

Infomedia Renews Agreement with Daihatsu Motor Company for 5 Years

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International automotive industry IT developer Infomedia Ltd announces the renewal of its data licence agreement with Daihatsu Motor Company (**DMC**) in Japan, which allows the Company to continue to produce and supply its Microcat® brand electronic parts catalogue (**EPC**) to Daihatsu vehicle dealers until 2018. The renewed agreement grants Infomedia the non-exclusive rights to produce Microcat for global markets where Daihatsu vehicles and/or parts are sold.

Daihatsu dealers were amongst the first in the world to commenced using the Microcat EPC. That was in 1996, just six years after it was launched in Australia. Since then, Microcat has led innovation across the field which continues to this day with the totally cloud-based implementation, Microcat LIVE®.

Infomedia's founder and Executive Chairman, Richard Graham, said, "Daihatsu has been a long and special relationship for us and continues to be so. Daihatsu joined us as a customer when we had less than one thousand subscriptions – today our EPC licenses exceed 55,000. Now, our SaaS* EPC will be made available to DMC dealers in the year ahead.

"I believe, the successive renewals with Daihatsu testify to our commitment to establish and maintain quality long-term relationships with our automaker partners. Part of that commitment shows itself through our keenness to make and support our Microcat and Superservice solutions for all OE franchised dealers - no matter where in the world they may operate."

Microcat LIVE advances dealership productivity and business flexibility by empowering dealers to rapidly and accurately identify a correct replacement part for a specific vehicle, from the hundreds of thousands of parts in an OE inventory.

*(Software as a Service)

[End]

About Infomedia

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). It is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Infomedia's business solutions are currently used each business day by over 140,000 dealership personnel. They are produced in more than 30 languages and at work in 186 countries. Their powerful search functions and intuitive, user-friendly interface helps boost efficiency, profitability and customer retention for OE Parts and Service Departments.

Infomedia's Electronic Parts Catalogues (EPCs) allow dealers to quickly identify replacement parts manufactured by the world's leading automotive companies. The Company is also utilizing its technology and expertise to produce EPCs for other industries such as appliances and industrial equipment.

Superservice™ is the new brand family for the Company's unique solution suite of robust online solutions. These include: Superservice Menus, Precision Service Quoting; Superservice Triage, Multi-point Inspection; Superservice Insight, Customer Satisfaction Surveying; Superservice Connect, Self-service Appointment Booking and Quoting, and Superservice EPC, Microcat LIVE. Full product line information can be found at <http://www.superservice.com>.

For more information, visit <http://www.infomedia.com.au>

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