



motio

# **FY20/21** SNAPSHOT

Investor presentation


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Our vision: **To be the global leaders  
in Digital Place Based Media and  
Audience Experience.**

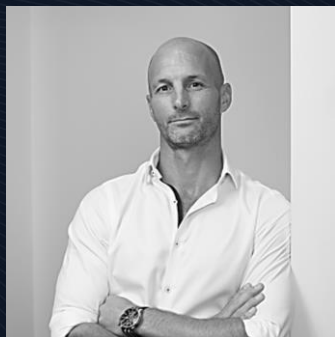
Focusing on key audience channels that Motio can lead, building an ecosystem of data, utility, content, software and payment products that provide **audience experience** within our locations & align with media core.

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**Adam Cadwallader**  
CEO & MD



**Michael Johnstone**  
COO



**Michelle Malley**  
CFO

 **company leadership**

**motio**





 Corporate **Snapshot**

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# Corporate **Snapshot**

## Issued Capital

Total number of shares on issue	240,883,857
Shareholder (as at November 11)	1,008

## Market Capitalisation

Share price as at November 11	\$0.091
Market Capitalisation	\$21.92M

## Significant Shareholders

Capital H Management Pty Ltd	18.69%
F H C Wilson Pty Ltd	4.53%
Swift Media Ltd	4.15%
Spicerack Pty Ltd	3.55%

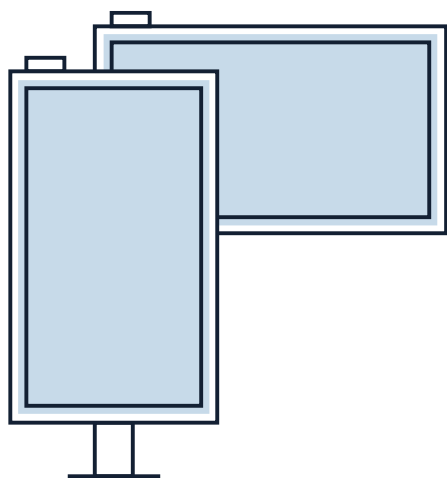




# What is **Digital Place Based Media?**

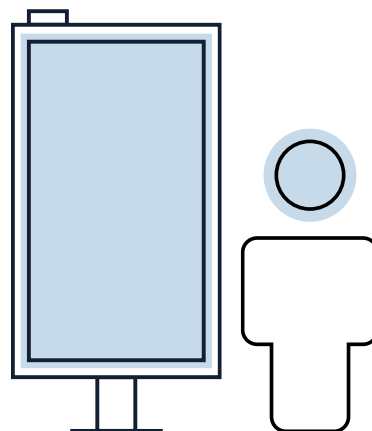


# What is **Digital Place Based?**



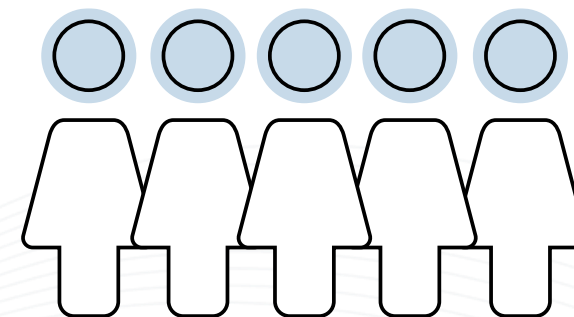
**Out-Of-Home formats**

High quality up-to-the-minute



**Long dwell time environments**

Contextually relevant & engaging content.



**Niche audiences at scale**

Through utility that changes  
Location based outcomes



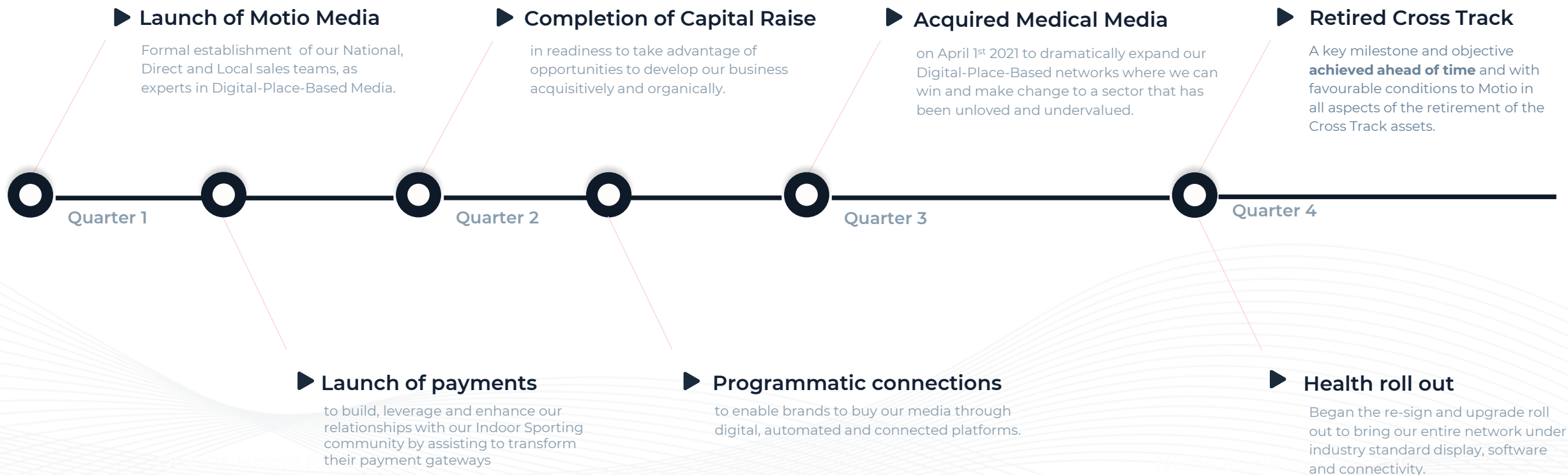


# 2020/2021 **Highlights**

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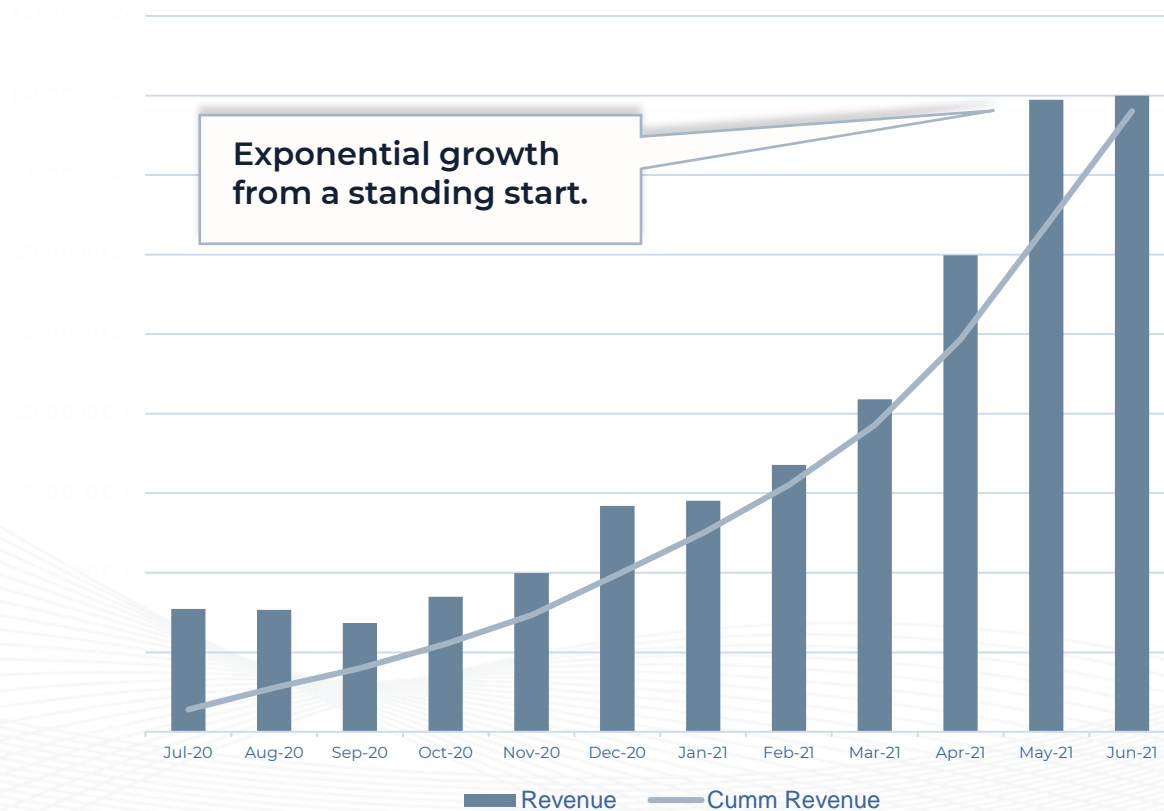
# FY20/2021 Highlights



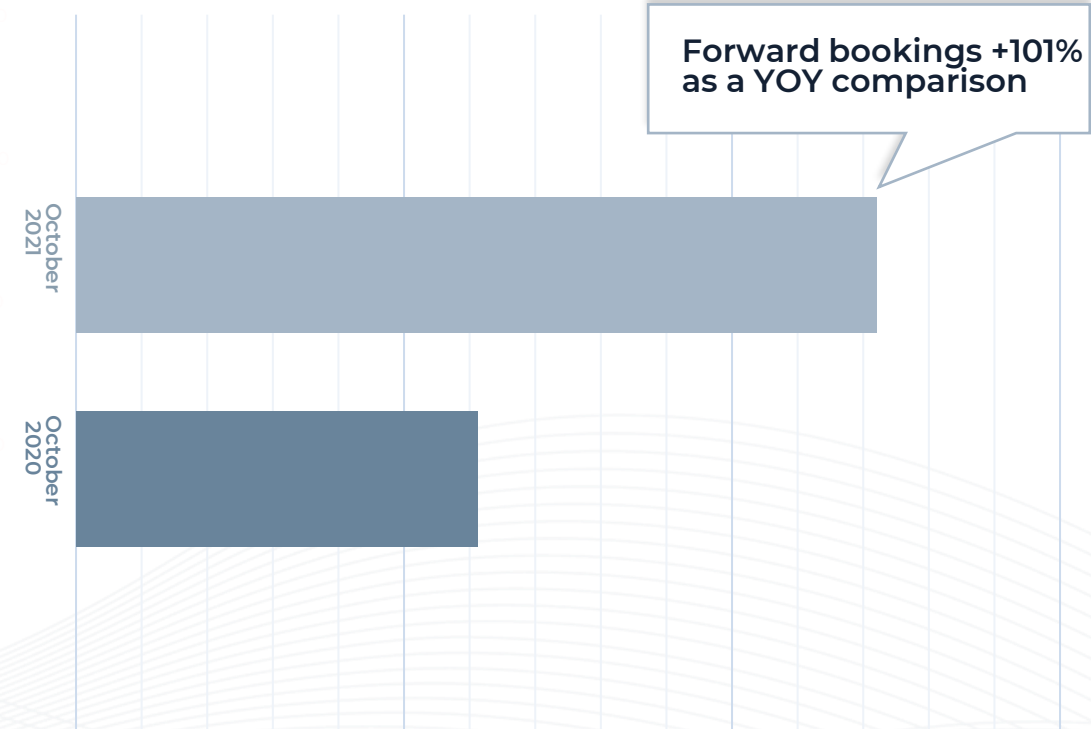




# Motio Media Growth



Media Billings for FY2020/2021



Booked forward revenue  
As at October 15, 2021



 Corporate **strategy**

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# Circumflex: a pathway to Audience Experience

## Media ownership & sales representation

Motio continues to enhance its 'media ownership' position, Digital Place-Based Media. Motio will explore possibilities for complementary ownership & representation to deepen our position and expand our audience reach capability.

### Current

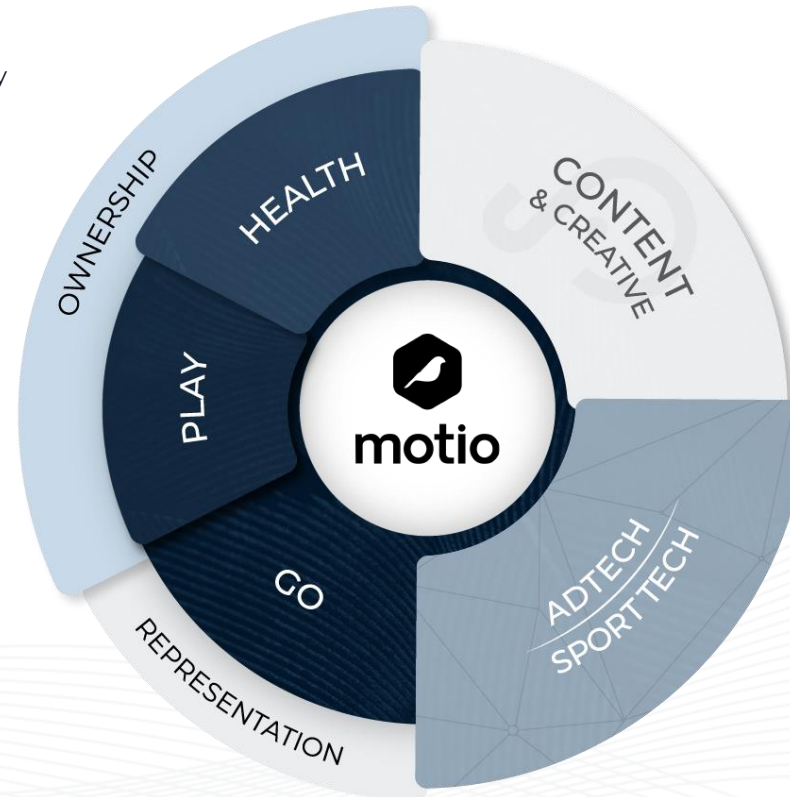
- Acquired Adline Out-Of-Home Sport & Leisure locations
- Acquired oOh! Health network in major medical centres
- **Acquired Swift Health & Wellbeing (Medical Channel Pty Ltd)**
- **Signed 4 Year contract with IPN medical centres**
- continuing with key sales representation opportunities

### Next 12 months

- Continue to scale organically in our owned channels. **(IPN)**
- Explore acquisition opportunities in Digital Place Based environments that have broadcast appeal or are 'niche at scale'
- Continue to enhance sales representation & explore additional, synergistic verticals

### Long term

- Further M&A based on opportunity for company value growth



## Out-Of-Home Content & Creative

Continue to build Enormity and its capability in content, creative practice and technology based, dynamic enhancements - specifically focussed on content and advertising for Out-Of-Home.

- Agnostic service for Out-Of-Home locally & worldwide
- White label 'outdoor' for agencies in Australia & abroad
- Insource/Outsource model
- Develop a scalable self-service marketplace model for customers to access centralised OOH content
- Make content and creative affordable, working for our own and other companies' customers

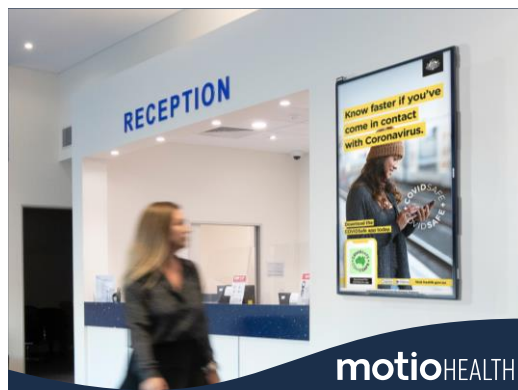
## AdTech/Sportech/Medtech

Invest in AdTech/Sportech/Medtech & Data that enhances audience experience, increases engagement and provides accessibility to brands and business that supports Moto's medica core.

- Scalable AdTech and peripherals that service the efficiency of Out Of Home & Place-Based media
- Sportech & payments technology that increases ease, profitability and/or expands our footprint 'where people play'
- Key integrations across our digital screen environments that enhance the Audience Experience

# Our audience channels.

## Owned



- National network of digital displays across 500+ 'mega medical' and community-based point of care environments
- Will be at 600 locations by April 2022
- Displays positioned in ultra long dwell-time locations
- Reaching contextual, Wellbeing-focused audiences
- Content rich, high engagement waiting suites
- Utility based network, offering direct engagement to each practice via our platforms
- First party data enabling accurate audience measurement and demographic segmentation
- Focused on the patient experience supporting key audience engagement points.



- National network of digital displays within indoor sporting centre environments.
- Displays positioned in naturally long dwell-time locations
- Reaching active 'lifestyle's' every week
- Intersection of sport, friends and community
- Growing indoor sports of cricket, netball, futsal, basketball, swimming & inflatable playgrounds
- Exclusive software integration enabling payments, communication, competition management and first party data provision
- Programmatically enabled.

## Represented



- National network of digital displays across 500 Ampol, on-the-go retail locations across Australia
- Exclusive representation of the in-store digital display network
- Over 1,000 digital displays positioned at impact locations above the service counter, fridge, freezer and retail locations
- Reaching a mass audience with purchase intention
- High quality 1<sup>st</sup> Party data to target key audience segments
- Ready to launch programmatically.

## Growth

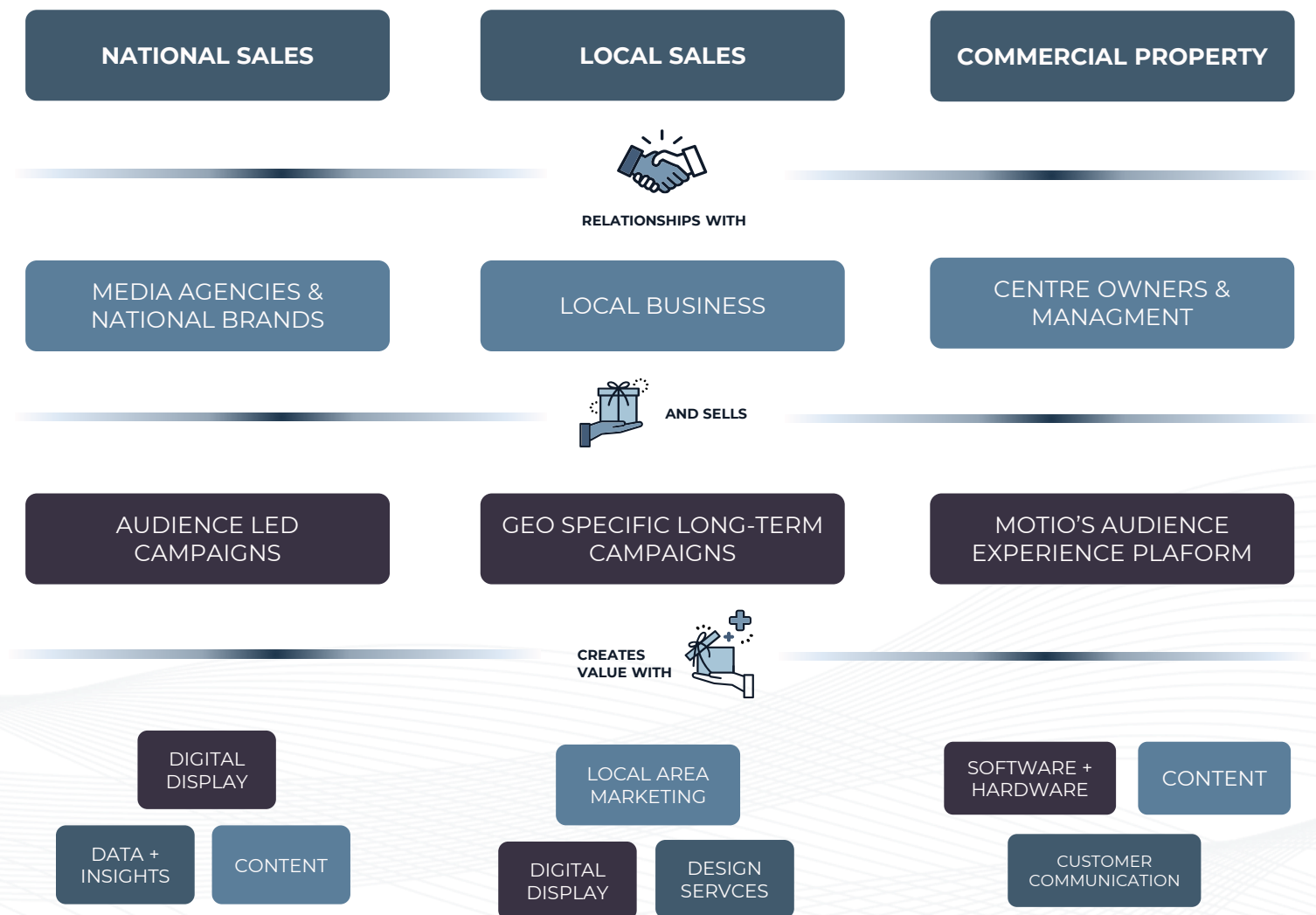


### Acquire/Organic considerations

- 1<sup>st</sup> Party Data Capable
- Increased dwell time (not walk by or drive by)
- Defined audience or activity
- Sector/channel we can win (low saturation or undervalued)
- Utility at the core for the location
- Adding technology to can enhance its commercial outcome for all parties



# operating **model.**





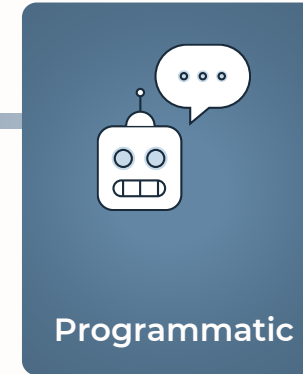
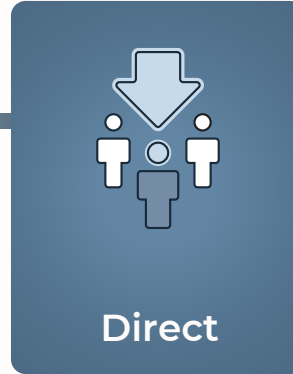
The business has been transformed into a digital media company that is focussed on **Audience Experience**.



# Key criteria for acquisitive & organic growth

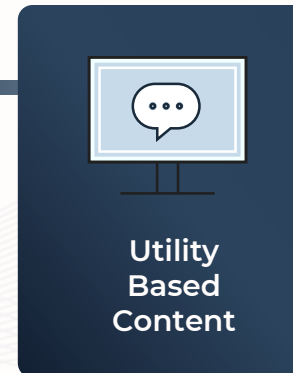
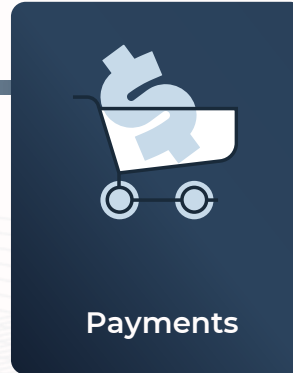
## Media

- Niche audience at scale
- Increased media inventory
- First Party Data capable
- Tech that can change the outcome



## Foundation

- Supports the 'Media Core'
- Enhances or advances the audience experience
- Delivers Utility/Efficiency
- Grows Revenue for mutual benefit
- Audience/Customer Centric
- Integrate with Motio Systems





 21/22 **goals**

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# Our FY22 goals.

- 1 Double our Motio media Revenue YOY (target of \$6.0M)
- 2 Aggressively target acquisitive growth by pursuing strategic M&A opportunities that create shareholder value. (We want to maximise the opportunity that being a listed company creates.)
- 3 Derive 5% of our media revenue in FY22 programmatically
- 4 Be a key partner to our commercial place based venues by making Motio an invaluable part of their customer experience (we want to be recognised by them publicly)
- 5 Our payments platform producing a \$100K NET outcome to the business



# Questions.

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