

16 November 2022

Market Announcement Office Australian Securities Exchange

2022 AGM ADDRESSES TO SHAREHOLDERS

Infomedia Ltd will address shareholders today at its Annual General Meeting (**AGM**), to be held from 10:00am at its offices located at 3 Minna Close, Belrose.

Further information about the AGM can be found at www.infomedia.com.au/agm. The meeting will be streamed via live audio cast at the following link: https://meetings.linkgroup.com/IFM22

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

Results of the AGM will be advised to the ASX as soon as practicably reasonable after conclusion of the poll.

Yours faithfully

Daniel Wall

Company Secretary

This release was authorised by the Company Secretary

About Infomedia: Infomedia's global leading ecosystem of SaaS and DaaS solutions empowers automakers and their dealer networks to manage the vehicle and customer lifecycle. Infomedia's data-driven solutions are used by over 250,000 industry professionals, across 50 automaker brands and in 186 countries to create a convenient customer journey, drive dealer efficiencies and grow sales. Infomedia has led innovation in retail automotive technology for more than 28 years and continues to expand its reach within the three regions in which it operates. For more information, please visit Infomedia's website https://www.youtube.com/infomedialtd.

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Infomedia Ltd Annual General Meeting

Chairman's address to shareholders

Good morning,

16 November 2022

On behalf of Infomedia's Board of Directors, I welcome you to our 2022 Annual General Meeting.

It is great to see shareholders here in Belrose today after a couple of years of virtual-only AGM's and I would like to thank all our shareholders for your continued support.

The last 12 months will be remembered as an exciting time in the Company's history. A few of the high points include:

- from a financial perspective, the Company continued to grow its top-line revenue, Underlying Cash EBITDA and cash flow in FY22;
- from a leadership perspective, the Company successfully transitioned from Jim Hassell's interim leadership to Jens Monsees who has been in the CEO role since late May;
- from a strategic perspective, the renewed leadership has established a fresh energy and an exciting new vision, strategy and enhanced execution rigour. This has all happened in the context of:
- an external markets perspective, where the 2022 calendar year has looked very little like 2021 with greater market uncertainty, inflation, interest rate volatility and labour market pressures impacting our customers; and
- from a corporate perspective, the Company dealt with the significant distraction of a potential take-private transaction following the unsolicited, non-binding and conditional offer to acquire the business received on 13 May 2022.

I'll touch on each of these in a bit more detail, but first and foremost, to the approximately 500 of Infomedia's team members around the world, I would like to express the Board's sincere appreciation for your persistence, dedication and hard work during the year.

FY22 performance

Infomedia delivered a solid financial result in FY22. Revenue grew organically by 8%, and including the 12 month contribution from our most recent acquisition SimplePart by 23% to \$120.1 million with growth in all our products and in each of the three regions. Underlying Cash EBITDA, which is the measure we believe best reflects the cash profit of the business, grew by 29%.



The Board was particularly pleased with the growth from the Infodrive data insights business. The global market shift to connected cars provides us with an important opportunity to expand our data and analytics offerings. We expect that our emerging Data-as-a-Service offering will be a source of strong, profitable growth into the future.

New CEO

In March this year, we announced the appointment of Jens Monsees as Chief Executive Officer and Managing Director to take office on 23 May 2022.

In a short period of time, Jens has worked with the leadership team to develop an exciting new vision for the future of the business, bringing his passion and extensive automotive experience to the role.

I would like to thank investors for their positive feedback following Jens' appointment and the vision that he described to the market in the FY22 results presentation in August. Importantly, there has been a noticeable change in customer engagement and in the energy across our global teams in recent months.

New vision

The leadership team established a new strategic roadmap for the Company and identified a range of growth opportunities and "Operational Excellence" initiatives, many of which are already being implemented. Jens will guide you through the vision in a few minutes.

Cost management

One item that I would like to highlight is the increasing focus and discipline from the business in relation to cost management under Jens' leadership.

As a Board, we acknowledge that this is an important step, which includes both capital investment in product development and operational costs to serve our customers. Whilst we should flag that the process will take some time to reap benefits, we are pleased to see a proactive approach under Jens' leadership with better internal reporting and more detailed analysis of the Company's cost drivers and cost structures.

Capital management

Infomedia continued to generate good cash flow in FY22. With \$55 million of cash on hand at 31 October 2022 and no debt, the Company maintains a strong balance sheet, which the Board believes is prudent and appropriate in the current environment of tightening capital markets.

With the prospect of a potential acquisition of the Company, the Board increased dividends for shareholders to 5.6 cents per share for the year, including distributing all available franking credits. The Board will continue to assess the appropriate level of dividend distribution going forward, based on the level of investment in organic and inorganic opportunities for the business.

Whilst we retain a high threshold for executing on inorganic growth opportunities, the Board fully supports the new Management team's vision and growth strategy. We regularly assess our options for capital utilisation or return in the context of our strategy and will continue to do so in the year ahead.



Governance

Infomedia's Board acts in accordance with the governance framework and recommendations set out in the "Corporate Governance Principles and Recommendations" guidance issued by the ASX Corporate Governance Council.

We place emphasis on personal integrity and mutual respect, and we are committed to achieving high standards of professional conduct across all our global operations.

A few weeks ago, we updated and released the Company's 2022 Corporate Governance Statement which can be found in the Investors Centre section of Infomedia's website. This statement includes our corporate governance framework, oversight policies and the Board and Management approach to managing risk.

Board renewal

The Board intends to make two new independent director appointments early in the new year to provide additional sector expertise and enable further Board renewal. An external agency has been engaged to facilitate the process, which is well underway.

Acquisition offers

I would like to take a moment to reflect on the recent acquisition offers.

On 13 May 2022, just two weeks before the start date of our new CEO, the Company received an unsolicited, conditional and non-binding offer of \$1.70 per share, which was immediately announced publicly by the bidders.

Given the offer price per share, which represented a 33% premium to the pre-bid unaffected share price of \$1.28 per share, the Board believed that it was in shareholders' best interests to further explore the proposal.

Two additional non-binding proposals quickly followed, and the Company opened a detailed virtual data room for two of the three parties to perform due diligence. By the end of September, when it was clear that the bidders would not deliver final, binding and fully financed offers, we closed the virtual dataroom and terminated the process.

As we reflect on the intense 16-week period of the bids, there are a few important takeaways for the Board:

- First, capital markets changed meaningfully during the due diligence period. Many M&A transactions in recent months have been and continue to be impacted by volatility in capital markets and rapid change in global macroeconomic conditions.
- Second, direct costs incurred in relation to the bid response were roughly \$2 million. More significantly, this process cost the business dearly. The management effort to prepare for around 8,000 document views and answer hundreds of questions in due diligence placed an enormous strain on a lean team and was a significant distraction in the first four months of Jens' tenure.
- Finally, we acknowledge the process helped to establish a more transparent and detailed perspective on Infomedia's business and opportunities. The due diligence and information gathering supported much of the enhanced vision, strategy and "Operational Excellence" initiatives.

The Board is pleased that the management team has returned their full focus to executing its strategy.



On behalf of the Board, I would like to extend my sincere appreciation to the internal team and external advisors that supported the bid response.

Closing and acknowledgements

Infomedia is a strong, healthy business with excellent long term prospects. The automotive sector is evolving and our OEM partners are increasingly looking to reputable, global, trusted one-stop solution providers.

Infomedia is one of the few global automotive tech companies with an established presence in each of the three key global regions uniquely positioned to offer solutions across the vehicle and customer lifecycle. While we are still sub-scale in the US and in Europe relative to the market opportunity, the new strategy is improving our go-to-market approach and focusing on leveraging our data assets.

As we look to 2023 and beyond, the Directors are confident that Infomedia can and will play a bigger role in the dynamic and rapidly evolving automotive sector. Whilst we have some short term headwinds, we have confidence in the Company's ability to execute on its new positioning.

To conclude, I would like to thank our customers for their business, loyalty and trust, and our shareholders, our partners and our employees for your commitment and support.

I would also like to convey my personal thanks to my fellow Non-Executive Directors, Anne O'Driscoll, Kim Anderson, and a special mention to Jim Hassell for his seven-month role as Interim CEO.

I will now hand over to Jens, and I will return thereafter to run through the formal business of the meeting.

Bart Vogel Chairman



Infomedia Ltd Annual General Meeting

16 November 2022

CEO's address to shareholders

Thank you Bart, and good morning to everyone joining us in-person and via webcast.

I am Jens Monsees. As Bart mentioned, I've been Infomedia's CEO and Managing Director since late May and I am very pleased to be participating in our AGM for the first time.

Background

When I joined Infomedia, I knew that it is a very innovative tech company made in Australia and now operating globally.

From my point of view, our road ahead offers a big opportunity for long term growth. This growth is not only as a Software-as-a-Service business but also in establishing ourselves a Data-as-a-Service ecosystem for the automotive industry.

We have the potential to play a much bigger role in the global automotive market than we do today.

That is the reason I joined, and it is my passion to accelerate a healthy company to scale globally. That is what gets me out of bed in the morning.

I would like to thank the Board, shareholders as well as my team and clients for your trust in me and for your support to achieve our bold and ambitious vision over the next 3-5 years.

In June, we held a global leadership strategy offsite to develop this new vision for the Company. We considered global market trends, we assessed our current and future product portfolio and our go-to-market strategies.

Almost six months into my new role, we now have an even better understanding of the areas that require investment and nurturing to strengthen our foundations.

There is much work to be done. Together with the team, I am already driving hard the implementation of a series of "Operational Excellence" initiatives to improve our core operations.

Initial impressions

In August, I provided a first snapshot of my initial impressions from my first 90 days. I would now like to update that with some further thoughts.

I see nine key reasons why Infomedia is a global leader:

- Firstly, we participate in a large and growing global market with an US\$84 billion TAM.
- We have an outstanding portfolio of solutions. I received very positive feedback on our products from key customers who I have met in-person across Japan, Korea, the US, Europe and here in Australia.
- We offer mission critical solutions with a highly recurring revenue base.
- We partner with many blue-chip OEM customers and have long-standing, trusted relationships.



- We are one of the only players with a presence in key global markets and are able to offer global account management.
- We have identified multiple growth drivers, both organically and inorganically.
- Most exciting for me, is our rich data assets which we have not, to-date, monetised.
- We have an attractive financial profile with diversified and growing revenue streams, strong cash flow and no debt.
- And last but not least, we have strong IP and experienced tech talent around the world.

This represents a fantastic foundation but we know, to leverage the full opportunity, we must change.

We identified four main categories where we can improve our business, namely Performance, Product, People and Processes.

This will enable us to drive the following outcomes over the next 3-5 years:

- We will improve our product delivery to accelerate our time to market.
- We will enhance our go-to-market and selling strategies to strengthen our sales pipeline. This is especially relevant given the typical 6-18 month sales cycles for most of our solutions.
- We will develop our currently sub-scale presence in the Americas and EMEA regions through considered investments.
- We will become more efficient and automated with our processes and data ingestion.
- We will better integrate our recent acquisitions to bring forward merger benefits such as cross-sell, upsell and bundling.
- And in real-time, we are implementing improvements to our cost structure, including offshoring, and becoming more value-driven with our R&D spend.

Key industry trends

Expanding on what Bart mentioned earlier in relation to the evolution of the automotive sector, we see several key trends driving the business and creating opportunities for us:

- Electric vehicles;
- Connected car;
- Dealer agency model;
- Data-driven marketing & customer experience; and
- Fragmented market.

I spoke briefly to each of these in August, and I look forward to delving further into these at the upcoming Investor Day which I will tell you more about in a few minutes.

New vision and strategy

Based on these trends, the leadership team came together and created a new, enhanced vision for the Company:

- To become the leader in the art of data-driven customer experience in the mobility era
- To inspire personalised customer experience using predictive data across the ecosystem of connected car, vehicle owners and dealer services



• To enable a seamless and convenient customer journey, higher loyalty and efficient retail performance for OEMs, NSCs, dealers and ecosystem partners

This enhanced vision for our future transforms our identity

- from a global provider of parts and service software,
- to a high performing ecosystem of SaaS and DaaS solutions empowering OEMs and their dealer networks to manage the vehicle and customer lifecycle.

There are exciting opportunities ahead, but to achieve them we will need to undergo significant change. Our program of change has commenced and more will follow.

As a tech company, we must innovate and therefore have and will continue to invest in an already worldclass product portfolio. We have now introduced our "North Star" principles of ensuring that everything we do is for the benefit of

- 1. our OEM and NSC partnerships,
- 2. the tens of thousands of dealership customers,
- 3. their end customer base, and of course,
- 4. Infomedia.

We already have a strategy in place supported by a range of growth acceleration and "Operational Excellence" initiatives to hold us accountable to our plan.

But a strategy without a rigorous execution is just a dream, so we are re-establishing collaboration, an entrepreneurial spirit and global orientation with the team.

We have already implemented clear and reasonable KPI's across the entire organisation and are streamlining our processes and the way we operate accordingly.

The automotive market is consolidating and critical mass is key to success for data-driven businesses resulting in M&A opportunities. We have in place a strong M&A framework with sensible investment criteria which we will continue to apply in a disciplined way as opportunities arise.

Enabling a broader and bolder opportunity

Our new vision inspires us to make several strategic changes to pivot the business.

This specifically includes:

- moving from point solutions to an ecosystem approach;
- moving from a focus on parts and service to the entire customer and vehicle lifecycle;
- moving from being a project-led approach to increasingly becoming a scalable, product-led organisation; and
- most importantly, moving from data services as a separate product offering to operating with data at the core of everything we do.

Our enterprise data platform will enable this approach.

Investor Day

As we announced on 28 October, we will host an Investor Day on 7 December 2022. This will be an in-person event held in Sydney.

Please RSVP using the electronic link which can be found in the announcement on our website.



If any shareholder cannot access the link, please contact Frank Zhu from our Investor Relations Team for assistance. His contact information can be found in the announcement.

On the day, I will dive deeper into our growth strategy and "Operational Excellence" initiatives.

We will introduce you to leaders from our European and Americas teams to share their perspectives on trends impacting the automotive industry.

We will also have some of our product leaders host a series of product demonstration workstations to showcase our solution suite.

I think it will be a very informative event and I encourage you to attend if possible.

Updated FY23 outlook

With the benefit of four months of actual results in FY23, we provide updated guidance for full year revenue of \$127 million to \$132 million.

At a macro level, market volatility has increased.

Importantly for us, there has been a slow-down in the growth rates of automotive eCommerce volumes following the heightened, COVID-driven growth.

What does that mean for our business?

FY23 revenue growth is impacted by a slower than expected growth rate in SimplePart.

We are experiencing some product delivery and implementation delays of already signed contracts.

On the flip side, we are continuing to see double-digit growth in our data offerings and there is encouraging activity from our dealer-facing training teams to clear the backlog of SuperService installations that arose during COVID lockdowns.

We are currently tackling our legacy cost structure head-on. Our updated revenue guidance means it will be more challenging to increase Underlying Cash EBITDA this financial year than previously expected.

Reported profit will include one-off restructuring costs to address cost-out initiatives and as Bart mentioned, one-off bid response costs.

I am confident that the measures we are taking are the right initiatives for long term growth and profitability. These measures will have positive impacts on our Underlying Cash EBITDA from FY24 onwards.

Our road ahead

With our new 3-5 year strategy, Infomedia is proactively pivoting and strengthening the business in anticipation of industry trends.

The future is positive, we have lots of work to do, we are rolling up our sleeves and implementing changes.

I am excited for our road ahead and proud to lead the team driving the Company forward.

I want to say a big thank you to our team, customers and partners for your warm welcome and your continuing support which I do not take for granted.

I extend my appreciation to my fellow Directors for your ongoing counsel and oversight, and in particular to Jim for his leadership as Interim CEO and the comprehensive handover when I joined.

Finally, to our shareholders, I am looking forward to seeing and meeting as many of you as possible and sharing more details of our next chapter of growth at the Investor Day on 7 December.

Jens Monsees

Chief Executive Officer and Managing Director



ANNUAL GENERAL MEETING

16 November 2022

Disclaimer



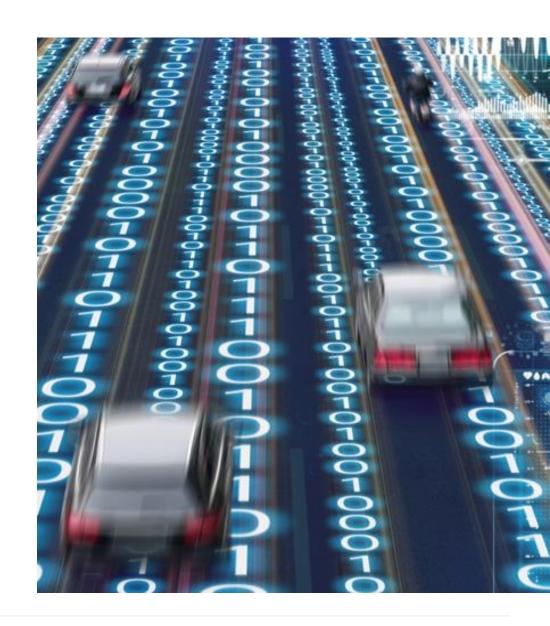
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01. Chairman's address

- **02.** CEO update
- 03. Business of the Meeting







Initial impressions



Observations

Large global market (TAM \$83bn*)

Outstanding products

Mission critical solutions and recurring revenue

Long-term customer relationships

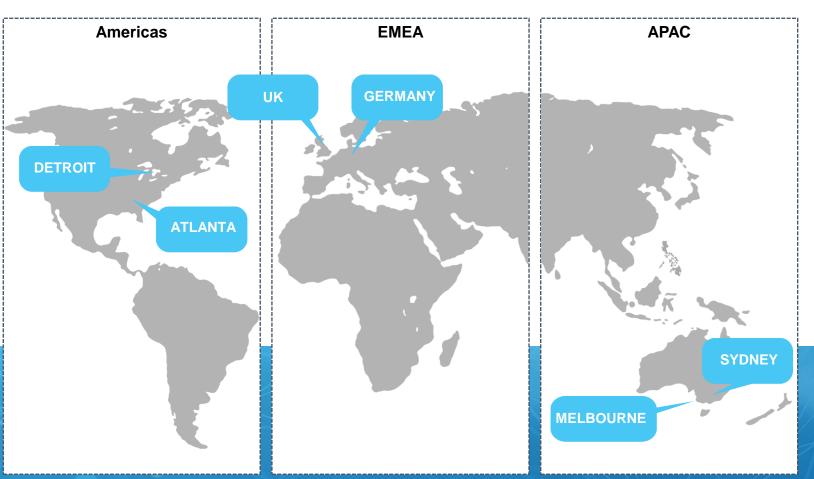
Global presence

Organic and inorganic growth opportunities

Rich data assets

Strong financial profile

Experienced team



	Improvements	
	Product roadmaps and delivery	
	Go-to-market	
	Scale in Americas and EMEA	
	Offshoring and automation	
	M&A integration	
	Cost management	
	Performance	Product
7	People	Processes
1		

^{*} Estimated forecast total addressable market for global retail automotive technology solutions in 2026. Refer slide 25 of FY22 results dated 26 August 2022 for composition and assumptions.

Key industry trends



1

ELECTRIC VEHICLES



EV model adoption growing in key markets. Dealers will need to invest in technology to appeal to 'tech savvy' customers.

2

CONNECTED CAR



Connected car data volumes are growing, however OEMs face challenges in leveraging this information to improve service lifecycle.

3)

DEALER AGENCY MODEL



Automakers aim to increase control of the entire customer journey as dealerships transition to being brand experience hubs.

4

DATA-DRIVEN MARKETING & CUSTOMER EXPERIENCE



Data-driven approach to marketing is enabling 1:1 person-based, relevant communication at all stages of the customer lifecycle.

5 FRAGMENTED MARKET



Many 'point' technology solutions across the retail automotive ecosystem – OEMs and dealerships lack 360° view of the customer.

New enhanced vision





The art of data-driven customer experience in the mobility era

To inspire personalised CX (customer experience) using predictive data across the ecosystem of connected car, vehicle owners and dealer services.

We enable a seamless and convenient customer journey, higher loyalty and efficient retail performance for OEMs, NSCs, dealers and ecosystem partners.



Enabling a broader and bolder opportunity



Customer and vehicle lifecycle

Point-to-point solutions

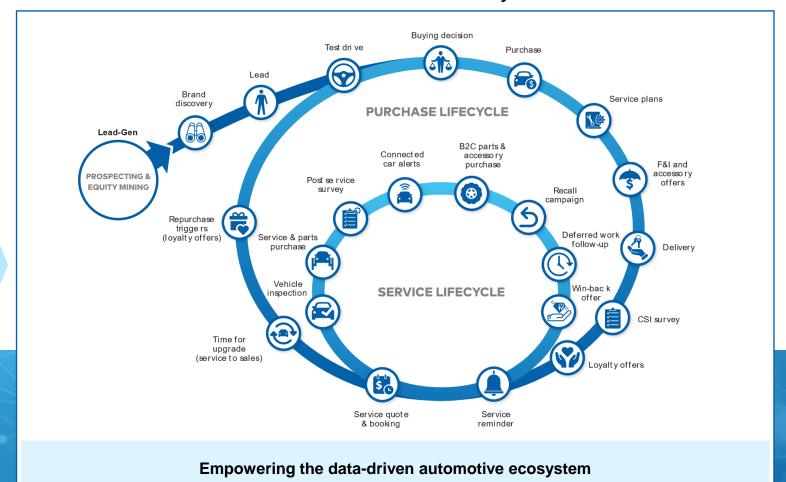
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SUPERSERVICE

INFODRIVE

SimplePart ••••

Global leaders in parts and service software





Updated FY23 outlook



Revenue for FY23 expected to be \$127m to \$132m*

- Increased market volatility and slow-down in growth rates of automotive eCommerce volumes
- Legacy cost structure being tackled
- Reported profit to be impacted by one-off bid response and restructuring costs
- Positive impact from "Operational Excellence" initiatives on Underlying Cash EBITDA from FY24 onwards

^{*} Assumes no adverse movements in FX rates

Our road ahead



- Pivoting to a bigger and more relevant role in the evolving automotive landscape
- Exciting opportunities requiring a long-term strategic approach
- Addressing legacy cost structure
- Deeper dive into vision, strategy, trends and products at the upcoming Investor Day



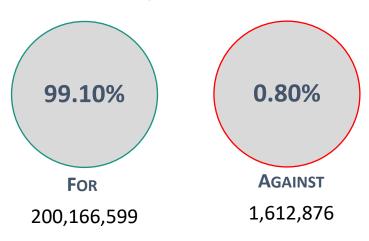


Resolution 1 Remuneration Report



To pass the following advisory resolution:

That the Company's Remuneration Report for the year ended 30 June 2022 be adopted.



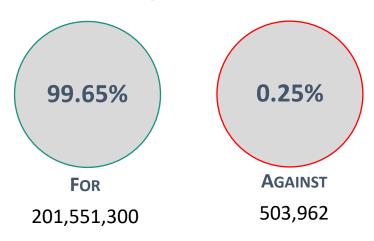
- Figures include all votes open to the Chairman which will be directed in favour of the resolution
- Figures do not include open proxies representing 0.11% of voted capital
- Figures expressed as a percentage are rounded to 2 decimal places

Resolution 2 Election of Director Mr Jim Hassell



To pass the following ordinary resolution:

That Mr Jim Hassell, a Non-Executive Director retiring from office and resubmitting himself for election as an independent non-executive director, be re-elected as a Non-Executive Director of the Company.



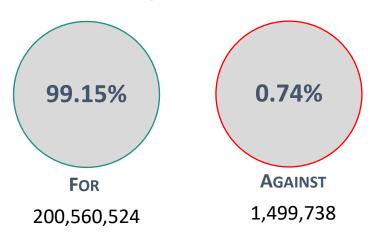
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- Figures do not include open proxies representing 0.10% of voted capital
- Figures expressed as a percentage are rounded to 2 decimal places

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Resolution 3 Re-Election of Director Ms Kim Anderson

To pass the following ordinary resolution:

That Ms Kim Anderson, a Non-Executive Director retiring from office by rotation in accordance with Rule 7.1(d) of the Company's Constitution, be re-elected as a Non-Executive Director of the Company.



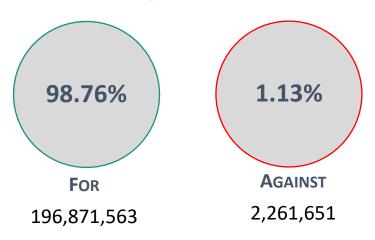
- Figures include all votes open to the Chairman which will be directed in favour of the resolution
- Figures do not include open proxies representing 0.10% of voted capital
- Figures expressed as a percentage are rounded to 2 decimal places



Resolution 4 Approval to issue the CEO & Managing Director signon bonus as equity interests

To pass the following ordinary resolution:

That pursuant to Listing Rule 10.14, and for all other purposes, approval is given for Infomedia Ltd to issue equity securities in the form of 313,370 Restricted Stock Units under the Company's Equity Bonus Plan to Mr Jens Monsees as per the terms detailed in the Explanatory Notes.



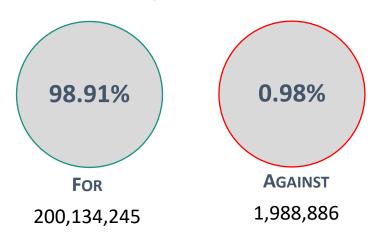
- Figures include all votes open to the Chairman which will be directed in favour of the resolution
- Figures do not include open proxies representing 0.11% of voted capital
- Figures expressed as a percentage are rounded to 2 decimal places



Resolution 5 Approval to issue long-term equity incentives to the CEO & Managing Director

To pass the following ordinary resolution:

That pursuant to Listing Rule 10.14, and for all other purposes, approval is given for Infomedia Ltd to issue equity securities in the form of Performance Rights and Share Appreciation Rights in connections with the Company's Long Term Incentive Equity Plan, as per the terms detailed in the Explanatory Notes.



- Figures include all votes open to the Chairman which will be directed in favour of the resolution
- Figures do not include open proxies representing 0.10% of voted capital
- Figures expressed as a percentage are rounded to 2 decimal places





- If you have not done so, please lodge your votes now.
- Voting will close in five minutes.
- The results of the poll will be published to the ASX as soon as practicable after the close of this meeting.

