

May 10, 2024

Market Announcements Platform
ASX Limited

Motio trading update and FY25 outlook

Motio Limited will provide a trading update to shareholders and interested parties via a video call at midday, AEST.

FY24 Trading update

- Motio remains on target for its financial year revenue goal between \$7.7M - \$8.2M
- Media sales remain strong for the quarter.
- Utilisation across all networks has increased.
- This week has been the largest forward media booking week since Motio's inception, providing confidence as the Company enters FY25.
- Spawtz SaaS revenue continues to grow alongside its payment platform usage.

FY25 Strategic Position and Outlook

After several years of material growth investment, FY25 will be a year of consolidation with a focus on optimisation of top and bottom line results. We have reached a high-quality position in our network size and whilst we will continue to evaluate organic and strategic network growth opportunities, our focus will be on optimising capacity for profitability as well as taking advantage of the Company's maturation of operating capabilities.

- Focus on revenue growth of between 10%-15% YOY (Target between \$8.8M - \$9.2M)
- FY25 Cash EBITDA target (after office rent expense) to exceed \$1.0M

Motio's digital display networks are currently optimised for the abovementioned targets and whilst the team will continue to selectively deploy capital in areas of revenue opportunity, we are focussed on increasing our advertiser occupancy across our existing inventory.

Audience Measurement

The team will be taking advantage of the increased profile of Motio's inclusion in the MOVE system and the visibility it provides to agencies and programmatic platforms to increase advertiser occupancy.

Spawtz

Spawtz continues to thrive and plays an important role in our revenue growth and profit capability. The Spawtz team is focussed on acquiring new clients to grow our SaaS revenue and capitalise on the maturing social sports market in Australia, New Zealand and the UK. The team has some important product developments on the road map this year that will continue to enhance and grow the user base over the next 12 months.

The Company will continue to provide regular updates on its progress for the FY25 financial year targets.

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ASX Release

motio

This announcement has been authorised for release by the Board of Motio. For further information contact:

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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.

This release may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to the Company's businesses and operations, market conditions, results of operations and financial condition, capital adequacy, specific provisions and risk management practices. Readers are cautioned not to place undue reliance on these forward-looking statements. The Company does not undertake any obligation to publicly release the result of any material 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 the Company's control. Past performance is not a reliable indication of future performance.