

## Infomedia Secures Software Contract with Nissan Motor Company

Global leader in parts and service software, Infomedia Ltd (ASX:IFM), has announced the signing of an exclusive agreement with Nissan Motor Company (Nissan) to produce and supply its Microcat® brand Electronic Parts Catalog (EPC) to Nissan's global dealership network. The agreement allows Infomedia to supply its leading-edge SaaS and local network EPC through to 2022.

Infomedia CEO, Jonathan Rubinsztein said: "The signing of the contract with Nissan is significant. The contract was awarded following a competitive tender and emphasises the quality and efficiency of our EPC for automakers looking to outsource the management of their parts catalogues."

"The contract with Nissan confirms our market leading position in the parts space and highlights the quality of our relationships globally."

"We understand the unique challenges OEMs and their dealers face to improve efficiencies and remain competitive. By transitioning to Microcat, dealers will be acquiring capabilities to drive business improvement across the entire parts supply chain. We'll be providing new tools that help integrate, analyse and exploit parts data to empower additional sales growth in the Collision and Mechanical parts segments," added Mr Rubinsztein.

Microcat EPC is a mission critical application that helps parts dealers quickly identify, locate and price specific parts that are needed to service or repair a vehicle, from the hundreds of thousands of parts Nissan provides. Each part identification is particular to a specific vehicle and the way it was built.

Nissan Global Executive, Mr Shigeru Narita said: "Having gone through a global competitive tender we are very excited to have a selected Infomedia as our partner. We believe that they have the best technology, people and organisation for our global rollout and look forward to implementing their EPC throughout our business to drive the business change needed to get us onto a world leading platform."

Infomedia's Microcat EPC technology is used globally by over 120,000 parts professionals each business day, in 29 languages. It has led the way with many firsts in its product category, such as VIN-based parts interpretation, DMS interfacing, user ergonomics, information localization and multilingual operation.

Today, Microcat is part of a wider parts selling platform that combines the best-of-breed parts data management with emerging technologies such as cloud, mobility and analytics. It empowers dealers to take part selling beyond the dealer parts counter and strategically forge new sales channels with trade customers.

This global EPC project for Nissan follows Infomedia's recent product supply agreements with Nissan Australia and Nissan Europe to provide Superservice Menus™ quoting software in those markets.

According to Mr Rubinsztein: "Automakers are facing the perfect storm as vehicle technology gets more complex and revenue pressures from aftermarket competition start to impact. We're seeing a greater demand for automakers to innovate faster in their parts and service business. However, in-house

developed software often lacks the investment required to keep up with rate of change in technology, while suppliers with inferior legacy technology are fast becoming a liability.”

“I believe Infomedia is well placed to take advantage as more Automakers embrace new technologies to grow market share. We’re helping our customers rethink their strategies by leveraging our interoperable software that enables collaboration across parts and service functions.”

“The adoption of Microcat by dealers around the world validates the quality of our technology, our industry expertise and our appeal to automakers as a trusted global partner in the parts and service space,” said Mr Rubinzstein.

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#### About Infomedia

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). It is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Infomedia’s Microcat® and Superservice™ business solutions are currently used each business day by over 150,000 dealership personnel. They are produced in 29 languages and at work in 186 countries. Their powerful search functions and intuitive, user-friendly interface helps boost efficiency, profitability and customer retention for OEM Parts and Service Departments.

For more information, visit <http://www.infomedia.com.au>

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