

## Infomedia Americas' Presentation

**31 May 2024** –As previously notified, Infomedia Ltd (ASX: IFM) will host an Investor Presentation session from 11:00am this morning, with a regional focus on Infomedia's Americas operations and market opportunity.

The presentation will feature Michael Oki, Head of Americas, alongside Chief Executive Officer and Managing Director Jens Monsees, and Chief Financial Officer Chantell Revie. Subsequently, an interactive Q&A session will be held for investors and analysts.

### Webinar Details

**Date:** Friday, 31 May 2024

**Time:** 11:00am (AEST)

**Registration Link:** [https://openexc.zoom.us/webinar/register/WN\\_T8KiDv\\_PSWODDnrIM-JxyA](https://openexc.zoom.us/webinar/register/WN_T8KiDv_PSWODDnrIM-JxyA)

Please note that participants will receive their webinar link upon registration.

### ENDS

This release was authorised by the Company Secretary.

About Infomedia: Infomedia Ltd (ASX: IFM) is a leading global provider of DaaS and SaaS solutions that empowers the data-driven automotive ecosystem. Infomedia's solutions help OEMs, NSCs, dealerships and 3rd party partners manage the vehicle and customer lifecycle. They are used by over 250,000 industry professionals, across 50 OEM brands and in 186 countries to create a convenient customer journey, drive dealer efficiencies and grow sales.

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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Michael Oki,  
*Head of Americas,*  
*Infomedia*

31st May 2024

# Infomedia Americas: Investor Update

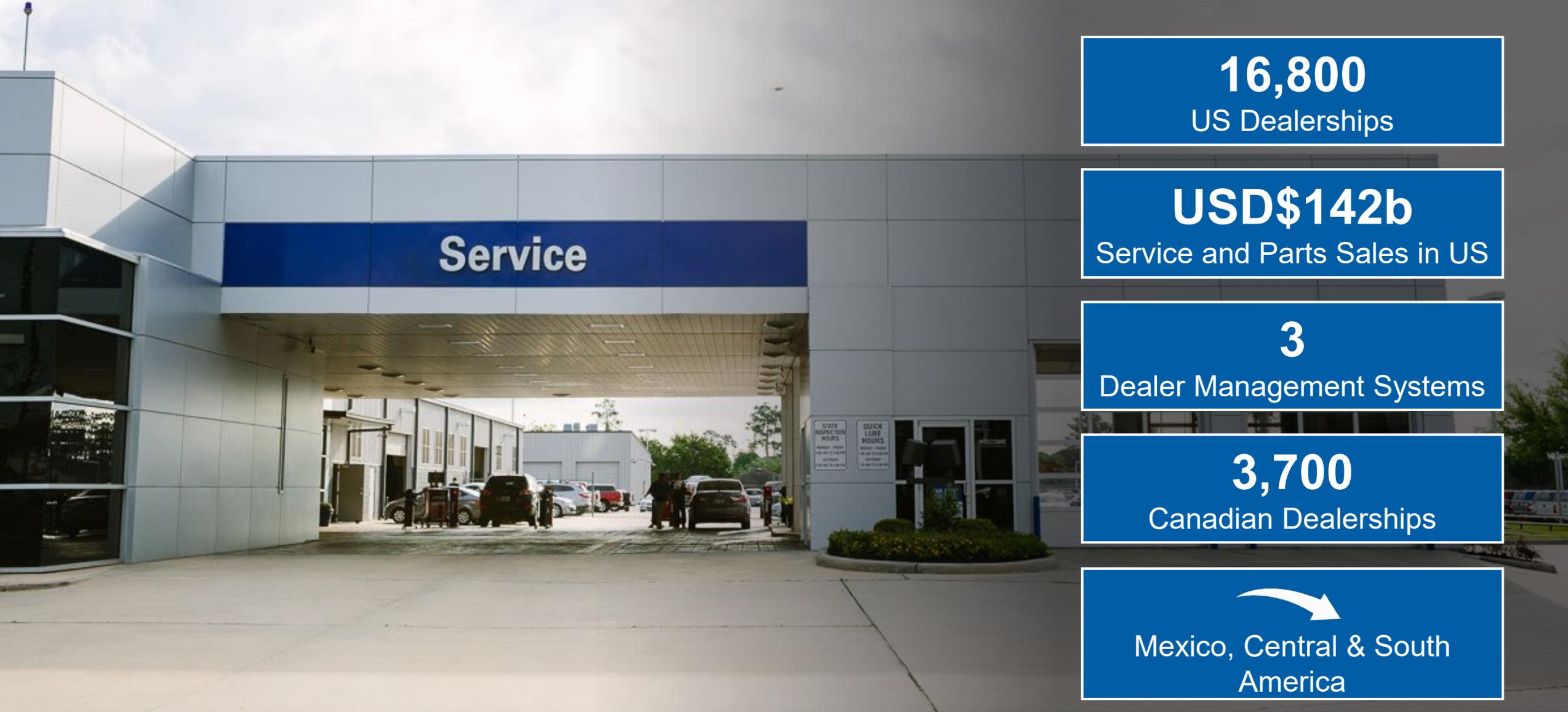
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# Agenda

01. Americas Market Overview
02. Market and Consumer Trends
03. Financial Progress
04. Business Overview
05. Acceleration Initiatives
06. Strategic Priorities & Next Steps



# Americas Market Overview



**16,800**  
US Dealerships

**USD\$142b**  
Service and Parts Sales in US

**3**  
Dealer Management Systems

**3,700**  
Canadian Dealerships

  
Mexico, Central & South America

## 1 ELECTRIC VEHICLES



EV Model adoption growing in key markets. Dealers will need to invest in technology to appeal to “tech savvy” customers

## 2 CONNECTED CAR



Connected car data volumes are growing, however OEMs face challenges in leveraging this information to improve service lifecycle

## 3 DEALER AGENCY MODEL



Automakers aim to increase control of the entire customer journey as dealerships transition to being brand experience hubs

## 4 DATA-DRIVEN MARKETING & CUSTOMER EXPERIENCE



Data-driven approach to marketing is enabling 1:1 personalized, relevant communication at all stages of the customer lifecycle

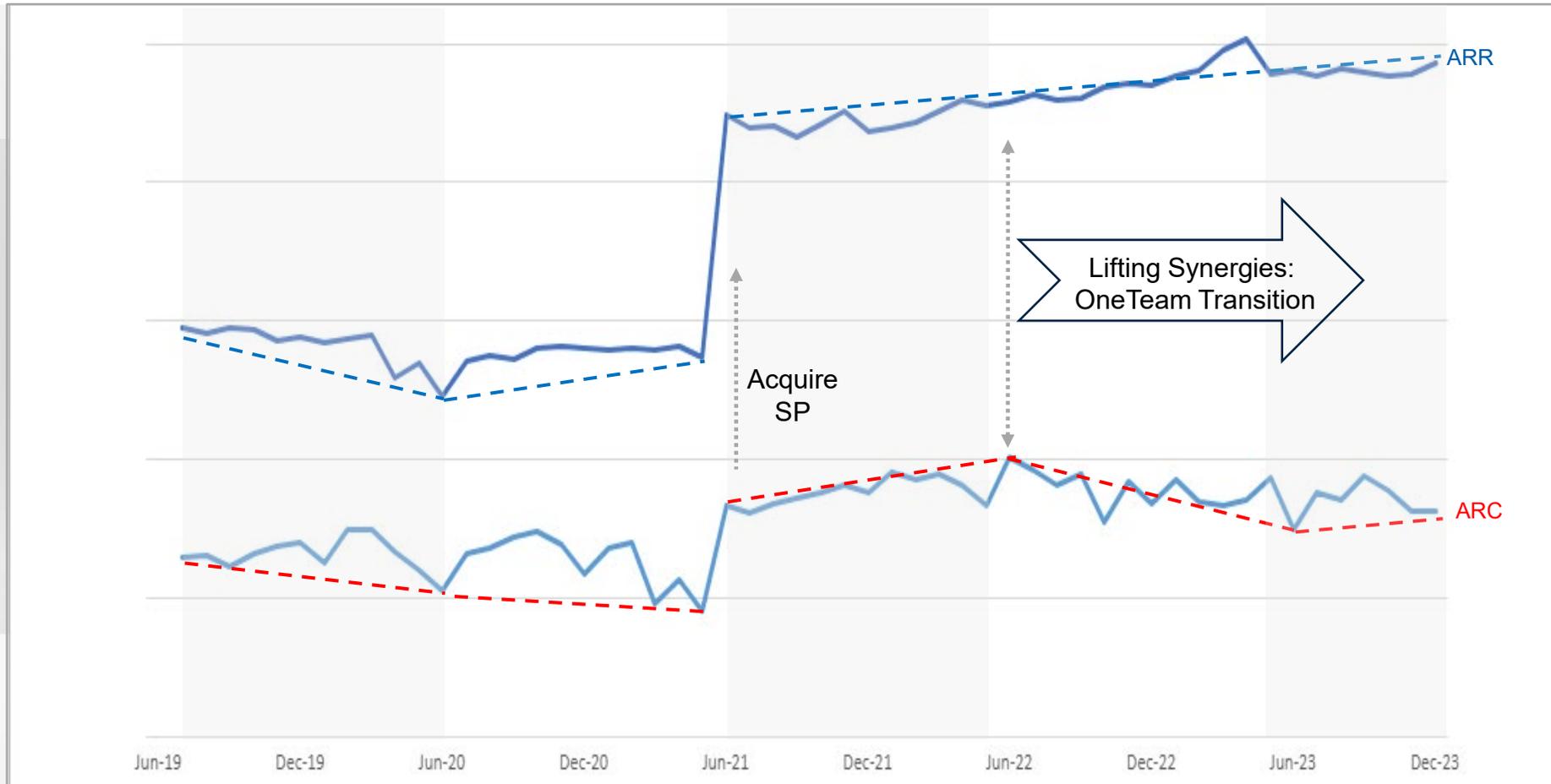
## 5 FRAGMENTED MARKET



Many “point” technology solutions across the retail automotive ecosystem – OEMs and dealerships lack 360° view of the customer

# Financial Progress

## Americas ARR and ARC (AUD Constant Currency)





25+ OEM customers



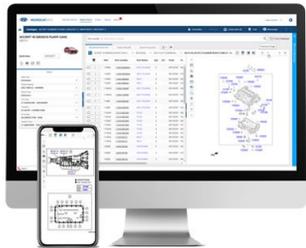
Over 3,000 rooftops



100+ employees across the region

## The Ecosystem:

### Parts



#### MICROCAT.

A powerful suite of **EPC parts catalogue** solutions

### eCommerce



#### SimplePart ■■■

**B2B and B2C ecommerce platforms** that drive genuine parts sales

### Service



#### SUPERSERVICE™

**Data-driven aftersales solutions** for customer convenience and transparency

### Digital CX



#### INFODRIVE™

**Unified data platform** that powers personalised, omni-channel vehicle ownership experiences



## Driving Topline Growth

- Expansion in Mexico and Canada
- Joint GTM
- Customer Success
- DMS integration

## Operational Excellence

- One Team
- Streamline Systems and Processes
- Organizational Structure

# Strategic Priorities & Next Steps

- 1 Realize ongoing benefits of our OneTeam approach
- 2 Leverage cross-sell and upsell opportunities with joint go to market
- 3 Continue to integrate with DMS providers and 3<sup>rd</sup> parties to strengthen our ecosystem
- 4 Drive operating leverage
- 5 Enhance our Americas footprint



# One Unified Team to Drive Future Growth



INFO MEDIA™

**Thank You**

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