



BELL POTTER EMERGING LEADERS CONFERENCE 2021

Jonathan Rubinsztein | CEO

14 September 2021

Agenda



01. **FY21 Highlights**

02. **FY21 Financial overview**

03. **Business overview**
– building momentum into FY22

Who we are

Infomedia Ltd (ASX:IFM)



Leading SaaS platform provider
to global automotive aftersales market



Over 220,000 users
in 186 countries



Global workforce of 420
(incl. 110 outsourced)

GLOBAL OFFICES



HQ IN SYDNEY,
NSW Australia



AMERICAS
Detroit, MI (USA)
SimplePart
Atlanta, GA (USA)



APAC*
Melbourne,
VIC (AU)



EMEA*
Cambridge,
ENG (UK)

Our SaaS platform

Parts

A powerful suite of EPC parts solutions focused on driving parts sales

Service

VIN-precise, data driven service quoting and inspection selling solutions

Data & analytics

Data, analytics and predictive marketing solutions for customer retention

E-commerce

Online B2C websites that grow sales of automaker parts and accessories

Our competitive position

Mission critical SaaS platform provider to global automakers and dealers - Over 95% recurring revenue

One of few global technology providers that covers automotive parts, service, data insights and e-commerce

Data backed innovation that drives productivity, profits and customer retention for our customers

*APAC – Asia Pacific; EMEA – Europe, Middle East & Africa

FY21 highlights

Delivered to top end of guidance – strong return to growth in 2H

Revenue Up 3% to \$97.4m; Up 7% in constant currency

Major achievements building momentum

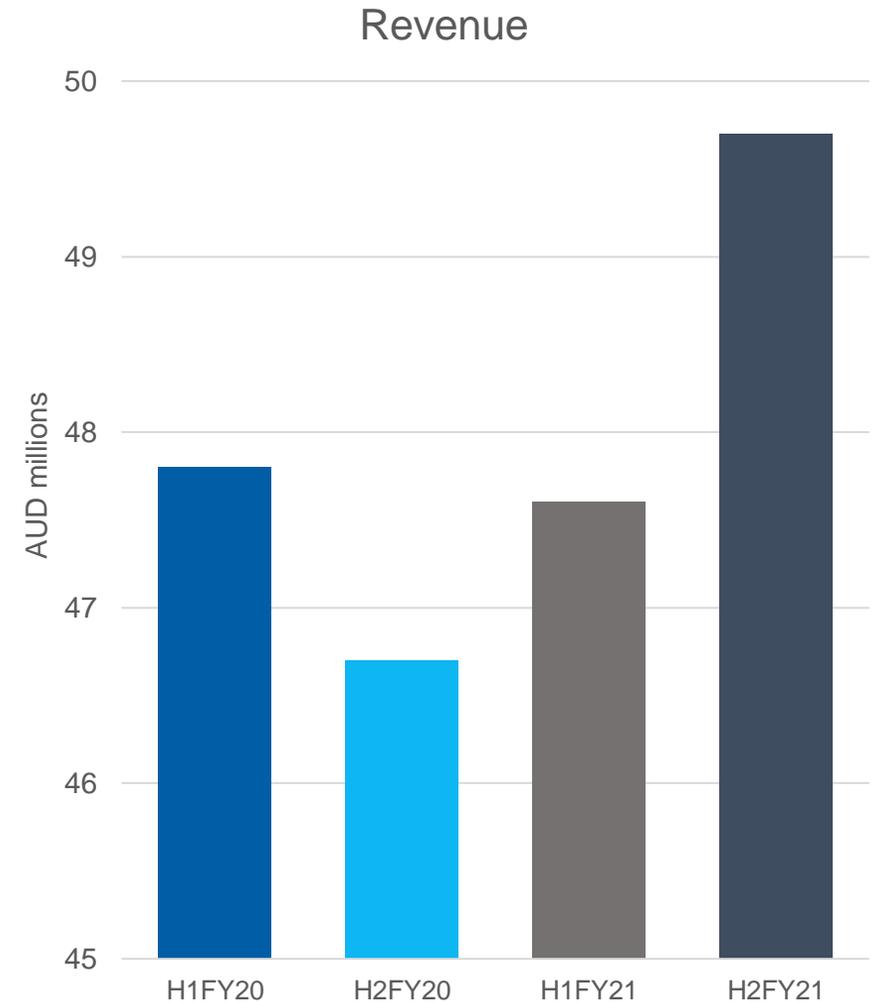
Global wins with Ford (EMEA), Mazda (EMEA), Audi (AU) & BMW (APAC), partner sales (Americas) resulting in \$35m of new TCV¹

Good sales traction with Infodrive (data, analytics & Nidasu) into FY22

Transition from legacy software to Next Gen integrated platform

Acquisition of e-commerce platform SimplePart; strategic extension to our integrated platform

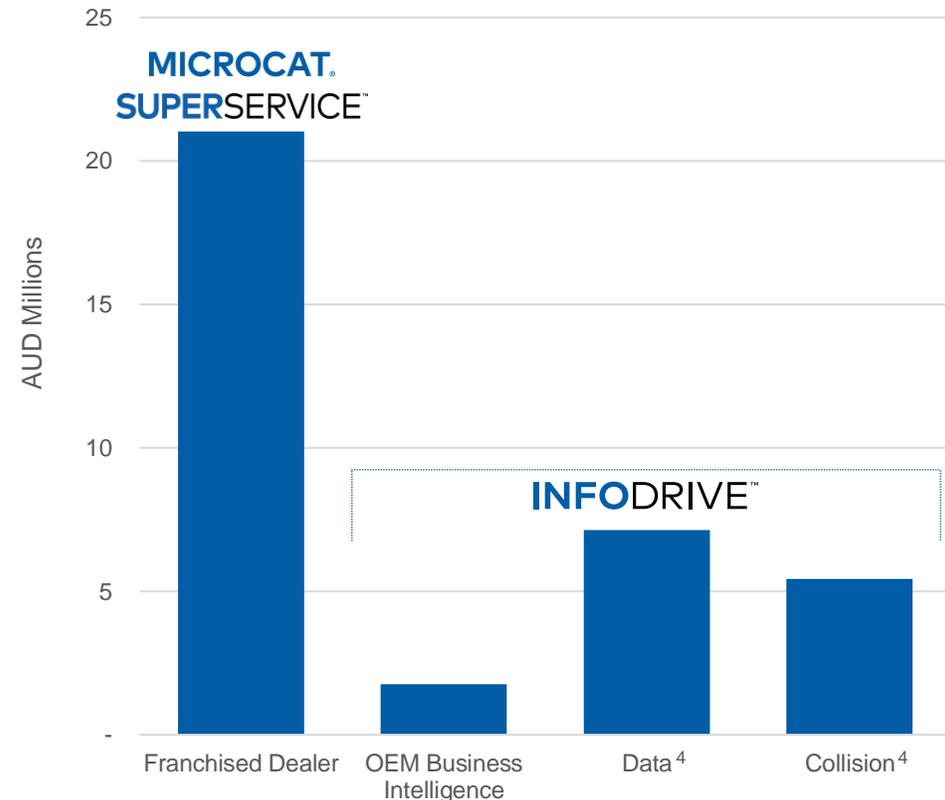
¹TCV = New multi-year (3-5yr) contracts closed in FY21; small portion of revenue recognised in FY21



New contract wins underpin momentum

- \$35 million in new multi-year (3-5yr) TCV¹
 - TCV includes \$13m from Infodrive
 - Provides future revenue growth visibility
 - TCV excludes SimplePart (announced 1 June 2021)
- Represents top 20 major contracts; smaller contracts also won in the period
- Installation of Infodrive not impacted by lockdowns or restrictions

Total Contract Value
Top 20 major contract wins



¹ TCV = Total contract value; multi-year (3-5yr)TCV; small portion of revenue recognised in FY21

² Infodrive includes data services, data insights and Nidasu

³ Refer slide 19 for further information

⁴ Infomedia provides data services & data insights in this market

Structural shifts in the automotive industry

AUTOMATION & ELECTRIC VEHICLES

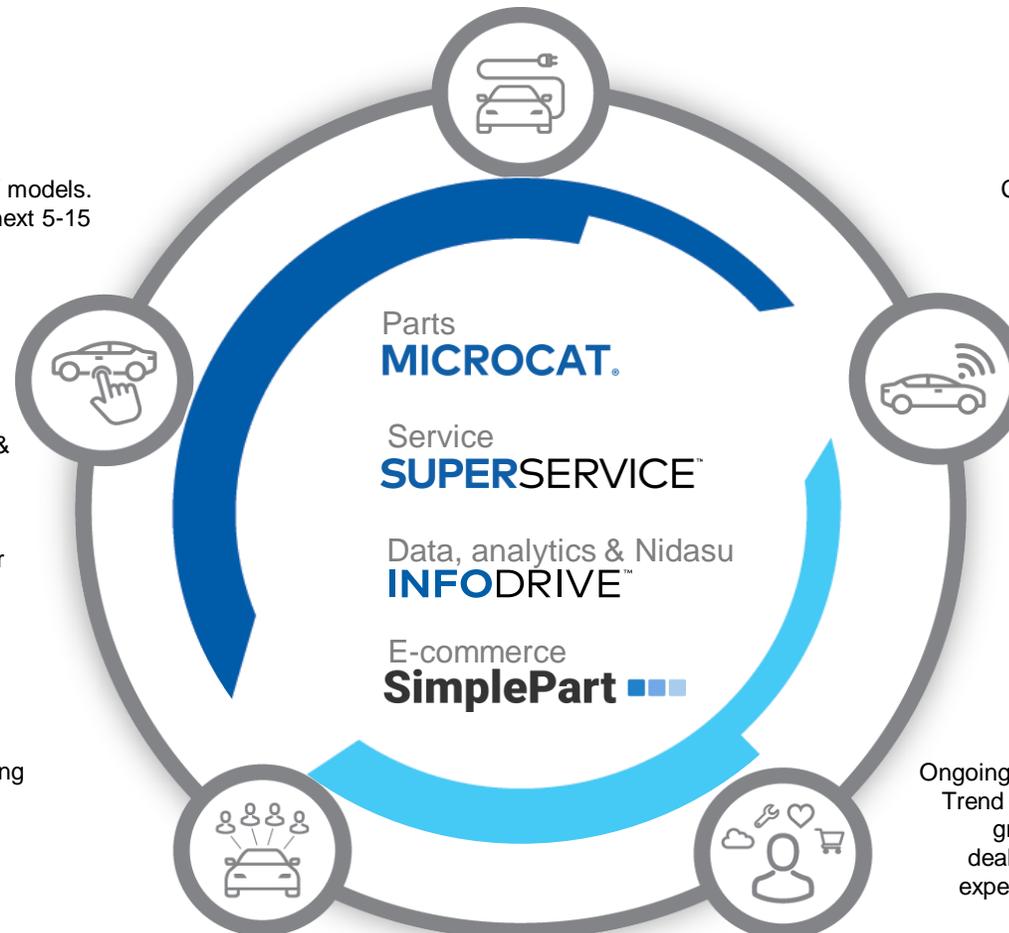
Global automakers have accelerated plans to introduce EV models. Complex transition from ICE – Hybrid – EV likely over the next 5-15 years. Parts and service will become more complex

VALUE OF AFTERSALES & THE CAR PARC

Existing car parc is more valuable with increased demand & premium pricing in 2nd hand car market. Demand for parts & service aftersales is on the rise with a rise in the number of older cars on the road. Increased demand for digital solutions to improve customer experience and brand loyalty

VEHICLE OWNERSHIP STRUCTURE

Lesser area of focus in ongoing pandemic although planning alternate ownership structures is a key area of focus for automakers in the medium term



CONNECTIVITY

Consumers demand cars to be an extension of their digital lives; automakers demand solutions that capture, aggregate and connect disparate data sources to predict customer needs

DIGITAL SOLUTIONS

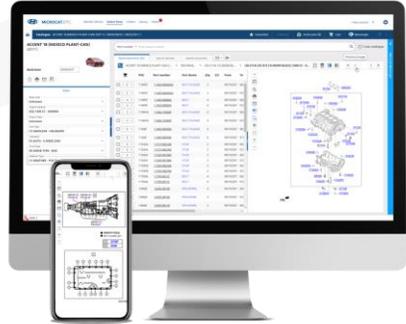
Automakers and dealers are actively pursuing digital solutions to replace manual processes, drive productivity and create consistent, satisfying brand experiences

DEALERSHIP EVOLUTION

Ongoing lockdowns and restrictions have impacted dealers. Trend of smaller regional dealers consolidating into larger groups continues. Focus narrows on efficiency of the dealership. Dealerships will increasingly become brand experience hubs as more vehicles are purchased online

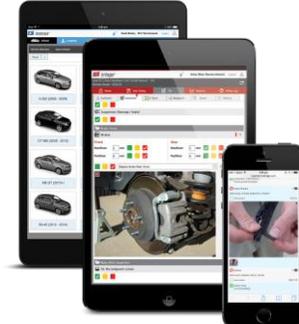
Empowering automotive aftersales

Data-driven, end to end integrated SaaS platform for global automotive aftersales



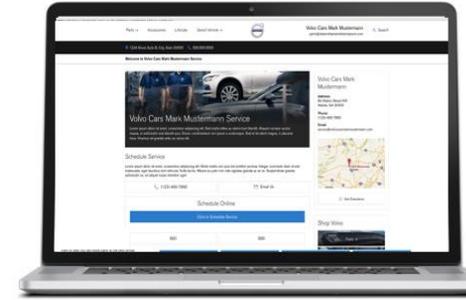
MICROCAT.

Parts selling software (EPC)



SUPERSERVICE™

Service quoting & digital inspection



SimplePart ■■■

E-commerce solutions



INFODRIVE™

Data, analytics & Nidasu

SAM¹ Franchised dealer

Franchised dealer

E-commerce

OEM business intelligence
Data³
Collision³

One of a few providers
of end-to-end
aftersales solutions

Infomedia is global
In 186 countries
& 40 languages

Manufacture & leverage
VIN specific data across all
our solutions

¹ SAM: Serviceable Addressable Market – refer slide 19 for more information

² VIN: Vehicle identification number

³ Infomedia provides data services & data insights in this market

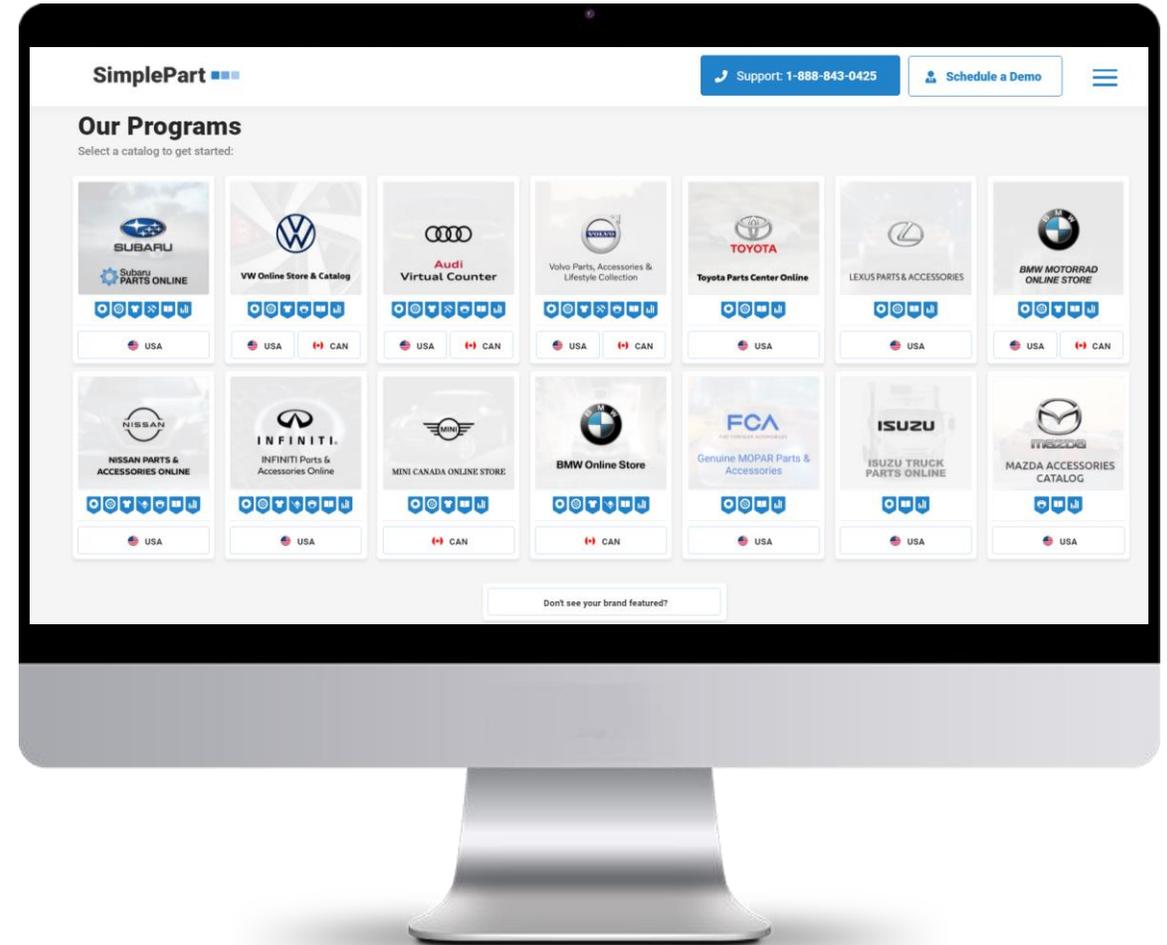
SimplePart capturing e-commerce aftersales

18 automaker e-commerce programs in North America

~1,900 e-commerce dealer customers, primarily across the US

9+ million monthly unique visitors

US\$100+ million of annual e-commerce transactions via the platform



SimplePart powers auto parts, accessories and service e-commerce programs for some of the world's most successful automakers and dealers

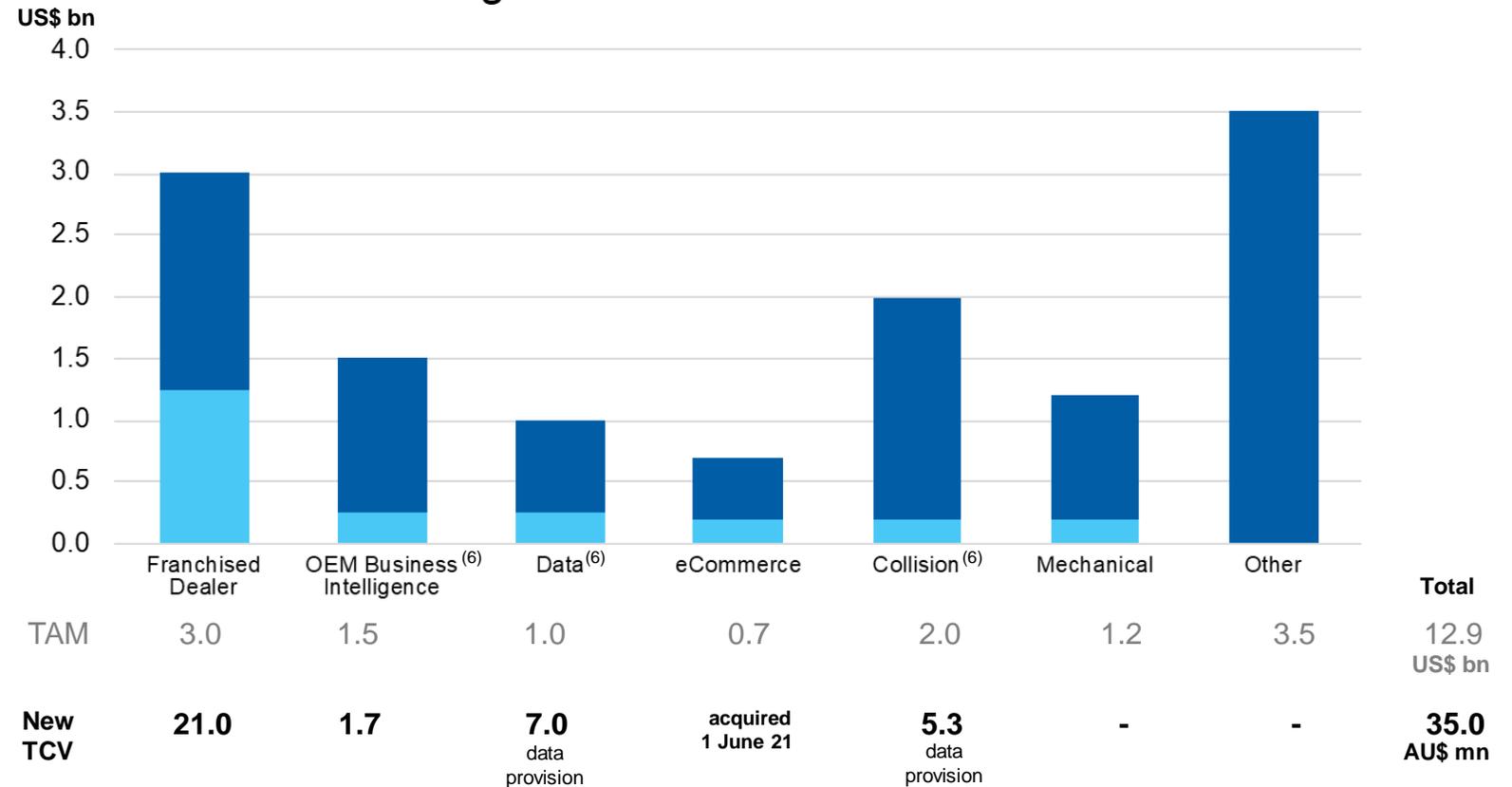
www.simplepart.com

Strategy driving growth in new markets

Auto & dealer customers demanding more integrated solutions to access wider aftersales technology ecosystem

- ✓ New multi-year (3-5yr) contracts wins demonstrate traction in new segments - TCV \$35m
- ✓ Integrated products via the platform enable IFM to access a broader addressable market
- ✓ Infodrive (incl Nidasu) and SimplePart expected to be significant contributors to revenue in FY22

Addressable global auto dealer software market



(1) See slide 25 in FY21 Investor presentation Appendix for further reference

(2) MVP= Minimum viable product

(3) SAM = (Current) Serviceable Available Market

(4) Other = DMS (Data Management Systems), Finance & Insurance, Fleet, and Logistics software

(5) IFM estimates based on internal analysis, Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025 and MarketsandMarkets: Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025

(6) Infomedia provides data services & data insights in this market

FY21 Summary & Outlook



Delivered steady results in a challenging environment with a return to revenue momentum in the 2H

Revenue momentum is building in all regions and across all products

Opportunities emerging in data services & data analytics and e-commerce

Return to double digit revenue growth in FY22 underpinned by \$35m in new multi-year (3-5yr) TCV & full year of SimplePart

Anticipate revenue of \$117m to \$123m in FY22

FY22 outlook assumes no adverse movement in FX and no further negative consequences from Covid-19

— THANK YOU

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