



ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

AGM Update

CEO Hamish Stone

May 2017



Malaysia

LIVE LIFE DRIVE



Thailand



Indonesia





ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

Listed on Australian Security Exchange, iCar Asia (ASX: ICQ) owns and operates ASEAN No. 1 network of automotive shopping portals operating in the three largest automotive markets – Malaysia, Indonesia, and Thailand.

Each month over 8 million people visit an iCar Asia website to research, buy, or sell a car.



Malaysia



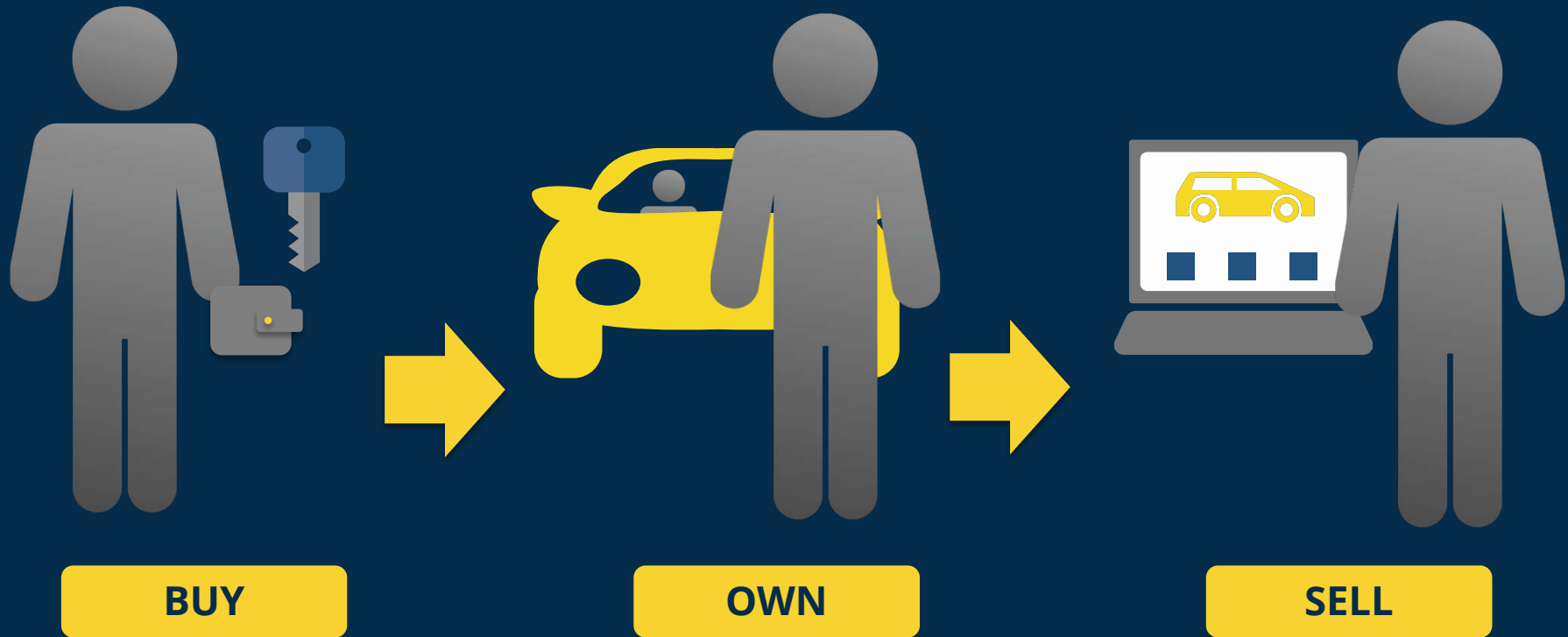
Indonesia



Thailand



UNLOCKING THE VALUE



iCar Asia Vision:
Successfully connect buyers and sellers
throughout their whole automotive journey

ASEAN OPPORTUNITY

A stylized map of Southeast Asia in white, set against a dark blue background. The map shows the outlines of the major landmasses in the region, including the Malay Peninsula and the Indonesian archipelago.


3 largest car markets:

INDONESIA
THAILAND
MALAYSIA

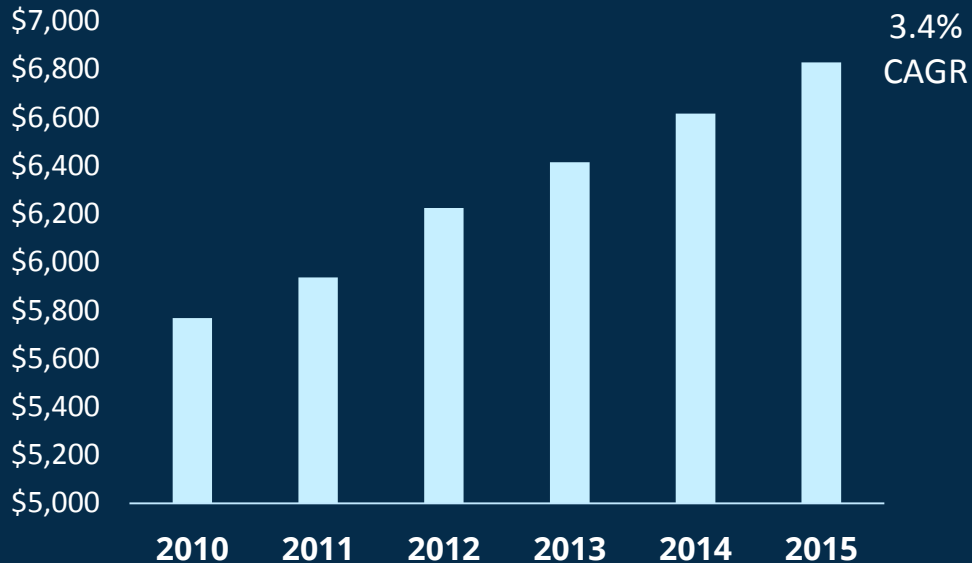
357m
POPULATION

195m
INTERNET USERS

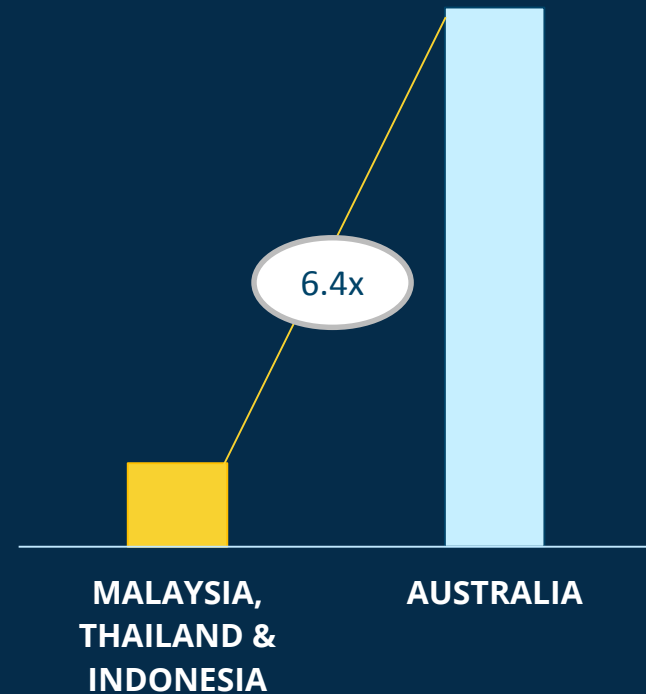
MESSAGING DOMINATES CONSUMER COMMUNICATION IN ALL OUR MARKETS

			
DOMINATE CHAT PLATFORM			
INTERNET USERS	21,090,777	41,000,000	132,700,000
CHAT PLATFORM PENETRATION	81%	79%	64%

INCREASING CAR OWNERSHIP POTENTIAL

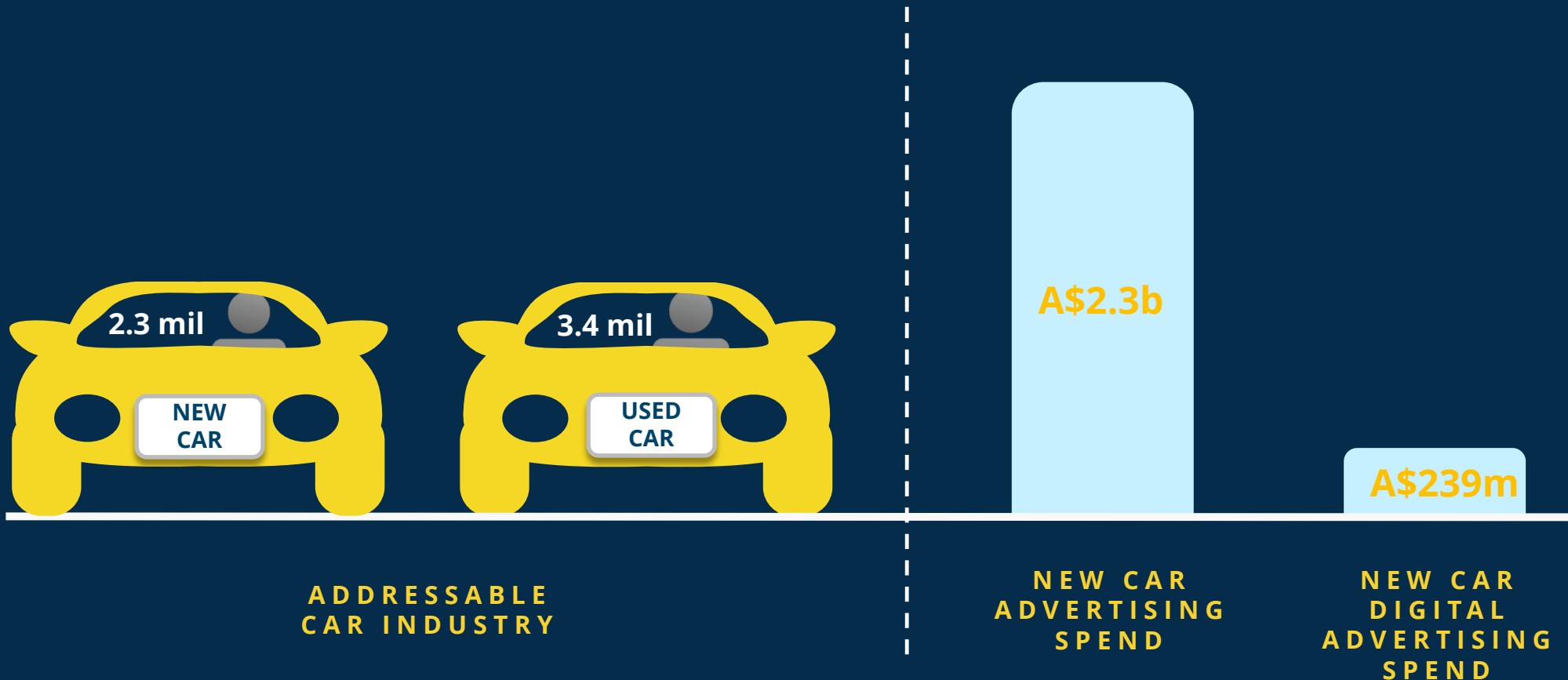


**GDP PER CAPITA
GROWTH**



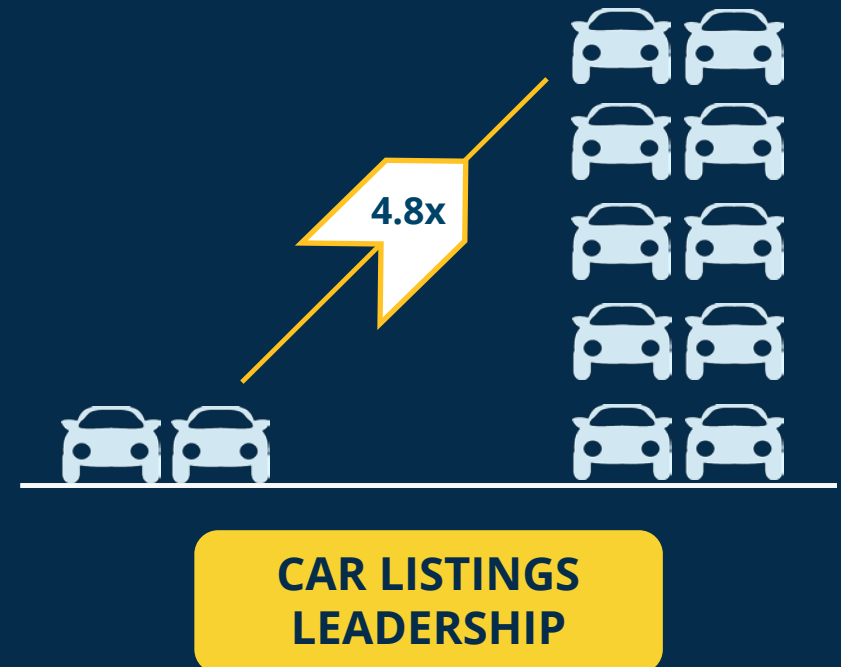
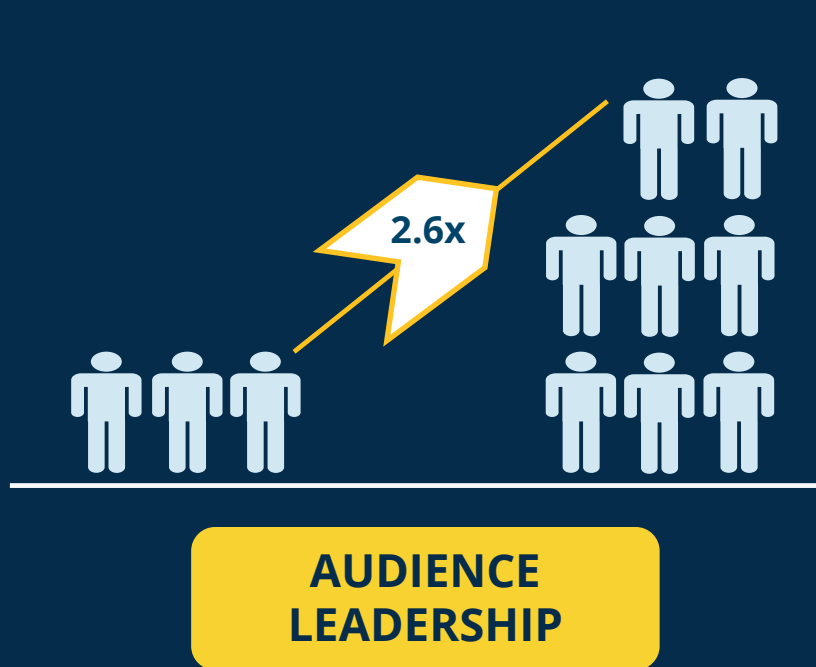
**VEHICLES PER 1,000
POPULATION**

WAVE OF DIGITAL TRANSFORMATION WILL CHANGE AUTO INDUSTRY IN THE NEXT 5 YEARS



EXPECTED 5 YEARS CAGR: 22%

ICAR ASIA HAS GROWN TO A MARKET LEADERSHIP POSITION IN DIGITAL AUTOMOTIVE CLASSIFIEDS



ICAR ASIA STRATEGIC PRIORITIES



**WORLD CLASS
EXPERIENCE**



**WIN CORE
MARKETS**



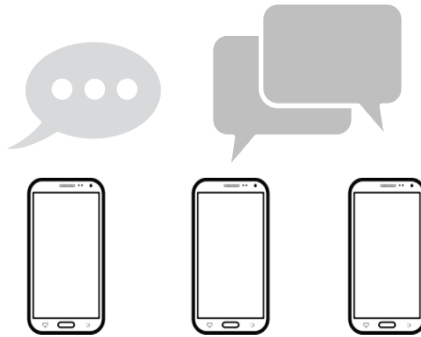
**CONQUER NEW
FRONTIERS**

TECHNOLOGY MILESTONES TO ENABLE KEY STEPS FOR THE BUSINESS

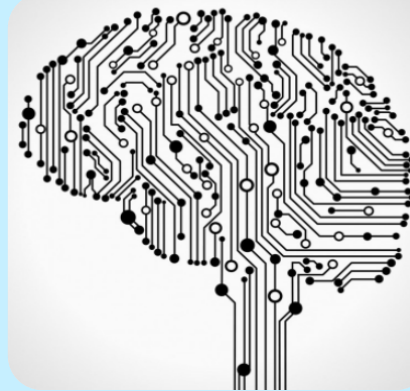


elasticsearch

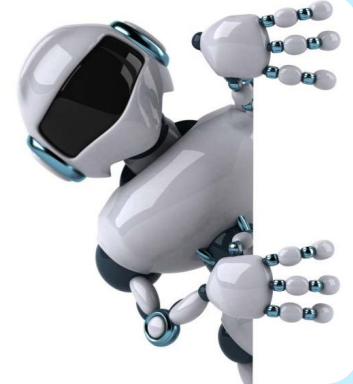
**ELASTIC SEARCH
ROLL-OUT**



**MESSAGING
PLATFORM**



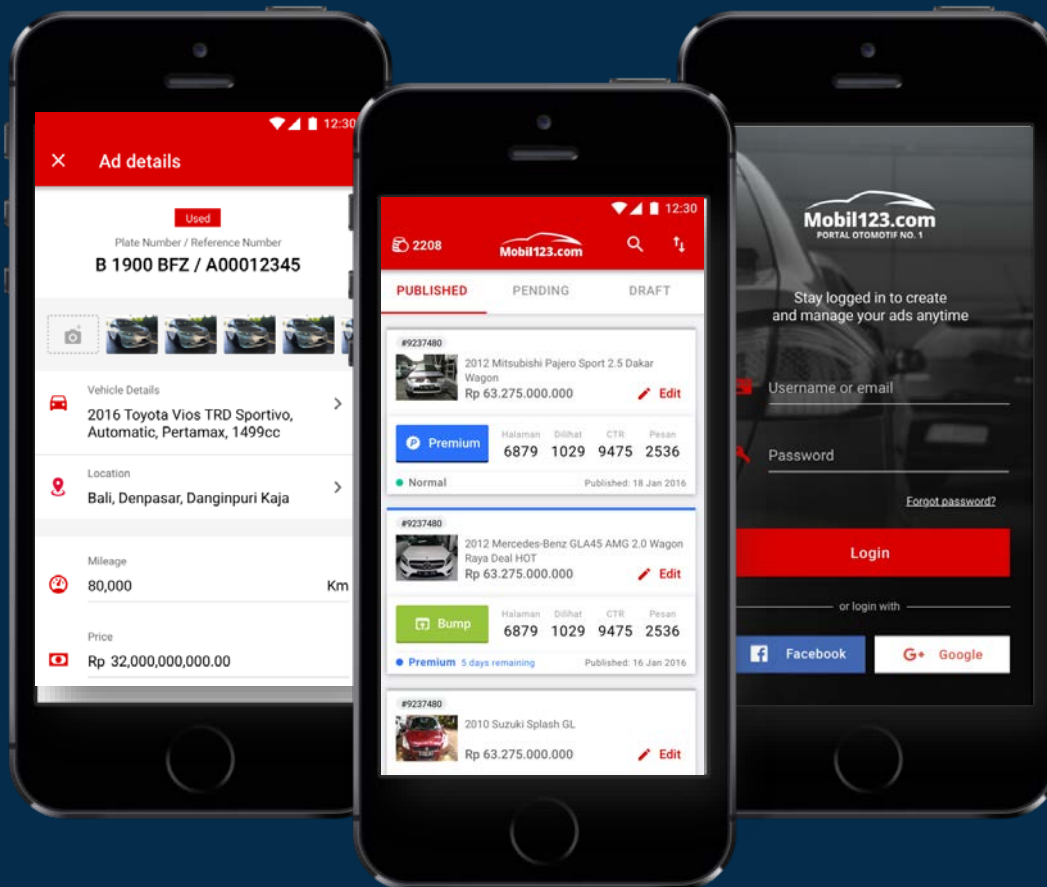
**ARTIFICIAL
INTELLIGENCE**



**ICAR
CHATBOT**

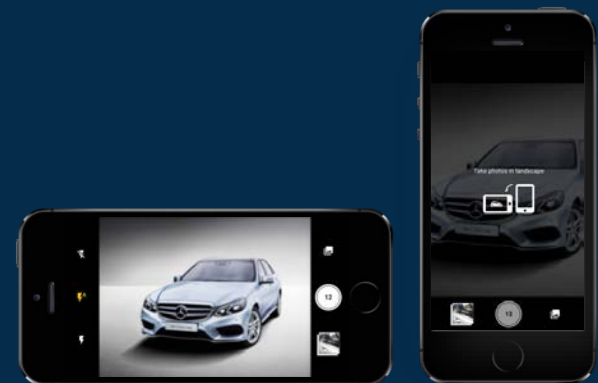
S I N G L E W E B P L A T F O R M

LAUNCH A DEALER APPLICATION TO FURTHER DEALER ENGAGEMENT



DRIVING DEALER ENGAGEMENT THROUGH A DEALER APPLICATION

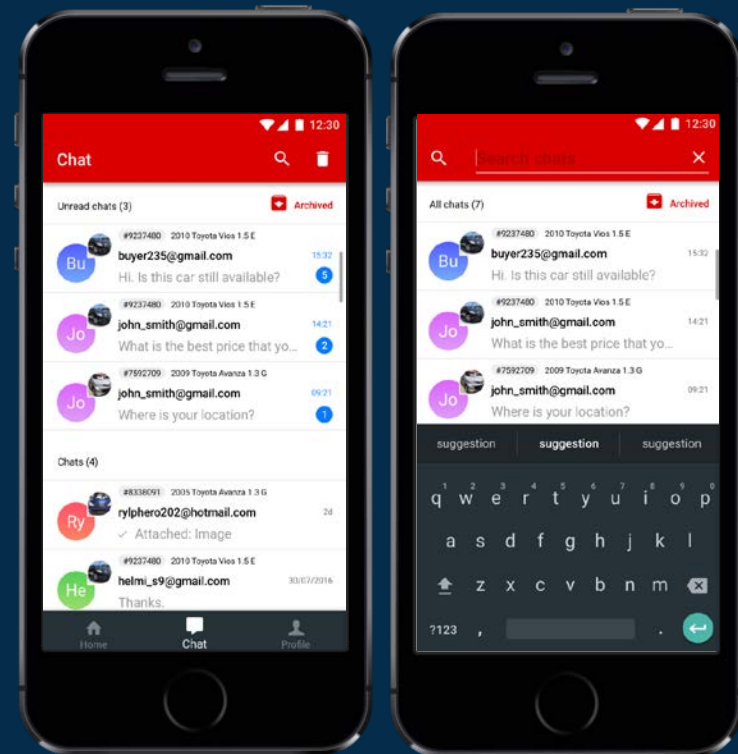
- Account management
- Customized camera module
- Improved listing creation steps
- Enhanced inventory design



MESSAGING LAUNCHED IN ALL MARKETS REMOVING BARRIERS TO COMMUNICATION

BUYER

DEALER

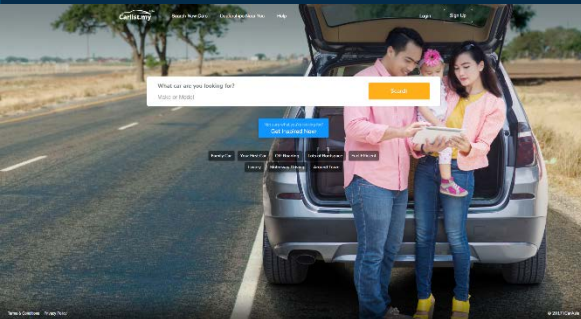


ENABLING FRICTIONLESS
COMMUNICATION THROUGH
MESSAGING AND PROVIDING A
PLATFORM FOR INNOVATION

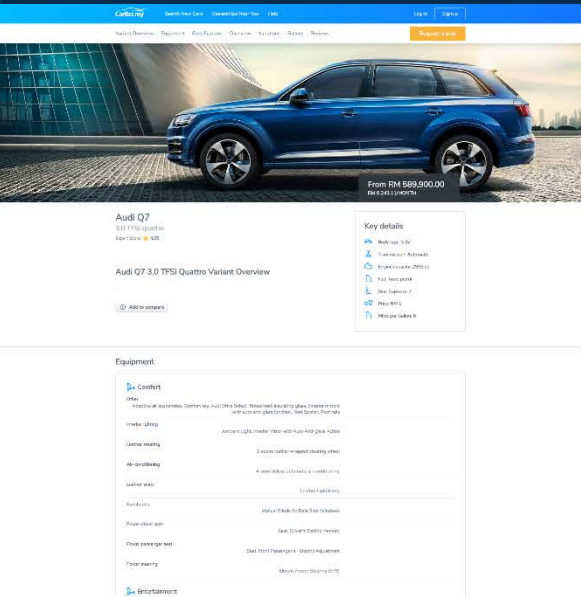
LAUNCH REVISED NEW CAR PROPOSITION REDEFINING THE WAY BUYERS AND SELLERS CONNECT

REIMAGINED NEW CAR DIGITAL EXPERIENCE

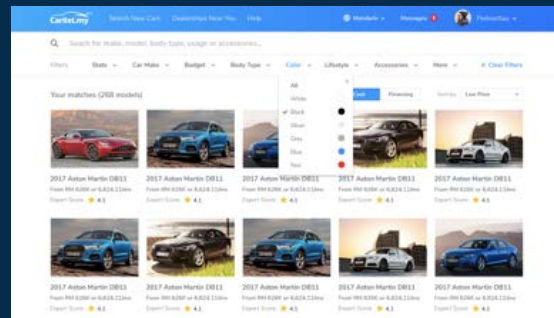
HOME PAGE



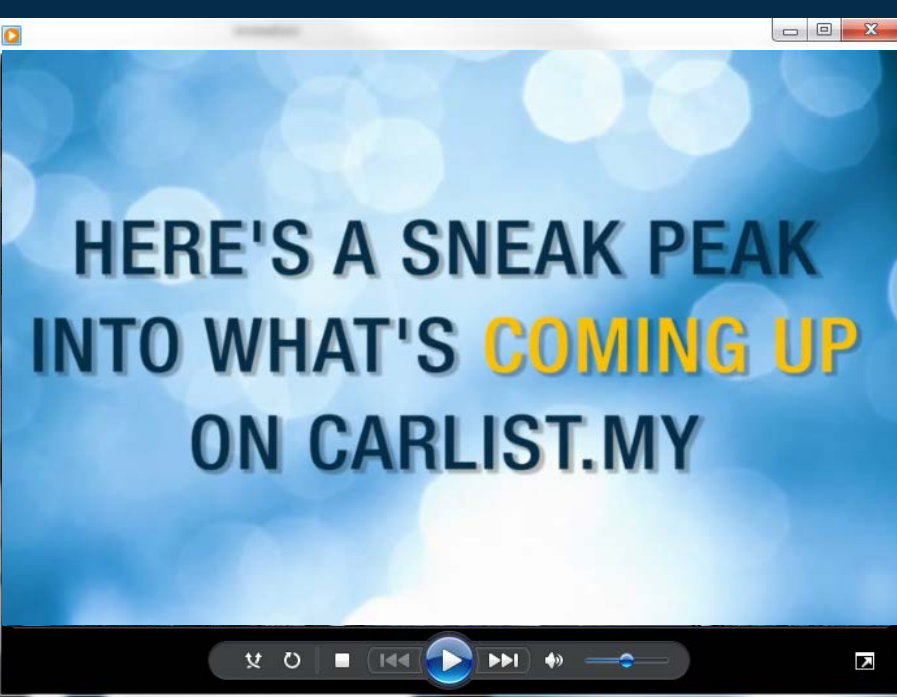
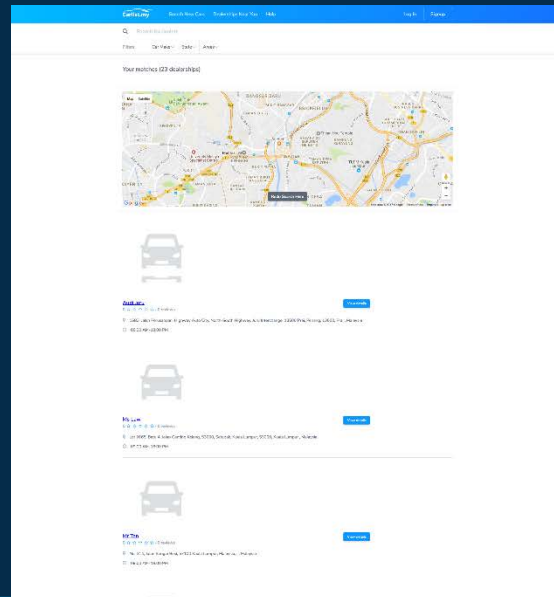
CAR DETAILS



SEARCH RESULTS



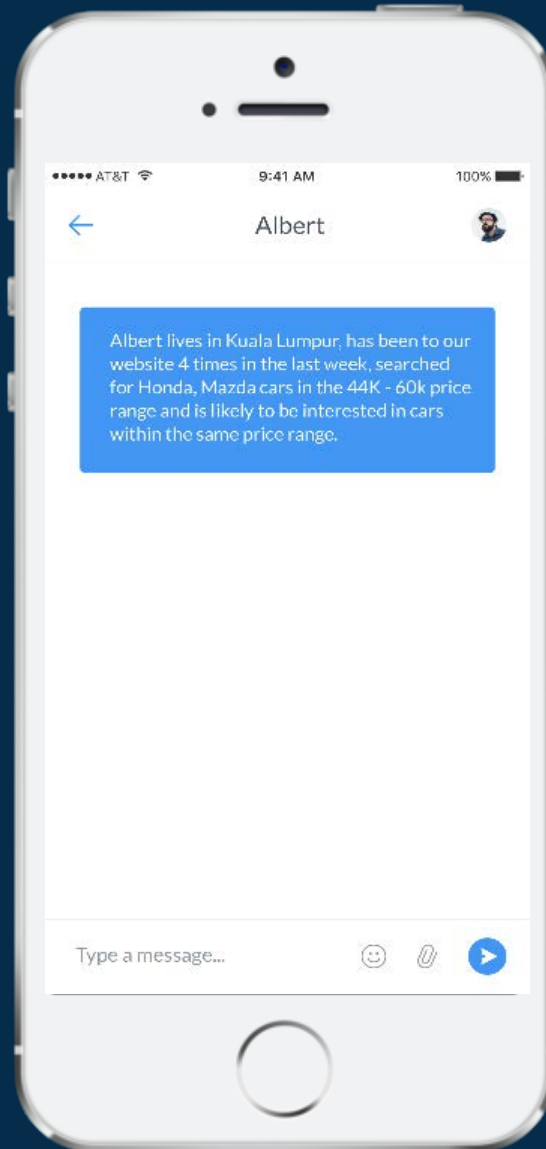
DEALER DIRECTORY



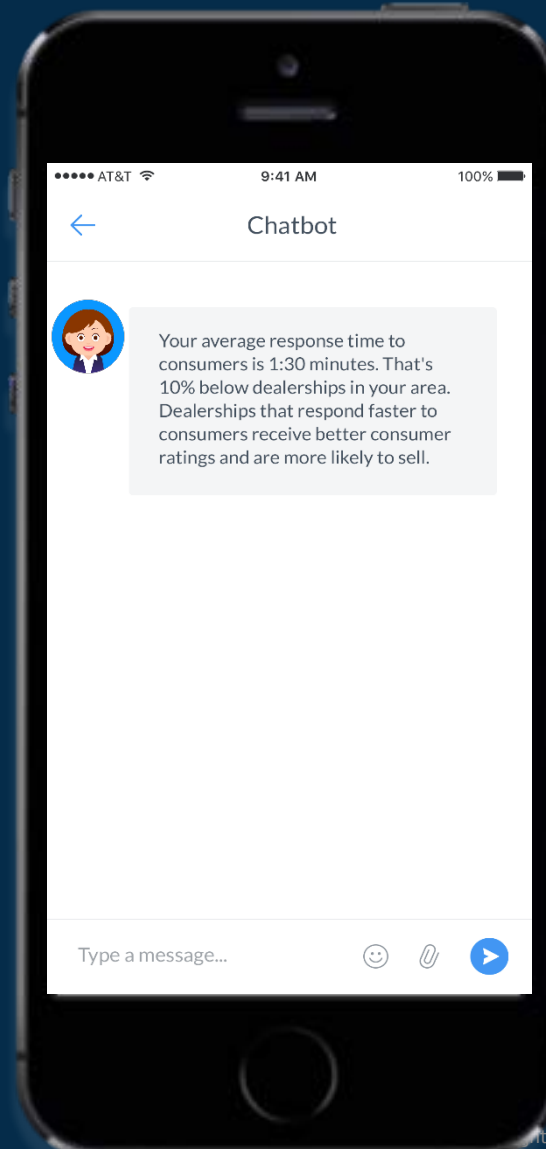
<https://youtu.be/Z2QUJgedf1w>

ICAR CHATBOTS TO STREAMLINE USER FLOWS AND INTERACTIONS

**LEAD
QUALIFICATION**



**SALES TEAM
COACHING**



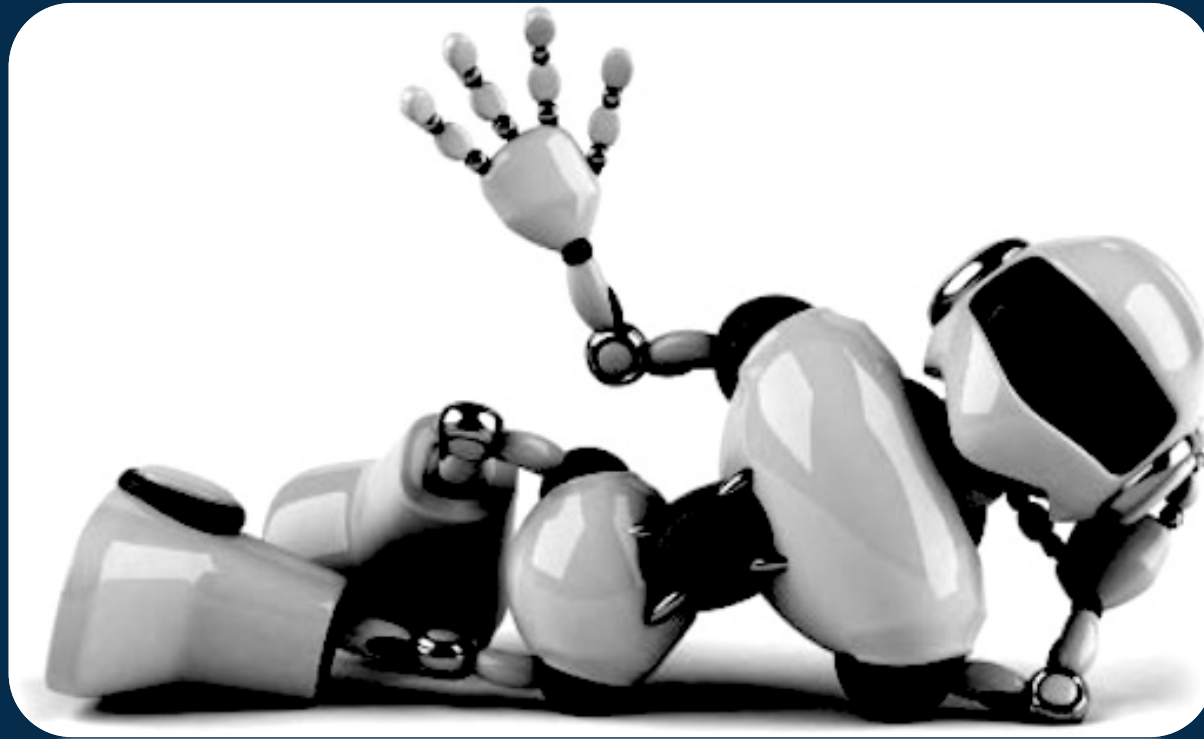
COMBINE DIGITAL AND PHYSICAL NEW CAR PROPOSITION WITH THE LAUNCH OF EVENTS

MALAYSIAN NEW CAR TEST DRIVE EVENT



<https://youtu.be/TzrorcEi4e0>

ICAR ASIA DEFINING THE ASEAN DIGITAL AUTOMOTIVE LANDSCAPE





ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS



Malaysia

LIVE LIFE DRIVE



Thailand



Indonesia



DISCLAIMER

The material contained in this presentation is non-specific and is a summary of the background to the company's activities. As this information is in a summary form it is not intended to be complete. Independent advice should be sought by investors or potential investors. The material does not take into account the investment objectives, financial situation or needs of a particular investor and therefore should not be relied upon as investment advice to Investors or potential Investors.