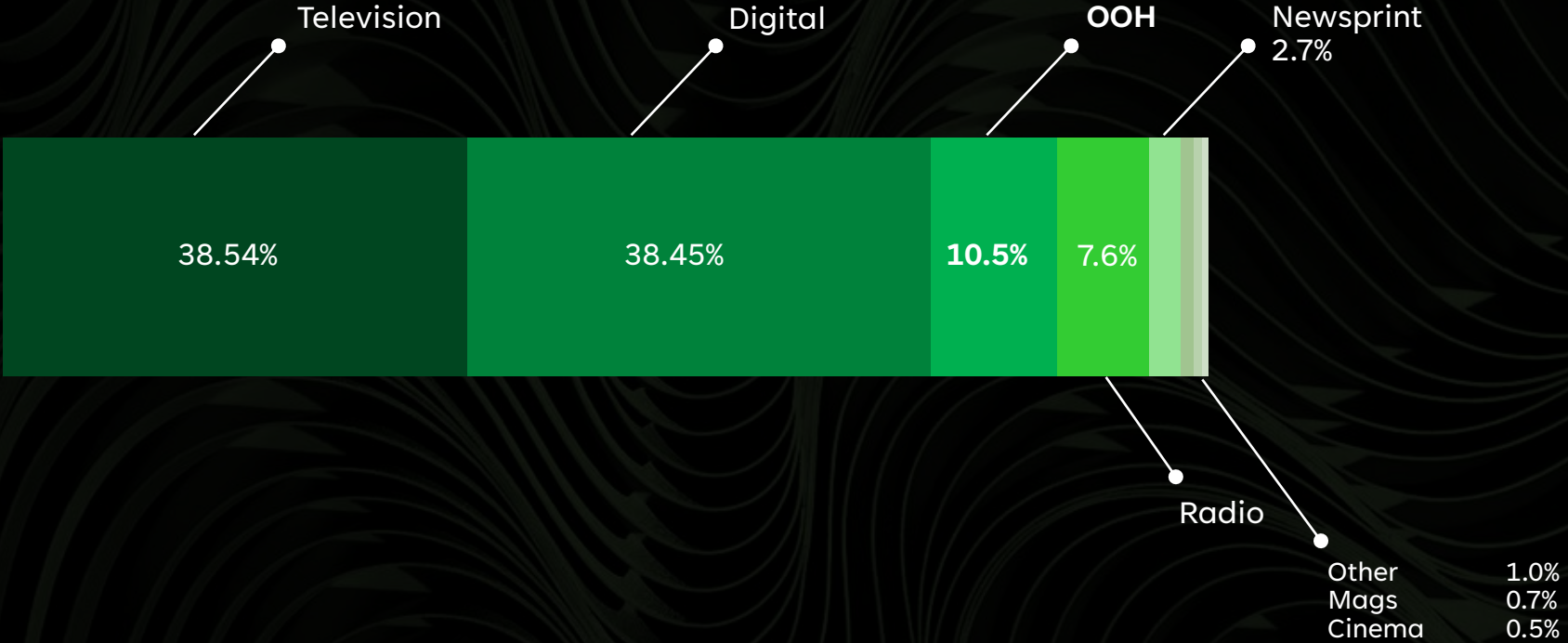


revenue data is generated by the Outdoor Media Association (OMA) through the compilation of revenue results and share of advertising spend for its members, which comprises almost 100 per cent of the revenue generated by the channel.



# Industry breakdown

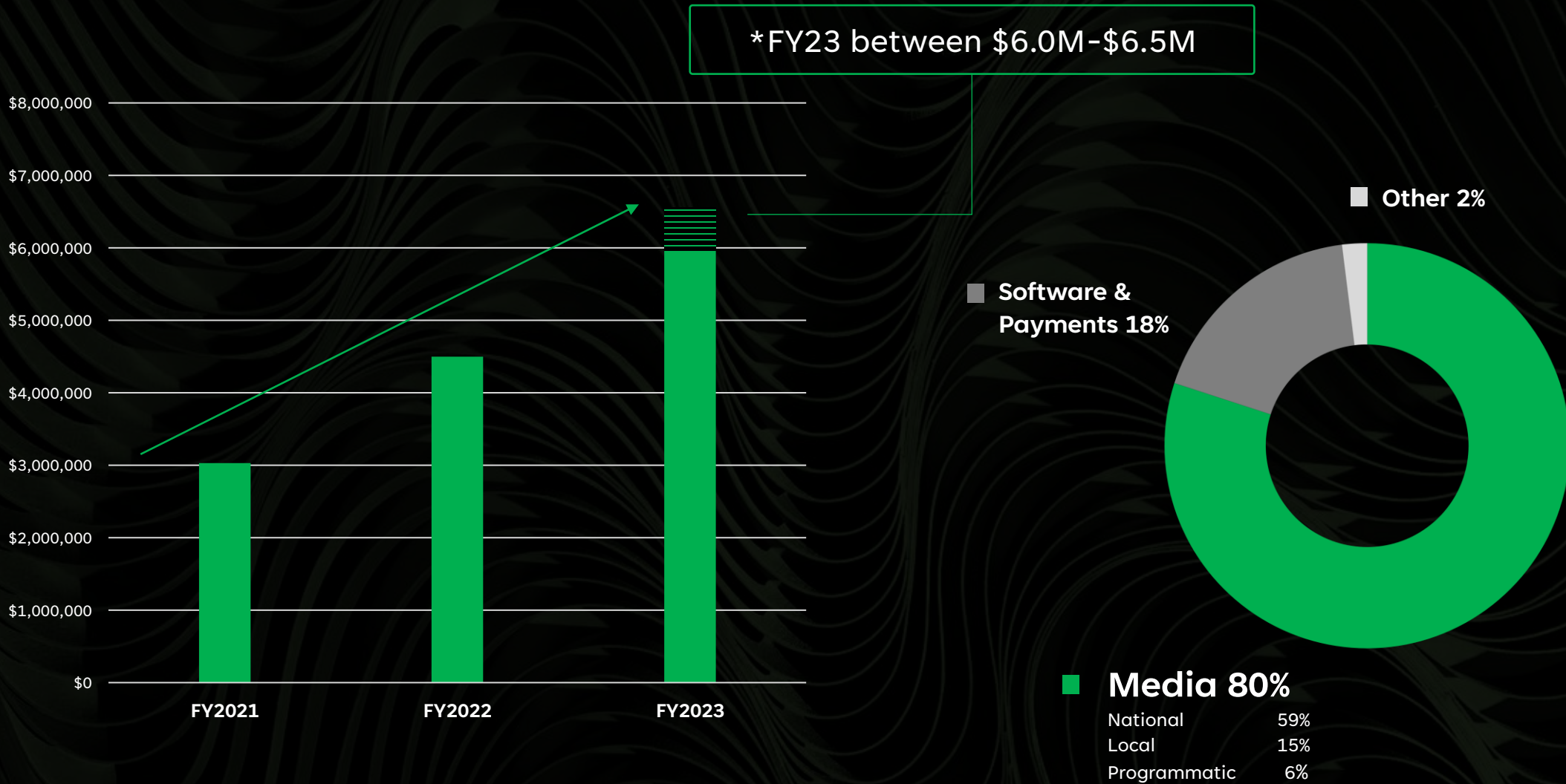
Revenue OOH 2022 1.060.5M



Other percentages are sourced through the OMA quoting Standard Media Index (SMI) figures which reflect spend by media agencies on behalf of clients excluding spend by advertisers who book directly with operators.



# Trading update - Revenue

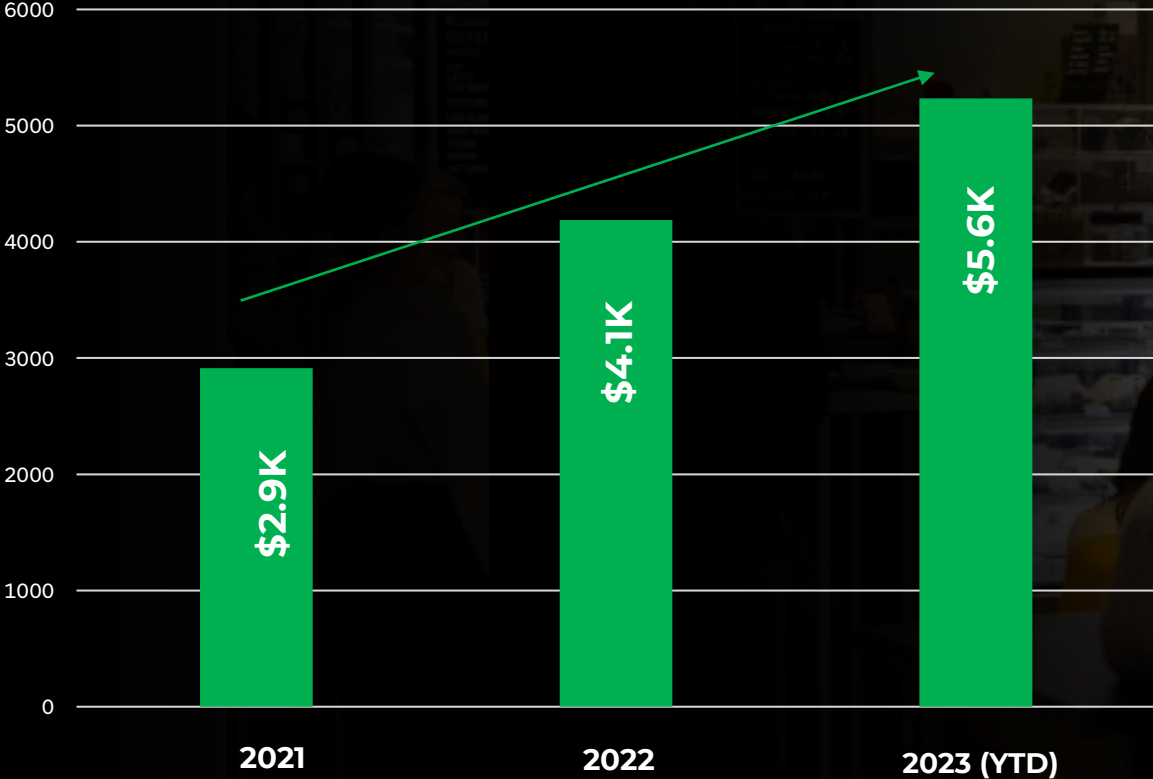


\*FY23 unaudited revenue guide between \$6.0M and \$6.5M



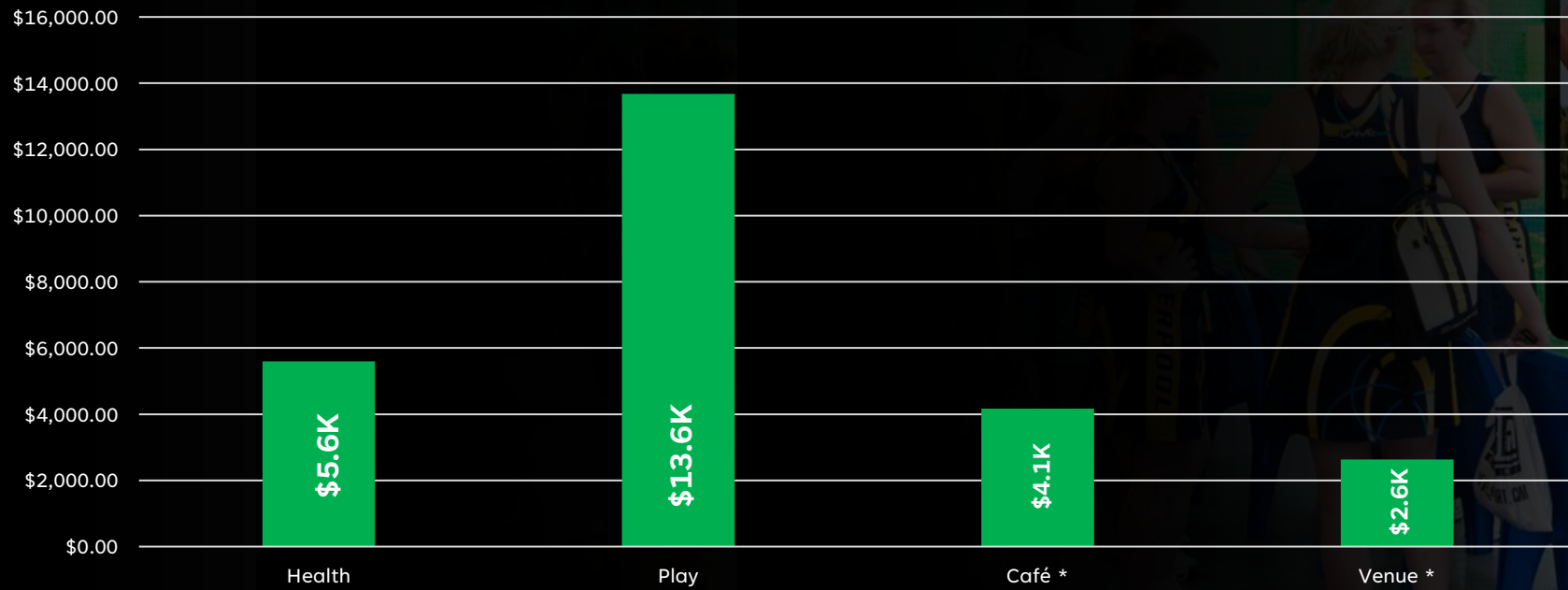
# Revenue per location

Revenue per Location (RPL) 34% CAGR





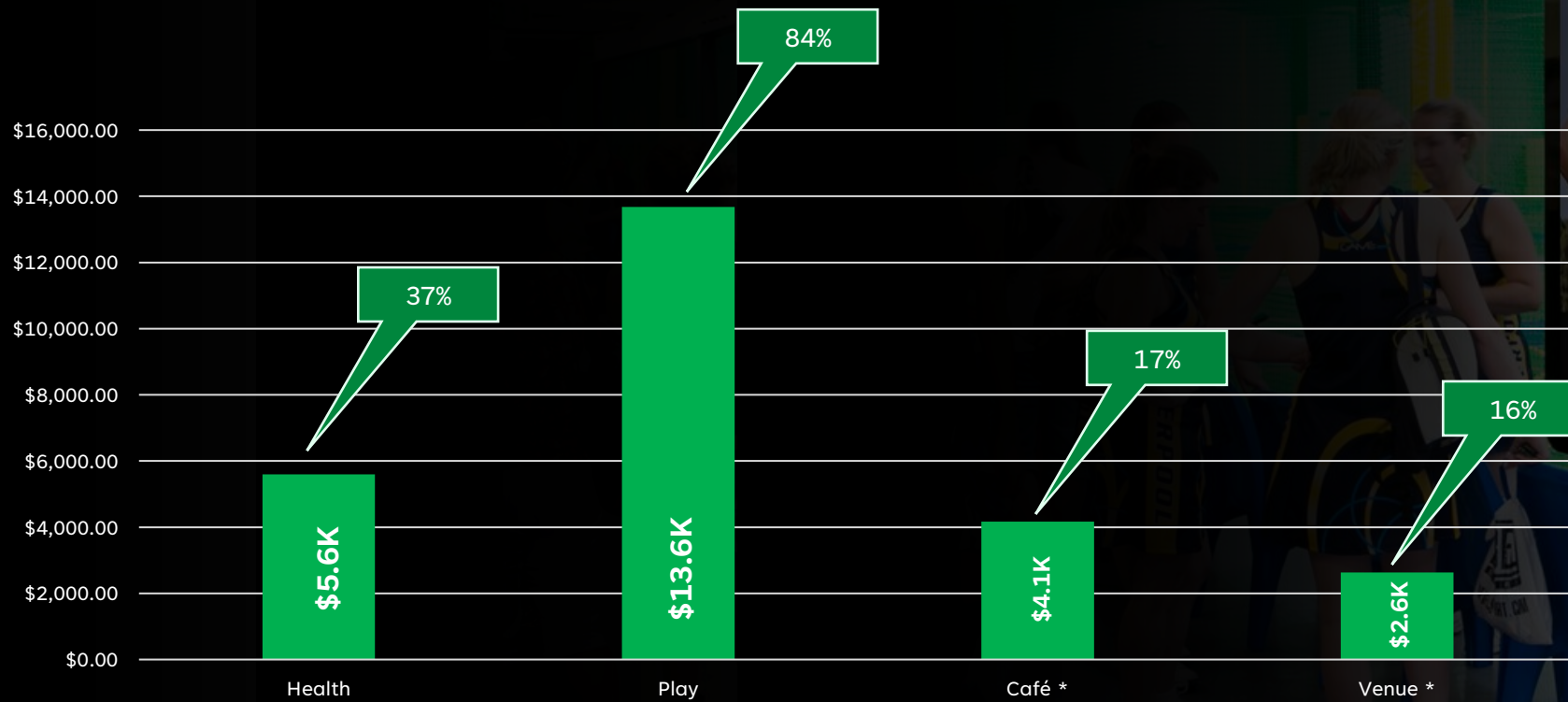
# Revenue per location



\*Café & Venue April-June annualised  
All other networks are YTD/annualised



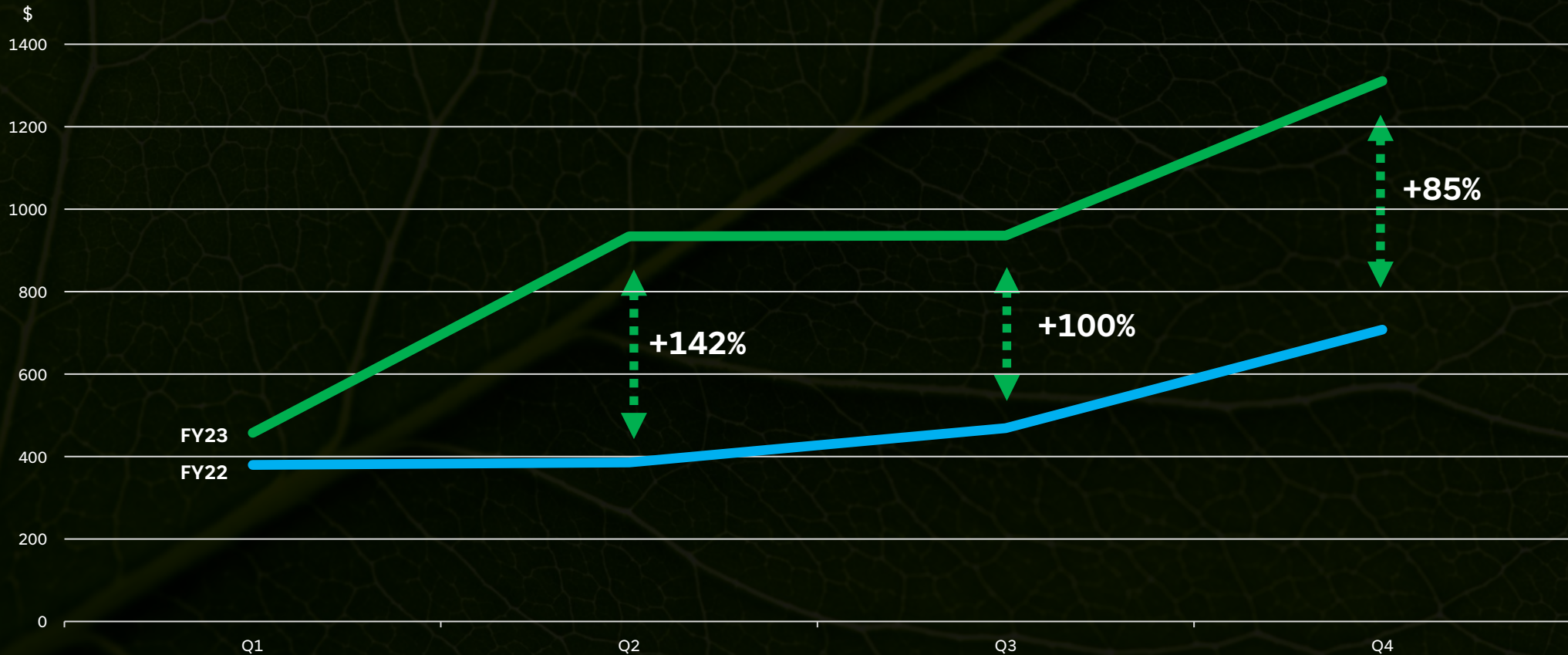
# Revenue per location + utilisation



\*Café & Venue April-June annualised  
All other networks are YTD/annualised



## \*National revenue comparison (YOY)



\*FY23 Unaudited National Media Sales to agencies & corporate entities





# Strategic milestones



# Strategic milestones

01



## Reset & build motio

- Invest in affordable, sustainable asset class
- Build a team and infrastructure to support the future
- Strengthen balance sheet with cap raise + new investor group
- Target acquisitive and organic growth with focus on Digital Place Based, Tech and Content
- Grow top line revenue, remain cash flow positive or neutral
- Develop the Audience Experience platform to create a unique business

02

## Refine & Innovate

- Grow revenue through multi-channel sales and programmatic platforms
- Innovate through organic, acquisitive and partner-based integrations and products
- Drive efficient business practice through systems and process to improve NET margin
- Continue our cultural development and be an employer of choice in our industry
- Develop our media sales and software business in key markets
- Continue to evaluate acquisitive, organic and partnership M&A opportunities

03

## Accelerate & emerge

- Accelerate our programmatic revenue through improved data and platforms
- Innovate through platform refinement and product growth
- Continue to systemise and automate
- Continue to grow our product and media brands through trusted maturity
- High profitability & company value focus



# FY24 Strategic initiatives

- 1 Continue to **Integrate** our Café and Venue networks alongside Health and Play using industry standard technology
- 2 New **product** launches that have been in development to enhance media revenue, increase our operating footprint and enhance our Audience Experience program
- 3 **Sales** platform investment to enhance our programmatic, direct, software and agency depth to drive revenue growth
- 4 Continue to investigate **M&A** opportunities in areas of high synergistic benefit or significant domain knowledge
- 5 Focus on sustainable top and bottom-line **growth** to increase profitability and investment in motio's expansion





# Cash & capital

- NET cash is \$1.398M (as at Thursday June 29, 2023)
- Expectation to maintain \$1.0M-\$1.5M cash in bank
- New debt through vendor finance commenced May 2023 interest only this calendar year\*
- Expectation to remain EBITDA positive FY24

\*Announced on December 23, 2022





**In summary**



# Summary



Continue to be EBITDA positive this financial year and beyond



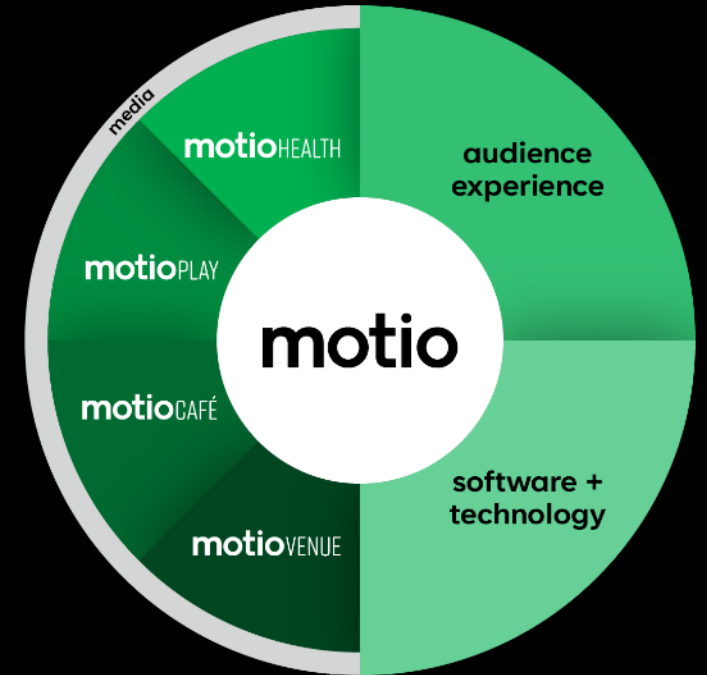
We have grown through acquisition and acceleration of revenue reaching over **6 million Australians** each month.



Our Media, Software and Audience Experience program and platforms are driving the business



We have an engaged team, are on strategy and continue to meet our growth and innovation timelines.







**Adam Cadwallader**  
Chief Executive Officer

[adam@motio.com.au](mailto:adam@motio.com.au)  
+61 419 999 867



**Michael Johnstone**  
Chief Operating Officer

[Michael@motio.com.au](mailto:Michael@motio.com.au)  
+61 414 671 000

**motio**

Level 15  
189 Kent Street Sydney  
Motio Limited ASX: MXO