

INVESTOR.PRESENTATION

motio

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Past performance is not a reliable indication of future performance.

**A DIFFERENT
PRESENTATION.**

AGENDA.

01

The story so far

Motio's origins and growth

02

The growth position

What's the background and the future?

03

Trading Update

How are we tracking 10 weeks on?

04

Summary and Questions

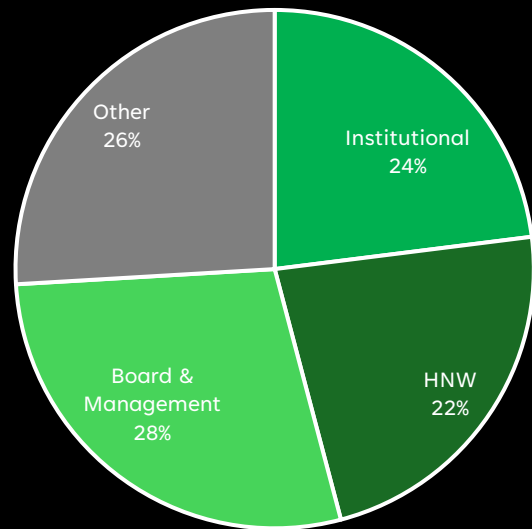
What's important now



THE STORY SO FAR.

Motio's origins and growth

BOARD & MANAGEMENT



MXO Share Price and Volume (1 Year)



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
- Founded Motio 6 years ago



FROM SCRATCH

- Founding Motio team had a vision to build a place based/OOH company that could rival larger peers, starting from zero
- 4 Key channels
- Integrated and commercialised by our existing team
- Has been built from identifying, acquiring and establishing underutilised or undervalued media assets
- Motio has turned them into commercially productive networks



FROM SCRATCH

- We wanted to build an audience-first media business focused on environments where people are actively engaged



FROM SCRATCH

- We wanted to build an audience-first media business focused on environments where people are actively engaged



DIFFERENT TO EVERYDAY OUTDOOR ADVERTISING

- Digital Place-Based is non-traditional out-of-home
- Creating real communication platforms
- Improve the customer experience
- Key to how we have transformed the business



DIVERSIFIED SALES & MARKETING ENGINE

- Zero shortcuts
- Transformed networks
- Built with modest capital with strong instincts
- Assembling a genuinely scaled media business
- Strong foundations and significant runway ahead

LEADERSHIP TEAM.



JUSTIN KINGSTON
CHIEF OPERATING OFFICER



JACQUI SMITH
FINANCIAL CONTROLLER



GORDON D'MELLO
PRODUCT & MARKETING
DIRECTOR



CHRISTIAN TYSON
NATIONAL SALES DIRECTOR

The screenshot displays two news articles. The top article from Mumbrella, dated November 24, 2025, is titled "Ex-ATN and JCDecaux exec Christian Tyson joins Motio as sales chief" and is written by Eleanor Dickinson. The bottom article from mediaweek, dated October 22, 2025, is titled "Motio poaches oOh! media executive Justin Kingston as new COO" and is written by Natasha Lee. Both articles include photos of the executives and text describing their new roles at Motio.

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

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

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.

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

[in SHARE](#) [X 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.

THE GROWTH.

Stepping up

MOTIO'S STEP-BY-STEP GROWTH.

- We started Motio in the middle of a global pandemic
- Designed this business to scale on quality technology and systems
- Great foundational team members
- Identifying opportunities that were overlooked
- Scaled into a quality media company
- Now ideally positioned for scaling earnings growth materially into future years



NON-LINEAR PATHWAY.

- Periods of integration & expansion
- Constant goal to strengthen the underlying quality of Motio
- A notable shift in FY25 to cash flow generation and earnings growth
- Continuing this into FY26 – Maiden NPAT in H1FY26
- Attracting quality new institutional investment to accelerate growth

Growth remains central to our strategy both organically, through strategic investment and accretive acquisition



BENEATH THE SURFACE.

- Invested in quality systems beneath the surface
- Systems, Infrastructure & people capability
- Structurally strong
- Materially greater revenue and profitability potential

Opportunity to continue growing without a proportional increase in the underlying cost base.

motio

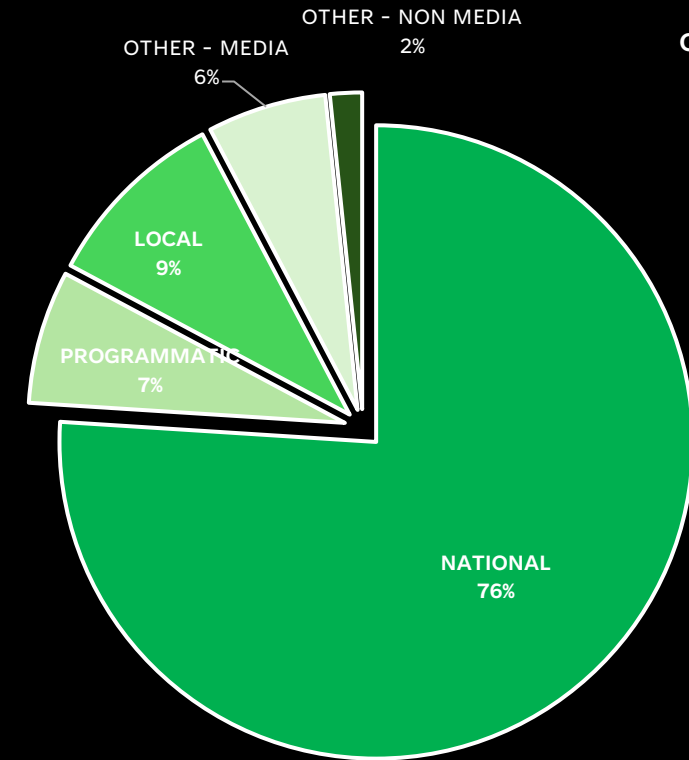


HOW ARE WE TRADING.

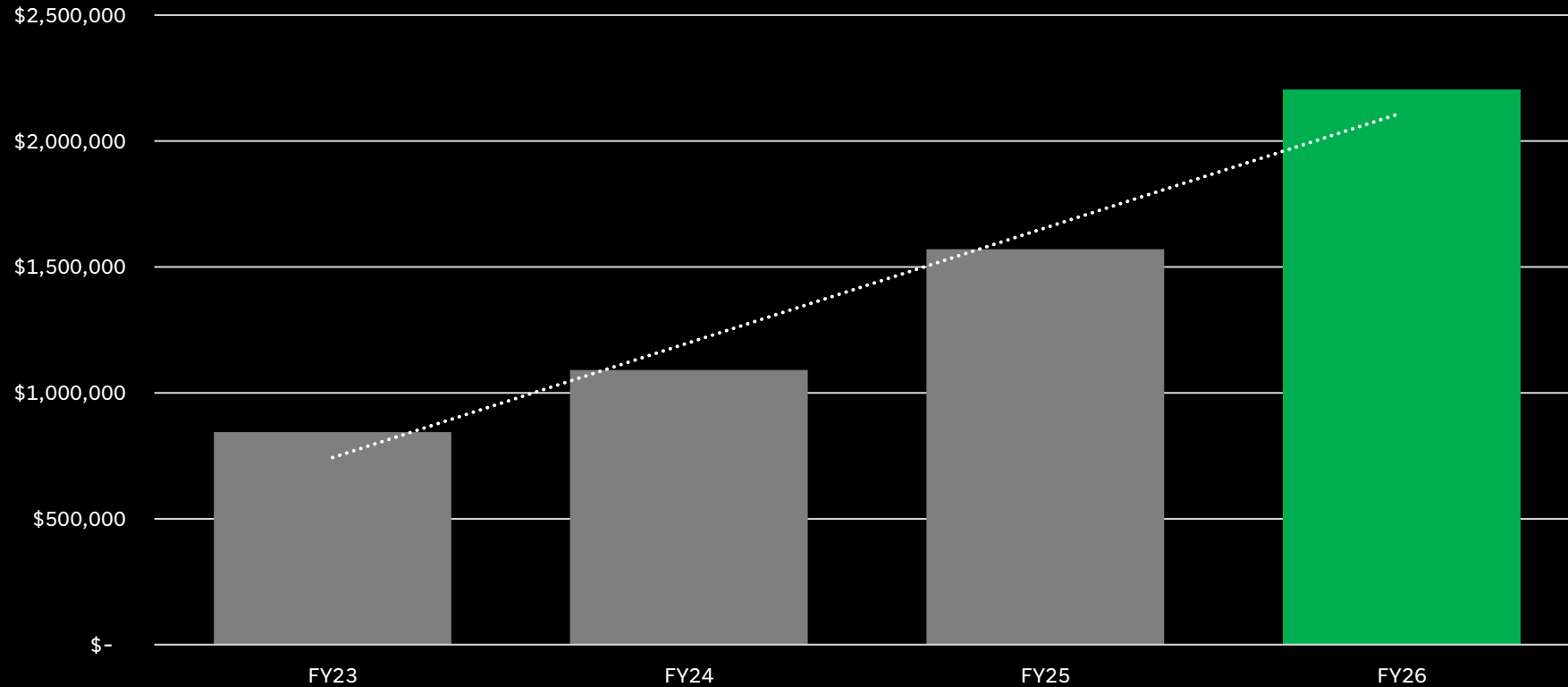
10 Week trading update

LAST 10 WEEKS.

- Sales activity has hit record highs
- Motio Drive prelaunch has added an exciting layer
- The Health network is on track
- Solid contracting performance with key categories enlivened
- Forward revenue has strengthened materially
- Programmatic revenue has moderated slightly
- National brands contributing 76% of all revenue YTD
- Revenue Per Location (RPL) at \$8,159



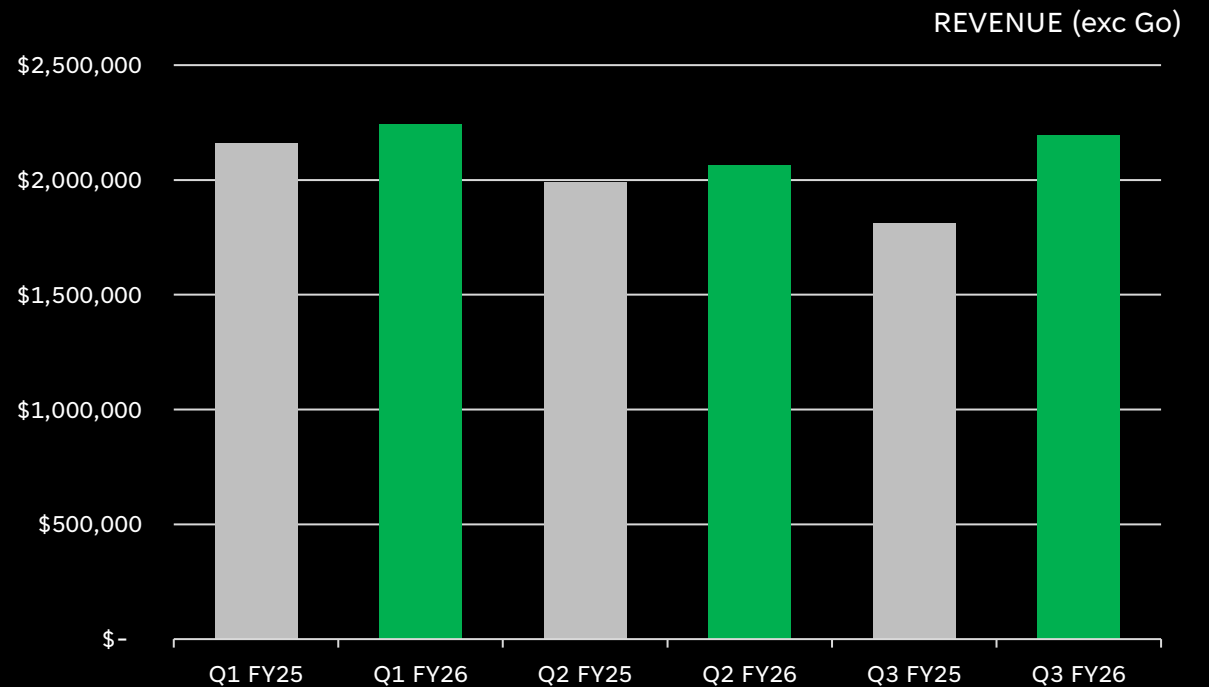
LAST 10 WEEKS.



- Activity has been exceptional
- Closed won activity is at record highs

QUARTER COMPARISONS.

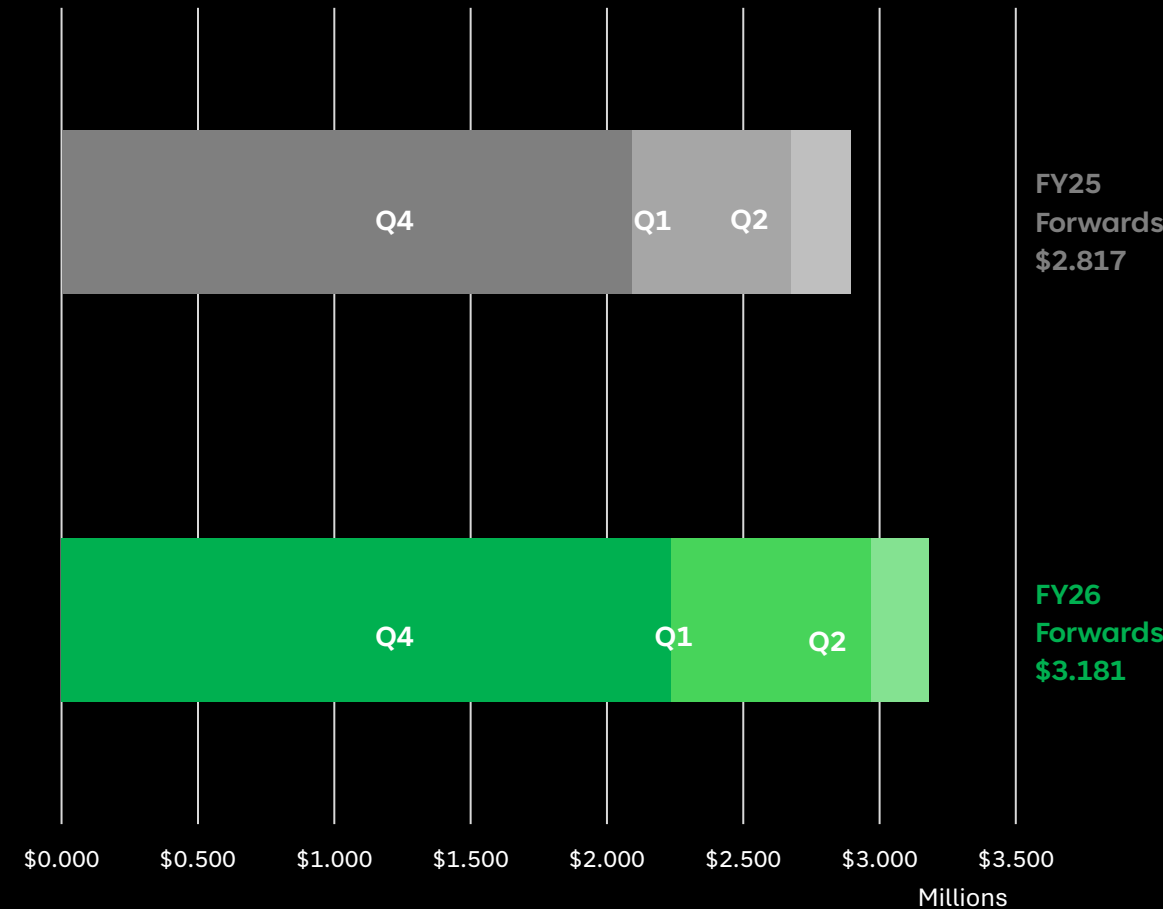
- Increasing revenue on like for like inventory
- Strong Quarter 3 comparative result on PCP
- Increased momentum into Q4
- (FY25 Excludes Motio Go)



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

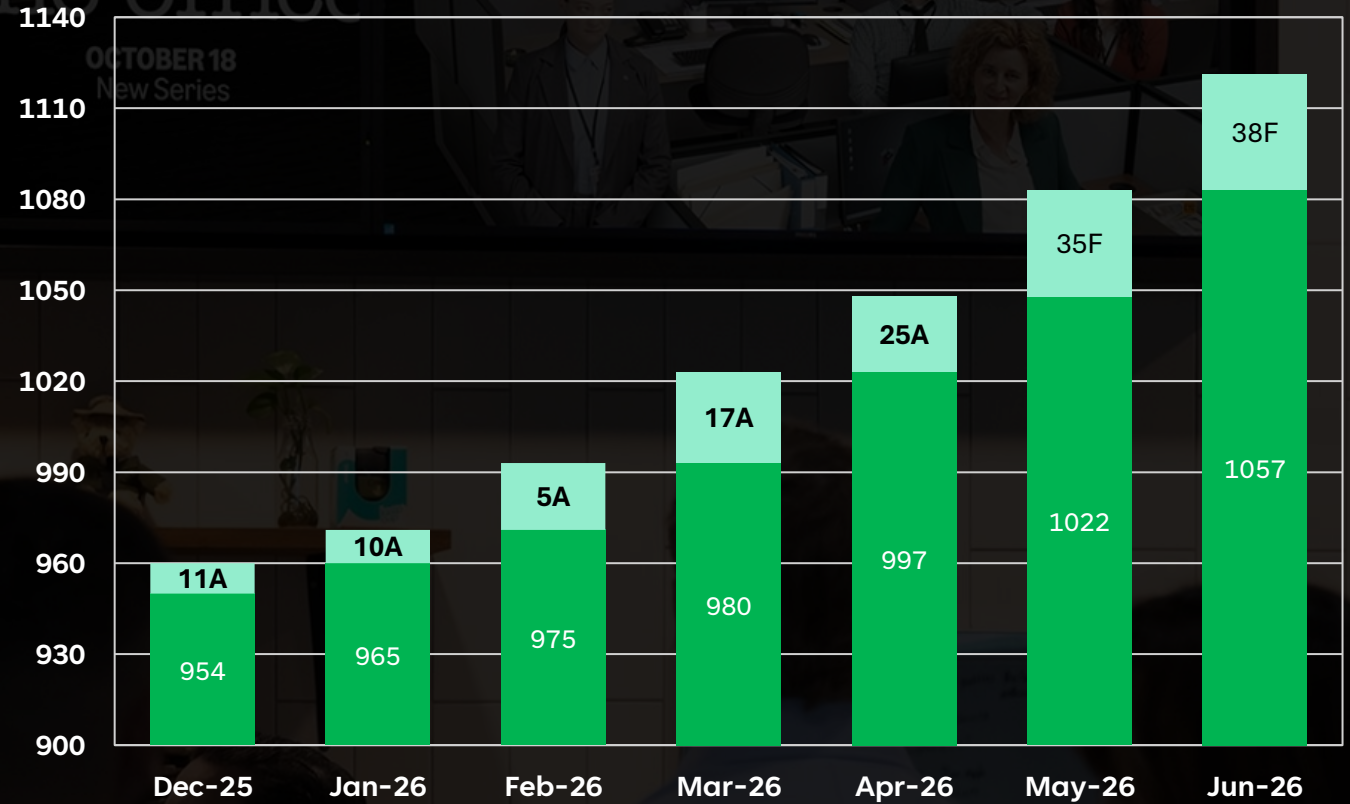
FORWARD REVENUE.

- Forward revenue +13% at the same time last year (Excluding Go)
- Q4 tracking to exceed our record quarter achieved (Q4 FY25)
- On track to meet our Q4 revenue targets, pacing strongly into Q1 FY27
- Strong investment from Pharmaceutical, Banking and Government
- Beginning to build into our increased Health inventory



HEALTH ROLL OUT UPDATE.

- Total Motio locations on track
- Early traction with new locations
- Revenue starting to flow to FY27



AT THE END.

What's important now

HERE WE GO.

We are transitioning into the next phase

Shifting from building the platform to operational leverage & scalable growth

New investors with a fresh lens on our business

A scaled media platform with growing revenue visibility

Pursuing strategic network & acquisition opportunities

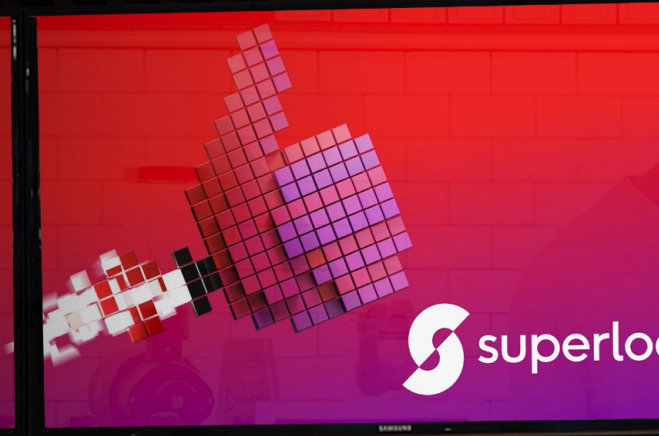
Capital disciplined, leveraging our established platform

Strengthened foundations, materially stronger platform

Balance sheet ready for future growth and cash flow generation

Record forward revenue at substantial margins

Launch of new products and expanded networks continuing growth to FY27



QUESTIONS.