

22 March 2023

Australian Securities Exchange  
Market Announcements Office

### Investor Presentation Materials

Please find a copy of presentation materials attached which will be presented at the ASX Small and Mid-Cap Conference later today. Further details about the conference can be found at:

<https://www2.asx.com.au/investors/investment-tools-and-resources/events/smld>

This release was authorised by the Company Secretary

About Infomedia: Infomedia Ltd (ASX: IFM) is a leading global provider of DaaS and SaaS solutions that empowers the data-driven automotive ecosystem. Infomedia's solutions help OEMs, NSCs, dealerships and 3rd party partners manage the vehicle and customer lifecycle. They are used by over 250,000 industry professionals, across 50 OEM brands and in 186 countries to create a convenient customer journey, drive dealer efficiencies and grow sales.

Please visit Infomedia's website <https://www.infomedia.com.au> and YouTube channel <https://www.youtube.com/infomedialtd> for more information.

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ASX Small and  
Mid-Cap  
Conference

INFOMEDIA™

# Leader in Global Automotive Technology Ecosystem



**Jens Monsees**  
Chief Executive Officer

22 March 2023

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# AGENDA



- 01 Profile**
- 02 1H23 results**
- 03 FY23 outlook**

01 |

# Profile

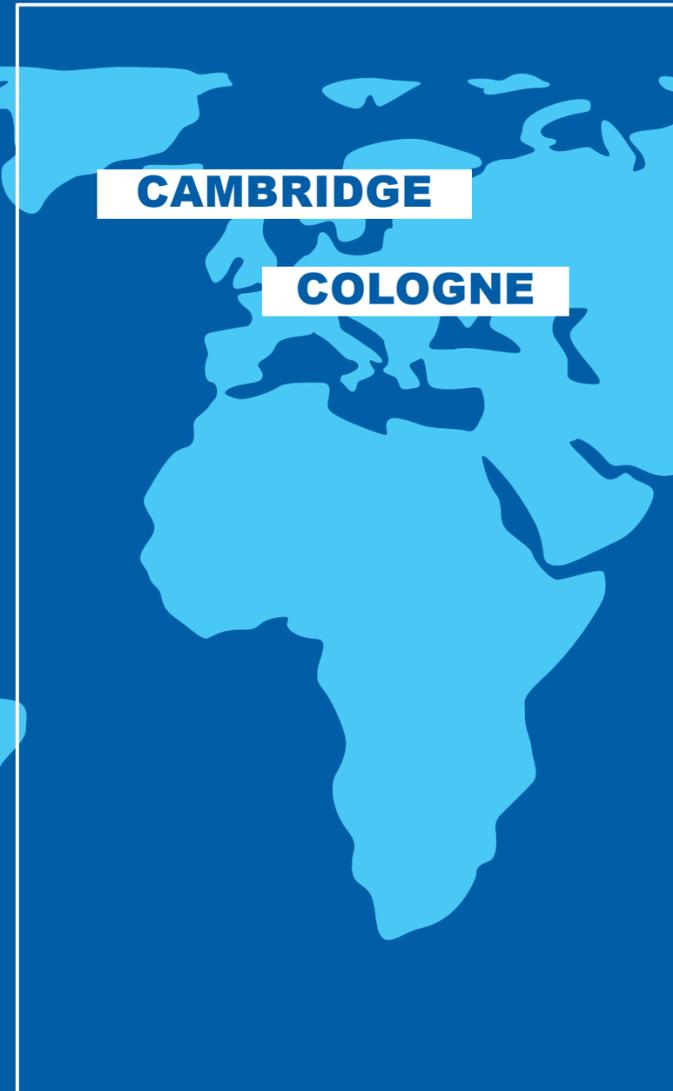
INFOMEDIA

# INFOMEDIA SNAPSHOT

## AMERICAS



## EMEA



## APAC



### GLOBAL PRESENCE

**250K+**  
DAILY USERS

**50**  
AUTOMAKER BRANDS

**186+**  
COUNTRIES

**40**  
APPLICATION LANGUAGES

**5**  
CUSTOMER SUPPORT CENTRES

**1bn+ VINs**

### KEY SOLUTIONS



**MICROCAT.**



**SUPERSERVICE™**



**INFODRIVE™**



**SimplePart** ■■■



# OUR OPPORTUNITY IN A GLOBAL, DATA-DRIVEN MARKET

## Global automotive software market<sup>(1)</sup>

US\$8.5b  
2020A

13.3% CAGR

US\$18.0b  
2026F

## Global automotive big data market<sup>(2)</sup>

US\$3.6b  
2020A

16.3% CAGR

US\$8.9b  
2026F

## Global connected car solutions market<sup>(3)</sup>

US\$23.6b  
2021A

19.0% CAGR

US\$56.3b  
2026F

**TAM**  
**US\$83b**  
**2026F**

(1) Orbis Research: Global Automotive Software Market Growth 2022-2028  
(2) Mordor Intelligence: Big Data Market in the Automotive Industry 2022-2026  
(3) Markets and Markets: Connected Car Market 2021-2026  
(4) CAGR: Compound Annual Growth Rate

# ENHANCED VISION

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## The art of data-driven customer experience in the mobility era

To inspire personalised CX (customer experience) using predictive data across the ecosystem of connected car, vehicle owners and dealer services.

We enable a seamless and convenient customer journey, higher loyalty and efficient retail performance for OEMs, NSCs, dealers and ecosystem partners.

“ **AGILE LIKE A START-UP,  
DELIVER LIKE A GROWN-UP** ”

# ENABLING A BROADER AND BOLDER OPPORTUNITY

## POINT-TO-POINT SOLUTIONS

MICROCAT

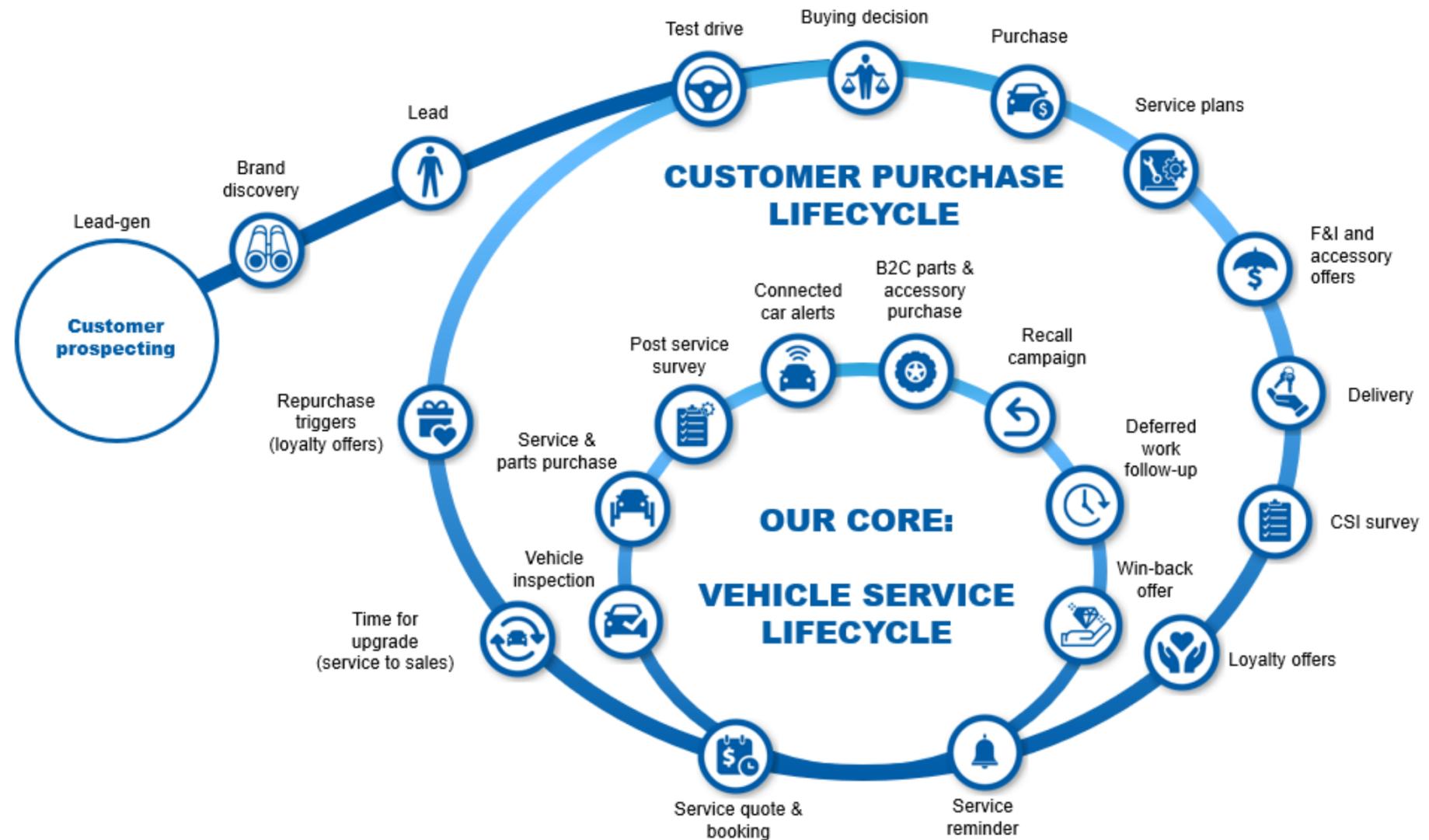
SUPERSERVICE

INFODRIVE

SimplePart ■■■

## GLOBAL LEADERS IN PARTS & SERVICE SOFTWARE

## CUSTOMER AND VEHICLE LIFECYCLE



## EMPOWERING THE DATA-DRIVEN AUTOMOTIVE ECOSYSTEM

# UNIQUE COMBINATION OF BENEFITS ACROSS THE ECOSYSTEM

## OEMs / NSCS

- Globally consistent customer experience
- Connecting NSC, dealer, vehicle
- Analytics and AI-driven insights



## DEALERS

- Loyalty and customer convenience
- End-to-end omni-channel journey
- Productivity and efficiency

## ECOSYSTEM PARTNERS

- Access to enriched and trusted data assets
- Improved data accuracy
- Automation of supply chain  
(e.g., stock order, collision repair, insurance)



02

# 1H23 Results Snapshot



## Recurring Revenue - \$62.3m

Up 9.8% from 1H22  
Up 6.9% from 2H22

## Exit ARR - \$127.1m

Up 10.8% from 1H22  
Up 6.5% from 2H22

## One-off Revenue - \$0.6m

Down \$1.6m from 1H22  
Down \$2.1m from 2H22

## Underlying Cash EBITDA - \$11.5m

Down 13.2% from 1H22  
In line with 2H22

## Achievements 1H23

### Growing scalable recurring revenue

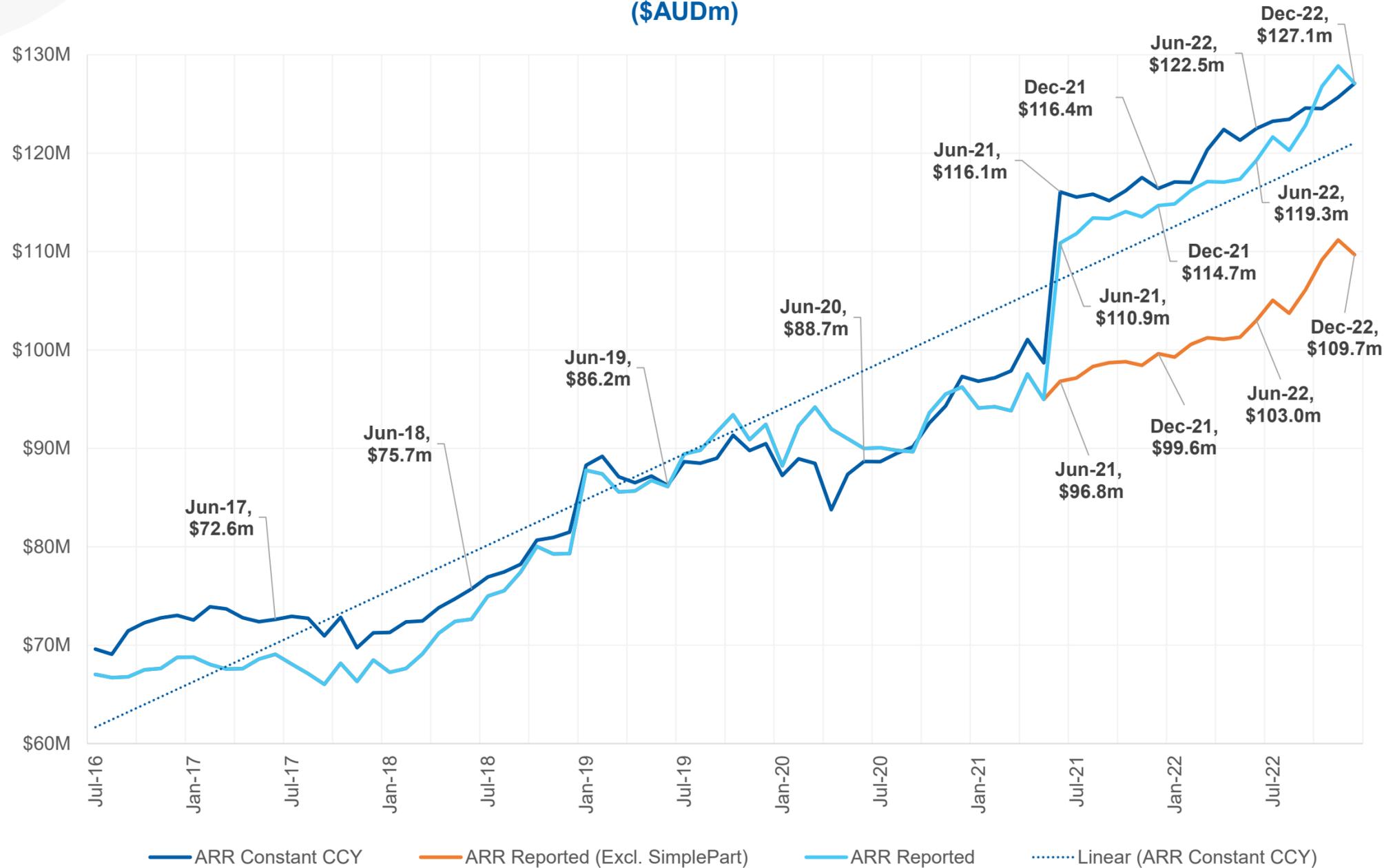
- Significant improvement in the sales pipeline (RFIs and RFQs generated for over \$15m in potential ARR)
- Infodrive (Data and CX) revenue up +25%
- Infomedia part of Amazon's global Partner Network for Connected Car Solutions
- EPC mobile tablet version finalised and pilot launched
- Successful shift in focus to recurring revenue

### Operating excellence to improve cost structure

- Cost initiatives begin to deliver initial benefits
  - Headcount reduction of 5% in FTEs
  - IT infrastructure cost down in constant currency by 10%
  - ELT restructured to align with new strategy
- New "Biz-Dev-Ops" structure in place and operational

# Strong ARR growth continues

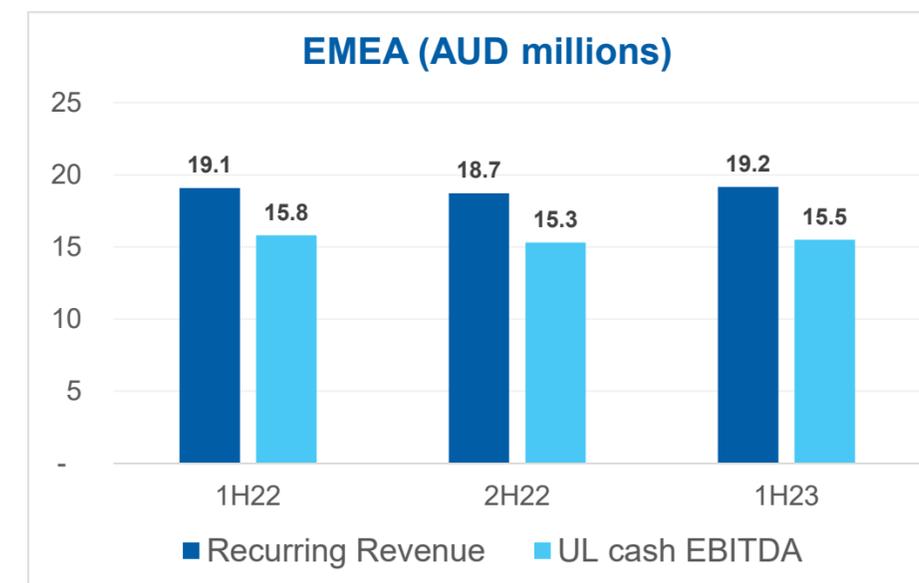
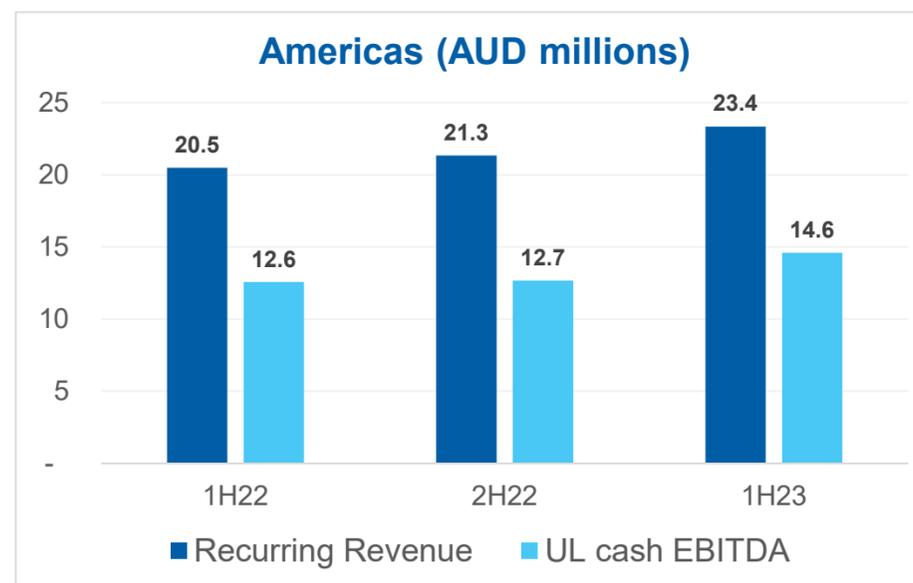
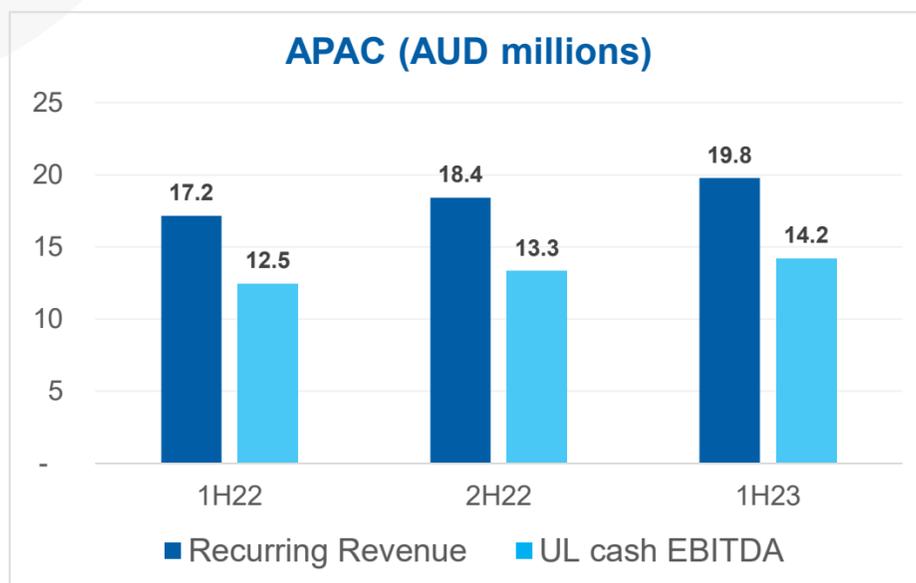
Reported and Constant Currency (\$AUDm)



- Exit ARR up 6.5% (up 3.8% in constant currency) in the **6 months** from Jun-22
- Exit ARR up 10.8% (up 9.2% in constant currency) in the **12 months** from Dec-21
- Exit ARR at December 22 supports our FY23 revenue guidance

Note constant currency conversion at 0.67 USD and 0.66 EUR

# Recurring revenue growth across all regions and all products



## Update

- Recurring revenue up 15% from 1H22
- Underlying Cash EBITDA margin consistent with prior half at 72%
- Infodrive and Superservice growth in revenue from new customer Nissan Motor Thailand
- First revenue stream from SimplePart rollout in APAC

## Update

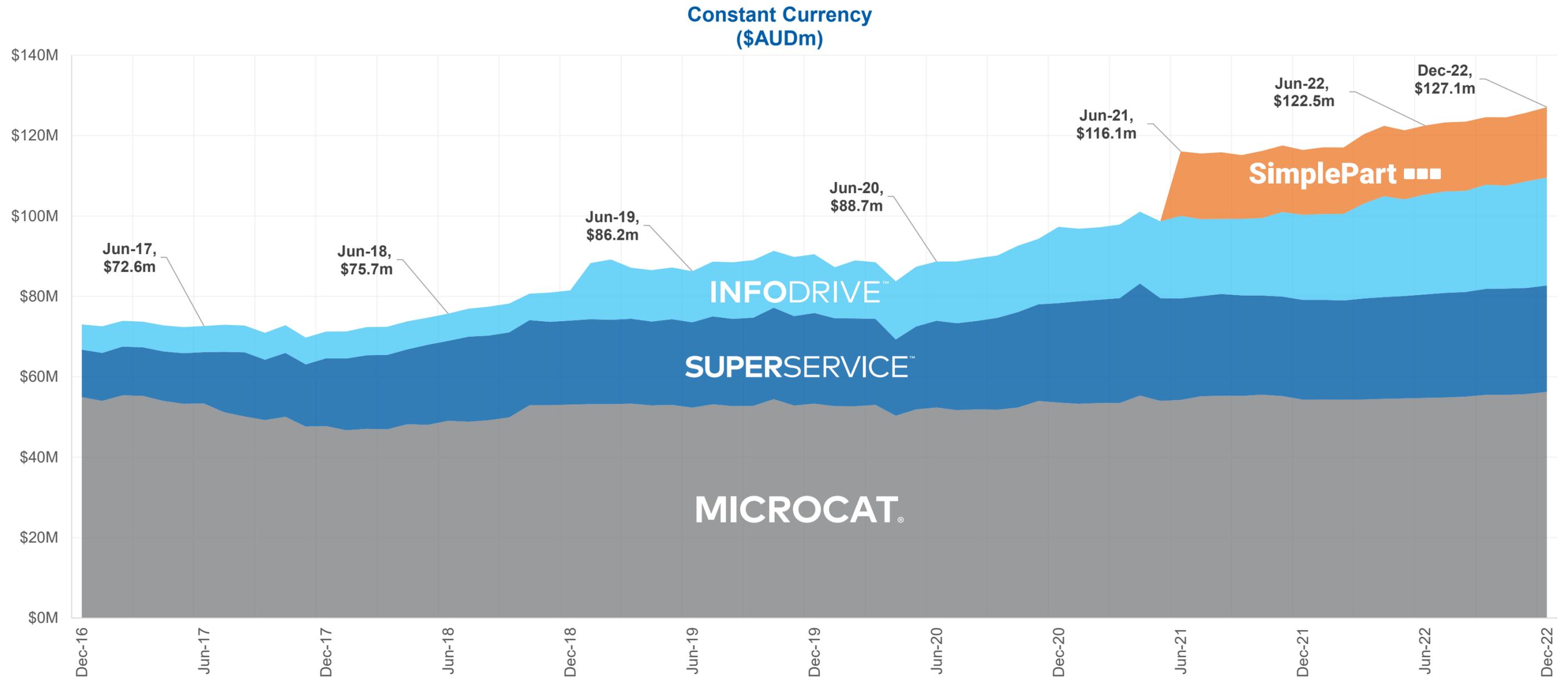
- Recurring revenue up 14% from 1H22
- Cash EBITDA margin up 2% on 2H22 at 62%
- Growth in Microcat revenue due to new customer service and repairs
- SimplePart revenue contributed to growth in Americas

## Update

- Recurring revenue up slightly from 1H22 despite some churn in Hyundai Europe
- Cash EBITDA margin down 1% on 2H22 at 81%
- Infodrive increase in revenue driven by increased usage of the data products
- First SimplePart customer signed in EMEA (BMW dealer)

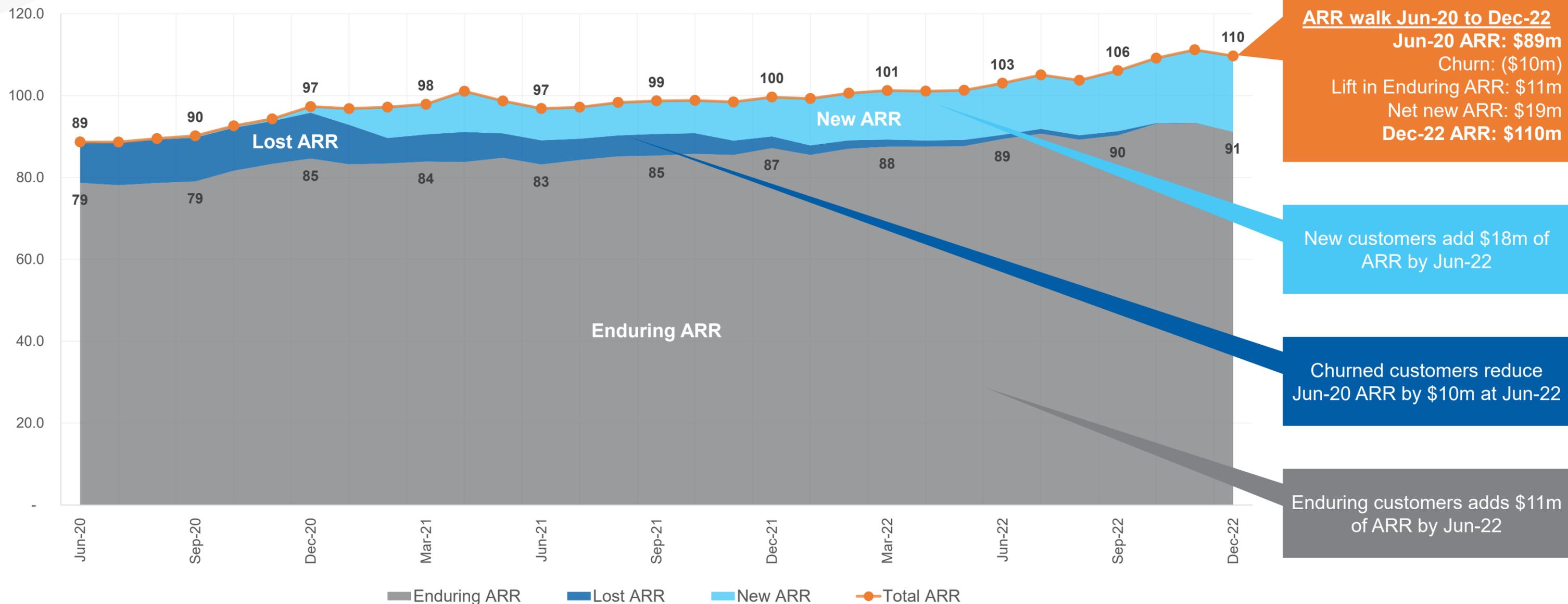
Regional view includes recurring revenue only and not one off revenue

# Successful growing product diversification



# Enduring ARR of existing customers outperforms churn

Cohort analysis (excluding SimplePart)  
(\$AUDm) in Constant Currency

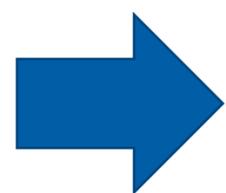


**ARR walk Jun-20 to Dec-22**  
 Jun-20 ARR: \$89m  
 Churn: (\$10m)  
 Lift in Enduring ARR: \$11m  
 Net new ARR: \$19m  
 Dec-22 ARR: \$110m

New customers add \$18m of ARR by Jun-22

Churned customers reduce Jun-20 ARR by \$10m at Jun-22

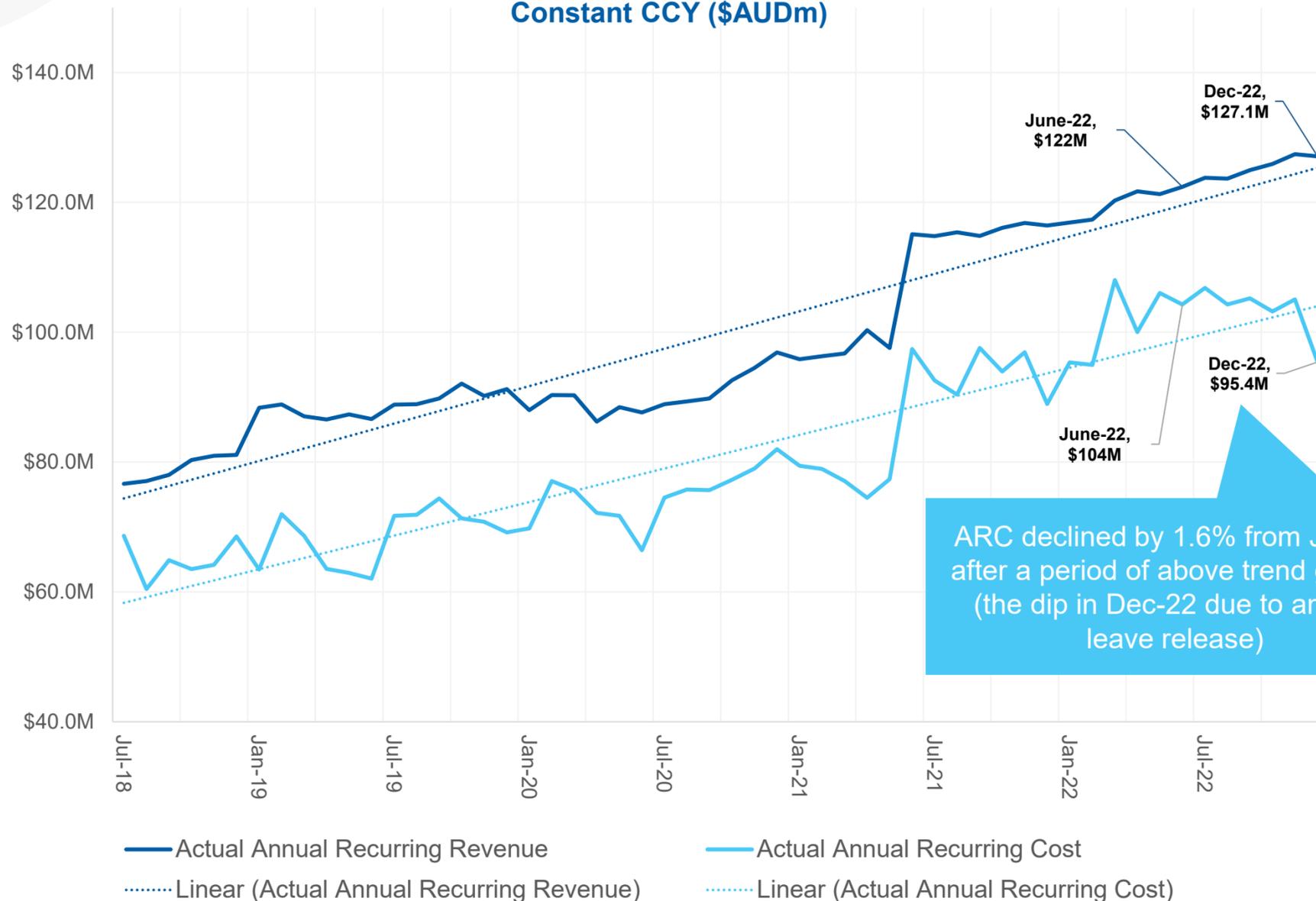
Enduring customers adds \$11m of ARR by Jun-22



**Our new strategic direction to drive scalable product enables further cross-sell and upsell as well as capturing new business.**

# Cost initiatives begin to deliver benefits

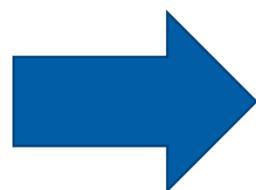
ARR v Annual Recurring Cost  
Constant CCY (\$AUDm)



ARR increased 3.9% on Jun-22

ARC declined by 1.6% from Jun-22 after a period of above trend growth (the dip in Dec-22 due to annual leave release)

- Introduction of Annualised Recurring Cost (ARC) as a key internal operating metric
- ARC here is calculated in the same way as underlying operating costs as detailed in note 3 of the segment note. The annualised measure is calculated at each monthly point in time.
- Mainly driven by people and technology costs which reoccur. ARC gives a sense of the cost run rate at each point in time



**In line with our strategy, we are transitioning to ARR and ARC as key metrics to inform decisions that improve long term business performance**

03 |

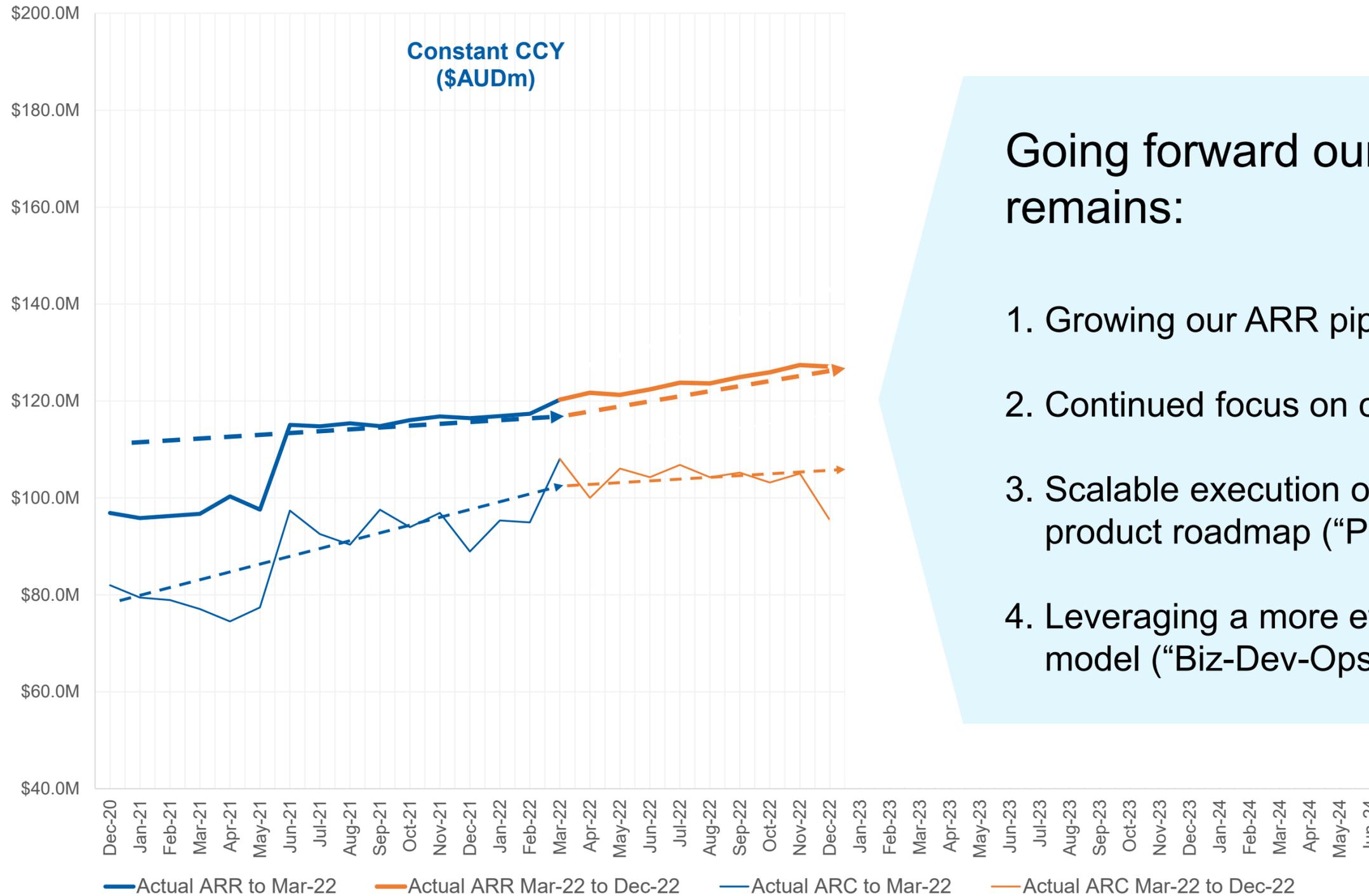
# FY23 Outlook

# FY23 revenue guidance re-affirmed

Revenue \$m	1H23 actual	2H23 guidance	FY23 guidance
Recurring	\$62.3	\$64 – \$67	\$126 – \$129
One-off	\$0.6	\$0.4 – \$1.0	\$1.0 – \$1.6
<b>Total</b>	<b>\$62.9</b>	<b>\$64 – \$68</b>	<b>\$127 – \$131</b>

**Exit ARR expected to be \$129m to \$132m at 30 Jun 2023**

# ARR and ARC beginning to trend in the right direction



Going forward our strategic focus remains:

1. Growing our ARR pipeline
2. Continued focus on cost control (ARC)
3. Scalable execution of our new global product roadmap (“Product-led”)
4. Leveraging a more efficient operating model (“Biz-Dev-Ops”)

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**Thank  
You**