

The logo for carsales.com Ltd, featuring the text "carsales" followed by a circular icon containing a stylized car wheel, and then ".com Ltd".

carsales.com Ltd

Full Year Results Presentation

YEAR ENDED 30 JUNE 2022

Disclaimer and Non-IFRS Information

Disclaimer

The material in this presentation has been prepared by carsales.com Limited (ASX: CAR) ABN 91 074 444 018 ("carsales") and is general background information about carsales' activities current as at the date of this presentation. The information is given in summary form and does not purport to be complete. In particular you are cautioned not to place undue reliance on any forward looking statements regarding our belief, intent or expectations with respect to carsales' businesses, market conditions and/or results of operations, as although due care has been used in the

preparation of such statements, actual results may vary in a material manner. Information in this presentation, including forecast financial information, should not be considered advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

Non-IFRS Financial Information

carsales' results are reported under International Financial Reporting Standards (IFRS). This presentation also includes certain non-IFRS measures including "adjusted", "underlying" "proforma" and "look-through". These measures are used internally by management to assess the performance of our business and our associates, make decisions on the allocation of resources and assess operational management. Non-IFRS measures have not been subject to audit or review. All numbers listed as reported comply with IFRS.

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Performance Summary



FY22 Financial Highlights

- Strong revenue growth and good earnings growth with good progress on strategy execution¹
- Results demonstrate strength of offer and market positions as well as diversification of business across industry, geography, and customer segments
- Domestic revenue growth has accelerated headlined by outstanding Private revenue growth of 26% and strong Media revenue growth of 15%
- Strong international performance with the US, Korea and Brazil all delivering excellent double-digit revenue and EBITDA growth

	Look-through	Adjusted	Reported
Revenue	\$609m ↑ 36%	\$510m ↑ 16%	\$509m ↑ 19%
EBITDA	\$324m ↑ 25%	\$272m ↑ 7% ¹	\$270m ↑ 12%
NPAT	\$195m ↑ 27%	\$195m ↑ 27%	\$161m ↑ 23%
Basis	Economic ownership view which includes <50% owned entities	Reported results excluding one-off or non-cash items	Reported results in accordance with IFRS

FY22 Operating Highlights

Metrics reflect the value we create for our customers and our growing scale

Marketplace Highlights

2.1 million



Vehicles online¹

1.3 billion



Total sessions⁴

46 million



Unique audience per month⁷

Dealer Highlights

46 thousand



Subscribed dealers²

385 thousand



Encar car inspections⁵

22 million



Dealer leads delivered⁸

Consumer Highlights

19 billion



Page views³

6.7x more preferred



v nearest competitor⁶

15% reduction



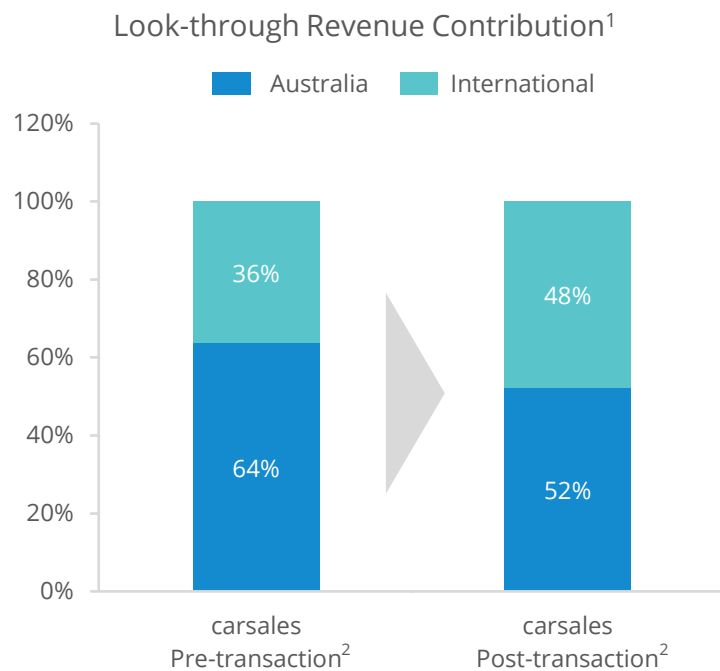
Time to sell⁹

[1] Stock published for websites in Australia, South Korea, United States, Brazil, Mexico, and Chile as at 30 Jun 22. [2] Number of active dealers in Australia, South Korea, United States, Brazil, Mexico and Chile as at 30 Jun 22. [3] Page views for websites in Australia, South Korea, United States, Brazil, Mexico and Chile for period 1 Jul 21 – 30 Jun 22. [4] Google Analytics, sessions for websites in Australia, South Korea, United States, Brazil, Mexico and Chile for period 1 Jul 21 – 30 Jun 22. [5] South Korea - carsales internal data, cars inspected for period 1 Jul 21 – 30 Jun 22. [6] Study conducted by independent research agency, Nature Pty Ltd, “market brand health tracker June 2022”. If you had to choose one tomorrow, which one would you most prefer for buying or selling a new / used car? carsales.com.au vs. competitors. [7] Google Analytics, unique audience for websites in Australia, South Korea, United States, Brazil, Mexico and Chile for period Jun 22. [8] Dealer leads from websites in Australia, South Korea, United States, Brazil, Mexico, and Chile for period 1 Jul 21 – 30 Jun 22. [9] Median time to sell Jun 22 v Jun 19 for Australian private and dealer inventory.

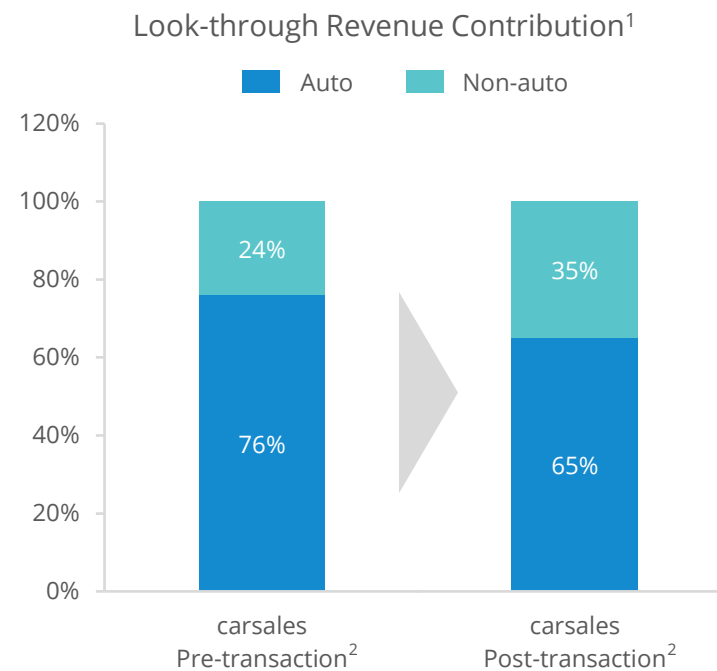
An Internationally Diversified Business

We are expanding into new geographies to access large and fast-growing addressable markets

Diversifying our geographical mix



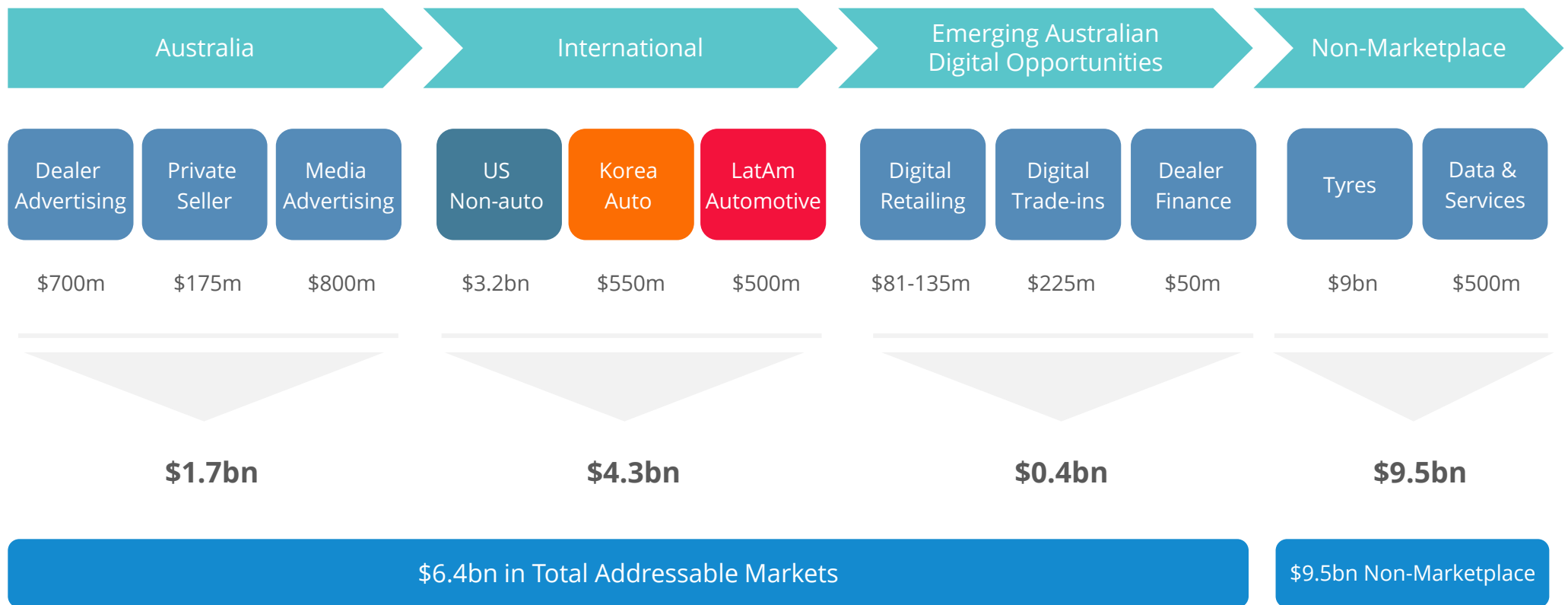
Diversifying our industry mix



[1] carsales “look-through” methodology: For equity accounted associates and consolidated subsidiaries, add the total adjusted revenue or adjusted EBITDA for the period of ownership within the reporting period multiplied by the ownership % relevant to the specific reporting period. Some “look-through” numbers involve the disclosure of non IFRS information - Refer to carsales’ Disclosure of Non IFRS information on slide 38 for further details. Amounts disclosed are in constant currency to normalise FX fluctuations across international subsidiaries & associates. **[2]** Look-through contribution for the period 1 Jul 21 – 30 Jun 22 on a 100% ownership of Trader Interactive (TI) basis vs. 1 Jul 21 – 31 Dec 21 on a 49% ownership of TI. Excludes carsales Investments segment.

Positioned To Drive Long-Term Growth and Shareholder Value

carsales operates in large addressable markets, that have been accelerated by COVID-related digitisation



Total Addressable Market calculation methodology: Dealer advertising: 2m B2C transactions multiplied by estimated average marketing spend/car of \$250. Includes estimated non-auto advertising spend of \$200mil. Private Seller: 1.75m transaction multiplied by \$100 average marketing spend/car (carsales average yield). Media Advertising: Standard Media Index (SMI), spend on automotive advertising 2019. US non-auto: global consulting firm estimate. Korea Auto: 5.5m transactions multiplied by \$100 average marketing spend/car. LatAm Automotive: 20m transactions multiplied by estimated marketing spend of \$25 per car. Tyres: IBISWorld Tyre Retailing in Australia Market Research Report and carsales management estimates. Data & Services: carsales management estimates. Please refer to slides 43-44 for all TAM calculations.

Strong Strategy Execution in FY22

We continue to deliver on our strategic priorities, enabled by digital transformation

Australia

Opportunity	TAM ¹	Strategic Priority	FY22 Achievements
Digital Retailing	\$81 - \$135m	carsales Select	<ul style="list-style-type: none"> ✓ Reached 2,500 cars online ✓ Integrated trade-in to the product flow
Digital Trade-in	\$225m	Instant Offer	<ul style="list-style-type: none"> ✓ Launched improved pricing engine ✓ Reached 3,000 transactions in June
Private Ad Yield	\$175m	Dynamic pricing	<ul style="list-style-type: none"> ✓ Launched micro-bracket tiering ✓ Increase private ad yield by 19% to \$131
Media & Membership	\$800m	Diversify revenue sources	<ul style="list-style-type: none"> ✓ Increased non-auto contribution to 25% ✓ Increased Native and programmatic contribution to 30%
Dealer Finance	\$50m	Increase volume	<ul style="list-style-type: none"> ✓ Reached 15,000 dealer cars with finance offer ✓ Increased revenue by 6x

International and ESG

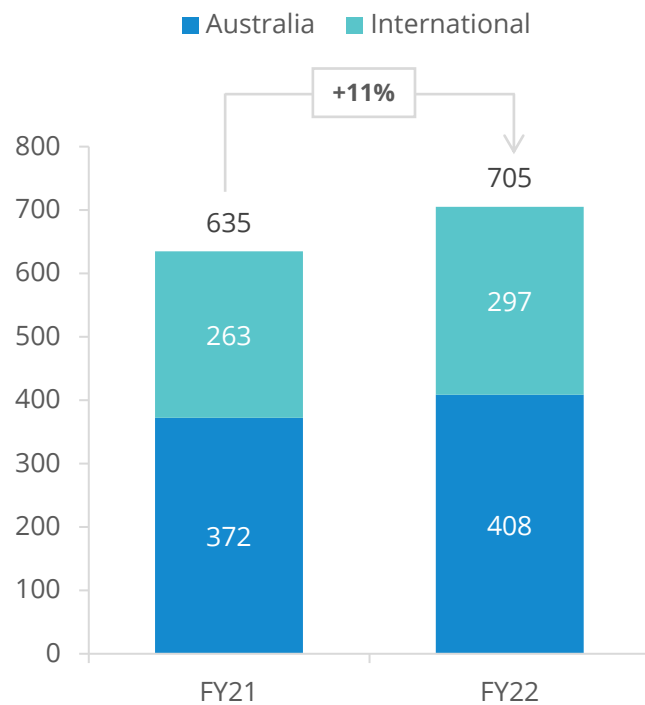
Opportunity	TAM	Strategic Priority	FY22 Achievements
South Korea: Guarantee Ads	\$53 - \$75m	Increase volume	<ul style="list-style-type: none"> ✓ Launched 4 new branches ✓ Increased penetration to 40%
South Korea: Digital Trade-in	\$240m	Dealer Direct	<ul style="list-style-type: none"> ✓ Increase dealer participation by 32% vs. pcp ✓ Grew transaction volume 56% vs. pcp
US: Dealer Volume	30k dealers	Increase volume	<ul style="list-style-type: none"> ✓ Grew subscribed dealer count in June by 6% vs. pcp
US: Dealer Yield	2-3x take-rate	Increase yield	<ul style="list-style-type: none"> ✓ Increased yield by 7%
Carbon Neutrality	n/a	Achieve carbon neutrality in Australian business operations	<ul style="list-style-type: none"> ✓ Australian business operations were certified carbon neutral by Climate Active in FY22
Employee Engagement	n/a	Increase engagement score	<ul style="list-style-type: none"> ✓ Increased employee engagement score by 6%

[1] Total Addressable Market, please refer to slides 43-44 for all TAM calculations.

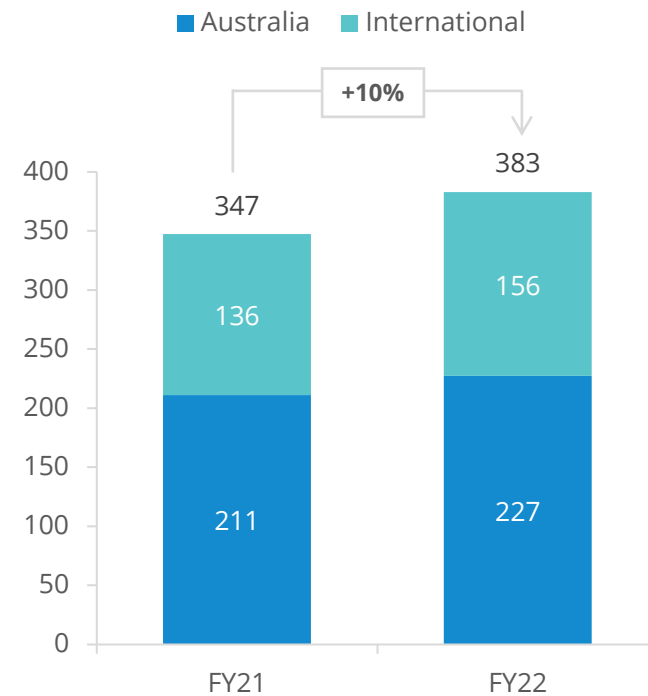
Leading to Excellent Results

We have delivered good financial performance with double-digit revenue and EBITDA growth

Pro-forma¹ Adjusted Revenue (\$m)



Pro-forma¹ Adjusted EBITDA (\$m)



[1] Pro-forma assumes 100% ownership of Trader Interactive in FY21 and FY22, and tyreconnect in FY21, to show the growth of the business on an underlying basis.

And a Positive Outlook Heading Into FY23

We have good momentum heading into FY23 with a strong track record of delivering growth through a highly resilient and diversified business model

Outlook statement¹

Pro-forma Basis²

We expect to deliver good growth in Adjusted Revenue and Adjusted EBITDA in FY23 on a Pro-forma Basis

Actual Basis³

We expect to deliver very strong growth in Adjusted Revenue, Adjusted EBITDA and Adjusted NPAT in FY23

Margin

We expect to see expansion in the carsales Group Adjusted EBITDA margin on both a pro-forma and actual basis in FY23

carsales Australia Observations

Dealer

- Underlying automotive market conditions are buoyant. We expect to deliver solid growth in dealer revenue in FY23 supported by increased penetration of premium products including depth and dealer finance along with yield increases

Private

- Anticipate good revenue growth supported by continued strength in private ad volume, private ad yield and Instant Offer

Media and new car market

- Expect good revenue growth supported by continued expansion of our native ad products, programmatic capability and non-automotive diversification

carsales investments

- Expecting strong growth in revenue and a marginal improvement in EBITDA

carsales International Observations

Korea

- We expect strong growth in revenue and good growth in EBITDA in FY23

Brazil

- We expect strong growth in revenue and EBITDA in FY23

United States

- We expect good growth in revenue and strong growth in Adjusted EBITDA in FY23.
- Continued positive momentum in inventory and customer volumes since the acquisition announcement in June

Group Financial Review

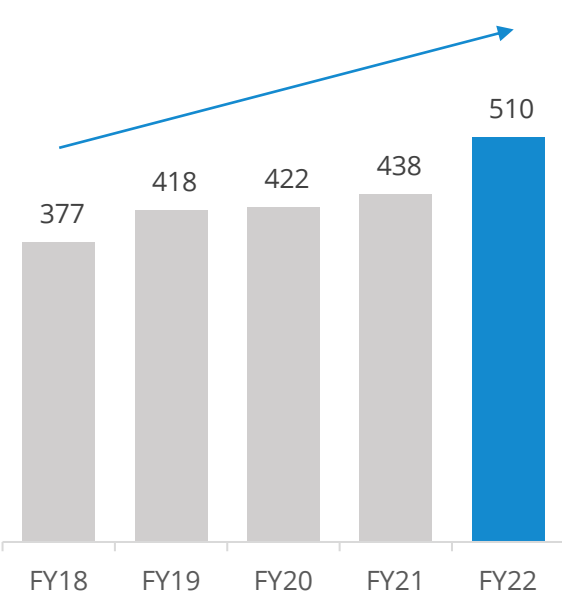


Strong Track Record of Growth

Well positioned to continue delivering long-term shareholder value through world-class capability, exposure to international growth markets and investment in new products and services

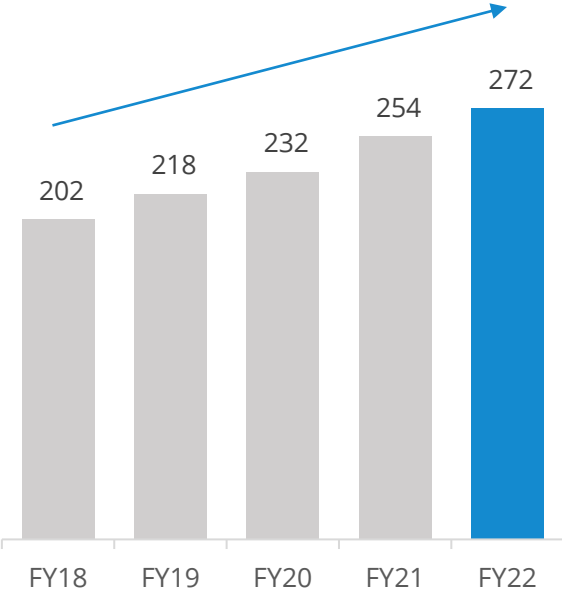
Adjusted Revenue¹

CAGR 8%



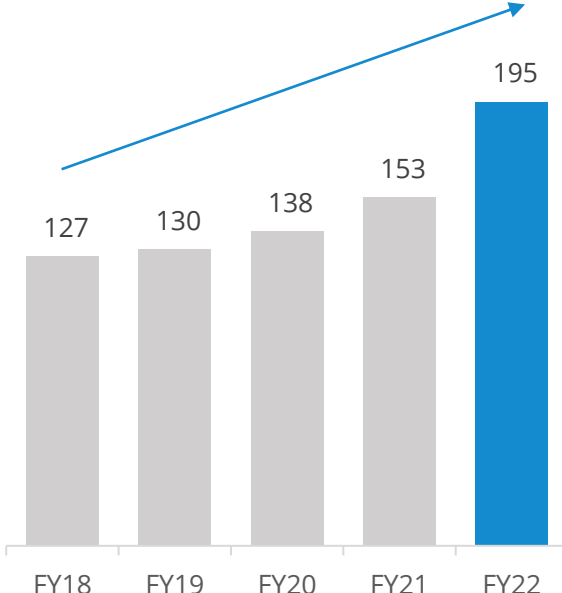
Adjusted EBITDA¹

CAGR 8%



Adjusted NPAT¹

CAGR 11%

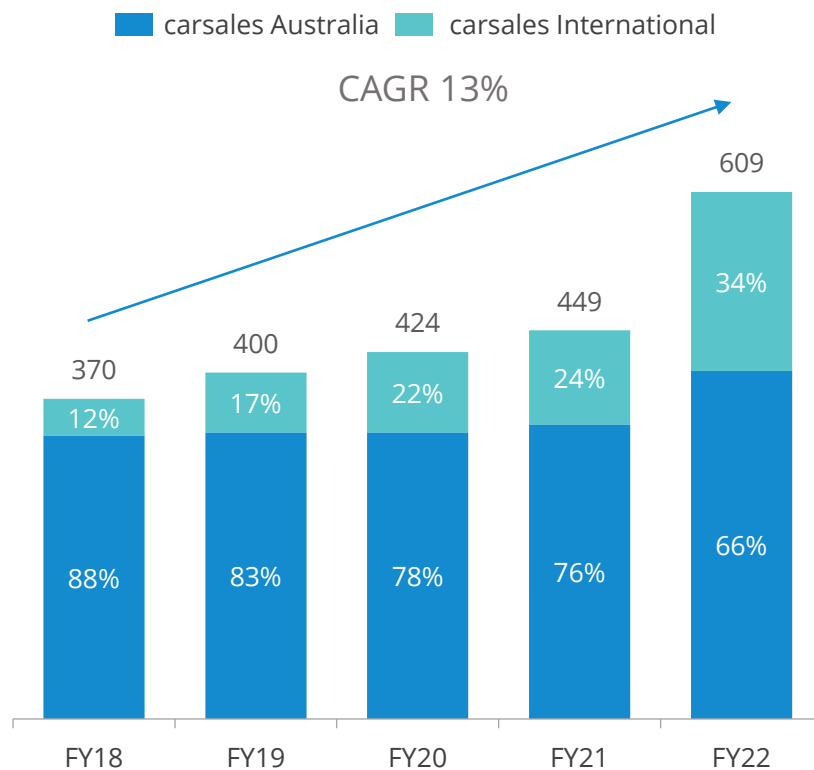


[1] Adjusted Revenue excludes COVID-19 support rebate provided to dealers, Adjusted EBITDA and Adjusted NPAT are post non-controlling interests and excludes certain non-recurring or non-cash items. See slide 38 regarding the disclosure of non-IFRS Information and slides 41-42 for a reconciliation of Reported to Adjusted Financials.

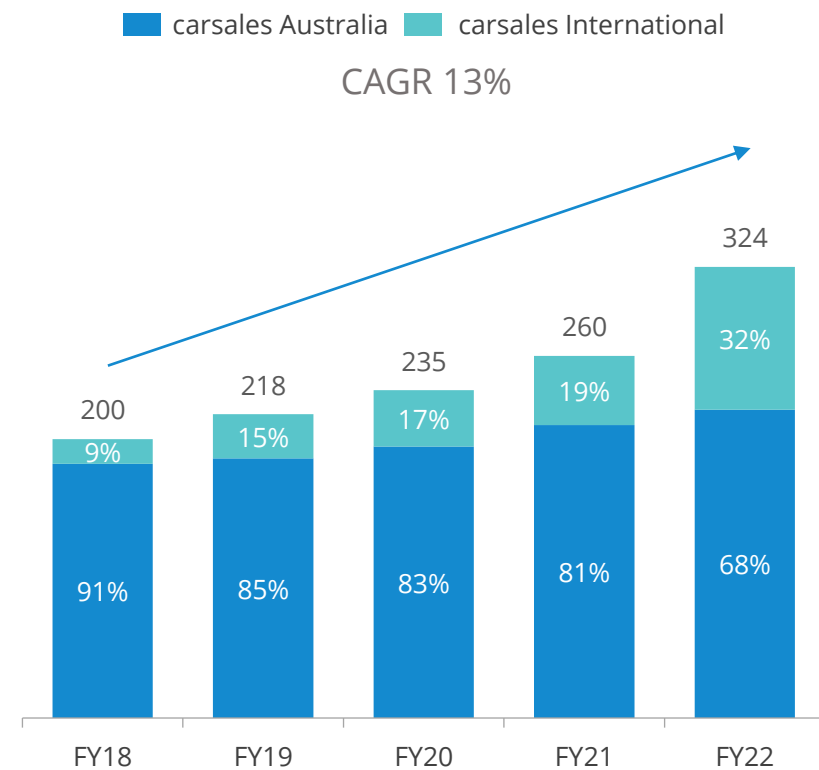
Look-through¹ Growth

Strong track record of Look-through Revenue & EBITDA growth, with increasing contributions from existing international business and the inclusion of Trader Interactive

Look-through¹ Revenue



Look-through¹ EBITDA



[1] carsales "look-through" methodology: For equity accounted associates and consolidated subsidiaries, add the total adjusted revenue or adjusted EBITDA for the period of ownership within the reporting period multiplied by the ownership % relevant to the specific reporting period. Some "look-through" numbers involve the disclosure of non IFRS information - Refer to carsales' Disclosure of Non IFRS information on slide 38 for further details. Amounts disclosed are in constant currency to normalise FX fluctuations across international subsidiaries & associates.

Adjusted¹ Net Profit After Tax Summary

Year Ending 30 June 2022	Consolidated				PF Growth ² %
	\$A Millions FY21	\$A Millions FY22	Growth \$'s	Growth %	
Adjusted Revenue¹	437.8	509.5	71.8	16%	11%
1 Cost of goods sold	21.3	50.0	(28.8)	(135%)	(18%)
Gross Margin	416.5	459.5	43.0	10%	11%
Operating expense	162.3	187.8	(25.5)	(16%)	(11%)
Adjusted EBITDA¹	254.2	271.7	17.5	7%	10%
<i>Adjusted EBITDA ex Govt. Wage Subsidy</i>	<i>247.2</i>	<i>271.7</i>	<i>24.5</i>	<i>10%</i>	<i>13%</i>
2 Depreciation & amortisation	31.9	38.6	(6.7)	(21%)	
Net finance cost	13.9	13.6	0.3	2%	
Income tax expense	59.4	64.1	(4.7)	(8%)	
<i>Trader Interactive</i>	-	34.6	34.6	-	
<i>Webmotors</i>	4.4	5.5	1.0	23%	
<i>Other Associates</i>	(0.1)	(0.0)	0.1	(88%)	
3 Profits from associates	4.3	40.0	35.7	826%	
Non-controlling interests (NCI)	(0.5)	(0.6)	(0.1)	(26%)	
4 Adjusted NPAT¹	152.8	194.8	42.0	27%	
Adjusted Earnings per share (cents)	61.5	69.0	7.5	12%	
5 Final Dividend per share (cents)	22.5	24.5	2.0	9%	
Summary of Reported Results					
Reported Revenue	427.2	509.1	81.9	19%	
Reported EBITDA	241.5	269.9	28.4	12%	
Reported NPAT	130.7	160.8	30.1	23%	
Reported Earnings per share (cents)	52.6	56.9	4.3	8%	

Commentary

- 1 Cost of goods sold and operating expenses increase due to the acquisition of tyreconnect in 1 July-21
- 2 D&A increased by \$6.7m due to increased depreciation of building fit outs and software assets. The software investment continues to support future growth initiatives
- 3 Significant increase in profits from associates due to inclusion of Trader Interactive from September 2021. A reconciliation of Trader Interactive's results is provided in the appendix. Growth in webmotors' contribution reflects strong revenue and earnings performance in FY22
- 4 Adjusted NPAT growth is stronger than Adjusted EPS growth due to the issue of 35.3m new shares in connection with the capital raise associated with the Trader Interactive acquisition
- 5 Final dividend of 24.5 cents per share declared, up 9% on pcp representing an 81% dividend payout ratio

[1] Adjusted NPAT is post non-controlling interests and excludes certain non-recurring or non-cash items. See slide 38 regarding the disclosure of non-IFRS Information and slides 41-42 for a reconciliation of Reported to Adjusted Financials.

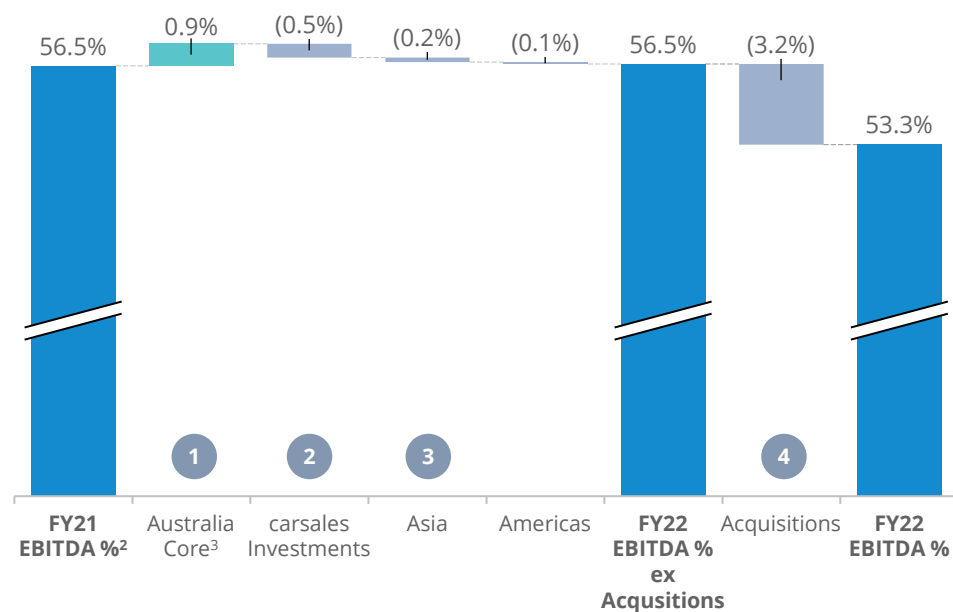
[2] "PF Growth" or "Pro-forma growth" assumes 100% ownership of Trader Interactive in FY21 and FY22, and tyreconnect in FY21.

EBITDA Margin Summary¹

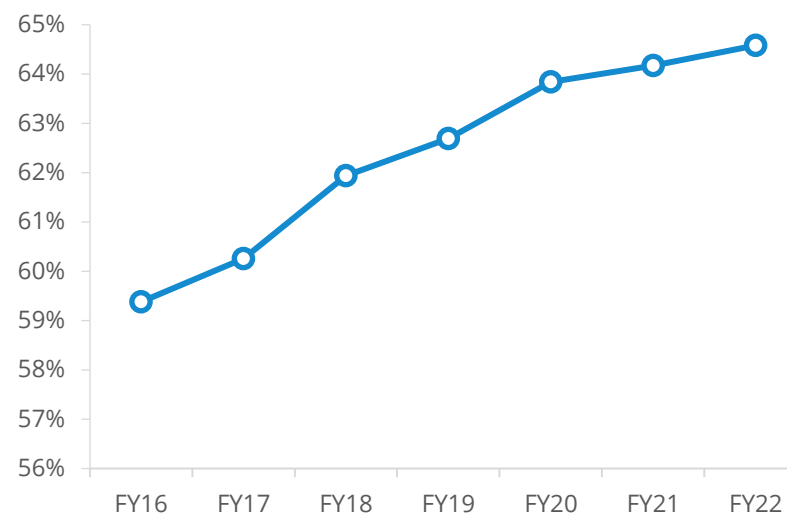
Strong underlying margin performance in the core business

- 1 Underlying margin expansion reflects solid revenue result combined with diligent cost control, whilst continuing to invest in future growth initiatives
- 2 Investment in Placie and higher freight costs in the Tyres group
- 3 Good growth in underlying margin offset by investment in Dealer Direct marketing
- 4 Impact from inclusion of lower margin tyreconnect business

Adjusted EBITDA¹ margin waterfall



Australia Core EBITDA margin²



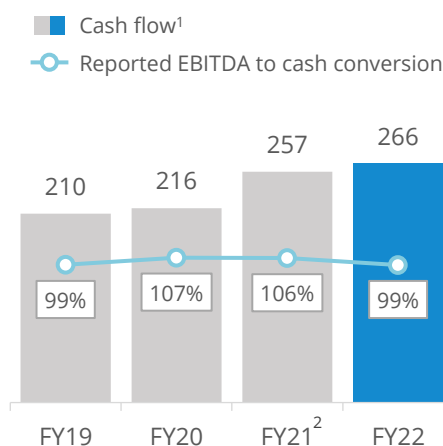
[1] Adjusted EBITDA excludes certain non-recurring or non-cash items. See slide 38 regarding the disclosure of non-IFRS Information and slides 41-42 for a reconciliation of Reported to Adjusted Financials. [2] Excluding the impact of government wage subsidies provided in FY21 [3] Online Advertising and Data, Research and Services segments.

Strong Cash Flow and Robust Balance Sheet

Cash flow conversion

- Good conversion of EBITDA to cash flow reflects the attractive working capital profile of marketplace business models and good cash collections

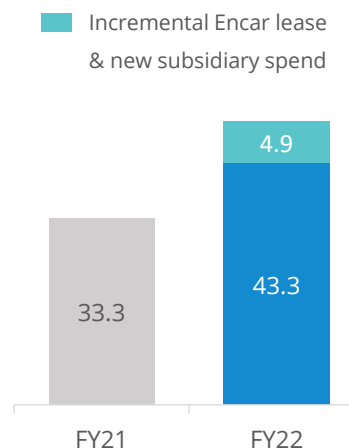
EBITDA to Cash flow



Capex

- Continued investment in new products and technology to support current and long-term growth. Key focus areas include digital retailing and trade ins, media products and dynamic pricing
- Encar lease capex on large branches was atypically high.
- We expect overall capex growth to moderate in FY23

Capex



Leverage³ and net debt⁴

- Net debt and leverage ratio increase reflects incremental debt drawn down as part of the initial 49% acquisition of Trader Interactive, which was completed in Sep-21
- Currently upsizing our debt facilities from \$0.9b to \$1.4b including replacement of TI A\$562m debt facility
- Process progressing well, with strong support from our syndicate of banks and expect completion toward end of Q1
- Anticipate post completion leverage of 2.7x Net debt to EBITDA, which is expected to reduce to under 2.0x within 2 years

Net debt⁴

\$A Millions	Jun-21	Jun-22	%
Borrowings	453.2	649.7	(43%)
Cash	(102.2)	(132.0)	29%
Net Debt	351.0	517.7	(47%)
Leverage ratio	1.4	1.9	n/a

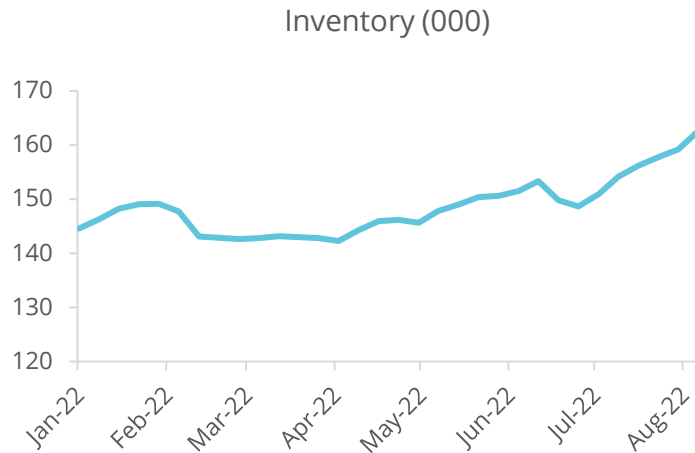
[1] Operating cash flow less tax. [2] FY21 has been restated to remove payments for lease deposits included in financing activities. [3] Net debt / Adjusted EBITDA. Adjusted EBITDA stated above excludes certain non-recurring items. See slide 38 regarding the disclosure of non-IFRS Information and slides 41-42 for a reconciliation of Reported to Adjusted Financials. Ratios are based on reported financial outcomes and may vary with bank covenant definitions. [4] Net debt includes total borrowings less total cash (including term deposits) as at 30 Jun 2022 as per published balance sheet, excluding lease liabilities. Jun 21 figure excludes the cash receipt from capital raise to acquire Trader Interactive and debt paydown.



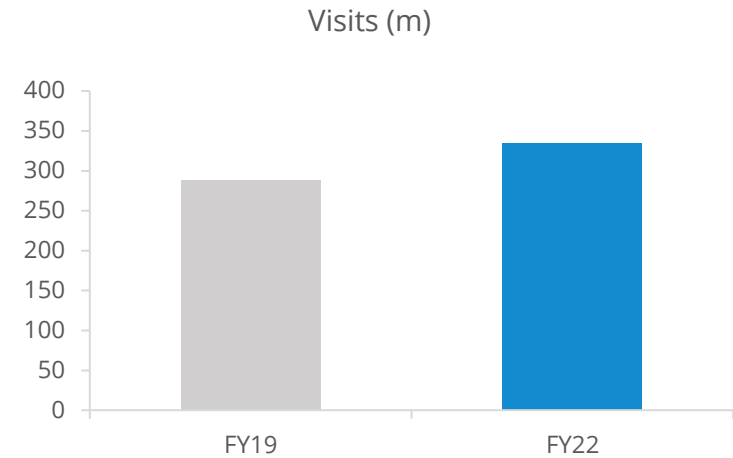
carsales
Australia

Market Observations

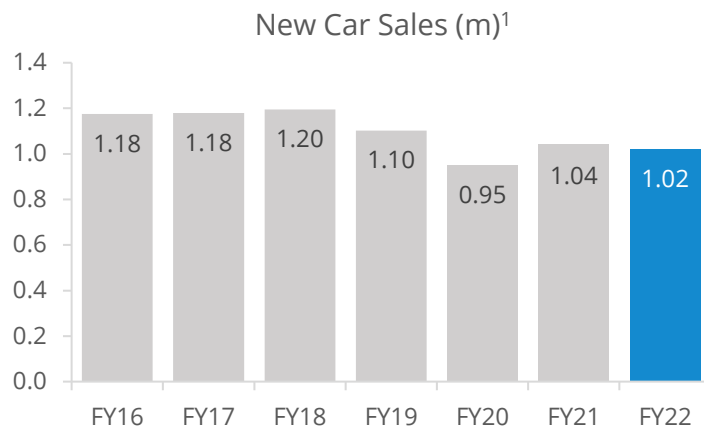
carsales inventory is growing



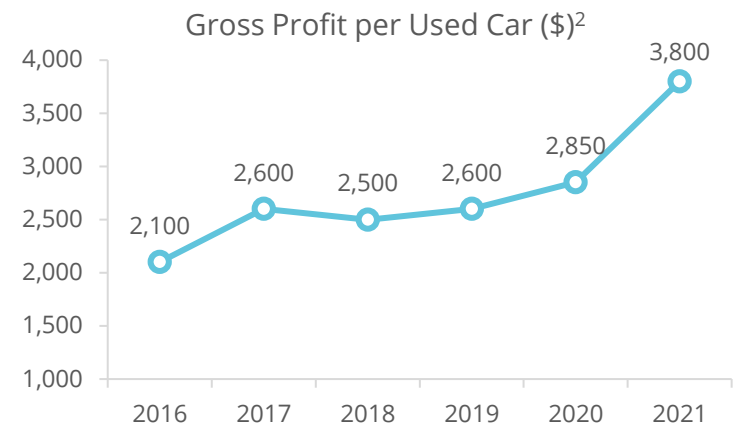
Traffic remains high vs. pre-pandemic



New car demand is solid

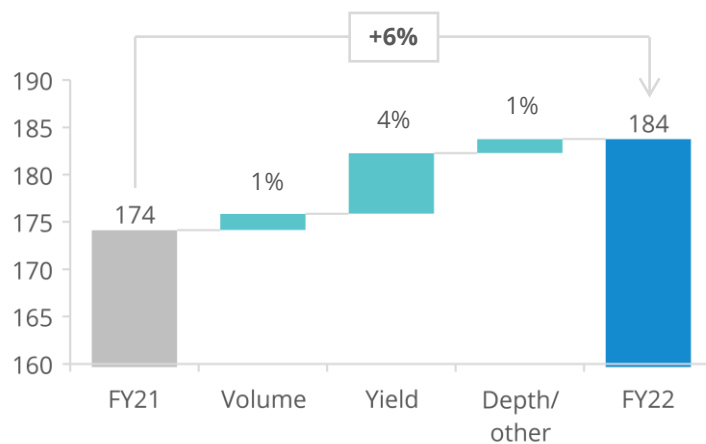


Dealer profit margins are high



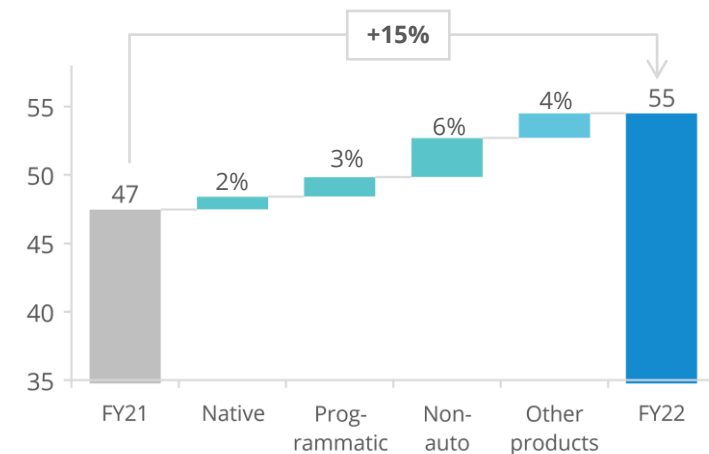
Australia Revenue – Dealer & Media

Dealer Adjusted Revenue¹ up 6% to \$183.8m



- Solid dealer performance supported by a buoyant automotive market in H2 FY22 with strong demand for new and used cars. Delivered good revenue growth of 10% in H2 through volume recovery and continued yield expansion
- Underlying key performance metrics are excellent, with audience, time to sell and lead to sale conversion rates strong. Dealer customers are continuing to generate strong gross margins
- Finance the key driver of other growth with depth still constrained by low stock levels and a fast time to sell

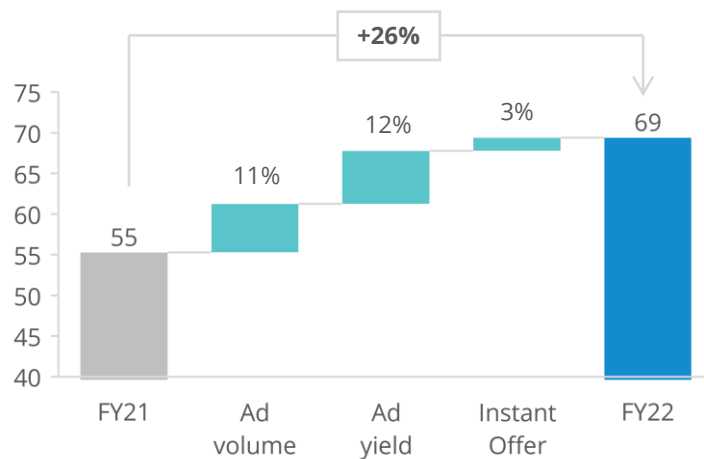
Media Adjusted Revenue¹ up 15% to \$54.5m



- Third consecutive half-year of double-digit revenue growth with media revenue up 19% in H2, despite continued new car supply constraints
- Strategy of diversifying into non-automotive segments and the development of innovative new products is paying dividends
- Our programmatic offering is also becoming a meaningful contributor to revenue, achieving substantial growth in FY22

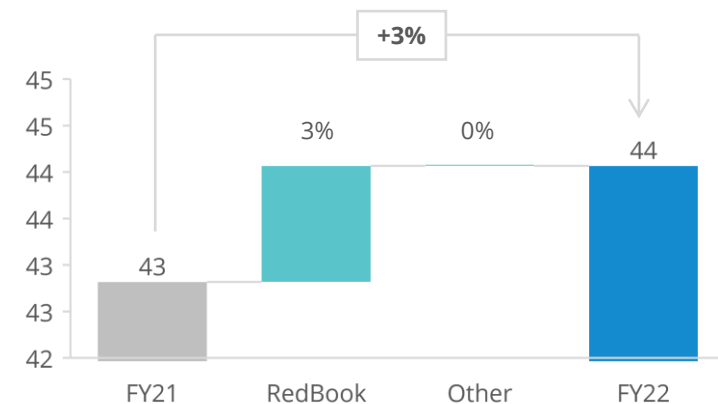
Australia Revenue – Private & DR&S

Private Revenue up 26% to \$69.4m



- Outstanding revenue growth of 26% on pcp (H2 up 17% vs. pcp) supported by good trading conditions, strong used car prices and a leading private seller value proposition and experience
- Excellent growth in private seller revenue driven by strong volumes and a highly effective dynamic pricing strategy that increased yield by 19% on pcp
- Strong growth in Instant Offer particularly in H2 FY22. Growth underpinned by a new pricing engine, continued expansion of participating dealers, customer experience improvements and growing awareness of the product.

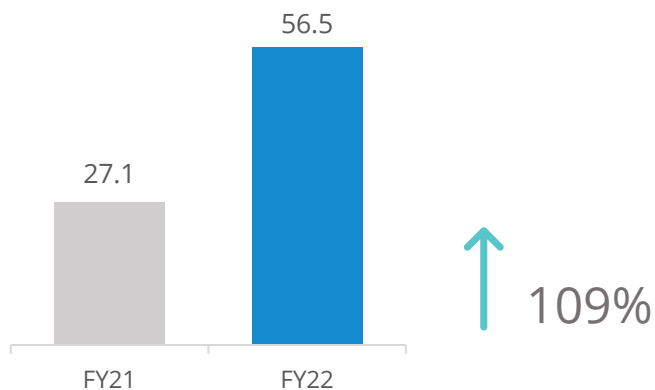
DR&S Adjusted Revenue¹ up 3% to \$44.1m



- Resilient result given the impact of lock downs and continued inventory challenges for dealers, which puts pressure on the ability to increase the penetration of our key dealer services products
- RedBook continues to be the Australian market leader in vehicle specification services, reflected in continuing revenue growth on pcp

Australia Revenue – carsales Investments

carsales Investments Revenue up 109% to \$56.5m



- Revenue growth primarily driven by the inclusion of tyreconnect, an acquisition which was completed early in Q1 FY22. Underlying growth of 8% excluding the impact of acquisitions
- Whilst lockdowns impacted tyre volumes in the consumer side of the business in H1, there have been steady improvements since in volumes in H2
- RedBook Inspect achieved solid revenue growth despite the impact of lock downs in H1, reflecting the strong value proposition of our array of inspection products

Performance commentary



- Good growth in volumes in FY22. From a profitability perspective, there were strong uplifts in rebates and purchasing efficiencies. However, these were offset by increases in freight and fitment costs
- Several initiatives have been implemented to improve profitability next year



- In H2 FY22 Redbook Inspect was accredited by the Department of Infrastructure and Transport to deliver Passenger Transport Inspections in South Australia. This will support growth in FY23 and beyond
- Good growth in revenue and EBITDA in FY22 despite impact of lock downs



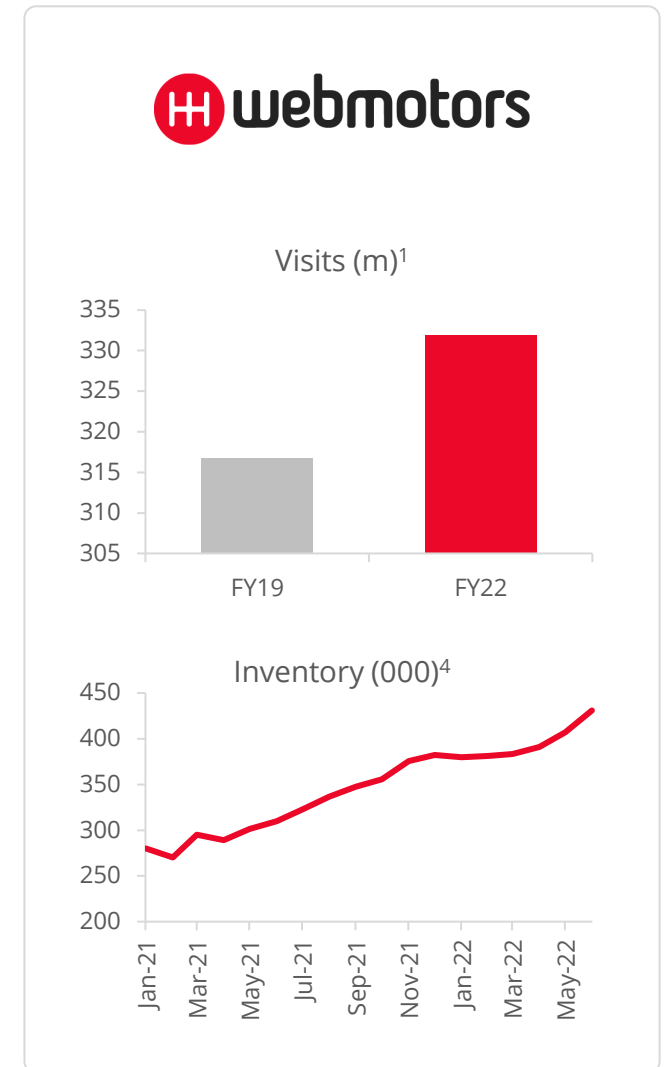
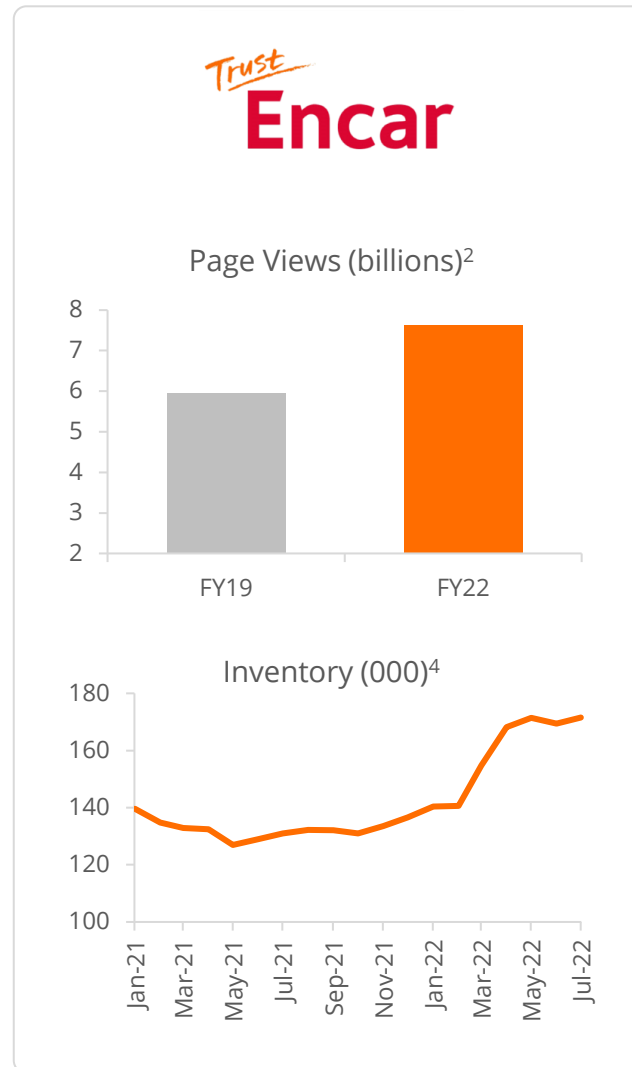
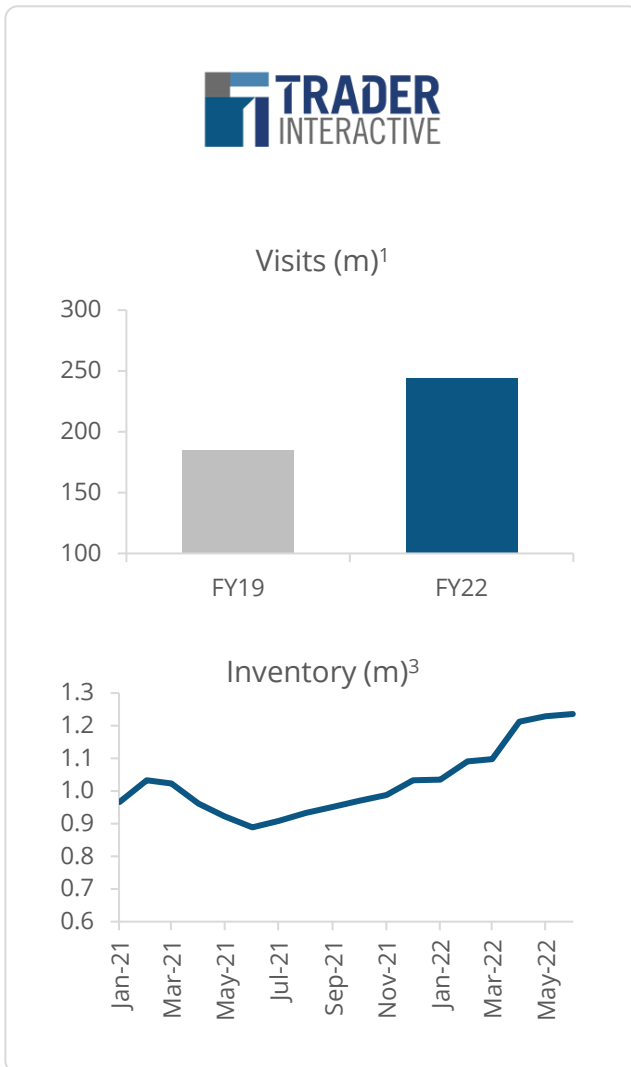
- Added major global rideshare player Ola to the platform in H1 FY22 with Didi to be added in the coming months
- Increased investment to drive Ola and Didi integrations and to drive consumer awareness

A large semi-truck with a white trailer is driving on a highway. The truck is positioned on the right side of the frame, moving towards the left. The trailer is covered with a white tarp. The truck's cab is visible on the left side of the trailer. The highway has white lane markings and a guardrail. In the background, there is a bridge or overpass structure. The sky is overcast. The text 'carsales International' is overlaid on the left side of the image in a white, sans-serif font.

carsales
International

Market Observations

In all our markets inventory is growing and traffic remains high vs. pre-pandemic levels

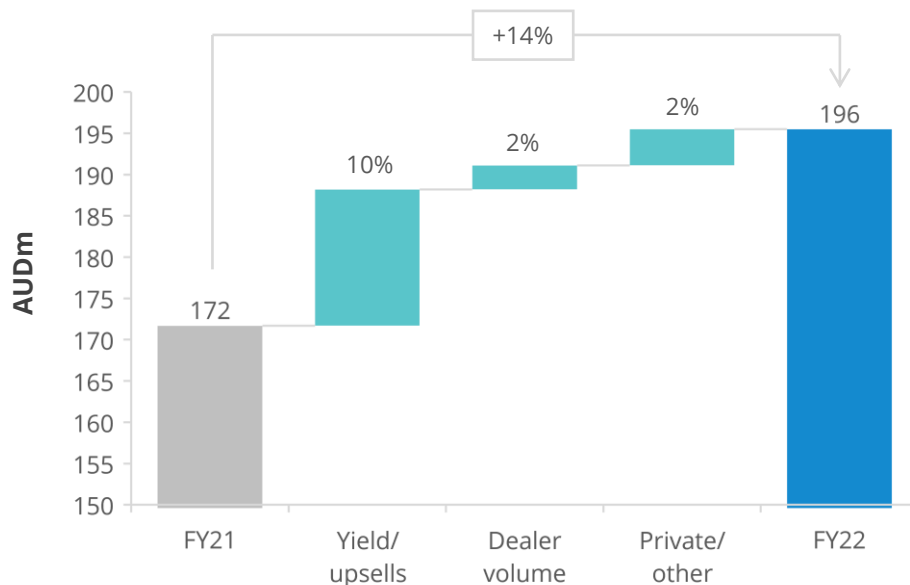


[1] Group site visits 1 Jul 21 – 30 Jun 22 vs. 1 Jul 18 – 30 Jun 19. [2] Page views 1 Jul 21 – 30 Jun 22 vs. 1 Jul 18 – 30 Jun 19. [3] Monthly unique listings all industries. [4] Listing volumes on last day of each month

Excellent revenue and EBITDA growth, recovering inventory volumes driving momentum

Financial summary¹

Pro-forma 100%	\$A Millions		Growth		Constant Currency ³
	FY21	FY22	\$'s	%	
Revenue	171.7	195.5	23.8	14%	11%
Adjusted EBITDA ²	93.3	111.2	17.9	19%	16%



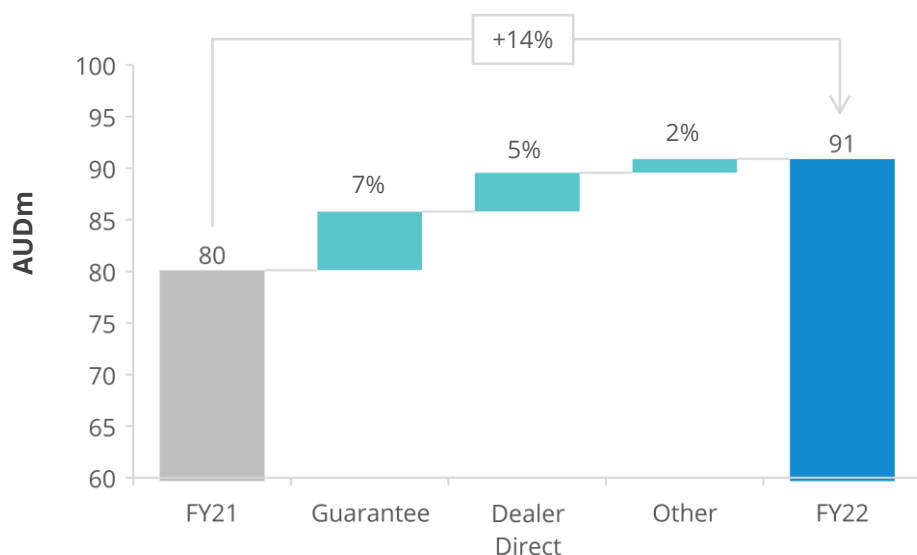
Performance commentary

- Excellent financial performance in FY22, with revenue and EBITDA growth of 11% and 16% respectively in constant currency
- Strong margin performance with EBITDA margins expanding from 54.3% to 56.8% due to the inherent operating leverage of the business and strong cost discipline
- Achieved revenue growth across all four verticals, supported by Trader Interactive continuing to provide excellent value for dealers
- RV and Powersports grew strongly in H2 FY22 driven by increase in dealer penetration, yield and inventory levels. Private seller advertising volumes and yield also a key growth driver
- Commercial verticals of Truck and Equipment delivered modest growth as inventory supply continues to be challenged. Expect improved performance as inventory levels increase. Positive momentum in inventory and customer volumes in Trucks since the acquisition announcement in June

Strong growth from Encar, underpinned by continued momentum of key products

Financial summary

	\$A Millions		Growth		Constant Currency ²
	FY21	FY22	\$'s	%	
Revenue	80.1	90.9	10.8	14%	17%
Adjusted EBITDA ¹	40.7	45.7	5.0	12%	16%



Performance commentary

Strong financial performance across revenue and EBITDA which has been driven by strong growth from three key products:

Dealer Direct

- 76% revenue increase on pcp driven by continued growth in transaction volumes reflecting both a growing online trade-in market and an increasing market share. Improvements in the quality and experience of the platform, expanding the number of participating dealers and increasing consumer awareness have been the key drivers. In FY22, A\$7.1m in marketing was invested to increase consumer awareness, market penetration and drive future growth of the Dealer Direct product. This was A\$3.4m more than the \$3.7m invested in FY21

Guarantee

- Excellent performance with strong revenue growth of 30% over pcp. Driven by the continued expansion of the branch network (+4 sites in FY22) and increases in the number of inspections performed at existing sites. Guarantee inspections now represent 40% of total inventory up from 32% in FY21

Encar Home

- 65% growth in revenue driven by substantial improvements to the consumer application process and dealer management. 19,000 cars now available for Home Delivery

Very strong revenue and EBITDA growth driven by strong volumes and yield expansion

Financial summary

Pro-forma 100%	\$A Millions		Growth		Constant Currency ¹
	FY21	FY22	\$'s	%	
Revenue	62.8	84.1	21.3	34%	26%
EBITDA	27.7	35.8	8.1	29%	23%

Performance commentary

- Excellent financial performance with 26% growth in revenue and 23% growth in EBITDA in constant currency
- Revenue growth was underpinned by continued dealer subscription growth, improving inventory levels and increasing dealer yield

Regional Expansion

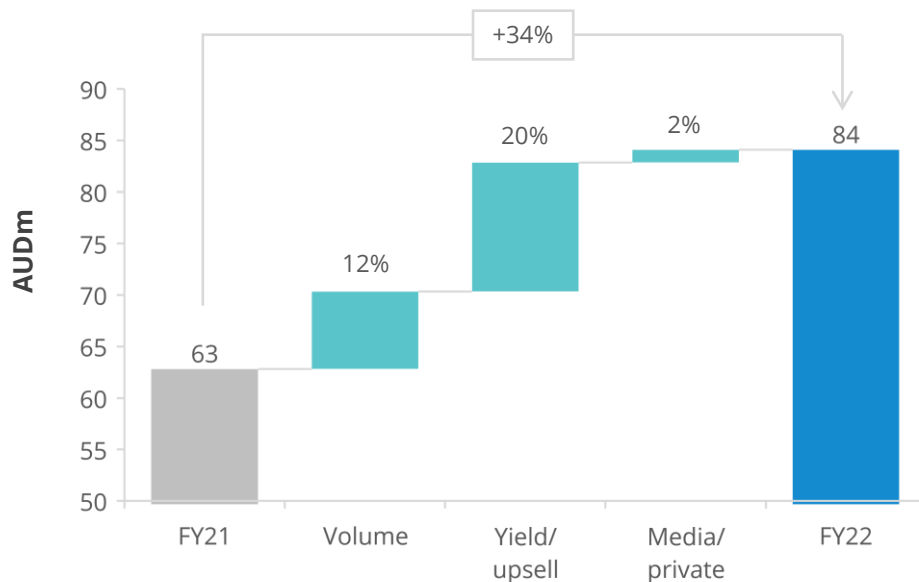
- The regional expansion plan recommenced, with dealer subscription volumes growing 4% versus pcp with over 700 dealers added to the platform

Inventory Supply

- Inventory levels increased by 39% compared to pcp and improved to 90% of pre-pandemic levels, supporting strong growth in lead volumes

Dealer Yield

- Dealer yield was up significantly due to an increase in the price of leads, growth in the proportion of chargeable leads and increase in premium dealer products, particularly CRM +smart



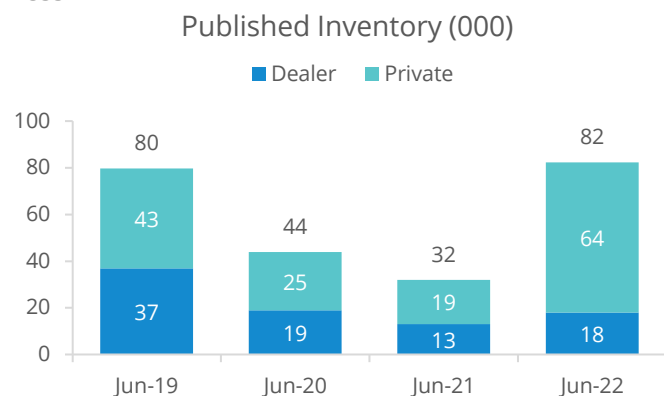
Americas – chileautos and soloautos

Difficult trading conditions in Chile and Mexico partly mitigated by strong cost management

Chile – chileautos

	\$A Millions		Growth		Constant Currency ¹
	FY21	FY22	\$'s	%	
Revenue	4.7	4.8	0.1	3%	10%
EBITDA	2.0	2.2	0.2	8%	12%

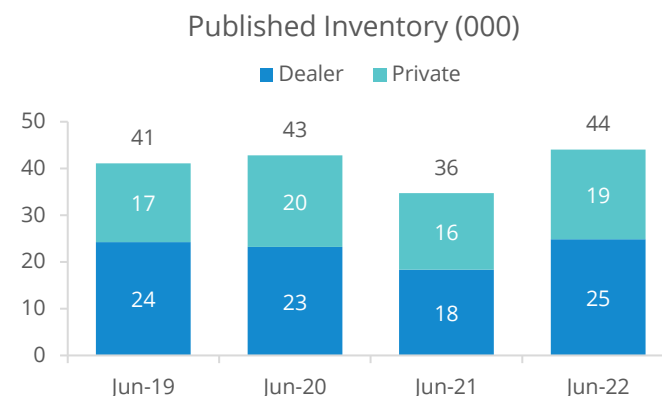
- Solid revenue growth of 10% reflecting the strong value proposition for dealers and significantly improved inventory levels compared to pcp. Dealer inventory is still lower than pre-pandemic levels, so there should be good upside as supply constraints continue to be alleviated over the next 12 months
- Continued prudent cost management resulted in good double digit EBITDA growth, reflecting the strong operating leverage inherent in the business



Mexico – soloautos

	\$A Millions		Growth		Constant Currency ¹
	FY21	FY22	\$'s	%	
Revenue	1.7	1.1	(0.6)	(34%)	(40%)
EBITDA	(2.0)	(3.0)	(1.0)	(52%)	(45%)

- Automotive market conditions in Mexico continue to be challenging with new car sales still ~30% below pre-pandemic levels
- This has impacted activity on site with leads down 21% on pcp. Continue to manage costs to minimise EBITDA downside

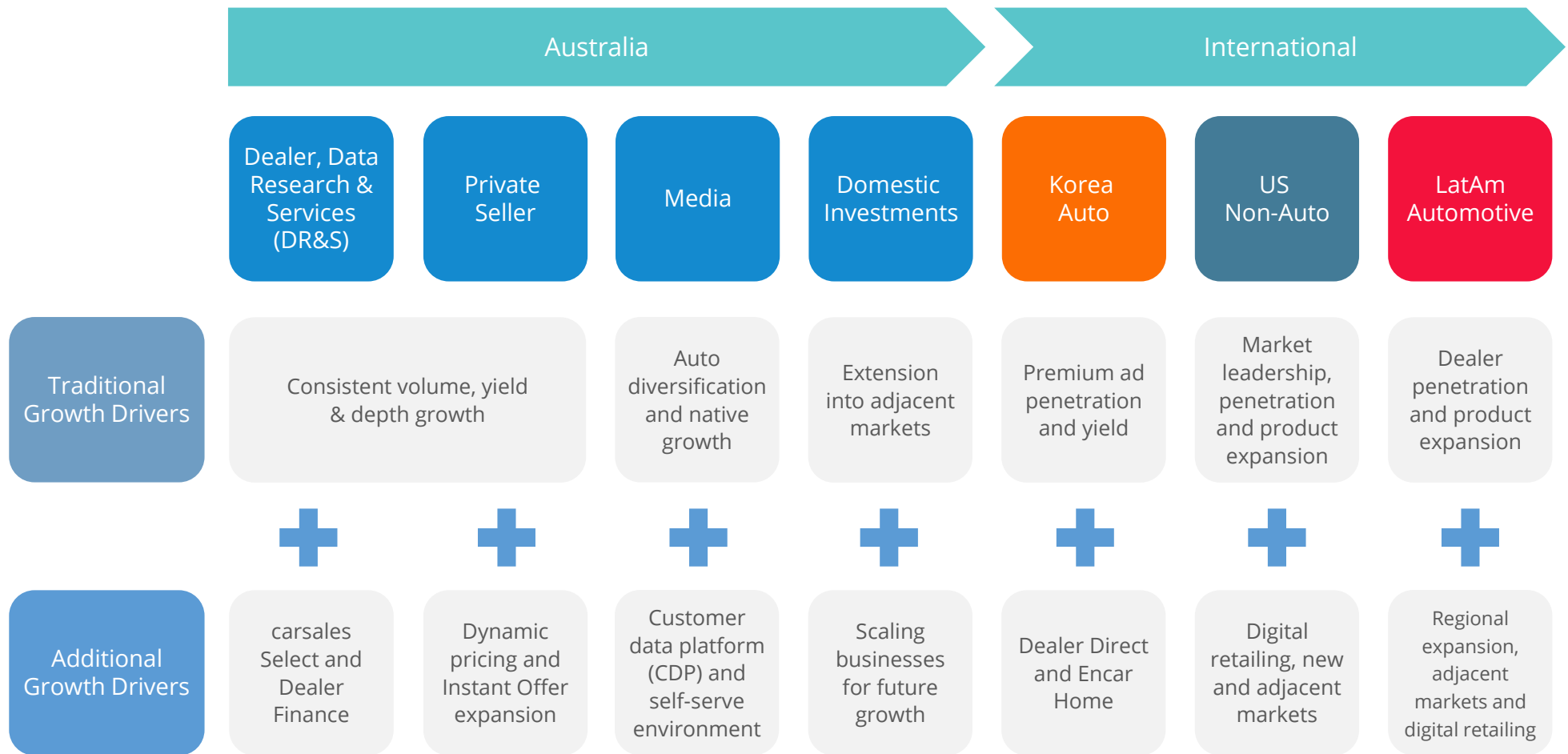


** In H1 FY22 we discontinued our Argentinian operation demotores. [1] Constant currency growth normalises for foreign currency fluctuations across international subsidiaries & associates

Strategy Update



Australia and International Priorities



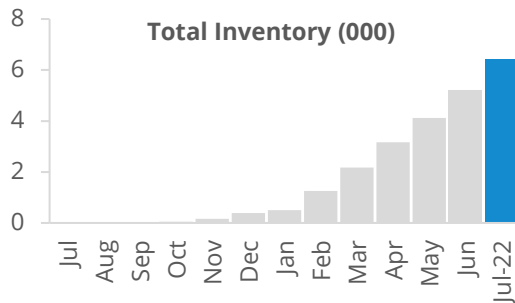
Select is Ramping Up



We have made excellent progress in digital retailing in only twelve months since launching

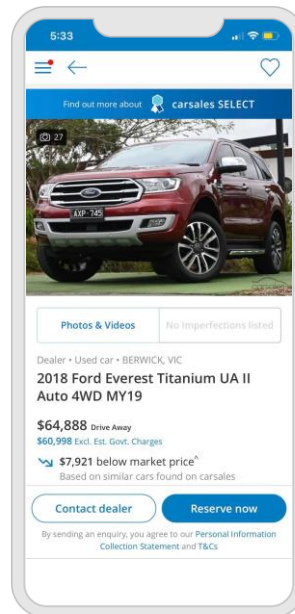
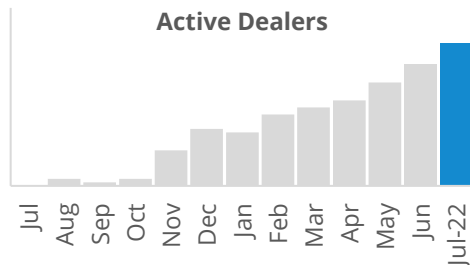
Inventory is growing

We have now sold over 6,000 cars¹ through the platform since inception

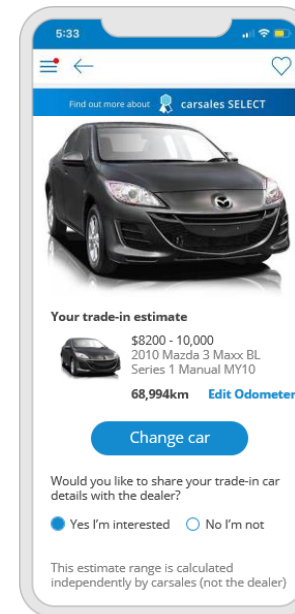


...and we are adding dealers

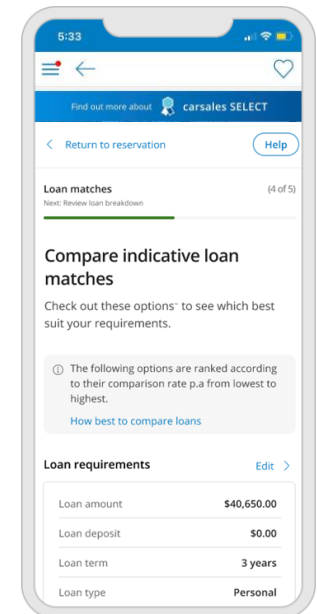
We have been on-boarding dealers and have 2% of total dealers active



- ✓ Pre-negotiated price
- ✓ Certified inspection report
- ✓ Instant reservation
- ✓ 7-day money back guarantee
- ✓ 3-month limited warranty



- ✓ We have integrated trade-in valuation into the Select funnel to increase conversion rate and value of deal



- ✓ Finance module to be integrated with credit checker
- ✓ Finance application details to be sent to dealer with reservation

[1] Total inventory that has been advertised under the Select program.

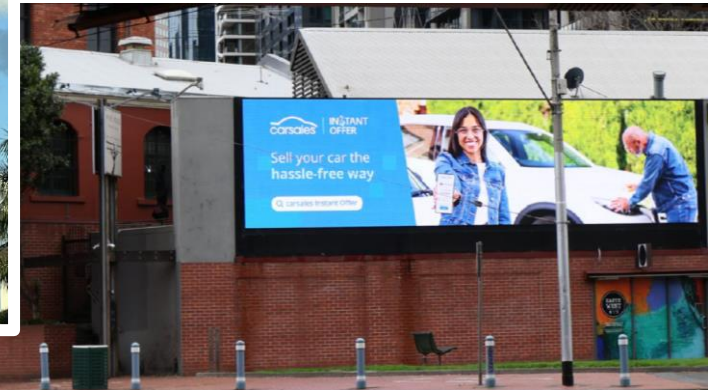
Instant Offer Momentum is Growing

INSTANT OFFER

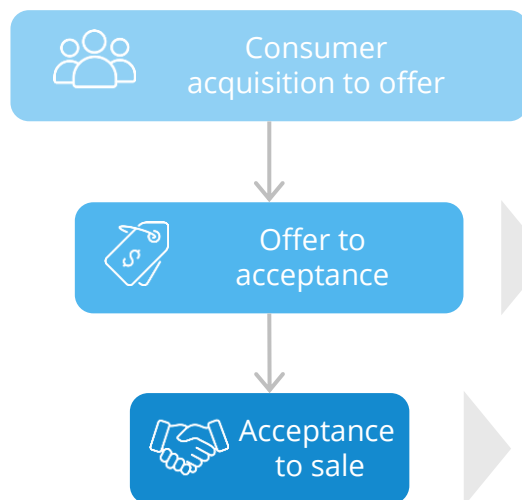
carsales' Instant Offer service enables consumers to sell their car quickly and easily at a competitive price



Brand marketing campaign launched in Q3 FY22



Key sales funnel steps



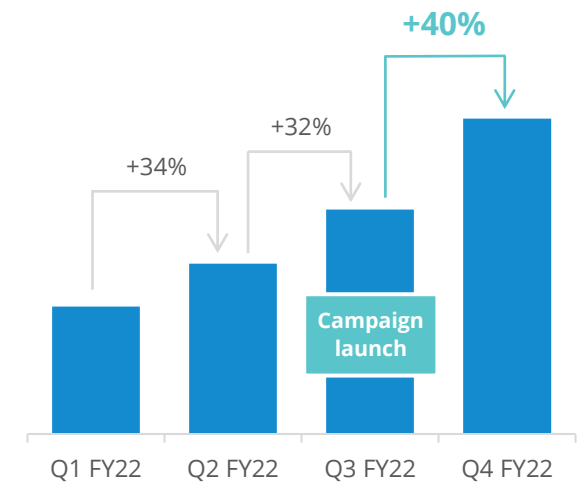
Growth drivers

Increase volume: Improve brand awareness through above the line advertising. In Q3 we launched our first advertising campaign which had an immediate impact on volumes, with 40% growth quarter on quarter

Improve pricing model: We upgraded the pricing engine in H2 which has resulted in more accurate pricing and higher conversion rates. The new engine also increase the breadth of vehicles able to receive an Instant Offer

Dealer Experience: Manage the Net Promoter Score (NPS) of dealers to ensure consumers are satisfied at the dealership. We have increased our NPS and expanded the dealer network by 29% vs. pcq

Quarterly transaction volume

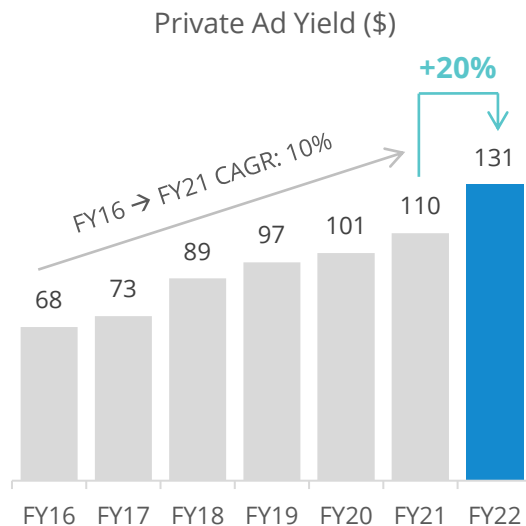


Dynamic Pricing Delivering Excellent Growth, with More Upside to Come

Improvements made to dynamic pricing have unlocked excellent yield benefit with room to increase further

Private ad yield growth has accelerated...

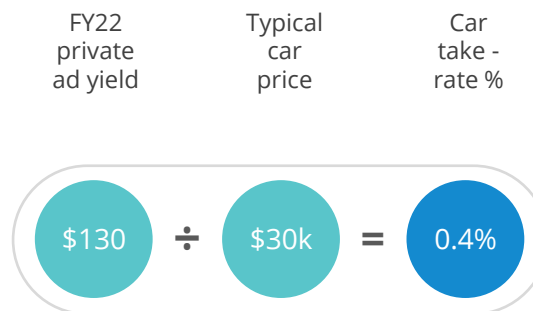
- Since implementing value-based pricing in FY17, private yield has increased at 12% CAGR
- In FY22 we introduced location-based pricing and micro-bracketing which increased yield by 20% vs. pcp whilst also growing ad volumes



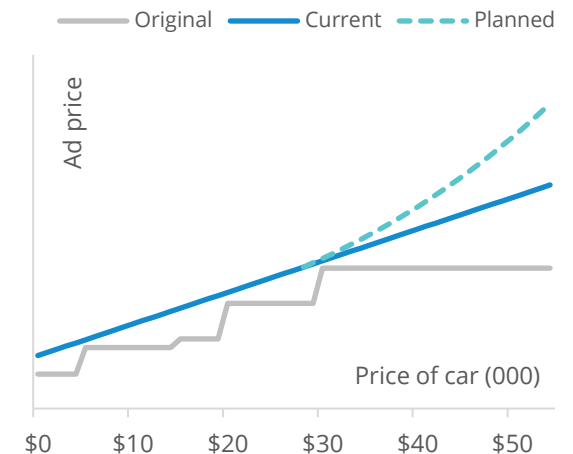
And there is significant runway in further price to value alignment

- Whilst we have increased private yield materially, private cars are under-monetised relative to the value of the cars being sold
- Measured by cost per sale compared to the value of the car, take-rates on private cars have substantial runway
- In H2 we launched micro-bracketing across all Australian verticals which enabled the removal of inefficiencies in our pricing, resulting in a more linear price curve
- We plan to increase yield at the premium end of the market

Private Ad Fee Take-rate



Private Ad Price Curve¹



[1] Illustrative. Shown as a guide to indicate expectation of increased private ad yield. Not a forecast.

Trader Interactive Priorities



100% ownership will unlock and accelerate growth opportunities



Market Leadership

Key priorities

- 1 RV & Powersports**
Extend lead over competition in RV and Powersports
- 2 Commercial Truck**
Continue to grow inventory levels and optimise SEO performance
- 3 Dealer acquisition**
Increase dealer and inventory volumes vs. pcp



New Products and Services

Key priorities

- 1 Dynamic pricing**
Launch dynamic pricing in RVs and explore implementation in Motorcycles
- 2 Media**
Optimise programmatic sales and prioritise the launch of new media products and placements to drive higher revenue per visit



ROI and Value Proposition

Key priorities

- 1 Dealer systems**
Increase the visibility of ROI to dealers with automation of cost of sale reporting, and expand data feeds to increase usage
- 2 Lead volume**
Increase lead volumes delivered to dealers vs. pcp to ensure value proposition remains strong



Digital Retailing & Trade-ins

Key priorities

- 1 Accelerate product**
Leverage carsales IP to evolve digital trade-in offer in Powersports and explore implementation in additional verticals



Cost Synergies

Key priorities

- 1 Supplier contracts**
Migrate contracts onto carsales group contracts where synergies exist
- 2 Finance costs**
Replace the existing debt facility at TI level with upsized debt facilities leading to reduced interest costs through a more efficient capital structure

Encar Priorities



We are making excellent progress on key priorities and will expand our offering in FY23



Guarantee Cars

Encar inspects and guarantees the condition of dealer cars to add trust to the market

FY23 priorities

- 1 Install 3-5 new branches
- 2 Sign new dealers within existing dealer complexes
- 3 Increase volume from existing dealers



Dealer Direct

Consumers sell their car instantly at a great price via a digital dealer auction

FY23 priorities

- 1 Launch Dealer Direct Pro:
Encar will inspect the consumer's car before it is published. The car is shown with a badge indicating that Encar has inspected the car. Inspected cars expected to have higher acceptance to transaction conversion and to be sold at higher prices
- 2 Increase brand awareness through marketing

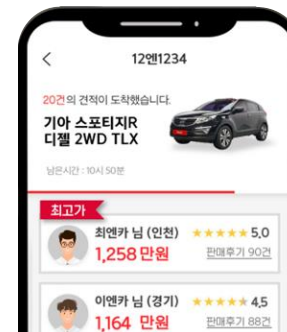


Encar Home

Dealers retail their car completely online using the Encar Home service which includes delivery

FY23 priorities

- 1 Increase dealer participation volume by 20%
- 2 Optimise the detail listing page to improve the consumer experience and explanation of service



Our world-class digital automotive products are enabling further integration with Brazilian dealers

Accelerate growth of new digital products



Easy Private Sale

- FazTudo enables private sellers to outsource a private sale process to webmotors
- webmotors takes photos of the car, publishes the ad, negotiates with buyers and completes all documentation
- webmotors also seeks offers from participating dealers resulting in a faster sale process
- 3-5% fee is payable to webmotors on successful sale of the car



Wholesale

- In H2 FY22, webmotors launched digital vehicle trading platform 'repassse' in the dealer management platform, Cockpit
- Allows digital inventory trading between dealers
- repasse brings offline wholesale negotiations between approximately 18,000 Brazilian dealerships into a digitally native product in Cockpit



Digital Retailing

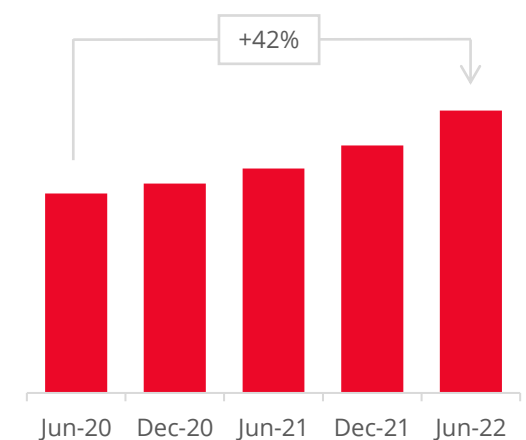
- There is strong consumer demand for a fully digital buying process
- Webmotors' CarDelivery service facilitates digital buying by bringing trade-ins, video calls and live chat into the webmotors app
- After launching in 2020, 53% of all inventory is eligible for CarDelivery

Increase dealer take-rates

FY23 priorities

- 1 Improve lead yield through price optimisations and improvements to the commercial model
- 2 Increase the share of recurring revenue and media and depth products

Dealer average revenue per account (ARPA)



Appendix



Overview of carsales Non-IFRS Financial Information

What is IFRS and non-IFRS financial information?

- IFRS financial information is financial information that is presented in accordance with all relevant accounting standards.
- Non-IFRS financial information is financial information that is presented other than in accordance with all relevant accounting standards. For example:
 - Revenue or profit information calculated on a basis other than under accounting standard definitions or calculated with accounting standards and then adjusted e.g. “adjusted”, “underlying” or “look-through”.

What non-IFRS financial information does carsales disclose in its half year and year end results presentations?

- carsales presents reported financial information for its business segments, associates and investments where applicable IFRS financial information exists. The financial

information presented is sourced directly from financial information prepared in accordance with all relevant accounting standards and has been subject to either review or audit by carsales’ external auditors (PwC).

- In carsales’ investor presentations the company aims to provide equal or greater prominence to IFRS financial information. However, we also present or refer to non-IFRS financial information. Please note, all information labelled “Reported” in this presentation complies with IFRS.
- Non-IFRS financial information is calculated based on statutory IFRS financial information and adjusted to show either a position excluding significant items which have been removed OR presented based on carsales’ effective equity ownership interest of an entity’s underlying revenue, EBITDA or NPAT.
- Any non-IFRS financial information is clearly labelled as “underlying”, “Adjusted” or “look-through” to differentiate it from reported/IFRS financial information.
- carsales provides reconciliations on the face of slides, appendices and in footnotes of

presentations in order to allow the reader to clearly reconcile between the IFRS and non-IFRS financial information.

Why does carsales disclose non-IFRS financial information in its half year and full year results presentations?

- carsales has invested in businesses in Malaysia, Thailand, Indonesia, South Korea, United States, Mexico, Chile, Brazil and Argentina and has become a global portfolio of online automotive assets. Accordingly carsales management believes that the presentation of additional non-IFRS information in its half year and full year results presentations provides readers of these documents with a greater understanding into the way in which management analyses the business as well as meaningful insights into the financial conditions of carsales overall performance.
- The Australian Securities and Investment Commission (“ASIC”) acknowledges the relevance of non-IFRS financial information in providing “meaningful insight” as long as it does not mislead the reader.

Segment Revenue & EBITDA

\$A Millions	Actual Basis ²				Pro-forma Basis ³			
	FY21	FY22	Growth %	CC % ⁴	FY21	FY22	Growth %	CC % ⁴
Dealer	174.2	183.8	5%	5%	174.2	183.8	5%	5%
Private	55.3	69.4	26%	26%	55.3	69.4	26%	26%
Media	47.5	54.5	15%	15%	47.5	54.5	15%	15%
Online Advertising	276.9	307.7	11%	11%	276.9	307.7	11%	11%
Data, Research and Services	42.8	44.1	3%	3%	42.8	44.1	3%	3%
Australia Core	319.8	351.7	10%	10%	319.8	351.7	10%	10%
carsales Investments	27.1	56.5	109%	109%	52.3	56.5	8%	8%
Asia	84.3	95.4	13%	17%	84.3	95.4	13%	17%
Americas	6.7	6.0	(11%)	(7%)	178.3	201.4	13%	10%
Adjusted Revenue¹	437.8	509.5	16%	17%	634.6	705.0	11%	11%
Online Advertising	182.3	198.4	9%	9%	182.3	198.4	9%	9%
Data, Research and Services	28.6	28.8	1%	1%	28.6	28.8	1%	1%
Australia Core	210.9	227.2	8%	8%	210.9	227.2	8%	8%
<i>Australia Core ex Govt. Wage Subsidy³</i>	<i>203.9</i>	<i>227.2</i>	<i>11%</i>	11%	<i>203.9</i>	<i>227.2</i>	<i>11%</i>	11%
carsales Investments	1.0	(1.9)	(292%)	(292%)	0.8	(1.9)	(334%)	(334%)
Asia	43.1	48.1	12%	16%	43.1	48.1	12%	16%
Americas	(0.8)	(1.6)	n/a	n/a	92.4	109.6	19%	15%
Adjusted EBITDA¹	254.2	271.7	7%	8%	347.2	382.9	10%	10%

[1] Adjusted Revenue excludes COVID-19 support rebate provided to dealers, Adjusted EBITDA and Adjusted NPAT are post non-controlling interests and excludes certain non-recurring or non-cash items. See slide 38 regarding the disclosure of non-IFRS Information and slides 41-42 for a reconciliation of Reported to Adjusted Financials. [2] Represents actuals results for FY22. [3] Includes tyreconnect for FY21 and includes 12 months of Trader Interactive (at 100% ownership) financials for FY21 and FY22. [4] Represents growth in local currency

P&L by Country

\$A Millions	Look-through ¹				Excluding Acquisitions ²			
	FY21	FY22	Growth %	CC% ³	FY21	FY22	Growth %	CC% ³
Australia	340.5	402.3	18%	18%	340.5	373.8	10%	10%
International	109.8	206.7	88%	90%	109.8	126.5	15%	17%
Brazil	18.8	25.2	34%	26%	18.8	25.2	34%	26%
United States	-	80.2	n/a	n/a	-	-	n/a	n/a
South Korea	80.1	90.9	14%	17%	80.1	90.9	14%	17%
Chile	4.7	4.8	3%	10%	4.7	4.8	3%	10%
Mexico	1.7	1.1	(34%)	(40%)	1.7	1.1	(34%)	(40%)
Argentina	0.4	0.1	(72%)	(79%)	0.4	0.1	(72%)	(79%)
Other Asia and NZ	4.2	4.4	5%	6%	4.2	4.4	5%	6%
Adjusted Revenue¹	450.3	609.0	35%	36%	450.3	500.3	11%	11%
Australia	210.4	221.5	5%	5%	210.4	221.7	5%	5%
International	50.4	102.7	104%	107%	50.4	57.1	13%	15%
Brazil	8.3	10.7	29%	23%	8.3	10.7	29%	23%
United States	-	45.5	n/a	n/a	-	-	n/a	n/a
South Korea	40.7	45.7	12%	16%	40.7	45.7	12%	16%
Chile	2.0	2.2	8%	12%	2.0	2.2	8%	12%
Mexico	(2.0)	(3.0)	(52%)	(45%)	(2.0)	(3.0)	(52%)	(45%)
Argentina	(0.9)	(0.8)	16%	7%	(0.9)	(0.8)	16%	7%
Other Asia and NZ	2.3	2.3	1%	1%	2.3	2.3	1%	1%
Adjusted EBITDA	260.8	324.2	24%	25%	260.8	278.9	7%	7%
Adjusted EBITDA (Ex Govt. Wage Subsidy)	253.8	324.2	28%	29%	254.0	278.9	10%	11%
Reported Revenue	439.6	608.5	38%	39%	439.6	499.8	14%	14%
Reported EBITDA	248.1	322.4	30%	30%	248.1	277.1	12%	12%

[1] carsales "look-through" methodology: For equity accounted associates and consolidated subsidiaries, add the total adjusted revenue or adjusted EBITDA for the period of ownership within the reporting period multiplied by the ownership % relevant to the specific reporting period. Some "look-through" numbers involve the disclosure of non IFRS information - Refer to carsales' Disclosure of Non IFRS information on slide 38 for further details. [2] Acquisitions refers to the acquisition of Trader Interactive and tyreconnect. [3] CC % represents constant currency growth %, amounts disclosed are in constant currency to normalise FX fluctuations across international subsidiaries & associates.

Reconciliation of Reported to Adjusted Financials

\$A Millions	FY21			FY22			Growth %	
	Reported	Adjustments	Adjusted	Reported	Adjustments	Adjusted	Reported	Adjusted
Revenue	427.2	10.7	437.8	509.1	0.5	509.5	19%	16%
Operating expense	185.7	(2.1)	183.6	239.1	(1.3)	237.8	(29%)	(30%)
EBITDA	241.5	12.7	254.2	269.9	1.8	271.7	12%	7%
<i>EBITDA margin</i>	<i>56.5%</i>	<i>n/a</i>	<i>58.1%</i>	<i>53.0%</i>	<i>n/a</i>	<i>53.3%</i>	<i>n/a</i>	<i>n/a</i>
Depreciation & amortisation	39.8	(7.9)	31.9	46.7	(8.1)	38.6	(17%)	(21%)
Net financing cost	18.7	(4.8)	13.9	17.2	(3.7)	13.6	8%	2%
Income tax expense	55.3	4.1	59.4	62.0	2.0	64.1	(12%)	(8%)
Profits from associates	3.9	0.4	4.3	17.2	22.9	40.0	337%	826%
Fair value revaluation	(0.4)	0.4	-	0.3	(0.3)	(0.0)	(171%)	-
Non-controlling interest (NCI)	(0.5)	-	(0.5)	(0.6)	-	(0.6)	(28%)	(26%)
Net profit after tax	130.7	22.2	152.8	160.8	34.1	194.8	23%	27%

Reconciliation of Reported to Adjusted Financials

Consolidated carsales Group


\$A Millions	FY21			FY22		
	Revenue	EBITDA	NPAT	Revenue	EBITDA	NPAT
Reported Financials	427.2	241.5	130.7	509.1	269.9	160.8
Dealer Support Package	10.7	10.7	7.5	0.5	0.5	0.3
Restructuring and M&A transaction costs	-	2.0	1.5	-	1.7	2.4
Hedge Close out and FX	-	-	4.8	-	(0.4)	3.2
One-off tax adjustment	-	-	1.3	-	-	-
Fair value revaluation post NCI	-	-	0.4	-	-	(0.3)
Total acquired intangible amortisation	-	-	6.7	-	-	23.0
Trader Interactive one-off adjustments ¹	-	-	-	-	-	6.4
Adjusted Financials	437.8	254.2	152.8	509.5	271.7	194.8

Trader Interactive²






\$A Millions	FY22		
	Revenue	EBITDA	NPAT
Reported Financials	163.7	80.0	24.8
carsales Ownership %	49%	49%	49%
Carsales Share (AUD)	80.2	39.2	12.1
Restructuring, M&A and Initiative costs	-	6.4	6.4
Acquired intangible amortisation	-	-	16.0
Adjusted Financials	80.2	45.6	34.6

[1] Trader Interactive One-Off Adjustments include Restructuring, M&A and Initiative costs. Acquired intangible amortisation related to Trader Interactive is included in the "Total acquired intangible amortisation" line. [2] Table represents underlying results of Trader Interactive for the 10-months of ownership from 1st September 2021.

Total Addressable Markets – Emerging Digital Opportunities

Australia Auto – Emerging Digital Opportunities			
Market	Digital Retailing	Digital trade-in	Finance Commissions
Product	SELECT 	INSTANT OFFER	Dealer Finance
Annual transaction volume ¹	1.0m (B2C - used)	2.25m (trade-in + C2C)	2.0m (B2C)
Addressable share	15% ²	20% ²	5% ²
Total addressable volume	150k	450k	100k
Average margin	\$3,585 ³	N/A	\$2,450 ⁴
Margin pool	\$538m	N/A	\$245m
Addressable share of margin / fee	15% – 25% (typical ecommerce margin)	\$500 / car	20%
Total addressable market	\$81 – \$135m	\$225m	\$50m

Total Addressable Markets – United States

	Total	Recreational Vehicles (RVs)	Powersports	Commercial Trucks	Equipment
Key Brand					
Annual sales volume	15m	0.75m	1.5m	10m	2.5m
Average unit price	x \$35k	\$32k	\$10k	\$35k	\$60k
Annual sales value	= \$516bn	\$24.5bn	\$16bn	\$335bn	\$140bn
Marketing % of sales	x 0.6%	2%	2%	0.5%	0.5%
Total addressable market	= \$3.2bn	\$0.5bn	\$0.3bn	\$1.7bn	\$0.7bn
Digital penetration	x 53%	55%	75%	55%	40%
Total addressable digital market	= \$1.6bn	\$0.3bn	\$0.2bn	\$0.9bn	\$0.3bn



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