



ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

AGM Update

CEO Hamish Stone

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Malaysia

LIVE LIFE DRIVE



Thailand



Indonesia





ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

Listed on Australian Security Exchange, iCar Asia (ASX: ICQ) owns and operates ASEAN No. 1 network of automotive shopping portals operating in the three largest automotive markets – Malaysia, Indonesia, and Thailand.

Each month over 8 million people visit an iCar Asia website to research, buy, or sell a car.



Malaysia



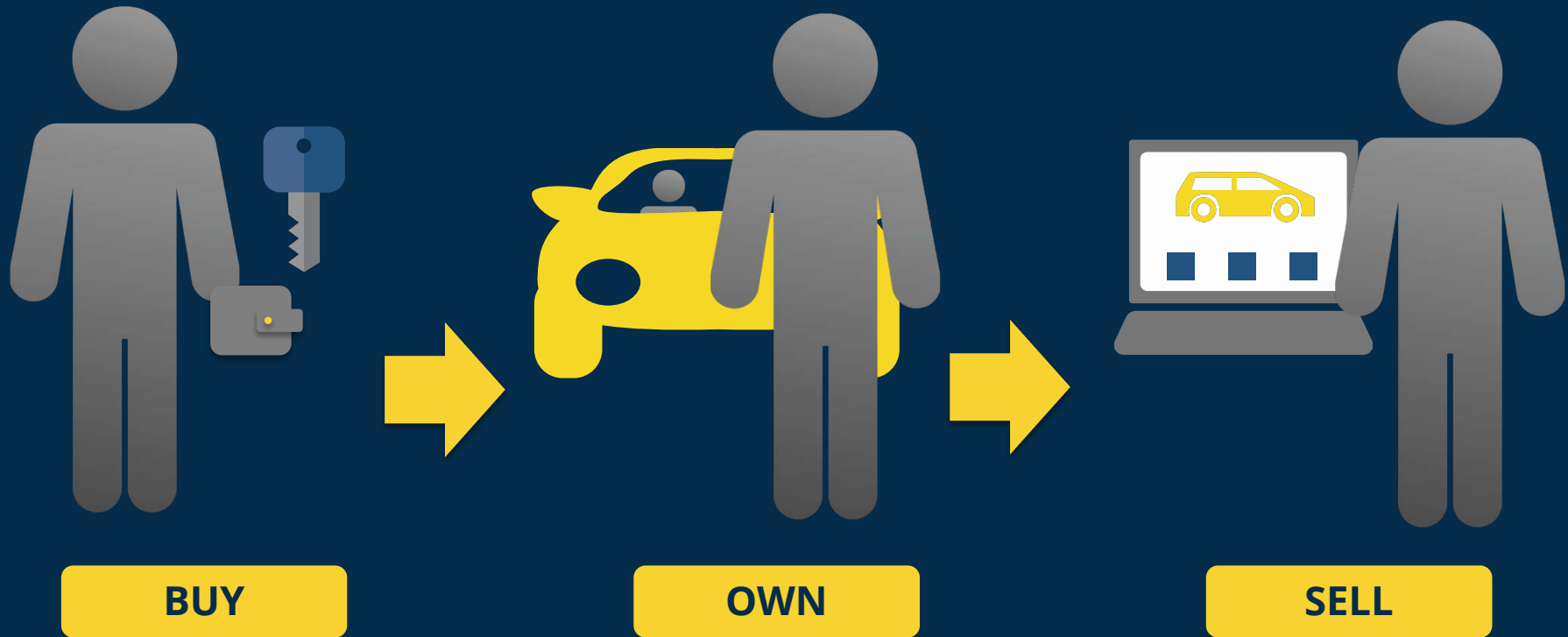
Indonesia



Thailand



UNLOCKING THE VALUE



iCar Asia Vision:
Successfully connect buyers and sellers
throughout their whole automotive journey

ASEAN OPPORTUNITY

A white silhouette map of Southeast Asia is positioned on the left side of the slide, set against a dark blue background.

3 largest car markets:

INDONESIA
THAILAND
MALAYSIA

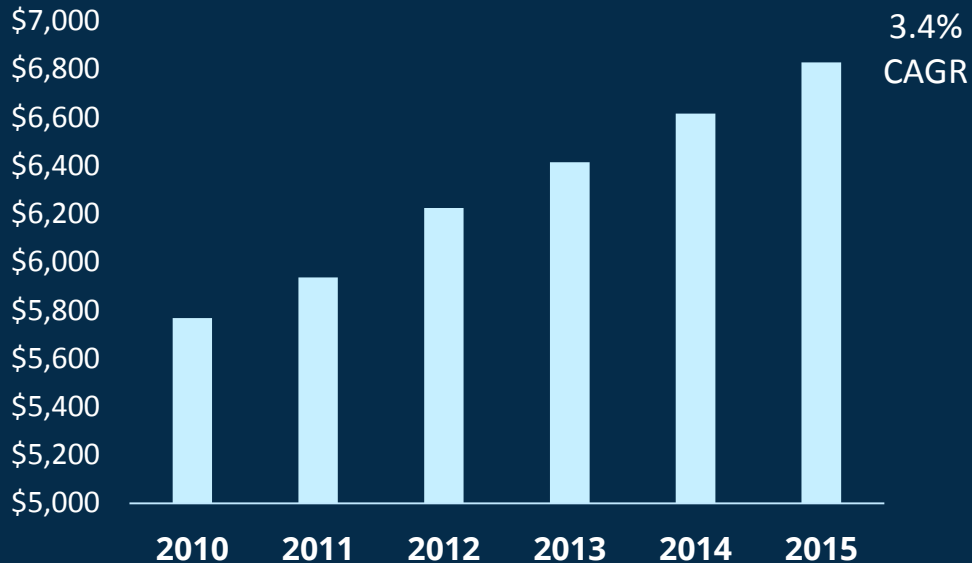
357m
POPULATION

195m
INTERNET USERS

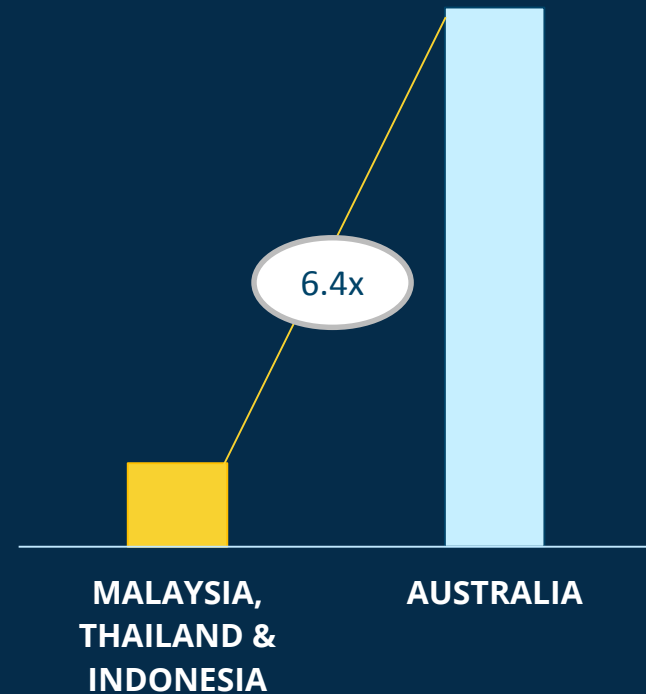
MESSAGING DOMINATES CONSUMER COMMUNICATION IN ALL OUR MARKETS

			
DOMINATE CHAT PLATFORM			
INTERNET USERS	21,090,777	41,000,000	132,700,000
CHAT PLATFORM PENETRATION	81%	79%	64%

INCREASING CAR OWNERSHIP POTENTIAL

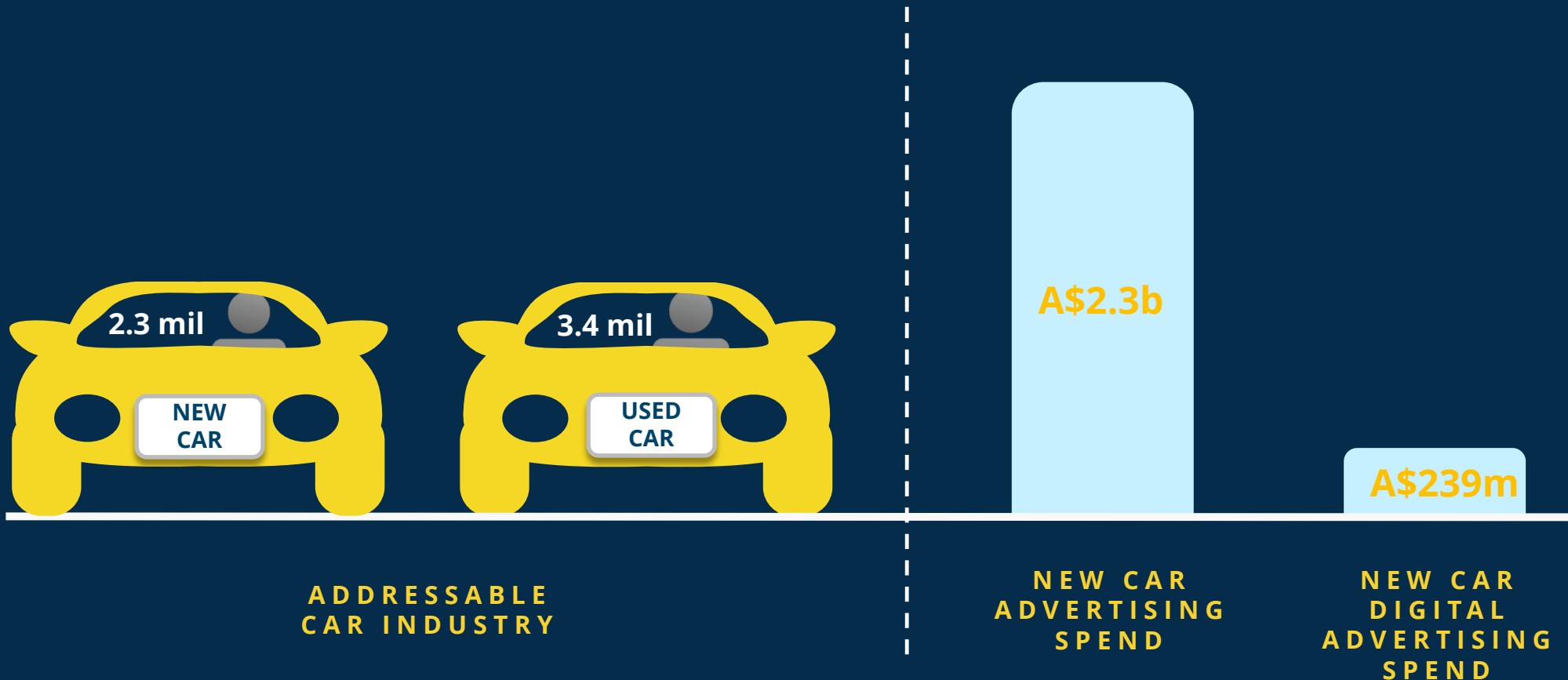


**GDP PER CAPITA
GROWTH**



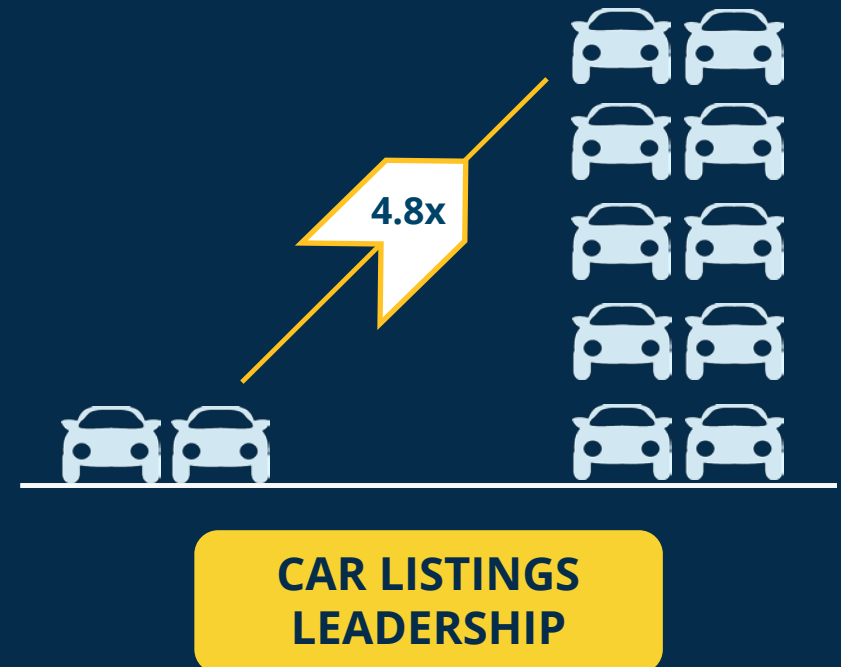
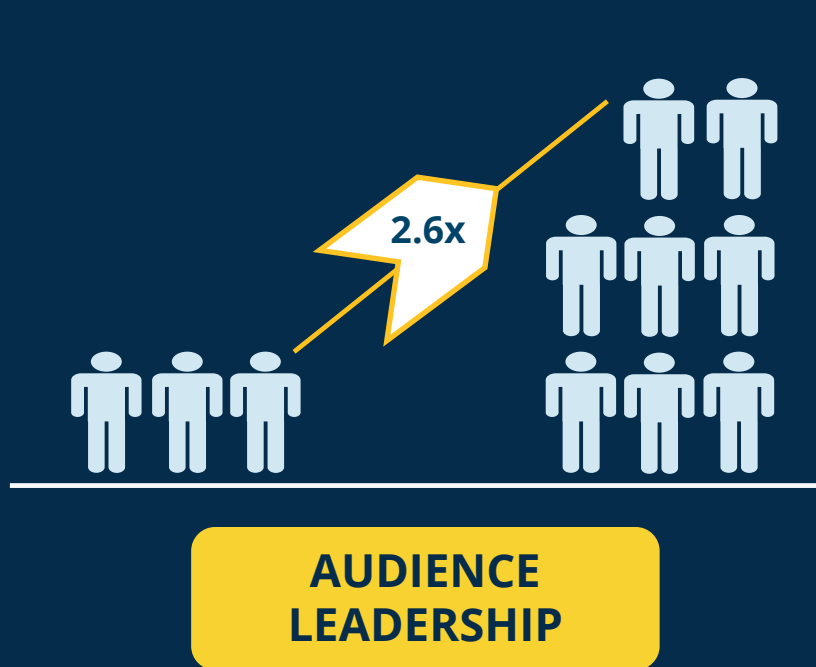
**VEHICLES PER 1,000
POPULATION**

WAVE OF DIGITAL TRANSFORMATION WILL CHANGE AUTO INDUSTRY IN THE NEXT 5 YEARS



EXPECTED 5 YEARS CAGR: 22%

ICAR ASIA HAS GROWN TO A MARKET LEADERSHIP POSITION IN DIGITAL AUTOMOTIVE CLASSIFIEDS



ICAR ASIA STRATEGIC PRIORITIES



**WORLD CLASS
EXPERIENCE**



**WIN CORE
MARKETS**



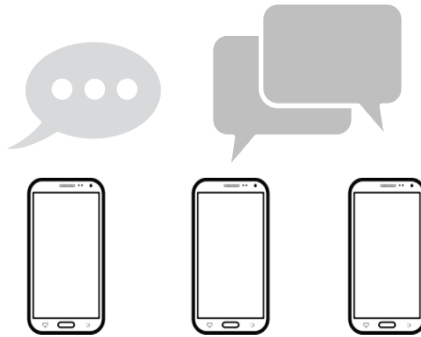
**CONQUER NEW
FRONTIERS**

TECHNOLOGY MILESTONES TO ENABLE KEY STEPS FOR THE BUSINESS

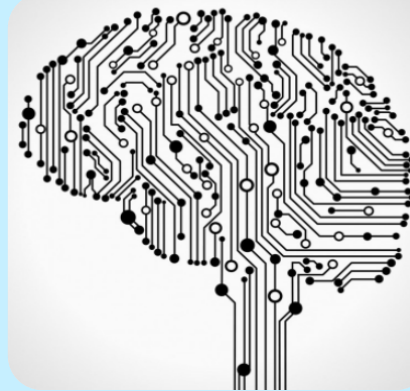


elasticsearch

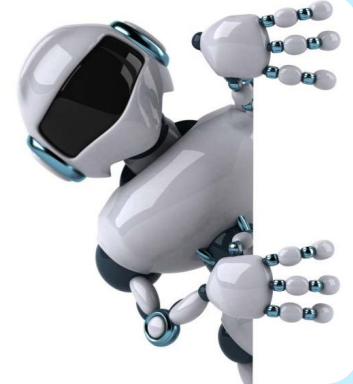
**ELASTIC SEARCH
ROLL-OUT**



**MESSAGING
PLATFORM**



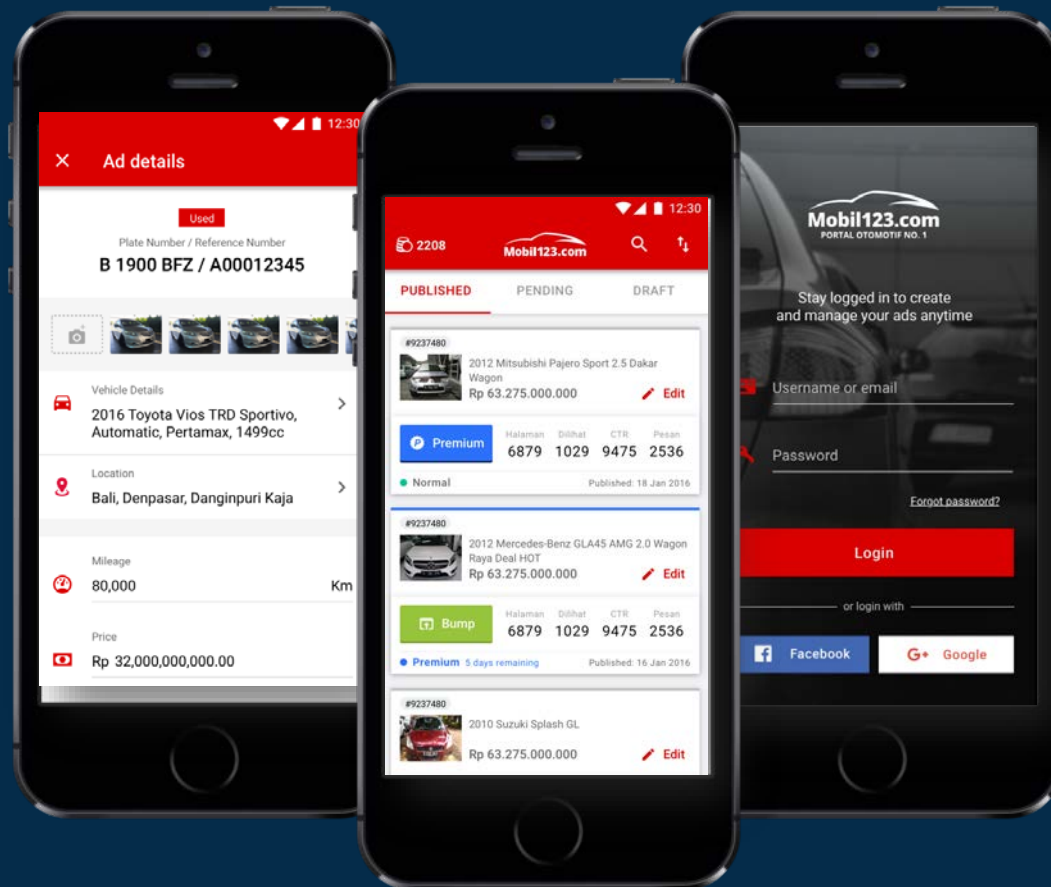
**ARTIFICIAL
INTELLIGENCE**



**ICAR
CHATBOT**

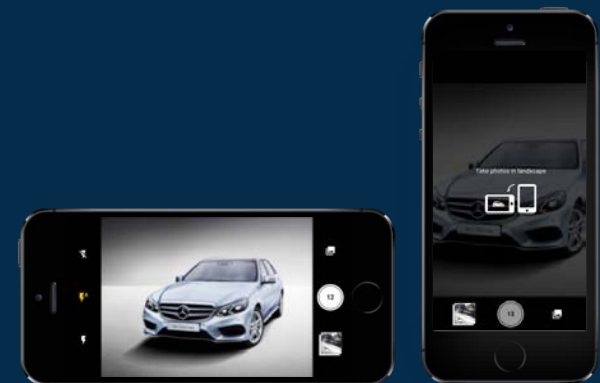
S I N G L E W E B P L A T F O R M

LAUNCH A DEALER APPLICATION TO FURTHER DEALER ENGAGEMENT



DRIVING DEALER ENGAGEMENT THROUGH A DEALER APPLICATION

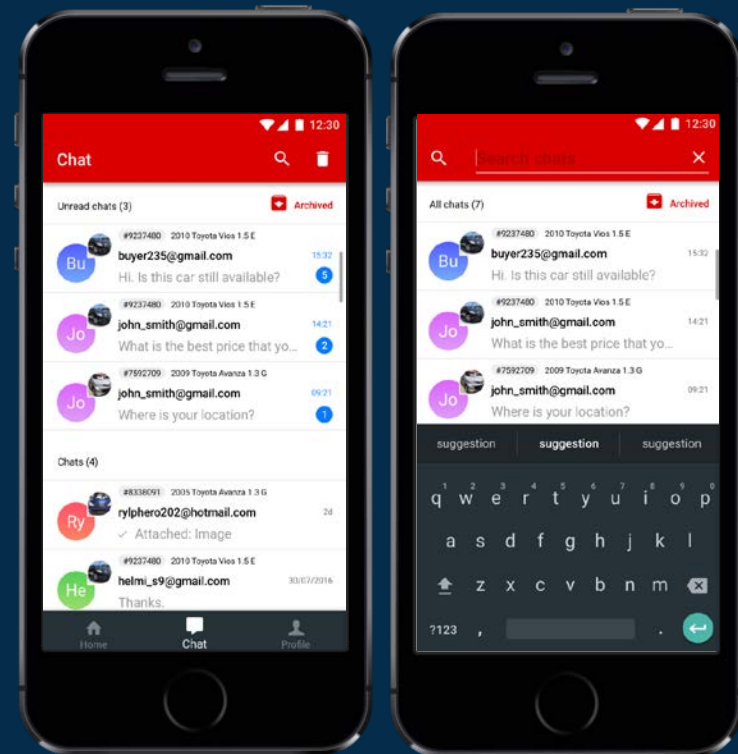
- Account management
- Customized camera module
- Improved listing creation steps
- Enhanced inventory design



MESSAGING LAUNCHED IN ALL MARKETS REMOVING BARRIERS TO COMMUNICATION

BUYER

DEALER



ENABLING FRICTIONLESS
COMMUNICATION THROUGH
MESSAGING AND PROVIDING A
PLATFORM FOR INNOVATION

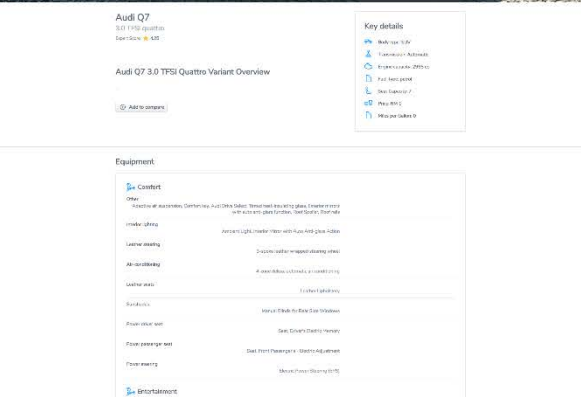
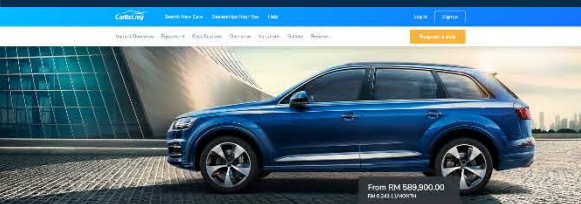
REDEFINING THE WAY BUYERS AND SELLERS CONNECT

REIMAGINED NEW CAR DIGITAL EXPERIENCE

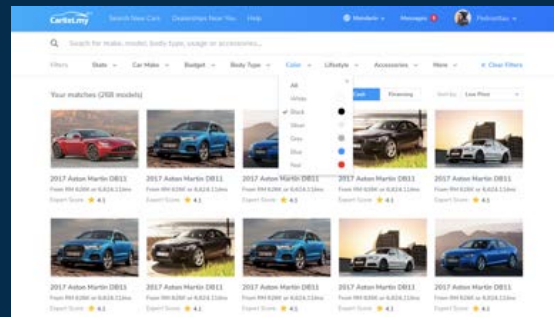
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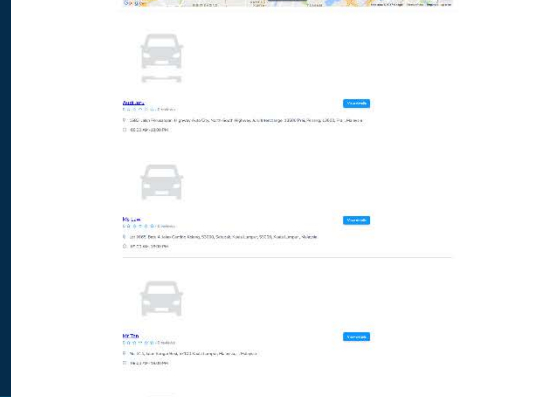
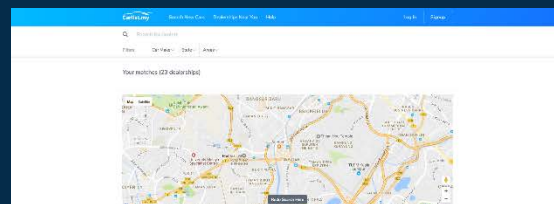
CAR DETAILS



SEARCH RESULTS



DEALER DIRECTORY

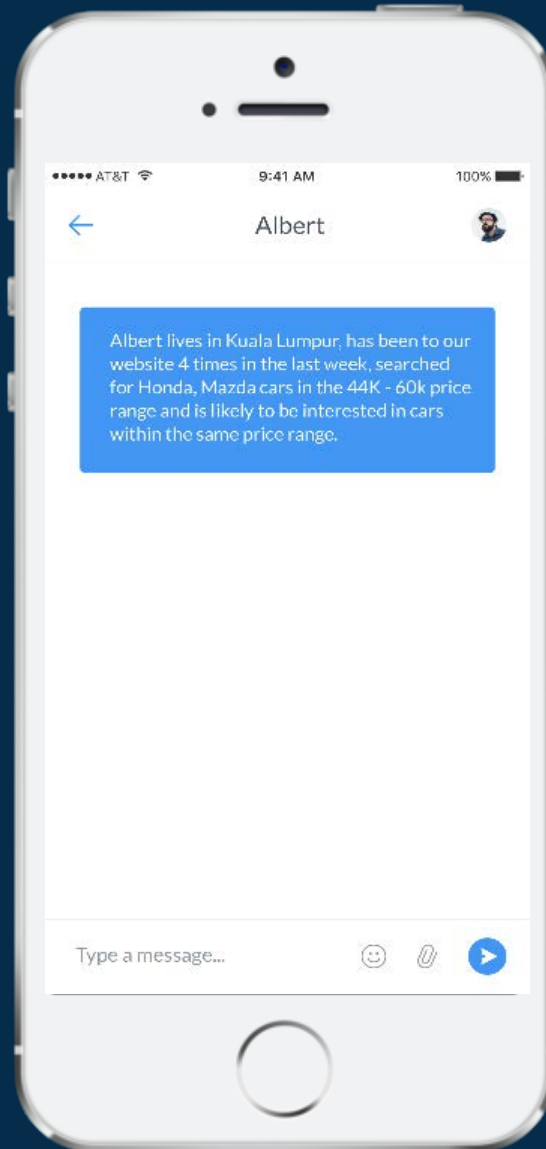


HERE'S A SNEAK PEAK
INTO WHAT'S **COMING UP**
ON CARLIST.MY

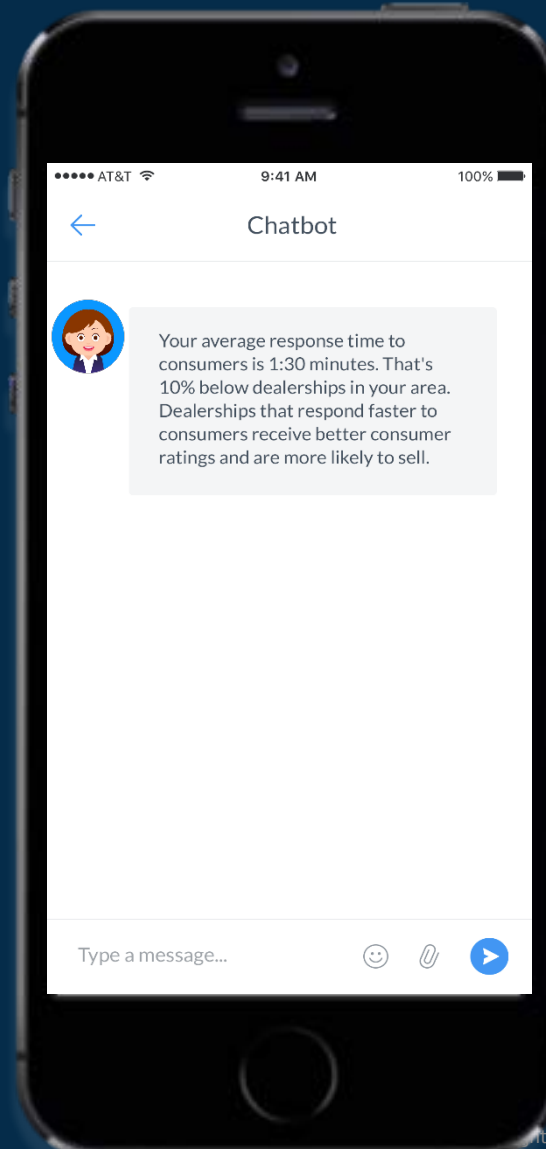
<https://youtu.be/Z2QUJgedf1w>

ICAR CHATBOTS TO STREAMLINE USER FLOWS AND INTERACTIONS

**LEAD
QUALIFICATION**



**SALES TEAM
COACHING**



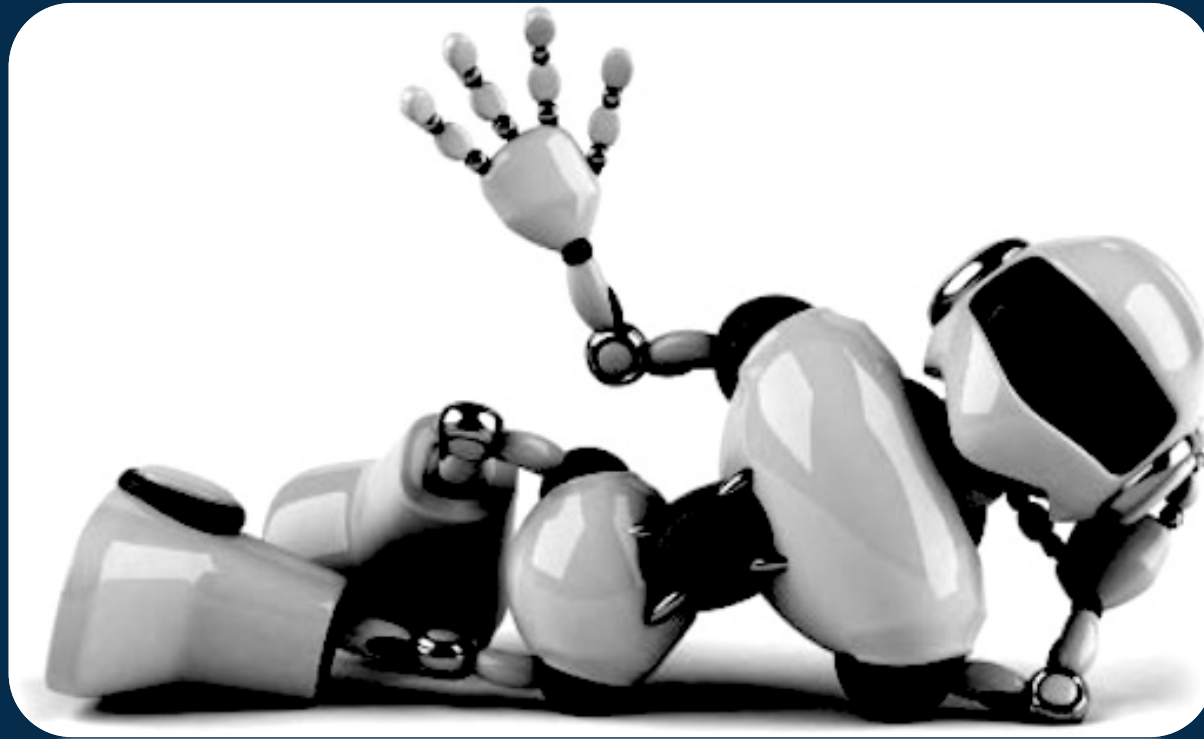
COMBINE DIGITAL AND PHYSICAL NEW CAR PROPOSITION WITH THE LAUNCH OF EVENTS

MALAYSIAN NEW CAR TEST DRIVE EVENT



<https://youtu.be/TzrorcEi4e0>

ICAR ASIA DEFINING THE ASEAN DIGITAL AUTOMOTIVE LANDSCAPE





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DISCLAIMER

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