



Global leaders in parts and service software



Shifting Up a Gear

Capital Raising Presentation

23 April 2020

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This Presentation contains certain 'forward-looking statements'. The words "expect", "anticipate", "estimate", "intend", "believe", "guidance", "should", "could", "may", "will", "predict", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. Forward-looking statements, opinions and estimates provided in this Presentation are based on assumptions and contingencies that are subject to change without notice and involve known and unknown risks and uncertainties and other factors that are beyond the control of Infomedia, its directors and management. This includes statements about market and industry trends, which are based on interpretations of current market conditions.

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Disclaimer

Merrill Lynch Equities (Australia) Limited (ABN 65 006 276 795) is acting as lead manager and underwriter (Lead Manager) to the Placement.

To the maximum extent permitted by law, Infomedia and the Lead Manager and their respective related bodies corporate and affiliates, and their respective officers, directors, employees, representatives, agents, consultants and advisers: (i) disclaim all responsibility and liability (including, without limitation, any liability arising from fault, negligence or negligent misstatement) for any loss arising from this Presentation or reliance on anything contained in or omitted from it or otherwise arising in connection with this Presentation; (ii) disclaim any obligations or undertaking to release any updates or revision to the information in this Presentation to reflect any change in expectations or assumptions; and (iii) do not make any representation or warranty, express or implied, as to the accuracy, reliability, completeness of the information in this Presentation or that this Presentation contains all material information about Infomedia or that a prospective investor or purchaser may require in evaluating a possible investment in Infomedia or acquisition of shares in Infomedia, or likelihood of fulfilment of any forward-looking statement or any event or results expressed or implied in any forward-looking statement.

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You acknowledge and agree that determination of eligibility of investors for the purposes of the Placement and SPP is determined by reference to a number of matters, including legal and regulatory requirements, logistical and registry constraints and the discretion of Infomedia and the Lead Manager (and their respective related bodies corporate, affiliates, officers, directors, employees, representatives, agents, consultants or advisers) and each of Infomedia and the Lead Manager disclaim any duty or liability (including for negligence) in respect of the exercise or otherwise of that discretion, to the maximum extent permitted by law.

- Infomedia is undertaking a \$70 million[^] fully underwritten institutional Placement (**Placement**) and a non-underwritten Share Purchase Plan (**SPP**) up to \$15 million* (together **Capital Raising**)
- Unchanged strategic growth priorities accelerated with unique opportunity to expand global platform from a stronger financial position
- Resilient business model in COVID-19 environment an endorsement of strategy with new opportunities emerging
- FY20 outlook re-affirmed



The capital raising provides a unique opportunity to fast-track our growth strategy to acquire quality assets that leverage our core technology, access new customers and enter new geographies



COVID-19 Update

- COVID-19 does not impact the need to service or procure parts for existing cars; Auto manufacturers consider Aftersales a critical profit center
- Despite material softness in new car sales, Aftersales is generally considered an essential service
- Instances of customers seeking temporary modifications to payment terms though pre-emptive 5 pillar response expected to mitigate earnings impact
- COVID-19 resulted in initial delays of new installations and some postponement of pipeline opportunities; more recently markets are opening up; innovation driving opportunities with virtual installs

Endorsement of Strategy

- ✓ Lockdown period acting as a catalyst for further adoption of technology by auto makers and dealers that improves productivity and enhances customer relationships
 - Reduction in new car sales has emphasised importance of Aftersales – automakers most profitable business
- ✓ Proactive customer engagement has resulted in:
 - Strengthening customer relationships
 - Increased Infomedia brand awareness

Pre-emptive 5 Pillar Response



Protect Our Staff & Customers

Global workforce working remotely with 60% on 80/20 flex schedules



Defend the Topline

Sales team engagement intensified to identify challenges and provide solutions



Manage BAU

Increased cadence of virtual communication and collaboration



Manage Costs & Cash

Focus on collections and reduction in discretionary spend



Attack Not Only Protect

Position to fast-track acquisitions, customer growth and upsell

- Trading in line with expectations to 31 March 2020 with growth across parts, services and data insights
 - Highly cash generative with cash balance of \$15.2 million as at 31 March 20 after payment of 1H20 interim dividend (\$6.8 million) and acquisition deferred consideration
- FY20 Outlook reaffirmed
- High quality and defensive business model provides ability to withstand prolonged uncertain environment
 - 95% recurring revenue
 - Low customer contract concentration risk
 - Globally diversified earnings and operations

FY20 Outlook	AUD million	Growth on FY19
Revenue	\$93m – \$95m	10% – 12%
Net Profit after Tax (NPAT)	\$18m – \$19m	12% – 18%

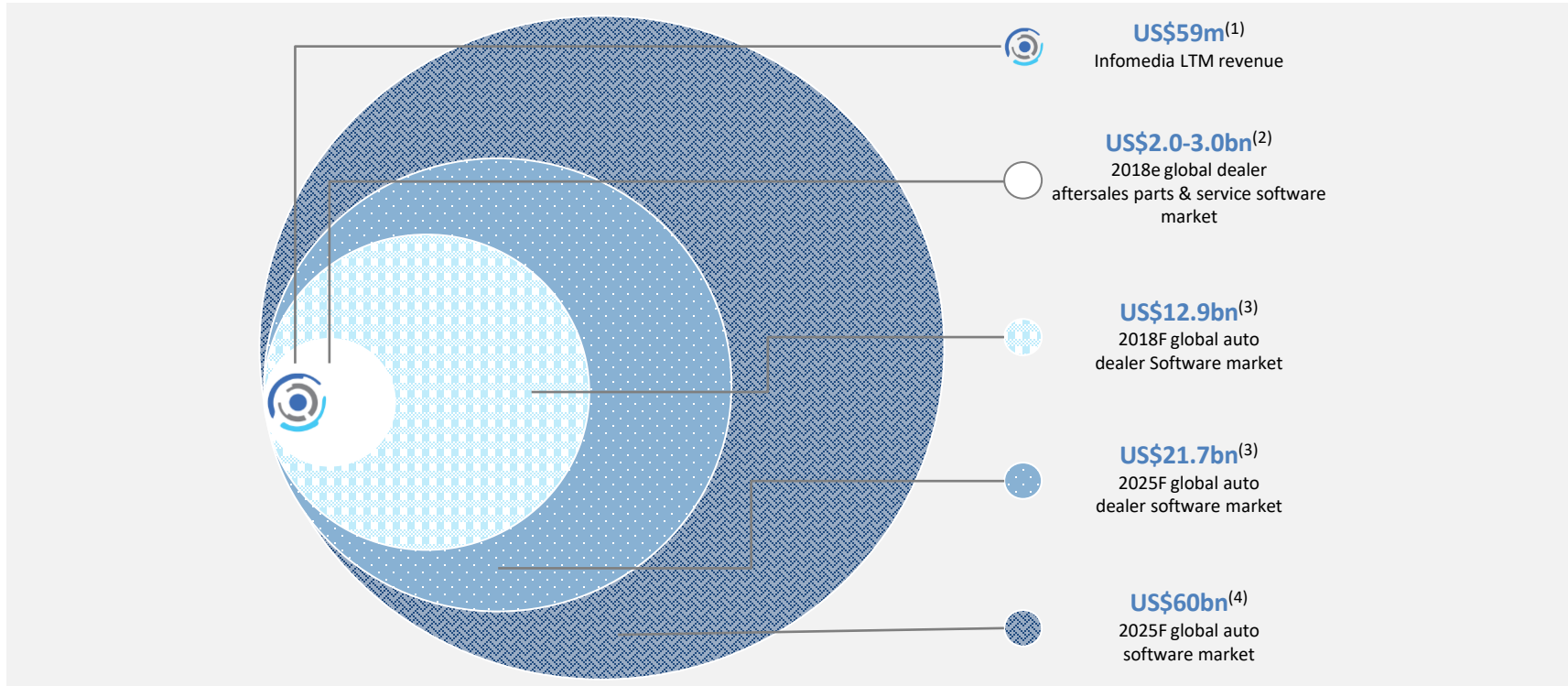
We exist to be the leading global software provider in the automotive Aftersales market

Infomedia has a distinctive opportunity to pursue growth

- Uniquely placed as one of few global players in large and fragmented addressable market to leverage our global parts, service and data insights platform and capitalise on emerging trends*
- Successfully invested organically to position for growth, deliver operating leverage and generate attractive returns
- Right team established both locally and regionally to fast track ambition
- Current operating environment expected to present attractive opportunities to execute on current acquisition pipeline at compelling valuations
- Disciplined approach to evaluation with focus on enhanced technologies, new customers, and new geographies

*Refer to previously released company documents including 2019 Annual Report which details 5 Key Trends impacting the Global Automotive Industry <https://www.infomedia.com.au/investors/annual-and-half-year-reports/>

Infomedia has a significant opportunity to further penetrate a fragmented and growing market



(1) Infomedia LTM Revenue ending 31 December 2019 converted at AUD/USD spot rate of 0.6362 as at 17 April 2020.

(2) Infomedia estimated size of global dealer aftersales parts & service software market.

(3) Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025.

(4) MarketsandMarkets:Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025.

Flexibility to fast-track growth strategy from a position of significant strength



Acquisitions and Inorganic Growth

- Execute on expanding pipeline of opportunities across growing market
- Current environment expected to present attractive opportunities
- Disciplined and clear strategy concentrated on technology, customers and geographies



Accelerating Existing Technology and Product Innovation

- Enhanced development momentum in the core to provide customers products with superior functionality
- Expand integration; including data assets to support our customers improve efficiency, profitability and customer retention
- Investing ahead of emerging opportunities to further penetrate growing market without compromising bottom line growth

Offer Size & Structure	<ul style="list-style-type: none"> Fully underwritten \$70 million[^] institutional Placement and a non-underwritten Share Purchase Plan (SPP) to raise up to \$15 million*
Placement	<ul style="list-style-type: none"> The Placement will be conducted at \$1.50 per new share (Placement Price) which represents an 11.8% discount to Infomedia's last closing price of \$1.70 per share on 22 April 2020 The Placement will result in approximately 46.6 million new shares being issued, representing approximately 15% of Infomedia's existing issued share capital (New Shares) The Placement is fully underwritten by Merrill Lynch Equities (Australia) Limited
Share Purchase Plan (SPP)	<ul style="list-style-type: none"> Infomedia will offer all eligible shareholders the opportunity to participate in a non-underwritten SPP. The SPP is capped at \$30,000 per eligible shareholder and up to \$15 million* in aggregate New Shares under the SPP will be issued at the lower of the Placement Price and a 2% discount to the 5-day VWAP up to and including the SPP Closing Date Infomedia reserves the right to increase the size of the SPP or scale back applications under the SPP at its discretion All eligible Infomedia Directors have committed to participate in the SPP
Ranking	<ul style="list-style-type: none"> New Shares issued under the Placement and SPP will rank equally with existing Infomedia shares on issue

[^]Calculated with reference to Infomedia's current available placement capacity of 46,606,449 shares multiplied by the Placement Price. Subject to rounding.

*Infomedia reserves the right to increase or decrease the size of the SPP and/or scale back applications under the SPP at its discretion.

- Enhanced funding flexibility to further accelerate growth strategy from a position of strength
 - Previously pace and size of growth limited by funding from existing cash and operating cash flows
- Funds to be deployed progressively to:
 - execute on Infomedia's expanding pipeline of acquisitions to enhance technology capability, customers and geographies
 - accelerate organic parts, services and data insights capabilities and pursue product innovation to improve operating leverage
- No debt on balance sheet
- Additional proceeds via non-underwritten SPP⁽¹⁾ up to \$15 million⁽²⁾ to be raised

Sources	\$m	Uses	\$m
Placement (excluding SPP)	69.9	Pursue Future Growth	68.5
		Transaction Costs	1.4
Total	69.9	Total	69.9

Available Liquidity	\$m
Cash (31 March 2020)	15.2
Proceeds of Placement	68.5
Pro Forma Liquidity	83.7

(1) Net proceeds from SPP will be used for the same growth initiatives as the placement.

(2) Infomedia reserves the right to increase/decrease the size of the SPP and/or scale back applications under the SPP at its discretion.

Event	Date ⁽¹⁾
SPP record date	7:00pm (AEST), Wednesday, 22 April 2020
Trading halt and announcement of the Placement and SPP	Thursday, 23 April 2020
Placement bookbuild	Thursday, 23 April 2020
Announcement of the outcome of the Placement	Friday, 24 April 2020
Trading halt lifted – trading resumes on the ASX	Friday, 24 April 2020
Settlement of New Shares issued under the Placement	Tuesday, 28 April 2020
Issue and normal trading of New Shares issued under the Placement	Wednesday, 29 April 2020
SPP offer opens and SPP offer booklet is dispatched	Thursday, 30 April 2020
SPP offer closes	5:00pm (AEST), Thursday, 21 May 2020
SPP issue date	Thursday, 28 May 2020
Normal trading of New Shares issued under the SPP	Friday, 29 May 2020
Dispatch of holding statements	Friday, 29 May 2020

13. ⁽¹⁾ All dates in this presentation are indicative only. All dates and times are Sydney, Australia time unless otherwise specified. Infomedia reserves the right to vary the dates of the Offer, in general or in particular cases, including closing the Offer early, without prior notice.



Key Business Risks

COVID-19 impact

Since early 2020 the coronavirus pandemic, now known as COVID-19, has spread rapidly to many countries globally. The impact of COVID-19 has led to the adoption of unprecedented preventative measures by governments and other authorities, including the imposition of limits on public gatherings, restrictions on travel, the closure of borders, requirements for self-isolation, restriction of access to services and the closure of stores and businesses, including in Australia. Given the high degree of uncertainty surrounding the full extent and duration of COVID-19 it is not currently possible to assess the impact of COVID-19 on Infomedia's business.

COVID-19 and the associated preventative measures have affected and can be expected to continue to adversely affect consumer behaviour and business activity levels, and precipitate sudden significant changes and volatility in regional and global economic conditions and financial markets.

Loss of key licence agreements

Continued access to Original Equipment Manufacturer (OEM) parts data and information is integral to several of Infomedia's product lines. OEM data is supplied under data licencing agreements (DLA) and a DLA may licence use of data across a broad territorial area with several markets. Loss of a DLA, including by termination or non-renewal, may result in loss of revenues at the market level and in turn may adversely impact on Infomedia's operations and financial performance.

Loss of key customers

Infomedia operates in a relatively concentrated automotive industry, which has resulted in a degree of revenue concentration among key customers. There is a risk that Infomedia's sales revenue may be adversely affected in the event of a loss of a key customer. Additionally, there is limited opportunity to build new or to replace lost customers due to long cycle purchasing and technology selection processes of OEMs. The time and effort required to source a new key customer may also need to be re-directed from other important aspects of Infomedia's operations and there is no guarantee that the lost sales revenue from previous key customers would be replaced.

Infomedia's competitive position may deteriorate

Infomedia operates in a highly competitive industry. In addition to competitive pressure from Infomedia's traditional competitors, continuing industry consolidation also creates more sizeable competitors to contend with. Infomedia's competitive position may also be impacted by a number of factors, including the level of innovation relative to that of competitors, commercial factors including pricing, its ability to keep up with technological or regulatory change, its ability to respond to client preferences for products and the ability to maintain strong relationships with existing clients by upholding the consistency and quality of its products.

In addition, new competitors that enter the markets that Infomedia operates in may have different product offerings and more competitive prices, which may be attractive to Infomedia's customers. Furthermore, new competitors who do not have physical stores in these regions, and operate largely by online licensing, may have less fixed and other operational costs compared to Infomedia. Ultimately, the introduction of new competitors, whether domestic or international, makes the competitive landscape more volatile. Such volatility and increased competition may adversely affect Infomedia's business, financial performance and/or financial condition.

Credit

Credit risk may arise from the non-performance of customers of their contractual obligations towards Infomedia and there is a risk that payments to Infomedia are delayed or not made. If a substantial portion of Infomedia's receivables are delayed for a prolonged period or are not paid, this would adversely impact Infomedia's financial performance.

Product obsolescence

Technology plays an important role in the delivery of products to Infomedia's customers in a cost-effective manner. Product life cycles are contracting within technology circles and being replaced with emerging technology at an increasing pace. New technology may render Infomedia's products obsolete. In addition, the emergence of new technological developments may cause changes in the requirements of Infomedia's customers, and if Infomedia is not responsive to these changes, Infomedia's product offerings may become less attractive to customers and result in reduced sales revenue. This may have an adverse impact on Infomedia's financial performance.

Infomedia's ability to compete effectively depends on its ability to maintain or develop appropriate technology platforms and products for the efficient delivery of its services. Maintaining or developing appropriate technologies may require significant capital investment by Infomedia. There is also a risk that Infomedia has not sufficiently invested in these systems in comparison with its competitors.

Product outages caused by software or hardware errors

Infomedia relies on significant information technology infrastructure and systems as well as the uninterrupted and efficient operation of these technologies. Infomedia's software or hardware systems (including those provided by third party technology vendors) are vulnerable to damage or interruption from a number of sources, including natural disasters, power losses, computer systems failures, internet and telecommunications or data network failures, operator negligence, improper operation by or supervision of employees, physical and electronic losses of data and similar events, computer viruses, penetration by hackers seeking to disrupt operations or misappropriate information and other breaches of security. These events may cause one or more of Infomedia's software or hardware systems to become unavailable.

Interruptions to Infomedia's software or hardware systems would adversely impact Infomedia's operations and could result in business interruption, loss of revenue and customers, damaged reputation and weakening competitive position in the market.

Misappropriation of know-how and other intellectual property

Infomedia is exposed to the risk of its know-how and other intellectual property being misappropriated or disseminated without permission through hacking of its information systems or by its employees, contractors or third parties who may have access to its know-how and other intellectual property. Any such misappropriation or dissemination of Infomedia's know-how and other intellectual property could result in competitors using this information to increase their competitiveness or reduce Infomedia's competitiveness.

Privacy and information security

Infomedia notes that cyber security and information security are important considerations and potential areas of risk. Infomedia handles and stores personal information for its customers and employees. Various information privacy and security regulations apply to the handling and storage of this information. Should Infomedia breach any of its obligations under these information privacy and security regulations it could be exposed to penalties from customers and/or regulators, which could adversely affect Infomedia's financial performance or cause reputational harm.

Infomedia may fail to attract and retain key personnel

A key driver of Infomedia's performance is the recruitment and retention of effective and qualified employees. Infomedia faces risks of loss of key management personnel, loss of other key employees, delay in finding suitable replacements for lost personnel and the inability to find suitably qualified personnel to meet Infomedia's business needs as it grows. Potential consequences arising from these risks include an inability to properly capitalise on market opportunities, reduction in quality or timeliness of product delivery, expenditure of time and resources to recruit and induct replacement staff and failure to meet compliance obligations. All of these consequences can have a material adverse impact on Infomedia's business, financial performance and financial condition.

Foreign exchange risk

A significant portion of Infomedia's revenue is derived in foreign currency (primarily Euros and USD). As such, foreign exchange rates have a direct bearing on profitability. The financial information in Infomedia's financial statements is also presented in Australian dollars.

Accordingly, Infomedia is subject to adverse exchange rate movements, particularly, adverse movements in the USD:AUD and EU:AUD exchange rate. An adverse movement in the exchange rate (i.e. an increase in the Australian dollar relative to the USD or EU) may have an adverse impact on Infomedia's future reported financial performance (i.e. reduce its reported sales, profitability, cash flows and financial position).

Infomedia's reputation may be damaged

Infomedia's brands and reputation is important in attracting and retaining customers. There is a risk that Infomedia's brands and reputation may be tarnished by incidents such as negative publicity or one-off unforeseen events that negatively impact Infomedia's operations. The occurrence of any such incidents may lead to client loss and the failure to attract new customers, which, in turn, may have an adverse impact on Infomedia's financial performance.

Infomedia may be involved in disputes or litigation

Infomedia may in the ordinary course of business become involved in litigation and disputes, for example with its suppliers or customers. Any such litigation or dispute could involve significant economic costs and damage to relationships with suppliers, customers and/or other stakeholders. This may also disrupt Infomedia's business operations, cause Infomedia to incur significant legal costs, and may divert management's attention away from the daily operations of the business. Any such outcomes may have an adverse impact on Infomedia's business, reputation and financial condition and financial performance.

Funding

Infomedia is planning to conduct the Placement and SPP to raise additional funding for its business. Infomedia has entered into an underwriting agreement under which the Lead Manager has agreed to fully underwrite the Placement, subject to the terms and conditions of the underwriting agreement. If certain conditions are not satisfied or certain events occur, the Lead Manager may terminate the underwriting agreement. The ability of the Lead Manager to terminate the underwriting agreement in respect of some events will depend on whether the event has or is likely to have a material adverse effect on the outcome or success of the Placement, the value of the securities, or where they may give rise to liability for the Lead Manager.

Market conditions

Market conditions may affect the value of Infomedia's quoted securities regardless of its operating performance. Market conditions are affected by many factors such as:

- general economic outlook
- changes in Australian and foreign government regulation and fiscal, monetary and regulatory policies
- the impact of COVID-19
- interest rates and inflation rates
- currency fluctuations
- changes in investor sentiment towards specific sectors of the market
- changes in market valuations of other retail companies
- the demand for, and supply of, capital

The market price of securities can fall and rise and may be subject to varied and unpredictable influences on the market for equities in general.

Adverse changes to tax laws may occur

Future changes in taxation laws in jurisdictions in which Infomedia operates, including changes in interpretation or application of the law by the courts or taxation authorities, may affect the taxation treatment of an investment in Infomedia shares or the holding and disposal of those shares. Further, changes in tax law, or changes in the way tax law is expected to be interpreted, in the various jurisdictions in which Infomedia operates, may impact the future tax liabilities of Infomedia.

An investment in shares involves tax considerations that differ for each investor. Investors are encouraged to seek professional tax advice in connection with any investment in Infomedia.

Investment in shares

There are general risks associated with investments in equity capital such as Infomedia shares. The trading price of Infomedia shares may fluctuate with movements in equity capital markets in Australia and internationally. This may result in the market price for the New Shares being less or more than the Offer Price. Many factors may affect the market price of shares and some of these include: general movements in Australian and international stock markets; investor sentiment; Australian and international economic conditions and outlooks; changes in interest rates and the rate of inflation; changes in government legislation and policies, in particular taxation laws and climate-related laws and regulations; announcement of new technologies; pandemics such as COVID-19; epidemics; geo-political instability, including international hostilities and acts of terrorism; demand for and supply of Infomedia shares; announcements and results of competitors; and analyst reports.

No assurance can be given that the New Shares will trade at or above the Offer Price or that there will be an active market in Infomedia shares. None of Infomedia, its directors or any other person guarantees the performance of the New Shares.

The operational and financial performance and position of Infomedia and Infomedia's share price may be adversely affected by a worsening of general economic conditions in Australia, as well as international market conditions and related factors. It is also possible that new risks might emerge as a result of Australian or global markets experiencing extreme stress, or existing risks may manifest themselves in ways that are not currently foreseeable. The equity markets have in the past and may in the future be subject to significant volatility.

Dividends

The payment of dividends by Infomedia will be determined from time to time by the Board in its discretion, and is dependent upon factors affecting Infomedia at the relevant time. Factors which will be considered by the Board include Infomedia's profitability, retained earnings, cash flow position and working capital requirements as required. There is no guarantee that any dividend will be paid by Infomedia or if paid, paid at historical levels. From time to time, the Board may also defer, suspend or cancel previously announced dividends.



Appendix A

Foreign Selling Jurisdictions

INTERNATIONAL OFFER RESTRICTIONS

This document does not constitute an offer of New Shares of the Company in any jurisdiction in which it would be unlawful. In particular, this document may not be distributed to any person, and the New Shares may not be offered or sold, in any country outside Australia except to the extent permitted below.

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No advertisement, invitation or document relating to the New Shares has been or will be issued, or has been or will be in the possession of any person for the purpose of issue, in Hong Kong or elsewhere that is directed at, or the contents of which are likely to be accessed or read by, the public of Hong Kong (except if permitted to do so under the securities laws of Hong Kong) other than with respect to the New Shares that are or are intended to be disposed of only to persons outside Hong Kong or only to professional investors (as defined in the SFO and any rules made under that ordinance). No person allotted the New Shares may sell, or offer to sell, such securities in circumstances that amount to an offer to the public in Hong Kong within six months following the date of issue of such securities.

The contents of this document have not been reviewed by any Hong Kong regulatory authority. You are advised to exercise caution in relation to the offer. If you are in doubt about any contents of this document, you should obtain independent professional advice.

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This document has not been registered, filed with or approved by any New Zealand regulatory authority under the Financial Markets Conduct Act 2013 (the **FMC Act**). The New Shares are not being offered or sold in New Zealand (or allotted with a view to being offered for sale in New Zealand) other than to a person who:

- is an investment business within the meaning of clause 37 of Schedule 1 of the FMC Act;
- meets the investment activity criteria specified in clause 38 of Schedule 1 of the FMC Act;
- is large within the meaning of clause 39 of Schedule 1 of the FMC Act;
- is a government agency within the meaning of clause 40 of Schedule 1 of the FMC Act; or
- is an eligible investor within the meaning of clause 41 of Schedule 1 of the FMC Act.

United Kingdom

Neither this document nor any other document relating to the New Shares has been delivered for approval to the Financial Conduct Authority in the United Kingdom and no prospectus (within the meaning of section 85 of the Financial Services and Markets Act 2000, as amended (**FSMA**)) has been published or is intended to be published in respect of the New Shares.

The New Shares may not be offered or sold in the United Kingdom by means of this document or any other document except in circumstances that do not require the publication of a prospectus under section 86(1) of the FSMA. This document is issued on a confidential basis in the United Kingdom to relevant persons (as defined below). This document may not be distributed or reproduced, in whole or in part, nor may its contents be disclosed by recipients, to any other person in the United Kingdom.

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In the United Kingdom, this document is being distributed only to, and is directed at, "qualified investors" (within the meaning of Article 2€ of the Prospectus Regulation (2017/1129/EU)) who (i) have professional experience in matters relating to investments falling within Article 19(5) (investment professionals) of the Financial Services and Markets Act 2000 (Financial Promotions) Order 2005, as amended (**FPO**), (ii) fall within the categories of persons referred to in Article 49(2)(a) to (d) (high net worth companies, unincorporated associations, etc.) of the FPO or (iii) are persons to whom it may otherwise be lawfully communicated (together, **relevant persons**). Any investment or investment activity to which this document relates is available only to, and any offer or agreement to purchase will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely on this document or any of its contents.

Singapore

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This document has been given to you on the basis that you are (i) an existing member of the Company, (ii) an "institutional investor" (as defined in the SFA) or (iii) an "accredited investor" (as defined in the SFA). In the event that you are not an investor falling within any of the categories set out above, please return this document immediately. You may not forward or circulate this document to any other person in Singapore.

Any offer is not made to you with a view to the New Shares being subsequently offered for sale to any other party. There are on-sale restrictions in Singapore that may be applicable to investors who acquire New Shares. As such, investors are advised to acquaint themselves with the SFA provisions relating to resale restrictions in Singapore and comply accordingly.

Norway

This document has not been approved by, or registered with, any Norwegian securities regulator under the Norwegian Securities Trading Act of 29 June 2007. Accordingly, this document shall not be deemed to constitute an offer to the public in Norway within the meaning of the Norwegian Securities Trading Act of 2007.

The New Shares may not be offered or sold, directly or indirectly, in Norway except to "professional clients" (as defined in Norwegian Securities Regulation of 29 June 2007 no. 876 and including non-professional clients having met the criteria for being deemed to be professional and for which an investment firm has waived the protection as non-professional in accordance with the procedures in this regulation).

If you (or any person for whom you are acquiring the New Shares) are in Norway, you (and any such person) are a "professional client" as defined in Norwegian Securities Regulation of 29 June 2007 no. 876.

United States

This document may not be distributed or released in the United States.

This document does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States or any other jurisdiction in which such an offer would be illegal.

The New Shares to be offered and sold in the Placement and the SPP have not been, and will not be, registered under the U.S. Securities Act or the securities laws of any state or other jurisdiction of the United States. Accordingly, the New Shares to be offered and sold in the Placement may not be offered or sold, directly or indirectly, to persons in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable securities laws of any state or other jurisdiction of the United States. The New Shares to be offered and sold in the SPP may not be offered and sold to any person in the United States.



Appendix B

Infomedia Overview

Infomedia Ltd (ASX:IFM)

- 180,000 users in 186 countries
- HQ in Sydney, NSW Australia
- In region:
 - APAC⁽¹⁾ - Melbourne, VIC (AU)
 - EMEA⁽¹⁾ - Cambridge, ENG (UK)
 - Americas - Plymouth, MI (USA)
- Global workforce of 350 (incl. 70 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:

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

Data & Insights and Nidasu

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

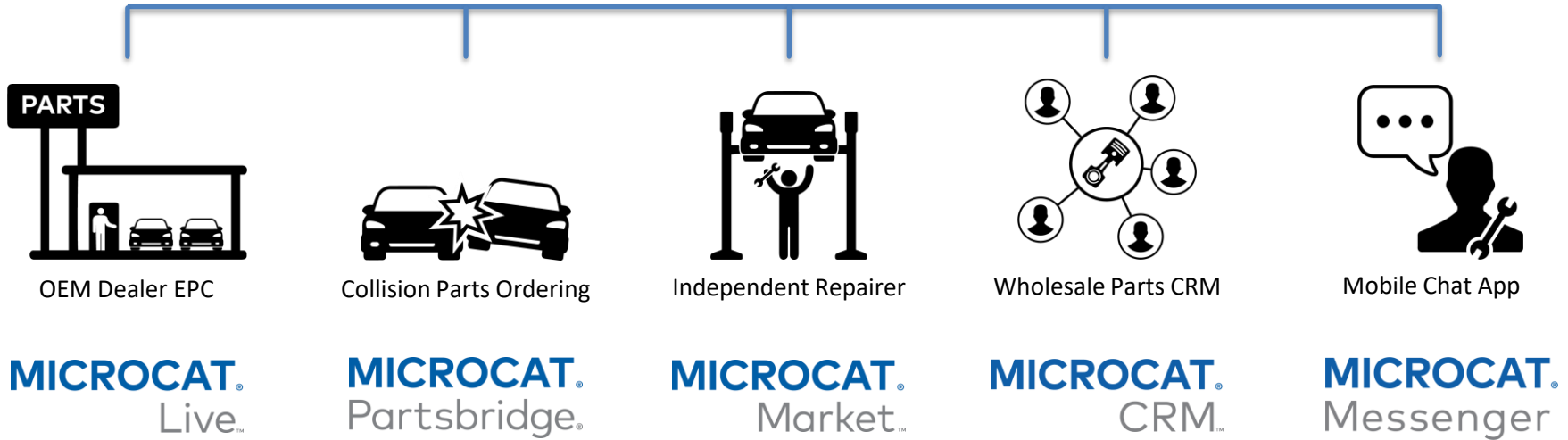
Over 95% recurring revenue

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

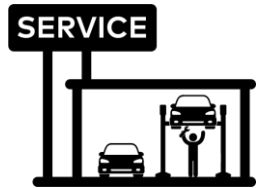
Opportunity to access a broader addressable market and a bigger global footprint during a time of significant change in the auto industry

MICROCAT.®



VIN⁽¹⁾-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

SUPERSERVICE™



Service Quoting



Vehicle Health Check



Online Service Booking



Digital Service Record



Real-time Customer Survey

SUPERSERVICE™
Menus

SUPERSERVICE™
Triage

SUPERSERVICE™
Connect

SUPERSERVICE™
Register

SUPERSERVICE™
Insight

A data-driven, VIN⁽¹⁾-precise automotive manufacturer and dealer service selling platform that creates pricing transparency, improves customer trust and increases staff productivity.

DATA INSIGHTS NIDASU® *An Infomedia company*



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.

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