



Operating Specialised Automotive Aftercare and Accessory Companies

Ray Malone

Executive Director & CEO Presentation

Morgan Stanley 2013 Emerging Companies Conference

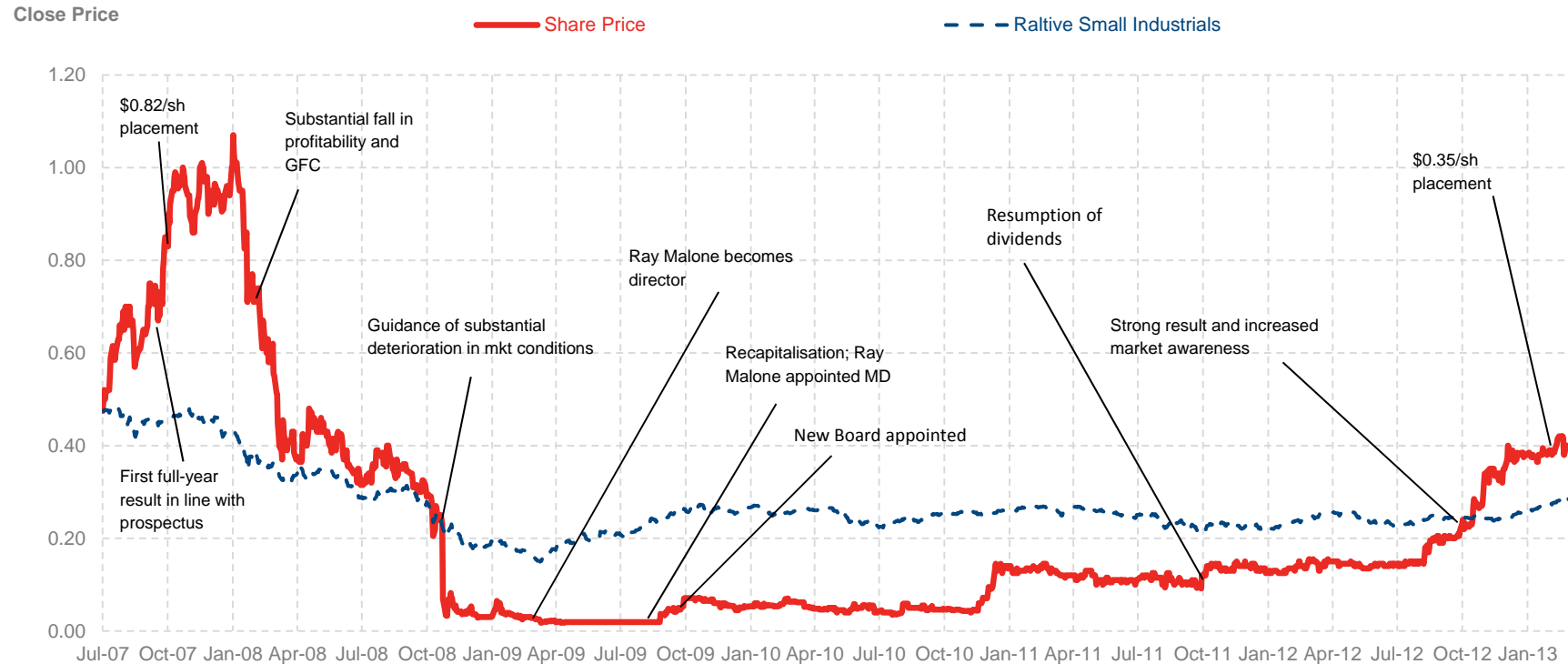
AMA Group

- AMA Group Ltd (ASX:AMA) was listed on the Australian Stock Exchange on 31 August, 2006.
- Focused on the wholesale vehicle aftercare and accessories market.
 - vehicle protection bullbars
 - smash repair shops
 - automotive and electrical components
 - servicing workshops for transmissions and brakes
- Market leading brands with a commitment to operating excellence.
- Strong Balance Sheet (net cash) and highly cash generative.
- Culture of employee ownership.
- Well positioned for organic and inorganic growth opportunities.



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AMA History



February 2009

- \$50m+ of liability
- Challenging operating environment
- Business inefficiencies
- Unstable outlook

Getting back on track

- Stabilise management/HR investment
- Debt reduction plan
- Focus on increasing revenues
- Stabilise/grow operating cash
- Increase EBITDA
- Improve stakeholder returns

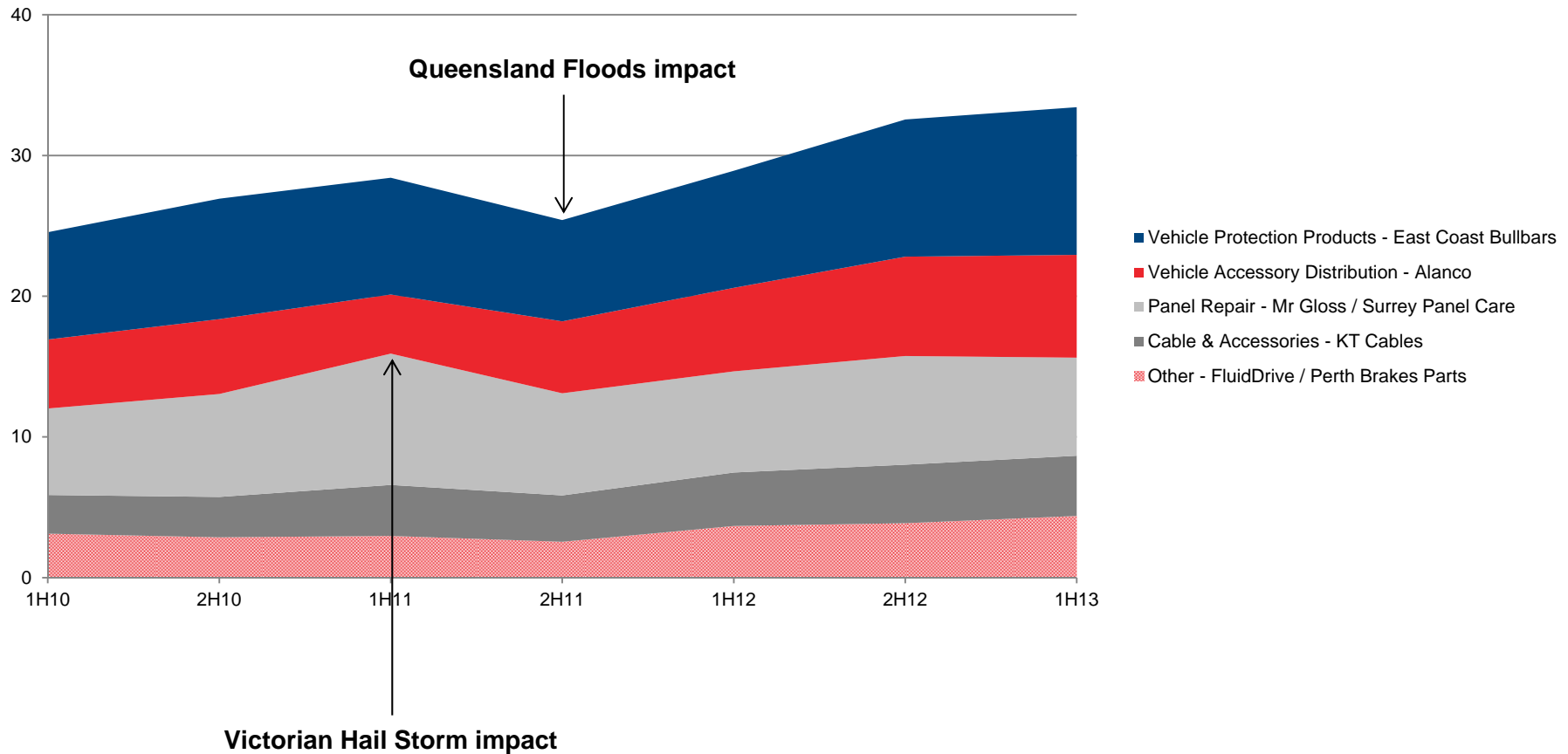
AMA Group



Reporting segment	Vehicle protection products	Panel repair	Vehicle accessory distribution	Cable & accessory distribution	Vehicle transmission repair	Other
Market focus	<ul style="list-style-type: none"> SUV and 4WD vehicles 	<ul style="list-style-type: none"> Prestige vehicles (BMW specialist) 	<ul style="list-style-type: none"> SUV and 4WD vehicles 	<ul style="list-style-type: none"> Vehicle auto-electrical, caravan & boat 	<ul style="list-style-type: none"> All road vehicles 	<ul style="list-style-type: none"> Off the road and sports brakes sales and repair
Client focus	<ul style="list-style-type: none"> Wholesale distributors 	<ul style="list-style-type: none"> Major insurance companies, private clients 	<ul style="list-style-type: none"> Mining operations, fleet buyers 	<ul style="list-style-type: none"> OEMs, mass-market retail chains 	<ul style="list-style-type: none"> Major vehicle manufacturers 	<ul style="list-style-type: none"> Specialist fleets, private after-market
Geographic spread	<ul style="list-style-type: none"> Qld based, national & international market 	<ul style="list-style-type: none"> South-east Melbourne 	<ul style="list-style-type: none"> Western Australia 	<ul style="list-style-type: none"> Qld based with national & international distribution 	<ul style="list-style-type: none"> Melbourne based, national distribution 	<ul style="list-style-type: none"> Western Australia
FY12 Revenue	<ul style="list-style-type: none"> \$18.059m 	<ul style="list-style-type: none"> \$14.904m 	<ul style="list-style-type: none"> \$13.002m 	<ul style="list-style-type: none"> 7.957m 	<ul style="list-style-type: none"> \$4.907m 	<ul style="list-style-type: none"> \$2.638m

AMA Business Segments

AMA GROUP PERIODIC REVENUE BY SEGMENT



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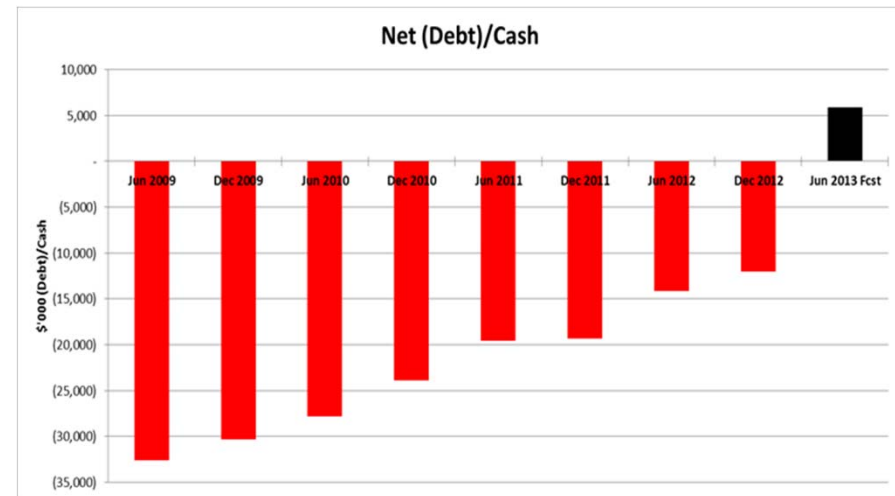
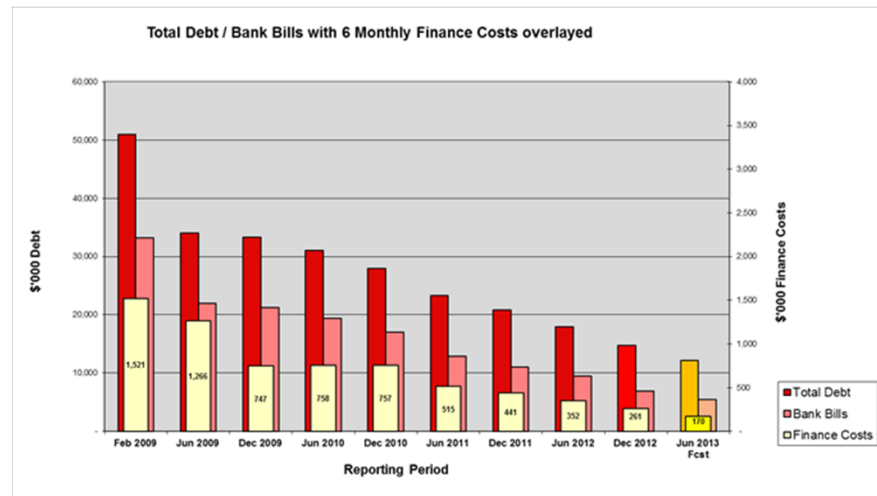
East Coast Bullbars (ECB)

Area	Outline
Manufacturer	<ul style="list-style-type: none">• Over 40 years in the industry designing and manufacturing custom designed superior quality products• Core products are Alloy Bullbars
Operations	<ul style="list-style-type: none">• Manufacturing facility in Brisbane<ul style="list-style-type: none">• 9000 square metres• In-house powder coat plant• 3 warehouses, 15 welding bays• Design and engineering capabilities• Buy high grade plate and tube and manufacture products from raw materials
Critical Attributes	<ul style="list-style-type: none">➤ High Barriers to Entry➤ Strategic Location➤ Regular Customers➤ Stable long term employees➤ Limited future capex

AMA Key Focus

Normalisation of Banking Arrangements

- Close non-performing businesses
- Consider sale of some businesses
- Negotiate re-financing deals with lenders and vendors
- Jan 2013 capital raising net proceeds c\$14.5m
- Net Cash of approximately \$6m



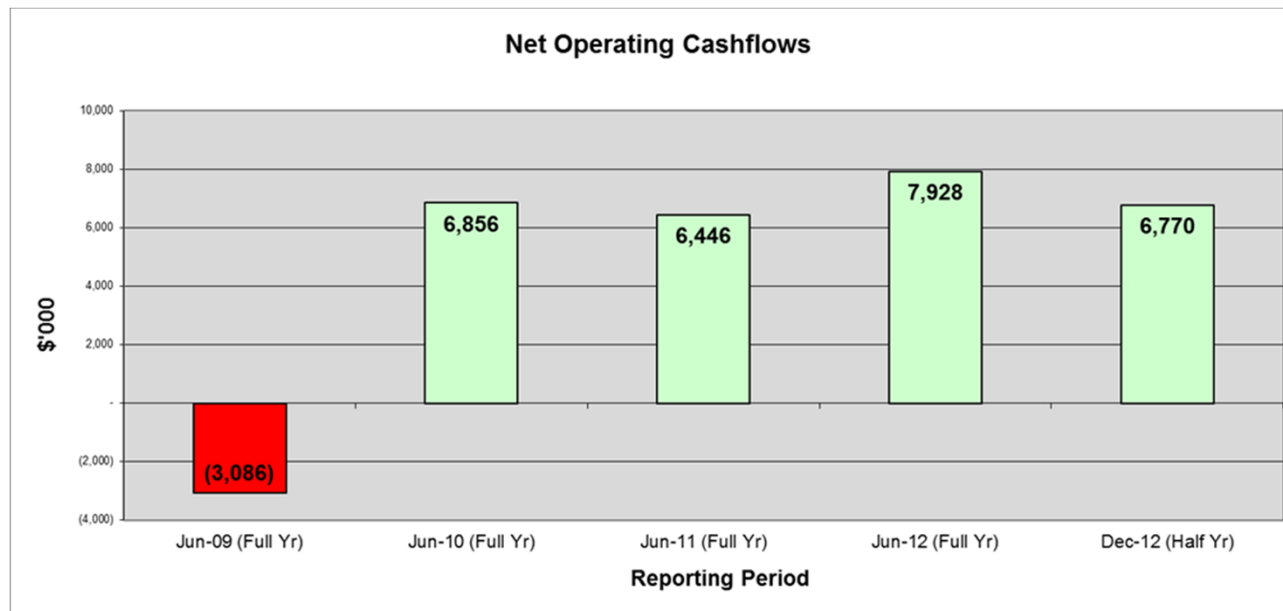
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AMA Key Focus

Stabilise/Grow Operating Cash

- Improve cash cycle (receivables and payables)
- Manage overall working capital across all segments of the business
- Review underlying cost base



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AMA Key Focus

Organic Growth Opportunities

- Vehicle Protection Products
 - Continued strength in SUV & 4WD new vehicle sales
 - Introduction of some new product lines
- Panel Repair
 - Insurance industry model changes
- Cable & Accessory Distribution
 - Growth in expanded distribution channels
 - Further product development and range expansion of core product lines



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AMA Key Focus

Identify and Execute on targeted Acquisitions

- Disciplined approach to target attributes
 - High Barriers to entry / Strategic location
 - Long term arrangements with loyal customers
 - Low future capital expenditure requirements
 - Long term stable work force
- Tight Valuation requirements
 - 3-4x historical EBITDA
- Positioned well to execute
 - Strong cash position
 - Flexible debt arrangements
- Acquisitions expected to be earnings enhancive (value accretive)



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AMA - Outlook

- AMA is now well positioned to grow and prosper following the debt restructure.
- AMA is looking closely at several potential acquisition opportunities.
- AMA is well positioned to grow profit, cashflow and dividends over the medium term.
- Current trading has been solid and inline with the Board's expectations.
- Some weakness is being felt in the mining and resources sector which has weakened the 2H13 results.
- The Board expects 2013 financial results to be broadly consistent with 2012.
- The Board is confident of the outlook for the business in 2014 and beyond.



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Thank you

Contact Details:

Ray Malone

AMA Group Limited

PO Box 122

Margate

QLD 4019

www.amagroupltd.com



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