

12 January 2021  
Market Announcements Platform  
ASX Limited

**Dear Shareholders,**

- **Motio Media is growing**
- **\$3.9 million cash at bank**
- **Remain cash flow positive for and debt free**
- **Focus on growth in our digital screen media expansion**

With a brand new year ahead of us, our focus is on continuing to grow our media capability, location intelligence and Place Based networks in 2021.

#### **Motio Media**

Whilst the market presented us with some challenging conditions over the past 12 months we have seen our media business grow across our national and local sectors since launching Motio Media last July.

Our growing team has made an impact on our chosen markets of Health & Wellness and Sport & Leisure. Motio Media has met its initial expectations across financial and non-financial metrics and we remain confident that 2021 will continue to reward the high levels of activity achieved in the first half of this financial year. Whilst I am pleased, we have a long way to go.

In our last update, I had flagged that we were in early stages of setting up our partnerships, enabling us to sell media to agencies via automated or programmatic platforms. While off a low base, December saw more revenue from programmatic sales than the previous 5 months combined. This has provided a confident trend for a part of the business we anticipate to grow substantially in the years ahead.

We are continuing to invest in our media sales team and capability to increase our presence in the agency and local sales markets, increasing both team members and programmatic capability as advertising spend continues to open up.

#### **Cash flow positive and debt free**

We have \$3.9M cash at bank, remain debt free and cash flow positive for FY21.

#### **Focus on growing our digital screen networks and technology**

2020 provided Motio with a continuing platform to investigate, evaluate and pursue opportunities for growth both organically and through acquisition. This remains our focus, pursuing key opportunities that provide growth to our networks, revenue potential and where possible, are synergistic to our structure.

Our continued focus is developing Motio's digital screen networks that have strong **first party** data capability, specifically in the Health & Wellness and Sport & Leisure

#### **Audiences in recovery**

The Health & Wellness sector has remained active during the pandemic in all markets around Australia. Whilst we understand that some smaller practices have been less active during the period, the **Motio Health** locations have reported quality audience visitation and our networks have played an important role in Government communication during the pandemic thanks to our long dwell time environments.

For the most part, **Motio Play** audiences (including Victoria) have seen game time returning to a semblance of normality with Western Australia and South Australia leading the charge. Other markets such as New South Wales and Queensland have been reporting quality play in centres and anecdotal feedback would suggest that the enthusiasm from the sporting community is at an all-time high; excited to return to these locations with gusto. We expect that there will still be some continued disruption, but good quality management is enabling teams to enjoy the environments and play for fun.

### **Cross Track**

We are currently talking with our partners to determine our next stage in the Cross Track journey. Last year we had reported that we had entered into discussions with these partners and anticipate to be able to move to a more concrete position sometime towards the end of February. Audiences on rail are certainly returning and I am confident that both Brisbane and Melbourne will be back to pre-covid levels, albeit with new protocols in place to keep people safe.

### **CLIX**

As announced at the AGM we are progressing with our CLIX program that will enhance our capability with our property partners, aimed at providing a higher level of sophistication for these locations and deepening our audience measurement capability for advertisers. This is a long-term project that brings together existing, independent technologies into a single, harmonised platform. The program will offer practical utility for our property partners by incorporating location-based data as well as other utility-based technology, assisting to elevate the customer experience on aggregate or down to a single location. We look forward to keeping shareholders updated with our progress.

I wanted to take this opportunity to thank Mark Niutta for his contribution to the Company. Mark re-joined the Board at the end of 2018. Mark is a very experienced Director and made an excellent contribution to the business, representing shareholders to a high standard, on behalf of the shareholders, the Motio team and the Board, I would like to wish Mark all the very best for the future.

There is no doubt that 2020 was a tough year and we were extremely happy with the way Motio adapted, evolved, and transformed. Our team took advantage of many of the opportunities to build key relationships, improved systems, processes, and we are better for it. We expect to see accelerated media sales growth in the second half of FY21 emerging from the economic recovery and the execution of Motio's growth plans.

We have so much more to do and as always, please feel free to email me at [adam@motio.com.au](mailto:adam@motio.com.au) or please call my mobile directly on **0419 999 867**.

Kind regards,



**Adam Cadwallader**  
Managing Director  
January, 2021