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INVESTOR.PRESENTATION

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**BUSINESS
BUILDING.**

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AGENDA.

01

What business have we built?

Motio's origins and growth

02

Why is the model different?

The platform we've built and why it matters

03

Trading Update

How are we tracking 10 weeks on?

04

Summary and Questions

What's important now



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THE BUSINESS WE HAVE BUILT.

Motio's origins and growth

BOARD & MANAGEMENT



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BOARD & MANAGEMENT



- 35 Years in media with the last 26 in Out-Of-Home
- Commercial Leadership, business and sales building
- Foundational oOh! media sales director
- Pioneered Digital-Place-Based media environments
- Led oOh!'s Locate division
- Created Motio 6 years ago



FROM SCRATCH

- 4 National audience environments
- Identified, negotiated and commercialised by the existing team
- Built by recognising potential and unlocking value
- A repeatable platform for future growth

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WE BUILD COMMUNICATON PLATFORMS FOR TRUSTED ENVIRONMENTS

- High trust, high dwell environments
- Communication enhances the experience
- Long-term audience engagement
- Attractive Commercial outcomes

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DIFFERENTLY TO EVERYDAY OUTDOOR ADVERTISING

- Communication comes before advertising
- Better communication creates better places
- Stronger customer experiences
- Stronger commercial outcomes

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REPEATABLE GROWTH PLATFORM

- Built through disciplined execution
- Commercial capability across multiple audiences
- Proven with modest capital
- Scalable operating platform
- Positioned for long-term growth

BUILDING CAPABILITY.



JUSTIN KINGSTON
CHIEF OPERATING OFFICER



JACQUI SMITH
FINANCIAL CONTROLLER



GORDON D'MELLO
PRODUCT & MARKETING
DIRECTOR



CHRISTIAN TYSON
NATIONAL SALES DIRECTOR

Mumbrella
News Opinion Analysis Podcast Events

Ex-ATN and JCDecaux exec Christian Tyson joins Motio as sales chief

ELEANOR DICKINSON
November 24, 2025 10:43

Gordon D'Mello and Christian Tyson

Rising out-of-home player Motio has bolstered its leadership team by appointing former ATN and JCDecaux executive Christian Tyson as national sales director.

Tyson, who previously led new business for JCDecaux and sales for Australian Traffic Network, now known as simply ATN, will oversee sales across Australia.

mediaweek
LATEST MEDIA AGENCIES MARKETING TECH JOBS EVENTS MW PODCASTS ABOUT

Motio poaches oOh! media executive Justin Kingston as new COO

by **Natasha Lee**
Posted on 22 October 2025

'Motio has momentum, ambition and a standout team'.

[in SHARE](#) [TWEET](#) [f SHARE](#) [EMAIL](#)

Motio has appointed **Justin Kingston** as Chief Operating Officer, as the company continues to scale its national operations across Australia's digital place-based media landscape.

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THE GROWTH.

Stepping up

Investor Presentation – JULY 2026

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BUILDING CAPABILITY, LAYER BY LAYER.

- Established a scalable operating platform
- Invested in technology, publishing and commercial capability
- Built a high-performing leadership team
- Recognised and unlocked underutilised opportunities
- Created a repeatable model for growth

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CAPABILITY BEFORE SCALE.

- Balance growth with profitability
- Invest when opportunities create long-term value
- Strengthen the platform before accelerating growth
- Allocate capital with discipline
- Grow organically and through selective acquisitions

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New connections only. Handset upgrades available in-store or via customer care only.
Offer ends 02/03 unless extended. Valid student ID required. 18+ only. T&C apply.



BUILT TO SCALE.

- Significant investment in platform capability
- Systems, technology and leadership in place
- Strong operational foundations
- Increasing Operating leverage
- Positioned for profitable growth

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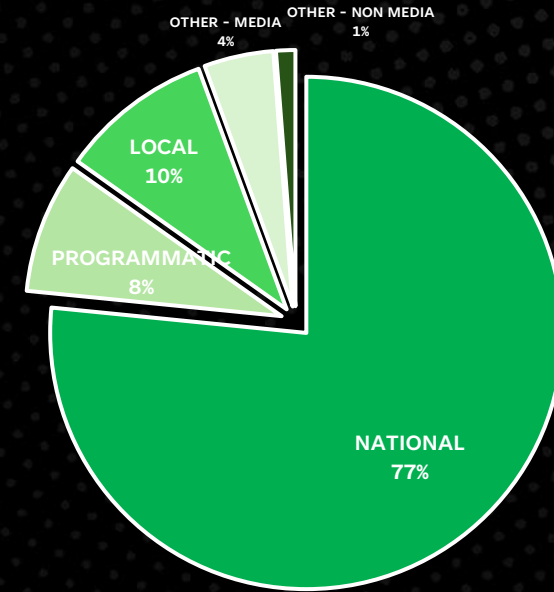


HOW ARE WE TRADING.

Trading Update

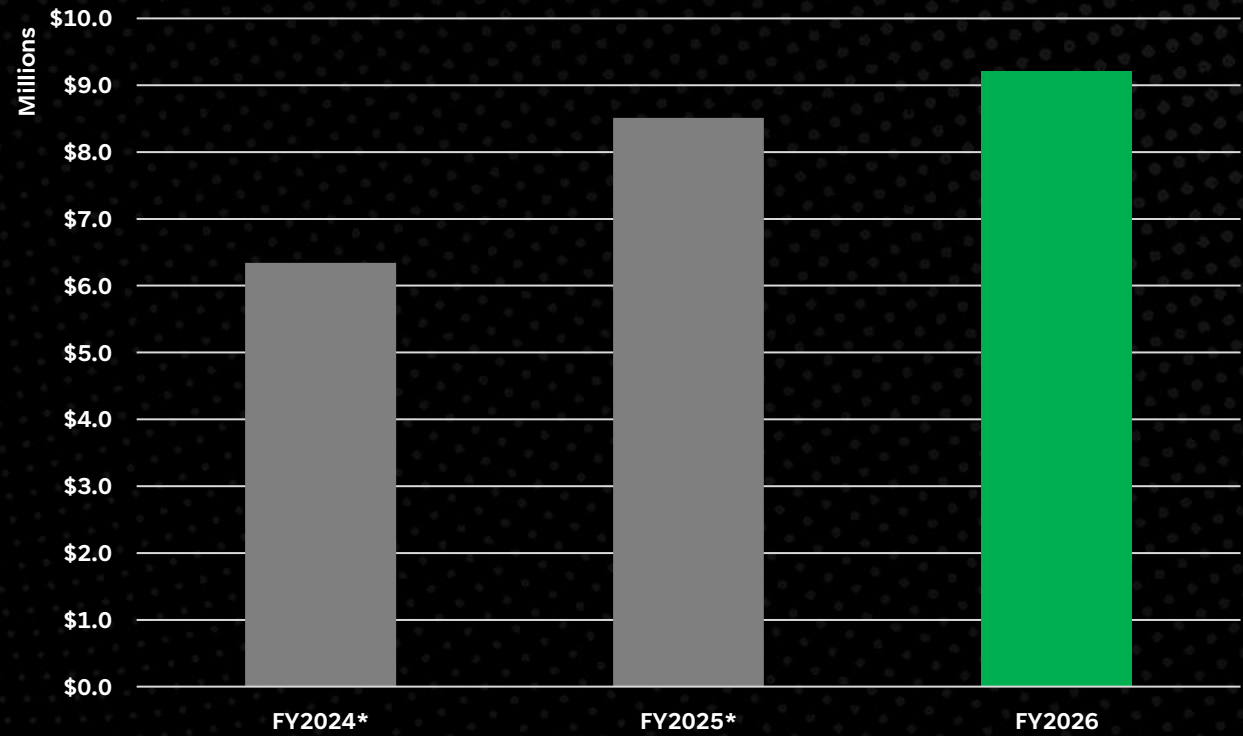
LAST 10 WEEKS.

- Record revenue in May and June
- June was **the highest revenue** in Motio's history
- Health continues to meet expansion targets
- Motio Drive to be at 100 'tops' by July 22, 2026
- Health network growing in presence
- Strong network reliability and uptime



LAST 10 WEEKS.

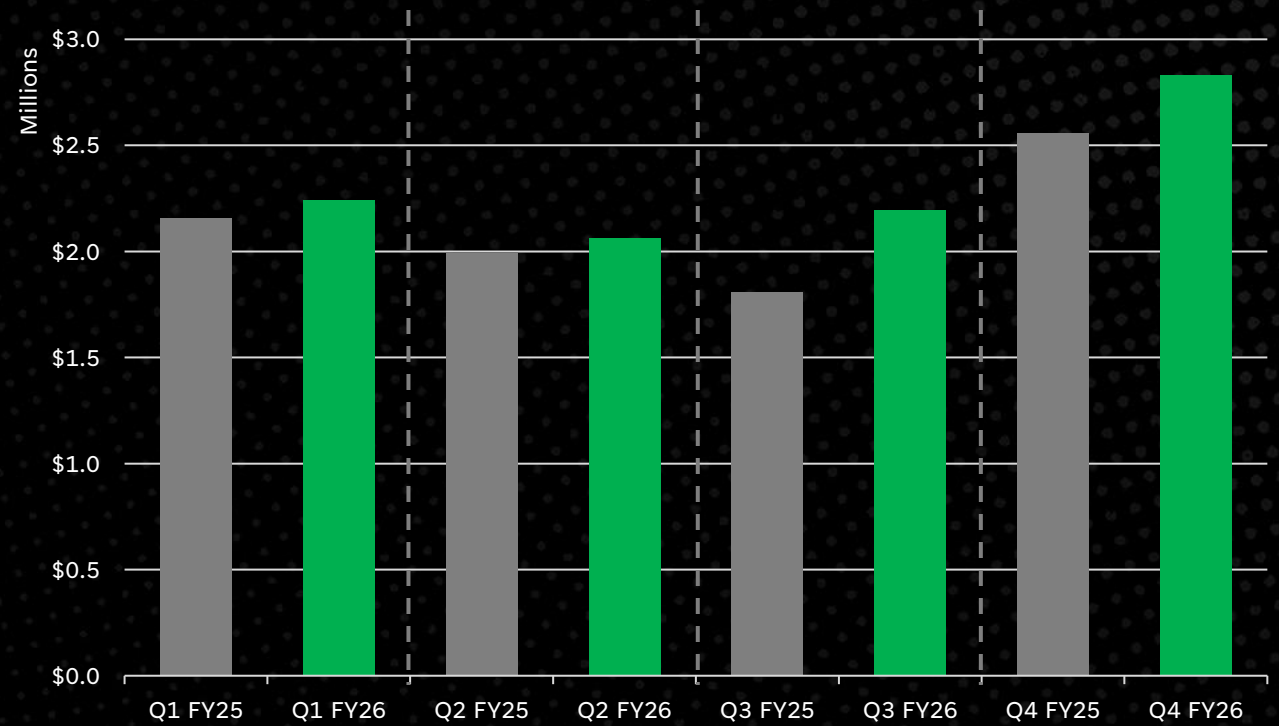
- Strong year-on-year comparative
- Increasing revenue from like-for-like inventory
- Continued uplift YOY
- Improving revenue productivity



* Motio Go was the representation of the Ampol Digital Display network that ceased representation June 30, 2025 - PCP representation excludes Go

QUARTER COMPARISON.

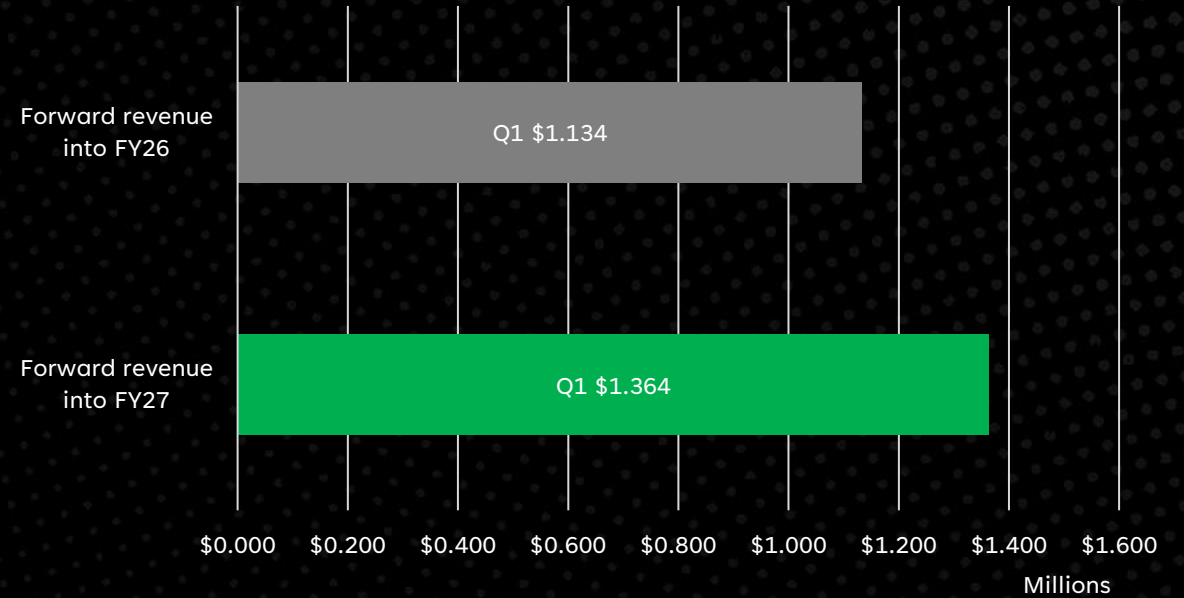
- Increasing revenue from like-for-like inventory
- Record Q4 performance
- Volume and yield increasing in Q4 2026



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FORWARD REVENUE.

- Q1 FY27 forward bookings up **20.3%**
- First-half forward revenue up **8.7%**
- Diversified demand across multiple industry categories
- Continued strength from:
 - Pharmaceutical,
 - Government
 - Community sectors



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AT THE END.

What's important now

THE NEXT PHASE.

The platform is built and continues to evolve
Six years of capability, systems and partnerships

Operating leverage continues to emerge
Revenue growth increasingly driving earnings and cash flow

Growth becomes more scalable
Leveraging an established platform across new opportunities

Capital remains disciplined
Investing where capability creates long-term value

Positioned for the future
Strengthening balance sheet, proven platform and significant runway



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QUESTIONS.

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