

FY25 RESULTS



FY25 End of Year presentation to shareholders | September 1, 2025

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Past performance is not a reliable indication of future performance.

THANK YOU FOR JOINING

- 01** OVERVIEW OF MOTIO
OUR BUSINESS TODAY
- 02** FY25 RESULTS
AN OVERVIEW OF THE NUMBERS
- 03** WHERE TO NOW?
KEY INSIGHT INTO MOTIO
- 04** SUMMARY & QUESTIONS
Q&A

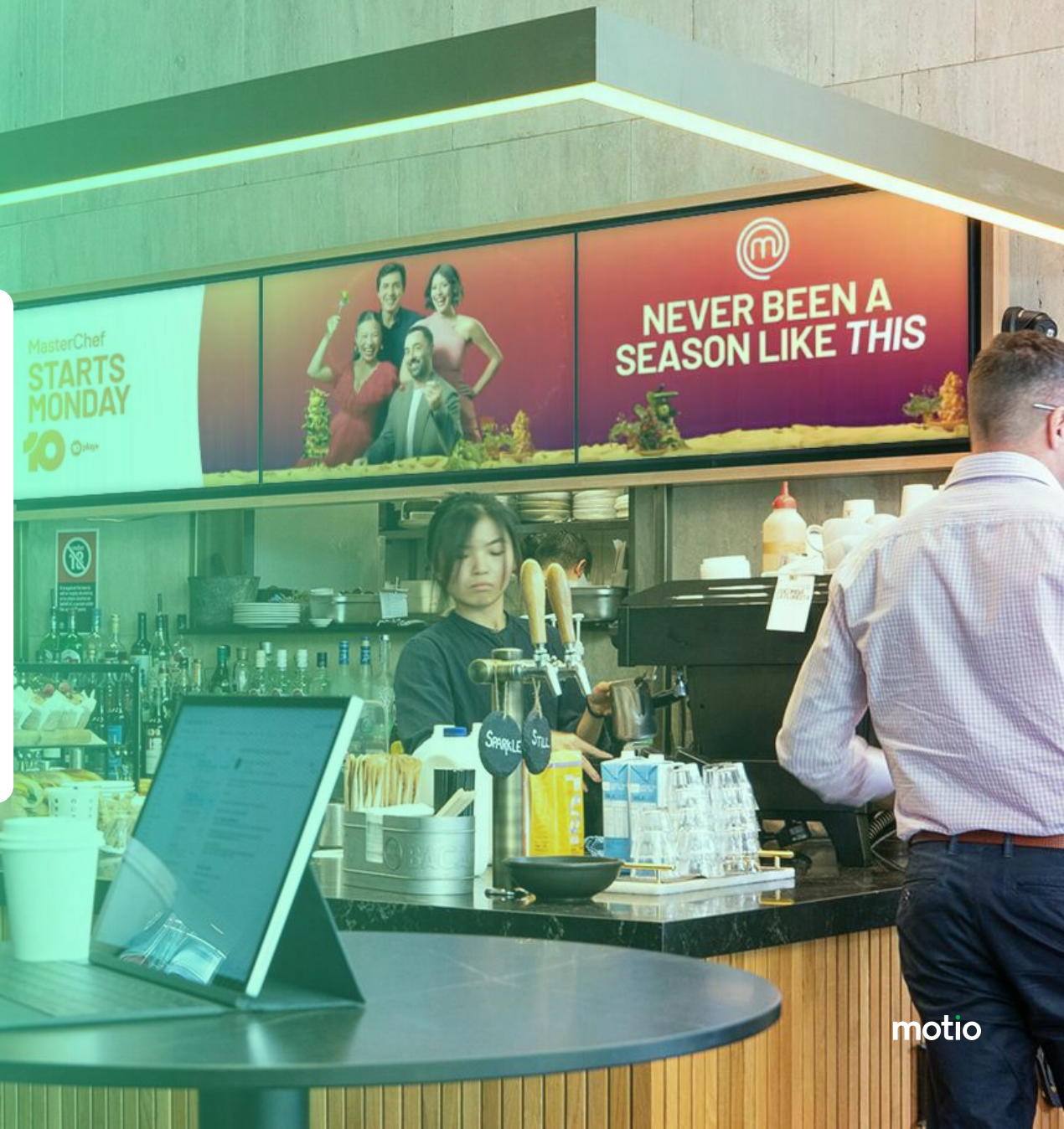


01

OVERVIEW OF MOTIO.

HOW WE CONNECT WITH PEOPLE

- Developing fantastic networks that have high impact
- In geographies where a lot of people see our displays
- Has the precision of digital targeting
- The dynamics of video and editorial content
- Hyper relevant information
- Tailored to the natural long dwell times of each environment





We own and operate digital screen networks in these
expanding group of environments.



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expanding group of environments.



motio is a Placed Based Media company
that operates over 1,200 displays nationally.



NEW

PHARMACY ONLY MEDICINE



**FOR RELIEF
FROM MUSCLE
& JOINT INJURIES¹**

Available only from your pharmacist

ASK YOUR PHARMACIST ABOUT THIS PRODUCT.
INCORRECT USE COULD BE HARMFUL.

Reference: 1. CELEBREX RELIEF¹ Product Information, Millers Point, NSW. AU-CELE-3025-00036, April 2025.





PCYC Commitment • Resilience • Integrity

POINTS BET
1ST HEAD TO HEAD BET UP TO MAX STAKE

FIRST GOAL YOU WIN

GET ACCOUNT FOR PERSONALISED MAX STAKE LIMIT

POINTS BET
SWANS
WIN
\$43.80 \$74.80





We own and operate digital screen networks in these
expanding group of environments.



Whilst we are technology driven, our
business and culture is sales.

motio is known for **transforming places** and spaces. Helping business, customers and brands gain the maximum value from digital signage.



02

FY25 RESULTS SUMMARY.

HIGHLIGHTS

Revenue

\$9.377M

+30%* Year On Year

CASH EBITDA

\$1.939M

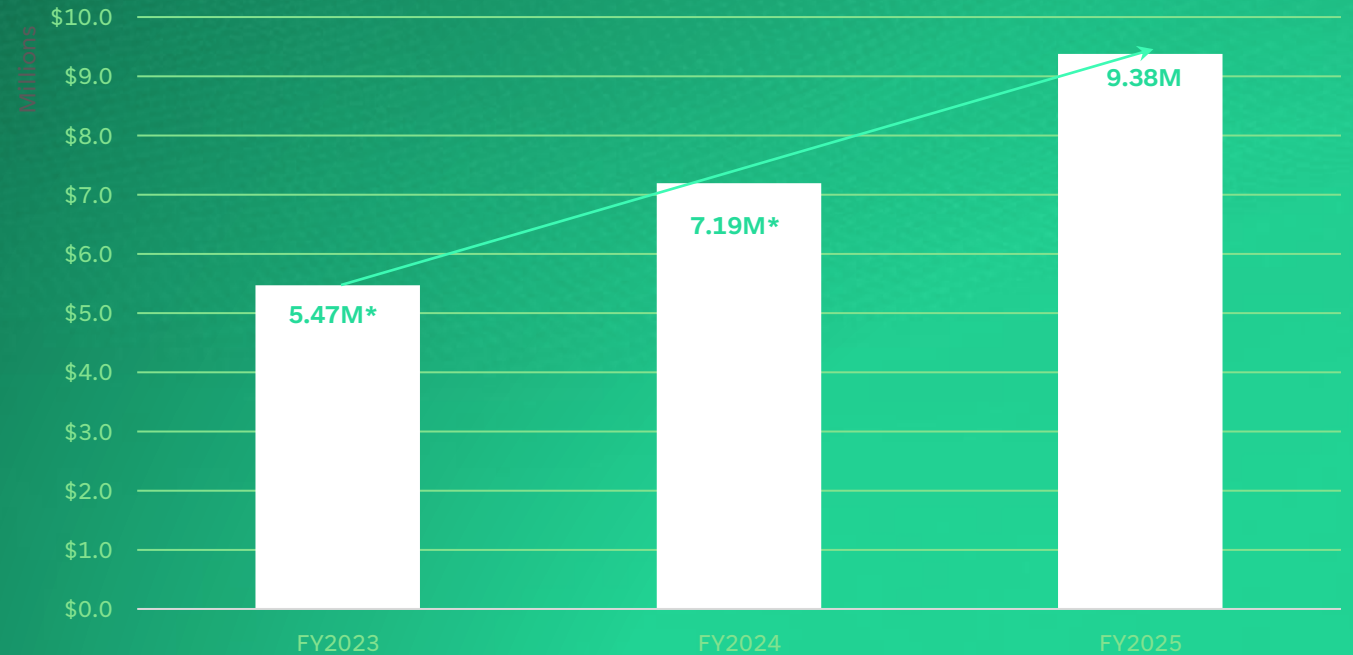
291%* Increased on FY24

* Presentation of the comparative information has been restated due to a discontinued operations

YEAR ON YEAR GROWTH

Media revenue has grown.

- 30% YOY Growth
- Cash flow positive
- Increased utilisation
- Sustainable business model
- Commitment to continued profitability



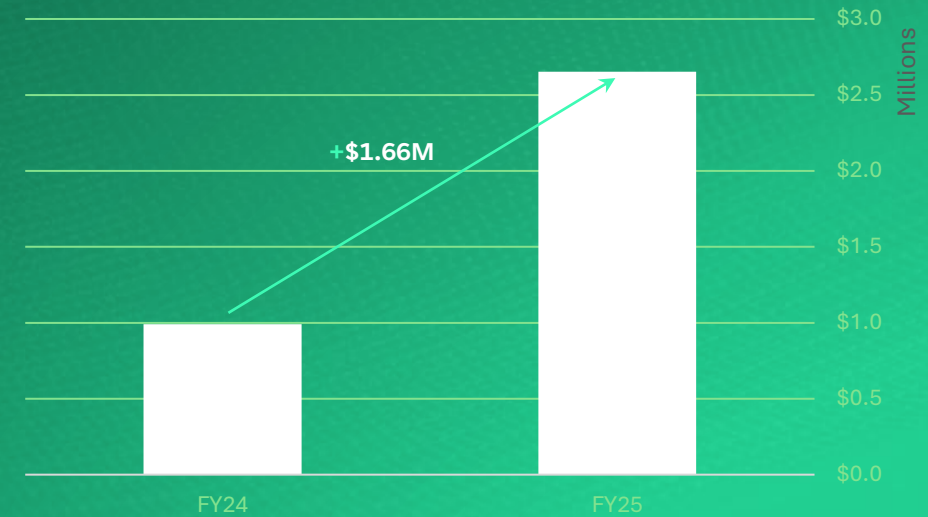
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YEAR ON YEAR GROWTH

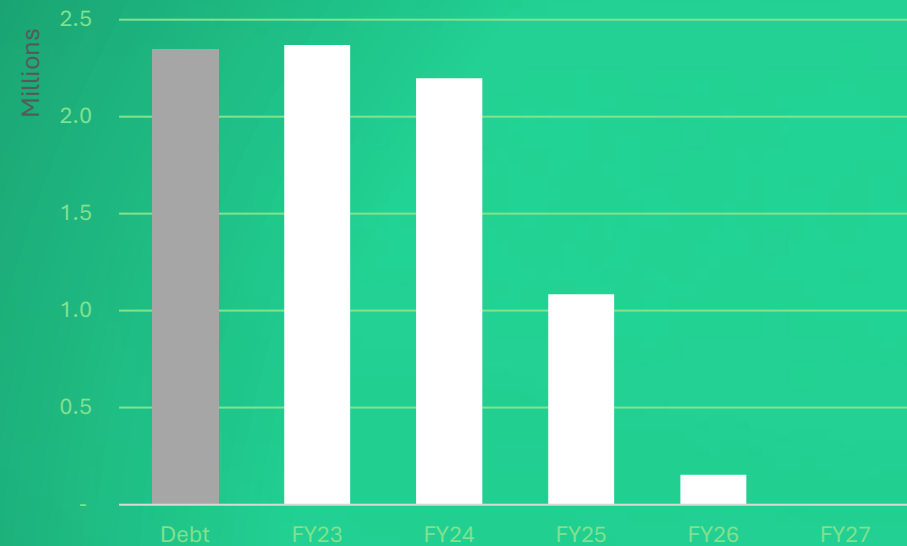
Cash and debt.

- Increase in cash position by 168% driven by:
 - organic revenue growth and flow through
 - Net inflow of \$1.215M cash from divestment
 - Paid down \$1.3M oOh! media debt

Cash



Debt



P&L COMMENTARY

- **Gross margin % improved in FY25 from:**

- Strong revenue growth, Health being the most significant
- Cost of sale reduction with improved rates for connectivity

- **Finance Cost savings:**

- Lower interest due to early partial payment for oOh!media Loan post the sale of the SPAWTZ business

- **Personnel Expenses**

- Overall reduction in expenses YOY

- **Other Expenses:**

- Other expenses have increased
- Repairs and Maintenance +\$80K and will normalise FY26
- Rental Outgoings have lifted \$44K
- Marketing up due to industry membership \$28K+
- FBT has been moved from Employment to Other expenses
- Growth in client entertainment
- **Reductions imminent for FY26**

		YOY %	FY25	FY24 (restated)*
Revenue	■	30%	9,377,224	7,191,047
Cost of media sites & production	■	8%	2,368,740	2,196,293
Gross margin	■	5%	74.7%	69.5%
Consulting & advisory fees	■	(96%)	(78,250)	(39,848)
Corporate Compliance	■	(84%)	(106,794)	(58,042)
Directors' fees and salaries	■	(32%)	(543,545)	(412,633)
Finance Costs	■	14%	(219,366)	(254,155)
Insurance expenses	■	6%	(62,023)	(66,064)
Personnel expenses	■	5%	(2,747,095)	(2,904,094)
Professional fees	■	37%	(171,501)	(272,893)
Other expenses	■	(98%)	(1,166,481)	(589,373)

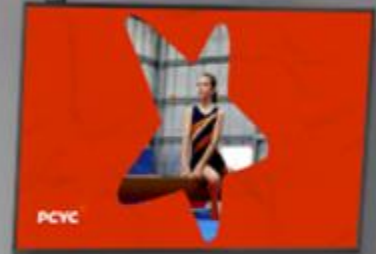
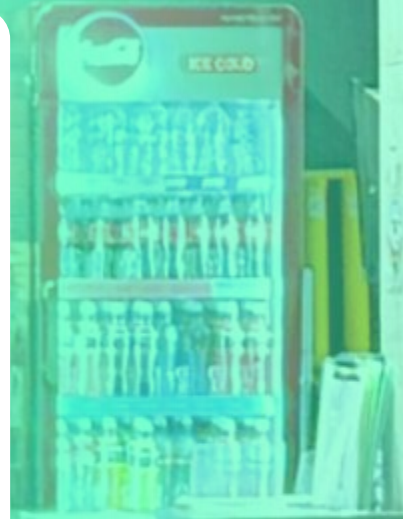
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03

NEXT FOR MOTIO.

WHY YOU SHOULD INVEST IN MOTIO

- 01** Highly **experienced Management team** with proven track record on OOH
- 02** Expansion of our network, ready for **significant scale possibilities**
- 03** **Innovation in our networks and environments** to have a high impact in brands, customers & business
- 04** **Constantly increasing:** Revenue growth (fifth year), Profitability, Operational Efficiency, Cash Flow
- 05** **Demonstrably capable** significantly scaling our operations



THE THINGS WE VALUE

Our values set the standards we expect, encourage and celebrate in our team and partners. They guide our decision making and position us to achieve our purpose.

01

TEAM PLAY

We know that for **motio** to win, it takes all of us to make it happen. We celebrate teamwork and prioritise it over the individual.

COMMUNICATION

Our commitment to communication and making sure the team and our partners are informed is paramount to our success. We are committed to telling it like it is, the good, the bad and the ugly.

02

03

OPENNESS

We highly value the quality of being receptive to new ideas, opinions and arguments. We love it when people are curios, know their strengths and weaknesses and embrace them.

EQUITY

Motio is committed to widening participation, promoting ownership, fairness and behaving with proprietary interest to increase success for all.

04

SUMMARY.

- Solid start to FY26
- Commenced roll out of PCYC NSW locations
- Further development of existing networks being evaluated
- Cash flow and cash balances healthy
- Quality team in place
- Forward momentum established across the business
- Continued focus on bottom profitability and growth



04

QUESTIONS.