

INFOMEDIA LTD.
ANNUAL GENERAL MEETING
FRIDAY, 5 NOVEMBER 2010 AT 10.30 AM

MR. RICHARD GRAHAM, EXECUTIVE CHAIRMAN,
ADDRESS TO SHAREHOLDERS.

In light of the recent change in my role at the Company, I'm going to depart somewhat from the norm of using this address to reiterate performance statistics of the year past, and attempt to convey to you where the Company is after two decades of operation and what I am intending to do as Executive Chairman to maximise our success potential. My colleagues, Michael Roach and Jonathan Pollard, as well as the question-and-answer session will cover off on the performance statistics.

Automotive Electronic Parts Catalogues came out of programming shops and into dealerships in the late 1980's. It has been more than 20 years since the commencement of our EPC work and 10 years since the Company listed on the ASX. At this AGM, and in the Annual Report that accompanies it, the managers and I use this milestone to take stock of our past results, and look to the years ahead.

In 2000, the Company completed its first decade being a specialist software developer and information publisher. Our flagship product, the Microcat electronic parts selling system, survived its vital business start-up phase with more than 24,000 monthly subscribers. Microcat was a very innovative product. It increased the productivity of parts personnel and made EPC technology affordable.

We started the decade intent on achieving four key objectives:

- Objective 1 was to expand our global subscriber numbers, which more than doubled during the decade from 24,000 to 50,000;
- The second objective was to expand our core product offerings, which we did by mid-decade with the popular Superservice Menus, and again later in the decade with Microcat Auto-PartsBridge;
- Objective 3 was to empower our products with Internet connectivity. During the decade, we developed four Internet implementations for Microcat, three of which will form the basis of our online offerings in the decade ahead. Those are Microcat LIVE, Microcat MARKET and Microcat PartsBridge;
- And last but not least, we had the objective of increasing our revenues, profits and shareholder value. While the Company didn't achieve the growth aspired to when it listed, its revenue and subscriptions have grown by 115% and 108% respectively nonetheless.

In the opinion of your Board, our overall performance has not lived up to expectations. In particular we didn't perform well during the last half of the decade in the areas of: retaining data licence agreements, retaining product margin, and containing costs. These, plus some adverse changes in data licencing arrangements and the unimaginable rise of the Australian Dollar throughout the decade, contributed to five successive years of declining profitability. However,

during a decade that included a couple of the hardest years in living memory for investors, the Company consistently paid dividends in the upper range of its payout policy.

Neither an individual nor a company of people can succeed, unless they take stock of their results from time to time; consider what they have learnt; and plan to improve what they can. The current management team is going through that process now.

So far, we've confirmed that serving our licensors and end-users in the spirit of partnership, and helping them sell more of their products is the key to selling subscriptions and expanding our own revenues.

We've confirmed that innovation is important to both the Company and its patrons. Superservice Menus taught us that by adding our own value to standard automaker data, we can create new products that customers want, and create a high barrier to entry. Microcat PartsBridge shows real promise as a new technology platform that will be a game changer for genuine parts resellers and for our Company. Through process-flow design, OEM marketing ingenuity, and skilful computer programming, Microcat PartsBridge is giving dealerships a powerful means to increase their share of the lucrative collision marketplace.

Our journey to the Internet has not been as swift as I or your other Directors had bargained for. This has been undeniably disappointing. We lost our focus for a while and suffered missed released schedules and higher cost. The Company is now fiercely concentrated on delivering these important backlogged products. I am confident that we will deliver for the internet, the same kind of well architected, market leading products, upon which our reputation has always been based.

On the brighter side, the Company's achievements since listing have been positive in the areas of subscription growth, commercialisation of Superservice Menus and expansion of the OEM regions we serve. We have commenced the important commercial goal of transitioning from DVD products to online products. Microcat LIVE, our vehicle to achieve this, has passed many months of field testing. In the next few months it will be released for Ford, Toyota, Land Rover, and Hyundai in many regions of the world. As Microcat turns 21 in 2011, a kind of coming of age, it's a fitting time to launch the new Microcat LIVE into the world.

Our vision for the 2020 milestone is to see Infomedia's brands expand in use and recognition. We will strive for our products to become ubiquitous productivity tools in every automotive dealership in the world. We recognise this is an audacious goal and to achieve it we have to be more than just a good supplier. We must be an outstanding partner who understands our partners' business needs, and then as subject matter experts, translates those needs into powerful, reliable and affordable productivity tools that work every day, in every language, in every place.

At the risk of being accused of being nostalgic, I've drawn from our archives a short video made in 1992 for Apple Computer that I think will give you a sense of the focus and values that have carried us forward on this journey of the past two decades. Keep in mind, that at the time of making this video, we had only 50 of the 50,000 subscriptions we have today.

In closing, I'd like you to know that I am as optimistic and as anxious about the outlook for the Company as I was when we made that video. There are no guarantees in life, there's just what we make of it.

As we move into the Company's third decade of software development, we continue to learn and improve. The guarantee that staff, management, the Board and I can give to you is that we can be

relied upon to do our best to uphold and improve Infomedia's quality of product, its stature in its marketplace, and its economic performance.

As you would be aware, Gary Martin, Infomedia's CEO of the past six years has recently departed from the Company. I'd like to acknowledge Gary, for the contributions he made to the Company, and the spirit of goodwill he carried outward, to our partners around the world. He did his utmost to further the mission and results of the Company, and for all this we genuinely appreciate him and wish him the very best as he pursues his other ambitions.

The result of that change and some of the other observations shared in this talk and in the Annual Report has led me to return to the Company in a full time capacity for the near term in the role of Executive Chairman. My first order of business is to strengthen the confidence, leadership and accountability at all levels of the organisation – which was the hallmark of our most successful periods of growth. Secondly, will be to work with the Board and Senior Management to refresh our Business Strategies, Plan, Objectives and Goals for a new decade.

Then, upon that foundation, together managers, team leaders, staff, we will perfect our product designs and processes for this new era of online software delivery. We will raise and exceed the expectations of customers of this genre of software and we will raise the cost of entry for competitors.

All this will not come without risks. As I said earlier, there are no guarantees in life. However, I'm fully committed in seeing us achieve the economic prosperity which a company like ours is able to achieve.

Thank you for coming here to the AGM today. I trust you will value the presentations and discussions that follow.

Thank you too, for your trust and support of me, while I step into this new role and responsibility.

Thank You.