

ASX Announcement

Infomedia Ltd (ASX: IFM)

10 October 2025

Dispatch of Shareholder Booklet and Letter to Infomedia Shareholders

Infomedia Ltd (ASX: IFM) (**Infomedia**) refers to its announcements released on the ASX on 7 October 2025 in relation to the proposed acquisition of all Infomedia Shares by McQueen BidCo Pty Ltd (ACN 689 383 140) (**Bidder**), an entity owned by an investment holding entity in Singapore which is managed or advised by TPG Capital (S) Pte. Ltd. or its related entities, by way of a scheme of arrangement (**Scheme**), and the orders made by the Supreme Court of New South Wales on 7 October 2025 that Infomedia convene and hold a meeting of Infomedia shareholders (**Infomedia Shareholders**) to consider and vote on the Scheme (**Scheme Meeting**) and approving the distribution to Infomedia Shareholders of an explanatory statement providing information about the Scheme and notice of the Scheme Meeting (**Shareholder Booklet**).

As further announced on 7 October 2025, the Shareholder Booklet was registered with ASIC and a copy of the Shareholder Booklet was released to the ASX on 7 October 2025. A copy of the Shareholder Booklet is also available on Infomedia's website at:

<https://www.infomedia.com.au/investors/announcements/>.

The Shareholder Booklet also contains the Notice of General Meeting and the Notice of the 2025 Annual General Meeting of Infomedia as well as related explanatory information.

Provision of Shareholder Booklet

Infomedia is now pleased to confirm that

- for Infomedia Shareholders who have elected to receive communications electronically, an email has been sent to their nominated email address containing an electronic link to a copy of the Shareholder Booklet (including the notices of the Scheme Meeting, General Meeting and 2025 Annual General Meeting, voting instructions, a personalised proxy and voting form, as well as a hyperlink to the Online Meeting Platform);
- for Infomedia Shareholders who have elected to receive certain communications (but not meeting materials) by post, the letter attached as Annexure A, has been mailed to their registered addresses, containing details of and a link to a website to access the Shareholder Booklet (including the notices of the Scheme Meeting, General Meeting, and 2025 Annual General Meeting) and enclosing a hard copy personalised proxy and voting form;
- for Infomedia Shareholders who have not elected for either electronic or hard copy communications, the letter attached as Annexure A, has been mailed to their registered address, containing details of and a link to a website to access the Shareholder Booklet (including the notices of the Scheme Meeting, General Meeting, 2025 Annual General Meeting) and a personalised proxy and voting form; and
- for Infomedia Shareholders who have elected to receive full copies of notice of meetings via post have been dispatched a hard copy of the Shareholder Booklet (including the notices of

the Scheme Meeting, General Meeting and 2025 Annual General Meeting) via post and enclosing a hard copy personalised proxy and voting form.

Any Infomedia Shareholders who wish to receive a printed copy of the Shareholder Booklet may request one by calling the Infomedia Shareholder Information Line on 1300 290 691 (within Australia) and +61 2 9066 4081 (outside Australia), Monday to Friday (excluding public holidays in Sydney, Australia) between 9.00am and 5.00pm (Sydney time).

Infomedia Board Recommendation

The Infomedia Board unanimously recommends that Infomedia Shareholders vote in favour of the Scheme, in the absence of a Superior Proposal and subject to the Independent Expert continuing to conclude that the Scheme is in the best interests of Infomedia Shareholders. Subject to the same qualifications, the Infomedia Directors each intend to vote all the Infomedia Shares held or controlled by, or on behalf of, them in favour of the Scheme.

The Infomedia Directors also unanimously recommend that Infomedia Shareholders vote in favour of the Bidder Loan Resolution at the General Meeting and vote in favour of the 2025 Annual General Meeting Resolutions at the 2025 Annual General Meeting.

When considering the recommendation of the Infomedia Directors, Infomedia Shareholders should have regard to the interests of Infomedia Directors, which are set out in detail in section 11.1 of the Shareholder Booklet.

Scheme Meeting, General Meeting, and 2025 Annual General Meeting

Infomedia Shareholders will be asked to vote on the Scheme Resolution at the Scheme Meeting, the Bidder Loan Resolution at the General Meeting, and adoption of the 2025 remuneration report of Infomedia and the re-election of Jim Hassell as a non-executive Director at the 2025 Annual General Meeting.

The Meetings are to be held concurrently as hybrid meetings on Tuesday, 18 November 2025 commencing at 10.00 am (Sydney time) and can be attended in person at Level 8, 39 Martin Place, Sydney NSW 2000 or virtually through the Online Meeting Platform.

Infomedia Shareholders can access the Online Meeting Platform by using a web browser on their smartphone, tablet, or computer at:

- <https://meetings.openbriefing.com/IFMSM25> (for the Scheme Meeting);
- <https://meetings.openbriefing.com/IFMGGM25> (for the General Meeting); and
- <https://meetings.openbriefing.com/IFMAGM25> (for the 2025 Annual General Meeting).

Infomedia Shareholders should note that there are three different links for the Meetings. The Scheme Meeting will be conducted first so you should log into the webpage for the Scheme Meeting first. The General Meeting and the 2025 Annual General Meeting will then immediately follow as the preceding Meeting is concluded. When the Scheme Meeting concludes you should log out of the Scheme Meeting webpage and log into the General Meeting webpage. When the General Meeting webpage concludes you should log out of the General Meeting webpage and log into the 2025 Annual General Meeting webpage. The Online Meeting Platform will allow Infomedia Shareholders and their duly appointed proxies, attorneys and corporate representatives to listen to the Meetings, cast an online vote and ask questions online or by phone. Further instructions on how Infomedia Shareholders can

vote and participate in the Meetings, including how to lodge a proxy and voting form, are set out in the Shareholder Booklet and the Notices of Meeting.

All registered Infomedia Shareholders as at 7.00pm (Sydney time) on Sunday, 16 November 2025 will be eligible to vote at the Meetings.

All Infomedia Shareholders are encouraged to vote either by completing the proxy and voting forms or by attending the Meetings in person or virtually, or by proxy, attorney or corporative representative.

Proxy and voting forms (including forms lodged online), powers of attorney, and certificates of appointment of body corporate representatives for the Meetings must be received by the Infomedia Share Registry no later than 10.00am (Sydney time) on Sunday, 16 November 2025.

Further Information

The Shareholder Booklet provides Infomedia Shareholders with important information about the Scheme, General Meeting and 2025 Annual General Meeting. Infomedia Shareholders are advised to read the Shareholder Booklet (including the Independent Expert's Report) in its entirety before making a decision on whether or not to vote in favour of the Scheme.

If you have any questions in relation to the Scheme, the Shareholder Booklet or the Meetings, please contact the Infomedia Shareholder information line on 1300 290 691 (within Australia) and +61 2 9066 4081 (outside Australia), Monday to Friday (excluding public holidays in Sydney, Australia) between 9.00am and 5.00pm (Sydney time), or visit the website at: <https://au.investorcentre.mpms.mufg.com>. The Infomedia Shareholder Information Line will be available from 10 October 2025 until 17 December 2025.

Unless otherwise indicated, capitalised terms used in this announcement have the meaning given to them in the Shareholder Booklet dated 7 October 2025.

ENDS

This announcement has been authorised by the Board of Infomedia Limited.

For more information, please contact:

Investor Relations

Andreas Lundberg

M: +61 457 650 482

E: andreas.lundberg@fortitudeir.com.au

About Infomedia: Infomedia Ltd (ASX: IFM) is a leading global provider of DaaS and SaaS solutions that empowers the data-driven automotive ecosystem. Infomedia's solutions help OEMs, NSCs, dealerships and 3rd party partners manage the vehicle and customer lifecycle. They are used by over 250,000 industry professionals, across global OEM brands and in 195 countries to create a convenient customer journey, drive dealer efficiencies and grow sales. Please visit Infomedia's website <https://www.infomedia.com.au> and YouTube channel <https://www.youtube.com/infomedialtd> for more information.

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10 October 2025

Dear Shareholder,

On 6 August 2025, Infomedia Ltd (**ASX:IFM**) (**IFM**, **Infomedia** or the **Company**) announced that it had entered into a Scheme Implementation Agreement with McQueen BidCo Pty Ltd (**Bidder**), an entity owned by an investment holding entity in Singapore which is managed or advised by TPG Capital (S) Pte. Ltd. or its related entities, under which the Bidder will acquire 100% of the shares in Infomedia. The acquisition is to be conducted by way of a scheme of arrangement under Part 5.1 of the *Corporations Act 2001* (Cth) (**Scheme**).

Infomedia advises that a meeting of shareholders to consider and vote on the Scheme will be held at 10:00 a.m. (Sydney time) on Tuesday, 18 November 2025 at Level 8/39 Martin Place, Sydney NSW 2000 and virtually through the Online Meeting Platform (**Scheme Meeting**). In addition to the Scheme Meeting, the Company will also be holding a General Meeting (**General Meeting**) and its 2025 Annual General Meeting (**Annual General Meeting**) (the Scheme Meeting, General Meeting and Annual General Meeting together, the **Meetings**). The Meetings will be held concurrently commencing at 10.00 a.m. (Sydney time). The General Meeting will be adjourned until, and held immediately following, the conclusion of the Scheme Meeting. The Annual General Meeting will be adjourned until, and held immediately following, the conclusion of the General Meeting.

Details of the Scheme Meeting, General Meeting and Annual General Meeting are set out in the Shareholder Booklet prepared in relation to the Scheme (**Shareholder Booklet**). Capitalised terms used but not defined in this letter have the meaning given in the Shareholder Booklet.

The directors of Infomedia unanimously recommend that you **vote in favour** of the Scheme Resolution (and the Bidder Loan Resolution to be considered at the General Meeting) in the absence of a Superior Proposal and subject to the Independent Expert continuing to conclude that the Scheme is in the best interests of shareholders. The Independent Expert has concluded that the Scheme is **fair** and **reasonable** and therefore is in the best interests of shareholders in the absence of a Superior Proposal.

If you recently sold all of your Infomedia shares, please disregard this letter.

Shareholder Booklet

To view and download the Shareholder Booklet (which includes the Independent Expert's Report and the Notices of Meeting for the Scheme Meeting, General Meeting and Annual General Meeting) please visit the website below:

<https://www.infomedia.com.au/investors/>

You can also request a hard copy of the Shareholder Booklet by contacting Infomedia's Shareholder Information Line on 1300 290 691 (within Australia) and +61 2 9066 4081 (outside Australia) between 9:00am to 5:00pm (Sydney time), Monday to Friday (excluding public holidays).

The Shareholder Booklet (including each Notice of Meeting) has been prepared based on circumstances as at the date of this letter. Should circumstances change, the Company will make an announcement on the ASX Market Announcements platform and on the Company's website at <https://www.infomedia.com.au/investors/>

Shareholders are urged to monitor the ASX announcements platform and the Company's website. Shareholders should read the Shareholder Booklet carefully and in its entirety before deciding whether or not to vote in favour of the Resolutions.

Scheme Meeting, General Meeting and Annual General Meeting

The Scheme Meeting, General Meeting and Annual General Meeting will be held concurrently as hybrid meetings on Tuesday, 18 November 2025, which means shareholders will be able to participate in person at the abovementioned location or via an online meeting platform powered by Infomedia's share registry, MUFG. Shareholders can access the online meeting platform by using a web browser on your smartphone, tablet or computer at:

- <https://meetings.openbriefing.com/IFMSM25> (for the Scheme Meeting);
- <https://meetings.openbriefing.com/IFMGM25> (for the General Meeting); and
- <https://meetings.openbriefing.com/IFMAGM25> (for the Annual General Meeting).

Shareholders should note that there are three different links for the Meetings. The Scheme Meeting will be conducted first, so you should log into the webpage for the Scheme Meeting first. The General Meeting and the 2025 Annual General Meeting will then immediately follow as the preceding Meeting is concluded. When the Scheme Meeting concludes you should log out of the Scheme Meeting webpage and log into the General Meeting webpage. When the General Meeting webpage concludes you should log out of the General Meeting webpage and log into the 2025 Annual General Meeting webpage.

The Online Meeting Platform will allow shareholders and their duly appointed proxies, attorneys and corporate representatives to listen to the Meetings, cast an online vote and ask questions online or by phone. For further instructions on how you can vote and participate in the Meetings please refer to the Shareholder Booklet (which annexes the Notices of Meeting).

Your vote is important

To vote in person, attend the Meetings on the date and at the place set out above. If you plan to attend the Meetings in person, please bring your voting and proxy form to facilitate your registration.

Shareholders attending the Meetings virtually and wishing to vote on the day of the Meetings can find further instructions on how to do so in the relevant Notice of Meeting. Alternatively, shareholders are strongly encouraged to complete and submit their vote by proxy using one of the methods set out in the relevant Notice of Meeting.

Appointing a proxy

You may appoint one or two proxies to attend and vote at the Scheme Meeting, General Meeting and Annual General Meeting on your behalf. Further details regarding the appointment of a proxy are set out in the relevant Notice of Meeting.

To be valid, your voting and proxy form (and any power of attorney under which it is executed) must be received by the Infomedia Share Registry by no later than 10:00 a.m. (Sydney time) on Sunday, 16 November 2025, being no later than 48 hours before the commencement of the Scheme Meeting, General Meeting and Annual General Meeting. Any voting and proxy form received after that time will not be valid.

The Chair of the Scheme Meeting intends to vote all available undirected proxies in favour of the Scheme Resolution in the absence of a Superior Proposal and subject to the Independent Expert continuing to conclude that the Scheme is in the best interests of shareholders. The Chair also intends to vote all available undirected proxies in favour of each of the resolutions set out in the Notices of Meeting for the General Meeting and Annual General Meeting, subject to applicable voting exclusions. Please refer to the Shareholder Booklet and Notices of Meeting for more details.

Further questions

If you have any questions or would like to request a physical copy of the Shareholder Booklet, please contact Infomedia's Shareholder Information Line on 1300 290 691 (within Australia) and +61 2 9066 4081 (outside Australia) between 9:00am to 5:00pm. (Sydney time), Monday to Friday (excluding public holidays).

If you are in any doubt as to what you should do in relation to Infomedia's shares, you should also consult your licensed professional adviser.

Yours faithfully,

Jim Hassel
Chair

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