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Market Announcements Platform
ASX Limited

Strategy delivers Motio record revenue and Cash EBITDA in flat market

Motio Limited (ASX:MXO “Motio” or the “Company”) today posted its strongest first half financial results, including record revenue and EBITDA, of the back off its execution of a consolidation strategy focused on monetising existing networks, introducing sustainable cost reduction measures and widening its revenue streams.

The Company said the positive July 1 to December 31 financials – the fifth consecutive first half of the company delivery growth – marks a positive new chapter for the company as advertisers realise the unique and powerful proposition of the network, which brings together the best elements of out of home, digital and video.

Highlights:

- Revenue for the first half was a record \$5.3 million – up 44 per cent on the previous first half record of \$3.6 million posted in last financial year – with national agency revenues growing significantly, and programmatic and direct revenues growing by 112 per cent and 37 per cent respectively, year on year.
- Revenue growth primarily from increased digital advertising sales, which was up \$1.5m, or 51 per cent, year on year.
- Cash EBITDA for half was \$1 million – up 839 per cent year on year.
- Statutory loss before tax for first half reduced to \$194,608 – a significant reduction to previous corresponding period of a \$1.4 million statutory loss.
- Strong performance in contrast to wider media industry, which for the last six months of 2024 experienced flat growth in a challenging market.
- Results reflect growing recognition by brands of the benefits delivered from dynamic, engaging and hyper-relevant content in the four high dwell time environments Motio operates, and cost management initiatives introduced in later part of the half.

The results are in stark contrast the broader media market – which according to the Standard Media Index experienced flat growth during the period – and the specific sectors the company is often aligned with, such as the out of home industry which grew revenue by just 15 per cent for the same period.

Motio Managing Director Adam Cadwallader said: “Off the back of a very strong first quarter to the financial year, we saw sound advertiser demand for our unique platform continue into the second quarter despite it being a challenging period for the industry with the overall market being flat.

“Key to this significantly improved top line and us bucking the industry trend is the uniqueness of the Motio platform, that brings together the best elements of Out of Home, Digital and Video, underpinned by a tech stack to enhance audiences’ exposure to content and powerful data to help advertisers drive greater returns on their advertising investment.

“Our four channels – each tailored to the specific location we operate – have proven to be engaging and hyper-relevant to the audiences who are receptive to content in these high dwell time environments.”

The record results – which is the fifth consecutive first half of growth – reflect the company’s singular focus on continuing to develop the media platform and its four channels – MotioCafe, MotionHealth, MotioPlay and MotioVenue – and the introduction of cost management initiatives in the later part of the half.

“These results show that we are on the right path to ongoing and profitable market share growth, reaffirms our previous earnings guidance for the year and positions the business well for long-term and sustainable profitability, even with the advertising market facing uncertainty in the near future,” Mr Cadwallader said.

“More and more advertisers are realising the power of our platform which delivers compelling content relevant to the environment on to a captive audience in locations that have a high dwell time. We are also getting an increasing number of advertisers coming back with fresh new campaigns based on the results they are seeing.

FINANCIAL POSITION

Mr Cadwallader said the Company’s financial position remained strong with positive cash flow strengthening its cash position

“The Divestment of Spawtz for \$1.35 million, which we announced last week and will be completed by March 31, 2025, will further strengthen Motio’s balance sheet,” Mr Cadwallader said.

“This provides us with the opportunity to accelerate the reduction of debt, fast track organic development across all channels within the Motio network and explore accretive acquisition opportunities that will further develop our media offering.”

OUTLOOK

While forward revenue continues to pace ahead of the previous year’s position, Mr Cadwallader said the impending Federal Election could have an impact the media sector due to the variable environment expected,

“However, based on the first half performance, Motio is well positioned to deliver its fifth consecutive year of growth and meet its previously stated earnings guidance of \$1.2m+ EBITDA for the financial year,” he said.

This announcement has been authorised for release by the Managing Director.

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ABOUT MOTIO LIMITED

Motio redefines how brands connect with their audiences, through its unique digital place based network. It offers the best elements of Out-of-Home, Digital and Video with dedicated digital display channels

carrying dynamic, engaging and hyper-relevant content tailored to the natural high dwell times of its environments. These include cafés, medical centres, indoor sports and Bar/Pub environments. Motio has unique characteristics enabling brands to tell their stories to people where they are naturally engaged. The Motio network includes more than 1500 state-of-art digital displays across in excess of 1000 high-value locations, underpinned by first party data and location intelligence technology to deliver brands with maximum returns. **By blending the storytelling power of video, the immediacy of digital, the effectiveness of place based Out of Home with the precision of contextual placement, Motio is a platform that isn't just seen, it's remembered.**