

ASX ANNOUNCEMENT 19 JANUARY, 2023

Strategy and Trading Update

- Strategy focused on delivering strong operational EBITDA performance
- Secure commercial growth through The Gumtree Australia, Carsguide & Autotrader Australia business
- Strategy to continue to invest in new organic opportunities

The Board of The Market Herald Limited (ASX:TMH “**The Market Herald**” or “**Company**”) wishes to provide an update on the Company’s strategy following the acquisition of The Gumtree Australia, Carsguide and Autotrader Australia (**GCA**) business.

As announced to the ASX on 26 August 2022, the Company acquired the GCA business to increase its exposure to the digital classified advertising market.

Gumtree is an iconic brand and marketplace used by 1 in 3 Australians and 10 million households every month. With over 60,000 new listings every day, 3.5 million registered users and 6 million app downloads, for 15 years Gumtree has been the number 1 place where Australians buy and sell. Gumtree is fortunate to benefit from what the Company considers to be a loyal customer base.

GCA are together the number 2 automotive marketplace in Australia. The Company notes that the number of car listings and site traffic are nearing parity with the number 1 automotive marketplace. Further product development is expected to deliver an end-to-end digital car buying experience for millions of users.

One of the key growth pillars of GCA’s strategic plan is to accelerate our position in the motors (automotive) segment. Following a review of the GCA business, ample revenue growth opportunities have been identified and scoped, and GCA is intending to leverage the more than 70,000 new added listings on a monthly basis in the private cars category. It is expected that this will drive revenue and EBITDA growth for GCA.

Commenting on the strategy update, interim CEO Tommy Logtenberg said “*Since the acquisition of the GCA business, a number of key revenue opportunities have been identified in the automotive listing segment. Our management team is highly experienced and is driving the next phase of growth with a clear strategic roadmap to improve our top-line results whilst further increasing the success for the sellers and*

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buyers on our platforms. We look forward to updating the market with progress in due course.”

Trading Update

On 28 November 2022, as part of the presentation to the 2022 Annual General Meeting, the Company provided the market with guidance on the potential revenue and EBITDA for FY23 of \$95.01m and statutory EBITDA of \$20.7m. The guidance included 9 months of trading with the GCA business included following acquisition.

The Company re-affirms this guidance noting that trading conditions remain in line with expectations.

Yours faithfully

Tommy Logtenberg
Chief Executive Officer

Investor and media enquiries
Alec Pismiris
Non-Executive Chairman
The Market Herald
alec@hotcopper.com.au

This announcement has been authorised for release by the Board of Directors.

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