

July 3, 2023

Market Announcements Platform

ASX Limited

Motio Investor update- July 3

Following our investor presentation this morning, Motio is pleased to confirm key points for investors that were detailed in this morning's presentation.

Trading

- The outdoor advertising industry continues to grow
- Motio has continued to grow revenue since its reset on FY2021 to a guidance of \$6.0M - \$6.5M for the FY23 Financial Year (unaudited)
- Media sales makes up c. 80% of Motio's revenue and Software, Payments and Design c. 20%
- Revenue per location (RPL) continues to grow in line with revenue with particular mentioned to Health and Play which have achieved revenue growth in line with expectations
- Health has achieved a Compound Annual Growth Rate (CAGR) of 34% in the last 3 years
- The Play environment is ready for investment achieving over \$13K RPL with 30 new locations planned & rolled out within the next 12 months
- FY23 National Sales media revenue performance has been strong +87% on pcp (unaudited)
- National Sales forward media revenue into Q1 FY24 exceeding last year's Q1 performance.

Update on Café and Venue

- We continue to be enthused about the deal and the network
- The acquisition has provided Motio increased scale, adding over 400 locations
- Our unique domain knowledge of these businesses and our passion for their success makes Motio the right place for them to thrive alongside our Health and Play networks.
- Motio has stabilised the network and revenue has begun to flow with brands reinvesting in the channel (brands such as Optus, Defense Force Recruitment, Intel, Commonwealth Bank, Ikea)

The next 12 months

- Continue to integrate and grow Café and assess Venue including making them active in the programmatic marketplace.
- Key product launches across media and our Audience Experience platforms including the product launch of Motio Menu Boards in the Hospitality networks.
- Increase investment in sales capability & enhance Programmatic Go-To-Market, Direct and Software Business Development capability to drive revenue growth
- M&A opportunities remain high on the agenda with targets that have high synergistic benefit or significant domain knowledge, cash flow positive.
- Improve systems, processes, and procedures for bottom line effectiveness.

- Current cash at bank is \$1.39M (28 Jun 2023)
- Expectation to maintain cash at bank within a range \$1.0M-\$1.5M
- New debt through Vendor finance commenced May 2023 (announced December 23, 2022)
- Remain EBIDTA Positive FY24

Motio has continued to grow through acquisition and organic opportunities and is now reaching significant audiences each month providing Motio with the expanding possibilities that media automation provides us.

Motio's Audience Experience programs are changing the way our business operates and our future in the sector is sustainable and provides a real opportunity for motio to help brands and business grow by using our displays and environments to communicate better to **people with purpose**.

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

This announcement has been authorised for release by:

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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.