

29 April 2024

Market Announcements Office  
Australian Securities Exchange

### Investor Presentation Materials

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

Yours faithfully



Daniel Wall

Company Secretary

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 third 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.



Jens Monsees | Chief Executive Officer  
Chantell Revie | Chief Financial Officer

# Tech Conference Presentation

29 April – 2 May 2024

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# Automotive macro industry trends

- 1 Consolidation of a fragmented market
- 2 New electric vehicle entries
- 3 Dealer agency model
- 4 Rise of the Chinese brands
- 5 Dealer digitisation
- 6 Connected Car

### CONVERSION (converting consumer traffic to sale)

**Mystery Shopping** PLADDOGLE, XPIED PIPER, Maritz RESEARCH, J.D. POWER, imyst, INTELLI SHOP, DealerSynergy+

**In-Store Training** PR 2 ACTIVE, NADA, CORMOSLEY, ncm, DealerSynergy+, Automotive Dealership INSTITUTE, kain, J.D. POWER, DealerSolutions™, David Lewis & Associates, Inc.

### RETENTION (retain as service/repeat customer)

**Customer Retention Tools**

INFOMEDIA, iprecheck™, Spireon, DataClover, xtime, Dominion, Experian, HELIX, Affinitiv, AutoLoop, DealerSocket™, elead, DEALERSWING, Outsell, automotiveMastermind™, AutoAlert, 3birds

**E-Contracting**

eOriginal, CDK, Dealertrack

**Email Handling & Chat**

Auto Labs, CarNow, conversica, 360, Matador, Pulsar AI, propel, DIGITAL AIR STEER

**Service & Parts**

singlethread, eAdvisor, SOLELEAFX, Update Promise, Solego, RECON, REVOLUTION PARTS, 3birds, mykaarma, Dignifi, eAdvisor, DataClover, Carfax, INFOMEDIA, REPAIR PAL, truvideo, synatron, RECONTRACT

**Workforce Management**

DrivingSales, auto, ADP, Hireology

**Automotive Data**

JATO, EVIX, IMAGES, alg, CCC, INFOMEDIA, frogdta, MOTOR, Equifax, dataone, Motive Retail, IHS Market, TransUnion, COX AUTOMOTIVE

**Vehicle Subscription**

fair SIXT+, Hertz, ACCESS, FreshCar, vroom, SHIF, CARMAX, gettaCar, CARVANA

**Desking**

CDK, Dealertrack, elead

**Inspections**

INFOMEDIA, VINTEL

**Inventory Management**

Lotp#, HomeNet, drivably, TECH, REDLINE, CHROMAGARS, Kcite, dealercue

**Online Retailing**

CARMAX, gettaCar, CARVANA, SHIF, vroom

**Vehicle History**

VinAudit.com, DMVdash, NMVTIS, Experian, CARFAX

**Registration & Titling**

vitu, ATC, Dealertrack, FIVE64, TITLE DIRECT, DLRmy, REVIVER

**Process Improvement**

Hireology, KPA, vAuto, auto, PowerDealer, nextup, AZZ, SYNC, Dealerbox, Lotp#, Strategic Source, oxlo, WarrCloud, PR 2 ACTIVE, frogdata, DEALER OPS, REVERSE, accessa, CBC, STROLID, TRAMER, esuresale

**Peer-to-Peer (P2P)**

cars.com, instamotor, CarGurus, OfferUp, blinker, SWAP MOTORS, Autotrader, TRED

**Vehicle Imaging**

BLACKWIDOW IMAGING, Click-Ins, MONK RAIN, UVEYE

**Vehicle Insurance**

DEALERPOLICY, SURE, gabi, COVERHOUND

**Phone Call Management**

CALLREVU360, CallSource, Marchex, InteractiveTel, CAR WARS, Calldrip, Who's Calling, PHONE NINJAS

**P2P Rentals**

RVshare, Outdoorsy, TURO, getaround

**Connected Car**

Zobie, LYNDK, LoJack, INFOMEDIA, CarIQ, TRUE SPOT, Spireon

**Accessories**

INSIGNIA, VELOCITY TECH SOLUTIONS, Reynolds & Reynolds, autodata, ADD THE STICKS, GARAGE, BIZZCAR

**Floor Planning**

ally BANK, afc, CarBucks, AFS, Westlake, BANK OF AMERICA, NEXTGEAR CAPITAL, CHASE, Auction Credit, CITY AUTO FINANCE

**Remote Service**

REPAIR SMITH, SIMPLETIRE, SparkCharge, spiffy

**Vehicle Management**

RECON, VELOCITY, LoJack, TRUE SPOT, Spireon, Quickride, MDL

**Vehicle Transportation**

DRIVER, ACERTUS, SBD, SuperDispatch, CONVOY, REDCAP, SocialAuto, BIZZCAR

# Global auto tech opportunity

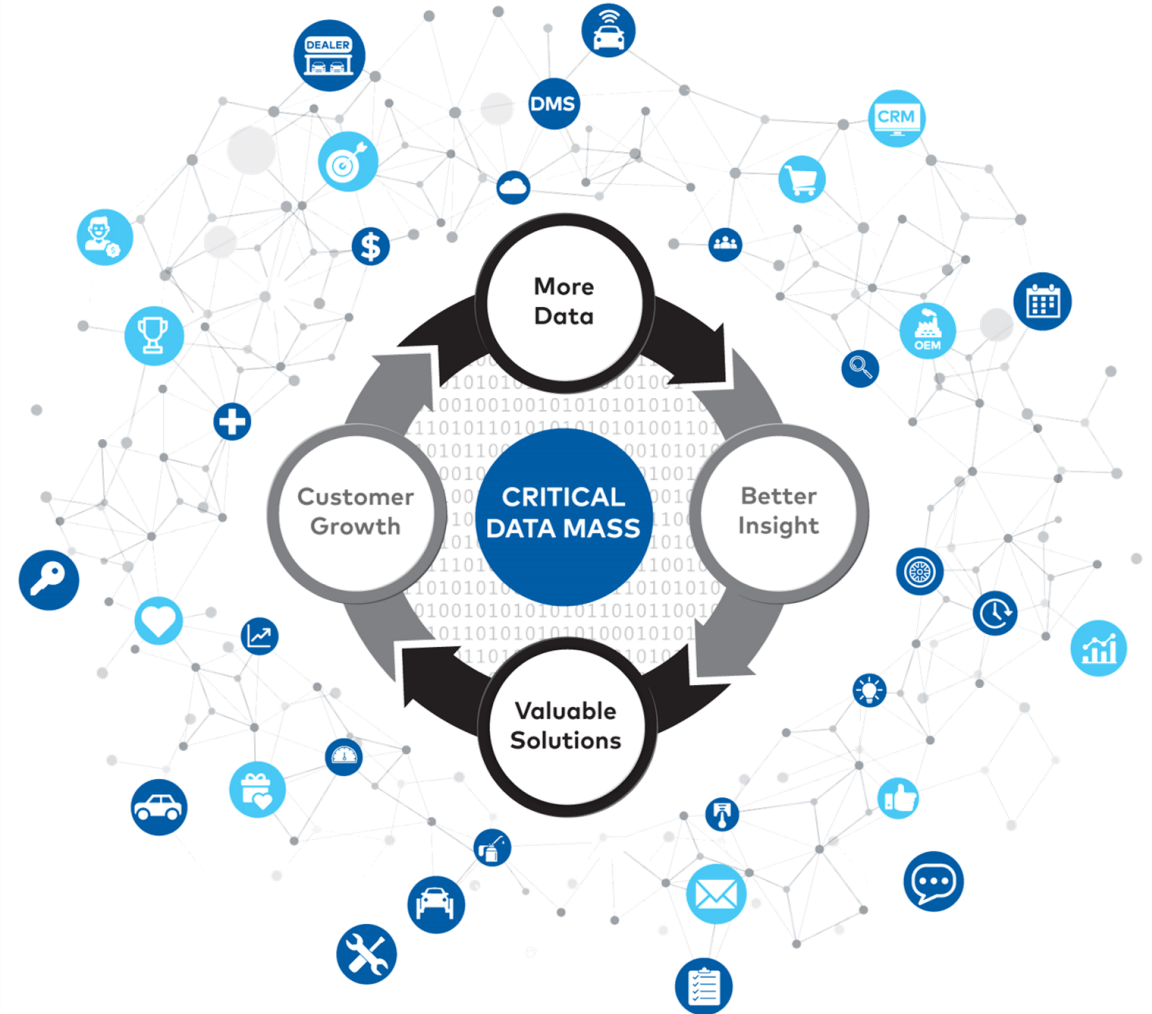


**TAM**  
**US\$83b**  
**2026F**

(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

# Infomedia's data-driven business model

Collecting and continuously expanding our data universe in a fragmented market. We have unique gravity to build and leverage additional solutions for the automotive industry.



**GLOBAL PRESENCE**

- 250k+**  
Daily users
- 50**  
Automaker brands
- 186**  
Countries
- 40**  
Application languages
- 5**  
Customer support centres

**1bn+ VINs**

**Americas**

DETROIT  
ATLANTA

**EMEA**

CAMBRIDGE  
COLOGNE

**APAC**

MELBOURNE  
SYDNEY

**KEY SOLUTIONS**

- MICROCAT.
- SUPERSERVICE™
- INFODRIVE™
- SimplePart ■■■



## INFODRIVE Analytics and Predictive AI

**INFODRIVE CX**

CUSTOMER EXPERIENCE

**SUPERSERVICE**

SERVICE

Create data-driven digital customer experiences

**MICROCAT**

PARTS

**SIMPLEPART**

ECOMMERCE

Optimise genuine OEM parts sales



## INFODRIVE Data Platform

Connected Vehicle | OEM Data | Multi DMS | Approved Data Partners | Data Security & Governance | Authenticated Integration

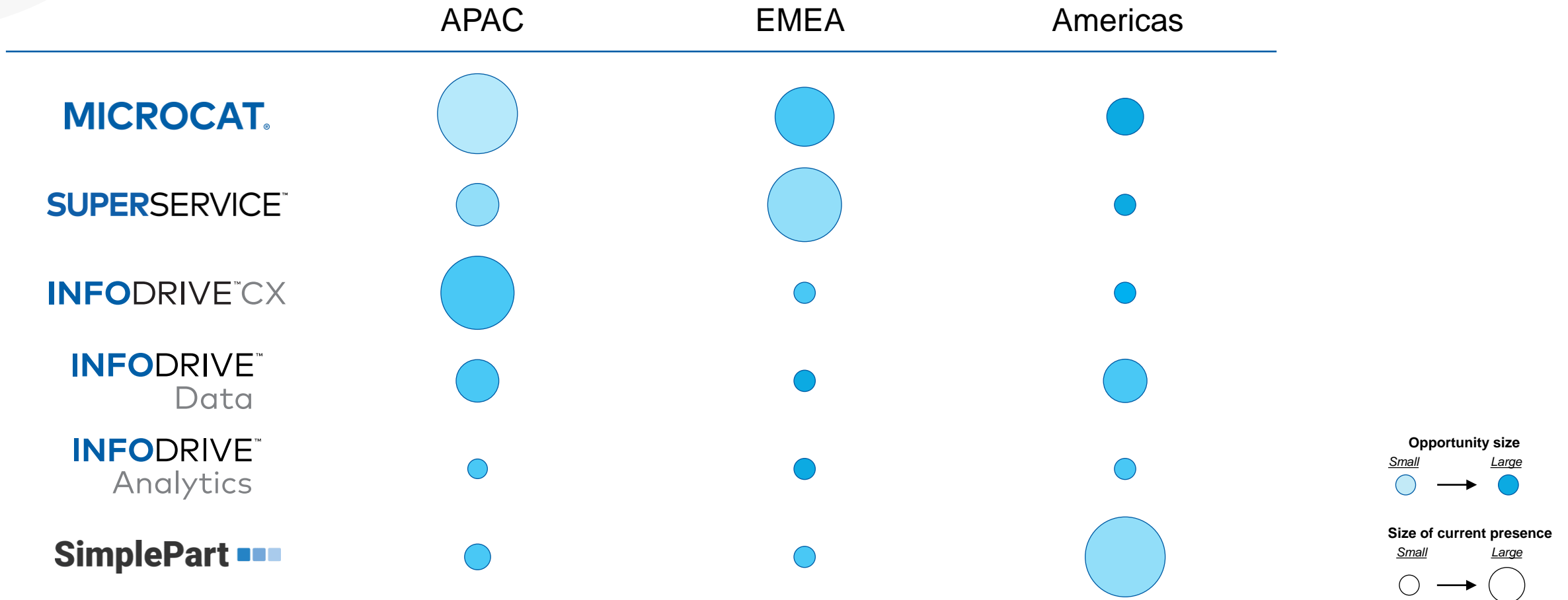
## Data Monetisation & Licensing

Automakers / NSC | Collision | Mechanical | F&I | Fleets | Dealer Groups | Tier 1 Parts Suppliers | 3rd Party Solutions



# Growth opportunities in core solutions

Infomedia's highly complementary portfolio has proven solutions which are underpenetrated in certain regions, presenting a significant runway for growth



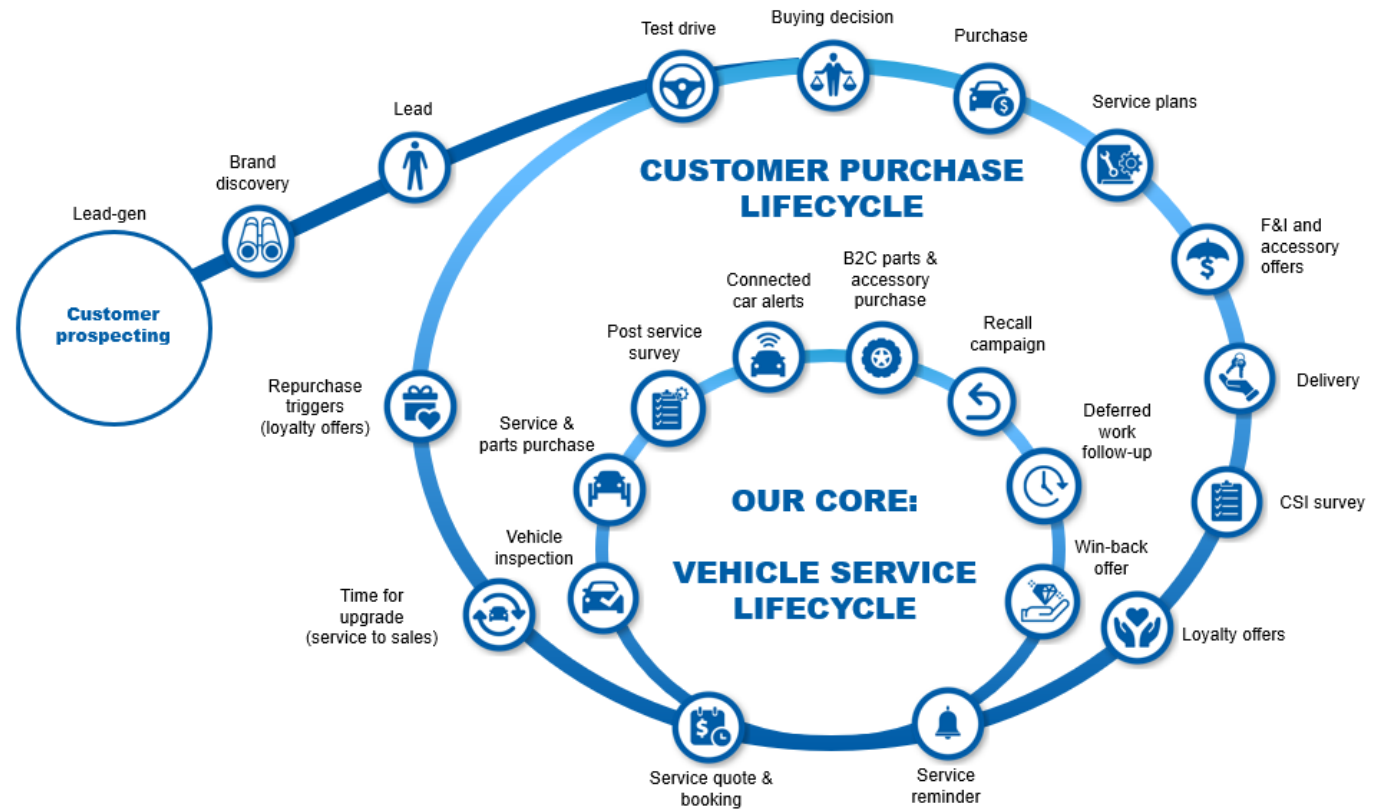
# Enabling a broader and bolder opportunity

POINT-TO-POINT SOLUTIONS

MICROCAT  
SUPERSERVICE  
INFODRIVE  
SimplePart

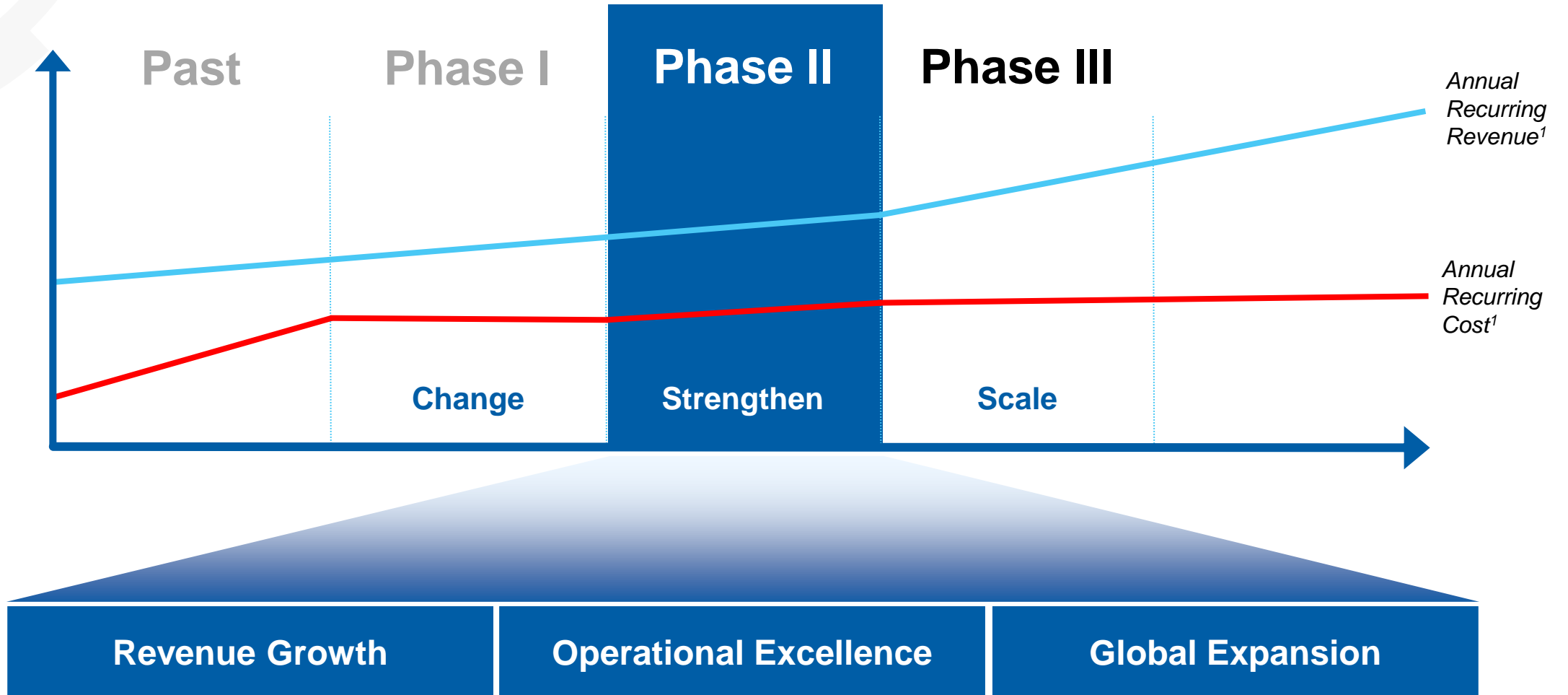
GLOBAL LEADERS IN  
PARTS & SERVICE SOFTWARE

## Customer & Vehicle Lifecycle



EMPOWERING THE DATA-DRIVEN AUTOMOTIVE ECOSYSTEM

# Delivering on our transformation strategy

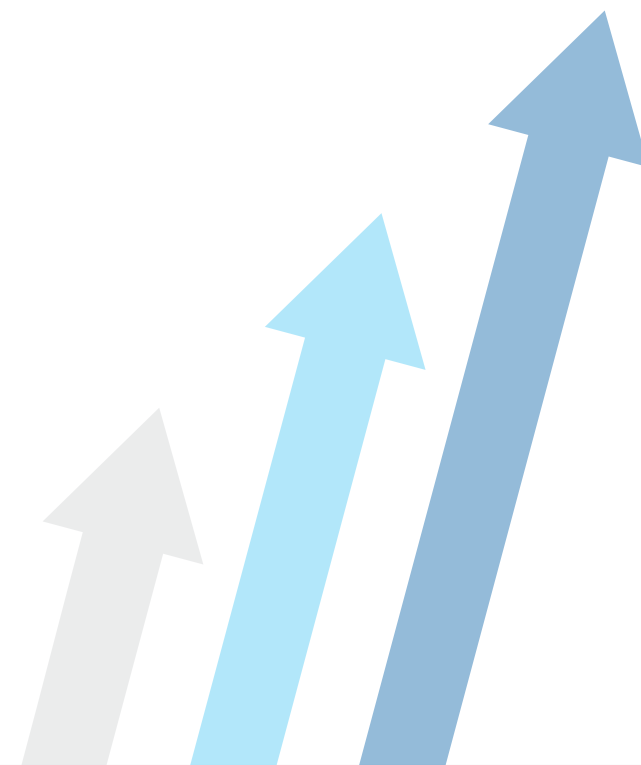


<sup>1</sup> A glossary has been included on page 23 where all non IFRS measures are explained and reconciled. All comparatives are with 1H23 and ARR and ARC are always reflected in Constant Currency. Note that there may be rounding differences to the published interim and full year financial reports

# Set up for long-term success

Strategy focused on profitable growth leveraging our technology and macro industry trends

- 1 **High level of recurring revenue ~99%**
- 2 **Diversified and sticky customer base with no one customer contributing more than 10% of revenue**
- 3 **Evolving product portfolio and balanced geographic revenue split**
- 4 **Strong balance sheet and high cash generative business**
- 5 **Consistently executing on our strategy and building a track record of growth and earnings delivery**



INFOMEDIA™

**Thank  
You**

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