

FY25 H1 RESULTS

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.

Thanks for joining.

- What is **motio**?
- Half year results for FY 2025
- Motio beyond Spawtz
- Outlook
- Questions

01

What is motio?

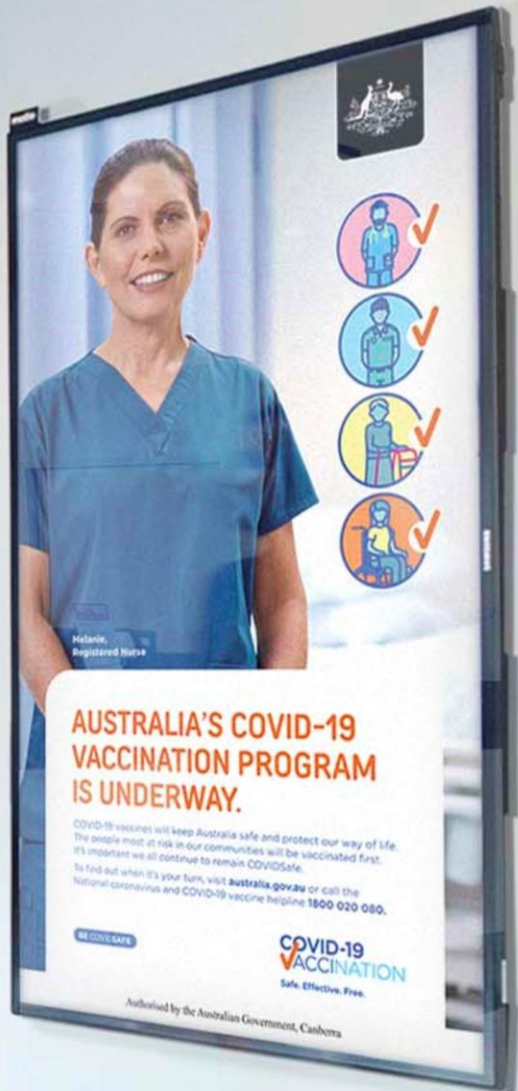
Motio continues to redefine how brands connect with audiences

- Developing and expanding Place Based networks
- Combining the geographical targeting of Out-of-Home
- The precision of digital
- The dynamics of video
- Creating Hyper relevant content
- Tailored to the natural long dwell times of each environment

FY25 H1 RESULTS

motio

RECEPTION



AUSTRALIA'S COVID-19 VACCINATION PROGRAM IS UNDERWAY.

COVID-19 vaccines will keep Australia safe and protect our way of life. The people most at risk in our communities will be vaccinated first. It's important we all continue to remain COVIDSafe.

To find out when it's your turn, visit australia.gov.au or call the National coronavirus and COVID-19 vaccine helpline 1800 020 080.

WE COVIDSAFE

COVID-19 VACCINATION
Safe. Effective. Free.

Authorised by the Australian Government, Canberra



Making your connection work for you
Helpful tools for your business in My Optus app
See website for details and prices. T&Cs and eligibility criteria apply.

Call Notes
你好
Hello
Call Translate
Mobile Turbocharge

yes OPTUS



WANT A BETTER SPORTS DRINK?

THAT'S NOT PACKED WITH SUGAR
BY CORPORATE AMERICAN
DUDES THAT HAVE NEVER
PLAYED INDOOR SPORT
IN THEIR LIVES?

LOW IN SUGAR.
DEVELOPED & OWNED
BY AUSSIE ATHLETES



*When Superboost 500ml bottle is compared to the
full sugar variants of the top 3 selling electrolyte
sports drinks in Australia on a per 100ml basis.



The motio network includes -

- 1500 High Definition Digital Displays
- 1,000 high-value locations
- Underpinned by 1st party data and location intelligence
- Industry leading Location Based content
- Hyper relevant editorialised content for each environment



motio has unique characteristics enabling brands to tell their stories to people where they are naturally engaged.

motio is:

- The **storytelling** power of **video**
- The **immediacy** of **digital**
- The effectiveness of **place based Out-of-Home**
- The **precision** of **contextual content & placement**

Motio is a platform that isn't just seen, it's remembered.

motio



motio

02

FY25 H1 results summary.

The Highlights.

Revenue

\$5.293M

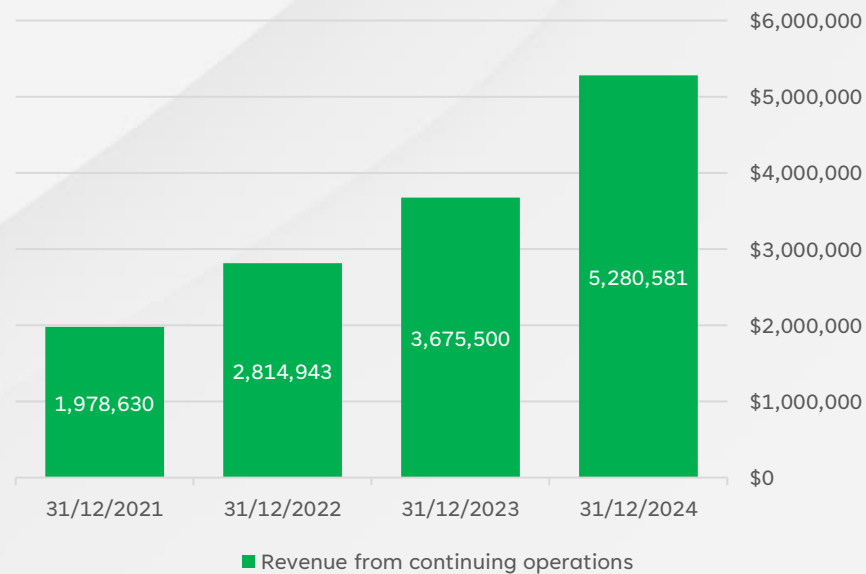
+44% Year On Year

EBITDA

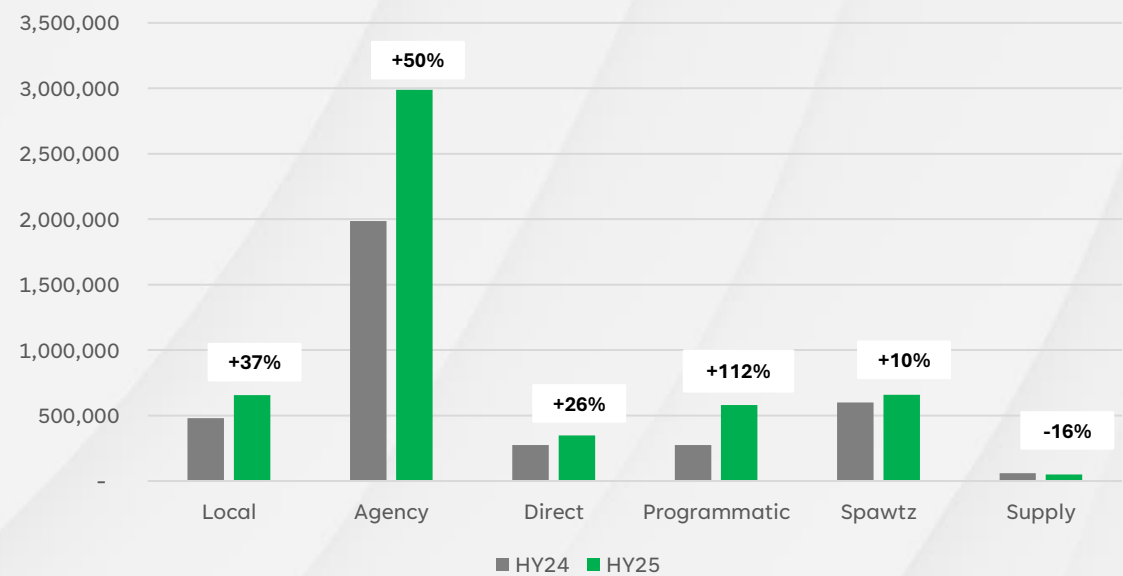
\$1.001M

+839% Year on Year

The Highlights.



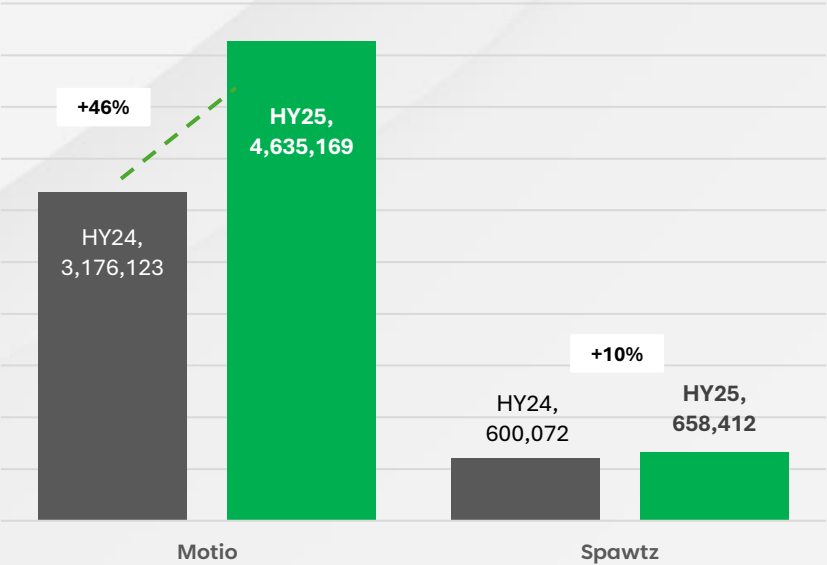
Revenue has increased +44% compared to H1 2024



Growth Year On Year across all media revenue streams

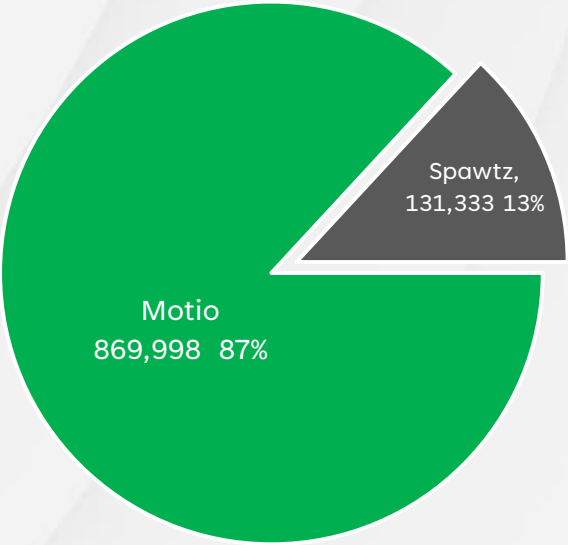
Motio beyond Spawtz

Revenue breakout of Spawtz



Motio Revenue +46%
Spawtz Revenue +10%

Cash EBITDA contribution



Motio 87%
Spawtz 13%

Commentary on P&L

- Significant lift on revenue driving **motio's** strongest EBIDTA result
- Q1 significantly over delivered, driving the overall result
- GP +3% to 76.7% due to cost saving initiatives deployed in H2 2024
- Personal expenses are up 17% (predominantly sales commissions)
- Other expenses up (R&M + Travel increases)
- Net loss significantly reduced to (\$160,834)
- Reduced debtor days (76 to 55)
- Low capital deployment (on strategy)
- Cash in bank improved significantly

Condensed Consolidated Statement of Profit or Loss and Other Comprehensive Income

		31-Dec-24	31-Dec-23
	Notes	\$	\$
Revenue from continuing operations	4	5,280,581	3,675,500
Other income	4	12,999	100,695
Cost of sales		(1,234,785)	(1,000,806)
Gross profit		4,058,795	2,775,389
Consulting and advisory fees		(19,750)	(24,766)
Corporate compliance		(48,613)	(46,024)
Directors fees and salaries	5	(213,310)	(213,749)
Finance costs	5	(125,310)	(125,956)
Insurance expenses		(32,859)	(34,748)
Personnel expenses	5	(1,978,698)	(1,693,355)
Professional fees		(108,090)	(186,318)
Other expenses		(546,148)	(469,819)
Impairment of receivables		(13,009)	(8,749)
Amortisation		(476,620)	(604,761)
Depreciation	5	(385,679)	(372,072)
Share based payments expense	5	(244,191)	(344,490)
Loss on disposal of property, plant and equipment		(27,351)	(12,065)
Total expenses		(4,219,629)	(4,136,872)
Loss from continuing operations before income tax		(160,834)	(1,361,483)
Income tax benefit		-	2,603
Net loss for the period		(160,834)	(1,358,880)
Other comprehensive income/(loss) for the period, net of tax			
Items that may be reclassified to profit or loss:			
Foreign exchange on translation of foreign subsidiaries		15,464	(4,472)
Total comprehensive loss for the period		(145,370)	(1,363,352)
Loss per share from continuing operations attributable to the ordinary equity holders of the company:		Cents	Cents
Basic and diluted loss per share		(0.06)	(0.51)

The above Condensed Consolidated Statement of Profit or Loss and Other Comprehensive Income should be read in conjunction with the accompanying notes.

03

Outlook.

FY25 Strategic Position & Outlook.

- H1 Has been in line with our strategic consolidation
- Have divested our **Spawtz** software to laser focus on media
- Balance sheet to be significantly strengthened following completion of the **Spawtz** sale
- Forward revenue remains strong
- New locations are being rolled out across all our channels
- Federal Election may create uncertainty around forecasting
- Take advantage of the maturation of the operational capabilities
- Continuing to assess accretive opportunities
- **Revenue guidance now \$8.4M-\$8.8M (ex Spawtz)**
- **FY25 Cash EBITDA target (with the inclusion of office rent expenses) re-affirmed at \$1.2M+**

FY25 H1 RESULTS



Why you should invest in motio.

01

Highly **experienced Management team** with proven track record on OOH

02

Strengthened balance sheet with accelerated debt reduction **and further scale possibilities**

03

Innovation in Digital Place Based Environments creating economic activity

04

Continued to be valued **c. 1X Revenue** on the Australian Securities Exchange

05

Constantly increasing: Revenue growth (fourth year), Profitability, Operational Efficiency, Cash Flow

06

Ready, setup and capable of further, significant expansion

To finish.

- Significant uplift on cashflow
- Very strong H1 results
- Forward revenue remains strong
- Creator Tech initiative gaining traction for commercial partners
- Continuing to develop the network at low capital deployment
- Audience measurement will be in place by end of FY25
- Cash in bank has significantly improved
- Divestment will allow accelerated debt reduction post completion
- Opportunity to organically increase network expansion
- Next update will be mid April to update Q3 + Q4 outlook



Questions

FY25 H1 RESULTS

motio