



## **ASX/MEDIA RELEASE**

### **iCar Asia Limited trading update**

17 June, 2015- iCar Asia Limited (ASX:ICQ), owner of ASEAN's number 1 network of automotive portals today provided a half year trading update.

The business continues to demonstrate rapid growth in all key metrics as it continues to grow market-leading positions in ASEAN's three largest automotive markets.

#### **Group Performance**

As a combined Group, iCar Asia is on track to achieve all-time record results. Key highlights include:

- A record cash receipts forecast to be in excess of A\$2.5m for first half 2015, **up 116%YoY**.
- A record Audience combined forecast 7.5 million+unique visitors, **up 88%YoY**.
- Unique car buyers who send a lead to a seller during the month of June is on track to exceed 550,000, **up 136%YoY**.
- The Company's Response Management System (RMS) for car dealers continues to grow in popularity with June forecast set to exceed 6,000 unique car dealers logging into the system with a minimum of one action, **up 362% YoY**.

iCar Asia continues to invest in growing all key operating metrics, as well as building and deploying world class technology, sourcing and hiring best talent in market and advertising to extend its market leadership positions. This continued investment, combined with material one-off costs associated with the integration of the One2Car.com business in Thailand are expected to result in an EBITDA loss of between \$6.5m and \$7m for the first half of 2015.

Mr Damon Rielly, CEO of iCar Asia said, "We continue to demonstrate tremendous growth in all key operating metrics, furthering our leadership positions in ASEAN's three largest automotive markets. We have built very strong operating foundations for the business to generate sustained, scalable revenue growth, beginning with expected strong growth in the second half of 2015."

*Sources: Google Analytics and internal*

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**About iCar Asia Limited ([www.icarasia.com](http://www.icarasia.com))**

Listed on the Australian Securities Exchange, iCar Asia (ASX:ICQ) owns and operates

ASEAN's No. 1 network of automotive portals.

Headquartered in Kuala Lumpur, Malaysia, the company is focused on developing and operating leading automotive portals in Malaysia, Indonesia and Thailand. iCar Asia is continuously working to capitalize on its market-leading positions, with its online properties currently reaching over 6.1 million car buyers and sellers in the region every month.

**iCar Asia Network of websites:**

- Malaysia: Carlist.my
- Malaysia: LiveLifeDrive.com
- Indonesia: Mobil123.com
- Thailand: One2car.com
- Thailand: Autospinn.com
- Thailand: Thaicar.com

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