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Market Announcements Platform  
ASX Limited

# XTD SUBSIDIARY MOTIO AWARDED EXCLUSIVE RIGHTS TO THE CALTEX IN-STORE SCREEN MEDIA NETWORK

## Investment highlights

- XTD's new media sales company MOTIO has been awarded the exclusive five-year media sales rights to the Caltex in-store digital screen network
- The network, which comprises over 1,000 High Definition digital displays in more than 500 petro-convenience locations across Australia, is operated by Engagis Pty Ltd
- MOTIO officially commenced operations in the Caltex network this week with the launch of MOTIO GO

XTD Limited (ASX:XTD) is pleased to announce that MOTIO, its new specialist media sales company, has been awarded the exclusive five-year media sales rights contract to the Caltex in-store digital screen network operated by Engagis Pty Ltd, one of Australia's leading customer experience companies.

The Caltex network comprises over 500 petro-convenience locations across metropolitan and regional Australia and is fully operational with over 1,000 digital displays in-store and point of purchase 'pinch points' making it the most compelling and widely scaled on-the-go convenience offerings in the Australian market.

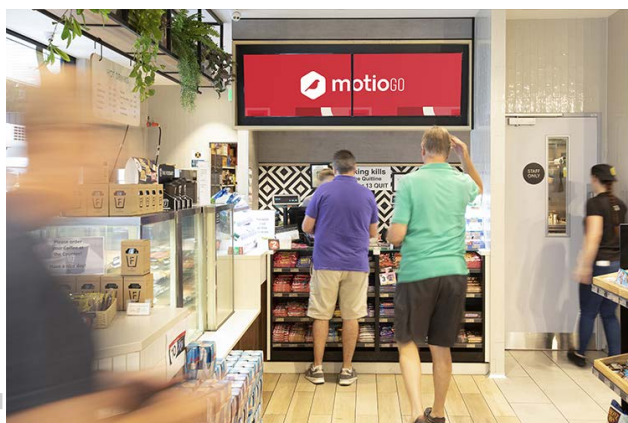
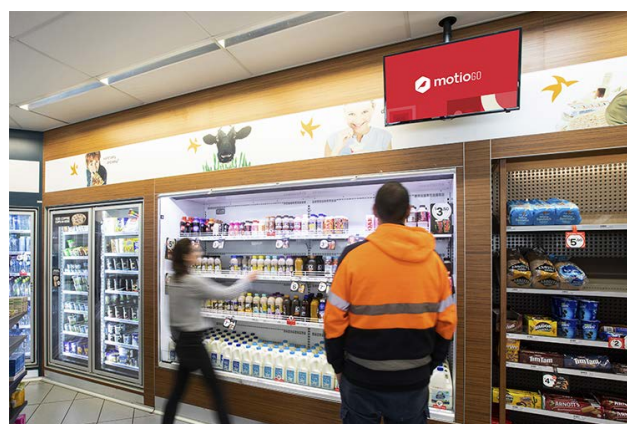
MOTIO officially began operations in May with the MOTIO Play (Indoor Sport & Leisure locations) and MOTIO Health (recently acquired Medical Centres) networks being joined by the Caltex Network to be known as MOTIO Go. The Cross track component of the business remains in contract with JCDecaux Australia.

The new contract win is an important milestone for MOTIO, which was launched by XTD last month [\[ASX Announcement: 14 April 2020\]](#) and is led by recently appointed General Manager Jack Mortlock [\[ASX Announcement: 4 May 2020\]](#).

**Adam Cadwallader, CEO of XTD said:** "The full motion, high definition network, with displays positioned in the most viewable locations offer brands the opportunity to communicate at the moment of maximum influence in a perfect intersection of time, place and intent. This, combined with anonymised customer data, enables MOTIO to offer tactical, audience-based campaigns that match true consumer behaviour".

**Leon Condon, CEO of Engagis said:** “The team at MOTIO has an impressive track record in media sales, combined with Engagis’s tier 1 digital infrastructure capability is a compelling value proposition. In this challenging time for Australia, these locations are becoming significantly more relevant with convenience shopping a strong focal point for brands”.

**Michael Johnstone, recently appointed Chief Operating Officer of XTD said:** “Localisation, automation and programmatic out-of-home are keys to our success and with the strength of the Engagis network, we will also be announcing our programmatic platform and verification partners in the coming weeks”.



L TO R: Michael Johnstone, Leon Condon, Chris Flavell, Adam Cadwallader, Jack Mortlock

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## Commercial Terms of Sale Representation Agreement

- Term: 60 months
- Caltex Sites: 500 Caltex locations and otherwise as agreed by Caltex and Engagis.
- Consideration: The agreement is a sales representation model whereby
- Motio will sell media to brands and their advertising agencies.
- Motio will receive a fee (sales commission) on a variable or a per sale basis.
- As a result of this contract, XTD expects to increase its turnover (on a standardised basis) by a minimum of approximately 10% over the next twelve months.

<ENDS>

This update is authorised on behalf of XTD Limited by:



**Adam Cadwallader**

CEO & Managing Director  
adam.cadwallader@xtd.tv  
+61 419 999 867



**Leon Condon**

Chief Executive Officer  
leon.condon@engagis.com  
+61 414 266 366

## MEDIA AND INVESTOR RELATIONS ENQUIRIES

**Julia Maguire**

The Capital Network  
julia@thecapitalnetwork.com.au  
+61 02 8999 3699