

INFOMEDIA LTD DIVIDEND REINVESTMENT PLAN FREQUENTLY ASKED QUESTIONS AND ANSWERS

Please note, Shareholders should read the detailed DRP Rules and not rely solely on these frequently asked questions and answers. If there is any inconsistency between the DRP Rules and this document, the DRP Rules prevail. If in doubt, consult your legal or financial adviser before deciding whether to participate.

Capitalised terms used in this publication are defined in section 17 of the DRP Rules. Please consult the DRP Rules for further information.

1. HOW DO I PARTICIPATE IN THE DRP?

Participation in the DRP is entirely voluntary. You can choose to participate by either:

- Applying online via the Share Registry's [investor centre](#); or
- Completing a DRP form and returning it to the Share Registry at the address shown on the DRP form.

Note that if your shares are jointly held, all joint holders will need to complete the application.

Apply online

You can complete or amend your DRP application form online through our Share Registry's investor centre located at <https://investorcentre.linkmarketservices.com.au/Login/Login>. You will be required to enter your shareholder reference number (**SRN**) or holder identification number (**HIN**) and postcode. As an additional security measure you will also be asked to create a user identity and password if you have not previously used the Share Registry's investor centre.

Complete the DRP form

You may contact the Share Registry on +61 1300 554 474 to request a DRP form be mailed to you. You should have your SRN and HIN details available when contacting the Share Registry. Once you complete the DRP form, please return it to the Share Registry at the address shown on the DRP form.

2. WHO IS ELIGIBLE TO PARTICIPATE IN THE DRP?

IFM Shareholders holding fully paid ordinary shares who have a registered address in Australia or New Zealand are eligible to participate in the DRP.

Shareholders in other jurisdictions may also be eligible in some circumstances. Please see the DRP Rules for further information about eligibility.

3. WHEN WILL MY PARTICIPATION IN THE PLAN BEGIN?

Participation begins:

- if your DRP online application or DRP form is received by the Share Registry before 5pm Sydney (Australian Eastern Time) time on the Business Day after a Dividend Record Date, that Dividend Record Date; or
- otherwise, the next Dividend Record Date.

4. HOW IS THE ISSUE PRICE CALCULATED?

The Issue Price is based on an Average Market Price of Shares calculated during a set Pricing Period. The Pricing Period for DRP Shares will be determined by the Directors for each Dividend Payment Date; however it will be at least five Trading Days. The Issue Price will be rounded to two decimal places (or such other number of decimal places as the Directors may determine).

5. IS THERE A DISCOUNT?

At the time of this publication, there is no intention to apply discounts to shares acquired under the DRP. However, the Directors may decide to implement a discount in the future. Any applicable discount will be announced via the ASX platform.

6. DO ALL MY SHARES HAVE TO PARTICIPATE IN THE DRP?

You can choose to have less than your full shareholding participating in the DRP (Partial Participation). If you choose Partial Participation, you will need to provide a direct credit instruction so as to receive payment for the portion of your Shares not participating in the DRP.

If you do not provide a direct credit instruction, your Dividend for the portion of Shares not participating in the DRP will be held for you until we receive your direct credit instruction. Funds held on your behalf will not accrue interest.

7. IS THERE A MINIMUM OR MAXIMUM PARTICIPATION LEVEL?

IFM has the discretion to introduce a minimum or maximum participation level. Please see Rule 4 for further information.

8. HOW MANY SHARES WILL I RECEIVE?

The number of DRP Shares you receive will be calculated by multiplying the number of Participating Shares you hold at the Dividend Record Date by the relevant Dividend, deducting any withholding tax or other deductions (if applicable), adding any carried forward residual cash balance (if applicable), and then dividing this amount by the Issue Price. The calculation will be rounded down to the nearest whole number of Shares. Refer to section 11 of this Q&A for further information.

9. HOW WILL I KNOW HOW MANY SHARES I HAVE RECEIVED UNDER THE DRP?

All participants in the DRP will be sent a statement after each Allocation of DRP Shares. This statement will include:

- The number of Participating Shares you held at the Dividend Record Date;
- Your Dividend Payment;
- The Issue Price of the DRP Shares; and
- The number of DRP Shares issued to you.

If you are a partial Participant you will also receive your direct credit payment advice with this statement.

10. HOW WILL MY DRP SHARES BE TREATED FOR THE SUBSEQUENT DIVIDEND PAYMENTS?

If you choose to participate fully in the DRP, all Shares held by you at each Dividend Record Date will be treated as participating in the DRP (Participating Shares), including any previously acquired DRP Shares or other Shares. If you choose Partial Participation, only the number of Shares you have specified will be Participating Shares. The number of Shares that will be treated as participating in the DRP may be limited if IFM elects to introduce a minimum or maximum participation.

11. WHAT OCCURS WHEN THERE IS A RESIDUAL BALANCE?

When there is a residual balance following the calculation of the Issue Price and the number of DRP Shares you receive, it will be carried forward and added to your next Dividend Payment entitlement. However, if the DRP (or your participation in it) is suspended or terminated, then any residual balance will be forfeited and will become the property of IFM and may be paid to a registered charity chosen by IFM.

The effects of participating in the DRP are illustrated below through a simple comparison of Full Participation, Partial Participation (based on 5,000 Participating Shares) and no participation. These scenarios assume that no withholding tax or other deductions have been made.

Illustration of effects of participating in the DRP

| | Shareholder A Full Participation | Shareholder B Partial Participation | Shareholder C Does Not Participate |
|---|-------------------------------------|--|---------------------------------------|
| Shares held as at Dividend Record Date | 10,000 | 10,000 | 10,000 |
| Dividend per Share | \$0.03 | \$0.03 | \$0.03 |
| Total Dividend | \$300.00 | \$300.00 | \$300.00 |
| Participating Shares | 10,000 | 5,000 | 0 |
| Dividend on Participating Shares | \$300.00 | \$150.00 | Not applicable |
| Issue Price of DRP Shares | \$0.76 | \$0.76 | Not applicable |
| DRP Shares Allocated | 394 | 197 | Not applicable |
| Cost of DRP Shares Allocated | \$299.44 | \$149.72 | Not applicable |
| Residual balance in DRP account ¹ | \$0.46 | \$0.28 | Not applicable |
| Cash balance of total Dividend – Paid by direct credit | \$0.00 | \$150.00 | \$300 |
| Total shares held after this Dividend | 10,394 | 10,197 | 10,000 |
| Participating Shares for next Dividend ² | 10,394 | 5,000 | 0 |
| Notes: | | | |
| (1) Residual balances are generally carried forward to the next Dividend Payment Date | | | |
| (2) Excludes any Share transactions after Dividend Record Date | | | |

12. WHAT IF I HAVE MORE THAN ONE IFM SHAREHOLDING?

If you receive more than one IFM dividend, proxy form and or Annual General Meeting statements, you are most likely holding more than one IFM shareholding.

You will need to provide a separate DRP form or instruction for each of your shareholdings. For example, you may have issuer sponsored holdings and broker sponsored holdings. To make it easier to manage your shareholdings, you may want to combine your shareholdings. Please contact the Share Registry on +61 1300 554 474 for more information.

13. WHAT WILL HAPPEN IF I COMBINE MY SEPARATE SHAREHOLDINGS?

If you decide to combine your holdings, for instance by converting your issuer sponsored holding to your broker sponsored holding (or vice versa) your participation in the DRP and your direct credit details may be affected by the conversion of your holdings. You should contact the Share Registry following the conversion to ensure the appropriate DRP election continues to be applied.

14. CAN THE DRP BE CHANGED OR TERMINATED?

IFM may vary the Rules or suspend or terminate the DRP at any time. Please refer to Rule 11 for further information. If this occurs, IFM will make a public announcement to the ASX and information will be available on www.infomedia.com.au.

15. HOW DO I CHANGE MY DRP PARTICIPATION?

You can change your participation or withdraw from the DRP by either:

- Through our Share Registry's [investor centre](#). You will be required to enter your SRN or HIN and postcode. As an additional security measure you will also be asked to create a user identity and password if you have not previously used the Share Registry's investor portal.
- Contacting the Share Registry on +61 1300 554 474 to request a DRP form, completing the form and sending it to the Share Registry at the address shown on the DRP form. You should have your SRN or HIN and postcode details available for identification purposes.

Your DRP form or instruction must be received by the Registry or lodged online by 5pm Sydney (Australian Eastern Time) time on the Business Day after the next Dividend Record Date to active your participation for the next Dividend.

16. CAN I SELL MY DRP SHARES?

Shares acquired through the DRP can be sold at any time after Allocation and quotation.

17. WHAT WILL HAPPEN IF I SELL SHARES CLOSE TO THE TIME OF THE DIVIDEND RECORD DATE?

If you sell Shares between a Dividend Record Date and Dividend Payment Date, your Dividend Payment in respect of Participating Shares will still be reinvested in the DRP. In this instance, if all the Shares are sold between the Dividend Record Date and Dividend Payment Date, Shares received under the DRP may be less than a marketable parcel and may be difficult or costly to liquidate.

If you sell Shares before the Dividend Record Date, you will not receive Shares under the DRP or any other payment on the Dividend Payment Date in respect of those Shares that you have sold.

18. WHAT IS THE TAXATION TREATMENT?

IFM does not and cannot advise on the taxation implications of participating in the DRP, and does not accept any responsibility for any interpretation, or application of the general information set out below by Shareholders. IFM strongly suggests that participants seek independent professional advice concerning their taxation position.

Under Australian tax laws, Dividends reinvested into Shares are generally treated as assessable for income tax in the same manner as cash dividends for Australian tax purposes. For Capital Gains Tax purposes, shares issued under the DRP generally have a cost base equal to the amount of the cash dividend entitlement which is reinvested. Shareholders may be subject to tax on disposal of the shares.

FURTHER ENQUIRIES

The DRP Rules contain further information about how the DRP operates and how you can participate. If you have further enquiries (other than concerning taxation), please contact the company's Share Registry on +61 1300 554 474.