

The background of the slide is a photograph of a road curving into the distance under a cloudy sky. On the right side, the front portion of a silver car is visible, including the headlight and a multi-spoke alloy wheel. The overall image has a blue color overlay.

*Infomedia*TM

MARKET BRIEFING

31 May 2016

Jonathan Rubinsztein CEO
Richard Leon CFO

All statements other than statements of historical fact included within this presentation, including statements regarding future goals and objectives of Infomedia, are forward-looking statements. Forward-looking statements can be identified by such words as 'looking forward', 'anticipate', 'believe', 'could', 'estimate', 'expect', 'future', 'intend', 'may', 'opportunity', 'plan', 'potential', 'project', 'seek', 'will' and other similar words. Future looking statements involve risks and uncertainties. These statements are based on an assessment of present economic and operating conditions, and based on assumptions and estimations regarding future conditions, events and actions. Such statements do not guarantee future performance, involve risk, and uncertainty. Factors such as these are beyond the control of the company, its directors and management and could cause Infomedia's actual results to differ materially from the results expressed in these statements. The Company does not give any assurance that the results, performance or achievements expresses or implied by the forward-looking statements contained in this presentation will actually occur. Investors are cautioned not to place reliance on these forward-looking statements. Infomedia will where required by applicable law and stock exchange listing requirements, revise forward-looking statements or publish prospective financial information in the future. Whilst all care has been exercised in the preparation of these materials they are not warranted as free from error. Investors should rely on the Company's published statutory accounts when forming any investment decisions.

Our commitment to change and growth

▶ Jonathan Rubinsztein CEO

- Who we are
- Growth industry
- Five point plan

Richard Leon CFO

- Scalability, transparency and accountability

Software as a Service provider to Global Auto industry

- Established 27 years ago
- Global leader in parts & service software
 - Parts cataloguing solutions
 - Dealer service quoting and inspection process
- Transitioning to 'Software as a Service' (SaaS) business
- Software used across 39 global automakers



Global

186 countries

150,000 daily users globally

Over 80% of revenue offshore

Local

Regional presence

29 languages

HQ in Sydney, Australia



We help our global partners to drive dealer productivity and profitability

Customer	Offering	Product
Automaker	 <ul style="list-style-type: none">• Data licence agreements• Channel support• Market endorsement• Data management	<ul style="list-style-type: none">• Electronic Parts Catalogue (EPC)• Service quoting system• Vehicle inspection system <div></div>
Dealer	 <ul style="list-style-type: none">• Subscription based products• Training• Support	<ul style="list-style-type: none">• Electronic Parts Catalogue (EPC)• Service quoting system• Vehicle inspection system <div></div>
Independent Motor Trade	 <ul style="list-style-type: none">• Subscription based products• Training• Support	<ul style="list-style-type: none">• Mechanical EPC• Collision EPC• Vehicle inspection system <div></div>

- Global parts industry + US\$1 trillion
 - Evenly split across the Americas, Asia and Europe
 - 3 segments to the industry – dealer, crash and mechanic
- US automaker dealer service & parts market worth US\$91 billion
- Infomedia estimates industry growth for parts & service in high single digits



- Infomedia year on year revenue growth rate over the last 3 years - less than 5%*
- Infomedia estimates industry growth rate at high single digits
- How do we drive Infomedia revenue growth to be in line with the industry growth rate?
- Our opportunity in the near term is in 5 key areas

* constant currency



- 5 point plan to deliver immediate improvement (0 – 12 months)
- Medium term opportunities to amplify growth (9 – 24 months)
- Great industry, great company, great customers, great products, great people

5 key areas for improvement

- Simplify the business
- Drive sales performance
- Prioritise delivery
- Align culture to growth
- Provide transparency

**Near Term
(0 – 12 months)**

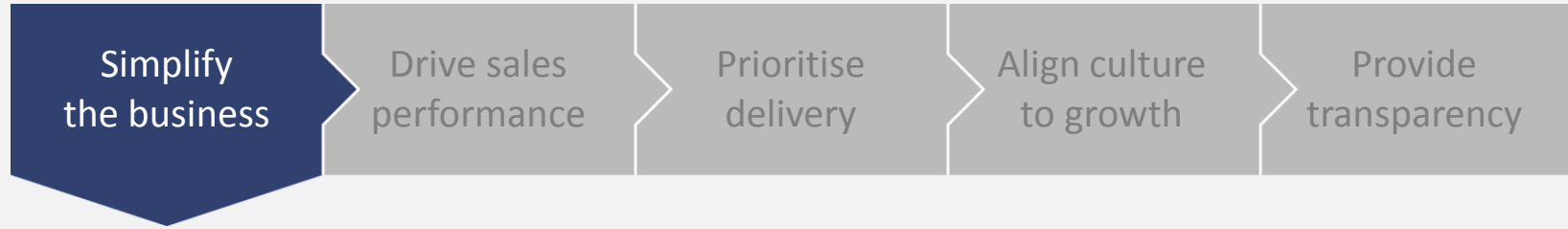
**Medium Term
(9 – 24 months)**

Strategic opportunities for growth

- Organic – new product enhancements
- Adjacencies
- M&A opportunities



5 key areas of focus that will transform Infomedia and drive future growth



- Creating a simpler and scalable structure
- Simplifying the organisation will lead to accountability and efficiency gains
 - Centralising support functions enables regions to focus on sales
 - Introduction of simpler, standardised processes supported by enterprise software
 - Simple, consistent and measureable objectives across all regions and product lines



- Reprioritising around 2 core markets
 - Parts
 - Mature market
 - Strong product
 - Requires renewed investment
 - Service
 - Highly fragmented market
 - Competitive differentiated software
 - Growth opportunity
- Introducing enterprise sales techniques and global account management
- Bringing organisation closer to the customer



- Scaling development to meet market demand
 - Offshoring supporting backlog
- Creating more agile delivery organisation structure to align with customer outcomes
- Introduced governance measures for delivery
 - Industry standard Prince 2 methodology introduced
- Superservice v2 will start unlocking revenue from July



- Transitioning to 'Software as a Service' (SaaS) business
- Willing, motivated and experienced employee base
- Creating an environment of autonomy and accountability
- Establishing incentives realigned to growth strategy
- Sydney HQ move to campus in Belrose, NSW in July 2016

Our commitment to change and growth

Jonathan Rubinsztein CEO

- Who we are
- Growth industry
- Five point plan



Richard Leon CFO

- Scalability, transparency and accountability



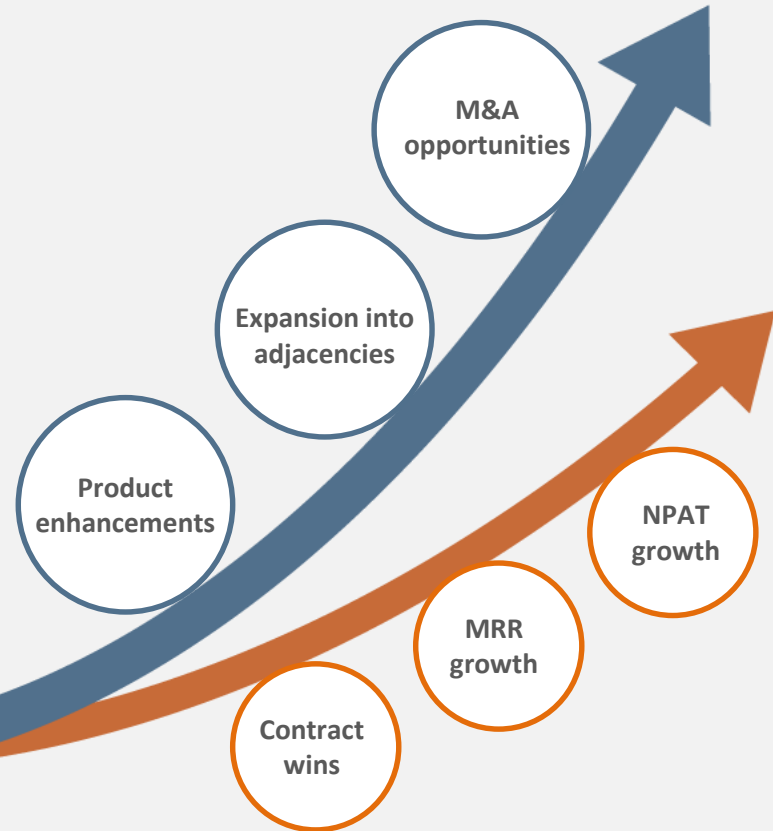
- We listened to Market feedback
- Program to simplify and align structures for growth
 - Improved measurement of 'monthly recurring revenue' (MRR)
- Measures introduced to link sales growth and accountability



Market leading software – Parts & Service

Leveraging our global presence and large customer base

Opportunities to disrupt the industry
and take stronger leadership position



Market leading software – Parts & Service

- 5 point plan to deliver immediate improvement (0 – 12 months)
- Medium term opportunities to amplify growth (9 – 24 months)
- Great industry, great company, great customers, great products, great people

5 key areas for improvement

- Simplify the business
- Drive sales performance
- Prioritise delivery
- Align culture to growth
- Provide transparency

**Near Term
(0 – 12 months)**

**Medium Term
(9 – 24 months)**

Strategic opportunities for growth

- Organic – new product enhancements
- Adjacencies
- M&A opportunities

Thank You