



7 December 2022

ASX Market Announcements Office

[Investor Presentation Materials](#)

As announced on 28 October 2022, the Infomedia Investor Day will be held today commencing from 9:00am.

In accordance with the listing rules, please find a copy of the investor presentation materials attached.

This release was authorised by the Company Secretary

About Infomedia: Infomedia's global leading ecosystem of SaaS and DaaS solutions empowers automakers and their dealer networks to manage the vehicle and customer lifecycle. Infomedia's data-driven solutions are used by over 250,000 industry professionals, across 50 automaker brands and in 186 countries to create a convenient customer journey, drive dealer efficiencies and grow sales. Infomedia has led innovation in retail automotive technology for more than 28 years and continues to expand its reach within the three regions in which it operates. For more information, please visit Infomedia's website <https://www.infomedia.com.au> and YouTube channel <https://www.youtube.com/infomedialtd>.

INFOMEDIA™

OUR NEXT CHAPTER OF GROWTH

INVESTOR DAY, 7 DECEMBER 2022

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SAFETY BRIEFING

In the event of an emergency or fire:

- Call the Gateway 24-hr Security Control room using the red Warden Intercom Phone (W.I.P.) located in the fire hydrant cupboard on each floor
- Extinguish any small fire with the office fire extinguisher if safe to do so

During an evacuation:

- Follow instructions from the PA system / Evacuation Warden
- Escort your vendors and visitors to the Assembly Area
- Do not use the lifts

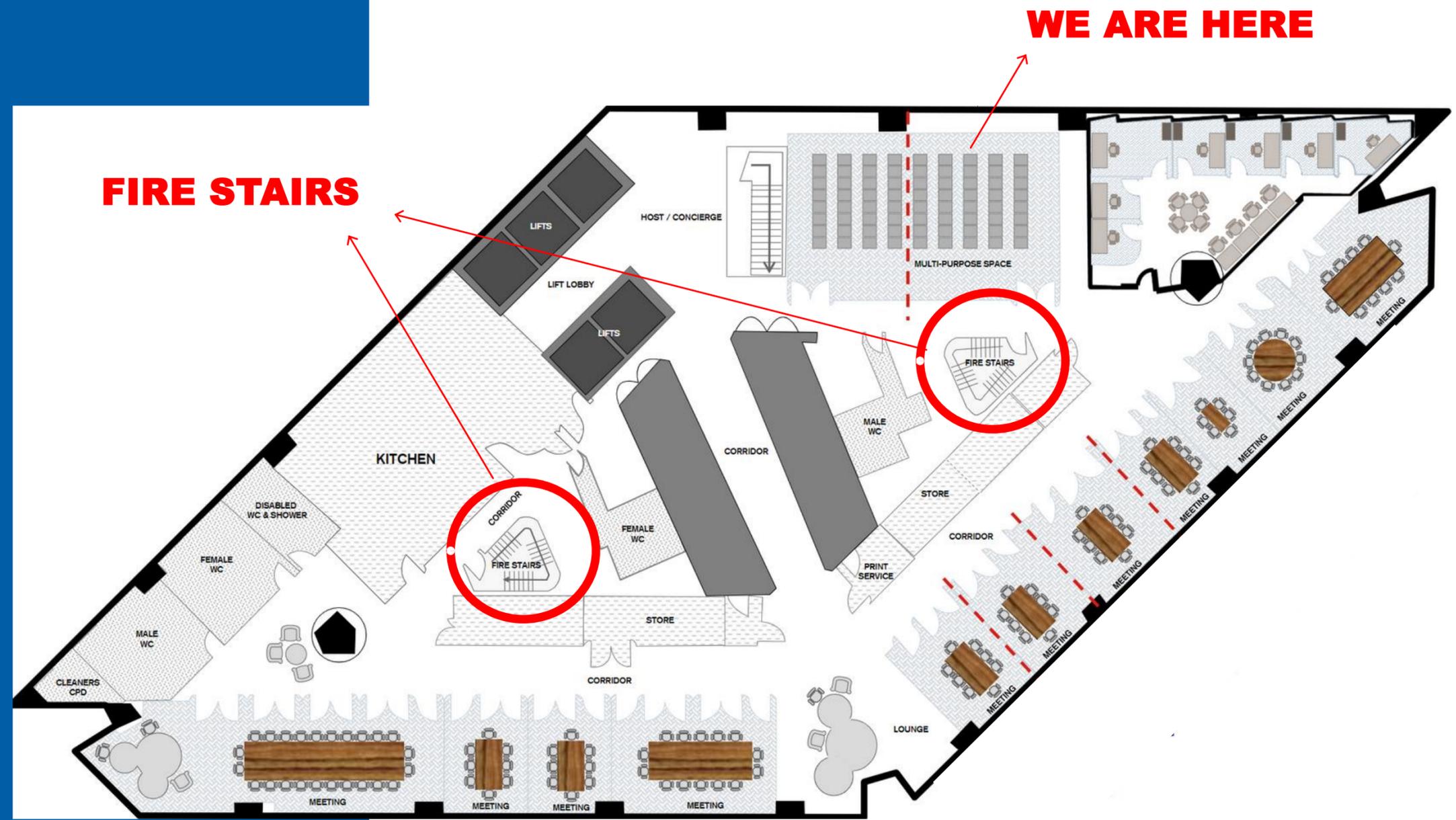
At the assembly area (First Fleet park):

- Register your attendance with your Evacuation Warden
- Wait for further instructions from the Chief Evacuation Warden

Emergency phone numbers:

- Gateway Building Security (02) 9241 1515
- Fire, Ambulance, Police 000
- Security Control Centre + 61 6212 3030 (24 hours)

NO SMOKING





WELCOME



Jens Monsees
CHIEF EXECUTIVE OFFICER

IMAGINE...



PARTICIPATING TODAY



Ben Neal
GM Group Aftersales
ATECO GROUP



Jason Thorpe
Head of EMEA



Andrew Selim
Head of APAC



Michael Oki
President of SimplePart



Edwina Gilbert
Executive Chair



Chris McGrath
Service Manager



Peter Petrovski
Head of Strategy



Simon Chew
Chief Technology Officer



Adam Sulcas
Corporate Development

AGENDA



01

WELCOME

Introduction & safety briefing

02

KEYNOTE

Infomedia snapshot & key industry trends

03

PANEL DISCUSSION

Global market trends

04

PANEL DISCUSSION

Product portfolio & user requirements

05

KEYNOTE

Our next chapter of growth

06

DEMONSTRATIONS

Product demo workstations and Q&A

02

INFOMEDIA™

INFOMEDIA SNAPSHOT & KEY INDUSTRY TRENDS

INFOMEDIA SNAPSHOT

GLOBAL PRESENCE

250K+
DAILY USERS

50
AUTOMAKER BRANDS

186+
COUNTRIES

40
APPLICATION LANGUAGES

5
CUSTOMER SUPPORT CENTRES

1bn+ VINs

AMERICAS



EMEA



APAC



KEY SOLUTIONS



MICROCAT.



SUPERSERVICE™



INFODRIVE™



SimplePart ■■■



WE ARE STARTING FROM A STRONG FOUNDATION...



**LARGE AND GROWING
GLOBAL MARKET**



**GLOBAL, BLUE-CHIP
OEM CUSTOMERS**



**MISSION
CRITICAL SOLUTIONS**



**ATTRACTIVE
FINANCIAL PROFILE**

...AND THERE ARE MANY OPPORTUNITIES FOR IMPROVEMENT

<p>Excellent products but point-to-point solutions</p>	<p>High product customisations but low scalability</p>	<p>Global footprint but still sub-scale in Americas and EMEA</p>
<p>Strong data assets but manual ingestion processes</p>	<p>Successful but not integrated acquisitions</p>	<p>Profitable but cost growth > revenue growth</p>

ENABLING A BROADER AND BOLDER OPPORTUNITY

CUSTOMER AND VEHICLE LIFECYCLE

POINT-TO-POINT SOLUTIONS

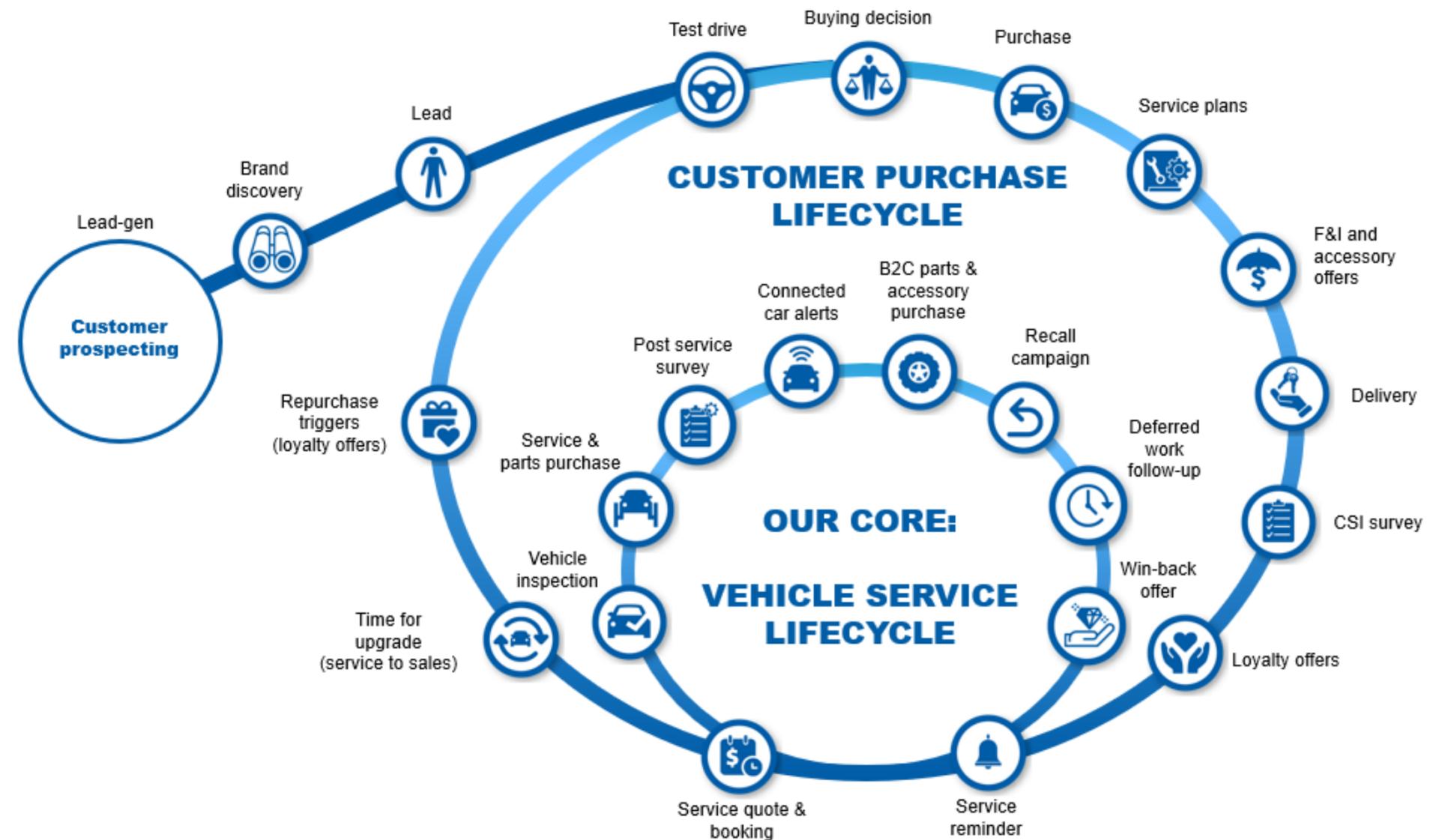
MICROCAT

SUPERSERVICE

INFODRIVE

SimplePart

GLOBAL LEADERS IN PARTS & SERVICE SOFTWARE



EMPOWERING THE DATA-DRIVEN AUTOMOTIVE ECOSYSTEM

ENHANCED VISION

The art of data-driven customer experience in the mobility era

To inspire personalised CX (customer experience) using predictive data across the ecosystem of connected car, vehicle owners and dealer services.

We enable a seamless and convenient customer journey, higher loyalty and efficient retail performance for OEMs, NSCs, dealers and ecosystem partners.

“ **AGILE LIKE A START-UP,
DELIVER LIKE A GROWN-UP** ”

6 KEY TRENDS IN AUTOMOTIVE



ELECTRIC VEHICLES



CONNECTED CARS



DEALER AGENCY MODEL



DATA DRIVEN MARKETING & CUSTOMER EXPERIENCE



FRAGMENTED MARKET



DEALERSHIP DIGITISATION

01 EV (R)EVOLUTION



**EV sales
doubled (2021)**



**~10% of global
car sales were
EV (2021)**



**Est. 200m EVs/
10% of all cars
by 2030**



**5.5m EVs in Europe,
a 3x increase
over 2019**



**EV sales in China
(3.3m) > rest of
world (2021)**



**China and Europe
setting EV sales
records**

02 CONNECTED CAR



03

AGENCY DEALERSHIP BUSINESS MODEL

Mercedes to cut European dealerships, move to direct sales in global distribution overhaul

Mercedes will cut 10% of dealerships worldwide, but there are no plans for U.S. consolidation.

Stellantis confirms plan to adopt agency model throughout European dealer network next year

Restructure will see dealers getting just five per cent fee for new car sales

Honda defends agency sales model

HONDA Australia says its recent decision to become the first OEM in the country to introduce a factory-led agency model for a streamlined, premium-focused model portfolio is about giving customers a better new-car buying experience while reducing its operational outgoings

BMW, Stellantis favor an agency sales model, but others disagree

Renault says the same benefits can be achieved with the dealer model

04 DATA-DRIVEN MARKETING AND CX

VIN + PIN = WIN!

**Who are our
dealership
customers?**



**How do we reach
them?**



**How do we delight
them?**



**How do we build
long-term loyalty?**

A hand holding a puzzle piece in front of a blue background with a white puzzle piece pattern on the left.

05

**FRAGMENTED AND
SILOED SOLUTIONS
MARKET**

06 DEALERSHIP DIGITISATION



**OMNI-CHANNEL
CUSTOMER JOURNEY**



**DEALER
EFFICIENCY**



**CUSTOMER
EXPERIENCE**



**COLLABORATION BETWEEN
PARTS & SERVICE**



**SUPPLY CHAIN
OPTIMISATION**

TRENDS ARE DRIVING AMBITIOUS TARGETS FOR SAAS & DAAS



“...if we fast-forward 10 years, the software, services subscriptions and other adjacent businesses... will be equal or **greater than what we'll have from selling the vehicle.**”

Mary Barra (Chair and CEO, General Motors)



“By 2030, **20% of our revenue** will be related to subscriptions and mobility services”

Michael Wintergerst (Executive Vice President, CARIAD, a Volkswagen Group Company)



“ This new business unit [Mobilize] aims at developing new profit pools from data, mobility, and energy-related services... to generate more than **20% of group revenues by 2030.**”

Luca de Meo (CEO, Groupe Renault)



VW can make money by selling autonomous Tech for **\$8.40 Per Hour**



Your next BMW might only have heated seats for **3 months**



Audi's feature-as-subscription setup is called Function on Demand. Navigation and higher-speed Wi-Fi costing **\$85 per month.**



Porsche Intelligent Range Manager, to maximize the EV's range and minimize charging stops. **\$12 per month.**

OUR OPPORTUNITY IN A GLOBAL, DATA-DRIVEN MARKET

Global automotive software market⁽¹⁾

US\$8.5b
2020A

13.3% CAGR

US\$18.0b
2026F

Global automotive big data market⁽²⁾

US\$3.6b
2020A

16.3% CAGR

US\$8.9b
2026F

Global connected car solutions market⁽³⁾

US\$23.6b
2021A

19.0% CAGR

US\$56.3b
2026F

TAM
US\$83b
2026F

(1) Orbis Research: Global Automotive Software Market Growth 2022-2028
(2) Mordor Intelligence: Big Data Market in the Automotive Industry 2022-2026
(3) Markets and Markets: Connected Car Market 2021-2026
(4) CAGR: Compound Annual Growth Rate

CX IS ABOUT CREATING TRUST AND TRANSPARENCY



Qty	UoM	Price	Labour	Chg	Price	Part	Area	Shop	Qty
0.7		19.00	\$10.00	1	\$22.00				\$33.32
0.8		76.00	\$88.00						\$166.00
0.7		66.50	\$54.95	1	\$50.00				\$107.95
0.4		38.00	\$30.00		\$180.00				\$98.00
0.8		76.00	\$48.00		\$123.80				\$143.40
1.0		95.00	\$85.00		\$2.00				\$4.92
0.8		76.00	\$78.38		\$77.60				\$4.66
Related Repairs Total			\$384.34		\$716.40		\$8.00		\$68.92
Total (Labour)									
Total (Parts)									
Total (Shop)									

\$1,574

Make & Model	Chassis No.	Engine No.		
A140 Classic SE Manual	WDB1680312J9000000	166940300		
Reference No.	Reg No.	Reg Date		
	1 CLUTCH	04/08/2008		
Description of Goods / Services	Un	Rate	Service/Goods	VAT
A 25101001 CLUTCH ASSEMBLY AND DISK WITH PRESSURE PLATE IF NECESSARY (WITH ENGINE AND TRANSMISSION REMOVED)				
A 01240001 ENGINE WITH MANUAL TRANSMISSION REMOVE/INSTALL				
X MA019 250 COUPLING	1.00	2		
X MA019 250 SCREW	6.00			
X MA019 250 18 15 RELEASE BEARING	1.00	1		
X MA019 250 BRAKE SPRAY 400ML	1.00			
X MA019 250 6 03/10 GEAR BOX OIL 1L BOT	2.00			
X MA019 250 8 25/10 ANTI-FREEZE 1.5L BOT	1.00			
Parts	355.00			
Surcharge	0.00			
Labour	572.25		927.25	162.27
Sublet	0.00			
Menu				

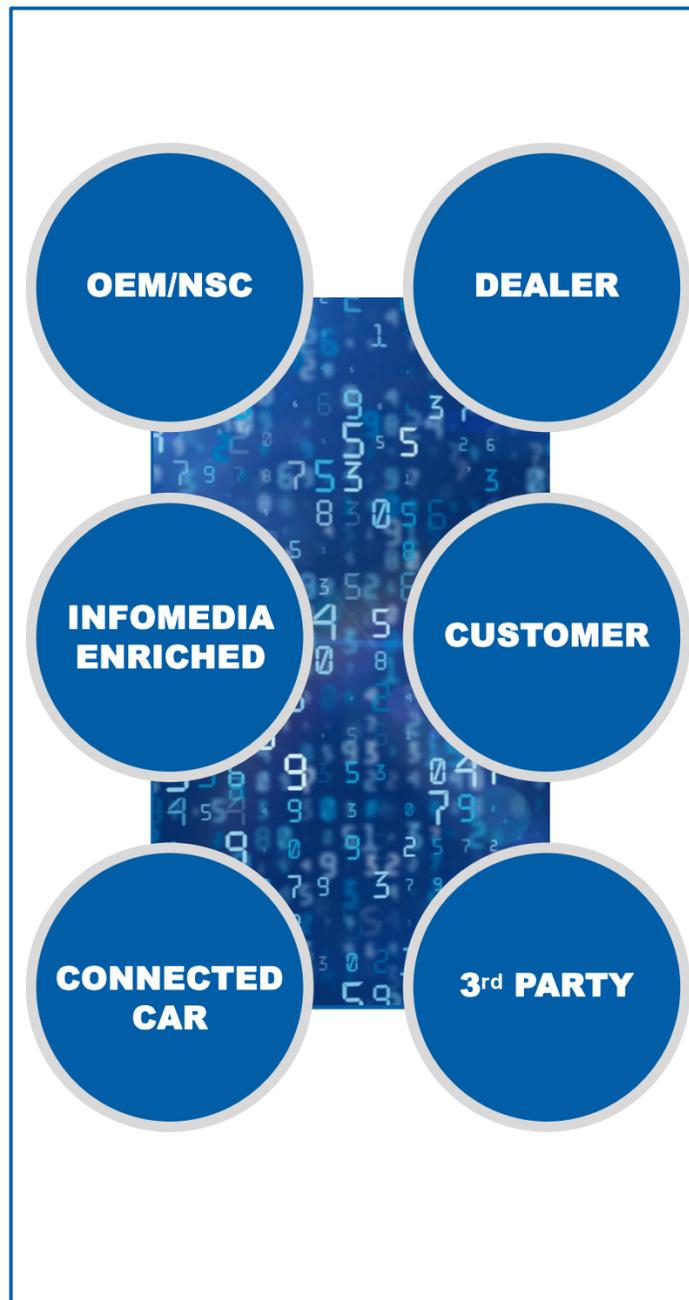
\$1,090

\$1,889

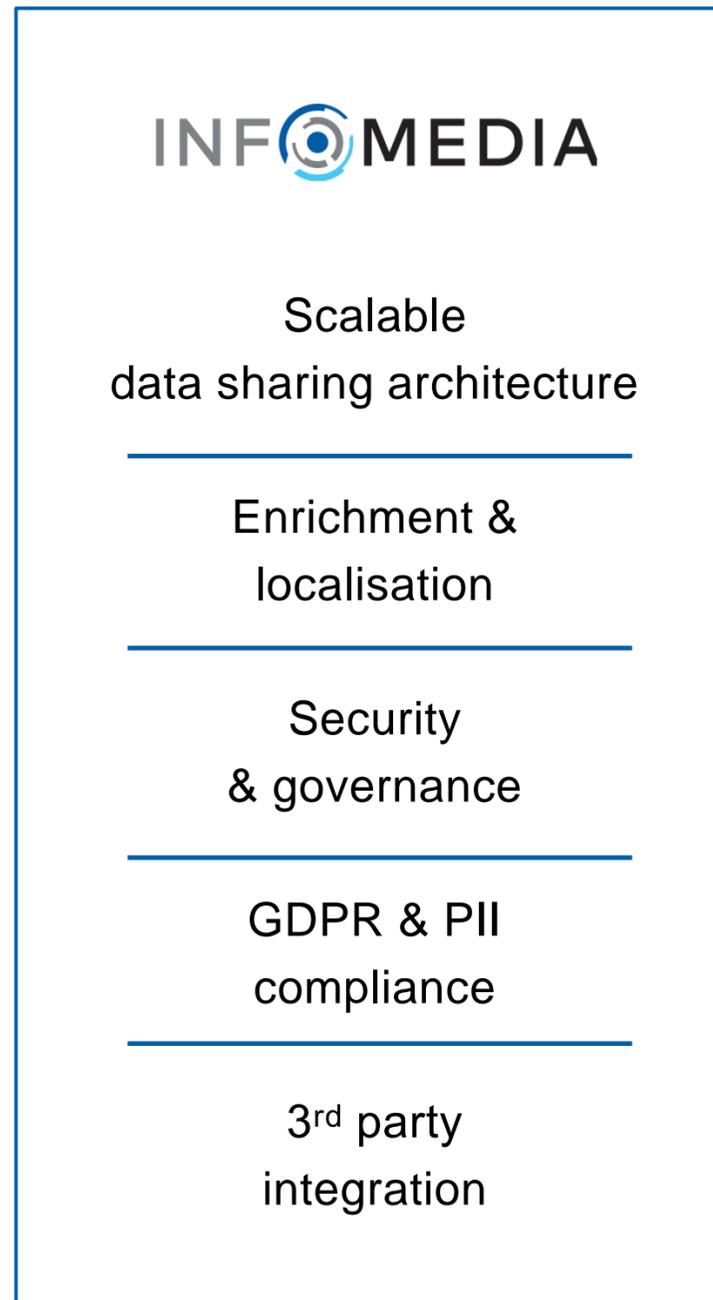


AUTOMOTIVE DATA MONETISATION PLATFORM

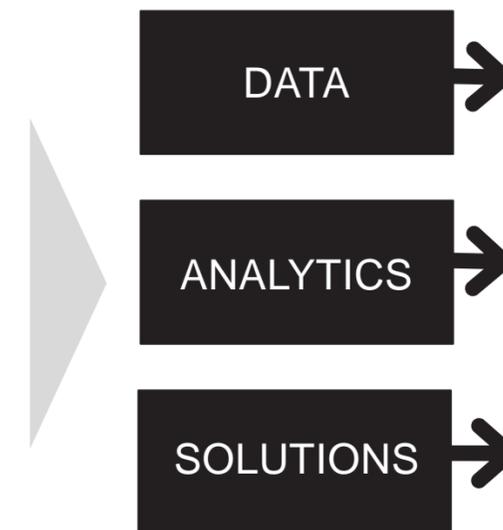
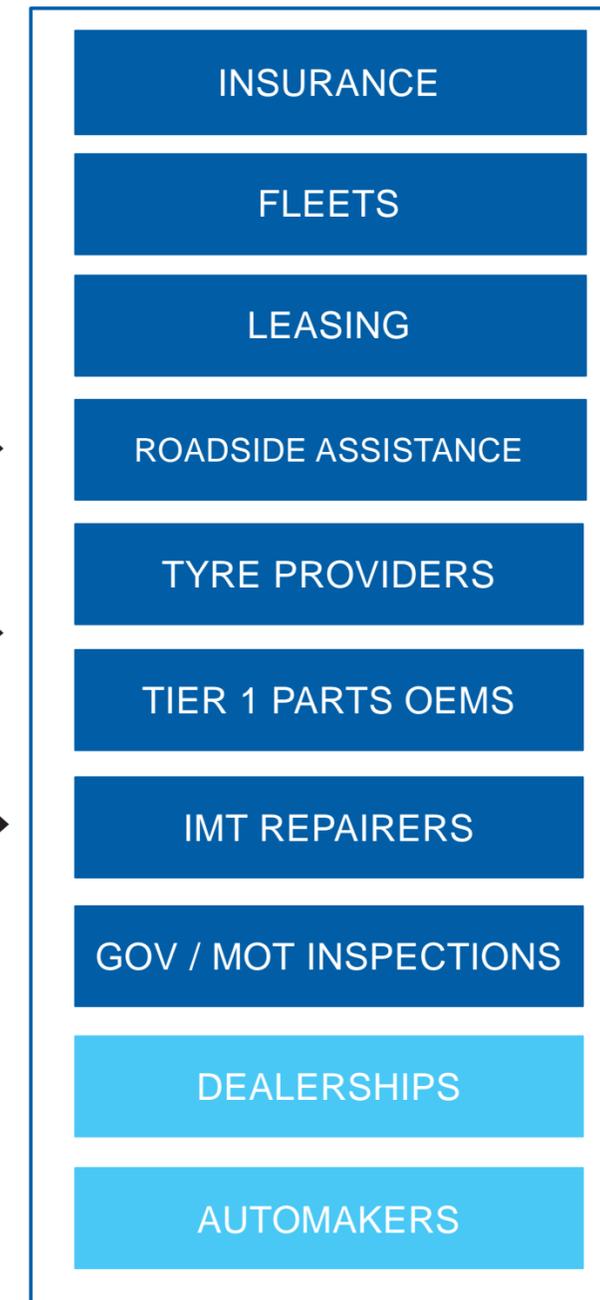
DISPARATE DATA SOURCES



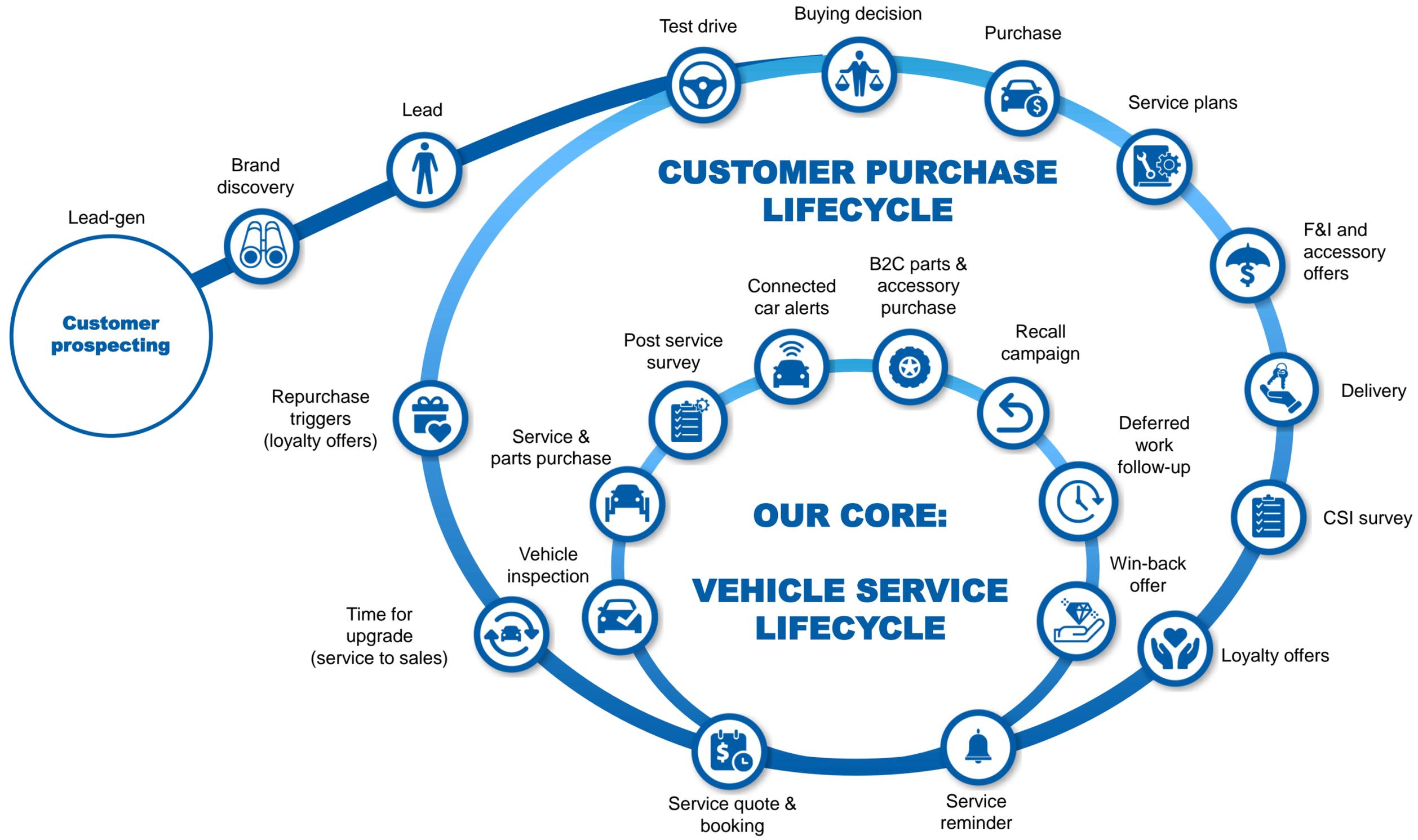
ENTERPRISE DATA PLATFORM



DATA-DRIVEN MARKETPLACE



DATA-DRIVEN SOLUTIONS ACROSS THE CUSTOMER & VEHICLE LIFECYCLE



UNIQUE COMBINATION OF BENEFITS ACROSS THE ECOSYSTEM

OEMs / NSCs

- Globally consistent customer experience
- Connecting NSC, dealer, vehicle
- Analytics and AI-driven insights



DEALERS

- Loyalty and customer convenience
- End-to-end omni-channel journey
- Productivity and efficiency

ECOSYSTEM PARTNERS

- Access to enriched and trusted data assets
- Improved data accuracy
- Automation of supply chain
(e.g., stock order, collision repair, insurance)



03

MARKET TRENDS PANEL



Ben Neal

GM Group Aftersales

■ ATECO GROUP



Adam Sulcas

Corporate Development

MODERATOR



Michael Oki

President of SimplePart



Jason Thorpe

Head of EMEA



Andrew Selim

Head of APAC

MARKET TRENDS

MORNING TEA

04

PRODUCT PANEL



Edwina Gilbert

Executive Chair



Chris McGrath

Service Manager



Adam Sulcas

Corporate Development

MODERATOR



Michael Oki

President of SimplePart



Peter Petrovski

Head of Strategy



Simon Chew

Chief Technology Officer

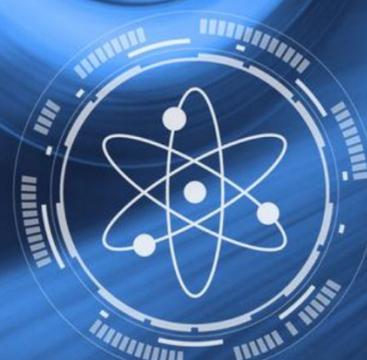
PRODUCT PANEL

05

OUR NEXT CHAPTER OF PROFITABLE GROWTH



Jens Monsees
Chief Executive Officer



OPERATIONAL EXCELLENCE

UPDATE ON OPERATIONAL EXCELLENCE INITIATIVES

Performance

- Accountability and KPI setting
- Increased cost discipline and rigorous execution
- Improve Americas
- M&A and partnerships for building

Processes

- Upgrades to key systems: CRM, HRIS, billing
- Management de-layering & offshoring
- Automation & simplification of processes
- IT and cloud infrastructure efficiencies



Products

- Revamp innovations & scalable roadmaps
- Further DMS integration for key products
- Split between 'Product' and 'Services' to improve R&D and customisation cost management

People

- New, more efficient operating model
- Organisational restructure and leadership renewal
- Introduce performance-driven culture
- Collaboration and alignment between regions and products

TARGET: OPERATING COST GROWTH BELOW REVENUE GROWTH

PLANNED

- Automation of key processes
- Full integration of SimplePart including alignment of Microcat and SimplePart solutions

PROGRESSING

- Management of cloud infrastructure costs (started Aug-22)
- Commencement of offshoring initiative (started Sep-22)
- Upgrades to key systems (started Oct-22)

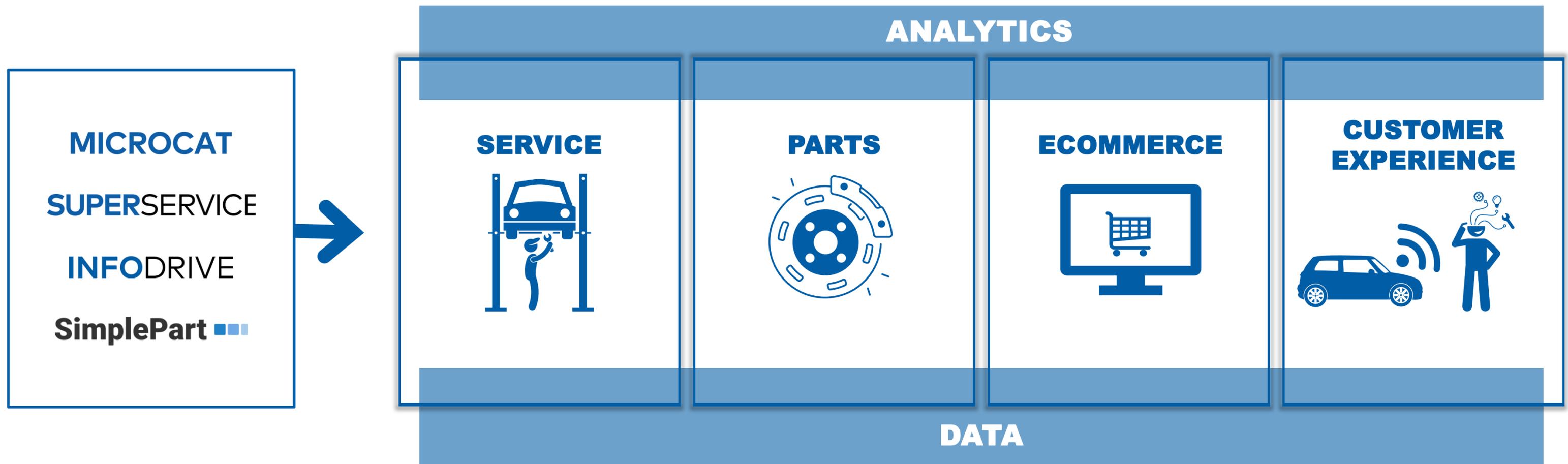
IMPLEMENTED

- Rolled out new KPI framework (Oct-22)
- Reduction of 25 FTEs including management delayering (Nov-22)
- New operating model (BIZ DEV OPS) established (Nov-22)

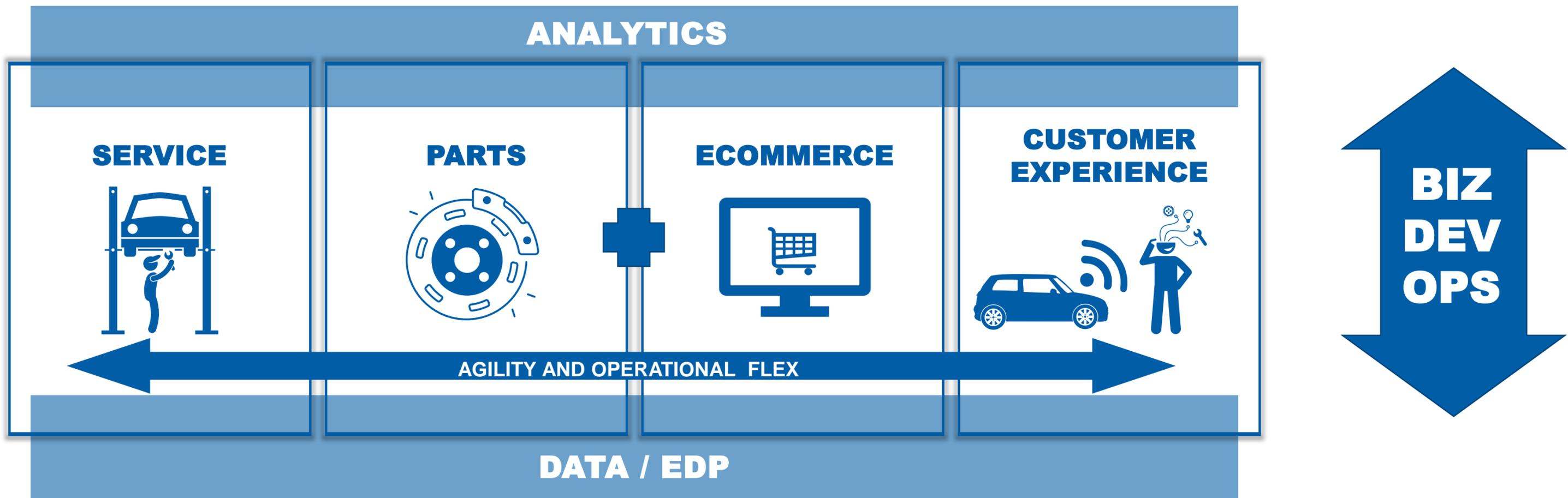
OUR NEW INTEGRATED OPERATING MODEL

FROM

TO



OUR NEW INTEGRATED OPERATING MODEL

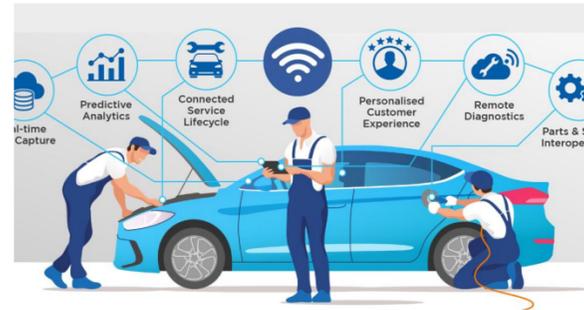


GROWTH DRIVERS

KEY TRENDS AND MARKET GROWTH



ELECTRIC VEHICLES



CONNECTED CARS



DEALER AGENCY MODEL



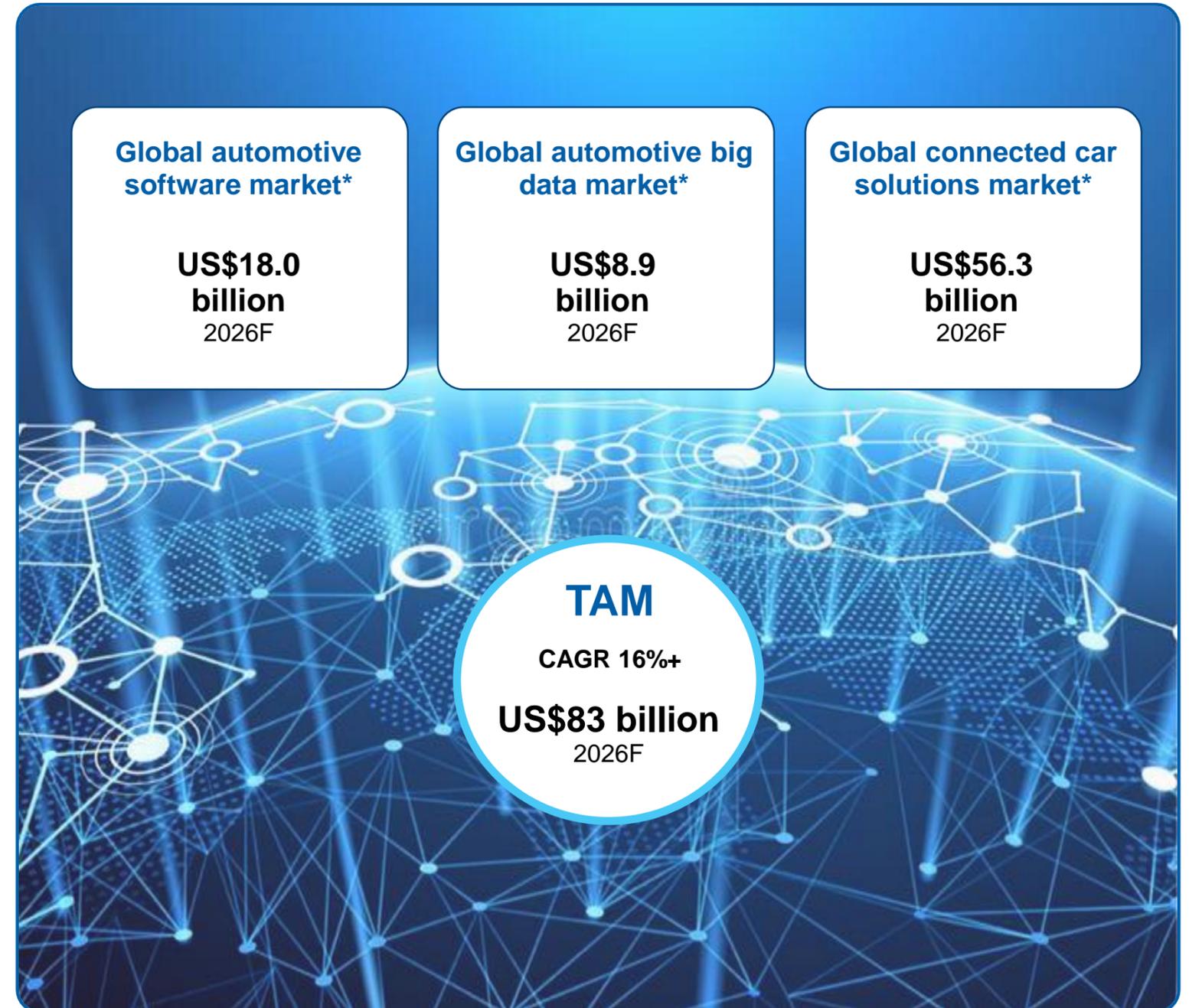
DATA-DRIVEN MARKETING & CX



FRAGMENTED MARKET



DEALERSHIP DIGITISATION



* Refer footnotes on page 23

KEY GROWTH DRIVERS

1 DRIVE CORE GROWTH

- Establish global footprint for data and eCommerce offering to drive **x-sell and up-sell**
- Focus on **US / EMEA market** to increase penetration
- Establish and leverage **new sales channels** via strategic partnerships
- Engage with **OEM headquarters** in Japan, Korea and China
- Team **upskill** and **strategic additions**
- Implement “**Hub-and-Spoke**” model in US and EMEA to operate closer to OEMs / NSCs (H1 FY24)

KEY GROWTH DRIVERS

1

DRIVE CORE GROWTH

2

IMPLEMENT INTEGRATED ECOSYSTEM APPROACH

- Position and leverage **customer experiences** across all physical and virtual touch-points (pilots implemented, roll-out Q3 FY23)
- Build on our **new ecosystem strategy** to integrate existing point-to-point solutions for an end-to-end vehicle and customer journey (new vision established, ongoing implementation)
- Expand **Connected Car** and **Marketing-as-a-Service** solutions globally (Q3 FY23)
- Re-engineered **Go-To-Market** in alignment with new ecosystem approach

KEY GROWTH DRIVERS

1 DRIVE CORE GROWTH

2 IMPLEMENT INTEGRATED ECOSYSTEM APPROACH

3 MONETISE DATA, ANALYTICS & INSIGHTS

- Shift from standalone data and analytics offers to operating with **data at the core** of everything we do (Q3 FY23)
- Conquer **new segments** by engaging with **3rd party ecosystem partners** including insurers, financial services and aftermarket (ongoing implementation)
- Establish a bi-directional and scalable **Enterprise Data Platform** for seamless **DMS access** and accelerated integration of acquired data assets (ready early FY24)
- Increased **automation of data ingestion** and augmentation via machine learning and AI (Q4 FY23)

KEY GROWTH DRIVERS

1 **DRIVE CORE GROWTH**

2 **IMPLEMENT INTEGRATED ECOSYSTEM APPROACH**

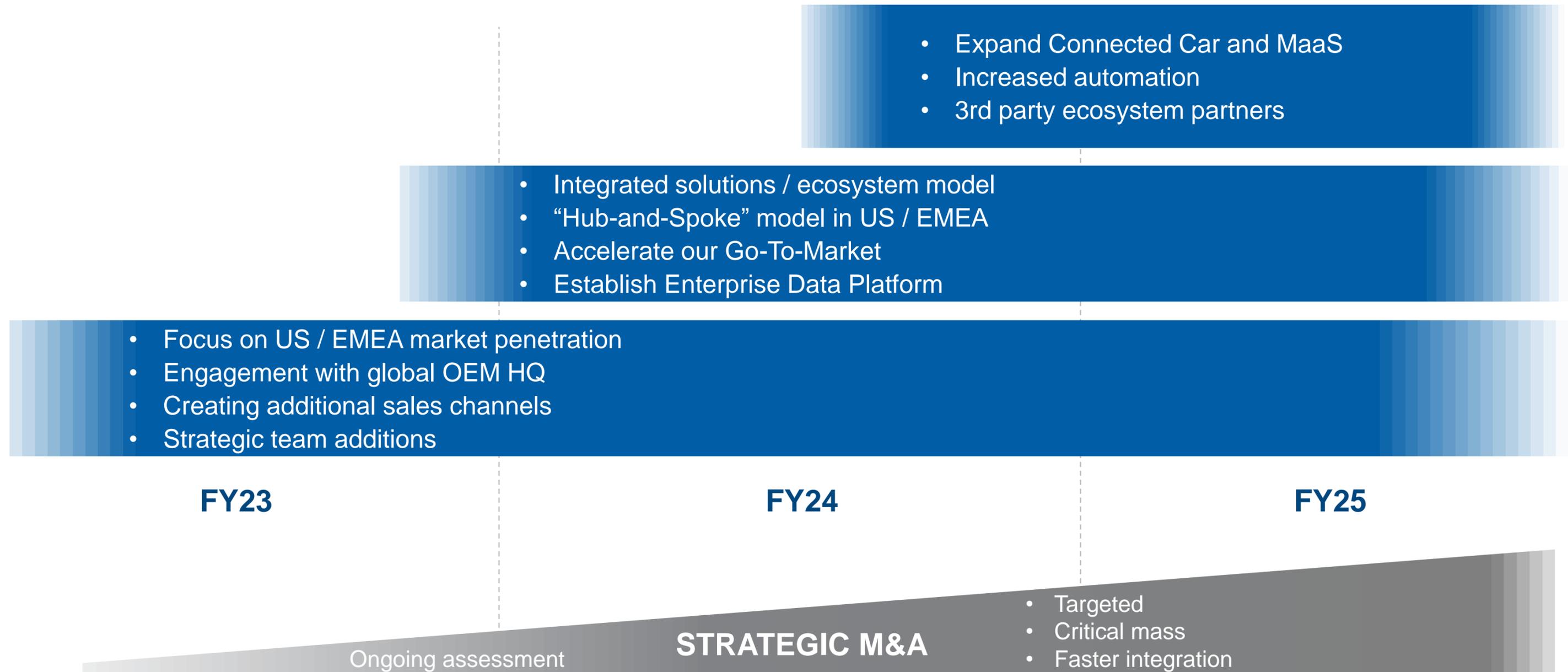
3 **MONETISE DATA, ANALYTICS & INSIGHTS**

4 **M&A**

M&A CRITERIA

- Product fit
- Data-rich assets
- Enhancing global footprint
- Sufficient size
- Recurring revenue
- Profitable and growing
- Synergies
- Cultural alignment & talent

MULTIPLE LEVERS TO ACCELERATE OUR PROFITABLE GROWTH



BASED ON OUR STRONG FOUNDATION...



EXECUTING OUR STRATEGY TO CREATE SHAREHOLDER VALUE



**NEW OPERATING MODEL
DRIVING OPERATIONAL
EXCELLENCE INITIATIVES**



**DELIVER ON OUR
ENHANCED VISION
AND ECOSYSTEM
APPROACH**



**DATA AT THE
CORE BUILDING
CRITICAL MASS**



**MULTIPLE LEVERS
TO ACCELERATE
PROFITABLE
GROWTH**



**LARGE AND
GROWING
GLOBAL MARKET**



**GLOBAL, BLUE-CHIP
OEM CUSTOMERS**

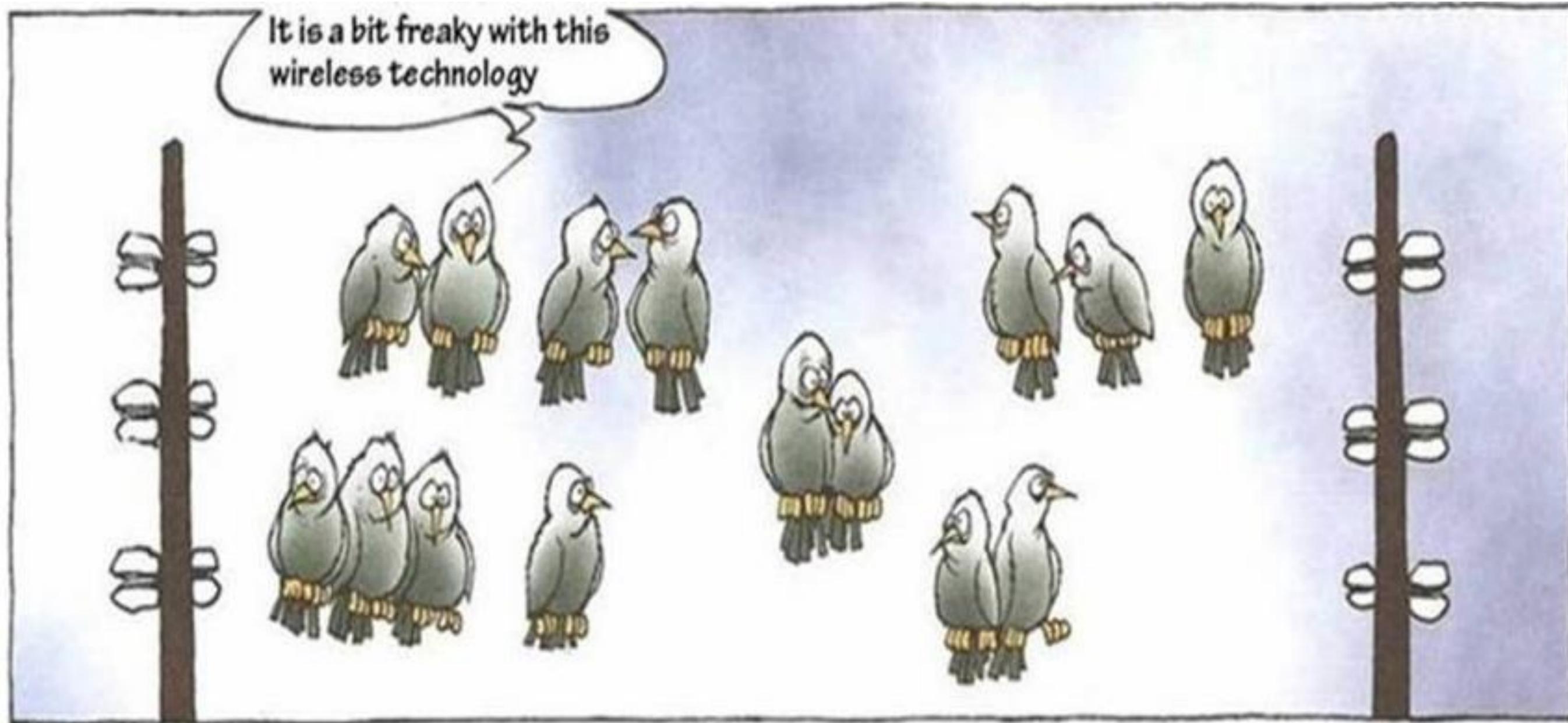


**ATTRACTIVE
FINANCIAL PROFILE**



**MISSION
CRITICAL
SOLUTIONS**

“THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT...”



06 |

PRODUCT DEMO WORKSTATIONS



Peter Petrovski

Head of Strategy

PRODUCT DEMO WORKSTATIONS



DRIVING OUR NEXT CHAPTER OF GROWTH

EMPOWERING THE DATA-DRIVEN AUTOMOTIVE ECOSYSTEM

PRODUCT DEMO WORKSTATIONS ARE NOW OPEN