

FIRST HALF FY25 RESULTS PRESENTATION

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

ASX:IFM 18 February 2025

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01 Highlights and business update

02 Financial performance

03 Outlook

Appendix and glossary



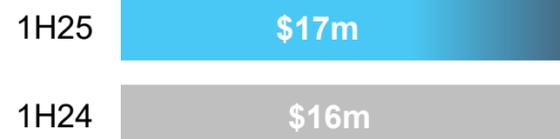
01 HIGHLIGHTS AND BUSINESS UPDATE

Jens Monsees
Chief Executive Officer

Highlights

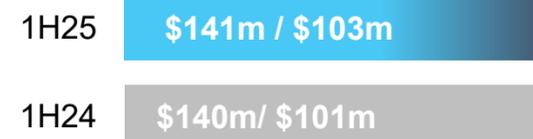
Underlying cash EBITDA^{1,2}

↑ **7%**



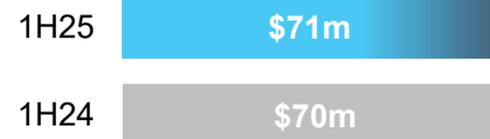
Exit ARR¹ and Exit ARC¹

↑ **1%**



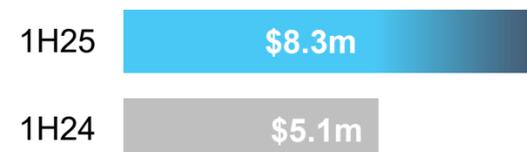
Total Revenue

↑ **2%**



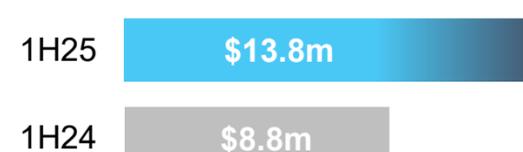
Net Profit After Tax

↑ **63%**



Free Cash Flow¹

↑ **57%**



Dividends

2.2cps

Commentary

- Total revenue grew 2%, impacted by customer churn in SimplePart e-commerce
- Margin remained stable. Exit ARR and ARC both grew at 1%
- Strong cashflow generation further supported by improved working capital management

1 A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24 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

2. Underlying Cash EBITDA performance was driven by recurring and non-recurring revenues in the period. Further information about Cash EBITDA performance for the period is set out in page 10.

Revenue impact in HY25

Factors	Comment
Microcat and Superservice	Continue with growth trends
SimplePart Churn	Customer churn event of ~\$4m in annual revenue announced in November
Infodrive CX technology upgrade	Pipeline of future revenue opportunities increasing as rebuild progresses
EMEA leadership	New head of EMEA commenced 1 December 2024 and gaining momentum
Founders of SimplePart	SimplePart founders exited following completion of operational integration New head of Americas is appointed and will commence in the second half of FY25 Americas Product and Technology teams now integrated and report to global CTO and CPO
OEM industry disruption	Short term delay of contract signings Mid term opportunity with new OEM entries from China Long term opportunity from increased outsourcing

Strengthen Phase achievements in the half year



Highlights of Intellegam acquisition

Strategic Rationale	Product Fit	Market Opportunity	Investment Case
Significantly enhances Infomedia's AI capabilities	Highly complementary capability across entire AI value chain	Addresses a \$1.5bn global TAM opportunity for AI solutions in the retail automotive sector	Investment cost of €\$6.1m upfront (spread across next two years) for 50% of Intellegam
AI integration into Infomedia's products to offer additional features and functionality	AI capabilities that fit within IFM's products: data capture & structuring, search, agent orchestration framework, customised LLM and UI/UX integration	Enables IFM to immediately meet market demand for AI solutions	Fast integration expected from day 1
Ability to cross/upsell Intellegam's solutions across IFM's global customer base	Intellegam's existing repair manual AI solution to be expanded to Infomedia's global customer base	Meets market participant expectations for a fast, flexible, tailored user experience	Clear path to 100% ownership with appropriate caps in place
Proprietary B2B generative AI technology already used by two Chinese OEM brands in Europe	Deliver cost savings to customers through automation of manual processes with AI	Motivated team to continue to innovate and build new AI products in line with market requirements	Clearly defined incentives for founders based on performance over the 5-year period.

Data + AI + Domain Expertise = Maximised Customer Value

02 FINANCIAL PERFORMANCE

Chantell Revie
Chief Financial Officer

Underlying cash EBITDA

AUD \$'000	1H25	1H24	Growth
Recurring revenue	70,672	68,758	3%
One-off revenue	500	835	
Revenue	71,172	69,593	2%
Other operating income	133	171	
Sales, marketing and support	(11,468)	(11,656)	
Product development and management	(15,934)	(15,674)	
Data management	(1,977)	(2,001)	
Administration	(6,171)	(6,455)	
Underlying employee benefits expenses	(35,550)	(35,786)	
Other underlying operating expenses	(19,066)	(18,317)	
Underlying operating expenses excluding non-cash items	(54,616)	(54,103)	1%
Underlying Cash EBITDA¹	16,689	15,661	7%
<i>Underlying Cash EBITDA margin¹</i>	<i>23%</i>	<i>23%</i>	

- 1H25 recurring revenue up 3%
- Underlying people cost decrease of 1%
- Cost growth of 1% is below revenue growth
- Underlying cash EBITDA increased by 7%

¹ A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports

AUD \$'000	1H25	1H24	Growth
Underlying Cash EBITDA¹	16,689	15,661	7%
Capitalised development costs	9,866	9,595	
AASB16 non-cash adjustments	1,374	1,277	
Underlying EBITDA	27,929	26,533	5%
Depreciation and amortisation	(14,645)	(13,089)	
Net finance costs	1,228	959	
Share-based payment expenses	(1,024)	(669)	
Other costs	-	(181)	
Business restructuring costs	-	(1,268)	
Foreign currency gains/(losses)	921	12	
Net Profit Before Tax Adjusted (NPBTA)	14,409	12,297	17%
Income tax expense before adjustments	(3,915)	(2,803)	
Net Profit After Tax Adjusted (NPATA)	10,494	9,494	11%
Amortisation of acquired and other intangibles	(2,164)	(2,199)	
Earnout - SimplePart	(52)	(3,365)	
Acquisition expenses	(701)	(231)	
Non-operating income tax expense	752	1,422	
Acquisition expenses	(2,165)	(4,373)	
Reported NPAT	8,329	5,121	63%
Basic Earnings per share (EPS)	2.22	1.37	62%

NPATA

- Increase of 11% from increased Cash EBITDA and no business restructuring costs

Capitalised development costs & amortisation

- 14% of revenue
- Amortisation increase from prior year and remaining higher than capitalisation. Negatively impacting profit by \$3m

Share-based payment expenses

- Increase in Share based payment expense from new Employee Shared Based Payment plans issued in FY25

EPS

- Increased 62% to 2.22 cents per share

¹ A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports

Balance Sheet

AUD \$'000	31 Dec 2024	30 June 2024
Cash and cash equivalents	77,929	70,443
Trade and other receivables	14,988	18,784
Other current assets	5,647	4,088
Total current assets	98,564	93,315
Intangibles	67,112	71,415
Other non current assets	16,671	17,337
Total non-current assets	83,783	88,752
Total assets	182,347	182,067
Trade and other payables	11,105	8,379
Employee benefits	7,659	11,940
Other current liabilities	9,515	9,976
Total current liabilities	28,279	30,295
Deferred tax	8,509	9,055
Other non-current liabilities	6,625	7,950
Total non-current liabilities	15,134	17,005
Total liabilities	43,413	47,300
Net assets	138,934	134,767
Issued capital	105,196	105,196
Foreign currency reserve	7,410	5,080
Share-based payments reserve	2,364	1,464
Treasury shares held in trust	(1,711)	(1,907)
Retained Earnings	25,675	24,934
Total Equity	138,934	134,767

- Solid balance sheet position with \$78m cash and zero debt providing flexibility for continued growth and capital management to enhance shareholder returns
- Decrease in employee benefits largely due to the final payout of the SimplePart earnout

Strong cash flow generation

AUD \$'000	1H25	1H24	Growth
Opening cash balance	70,443	64,859	
Underlying cash generated by operating activities	27,364	20,859	
Cash used in investing activities			
- Payments for development costs capitalised	(9,866)	(9,595)	
- Other capex	(296)	(631)	
Underlying free cash flow¹ (subtotal)	17,202	10,633	62%
One-off cash outflows			
- SimplePart & Nidasu earnout payments	(2,681)		
- Other non-underlying expense payments	(702)	(1,827)	
Free cash flow¹ (subtotal)	13,819	8,806	57%
Cash used in financing activities			
- Dividends paid	(7,515)	(6,764)	
- Lease liabilities	(1,205)	(1,069)	
- Payments for treasury shares			
Effects of exchange rate changes	2,387	(869)	
Net change in the Group's cash during the period	7,486	104	
Closing cash balance	77,929	64,963	

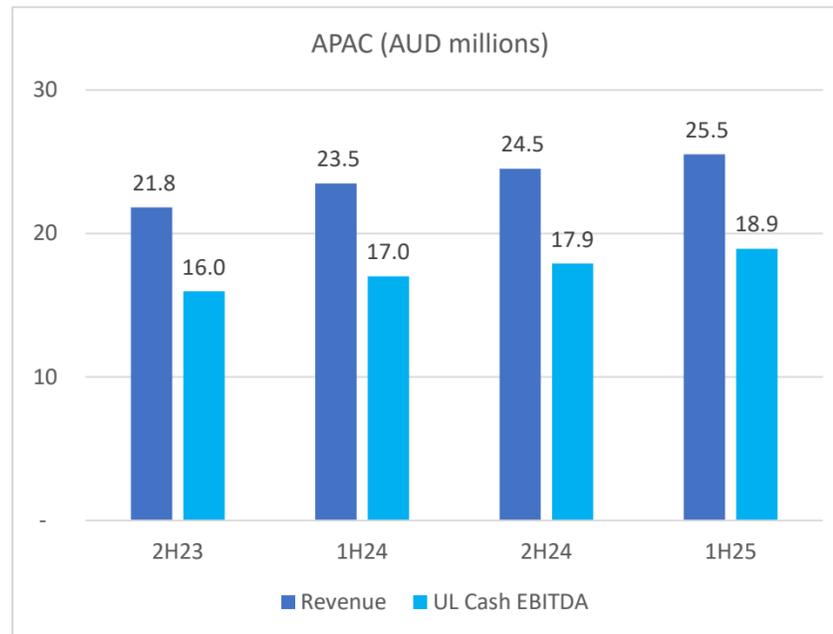
- 62% growth Underlying free cash flow due to strong collections and increased receipts from customers
- Final Earnout paid in the 1H25 period
- Royalty contracts are still being renewed and the timing of Royalty payments have been deferred to the second half when the contracts are finalised

¹ A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports

Regional Revenue, growth in APAC and EMEA,

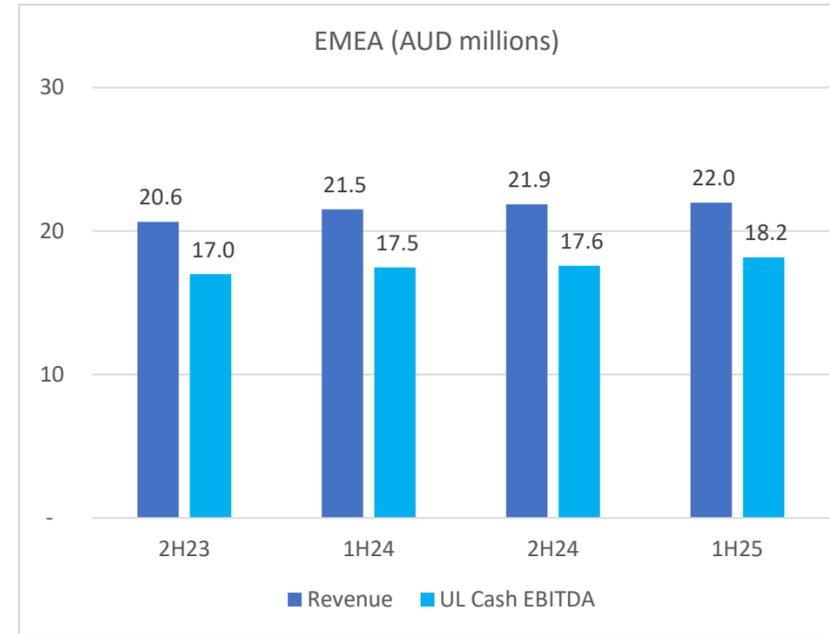
America effected by ecommerce churn

APAC



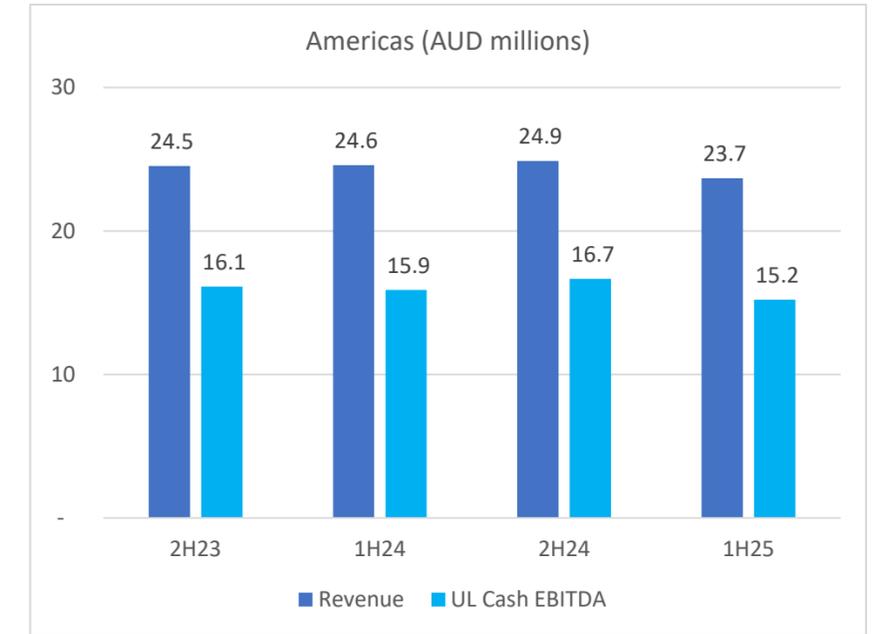
- Solid revenue growth of 9% on pcp
- Delivery of new Superservice revenue in the half
- Impacted by slow delivery of new customer revenue in Infodrive CX due to rebuild of tech stack
- Underlying cash EBITDA¹ growth of 11% on pcp

EMEA



- Revenue growth of 2% on pcp, (3% in local currency)
- Delivery of the first SimplePart solution in EMEA
- Underlying cash EBITDA¹ growth of 4% on pcp

AMERICAS



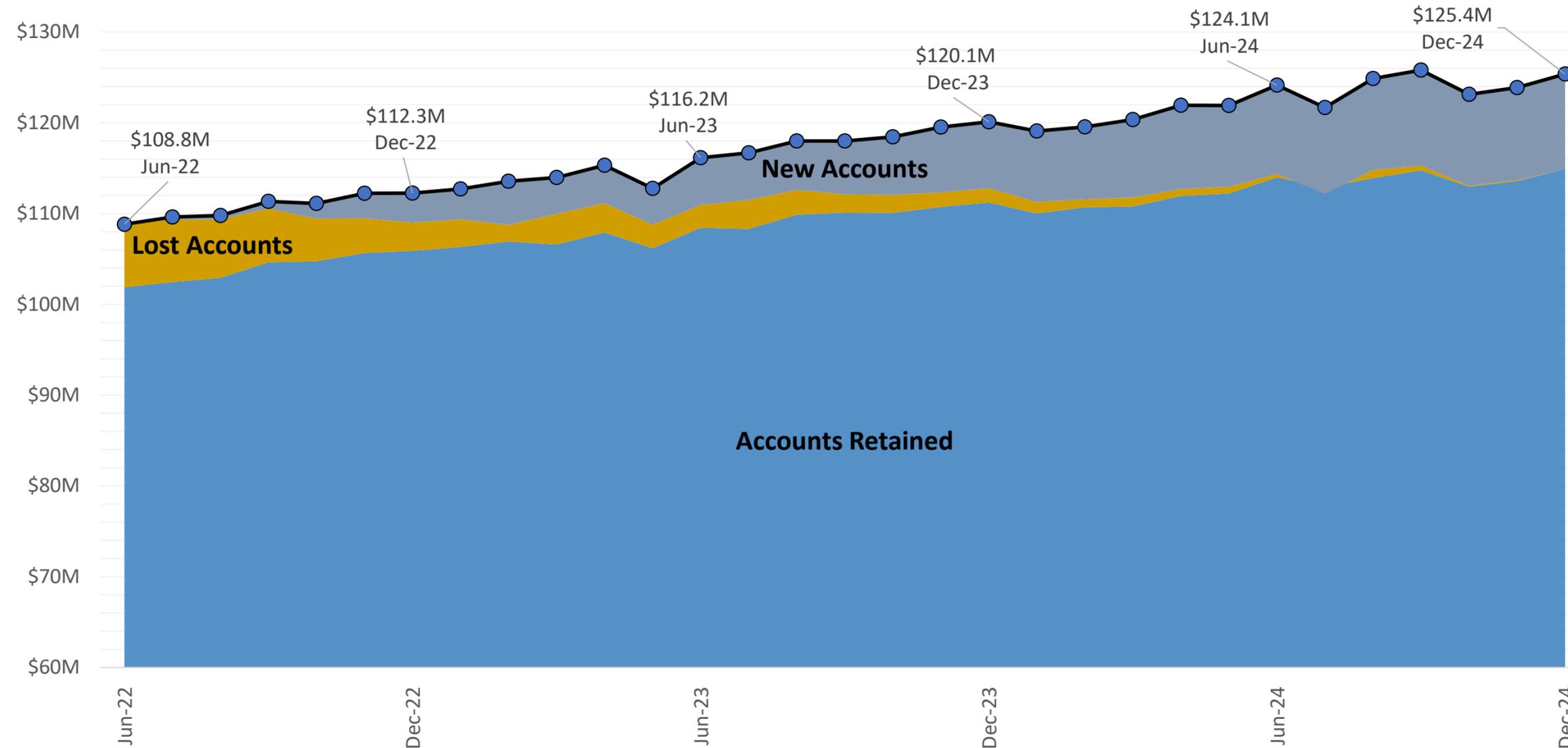
- Revenue decline of 4% on pcp, (2% decline in local currency)
- Customer churn event of ~\$4m in annual revenue announced in November
- Underlying cash EBITDA¹ decline of 4% on pcp

¹ All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports.

² Underlying Cash EBITDA performance was driven by recurring and non-recurring revenues in the period. Further information about Cash EBITDA performance for the period is set out in slide 10. A glossary has been included on slide 25 where all non IFRS measures are explained and reconciled.

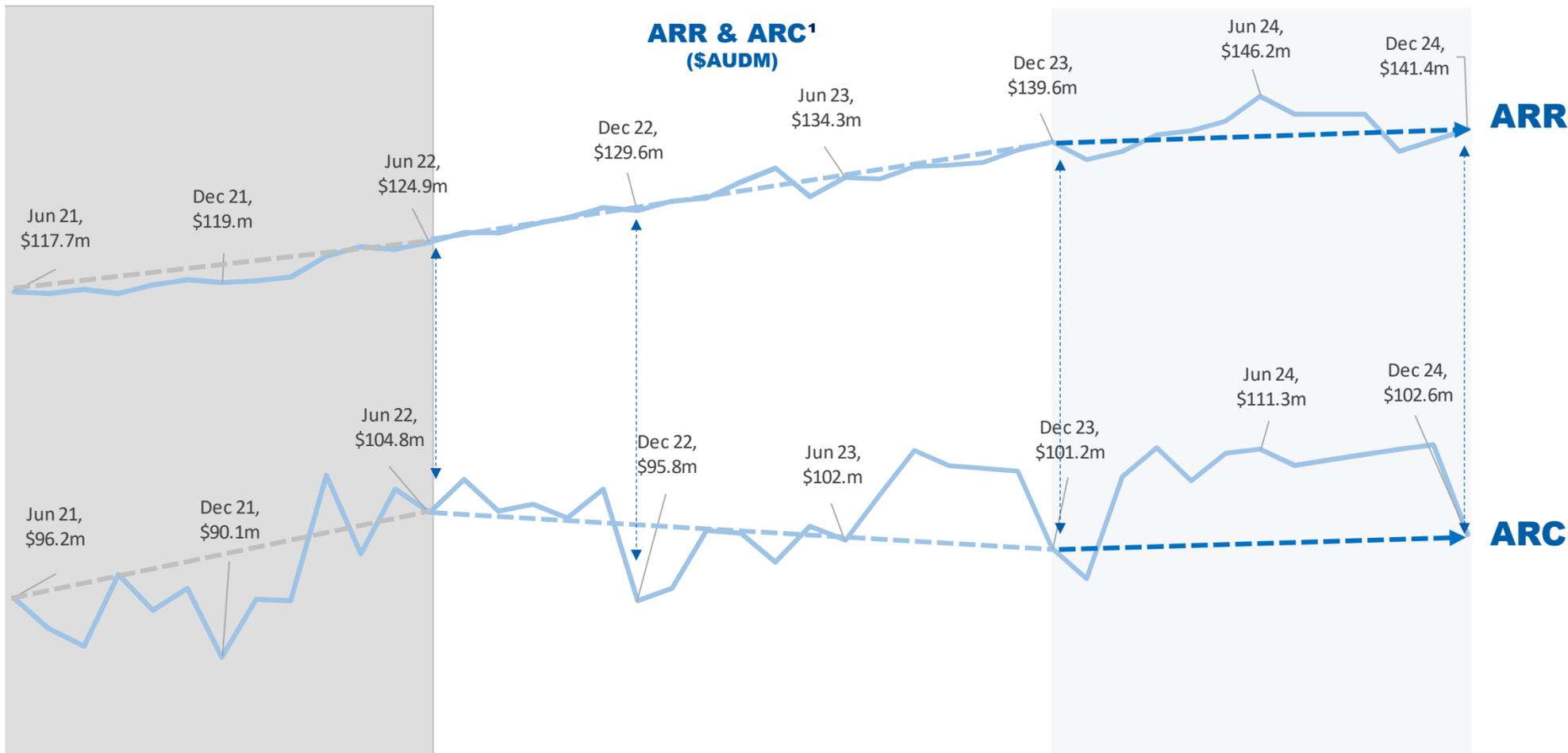
Retention & Growth

Measurement of billed accounts for the Group excluding SimplePart from Jun-22 to Dec-24 in constant currency (\$AUDm)



- Average annual net revenue retention of 105%
- Average annual revenue churn of 2.5%
- Average annual new revenue of 3.9%

ARR and ARC moving in parallel during the Strengthen phase



7% increase in Cash EBITDA

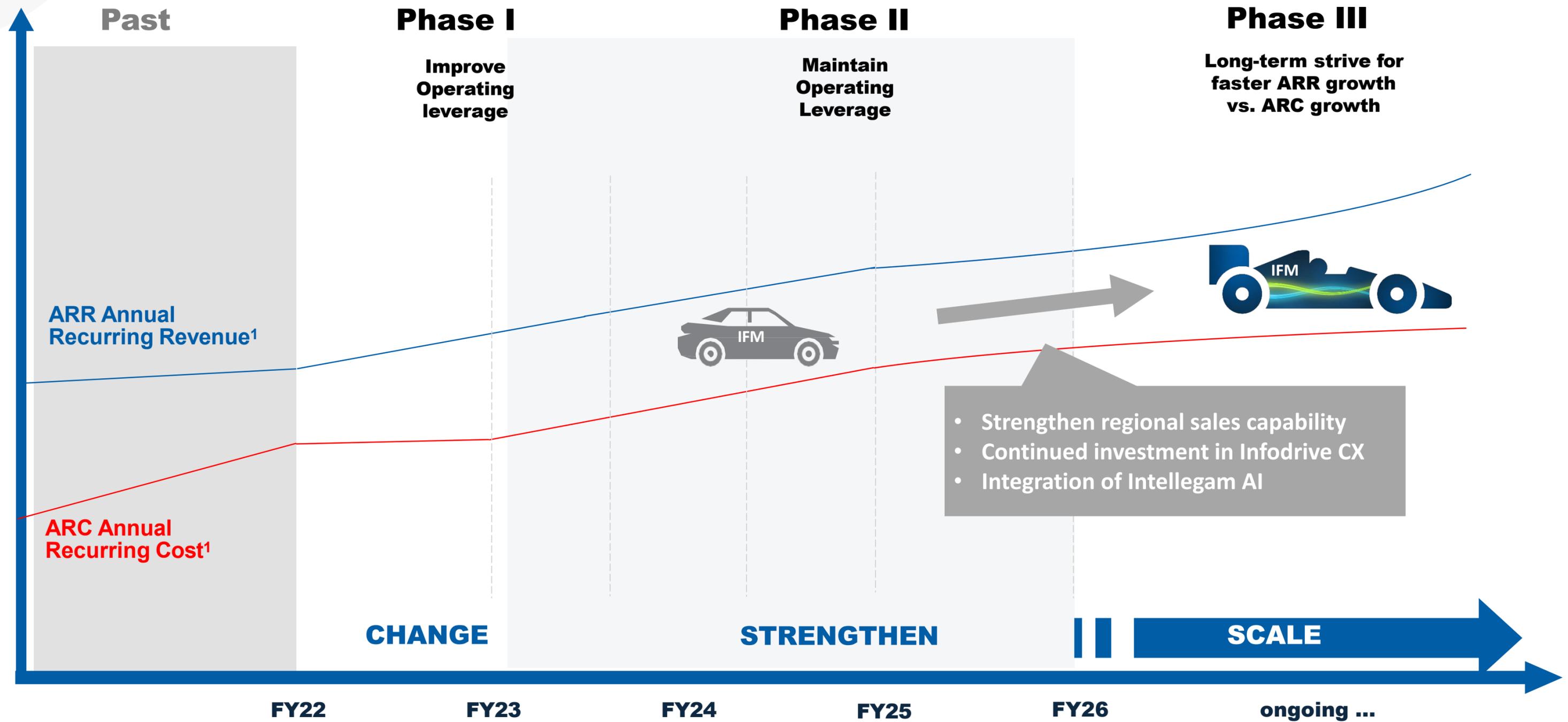
- Same growth % in ARR and ARC
- Underlying cash EBITDA recurring margin¹ remains stable

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03 OUTLOOK

Jens Monsees
Chief Executive Officer

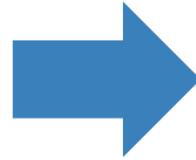
Final steps in the Strengthen phase



1. Trend lines are conceptual, are not to scale and should not be interpreted as an outlook statement.



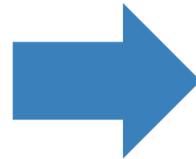
Final steps in the Strengthen phase



- Strengthen regional sales capability
- Continued investment in Infodrive CX
- Integration of Intellegam AI



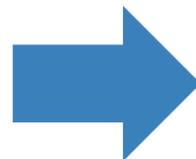
Disruption of traditional OEMs



- Chinese OEMs are on the rise and traditional OEMs are consolidating
- Single branded dealership transitioning to multi-branded dealership chains
- Software vendors creating an ecosystem that provides “whole of value chain” solutions



Leveraging data assets



- Accelerate Infodrive Analytics with further investment
- Expanding data alliances with third parties in the ecosystem (insurers, fleet and others)

Intellegam enables new solutions and faster delivery – leveraging our data assets

IFM to sell Intellegam's existing AI repair solutions to its OEM customers



- Take advantage of Infomedia's global footprint and OEM relationships
- Tapping into existing Intellegam OEM customers

Leverage
50+ OEM
customer
relationships

Enhancing existing IFM solutions with AI overlay



- Develop AI solutions that leverage Infomedia's data assets
- Starting to fully integrate from day 1

Expanding IFM's
TAM
opportunity

Substantial future opportunities driven by joint product development

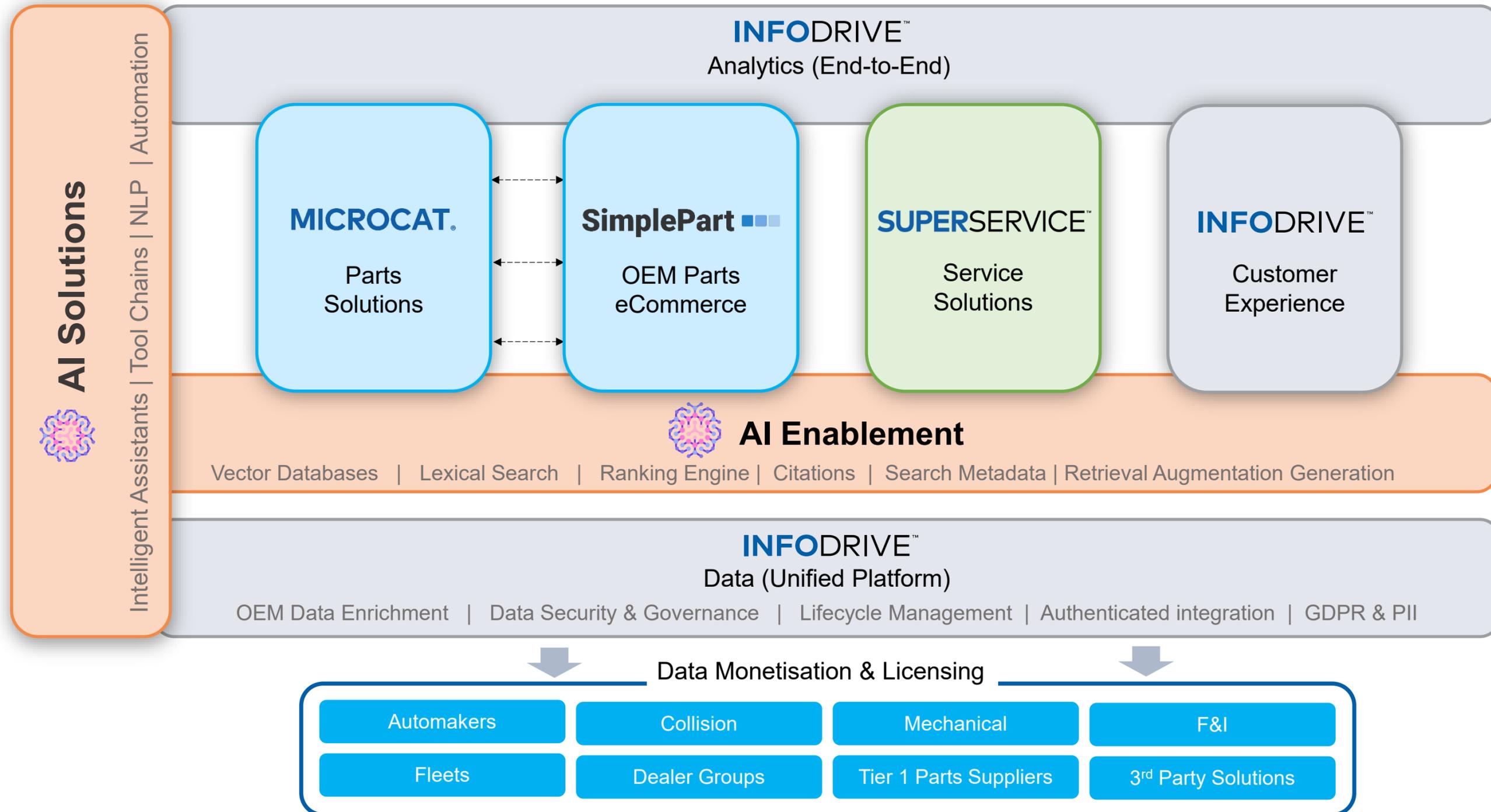


- Co-develop cutting-edge AI solutions for OEMs and their dealer networks
- Target the global Aftermarket segment

New AI-led
opportunity to drive
product expansion

Where and how we will integrate AI

Enrich Infomedia's Core Products with AI for Better Efficiency and User Experience



Operational focus on:

- Upgrading and strengthening enterprise systems
- Expand existing products into new markets
- Increase customer retention through global roll-out of customer success

Strategic focus on:

- Increase sales productivity in EMEA and Americas
- Finalise Infodrive CX tech stack rebuild
- Integration of Intellegam AI

Outlook:

- FY25 revenue guidance unchanged: \$142m to \$149m
- Stable margins expected

Capital Management:

- Interim Dividend: 2.2cps
- Buyback: up to 5% of shares outstanding
- Retain sufficient cash balance to ensure financial flexibility

Thank you!

Investor Relations

Andreas Lundberg

+61 457 650 482

Andreas.Lundberg@fortitudeir.com.au

Visit Our Website

www.infomedia.com.au

GLOSSARY AND APPENDIX

Exit Annual Recurring Revenue (ARR) – is the Company’s monthly recurring revenue as at December 2024, annualised and presented in constant currency. Exit ARR is a forward-looking statement and is subject to risks as outlined on page 2 of this presentation.

Exit Annual Recurring Cost (ARC) – is calculated in the same way as the underlying operating costs as calculated in note 3 of the segment note of the company's HY 2025 Interim Report. The measure, in constant currency, is calculated at each monthly point in time and annualised.

CAGR – Compound Annual Growth Rate

NPAT – Net Profit After Tax

NPATA – Net Profit After Tax Adjusted - Adjusts NPAT per the income statement for acquisition expenses and purchase price accounting

NSC – National Sales Company

OEM – Original Equipment Manufacturer

PCP – Prior Corresponding Period

EPS – Basic Earnings per Share as per Note 4 of the Interim Report

Underlying cash EBITDA and **Underlying employee benefits expenses** – are non-IFRS measures that are useful to assist in understanding the company’s operating performance. These are consistent with the internal measures disclosed in Infomedia’s Operating Segment Note (note 3 to the Interim Financial Report) and are directly reconciled to the company’s statutory reported IFRS financial information within the Operating Segment Note. A full reconciliation of 1H25 underlying cash EBITDA can be found on page 11 of the Company’s HY2025 Interim Report which is available from the Company’s website:

www.infomedia.com.au

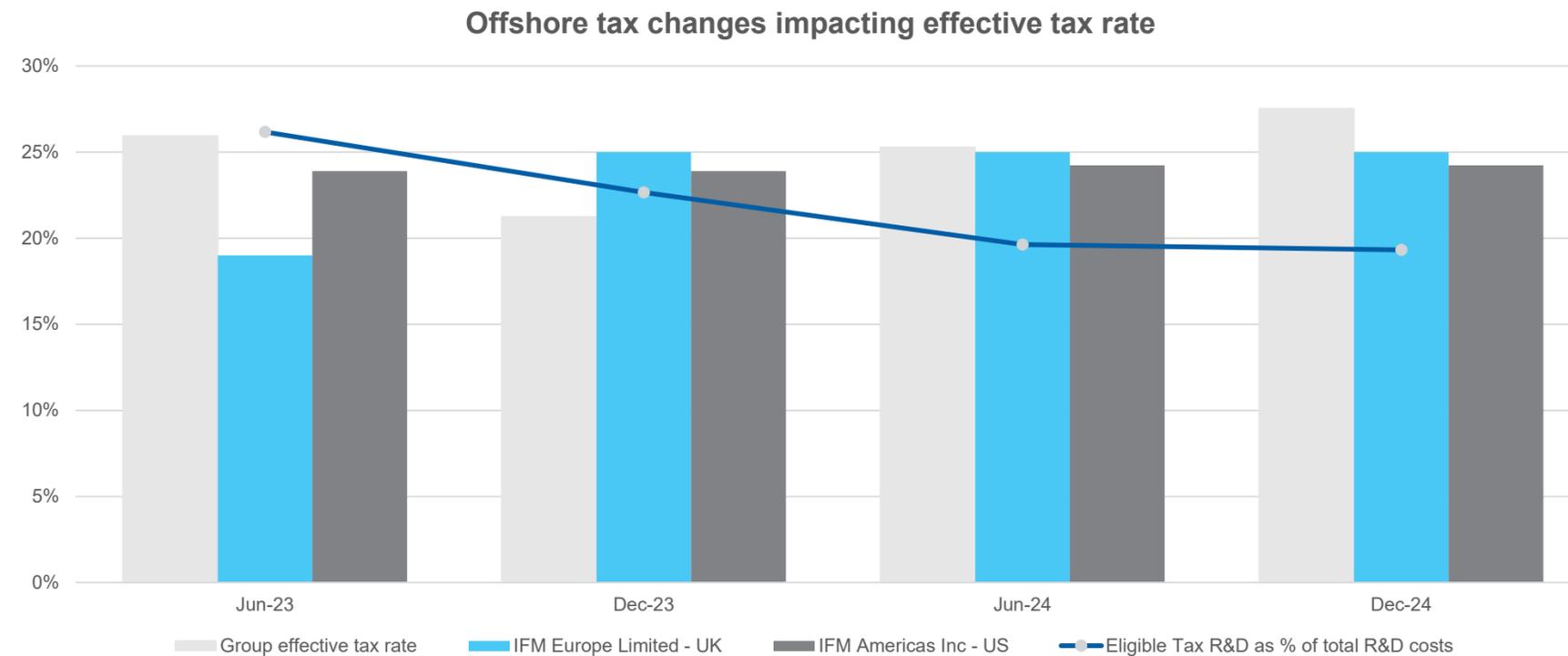
Underlying cash EBITDA margin – Underlying cash EBITDA % to revenue

Underlying free cash flow – cash flow after removal of one-off items as calculated on page 13 of the presentation

Offshore Tax Changes impacting tax rate

The effective tax rate of the Infomedia Limited Group has been on an upward trajectory since December 2023. This is largely driven by the increase in Statutory tax rates in the UK and US, and the reduction in eligible Tax R&D expenditure as research and development have been gradually moved offshore.

The following tables depict this trend



Other factors that could potentially impact the effective tax rate in the future include:

- M&A costs such as legal and professional fees incurred to acquire offshore subsidiaries. Any dividend income derived from these subsidiaries are non-assessable in Australia. Accordingly, any associated costs are permanently non-deductible in Australia.
- Operating in jurisdictions with high statutory tax rates such as Germany where the corporate tax rate is 30% (or higher depending on trade tax rate in the particular jurisdiction).

Infomedia Snapshot

Global Presence

250K+
DAILY USERS

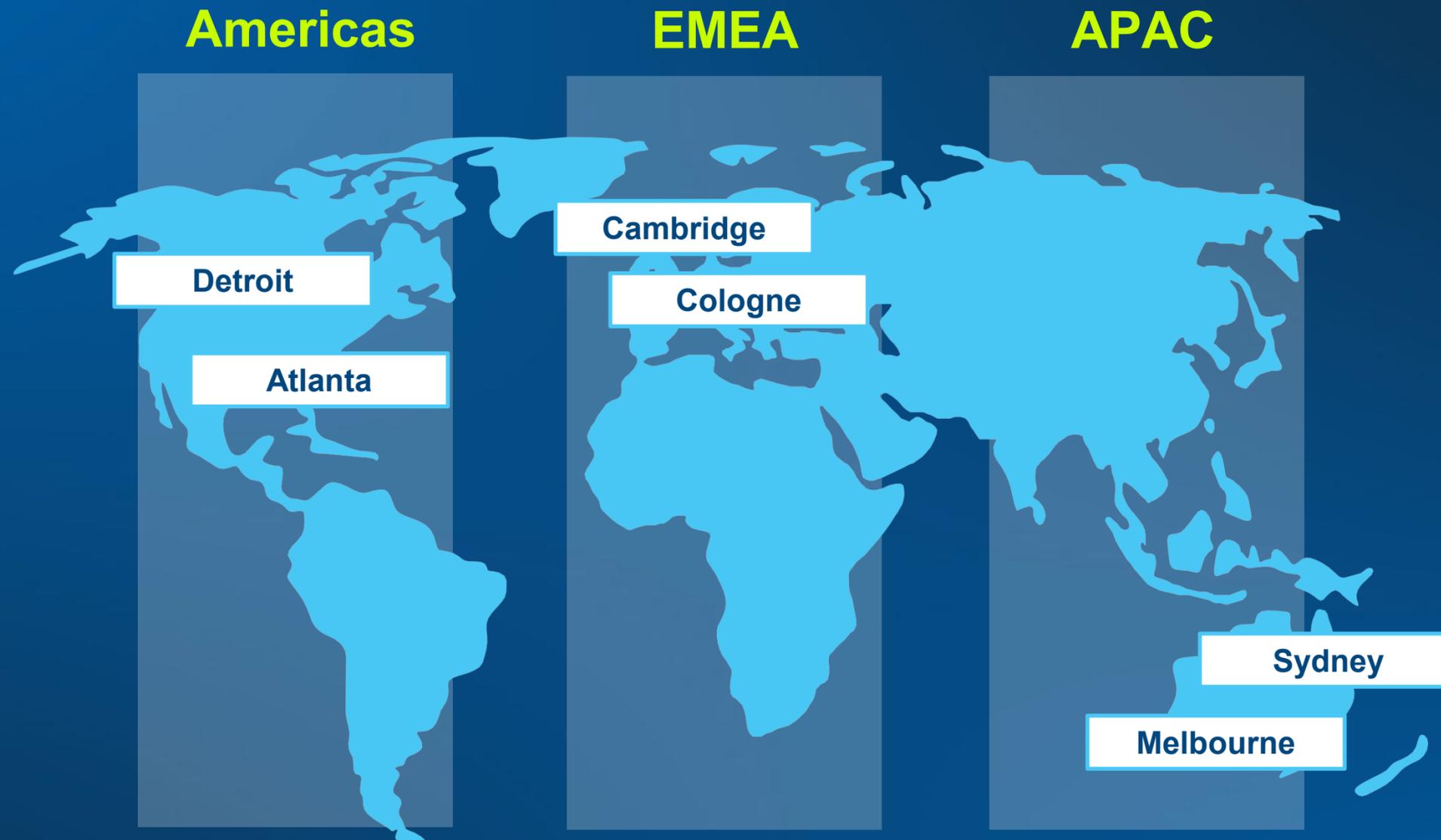
50
AUTOMAKER BRANDS

186+
COUNTRIES

40
APPLICATION LANGUAGES

5
CUSTOMER SUPPORT CENTRES

1bn+ VINs



Key Solutions


MICROCAT


SUPERSERVICE™


INFODRIVE™


SimplePart ■■■



Vision

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

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

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* ”

