

For personal use only

# FIRST HALF FY25 RESULTS PRESENTATION

**Jens Monsees** | Chief Executive Officer

**Chantell Revie** | Chief Financial Officer

**ASX:IFM** 18 February 2025

# Disclaimer

This presentation has been prepared by Infomedia Ltd (“Infomedia”) and contains information in summary form current as at 17 February 2025; it is not a recommendation or advice in relation to Infomedia or any product or service offered by Infomedia or its subsidiaries. It is not intended that this presentation be relied upon as advice to investors or potential investors and does not contain all information relevant or necessary for an investment decision or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act 2001 (Cth). These materials should be read in conjunction with Infomedia’s other continuous and periodic disclosure announcements filed with the ASX Limited, including the financial statements and Half-Year and Annual Reports which are available at: <https://www.infomedia.com.au/investors/annual-and-half-year-reports/>.

To the maximum extent permitted by law, Infomedia, its subsidiaries and associates and their respective directors, employees and agents disclaim all liability for any direct or indirect loss suffered by any recipient through use of or reliance on anything contained in or omitted from this presentation. No recommendation is made as to how investors should make an investment decision. Infomedia is under no obligation to notify or update any part of this presentation, whether as a result of new information, future events or otherwise, after the date of this presentation.

To the extent that certain statements contained in this presentation may constitute “forward-looking statements” or statements about “future matters”, the information reflects Infomedia’s opinions, intent, belief, estimates or expectations at the date of this presentation, and are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Forward-looking statements involve known and unknown risks, uncertainties and other factors that are outside Infomedia’s control and may cause Infomedia’s actual results, performance or achievements to differ materially from any future results, trends, performance or achievements expressed or implied by these forward-looking statements. Accordingly, there are no representations or warranties as to the accuracy or attainability of such forward-looking statements and neither Infomedia, nor any other person, gives any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in this presentation will occur. Additionally, please note that past performance is no guarantee or indication of future performance. Possible factors that could cause results or performance to differ materially from those expressed in forward-looking statements include the “Risks” in Infomedia’s 2024 Directors’ Report. Certain non-International Financial Reporting Standards (IFRS) measures are useful in understanding Infomedia’s operating performance. These are consistent with the internal measures disclosed in Infomedia’s Operating Segment Note (note 3 to the Interim Report) and are directly reconciled to Infomedia’s statutory reported IFRS financial information within the Operating Segment Note. Non-IFRS information is not subject to review.

This presentation may not be reproduced or published, in whole or in part, for any purpose without the prior written permission of Infomedia. Local currencies have been used where possible. Prevailing current exchange rates have been used to convert local currency amounts into Australian dollars, where appropriate. All references starting with “HY25” refer to the 6-month ended 31 December 2024.

For personal use only

**01 Highlights and business update**

---

**02 Financial performance**

---

**03 Outlook**

---

**Appendix and glossary**



**01**

**HIGHLIGHTS AND  
BUSINESS UPDATE**

**Jens Monsees**

Chief Executive Officer

# Highlights

## Underlying cash EBITDA<sup>1,2</sup>

↑ **7%**



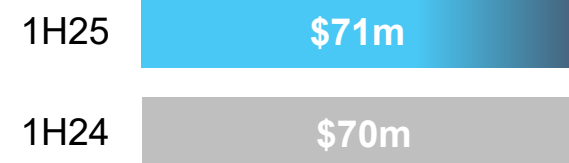
## Exit ARR<sup>1</sup> and Exit ARC<sup>1</sup>

↑ **1%**



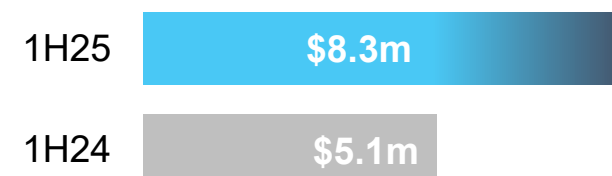
## Total Revenue

↑ **2%**



## Net Profit After Tax

↑ **63%**



## Free Cash Flow<sup>1</sup>

↑ **57%**



## Dividends

**2.2cps**

## Commentary

- Total revenue grew 2%, impacted by customer churn in SimplePart e-commerce
- Margin remained stable. Exit ARR and ARC both grew at 1%
- Strong cashflow generation further supported by improved working capital management

<sup>1</sup> A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24 and ARR and ARC are always reflected in Constant Currency. Note that there may be rounding differences to the published interim and full year financial reports

<sup>2</sup> Underlying Cash EBITDA performance was driven by recurring and non-recurring revenues in the period. Further information about Cash EBITDA performance for the period is set out in page 10.

# Revenue impact in HY25

Factors	Comment
Microcat and Superservice	Continue with growth trends
SimplePart Churn	Customer churn event of ~\$4m in annual revenue announced in November
Infodrive CX technology upgrade	Pipeline of future revenue opportunities increasing as rebuild progresses
EMEA leadership	New head of EMEA commenced 1 December 2024 and gaining momentum
Founders of SimplePart	SimplePart founders exited following completion of operational integration New head of Americas is appointed and will commence in the second half of FY25 Americas Product and Technology teams now integrated and report to global CTO and CPO
OEM industry disruption	Short term delay of contract signings Mid term opportunity with new OEM entries from China Long term opportunity from increased outsourcing

# Strengthen Phase achievements in the half year

For personal use only

- ✓ Enhance global talent suite to roll out regional hub and spoke model
- ✓ Strengthen the EMEA team
- ✓ Bolster R&D capacity while maintaining margins

- ✓ Upgrading and strengthening our enterprise systems
- ✓ Progress joint data landing between SimplePart and Microcat
- ✓ Continuing vigilance and enhancement of cyber security posture



- ✓ Invest in Infodrive CX to prepare for global scalability
- ✓ Expand existing products into new market segments
- ✓ Invest in opportunity to monetise analytics, data and AI projects

- ✓ Increase sales productivity in EMEA and Americas
- ✓ Accelerate global expansion
- ✓ Further increase customer retention through global roll-out of customer success

✓ Completed    ✓ In progress

# Highlights of Intellegam acquisition

## Strategic Rationale

Significantly enhances Infomedia's AI capabilities

AI integration into Infomedia's products to offer additional features and functionality

Ability to cross/upsell Intellegam's solutions across IFM's global customer base

Proprietary B2B generative AI technology already used by two Chinese OEM brands in Europe

## Product Fit

Highly complementary capability across entire AI value chain

AI capabilities that fit within IFM's products: data capture & structuring, search, agent orchestration framework, customised LLM and UI/UX integration

Intellegam's existing repair manual AI solution to be expanded to Infomedia's global customer base

Deliver cost savings to customers through automation of manual processes with AI

## Market Opportunity

Addresses a \$1.5bn global TAM opportunity for AI solutions in the retail automotive sector

Enables IFM to immediately meet market demand for AI solutions

Meets market participant expectations for a fast, flexible, tailored user experience

Motivated team to continue to innovate and build new AI products in line with market requirements

## Investment Case

Investment cost of €\$6.1m upfront (spread across next two years) for 50% of Intellegam

Fast integration expected from day 1

Clear path to 100% ownership with appropriate caps in place

Clearly defined incentives for founders based on performance over the 5-year period.

**Data + AI + Domain Expertise = Maximised Customer Value**

# 02

## **FINANCIAL PERFORMANCE**

**Chantell Revie**

Chief Financial Officer

# Underlying cash EBITDA

AUD \$'000	1H25	1H24	Growth
<b>Recurring revenue</b>	<b>70,672</b>	<b>68,758</b>	<b>3%</b>
One-off revenue	500	835	
<b>Revenue</b>	<b>71,172</b>	<b>69,593</b>	<b>2%</b>
Other operating income	133	171	
Sales, marketing and support	(11,468)	(11,656)	
Product development and management	(15,934)	(15,674)	
Data management	(1,977)	(2,001)	
Administration	(6,171)	(6,455)	
<b>Underlying employee benefits expenses</b>	<b>(35,550)</b>	<b>(35,786)</b>	
Other underlying operating expenses	(19,066)	(18,317)	
<b>Underlying operating expenses excluding non-cash items</b>	<b>(54,616)</b>	<b>(54,103)</b>	<b>1%</b>
<b>Underlying Cash EBITDA<sup>1</sup></b>	<b>16,689</b>	<b>15,661</b>	<b>7%</b>
<i>Underlying Cash EBITDA margin<sup>1</sup></i>	<i>23%</i>	<i>23%</i>	

- 1H25 recurring revenue up 3%
- Underlying people cost decrease of 1%
- Cost growth of 1% is below revenue growth
- Underlying cash EBITDA increased by 7%

<sup>1</sup> A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports

AUD \$'000	1H25	1H24	Growth
<b>Underlying Cash EBITDA<sup>1</sup></b>	<b>16,689</b>	<b>15,661</b>	<b>7%</b>
Capitalised development costs	9,866	9,595	
AASB16 non-cash adjustments	1,374	1,277	
<b>Underlying EBITDA</b>	<b>27,929</b>	<b>26,533</b>	<b>5%</b>
Depreciation and amortisation	(14,645)	(13,089)	
Net finance costs	1,228	959	
Share-based payment expenses	(1,024)	(669)	
Other costs	-	(181)	
Business restructuring costs	-	(1,268)	
Foreign currency gains/(losses)	921	12	
<b>Net Profit Before Tax Adjusted (NPBTA)</b>	<b>14,409</b>	<b>12,297</b>	<b>17%</b>
Income tax expense before adjustments	(3,915)	(2,803)	
<b>Net Profit After Tax Adjusted (NPATA)</b>	<b>10,494</b>	<b>9,494</b>	<b>11%</b>
Amortisation of acquired and other intangibles	(2,164)	(2,199)	
Earnout - SimplePart	(52)	(3,365)	
Acquisition expenses	(701)	(231)	
Non-operating income tax expense	752	1,422	
<b>Acquisition expenses</b>	<b>(2,165)</b>	<b>(4,373)</b>	
<b>Reported NPAT</b>	<b>8,329</b>	<b>5,121</b>	<b>63%</b>
<b>Basic Earnings per share (EPS)</b>	<b>2.22</b>	<b>1.37</b>	<b>62%</b>

## NPATA

- Increase of 11% from increased Cash EBITDA and no business restructuring costs

## Capitalised development costs & amortisation

- 14% of revenue
- Amortisation increase from prior year and remaining higher than capitalisation. Negatively impacting profit by \$3m

## Share-based payment expenses

- Increase in Share based payment expense from new Employee Shared Based Payment plans issued in FY25

## EPS

- Increased 62% to 2.22 cents per share

<sup>1</sup> A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports

# Balance Sheet

AUD \$'000	31 Dec 2024	30 June 2024
Cash and cash equivalents	77,929	70,443
Trade and other receivables	14,988	18,784
Other current assets	5,647	4,088
<b>Total current assets</b>	<b>98,564</b>	<b>93,315</b>
Intangibles	67,112	71,415
Other non current assets	16,671	17,337
<b>Total non-current assets</b>	<b>83,783</b>	<b>88,752</b>
<b>Total assets</b>	<b>182,347</b>	<b>182,067</b>
Trade and other payables	11,105	8,379
Employee benefits	7,659	11,940
Other current liabilities	9,515	9,976
<b>Total current liabilities</b>	<b>28,279</b>	<b>30,295</b>
Deferred tax	8,509	9,055
Other non-current liabilities	6,625	7,950
<b>Total non-current liabilities</b>	<b>15,134</b>	<b>17,005</b>
<b>Total liabilities</b>	<b>43,413</b>	<b>47,300</b>
<b>Net assets</b>	<b>138,934</b>	<b>134,767</b>
Issued capital	105,196	105,196
Foreign currency reserve	7,410	5,080
Share-based payments reserve	2,364	1,464
Treasury shares held in trust	(1,711)	(1,907)
Retained Earnings	25,675	24,934
<b>Total Equity</b>	<b>138,934</b>	<b>134,767</b>

- Solid balance sheet position with \$78m cash and zero debt providing flexibility for continued growth and capital management to enhance shareholder returns
- Decrease in employee benefits largely due to the final payout of the SimplePart earnout

# Strong cash flow generation

AUD \$'000	1H25	1H24	Growth
<b>Opening cash balance</b>	<b>70,443</b>	<b>64,859</b>	
<b>Underlying cash generated by operating activities</b>	27,364	20,859	
Cash used in investing activities			
- Payments for development costs capitalised	(9,866)	(9,595)	
- Other capex	(296)	(631)	
<b>Underlying free cash flow<sup>1</sup> (subtotal)</b>	<b>17,202</b>	<b>10,633</b>	<b>62%</b>
<b>One-off cash outflows</b>			
- SimplePart & Nidasu earnout payments	(2,681)		
- Other non-underlying expense payments	(702)	(1,827)	
<b>Free cash flow<sup>1</sup> (subtotal)</b>	<b>13,819</b>	<b>8,806</b>	<b>57%</b>
<b>Cash used in financing activities</b>			
- Dividends paid	(7,515)	(6,764)	
- Lease liabilities	(1,205)	(1,069)	
- Payments for treasury shares			
Effects of exchange rate changes	2,387	(869)	
<b>Net change in the Group's cash during the period</b>	<b>7,486</b>	<b>104</b>	
<b>Closing cash balance</b>	<b>77,929</b>	<b>64,963</b>	

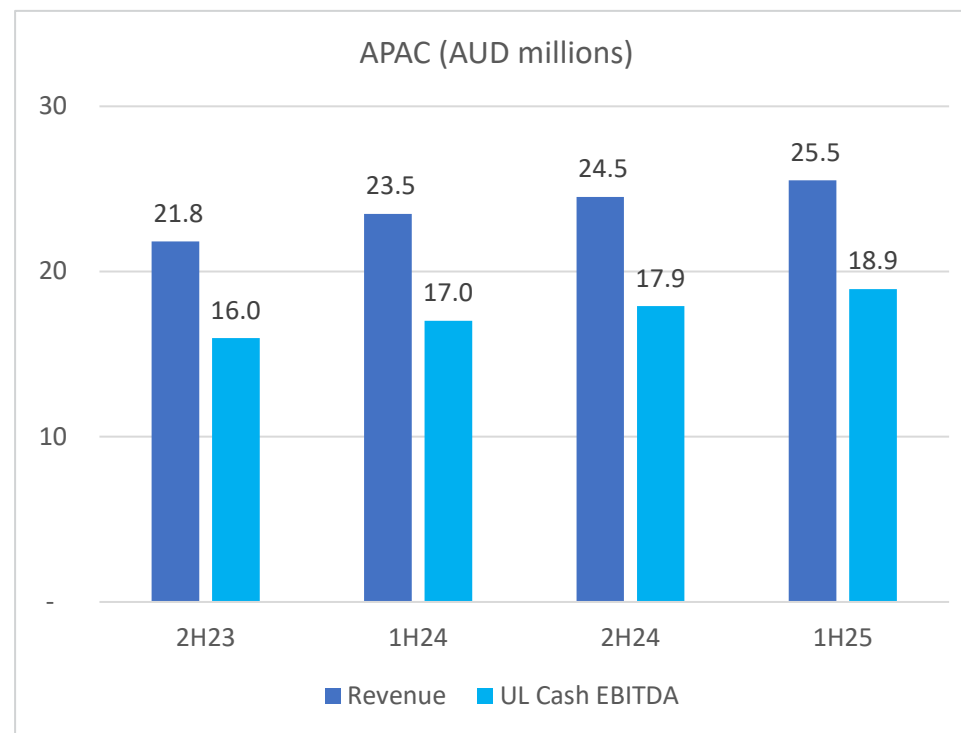
- 62% growth Underlying free cash flow due to strong collections and increased receipts from customers
- Final Earnout paid in the 1H25 period
- Royalty contracts are still being renewed and the timing of Royalty payments have been deferred to the second half when the contracts are finalised

<sup>1</sup> A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports

# Regional Revenue, growth in APAC and EMEA,

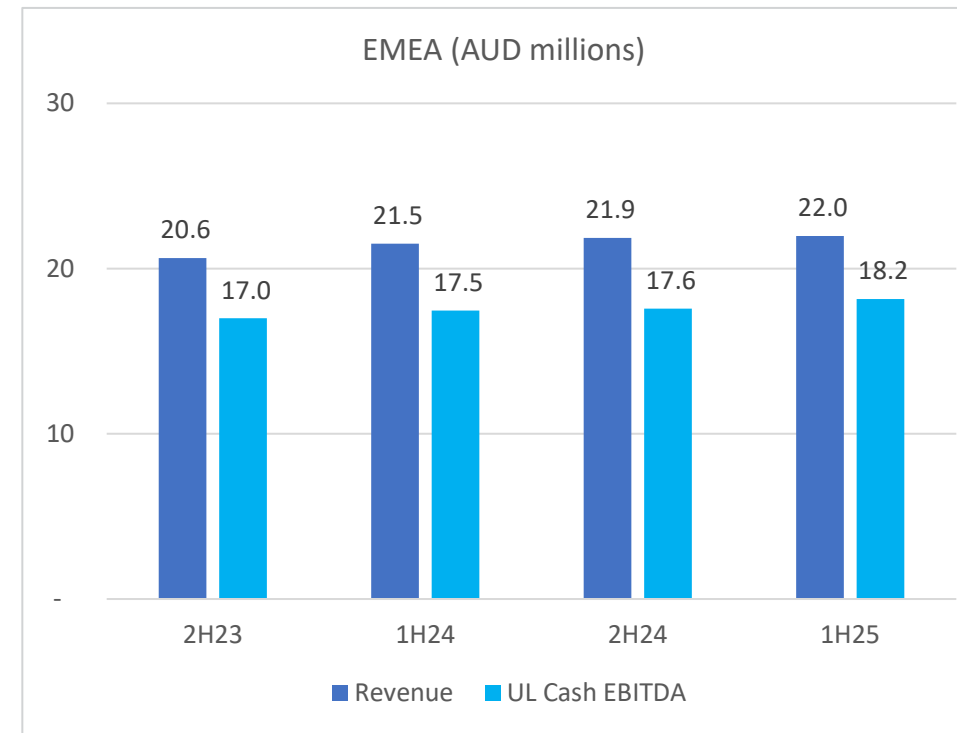
America effected by ecommerce churn

## APAC



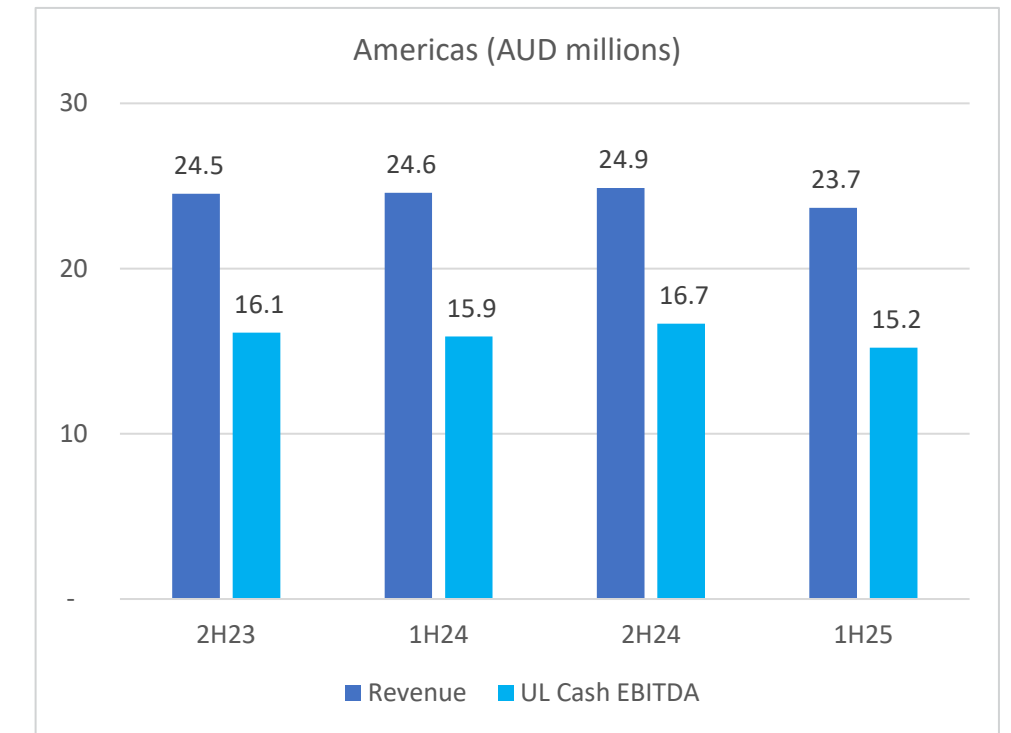
- Solid revenue growth of 9% on pcp
- Delivery of new Superservice revenue in the half
- Impacted by slow delivery of new customer revenue in Infodrive CX due to rebuild of tech stack
- Underlying cash EBITDA<sup>1</sup> growth of 11% on pcp

## EMEA



- Revenue growth of 2% on pcp, (3% in local currency)
- Delivery of the first SimplePart solution in EMEA
- Underlying cash EBITDA<sup>1</sup> growth of 4% on pcp

## AMERICAS



- Revenue decline of 4% on pcp, (2% decline in local currency)
- Customer churn event of ~\$4m in annual revenue announced in November
- Underlying cash EBITDA<sup>1</sup> decline of 4% on pcp

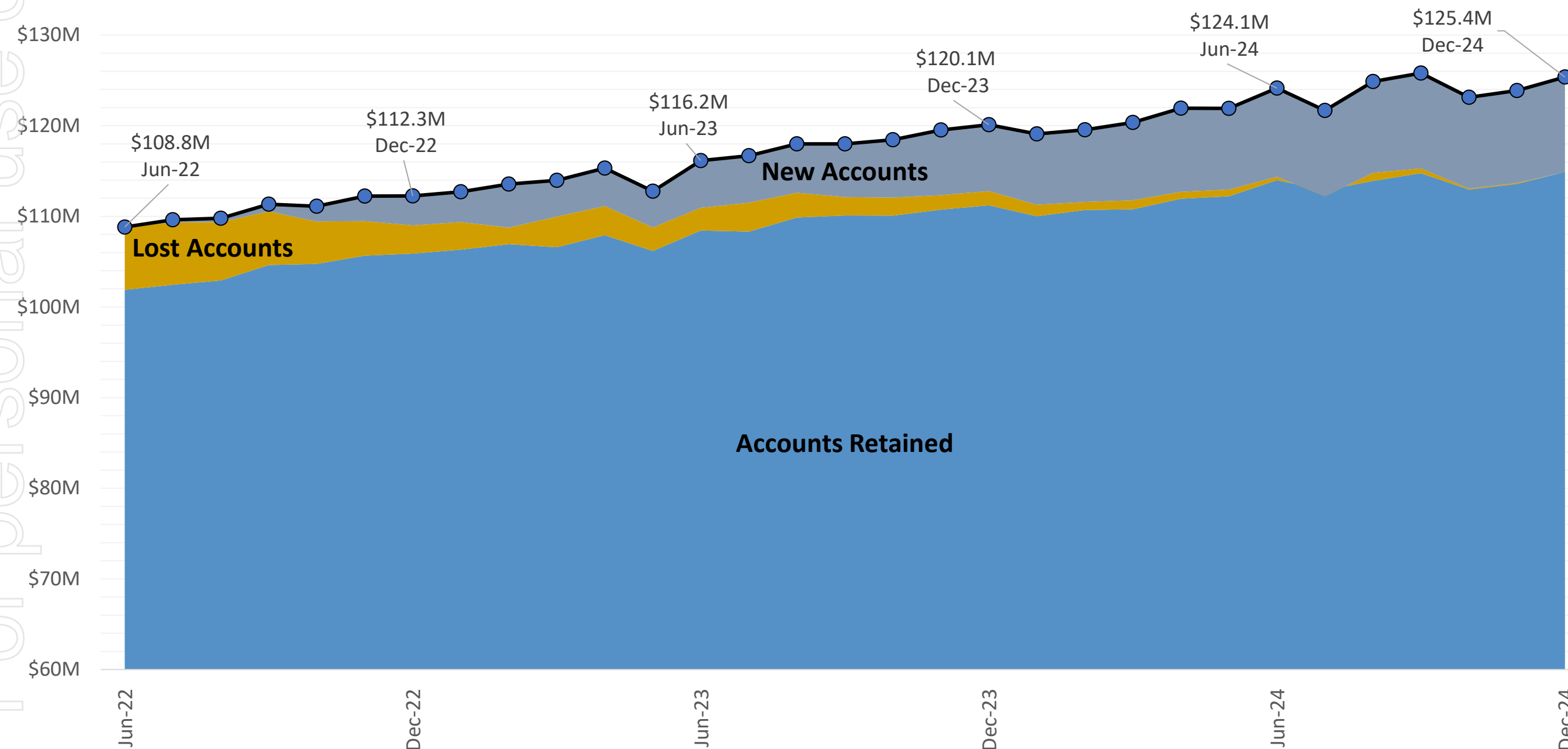
<sup>1</sup> All comparatives are with 1H24. Note that there may be rounding differences to the published interim financial reports.

<sup>2</sup> Underlying Cash EBITDA performance was driven by recurring and non-recurring revenues in the period. Further information about Cash EBITDA performance for the period is set out in slide 10. A glossary has been included on slide 25 where all non IFRS measures are explained and reconciled.

For personal use only

# Retention & Growth

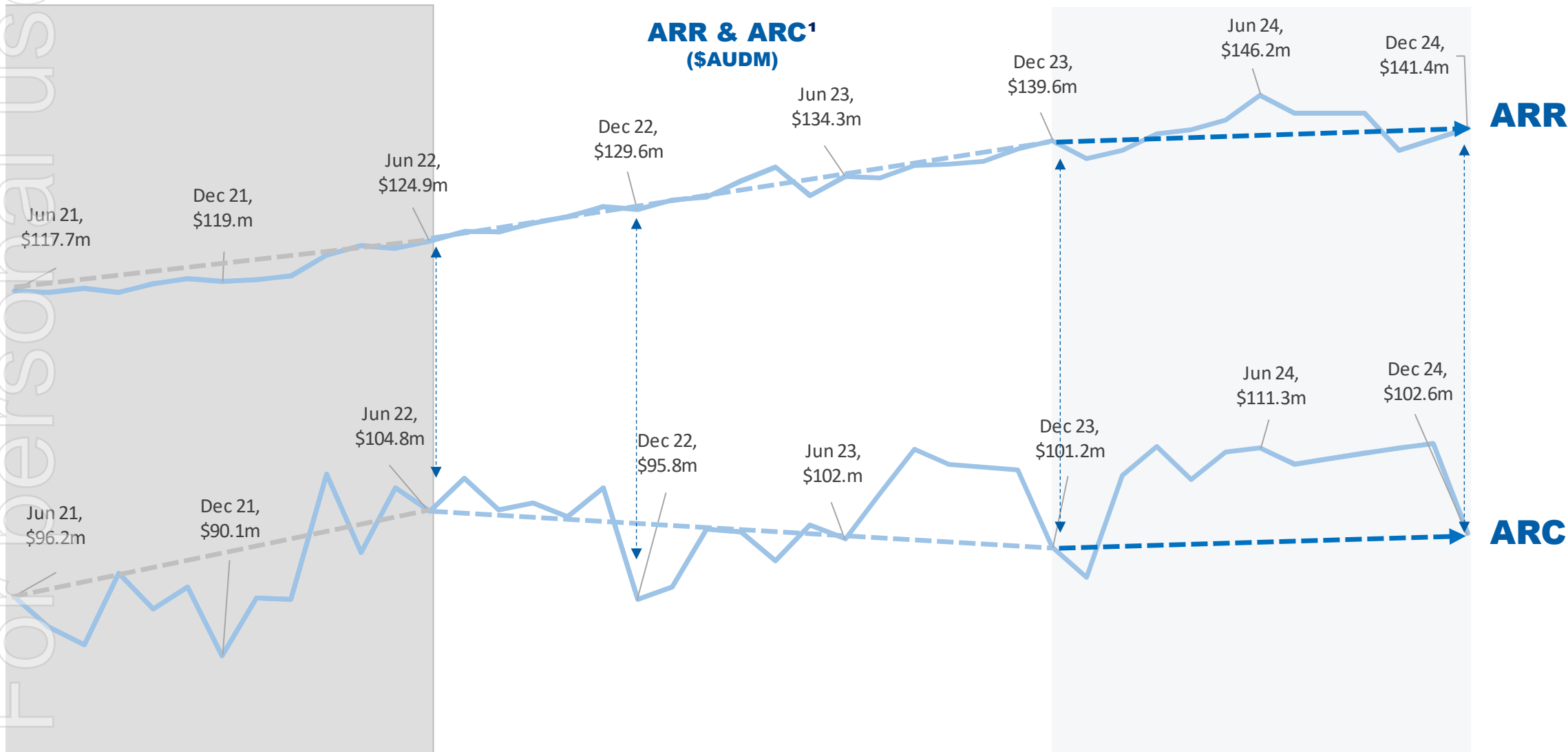
Measurement of billed accounts for the Group excluding SimplePart from Jun-22 to Dec-24 in constant currency (\$AUDm)



- Average annual net revenue retention of 105%
- Average annual revenue churn of 2.5%
- Average annual new revenue of 3.9%

# ARR and ARC moving in parallel during the Strengthen phase

For personal use only



## 7% increase in Cash EBITDA

- Same growth % in ARR and ARC
- Underlying cash EBITDA recurring margin<sup>1</sup> remains stable

<sup>1</sup> A glossary has been included on page 25 where all non IFRS measures are explained and reconciled. All comparatives are with 1H24 and ARR and ARC are always reflected in Constant Currency. Note that there may be rounding differences to the published interim financial reports

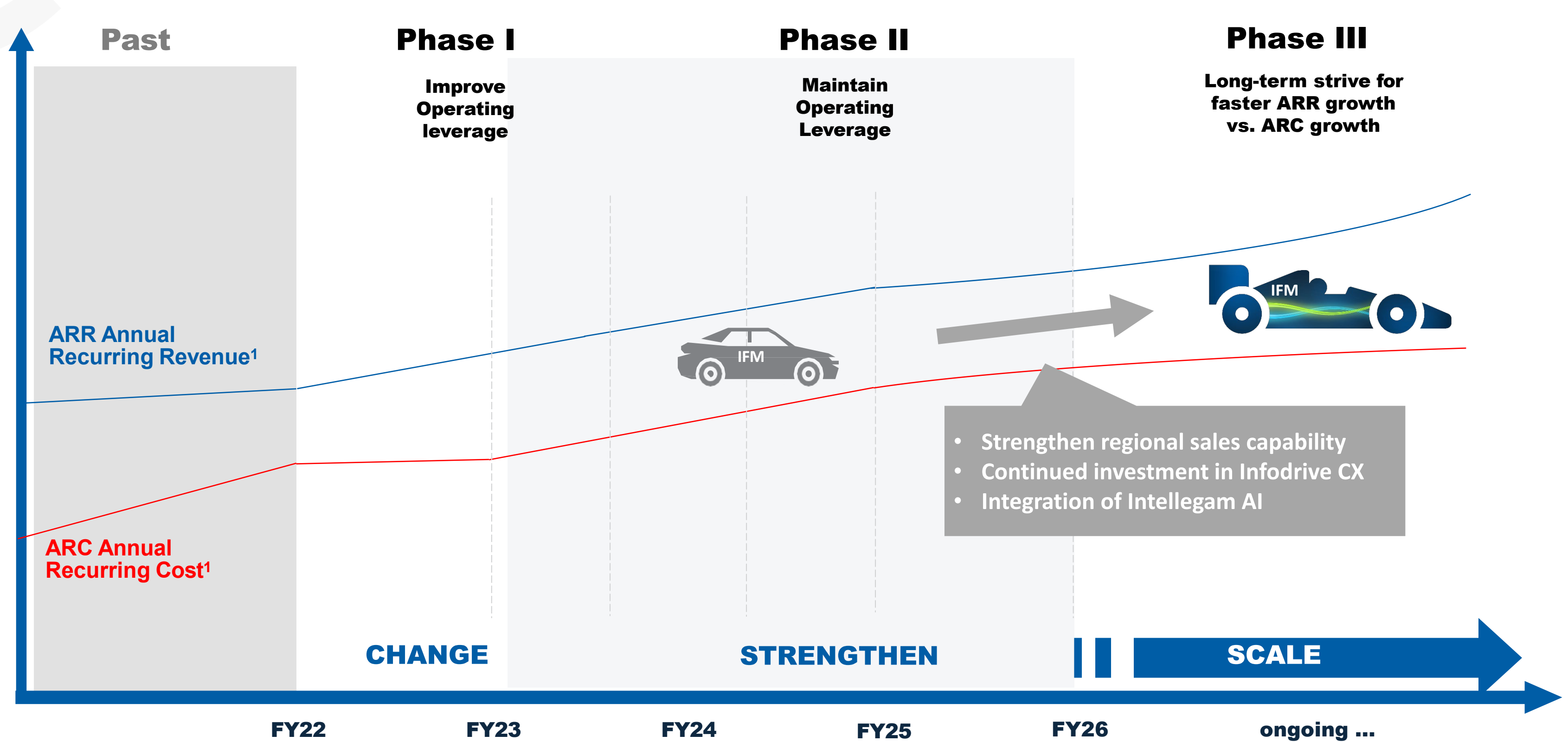
# 03 OUTLOOK

**Jens Monsees**

Chief Executive Officer

# Final steps in the Strengthen phase

For personal use only

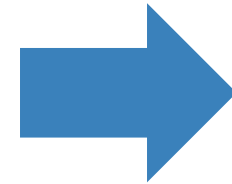


1. Trend lines are conceptual, are not to scale and should not be interpreted as an outlook statement.

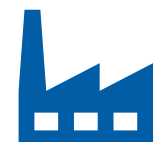
For personal use only



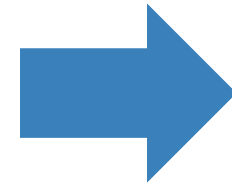
Final steps in the Strengthen phase



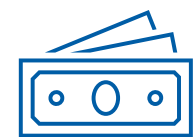
- Strengthen regional sales capability
- Continued investment in Infodrive CX
- Integration of Intellegam AI



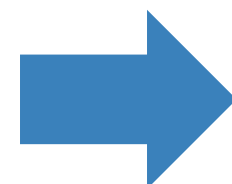
Disruption of traditional OEMs



- Chinese OEMs are on the rise and traditional OEMs are consolidating
- Single branded dealership transitioning to multi-branded dealership chains
- Software vendors creating an ecosystem that provides “whole of value chain” solutions



Leveraging data assets



- Accelerate Infodrive Analytics with further investment
- Expanding data alliances with third parties in the ecosystem (insurers, fleet and others)

# Intellegam enables new solutions and faster delivery – leveraging our data assets

## IFM to sell Intellegam's existing AI repair solutions to its OEM customers



- Take advantage of Infomedia's global footprint and OEM relationships
- Tapping into existing Intellegam OEM customers

Leverage 50+ OEM customer relationships

## Enhancing existing IFM solutions with AI overlay



- Develop AI solutions that leverage Infomedia's data assets
- Starting to fully integrate from day 1

Expanding IFM's TAM opportunity

## Substantial future opportunities driven by joint product development

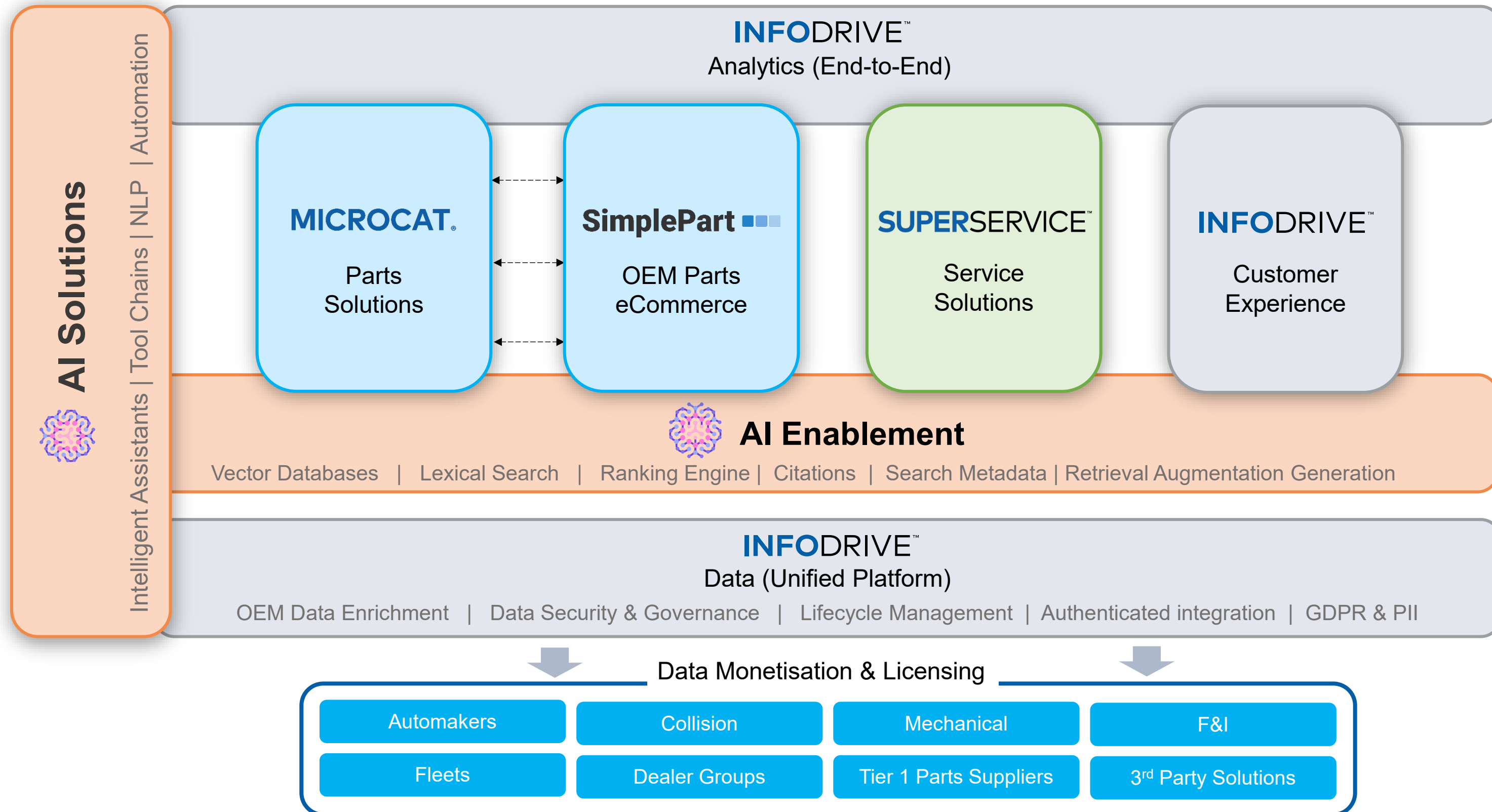


- Co-develop cutting-edge AI solutions for OEMs and their dealer networks
- Target the global Aftermarket segment

New AI-led opportunity to drive product expansion

# Where and how we will integrate AI

Enrich Infomedia's Core Products with AI for Better Efficiency and User Experience



## Operational focus on:

- Upgrading and strengthening enterprise systems
- Expand existing products into new markets
- Increase customer retention through global roll-out of customer success

## Strategic focus on:

- Increase sales productivity in EMEA and Americas
- Finalise Infodrive CX tech stack rebuild
- Integration of Intellegam AI

## Outlook:

- FY25 revenue guidance unchanged: \$142m to \$149m
- Stable margins expected

## Capital Management:

- Interim Dividend: 2.2cps
- Buyback: up to 5% of shares outstanding
- Retain sufficient cash balance to ensure financial flexibility

# Thank you!

**Investor Relations**

**Andreas Lundberg**

**+61 457 650 482**

**[Andreas.Lundberg@fortitudeir.com.au](mailto:Andreas.Lundberg@fortitudeir.com.au)**

**Visit Our Website**

**[www.infomedia.com.au](http://www.infomedia.com.au)**

# GLOSSARY AND APPENDIX

**Exit Annual Recurring Revenue (ARR)** – is the Company’s monthly recurring revenue as at December 2024, annualised and presented in constant currency. Exit ARR is a forward-looking statement and is subject to risks as outlined on page 2 of this presentation.

**Exit Annual Recurring Cost (ARC)** – is calculated in the same way as the underlying operating costs as calculated in note 3 of the segment note of the company's HY 2025 Interim Report. The measure, in constant currency, is calculated at each monthly point in time and annualised.

**CAGR** – Compound Annual Growth Rate

**NPAT** – Net Profit After Tax

**NPATA** – Net Profit After Tax Adjusted - Adjusts NPAT per the income statement for acquisition expenses and purchase price accounting

**NSC** – National Sales Company

**OEM** – Original Equipment Manufacturer

**PCP** – Prior Corresponding Period

**EPS** – Basic Earnings per Share as per Note 4 of the Interim Report

**Underlying cash EBITDA** and **Underlying employee benefits expenses** – are non-IFRS measures that are useful to assist in understanding the company’s operating performance. These are consistent with the internal measures disclosed in Infomedia’s Operating Segment Note (note 3 to the Interim Financial Report) and are directly reconciled to the company’s statutory reported IFRS financial information within the Operating Segment Note. A full reconciliation of 1H25 underlying cash EBITDA can be found on page 11 of the Company’s HY2025 Interim Report which is available from the Company’s website:

[www.infomedia.com.au](http://www.infomedia.com.au)

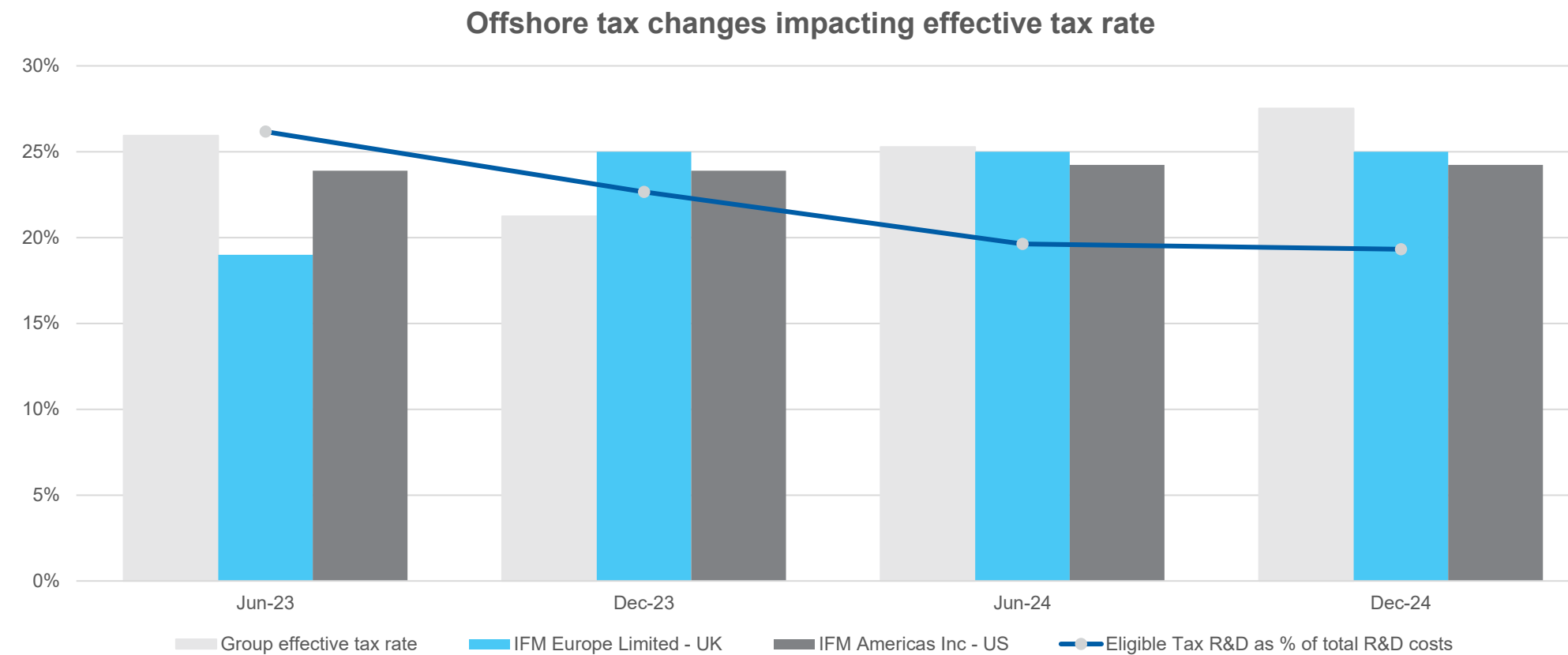
**Underlying cash EBITDA margin** – Underlying cash EBITDA % to revenue

**Underlying free cash flow** – cash flow after removal of one-off items as calculated on page 13 of the presentation

# Offshore Tax Changes impacting tax rate

The effective tax rate of the Infomedia Limited Group has been on an upward trajectory since December 2023. This is largely driven by the increase in Statutory tax rates in the UK and US, and the reduction in eligible Tax R&D expenditure as research and development have been gradually moved offshore.

The following tables depict this trend



## Other factors that could potentially impact the effective tax rate in the future include:

- M&A costs such as legal and professional fees incurred to acquire offshore subsidiaries. Any dividend income derived from these subsidiaries are non-assessable in Australia. Accordingly, any associated costs are permanently non-deductible in Australia.
- Operating in jurisdictions with high statutory tax rates such as Germany where the corporate tax rate is 30% (or higher depending on trade tax rate in the particular jurisdiction).

# Infomedia Snapshot

For personal use only

## Global Presence

**250K+**  
DAILY USERS

**50**  
AUTOMAKER BRANDS

**186+**  
COUNTRIES

**40**  
APPLICATION LANGUAGES

**5**  
CUSTOMER SUPPORT CENTRES

**1bn+ VINs**

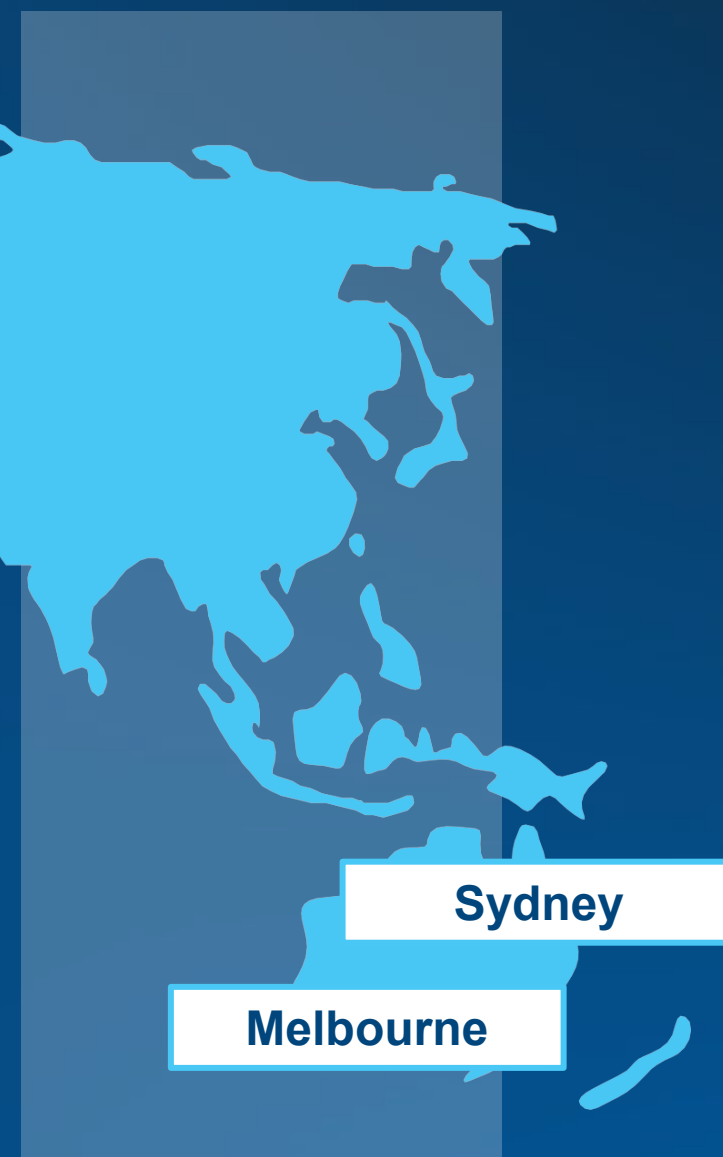
## Americas



## EMEA



## APAC



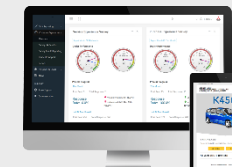
## Key Solutions



**MICROCAT**®



**SUPERSERVICE**™



**INFODRIVE**™



**SimplePart** ■■■



# Vision

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

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

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

“ *Agile like a start-up,  
deliver like a grown-up* ”



For personal use only