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Market Announcements Platform
ASX Limited

XTD ACQUIRES OOH! MEDIA'S HEALTH NETWORK ASSETS & LAUNCHES SALES COMPANY MOTIO

XTD is continuing to diversify its future acquiring the oOh! Media 'Health' network in an asset sale and purchase agreement for all cash consideration of \$300,000 (**Acquisition**). The national network operates in 58 'mega' medical & dental facilities owned by Idameneo (No.123) Pty Ltd with an exclusive 5+2+3 year media contract. The network includes 77 digital displays positioned prominently within leading medical & dental facilities Australia wide.

As well as the Acquisition, XTD is pleased to announce the launch of **MOTIO Pty Ltd, a new specialist out-of-home media sales company.**

XTD Managing Director Adam Cadwallader said "Since August last year we have been working on a vision to create a customer facing team that enables our own and potential partner networks, rich in customer data, to benefit from our experience in the 'place based' out-of-home sector".

"This is, without doubt, an opportunistic investment for XTD. We are acquiring a high quality digital-out-of-home network with Australia's leading Medical Centre provider at a modest operating cost, providing an ideal launchpad for our sales company, Motio".

Cadwallader added "Each centre has provided critical input in the development of the network, pinpointing optimum positions for each display, producing a world class digital place-based network".

Unlike other networks in this sector, the Medical & Dental centre management are key stakeholders in its success. The network enables them to have direct, centralised access to communicate important messaging in an instant to their customers within these large scale, multi-disciplinary medical facilities. The network provides a true, usable amenity to the centres alongside rich content that XTD will continue to develop. "Entertaining and engaging people in the waiting areas and key focal points such as pharmacy will enable brands to engage consumers with more than just advertising, unlocking the moment of maximum influence at the intersection of time, place and intent" said Cadwallader.

Cadwallader added, "This acquisition will allow us to expand our business within a sector that is clearly experiencing a spike in clientele at present and is central to XTD's strategy of owning networks in out-of-home and advertising technology".

MOTIO will officially begin operations on May 1 and XTD confirm they are in discussion with other Place Based and Out-Of-Home networks. The Cross-Track network remains under contract and exclusively represented by JCDecaux Australia.

Key Terms of the Acquisition

- oOh! media has assigned its exclusive media rights to the Digital Network it has with Idameneo (No. 123) Pty Ltd for an initial term of 5 years which commenced June 2019.
- An automatic renewal further term of 2 years and additional 3 years by mutual agreement.
- XTD to acquire assets including screens, players and associated equipment for cash consideration of \$300,000 from oOh! media.

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This update is authorised on behalf of XTD Limited by:

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