

23 May 2022

MARKET UPDATE

Infomedia Ltd (“Infomedia”, ASX:IFM) provides the following market update.

New CEO and Managing Director

As previously advised, Mr Jens Monsees commenced as Chief Executive Officer and Managing Director of Infomedia today.

Mr Monsees brings more than 20 years’ of experience to the role, having successfully led and participated in global automotive sector transformation and digitisation strategies as Chief Digital Officer with the BMW Group and Automotive Industry Leader at Google. Mr Monsees relocated to Australia in 2019 to take up his most recent role as Chief Executive Officer and Managing Director of WPP AUNZ Ltd where he led a transformation to drive significant improvement in profitability.

Infomedia’s Chairman, Mr Bart Vogel said: “The Board and management are excited to welcome Jens today. We look forward to the fresh approach, energy and enthusiasm which Jens brings to the role and the business.

The Board also wishes to thank Mr Jim Hassell for his valuable contribution and leadership during his time as Interim CEO & Managing Director. Jim returns to his role as a Non-Executive Director from today.”

Hyundai European distributor contracts

The country distributors for Hyundai in Italy recently terminated their Microcat™ electronic parts catalogue (EPC) contract with Infomedia. The distributors for Hyundai Greece and Hyundai Germany have recently provided notice of termination of their contracts with Infomedia effective in FY23 in order to utilise a new, internally developed EPC. Infomedia continues to have a deep global relationship with Hyundai on a range of products and services.

The revenue impact of these cancellations in FY22 is approximately \$165,000, whilst the FY23 revenue impact is estimated to be \$900,000. The company would not ordinarily comment on contracts of this size as contract wins and losses are part of the ordinary business cycle. However, in the present circumstances, the Board is mindful of a heightened sensitivity on matters of disclosure.

Outlook

Infomedia confirms that it remains on track to deliver FY22 revenue within the guidance range of \$119 million to \$123 million¹.

“Infomedia has long standing relationships with its customers, a stable and high level of recurring revenue on its existing business and a growing pipeline of new opportunities across the product platform. We are confident that the experience and relationships our new CEO brings to Infomedia, will drive opportunity and additional growth,” Mr Vogel said.

¹ All references to \$AUD. FY22 guidance assumes no adverse movements in foreign exchange rates.



Response to Non-Binding Indicative Offer

The Board notes that it continues to undertake its assessment of the TA Associates / Viburnum consortium's conditional, non-binding, indicative offer and whether that offer is sufficient to form the basis for more fulsome due diligence, including in the context of the discussions with other interested parties.

Infomedia has entered into confidentiality agreements with a number of interested parties to provide access to limited historical information. Infomedia also intends to grant access to that information to the TA Associates / Viburnum consortium, subject to the execution of a satisfactory Confidentiality Deed on terms consistent with other parties.

Infomedia shareholders do not need to take any action at this time. There is no certainty that a transaction will proceed with any party.

This release was authorised by the Infomedia Ltd Board.

About Infomedia: Infomedia Ltd (ASX:IFM) is an Australian-based SaaS platform provider in parts, service, e-commerce and data analytics solutions to the global automotive industry. Infomedia has led innovation in aftersales technology within global automotive distribution networks for more than 25 years and continues to expand its reach within the three regions in which it operates. Please visit Infomedia's website <https://www.infomedia.com.au> and YouTube channel <https://www.youtube.com/infomedialtd> for more information.

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