

INFOMEDIA RENEWS EPC AGREEMENT WITH FORD of CANADA - 5 YEARS

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Global automotive industry IT developer Infomedia Ltd announced today the renewal of its agreement with Ford of Canada, to produce and supply its Microcat® brand Electronic Parts Catalogue (EPC) to all Ford dealers in Canada. The renewed agreement grants Infomedia the right to supply its totally cloud-based solution, Microcat® LIVE™ through to 2018.

Karen Blunden, CEO of IFM North America, said: “We are proud to be able to grow with the needs of Ford of Canada and to have had such a long engagement with them. I believe this agreement is consistent with Ford’s commitment to provide its dealers with next-generation enabling technology that increases parts sales, improves productivity and customer satisfaction.”

Ford Canada dealers have been using Microcat since 1999 and in early 2011, they commenced using the SaaS* or ‘cloud’ implementation of Microcat LIVE. Microcat is a mission critical application that helps genuine parts dealers quickly identify, locate and price specific parts that are needed to service or repair a vehicle, from the hundreds of thousands of parts OEMs (automakers) provide. Each part identification is particular to a specific vehicle and the way it was built.

Infomedia’s founder and Executive Chairman, Richard Graham added: “Infomedia has had global strategic relationships with Ford for 23 years. Today, Microcat is used by more Ford dealers worldwide than any other EPC; delivered across six continents in 30 languages. This market leading position is supported by Infomedia’s continued investment in providing technology that adds distinctive new process capabilities to dealerships’ parts and service departments. In the past 5 years, we have invested over \$30 million in our products, processes and architectural platform to provide an effective online experience globally. Our products create greater business flexibility, software assisted sales completion and improved customer satisfaction.”

Infomedia’s Microcat EPC has led innovation and productivity improvements across the industry since it was first introduced in 1990. It has consistently evolved to help simplify and accelerate the parts sales process, helping dealers to improve back office efficiencies and the quality of customer service.

“The term of this agreement endorses Infomedia’s long standing relationship with Ford of Canada and our successful track record in meeting their dealership needs now, and confidence in our ability to do so in the future,” concluded Mr Graham.

*(Software as a Service)

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 genuine 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 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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