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**INFOMEDIA™**  
Global leaders in parts and service software

# Acquisition of SimplePart

4 May 2021

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# Agenda

## Jonathan Rubinzstein, MD & CEO

- *Acquisition snapshot*
- *SimplePart overview*
- *Strategic fit*
- *Transaction highlights*
- *Key takeaways*



# SimplePart

[www.simplepart.com](http://www.simplepart.com)



# Jonathan Rubinsztein

Managing Director & CEO

Acquisition of SimplePart,  
a market leader in auto  
e-commerce solutions



# Acquisition snapshot

## SimplePart

### A leader in auto e-commerce solutions

Provides online parts, accessories and service e-commerce solutions

Enables automakers and their dealers to sell directly to consumers

Proprietary, purpose-built and scalable technology platform

18 e-commerce solutions at the OEM<sup>1</sup> level and c.1,900 dealers

Opportunities to expand into other segments and regions

## Strategic fit

### Highly strategic and complementary

Complements Infomedia's core aftersales SaaS platform

Enables Infomedia to further penetrate the parts ecosystem by offering a more complete B2B and B2C solution

Transforms Infomedia's presence in the Americas

Infomedia to support SimplePart's growth into EMEA and APAC<sup>2</sup> regions

Significant tailwinds in online auto commerce globally

## Transaction

### Targeting closing before 30 June 2021

Upfront consideration of USD \$24.5 million plus a 3-year earnout

Maximum consideration of USD \$45 million

Expected to be EPS accretive<sup>3</sup> from the first full year of acquisition on a pro forma basis

Subject to customary closing conditions, targeting closing on or before 30 June 2021

<sup>1</sup>OEM – Automaker – Original Equipment Manufacturer

<sup>2</sup>APAC – Asia Pacific; EMEA – Europe, Middle East & Africa

<sup>3</sup>Based on pro-forma NPAT excluding synergies, transaction costs and one-off integration costs



# SimplePart overview

SimplePart powers auto parts, accessories and service e-commerce programs for some of the world's most successful automakers and dealers

## Background

Founded in 2008

Founder & CEO: Cole Getzler

~70 employees based in Atlanta, Georgia USA

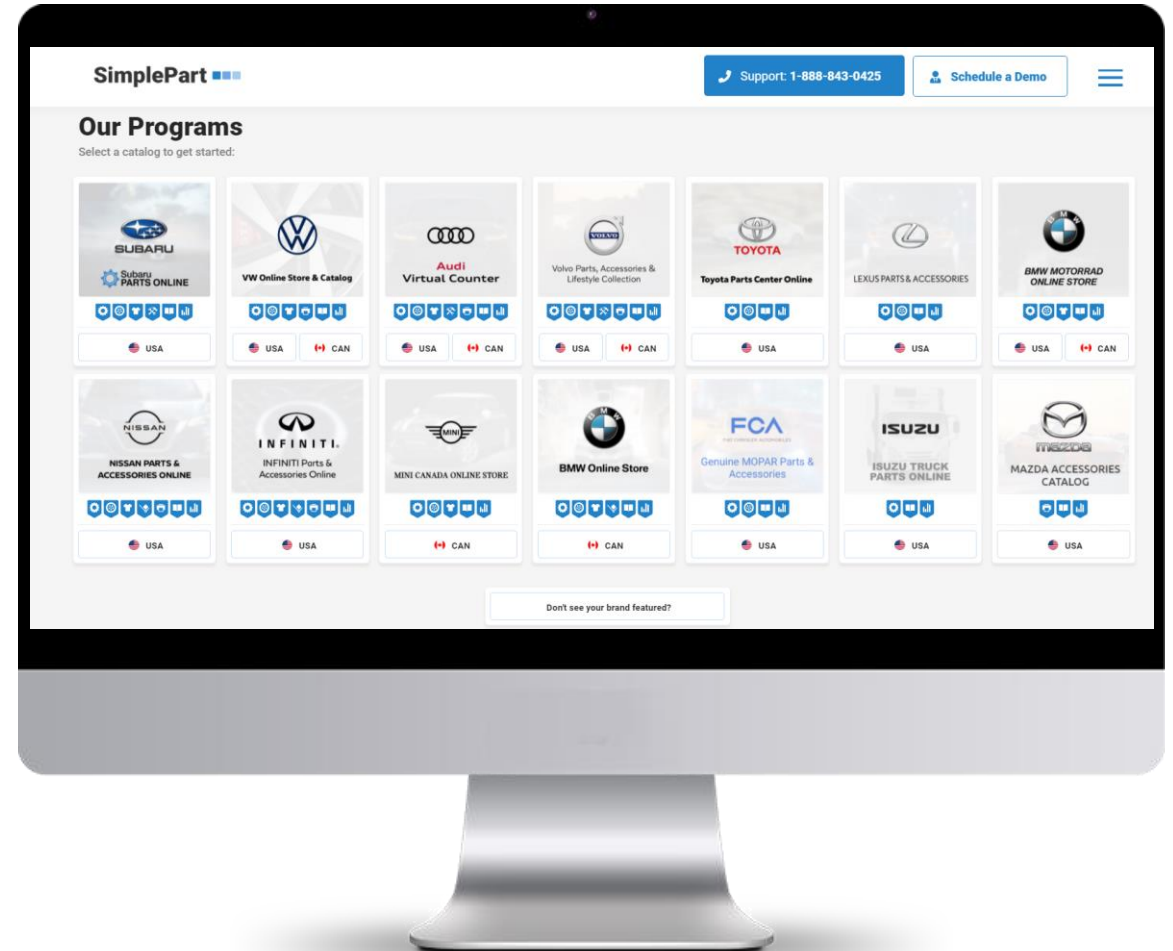
## Key Facts

18 OEM e-commerce programs in North America

~1,900 e-commerce dealer customers, primarily across the US

9+ million monthly unique visitors

US\$100+ million of annual e-commerce transactions via the platform



# Vertically integrated e-commerce platform

Purpose-built technology platform and experienced team enables SimplePart to deliver premium digital experiences

## Four integrated business areas

### Data

#### Retail Catalog Authoring

- Collection, processing and transformation of high volumes of raw VIN-driven OEM product data
- Multi-language product information in one common format

### SaaS Platform

#### Parts, Accessories and Service

- E-commerce platform for OEMs and dealers to sell parts, accessories and service online
- Rich digital B2C, B2B and dealer-facing experiences
- Purpose-built with integrated analytics and reporting

### Program Support

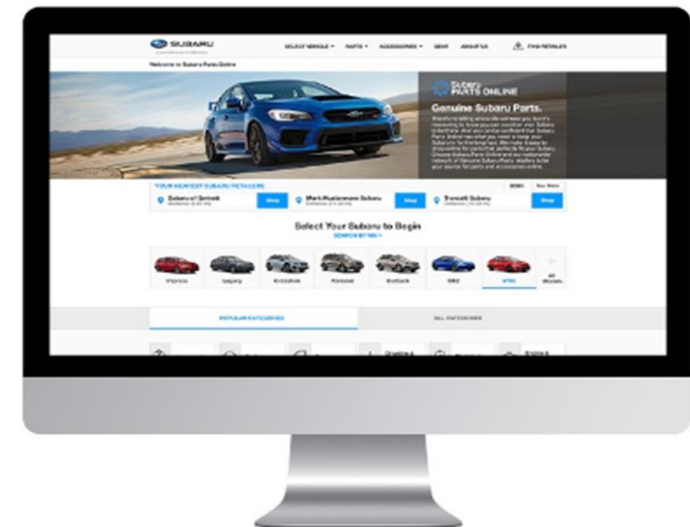
#### Dealer / Enterprise + Field

- Training, strategy and support for 1,900+ dealers in the US and Canadian
- Strategy, design and execution of 18 OEM programs

### Digital Agency

#### SEO, SEM<sup>1</sup> and email marketing

- Creative and on-brand design processes for a premium user experience
- Targeted, ROI-driven digital marketing strategy and execution for OEMs and dealers to maximise new-customer reach



# Strategic fit

## Natural extension to core SaaS platform

Consistent with focus and investment in our core parts, service and data insights platform and to build automaker VIN<sup>1</sup> specific market leadership

Ability to deliver additional and complementary products to respective customer bases seeking more integrated solutions

Strengthens Infomedia's presence in the Americas, and opportunity to extend SimplePart's presence into EMEA and APAC

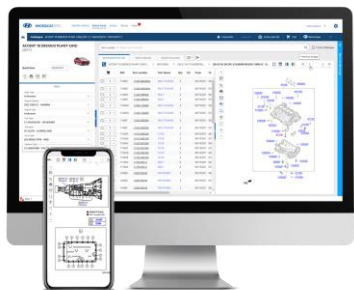
## Strong tailwinds for auto e-commerce

Estimated addressable market for global auto dealer SaaS is US\$12.9 billion (E-commerce contributes c. US\$0.7 billion)

Online auto parts sales via e-commerce channels in the US estimated at US\$16 billion in 2020<sup>2</sup>

Growth in online parts and accessories sales has accelerated due to COVID-19

## Expanded SaaS platform of data-driven parts, service and marketing solutions for global automotive aftersales



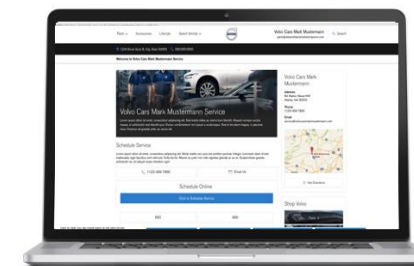
**MICROCAT**®  
Parts selling software (EPC)



**SUPERSERVICE**™  
Service quoting & digital inspection



**INFODRIVE**™  
Data insights & marketing



**SimplePart** ■■■  
E-commerce solutions



# Transaction highlights

## Purchase Price

Acquisition of 100% of SimplePart

Upfront consideration of  
USD \$24.5 million

3-year earn-out based on  
incremental EBIT contribution

Maximum purchase price  
of USD \$45 million

Customary post-closing adjustment  
in relation to cash, debt and net  
working capital at closing

## Funding and Impact

Upfront consideration funded  
from existing cash reserves

Infomedia has a right to settle up to 20% of  
each earn-out payment in Infomedia shares

Achieved c.USD \$10 million of revenue in LTM to 31  
March 2021, and expected to achieve low double-digit  
growth in calendar years 2021 and 2022 before synergies

Expected to be EPS accretive from the first  
full year of acquisition on a pro forma basis

Closing is subject to customary closing  
conditions, targeting on or before 30 June 2021

## Other

Business is profitable  
and cash flow generative

SimplePart's founder and President  
will continue to run the business

Infomedia's global sales teams will  
work closely with SimplePart  
to explore growth opportunities

Uniquely positions IFM to provide its  
customers with SaaS B2B and B2C parts,  
service and data insights solutions

# Key takeaways



**SimplePart** ■■■

[www.simplepart.com](http://www.simplepart.com)

SimplePart is a market leader of auto e-commerce solutions

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Acquisition is highly strategic and complementary

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Expected to be EPS accretive from the first full year of acquisition on a pro forma basis

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Aiming to close the transaction on or before 30 June 2021

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Infomedia continues to assess further acquisition targets to enhance core offerings, extend capabilities, access to new customers and increase reach in key geographic markets

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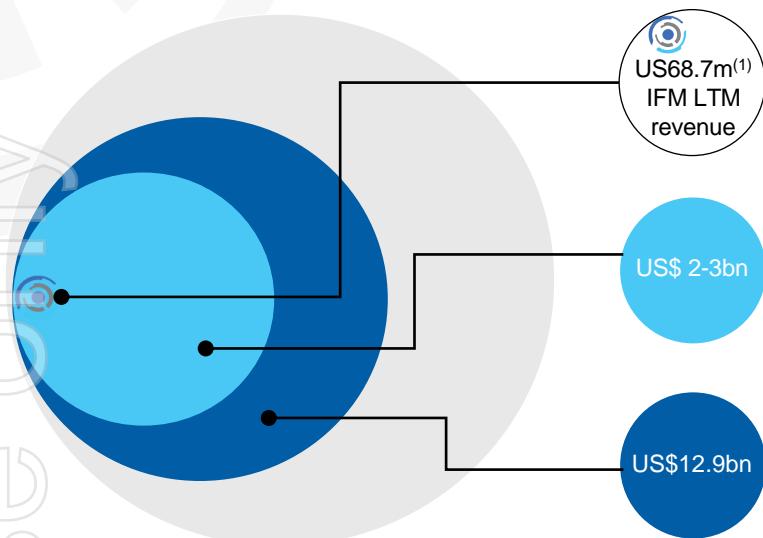
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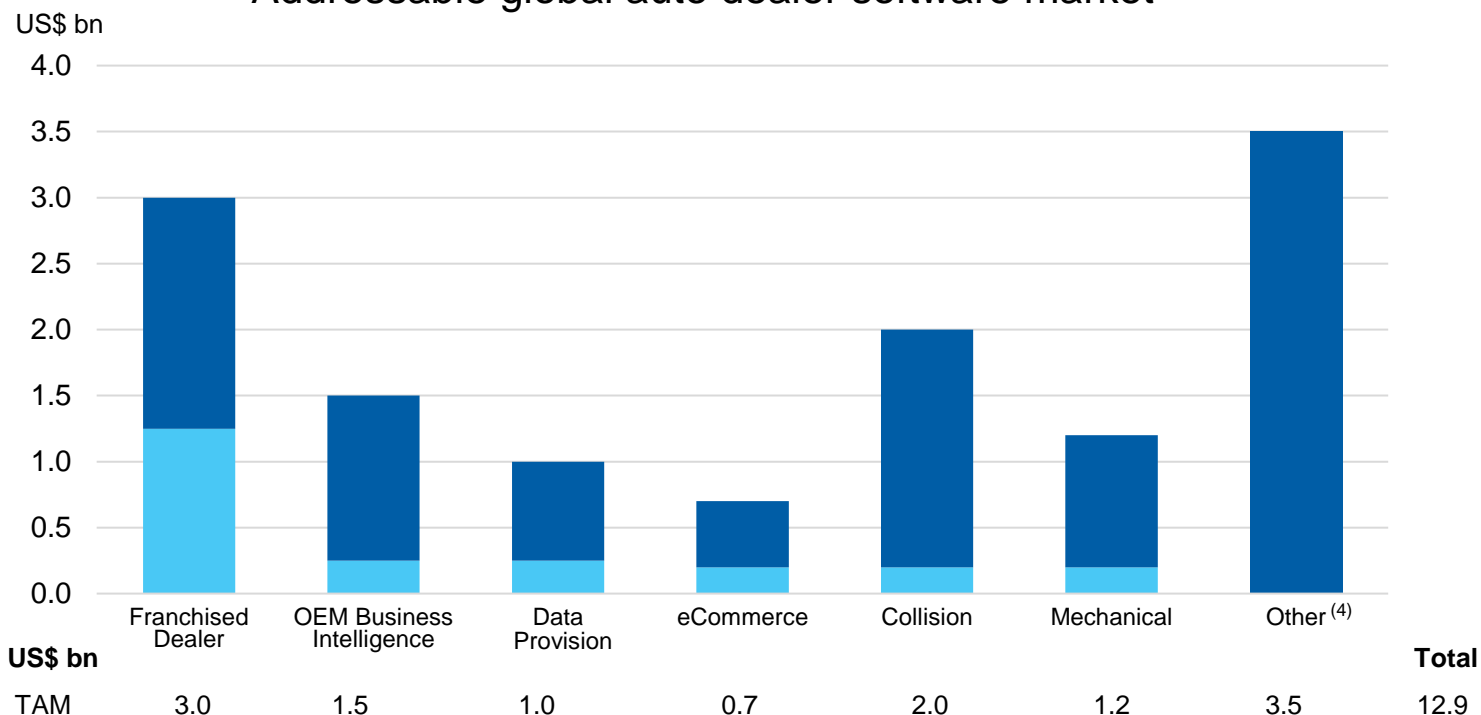


# Appendix – Expanding into e-commerce segment



- Customers wanting more integrated solutions.
- Enhanced functionality and more MVPs<sup>(2)</sup> contribute to a **broader and more comprehensive offering** into further segments.
- We estimate<sup>(5)</sup> TAM to be US\$12.9 billion. We estimate our SAM<sup>(3)</sup> today (serviceable available market) across segments to be approximately **US\$2 billion**.

Addressable global auto dealer software market



(1) See slide 19 in Appendix of AGM presentation for further reference  
 (2) MVP= Minimum viable product  
 (3) SAM = (Current) Serviceable Available Market  
 (4) Other = DMS (Data Management Systems), Finance & Insurance, Fleet, and Logistics software  
 (5) IFM estimates based on internal analysis, Orbis Research: Global Auto Dealer Software Market Size, Status and Forecast 2019-2025 and MarketsandMarkets: Automotive software market by application (infotainment, powertrain, ADAS & Safety) Vehicle type (passenger vehicle, commercial vehicle) EV type (BEV, HEV, PHEV) and region (APAC, EU, N America and RoW) – Global forecast to 2025.