



# Full Year Results Presentation

Year ended 30 June 2025





# Disclaimer and Non-IFRS Information

## Disclaimer

The material in this presentation has been prepared by CAR Group Limited (ASX: CAR) ABN 91 074 444 018 ("CAR Group") and is general background information about CAR Group's activities current as at the date of this presentation. The information is given in summary form and does not purport to be complete. In particular, you are cautioned not to place undue reliance on any forward-looking statements regarding our belief, intent or expectations with respect to CAR Group's businesses, market conditions and/or results of operations, as although due care has been used in the preparation of such statements, actual results may vary in a material manner. Information in this presentation, including forecast financial information, should not be considered advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

## Non-IFRS Financial Information

CAR Group results are reported under International Financial Reporting Standards (IFRS). This presentation also includes certain non-IFRS measures including "adjusted" and "proforma". These measures are used internally by management to assess the performance of our business and our associates, make decisions on the allocation of resources and assess operational management. Non-IFRS measures have not been subject to audit or review. All numbers listed as reported comply with IFRS.

# Agenda

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# 1. FY25 Highlights





# Financial Highlights

CAR Group delivers excellent FY25 financial results

Proforma <sup>1</sup> Revenue	Proforma <sup>1</sup> EBITDA	Adjusted <sup>2</sup> NPAT	Reported <sup>3</sup> NPAT
\$1,144m	\$641m	\$377m	\$275m
<div><div>↑</div><div>12% In CC<sup>4</sup></div><div>10% in AUD</div></div>	<div><div>↑</div><div>12% In CC<sup>4</sup></div><div>10% in AUD</div></div>	<div><div>↑</div><div>11% In CC<sup>4</sup></div><div>10% in AUD</div></div>	<div><div>↑</div><div>10% In AUD</div></div>
\$1,184m	56%	99.8cps	1.7x
Reported <sup>3</sup> Revenue	Proforma <sup>1</sup> EBITDA margin	Adjusted <sup>2</sup> Earnings per share	Net Debt:EBITDA <sup>5</sup>

All financial information is presented in AUD unless otherwise stated. All comparatives are vs prior corresponding period "pcp", unless otherwise stated.  
EBITDA = Earnings Before Interest, Tax, Depreciation & Amortisation. NPAT = Net Profit After Tax attributable to owners of CAR Group Limited.

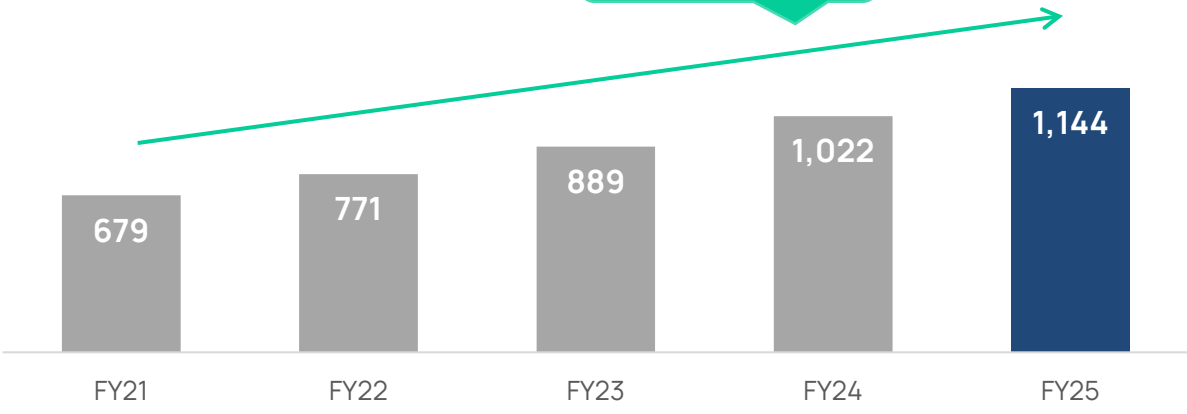
(1) Proforma financial information excludes the Australian Tyres business unit in both periods and certain non-recurring or non-cash items as in adjusted financials.  
(2) Adjusted financial information excludes certain non-recurring or non-cash items. See slide 2 regarding the disclosure of non-IFRS Information and slide 40 for a reconciliation of Adjusted to Reported Financials.  
(3) Reported financial information is in accordance with IFRS.  
(4) CC = Constant currency. Constant currency represents the underlying change vs pcp in local currency. This is calculated by restating the prior period results using current period FX rates.  
(5) EBITDA = Proforma EBITDA

# Track Record of Growth

Proforma Revenue<sup>1</sup>

(\$AUDm)

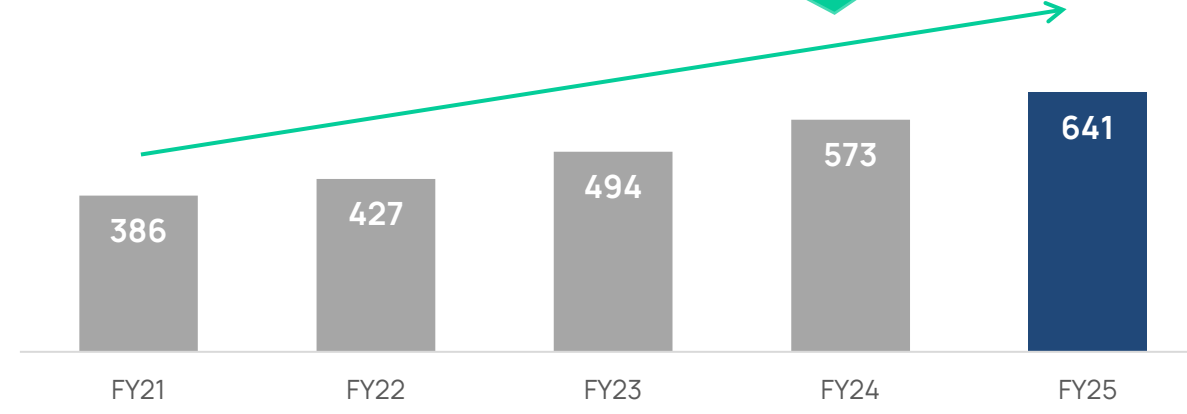
14% CAGR



Proforma EBITDA<sup>1</sup>

(\$AUDm)

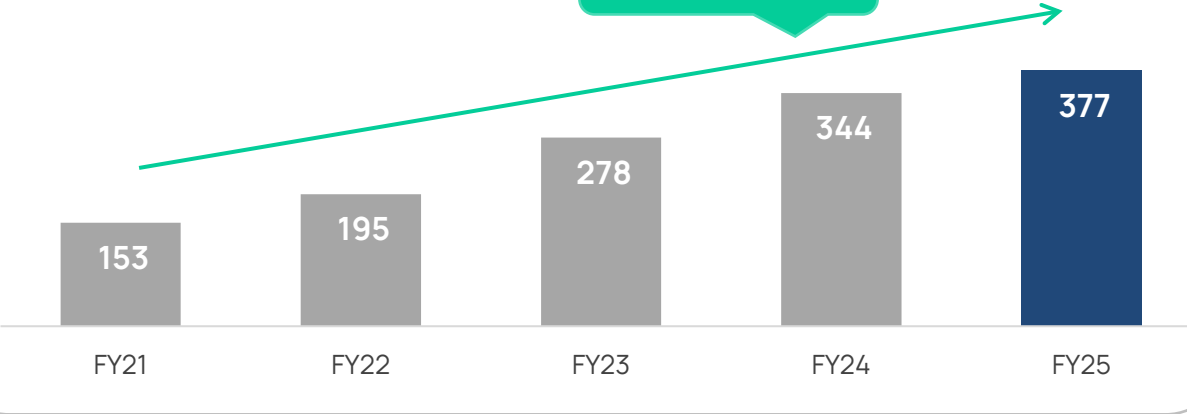
14% CAGR



Adjusted NPAT<sup>2</sup>

(\$AUDm)

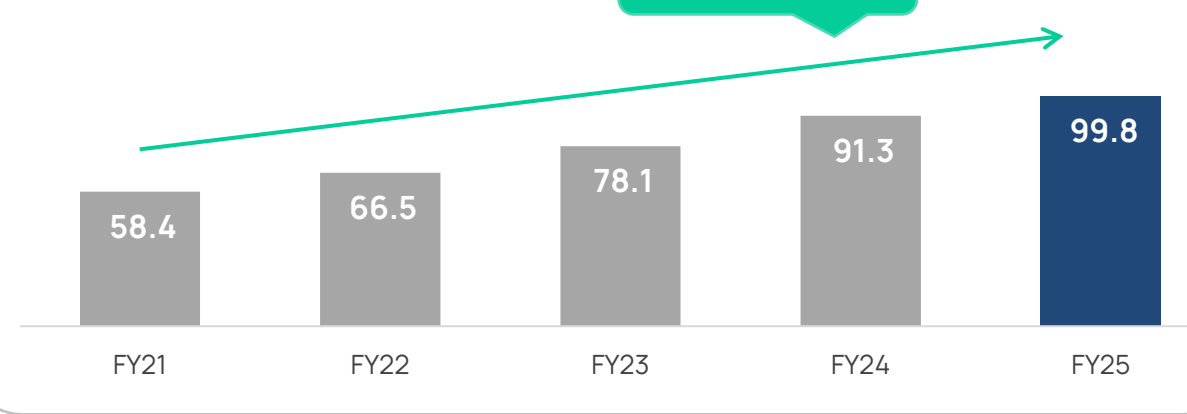
25% CAGR



Adjusted EPS<sup>3</sup>

(cents)

14% CAGR



(1) Refer to footnote 1 and 2 on slide 5 for proforma and adjusted financial definitions. Proforma Revenue and Proforma EBITDA are presented on a constant currency basis.  
(2) Adjusted financial information excludes certain non-recurring or non-cash items. See slide 2 regarding the disclosure of non-IFRS Information and slide 40 for a reconciliation of Adjusted to Reported Financials.  
(3) In accordance with AASB133, historical EPS has been restated based on an adjustment factor to take into account the new shares issued in connection with the Trader Interactive and webmotors acquisitions, where applicable.

# Operational Highlights

Strong operational metrics reflect the strength of our global marketplaces

**2.3 million**

  Vehicles online<sup>1</sup>

**49 thousand**

  Subscribed dealers<sup>2</sup>

**19 billion**

  Page views<sup>3</sup>

**1.3 billion**

  Total sessions<sup>4</sup>

**49 million**

  Unique audience per month<sup>5</sup>

**22 million**

  Dealer leads delivered<sup>6</sup>

All arrows show change vs. FY24

(1) Inventory published for websites in Australia, South Korea, United States, Brazil, and Chile as at 30 Jun 25.  
(2) Number of active dealers as at 30 Jun 25.  
(3) Page views for websites for period 1 Jul 24 – 30 Jun 25.  
(4) Sessions for websites for period 1 Jul 24 – 30 Jun 25.  
(5) Average monthly unique audience for websites for period 1 Jul 24 – 30 Jun 25.  
(6) Dealer leads from websites for period 1 Jul 24 – 30 Jun 25.

# Our Global Portfolio

Key Brands

Revenue Contribution<sup>1</sup>

## Australia

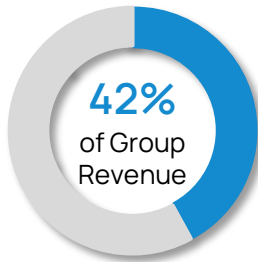


**carsales**

bikesales    caravan camping sales

boatsales    construction sales

trucksales    farm machinery sales



## North America

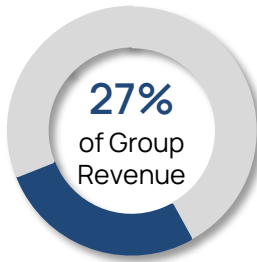


**TRADER INTERACTIVE**

RV Trader    Commercial Truck Trader™

Cycle Trader    EQUIPMENT TRADER™

BoatMart



## Latin America



**H webmotors**

loop    car10

chileautos    autofact



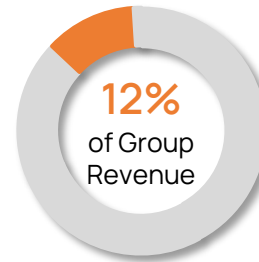
## Asia



Trust **Encar**

**AUTOBEGIN**

**CARMART**



International  
57% of Group Revenue

(1) Revenue contribution adds to 100% when investments segment is included.



# CAR Group Strategy

Purpose

To make buying and selling a great experience

Vision

To be the global leader in online vehicle marketplaces

Strategic priorities

Strengthen  
our core

Take what we are  
doing well today and  
make it better

Strengthen

Extend our  
marketplaces

Build new experiences  
that deepen our value  
proposition

Extend

Diversify  
and grow

Invest in new markets and  
sources of innovation to  
continually evolve

Diversify

Operational  
excellence

Drive growth through  
collaboration, high performance  
and advanced technologies

Excellence

Culture



We think  
differently



We are  
passionate about  
what we do



We've got the  
courage to try  
new things



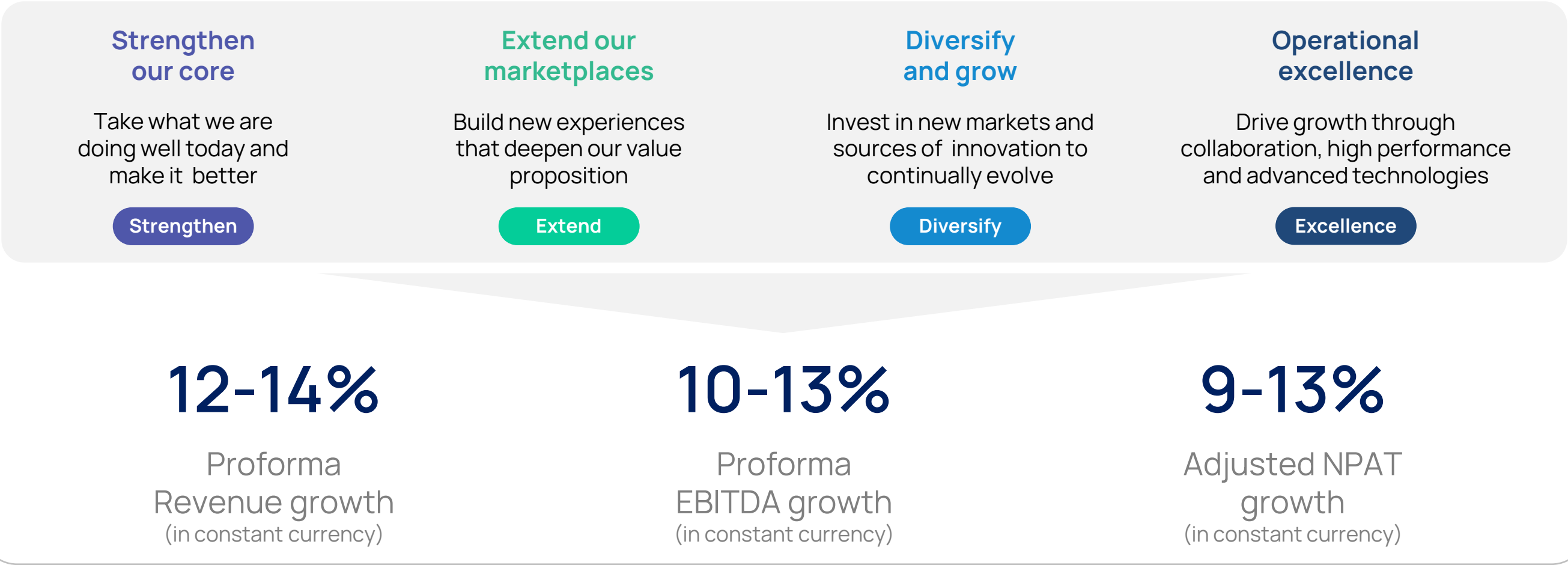
We collaborate  
for growth



We have fun, but  
we get it done

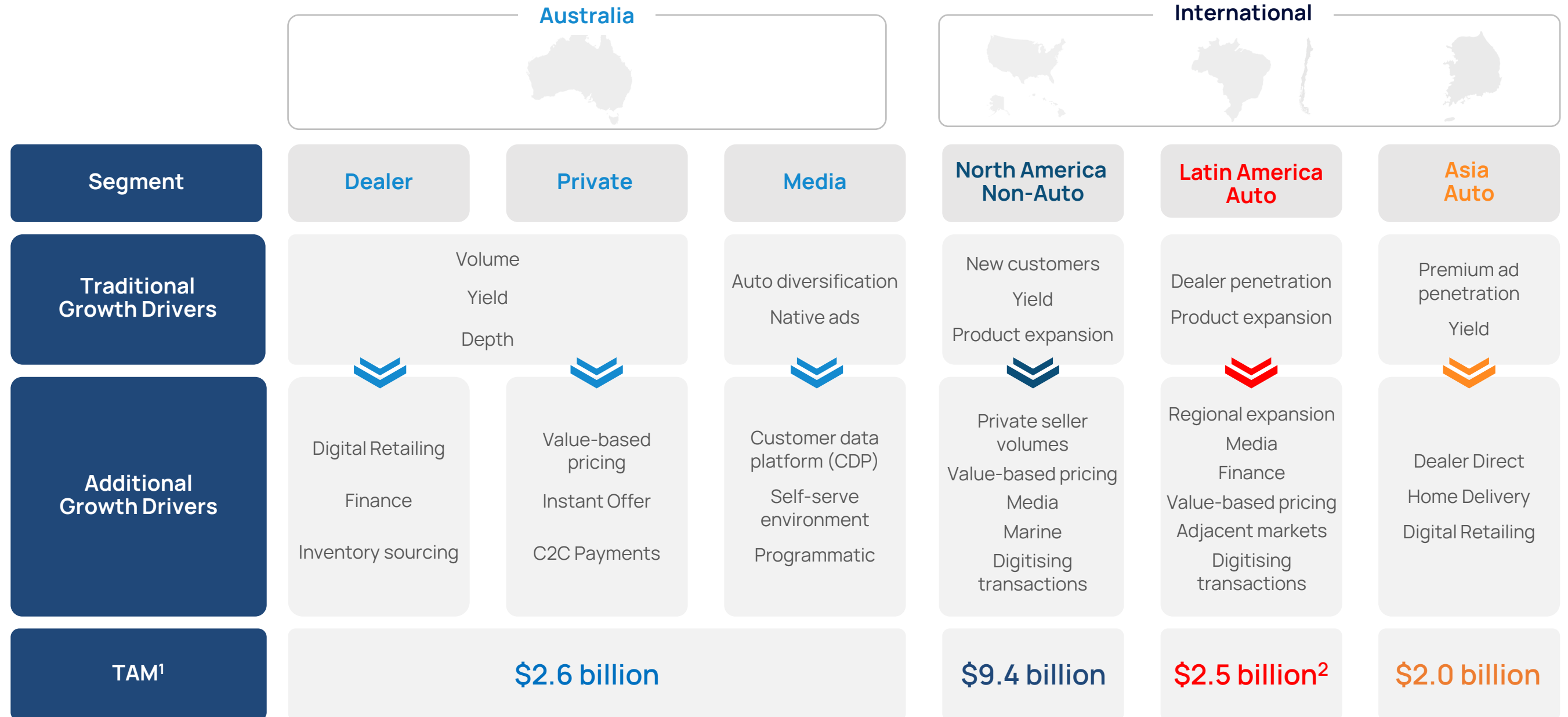
# FY26 Outlook

By executing on our strategic objectives, we expect to deliver excellent growth in FY26



These financial outcomes are dependent on a number of factors. These factors include prevailing macroeconomic conditions, geopolitical risk, customer demand, and movements in inflation and FX rates. Growth % represents anticipated growth in constant currency vs FY25. FY26 Outlook is provided in line with the further details provided on slide 22.

# Multiple Marketplace Growth Drivers



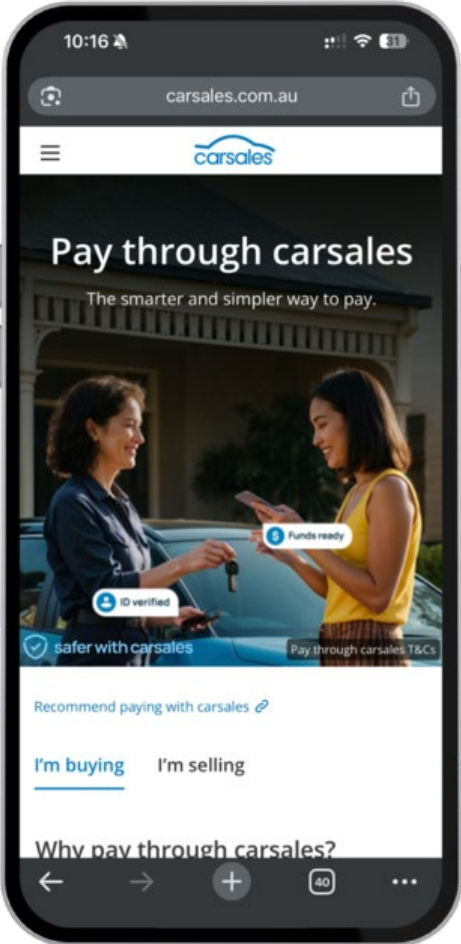
(1) TAM = Total Addressable Market.  
 (2) Includes Brazil only.



Extend

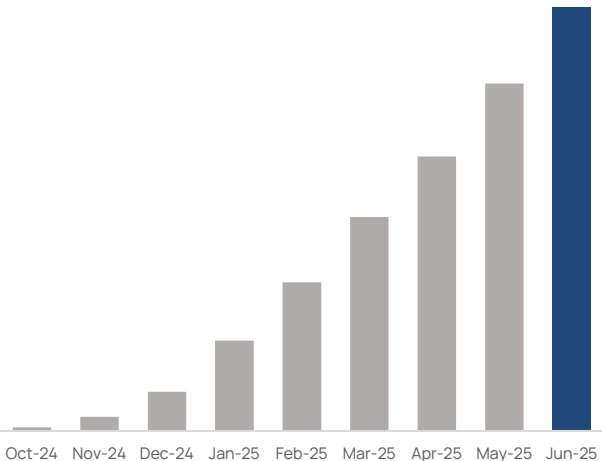
## C2C Payments

Launched C2C Payments enabling secure transactions which removes buying and selling friction points while unlocking future global growth opportunities.



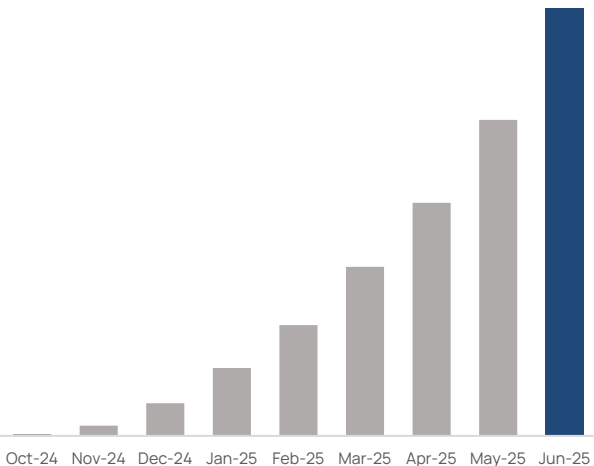
\$130m  
of transactions  
since launch

Transactions<sup>1</sup>









*Used the new payment feature  
and couldn't be happier.  
Smooth transaction with  
funds in the account, .... all  
through carsales.*  
- Verified Seller

Offers<sup>1</sup>



### Future opportunities

-  Insurance Cover
-  Pricing Data
-  Ownership Information
-  Finance
-  Registration Transfer
-  Media

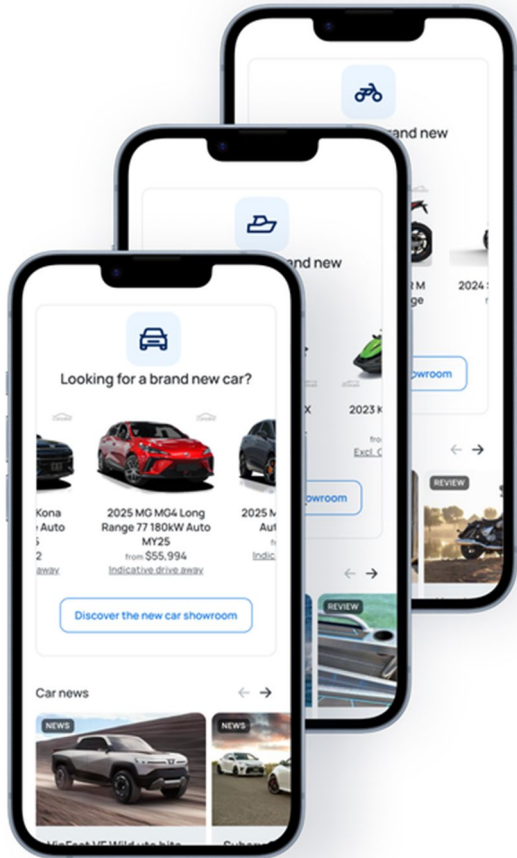
(1) Data is presented on a cumulative basis since product launch

# Key Highlights

## Strengthen

### Merlin

**Project Merlin** re-platforming completed delivering enhanced user experience and efficiencies



#### Seamless User experience

Unified the web and app experience, delivering faster navigation, a sleek, modern intuitive design for consumers



#### Personalised engagement

Driving higher engagement by recommending and matching buyers with their perfect vehicle based on consumer insights and recommendations engine



#### Scalable for efficiency

New and improved design system and backend architecture for future speed to market on both web and app

## Strengthen

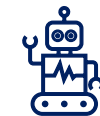
### Bello

The Bello communications platform makes it **easier and safer** for private buyers, sellers and dealers to connect, ask questions, and negotiate



#### Voice Call

Supporting voice communication via identification of caller & vehicle and providing recordings & transcripts



#### AI Generated Prompts

Personalised chat suggestions for onsite / in app chat feature enhancing conversions of key products



#### Inbuilt Trust & Safety

Integrated communication negates the need to share personal information

# Key Highlights

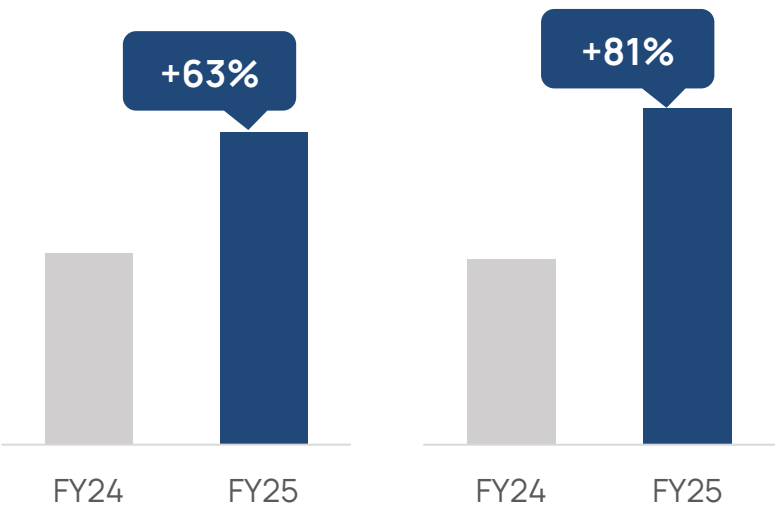
Strengthen

## Depth

**Premium Select** gives higher visibility through elevated on-site ranking, resulting in increased buyer enquiries and faster time to sale.

Average # of dealers

Transactions



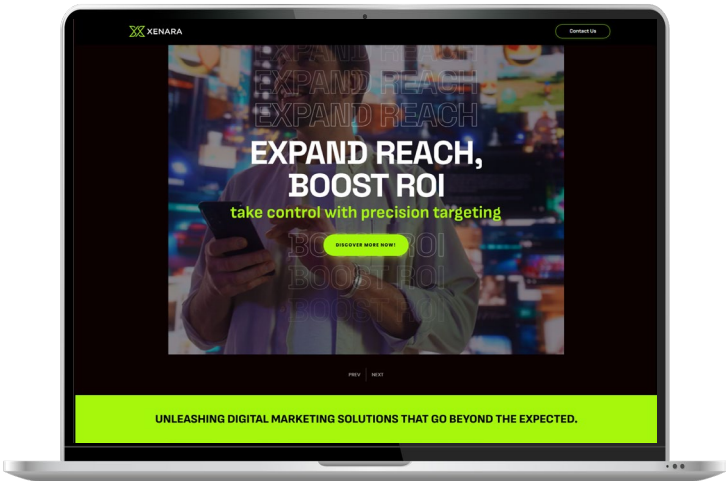
Premium Select

Diversify

## Media

Strong growth in media revenue, supported by deeper relationships with OEM customers and through **Xenara**, our new in-house media agency.

Direct Media Revenue  
up 167%



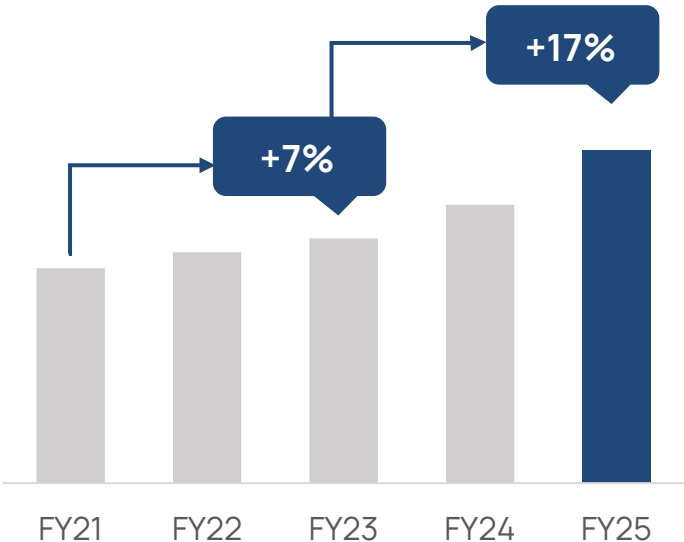
**XX XENARA**

Extend

## Data, Research & Services

**SSI** provides valuable market share insights, allowing dealers to benchmark their performance across vehicle categories and regions.

SSI Revenue Growth is Accelerating



**STATISTICAL**  
SURVEYS



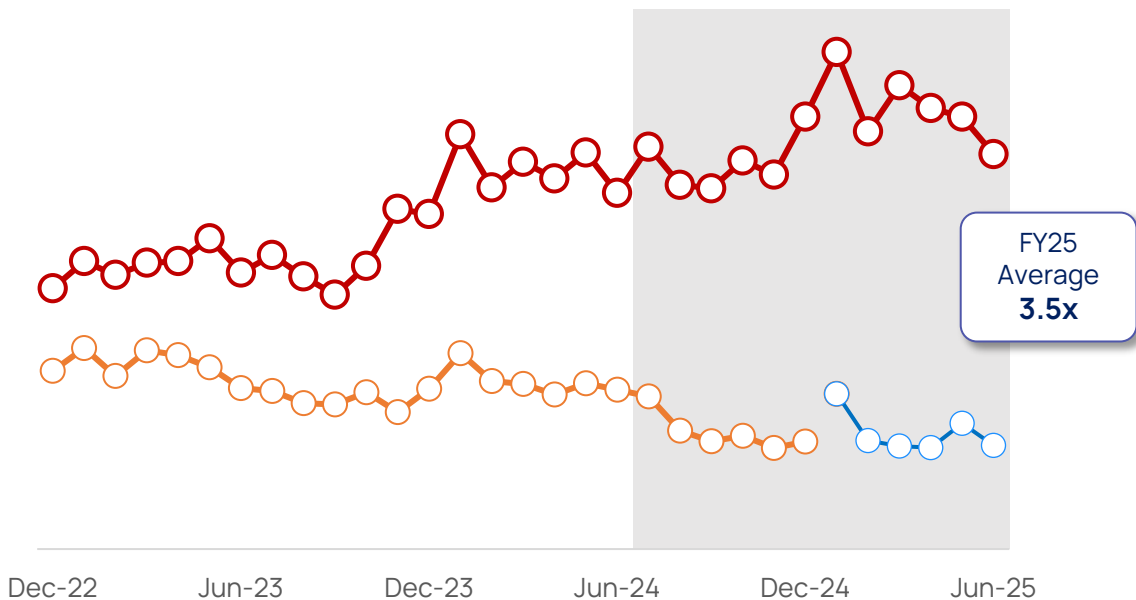
# Key Highlights

Strengthen

## National Expansion

**webmotors’ national expansion strategy** is focused on strengthening its market position in regions outside São Paulo and Rio de Janeiro, where it already holds clear leadership. This focus is increasing its lead over competitors.

Monthly traffic vs #2<sup>1</sup>



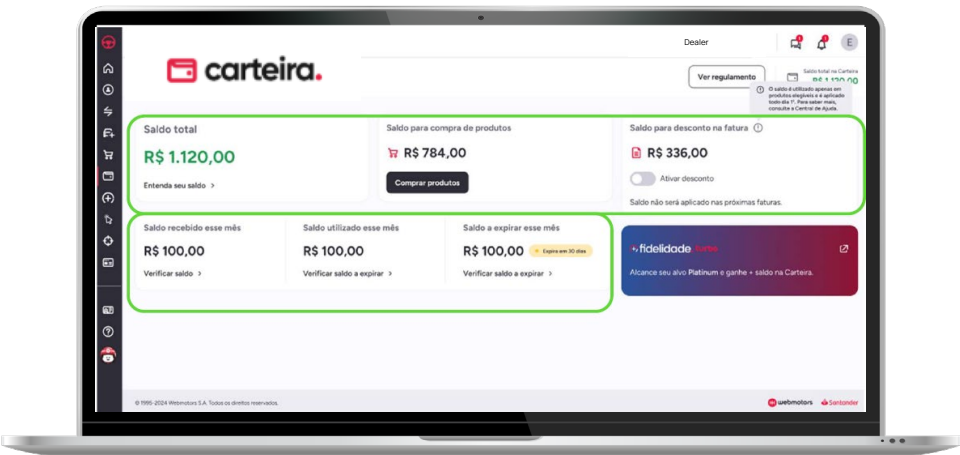
Extend

## Wallet

**The Wallet loyalty program continues to scale.** The program allows dealers to apply Santander Bank loyalty credits toward webmotors marketplace offerings – including depth products and premium advertising – driving increased adoption and spend across our platform.



Over 9,000  
dealers using the Wallet  
loyalty program



(1) Similarweb Dec-22 to Jun-25 vs nearest competitor. Nearest competitor changed at Jan-25.

# Key Highlights

## Strengthen

### Guarantee

**Guarantee inspections are utilising AI** to improve efficiency and accuracy, providing consumers with increased confidence in car quality and improved gross margin for dealers.

Guarantee Inspections  
**volume up +20%**

Increased capacity  
in existing centres  
**up +12%**

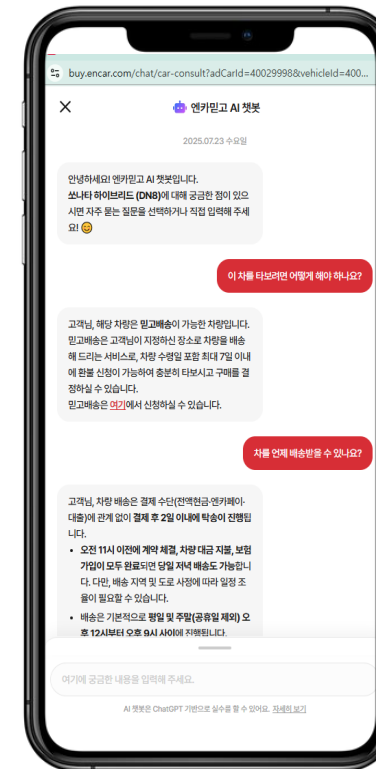
New inspection  
centres  
**up +8%**



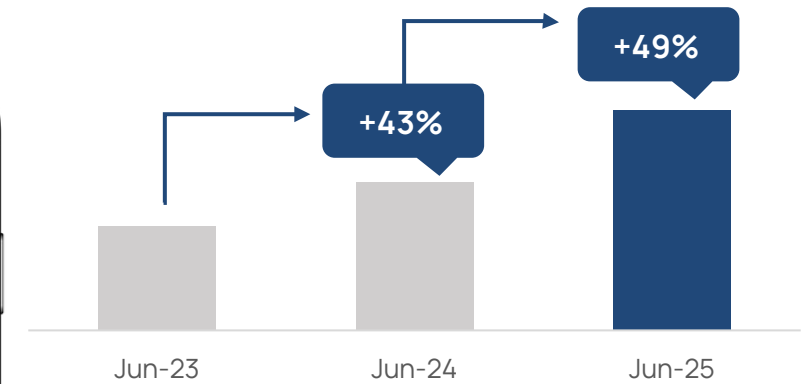
## Extend

### Home Delivery

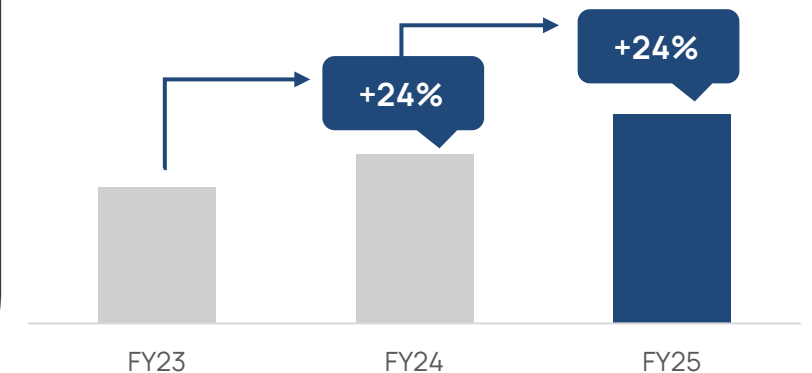
**Encar Home applications have increased significantly, bolstered by a 24/7 AI Agent** to provide a seamless, fully digital car buying process.



Cars Available for Encar Home



Encar Home Transactions





## 2. Financial Performance



# P&L Summary

\$AUDm	FY24	FY25	AUD %	CC % <sup>1</sup>
Revenue	1,099	<b>1,184</b>	8%	10%
Operating expense	(518)	<b>(543)</b>	(5%)	(7%)
<b>Adjusted EBITDA</b>	581	<b>641</b>	<b>10%</b>	<b>12%</b>
Depreciation & amortisation	(71)	<b>(87)</b>	(23%)	(25%)
Net finance cost	(72)	<b>(69)</b>	4%	6%
Income tax expense	(81)	<b>(88)</b>	(9%)	(12%)
Non-controlling interests (NCI)	(13)	<b>(20)</b>	(51%)	(69%)
<b>Adjusted NPAT</b>	<b>344</b>	<b>377</b>	<b>10%</b>	<b>11%</b>
Significant items	(94)	<b>(102)</b>	n.m.	n.m
<b>Reported NPAT</b>	250	<b>275</b>	<b>10%</b>	<b>11%</b>
Adjusted earnings per share (cents)	91.3	<b>99.8</b>	9%	n/a
Final dividend per share (cents)	38.5	<b>41.5</b>	8%	n/a

## P&L Summary

- Excellent growth in both revenue and EBITDA.
- Depreciation and amortisation primarily relate to software assets, leases, and building fit-outs. The increase is due to higher investments in Guaranteed lease locations and software development, which are both supporting future growth.
- Net finance costs remain stable, reflecting consistent debt levels and interest rates across periods.
- The effective tax rate of 18% is consistent with prior period.
- An increase in non-controlling interest results from the growth in webmotors' profits.
- A final dividend of 41.5 cents per share has been declared, representing an 8% increase over the prior corresponding period.
- See slide 40 for a detailed breakdown of significant items.

Refer to footnote 1 on slide 5 for adjusted financial definitions.

(1) CC = Constant currency. Constant currency represents the underlying change vs pcip in local currency.

n.m. = not meaningful

# Segment Performance

## Revenue and earnings growth in all key segments

\$AUDm	FY24	FY25	AUD %	CC % <sup>1</sup>
Australia <sup>2</sup>	450	<b>485</b>	8%	8%
North America	277	<b>308</b>	11%	10%
Latin America	182	<b>205</b>	13%	26%
Asia	121	<b>136</b>	12%	16%
Investments	11	<b>11</b>	(2%)	(2%)
<b>Proforma Revenue</b>	<b>1,041</b>	<b>1,144</b>	<b>10%</b>	<b>12%</b>
Australia <sup>2</sup>	292	<b>320</b>	9%	9%
North America	166	<b>186</b>	12%	11%
Latin America	66	<b>76</b>	14%	28%
Asia	59	<b>63</b>	6%	11%
Investments	(3)	<b>(3)</b>	n.m	n.m
<b>Proforma EBITDA</b>	<b>581</b>	<b>641</b>	<b>10%</b>	<b>12%</b>

### Australia

- Achieved revenue and earnings growth through continued market leadership, a compelling customer value proposition, successful new product launches, and a robust automotive market.

### North America

- Good result despite the cyclical decline in recreational markets, demonstrating the strength of Trader Interactive's brands. Growth was driven by increased adoption of depth products and strong media performance.

### Latin America

- Outstanding growth in webmotors achieved through national expansion, introduction of new depth products, and a rise in finance transactions.

### Asia

- Good double-digit growth supported by the opening of new Guarantee Inspection sites and additional capacity in existing branches. Encar Home also continues to expand.

Refer to footnote 1 on slide 5 for proforma financial definitions.

(1) CC = Constant currency. Constant currency represents the underlying change vs pcip in local currency.

(2) Australia comprises Online Advertising and Data, Research & Services segments.

n.m. = not meaningful

# Proforma EBITDA Margin Summary

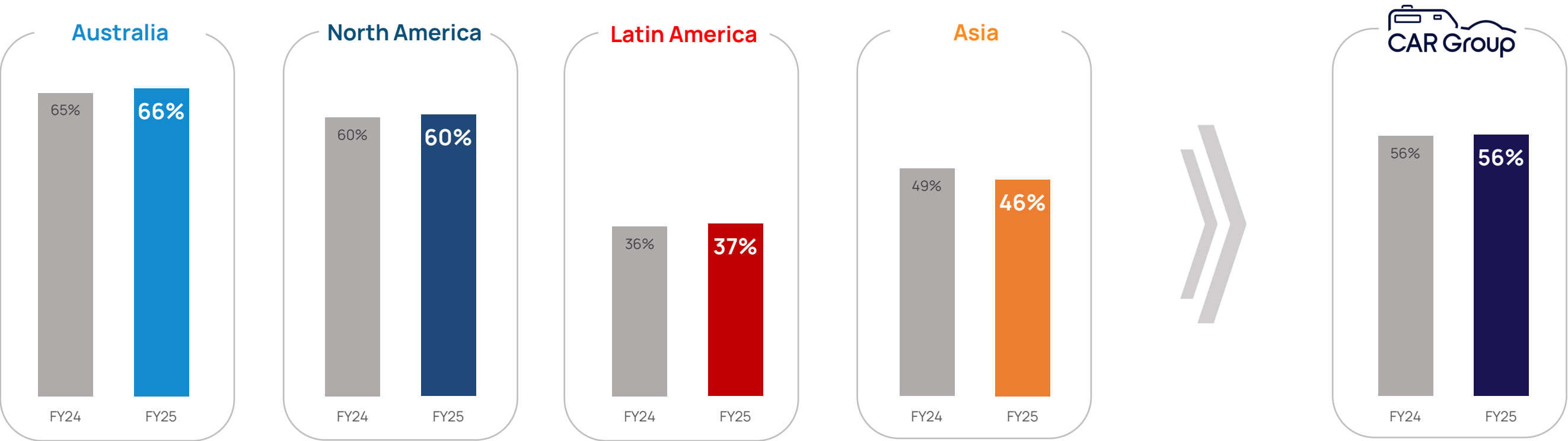
Maintained group margins while investing to drive future growth

**Australia** – Small margin improvement alongside continued product investment to drive growth. Key investments included site simplification, C2C payments, Autogate Revolution, private sell experience and media technology.

**North America** – Small margin growth reflects contribution from yield increases, media products and depth. Continued to invest in marketing and new initiatives including media, private sell and marine.

**Latin America** – Margin expansion driven by strong revenue growth along with sustained investment in national expansion, media products, private seller and the Pioneer finance integration with Santander.

**Asia** – Decline in margin due to new branch expansion and investment into marketing and product development for Dealer Direct.



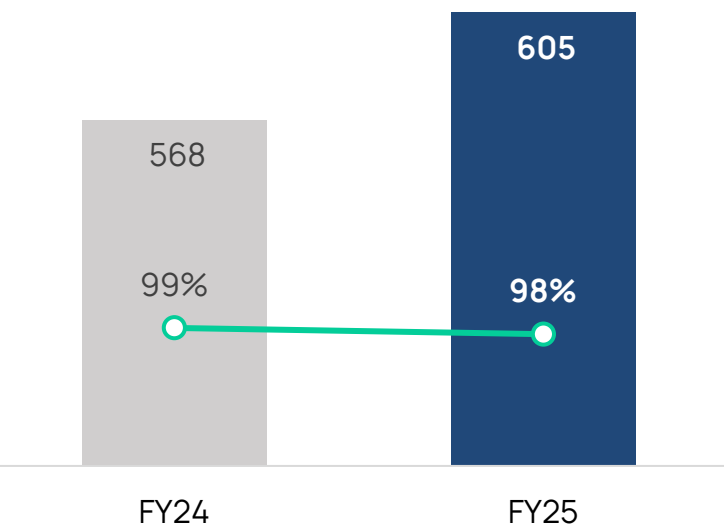
# Strong Cash Flow and Robust Balance Sheet

## Cashflow conversion

98% EBITDA to cash conversion reflects the attractive working capital profile of marketplace business models and good cash collections.

### EBITDA to Cash flow

- Cash flow \$AUDm<sup>1</sup>
- Reported EBITDA to cash conversion

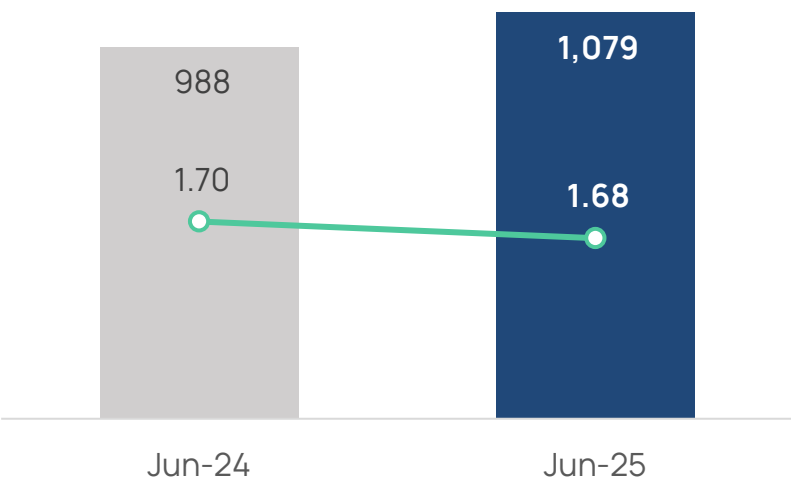


## Leverage, net debt

Leverage ratio remains prudent at 1.7x.

### Net debt

- Net debt \$AUDm
- Leverage ratio<sup>2</sup>

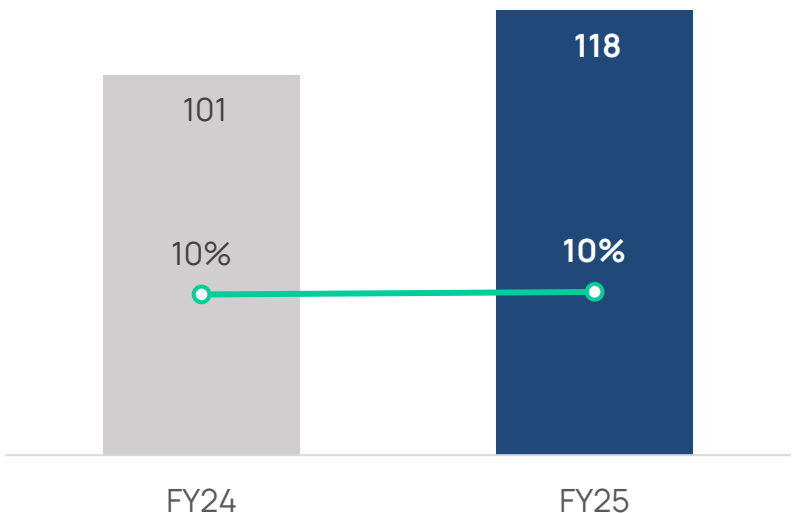


## Capex

Capex investment continues to support growth. Key investments include C2C payments, Wallet, value-based pricing, media strategy, site simplification, marine and leasehold improvements in South Korea branches.

### Capex<sup>3</sup>

- Capex \$AUDm
- Capex as % of proforma revenue



Refer to footnote 1 on slide 5 for proforma financial definitions.

(1) Operating cash flow excluding tax.

(2) Jun-24 and Jun-25 - leverage ratio has been calculated based on net debt / adjusted EBITDA. Jun-23 - proforma to include the impact of Trader Interactive & webmotors. Ratios may vary with bank covenant definitions.

(3) All periods exclude the Australian Tyres business unit for revenue & capex. FY23 is proforma to include 100% of the revenue & capex for Trader Interactive and webmotors. All figures are calculated on a constant currency basis.



# FY26 Outlook and Commentary

## FY26 Outlook

Proforma Revenue  
Growth  
**12-14%**  
(in constant currency)

Proforma EBITDA  
Growth  
**10-13%**  
(in constant currency)

Adjusted NPAT  
Growth  
**9-13%**  
(in constant currency)

## FY26 Commentary

### Australia

Expect high single-digit % revenue growth driven by volume, yield and depth penetration in Dealer; volume, yield and Instant Offer in Private; and continued product and advertiser diversification in Media.

### North America

Expect double-digit % revenue growth in constant currency supported by higher customer yield, increased penetration of depth products, media expansion, data growth, marine and contribution from minor acquisitions.

### Latin America

Expect double-digit % revenue growth in constant currency to be driven by increase in dealer customers, yield and increased penetration of premium dealer products, finance and media revenue.

### Asia

Expect double-digit % revenue growth in constant currency supported by continued uplift in Guarantee penetration combined with higher Encar Home and Dealer Direct volumes.

- Continued operating leverage expected in Australia and Latin America.
- North America revenue growth expected to be higher than EBITDA growth due to investment in marine and contribution from minor acquisitions.
- Asia revenue growth expected to be higher than EBITDA growth due to investment in marketing the Dealer Direct product.

- Net finance costs estimated to be ~\$60m - \$64m.
- D&A expected to grow at ~15-17% in line with capex growth in recent periods.
- Effective tax rate expected to be ~20-21% which is higher than prior year reflecting the depletion of US tax losses.

These financial outcomes are dependent on a number of factors. These factors include prevailing macroeconomic conditions, geopolitical risk, customer demand, and movements in inflation and FX rates. Growth % represents anticipated growth in constant currency vs FY25.



# 3. Segment Performance



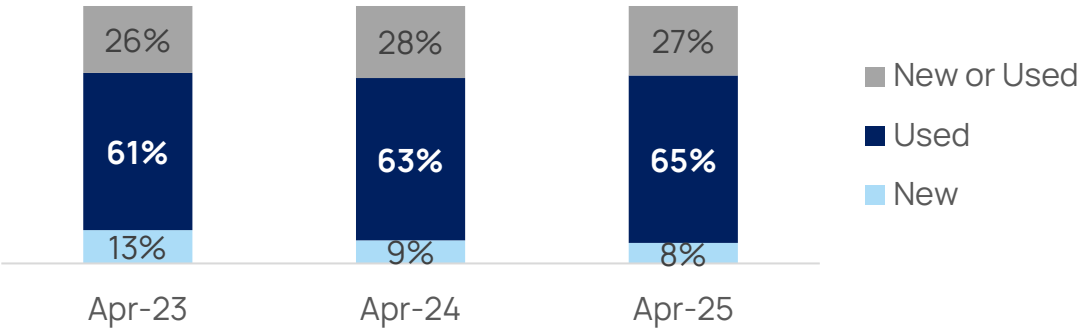


\$AUDm	vs pcp%	Revenue Breakdown		
Revenue	↑ 8%	Dealer	249m	↑ 10%
485m		Private	103m	↑ 5%
Adjusted EBITDA	↑ 9%	Media	80m	↑ 10%
320m		DR&S	52m	↑ 3%

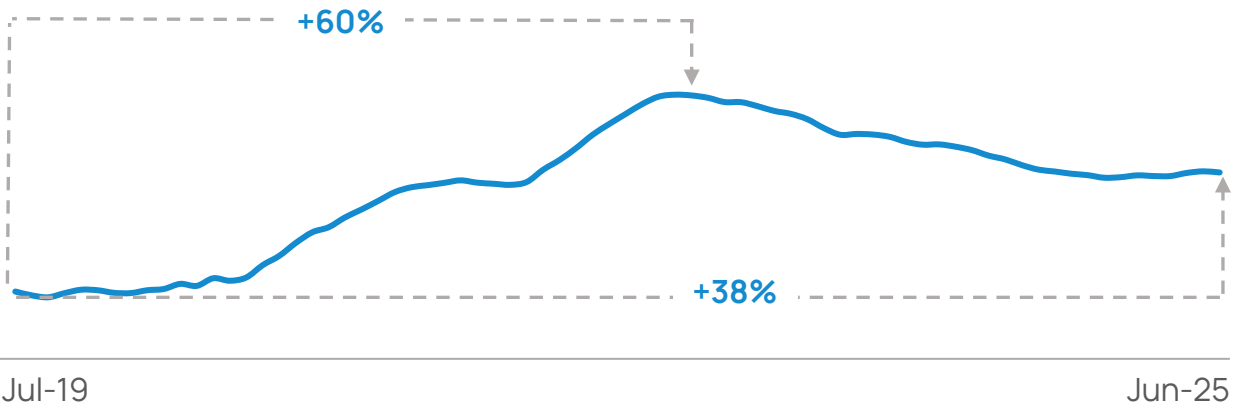
### Australia Highlights

- **Dealer:** Lead volumes, yield, and depth penetration were key growth drivers.
- **Private:** Value-based pricing and Instant Offer supported private results despite a soft private ad market.
- **Media:** Revenue grew due to product diversification and a competitive new car market.
- **Data, Research & Services:** Redbook customer acquisition drove growth.

### Consumer intent – Are you looking to buy?<sup>1</sup>



### Dealer & Private used car prices<sup>2</sup>



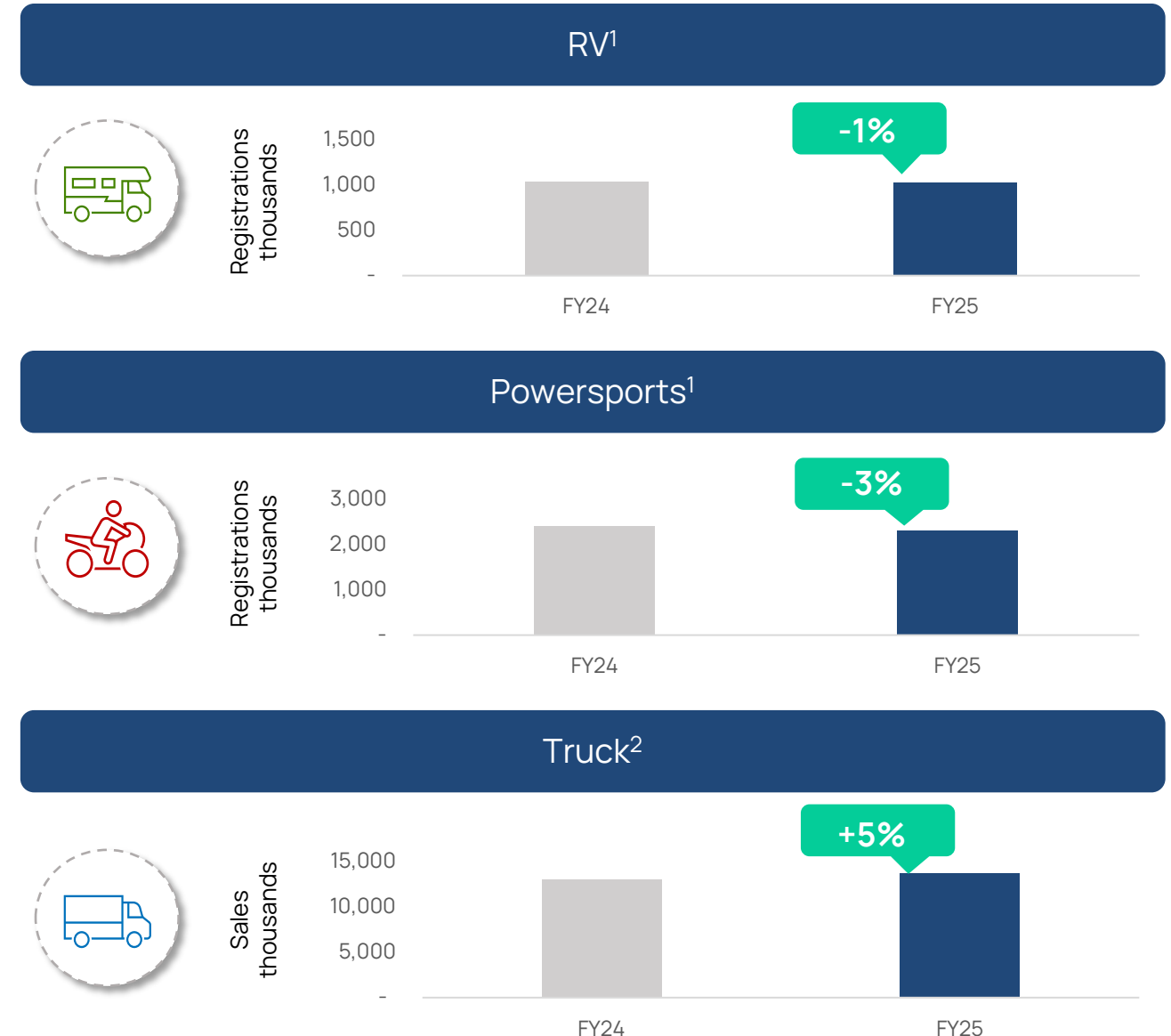
(1) Source: carsales Consumer Sentiment Report April 2025, n=1,634.  
(2) Based on the daily average used car price on carsales.

\$AUDm	vs pcp%	\$USDm	vs pcp%
Revenue <b>308m</b>	↑ 11%	Revenue <b>199m</b>	↑ 10%
Adjusted EBITDA <b>186m</b>	↑ 12%	Adjusted EBITDA <b>120m</b>	↑ 11%

## North America Highlights

- Despite challenging market conditions in recreational sectors, commercial markets remain strong.
- Dealer value proposition proved resilient, with increased yields from premium select, upsells, and price increases; customer numbers remained similar.
- Macroeconomic effects on Private listing volumes were offset by value-based pricing and product enhancements.
- Media segment saw strong growth, boosted by CAR Group's advertising technology and an expanded media team.
- Marine initiative is advancing well.

(1) Source: Statistical Surveys Inc. - RV and Powersports Registrations to May-25 annualised and adjusted for seasonality.  
 (2) Light & Heavy Truck Sales data – US Bureau of U.S. Bureau of Economic Analysis (BEA), including domestic and foreign truck sales.  
 Refer to footnote 2 on slide 5 for adjusted financial definition.



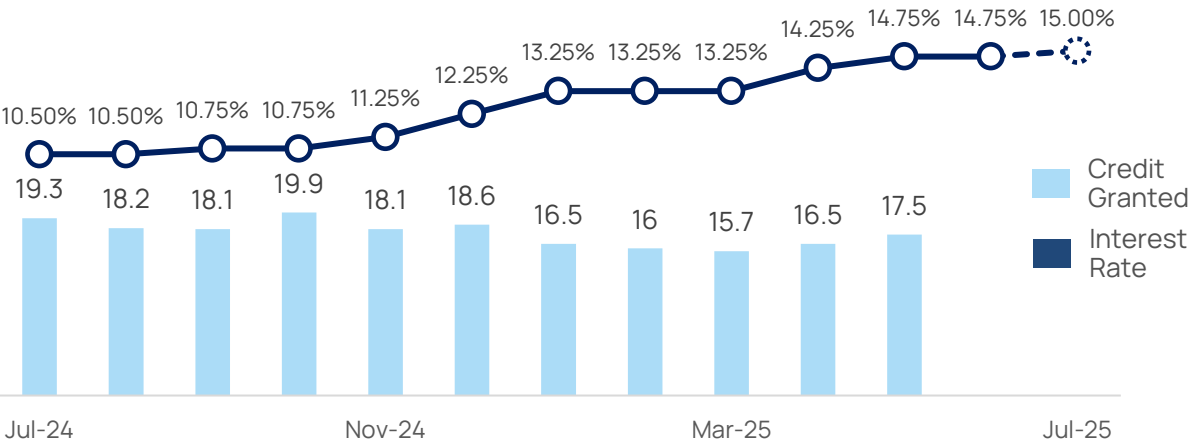


\$AUDm	vs pcp%	CC %
Revenue 205m	↑ 13%	↑ 26%
Adjusted EBITDA 76m	↑ 14%	↑ 28%

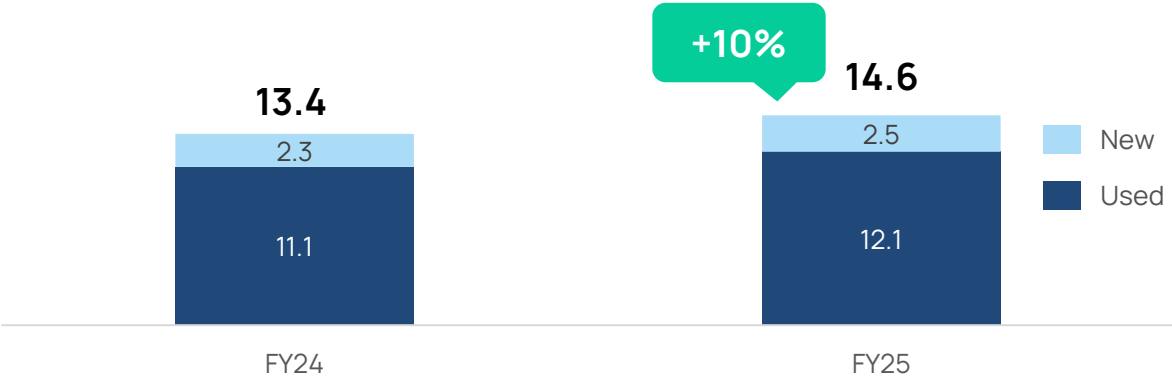
### Latin America Highlights

- Strong financial results driven by audience growth and expanded market leadership.
- Increased leads supported by marketing investment and national expansion.
- Higher average revenue per dealer from premium product launches and the new 'Wallet' loyalty program.
- Finance revenue up 20% due to better credit access and improved loan processes.
- Car10 and Loop delivered strong growth.
- Chile achieved excellent revenue growth with the adoption of the leads model.

Brazil Central Bank interest rate<sup>1</sup> and credit granted to individuals for vehicle acquisition<sup>2</sup>



Fenabreve sales of new and used cars<sup>2</sup>



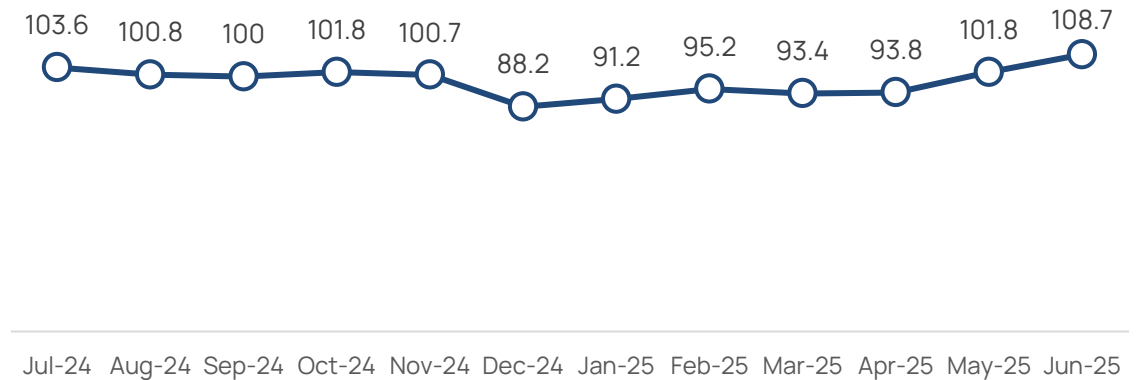
(1) Source: BCB, Banco Central do Brasil.  
(2) Source: Fenabreve; Brazil National Federation of Automotive Vehicle Distribution.

\$AUDm	vs pcp%	CC %
Revenue 136m	↑ 12%	↑ 16%
Adjusted EBITDA 63m	↑ 6%	↑ 11%

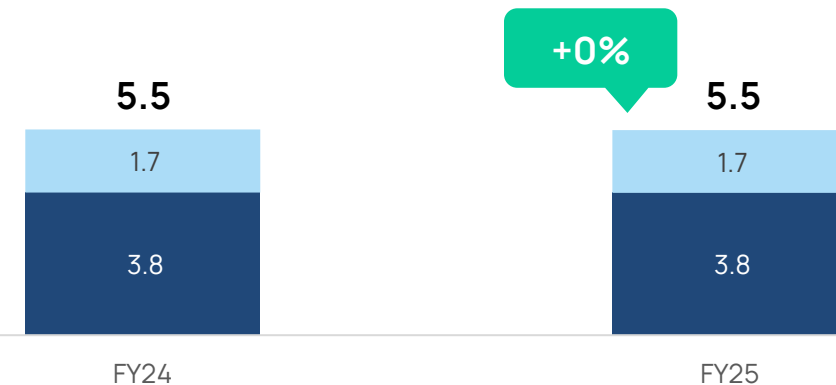
## Asia Highlights

- Revenue and EBITDA grew due to premium product sales, higher yields, and an increase in Home delivery transactions.
- Guarantee inspections were 59% of new listings, supported by opening of new centres, extended operating hours, and a 10% price increase.
- Encar Home delivery transactions rose 24% due to increased inventory and use of AI to streamline processes.
- Dealer Direct is improving with new marketing investment.

## Consumer Confidence Index<sup>1</sup>



## MOLIT sales of new and used cars<sup>2</sup>



(1) Source: Korean Statistical Information Service  
 (2) Source: Korean Ministry of Land, Infrastructure and Transport. FY25 data to May-25, Jun-25 estimate.



# 4. FY26 Focus





Strengthen

Brand refresh

Launching H1 FY26, a **cohesive brand architecture** that strengthens associations, builds network effects, and amplifies our collective impact.













Extend

Trade-in with carsales

Launching H1 FY26, **Trade-in with carsales** broadens and enhances our Private Seller Offering.

Private Sell

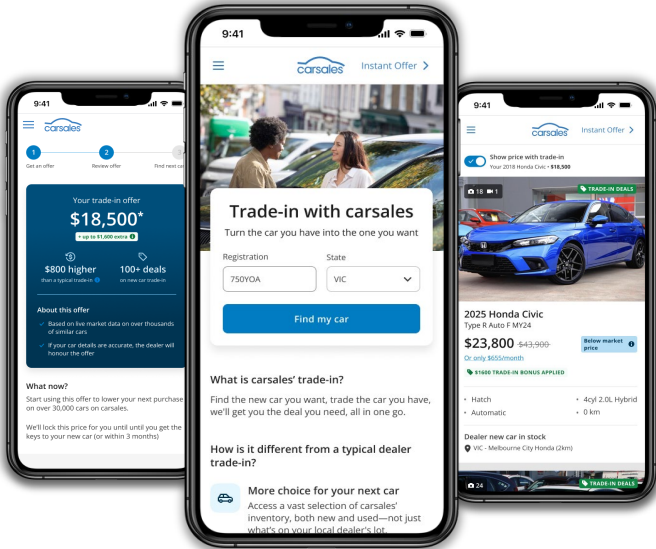
Trade-in

Instant Offer

Maximise my return by selling my car on my terms

Upgrade to a new car and effortlessly trade in my old one

Get fast, hassle-free cash for my car, right now





Strengthen

### Autogate Revolution

Autogate is undergoing a transformation evolving from a publishing only tool to become an **omnichannel SaaS platform**. Powered by insights, we're helping dealers buy, manage and sell inventory.



#### Find Opportunities



A marketplace scouting tool in Autogate allowing dealers to proactively identify high-value vehicles for acquisition across the marketplace.

#### AI Assistant for LiveMarket



A natural language interface for LiveMarket that provides dealers with actionable insights on pricing, stock levels, and competitive positioning.

#### AI powered Time to sell insights



Integrated into LiveMarket, this tool predicts the likely time to sell a vehicle based on 100+ marketplace signals, helping dealers optimise pricing and turn inventory faster.

#### AI call transcription



Automatically transcribes dealer-buyer conversations, surfacing critical buyer intent signals such as budget, trade-in interest, and finance eligibility.

### Strengthen

## Dealer

Bolstering our **Dealer value proposition** to deliver for our Dealer customers.

### Media & OEM



- In-house agency to manage a dealer's entire digital spend:
  - search engine marketing
  - off-network retargeting
  - social media
  - location-based advertising
- Deepening integrations with our dealers
- Optimising their digital investment
- Driving audience back to the TI network



### Software



- Strengthening our lead and inventory management systems:
  - CAR Group telephony system
  - AI spam and fraud lead blocking technology
  - New CRM product



### Data & Insight



- Optimising our data and insights:
  - Zip code matching
  - Post-enquiry consumer surveys
  - Improving our search algorithm



Strengthen


Private


Expanding our private sale offerings to offer more **choice and convenience**.


Private Listing


Maximise my return by selling my vehicle on my terms

-  Affordable and high sales price
-  Requires most effort

 Access to 20 million+ monthly shoppers across the TI network

 Negotiate maximum sale price with minimum fees

 Advertise with TI's Vehicle History Reports


 Spam & Fraud Protection included


Concierge Service


I want someone to do it for me to maximise return



-  Premium with high sales price
-  Easiest but longer process

 Merchandising: Professional photos and a curated listing



 Negotiation: We deal with interested buyers on your behalf


 Closing services: We handle all the paperwork and payments


 Pay on performance: Free until sold


Cash Offers

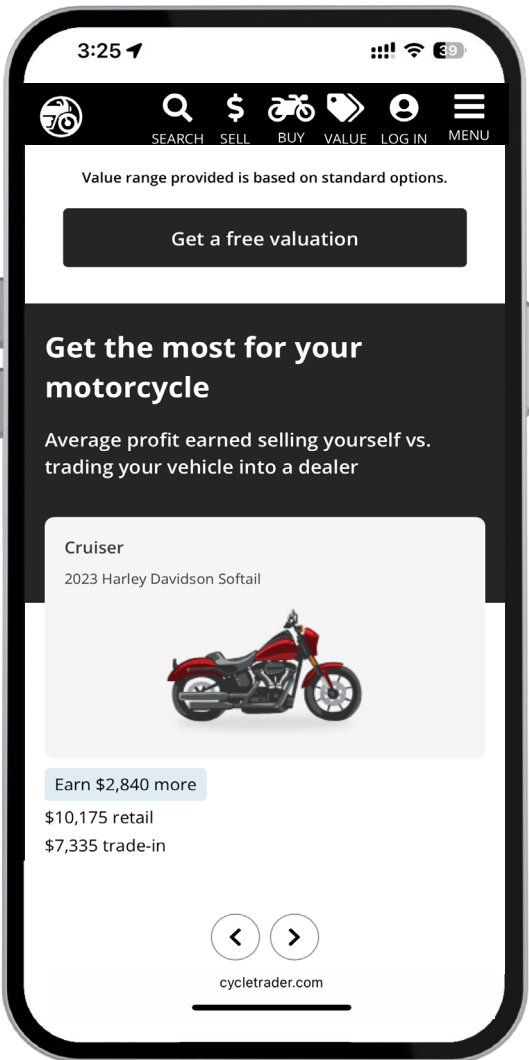
Get fast, hassle-free cash for my vehicle, right now

-  Free with lower sale price
-  Quickest process

 Similar to carsales' Instant Offer product, where seller wholesales to a dealer in our network

 We collect your vehicle details and send leads to participating dealers

 Negotiation still conducted by the seller



Diversify

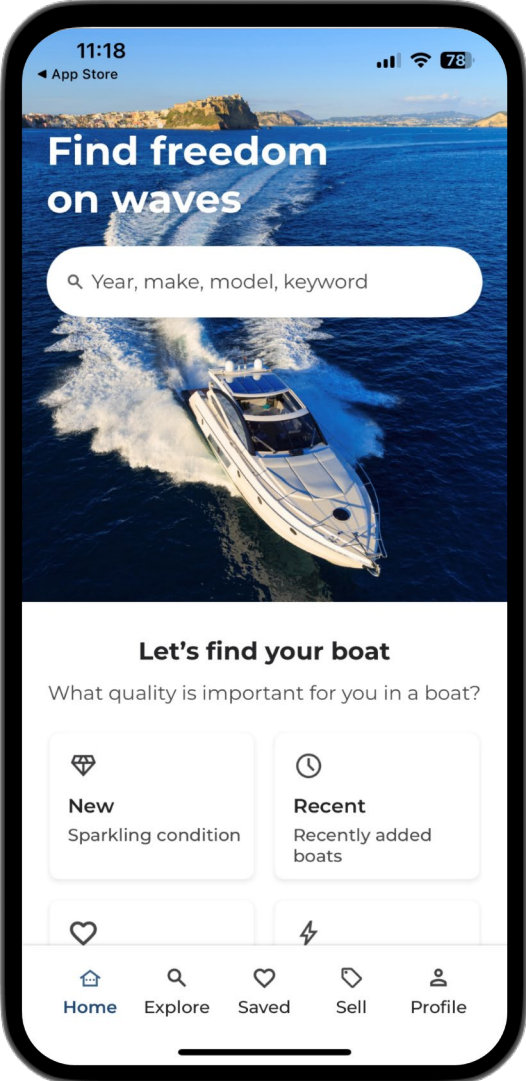
Marine

The marine TAM is one of the largest in the Trader Interactive portfolio, presenting a **significant opportunity** to diversify into a new vertical.

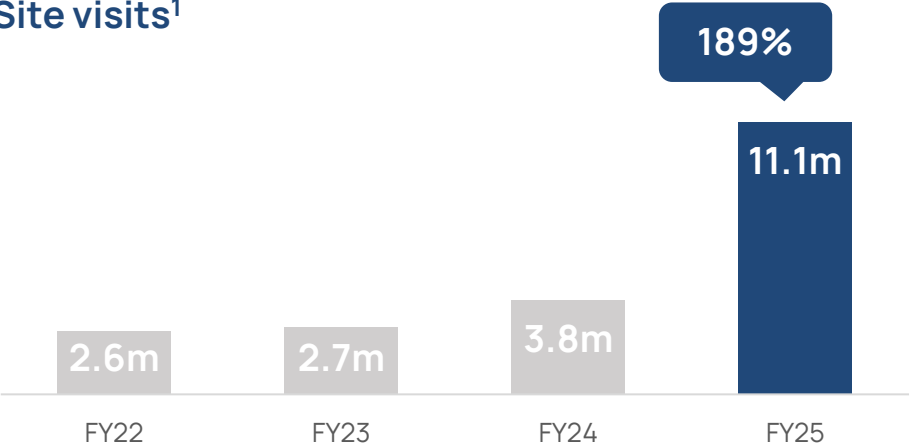


\$1.0billion

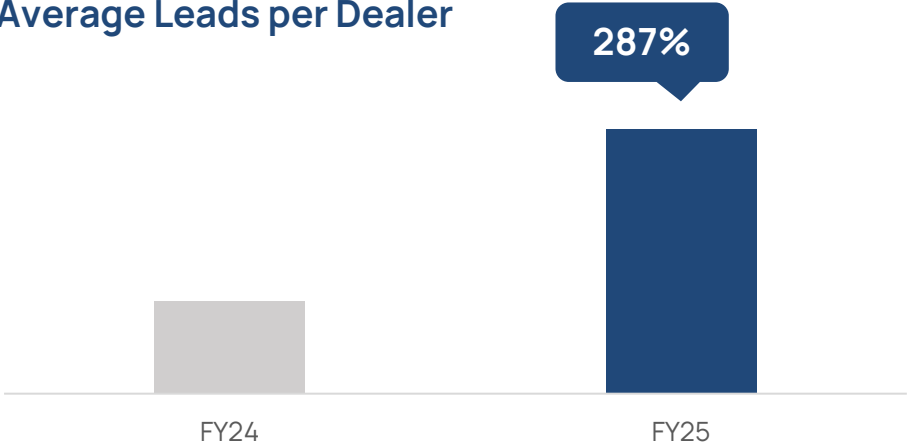
Total Addressable Market



Site visits<sup>1</sup>



Average Leads per Dealer



(1) Source: Adobe Analytics



## Extend

### Lead Nurturing

“Esquenta Lead” is an **AI-driven initiative** designed to transform the interaction between consumers and sales representatives, and between sales teams and the CRM on Cockpit.



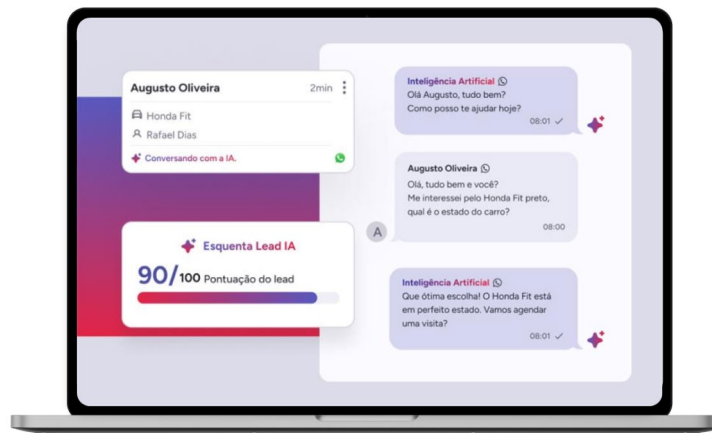
Automatically nurtures leads before dealer engagement



Optimises sales team time



Increases conversion rates



**8 times**  
more likely to continue  
the conversation with a  
dealer

**4 times**  
more exchanged  
messages

## Diversify

### Media

Increased focus and **investment in media segment** leveraging carsales' sophisticated suite of media products.

**\$1.5billion**  
Total Addressable Market



Grow Direct  
Sales Team



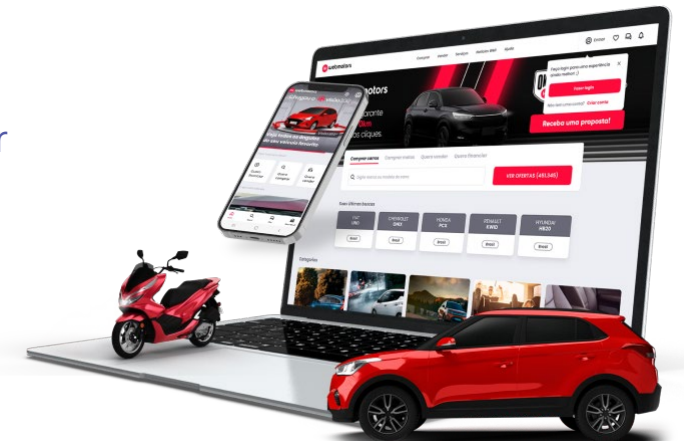
Diversify Customer  
Base



Expand Media  
Product Set



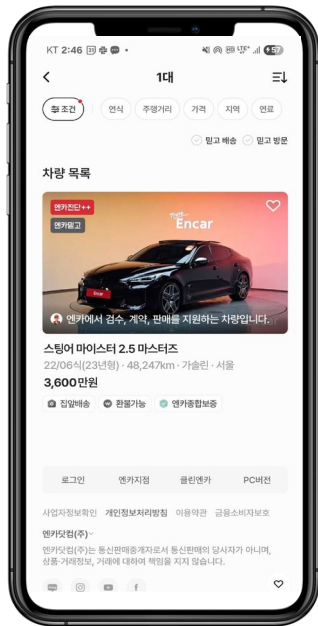
Explore Key  
Technologies



## Extend

### Guarantee 2.0

**Guarantee 2.0** is an evolution of the Guarantee Inspection to offer a more detailed, mechanical, inspection complete with additional listing features to showcase a vehicle.



Differentiated background colour & Guarantee++ badge



High-performance Encar certification with car undercarriage photos



Safe zones for in-person vehicle checks

## Extend

### Home

**Utilisation of AI** to expand our Home Service Offering and offer personalisation and choice to consumers.



24/7 AI powered Agents for early touchpoints and conversion



Personalised AI powered vehicle recommendations



Enhanced connection with adjacent services (e.g., finance, insurance)

## Diversify

### Dealer Direct

Online trade ins to dealers in Korea is a large addressable market which we are aiming to grow market share of our **Dealer Direct** offering by increasing spend on advertising and marketing.



Upgrade "My Garage" feature to collect user vehicle information



AI adoption to automate vehicle registration



Introduce "Instant offer", providing sellers with competitive offers compared to the competitor's bid price

# Driving Long Term Shareholder Value

CAR Group has multiple growth opportunities across large addressable markets



**Clear leadership positions in each of our markets**

Our leadership positions generate strong network effects, further building competitive advantage and delivering long term growth



**Digitising vehicle transactions**

There is strong demand for frictionless buying and selling experiences creating significant opportunities for digital incumbents



**Underpenetrated international markets**

Digital advertising spend is lower in our international markets with significant runway to grow through increasing take-rates



**Transferrable, scaled IP and technology**

Our global technology platform and IP can facilitate rapid deployment of strategic products in all markets



**Strong cash flows with robust balance sheet**

High margin business model that generates strong free cash flows. This supports investment in new growth initiatives and provides for good dividends

# 5. Appendices



# Overview of CAR Group Non-IFRS Financial Information

## What is IFRS and non-IFRS financial information?

- IFRS financial information is financial information that is presented in accordance with all relevant accounting standards.
- Non-IFRS financial information is financial information that is presented other than in accordance with all relevant accounting standards. For example:
  - Revenue or profit information calculated on a basis other than under accounting standard definitions or calculated with accounting standards and then adjusted e.g. “adjusted” or “proforma”.

## What non-IFRS financial information does CAR Group disclose in its half year and year end results presentations?

- CAR Group presents reported financial information for its business segments, associates and investments where applicable IFRS financial information exists. The financial information presented is sourced directly from financial information prepared in accordance with all relevant accounting standards and has been subject to either review or audit by CAR Group's external auditors (PwC).
- In CAR Group's investor presentations the company aims to provide equal or greater prominence to IFRS financial information. However, we also present or refer to non-IFRS financial information. Please note, all information labelled “Reported” in this presentation complies with IFRS.
- Non-IFRS financial information is calculated based on statutory IFRS financial information and adjusted to show either a position excluding significant items which have been removed OR presented based on CAR Group's effective equity ownership interest of an entity's underlying revenue, EBITDA or NPAT.
- Any non-IFRS financial information is clearly labelled as “Adjusted” or “Proforma” to differentiate it from reported/IFRS financial information.
- CAR Group provides reconciliations on the face of slides, appendices and in footnotes of presentations in order to allow the reader to clearly reconcile between the IFRS and non-IFRS financial information.

## Why does CAR Group disclose non-IFRS financial information in its half year and full year results presentations?

- CAR Group has invested in businesses in Malaysia, Thailand, South Korea, United States, Chile and Brazil and has become a global portfolio of online automotive assets. Accordingly, CAR Group management believes that the presentation of additional non-IFRS information in its half year and full year results presentations provides readers of these documents with a greater understanding into the way in which management analyses the business as well as meaningful insights into the financial conditions of CAR Group overall performance.
- The Australian Securities and Investment Commission (“ASIC”) acknowledges the relevance of non-IFRS financial information in providing “meaningful insight” as long as it does not mislead the reader.

# Segment Details

\$AUDm	Proforma				Adjusted			
	FY24	FY25	AUD %	CC %	FY24	FY25	AUD %	CC %
Dealer	228	249	10%	10%	228	249	10%	10%
Private	99	103	5%	5%	99	103	5%	5%
Media	73	80	10%	10%	73	80	10%	10%
Online Advertising	399	433	8%	8%	399	433	8%	8%
Data, Research and Services	50	52	3%	3%	50	52	3%	3%
Australia	450	485	8%	8%	450	485	8%	8%
North America	277	308	11%	10%	277	308	11%	10%
Latin America	182	205	13%	26%	182	205	13%	26%
Asia	121	136	12%	16%	121	136	12%	16%
Investments	11	11	(2%)	(2%)	68	50	(26%)	(26%)
<b>Revenue</b>	1,041	1,144	10%	12%	1,099	1,184	8%	10%
Australia	292	320	9%	9%	292	320	9%	9%
North America	166	186	12%	11%	166	186	12%	11%
Latin America	66	76	14%	28%	66	76	14%	28%
Asia	59	63	6%	11%	59	63	6%	11%
Investments	(3)	(3)	n.m	n.m	(3)	(3)	n.m	n.m.
<b>EBITDA</b>	581	641	10%	12%	581	641	10%	12%

Proforma financials differ from Adjusted financials as the recently exited Australian Tyres business unit has been excluded for Proforma financial reporting purposes.

# Reconciliation of Adjusted to Reported Financials

\$AUDm	FY24	FY25
<b>Adjusted EBITDA</b>	581	<b>641</b>
Restructuring and M&A costs	(13)	(20) <sup>1</sup>
<b>Reported EBITDA</b>	<b>568</b>	<b>620</b>
<b>Adjusted NPAT</b>	344	<b>377</b>
Restructuring and M&A costs	(13)	(26) <b>A</b>
Gain on lease modification & hedge	3	- <b>B</b>
Acquired intangible amortisation	(82)	(83) <b>C</b>
Tax Impact	(2)	7 <b>D</b>
<b>Reported NPAT</b>	<b>250</b>	<b>275</b>

## Commentary

- A** Restructuring and M&A costs include costs associated with Tyres exit, acquisitions and debt refinance.
- B** Gain on lease modification from change in fair value of financial liability of Melbourne head office lease in H1 FY24.
- C** Amortisation on acquired intangibles primarily relating to the acquisition of Trader Interactive, webmotors and Encar.
- D** Tax Impact reflects the net impact from above adjustments offset by cash impact of utilisation of acquired tax losses in Trader Interactive.




# Exchange Rates

	FY24 Average	Closing 30 June 2024
AUD / USD	0.66	0.67
AUD / KRW	875.0	925.0
AUD / BRL	3.28	3.65
AUD / CLP	594.44	621.00

	FY25 Average	Closing 30 June 2025
	<b>0.65</b>	<b>0.65</b>
	<b>906.4</b>	<b>890.8</b>
	<b>3.71</b>	<b>3.58</b>
	<b>614.38</b>	<b>613.23</b>



# Total Addressable Markets

Country	Segment		Volume (m)	Yield (AUD)	TAM (AUDm)
	Dealer	B2C	2.0	250	500
		Digital retailing	0.2	700	110
		Digital trade-in	0.5	500	225
		Finance	0.1	490	50
		Non-auto	-	-	200
	Private		1.8	100	175
	Media		-	-	800
	Data & Services		-	-	500
Australia Total					2,560
	Dealer	RV	0.8	667	500
		Powersports	1.5	200	300
		Trucks	10.0	170	1,700
		Equipment	2.5	280	700
		Marine	2.0	500	1,000
	Private		5.5	65	350
	Media		-	-	4,800
North America Total					9,350
	Dealer	New	1.7	360	600
		Used	1.7	360	600
		Wholesale	0.3	360	100
	Private		1.7	360	600
	Media		1.7	42	70
South Korea Total					1,970
	Dealer		7.0	100	700
	Private		5.0	50	300
	Media		-	-	1,500
Brazil Total					2,500
Total					16,380