

25 November 2021

ASX Market Announcements Office

2021 AGM ADDRESSES TO SHAREHOLDERS

The Company will address shareholders today at its Annual General Meeting (**AGM**), to be held virtually from 9:00am AEDT.

Further information about the meeting can be found at www.infomedia.com.au/agm

Pursuant to ASX Listing Rule 3.13.3, a copy of Chairman's and Managing Director's addresses to shareholders and accompanying presentation materials are attached with this release.

ENDS

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 insights 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.

Further queries, please contact:

Daniel Wall
Company Secretary
O: +61 2 9454 1728
M: + 61 414 991 614

Tanya Thomas
Head of Investor Relations & Communications
O: +61 2 9454 1547
M: + 61 424 693 055

INFOMEDIA LTD

3 Minna Close, Belrose NSW 2085, Australia
+61 2 9454 1300 | www.infomedia.com.au

Infomedia Ltd
Annual General Meeting
25 November 2021

Chairman's address to shareholders

Dear fellow shareholders,

On behalf of the Board of Infomedia Ltd, thank you for your support during the year.

To our customers, thank you for your partnership during the year. Our purpose is to offer software, applications and data solutions that support your key objectives, increasing aftersales revenue, creating valued added customer experiences, and retaining customers to your remarkable brands.

I would also like to thank our team, many of whom are on the call this morning, for their persistence, hard work and commitment to our customers during a challenging year.

FY21 achievements

This morning, I would like to recap some of the FY21 achievements and provide a quick review of our performance before touching on more recent events. I will also aim to address some of the key disruptive forces impacting the global automotive industry before handing over to our Interim CEO Jim Hassell, and CFO Gareth Turner.

Let me start by saying, your Board is feeling very confident about the business and the opportunities we see ahead. We have confirmed this morning we remain on track to deliver revenue in the range of \$117 million to \$123 million at the FY22 full year¹.

Infomedia Ltd finished the year as anticipated delivering a solid financial performance overall. Revenue was up 3% to \$97.4million; but was up 7% in constant currency. EBITDA increased 3% to \$47.6 million in line with revenue, however cash EBITDA declined 4% to \$20.4 million reflecting the significant development costs incurred in our Next Gen platform build.

Pleasingly, we saw a 13%² increase in our exit ARR, or annual recurring revenue in constant currency as of 30 June to \$98 million before we include the newly acquired SimplePart business. You will see more detail on this later in the presentation. This reflects some normalisation from Covid-19 impacts as our customers reopened and the contribution of some new business wins.

Your Board declared a final dividend of 2.30 cents per share bringing the total dividend to 4.45 cents per share, a 3% increase on the prior year.

Importantly, in the year since I last addressed you, we have secured several significant global customer wins including 3-to-5-year contracts with major OEMs³ including Ford, Mazda, Audi, Nissan and BMW.

¹ FY22 revenue outlook assumes no adverse movements in foreign exchange rates and no further negative consequences from COVID 19

² FY21 exit of 13.6% in constant currency (excluding SimplePart)

³ OE/OEM - original equipment manufacturer; automaker

Jim and Gareth will provide some further insights into our sales momentum and provide some case studies that illustrate the breadth of our solutions.

The 12 months to 30 June 2021 were also characterised by three major achievements.

The first of these was the completion of the transition from our legacy software to Next Gen, a data-driven, integrated parts and service platform. The Microcat electronic parts catalogue (EPC) was upgraded from a technical reference tool to a powerful parts selling platform. The Superservice Menus platform was also substantially upgraded and streamlined adding more value and more insight for customers.

Investment in the Next Gen platform was necessary. We are a small company competing globally against much larger peers. We have been agile and entrepreneurial for years, but the foundations, the architecture of our business required updating and we took the opportunity to ensure we remain competitive for many years to come.

With the Next Gen platform, we are able to support our customers transition from selling manual and siloed parts and service to enabling an integration of the aftersales function with digital applications and data solutions that can be actioned. The value to our customers is shifting from a transactional relationship to the creation of consistent, individualised and extended customer experience with the automaker brand.

Next Gen was rolled out successfully to more than 220,000 users in 186 countries during the year with 92% of users reporting that the new Microcat EPC, a mission critical tool, makes them more efficient when identifying parts and preparing customer quotes. Next Gen was also central to Infomedia winning the Ford Europe contract announced early in the year.

The next significant outcome during 2021 financial year was an increase in sales of our Infodrive data and data insights products. Our exit ARR in that business grew by 41.2% in constant currency in the year to 30 June 2021. Technology advances in manufacturing and digital transformation are driving a significant increase in the availability of valuable automaker, dealership, and customer data. Infodrive collects, analyses, and identifies opportunities for automakers and dealerships to make faster, personalised and more profitable decisions in aftersales.

Finally, in June 2021 we completed the acquisition of US-based automotive e-commerce platform, SimplePart. This is an exciting business and an important and strategic extension of Infomedia's global platform offering. Traditionally, automakers have had limited direct contact with their customers. But consumers are demanding opportunities to connect with brands in a digital environment. Automakers and dealers are looking for opportunities to support their customers online beyond the purchase of a vehicle. We are excited about the cross-sell opportunities already identified between our Infomedia sales teams and the SimplePart team in all our regions.

This year's achievements coincide with a time when the automotive industry is evolving. Technology is disrupting all aspects of manufacturing. The pandemic and a focus on climate change globally, will also have a lasting impact.

Let me now turn to the opportunities we see as we transition to a new chapter in the company's journey.

Transition to new growth

Earlier this year, Non-Executive Director Paul Brandling resigned from the Board for family reasons making way for the appointment of Jim Hassell as Non-Executive Director. Jim joined the Board in May 2021.

In October, Jonathan Rubinsztein resigned as CEO to pursue another opportunity in the technology sector. Jonathan made a significant contribution to the company setting in place several strategic initiatives that will contribute to Infomedia's future growth. Jim stepped into the Interim CEO role following Jonathan's resignation. Jim had an outstanding career as a technology executive and the Board is very confident the business will maintain momentum under his direction. Once a new CEO and Managing Director is appointed, our aim is to have Jim return to the Board as Non-Executive Director. The recruitment process for our new CEO is well underway and will consider both internal and external candidates.

There has been an understandable external focus in recent months about the departure of Jonathan and our former CFO, Richard Leon. And while their departures were earlier than we would have liked, they do present an opportunity for the other leaders in our business to step forward and for new skills, ideas, and relationships to join our business.

Gareth Turner, our new CFO, joined Infomedia in August. In a very short period, Gareth has put in place several processes to enable better internal reporting, laying the groundwork to provide an improved level of transparency and analysis of our business and key metrics. Gareth will share the early results of the finance teams efforts under his direction later in this meeting.

Jim and Gareth are supported by an experienced executive team. The average tenure of the senior leadership at Infomedia is nearly 9 years. This includes several founding team members who bring decades of industry experience, experienced executives who joined through M&A and team members who joined over the last 5 years adding to the depth and capability.

The Board has a high level of confidence in the executive and broader leadership team to continue to drive growth and innovation - a hallmark of the business.

The War for Talent

The technology industry, along with other sectors, is facing an unprecedented war for talent. The lack of global mobility of talented professionals, combined with new ways of working and a rapid transition to global digital disruption, have created a real challenge in recruiting and retaining staff.

We continue to invest in our people and through the year have introduced several initiatives to ensure we are competing for the best talent in all our markets. These initiatives focus on attracting, recognising, and rewarding outstanding contribution and retaining our team members with programs that support their whole lives, not just their careers.

Capital Management

Our shareholders also frequently ask about our capital position and progress on strategic M&A initiatives. Infomedia has a strong balance sheet and is a highly cash generative business with more than \$65 million in cash and equivalents at 30 June 2021. The company has no debt.

In April 2020, at the height of Covid uncertainty, we raised capital. At the time management was in advanced stage discussions with several potential acquisitions including SimplePart. Debt markets had effectively closed early in 2020 and our judgement was to bolster the balance sheet to provision both for uncertainty and opportunity.

With the acquisition of SimplePart earlier this year, we allocated approximately AUD \$40 million, comprising upfront consideration of USD \$24.5 million, plus an estimated earn-out of USD \$8 million over three years.

The Board supports a strategy of acquiring logical product or footprint expansions which are close to our core, and which are accretive to earnings. We continue to refine our approach to acquisition targets and are confident that the opportunity to add to our portfolio remains strong.

Finally, through our dividend policy, we will continue to deliver a return to shareholders. We expect the dividends to continue to reflect the steady growth in the business.

I note, in response to a question we have received from a shareholder, that the dividend reinvestment plan will remain suspended until further notice.

Investing in the future

I spoke earlier about the successful transition from our legacy software to the Next Gen platform for our Microcat and Superservice applications. This investment was an important and necessary step for the business. We were determined to complete the biggest development in the company's history; simultaneously our revenues were impacted by the impacts of a global pandemic.

The combination resulted in a high ratio of R&D to revenue in the 2021 financial year, which we recognise. But it has also placed us in a position where we are competitive, supporting our customers and able to underpin our growth in our core products and our data services revenue. Gareth will talk later about the measures underway to provide greater insight into our R&D spend going forward, which we believe, will see a revised focus and improved ratios, post Next Gen.

This year's achievements coincide with a time when the automotive industry is evolving. I cannot recall a time when the automotive industry attracted so many positive news headlines. Technology, a focus on climate change and new ways of working and living are disrupting all aspects of the automotive industry.

Strategic focus

As a trusted partner to automakers, dealers, and suppliers to the industry globally, Infomedia is well placed to support customers as they increasingly turn to technology to solve complex issues and identify new areas for aftersales growth.

An increase in software driven features and functionality in automotive operating and safety systems is also driving connectivity and an explosion of data.

Opportunities to leverage individual vehicle identification data into our existing integrated parts, service, and e-commerce platform, combined with decades long understanding and technical knowledge of customers and global automotive aftersales, has meant Infomedia is well placed to respond to an ever-changing shift in trends emerging from the sector.

Our strategic focus to become the leading SaaS provider to global automotive aftersales, and the achievements delivered during the year are well aligned to emerging global trends.

In the lead up to today's meeting we have received several questions about the impact of EV for Infomedia's business model into the future. As electrification, automation and shared mobility models become a greater percentage of the global car parc, customers will visit dealers differently than they do today.

Dealerships will transition from a traditional business model of selling products to a future where dealerships evolve into providing customer experiences. Parts and service will become more heavily reliant on accurate and timely information specific to each car and its owner.

Importantly, new opportunities will emerge. Automakers and dealers are investing in their own businesses and new technology to ensure they move beyond selling siloed products and services to a model focussed on creating real customer engagement with their brands.

We are all very familiar with this concept. We all have phones...but they are more than a phone ... they have become digital devices which have fundamentally changed how we live and work. We are accelerating quickly to a future where the automobile is another digital device.

Our core parts and service applications and our ability to deliver value-added data solutions to automakers, dealers, and suppliers in the wider ecosystem, creates a unique and differentiated position.

The addition of SimplePart, will change the game for our customers, enabling them to move into new segments and engage directly with their customers. Today, e-commerce companies have between 5% and 10% of the automotive parts market share, that is expected to double by 2030⁴.

Infomedia's core applications, investment in technology and new capabilities, underpin our future growth as data and analytics becomes central to value creation and business innovation for our customers.

Value added and VIN⁵ precise data, intuitive applications, technical knowledge, global relationships, actionable data solutions and decades long experience in automotive aftersales, will be key to our success.

Acknowledgements

The Infomedia Board recognises the difficult conditions all our customers, executives and employees have endured this past year all over the world. We value the opportunity to build on our strong

⁴ BCG estimate 2020 'At the Crossroads Report'. Regional values vary

⁵ VIN – vehicle identification number

partnerships with our customers global and local and acknowledge the achievements of our people; emphasised by the very positive customer feedback received on Next Gen, Infodrive and SimplePart.

Thank you.

At this point I'd like to hand over to Jim and will return shortly to run through the formal business of the meeting.

Bart Vogel
Chairman

A message from the Interim CEO

Good morning,

I'm Jim Hassell.

This morning I would like to provide my initial thoughts on Infomedia having stepped into the Interim CEO role just a month ago.

My comments intend to explain in more detail some of the initial observations our Chairman has shared this morning about the strategic focus of the business and the opportunities we see emerging.

Shortly, I will also be inviting Gareth Turner, our CFO, to present on the strength of our business model and annual recurring revenue.

Trusted global partner in automotive aftersales

My first observation is that although Infomedia solves challenging industry problems, it provides customers' simple, easy to use business solutions with a lot of opportunity for growth and I want to explain this today. I say this because I have received feedback on several occasions that at times, we seem complex and difficult to understand.

Infomedia serves the global automotive industry specifically to help automakers (OEM's), national sales companies (NSC's) and dealership networks generate customer engagement and profit from vehicle servicing and genuine part sales, collectively described as aftersales. The sale of genuine parts is very important to the OEM's and dealerships who generate a growing amount of their profits from aftersales activities. Helping the OEM's, NSC's and dealers realise the opportunity in the aftersales market is high value to them and Infomedia is one of very few companies that has a genuine global aftersales offering across both parts and service.

Our applications which are delivered as software as a service, manage key aspects of the service lifecycle, including replacement parts identification, vehicle inspection, service quoting and marketing campaigns to build customer engagement and retention. Those applications are powered by a huge amount of disparate data sourced from manufacturers, dealers, vehicles and eco system partners.

Innovative platform supports future growth

Our chairman spoke earlier about the importance of Next Gen. Prior to Next Gen, our solutions were more stand-alone; the parts catalogue was predominantly in the domain of the parts interpreters in the

‘back of house’ parts department and the digitised service menus and vehicle health check solutions supported the ‘front of house’ customer service managers.

Post-Next Gen, with the addition of SimplePart and leveraging our extensive data knowledge and assets, we have built an applications platform with greater integration to better serve our customers. The data solutions business is delivering rapid growth and will, I believe, continue to provide that for many years.

The investment in Next Gen over the prior two years, has also strengthened our relationships with global customers. The platform strategy has identified customers in new segments in our ecosystem and importantly provided a new source of growth for our customers and for Infomedia.

The platform strategy allows Infomedia to add to both areas organically and through acquisition.

Data capability creates new opportunity

Infomedia’s core application platform supports the growth of our emerging data solutions business. It is that application capability we are leveraging to create a high growth data product portfolio that serves all our customers in the ecosystem ... automakers, distributors, dealers, consumers, and technology partners.

For our parts solutions, data comes to us in many different formats and is difficult to use as single points of information. For example, we receive 134 different files from one OEM relating to different vehicles and parts catalogues. We convert that into one clean and integrated set of data that is updated in real time with the latest OEM information. This standardization and accuracy drives meaningful productivity gains for users of our applications.

Our service solutions are supported by a team of ex-dealer technicians who understand the repair process and take the raw data from the OEM together with guidance from repair manuals to complete the entry into our proprietary production systems. The data is enriched which means we have data by individual car – everything on that car from its technical specification, service intervals, repair operations, parts kits and even accessory fitment. The value add to our customers is the breadth and depth of Infomedia’s VIN precise data assets, together with intuitive applications that streamline the parts selling process and make the service process very efficient.

Our ability to combine real-time parts and service data, with value added technical knowledge, global, regional and local relationships and efficient processes, delivers insight the OEMs, NSCs and dealers cannot access on their own. Our systems are also designed to manage new data sources from emerging technologies such as connected cars. We add value that empowers OEMs to take advantage of technology-enabled innovation: harness more data, derive more insights and offer more ‘digital-first’ aftersales experiences.

Growing aftersales and customer engagement

I’d like to provide some examples of how our customers are using our applications and data solutions to grow aftersales and offer a more engaging and transparent service lifecycle experience.

Firstly, let’s look at our **Connected Car data** solution. It captures and analyses connected car data to generate actionable insights for customer communication. BMW Australia wanted to leverage the valuable data being recorded from their connected car fleet, to improve timing and relevance of

communication to vehicle owners during the service lifecycle. They were also looking for a way to map connected car insights back into their traditional dealer data sets to improve the quality of the customer experience at every point of engagement. Taking the raw data generated and turning it into actionable solutions Infodrive provides BMW with improved repair forecasting, automated and targeted sales and service campaigns and an elevated brand experience for vehicle owners. Most importantly, the execution of these actionable insights are, in the main, hands-off, with full automation via a variety of applications that drive, monitor and report on communications 7 days a week and at times that best suit the vehicle owner.

The BMW connected car solution was able to be delivered by Infomedia through our Nidasu business, now part of our Infodrive data solutions. That has shown rapid growth since acquisition, and we believe it has tremendous scope to continue that.

In June we completed our acquisition of US based, automotive e-commerce platform, SimplePart. We are very excited about the SimplePart business. The acquisition is highly strategic, and complementary as it expands and enhances Infomedia's value proposition to our customers.

Infomedia's traditional parts and service applications enable the servicing and sale of original manufacturer parts through the physical dealer network. However, there is a large and growing online market for sale of parts for any given manufacturer and it is important for them to be able to service this demand as consumer's shift online for purchases. SimplePart provides the platform for online sales of original parts.

From our customer perspective, we highlight here how SimplePart is supporting **Subaru Parts Online**.

SimplePart delivered a turn-key e-commerce program for dealers to easily sell genuine parts and accessories online. The solution includes a branded online store, search engine optimisation, marketing agency services, and onboarding support that made it easy to get started. Converting large volumes of technical catalogue data to be consumer-centric was critical to the success of the portal. SimplePart's data enrichment process ensured Subaru model descriptions and parts catalogues were intuitively presented and could be understood by non-technical consumers. The solution has helped Subaru achieve double digit growth of online sales since 2014.

SimplePart is a market leader in eCommerce for automotive parts which provides this capability for manufacturers and dealers. SimplePart has got fantastic presence in the US market. Combining with Infomedia, gives ready access to both a European and an APAC marketplace with established customer relationships and a now bigger value proposition. We are already starting to see the fruits of this with eCommerce wins at Hyundai in Ireland and Ateco (RAM) in Australia.

And the last example I'd like to share this morning highlights the solution we've developed for Mazda Europe, which was included in the recently won contracts announced at the full year. This solution is currently in pilot and illustrates a growing area of Infomedia's business. It also illustrates the cross-platform synergies we are building by using aspects of both Infodrive data solutions and Superservice applications to deliver a differentiated outcome.

Mazda Europe online service booking. This solution provides Mazda the ability to integrate and standardize service data for 22 local markets in Europe into one centralized consumer facing platform. The data is used by our Superservice Connect application to provide Mazda vehicle owners an easy-to-use, branded website to view pricing and make service bookings. Infomedia's data management tools

provide the Mazda markets the ability to localise content relevant to their own customers. All aspects of parts and labour pricing can be uniquely managed by each dealer. Data and insights are also integrated with Mazda Europe's IT systems to underpin investment strategies for marketing, customer retention and dealer performance.

The data solutions we offer are an emerging marketplace with high barriers to success. Would be providers not only need access to the raw data but also the capability and understanding to turn that into something which is useful and valuable and actionable for customers. There is a continuous requirement to clean the data, put it into a usable format and keep updating it which makes this a highly specialised field. This is a nascent area, and new uses of data solutions are constantly emerging. As such, we see much faster growth in this and anticipate that will be the case for the foreseeable future.

I hope you can see from the above that the combination of the applications solutions, data solutions industry expertise and long-term customer relationships give Infomedia a very powerful offering to OEM's, National Sales Centres and dealers both now and into the future.

I'd now like to hand over to Gareth Turner, our recently appointed CFO. Gareth and his team have been analysing our business to provide greater transparency on some of the numbers which support the presentation I have just taken you through. This is a work in progress and what you see today is the start of the journey which we will build on over the coming months.

Gareth ...

CFO update

Good morning, everyone.

Today marks just over 3 months since I joined Infomedia and it's my pleasure to have the opportunity to speak to you this morning. This has been a very busy period for me getting up to speed on the business, meeting as many people as possible, and working closely with the finance team, the leadership team and of course with Jim in his transition into the Interim CEO role.

We mentioned at the full year results presentation in August that we would provide some additional revenue metrics and analysis at the AGM, and I'll be pleased to take you through that shortly. In addition, I'd like to talk about some of my own early observations as I've gotten into the details of the business and provide some colour around further reporting enhancements that we are working on and hope to release in the near term.

Slide 19 shows Infomedia's total revenue by year from FY16 to FY21 in reported AUD and constant currency, and our guidance range for FY22 of \$117 to \$123million. The constant currency calculations take the average exchange rates for FY21 and show what the reported AUD amounts would have been for each year back to FY16 had that same FY21 exchange rate been in place throughout. This eliminates currency fluctuations over time to give a better insight into the true underlying revenue performance and which shows sustained organic growth in the business. All constant currency measurements detailed in subsequent slides are calculated in the same way. As shown in the slide, we have had 6 years of steady growth in total revenue. Something that has impressed me is Infomedia's significant proportion of recurring revenue. Generally, more than 95% of Infomedia's revenue is recurring and we'll highlight some of that in subsequent slides.

Moving to Slide 20. Accounting numbers often suffer from lag effects where customer wins take time to roll in and customer losses take time to roll out of the historical reported numbers. For this reason, Annual Recurring Revenue, or ARR can be very informative for businesses with strong recurring revenue like Infomedia. ARR immediately reflects the annualisation of a business's recurring revenue profile at each point in time, is therefore more comparable across periods and often is more insightful as to the true operating performance of the business.

This slide shows Infomedia's ARR by month from July 2015 to June 2021 in reported and constant currency, with and without SimplePart which was acquired with effect from 1 June 2021.

Focusing on the constant currency solid blue line, one can see that Infomedia enjoyed a strong and sustained increase in ARR from about \$70million in January 2018, through to about \$90million in January 2020. Unfortunately, as we all know, this is when the effects of the global Covid-19 pandemic started hitting, and to which Infomedia and the Automotive market weren't immune. ARR declined to \$82million in April 2020 – a period during which Infomedia supported customers by providing Covid-19 credit notes and relief during the worst of the first pandemic shutdowns. Even so, Infomedia's ARR proved to be remarkably resilient through the pandemic which had much less of an impact on Infomedia than on many other companies and industries during the same time.

In addition, through FY20 and the first half of FY21, Infomedia embarked on one of the largest development projects in the company's history – Next Gen, to transition to the next generation of its Microcat and Superservice applications.

While I wasn't with Infomedia at the time, I have certainly heard about the mammoth effort that Next Gen entailed and I have no doubt that as important as it was, it would have been a headwind to Infomedia's growth over that period.

Now, with Next Gen complete, Infomedia's deploys innovation that moves beyond a standalone, technical reference tool to an integrated parts selling platform. As one of very few global software providers in both parts and service, Infomedia is now in a distinctive and enviable position to leverage information and transaction data that is often trapped in disparate, operational manufacturing and dealership systems.

Infomedia's ARR started to recover towards the beginning of FY21 and has been on an upward trajectory since. The linear trendline on the ARR excluding SimplePart shows the significant lift in Infomedia's organic ARR over this period and reveals the positive ongoing momentum in the business, with ARR established back above the trendline.

ARR finished FY21 at \$98 million excluding SimplePart and \$112million in total including SimplePart – remembering that this is the annualization of the recurring revenue only, and any one-time revenue is over and above these numbers.

With the worst of COVID hopefully behind us, being on the other side of Next Gen, seeing SimplePart start to contribute strongly, and everything else I've seen so far, provides confidence for continued ARR growth and delivering our FY22 revenue guidance.

Slide 21 shows Infomedia's ARR split by Product Class.

As Jim explained earlier, Microcat, Superservice and SimplePart together make up our Application Platform, with Infodrive and various parts, service and data analytics comprising the data solutions

portfolio. Where applicable, historical numbers have been re-categorized to put revenue into the appropriate classifications. For example, certain revenue earned from giving access to Microcat APIs in the past, were recognised within Microcat or Parts revenue; this has now been captured under Infodrive recognising that this is a component of our Data Solutions. This is the way we intend to split and report on Infomedia's revenue going forward.

The bulk of Infomedia's revenue is from Microcat and Superservice, which generates very sticky, recurring revenue, with stable and consistent underlying organic growth. Given the long relationships that Infomedia has with its customers, and the critical nature of the services we provide, we are in the fortunate position of being able to see what matters most to our customers and to gather an incredible amount of rich data in supporting their businesses.

These two things form the basis of how Infomedia thinks about the cross-sell opportunity and has driven the investment in our two newer product classes: Data through Infodrive and eCommerce through SimplePart.

This is a key capability of Infomedia that I'm most excited about – the ability to leverage the sustainable competitive advantage we have through global strength and customer stickiness in Microcat and Superservice, to continue to pursue new higher growth product classes. One can already see the success of this strategy with Data. Having started out small, Data has accelerated quickly with the Nidasu acquisition in December 2018 and has continued to deliver some of the biggest growth in Infomedia's ARR to date. We expect this to continue to grow into the future at a solid rate.

We are focussed on replicating this success with our new eCommerce offerings – spearheaded by SimplePart. The highly strategic SimplePart acquisition, which completed in May 2021, is the latest exciting new product class with global application that will leverage Infomedia's strength in our other global product offerings. As we heard earlier in Jim's presentation, even though its early days, SimplePart has already started to close eCommerce opportunities in EMEA and APAC with the help of the Infomedia teams on the ground in those locations.

It remains a key aspect of Infomedia's strategy going forward to continue to complement organic growth by making strategic acquisitions that will either strengthen an existing product class or add a further layer of new high growth revenue streams.

Slide 22 is the ARR split by region and this chart tells the story not only of Infomedia's global reach, but also of its spread of recurring revenue globally. That Infomedia's ARR is so well-spread between regions, reduces regional concentration risk and is a significant positive feature of the business's recurring revenue profile.

While all regions have experienced growth, APAC and EMEA have performed the strongest and we expect that this will continue.

We haven't seen the same level of growth in the Americas, but we continue to see the region as an opportunity. We have a solid base of sticky customers and see an opportunity to accelerate growth by replicating cross-sell opportunities that have been effective in APAC and EMEA via our dedicated and reinvigorated team on the ground, plus new data partnerships. The SimplePart acquisition also provides increased scale for us in the Americas region, with the spike at the end of the chart reflecting the inclusion of SimplePart in the numbers.

On Slide 23 we have shown some of the outputs of work we have started on analysing ARR by customer cohort. This slide shows the ARR dollars and percentage mix by customer cohort as at June 2017, 2019 and 2021 excluding SimplePart. The analysis shows three key things.

Number 1, is that Infomedia supports customers right across the spectrum of industry participants globally – from the very large OEM relationships, through to large NSCs, dealer groups and down to individual dealers.

Number 2, is that these interactions across the industry spectrum are well spread as evidenced by the spread of Infomedia's ARR across cohorts from the large to the small. This is important as it highlights how Infomedia is not biased by or beholden to any particular industry participant. This engenders trust at all levels across industry players engaging with Infomedia's platforms, services and product and data offerings. Infomedia plays a trusted intermediary role – essentially serving all levels and competing with none.

Number 3, is that the customer cohort mix and therefore Infomedia's position in this industry dynamic is has been stable over time. Each customer cohort has in fact grown in ARR over the period and contributed towards Infomedia's overall ARR growth. In percentage terms, the middle customer cohort – those with ARR of between \$100,000 and \$1million has increased in share over time, reflecting a focused strategy to target NSC and dealer group market opportunities which gives us a better spread of revenue, lower risk and also positions us very well for larger opportunities in the future. Very large ARR opportunities only come around every 3-5 years. We have not lost any very large deals in this space and have in fact secured renewals with some of our largest key customers.

We are also very much aware of shareholders' interests in having more insight into Infomedia's research and development expenditure and the return the business gets from those investments. As we progress down this analysis path, we are working on enhanced reporting and disclosures which we hope to start showing during 2022.

As I said earlier, it has been a very interesting and busy 3 months for me, but I am thrilled to be part of the Infomedia team. Just echoing Jim and Bart's points earlier, I also feel like Infomedia is in a great place with good momentum behind it. I hope you found the analysis of some of the earlier ARR slides useful, and I look forward to us being able to show further enhancements to our financial reporting and analysis soon.

I'll now hand back to Jim, thank you.

Gareth Turner
Chief Financial Officer

Return to Jim Hassell speaking ... Thanks Gareth. I would like to take a few minutes now to describe how I see the opportunity for the company going forward. We are in a rapidly changing industry which will see much movement over the coming years. Four of the major changes impacting the automotive industry are: connected cars, autonomous vehicles, shared vehicles and electric or zero emissions vehicles.

On track to meet FY22 revenue guidance

I believe Infomedia is well placed to play a significant role in these major market shifts. Currently, our catalogues contain data for several electric and hybrid models across our customer base and we know from customers, electric or zero emissions vehicles still need aftersales support. We have the applications and data solutions in place together with long-term deep relationships with OEM's, NSC's and dealerships to help them on the journey to zero emissions vehicles.

Connected vehicles are predicted to generate around 30 Terabytes of data every single day by 2025.⁶ Manufacturers and dealers need to find ways to capture and use the different data sources to understand correlations and patterns that add value in the aftersales lifecycle including personalised customer communications, optimised parts planning, customer retention and reducing operating costs.

Infomedia's experience in taking large amounts of data and converting that into solutions which help generate revenue and profit for automakers and dealer networks will be hugely valued in this environment.

Both autonomous cars and shared cars, are likely to play out over a longer timeframe than EV's and connected vehicles. These market trends will also be characterised by the vast amount of data that they generate and will need organisations with industry knowledge, data management and analytics capability to turn that into real solutions. Infomedia's track record means we are well positioned to have a meaningful part to play in these too as they take off.

In summary, we have had good momentum in the first quarter, in line with our expectations, and remain on track to meet guidance and deliver revenue in the range of \$117 million to \$123 million for FY22.

Infomedia is well placed to continue to play a very significant role in a rapidly evolving automotive industry with our existing offerings complemented by some well-placed acquisitions.

At this time last year, we delivered an aspirational target to double revenue over 5 years and that remains in our goals.

My introduction to Infomedia has been dynamic and I look forward to working closely with our executive and the Board as interim CEO. My priorities are:

1. Delivering FY22 financial results in line with expectations
2. Improving our value propositions for both customers and staff
3. Ensuring we have the right mechanisms and systems in place to manage and scale the business and aligning our resource to revenue and profit growth, and
4. Providing greater transparency in our internal and annual reporting

Thank you for your time and I look forward to talking to you in the future.

I'd now like to hand back to Bart for the formal part of today's meeting.

Jim Hassell
Interim CEO

ENDS

⁶ <https://www.mtu.edu/news/2019/04/filling-in-the-gaps-of-connected-car-data-helps-transportation-planners.html>

ersonal use only



ANNUAL GENERAL MEETING

25 November 2021

Agenda

01. Message from the Chairman
02. Interim CEO & CFO update
03. Business of the Meeting



ersonal use only

Bart Vogel

Chairman

Message from the Chairman

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 nearly 500
(incl. 110 outsourced)

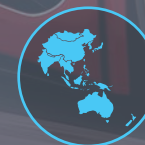
GLOBAL OFFICES



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



Solid operating performance

Revenue up 3% to \$97.4m

ARR up 13.6% pcp*

EBITDA up 3%

Cash EBITDA down 4%

* Constant currency (CCY) – excl SimplePart



Strategic wins building momentum

- Ford (EMEA)
- Audi (APAC)
- Nissan (APAC)
- Mazda (EMEA)
- BMW (APAC)



Transition to Next Gen SaaS platform

Move from standalone products to integrated platform

All customers successfully transitioned



Data strategy driving growth in new segments

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

Infodrive ARR up 41.2% pcp*



Expansion into auto e-commerce

Acquisition of SimplePart enables consumer aftersales growth

Early cross sell success

On track to deliver FY22 revenue of \$117m-\$123m

Transitioning to a new growth chapter

Executive transition

- CEO recruitment underway
- Opportunity for renewed leadership
- Supported by a tenured and experienced executive team
- Strong skills and talent through recruitment and M&A

The war for talent

- Unprecedented competition for talent due to digital disruption, ways of working and constrained global mobility of talent
- Focus on culture, collaboration, recruitment, retention and performance

Capital management

- Strong balance sheet and cashflow generation
- M&A strategy unchanged; pipeline opportunities remain in focus
- Dividends will continue to reflect steady growth

Investing in the future

- Next Gen platform – necessary to compete; strategic for growth
- Timing coincided with Covid impact resulting in high R&D to revenue in FY21
- FY22: Better insight and shift in focus to revenue support

Building new capabilities through data

Traditional business model



Dealers selling a 'product'

- Using siloed data in aftersales
- Intense focus on technical aspects of Parts and Service
- Low customer retention rates beyond warranty period
- Low margin on new cars
- Low brand equity

Emerging trends

Connected Car

EV

Mobility

eCommerce

Dealership Evolution

Traditional and new data sources

Infomedia empowers OEM's and dealerships to access useful data from disparate sources, analyse it and translate insights into customer programs and operational excellence

Future Vision



Dealers selling a 'customer experience'

- Integrated data unlocks new insights
- Personalised and predictive aftersales communication
- Focus on building relationships & customer satisfaction
- Digital lifestyle convergence
- Longer customer lifetime value and loyalty
- New recurring revenues from augmented products – brand hub

Infomedia product strategy: platform approach that makes data and analytics central to business innovation and value creation

ersonal use only

Jim Hassell

Interim CEO

Interim CEO update

Trusted Global Partner

Our solutions empower automakers and dealers to grow their aftersales business and drive customer loyalty.



Global

- 50 automaker brands
- 186 countries
- IFM offices in APAC, the Americas and EMEA

Local

- +220,000 daily users
- 40 application languages
- 14 support languages
- 4 help desk centres

Adding value to the aftersales ecosystem

GLOBAL



Automaker (OEM)

Infomedia's global footprint and localised solutions empower automakers to offer a consistent brand experience in every dealer, regardless of size or location around the world.

REGIONAL



National Sales Company (NSC)

Data-driven solutions provide critical parts and service information to run effective parts distribution operations and drive customer experience programs across the dealer network.

LOCAL



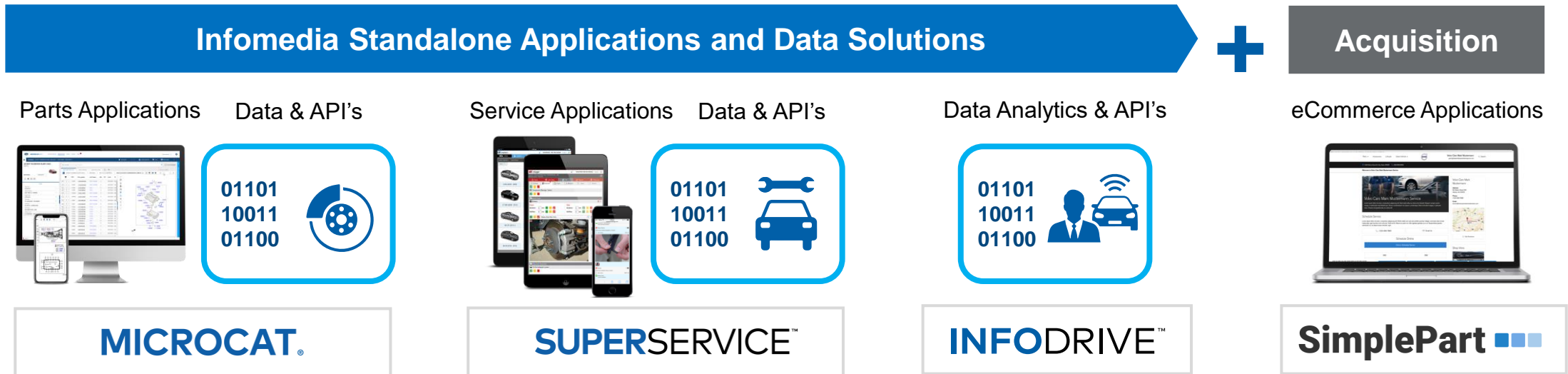
Dealership

Integrated technology powered by genuine OEM data to boost productivity and sales. Staff can deliver 'digital-first' customer care that promotes trust, pricing transparency and brand loyalty.

We make it possible for automakers, NSC's and dealers to achieve a greater level of co-operation on strategic and tactical aftersales initiatives

Distinctive innovation to build upon

Infomedia's applications are powered by Automaker, NSC and Dealer data sourced from disparate systems, and enriched using Infomedia's domain expertise and production processes. Our applications provide mission-critical information for dealerships to sell parts and service profitably.



Amplifying data-enabled growth

With an explosion of digital data becoming readily accessible, Infomedia is transforming its data expertise and assets into a self-standing product portfolio that underpins new ecosystem solutions to improve dealership productivity, sales growth and brand loyalty.

Application Platform

Parts



Service



eCommerce



MICROCAT.

SUPERSERVICE™

SimplePart ■■■

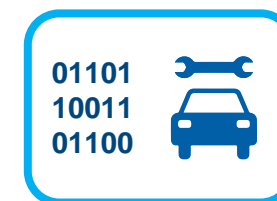
Data Solutions

Parts Data & API's



MICROCAT.

Service Data & API's



SUPERSERVICE™

Data Analytics & API's



INFODRIVE™

Data that motivates insight and action

Infomedia enriches and combines a large amount of structured and unstructured data that can be exploited across the aftersales ecosystem. Next Gen investment has ensured our data capabilities can leverage more data from more sources than ever before.



Automaker



Dealer



Vehicle



DMS



CRM



Customer



3rd Party Systems

Connected Car Marketing

BMW Australia case study

The Challenge



BMW were looking for a technology solution to harness valuable technical data being captured by their connected car fleet, and to translate the data into customer friendly information for retention programs.

More real-time dashboards were needed to track service customers who had overdue repair needs or were a retention risk.

The Solution

INFODRIVE™

The Infodrive platform empowers BMW to capture, analyse and map connected car data with customer history information from the Dealership DMS or BMW's OE systems.

Infomedia provided a data-driven solution that creates professional and consistent marketing campaigns using predictive insights from multiple data sources.

The Outcome



Automated aftersales campaigns that are more timely, relevant and personalised.

A digital-first customer experience that makes BMW owners feel appreciated.

High brand engagement, parts and service growth and increased prospects for retention.

"Infomedia's Connected Car solution empowers our dealer network with valuable insights and predictive marketing capability. We can reach customers with automated, personalized and timely offers that grow sales and drive customer retention with digital-first experiences."

OE/OEM – original equipment manufacture / automaker
DMS – dealer management system

Dr Reiner Meierbeck
Aftersales Director, BMW Australia

Parts eCommerce

Subaru Americas case study

The Challenge



Subaru of America embarked on a digitisation strategy with the goal to take back market share from non-genuine parts competitors.

A key requirement was an online parts selling solution to extend customer lifetime value (CLV) and keep owners connected to the Subaru brand and dealers.

Converting large volumes of technical data to be consumer-centric was critical to success.

The Solution

SimplePart ■■■

SimplePart delivered a turn-key e-commerce program and strategy for dealers to easily sell genuine parts and accessories online.

Solution includes branded online stores, search optimisation (SEO), marketing agency services, and onboarding support that made it easy to get started.

Platform features also support order fulfilment, billing and delivery.

The Outcome



Subaru has experienced annual double-digit growth in parts and accessories sales since the launch of the e-commerce program in 2014.

Their dealers have a technology edge that engages customers online and helps them compete more effectively against non-genuine suppliers.

Online accessibility and convenience has extended CLV for Subaru.

“Our Subaru Parts Online e-commerce platform has become an integral component of our parts and accessories sales strategy. In fact, our e-commerce sales have been growing at a rate that outpaces traditional parts and accessory sales.”

Chris Charles
Digital Retail Specialist, Subaru America

Online Service Booking

Mazda Europe case study

The Challenge



Mazda identified online service booking (OSB) as a strategic project to improve their customer engagement and retention during the service lifecycle.

The challenge was to integrate and standardise service data for 22 local markets in Europe into one centralised consumer facing platform.

Integration of the solution with Mazda IT systems was also key.

The Solution

INFODRIVE™ SUPERSERVICE™

Infodrive data management solution provides the Mazda markets the ability to localise content relevant to their own customers. All aspects of parts and labour pricing can be uniquely managed by each dealer.

For the online consumer interface, Superservice Connect provides Mazda vehicle owners an easy-to-use, branded website to view pricing and make service bookings.

The Outcome



Piloting starts in Poland, Belgium and the UK in December 2021 with a planned commercial launch in Q1 2022.

The solution enables Mazda dealers to offer vehicle owners a new customer service channel that is localised, convenient and 'always-on'.

It elevates the Mazda brand experience, and drives new revenue opportunities.

“Beyond the best-in-class booking solution, Infomedia also adds value to Mazda Europe by integrating the portal transactions with Mazda IT information, to create ecosystem connectivity and synergies.”

Jason Thorpe
Head of EMEA, Infomedia

ersonal use only

Gareth Turner

Chief Financial Officer

CFO update

Six years of continuous growth

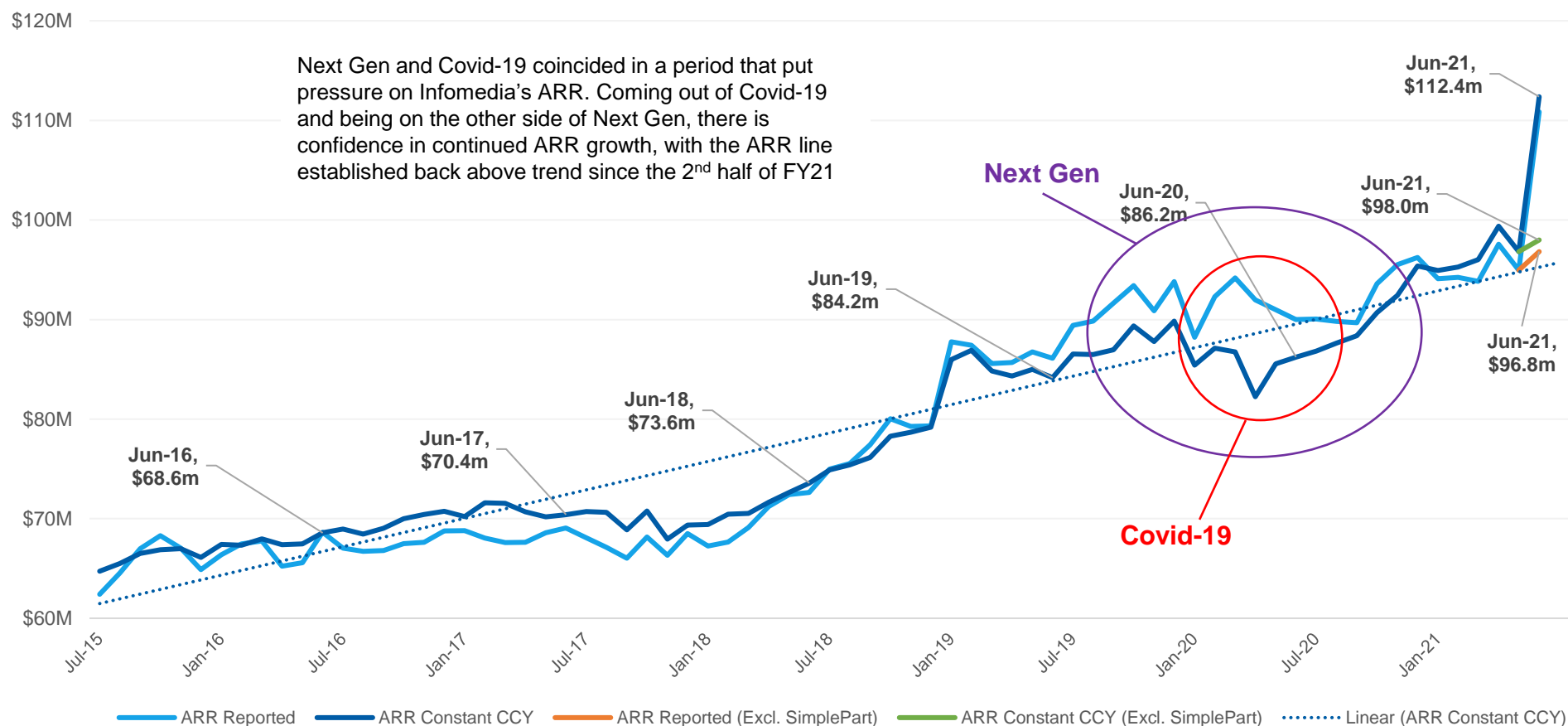
Total Revenue by Year and FY22 Guidance
(\$AUDm)



Constant currency calculations presented in this, and subsequent slides, take the 30 June 2021 average exchange rates and hold these constant throughout all periods presented.

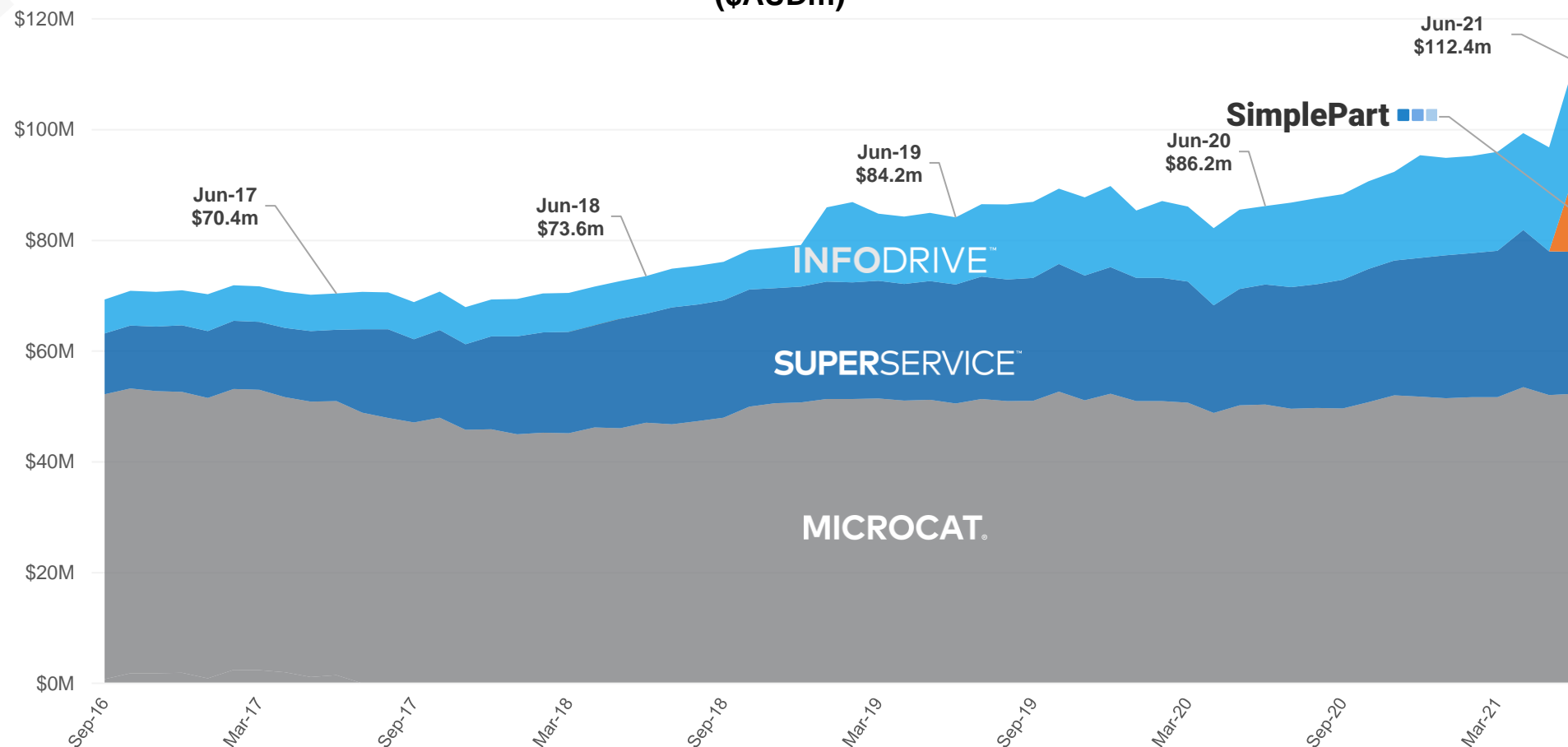
ARR established back above trend

Annual Recurring Revenue (ARR) Reported and Constant Currency (CCY)
(\$AUDm)

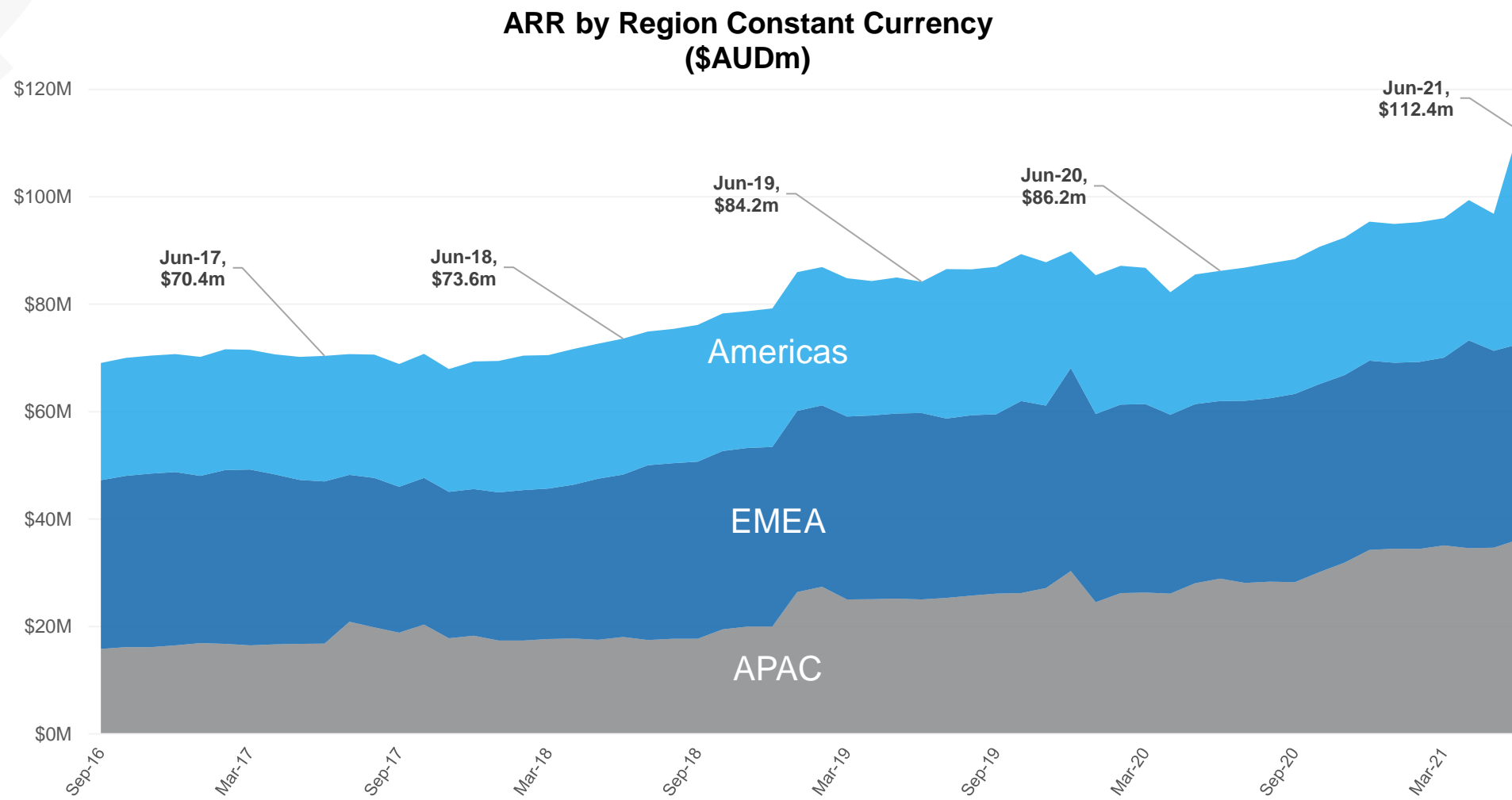


Strong core supports high growth ARR

ARR by Product Class Constant Currency
(\$AUDm)

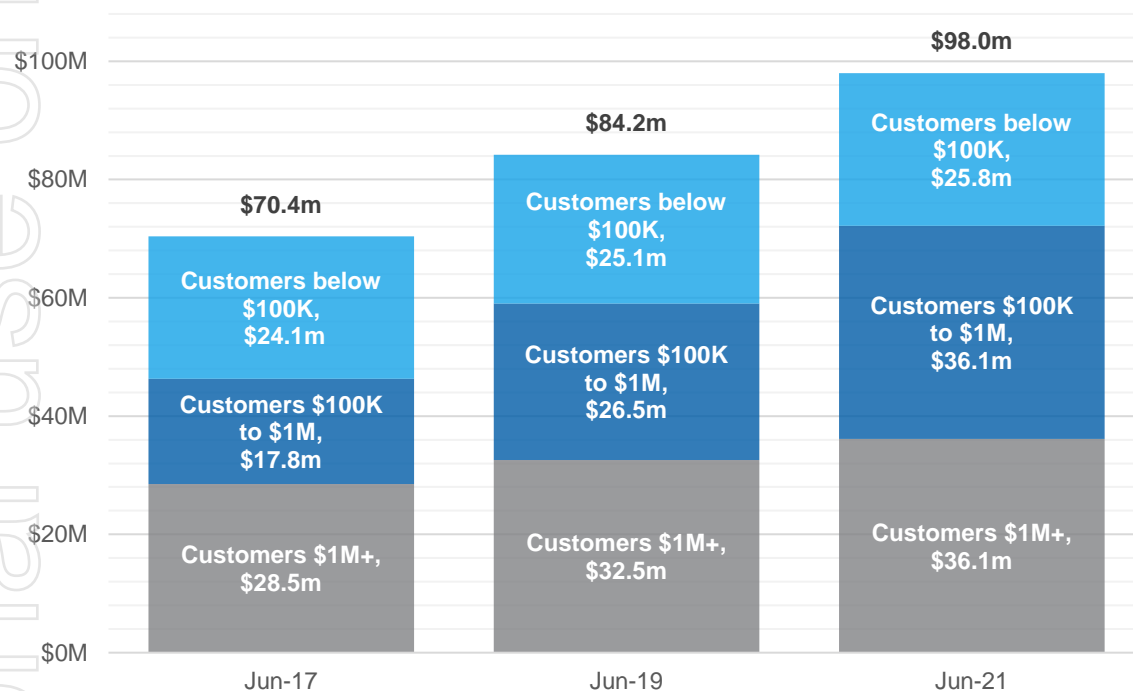


Geographically diversified revenue

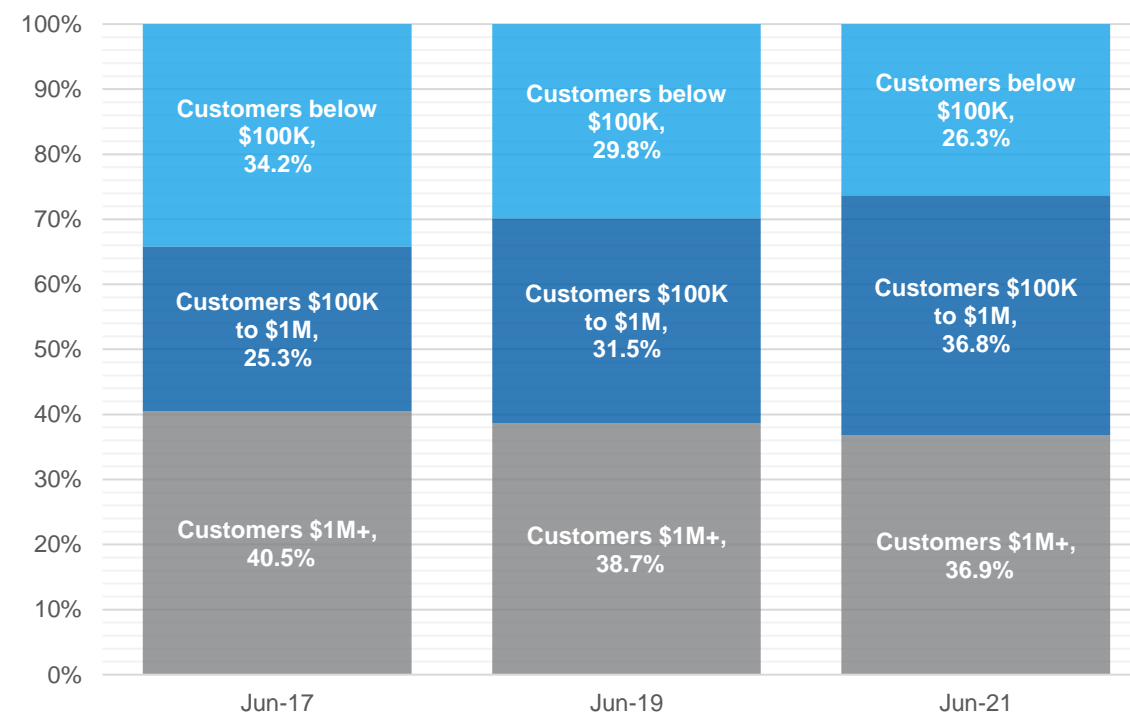


ARR well spread across customer cohorts

Customer Cohort ARR mix (excl. SimplePart)
Constant Currency
(\$AUDm)



Customer Cohort ARR mix (excl. SimplePart)
Constant Currency
(% of Total)



ersonal use only

Jim Hassell

Interim CEO

Interim CEO update

FY22 Outlook & Priorities

FY22 Outlook

- IFM on track to deliver revenue of between \$117m-\$123m in FY22*
- As expected, good momentum in first quarter
- Infomedia is well placed to leverage shifts in the global automotive industry
- Aspirational target to double revenue over 5 years from FY20 remains our goal

FY22 Priorities

- Deliver FY22 revenue growth in line with expectations
- Improve value propositions with customers and our people
- Align resources to manage, scale and drive future revenue and earnings growth
- Provide greater transparency

*Assumes no adverse movements in F/X rates and no further negative consequences of Covid19

ersonal use only

Bart Vogel

Chairman

Business of the Meeting

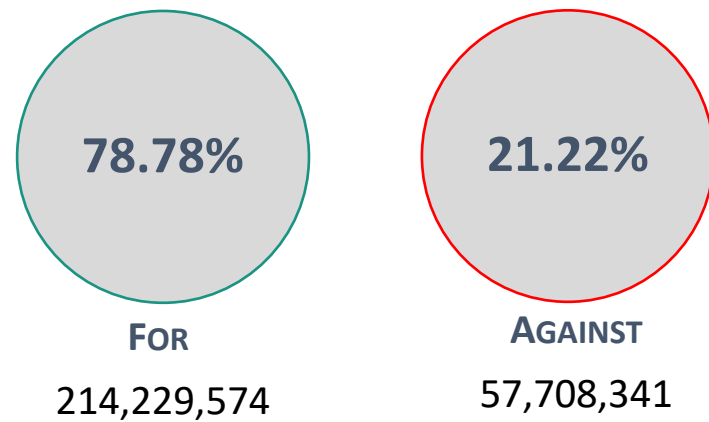
Resolution 1

Remuneration Report

To pass the following advisory resolution:

That the Company's Remuneration Report for the year ended 30 June 2021 be adopted.

Voting Summary



- Figures include all votes open to the Chairman which have been directed in favour of the resolution.
- Figures expressed as a percentage are rounded to 2 decimal places

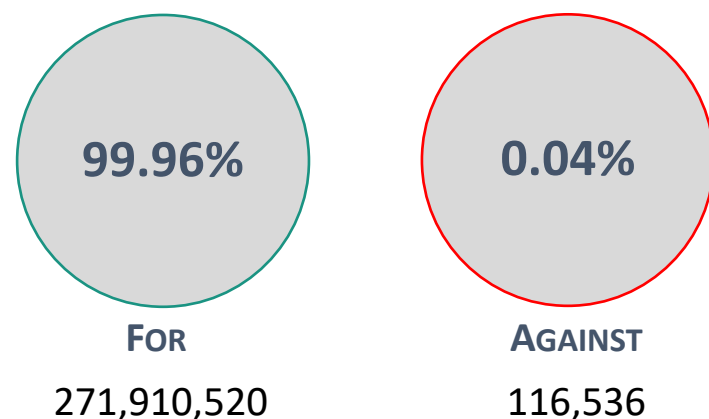
Resolution 2

Election of Director Mr Jim Hassell

To pass the following ordinary resolution:

That Mr Jim Hassell, a Director appointed to the Board since the last Annual General Meeting and who is retiring from office in accordance with Rule 7.1(c) of the Company's Constitution, be elected as a Director of the Company.

Voting Summary



- Figures include all votes open to the Chairman which have been directed in favour of the resolution.
- Figures expressed as a percentage are rounded to 2 decimal places

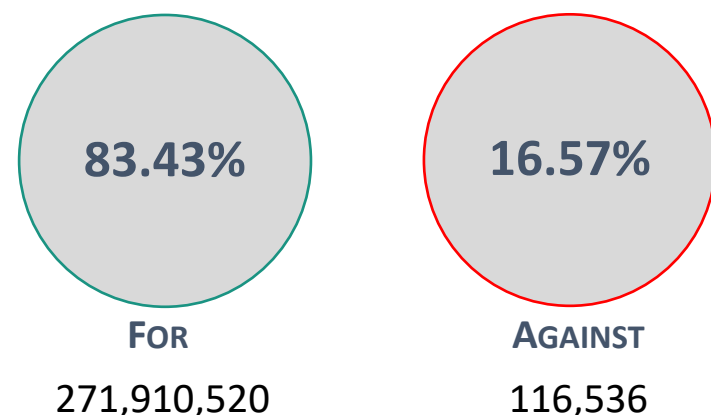
Resolution 3

Re-Election of NED & Chairman Mr Bart Vogel

To pass the following ordinary resolution:

That Mr Bart Vogel, a Non-Executive Director retiring from office by rotation in accordance with Rule 7.1(d) of the Company's Constitution, be re-elected as a Non-Executive Director of the Company.

Voting Summary



- Figures include all votes open to the Chairman which have been directed in favour of the resolution.
- Figures expressed as a percentage are rounded to 2 decimal places

Voting

If you have not done so, please lodge your votes now.

Voting will close in five minutes.

The results of the poll will be published to the ASX as soon as practicable after the close of this meeting.

Thank you for your support

Please visit us at <http://www.Infomedia.com.au>