## Infomedia Ltd

ABN 63 003 326 243

# **Appendix 4D**

## Half-Year Ended 31 December 2010

### **CONTENTS**

- Result For Announcement To The Market
- Half-Year Financial Report
- Independent Review Report

31/12/2008 Appendix 4D

# Appendix 4D

## Half-year report

Name of entity

Infomedia Ltd				
ABN or equivalent company Half yearly Prelin final (		ial year ended (	('current	period')
A.B.N 63 003 326 243	6 m	nonths ended	d 31 De	cember 2010
Results for announcement to the marke	t			\$A'000
Sales revenue	Down	3.3%	to	22,332
Profit after tax attributable to members	Down	15.9%	to	4,779
Profit (loss) from extraordinary items after tax attributable to members	e	Nil		Nil
Net profit for the period attributable to members	Down	15.9%	to	4,779
Dividends (distributions)	Amount 1	per security		ed amount pe security
Current Year:				1.01
Interim dividend	1	.2¢		1.2¢
Previous Corresponding Period:	1	.2¢		0.0¢
Final dividend		.2¢ .2¢		0.0¢
Interim dividend	<u> </u>	.ΖΨ		0.0φ
Record date for determining entitlements to the dividend		1 March 20	11	
Date the dividend is payable		15 March 20	)11	
	31 Dece	mber 2010	31 De	cember 2009
		.5¢		2.2¢

31/12/2008 Appendix 4D



### ABN 63 003 326 243

### **Directors**

Richard Graham – Executive Chairman \* Frances Hernon Myer Herszberg

### **Company Secretary**

Nick Georges

### **Chief Financial Officer**

Jonathan Pollard

### **Registered Office**

357 Warringah Road Frenchs Forest NSW Australia 2086

### **Auditors**

Ernst & Young

### **Share Register**

Registries Ltd

### **Solicitors**

Thomson Playford Cutlers Lawyers / Thomsons Lawyers

### **Internet Address**

www.infomedia.com.au

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<sup>\*</sup>Appointed Executive Chairman on 1 September 2010, prior to this Mr Graham was the Non-Executive Chairman

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### **DIRECTORS' REPORT**

Your Directors submit their report for the half-year ended 31 December 2010.

### **DIRECTORS**

The names of the company's directors in office during the half-year and until the date of this report are as below. Directors were in office for this entire period unless otherwise stated.

Richard Graham Executive Chairman\*
Gary Martin Chief Executive Officer\*\*
Frances Hernon Non-executive Director
Myer Herszberg Non-executive Director
Andrew Moffat Non-executive Director\*\*\*

(Chairman of Audit, Risk & Governance Committee)

### **COMPANY SECRETARY**

Nick Georges General Counsel & Company Secretary

#### PRINCIPAL ACTIVITIES

Infomedia Ltd is a company limited by shares that is incorporated and domiciled in Australia.

The principal activities during the period of entities within the consolidated entity were:

- developer and supplier of electronic parts catalogues and service quoting systems for the automotive industry globally; and
- information management, analysis and creation for the domestic automotive and oil industries.

There have been no significant changes in the nature of those activities during the half year.

#### REVIEW AND RESULTS OF OPERATIONS

CONSOLIDATED						
2010	2009					
\$'000	\$'000					
22,332	23,088					
4,779	5,680					

Sales revenue

Profit after income tax

Reported sales revenue for the six months, was impacted by adverse foreign currency translations due to the stronger Australian dollar, was \$22,332,000. This represents a 3.3% reduction over the previous corresponding period.

In constant currency terms, revenue increased \$1.1m driven primarily by a 48% increase in Superservice Menu<sup>TM</sup> revenue over the previous corresponding period.

Cash flows from operations increased by \$1.5m to \$4.7m for the six months due to operational cost savings.

Reported net profit after tax (NPAT) for the six months was \$4,779,000 which represents a reduction of \$901,000 from the previous corresponding period. Included in this result is an increase in the depreciation and amortisation charge of \$953,000 due to the commercial release of previously capitalised software.

An interim half year fully franked dividend of 1.2 cents per share has been declared. The record date to determine entitlements to the dividend distribution is 1 March 2011 and the date on which the dividend distribution is payable will be 15 March 2011. The declared interim dividend represents 76% of net profit after tax for the half year period.

Based on current foreign exchange rates and an increased amortisation charge of approximately \$2m for the full year, Infomedia anticipates its full year sales revenue for financial year 2011 to be between \$43m and \$45m (FY10: \$45m) and net profit after tax to be between \$9m and \$10m (FY10: \$11m).

<sup>\*</sup>Appointed Executive Chairman on 1 September 2010, prior to this Mr Graham was the Non-Executive Chairman

<sup>\*\*</sup>Resigned 31 August 2010

<sup>\*\*\*</sup>Resigned 5 November 2010

### **DIRECTORS' REPORT**

### **ROUNDING**

The amounts contained in this report and in the financial report have been rounded to the nearest \$1,000 (where rounding is applicable) under the option available to the Company under ASIC Class Order 98/0100. The Company is an entity to which the Class Order applies.

### AUDITOR INDEPENDENCE DECLARATION

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The Directors received an auditor's independence declaration from the auditor of the Company (refer next page). Signed in accordance with a resolution of the directors.

Richard David Graham

**Executive Chairman** 

Sydney, 17 February 2011



Ernst & Young Centre 680 George Street Sydney NSW 2000 Australia GPO Box 2646 Sydney NSW 2001

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### Auditor's Independence Declaration to the Directors of Infomedia Ltd

In relation to our review of the financial report of Infomedia Ltd for the half-year ended 31 December 2010, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of the Corporations Act 2001 or any applicable code of professional conduct.

Ernst + Young
Ernst & Young
Affaydon

J K Haydon Partner

17 February 2011

Infomedia Ltd Half-Year Report

# STATEMENT OF COMPREHENSIVE INCOME

HALF-YEAR ENDED 31 December 2010	Notes	CONSOLIDATED	
		31 December	31 December
		2010	2009
		\$'000	\$'000
Sales revenue		22,332	23,088
Foreign exchange movement on hedges closed out during the period		2,353	1,701
		24,685	24,789
Cost of sales	3(i)	(10,034)	(10,865)
Gross Profit		14,651	13,924
Finance revenue		83	41
Employee benefits expense	3(ii)	(4,609)	(5,370)
Depreciation and amortisation	3(iii)	(2,720)	(1,767)
Finance cost		-	(27)
Operating lease rental		(621)	(704)
Other income/(expenses)		(467)	625
Profit before income tax		6,317	6,722
Income tax expense	4	(1,538)	(1,042)
Profit after income tax		4,779	5,680
Other comprehensive income			
Foreign currency translation differences for foreign operations		53	(70)
Effective cashflow hedges gain/(loss) taken to equity		562	933
Other comprehensive income for the period, net of tax		615	863
Total comprehensive income for the period		5,394	6,543
Basic earnings per share (cents per share)		1.6	1.8
Diluted earnings per share (cents per share)		1.6	1.8
Interim dividends per share - ordinary (cents per share)	5	1.2	1.2

# **BALANCE SHEET**

CURRENT ASSETS         30 June           Cash and cash equivalents         6.459         5.789           Trade and other receivables         3.847         4,160           Irvale and other receivables         5.78         5.6           Irvale and other receivables         5.78         5.6           Irvale and other receivables         2,475         2,507           Prepayments         2,475         2,507           Derivatives         3,830         3,028           TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS         1,090         1,305           Prepayments         2,00         751           Intangible assets and goodwill         9,152         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         2,598         3,738           Trade and other payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         70         6           Provisions         3,83         3,06           Deferred tax liabilities         5,83         6,845           TOTA	At 31 December 2010	Notes	CONSOLID	ATED
CURRENT ASSETS         \$ 000         \$ 000           Cash and cash equivalents         6,459         5,789           Trade and other receivables         3,847         4,160           Inventories         57         56           Prepayments         2,475         2,507           Derivatives         3,830         3,028           TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS         1,090         1,305           Prepayments         2,60         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         2,598         3,738           Trade and other payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         5,853         6,845           NON-CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         1,1992         12,551 <t< td=""><td></td><td></td><td>31 December</td><td>30 June</td></t<>			31 December	30 June
Cash and cash equivalents         6,459         5,789           Trade and other receivables         3,847         4,160           Inventories         57         56           Prepayments         2,475         2,507           Derivatives         3,830         3,028           TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS         1,090         1,305           Prepayments         260         751           Intangible assets and goodwill         29,175         28,666           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         1,666         2,000           Trade and other payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         5,853         6,845           NON-CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         5,853         5,866           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL NON-CURRENT LIABILITIES         6,139         3,3			2010	2010
Trade and other receivables         3,847         4,160           Inventories         57         56           Prepayments         2,475         2,507           Derivatives         16,668         15,540           NON-CURRENT ASSETS           Property, plant and equipment         1,090         1,305           Prepayments         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         887         481           TOTAL CURRENT LIABILITIES         318         306           Deferred at liabilities         5,821         5,400           TOTAL LIABILITIES         6,139         5,706           TOTAL LIABILITIES         6,139         5,706           TOTAL LIABILITIES         6,139         5,821         5,801           TOTAL	CURRENT ASSETS		\$'000	\$'000
Inventories         57         56           Prepayments         2,475         2,507           Derivatives         3,830         3,028           TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS           Property, plant and equipment         1,090         1,305           Prepayments         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         2,598         3,788           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,70           TOTAL LIABILITIES         6,139         5,70           TOTAL NON-CURRENT LIABILITIES         6,139         5,20           TOTAL NON-CURRENT LIABILITI	Cash and cash equivalents		6,459	5,789
Prepayments         2,475         2,507           Derivatives         3,830         3,028           TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS           Property, plant and equipment         1,090         1,305           Prepayments         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL NON-CURRENT LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         Contributed equity         6         10,830         11,131           Reserves         3,784         3,161	Trade and other receivables		3,847	4,160
Derivatives         3,830         3,028           TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS         TOPOPETY, plant and equipment         1,090         1,305           Prepayments         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         1,666         2,000           Income tax payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784	Inventories		57	56
TOTAL CURRENT ASSETS         16,668         15,540           NON-CURRENT ASSETS         1,090         1,305           Property, plant and equipment         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         Contributed equity         6         10,830         11,131           Reserves         3,784         3,161         2,949           Reserves         3,784         3,161           Retained earnings	• •			
NON-CURRENT ASSETS         In 1,090         1,305           Property, plant and equipment         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         5,888         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,92         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Derivatives		3,830	3,028
Property, plant and equipment         1,090         1,305           Prepayments         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         5         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         Contributed equity         6         10,830         11,131           Reserves         3,784         3,161         4,842         3,161           Retained earnings         20,587         19,449	TOTAL CURRENT ASSETS		16,668	15,540
Prepayments         260         751           Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         Trade and other payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         Contributed equity         6         10,830         11,131           Reserves         3,784         3,161           Reserves         3,784         3,161           Retained earnings         20,587         19,449	NON-CURRENT ASSETS			
Intangible assets and goodwill         29,175         28,696           TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Property, plant and equipment		1,090	
TOTAL NON-CURRENT ASSETS         30,525         30,752           TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Reserves         3,784         3,161           Retained earnings         20,587         19,449				
TOTAL ASSETS         47,193         46,292           CURRENT LIABILITIES         Trade and other payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Intangible assets and goodwill		29,175	28,696
CURRENT LIABILITIES         Trade and other payables       2,598       3,738         Provisions       1,666       2,000         Income tax payable       702       626         Deferred revenue       887       481         TOTAL CURRENT LIABILITIES       5,853       6,845         NON-CURRENT LIABILITIES       318       306         Deferred tax liabilities       5,821       5,400         TOTAL NON-CURRENT LIABILITIES       6,139       5,706         TOTAL LIABILITIES       11,992       12,551         NET ASSETS       35,201       33,741         EQUITY         Contributed equity       6       10,830       11,131         Reserves       3,784       3,161         Reserves       3,784       3,161         Retained earnings       20,587       19,449	TOTAL NON-CURRENT ASSETS		30,525	30,752
Trade and other payables         2,598         3,738           Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY           Contributed equity         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	TOTAL ASSETS		47,193	46,292
Provisions         1,666         2,000           Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES           NON-CURRENT LIABILITIES           Provisions         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY           Contributed equity         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	CURRENT LIABILITIES			
Income tax payable         702         626           Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Trade and other payables		2,598	3,738
Deferred revenue         887         481           TOTAL CURRENT LIABILITIES         5,853         6,845           NON-CURRENT LIABILITIES         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY           Contributed equity         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Provisions		1,666	2,000
TOTAL CURRENT LIABILITIES           NON-CURRENT LIABILITIES         318         306           Provisions         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         Contributed equity         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Income tax payable		702	626
NON-CURRENT LIABILITIES           Provisions         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	Deferred revenue		887	481
Provisions         318         306           Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	TOTAL CURRENT LIABILITIES		5,853	6,845
Deferred tax liabilities         5,821         5,400           TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449	NON-CURRENT LIABILITIES			
TOTAL NON-CURRENT LIABILITIES         6,139         5,706           TOTAL LIABILITIES         11,992         12,551           NET ASSETS         35,201         33,741           EQUITY         6         10,830         11,131           Reserves         3,784         3,161           Retained earnings         20,587         19,449				
TOTAL LIABILITIES       11,992       12,551         NET ASSETS       35,201       33,741         EQUITY       Contributed equity       6       10,830       11,131         Reserves       3,784       3,161         Retained earnings       20,587       19,449	Deferred tax liabilities		5,821	5,400
NET ASSETS       35,201       33,741         EQUITY       6       10,830       11,131         Reserves       3,784       3,161         Retained earnings       20,587       19,449	TOTAL NON-CURRENT LIABILITIES		6,139	5,706
EQUITY  Contributed equity  Reserves  Retained earnings  6 10,830 11,131 3,161 20,587 19,449	TOTAL LIABILITIES		11,992	12,551
Contributed equity       6       10,830       11,131         Reserves       3,784       3,161         Retained earnings       20,587       19,449	NET ASSETS		35,201	33,741
Contributed equity       6       10,830       11,131         Reserves       3,784       3,161         Retained earnings       20,587       19,449				
Reserves       3,784       3,161         Retained earnings       20,587       19,449	EQUITY			
Retained earnings         20,587         19,449	Contributed equity	6	10,830	11,131
	Reserves		3,784	3,161
TOTAL EQUITY 35,201 33,741	Retained earnings		20,587	19,449
	TOTAL EQUITY		35,201	33,741

# CASH FLOW STATEMENT

HALF YEAR ENDED 31 December 2010	Notes	CONSOLIDATED		
		31 December	31 December	
		2010	2009	
		\$'000	\$'000	
CASH FLOWS FROM OPERATING ACTIVITIES				
Receipts from customers		24,306	24,965	
Payments to suppliers and employees		(18,413)	(20,627)	
Interest received		83	41	
Income tax paid		(1,306)	(1,205)	
NET CASH FLOWS FROM OPERATING ACTIVITIES				
		4,670	3,174	
CASH FLOWS FROM INVESTING ACTIVITIES				
Acquisition of property, plant and equipment		(58)	(260)	
NET CASH FLOWS USED IN INVESTING ACTIVITIES				
		(58)	(260)	
CASH FLOWS FROM FINANCING ACTIVITIES				
Share buy back		(301)	(36)	
Dividends paid on ordinary shares	5	(3,641)	(6,534)	
NET CASH FLOWS USED IN FINANCING ACTIVITIES		(3,942)	(6,570)	
NET INCREASE/(DECREASE) IN CASH HELD		670	(3,656)	
			0.005	
Add opening cash brought forward		5,789	8,005	
CLOSING CASH CARRIED FORWARD	:	6,459	4,349	

## STATEMENT OF CHANGES IN EQUITY

HALF-YEAR ENDED 31 December 2010	CONSOLIDATED						
	Contributed equity	Retained earnings	Employee equity benefits reserve	Cashflow hedge reserve	Foreign currency translation reserve	Total	
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	
At 1 July 2010	11,131	19,449	1,195	2,119	(153)	33,741	
Profit for the period	-	4,779	-	-	-	4,779	
Other comprehensive income	-	-	•	562	53	615	
Total comprehensive income for the half year	-	4,779	-	562	53	5,394	
Share based payments	-	-	8	-	-	8	
Share buy back	(301)	-	-	-	-	(301)	
Equity dividends	-	(3,641)	-	-		(3,641)	
At 31 December 2010	10,830	20,587	1,203	2,681	(100)	35,201	
	CONSOLIDATED						
HALF-YEAR ENDED 31 December 2009			CONSOL	IDATED			
HALF-YEAR ENDED 31 December 2009	Contributed equity	Retained earnings	CONSOL  Employee equity benefits reserve	Cashflow hedge reserve	Foreign currency translation reserve	Total	
HALF-YEAR ENDED 31 December 2009			Employee equity benefits	Cashflow	currency translation	Total \$'000	
HALF-YEAR ENDED 31 December 2009  At 1 July 2009	equity	earnings	Employee equity benefits reserve	Cashflow hedge reserve	currency translation reserve		
	equity \$'000	earnings \$'000	Employee equity benefits reserve \$'000	Cashflow hedge reserve \$'000	currency translation reserve \$'000	\$'000	
At 1 July 2009	equity \$'000	earnings \$'000 18,376	Employee equity benefits reserve \$'000	Cashflow hedge reserve \$'000	currency translation reserve \$'000	\$'000 35,504	
At 1 July 2009 Profit for the period	equity \$'000	earnings \$'000 18,376	Employee equity benefits reserve \$'000 1,152	Cashflow hedge reserve \$'000 2,976	currency translation reserve \$'000	\$'000 35,504 5,680	
At 1 July 2009  Profit for the period Other comprehensive income	equity \$'000	earnings \$'000 18,376 5,680	Employee equity benefits reserve \$'000 1,152	Cashflow hedge reserve \$'000 2,976	currency translation reserve \$'000 137	\$'000 35,504 5,680 863	
At 1 July 2009  Profit for the period  Other comprehensive income  Total comprehensive income for the half year	equity \$'000	earnings \$'000 18,376 5,680	Employee equity benefits reserve \$'000 1,152	Cashflow hedge reserve \$'000 2,976	currency translation reserve \$'000 137	\$'000 35,504 5,680 863 6,543	
At 1 July 2009  Profit for the period  Other comprehensive income  Total comprehensive income for the half year  Share based payments	equity \$'000 12,863	earnings \$'000 18,376 5,680	Employee equity benefits reserve \$'000 1,152	Cashflow hedge reserve \$'000 2,976	currency translation reserve \$'000 137	\$'000 35,504 5,680 863 6,543 28	

#### **31 December 2010**

### 1. CORPORATE INFORMATION

The financial report of Infomedia Ltd for the half-year ended 31 December 2010 was authorized for issue in accordance with a resolution of the directors on 17 February 2011. Infomedia Ltd is a company incorporated in Australia and limited by shares, which are publicly traded on the Australian Stock Exchange.

The nature of the operations and principal activities of the consolidated entity are described in the Directors' Report.

#### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The half-year financial report does not include all notes of the type normally included within the annual financial report and therefore cannot be expected to provide as full an understanding of the financial performance, financial position and financing and investing activities of the consolidated entity as the full financial report.

The half-year financial report should be read in conjunction with the annual Financial Report of Infomedia Ltd as at 30 June 2010

It is also recommended that the half-year financial report be considered together with any public announcements made by Infomedia Ltd and its controlled entities during the half-year ended 31 December 2010 in accordance with the continuous disclosure obligations arising under the *ASX listing rules*.

### (a) Basis of preparation

The half-year consolidated financial report is a general-purpose financial report, which has been prepared in accordance with the requirements of the *Corporations Act 2001*, AASB 134 *Interim Financial Reporting* and other mandatory professional reporting requirements. The half-year financial report has been prepared on a historical cost basis, except for derivative financial instruments that have been measured at fair value.

For the purpose of preparing the half-year financial report, the half-year has been treated as a discrete reporting period.

#### (b) Significant accounting policies

The half-year consolidated financial statements have been prepared using the same accounting policies as used in the annual financial statements for the year ended 30 June 2010.

#### (c) Basis of consolidation

The financial statements comprise the financial statements of Infomedia Ltd and its subsidiaries ('the Consolidated Entity'). The financial statements of subsidiaries are prepared for the same reporting period as the parent company, using consistent accounting policies. Adjustments are made to bring into line any dissimilar accounting policies that may exist. All intercompany balances and transactions, including unrealised profits arising from intra-group transactions, have been eliminated in full. Unrealised losses are eliminated unless costs cannot be recovered. Subsidiaries are consolidated from the date on which control is transferred to the Consolidated Entity and cease to be consolidated from the date on which control is transferred out of the Consolidated Entity. Where there is loss of control of a subsidiary, the consolidated financial statements include the results for the part of the reporting period during which Infomedia Ltd has control.

### (d) Changes in accounting policies

The Consolidated Entity has not elected to early adopt any new standards or amendments that are issued but not yet effective..

31 December 2010	Notes	CONSOLID	ATED
		2010	2009
		\$'000	\$'000
3. REVENUE AND EXPENSES			
(i) Cost of sales			
Direct wages (including on-costs)		6,218	6,590
Other		3,816	4,275
Total cost of sales		10,034	10,865
(ii) Employee benefit expense			
Salaries and wages (including on-costs)		4,601	5,342
Share based payment expense		8	28
Total employee benefit expense		4,609	5,370
(iii) Depreciation and amortisation			
Depreciation of non-current assets:			
- Leasehold improvements		15	66
- Office equipment		180	278
- Furniture and fittings		21	14
- Plant and equipment		57	74
Total depreciation of non-current assets		273	432
Amortisation of non-current assets			
- Intellectual property		73	73
- Deferred development costs		2,374	1,262
Total amortisation of non-current assets		2,447	1,335
Total depreciation and amortisation	_	2,720	1,767
(iv) Research & development costs			
Total research & development costs incurred during the period		4,914	4,890
Less: development costs deferred		(2,926)	(3,577)
Net research & development costs expensed		1,988	1,313

31 December 2010	Notes	CONSOL	IDATED
		2010	2009
		\$'000	\$'000
4. INCOME TAX			
<ul><li>(a) The major components of income tax expense for the half-year ended 31 December 2010 and 31 December 2009 are:</li><li>Consolidated Statement of Comprehensive Income</li></ul>			
Current income tax			
Current income tax charge		1,339	590
Adjustments in respect of current income tax of previous years		19	(467)
Deferred income tax			
Relating to origination and reversal of temporary differences		180	919
Income tax expense reported in the consolidated income statement		1,538	1,042
(b) Disclosure of tax effects relating to each component of other comprehensive income			
Gain on cash flow hedges		240	400
		240	400
5. DIVIDENDS PROPOSED OR PAID			
(a) Dividends declared and paid during the half-year on ordinary shares:			
Final dividend for the financial year 30 June 2010: 1.2 cents, unfranked (2009: 2.1 cents, franked at 0.7 cents)		3,641	6,534
Dividends paid on ordinary shares		3,641	6,534
(b) Dividends proposed and not yet recognised as a liability:			
Interim dividend for the half-year 31 December 2010: 1.2 cents fully franked (2009: 1.2 cents,			
unfranked)		3,641	3,729
6. ISSUED CAPITAL			
		D	30 June 2010
		December 2010	30 Julie 2010
Issued and paid up capital			
- 303,407,894 shares fully paid (June 2010: 304,575,076)		10,830	11,131
Movement in Shares on Issue			
During the period the company repurchased and cancelled 1,167,182 shares for a total consideration of \$301,000 under its share buy back program. As at 31 December 2010 the company had repurchased 22,563,678 shares for a total consideration of \$6,908,000.			
Employee Option Plan			
There were no options issued during the period.			

#### 7. SEGMENT INFORMATION

#### Identification of reportable segments

The group has identified its operating segments based on the internal reports that are reviewed and used by the Board of Directors (the chief operating decision makers) in assessing performance and in determining the allocation of resources.

The operating segments are identified by management based on the region in which the product is sold. Discrete financial information about each of these operating businesses is reported to the Board of Directors regularly.

The reportable segments are based on aggregated operating segments determined by the similarity of the products produced and sold as these are the sources of the Group's major risks and have the most effect of the rates of return.

### Accounting policies and inter-segment transactions

The accounting policies used by the Group in reporting segments internally are the same as those contained in note 2 to the accounts and in the prior period.

The group accounting policies for segments are applied to the respective segments up to the segment result level.

### Major customers

31 December 2010

The Group has many customers to which it provides products. There is no significant reliance of any single customer.

51 December 2010		Asia Pacific	Europe	North America	Latin & South America	Corporate	Total
REVENUE	Notes	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Segment revenue as reported to CODM Consolidated revenue		5,666	10,184	5,174	1,308	-	22,332 22,332
Segment result Finance revenue Consolidated profit before income tax		3,962	6,904	2,436	981	(8,049) 83	6,234 83 6,317
Income tax expense	4						(1,538)
Consolidated profit after income tax							4,779
31 December 2009		Asia Pacific	Europe	North America	Latin & South America	Corporate	Total
REVENUE	Notes	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Segment revenue as reported to CODM Consolidated revenue		4,932	11,266	5,247	1,643	-	23,088 23,088
Segment result Finance revenue Consolidated profit before income tax		3,241	7,629	2,306	1,272	(7,767) –	6,681 41 6,722
Income tax expense	4					_	(1,042)
Consolidated profit after income tax						_	5,680

### 8. SUBSEQUENT EVENTS

There has been no matter or circumstance that has arisen since the end of the period that has significantly affected the operations of the consolidated entity, the results of those operations, or the state of affairs of the consolidated entity.

Infomedia Ltd Half-Year Report

### **DIRECTORS' DECLARATION**

In accordance with a resolution of the Directors of Infomedia Ltd, I state that:

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- (1) In the opinion of the Directors:
  - (a) the financial statements and notes of the consolidated entity are in accordance with the Corporations Act 2001, including:
    - giving a true and fair view of the consolidated entity's financial position as at 31 December 2010 and of its performance for the period ended on that date; and
    - (ii) complying with Accounting Standard AASB134 Interim Financial Reporting and Corporations Regulations 2001;
  - (b) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

On behalf of the Board

Richard David Graham

Chairman

Sydney, 17 February 2011



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To the members of Infomedia Ltd

### Report on the Half-Year Financial Report

We have reviewed the accompanying half-year financial report of Infomedia Ltd, which comprises the balance sheet as at 31 December 2010, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the half-year ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration of the consolidated entity comprising the company and the entities it controlled at the half-year end or from time to time during the half-year.

### Directors' Responsibility for the Half-Year Financial Report

The directors of the company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal controls as the directors determine are necessary to enable the preparation of the half-year financial report that is free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 Review of Interim and Other Financial Reports Performed by the Independent Auditor of the Entity, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the financial report is not in accordance with the Corporations Act 2001 including: giving a true and fair view of the consolidated entity's financial position as at 31 December 2010 and its performance for the half-year ended on that date; and complying with Accounting Standard AASB 134 Interim Financial Reporting and the Corporations Regulations 2001. As the auditor of Infomedia Ltd and the entities it controlled during the half-year, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

### Independence

In conducting our review, we have complied with the independence requirements of the *Corporations Act 2001*. We have given to the directors of the company a written Auditor's Independence Declaration, a copy of which is included on page 5 of the Half-Year Financial Report.



### Conclusion

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the half-year financial report of Infomedia Ltd is not in accordance with the *Corporations Act 2001*, including:

- a) giving a true and fair view of the consolidated entity's financial position as at 31 December 2010 and of its performance for the half-year ended on that date; and
- b) complying with Accounting Standard AASB 134 Interim Financial Reporting and the Corporations Regulations 2001.

Ernst & Young

Ernst + Young

J K Haydon Partner

Sydney

17 February 2011