



full year results presentation to 30 June 2015

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 as 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, “proforma”, “underlying” 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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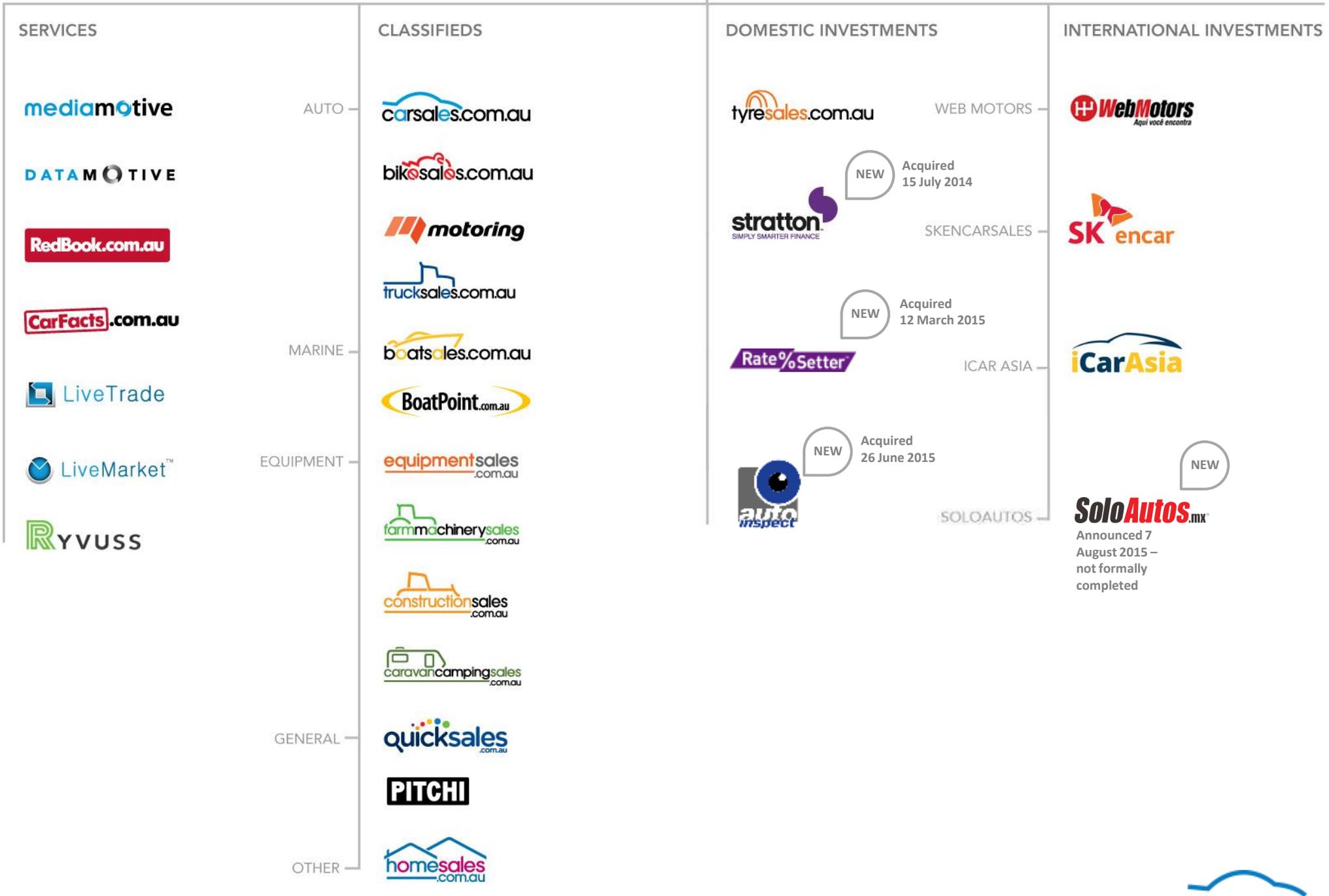


Key Messages

to 30 June 2015



Organisational Structure



Overview of FY15



**REPORTED
REVENUE up
32% to \$312m**



**REPORTED
EBITDA up
12% to \$154m**



**REPORTED NPAT
(post NCI) up 8%
to \$103m**

FINANCIAL OVERVIEW

- Another record full year result.
- FY15 pcp growth in revenue of 32%, EBITDA of 12% and NPAT (before one-off gains and post NCI) of 4%. Reported NPAT post NCI up 8% to \$103m.

DOMESTIC OVERVIEW

- Continued strong domestic revenue growth well supported by new business initiatives.
- Finance and Related Services performed very strongly.
- Solid growth across a number of core business lines, including dealer and data, research and services.

INTERNATIONAL OVERVIEW

- SKENCARSALES continues its rapid evolution with underlying revenue for the period up 31% pcp and margins continuing to expand to 64%.
- Webmotors on track with underlying revenue up 21% on pcp. Continued to invest in building market position and business capability throughout the year.



Reported Group Financial Performance

to 30 June 2015

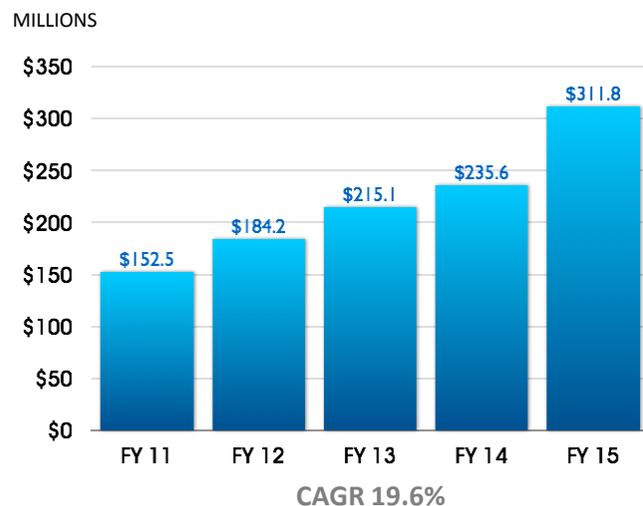


Financial Overview

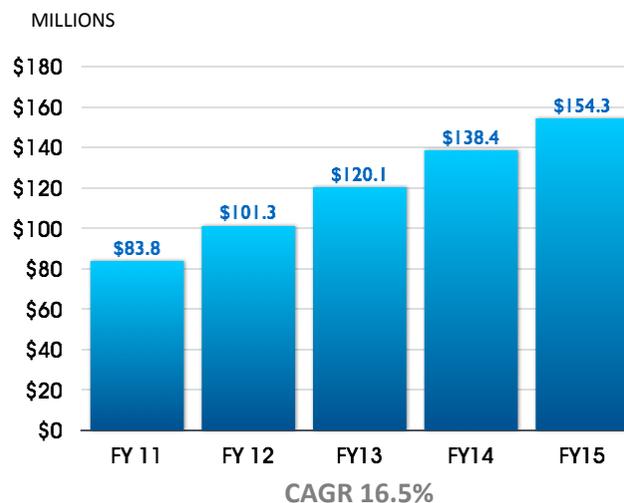
- Strong growth in revenue rising to \$311.8m, up by 32% on pcp.
- Operating expenses (before interest and D&A) up 62% on pcp predominantly due to Stratton acquisition (see slide 9 for further details).
- EBITDA up 12% on pcp to \$154.3m.
- One-off non-cash gain of \$3.5m on associate dilution reflects accounting treatment for dilution of iCar stake to 20.2%.
- EPS before one-off gains of 41.7 cents per share, up 1.5 cents (4%) on the prior year. Reported EPS up 3.0 cents per share to 43.2.
- Due to sufficient cash and confidence in future earnings the Directors have declared a total FY15 final dividend of 19.1 cents per share (final 17.7 plus special 1.4 cents per share) up 10% on pcp (FY14 final dividend of 17.4 cents per share). Full year dividends of 35.3 cents per share up 10% on pcp.

| Year Ending 30 June 2015 | \$A Millions | | Growth | |
|--|--------------|--------------|-------------|------------|
| | FY14 | FY15 | \$'s | % |
| Revenue | | | | |
| Online Advertising | 203.9 | 216.5 | 12.6 | 6% |
| Data & Research | 29.1 | 33.0 | 3.9 | 14% |
| International | 2.6 | 2.9 | 0.3 | 11% |
| Finance and Related Services | - | 59.4 | 59.4 | n/a |
| Total Revenue | 235.6 | 311.8 | 76.2 | 32% |
| Operating Expenses (Before Interest and D&A) | 97.2 | 157.5 | 60.3 | 62% |
| EBITDA | 138.4 | 154.3 | 15.9 | 12% |
| <i>EBITDA Margin</i> | <i>59%</i> | <i>50%</i> | | |
| D&A | 3.3 | 4.7 | 1.4 | 42% |
| EBIT | 135.1 | 149.6 | 14.5 | 11% |
| Net Interest Expense | 2.9 | 8.5 | 5.7 | (199%) |
| Profit Before Tax | 132.3 | 141.1 | 8.8 | 7% |
| Income Tax Expense | 39.4 | 42.3 | 2.9 | 7% |
| Profits from Associates | 3.4 | 4.9 | 1.5 | 45% |
| Gain on associate dilution | - | 3.5 | 3.5 | n/a |
| Outside Equity Interests | (0.8) | (4.0) | (3.2) | 400% |
| Net Profit After Tax | 95.5 | 103.2 | 7.7 | 8% |
| Earnings Per Share (cents) | 40.2 | 43.2 | 3.0 | 7% |

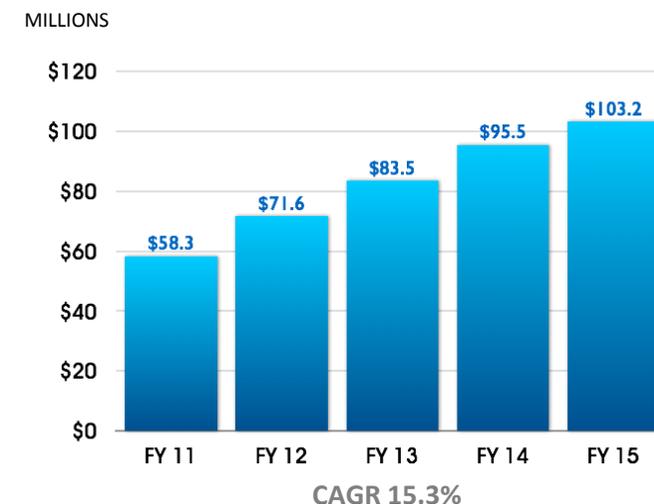
REPORTED OPERATING REVENUE



REPORTED EBITDA



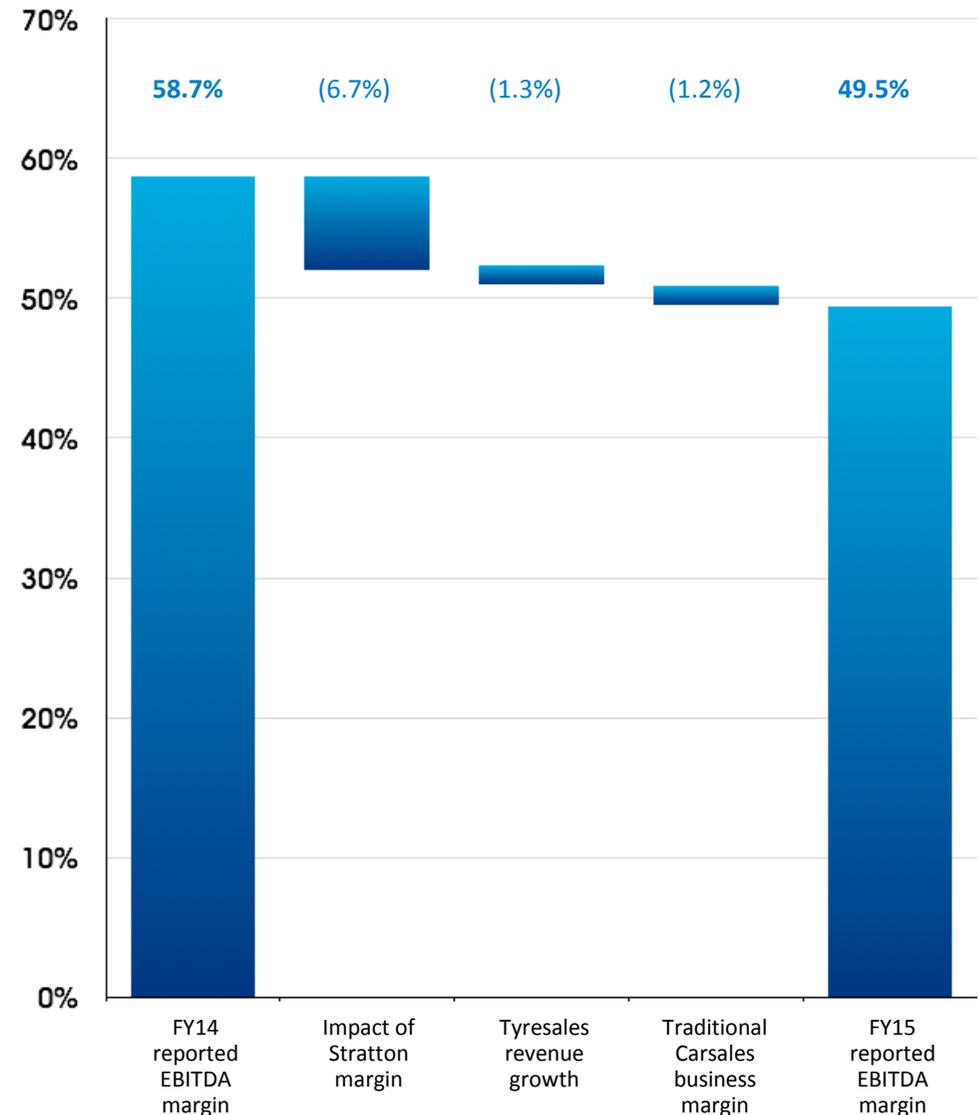
REPORTED NPAT (post NCI)



Financial Overview continued...

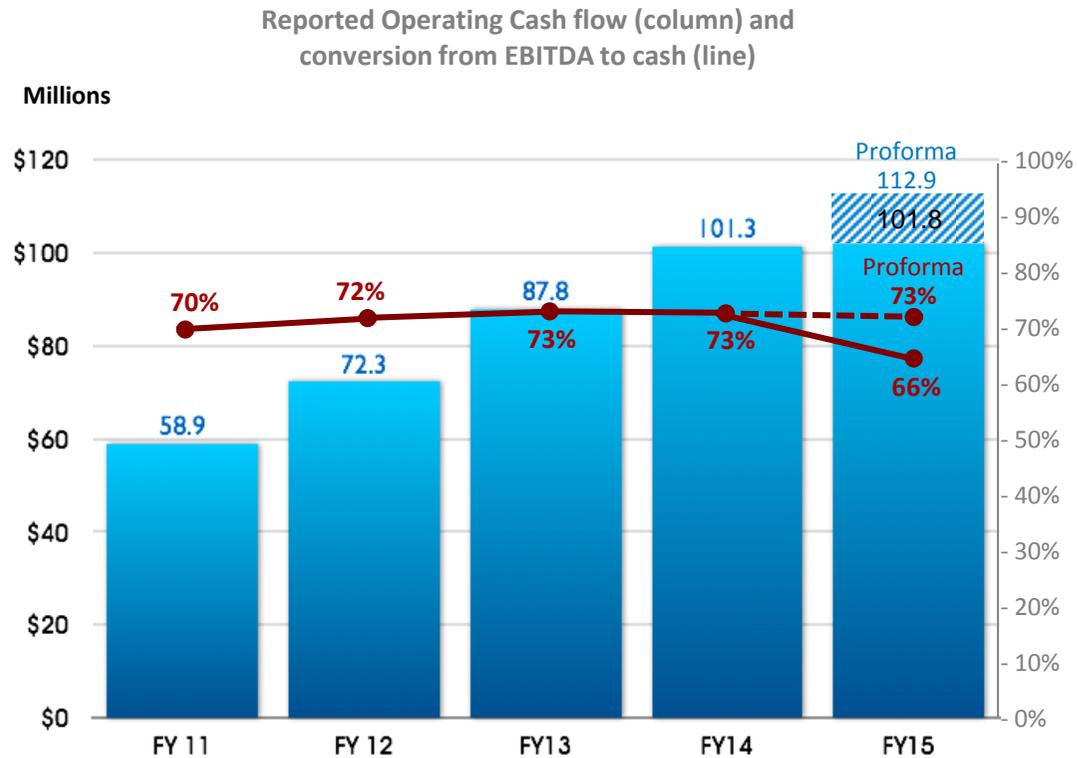
- Reported EBITDA margin has increased from 48.3% in H1 FY15 to 49.5% for the FY15 financial year. The acquisition of Stratton is the principle reason for the decrease in margin from 58.7% in FY14 to 49.5% in FY15 (see chart).
- As a result of one-off costs associated with business development, along with increases in headcount in sales and technology, traditional business EBITDA margin has decreased slightly by approximately 1.2%.
- Strong tyresales growth at lower EBITDA margins impacts (~1.3%) on pcp (improved on H1 FY15 at (~2.0%)) as we continue to invest and build market share.
- Stratton margin impact slightly improved from H1 FY15 due to strong revenue growth.
- FY15 margin is the baseline for the company to grow from going forward.
- Including Stratton carsales now has 650 employees.

Reported EBITDA Margin Bridge

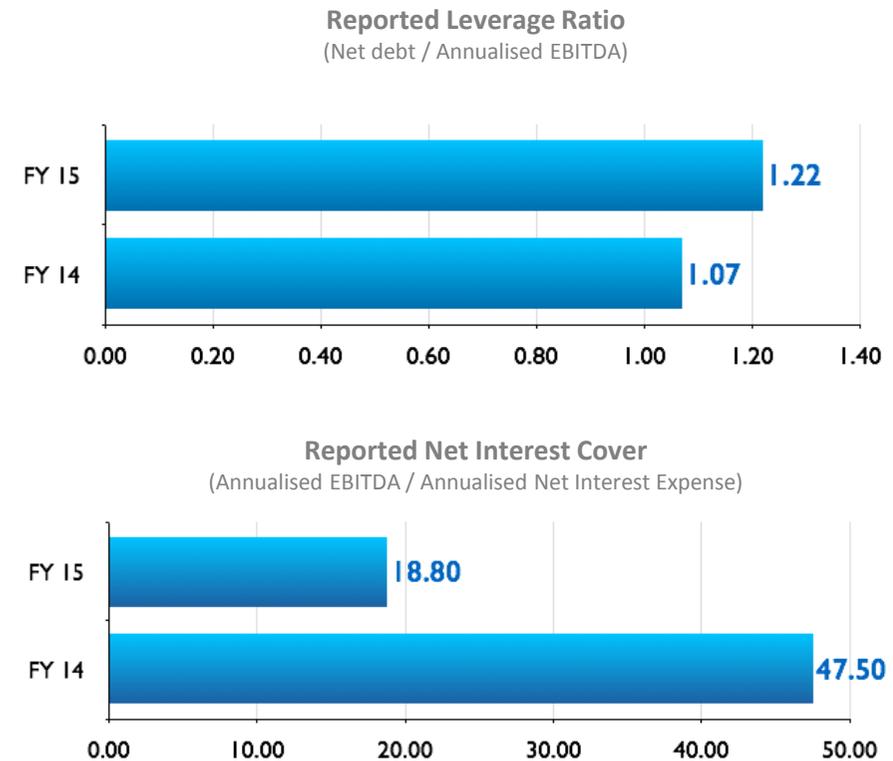


Reported Debt and Cash flow

Continued strong operating cash flows*



Comfortable credit metrics



- Reported Net Debt** of ~\$188m as at 30 June 2015. ~\$40m increase on 30 June 2014 due to investments offset by cash inflow.
- Solid cash conversion of earnings with Operating cash flow/rolling 12 month EBITDA at 66%, the decrease from prior year primarily reflecting the cash payment by Stratton of pre-acquisition tax liabilities and a move to monthly tax payments for CAR (from quarterly). Removing the tax impact, proforma operating cashflow would be \$112.9m and 73% conversion from EBITDA.
- Implemented a \$325m refinancing program in February 2015 via a syndicated debt facility to support future business growth.

*Reported Operating cash flows have been re-presented in line with the FY15 annual report cashflow to present finance income as an investing cashflow, and finance expense as a financing cashflow.

** Net debt includes total borrowings less total cash as at 30 June 2015 per published balance sheet. Ratios above are based on reported financial outcomes and may vary with bank covenant definitions.



carsales Domestic

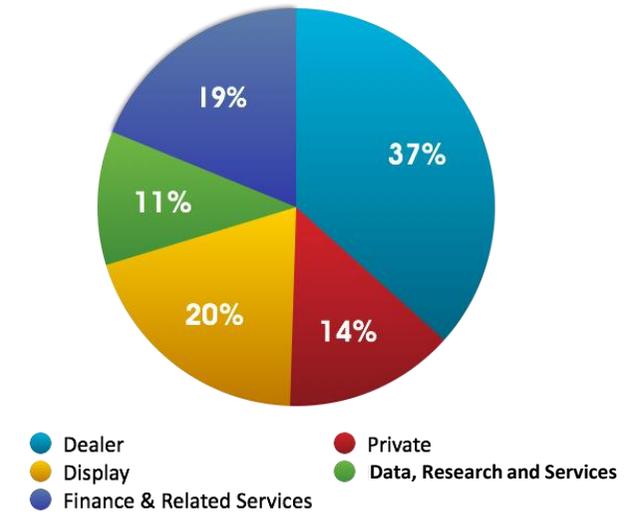
to 30 June 2015



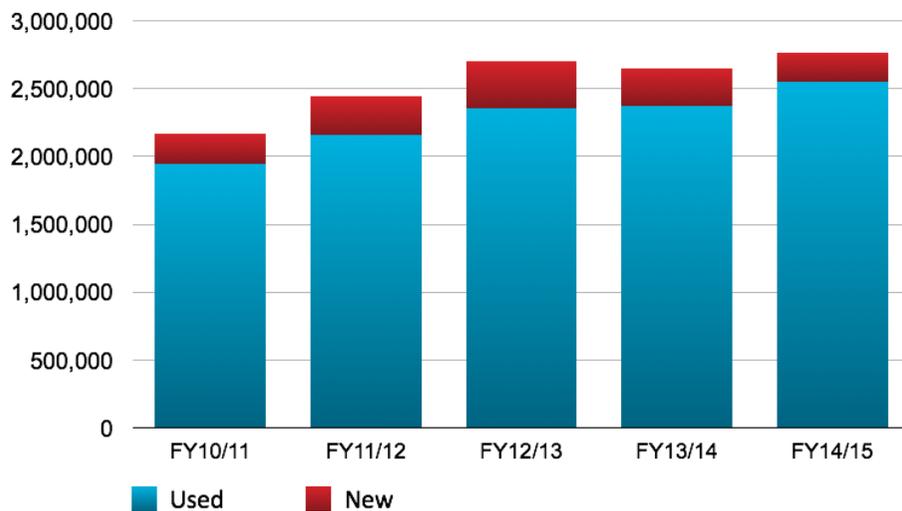
Domestic Revenue Performance - Summary

| Year Ending 30 June 2015 | \$A Millions | | Growth | |
|------------------------------|--------------|--------------|-------------|------------|
| | FY14 | FY15 | \$'s | % |
| Operating Revenue | | | | |
| Dealer | 105.2 | 112.9 | 7.7 | 7% |
| Private | 39.9 | 43.0 | 3.1 | 8% |
| Display | 58.8 | 60.6 | 1.8 | 3% |
| Data, Research and Services* | 29.1 | 33.0 | 3.9 | 14% |
| Finance and Related Services | - | 59.4 | 59.4 | n/a |
| Total Revenue | 233.0 | 308.9 | 75.9 | 33% |

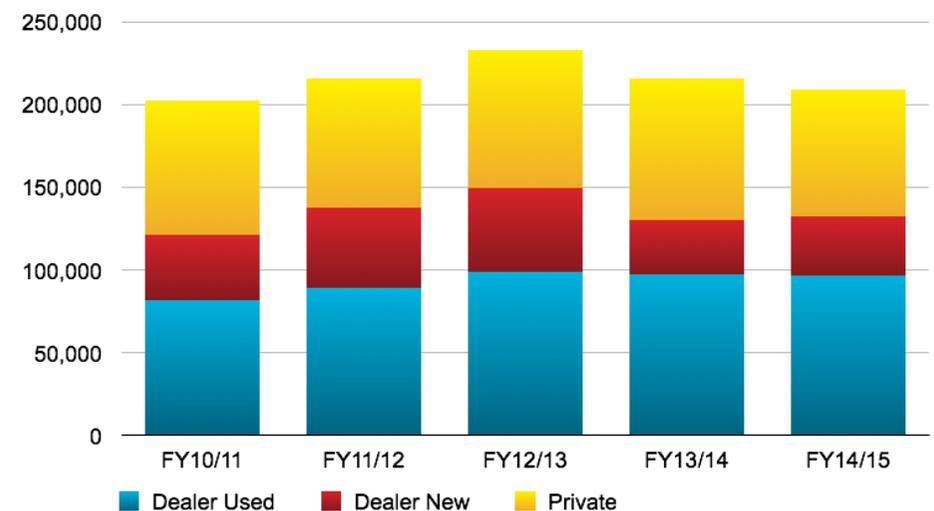
FY15 SEGMENT REVENUE



Automotive Enquiry Volumes for the financial year



Automotive Inventory at 30 June



* Dealer and Data Services has been renamed to Data, Research and Services.

Domestic Revenue Performance by Segment

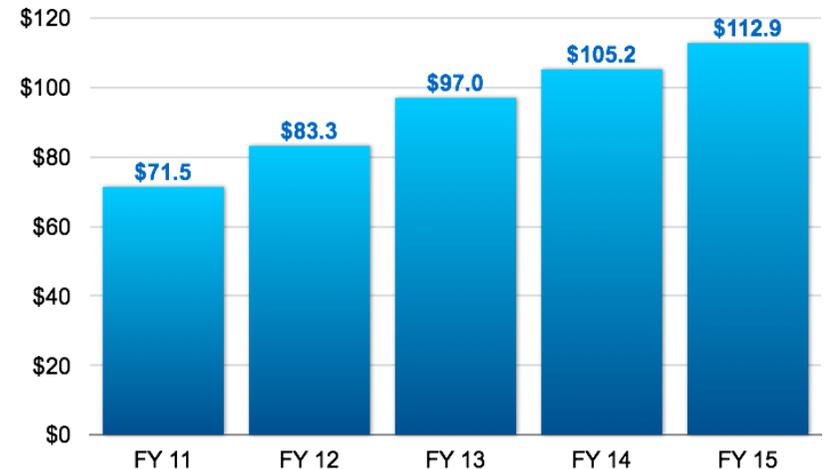
Dealer revenue up 7% on pcp to \$112.9m

Pleasing dealer automotive enquiry volume up 4.4% on pcp. Beginning to see positive signs on new car inventory and enquiry volumes.

Growth from increased yield across the board. Solid growth in premium advertising products such as Guaranteed Top Spot and Top Deals.

Dealer used vehicle inventory similar to prior year. New car inventory up 8% on pcp to around 35,000 cars as a result of some manufacturers returning inventory to carsales.

Dealer Millions



CAGR 12.1%

Private revenue up 8% on pcp to \$43.0m

Domestic investment in tyresales is continuing to demonstrate strong growth in the B2C segment.

Private time to sell was quicker on average by ~11% throughout the year which led to private inventory reducing by ~11% on pcp to around 77,000 cars at 30 June 2015. This is a very positive consumer metric.

Yield positive on private sales, with premium products continuing to outperform. Non-auto vertical sites yield also improved. Private revenue benefited from the standard automotive price rise in December 2013 that cycled through in the first half.

Private Millions



CAGR 7.5%

Domestic Revenue Performance by Segment

Data, Research and Services revenue up 14% to \$33.0m

Solid continued growth in Livemarket and Livetrade products.

Redbook Australia continued to perform well and maintained its double digit growth.

Dealer services performed well across the board. The recently acquired Auto Inspect anticipated to be a solid contributor in FY16.

Finance and Related Services Revenue of \$59.4m

Very pleased with the performance of our financial services investments.

Strong growth expected to continue into FY16.

Display revenue up 3% to \$60.6m

Initiatives to improve direct relationships with advertisers and OEMs are tracking well. High levels of engagement are being driven by proprietary data, analytics and insights and we continue to invest in this area.

Continuing to reinvigorate our display products to focus on where we are strongest – influencing consumer intent. Transition from ‘spots and dots’ banner ads to scalable ‘native’ and integrated ads accelerating and showing encouraging signs for future growth.

Data, Research and Services



Display



New Domestic Investments

Ratesetter

Stratton and carsales acquired 20% of the Ratesetter business during the year for approximately \$10m.

Ratesetter is an innovative *peer-to-peer* financier that provides excellent synergies for short term or low priced vehicle finance.

Will be equity accounted by CAR from FY16.

Rate%Setter

Borrowing Lending About Us Help Centre Contact

Helping Australians do better, together

RateSetter is an online marketplace where people lend and borrow money. By cutting out traditional middlemen both investors and creditworthy borrowers can get better rates.

8.4% Annual rate vs 10.3% Comparison rate*

• Loans from \$2,000 to \$35,000
• Borrow for 6 months to 5 years

Get a 1 min RateEstimate PROCEED

What is RateSetter? 9%

RateSetter connects lenders who want a better return on their money with creditworthy borrowers who want a simple, competitive personal loan. Our goal is to ensure both lenders and borrowers get a better deal.

Learn About RateSetter

Provision Fund

RateSetter's unique Provision Fund can help protect lenders in the event of a borrower's late payment or default.

Learn About The Provision Fund

"One of the world's largest peer-to-peer lending groups has unveiled a new Australian operation"

THE AUSTRALIAN

"to mitigate against risks of borrower default, RateSetter will have a Provision Fund"

FINANCIAL REVIEW

"Watch out big banks, here comes RateSetter"

The Sydney Morning Herald

Auto Inspect

Acquired a 50.1% stake in Auto Inspect on 26th June.

Auto Inspect is a national provider of mobile vehicle inspection and verification services.

Anticipate solid contribution in FY16 as consumers look for more surety around vehicle quality.

Rapidly growing business, with many potential integration points across the carsales network.

buying a used car?
get it checked with auto inspect!

australia wide
ph: 1300 373 992

auto inspect

home about us our services going green car buying tips contact us

use our specialist mechanics to buy your next car with confidence

book now enquire now view info

australia wide mobile vehicle inspections for:

Cars | Trucks | Caravans | Motorbikes

Auto Inspect is one of Australia's leading national providers

Specialist mechanics offering a professional MOBILE service

Detailed inspection, Road Test, Digital Report, Photos + History Check

Peace of mind and negotiating power when buying your next car

Discounts on AIDA, Repairs, Insurance from our well known partners

quick enquiry form

First Name

Phone

Email

Car make, model & year

Car location

send

carsales International

to 30 June 2015



International Portfolio



- **International Key Highlights**
- International now accounts for around 10% of our business.
- Double digit revenue growth rates maintained across International.
- Investment continuing to position for future growth.
- SoloAutos expected to complete H1 FY16



Asia – Underlying Results

SKENCARSALES Financials (49.9% Owned - Equity Accounted by CAR)

| Pro-Forma (100%) | 12 months to June | 12 months to June | PCP |
|---------------------|-------------------|-------------------|-----|
| | 30, 2014 | 30, 2015 | |
| | KRWb | KRWb | % |
| Underlying Revenue* | 19.0 | 24.9 | 31% |
| Reported EBITDA | N/A | 15.9 | N/A |
| Reported EBITDA(%)* | 51.0 | 63.7 | N/A |
| Cash Balance | 11.4 | 15.8 | 31% |

carsales Reported Earnings

| | AUDm | AUDm | % |
|--|------|------|------|
| Reported NPAT (Share of Associate Earnings)* | 0.8 | 4.7 | 488% |

Key Drivers

| | Jun 30, 2014 | Jun 30, 2015 | % |
|---------------------------|--------------|--------------|-------|
| | 000's | 000's | |
| Inventory | 60.6 | 64.6 | 7% |
| Unique Visitors (Desktop) | 5,745 | 4,584 | (20%) |
| Unique Visitors (Mobile) | 6,322 | 7,122 | 13% |

RedBook Asia and New Zealand (100% owned / Consolidated by CAR)

| Pro-Forma | 12 Months to June | 12 Months to June | PCP |
|------------------|-------------------|-------------------|-----|
| | 30, 2014 | 30, 2015 | |
| | AUDm | AUDm | % |
| Reported Revenue | 2.6 | 2.9 | 11% |
| Reported EBITDA | 1.4 | 1.6 | 12% |

iCar Asia Financials (20.2% Owned - Equity Accounted by CAR)

| Pro-Forma | 12 Months to June | 12 Months to June | PCP |
|---|-------------------|-------------------|-------|
| | 30, 2014 | 30, 2015 | |
| | AUDm | AUDm | % |
| Reported NPAT (Share of Associate Earnings excl. one-off acctg gains) | (2.0) | (3.3) | (65%) |

* SKENCARSALES stake was acquired on 15 April 2014. Underlying revenue growth is based on the management accounts for the 12 month period to 30 June 2014; reported EBITDA(%) and NPAT is based on the reported ownership period from 15 April 2014 to 30 June 2014 in the pcp.

Revenue and EBITDA stated is 100% of the revenue and EBITDA for the business over the carsales ownership period. The carsales share of NPAT is based on owning the percentage set out above for the relevant ownership period. See slide 33 for disclosure on non-IFRS information.



Strong Financial Results.

Underlying full year revenue growth up 31% on pcp and reported growth up 424%. Significant growth in dealer through customer acquisition and yield growth through a September dealer price rise. Display revenue also continues to be strong supporting new OEM market entrants.

Private ads charged for from April 2015 onwards with minimal inventory impact. EBITDA margins expand from 51% for pcp to 63.7%.



Solid performances across Asian countries, reflecting solid cost control. New Zealand pcp performance stable.



CAR equity % diluted from 22.9% to 20.2% due to a capital raise by iCar to fund the acquisition of one2Car in Thailand. One-off accounting gain of \$3.5m recorded as a result.



Latin America – Underlying Results

WebMotors Financials (30% owned - Equity Accounted by CAR)

| Pro-Forma (100%) | 12 Months to June 30, 2014 | 12 Months to June 30, 2015 | PCP |
|-------------------------|----------------------------|----------------------------|---------|
| | BRLm | BRLm | % |
| Reported Revenue | 72.8 | 87.7 | 20.5% |
| Reported EBITDA | 28.1 | 23.5 | (16.3%) |
| Reported EBITDA (%) | 38.6 | 26.9 | - |
| Reported NPAT | 32.4 | 25.5 | (21.3%) |
| Underlying Cash Balance | 194.2 | 202.5 | 8.3% |

carsales Reported Earnings

| | AUDm | AUDm | % |
|---|------|------|-------|
| Reported NPAT (Share of Associate Earnings) | 4.6 | 3.5 | (24%) |

Key Drivers

| | April 30, 2014** 000's | April 30, 2015** 000's | % |
|---------------------------|---------------------------|---------------------------|-----|
| Inventory* | 250.7 | 289.8 | 16% |
| Unique Visitors (Desktop) | 5,579 | 7,094 | 27% |
| Unique Visitors (Mobile) | 1,685 | 2,833 | 68% |

* Inventory and Unique Visitors is the combined inventory of Webmotors, Compreauto and meucarango and has not been de aggregated.

** Inventory and Unique visitors measured at 30, April 2014 and 2015 due to the impact of the World Cup in May and June 2014.

Revenue and EBITDA stated is 100% of the revenue and EBITDA for the business over the carsales ownership period. The carsales share of NPAT is based on owning the percentage set out above for the relevant ownership period. See slide 33 for disclosure on non-IFRS information.



WebMotors solid top line growth

Revenue growth of 20.5% on pcp, with dealer, private and display all achieving strong double digit growth, despite ongoing economic challenges.

WebMotors' leadership position in Brazil is maintained with combined (Meucarango, Compreauto and WebMotors) inventory almost double closest competitor. Solid traffic growth ahead of the market.

Continued investment in people, marketing and technology, in addition to one off head office relocation costs and associated fixtures and fittings write off and a one off adjustment for the acquisition of Meucarango has led to a reduction in EBITDA margins in the current year.

Integration of vMotors (acquired December 2014) dealer and data services across Webmotors platforms progressing well.

Profitability and margins expected to improve in FY16 as investments in headcount begin to normalise, assuming no changes to economic conditions.



Investment in Mexico

Mexico presents an attractive market for investment

Second largest economy in Latin America (behind Brazil).

Population of over 120 million people; internet usage at around 59 million.

Mexico's 2015 first quarter new car sales volumes increased 22% year on year, spurred by solid employment gains, rising real wages strengthening consumer confidence and improved vehicle affordability.

Immature online auto classifieds market with no clear winner.

SoloAutos (www.soloautos.mx)

One of the leading automotive websites in Mexico with a scalable, premium model.

Traffic characterises a strong brand with 100% organic search and low bounce rate.

Currently predominantly focused in the state of Jalisco (Mexico's second most populous state); significant upside to grow outside this region.

Tangible upside identified using carsales' IP, technology and expertise, especially in digital marketing.

Key deal points

Announced agreement to acquire 7 August 2015 – expected to complete in H1 FY16.

Proven local partner with current owner to retain 35% stake and remain CEO.

Purchase price includes significant component of working capital to fund identified growth projects – total investment will be up to US \$9m. carsales retains the right to increase its ownership in around 3 years.

Don't anticipate a material impact to earnings in the first year of acquisition.

SoloAutos.mx®

The screenshot displays the SoloAutos.mx website interface. At the top, there are navigation links and a search bar. Below the navigation, there are featured car listings: a 2014 Toyota RAV4 for \$29,390 and a 2015 Mercedes-Benz GL350 for \$134,990. The main content area is divided into sections for 'Búsqueda de vehículos' (Vehicle Search) with filters for make, model, price, and location; 'Autos Nuevos' (New Cars) with a search button; 'Búsqueda Inteligente' (Smart Search) and 'Entrega Inmediata' (Immediate Delivery) options; 'Búsqueda por Categoría' (Search by Category) and 'Búsqueda por Tipo' (Search by Type) sections; and a 'cityexpress hoteles' advertisement on the right side.

Outlook

to 30 June 2015



Performance Outlook

carsales Domestic Outlook

Domestic trading conditions in the first 6 weeks of FY16 have remained solid. A more detailed trading update will be provided at the October AGM.

Expect to continue seeing further growth from newer domestic investments in tyresales and Stratton along with new investment in Auto Inspect. Anticipate EBITDA margins being maintained around current levels.

carsales International Outlook

Expect ongoing development of the business models in Korea and Brazil to continue and subject to market conditions being maintained in these markets we expect to see solid earnings growth for each.

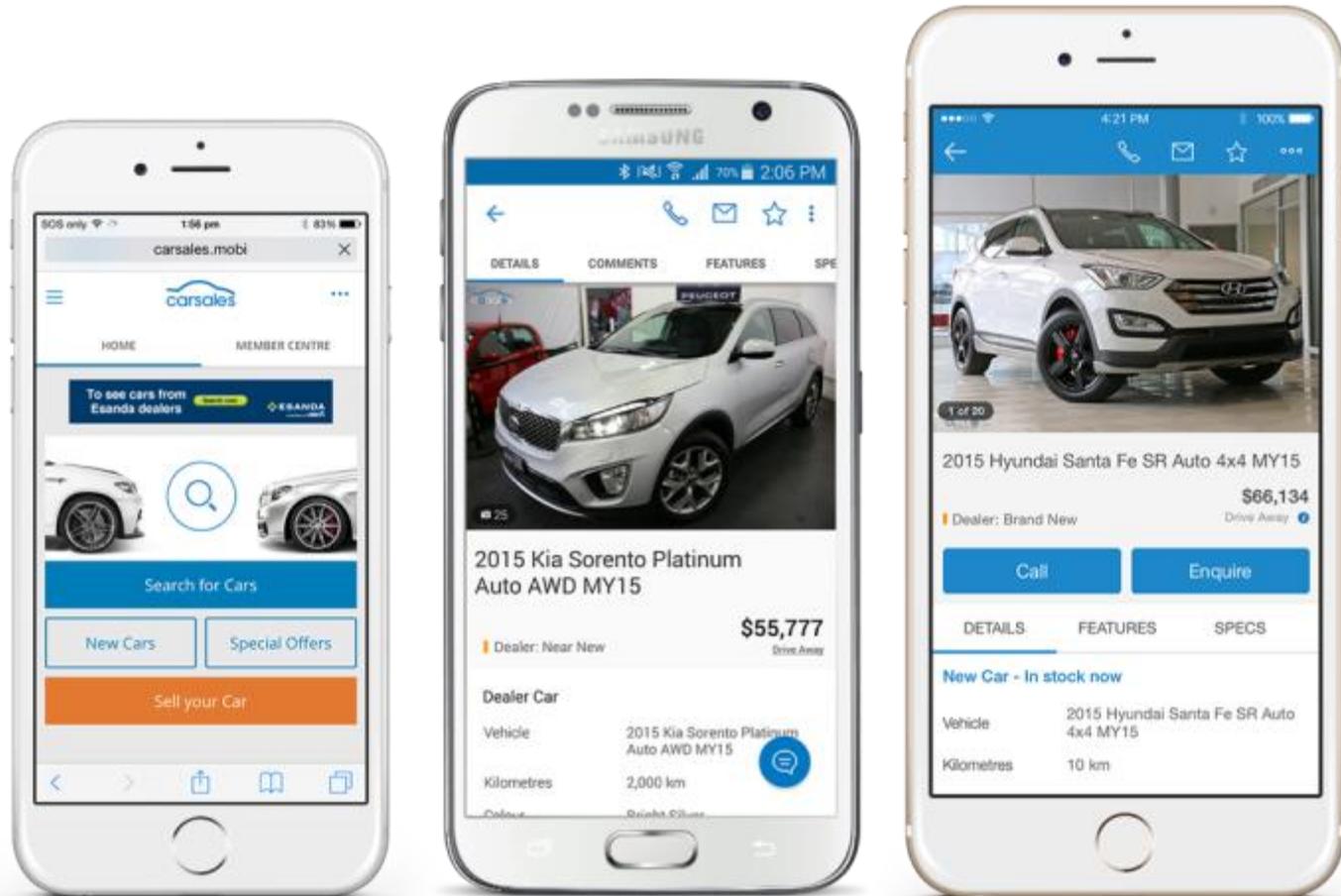


New Product Releases

to 30 June 2015



New App and Mobile Design



Apple Watch



Location Search

2013 Mazda 3 SP25 GT Manual

- 4cyl 2.5L
- Manual
- Sedan
- 0 km

All new Mazda 3! Come in and experience the next level of driving enjoyment. A totally new generation of vehicle, it delivers sophisticated design an...

★ Save Enquire

34,195
Drive Away

New Car: In Stock

Less than 10kms

2014 Mazda 2 Neo Manual

- 4cyl 1.5L
- Manual
- Hatch
- 0 km

The biggest and best Mazda dealer in Australia, we have the full range on display including all colours and models on display 7 days per week. All in ...

★ Save Enquire

\$17,390
Drive Away

Special Offer*

New Car: In Stock

Less than 25kms

VIC **View**

Guaranteed Consideration

Have You Considered? **SPONSORED**

2015 Holden Insignia VXR GA Auto AWD MY15.5

FEATURED



- 6cyl 2.8L
- Automatic
- Sedan

From
\$58,194
 Drive Away
\$52,540*
 Excl. Govt. Charges

New Car

View

This Stunning Brand New Holden Insignia 2015 VXR is designed to accommodate every family member. This car comes with enough seats for 5. The integrated Bluetooth system connects your



Dealer Premium Products

216,658 Cars For Sale Page 1 of 1025

2014 Ford EcoSport BK Titanium PowerShift



4cyl 1.5L
Automatic
SUV
19 km
Less than 25kms

\$23,990
Drive Away
CarFacts

Dealer: Used Car
VIC [View](#)

2008 Holden Ute VE SV6



6cyl 3.6L
Manual
Ute
68,652 km
More than 100kms

\$25,500*
Private Seller Car
CarFacts

68652 km on odometer only. This Holden Ute has hard tonneau cover, illuminated steering wheel, cruise control and multi-function...

QLD [View](#)

2015 Ford Falcon FD X OSE Turbo Sports Automatic



6cyl 4.0L
Automatic
Sedan
985 km
Less than 25kms

\$44,990
Drive Away
CarFacts

Dealer: Near New
VIC [View](#)

2005 Subaru Liberty 4GEN Sports Automatic All Wheel Drive MY05



4cyl 2.0L
Automatic
Sedan
190,000 km
More than 100kms

\$7,900*
Private Seller Car
CarFacts

How to driving? This 2005 Subaru Liberty is the ideal fit. It has air conditioning, turning the scorching summer into a mild winter with...

QLD [View](#)

2011 Renault Koleos Dynamique Sports Automatic



4cyl 2.0L
Automatic
SUV
85,822 km

\$19,990
Drive Away
CarFacts

2.0L TR TURBO DIESEL 4x4 - FACTORY NAVIGATION - LEATHER SEATS THROUGHOUT - CRUISE CONTROL - DUAL ZONE CLIMATE CONTROL - TOW PACK - 17" ALLOYS - PUSH...

Dealer: Used Car
VIC [View](#)

2007 BMW M6 E64 Seq. Manual Auto-Single Clutch MY07



10cyl 5.0L
Automatic
Convertible
75,000 km

\$69,000*
Private Seller Car
CarFacts

The best value genuine convertible sports car you can buy. The BMW M6 comes with all the accessories as standard, including heads-up display, full leather...

SA [View](#)

2007 Chrysler PT Cruiser Touring MY07



4cyl 2.4L
Manual
Convertible
153,517 km

\$9,950*
Excl. Govt. Charges
CarFacts

Quality cars at unbeatable prices. Immediate delivery. Trade-ins welcome. Same day finance T.A.P. Interstate Delivery Available.

NSW [View](#)

2008 Audi A4 multitronic



4cyl 1.8L
Automatic
Wagon
82,745 km

\$19,000*
Private Seller Car
CarFacts

A beautiful and immaculate car - extremely well maintained. Owner with meticulous attention to cleanliness and maintenance. I LOVE this car - so drive...

VIC [View](#)

1990 Nissan Pulsar N13 S2 GL Vector



4cyl 1.6L
Automatic
Sedan
178,260 km

\$230*
Private Seller Car
CarFacts

QLD [View](#)



LiveConnect



Call the dealer for free!

We'll call you on 0477 550 [redacted]
and connect you to the dealer.

[Edit my number](#)

Call me now

OR

Call the dealer on

Standard call costs apply

03 9188 [redacted] 

Car Code: 1013



One Autogate for cars

 Dashboard
 Prospects (Leads)
 Inventory
 Reports
 Settings
 Feedback

DATAMOTIVE



Performance Manager: Support: 1300 728 800

Products ▾ Support Mode ▾ 

[Take Autogate Tour](#)

 Last logged in 5 hours ago. Here's whats going on in your dealership

 **78 Unactioned Prospects**

Dealer statistics Last 30 days

Active Prospects

– Personal **293** Dealership

Closing Rate

– Personal Dealership

Response Time

– Personal Dealership

Time to Result

– Personal **3d 13h 52m** Dealership

Overview

Prospects

| Status | New | Demo | Used |
|-------------|-----|------|------|
| Unallocated | 0 | 0 | 0 |
| Unactioned | 2 | 0 | 65 |

Inventory

| Status | New | Demo | Used |
|-------------|-----|------|------|
| Published | 0 | 0 | 75 |
| Unpublished | 0 | 0 | 2 |
| No Price | 0 | 0 | 0 |
| No Photos | 0 | 0 | 6 |
| No Comments | 0 | 0 | 0 |

Things to do today Click to action

Prospects

-  **CARSALESCONNECT PROSPECT**
 9 days 7 hours 36 minutes ago
-  **CARSALESCONNECT PROSPECT**
 9 days 7 hours 36 minutes ago
-  **CARSALESCONNECT PROSPECT**
 9 days 7 hours 36 minutes ago
-  **CARSALESCONNECT PROSPECT**
 9 days 7 hours 36 minutes ago
-  **CARSALESCONNECT PROSPECT**
 9 days 7 hours 36 minutes ago

[Show more prospects \(max 20\)](#)

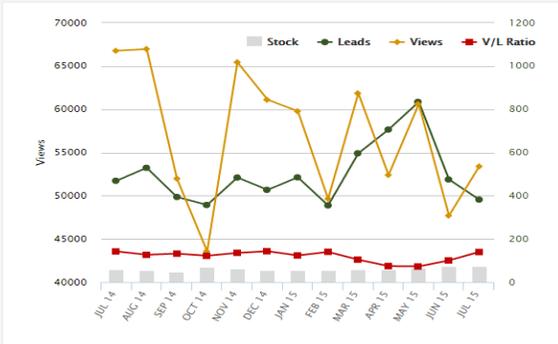
Inventory

 **No photos**
6 car(s) have no photos

-  **Pending Results**
 You need to resolve **2** prospects
-  **Contact watchers**
 You can make an offer to **949** people

 Help

Dealer Snapshot





Dealer Self Service

 Dashboard

 Prospects
(Leads)

 Inventory

 Reports

 Settings

 Feedback

DATAMOTIVE
Products ▾ Support Mode ▾ ●●●●●●●●●● ▾ 

AutoGate

Performance Manager: ●●●●●●●●●●
Support: 1300 728 800

Products ▾
Cart
 Print

Promote

Promote your items within Carsales, purchase upgrades for your inventory to increase exposure.

20 of 102 item(s) returned

| Item | Price | Status | | Age | Health | CarFacts Select all | Showcase Select all |
|---|--------------------|---|----|----------|---|--------------------------|--|
| | | CS | CS | | | | |
|  2014 Jeep Cherokee KL Sport Wagon 5dr Spts Auto 9sp 2.4i [MY15] 31977149 1C4PJLEB1FW549266 | \$35,500.00 DAP |  | 19 | 217 days | 98% <div style="width: 98%; height: 10px; background-color: green; margin: 0 auto;"></div> | <input type="checkbox"/> | <input type="checkbox"/> Available: 2 |
|  2015 Jeep Cherokee KL Sport Wagon 5dr Spts Auto 9sp 2.4i [MY15] 32434299 1C4PJLEB7FW592512 | \$35,000.00 DAP |  | 20 | 163 days | 97% <div style="width: 97%; height: 10px; background-color: green; margin: 0 auto;"></div> | <input type="checkbox"/> | <input type="checkbox"/> Available: 2 |
|  2015 Jeep Grand Cherokee WK Limited Wagon 5dr Spts Auto 8sp 4x4 3.0DT [MY15] 32981267 1C4RJFFM5FC781378 | \$68,841.00 DAP |  | 20 | 40 days | 97% <div style="width: 97%; height: 10px; background-color: green; margin: 0 auto;"></div> | <input type="checkbox"/> | <input type="checkbox"/> Available: 2 |
|  2015 Jeep Grand Cherokee WK Limited Wagon 5dr Spts Auto 8sp 4x4 3.0DT [MY15] 32435446 1C4RJFFM5FC701335 | \$69,541.00 DAP |  | 20 | 156 days | 97% <div style="width: 97%; height: 10px; background-color: green; margin: 0 auto;"></div> | <input type="checkbox"/> | <input type="checkbox"/> Available: 2 |
|  2014 Jeep Grand Cherokee WK Overland Wagon 5dr Spts Auto 8sp 4x4 3.0DT [MY15] 31949054 1C4RJFGM0FC642015 | \$79,361.00 DAP |  | 20 | 177 days | 97% <div style="width: 97%; height: 10px; background-color: green; margin: 0 auto;"></div> | <input type="checkbox"/> | <input type="checkbox"/> Available: 2 |
|  2015 Jeep Cherokee KL Sport Wagon 5dr Spts Auto 9sp 2.4i [MY15] 32178151 1C4PJLEB4FW568104 | \$35,500.00 DAP |  | 20 | 178 days | 97% <div style="width: 97%; height: 10px; background-color: green; margin: 0 auto;"></div> | <input type="checkbox"/> | <input type="checkbox"/> Available: 2 |

 Help

Appendix

to 30 June 2015



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 eg; “proforma”, “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. The financial information presented is sourced directly from financial information prepared in accordance with all relevant accounting standards and as such 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” 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?

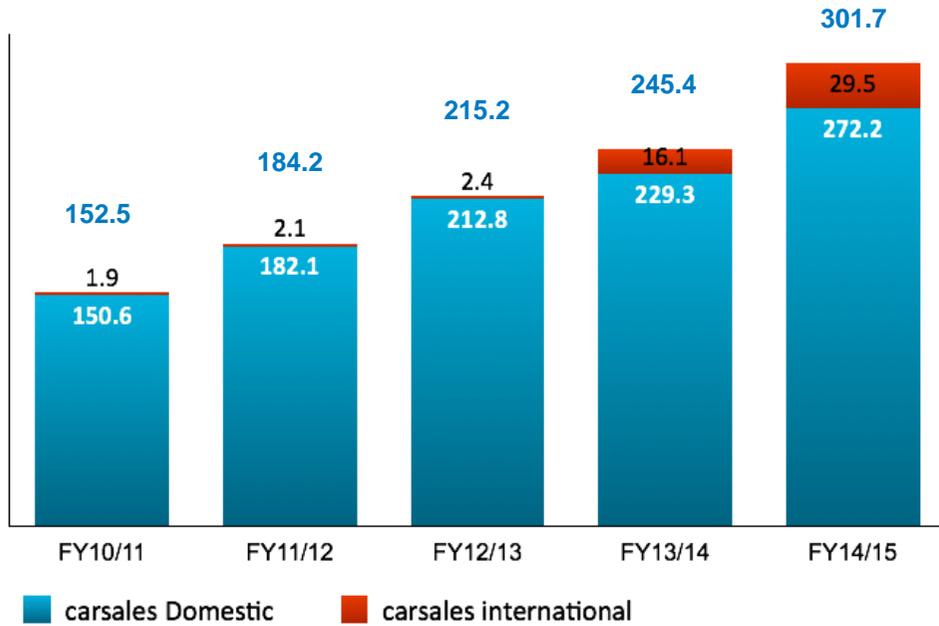
- Since March 2013 carsales has invested in businesses in Malaysia, Thailand, Indonesia, South Korea and Brazil and has become a global portfolio of online automotive assets – as such carsales management believes that the presentation of additional non-IFRS information in its half year and full year 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.



Look Through Revenue and EBITDA Performance

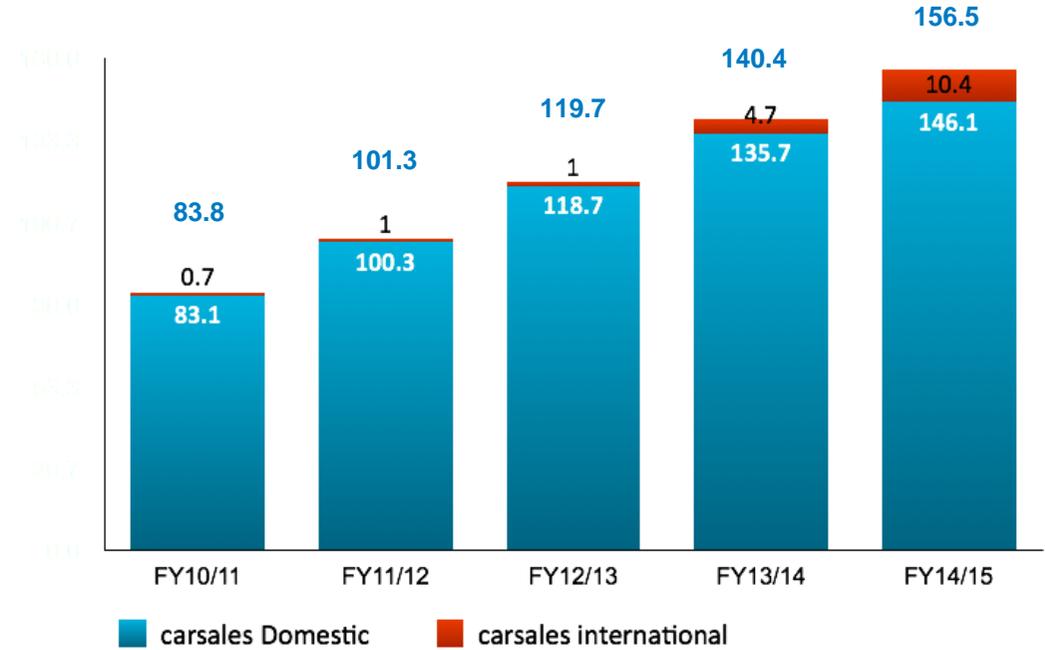
Look Through Revenue (\$m)

CAGR 18.6%



Look Through EBITDA (\$m)

CAGR 16.9%



NOTE: carsales "Look Through" methodology is: For equity accounted associates: Add the total revenue or EBITDA for the period of ownership within the reporting period (e.g. carsales investments in iCar Asia, WebMotors and SK ENCARSALES were owned for the entire reporting period) multiplied by the % ownership (30% for WebMotors, 49.9% for SKENCARSALES and 22.9% for iCar Asia for the period from July 1, 2014 to November 19, 2014 and 20.2% from November 20, 2014 to June 30, 2015) over the period. For consolidated associates/subsidiaries, revenue and EBITDA attributable to associates has been eliminated (i.e. total revenue and EBITDA multiplied by carsales percentage ownership remains as the look through revenue and EBITDA). All numbers for iCar Asia are carsales management estimates. Some "Look Through" numbers involve the disclosure of non IFRS information - Refer to carsales "Look Through" P&L Analysis slide and Disclosure of Non IFRS slide 33 for further details.

carsales “Look Through” P&L Analysis

| | % Owned | Days Owned | FY11 Reported | FY11 Underlying | FY11 Look Through | % Owned | Days Owned | FY12 Reported | FY12 Underlying | FY12 Look Through | % Owned | Days Owned | FY13 Reported | FY13 Underlying | FY13 Look Through | % Owned | Days Owned | FY14 Reported | FY14 Underlying | FY14 Look Through | % Owned | Days Owned | FY15 Reported | FY15 Underlying | FY15 Look Through |
|------------------------------|---------|------------|---------------|-----------------|-------------------|---------|------------|---------------|-----------------|-------------------|----------|------------|----------------|-----------------|-------------------|-------------|------------|----------------|-----------------|-------------------|-------------|------------|----------------|-----------------|-------------------|
| Revenue | | | | | | | | | | | | | | | | | | | | | | | | | |
| carsales International | | | | | | | | | | | | | | | | | | | | | | | | | |
| iCar Asia | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | N/A | 20% | 108 | Equity Acc'ted | 0.4 | 0.1 | 19.9%,22.9% | 248,117 | Equity Acc'ted | 2.0 | 0.4 | 22.9%,20.3% | 141,224 | Equity Acc'ted | 4.3 | 0.9 |
| SK ENCARSALES | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | 0.0 | 49.90% | 76 | Equity Acc'ted | 4.9 | 2.5 | 49.90% | 365 | Equity Acc'ted | 27.8 | 13.9 |
| WebMotors | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | N/A | 30% | 2 | Equity Acc'ted | 0.0 | 0.0 | 30% | 365 | Equity Acc'ted | 35.5 | 10.6 | 30% | 365 | Equity Acc'ted | 39.5 | 11.9 |
| RedBook Asia and New Zealand | 100% | 365 | 1.9 | 1.9 | 1.9 | 100% | 365 | 2.1 | 2.1 | 2.1 | 100% | 365 | 2.3 | 2.3 | 2.3 | 100% | 365 | 2.6 | 2.6 | 2.6 | 100% | 365 | 2.9 | 2.9 | 2.9 |
| carsales Domestic | | | | | | | | | | | | | | | | | | | | | | | | | |
| Domestic Core Business | 100% | 365 | 150.6 | 150.6 | 150.6 | 100% | 365 | 182.1 | 182.1 | 182.1 | 100% | 365 | 212.8 | 212.8 | 212.8 | 100% | 365 | 225.6 | 225.6 | 225.6 | 100% | 365 | 235.4 | 235.4 | 235.4 |
| Domestic Investments * | 0% | 0 | 0.0 | 0.0 | 0.0 | 0% | 0 | 0.0 | 0.0 | 0.0 | Various* | Various* | 0.0 | 0.0 | 0.0 | Various* | Various* | 7.4 | 7.4 | 3.7 | Various* | Various* | 73.5 | 73.5 | 36.8 |
| Total Domestic | | | 150.6 | 150.6 | 150.6 | | | 182.1 | 182.1 | 182.1 | | | 212.8 | 212.8 | 212.8 | | | 233.0 | 233.0 | 229.3 | | | 308.9 | 308.9 | 272.2 |
| Total Revenue | | | 152.5 | 152.5 | 152.5 | | | 184.2 | 184.2 | 184.2 | | | 215.1 | 215.5 | 215.2 | | | 235.6 | 278.0 | 245.4 | | | 311.8 | 383.4 | 301.7 |
| EBITDA | | | | | | | | | | | | | | | | | | | | | | | | | |
| carsales International | | | | | | | | | | | | | | | | | | | | | | | | | |
| iCar Asia | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | N/A | 20% | 108 | Equity Acc'ted | -1.8 | -0.4 | 19.9%,22.9% | 248,117 | Equity Acc'ted | -9.4 | -2.0 | 22.9%,20.3% | 141,224 | Equity Acc'ted | -15.4 | -3.3 |
| SK ENCARSALES | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | 0.0 | 49.90% | 76 | Equity Acc'ted | 2.5 | 1.3 | 49.90% | 365 | Equity Acc'ted | 17.6 | 8.8 |
| WebMotors | 0% | 0 | N/A | N/A | N/A | 0% | 0 | N/A | N/A | N/A | 30% | 2 | Equity Acc'ted | 0.0 | 0.0 | 30% | 365 | Equity Acc'ted | 13.3 | 4.0 | 30% | 365 | Equity Acc'ted | 10.6 | 3.2 |
| RedBook Asia and New Zealand | 100% | 365 | 0.7 | 0.7 | 0.7 | 100% | 365 | 1.0 | 1.0 | 1.0 | 100% | 365 | 1.4 | 1.4 | 1.4 | 100% | 365 | 1.4 | 1.4 | 1.4 | 100% | 365 | 1.7 | 1.7 | 1.7 |
| Total | | | 0.7 | 0.7 | 0.7 | | | 1.0 | 1.0 | 1.0 | | | 1.4 | -0.5 | 1.0 | | | 1.4 | 7.8 | 4.7 | | | 1.7 | 14.5 | 10.4 |
| carsales Domestic | | | | | | | | | | | | | | | | | | | | | | | | | |
| Domestic Core Business | 100% | 365 | 83.1 | 83.1 | 83.1 | 100% | 365 | 100.3 | 100.3 | 100.3 | 100% | 365 | 118.7 | 118.7 | 118.7 | 100% | 365 | 134.5 | 134.5 | 134.5 | 100% | 365 | 140.2 | 140.2 | 140.2 |
| Domestic Investments * | 0% | 0% | 0.0 | 0.0 | 0.0 | 0% | 0% | 0.0 | 0.0 | 0.0 | Various* | Various* | 0.0 | 0.0 | 0.0 | Various* | Various* | 2.5 | 2.5 | 1.2 | Various* | Various* | 12.4 | 12.4 | 6.2 |
| Total Domestic | | | 83.1 | 83.1 | 83.1 | | | 100.3 | 100.3 | 100.3 | | | 118.7 | 118.7 | 118.7 | | | 137.0 | 137.0 | 135.7 | | | 152.6 | 152.6 | 146.4 |
| Total EBITDA | | | 83.8 | 83.8 | 83.8 | | | 101.3 | 101.3 | 101.3 | | | 120.1 | 118.3 | 119.7 | | | 138.4 | 144.8 | 140.4 | | | 154.3 | 167.1 | 156.8 |

* Investments in Tyresales (owned 50% from 1 July 2013), Auto Exchange (owned 50% from 1 July 2013) and Stratton Finance (owned 50.1% from 15th July 2014) are presented with Domestic Investments.

NOTE: carsales “Look Through” methodology is: For equity accounted associates: Add the total revenue or EBITDA for the period of ownership within the reporting period (e.g. carsales investments in iCar Asia, WebMotors and SK ENCARSALES were owned for the entire reporting period) multiplied by the % ownership (30% for WebMotors, 49.9% for SKENCARSALES and 22.9% for iCar Asia for the period from July 1, 2014 to November 19, 2014 and 20.2% from November 20 to December 31, 2014) over the period. For consolidated associates/subsidiaries, revenue and EBITDA attributable to associates has been eliminated (i.e. total revenue and EBITDA multiplied by carsales percentage ownership remains as the look through revenue and EBITDA. All numbers for iCar Asia are carsales management estimates. Some “Look Through” numbers involve the disclosure of non IFRS information - Refer to carsales “Look Through” P&L Analysis slide and Disclosure of Non IFRS slide for further details

