



**December 23**

Market Announcements Platform

ASX Limited

## **Motio to acquire oOh!media's Café and Venue Digital Place Based Networks under a vendor financing arrangement.**

### Highlights

- **Purchase consideration of \$2.35M on an asset sale agreement for 2 networks**
- **Vendor financing provided by oOh! over 4 years at fixed 10.1% pa, interest only for the first year**
- **450+ Digital Place Based locations across Café and Licensed Venues**
- **Completion on March 1, 2023**

Motio Limited (ASX:MXO or "Motio") has today announced it has entered into binding terms to acquire oOh!media's (ASX: OML or "oOh") Café and Venue Digital Place Based networks for \$2.35M under a vendor financing facility provided by oOh.

The two networks comprise of over 450+ locations reaching crucial audiences in long dwell time environments. These locations comprise of Cafés in CBDs and key urban locations as well as digital displays in landmark licensed Venues Australia wide. The deal is pivotal to Motio's continued growth and expansion in the Digital Place Based sector which it continues to develop and lead.

Adam Cadwallader, Motio's CEO said "Motio is setup and ready to take on additional networks. These two channels are especially significant with a number of us at Motio having worked previously on the build and development of both Café and Venue - we are very excited to have them join the Moto portfolio. Our continued focus in developing the Digital Place-Based & Audience Experience sector will be further enhanced with these networks and Motio is right sized to operate them with minimal impact or additional investment required in our team and operational infrastructure."

Motio's continued growth in the Digital Placed Based and Audience Experience sector is driven by our existing, focussed and professional team committed to high quality media sales growth as well as a specific focus on assisting our commercial partners to engage their customers to create world class audience experiences.

The Motio team will work with counterparts at oOh! to complete the integration of the two networks over January and February including displays, Wi-Fi and commercial agreement changes in readiness for completion on March 1, 2023.

Cadwallader added "we will ensure these networks are ready for programmatic revenue from day one and our team will be in market from January to ignite media sales from March 2023 and beyond. Our systems, technology and people are ready and enthused for this next stage of Motio's growth"

At completion, Motio will own and operate over 1,500 digital displays across 1,000+ locations nationally. These networks reach in excess of 1.5 million unique Australian's every week regardless of their other media consumption.

## **Acquisition and Loan key terms**

Motio has entered into an asset purchase agreement to acquire the Café and Venue network from oOh!media Limited (**oOh**) on the following material terms (**Agreement**):

1. Payment of \$2.35 million in consideration for the combined Café and Venue network business assets including associated screens installed at various locations and licence agreements with location owners;
2. Consideration to be satisfied by a vendor-financing loan from oOh on the following material terms:
  - a. Loan Principal: \$2,350,000;
  - b. Term: Four years;
  - c. Interest: Fixed 10.1% pa payable quarterly;
  - d. Interest only in the first year;
  - e. Early repayment: nil penalty
  - f. Principal & Interest payments in years two to four; and
  - g. Security: All present and acquired property pursuant to the Agreement.

**This announcement has been authorised for release by the Board.**

**ENDS**

### **Media & Investor relations**

Adam Cadwallader  
Managing Director  
Motio Limited

### **ABOUT MOTIO LIMITED**

Motio is a leading Digital Place-Based & Audience Experience media company. It is focussed on creating engaging content & utility communication for brands, customers and its commercial partners across its expansive digital marketing environments. Its networks leverage long dwell time locations, delivering powerful, contextual connections to audiences, underpinned with first party data and location intelligence technology.