

11 November 2020

ASX Market Announcements Office

2020 AGM ADDRESSES TO SHAREHOLDERS

The Company will address shareholders today at its Annual General Meeting (**AGM**), to be held virtually from 9:00am AEDT.

Further information about the meeting can be found at www.infomedia.com.au/agm

Pursuant to ASX Listing Rule 3.13.3, a copy of Chairman's and Managing Director's addresses to shareholders and accompanying presentation materials are attached with this release.

ENDS

This release was authorised by the Infomedia Ltd Board.

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), and data analytics and business insights for the aftersales parts and service sector of the global automotive industry. Infomedia has led innovation in service infrastructure within global automotive distribution networks for more than 25 years and continues to expand its reach within the three regions in which it operates.

Please visit Infomedia's website <https://www.infomedia.com.au> and YouTube channel <https://www.youtube.com/infomedialtd> for more information.

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2020 ANNUAL GENERAL MEETING

11 November 2020

CHAIRMAN'S ADDRESS TO SHAREHOLDERS

On behalf of the Board of Infomedia Ltd, we would like to express our gratitude to all our shareholders for your support in what has been a year of change, growth, challenge, and opportunity.

2020 FINANCIAL YEAR PERFORMANCE

2020 has been a year of sustained customer engagement and pleasing financial performance. We have continued our investment in the future by building the next generation of our core parts and service technology solutions, investing in our data insights platform, and completing a successful \$83.9 million capital raise.

We were pleased to deliver a financial result for the 2020 financial year that was in line with expectations while also supporting our customers during the most challenging months between March and June. The strategic decisions made during the year were intentionally bold to ensure Infomedia is well placed to sustain growth into the future.

2020 is the fourth consecutive of revenue and earnings growth achieved by the current management team and board. A strong start to the year underpinned a good result despite delayed revenue and opportunity in the second half of the year because of COVID-19 related restrictions.

Infomedia's earnings per share (EPS) increased 10% to 5.69 cents per share (cps) up from 5.19 cps in the previous corresponding period (pcp).

Infomedia reported revenue of \$94.6 million for the year, an increase of 12% pcp.

Net profit after tax for the year was \$18.6 million, an increase of 15% pcp. EBITDA margins increased from 45% to 49% pcp.

Cash EBITDA, a key internal metric to identify the cash impact of capitalised development costs in reported NPAT, increased 11% to \$21.3 million.

Infomedia is in a solid financial position. Net current assets are \$98.0 million including cash and cash equivalents of \$103.9 million.

CAPITAL MANAGEMENT

In April and May of 2020, we completed an \$83.9 million capital raise via an institutional placement and share purchase plan (SPP). A key pillar of Infomedia's response to COVID-19 was to position the business for attack ... not only protect.

With the market opportunities before us we were determined to ensure we had adequate balance sheet flexibility to manage our development imperative and respond to acquisition opportunities.

We took proactive steps to ensure that both the institutional placement and SPP were structured to balance the best interests of all Infomedia shareholders and the long-term growth of the company. Your Board was very involved in the allocation of shares in the institutional placement. Approximately 98% of Infomedia's nearly five thousand shareholders were eligible to take up at least their pro rata entitlement.

I'd like to thank you for your support during the capital raise. It is not lost on the Board or management that all our shareholders would like to see this money productively deployed.

The additional capital, raised to fund future growth, remains intact. Our M&A strategy is progressing well. Our focus is ensuring that our acquisition targets meet our investment criteria to enhance our core product offerings, provide access to new customers or new markets and are earnings accretive.

Infomedia continues to be highly cash generative and there is currently no change to the Company's stated approach of paying dividends at the lower end of its Dividend Payout Ratio, of between 70% and 80% of NPAT.

CULTURE AND BUILDING A TEAM FOR GROWTH

In previous years I have spoken about our efforts to nurture a corporate culture that is diverse, high performing and customer centric. We have invested significantly in recent years to ensure that the people, processes, and systems supporting the business had the skill, disposition, and integrity to support Infomedia through various phases of development.

During this year, those skills were tested and Infomedia's team globally rose to meet the challenge showing tremendous support to each other along the way and putting our customers first. The measures introduced in March under our Covid response protect and attack strategy impacted every member of Infomedia's team.

Almost overnight, our 300 employees around the world transitioned to working virtually. Simultaneously, nearly 60 percent moved to a four-day working week except those working to meet critical deadlines on the Next Gen project.

Our global sales teams in Europe, the Americas and Asia Pacific worked long days and often into the night to engage customers, identify challenges and provide solutions.

A focus on staying connected, increasing communication, and collaborating online resulted in an increase in productivity across all teams and provided a positive effect culturally reflected in recent employee engagement results.

A commitment to our customers and accountability underpins the core values we share across our business and the events of this year have been testament to their liveability.

GOVERNANCE

Infomedia's Board places emphasis on personal integrity and mutual respect and is committed to achieving high standards of professional conduct across all Infomedia's operations.

More detail of Infomedia's corporate governance framework, oversight policies and the Board and Management approach to managing risk can be found on the corporate governance section of Infomedia's website.

CONFIDENT IN INFOMEDIA'S STRATEGIC DIRECTION

Your Board remains active in its oversight of the company, strategic initiatives, and stakeholder engagement. The confidence of Board and management to grow Infomedia's business by leveraging core assets to a large global customer base through innovation, investment and partnership has firmed during a year of volatility. We are confident that Infomedia is well placed to emerge from the challenges of the 2020 financial year in a much stronger position.

Infomedia's strategic direction and objectives to be the leading software provider to the global automotive aftersales market are clear. The disruptive trends facing our industry and changes in new car sales are resulting in an increased focus on leveraging data centric technology in automotive aftersales.

We believe Infomedia is well positioned to capitalise on these trends by leveraging our core parts, services, and data solutions which Jonathan will cover in his address.

As we have previously signalled, COVID-19 related restrictions will result in softer revenue growth in the first half of the financial year however recent wins in Europe including our win with Ford Europe announced last week, and other deals in Asia Pacific and the Americas are expected to deliver a stronger second half of the 2021 financial year (FY21).

Our confidence stems from the knowledge that Infomedia is one of very few global software providers in both parts and service and holds a distinctive and enviable position to leverage information and transaction data that is often trapped in disparate, operational manufacturing and dealership systems.

CLOSING & ACKNOWLEDGEMENTS

On behalf of the Board and Management, thank you to our customers, our shareholders, our employees and our partners for your loyalty, commitment, trust and support during a most extraordinary time.

I would like to acknowledge the extraordinary efforts of Infomedia's management team under the leadership of Infomedia's CEO, Jonathan Rubinsztein for their ability to innovate, develop, deliver, engage, protect, and attack during this year.

I'd also like to thank Infomedia's Non-Executive Directors, Paul Brandling, Anne O'Driscoll, Kim Anderson and Clyde McConaghy for their support this year. Finally, a big thank you and farewell to Clyde McConaghy in particular who leaves Infomedia today after a significant contribution over the last 7 years.

Thank you!

I now hand over to our CEO, Jonathan Rubinsztein.

MANAGING DIRECTOR & CEO'S ADDRESS TO SHAREHOLDERS

Thank you, Bart.

Good morning everyone.

This morning I'd like to start by spending just a couple of minutes talking about who we are, the significance of the 2020 financial year and why we are excited about the opportunities ahead.

I'll briefly review a number of achievements we have made during the year and then move on to discussing the strategic initiatives which underpin Infomedia's future growth.

Infomedia is one of a few global software providers to the Automotive Aftersales market.

One of our core values is to Navigate Global and steer local with offices in Sydney, Melbourne, Cambridge and Detroit.

Over the last few years, we have been investing to capitalise on the significant change in the auto industry with the recent development of our next generation data driven technology. Our market leading software solutions provide timely, efficient, and cost saving benefits to our automaker and franchise dealer customers. Our modern Next Gen platform of integrated parts service and data solutions allows Infomedia to drive a much stronger Customer proposition and access a broader addressable market. I am very excited with this as it is a significant shift for Infomedia which I will explain in more detail later.

The 2020 financial year will be remembered in Infomedia's history as a time of sustained performance and continued investment in the future. We built the Next Gen platform, invested in data solutions, and completed a successful \$83.9 million capital raise to fast-track growth.

We also completed the Nissan global roll-out, moved our team of 300 permanent employees to working from home, and supported them and our customers to address their specific needs during an unprecedented and uncertain period.

Since August, business activity has picked up resulting in the completion of several wins in APAC and EMEA including the win with Ford Europe that we announced last week. It is strategically important as it is the first win on our Next Gen and demonstrates the sales potential of our new platform.

Sales across the Americas also improved under the direction of our new regional head and reinvigorated sales team. I am very pleased to announce that we have also recently signed several leveraged sales partnership agreements with peer automotive software companies in the region.

What this means is that we embed our software and data solutions within our Partners software, so every time they acquire a new Customer, we become part of their solution. The concept is really like *"powered by Infomedia"* or maybe, *"Intel inside"*.

The first of these partnerships is with DealerBuilt, a modern, highly customizable, customer experience dealer management system in the United States. Under the agreement, the DealerBuilt DMS will be powered by Infomedia's service menus and data solutions allowing them to compete head to head with some of the larger DMS providers in that market.

We have reached similar deals to provide service menus and data solutions to MyKaarma, a dealer-based customer communication and payments platform, and UpdatePromise, a fixed operations consumer experience platform for collision repair centers and dealerships.

Infomedia purposely operates with a small and agile sales team covering a large area and this opportunity improves our reach across Canada, Mexico, and the United States. These are true partners, and we will leverage each other's sales force to sell our combined solutions. Early stage indications are promising.

Bart spoke previously about the protect and attack measures put in place in response to the global pandemic and this is also explained in some detail in the Annual Report.

I'd like to acknowledge the leaders and individuals across Infomedia's business who contributed in so many ways to a establishing a global, virtual working environment that was efficient, responsive, engaging and supportive to our employees and our customers.

Despite the change and uncertainty of this year, we have continued to deliver on our Strategy and subject to restrictions easing, we expect growth in calendar 2021 to re-emerge at a faster pace.

The initiatives that we put in place to capitalise on emerging trends included:

Strengthen the core

We have Built Next Gen ... which will be delivered by the end of this calendar year

Expand the core

Through the acquisition of Nidasu and leveraging our rich data assets and insights ... we believe this will become an increasingly important part of Infomedia's business.

We have further invested in our global account strategy ... which contributed to the Ford Next Gen win in Europe

Acquire

We are focussed on acquiring assets that give access to new functionality, new customers, or new geographies ... and as Bart said we hope to say more in the new year.

Our aim is to be the leading software provider to the global automotive aftersales market. Our strategic initiatives are directly aligned to the objectives of our customers who are focussed on protecting and growing aftersales and retaining customers to their brands through excellent service.

The disruptive technology trends facing our industry continue ... including slower new car sales.

This means automakers and franchise dealers need to improve productivity and the key enabler of this is technology.

We have continued to invest to develop a unique global Customer experience. Our focus is on breaking down the traditional silos of separate parts and service fixed operations, capturing and mining data to help our Customers make sense of their data and supporting a global brand experience for our Customers.

Whether it is innovation, acquisition, or partnership we are pursuing multiple growth opportunities which are supported by Industry tailwinds.

We feel we have completely reimaged aftersales with the development of an integrated platform designed using a customer centric design philosophy.

I am so proud of what the team has achieved over the last 2 years.

We have currently rolled out the Next Gen platform to around two thirds of our customer base and the feedback has been excellent. Our customers tell us we have jumped ahead of the competition by embedding service data into our Parts Software and providing global search functionality that transforms a siloed, technical reference tool into an integrated parts selling platform.

We have also been investing in data solutions. As one of few global providers, we are in an enviable position to leverage information and transaction data from multiple operational, manufacturer, dealer, and third-party systems to provide insight that is valuable to our customers.

We believe connecting data silos remains a significant opportunity that will deliver better auto customer experiences, help re-define success metrics and grow aftersales profits.

The development of Next Gen opens new opportunities.

Before, Infomedia's Mircrocat EPC and Superservice Menus and Triage software was delivered as separate point solutions.

Now with Nextgen, our move to an integrated platform allows Infomedia to deliver a modern, comprehensive suite of offerings across multiple Customer Segments.

I have talked a lot about how we have grown our Capability. But I am often asked about the size and potential of the market we play in. This year we have spent a lot of time refining and testing our Strategy around where to play and how to win.

This chart shows the Total Global Auto Dealer Software Market broken down by type of Customer or channel. Here we aim to delve a little deeper into a TAM slide we have shared previously with the market. That slide is available for reference in the appendix to this presentation, available on the ASX or our website.

As we have worked collaboratively with our Customers, we have identified a significant opportunity to leverage our integrated solution across the broader ecosystem.

With the capabilities we have today we can use our Core products and data to expand the aftersales reach of our OE Customers more efficiently and consistently into segments such as Collision, Mechanical and Ecommerce.

Today we are going to explore the second and third segments of the TAM diagram on the left-hand side. The first circle, Infomedia's megatron logo, references our FY20 Revenue. The second larger light blue circle references the \$2-\$3 billion global dealer aftersales parts and service market. The third, larger dark blue circle, represents the global auto dealer software market.

The outer gray circle represents a much broader and significant auto market which we are not playing in.

The light blue sections on this chart to the right represent the estimate of our SAM today (which is the serviceable addressable market) within each segment.

In summary, we are playing in a huge market of approximately US\$12.9bn. Historically, our focus has been in the Franchise Dealer market where we estimate our SAM is approximately US\$1.2 billion.

Driven by the desire and request from our customers who aim to further penetrate these markets, we believe our innovative solutions support them to compete for aftersales revenue in these segments typically against the aftermarket.

Combining the power of a modern integrated platform with our existing capabilities and global customer relationships, allows us to participate in a larger addressable market shown as the extension of the SAM. Most importantly, the stronger our customer proposition, the more likely we are to win. Hence our key focus has been ... How do we create the strongest customer proposition to win?

We have a clear strategic plan to be the leading player in the global automotive aftersales software.

Over the last five years, we delivered a compound annual growth rate of 9.4%.

Looking forward, our focus on customers and 4 key differentiators including ... strong global position, transformative NextGen platform, talented team and M&A capacity, will underpin our future growth.

We believe these are our strengths and our focus in these areas will allow us to grow strongly over the medium term. Our aspirational target is to double our revenue in 5 years to A\$200m.

Above all, we are committed to providing solutions that drive success for our customers and building a great place to work.

Thank you.



ANNUAL GENERAL MEETING

11 November 2020

Agenda



01. **Chairman**
02. **Managing Director & CEO**
03. **Business of the Meeting**



Bart Vogel

Chairman

FY20 highlights

Accelerated Performance



Revenue

Up 12% to \$95m

Cash EBITDA

Up 11% to \$21m

NPAT

Up 15% to \$19m

Dividend

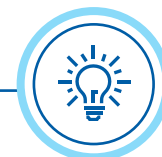
Up 10% to 4.3c per share

Capital Management



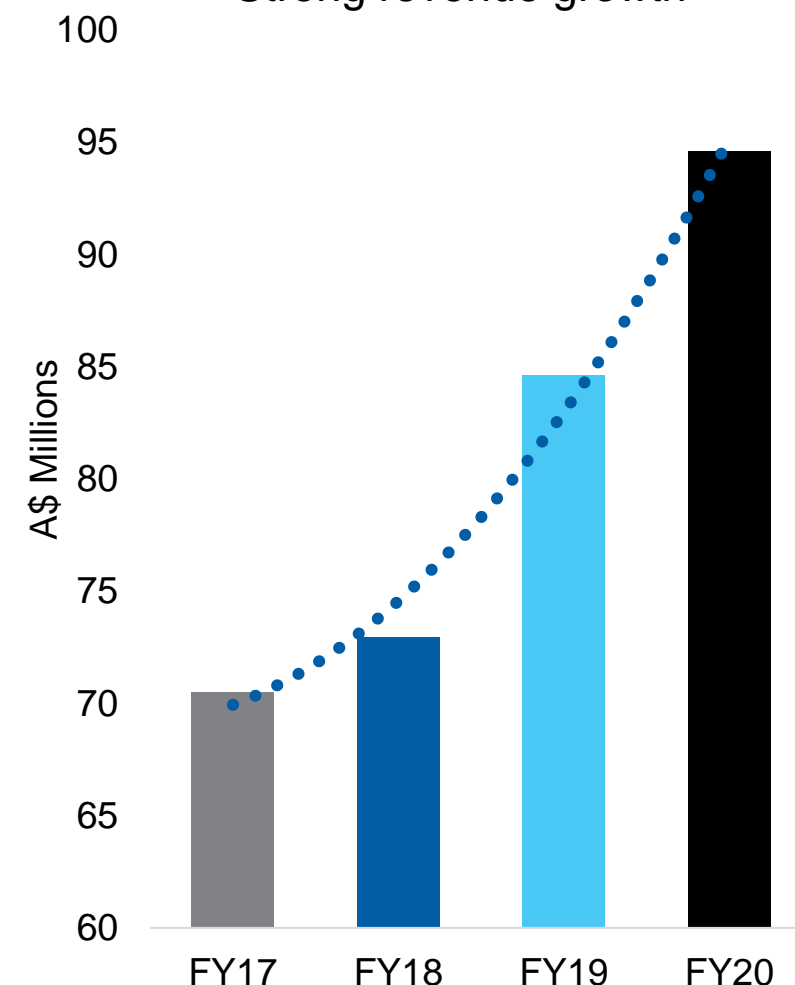
- Placement and SPP in April/May 2020 raised \$83.9m
- 98% of placement allocated to existing shareholders
- Cash and Cash Equivalents of \$104m at 30 June 2020

Drive Innovation & Customer Service



- Investment in Next Gen parts & service platform solutions on target
- Customer support through early COVID-19 months (Mar–June)
- Sustained account management and new sales momentum

Strong revenue growth



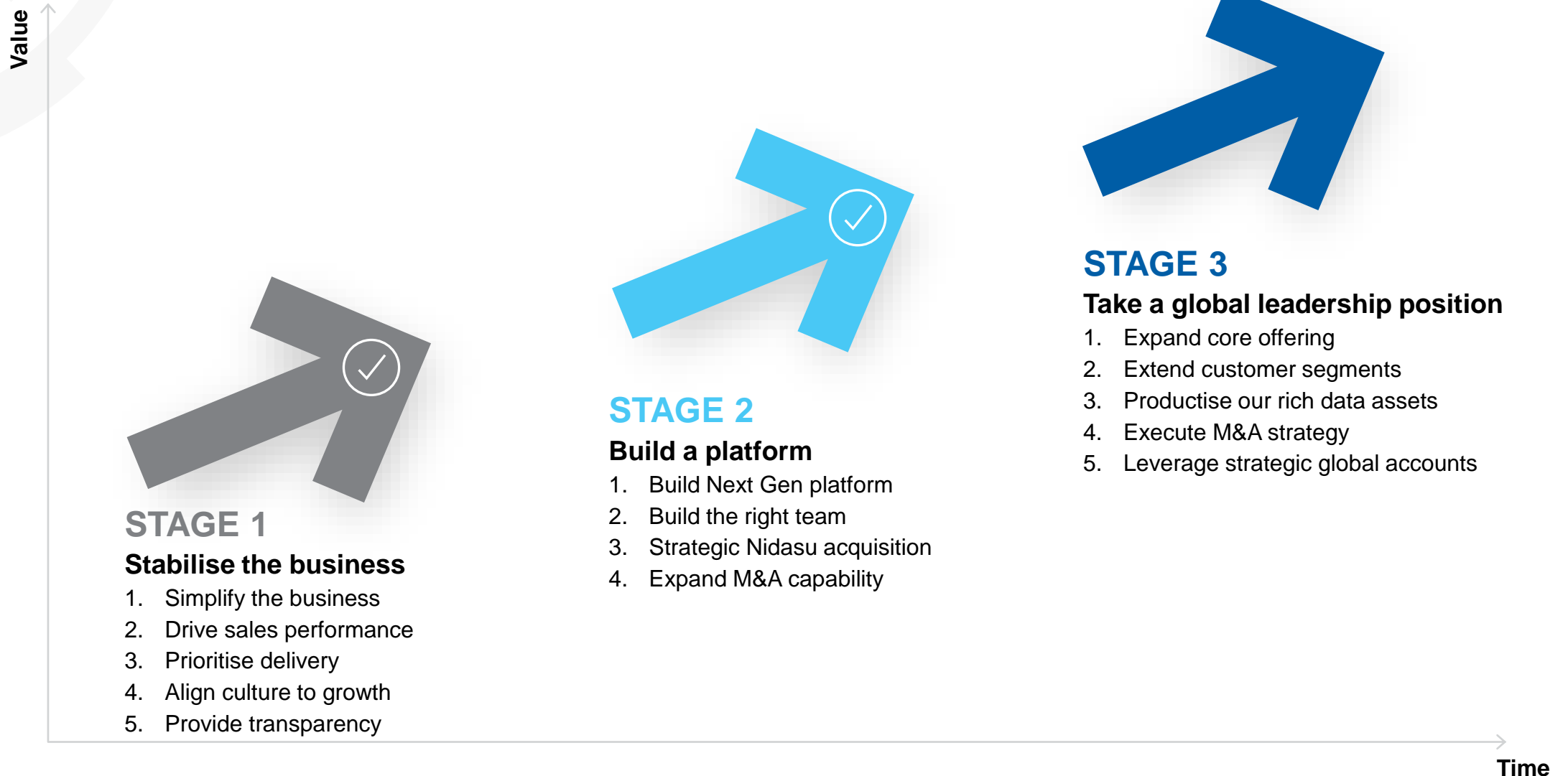
Positioning for strength beyond COVID-19

Quick response to changing events. Bold strategic decisions underpin future growth.

5 Pillar COVID-19 Pandemic Response



Building a global leadership position



“Our confidence stems from the knowledge that Infomedia is one of very few global software providers in both parts and service and holds a distinctive advantage. We are in an enviable position to leverage information and transaction data that is often trapped in disparate, operational manufacturing and dealership systems.”

Bart Vogel
Chairman



Jonathan Rubinsztein

Managing Director & CEO

Who we are

Infomedia Ltd (ASX:IFM)



Leading software 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 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

Data & Data Insights

Data analytics and actionable insight solutions to support automotive manufacturers and dealers reduce operational costs, grow sales and retain customers from one purchase to the next

Our competitive position

SaaS provider to global auto manufacturers and dealers

Over 95% recurring revenue

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

Over 80% of revenue generated from outside Australia

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

A defining year – FY20



APAC

- Strong growth
- Completed roll-out of a large global contract
- Dealer and manufacturer opportunities in region
- Data opportunities emerging



EMEA

- COVID-19 related restrictions impacted business early (Feb 20)
- Increasing opportunities for data analytics & insights
- Ford Europe Next Gen EPC win (Nov 20)



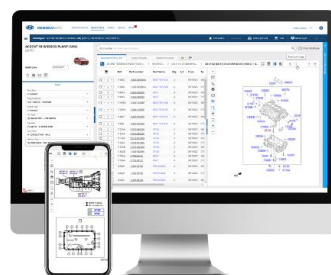
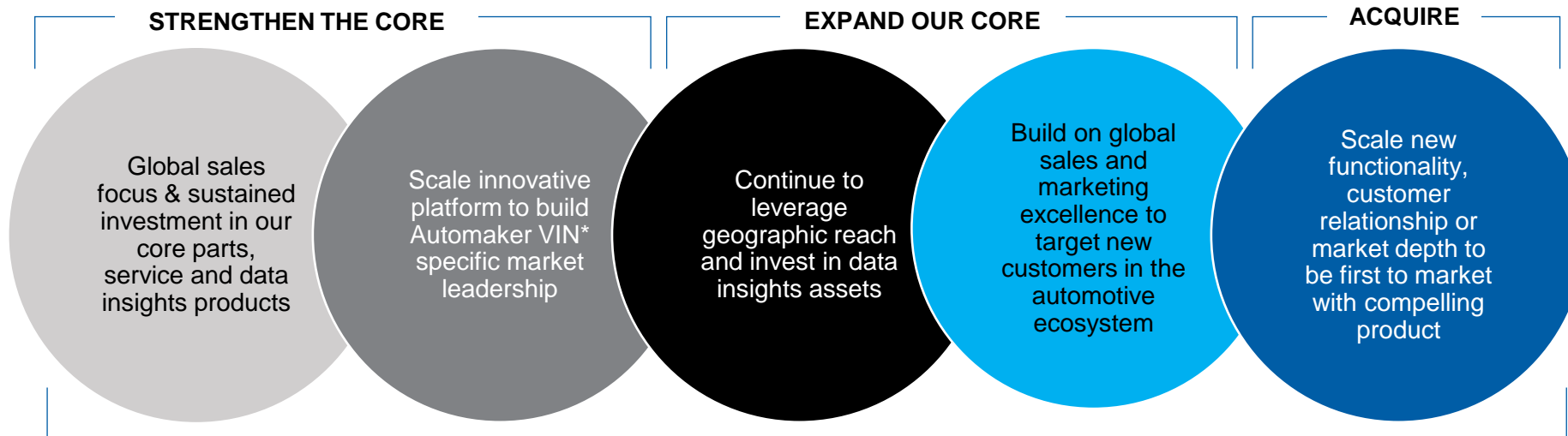
Americas

- COVID-19 related restrictions led to delays (install, rollout and revenue)
- Initiated remote installs where possible
- Reinvigorated sales team; strong sales in June & July
- New leverage sales partnerships (Aug 20)

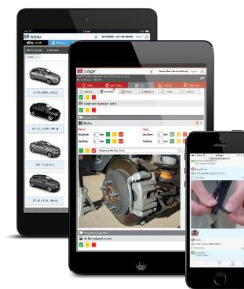


Commitment to our strategy

AIM TO BE THE LEADING SOFTWARE PROVIDER TO THE GLOBAL AUTOMOTIVE AFTERSALES MARKET



MICROCAT®



SUPERSERVICE™



**DATA INSIGHTS
NIDASU®**
An Infomedia company

*VIN – vehicle identification number

Aligning innovation investment

Industry trends as tailwinds...

01. Parts and Service **convergence** – breaking down data silos

02. **More data** than ever before – making sense of data for customers

03. Manufacturers looking to drive **consistent global processes** – delivering unique global customer brand experience

04. **Interoperability** – simplifying complexity of point solutions

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 platform that allows Infomedia to deliver a modern, comprehensive suite of offerings across multiple customer segments

DELIVERING NEXT GEN STRATEGY

Integrated Platform opens new opportunities

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

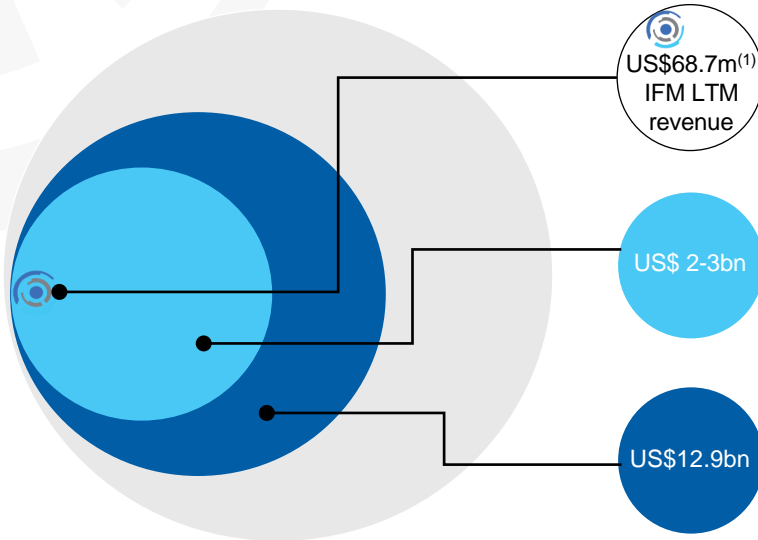


Modern Integrated Platform

Parts | Service | Data Insights

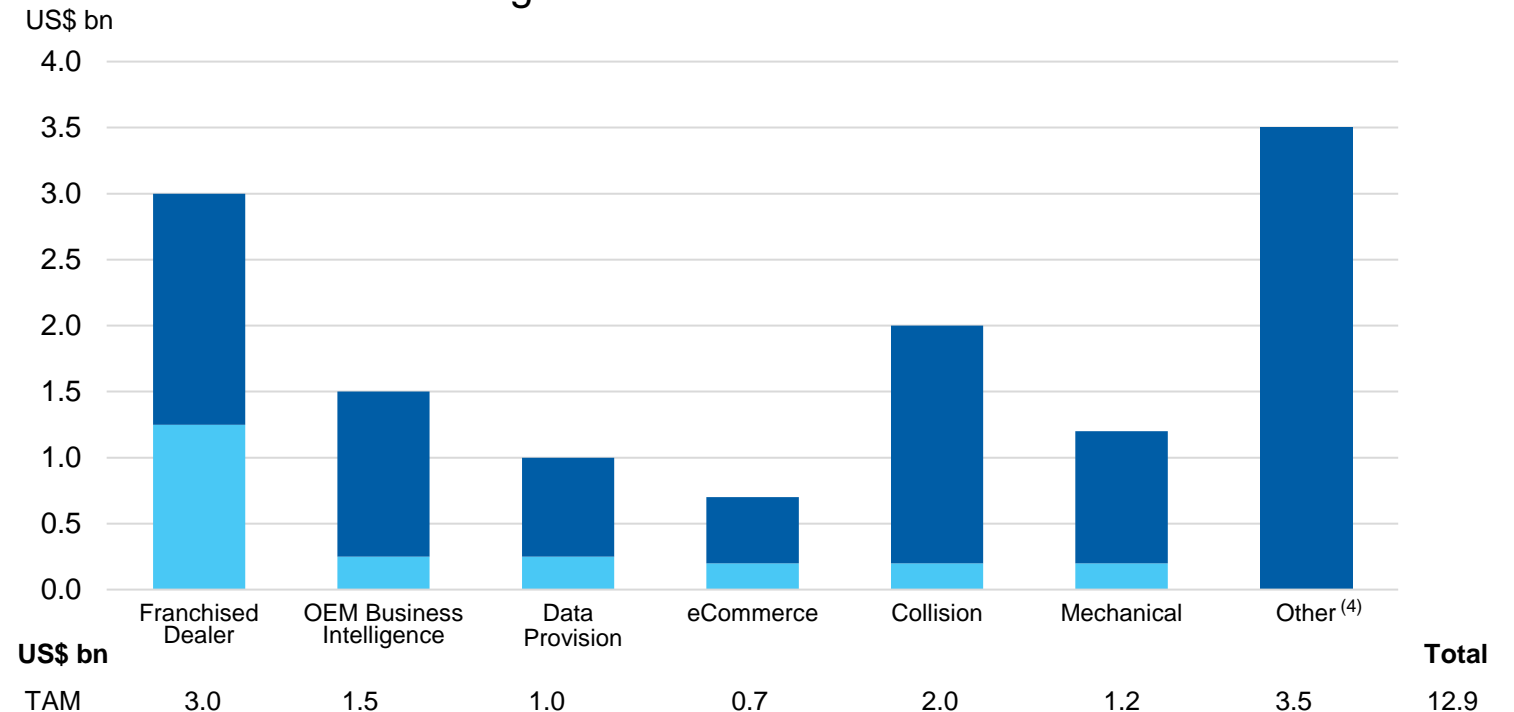
*OEM: Original Equipment Manufacturer / Automaker

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.

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 in 5 years



Thank You

Please visit us <https://www.infomedia.com.au>

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

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

<https://twitter.com/infomedialtd>

Appendix



Core Values



TAM



Product Overview



Next Gen Features Overview

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.

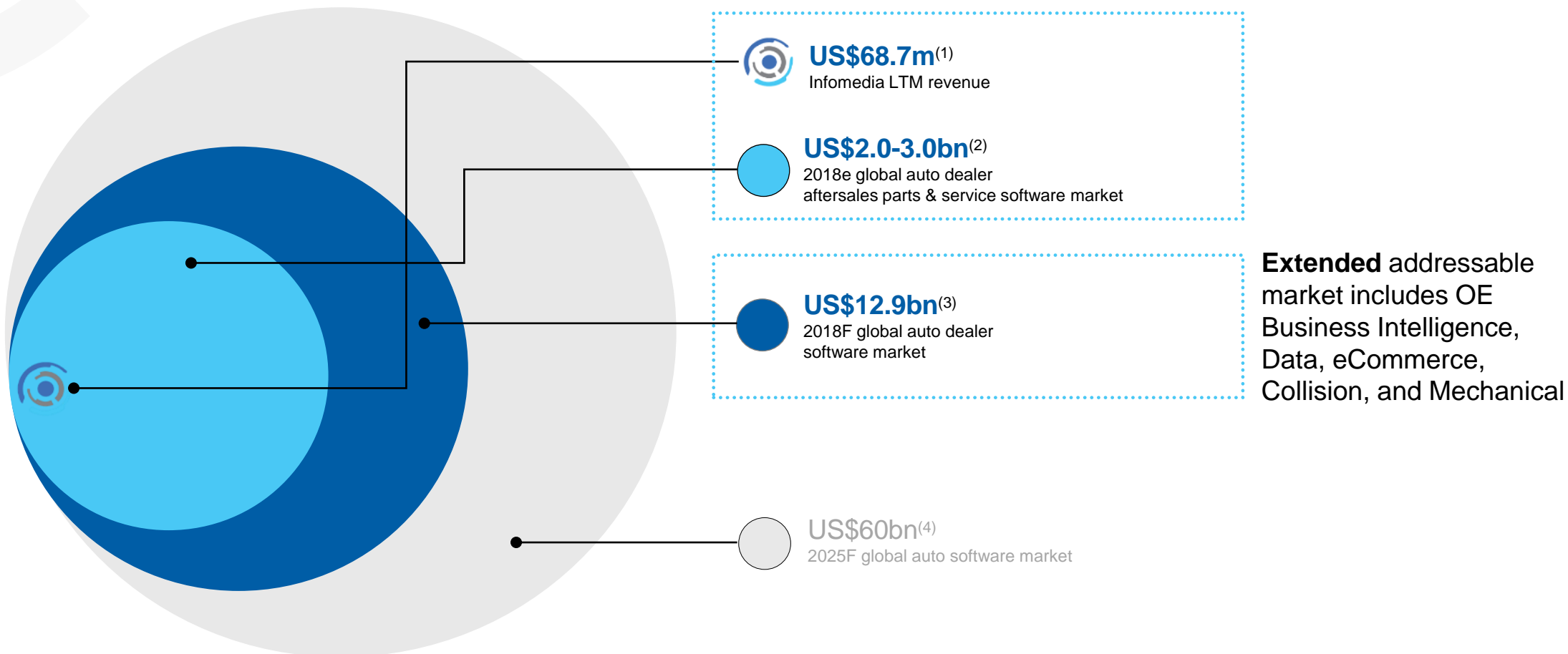


HAVING FUN IN THE FAST LANE

We balance hard work with a fun and vibrant workplace.

Digital disruption drives opportunity

Investment underpins further penetration in a fragmented and growing market



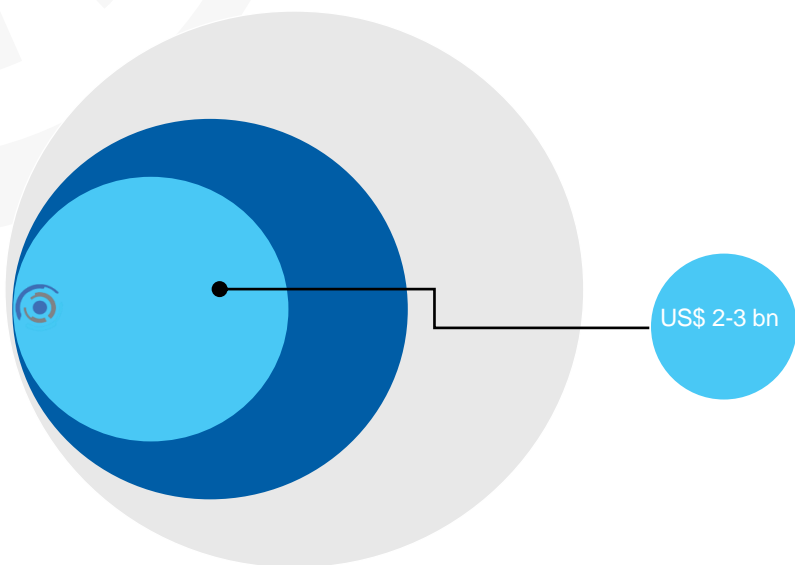
⁽¹⁾ Infomedia LTM Revenue ending 30 June 2020 converted at AUD/USD spot rate of 0.7265 as at 6 Nov 2020.

⁽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.

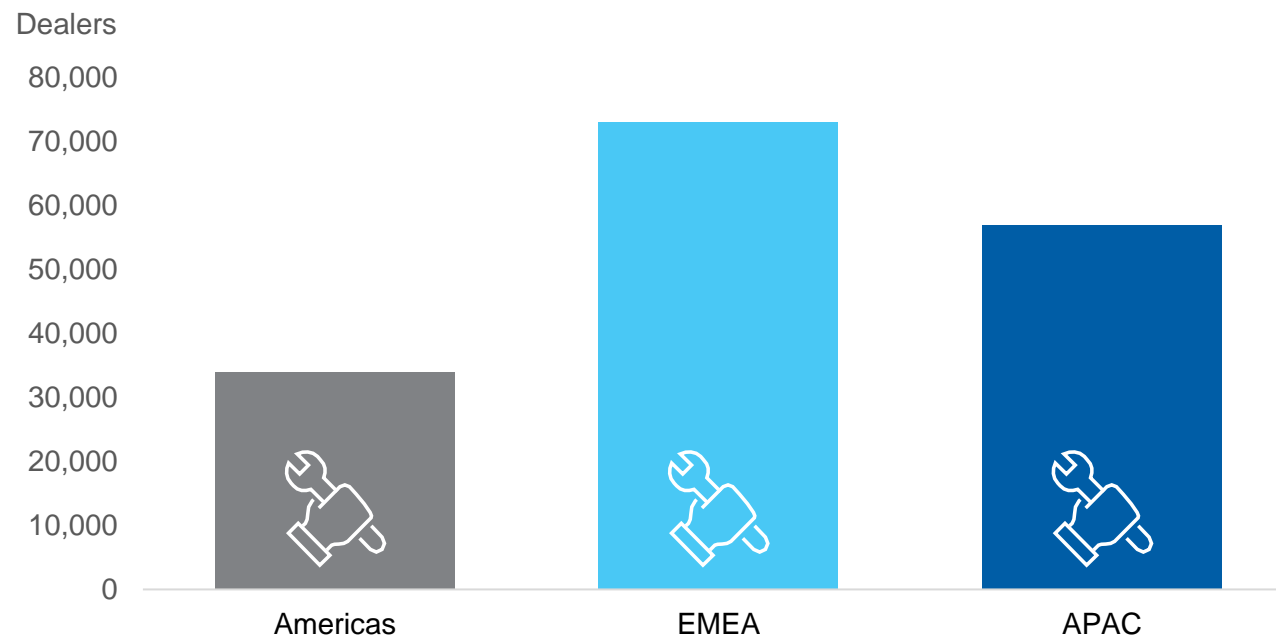
⁽⁴⁾ MarketsandMarkets:Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025.

Global dealer aftersales Parts & Service



- Estimated number of dealers by region. Americas **fewer though larger** dealers.
- Spend estimates based on Infomedia view of dealer average aftersales Parts & Service software spend.
- Global addressable market size of aftersales Parts & Service software approximately **US\$2.8 – US\$3.0 billion.**

Global dealer aftersales parts & services software market



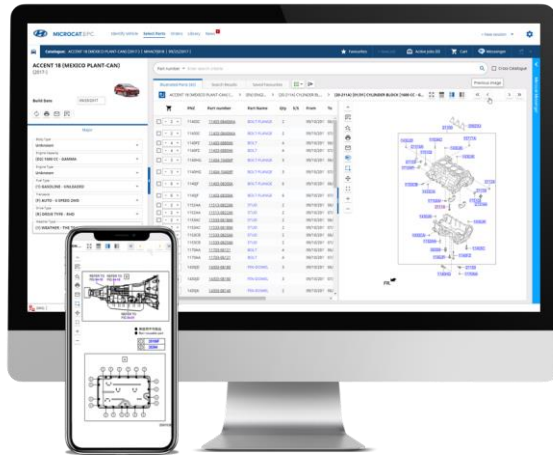
Number of Dealers ⁽¹⁾	34,500	73,600	56,250
Est. Annual spend/dealer ⁽²⁾	US\$42,000	US\$8,400	US\$12,000
Est. Total spend	US\$1.5 bn	US\$0.6 bn	US\$0.7 bn

⁽¹⁾ Dealer numbers derived from several sources including NADA, Canada Automobile Association, Statista, Ward's Auto, Australian Automobile Dealer Association, and estimates for smaller countries

⁽²⁾ Infomedia estimates based on internal analysis dealer spend on aftersales parts and services software

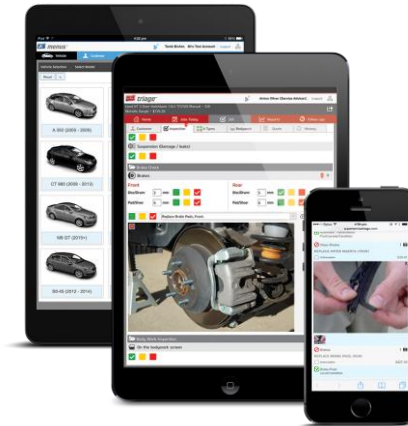
Product suites

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



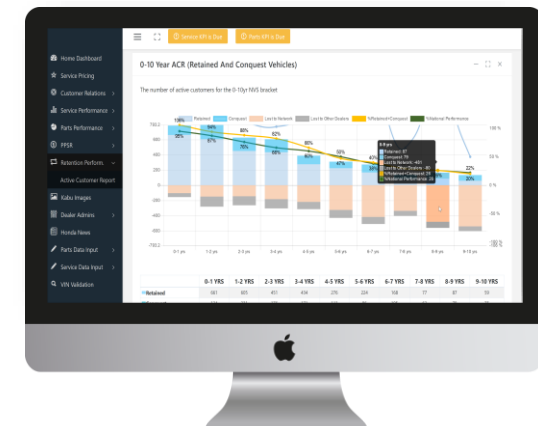
MICROCAT®

Parts selling software (EPC)



SUPERSERVICE™

Service quoting & digital inspection



DATA INSIGHTS

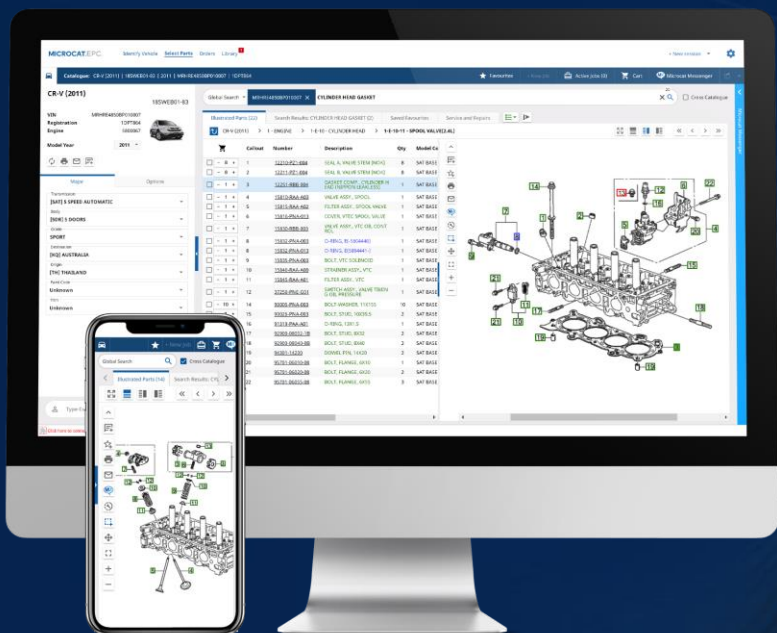
NIDASU®

An Infomedia company

Aftersales analytics & marketing

New MICROCAT[®] EPC[™]

PARTS SELLING REIMAGINED



Reimagining aftersales



Global Search



Vehicle History



Mobile Friendly



Intuitive
User Interface



Active Jobs

