

IFM BOARD WELCOMES NEW CEO & MD - COMMENCES MAY 2022

4 March 2022 – Sydney, Australia: The Board of Directors of Infomedia Ltd (ASX:IFM), a leading SaaS platform provider in parts, service, e-commerce, data and analytics solutions to the global automotive industry, today announces the appointment of Mr Jens Monsees as Chief Executive Officer and Managing Director with effect from 23 May 2022.

Mr Monsees is an experienced, global executive known for driving digital transformation, innovation, and strategy across a range of industries including automotive and technology.

Mr Monsees brings over 20 years of experience to the role, having successfully led and participated in global automotive sector transformation and digitisation strategies as Chief Digital Officer with the BMW Group and Automotive Industry Leader at Google. Mr Monsees moved his family to Australia in 2019 to take up his most recent role as CEO and MD of WPP AUNZ (ASX:WPP), where he led a transformation to drive significant improvement in profitability.

Infomedia Chairman, Mr Bart Vogel said “We are delighted to welcome Jens onboard as CEO for Infomedia. His understanding of the global automotive industry, passion for data-driven business models and digital strategy is a perfect match for our corporate ambitions.

“Infomedia’s mission is to empower our automotive partners with innovative digital solutions to increase their profitability and growth at a global scale. The experience Jens brings from his roles in Europe and more recently in Australia will help accelerate our achievement of that mission.”

Mr Monsees said, “Infomedia’s innovative and scalable software as a service platform and superior products were immediately attractive to me. I’m excited to have the opportunity to work with the Board and the wider team to lead the business in fulfilling its ambitions to become an Australian global success story, delivering tangible growth and shareholder returns. I look forward to continuing working with the evolving global automotive and technology industries to leverage my depth of experience and international relationships”.

Mr Monsees is still completing his previous contractual employment obligations and will commence on 23 May 2022. In the meantime, Mr Jim Hassell continues to work as Interim CEO.

A summary of the Mr Monsees’ experience, key contract terms and remuneration are attached to this release. The equity-based component of his CEO remuneration will be put to shareholders for approval at the 2022 AGM later this year.

This release was authorised by the Infomedia Ltd Board.

About Infomedia Infomedia Ltd (ASX:IFM) is an Australian-based SaaS platform provider in parts, service, e-commerce and data analytics solutions to the global automotive industry. Infomedia has led innovation in aftersales technology 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.

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 0424 693 055
E: tthomas@infomedia.com.au

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Mr Jens Monsees – Summary CV

WPP AUNZ (Sydney)	Oct 2019 - May 2021	CEO and Managing Director
BMW Group (Germany)	Feb 2016 - Sept 2019	CDO, Global Lead for Digital Transformation SVP Digital Strategy
Arvato Bertelsmann (Europe)	Oct 2014 - Jan 2016	CEO Digital marketing and Member of the Extended Board
Google (DACH) ¹	Mar 2014 - Sept 2014	Director Branding Member of the Extended Leadership Team
Google (DACH)	Sept 2011 - Feb 2014	Industry Leader Automotive
Google (DACH)	Jan 2008 - Aug 2011	Industry Head Consumer Packed Goods & Healthcare for DACH
BMW AG	Oct 2006 - Dec 2007	International Innovation Manager
BMW AG	Oct 2003 - Sept 2006	Manager Global Communication Strategy – MINI
Schwarzkopf & Henkel (Germany)	Jan 2002 - Sept 2003	International Brand Manager

Mr Monsees holds both a Bachelor and Masters degree in Business Administration.

¹ DACH refers to the region of Germany, Austria and Switzerland

Summary of Key Terms of the Executive Agreement with Mr Jens Monsees

1. Position & Commencement date	Mr Monsees will act as Managing Director and Chief Executive Officer effective from 23 May 2022, or such other date agreed with the Chairman (the Commencement Date).
2. Term	Ongoing term subject to termination by either party.
3. Remuneration	<p>Fixed Remuneration</p> <p>\$600,000 per annum inclusive of base salary and statutory superannuation.</p> <p>Short-term incentive (STI)</p> <p>A short-term incentive on-target opportunity of \$540,000 applies, subject to the achievement of performance hurdles and other terms.</p> <p>Stretch targets shall apply beyond the achievement of STI targets with the overall STI capped at a maximum payment of \$648,000.</p> <p>Long-term incentive (LTI)</p> <p>An LTI target opportunity of \$660,000 applies, subject to the achievement of performance hurdles and other terms.</p>
4. Sign-on Bonus	<p>A one-time sign-on bonus, equivalent to \$450,000, subject to the following terms and conditions:</p> <ol style="list-style-type: none"> a. The sign-on bonus will be provided in the form of Performance Rights, subject to shareholder approval; b. The number of Performance Rights will be calculated by dividing \$450,000 by the variable weighted average share price of Infomedia shares in the 10 trading days prior to this announcement; c. the Performance Rights are subject to Infomedia’s policies, Equity Bonus Plan Rules; and d. The key metrics of the Performance Rights are as follows: <ol style="list-style-type: none"> i. Vesting hurdles: Must remain employed with Infomedia at the time each tranche vests. ii. Tranches: The Performance Rights will be divided into 3 tranches of equal value (subject to rounding) iii. Vesting dates: <ul style="list-style-type: none"> ▪ Tranche 1: The first anniversary of the Commencement Date ▪ Tranche 2: The second anniversary of the Commencement Date ▪ Tranche 3: The third anniversary of the Commencement Date.

iv. **Exercise & Expiry:** All vested entitlements must be exercised prior to an expiry date of 31 December 2025.

5. Other benefits Mr Monsees will be entitled to receive reimbursement for personal health and life insurances, ongoing professional development and professional membership expenses to a maximum of \$25,000 per annum, unless otherwise agreed with the Chairman.

6. Malus & Clawback Equity incentives are subject to malus and clawback provisions entitling the Board, at its discretion, to pursue remedies where the participant has engaged in (among other things) fraud, dishonesty or gross misconduct. Remedies include the ability to suspend, reduce or extinguish outstanding entitlements in appropriate circumstances.

7. Termination & Redundancy Infomedia may terminate Mr Monsees' employment:

- a. at any time on six months notice or payment in lieu of notice; or
- b. summarily in the event of termination for cause.

Mr Monsees may terminate his employment with Infomedia:

- a. at anytime on six months notice, or at Infomedia's election, payment in lieu of notice; or
- b. by giving three months notice if his duties, status or responsibilities are materially diminished without his consent. In that case, Mr Monsees will be entitled to a payment of 12 months' Fixed Remuneration, such amount being inclusive of payments in lieu of notice and/or redundancy payments payable to Mr Monsees.

Mr Monsees will be entitled to receive a payment equivalent to 12 months Fixed Remuneration in the event of redundancy.

8. Post employment restraints Customary restraints prohibiting Mr Monsees from being involved with any competing business and prohibiting the solicitation of customers and/or employees for up to 12 months.
