

Infomedia secures multi-year enterprise agreement with Ford Europe

4 November 2020 – Sydney, Australia: Infomedia Ltd (ASX:IFM), a leading software provider in parts, service and data insights to the global automotive industry today announced it has signed a strategic pan-European contract with Ford Europe to provide the next generation (Next Gen) of its Microcat electronic parts catalogue (EPC) in the region.

This strategic agreement has been secured ahead of the completion of Infomedia’s global Next Gen integrated parts and service platform to be rolled out at the end of the 2020 calendar year.

“This is a very significant achievement for Infomedia because it demonstrates that we are delivering on the strategic objectives we set for the business.

Over the last four years, we have been investing in our global platform to ensure our systems, architecture and resources would support global growth. The delivery of the Next Gen platform is the final stage of that strategy. The win with Ford Europe demonstrates how Infomedia will continue to take advantage of significant change impacting the global automotive industry with innovative technology solutions,” said Infomedia’s CEO, Mr Jonathan Rubinsztein.

“This is an exciting win for Infomedia and heralds in a new era for our Next Gen EPC platform, as the innovation and functionality of the platform differentiates Infomedia from its peers by taking an essential but siloed reference tool and turning it into an integrated parts selling platform,” he said.

The total contract value of this strategic win is approximately A\$14 million¹ over 5 years; revenue will begin to ramp up from January 2021.

Automakers recognise the importance of Infomedia’s EPC as mission critical aftersales software. It identifies the precise part and accurate pricing of those parts for every vehicle in an automaker’s car park, based on the vehicle identification number, enabling dealers to provide timely, efficient and cost saving benefits to customers.

2020 Annual General Meeting

Infomedia will hold its Annual General Meeting on Wednesday, 11 November 2020. The meeting will take place virtually owing to the ongoing COVID-19 restrictions. Infomedia’s 2020 Annual General Meeting is available online at <https://agmlive.link/IFM20/register> with registration available from 8:30am (AEDT). Additional information can be found on the Infomedia website at <https://www.infomedia.com.au/agm>.

ENDS

This release was authorised by the Infomedia Ltd Board.

¹ Based on current exchange rates

About Infomedia

Infomedia Ltd (ASX:IFM) is an Australian-based technology solutions company that develops and supplies electronic parts catalogues, service quoting software systems (SaaS), data analytics and business insights for the aftersales parts and service sector of the global automotive industry. The company was founded in 1987 and is headquartered in Sydney, Australia. Since 2016, Infomedia has invested significantly to underpin the future growth of its business. Investment in both back-office business systems, infrastructure and a global account sales structures were necessary following a considerable period of under investment. Central to this investment was the development of a single integrated parts and service platform built on microservices architecture, called Next Gen. The roll-out of Next Gen commenced early in 2020 and will complete with every Infomedia customer on the new platform in January 2021.

2021 Key Dates²

25 February 2021	Financial results for the 6 months to 31 December 2020 (1H21)
24 August 2021	Financial results for the 12 months to 30 June 2021 (FY21)
16 November 2021	Annual General Meeting 2021

Further queries, please contact:

Daniel Wall
Company Secretary
O: +61 2 9454 1728 M: + 61 414 991 614
E: dwall@infomedia.com.au

Tanya Thomas
Head of Investor Relations & Communications
O: +61 2 9454 1547 M: + 61 424 693 055
E: tthomas@infomedia.com.au

ACCELERATING PERFORMANCE DRIVING INNOVATION & SERVICE NAVIGATING GLOBAL, STEERING LOCAL HAVING FUN IN THE FAST LANE

² 2021 Key Dates are subject to change. Any amendment to these dates will be made available on our website and announced on the Australian Securities Exchange (ASX) platform.