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Market Announcements Platform
ASX Limited

FORMER TONIC HEALTH COMMERCIAL DIRECTOR JACK MORTLOCK APPOINTED GENERAL MANAGER, MOTIO

Cross Track Digital (**XTD**) (ASX:XTD) is pleased to announce that after a lengthy search it has appointed Jack Mortlock, the former Commercial Director of Tonic Health Media, as General Manager of its newly formed, specialist media sales company, MOTIO.

Adam Cadwallader, Managing Director of XTD said "Jack has a tremendous track record in the Place -Based media space achieving significant growth of people & business, we are very pleased to have him join the business as we continue on our growth path".

Jack Mortlock said, "with the past 12 months seeing mass consolidation in the industry and certainly the challenges we are facing right now, the market needs competition and specialisation". Mortlock added "there are a number of digital and static networks that need high quality representation and we will commit to both quality relationship sales and also out-of-home programmatic as it becomes a significant sector of our capability, allowing brands to trade with Motio differently, without the legacy models of other traditional out-of-home businesses".

Michael Johnstone, COO of XTD and former owner of Adline said "Since Adline has become part of the XTD business, we have spent the time to get to know the AdTech players such as Broadsign, Vistar, Hivestack and Lemma to name a few, and whilst we prefer human-to-human conversations, current market conditions are helping accelerate our automation strategy".

Ben Allman, Sales Director at Broadsign ANZ, one of the world's leading CMS and programmatic platforms (Broadsign Reach) for Australia and New Zealand said "As the out-of-home industry transitions from selling screens to selling audiences and moments, data has become the currency which underpins how the medium is transacted. The team at MOTIO understand this and are building out an impressive representation business with data and technology at its heart."

"Since August last year we have been working on a vision to create a customer facing team that enables our own and partner based networks, rich in customer data to team up and benefit from the experiences we have in the 'place based' out-of-home sector with a truly focused tech based environment for brands and agencies to benefit". Cadwallader added.

MOTIO will officially begin operations today and have previously confirmed they are in talks with other Place Based and Out-Of-Home networks.



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This update is authorised on behalf of XTD Limited by:

Media and Investor information

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