24 October 2019

Manager
ASX Announcements
Australian Securities Exchange

Investor Presentation Materials

Please find attached a copy of presentation materials which will be presented at an investor conference later today.

Yours faithfully

Daniel Wall

Company Secretary
T: 9454 1728

INFOMEDIA™

Global leaders in parts and service software

Goldman Sachs Tech Day Presentation

Jonathan Rubinsztein | CEO

24 October 2019

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Agenda

- IFM Overview
- 5 Key Trends to drive growth
- Q&A

Overview

- Infomedia Ltd (ASX:IFM)
  - Founded in 1987
  - Publicly listed in 2000
  - Market cap: AU$729m 21 October 2019 (COB)
- HQ in Sydney, NSW Australia (AU)
- Regional offices in Melbourne, VIC (AU), Cambridge, ENG (UK), Plymouth, MI (USA)
- Global workforce of 315 (incl. 40 outsourced)

Market leading software

Parts - *Microcat* - Electronic Parts Catalogue (EPC)
A powerful suite of EPC parts solutions focused on driving parts sales, improved productivity and better-quality customer experience

Service - *Superservice* Platform*:*
A VIN-precise and automotive manufacturer data driven service selling platform to optimise pricing transparency, increase customer trust and improve dealer service productivity

Data Insights
Data analytics and actionable insights to support automotive manufacturers and dealers reduce operational costs, grow sales and retain customers from one purchase to the next

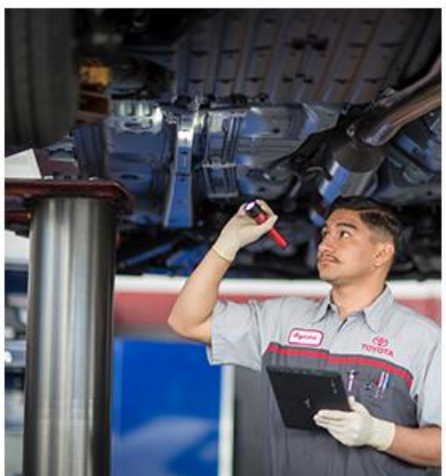
Our competitive position

SaaS provider to global auto manufacturers and dealers
Over 95% recurring revenue

One of few global software providers in parts, service and data insights to the global auto industry
Over 80% of revenue generated from outside Australia
Over 180,000 users in 186 countries

Opportunity to access a broader addressable market and a bigger global footprint during a time of significant change in the auto industry

Aim



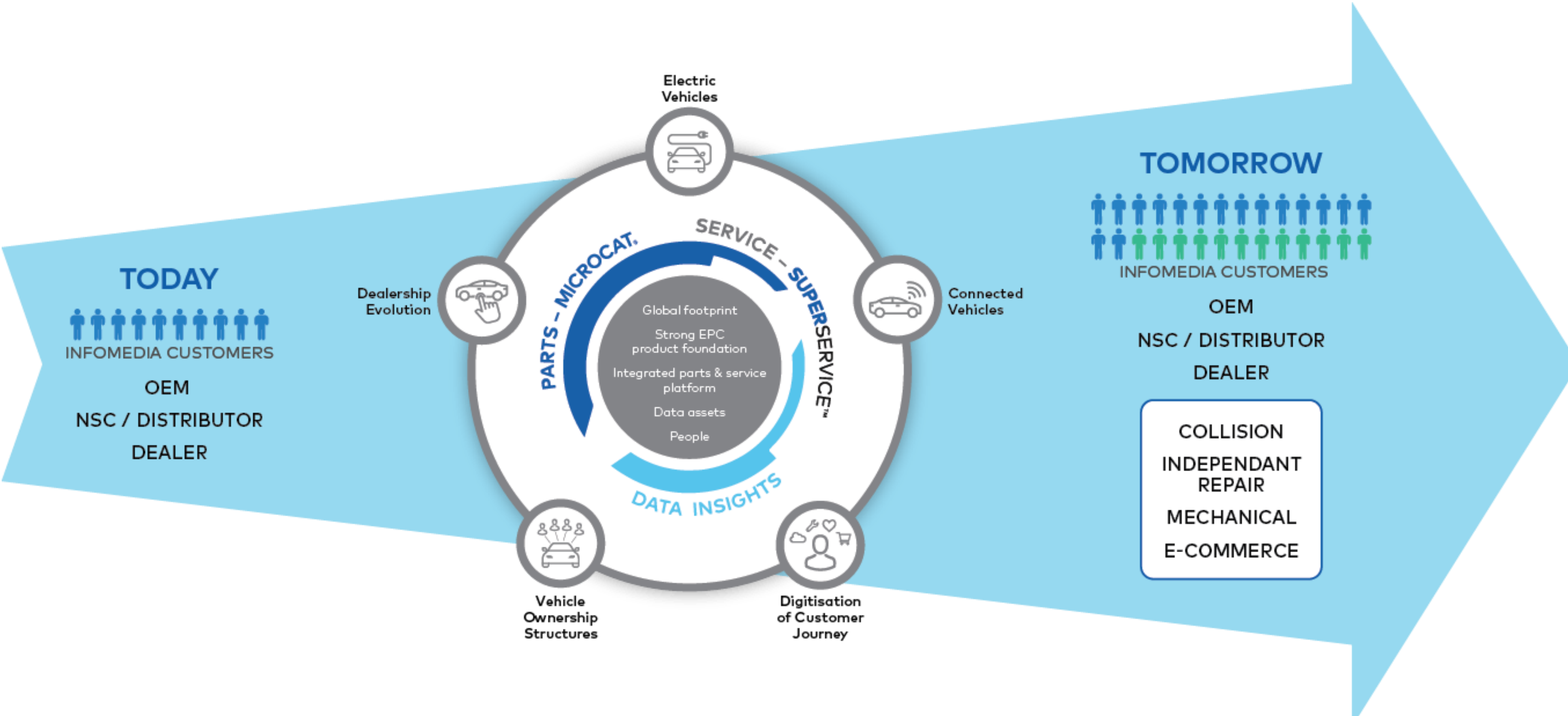
We exist to be the leading global software provider to the automotive aftersales market. Our products allow auto manufacturers to sell more automaker branded parts, optimize customer service and retain customers from one car purchase to the next.

Our customer focus drives Infomedia to deliver differentiated and innovative products that capitalise on emerging, disruptive sector trends.

Empowering our global customers

… with innovation to grow productivity, profitability and customer retention.

Leveraging assets to drive growth



… to expand footprint and drive future growth from a wider ecosystem.

Solutions to grow sales and loyalty

INFOMEDIA™

MICROCAT®

- Intuitive parts catalogue automatically updates to vehicle specific, automaker data
- Dealer management system integration, globally
- Mission critical fixed operations tool

SUPERSERVICE™

- Fast, accurate, service quoting tool
- Vehicle health check
- Increases automaker branded aftermarket parts & service sales

DATA INSIGHTS
NIDASU®
An Infomedia company

- Data analytics to boost auto maker aftersales performance
- Insights that help reduce operational costs, grow sales and improve customer retention

5 key trends driving change

INFOMEDIA™

1. Digitisation of customer journey
- Customer journey is key battleground for automakers to defend market share
- The complex disintermediated auto market from OEM* through to NSC* down to the dealerships is leading automakers to prioritise the customer journey across this customer value chain.
- There is a shift towards global consistent suite solutions to harmonise and deliver better customer experience

2. Evolution of the Dealership
- Retail channels are evolving , driven by amazonification
- Bigger dealership need more efficient and integrated solutions
- More sophisticated workshops & increased professionalisation as a result of increasing complexity in cars and parts
- Technician & skills shortage
- Shift in power dynamic from automakers and dealerships: Jostling for power and influence over customer journey

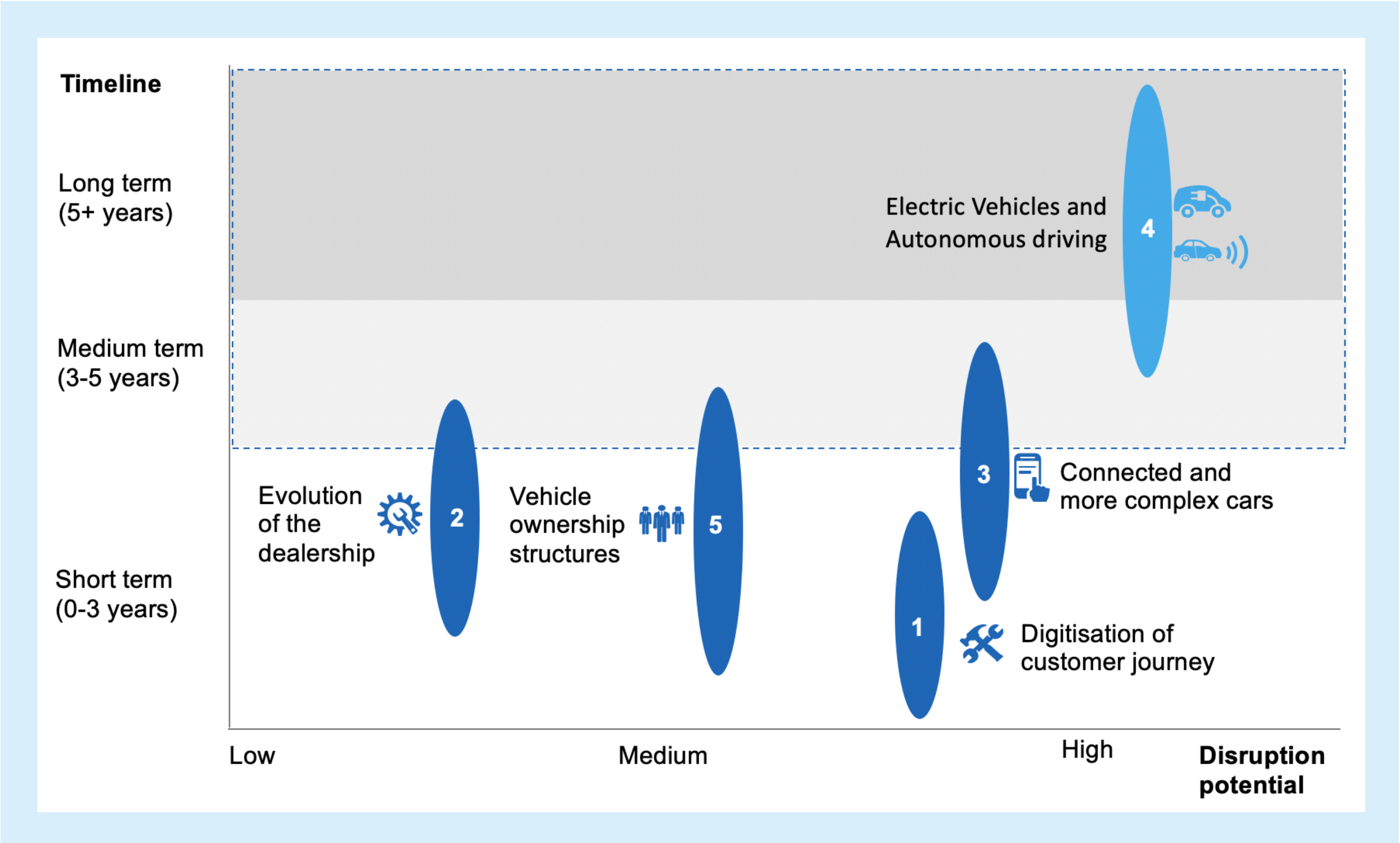
3. Connected and more complex cars
- 90% of car innovations and new features are driven by electronics, which account for 35% to 40% of an average car's production cost
- More complex better built leading to an Increase in demand for original automaker parts & increase in average car age
- IOT* enables real time connection across connected cars: this has expanded the number of touch points along the customer journey
- Crash avoidance systems – less crashes but still same value in crash market i.e. big crashes

4. Electric vehicles & Autonomous driving
- By 2030 fully electric and autonomous will make up less than 15% of new car sales - (McKinsey: Auto Revolution 2016)
- By 2030 penetration in the car park for electric and autonomous vehicles will remain less than 10%
- Hybrid electric vehicles have more components and thus need even more servicing than pure Internal combustion engines

5. Vehicle ownership structures
- Ride-sharing , Subscription models, and Lease model i.e. Uber and GM
- US$6.5b - Expected global revenue from car-sharing services in 2024 (from US$1.1b in 2015) (Navigant Research: Carsharing Programs 2016)

** OEM – Original Equipment Manufacturer NSC – National Sales Company IOT – Internet of Things*

Disruption potential and timeline



Infomedia anticipates each trend has a specific timeline, duration and disruption potential

FY19 Summary & Outlook

Accelerated performance

- Another year of strong revenue growth & cash generation

Drive Innovation & Customer Service

- Continuing to invest to capitalise on disruption & emerging trends

Navigate Global & Steer Local

- Maintaining growth momentum, margin expansion & disciplined cost management

Continue to have fun in the fast lane!

Entering FY20 with good momentum; expect to deliver continued double-digit growth in both revenue and earnings

Q&A

Thank you!

Please visit Infomedia's website
https://www.infomedia.com.au

and YouTube channel

https://www.youtube.com/infomedialtd

for more information

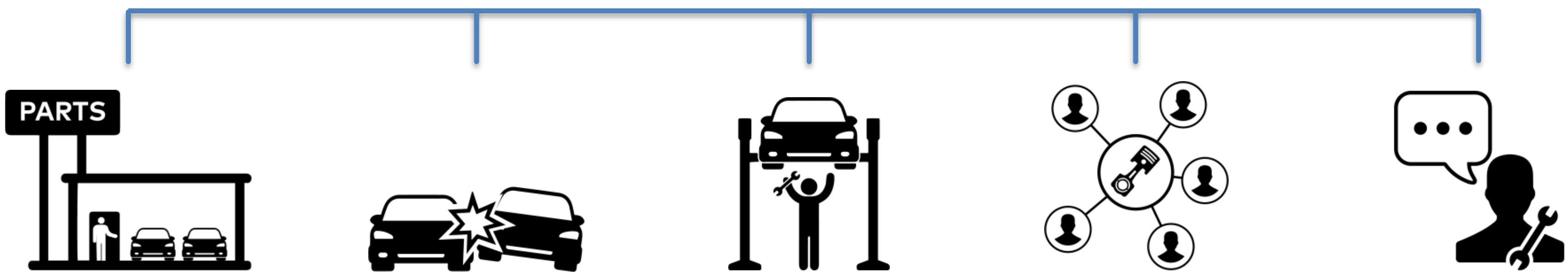
Appendix

- Product overview
- Dealer revenue & profit mix
- Our Core Values

Building the parts selling suite

INFOMEDIA™

MICROCAT®

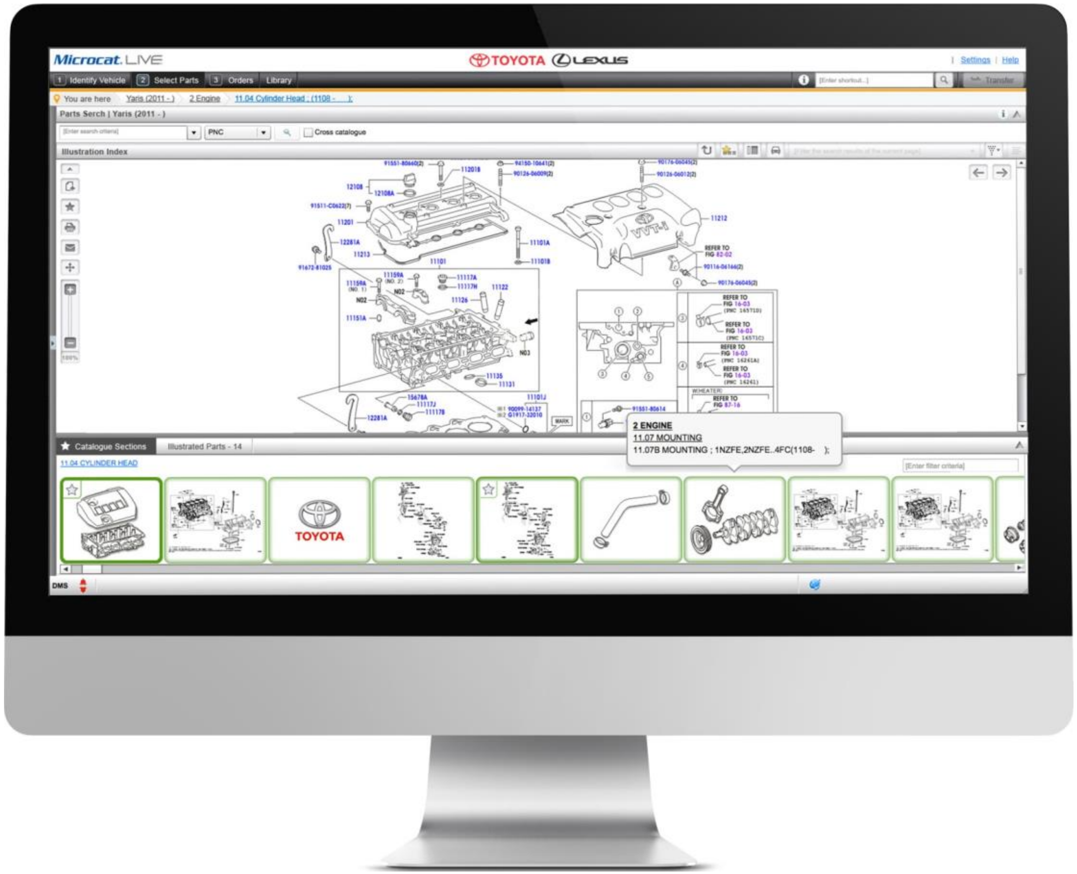


OEM Dealer EPC	Collision Parts Ordering	Independent Repairer	Wholesale Parts CRM	Mobile Chat App
MICROCAT® Live™	MICROCAT® Partsbridge®	MICROCAT® Market™	MICROCAT® CRM™	MICROCAT® Messenger

VIN*-precise parts solutions that are user-friendly and automatically update to the latest automotive manufacturer parts information. Infomedia's Microcat parts suite drive parts sales, improves productivity and delivers an improved customer experience.

* *VIN – Vehicle Identification Number*

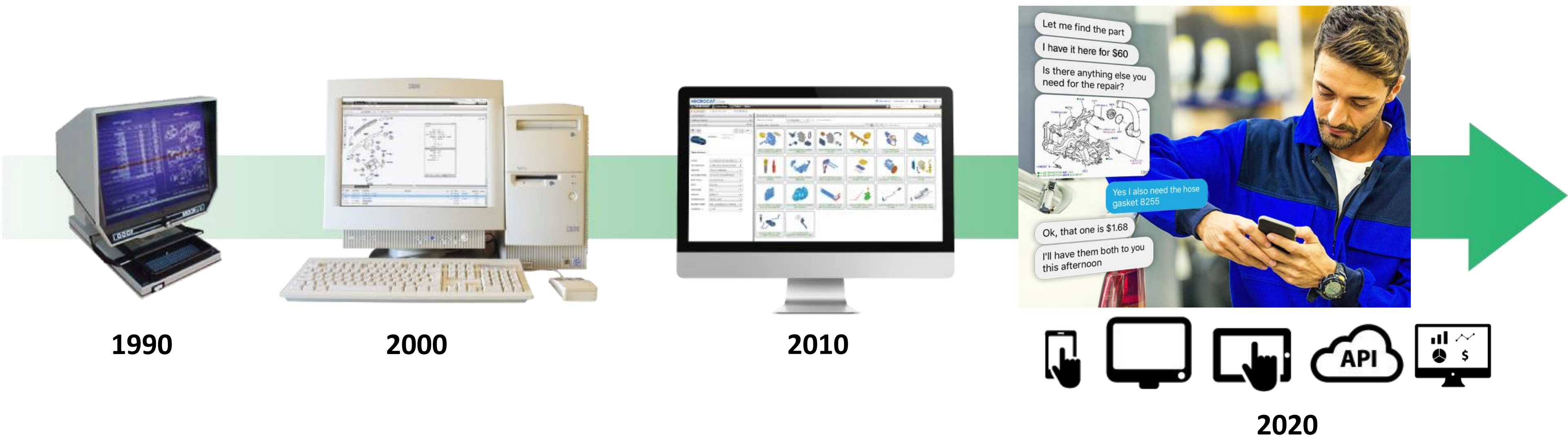
What is Microcat Live EPC?



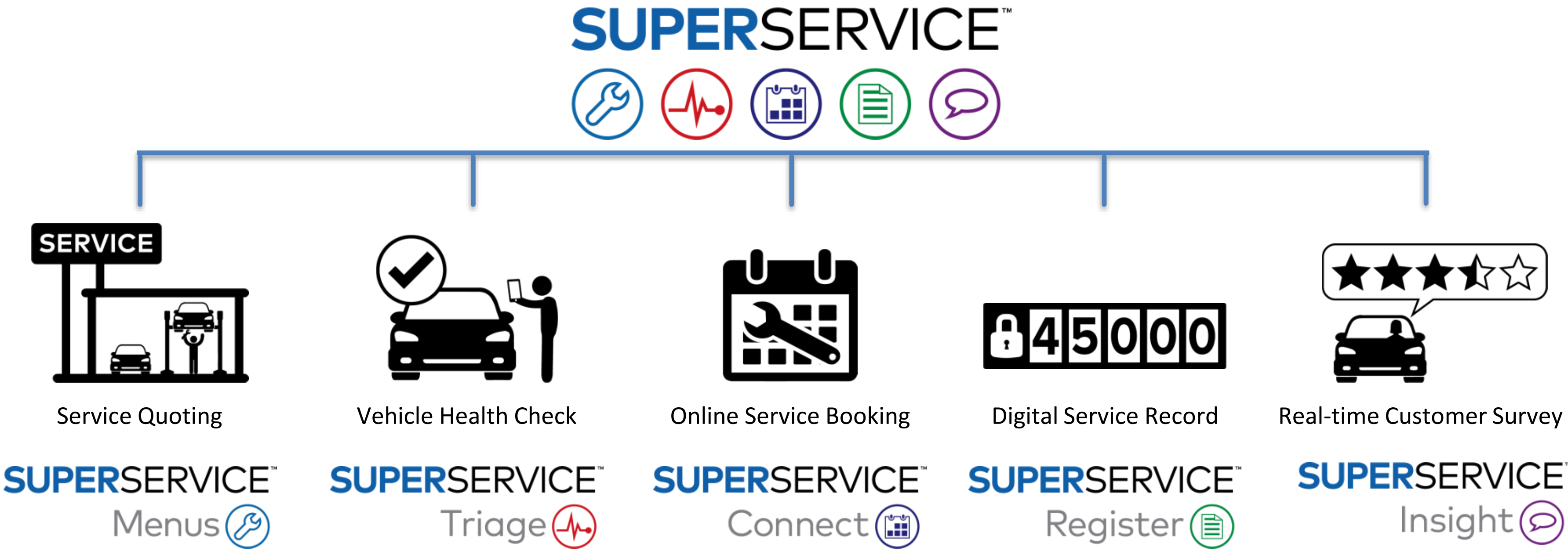
- Online OEM Parts Catalog (EPC)
- OEM-endorsed for dealerships
- Fast, intuitive interface
- Accurate with latest OEM data
- Automated updates
- Rich integration capabilities

New era of EPC parts selling

- Microcat opens new touch points and customised experiences
- Convergence with the Service Applications and Tools
- Real Time Parts Business Insights and Analytics
- Integrated Microcat Market and Wholesale Customer Experience
- Mobile Device EPC



Parts & service increasingly critical



A data-driven, VIN*-precise service selling platform used by automotive manufacturers and dealers to create pricing transparency, improve customer trust and increase staff productivity.

** VIN – Vehicle Identification Number*

Why Superservice Menus?

INFOMEDIA™

Customer Retention

Service Pricing Transparency

Create Certainty

Establish Customer Trust

Productivity

Advisor Time Savings

Parts Counter Efficiency

No Data Maintenance

Profitability

Accurate Quotes

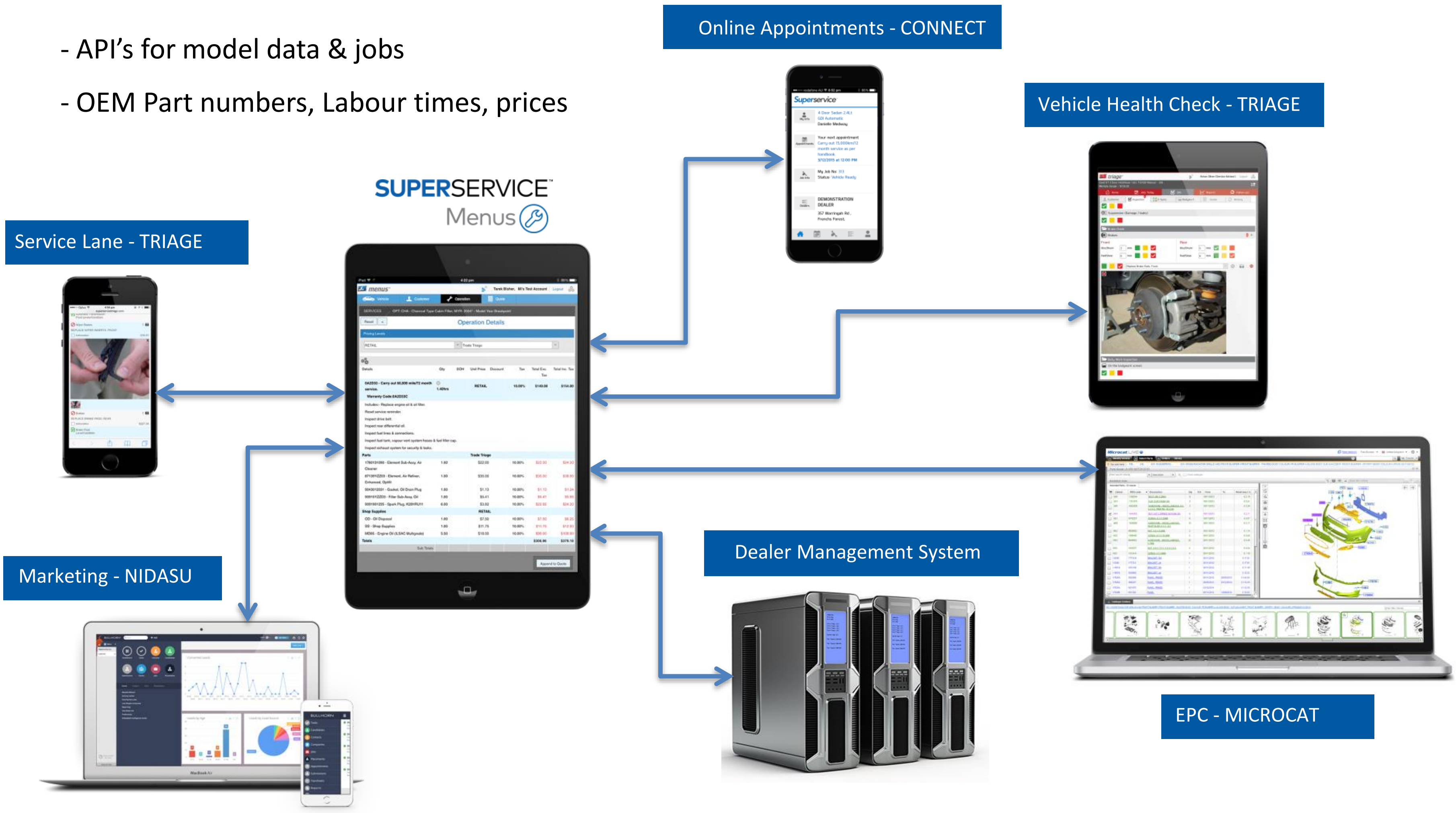
Grow Parts & Labour Sales

Improved Sales Process

Data engine powering the service ecosystem

INFOMEDIA™

- API's for model data & jobs
- OEM Part numbers, Labour times, prices



Analytics

- Central reporting for Automaker & Dealer
- Region / country specific
- Quote Performance
- Labour Opportunity
- Parts Opportunity
- Quote Value
- Top Repairs
- Lubricants

Why Superservice Triage?

Customer Retention

Personalised dealer experience

Transparency of work

Accurate and itemised pricing

Productivity

Techs stay in their bay

Improved hand-off between departments

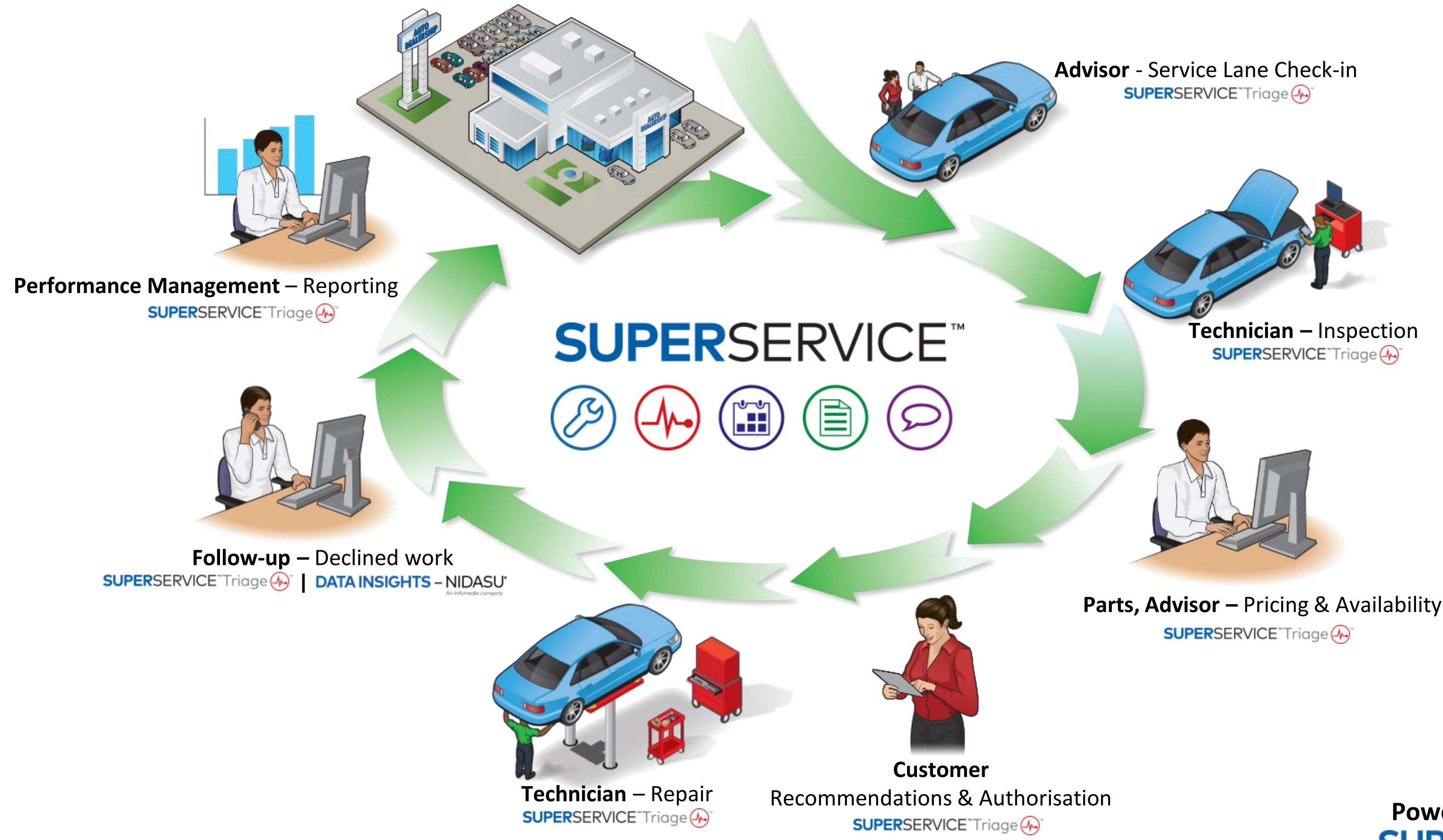
Profitability

Increased Parts & Labour sales

Follow-up opportunities

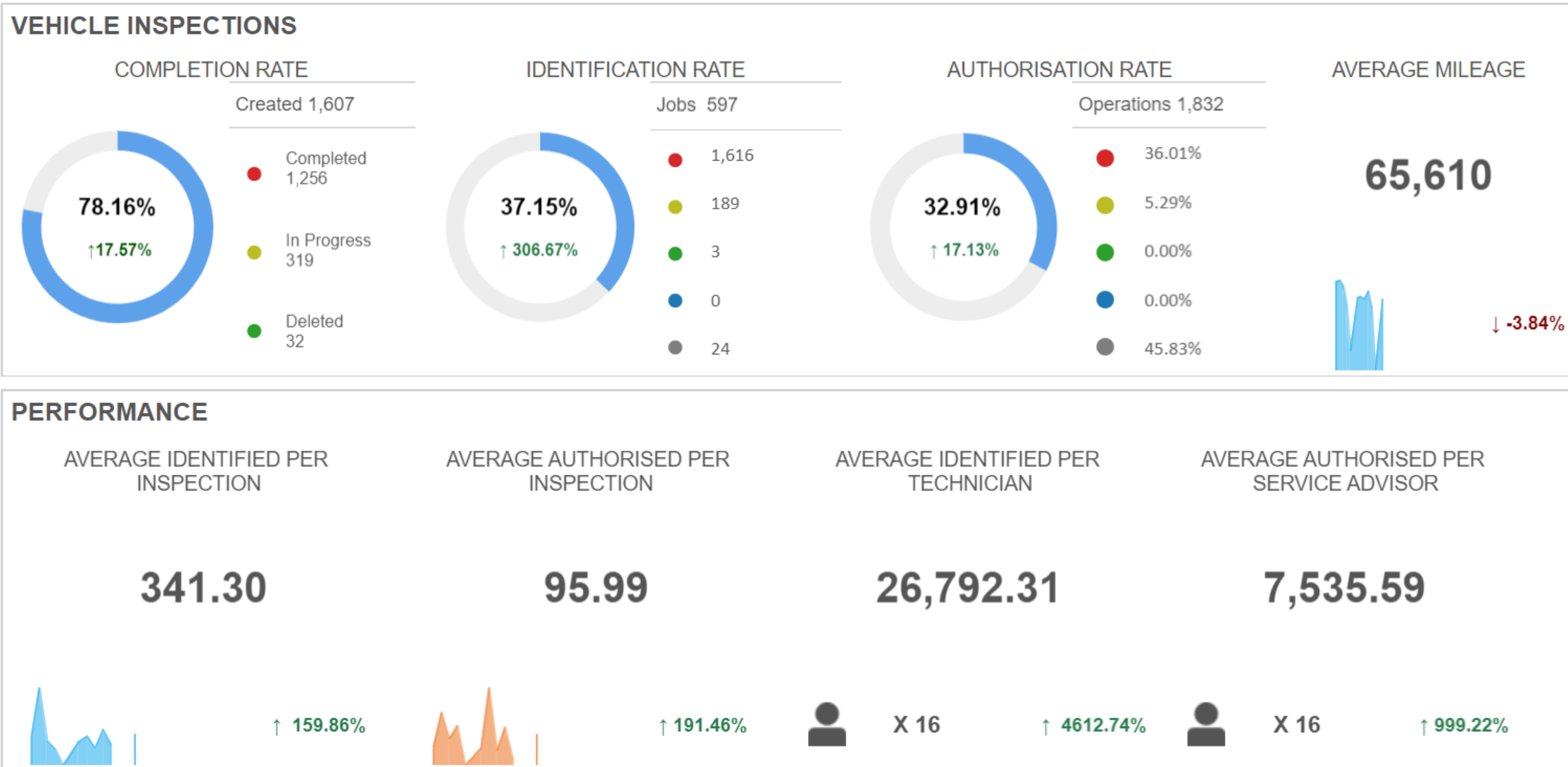
Individual staff performance

Superservice Triage Overview



Powered By
SUPERSERVICE
Menus

Triage Reporting Dashboard



Delivering actionable insights

INFOMEDIA™

DATA INSIGHTS

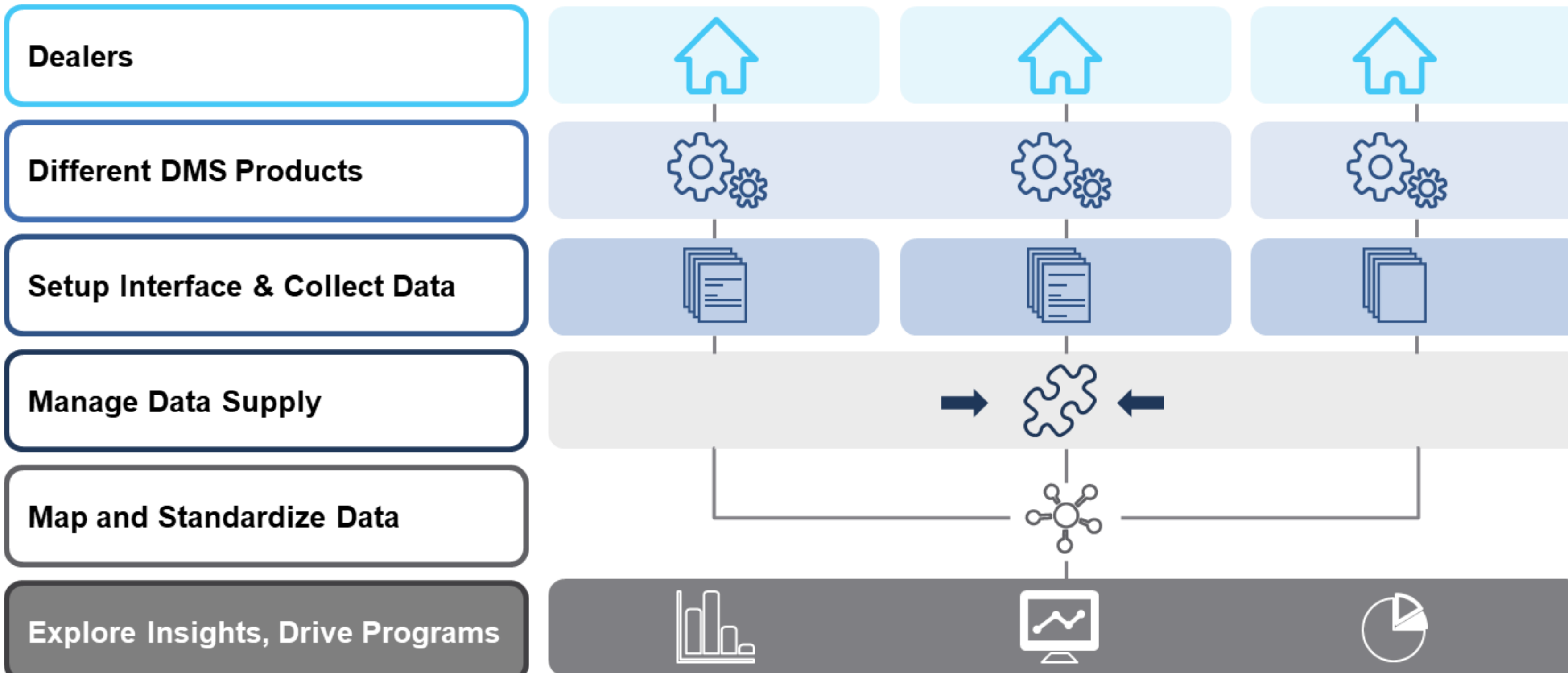
NIDASU®

An Infomedia company

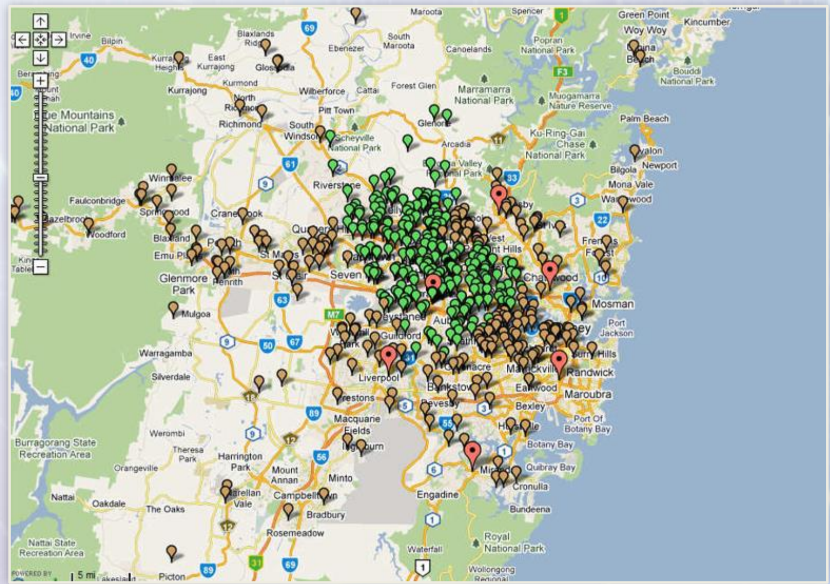
Data Management | Dealer Marketing | Customer Retention | Customer Survey | OEM Programs

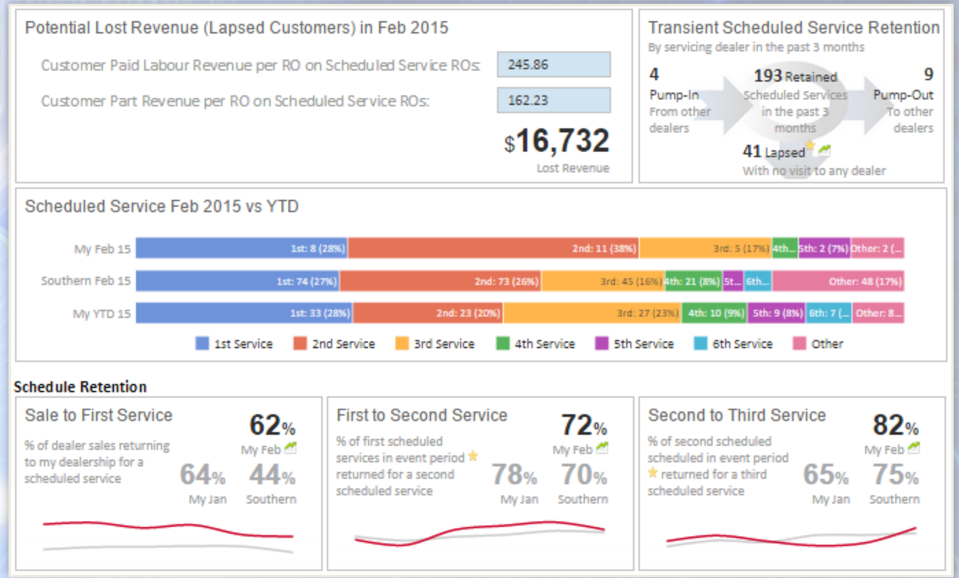
Combining leading edge data analytics and global aftersales expertise to deliver actionable insights that support auto manufacturers and dealers reduce operational costs, grow sales and retain customers to their brands from one purchase to the next.

Data Integration and Access



Service Retention & Opportunity Analysis

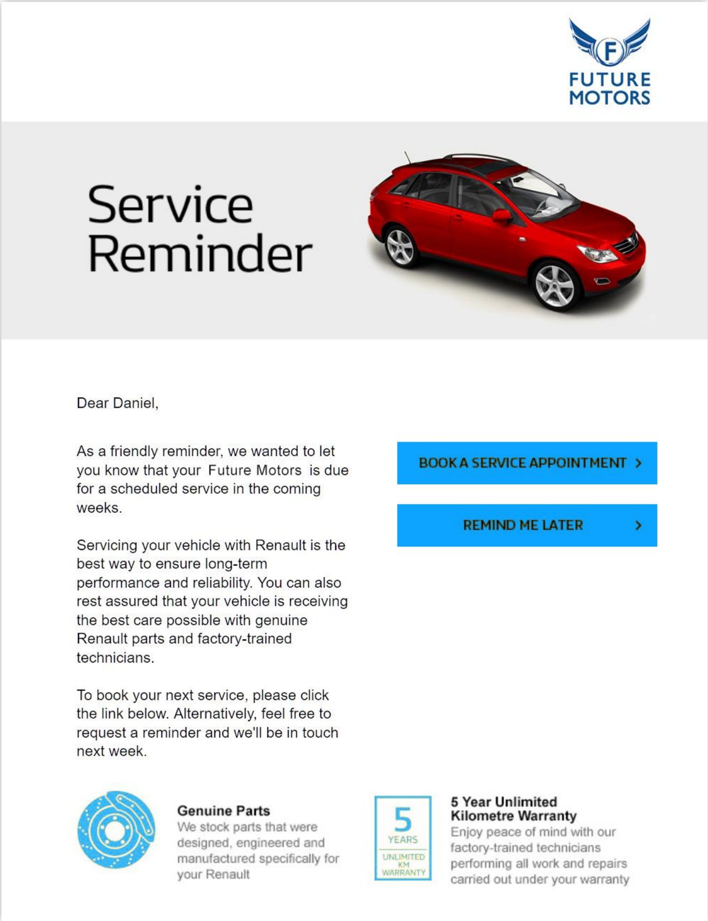




Customer mapping

Lapsed and lost customer analysis

Better Decisions


FUTURE MOTORS

Service Reminder

Dear Daniel,

As a friendly reminder, we wanted to let you know that your Future Motors is due for a scheduled service in the coming weeks.

BOOK A SERVICE APPOINTMENT ›

REMIND ME LATER ›

Servicing your vehicle with Renault is the best way to ensure long-term performance and reliability. You can also rest assured that your vehicle is receiving the best care possible with genuine Renault parts and factory-trained technicians.

To book your next service, please click the link below. Alternatively, feel free to request a reminder and we'll be in touch next week.

Genuine Parts
We stock parts that were designed, engineered and manufactured specifically for your Renault

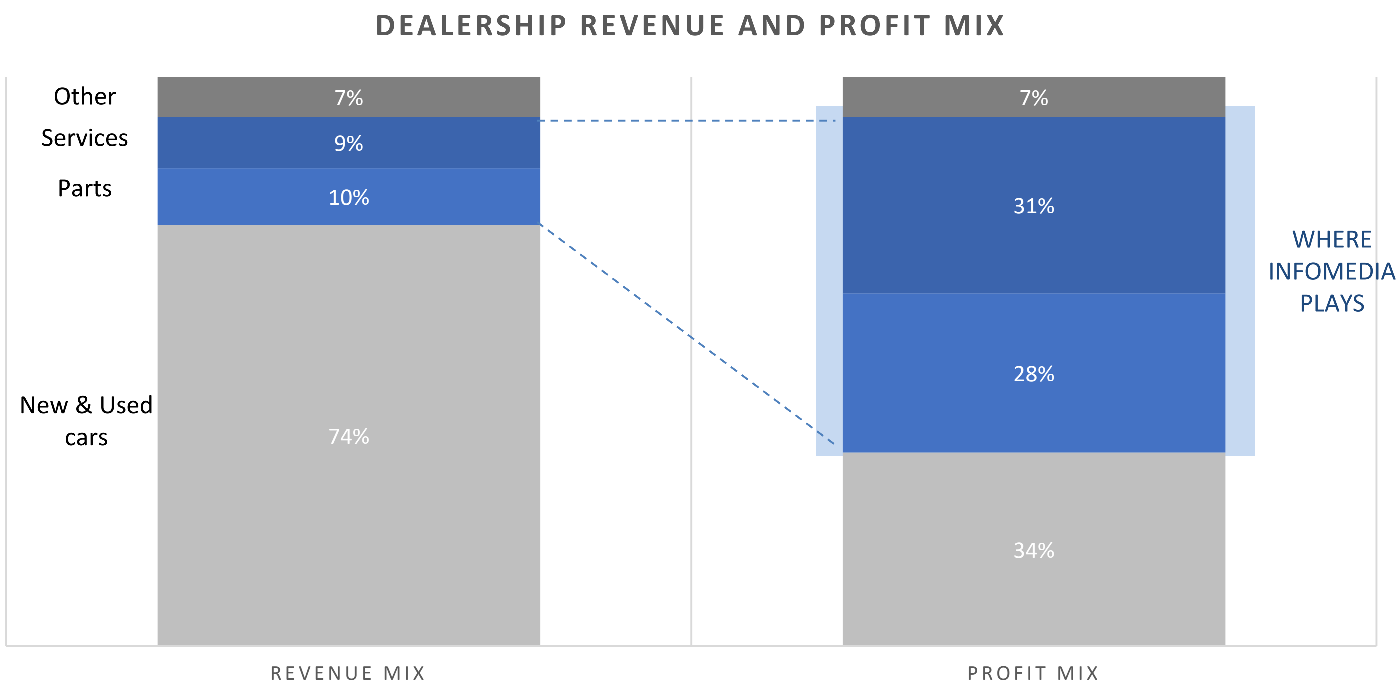
5 YEARS UNLIMITED KM WARRANTY

5 Year Unlimited Kilometre Warranty
Enjoy peace of mind with our factory-trained technicians performing all work and repairs carried out under your warranty

- Rapid response to opportunities and problems
- Shape real-time customer interactions
- Make personalized offers
- Retention analysis (parts and service)
- OEM programs & open work order reporting

Supporting profitability & customer retention

INFOMEDIA EXCEPTIONALLY PLACED TO SUPPORT OEM & DEALERS DRIVE PROFITABILITY & RETAIN CUSTOMERS



Source: Autohaus magazine 2016

OUR CORE VALUES

Together we create success by:

Accelerating Performance

We're action orientated and always accountable to our customers.

Driving Innovation & Service

Our technology leadership empowers our customers.

Navigating Global, Steering Local

Our customers benefit from a unified Infomedia approach with local execution.

Having Fun in the Fast Lane

We balance hard work with a fun and vibrant workplace.

INFOMEDIA™

Global leaders in parts and service software