



Global leaders in parts and service software



FY20 – Full Year Results Investor Presentation

24 August 2020

Jonathan Rubinsztein | CEO

Richard Leon | CFO

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Agenda

- Highlights & business update – CEO
- FY20 financial results – CFO
- Outlook
- Q&A

Jonathan
Rubinsztein

CEO



Infomedia Ltd (ASX:IFM)

- **Leading software provider to global automotive aftersales market**
- **Over 180,000 users in 186 countries**
- **Global offices:**
 - HQ in Sydney, NSW Australia
 - APAC* - Melbourne, VIC (AU)
 - EMEA* - Cambridge, ENG (UK)
 - Americas - Detroit, MI (USA)
- **Global workforce of 400 (incl. 100 outsourced)**

Market leading software solutions

Parts - *Microcat* - Electronic Parts Catalogue (EPC)

A powerful suite of EPC parts solutions focused on driving parts sales, improved productivity and better-quality customer experience

Service - *Superservice* Platform

VIN-precise, automotive manufacturer data driven service selling solutions to optimise pricing transparency, increase customer trust and improve dealer service productivity

Data & Insights and *Nidasu*

Data analytics and actionable insight solutions to support automotive manufacturers and dealers reduce operational costs, grow sales and retain customers from one purchase to the next

Our competitive position

SaaS provider to global auto manufacturers and dealers

Over 95% recurring revenue

One of few global software providers in the parts, service and data insights to the global auto industry

Over 80% of revenue generated from outside Australia

Opportunity to access a broader addressable market and a bigger global footprint during a time of significant change in the auto industry

Accelerated Performance

Sustained performance - revenue (up 12% pcp) and earnings growth (up 15% pcp), Cash EBITDA (up 11% pcp) & cash & cash equivalents \$103.9 million (incl \$83.9 million with capital raise completed in May)

Drive Innovation & Customer Service

Continued significant investment in the future with the build of *Next Gen* parts & service platform solutions

Engaged quickly to provide customer focused, proactive support through difficult COVID-19 months (Mar–June)

Well positioned with market leading aftersales solutions that capitalise on emerging trends

Navigate Global & Steer Local

Implemented 'protect and attack' strategy to shield the business and employees, support customers and position the business to take advantage of opportunities as they emerge

Continue to have fun in the fast lane!

Safety first ... *working from home* and staying connected virtually remains positive and productive ... the team are committed to supporting each other and being stronger together!

Infomedia's parts & service solutions are used in 186 countries;
Data opportunities and expanding our local presence on a global scale are key areas of growth



APAC

- Strong growth
- Completed roll-out of a large global contract
- Dealer and manufacturer opportunities in region
- Data opportunities emerging

7.

EMEA

- COVID-19 related restrictions impacted business early (Feb 20)
- Increasing opportunities for data analytics & insights

Americas

- COVID-19 related restrictions led to delays (install, rollout and revenue)
- Initiated remote installs where possible
- Reinvigorated sales team; strong sales in June & July
- New partnerships to leverage sales (Aug 20)



Richard Leon

CFO

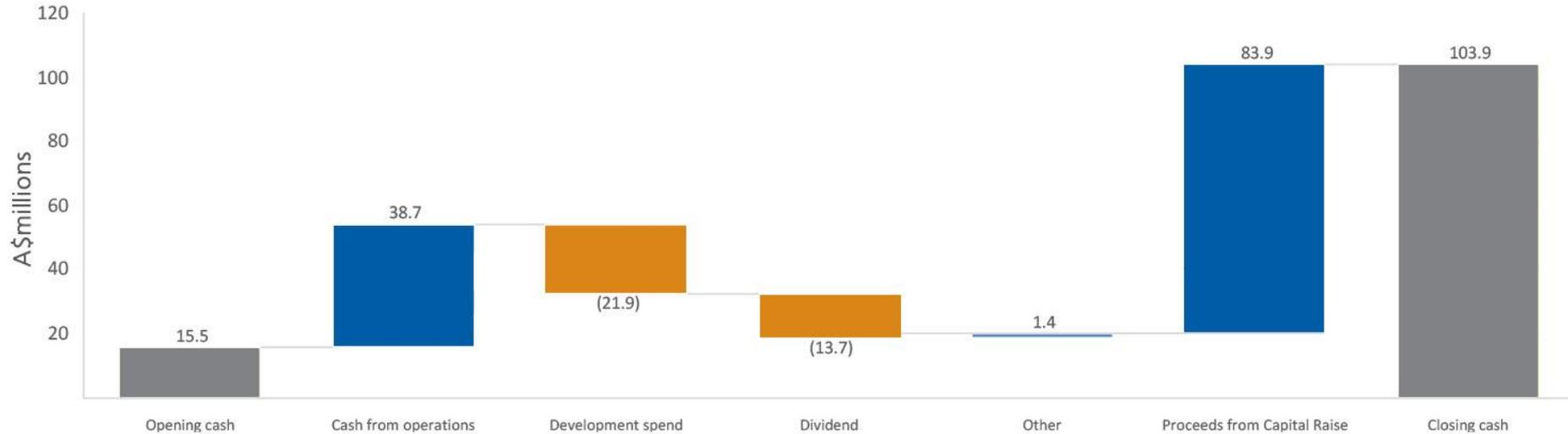
- Maintained strong top line growth
- Maintained investment intensity in *Next Gen* and delivered bottom line growth
- Cash balance with capital raise at 30 June 2020 \$103.9m
- Full year dividend up 10% pcp to 4.30 cents per share

Key Metrics	FY20 A\$'000	FY19 A\$'000	Change
Revenue	94,618	84,598	12%
NPAT	18,556	16,122	15%
EBITDA	46,049	38,041	21%
Development expenses capitalised	(21,910)	(18,969)	16%
Cash EBITDA	21,251	19,111	11%
Earnings per share (cents)	5.69	5.19	10%
Dividend per share (cents)	4.30	3.90	10%

- Strength in core products sustains revenue growth
- Geographic segment result reflects timing fluctuations of mandated vs endorsed sales model
- Pipeline and emerging trend opportunities are strong across all regions

Revenue Details	FY20 '000	FY19 '000	Change
BY PRODUCT (AUD)			
Parts	56,214	51,506	9%
Service	35,634	30,809	16%
Other	<u>2,770</u>	<u>2,283</u>	21%
	94,618	84,598	12%
BY GEOGRAPHY (LOCAL CURRENCY)			
Asia Pacific (AUD)	29,029	22,797	27%
EMEA (EUR)	22,071	21,650	2%
Americas (USD)	19,693	20,003	-2%
Worldwide Revenue (AUD)	94,618	84,598	12%

Strong Cash Position



- Continued focus on product investment intensity to innovation
- *Next Gen* on track to deliver end of calendar year or early new calendar year
- Proceeds from capital raise to pursue growth



- Delivered to our objectives to sustain top and bottom line growth
- Strong balance sheet well positioned to pursue organic and inorganic growth

Jonathan
Rubinsztein

CEO



Quick response to changing events and bold strategic decisions underpin future growth

5 Pillar COVID-19 Pandemic Response

IMMEDIATE



Protect Our Staff & Customers

Global workforce working remotely with 60% on 80/20 flex schedules



Defend the Topline

Sales team engagement intensified to identify challenges and provide solutions



Manage BAU

Increased cadence of virtual communication and collaboration



Manage Costs & Cash

Focus on collections and reduction in discretionary spend



Attack Not Only Protect

Position to fast-track acquisitions, customer growth and upsell

SUBSEQUENT

- All employees continue to *work from home* most of the time; productivity remains high
- Intense focus on customer efficiency solutions – double down on enhancing Superservice *Connect* and Messenger

- Initiated remote and hybrid installs – only suitable in some scenarios
- Secured leveraged sales opportunities in the US (Aug)
- Signed several OEM* mandated contracts (July)

- Increased focus on leveraging global sales efforts
- ~80% completion of build of *Next Gen* parts & service platform solutions
- Pilot and early stage *Next Gen* rollout well received

- Increased focus on engaging customers; pursuing delayed collections
- Freeze on all new hires and discretionary spend
- Disciplined approach to M&A

- Completion of capital raise in May to invest in core and pursue acquisition of additional and complementary functionality, access to new customers, and/or geographic depth in a region

AMBITION TO BE THE LEADING SOFTWARE PROVIDER TO THE AUTOMOTIVE AFTERSALES MARKET

STRENGTHEN THE CORE

Global sales focus & sustained investment in our core parts, service and data insights products

Scale core to build Automaker VIN* specific market leadership

EXPAND OUR CORE

Continue to leverage geographic reach and invest in data insights assets

Build on global sales and marketing excellence to target new customers in the automotive ecosystem

ACQUIRE

Scale new functionality, customer relationship or market depth to be first to market with compelling product

Pandemic has significantly impacted new car sales, making Parts and Service a key area of profit growth for manufacturers and dealers

Dealership Evolution



Electric Vehicles



Convergence of Parts and Service creates opportunities to improve efficiencies and the customer experience



Connected Vehicles

Dealerships are facing greater competitive pressures – speed and customer service are more important than ever before



Vehicle Ownership Structures



Digitisation of Customer Journey

Connecting data silos remains one of the most under-exploited strategies by manufacturers to predict customer needs

Build *Next Gen* of integrated parts & service platform solutions

Drive global account strategy to extend brand position

Partner to expand market coverage and leverage assets into the wider automotive ecosystem

Acquire assets that give access to new customers, new geographies and increase technology footprint

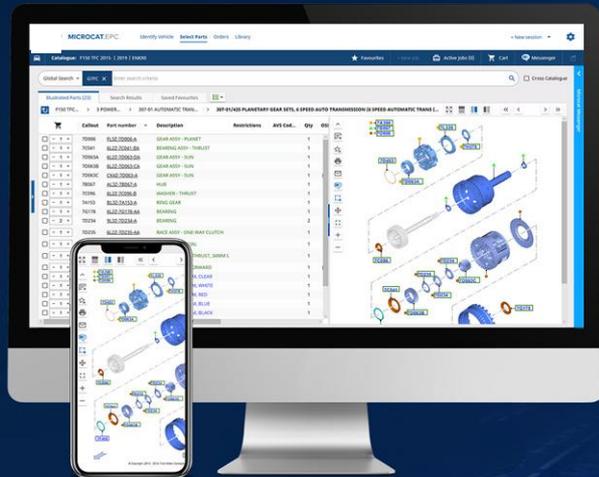
Leverage VIN specific data assets to provide actionable insights to our global customers



NEW

MICROCAT® EPC™

PARTS SELLING REIMAGINED



“100% more interactive than previous and excellent for workshop parts persons to have all the extra data”

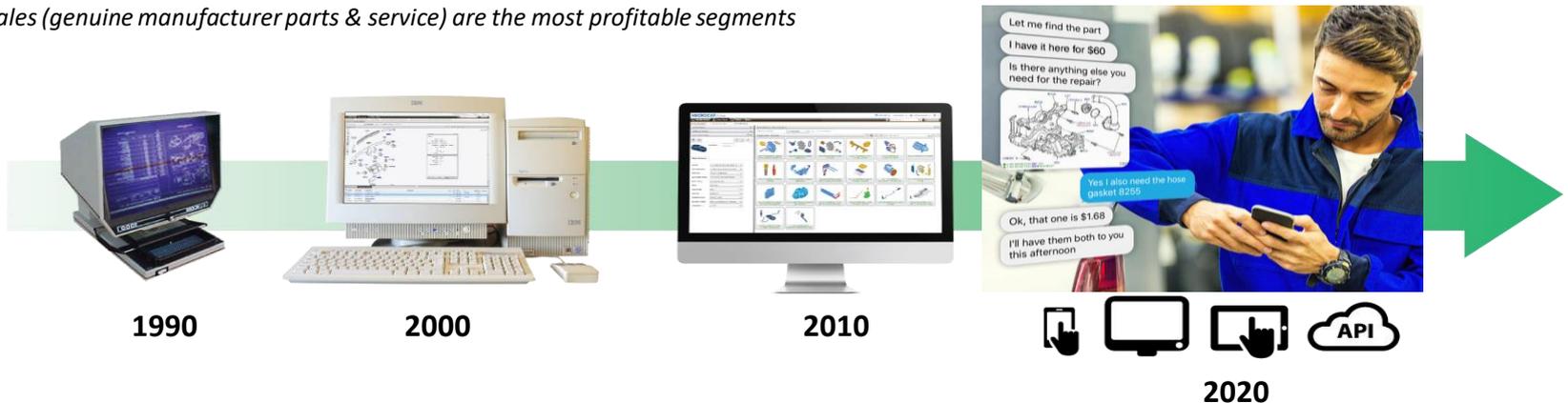
“The global search function has cut down look up time for parts dramatically ... makes it much easier – almost like Google, but for parts.”

Customer quotes received during recent field tests

Automakers and dealers are asking ... ***How do we sell more genuine parts*?***

1. **New car sales are dropping**, Parts and Service is becoming more important
2. **Dealers are facing greater competitive pressures** from Aftermarket
3. **Need to leverage existing assets** to make dealerships more efficient
4. **Collision and Mechanical customers** expect dealers to have online sales
5. **Bringing Parts and Service together** to improve customer experience and grow sales

**Aftersales (genuine manufacturer parts & service) are the most profitable segments*



We have built new, industry leading EPC technology to face the parts sales challenge head on



Next Gen Microcat EPC

New, faster and more intuitive dealer EPC that simplifies OEM parts ordering, improves sales productivity and drives customer satisfaction.



Solution Add-ons

Part sales features that leverage analytics, and parts and service convergence to grow parts sales and empower staff effectiveness.



Microcat Platform

EPC powered and integrated OEM parts selling suite – with data driven eCommerce capabilities for Collision and Mechanical part sales.

FY20 has been a good year of sustained performance

Invested heavily in future organic growth; reimagining the *Next Gen* parts & service solutions

Customer engagement returned in June/July

Backlog of dealer-based and OEM contracted deals to rollout and revenue late in 2021

Pursuing acquisitions; well positioned with additional capital raised

COVID-19 restrictions likely to delay sales converting to revenue impacting 1H21

Subject to restrictions easing, growth in calendar 2021 should re-emerge at a faster pace

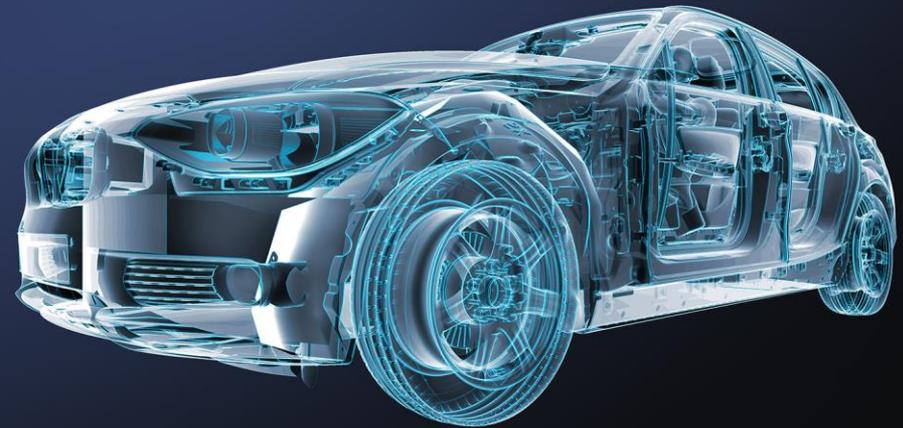
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Appendix

- Our Core Values
- Product overview
- *Next Gen* features overview

OUR CORE VALUES

Together we create success by:

Accelerating Performance

We're action orientated and always accountable to our customers.

Driving Innovation & Service

Our technology leadership empowers our customers.

Navigating Global, Steering Local

Our customers benefit from a unified Infomedia approach with local execution.

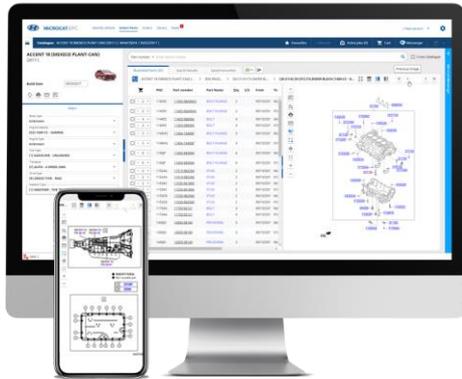
Having Fun in the Fast Lane

We balance hard work with a fun and vibrant workplace.

INFOMEDIA™

Global leaders in parts and service software

Data-driven parts, service and marketing solutions that meet the need for a consistent and professional approach by global OEMs and their dealer networks



MICROCAT®

Parts selling software (EPC)



SUPERSERVICE™

Service quoting & digital inspection



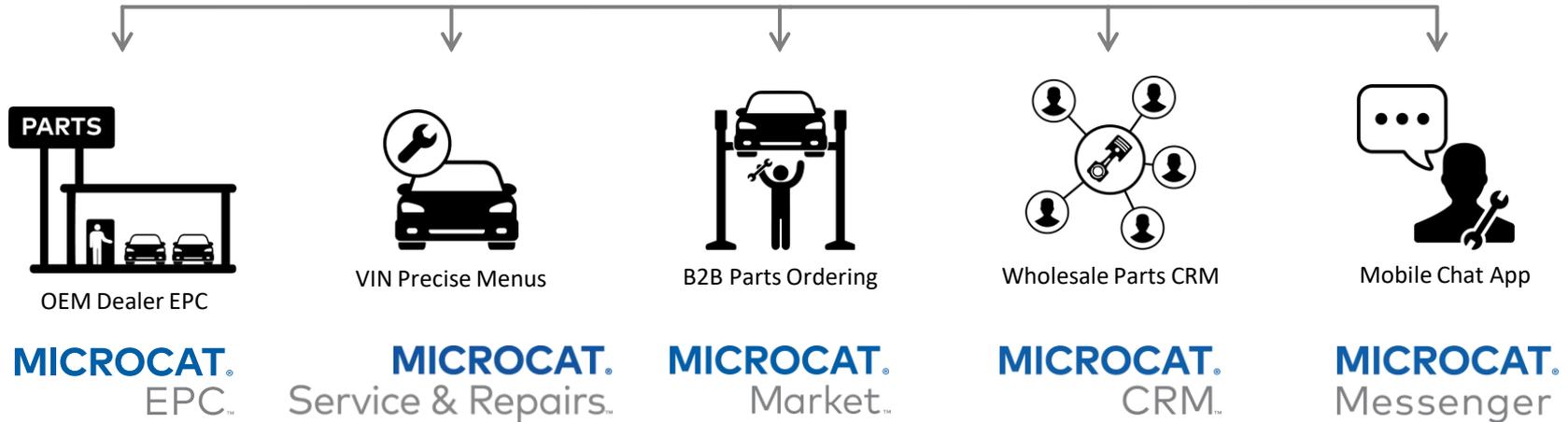
DATA INSIGHTS NIDASU®

An Infomedia company

Aftersales analytics & marketing

A powerful suite of EPC powered solutions focused on driving parts sales, improved productivity and better-quality customer experience

MICROCAT.



PARTS & SERVICE ANALYTICS

Next Gen features to enhance aftersales



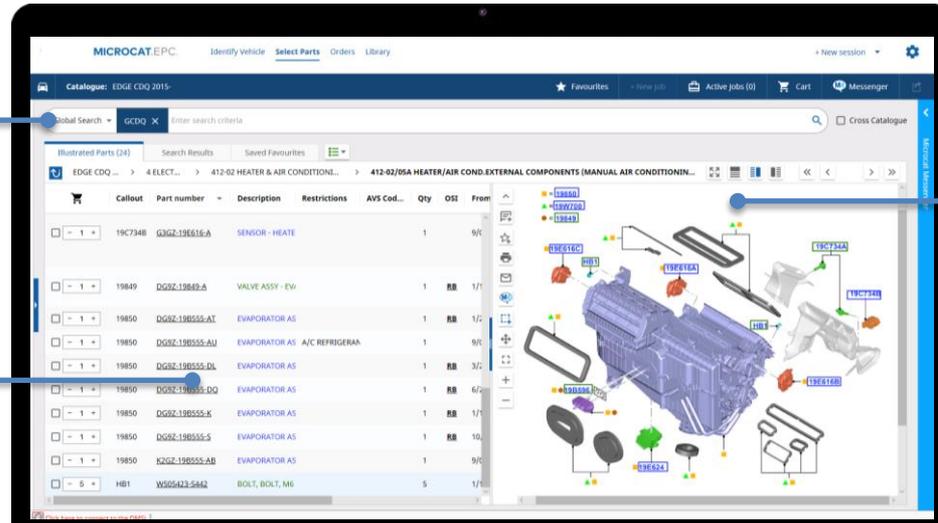
Global Search



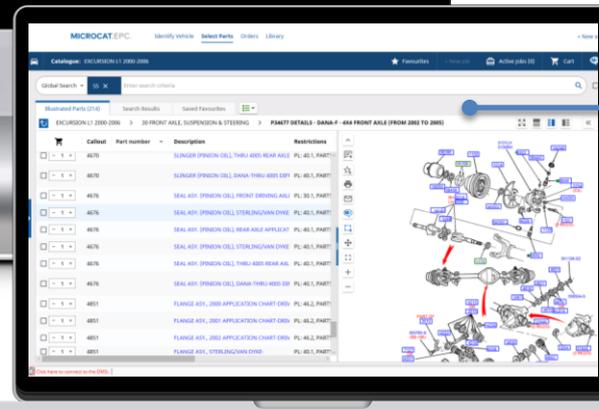
Vehicle History



Mobile Friendly



Intuitive User Interface

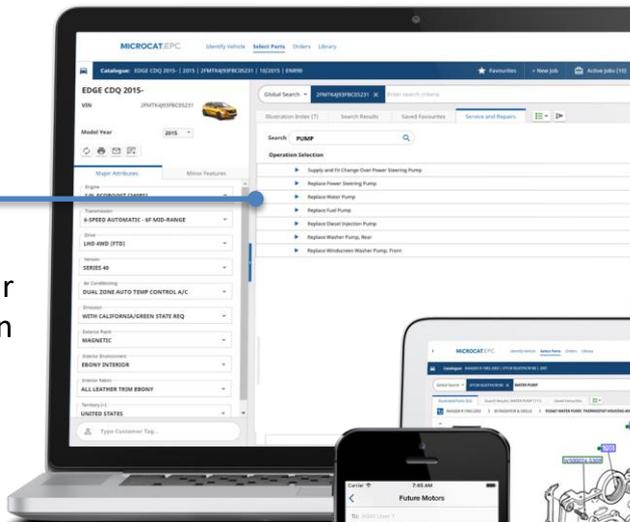


Active Jobs

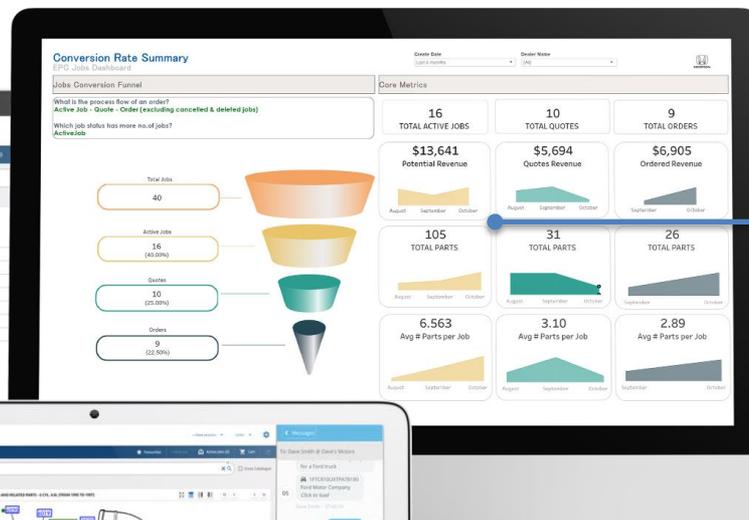
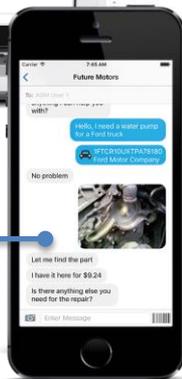




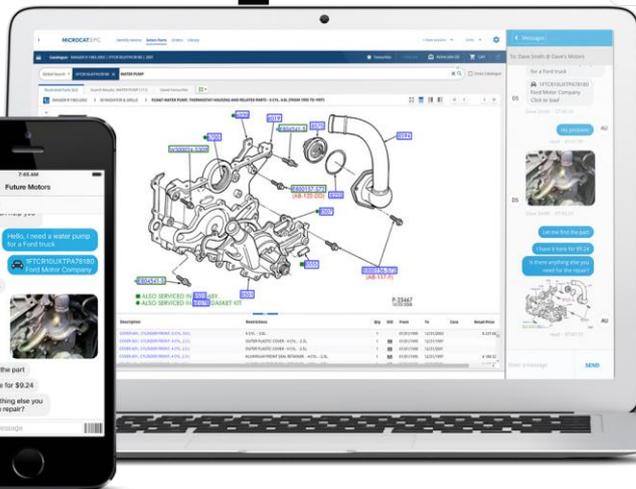
Service and Repair Menus Integration



EPC Messaging App

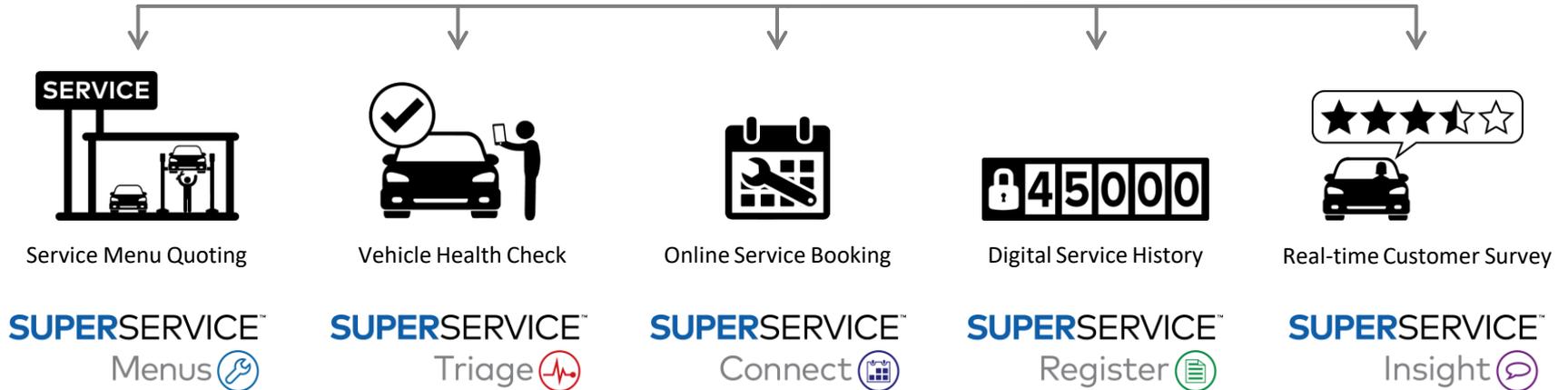


EPC Analytics



Powered by genuine OEM service menu data, Superservice strengthens customer relationships, reduces operating costs, increases sales and builds trust between dealerships and their customers

SUPERSERVICE™



Data analytics and actionable insights to support automotive manufacturers and dealers reduce operational costs, grow sales and retain customers from one purchase to the next

DATA INSIGHTS NIDASU® *An Infomedia company*

