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Investor presentation

Acquisition of Medical Channel

March 31, 2021

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Our vision: To be the global leaders in Digital Place Based Media and Customer Location Intelligence.

Focusing on key audience channels that Motio can lead, building an ecosystem of utility, content, software and payment products that align with and enhance our media core.

About Motio.

Our business

- Motio is a leading Digital Place-Based & Location Intelligence media company
- Next Generation out-of-home, working differently than traditional outdoor companies
- Focused on creating memorable brand and customer experiences, Australia wide through digital display communication & technology
- Owning and representing one of the largest Digital Place-Based networks across multiple digital marketing environments
- Our networks leverage long dwell time locations, delivering powerful, contextual connections
- Brand safe, content enhanced environments underpinned by technology
- First party data enabled to provide brands, agencies and local advertisers the confidence to invest with directly sourced audience information and validation

Key information

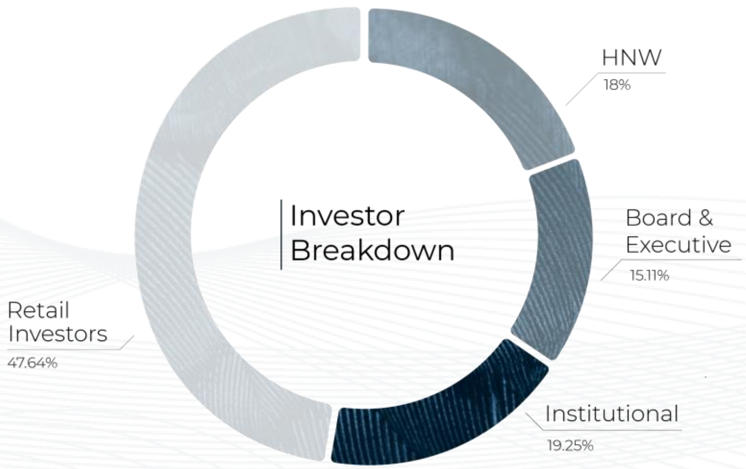
$21.36M

Market Cap

$3.80M

Net Cash

Ownership



Circumflex.

Media ownership & sales representation

Motio continues to enhance its 'media ownership' position, predominantly in Digital Place-Based Media as we move beyond the Cross Track age. Motio will explore possibilities for complementary ownership & representation to deepen our position and expand our audience capability.

Current

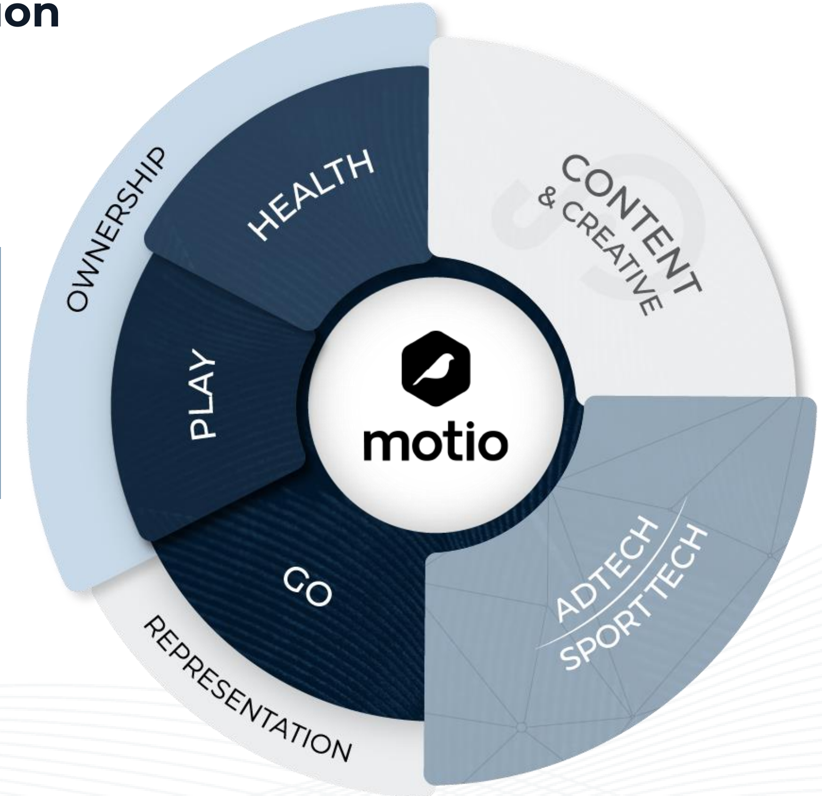
- Acquired Adline Out-Of-Home Sport & Leisure locations
- Acquired oOh! Health network in major medical centres
- **Acquired Swift Health & Wellbeing (Medical Channel Pty Ltd)**
- Continuing with key sales representation opportunities

Next 12 months

- Continue to scale organically in our owned channels.
- Explore acquisition opportunities in Digital Place Based environments that have broadcast appeal or are 'niche at scale'
- Continue to enhance sales representation

Long term

- Further M&A based on opportunity for company value growth



Out-Of-Home Content & Creative

Continue to build Enormity and its capability in content, creative practice and technology based, dynamic enhancements - specifically focussed on content and advertising for Out-Of-Home.

- Agnostic service for Out-Of-Home locally & worldwide
- White label 'outdoor' for agencies in Australia & abroad
- Insource/Outsource model
- Develop a scalable self-service marketplace model for customers to access centralised OOH content
- Make content and creative affordable, working for our own and other companies' customers

AdTech/Sportech

Invest in AdTech/Sportech & Data that enhances customer experience, increase engagement and provide accessibility to brands and business in the out-of-home arena or 'where people play' for fun.

- Management and investment into PMP, programmatic and bid based systems for OOH that fulfil specific market segments
- Scalable AdTech and peripherals that service the efficiency of Out Of Home & Place-Based media
- Sportech & payments technology that increases ease, profitability and/or expands our footprint 'where people play'

Our audience channels.

Owned

- National network of digital displays across 500+ ‘mega medical’ and community-based point of care environments
- Displays positioned in ultra long dwell-time locations
- Reaching contextual, Wellbeing-focused audiences
- Content rich, high engagement waiting suites
- Utility based network, offering direct engagement to each practice via our platforms
- First party data enabling accurate audience measurement and demographic segmentation
- Focused on the patient experience supporting key audience engagement points.

- National network of digital displays within indoor sporting centre environments.
- Displays positioned in naturally long dwell-time locations
- Reaching active ‘lifestyler’s’ every week
- Intersection of sport, friends and community
- Growing indoor sports of cricket, netball, futsal, basketball, swimming & inflatable playgrounds
- Exclusive software integration enabling payments, communication, competition management and first party data provision
- Programmatically enabled.

Represented

- National network of digital displays across 500 Ampol, on-the-go retail locations across Australia
- Exclusive representation of the in-store digital display network
- Over 1,000 digital displays positioned at impact locations above the service counter, fridge, freezer and retail locations
- Reaching a mass audience with purchase intention
- High quality 1st Party data to target key audience segments
- Ready to launch programmatically.

About Medical Channel.

Medical Channel's coverage is substantial. Its National presence, covering all states and territories across Australia connects with community based medical centres and other specialist environments.

Comprehensive, national coverage in Medical Centres, General & Specialist Practices across Australia.

Significant market share in the Health & Wellbeing market – **Already part of the Motio Health offer** through representation.

Strong track record of National, Hyper Local and regional advertising revenue streams, including support of local community groups and charitable organisations.

Medical Channel has carved out an attractive segment of the Digital Place-Based market providing a high value, low-cost operating platform offering utility and amenity to its location-based practices.

Medical Channel runs a low cost-to-serve and capital efficient model.

Why Medical Channel?

Motio has stated that it is focused on building Motio Health into the leading Digital Place-Based & Location Intelligence business. Motio's acquisition of Medical Channel provides the company with immediate incumbency and a leadership position in the health & wellbeing sector in Australia. Motio will continue to build its ecosystem of utility, content, & location intelligence, leveraging our now significantly expanded scale.

Transformative deal that expands our presence in mega-clinics to over **5X our current location-based footprint.**

Opportunity to make immediate, high quality, commercial enhancements through medical centres, improved selling proposition to advertising clients & overlaying Motio's strength in national media to Swift's significant community asset base.

Creates a solid platform for continued aggressive acquisition and development of our location intelligence platforms.

Scrip-based deal, accretive to all shareholders with no need to raise further capital to fund immediate growth initiatives.

Medical Channel transitions from a non-core owner to Motio – a company **entirely focused on Digital Place-Based media**. Expected improvement in trading results over time as we invest in the business and create a class leading network in the health & Wellbeing sector in Australia.

Motio Health Network.

Empower
Consumers

To feel confident and informed to ask the right questions and get the right care.

Connect
Consumers

To brand and centre communication and encourage consumers to take action.

Influence
Consumers

At a time of heightened awareness of health & wellbeing in high dwell time environments.

Medical Channel Displays provide unique content specific to long dwell-time Health & Wellbeing environments.

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Additionally, Medical Channel Displays will experience a content facelift when re-launched as Motio Health.

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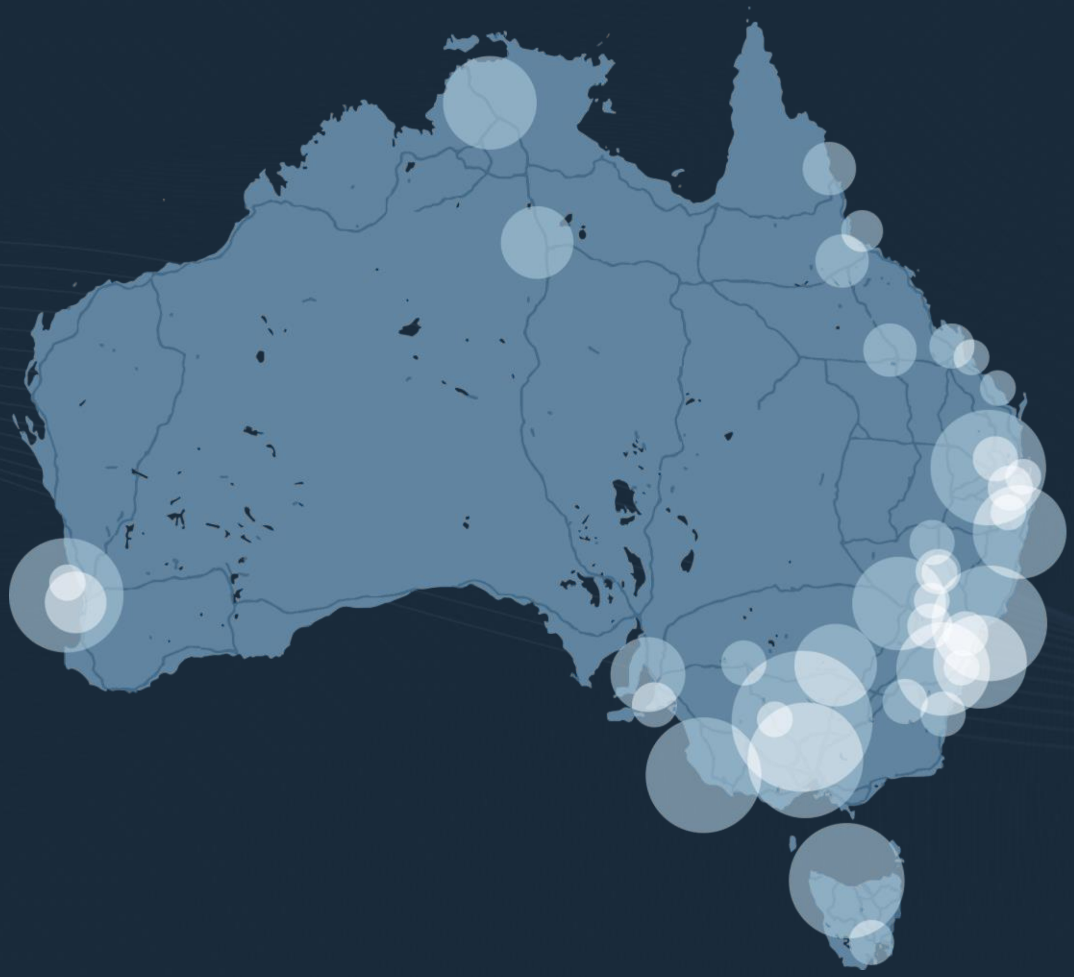
Coverage.

Medical Channel’s coverage is substantial.

Its National presence, covering all states and territories across Australia connects with community based medical centres and other specialist environments.

Medical Channel is relied upon each day by General and Specialist practice to provide content and utility based communication to Patient’s and carers.

- National Digital Place Based Display Network
- High quality long dwell time locations to enhance communication
- Over 500 Tier One and Tier Two locations
- Opportunity to expand into further practice areas



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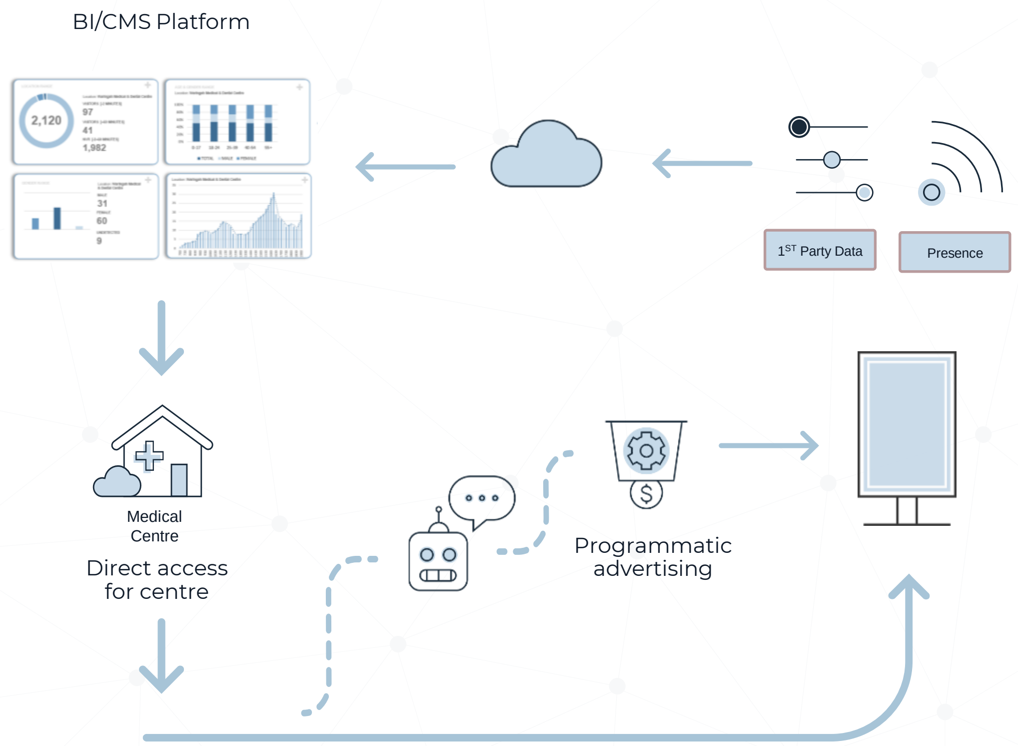
Technology focus.

Our vision for the future, our growth ambitions are firmly placed in accelerating the combination of Content, Customer Experience, Data and AdTech to create future focused place-based media environments.

- Motio is driving utility to our commercial property partners, providing direct and and immediate access to our displays for localised, in centre communication.
- It includes audience intelligence technology to clearly visualise and validate real time audience movement in these locations via presence based analytics.
- Harmonising the presence and 1st party anonymised customer data, Motio will be able to pinpoint ad plays to create a credible ‘exposure’ platform, creating transparency for direct, agency and programmatic advertisers.
- Motio will develop (over time) a recommendation engine that learns audience patterns to inform advertisers and our commercial partners with automated options to better communicate to people within Motio’s display environments.
- It will provide Motio’s commercial partners meaningful and accurate audience measurement data to comprehensively understand in practice/venue customer flow in single or multiple locations.



Motio’s CLIX program is designed to bring together multiple data points that inform utility, content, audience measurement and programmatic validation.

Our strategy.

Review and upgrade equipment to market leading, commercial grade network requirements that are programmatic ‘ready’.

Enable centre locations to improve the patient experience & value proposition through high quality communication and amenity.

Continue to evolve the in-practice content as ‘best in class’ - delivering fresh, crisp, long dwell time engagement direct to the displays across our network enhancing audience interest & experience.

Leverage the improved data insights provided by scaling the network in wider geographical and socio-economic areas.

Continue to evolve as the leading Digital Place-Based media business across the Health & Wellbeing sector in Australia by leveraging our scale, incumbency and focus on technology.

Acquisition key terms.

Motio has entered into a share sale agreement to acquire 100% of the issued capital of Medical Media Channel Pty Ltd from Swift. Medical Channel owns the commercial and advertising contracts and associated equipment spanning Medical & Specialist locations Australia Wide. The Company has agreed to acquire Medical Channel on a debt free, cash free basis for the following consideration:

30,000,000 fully paid ordinary shares in the Company at a deemed issue price of $0.10 per share (**Consideration Shares**).

The Consideration Shares will be issued in two tranches as follows:

Motio has entered into a share sale agreement to acquire 100% of the issued capital of Medical Media Channel Pty Ltd from Swift. Medical Channel owns the commercial and advertising contracts and associated equipment spanning Medical & Specialist locations Australia Wide. The Company has agreed to acquire Medical Channel on a debt free, cash free basis for the following consideration:

- 20,000,000 fully paid ordinary shares will be issued at completion pursuant to ASX Listing Rule 7.1 (**Completion Shares**); and
- 10,000,000 fully paid ordinary shares will be issued subject to shareholder approval to be sought within 60 business days following the issue of the Completion Shares (**Post-Completion Shares**).

In the event shareholders do not approve the issue of the Post-Completion Shares the Company will pay $1,000,000 cash to Swift within five business days of the shareholder meeting to approve the issue of the Post Completion Shares.

Issue of the Completion Shares is conditional upon:

- All approvals of any Government and/or Regulatory agency which are necessary to implement the agreement.
- Motio receiving a certified copy of each consent required under any material contract relating to change of control provisions resulting from the agreement.

Motio will make provisions of up to $200,000 to ensure the continued operational requirements of iCon Digital Signage Software and the Medical Channel Network are met, as well as transitional and support services for the existing Medical Channel network.

- The issued shares are subject to escrow conditions.
- Please refer to the ASX announcement for more detail.

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