

## ASX ANNOUNCEMENT

### APPOINTMENT OF CHIEF FINANCIAL OFFICER

SYDNEY, 14 August 2014 – Infomedia Ltd (**Infomedia**) is pleased to announce the appointment of Russel King as Chief Financial Officer (**CFO**). Mr. King will commence with the Company on 15 August 2014 and formally take over the role of CFO from 30 August 2014.

As previously announced, the Company's outgoing CFO, Jonathan Pollard, will complete his service with the Company on 29 August 2014 after assisting with the transition process.

Mr King brings to Infomedia more than 24 years' experience in financial and management accounting and is FCCA (Fellow of the Association of Chartered Certified Accountants). Most recently, he has been the Global CFO for NRS Media Multinational Group (**NRS Media**), an organisation in which he has served in several senior executive roles over a ten year period. As CFO at NRS Media, Mr King oversaw the successful sale of that organisation to a USA investor group.

Infomedia's Chief Executive Officer, Andrew Pattinson said he is delighted to have Russel join the Infomedia management team.

"Russel is an experienced CFO who has all the leadership capabilities and necessary skills to help us deliver our ambitious growth objectives," Mr Pattinson said.

"I would also like to thank Jonathan for his many contributions to the business over the years, and wish him all the best in his future endeavours."

**- ENDS -**

For further information please contact:

Nick Georges  
Company Secretary  
Phone: +61(0)2 9454 1715  
Email: [ngeorges@infomedia.com.au](mailto:ngeorges@infomedia.com.au)

#### **About Infomedia:**

Infomedia Ltd is a leading supplier of information solutions to the parts and service sector of the global automotive industry. It specialises in developing and supplying cloud-based software to franchised automotive dealerships. Its Electronic Parts Catalogues (EPC) allow dealers to quickly and precisely identify replacement parts manufactured by the world's leading automotive companies. Its Superservice solution suite and service-related data solutions such as the Superservice Menus™ system that enables the service department to produce accurate service quotations for its customers.

The Company has a strong and growing recurring revenue base, supported by 75,000 subscriptions and is used by over 150,000 personnel from auto dealers in more than 185 countries, in 31 languages.

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). For more information visit [www.superservice.com](http://www.superservice.com)