



INVESTOR PRESENTATION

WHERE WE WILL PLAY

Media Ownership & Sales Representation

XTD will continue to be a 'media owner' chiefly in the Outdoor Advertising & Place Based Media space inclusive of Cross Track OOH. XTD will explore possibilities for complementary ownership & representation under our new sales brand, MOTIO in readiness to expand our sales representation launched May 1.

CURRENT

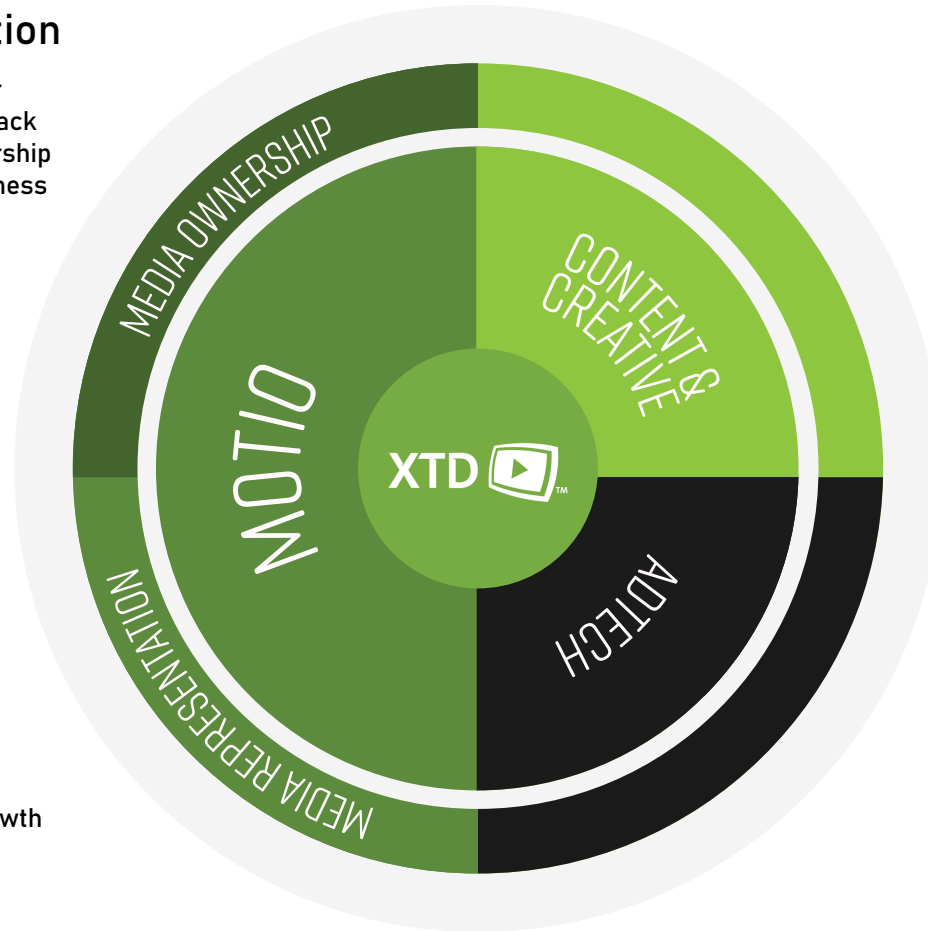
- XTD (Cross Track) media (tender based opportunities)
- Acquired Adline Out-Of-Home Sport & Leisure locations
- Acquired oOh! Health network in major medical centres
- Staged discussions for sales representation.
- Ready to Launch Motio

NEXT 12 MONTHS

- Options for scale Out-Of-Home (organic or acquired)
- Media that is extendable/scale automation
- Has broadcast appeal or is 'niche at scale'
- Expansion of sales representation

LONG TERM

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



Out-Of-Home Content & Creative

Build capability in content, and creative practice and advisory - 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 and so it works for ours and other companies' customers

AdTech/Sportech

Invest in AdTech/Sportech & Data that enhances customer experience, increase engagement and provide accessibility to brands and business in the out-of-home arena or 'where people play' for fun.

- Management and Investment into PMP, Programmatic and Bid based systems for OOH that fulfil specific market segments
- Scalable AdTech and peripherals that service the efficiency of Out Of Home
- Sportech that increases ease, profitability and/or increases our footprint 'where people play'

ABOUT MOTIO

WE'RE ALL ABOUT OUT OF HOME

Next generation outdoor

We're brand new, and ready to work differently than traditional outdoor companies.

Customer centric data

Our networks are already rich in single source, first party customer data giving brands the confidence to invest with directly sourced information.

Connected

Whilst we prefer humans, our networks can be traded programmatically to deliver accurate and efficient campaigns.

DATA LED NETWORKS

What is a data led network

Data led networks utilise first party, anonymised customer data to target specific audience segments. These audience segments allow brands to place advertising at the right time and location to target specific persona groups.

How do we use the data?

Utilising specific spend data of high use audience segments, Motio is able to create scenarios based on:

- Age and Gender
- Typical time of day
- Location and area demography

Why is it important?

Motio is about Changing the way Out-Of-Home is considered. This continued innovation in our industry is important to maximise effectiveness and efficacy for brands.

motioHEALTH

**MORE THAN EIGHT IN TEN PEOPLE (82.8% OR 16.4 MILLION)
AGED 15 YEARS AND OVER SAW A GP IN THE LAST 12 MONTHS***

NETWORK OVERVIEW

MotioHealth – A market leading network.

- 5+2+3 Exclusive media contract
- 100% digital environments and fully networked to a single key operation
- 58 Large Scale, multi disciplinary medical centres
- Most centres have medical, dental, pharmacy & Radiology
- Over 600,000 patient visits per months
- 77 High Definition digital displays with room to grow
- Predominantly metro, with high profile regional locations
- Large centres with strong community profile
- Ready to be connected with our programmatic media platform partners
- Opportunity to expand the network at relatively low cost

HIGH DWELL TIME ZONES





Over 600,000 patient visits per months



58 Large Scale, multi disciplinary medical centres



National footprint in High density population zones



28 minute wait time



77 high definition digital displays



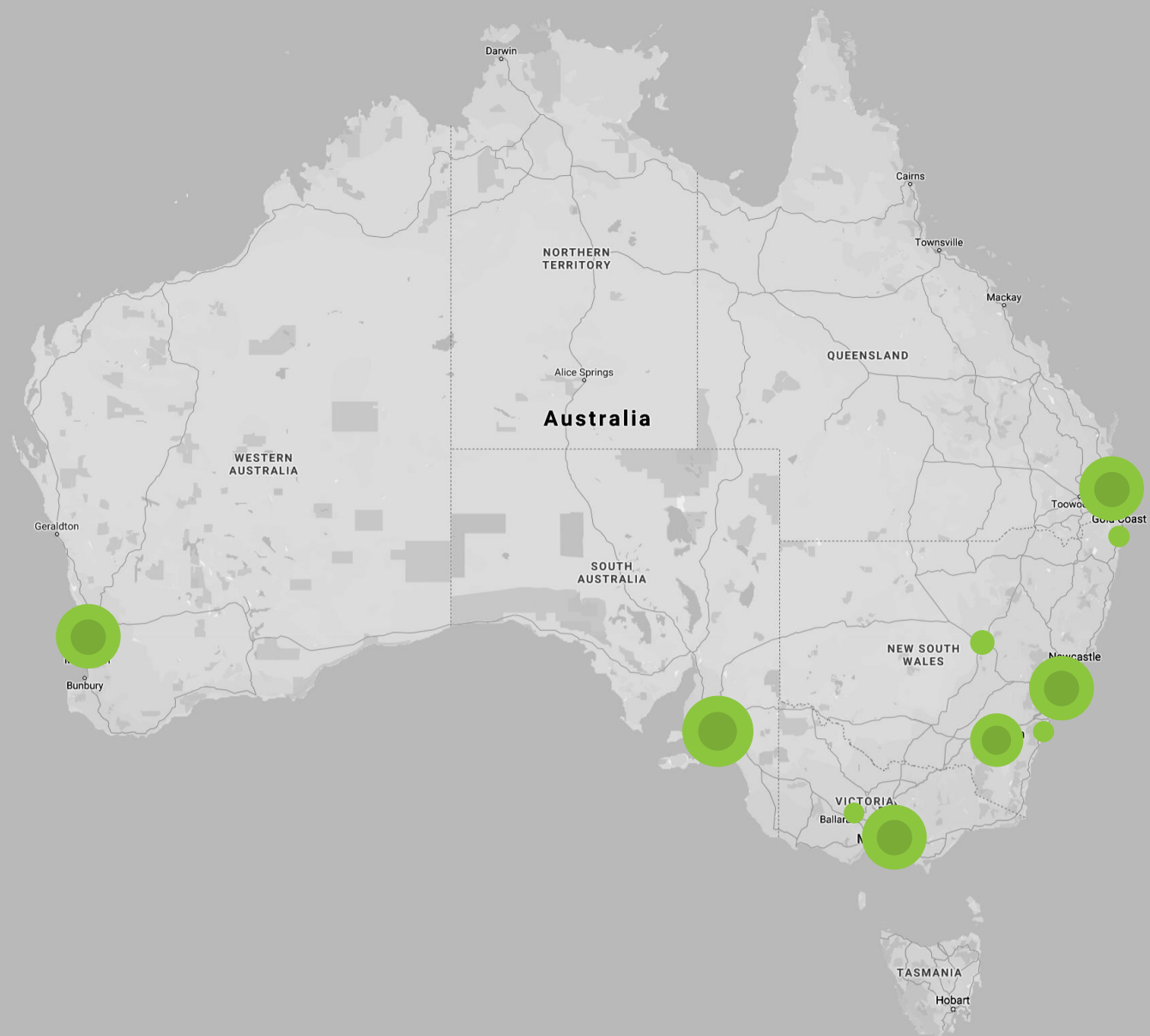
Ad Loop length 6 minutes with longer, rich content options



HIGH DWELL TIME LOCATIONS AND KEY FOCAL POINTS

58 MEGA MEDICAL CENTRES AUSTRALIA WIDE

MotioHealth Coverage Map



IMPORTANT NOTICE AND DISCLAIMER

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This update contains “forward-looking statements”. Forward looking statements can generally be identified by the use of forward looking words such as, ‘expect’, ‘anticipate’, ‘likely’, ‘intend’, ‘should’, ‘could’, ‘may’, ‘predict’, ‘plan’, ‘propose’, ‘will’, ‘believe’, ‘forecast’, ‘estimate’, ‘target’ and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance on, future earnings or financial position or performance are also forward-looking statements.

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UNDERLYING FINANCIAL INFORMATION

XTD uses certain measures to manage and report on its business that are not recognized under Australian Accounting Standards. These measures are referred to as non-IFRS financial information.

XTD considers that this non-IFRS financial information is important to assist in evaluating XTD’s performance. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business. All dollar values are in Australian dollars (A\$) unless otherwise stated.



Contact:
Adam Cadwallader
Managing Director
adam.cadwallader@xtd.tv
www.xtd.tv