

motio

Starting at 930AM

Digital Place-Based Audience Experience
Friday June 20 2025

June trading update

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Past performance is not a reliable indication of future performance.

10 week trading update.

01

Overview of **motio**

02

Trading update and commentary

03

Investment thesis

04

Outlook

05

Questions & Feedback

June Trading Update



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01

All about motio.

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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

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

Call Translate

Hello

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



JAMIE-LEE PRICE

GIANTS NETBALL

*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.



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.



02

10 week trading update.

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The Highlights (unaudited and estimated).

Media Revenue

est. **\$9.3M**

Exc Non - Media

CASH EBITDA

est. **\$1.9+M**

+33% Year On Year

Exc Non-Media

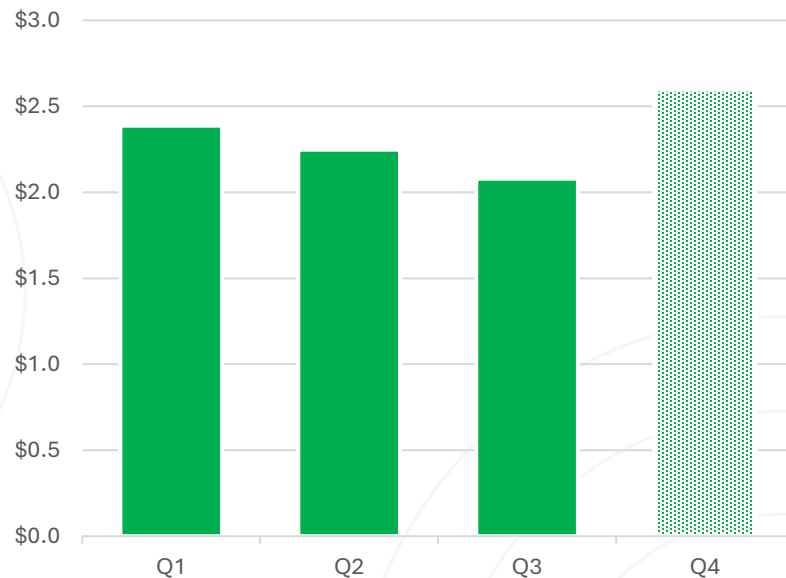
+308% Year on Year

June Trading Update

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The past 10 weeks.

- Stronger than expected trading conditions in Q4
- Quarterly revenue a new revenue record at c. \$2.6M (Q4)
- Health has been the strongest performer +26%
- oOh!media Debt reduced by c. \$750,000

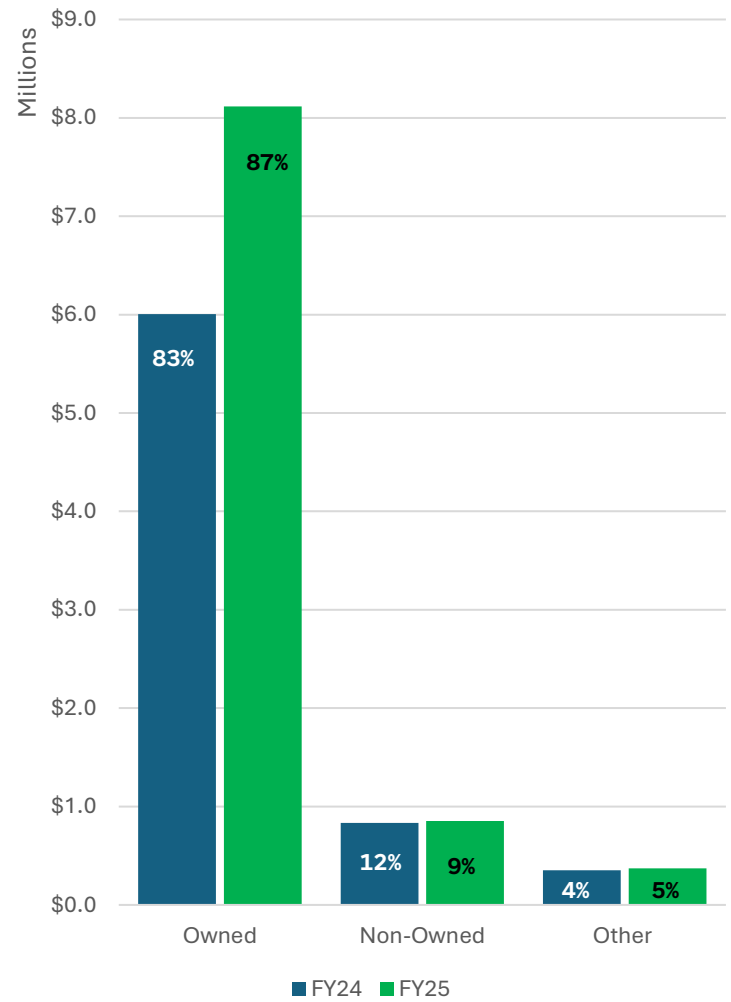


10 Week update

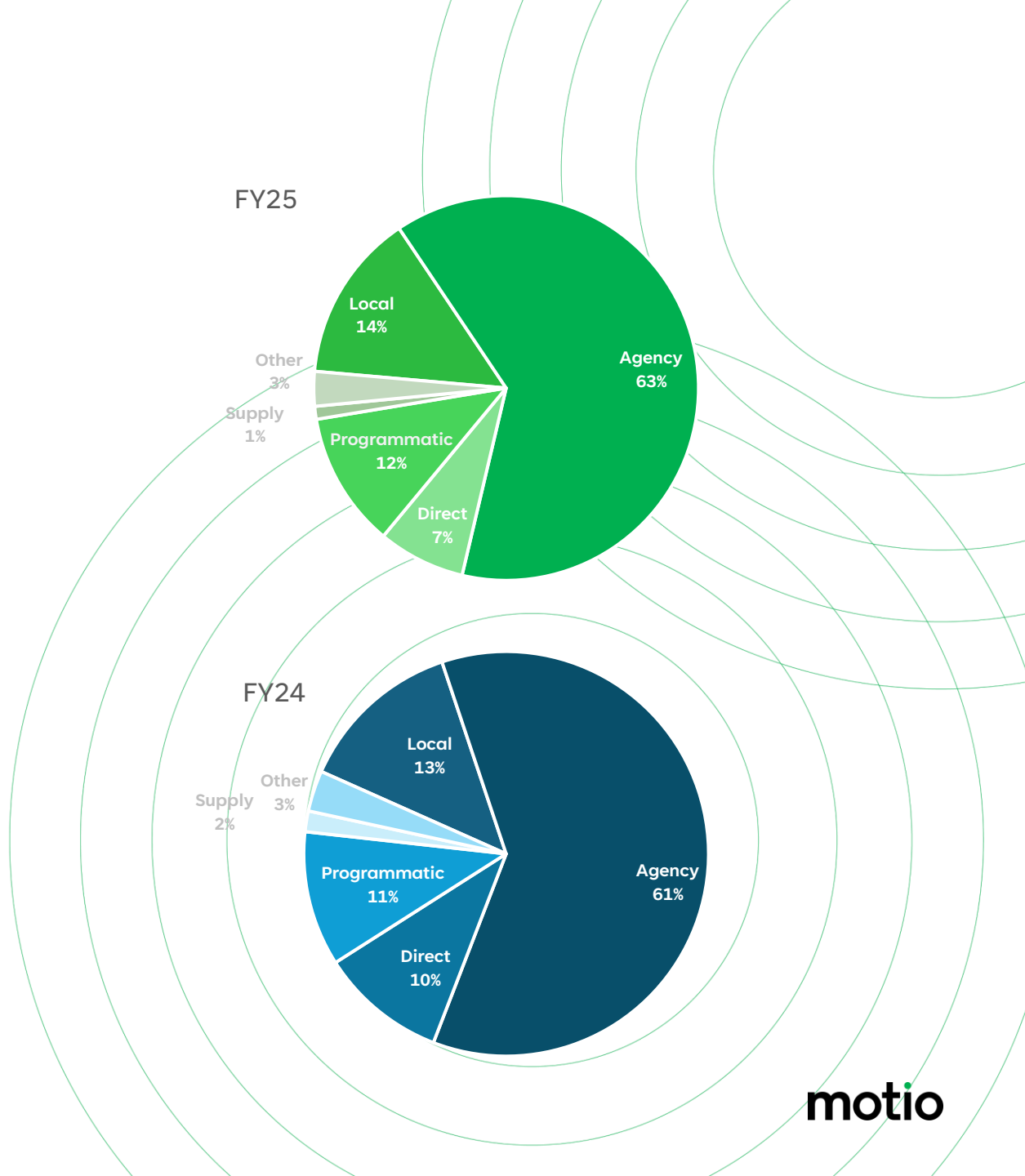


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YOY comparisons (by sales type)



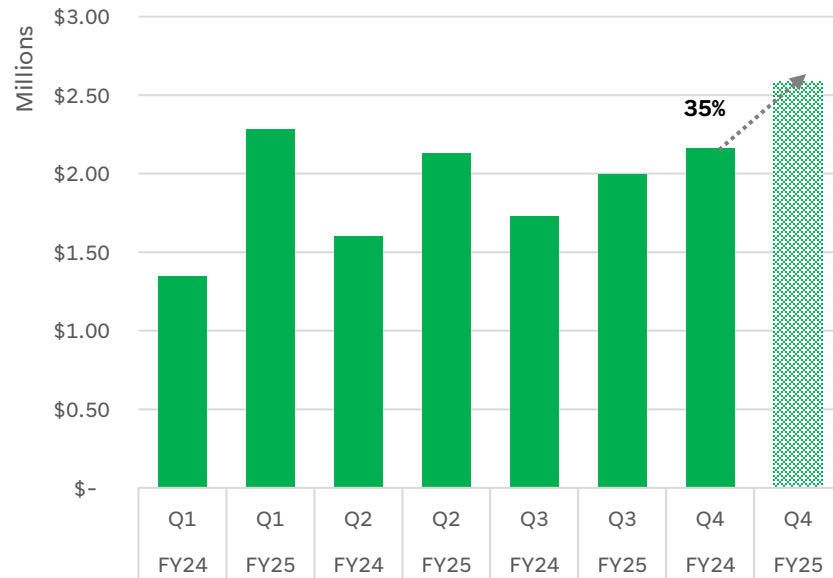
June Trading Update



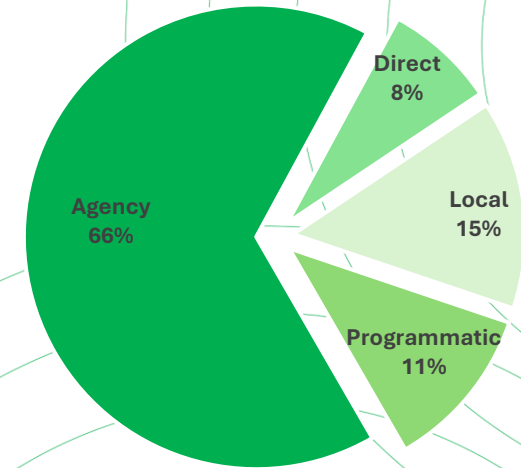
Quarter by Quarter

- Q4 is up 35% compared to the same time last year
- Revenue streams have been relatively constant in FY25
- Positive momentum into FY26 (with Q1 at c. 50% of budget)

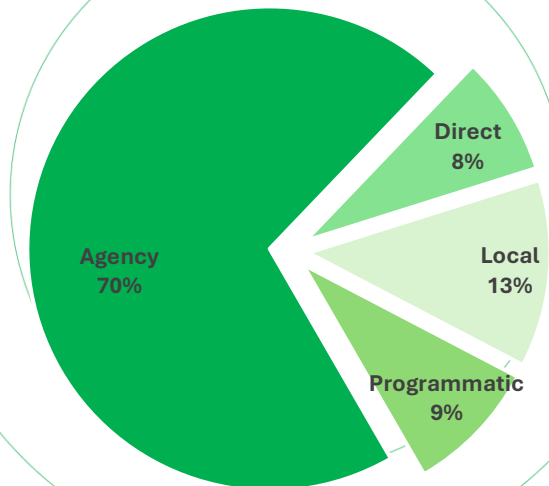
Quarter by Quarter comparison FY24 vs FY25



Year to date revenue breakdown



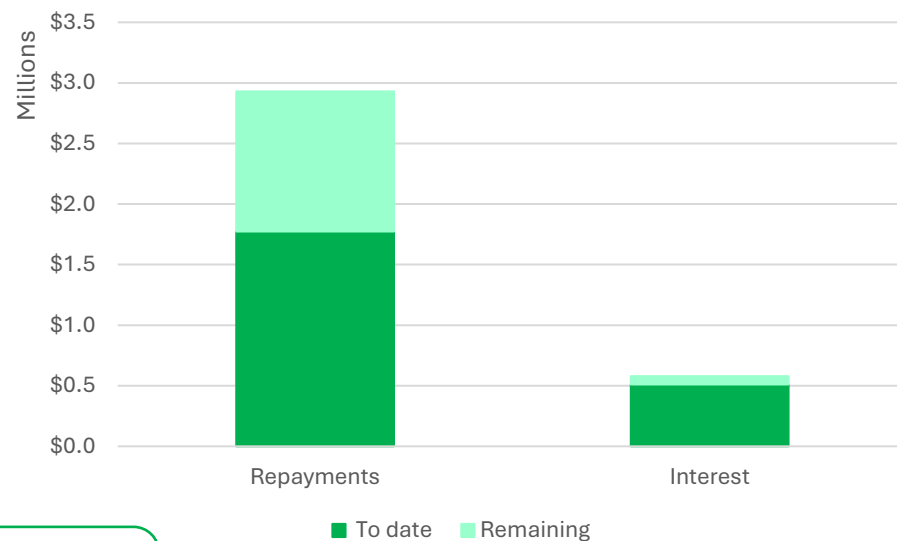
Q4 Comparison revenue breakdown



Cash & Debt.

- Cash Balance at June 19 - \$2.6M
- FY25 Motio has repaid \$1.3M (including the additional payment made post SPAWTZ Sale)
- Additional payment enabled a reduction in future interest of \$93k
- Final instalment payment due Aug 2026

oOh!media loan



June Trading Update

Why you should invest in motio.

01

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

02

Emerging organic and acquisitive opportunities **with strong ambition and capability to move and execute**

03

Innovation in Digital Place Based Environments creating economic activity

04

Compelling trading metrics on ASX at just over <1x EV/Revenue and <5x EV/Cash EBITDA (unaudited)

05

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

06

Ready, setup and capable of further, significant expansion

03

FY26 Strategic Position & Outlook.

FY26 Strategic Position & Outlook.

- FY25 Is almost complete, we did what we said we would
- There are quality organic opportunities on our doorstep
- Cash position has been strengthened, enabling options
- Forward revenue remains strong
- Conservative investment in capital continues
- Team is strong and the market is confident
- Continuing to assess accretive opportunities



To finish.

- Cash in bank is currently at \$2.6M
- Debt to OML is now at \$1.085M (with over \$1.3M paid this year)
- Strong end of year trading and good quality forward revenue provides momentum into FY26
- Industry Audience measurement (MOVE 2.0) has been delayed to ~January 2026
- Opportunities are knocking
- Next update will be Full year post audit results in September

Questions