

The background features a dark, semi-transparent image of a car's interior, including the steering wheel and dashboard. Overlaid on this are several circular icons connected by thin lines, representing various automotive technologies such as cloud computing, satellite navigation, traffic lights, road conditions, location services, and battery status. A large, bright blue circle is centered in the upper half of the image, containing the company logo and tagline.

**INFOMEDIA™**

Global leaders in parts and service software

# FY21 – FULL YEAR RESULTS INVESTOR PRESENTATION

Jonathan Rubinsztein | CEO

Richard Leon | CFO

24 August 2021

# Agenda



01. **FY21 Highlights**

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02. **FY21 Financial overview**

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03. **Business overview**  
– building momentum into FY22

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# Jonathan Rubinsztein

Managing Director & CEO

# Who we are

Infomedia Ltd (ASX:IFM)



**Leading SaaS platform provider** to global automotive aftersales market



**Over 220,000 users** in 186 countries

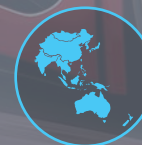


**Global workforce of 420** (incl. 110 outsourced)

## GLOBAL OFFICES



**HQ IN SYDNEY,** NSW Australia



**APAC\*** Melbourne, VIC (AU)



**AMERICAS**  
Detroit, MI (USA)  
**SimplePart**  
Atlanta, GA (USA)



**EMEA\*** Cambridge, ENG (UK)

## Our SaaS platform

### Parts

A powerful suite of EPC parts solutions focused on driving parts sales

### Service

VIN-precise, data driven service quoting and inspection selling solutions

### Data & analytics

Data, analytics and predictive marketing solutions for customer retention

### E-commerce

Online B2C websites that grow sales of automaker parts and accessories

## Our competitive position

**Mission critical SaaS platform provider to global automakers and dealers - Over 95% recurring revenue**

**One of few global technology providers that covers automotive parts, service, data insights and e-commerce**

**Data backed innovation that drives productivity, profits and customer retention for our customers**

\*APAC – Asia Pacific; EMEA – Europe, Middle East & Africa

# FY21 highlights

## Delivered to top end of guidance – strong return to growth in 2H

Revenue Up 3% to \$97.4m; Up 7% in constant currency

## Major achievements building momentum

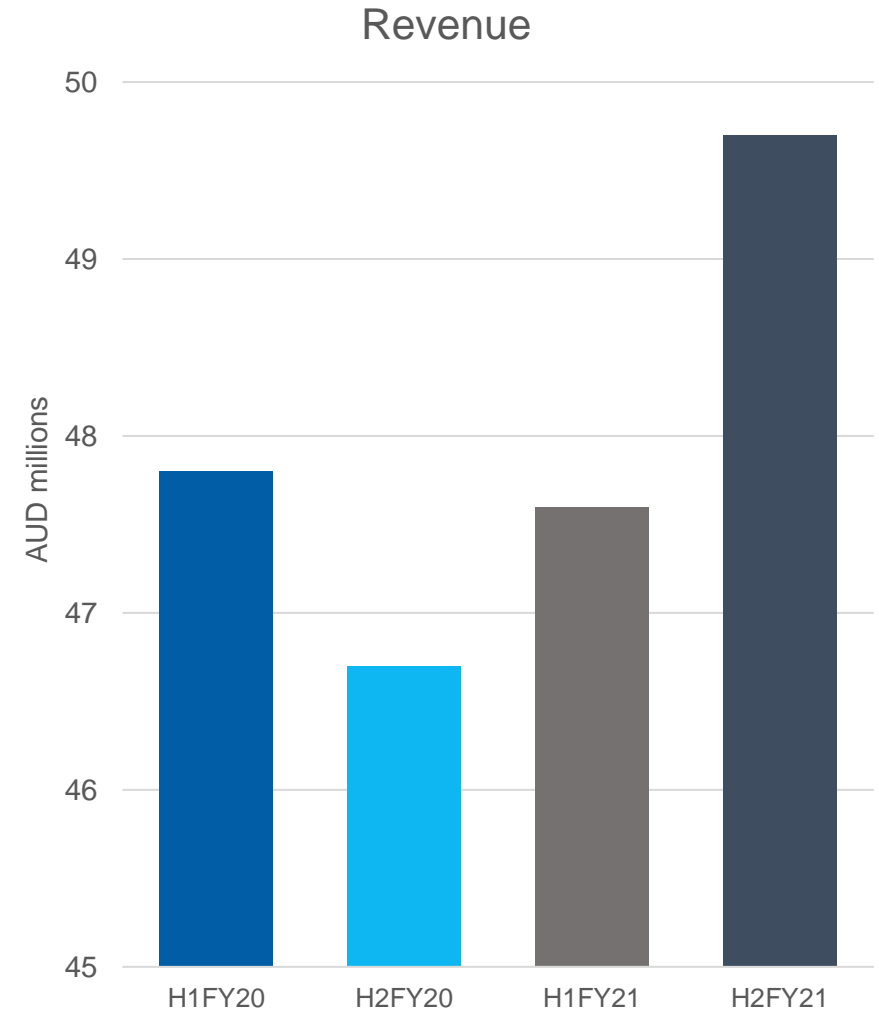
Global wins with Ford (EMEA), Mazda (EMEA), Audi (AU) & BMW (APAC), partner sales (Americas) resulting in \$35m of new TCV<sup>1</sup>

Good sales traction with Infodrive (data, analytics & Nidasu) into FY22

Transition from legacy software to Next Gen integrated platform

Acquisition of e-commerce platform SimplePart; strategic extension to our integrated platform

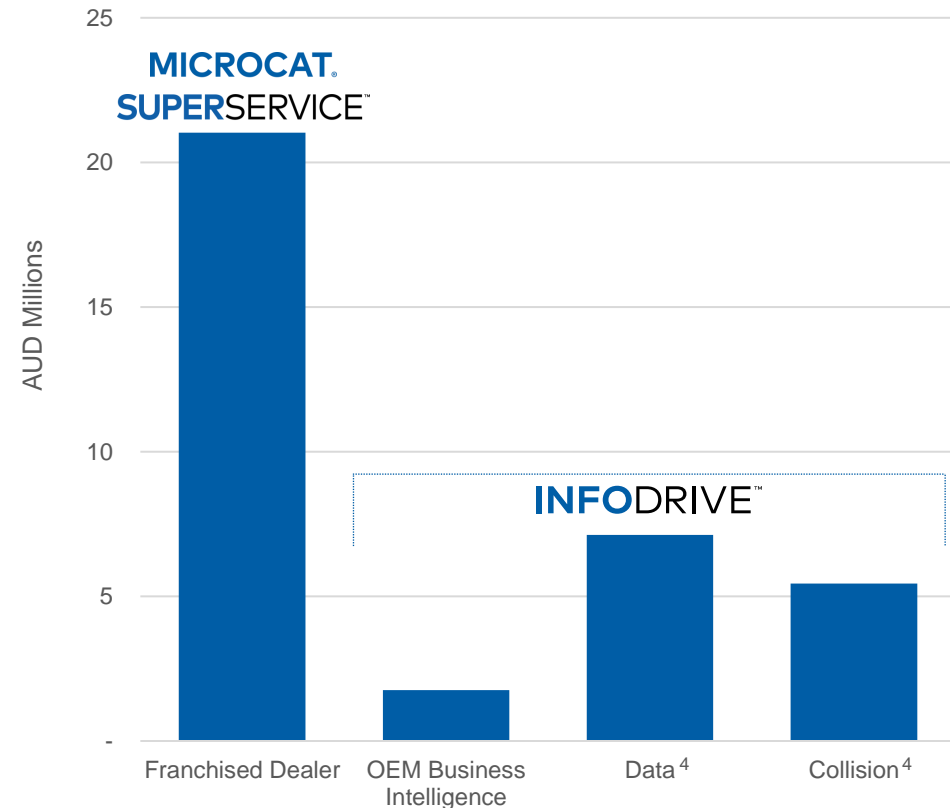
<sup>1</sup>TCV = New multi-year (3-5yr) contracts closed in FY21; small portion of revenue recognised in FY21



# New contract wins underpin momentum

- \$35 million in new multi-year (3-5yr) TCV<sup>1</sup>
  - TCV includes \$13m from Infodrive
  - Provides future revenue growth visibility
  - TCV excludes SimplePart (announced 1 June 2021)
- Represents top 20 major contracts; smaller contracts also won in the period
- Installation of Infodrive not impacted by lockdowns or restrictions

Total Contract Value  
Top 20 major contract wins



<sup>1</sup> TCV = Total contract value; multi-year (3-5yr)TCV; small portion of revenue recognised in FY21

<sup>2</sup> Infodrive includes data services, data insights and Nidasu

<sup>3</sup> Refer slide 19 for further information

<sup>4</sup> Infomedia provides data services & data insights in this market



**Richard Leon**  
Chief Financial Officer

# Good finish to a challenging year

- Delivered to higher end of revenue and Cash EBITDA guidance despite revenue momentum lag and currency headwind (total revenue grew 7% on constant currency basis)
- Improved H2 subscription recurring revenue growth from delivery on contracts won and commenced
- Acquisition of SimplePart completed 31 May 2021 in the US
- Cash balance at 30 June 2021 \$66.8m
- Full year dividend up 3% to 4.45 cents per share

Key Metrics	FY20 A\$'000	FY21 A\$'000	Change
Revenue	94,618	97,446	3%
NPAT (reported)	18,556	15,969	(14%)
NPAT before earnouts from acquisitions <sup>1</sup>	18,556	20,035	8%
EBITDA	46,049	47,641	3%
Development costs capitalised	21,910	24,965	14%
Cash EBITDA <sup>2</sup>	21,251	20,424	(4%)
Earnings per share (cents) <sup>3</sup>	5.69	4.26	(25%)
Dividend per share (cents)	4.30	4.45	3%

<sup>1</sup> Reported Statutory NPAT includes amounts expensed in relation to earnouts from acquisitions as detailed in note 4 (\$2.7million) and note 17(b) (\$1.4 million) to the financial statements. NPAT before earnouts from acquisitions, net of tax, is \$20.035 million. The company considers this measure to be useful to the users of the financial statements in understanding the core operating performance of the business without the impact of earnouts from acquisitions.

<sup>2</sup> Reconciliation of EBITDA to Cash EBITDA per Appendix 4E / FY21 consolidated financial statements

<sup>3</sup> EPS declined (25%) pcp to 4.26 cents due to the dilutive effect of the Capital Raise in FY20



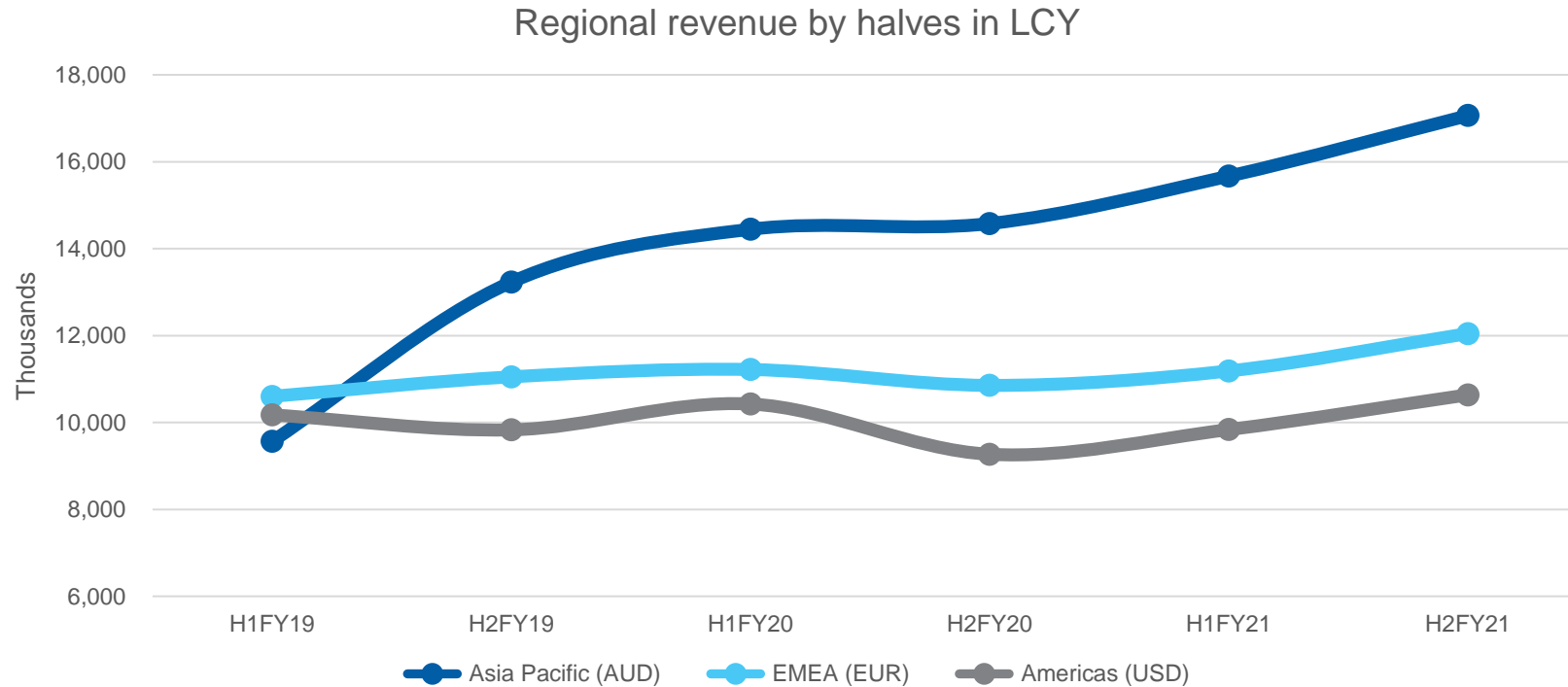
# FY21 contract wins provide momentum

- Top 20 multi-year contracts closed represent TCV of \$35 million across all regions and products. Initial contract period range between 3–5 years
- Parts revenue down pcp due to lower one-time revenue, and unfavourable impact of currency fluctuations. Parts MRR grew 1% in constant currency
- Nidasu delivered revenue growth of 57%. Combined with Superservice to win new franchise multi-year contract in EMEA yet to revenue
- EMEA shows encouraging H2 recovery; APAC continues to deliver strong growth; Americas flat (ex SimplePart) - poised for growth in FY22

Revenue Details	FY20 '000	FY21 '000	Change
<b>BY PRODUCT</b> (AUD)			
Parts	56,214	52,817	(6%)
Service	35,634	40,843	15%
eCommerce <sup>1</sup>	-	1,306	
Other	2,770	2,480	(10%)
	94,618	97,446	3%
<b>BY REGION</b> (LCY)			
Asia Pacific (AUD)	29,029	32,740	13%
EMEA (EUR)	22,071	23,231	5%
Americas (USD)	19,693	20,472	4%
Worldwide revenue (AUD constant currency)			9%

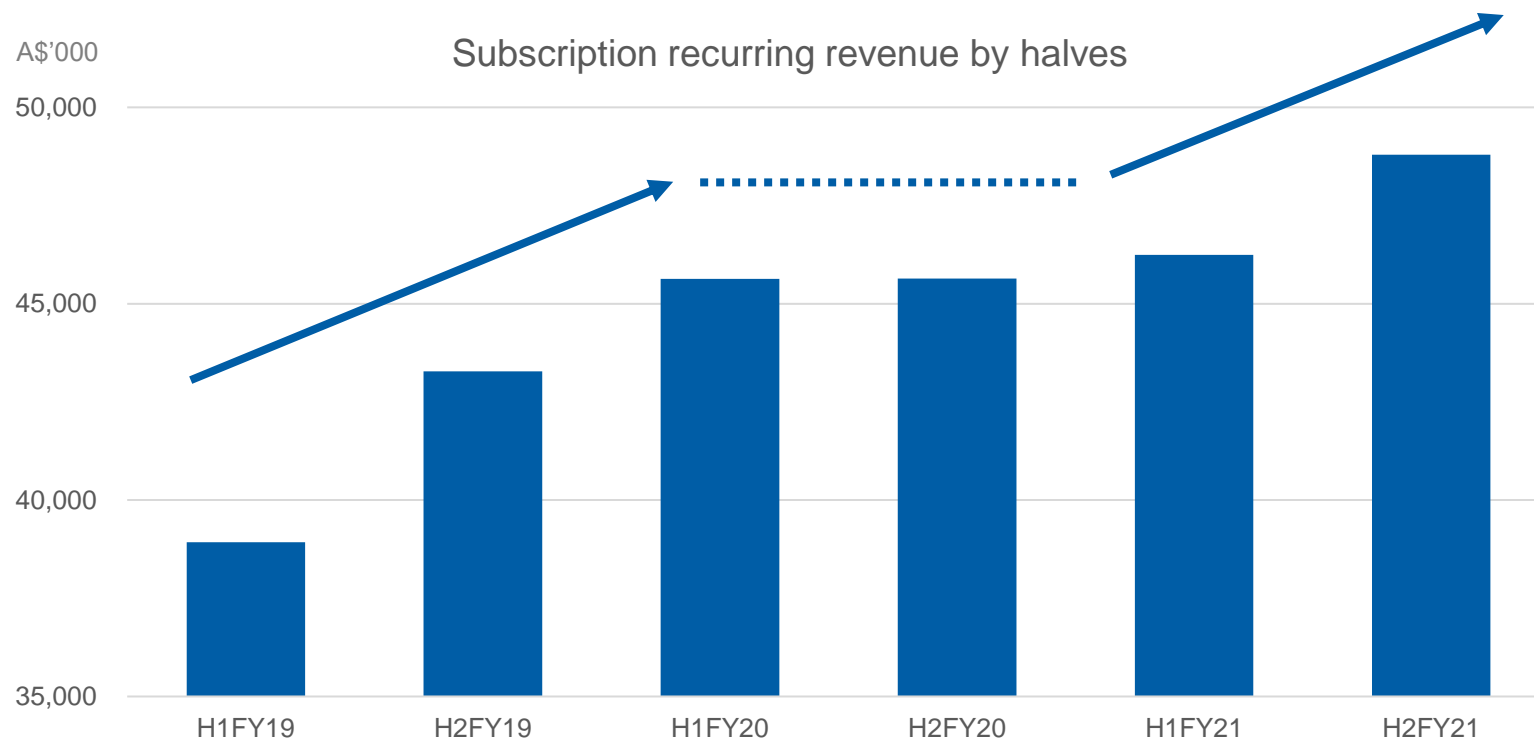
<sup>1</sup> Completion of the acquisition of e-commerce platform SimplePart announced 1 June 2021

# Regional momentum



- All regions delivered stronger 2<sup>nd</sup> half FY21 revenue results
- APAC: strong growth; current restrictions will have some impact; good opportunities in AUS & SE Asia
- EMEA: impacted by pandemic & BREXIT but good growth with Ford and Mazda
- Americas: well positioned for growth in FY22 with acquisition of SimplePart and reorganisation of the sales structure

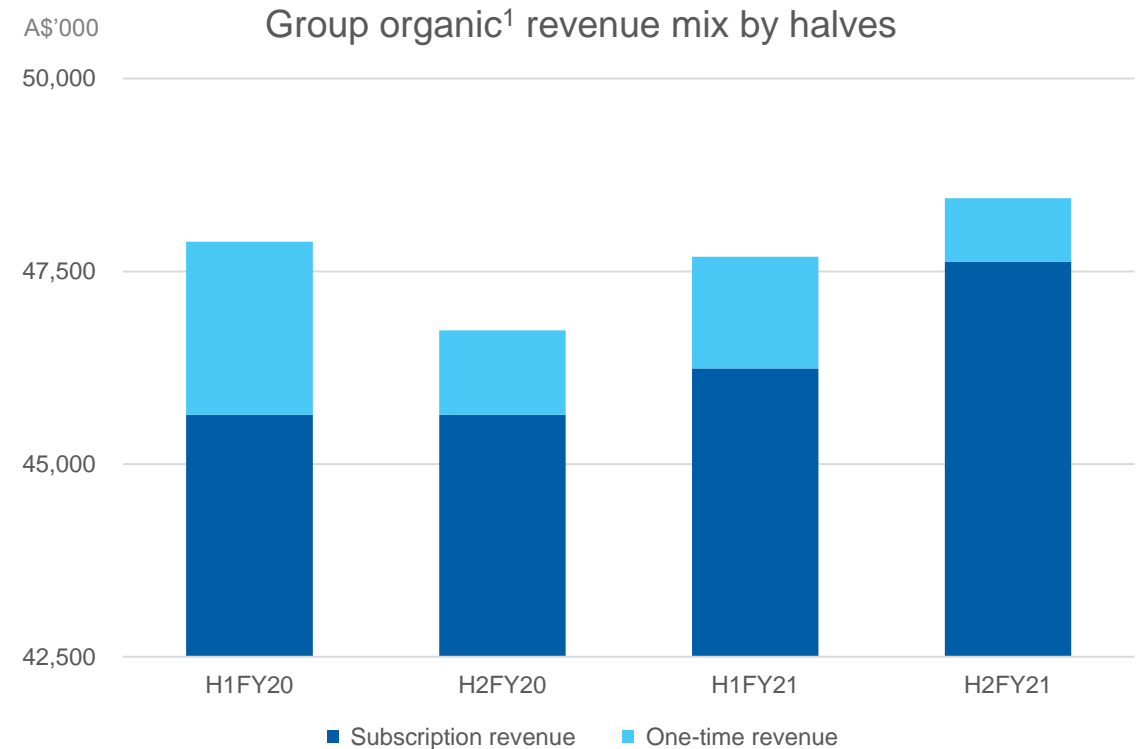
# Regaining momentum



- Emerging stronger in H2 post a short term slow down affected by global lockdowns
- Contract wins during the year contributed to improved 2H revenue growth

# Top line growth

- Subscription recurring revenue (excluding SimplePart) up 3% to \$93.9m when compared to previous corresponding year
- One-time revenue comprised of development and installations down 28% from previous year. Lockdowns continue to hamper installations globally
- On a constant currency basis, organic subscription recurring revenue grew 9%; total organic revenue grew 7%



<sup>1</sup>Excluding SimplePart

# Development cost incurred

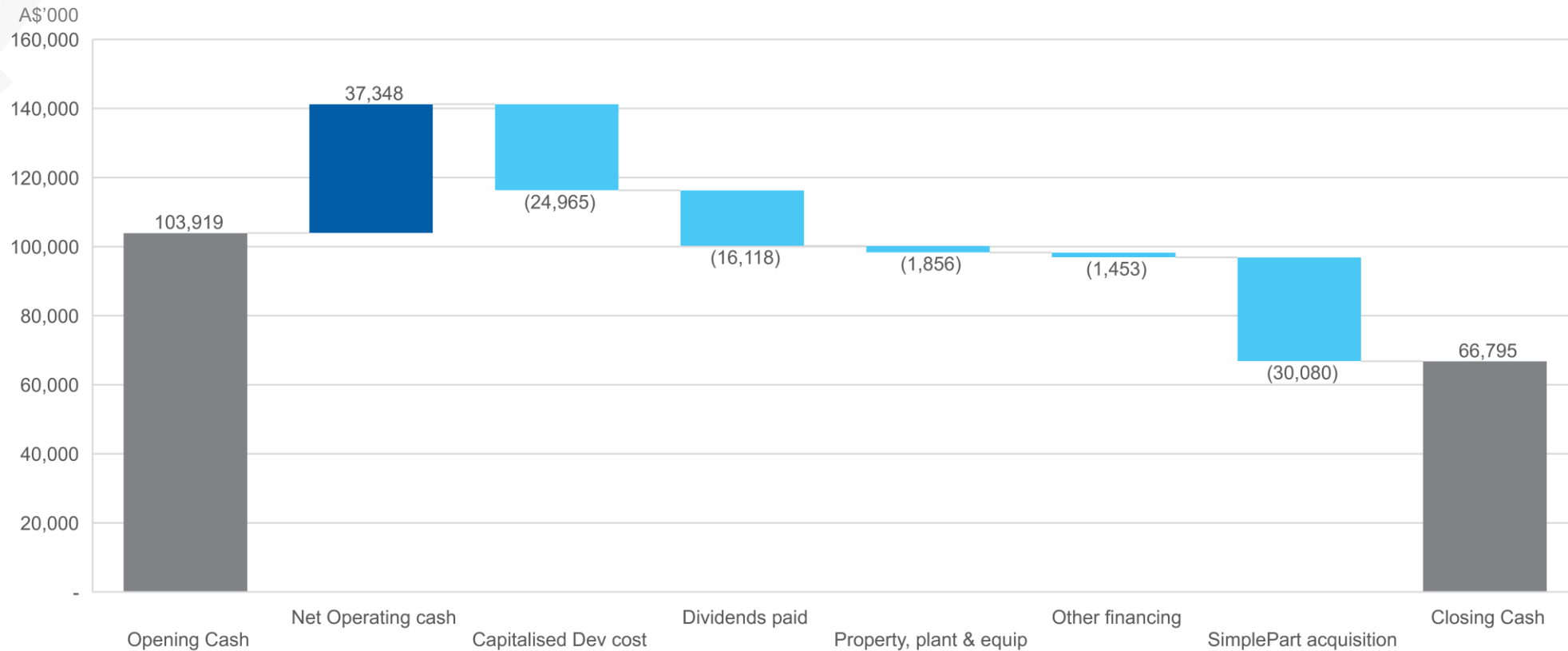
- Next Gen delivered successfully in Dec 20
- From Jan 21 focused on delivering new contract wins
- Increased investment following new data contract wins and revenue generation
- Amortisation of Next Gen commenced from Jan 21 driving a 16% increase in amortisation expense

Product Development <sup>1</sup>	FY20 A\$'000	FY21 A\$'000	Change
Development cost incurred	(28,353)	(30,607)	8%
Non-Cash items			
Capitalisation of Product Development	21,910	24,965	14%
Amortisation of development cost	(15,923)	(18,475)	16%
Research and development expenses	(22,366) <sup>2</sup>	(24,117)	8%
Cash EBITDA	21,251	20,424	(4%)

<sup>1</sup> Refer Note 4 of the FY21 consolidated financial statements – Research and development expenses

<sup>2</sup> Reclassification of prior year expenses associated with hosting fees and at risk remuneration adjusted between R&D and G&A. Research and development expenses FY20 pre-reclassification was 20,057, now 22,366. No impact on Cash EBITDA

# Solid operating cashflow



- Cash balance at 30 June 2021 \$66.8m post acquisition of SimplePart
- Development investments delivered global rollout of Next Gen and focus on delivering contracts won
- Improved collections reflecting stronger customer engagement and confidence across global user base



# Jonathan Rubinsztein

Managing Director & CEO

# Structural shifts in the automotive industry

## AUTOMATION & ELECTRIC VEHICLES

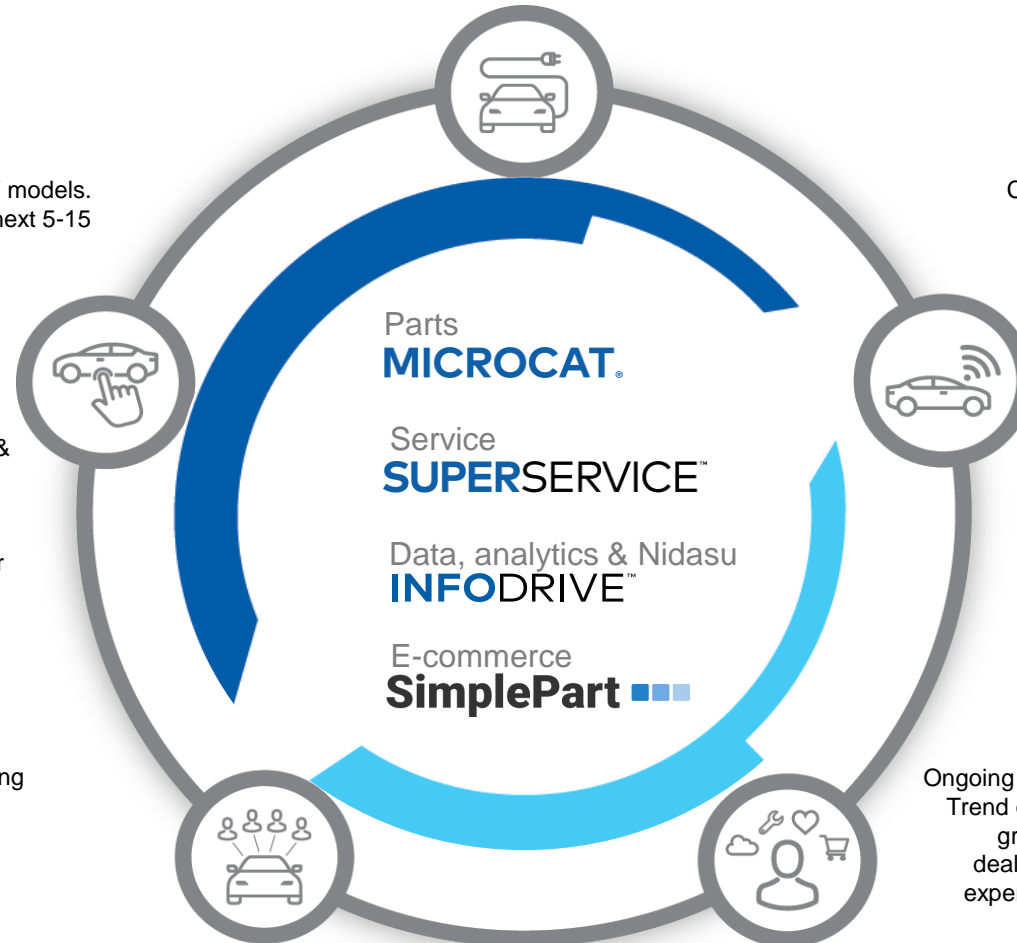
Global automakers have accelerated plans to introduce EV models. Complex transition from ICE – Hybrid – EV likely over the next 5-15 years. Parts and service will become more complex

## VALUE OF AFTERSALES & THE CAR PARC

Existing car parc is more valuable with increased demand & premium pricing in 2<sup>nd</sup> hand car market. Demand for parts & service aftersales is on the rise with a rise in the number of older cars on the road. Increased demand for digital solutions to improve customer experience and brand loyalty

## VEHICLE OWNERSHIP STRUCTURE

Lesser area of focus in ongoing pandemic although planning alternate ownership structures is a key area of focus for automakers in the medium term



## CONNECTIVITY

Consumers demand cars to be an extension of their digital lives; automakers demand solutions that capture, aggregate and connect disparate data sources to predict customer needs

## DIGITAL SOLUTIONS

Automakers and dealers are actively pursuing digital solutions to replace manual processes, drive productivity and create consistent, satisfying brand experiences

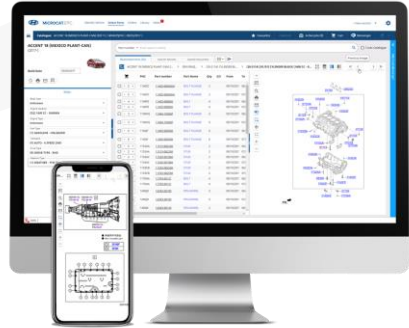
## DEALERSHIP EVOLUTION

Ongoing lockdowns and restrictions have impacted dealers. Trend of smaller regional dealers consolidating into larger groups continues. Focus narrows on efficiency of the dealership. Dealerships will increasingly become brand experience hubs as more vehicles are purchased online



# Empowering automotive aftersales

Data-driven, end to end integrated SaaS platform for global automotive aftersales



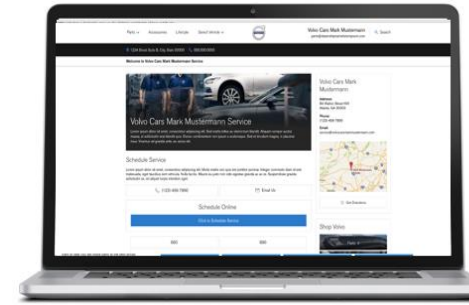
**MICROCAT.**

Parts selling software (EPC)



**SUPERSERVICE™**

Service quoting & digital inspection



**SimplePart** ■■■

E-commerce solutions



**INFODRIVE™**

Data, analytics & Nidasu

SAM<sup>1</sup> Franchised dealer

Franchised dealer

E-commerce

OEM business intelligence  
Data<sup>3</sup>  
Collision<sup>3</sup>

One of a few providers  
of end-to-end  
aftersales solutions

Infomedia is global  
In 186 countries  
& 40 languages

Manufacture & leverage  
VIN specific data across all  
our solutions

<sup>1</sup> SAM: Serviceable Addressable Market – refer slide 19 for more information

<sup>2</sup> VIN: Vehicle identification number

<sup>3</sup> Infomedia provides data services & data insights in this market

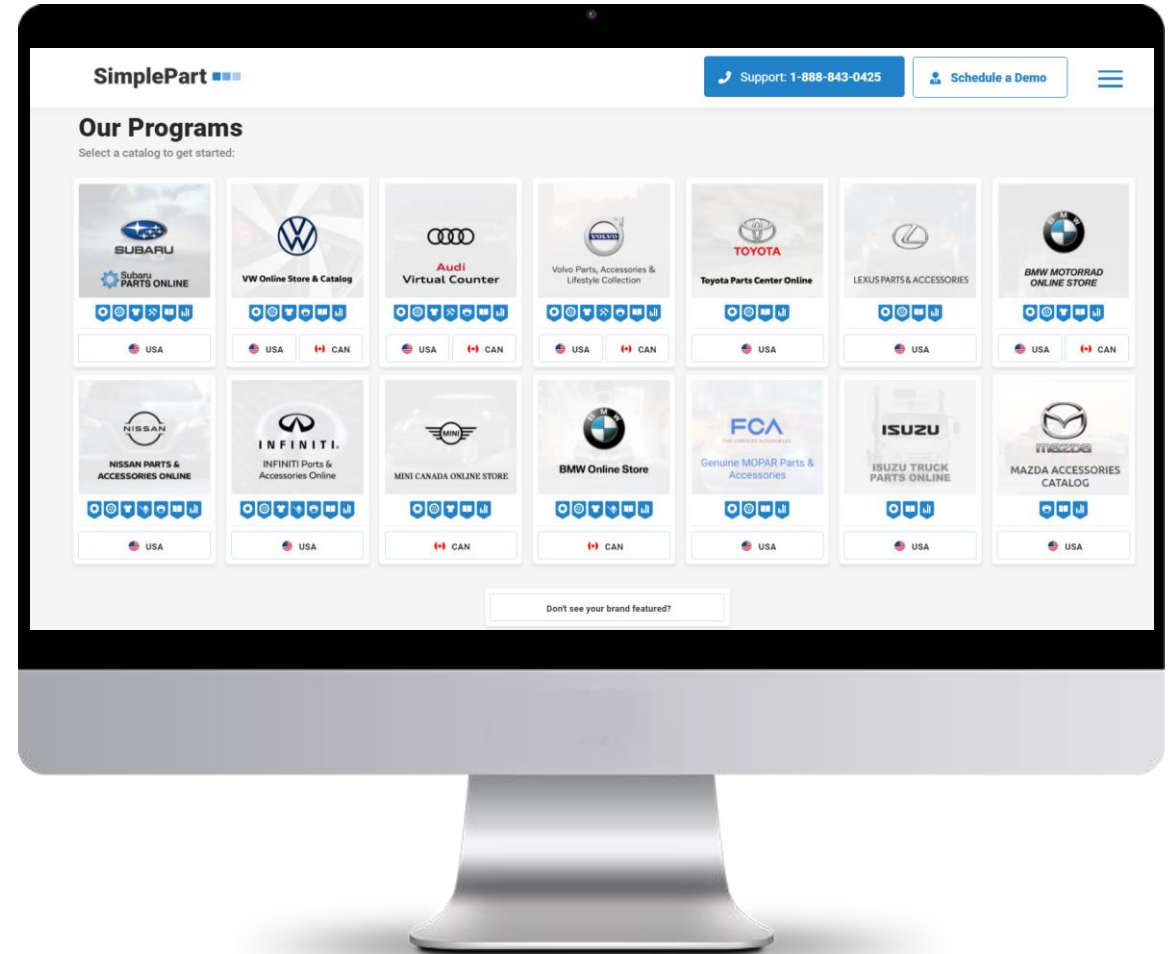
# SimplePart capturing e-commerce aftersales

18 automaker e-commerce programs in North America

~1,900 e-commerce dealer customers, primarily across the US

9+ million monthly unique visitors

US\$100+ million of annual e-commerce transactions via the platform



SimplePart powers auto parts, accessories and service e-commerce programs for some of the world's most successful automakers and dealers

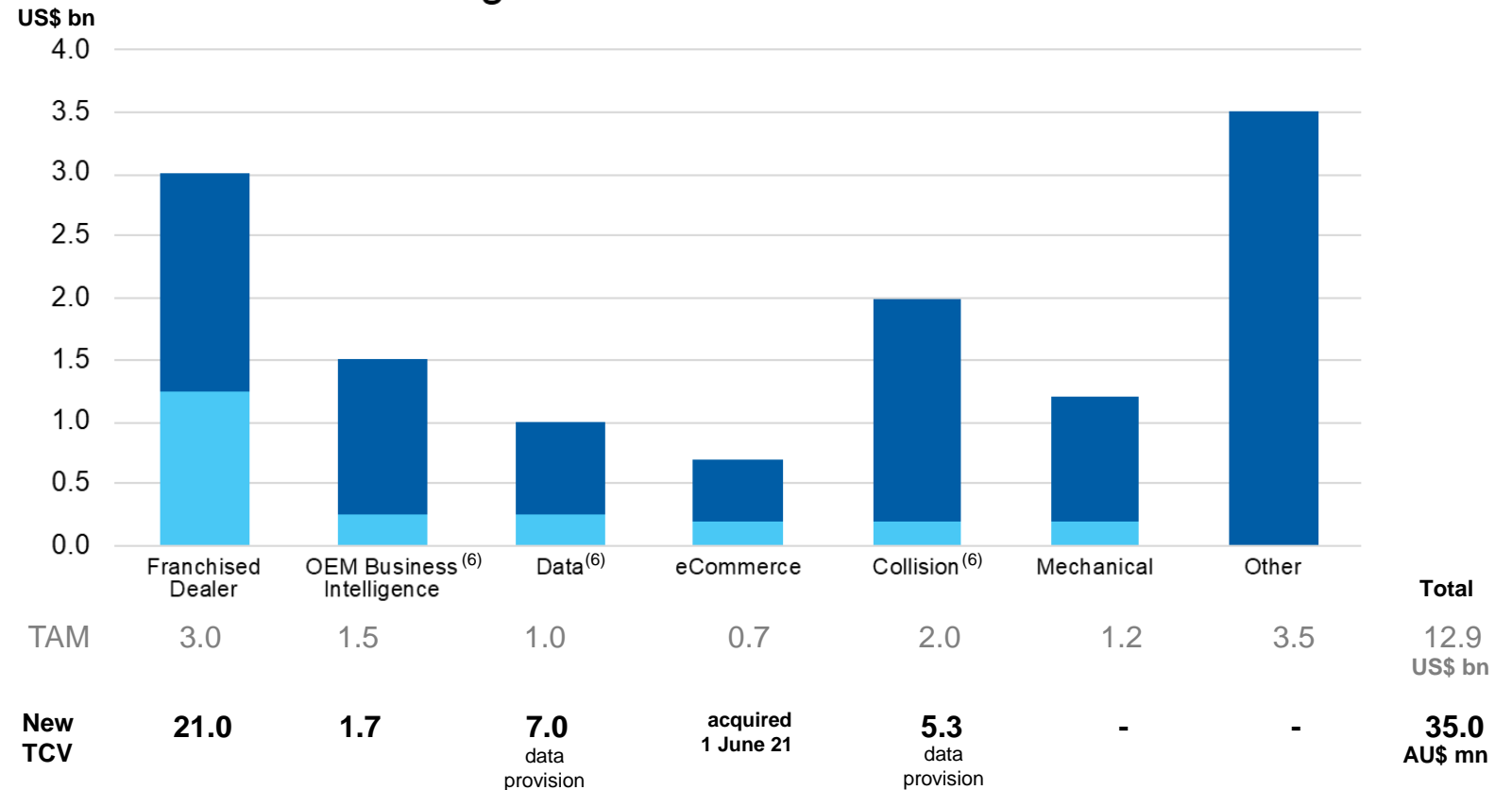
[www.simplepart.com](http://www.simplepart.com)

# Strategy driving growth in new markets

Auto & dealer customers demanding more integrated solutions to access wider aftersales technology ecosystem

- ✓ New multi-year (3-5yr) contracts wins demonstrate traction in new segments - TCV \$35m
- ✓ Integrated products via the platform enable IFM to access a broader addressable market
- ✓ Infodrive (incl Nidasu) and SimplePart expected to be significant contributors to revenue in FY22

Addressable global auto dealer software market



(1) See slide 25 in FY21 Investor presentation Appendix for further reference  
 (2) MVP= Minimum viable product  
 (3) SAM = (Current) Serviceable Available Market  
 (4) Other = DMS (Data Management Systems), Finance & Insurance, Fleet, and Logistics software  
 (5) IFM estimates based on internal analysis, Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025 and MarketsandMarkets: Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025  
 (6) Infomedia provides data services & data insights in this market

# FY21 Summary & Outlook



Delivered steady results in a challenging environment with a return to revenue momentum in the 2H

Revenue momentum is building in all regions and across all products

Opportunities emerging in data services & data analytics and e-commerce

Return to double digit revenue growth in FY22 underpinned by \$35m in new multi-year (3-5yr) TCV & full year of SimplePart

Anticipate revenue of \$117m to \$123m in FY22

*FY22 outlook assumes no adverse movement in FX and no further negative consequences from Covid-19*

# — THANK YOU

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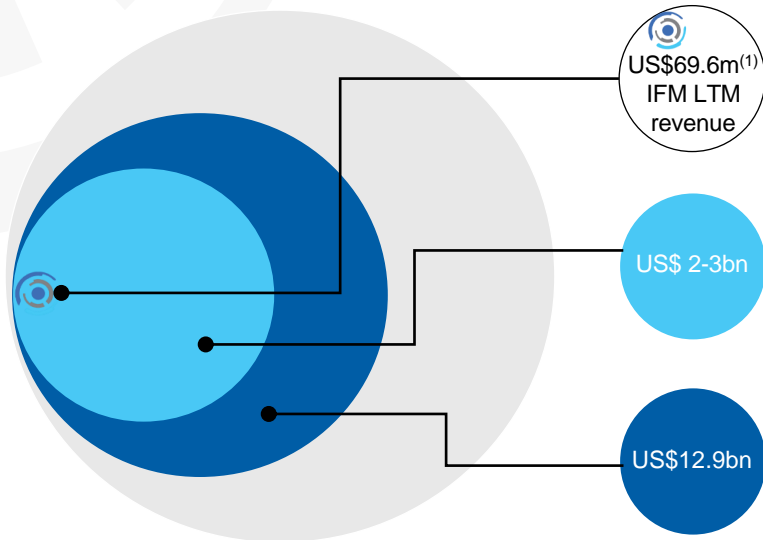
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# — APPENDIX

# Disclaimer

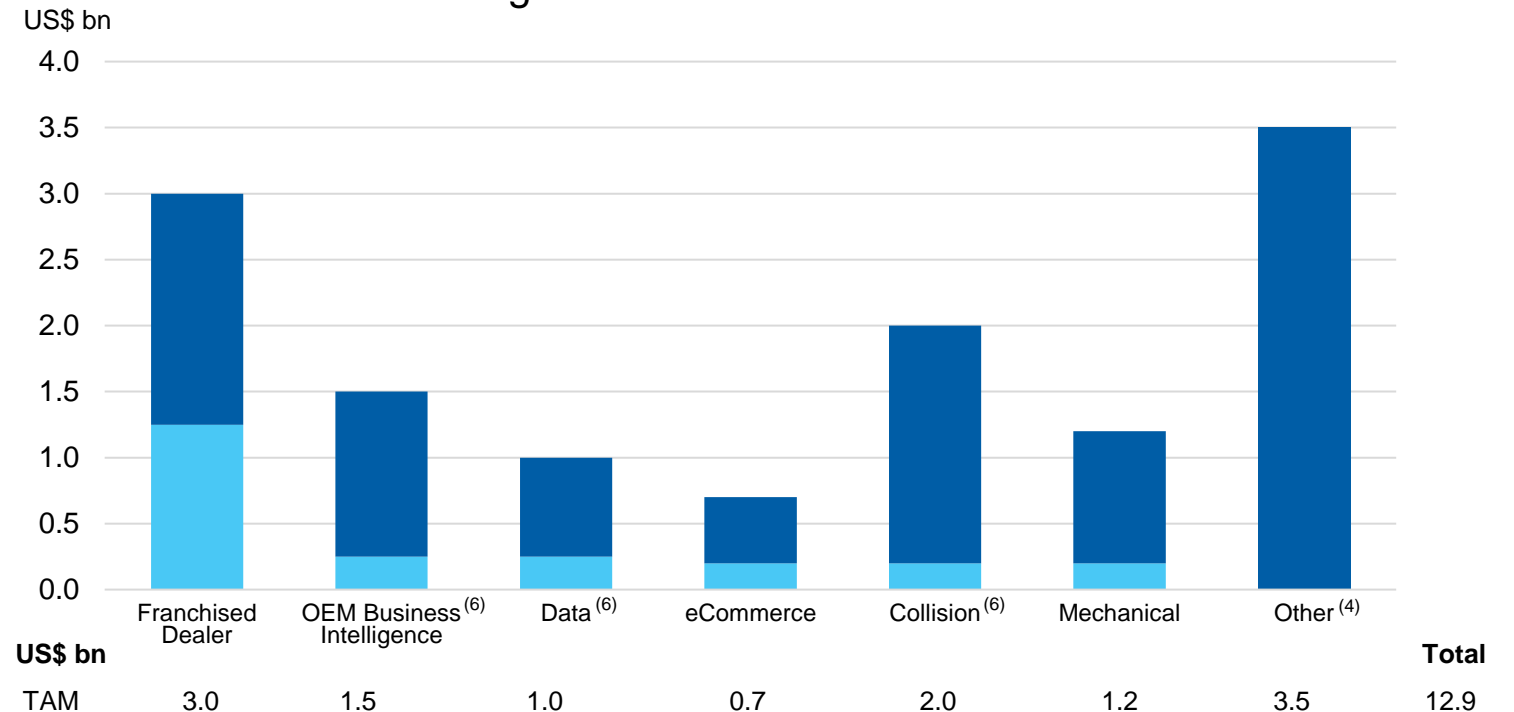
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# Investments support growth in new markets



- Customers wanting more integrated solutions
- Enhanced functionality and more MVPs<sup>(2)</sup> contribute to a **broader and more comprehensive offering** into further segments
- We estimate<sup>(5)</sup> TAM to be US\$12.9 billion. We estimate our SAM<sup>(3)</sup> today (serviceable available market) across segments to be approximately **US\$2 billion**

Addressable global auto dealer software market



(1) See slide 25 in FY21 Investor presentation Appendix for further reference

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(4) Other = DMS (Data Management Systems), Finance & Insurance, Fleet, and Logistics software

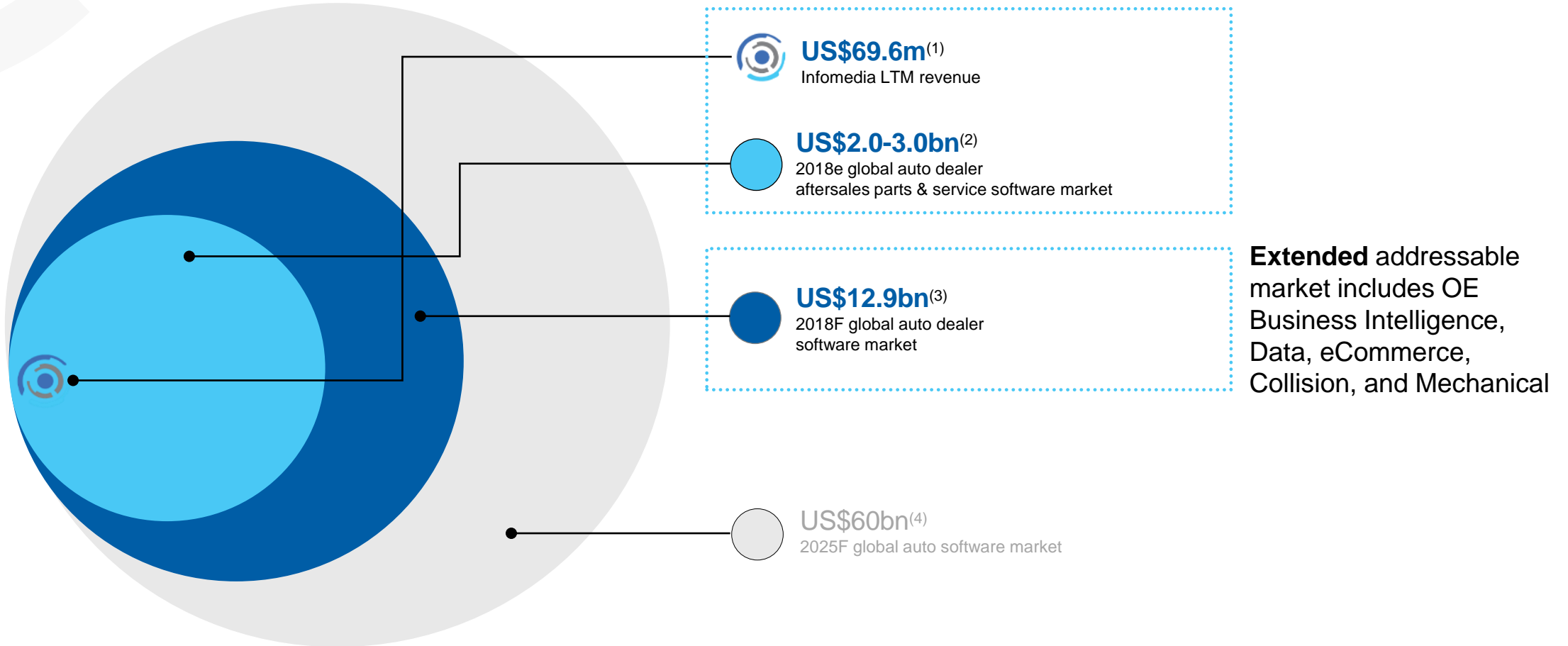
(5) IFM estimates based on internal analysis, Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025 and MarketsandMarkets: Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025

(6) Infomedia provides data services & data insights in this market



# Digital disruption drives opportunity

Investment underpins further penetration in a fragmented and growing market



<sup>(1)</sup> Infomedia LTM Revenue ending 30 June 2021 converted at AUD/USD spot rate of 0.723 as of 20 August 2021.

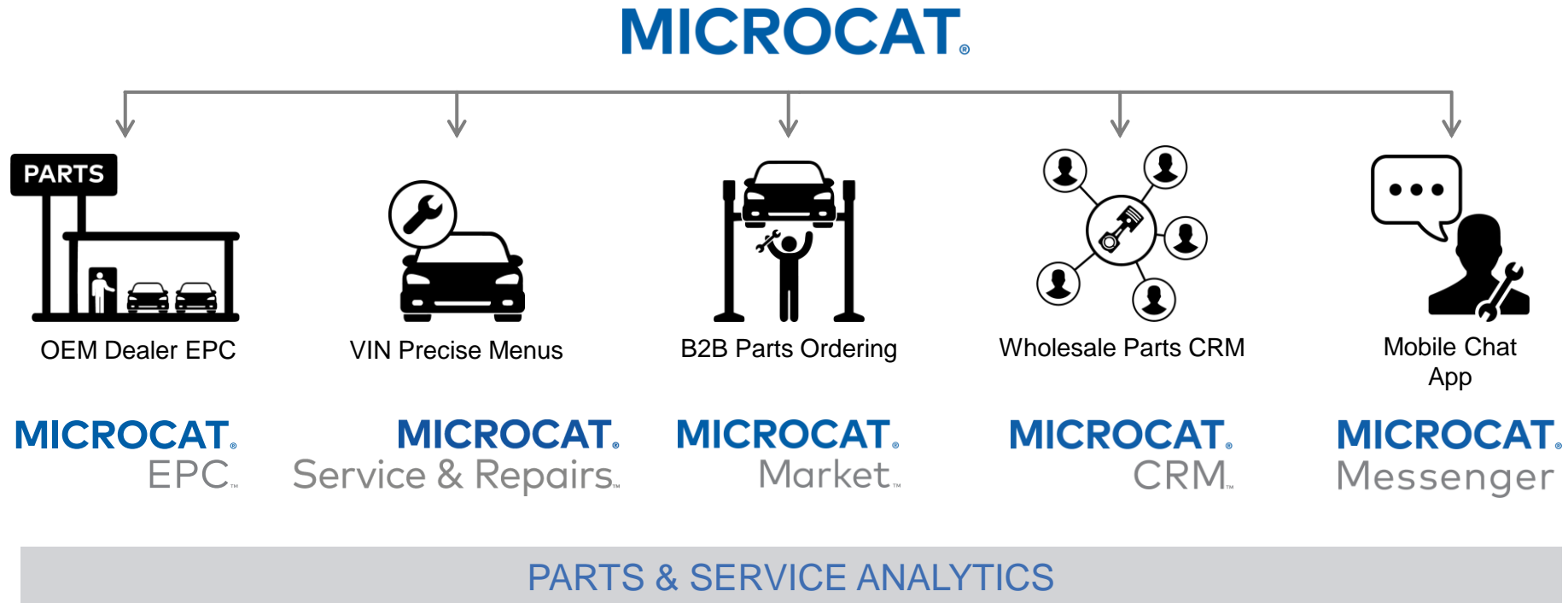
<sup>(2)</sup> Infomedia estimated size of global dealer aftersales parts & service software market.

<sup>(3)</sup> Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025.

<sup>(4)</sup> MarketsandMarkets:Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025.

# Parts selling platform

A powerful suite of EPC powered solutions focused on driving parts sales, improved productivity and better-quality customer experience

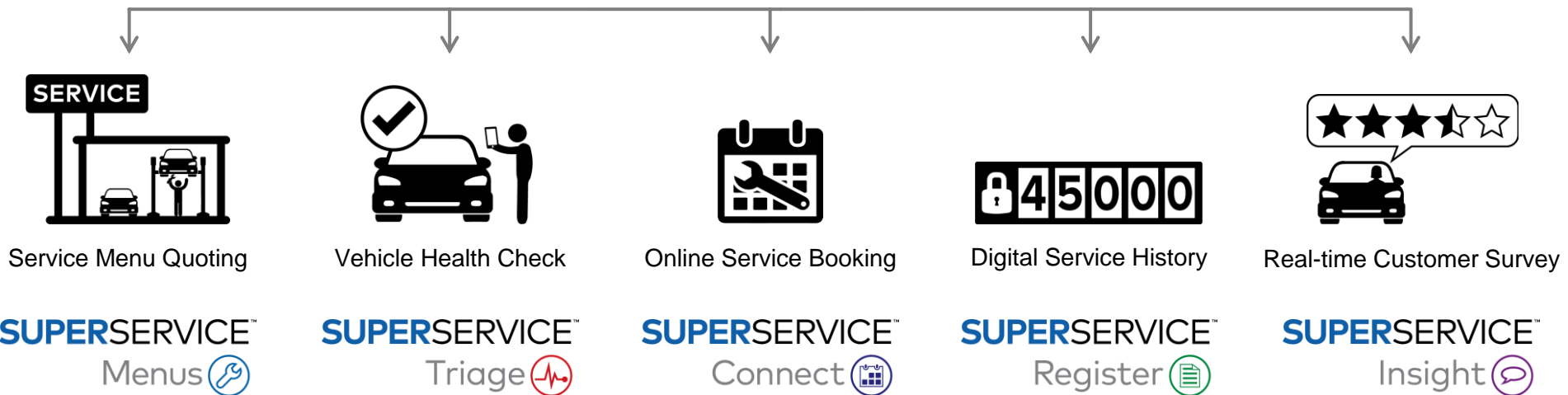


*EPC: mission critical electronic parts catalogue*

# Service selling platform

Powered by genuine automaker service menu data, Superservice strengthens customer relationships, reduces operating costs, increases sales and builds trust between dealerships and their customers.

## SUPERSERVICE™



# Data services & data insights

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

## INFODRIVE™



SimplePart's B2B and B2C solutions give automakers and dealers a comprehensive, turn-key platform to reach vehicle owners searching for genuine parts and accessories online.

## SimplePart

