



FY21 – HALF YEAR RESULTS INVESTOR PRESENTATION

Jonathan Rubinsztein | CEO
Richard Leon | CFO

25 February 2021

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Agenda



01. 1H21 Highlights
02. 1H21 Financial overview
03. Business overview



Jonathan Rubinsztein

Managing Director & CEO

Who we are

Infomedia Ltd (ASX:IFM)



Leading SaaS platform provider
to global automotive
aftersales market



Over 180,000 users
in 186 countries



Global workforce of 400
(incl. 100 outsourced)

GLOBAL OFFICES



HQ IN SYDNEY,
NSW Australia



AMERICAS
Detroit, MI (USA)



APAC*
Melbourne,
VIC (AU)



EMEA*
Cambridge,
ENG (UK)

Market leading Next Gen SaaS platform

Next Gen Microcat EPC

A powerful suite of EPC parts solutions focused on driving parts sales, improved productivity and better-quality customer experience

Next Gen Superservice

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

Infodrive (formerly Data & Data Insights)

Predictive data analytics and actionable insight solutions to support automakers and dealers reduce operational costs, grow sales and retain customers from one purchase to the next

Our competitive position

SaaS platform provider to global automakers and dealers

Over 95% recurring revenue

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

Over 80% of revenue generated from outside Australia

Digital solutions for an industry embracing digital transformation. Opportunity to access a broader addressable market and a bigger global footprint during a time of significant change in the auto industry

*APAC – Asia Pacific; EMEA – Europe, Middle East & Africa

1H21 highlights

Sustained Performance

Revenue

Maintained at \$47.7m

NPAT

Up 3% to \$9.3m

Cash EBITDA

Down 16% to \$9.5m

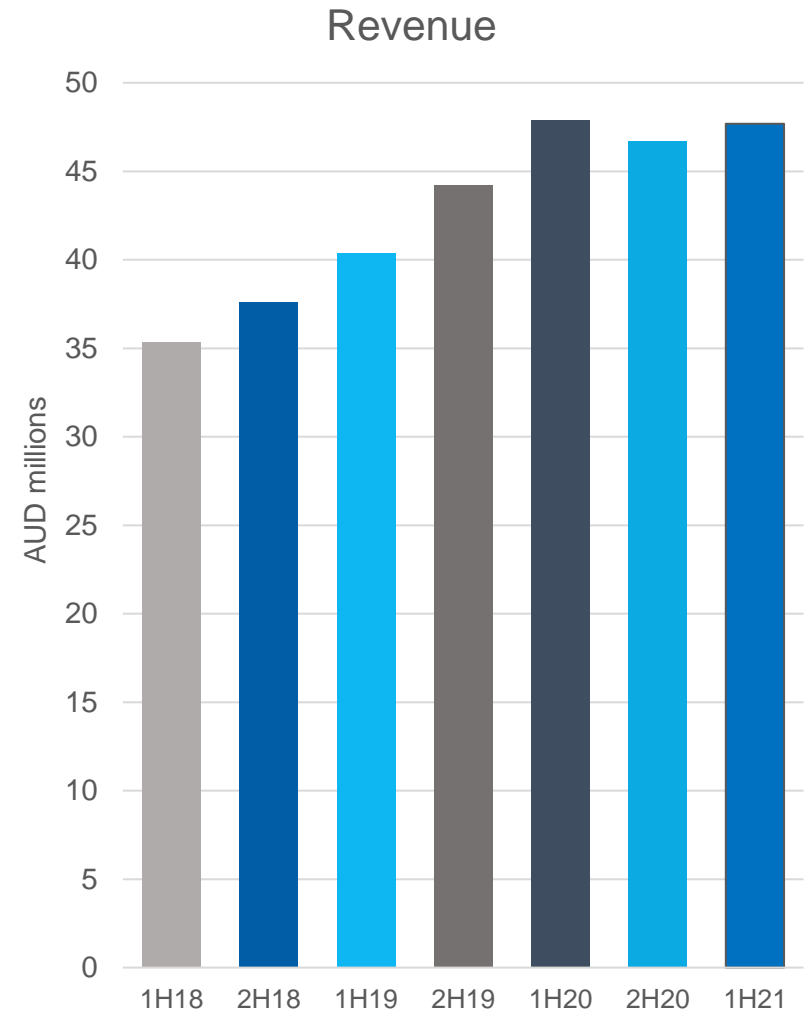
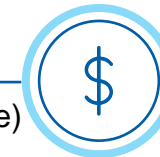
Interim dividend

2.15 cents per share



Drive Innovation & Customer Service

- Successful rollout of the Next Gen SaaS platform (across entire user base)
- Overwhelmingly positive global customer response to Next Gen
- Customer endorsement evident in strategic contract wins including Ford Europe, Audi Australia
- Strengthened global relationships
- Demand for digital, integrated solutions increasing
- Leveraging the platform to new customers and into new markets



Navigating global, steering local

Infomedia's Next Gen SaaS platform increases productivity and profits for dealers, and drives customer retention and loyalty for automakers globally

APAC

Solid growth - 8% increase in revenue pcp despite restrictions

Strong pipeline, backlog impacting timing of revenue

New business from Next Gen platform

Data opportunities increasing in the region

EMEA

Sustained revenue – though lockdowns and travel restrictions have delayed decisions

Won Ford Europe Next Gen contract, rollout commences in late 2H21

Secured several small Next Gen platform contracts in the region

Data analytics & insights opportunities advancing on back of strength of global relationships

Americas

Performance outcome impacted by delayed installs - strong response to Next Gen platform

State-by-state rolling lockdowns and travel restrictions led to further delays in install, rollouts and revenue

Positive momentum with leveraged sales in new markets – delivery 2H21

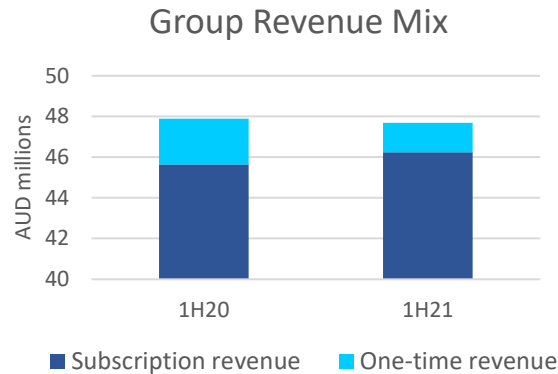


Richard Leon

Chief Financial Officer

Solid results in challenging environment

- Flat top line affected by timing delays in converting strong sales to both MRR and one-time revenue



- Maintained investment intensity in Next Gen SaaS Platform culminating in successful global rollout
- Cash balance at 31 December 2020 \$97.3m
- Interim dividend 2.15 cents per share

Key Metrics	1H21 A\$'000	1H20 A\$'000	Change
Revenue	47,689	47,885	0%
NPAT	9,331	9,041	3%
EBITDA	22,372	22,899	(2%)
Development costs capitalised ^(a)	(12,448)	(10,296)	21%
Cash EBITDA ^(b)	9,545	11,414	(16%)
Earnings per share (cents) ^(c)	2.49	2.86	(13%)
Dividend per share (cents)	2.15	2.15	0%

(a) 7% increase hoh compared to development costs capitalised of \$11.6m in 2H20.

(b) (3%) decrease hoh compared to Cash EBITDA of \$9.8m in 2H20. Reconciliation of EBITDA to Cash EBITDA per Appendix 4D.

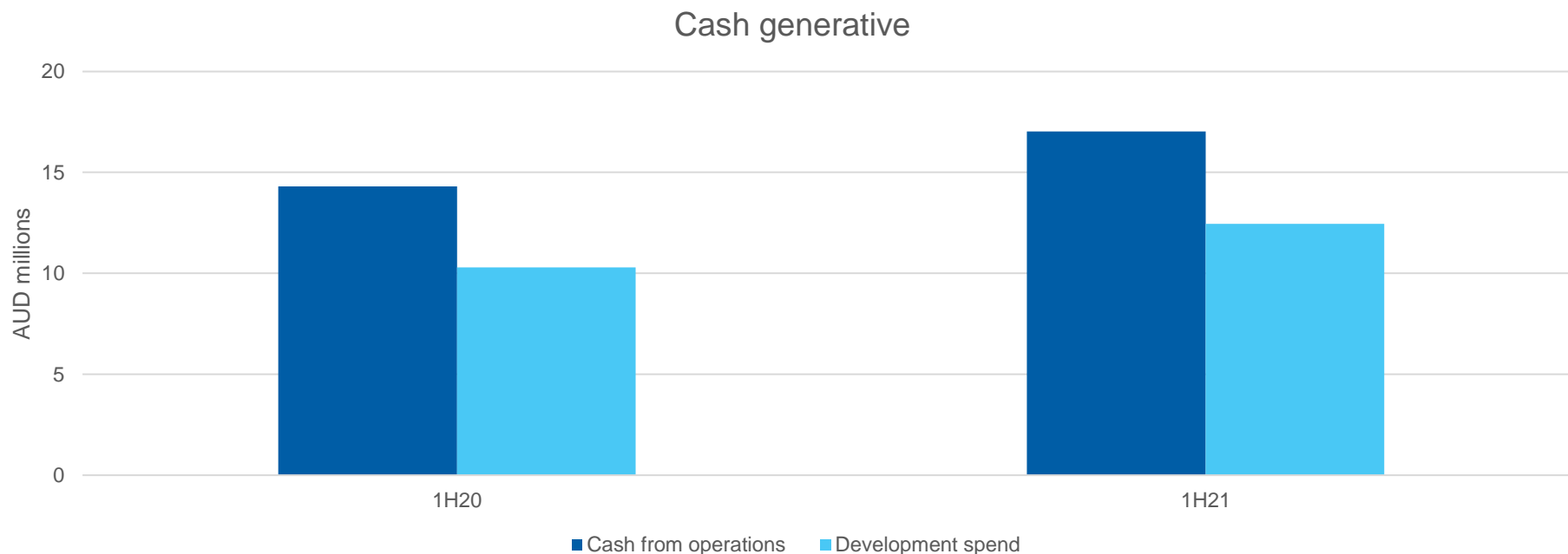
(c) EPS declined (13%) pcp to 2.49 cents due to the dilutive effect of the Capital Raise in 2H20.

Timing delays mask sales momentum

- Sales closed during calendar 2020 expected to revenue in late 2H21 with strong MRR leading into FY22
- Parts revenue down pcp due to lower one-time revenue, modest temporary financial concessions, and unfavourable impact of currency fluctuations
- Asia Pacific growth driven by new contract wins across Parts, Service and Data
- Americas revenue down pcp with lockdowns and travel restrictions delaying installations of closed sales and timing of associated one-time and compounding recurring revenue

Revenue Details	1H21 '000	1H20 '000	Change
BY PRODUCT (AUD)			
Parts	26,740	28,312	(6%)
Service	19,784	18,132	9%
Other	<u>1,165</u>	<u>1,441</u>	(19%)
	47,689	47,885	0%
BY GEOGRAPHY (LCY)			
Asia Pacific (AUD)	15,673	14,449	8%
EMEA (EUR)	11,185	11,218	0%
Americas (USD)	9,837	10,424	(6%)
Worldwide Revenue (AUD)	47,689	47,885	0%

Strong underlying business fundamentals



- Improved collections reflecting stronger customer engagement and confidence across global user base
- Successful global rollout of Next Gen SaaS platform



Jonathan Rubinsztein

Managing Director & CEO

Digital transformation affirms strategy

Global automakers have accelerated plans to introduce EV models

Lockdowns and travel restrictions have had a significant impact on dealers in all regions accelerating consolidation and a focus on the efficiency of dealerships

Delays to significant movement to alternate ownership structures

Dealership Evolution

Electric Vehicles

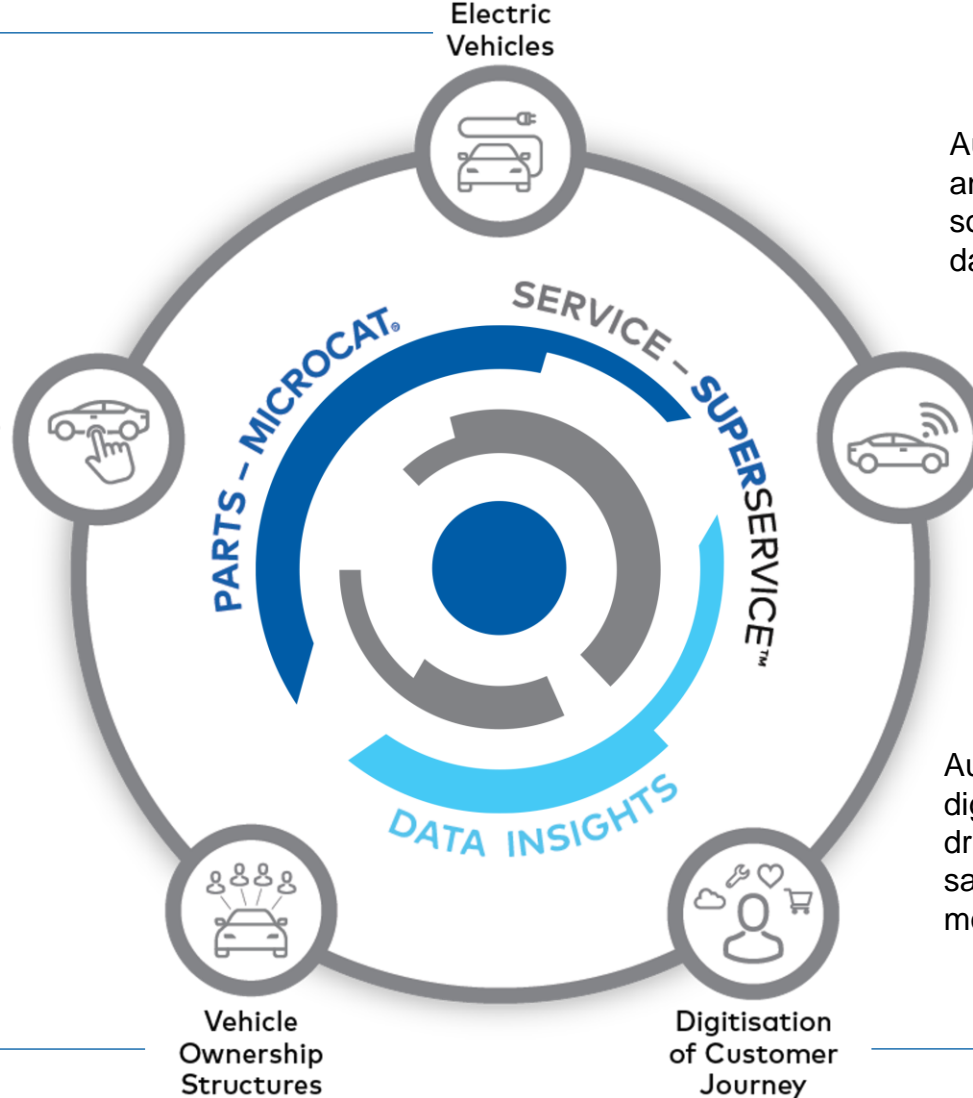
Automakers looking for solutions to understand and capture the digital customer with digital solutions that aggregate and connect disparate data siloes to predict customer needs

Connected Vehicles

Automakers and dealers actively pursuing digital solutions to replace manual processes, drive productivity and increase customer brand satisfaction and retention. We think this movement will accelerate as a result of COVID

Digitisation of Customer Journey

Vehicle Ownership Structures



SaaS platform underpins growth

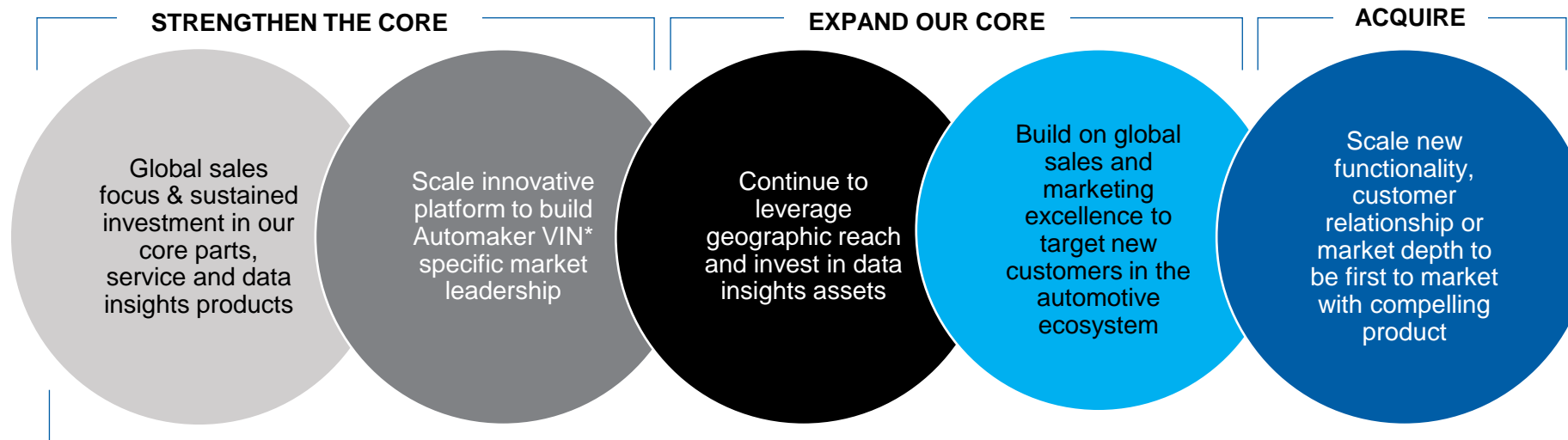
AIM TO BE THE LEADING SaaS PLATFORM PROVIDER TO THE GLOBAL AUTOMOTIVE AFTERSALES MARKET

ACCOMPLISHED

- Successful development, delivery, adoption of Next Gen SaaS platform
- Elevated customer relationships with transformational digital solutions
- Secured leveraged sales partners
- Commitment to our employees & our customers

PURSuing

- Opportunities to leverage SaaS platform with existing customers into new markets
- Opportunities to leverage data via the platform
- Disciplined approach to M&A ... focused on doing the right deals
- Return to consistent, sustained growth



*VIN – vehicle identification number

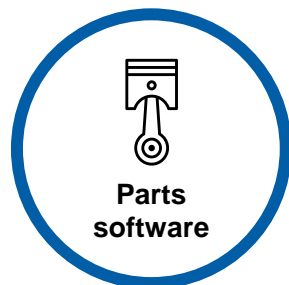
Next Gen Platform opportunities

BEFORE

Aftersales Parts and Services software delivered as separate **point solutions**

Mature market

- few geographically focused competitors



Fragmented market

- numerous local competitors



With Next Gen we move to an integrated SaaS platform that allows Infomedia to deliver a modern, comprehensive suite of offerings across multiple customer segments

NEXT GEN DELIVERS FUTURE GROWTH

Integrated SaaS Platform opens new opportunities

Convergence of data assets on our Next Gen SaaS platform delivers unprecedented access to analytics and insights for our customers

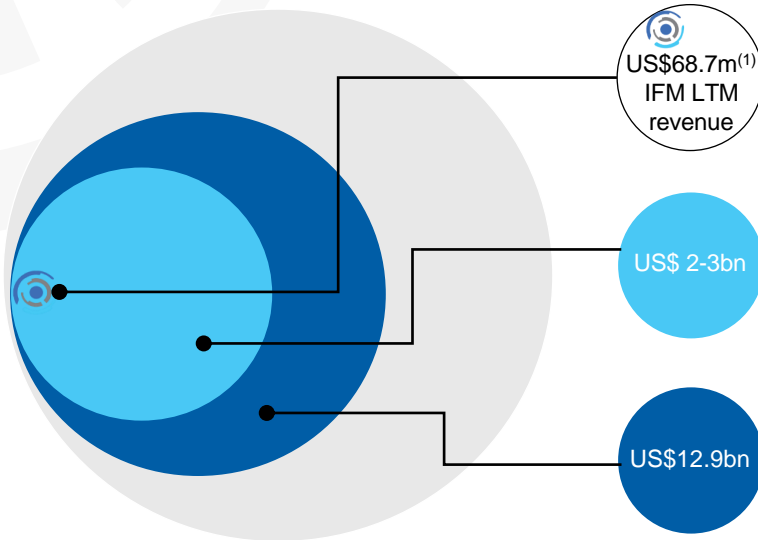


Modern Integrated SaaS Platform

Parts | Service | Data Insights

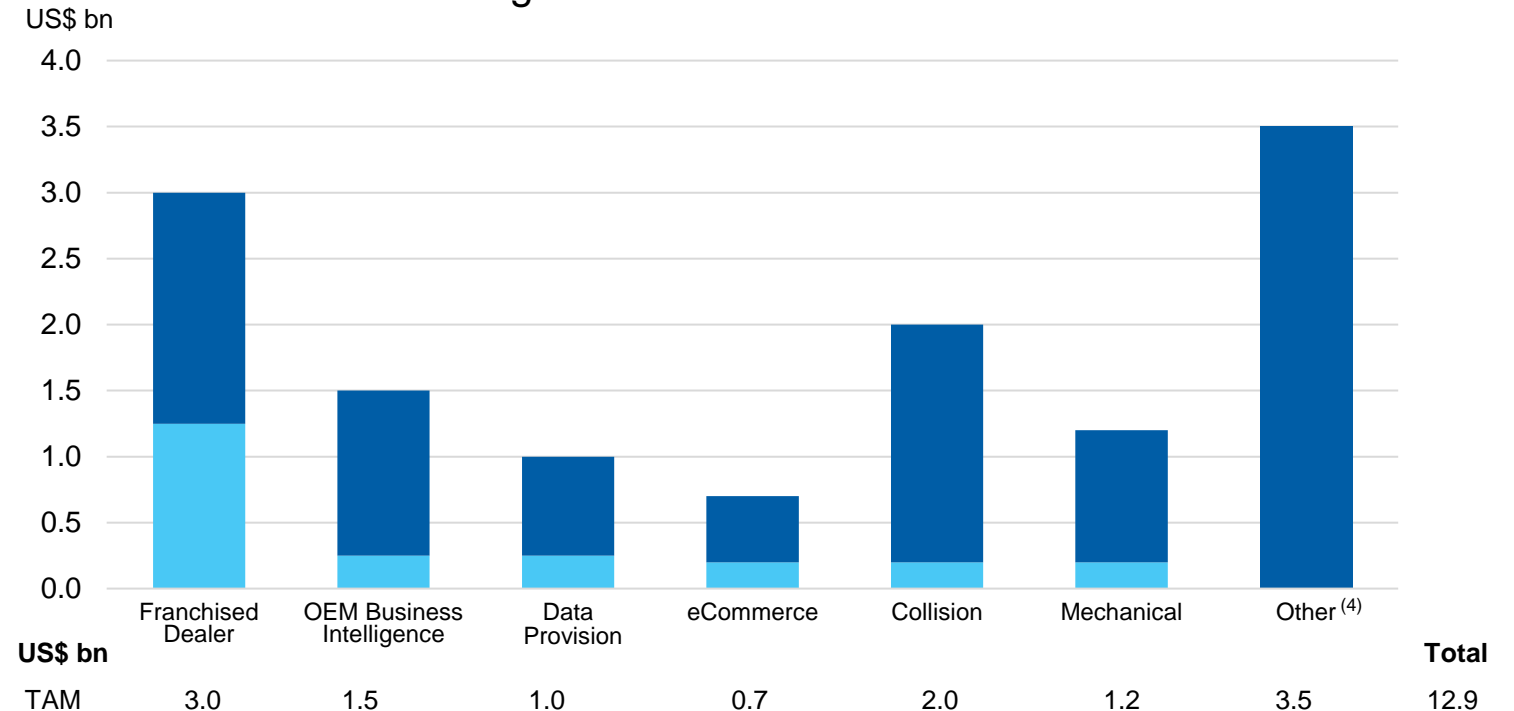
*OEM: Original Equipment Manufacturer / Automaker

Expanding target segments



- Customers wanting more integrated solutions
- Enhanced functionality and more MVPs⁽²⁾ contribute to **a broader and more comprehensive offering** into further segments
- We estimate⁽⁵⁾ TAM to be US\$12.9 billion. We estimate our SAM⁽³⁾ today (serviceable available market) across segments to be approximately **US\$2 billion**

Addressable global auto dealer software market



(1) See slide 19 in Appendix of 2020 AGM presentation for further reference

(2) MVP= Minimum viable product

(3) SAM = (Current) Serviceable Available Market

(4) Other = DMS (Data Management Systems), Finance & Insurance, Fleet, and Logistics software

(5) IFM estimates based on internal analysis, Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025 and 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.

1H21 Summary & Outlook



Steady result, solid sales growth



Opportunities to leverage SaaS platform to meet demand for digital solutions



Strong balance sheet - well positioned to pursue organic and inorganic growth



We anticipate a return to consistent, sustained growth buoyed by recent strategic wins across all regions and remain committed to an aspirational target of doubling revenue to \$200 million by 2025

Thank You

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<https://www.linkedin.com/company/infomedia-ltd/>

<https://www.youtube.com/infomedialtd>

<https://twitter.com/infomedialtd>

Appendix



Core Values



TAM



Product Overview



Aspirational Target

OUR CORE VALUES

Together we create success by:



ACCELERATING PERFORMANCE

We're always action orientated and 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.

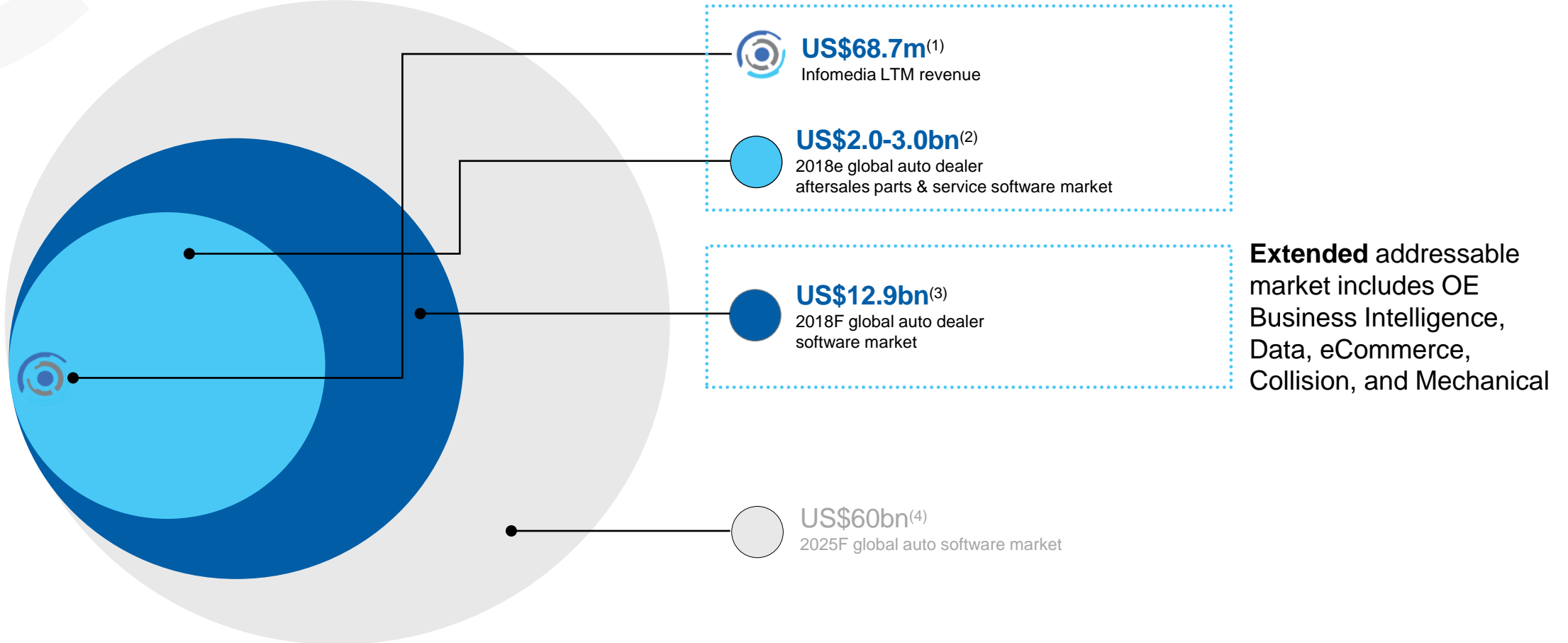


HAVING FUN IN THE FAST LANE

We balance hard work with a fun and vibrant workplace.

Digital disruption drives opportunity

Investment underpins further penetration in a fragmented and growing market



⁽¹⁾ Infomedia LTM Revenue ending 30 June 2020 converted at AUD/USD spot rate of 0.7265 as at 6 Nov 2020.

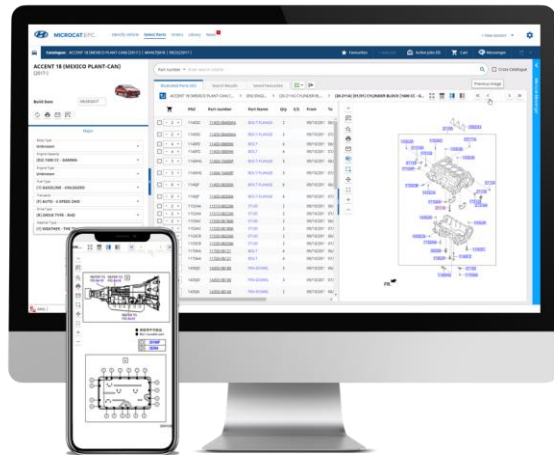
⁽²⁾ Infomedia estimated size of global dealer aftersales parts & service software market.

⁽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.

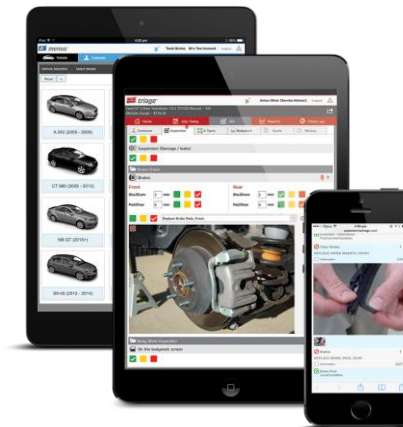
Product suites

Data-driven parts, service and marketing solutions that meet the need for a consistent and professional approach by global OEMs and their dealer networks



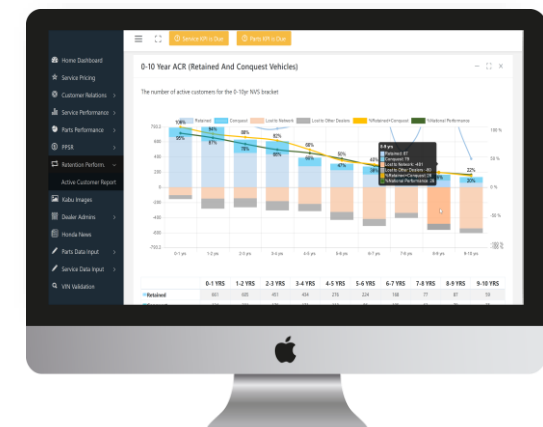
MICROCAT®

Parts selling software (EPC)



SUPERSERVICE™

Service quoting & digital inspection



INFODRIVE

Aftersales analytics & marketing

Aspire to be the market leader in automotive aftersales

Growth differentiators

1. Strong **global** position – one of few providers with integrated parts, service, data & data insights
2. Next Gen is **transformative** – industry tailwinds plus innovative platform leverage into new segments
3. Exceptionally **talented** team globally – deep auto industry & tech experience
4. M&A **capacity** – capability to acquire functionality, customer base, global reach

Our differentiation and customer focus underpin our growth ...

... We aspire to double our revenue by 2025