

MARKET RELEASE
INFOMEDIA ANNOUNCES NEW AGREEMENT WITH HYUNDAI CANADA FOR
MICROCAT® AUTO PARTSBRIDGE™

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Global automotive industry software developer, Infomedia Ltd (ASX:IFM), announced today that it has entered into a non-exclusive licensing agreement with Hyundai Auto Canada Corp. (HACC), to produce and supply Microcat® Auto PartsBridge® (APB) to Hyundai dealers and body shop customers within Canada.

APB is the highly commended B2B version of its Microcat® Electronic Parts Catalogue (EPC). As a specialized SaaS (Software as a Service) business solution for OEM dealers and their important collision repair customers, APB is the most comprehensive and effective system for the management of competitive conquest sales available in the parts field today.

Karen Blunden, CEO of Infomedia Americas said: "We are excited about the opportunity to offer the APB system to Hyundai dealers in Canada. APB is an affordable and innovative application that helps dealerships conquest a higher degree of genuine parts sales."

Alex Ng, Executive Director of Parts at HACC added: "The launch of the APB system is an important step to allow Hyundai dealers to manage body shop quotations and to assist in the conquest of competitive sales."

HACC dealerships are already enjoying the benefits of Infomedia's Microcat® EPC and Superservice™ service solutions. According to the CEO of Infomedia, Andrew Pattinson, this new APB agreement is further confirmation that Infomedia's product and market strategies are on target. "Anticipating industry needs with our scalable platforms and continuous innovation has been foremost in our approach to delivering solutions for our global automotive partners."

Hyundai now joins Honda, Acura, Chrysler, Toyota and KIA in adopting APB in support of their wholesale parts programs.

About Infomedia

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). It is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Infomedia's business solutions are currently used each business day by over 150,000 dealership personnel. They are produced in more than 30 languages and are at work in 185 countries. Their powerful search functions and intuitive, user-friendly interface helps boost efficiency, profitability and customer retention for genuine OEM Parts and Service Departments.

Infomedia's Electronic Parts Catalogues (EPCs) allow dealers to quickly identify replacement parts manufactured by the world's leading automotive companies. The Company is also utilizing its technology and expertise to produce EPCs for other industries such as industrial equipment.

Superservice™ is the new brand family for the Company's unique solution suite of robust online solutions. These include: Superservice Menus, Precision Service Quoting; Superservice Triage, Multi-point Inspection; Superservice Insight, Customer Satisfaction Surveying; Superservice Connect, Self-service Appointment Booking and Quoting, and Superservice EPC, Microcat LIVE. Full product line information can be found at <http://www.superservice.com> www.Autopartsbridge.com

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