

25 September 2019

Manager
ASX Announcements
Australian Securities Exchange

[Investor Presentation Materials](#)

Please find attached a copy of presentation materials which will be presented at an investor conference later today.

Yours faithfully

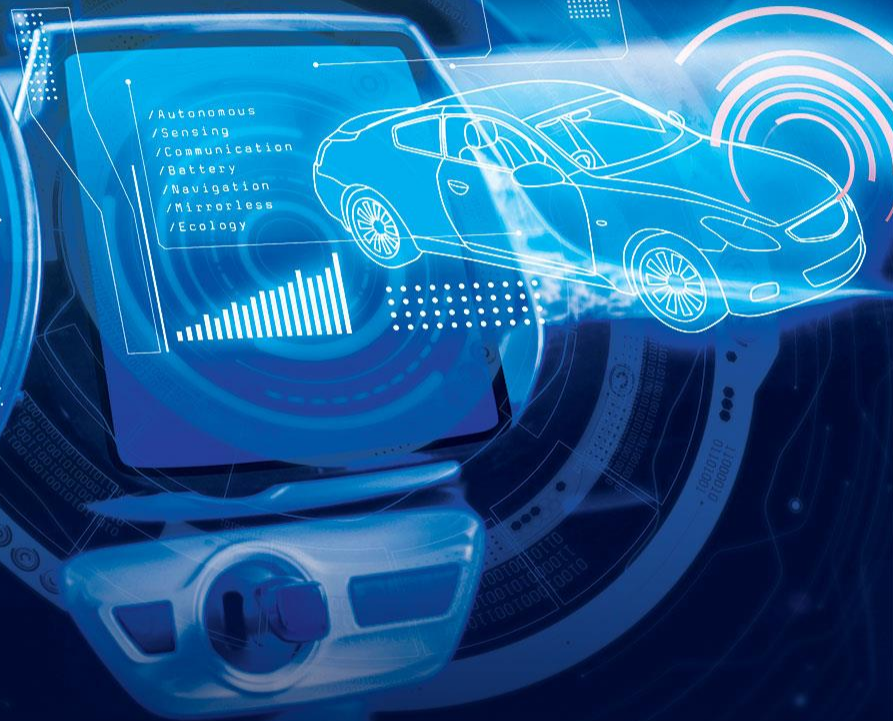
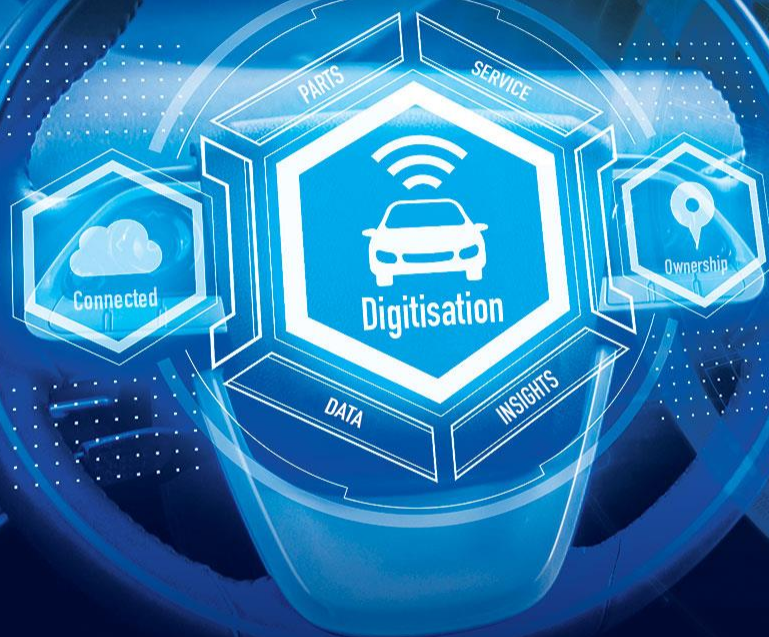


Daniel Wall

Company Secretary
T: 9454 1728



Global leaders in parts and service software



RBC Conference Presentation

25 September 2019

Jonathan Rubinsztein | CEO
Warren Brugger | Head of APAC

Disclaimer

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Agenda

- IFM Overview
- Solution Overview
- Product Demonstration
- Q&A

Jonathan Rubinsztein
CEO
IFM Overview



- Infomedia Ltd (ASX:IFM)
 - Founded in 1987
 - Publicly listed in 2000
 - Market cap: AU\$651m 24 September 2019 (COB)
- HQ in Sydney, NSW Australia (AU)
- Regional offices in Melbourne, VIC (AU), Cambridge, ENG (UK), Plymouth, MI (USA)
- Global workforce of 315 (incl. 40 outsourced)

Market leading software

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:

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

Data Insights

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

Our competitive position

SaaS provider to global auto manufacturers and dealers

Over 95% recurring revenue

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

Over 80% of revenue generated from outside Australia

Over 180,000 users in 186 countries

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

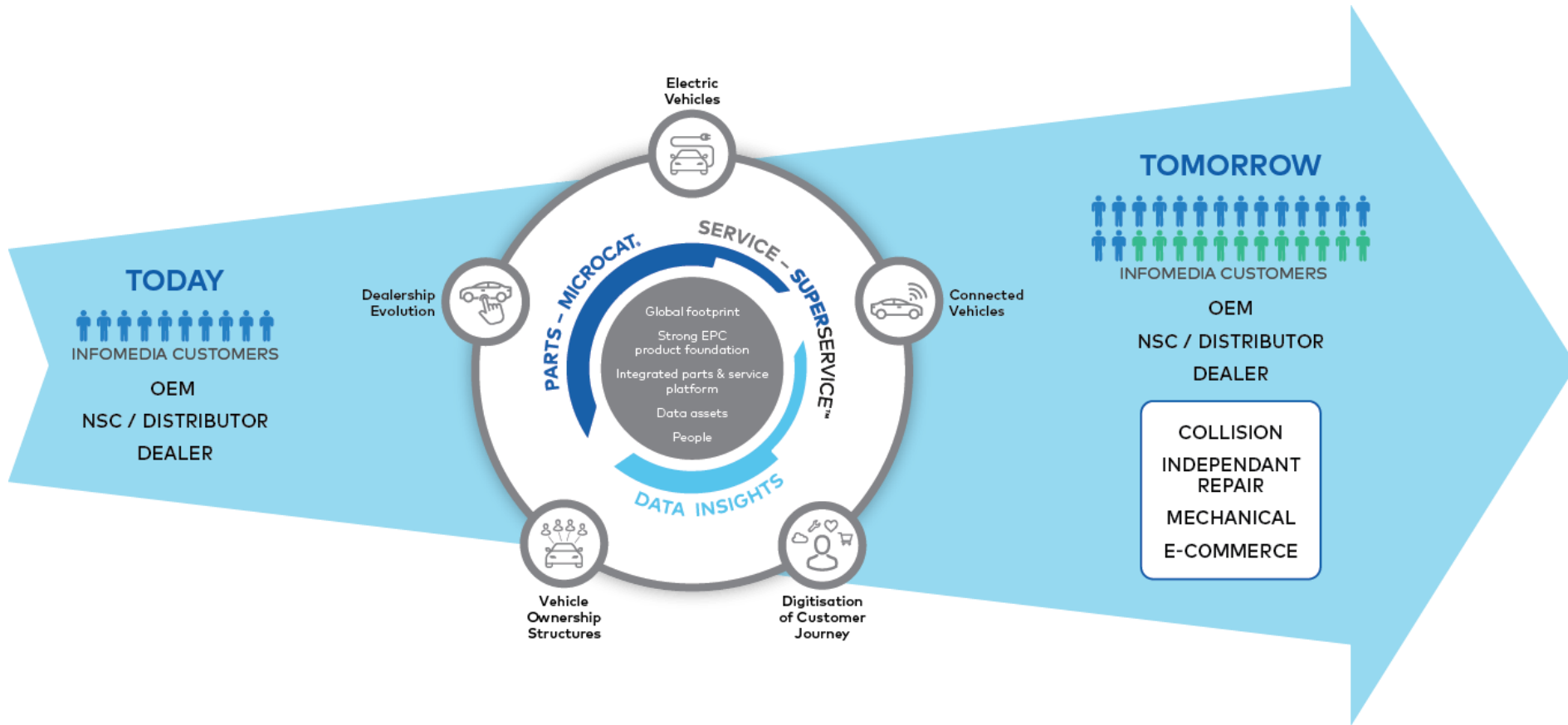


We exist to be the leading global software provider to the automotive aftersales market. Our products allow auto manufacturers to sell more automaker branded parts, optimize customer service and retain customers from one car purchase to the next.



Our customer focus drives Infomedia to deliver differentiated and innovative products that capitalise on emerging, disruptive sector trends.

Leveraging assets to drive growth



... to expand footprint and drive future growth from a wider ecosystem.



-
8. ... with innovation to grow productivity, profitability and customer retention.



Warren Brugger
Head of APAC
Solution Overview

MICROCAT®

- Intuitive parts catalogue automatically updates to vehicle specific, automaker data
- Dealer management system integration, globally
- Mission critical fixed operations tool

SUPERSERVICE™

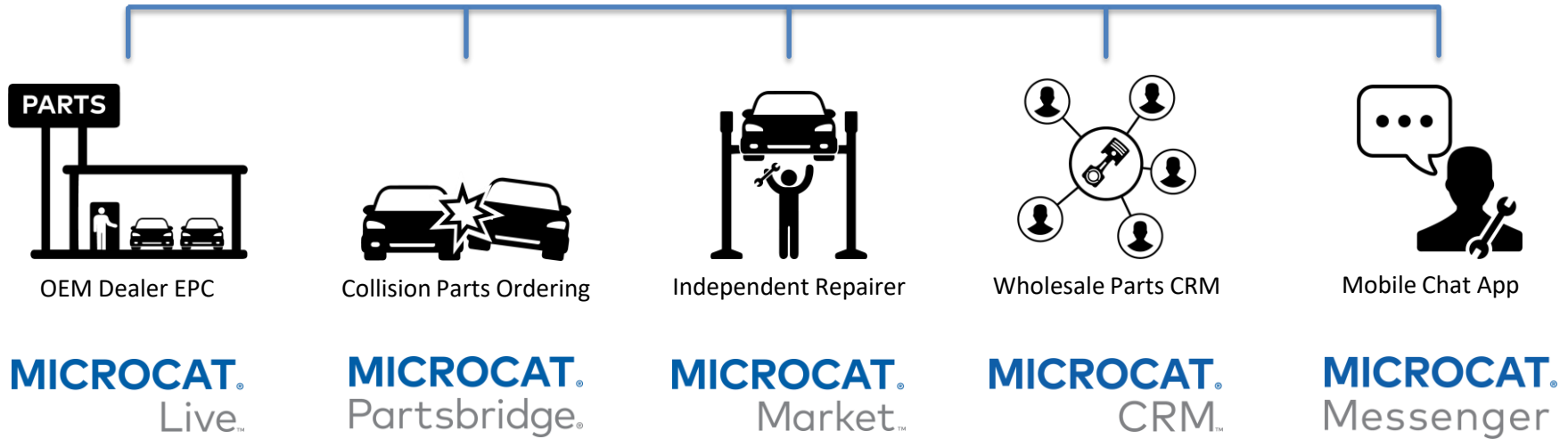


- Fast, accurate, service quoting tool
- Vehicle health check
- Increases automaker branded aftermarket parts & service sales

DATA INSIGHTS NIDASU® *An Infomedia company*

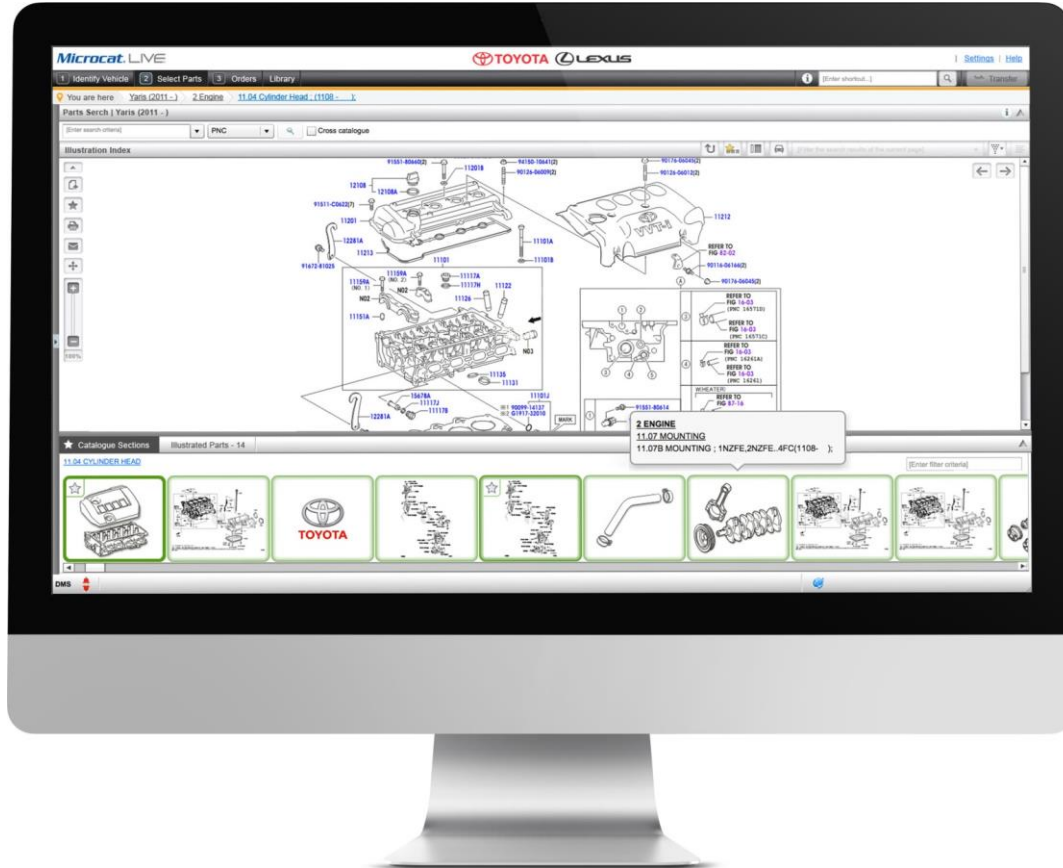
- Data analytics to boost auto maker aftersales performance
- Insights that help reduce operational costs, grow sales and improve customer retention

MICROCAT®



VIN*-precise parts solutions that are user-friendly and automatically update to the latest automotive manufacturer parts information. Infomedia's Microcat parts suite drive parts sales, improves productivity and delivers an improved customer experience.

What is Microcat Live EPC?



- Online OEM Parts Catalog (EPC)
- OEM-endorsed for dealerships
- Fast, intuitive interface
- Accurate with latest OEM data
- Automated updates
- Rich integration capabilities

New era of EPC parts selling

- Microcat opens new touch points and customised experiences
- Convergence with the Service Applications and Tools
- Real Time Parts Business Insights and Analytics
- Integrated Microcat Market and Wholesale Customer Experience
- Mobile Device EPC



1990



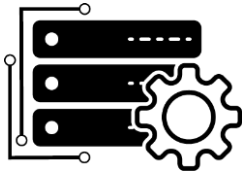
2000



2010



DATA INSIGHTS NIDASU® *An Infomedia company*



Data Management



Dealer Marketing



Customer Retention

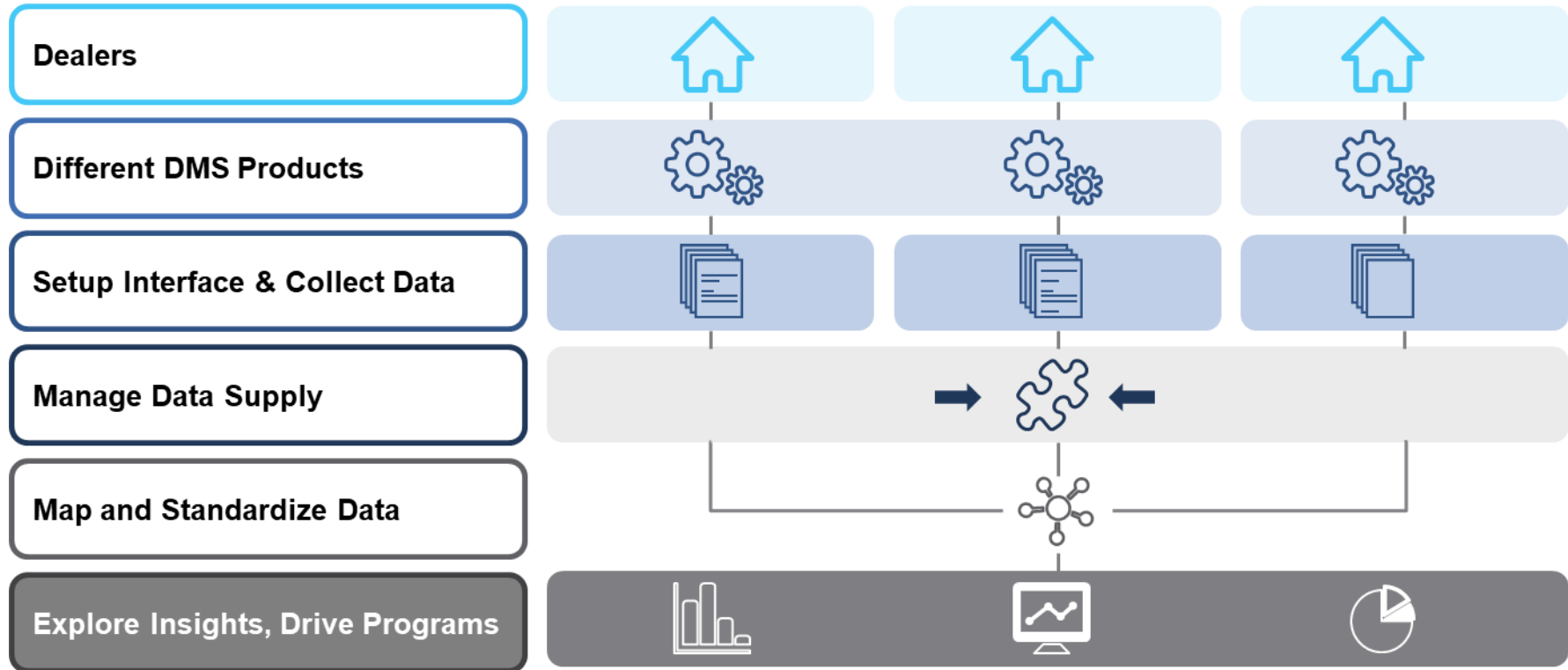


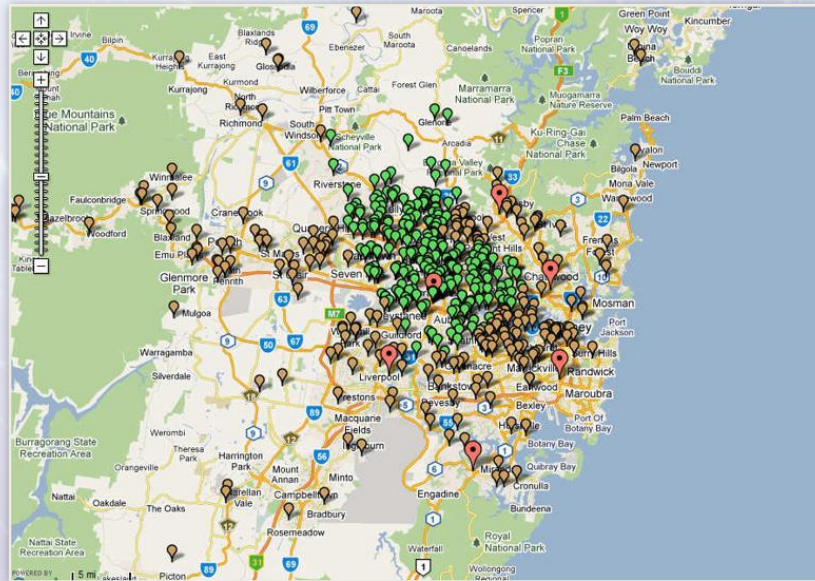
Customer Survey



OEM Programs

Combining leading edge data analytics and global aftersales expertise to deliver actionable insights that support auto manufacturers and dealers reduce operational costs, grow sales and retain customers to their brands from one purchase to the next.





Customer mapping

Potential Lost Revenue (Lapsed Customers) in Feb 2015

Customer Paid Labour Revenue per RO on Scheduled Service ROs: 245.86

Customer Part Revenue per RO on Scheduled Service ROs: 162.23

\$16,732
Lost Revenue

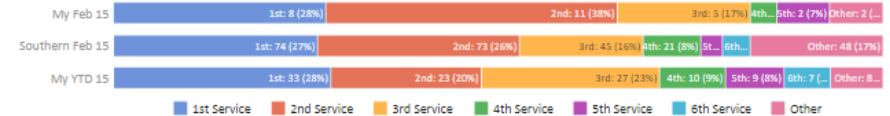
Transient Scheduled Service Retention

By servicing dealer in the past 3 months

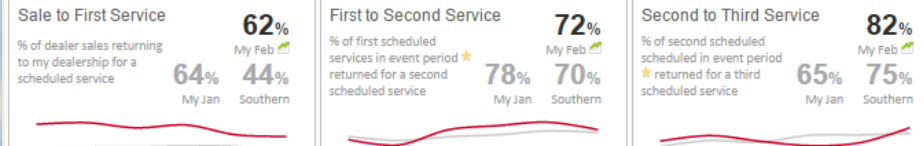
4 Pump-In From other dealers → 193 Retained Scheduled Services in the past 3 months → 9 Pump-Out To other dealers

41 Lapsed With no visit to any dealer


Scheduled Service Feb 2015 vs YTD




Schedule Retention



Lapsed and lost customer analysis



Service Reminder




Dear Daniel,

As a friendly reminder, we wanted to let you know that your Future Motors is due for a scheduled service in the coming weeks.


Serviceing your vehicle with Renault is the best way to ensure long-term performance and reliability. You can also rest assured that your vehicle is receiving the best care possible with genuine Renault parts and factory-trained technicians.

To book your next service, please click the link below. Alternatively, feel free to request a reminder and we'll be in touch next week.

[BOOK A SERVICE APPOINTMENT >](#)
[REMIND ME LATER >](#)



Genuine Parts
We stock parts that were designed, engineered and manufactured specifically for your Renault



5 Year Unlimited Kilometre Warranty
Enjoy peace of mind with our factory-trained technicians performing all work and repairs carried out under your warranty

Rapid response to opportunities and problems

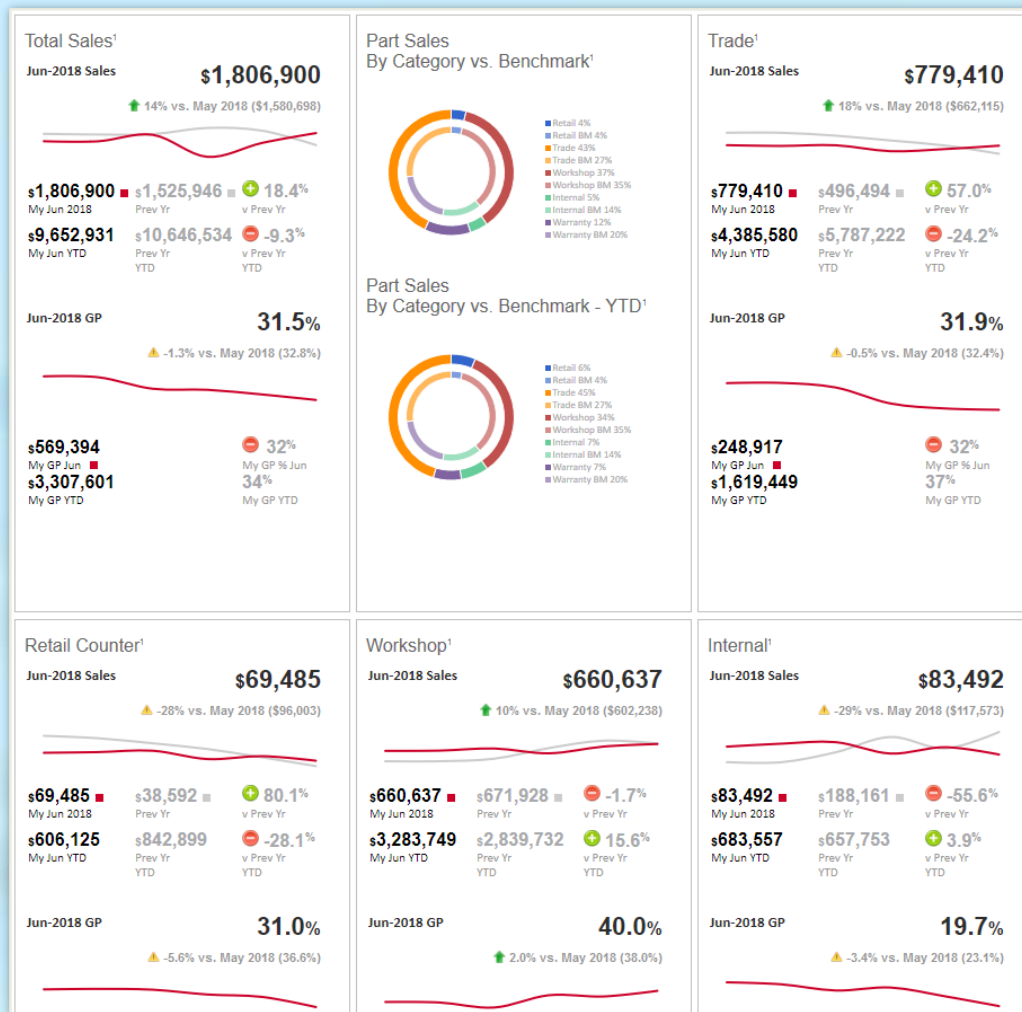
Shape real-time customer interactions

Make personalized offers

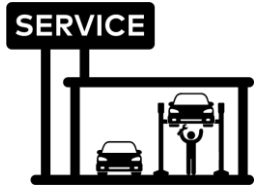
Retention analysis (parts and service)

OEM programs & open work order reporting

Parts KPIs Dashboard



SUPERSERVICE™



Service Quoting

SUPERSERVICE™
Menus 



Vehicle Health Check

SUPERSERVICE™
Triage 



Online Service Booking

SUPERSERVICE™
Connect 



Digital Service Record

SUPERSERVICE™
Register 



Real-time Customer Survey

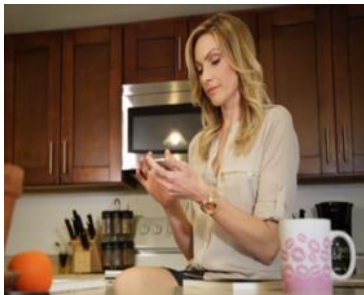
SUPERSERVICE™
Insight 

A data-driven, VIN*-precise service selling platform used by automotive manufacturers and dealers to create pricing transparency, improve customer trust and increase staff productivity.

Why Superservice Triage?



Item	Description	Part Number	Unit Price	Quantity	Total Price	Discount	Tax	Total Tax	Total Price, Tax
1	2.0L 4-Cylinder Engine Assembly	2000000000	\$100.00	1	\$100.00				\$100.00
2	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
3	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
4	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
5	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
6	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
7	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
8	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
9	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00
10	Engine Components	2000000000	\$100.00	1	\$100.00				\$100.00



1. Improved Customer Experience

- Personalised dealer experience
- Transparency of work
- Accurate and itemised pricing

2. Increased Productivity

- Techs stay in their bay
- Improved hand-off between departments

3. Increased Dealer Revenue and Profits

- Increased Parts & Labour sales
- Follow-up opportunities
- Individual staff performance

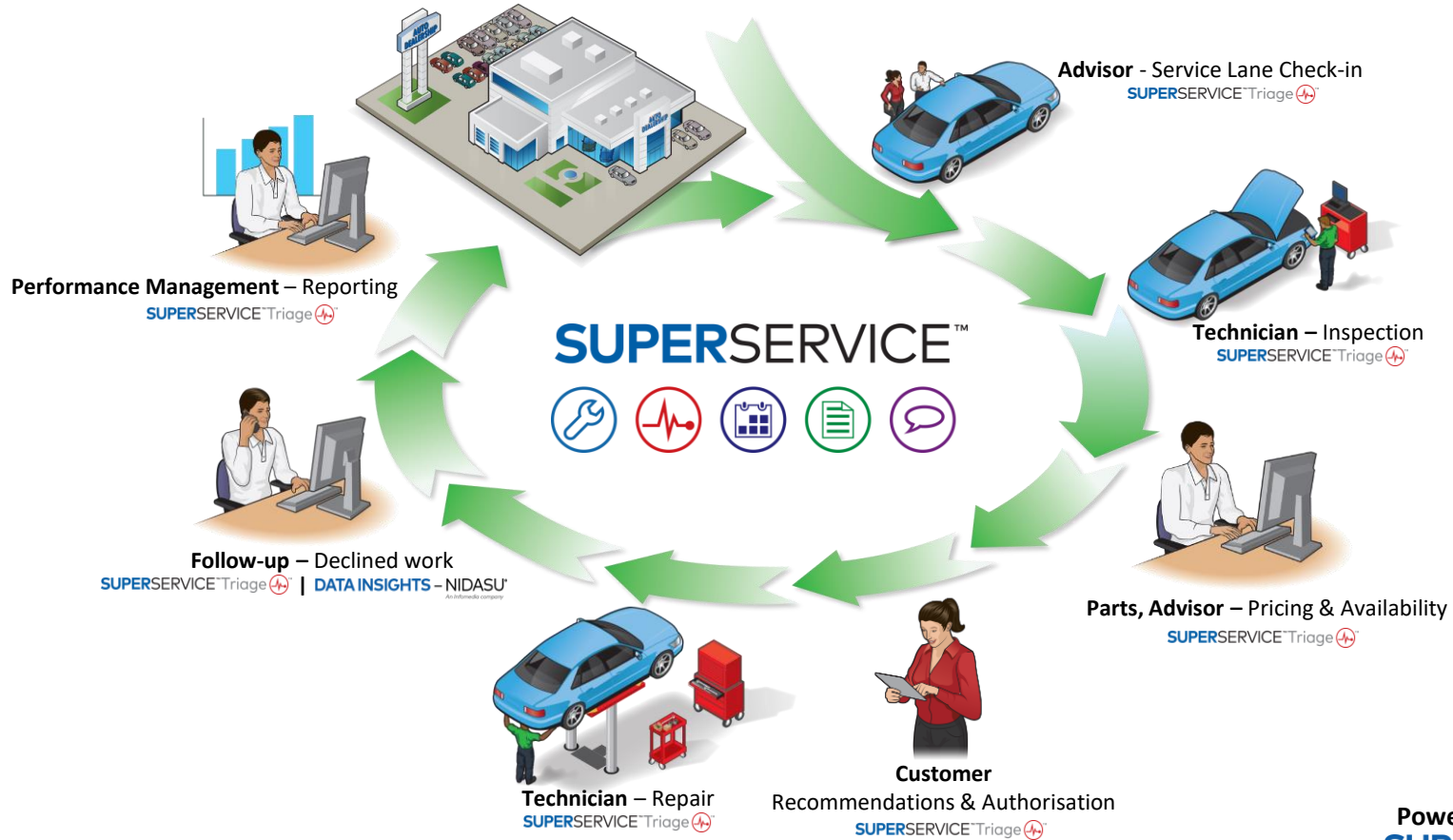
Jorden Courouzos

Product Manager

Superservice Triage Demonstration



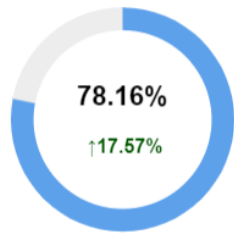
Superservice Triage Overview



VEHICLE INSPECTIONS

COMPLETION RATE

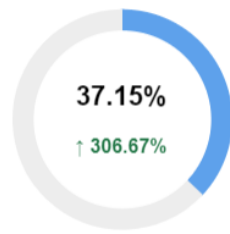
Created 1,607



- Completed 1,256
- In Progress 319
- Deleted 32

IDENTIFICATION RATE

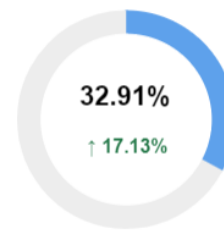
Jobs 597



- 1,616
- 189
- 3
- 0
- 24

AUTHORISATION RATE

Operations 1,832



- 36.01%
- 5.29%
- 0.00%
- 0.00%
- 45.83%

AVERAGE MILEAGE

65,610



PERFORMANCE

AVERAGE IDENTIFIED PER INSPECTION

341.30



AVERAGE AUTHORISED PER INSPECTION

95.99



AVERAGE IDENTIFIED PER TECHNICIAN

26,792.31



X 16

↑ 4612.74%

AVERAGE AUTHORISED PER SERVICE ADVISOR

7,535.59



X 16

↑ 999.22%



Q&A

Thank you!

Please visit Infomedia's website
<https://www.infomedia.com.au>

and YouTube channel
<https://www.youtube.com/infomedialtd>

for more information

Appendix

- 5 key trends driving change
- Dealer revenue & profit mix
- Our Core Values



5 key trends driving change



1. Digitisation of customer journey

- Customer journey is key battleground for automakers to defend market share
- The complex disintermediated auto market from OEM* through to NSC* down to the dealerships is leading automakers to prioritise the customer journey across this customer value chain.
- There is a shift towards global consistent suite solutions to harmonise and deliver better customer experience



2. Evolution of the Dealership

- Retail channels are evolving , driven by amazonification
- Bigger dealership need more efficient and integrated solutions
- More sophisticated workshops & increased professionalisation as a result of increasing complexity in cars and parts
- Technician & skills shortage
- Shift in power dynamic from automakers and dealerships: Jostling for power and influence over customer journey



3. Connected and more complex cars

- 90% of car innovations and new features are driven by electronics, which account for 35% to 40% of an average car's production cost
- More complex better built leading to an Increase in demand for original automaker parts & increase in average car age
- IOT* enables real time connection across connected cars: this has expanded the number of touch points along the customer journey
- Crash avoidance systems – less crashes but still same value in crash market i.e. big crashes



4. Electric vehicles & Autonomous driving

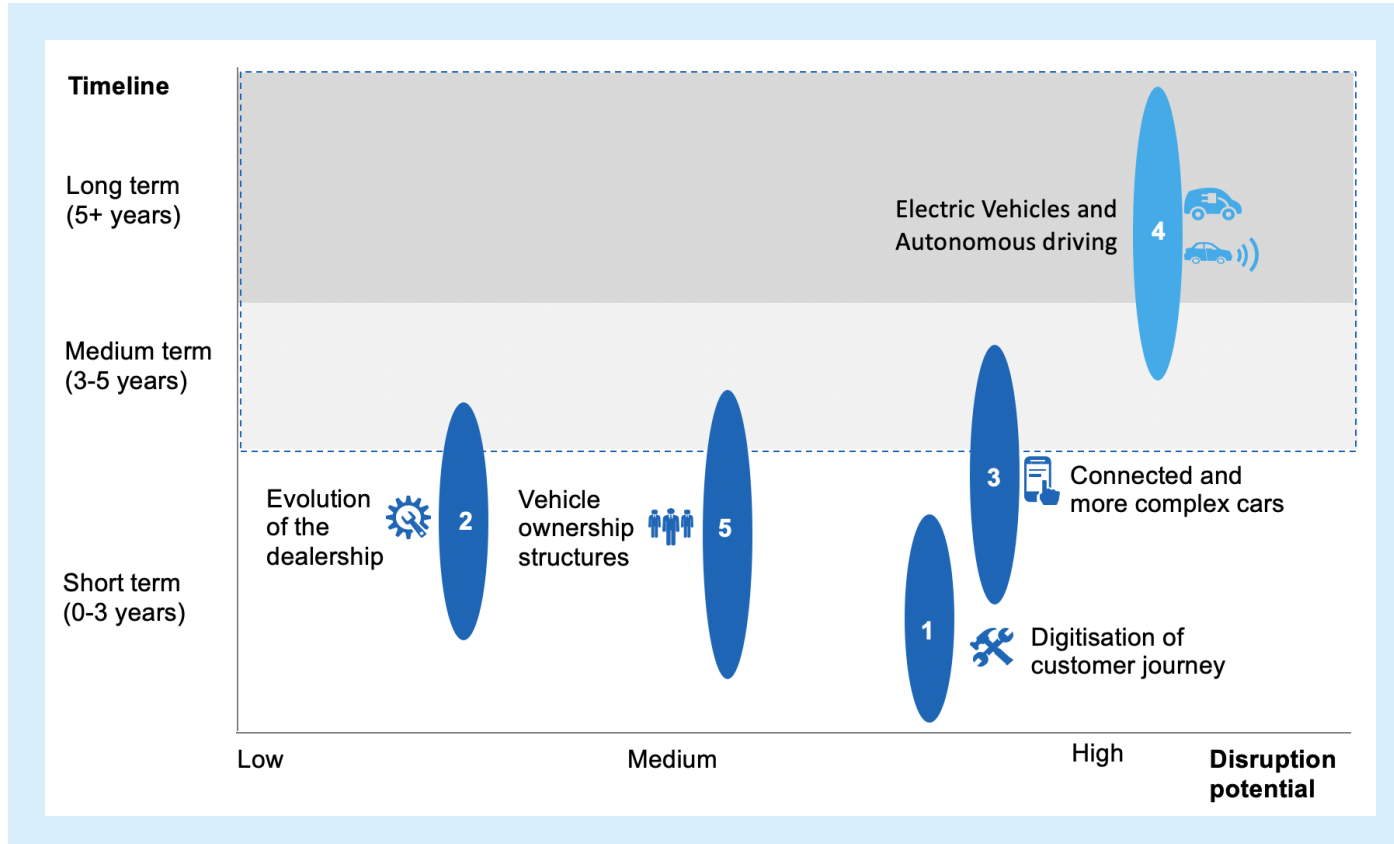
- By 2030 fully electric and autonomous will make up less than 15% of new car sales - (McKinsey: Auto Revolution 2016)
- By 2030 penetration in the car park for electric and autonomous vehicles will remain less than 10%
- Hybrid electric vehicles have more components and thus need even more servicing than pure Internal combustion engines



5. Vehicle ownership structures

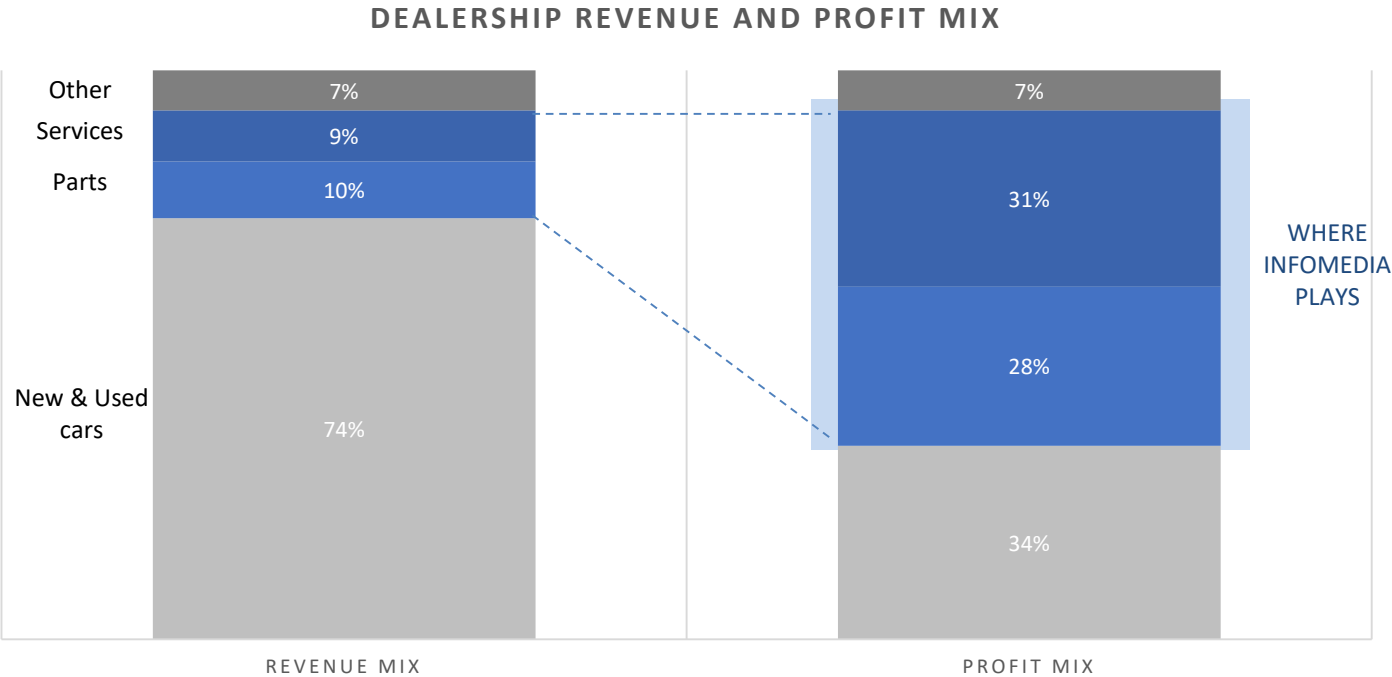
- Ride-sharing , Subscription models, and Lease model i.e. Uber and GM
- US\$6.5b - Expected global revenue from car-sharing services in 2024 (from US\$1.1b in 2015) (Navigant Research: Carsharing Programs 2016)

Disruption potential and timeline



Infomedia anticipates each trend has a specific timeline, duration and disruption potential

INFOMEDIA EXCEPTIONALLY
PLACED TO SUPPORT OEM &
DEALERS DRIVE
PROFITABILITY & RETAIN
CUSTOMERS



Source: Autohaus magazine 2016

OUR C@RE 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.

INF@MEDIA™

Global leaders in parts and service software