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Market Announcements Platform  
ASX Limited

## MOTIO COMPLETES SUCCESSFUL CAPITAL RAISING

Motio (ASX:MXO), (“Company” or “Motio”) is pleased to announce that it has successfully completed a capital raising of \$1.73 million via a Placement to institutional and sophisticated investors (“Offer”).

The Offer was strongly supported, reflecting confidence in the Company’s strategy and growth outlook.

### Use of Funds

- Acceleration of digital display network expansion via new site roll out;
- Early repayment of remaining debt to oOh! media Limited, reducing interest expense and bringing forward the Company’s maiden NPAT positive result; and
- Accelerating Motio’s marketing automation and AI creative capabilities for our Local Sales development.

### Offer Details

- **Total Amount Raised:** \$1.73 million (before costs)
- **Issue Price:** \$0.05 per new fully paid ordinary share
- **Premium:** 2.5% to the 30-day VWAP of \$0.0488 on Friday, October 24
- **Securities to Be Issued:** 34,611,222 Placement Shares together with a 1-for-1 attaching option exercisable at \$0.10 expiring two years from the date of issue.
- **Settlement and Allotment:** Settlement is expected on Monday, November 3, with allotment and quotation on the ASX expected Tuesday November 5

### Board and CEO Commentary

Motio has identified an increasing pipeline of new locations to extend and enhance its existing network. This capital raising will enable the Company to accelerate the roll out to these new locations in under 12 months, providing the opportunity to realise increased revenue into FY27.

The Company will also apply these funds to the early repayment of oOh! debt, leaving the Company completely debt free and with meaningful near-term interest savings.

Since we decided over a year ago to prioritise profit and free cash flow, we have steadily increased revenue and cash EBITDA. We have observed higher demand over the past 12 months, and this capital raise, along with the faster network expansion it enables, will help ensure the Company is positioned for sustainable medium-term growth in FY27 and beyond.

**CEO Adam Cadwallader commented,** “We are very pleased with the strong support received for this raise. The additional capital allows us to accelerate our growth strategy and capitalise on the expanded pipeline of new locations. The pipeline increase is directly linked to previous innovations, such as the creator platform, which connects utility with our displays for property partners.

Since we made the decision over a year ago to focus on profit and free cashflow we have been able to consistently grow revenue and cash EBITDA. We have experienced increased demand over the past 12 months and this capital raise, and the accelerated network expansion it supports, will help ensure the Company is set for sustained medium term growth in FY27 and beyond.

Further, as a Board we viewed repaying the oOh! debt early as attractive, creating an immediate return through the near-term reduction in interest costs. While internally we assess our business through its ability to generate free cash flow, we do note many investors pay attention and ascribe value to a Company's inflection to NPAT profitability, and we do expect this raise and the early repayment of debt to bring this milestone forward for Motio."

#### Updated Capital Structure

Following the completion of the Offer, the Company will have **316,622,131** fully paid ordinary shares on issue. Of the Placement Shares being issued, 27,688,978 Placement shares will be issued pursuant to Listing Rule 7.1A and 6,922,244 shares to be issued pursuant to Listing Rule 7.1. Attaching Options will be issued pursuant to Listing Rule 7.1.

Blue Ocean Equities Pty Ltd acted as sole Lead Manager to the Placement.

#### Authorised for release

This announcement has been authorised for release by the **Board of Directors of Motio Limited**.

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#### Adam Cadwallader

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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 1200 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.**