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Market Announcements Platform

ASX Limited

## Motio signs a 4-year deal with Australia's largest Medical Centre company, IPN.

### Highlights

- **4 Year media & content license signed between IPN Medical Centres Pty Ltd & Motio**
- **A further 2 years by mutual agreement**
- **Motio deploying digital displays across Australia's largest medical centre environments**

Motio Limited (ASX:MXO or "Motio") has today announced a 4 year Advertising and Content license agreement (with a further 2 years by mutual agreement) with IPN Medical Centres Pty Ltd.

Over the next 6 months, Motio will roll out 150 fully networked, digital displays adding to its ultra, large and community-based Health & Wellbeing environments which deliver engaging content for its audiences, centralised communication for the practices and a high quality, trusted environment for brands to advertise at the right time, place and with relevant intent.

Adam Cadwallader CEO of Motio said "We have been working with IPN to integrate with its customer experience model and are now ready to roll out across its extensive group of centres. As well as the provision of Health and Information based content, IPN will have direct access to its part of the Motio network to communicate key messaging across the entire group or even down to a single location. The Motio Platform allows IPN to communicate up to the minute health information right through to the marketing of allied services available across the IPN network."

Michael Johnstone, COO of Motio said "this is a very exciting addition to our Digital Place-Based network. Being chosen by the IPN team to deliver a key part of their in-practice experience is very humbling. The increasing need and benefit of Digital Place-Based Based media and communication within this sector has seen an upward trend in demand for content, information and communication."

The agreement sees Motio continue to evolve its **Digital Place-Based Media and Audience Experience strategy** across the Health & Wellbeing sector with IPN further adding to its scale and audience reach. Motio will begin rolling out across IPN Medical Centre locations across Australia with the first deployment planned for December and completed by April 2022.

**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.