

For personal use only

# iCar Asia Limited

## INVESTOR UPDATE

23 March 2015



Malaysia

**LIVE LIFE DRIVE**

**evo**



Thailand

**AUTO SPINN**



Indonesia

# ORGANISATIONAL STRUCTURE

For personal use only



MALAYSIA



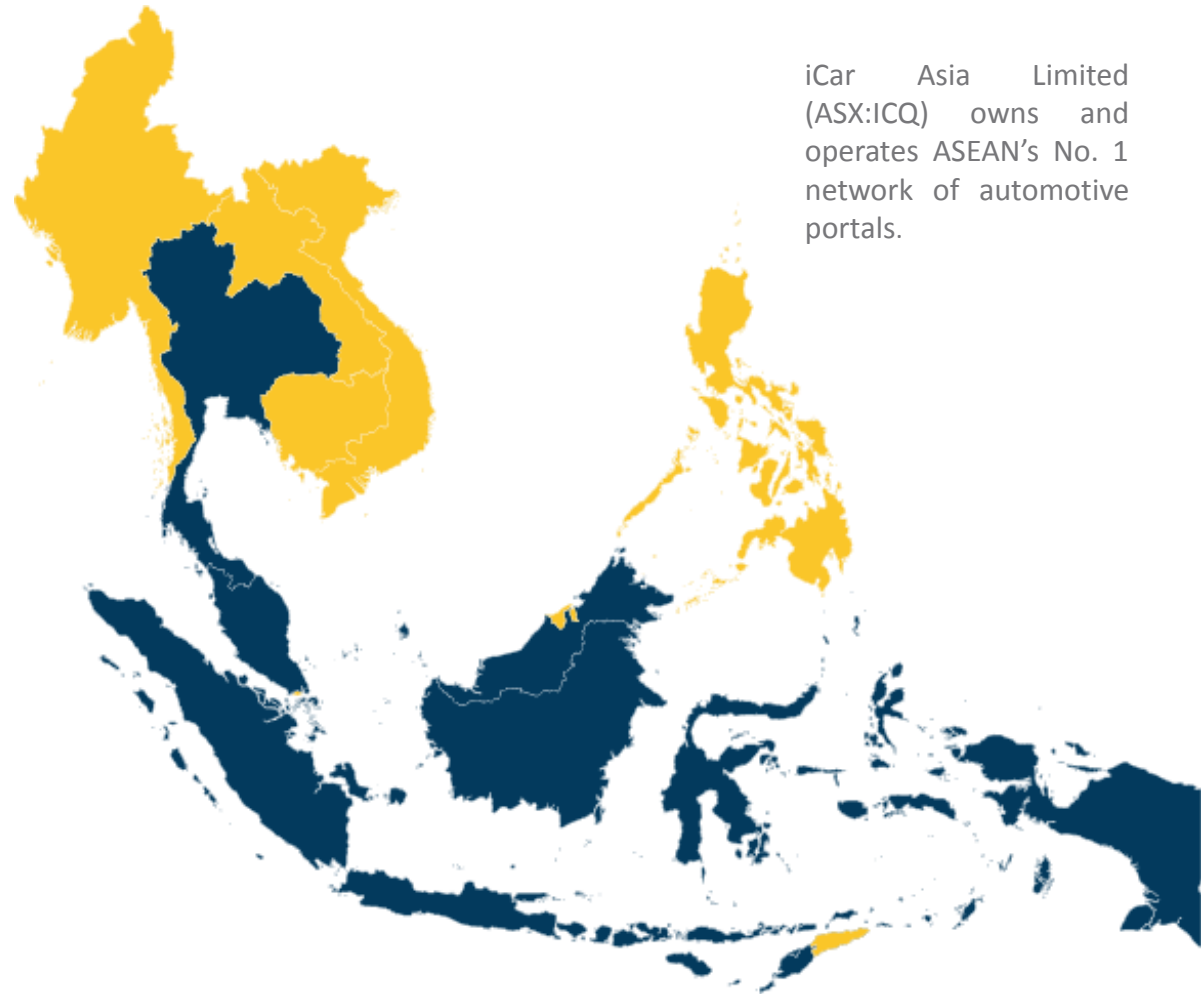
LIVE LIFE DRIVE



THAILAND



INDONESIA



iCar Asia Limited (ASX:ICQ) owns and operates ASEAN's No. 1 network of automotive portals.

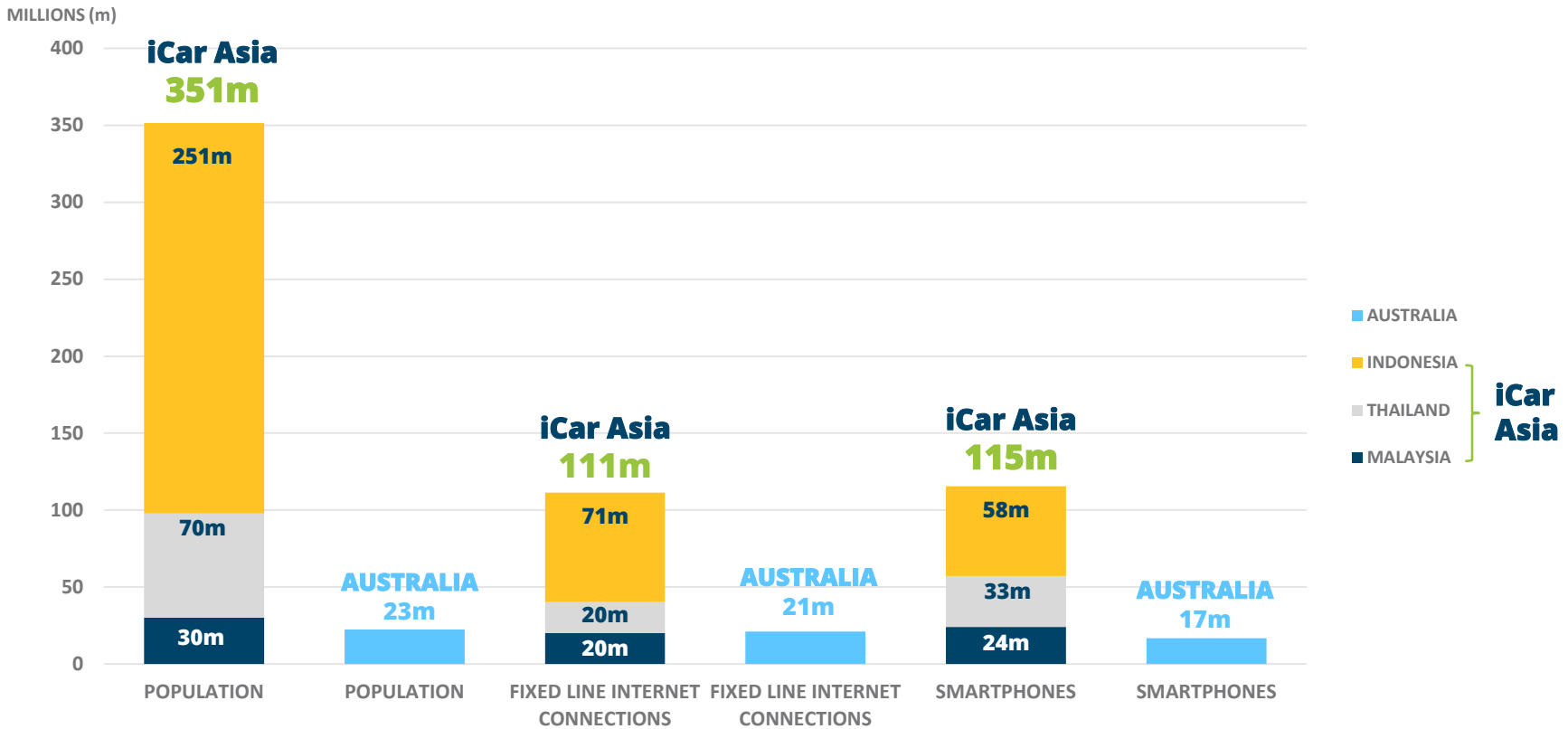


For personal use only

# THE MARKET OPPORTUNITY

# MARKET OPPORTUNITY: ADDRESSABLE MARKET

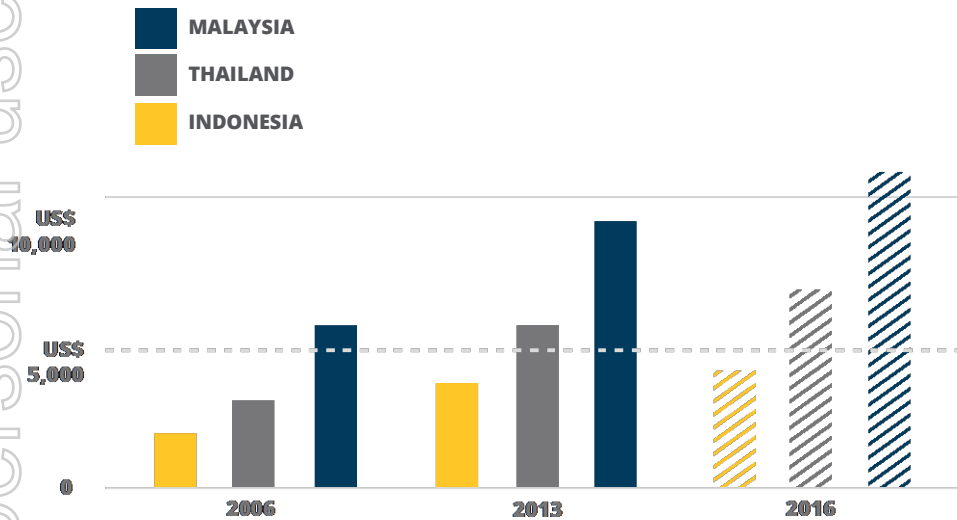
For personal use only



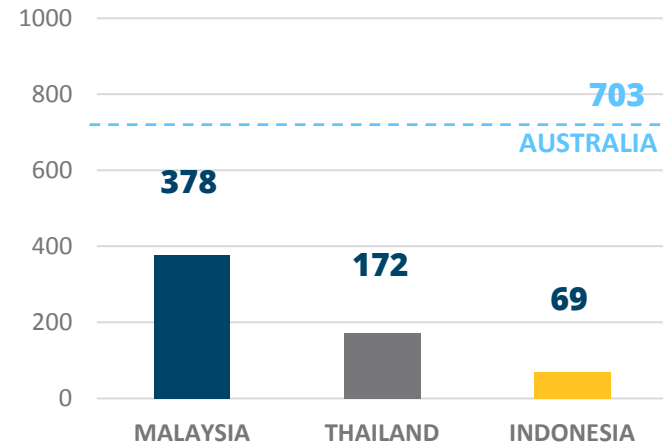
The combined population of the markets in which iCar Asia operates is over 350 million, with over 111 million people with fixed line internet access, and over 115 million connected smartphones and tablets.

# MARKET OPPORTUNITY: CAR OWNERSHIP POTENTIAL

US\$5,000 GDP per capita is a widely accepted inflection point when vehicle ownership in a country enters a high growth stage.



## VEHICLE OWNERSHIP RATE (PER 1000 POPULATION)



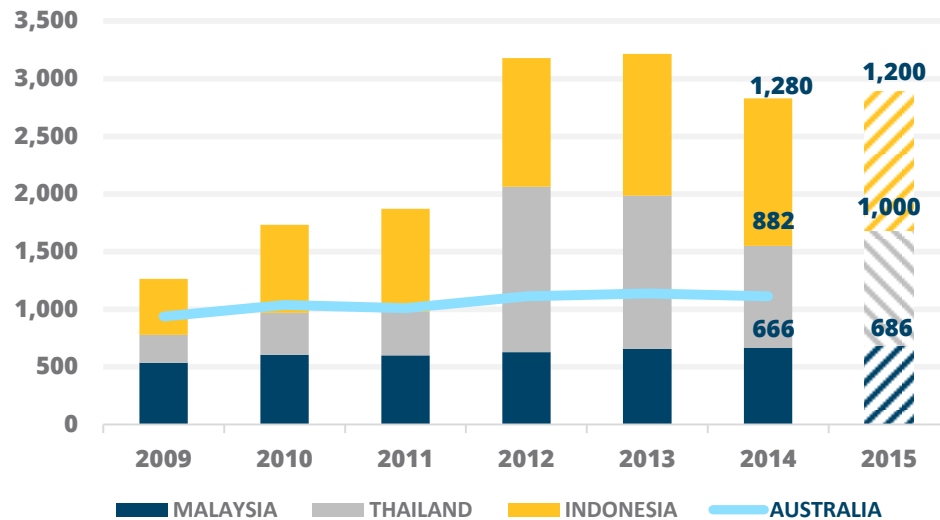
iCar Asia's markets are already above or near the US\$5,000 inflection point and are poised to see significant growth in vehicle ownership.

Source: International Monetary Fund. (\*) forecast, International Road Federation  
Source: "Vehicle Ownership & Income Growth, Worldwide: 1960-2030" J. Dargay, D.Gately, M. Sommer, 2007

Source: World Bank  
NB: Vehicle includes cars, buses, and freight vehicles but do not include two-wheelers

# MARKET OPPORTUNITY: CAR SALES

## NEW CAR SALES (UNITS)



	RETAIL PRICE FOR TOYOTA CAMRY (AUD)
MALAYSIA	<b>\$53,926</b>
THAILAND	<b>\$59,941</b>
INDONESIA	<b>\$53,989</b>
AUSTRALIA	<b>\$40,060</b>

Sources : Toyota website as per country

- New Car Sales volumes and total car ownership in iCar Asia's 3 markets of operation are already substantially higher than those of Australia and also growing much faster.
- Car prices are priced similarly and often higher than cars are priced in developed markets such as Australia.

Sources AU: <http://www.abs.gov.au/ausstats/abs@.nsf/mf/9309.0/>  
MY: Malaysia Automotive Industry (MAI), Frost & Sullivan

TH: Statista 2015, Federation of Thai Industries  
ID: Gaikindo, ID Motor Association

# MARKET OPPORTUNITY : AUTOMOTIVE ADVERTISING GROWTH

A\$BILLION	TOTAL ADVERTISING SPEND 2014	AUTOMOTIVE SPEND (Global Average 2014 – 9%)	ONLINE SHARE OF ADVERTISING 2014	APPROX ONLINE AD SPEND 2014 (A\$m)	FORECAST GROWTH RATE IN ONLINE ADVERTISING SPEND 2015
MALAYSIA (MY)	<b>4.2</b>	<b>0.38</b>	<b>1.8%</b>	<b>76</b>	<b>25%</b>
THAILAND (TH)	<b>3.75</b>	<b>0.34</b>	<b>5.0%</b>	<b>188</b>	<b>34%</b>
INDONESIA (ID)	<b>11.16</b>	<b>1.0</b>	<b>4.7%</b>	<b>530</b>	<b>79%</b>
<b>TOTAL (MY &amp; TH &amp; ID)</b>	<b>19.11</b>	<b>1.72</b>	<b>4.2%</b>	<b>794</b>	<b>69%</b>
AUSTRALIA	<b>12.17</b>	<b>1.1</b>	<b>30%</b>	<b>3,651</b>	<b>9%</b>

- Total combined advertising spend in iCar Asia's 3 markets of operation is already 57% larger than Australia's advertising market and continues to grow at between 5-10% per annum.
- Globally, automotive advertising on average accounted for 9% of total advertising spend in 2014. In iCar Asia's markets, the automotive advertising segment continues to grow at between 25-50% per annum.
- In iCar Asia's markets, online advertising is still in its infancy, with approximately 4% of total advertising spend currently online, forecast to grow at 69% in 2015. In mature markets online advertising accounts for closer to 30% of total advertising spend.

Source: ADEX 2014, 2014 Neilsens Global adview pulse report, Frost & Sullivan report 2012, TH – Digital Advertising Association, Global Media Intelligence report – eMarketer, e-Marketer's Interactive guide to worldwide Ad Spending, MY – Aegis Global Advertising Expenditure report May 2013.

# MARKET OPPORTUNITY: SUMMARY

For personal use only

## iCar Asia's Markets (MY, TH, ID)

## AUSTRALIA

### ADDRESSABLE MARKET

Combined population of 351 million with **over 111 million people with fixed line internet access, and over 115 million connected smartphones and tablets.** And growing fast.

Population of 23m people with limited remaining growth in internet penetration.

### CAR OWNERSHIP POTENTIAL

**Low car ownership with high growth potential.**

Ownership levels have not changed for many years and are not expected to grow.

### CAR SALES

**Already 3 times the size of Australia and growing much faster** with car prices of similar or greater value.

Vehicle sales numbers have remained relatively steady for many years and are not expected to grow.

### ADVERTISING

Online share of total advertising still low, but growing rapidly.

Online share of total advertising already approximately 30%.



For personal use only

# STRATEGY

# iCar Asia: VISION & ROADMAP

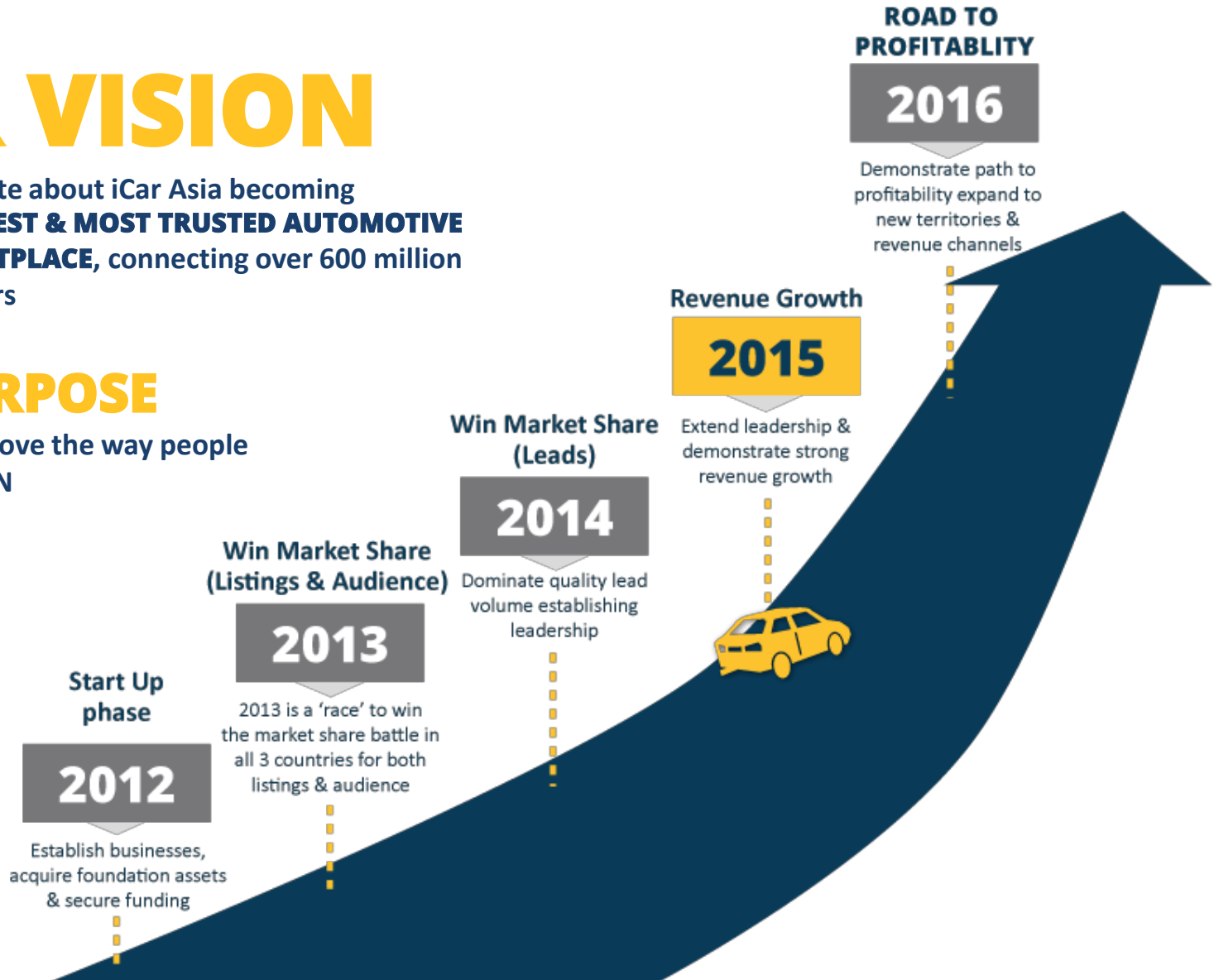
For personal use only

## OUR VISION

We are passionate about iCar Asia becoming **ASEAN'S LARGEST & MOST TRUSTED AUTOMOTIVE DIGITAL MARKETPLACE**, connecting over 600 million buyers and sellers

## OUR PURPOSE

Change and improve the way people buy cars in ASEAN



# iCar Asia: BUSINESS MODEL/STRATEGY

'Products & Services focused on the 3 month buying funnel from research to purchase for both new and used vehicles'



## WIN RACE TO OWN VIRTUOUS CYCLE

No.



### LISTING & CONTENT

No.1 in Volume & Quality

### AUDIENCE

No.1 in Unique Visitors & Engagement Metrics

### LEADS

No.1 Lead Provider to Dealers, Private Sellers and Manufacturers

### REVENUE

Monetisation of dominant number 1 market leadership position

For personal use only

# PERFORMANCE UPDATE

# 2014: FINANCIAL STATEMENTS

## FINANCIAL PERFORMANCE

	CONSOLIDATED (Year ended 31 December 2014)		CHANGE
	2014 \$ ('000)	2013 \$ ('000)	
Revenue	2,814	1,446	95%
Costs	(16,005)	(8,350)	(92%)
EBITDA	(13,191)	(6,905)	(91%)
NPAT	(16,700)	(6,902)	(142%)

### One-off Items

One2Car transaction costs	(167)
Impairment of Indonesian Assets	(3,041)
Acceleration EVO asset amortisation	(304)
<b>Underlying NPAT</b>	<b>(13,188)</b>

- Revenue almost doubled year on year as the company began to monetise the Malaysian classifieds business, with receipts from customers increasing by 174% year on year.
- Costs grew 92% year on year as the company continued to invest in growth.
- 2014 saw numerous one-off costs, including those associated with the acquisition of One2Car in Thailand and non-cash asset value adjustments.

### Closing cash:

**\$15.36M**

Receipts from customers 2014:

**\$2.91M**

Receipts from customers 2013:

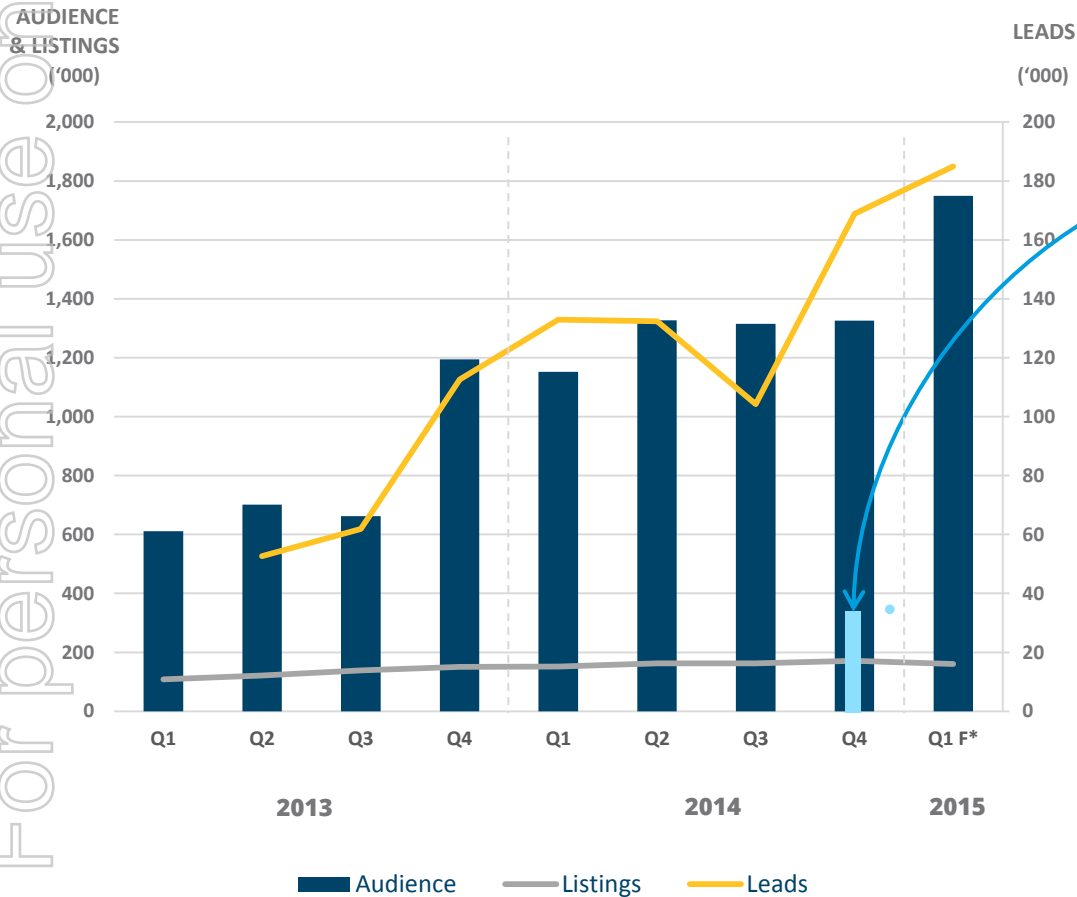
**\$1.06M**

% growth 2013 to 2014:

**174%**

# 2014: MALAYSIA – Carlist.my

For personal use only



**Number 2**

December 2014

	<b>229</b>
	<b>35</b>

- **Audience** continued strong growth with 52% increase year on year. Carlist.my is building a dominant market-leadership position, seen as the only place to buy and sell cars.
- **Leads** grew by 40% over the prior corresponding period demonstrating that Carlist.my works and is becoming an essential resource for those looking to sell a car in Malaysia.

Source: Audience, Listings & Leads, Effective Measure, December 2014

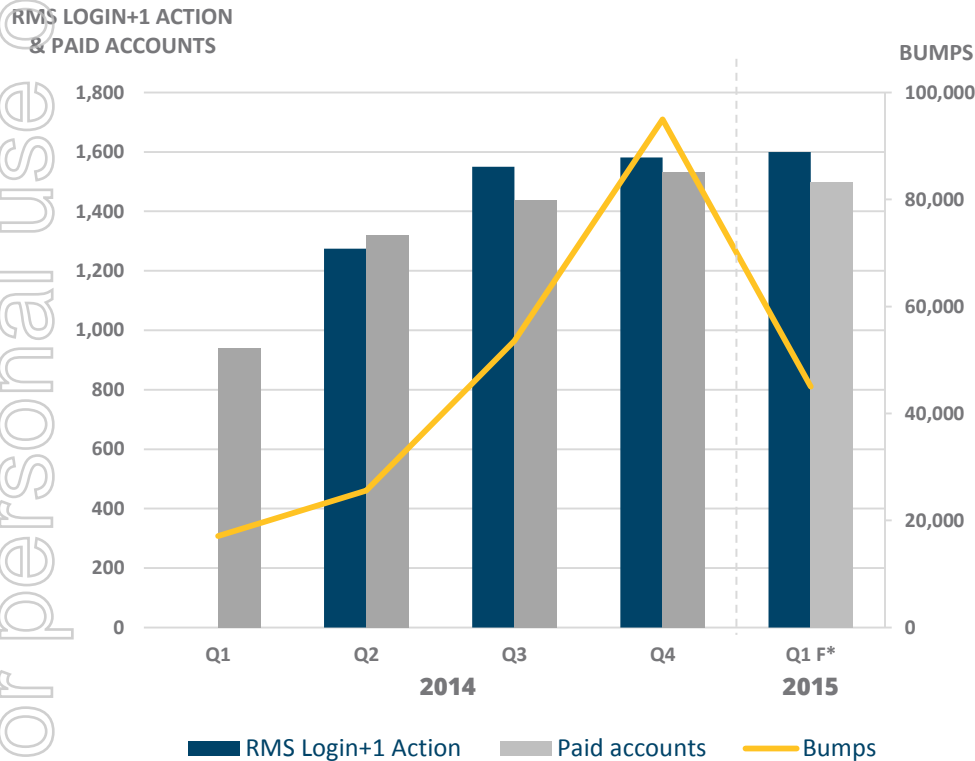
\*Internal Forecast end of March 2015

Copyright © 2015 iCar Asia Limited. All rights reserved.



# 2014: MALAYSIA – Carlist.my

For personal use only



- Monetisation of car dealers commenced in 2014 resulting in rapid growth with over 1,500 unique dealers paying for a Feature Listing.
- Successful launch of Response Management System (RMS). The mobile first platform for all things Listings and Leads management is fast establishing Carlist.my as an essential tool for the running of a successful dealership, with over 1,600 dealers currently using the system each month.
- After the introduction of the ‘bump’ depth product, volumes grew almost 700% during 2014. Focus on education with dealers that ‘bumps’ create ‘Leads’ which allows them to ‘sell more cars’.
- The price of bumps was almost tripled in Q1 2015. Bump volumes decreased, but total monthly bump revenue increased. The number of monthly bumps is once more beginning to increase as dealers have now accepted the price increase.

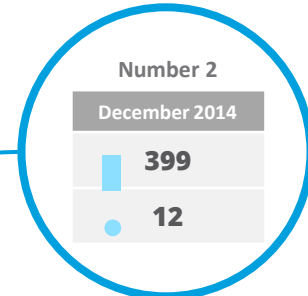
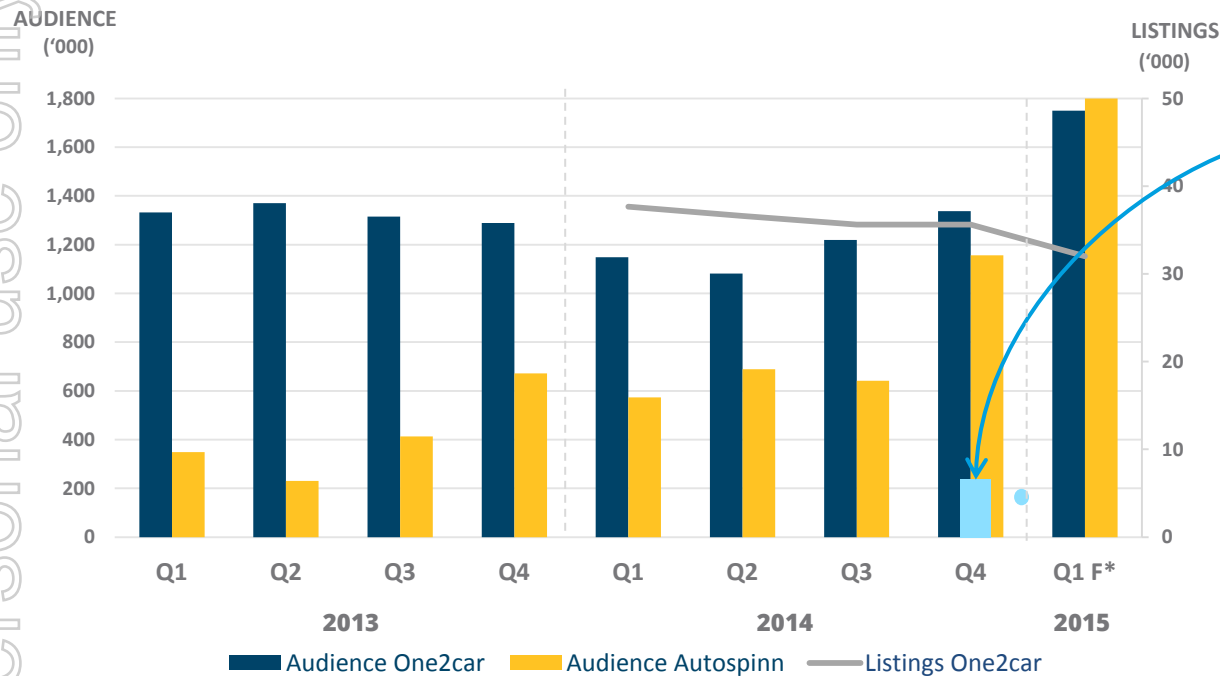
Source: Audience, Listings & Leads, Effective Measure, December 2014

\*Internal forecast end of March 2015

Copyright © 2015 iCar Asia Limited. All rights reserved.

2014:

# THAILAND – One2Car, ThaiCar.com, Autospinn.com



**MARCH 2015 FORECAST:**  
**One2car Leads**  
**470,000**

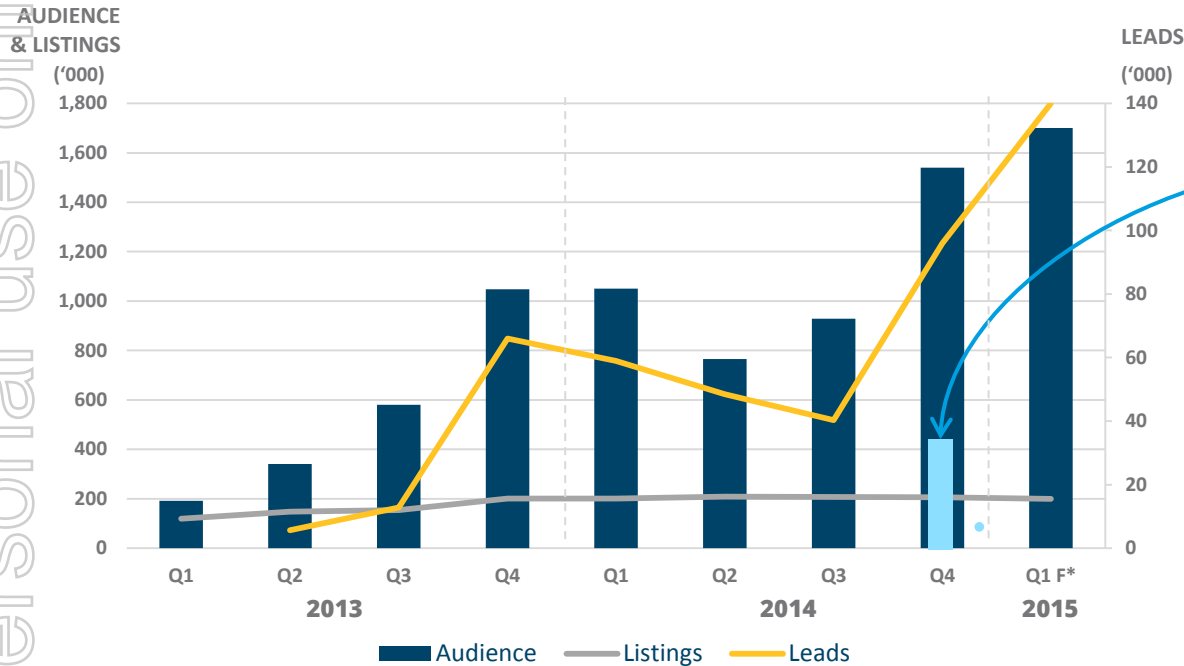
**Paid Accounts**  
**1,650**

- Since the acquisition of One2Car in December 2014, its dominant Audience position has strengthened. Monthly Audience has increased by 35% from 1.3M to 1.75M car buyers set to visit the site in March 2015.
- Close to 1,700 dealers pay to advertise on a basic subscription model.
- Integration of One2car and iCar Asia’s existing business has been completed creating greater cost and operating efficiencies.
- iCar Asia’s market-leading RMS is on track to be launched during Q2 2015, in conjunction with first to market ‘depth’ products to enable revenue growth.
- Autospinn.com, Thailand’s number 1 automotive content site, has seen phenomenal growth in audience driven by high quality, bespoke content – expected to reach an Audience of 1.8M people visiting the site in March 2015.



# 2014: INDONESIA – Mobil123.com

For personal use only



**Number 2**

December 2014

Leads	<b>424</b>
Listings	<b>21</b>

**MARCH 2015 FORECAST:  
RMS Logins + 1 Action**

**1,800**

**Unique Dealers Who  
Featured A Listing**

**1,150**

**Bumps/Edits**

**40,000**

- Strong growth in both Audience and Leads of almost 62% year on year, driven by the inclusion of new car content on site as part of the 'Website Version 2.0' release of Mobil123.com in December 2014.
- Tremendous growth in Lead volumes delivered to sellers of 137% over the prior corresponding period, clearly establishing Mobil123.com as the place to visit when looking to buy or sell a car in the Greater Jakarta region.
- The RMS in Indonesia is cementing Mobil123.com's leadership position and establishing it as an essential part of the car sales process. More than 1,800 unique dealers will have logged into the system and bumped more than 40,000 vehicle listings in the month of March 2015.

Source: Audience, Listings & Leads, Effective Measure, December 2014  
\*Internal forecast end of March 2015

# 2014: BUSINESS PROGRESS

For personal use only

## During September 2014, we said our focus was to:

- 1 Continue to grow our core metrics, particularly Audience and Leads to establish clear market-leadership in each country.
- 2 Launch the RMS in Indonesia.
- 3 Launch Website Versions 2.0\* in each country, improving the user experience and more deeply integrating Listings and content.

## How we performed:

- 1 We DID establish market-leadership in all three countries of operation.
- 2 We DID launch the RMS in Indonesia to huge success with over 1,300 dealers logging in and using the system during its first month of deployment in December 2014.
- 3 We DID launch Version 2.0 in Indonesia which resulted in strong growth in Audience for Mobil123.com. Version 2.0 programs are well underway for both Malaysia and Thailand.

\* Website Version 2.0: Refers to the integration of the new car showroom section and automotive editorial content into the classified website to ensure the website fully caters to both new & used car buyers

# H1 2015: BUSINESS OBJECTIVES

## What to expect from iCar Asia next:

- 1 MALAYSIA:** Demonstrate revenue growth and launch Website Version 2.0.
- 2 THAILAND:** Launch the RMS and demonstrate revenue growth.
- 3 INDONESIA:** Demonstrate continuing dealer penetration and engagement.
- 4 ALL:** Growth in core metrics of Audience and Leads.

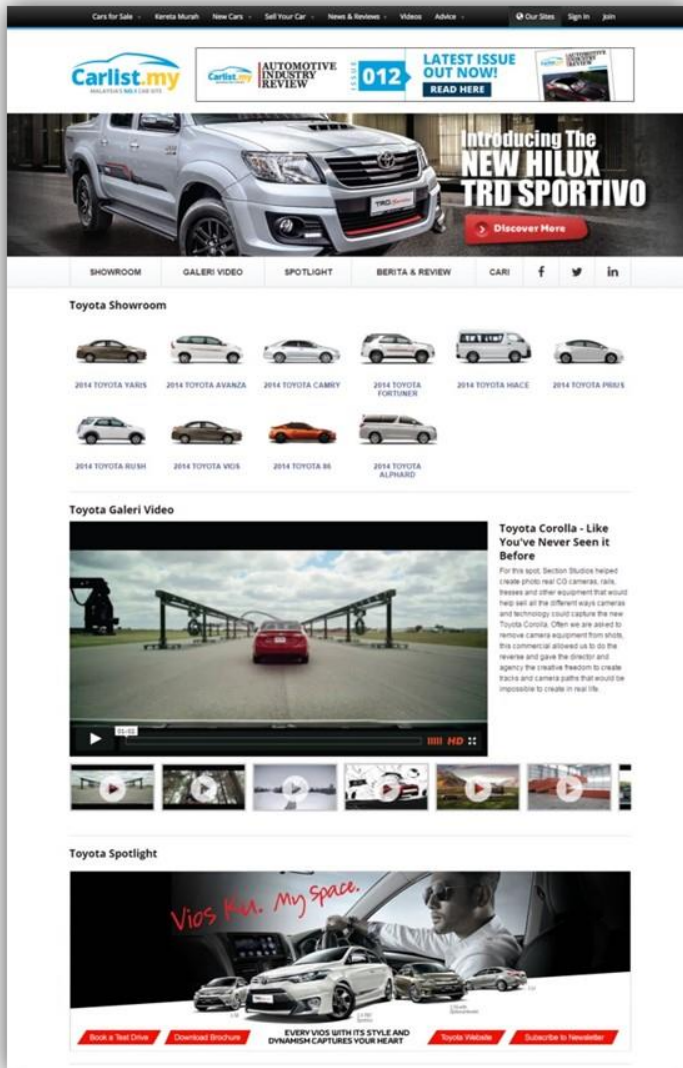
For personal use only

For personal use only

# NEW PRODUCTS

# NEW PRODUCTS: Carlist.my - NEW CAR SHOWROOM

For personal use only



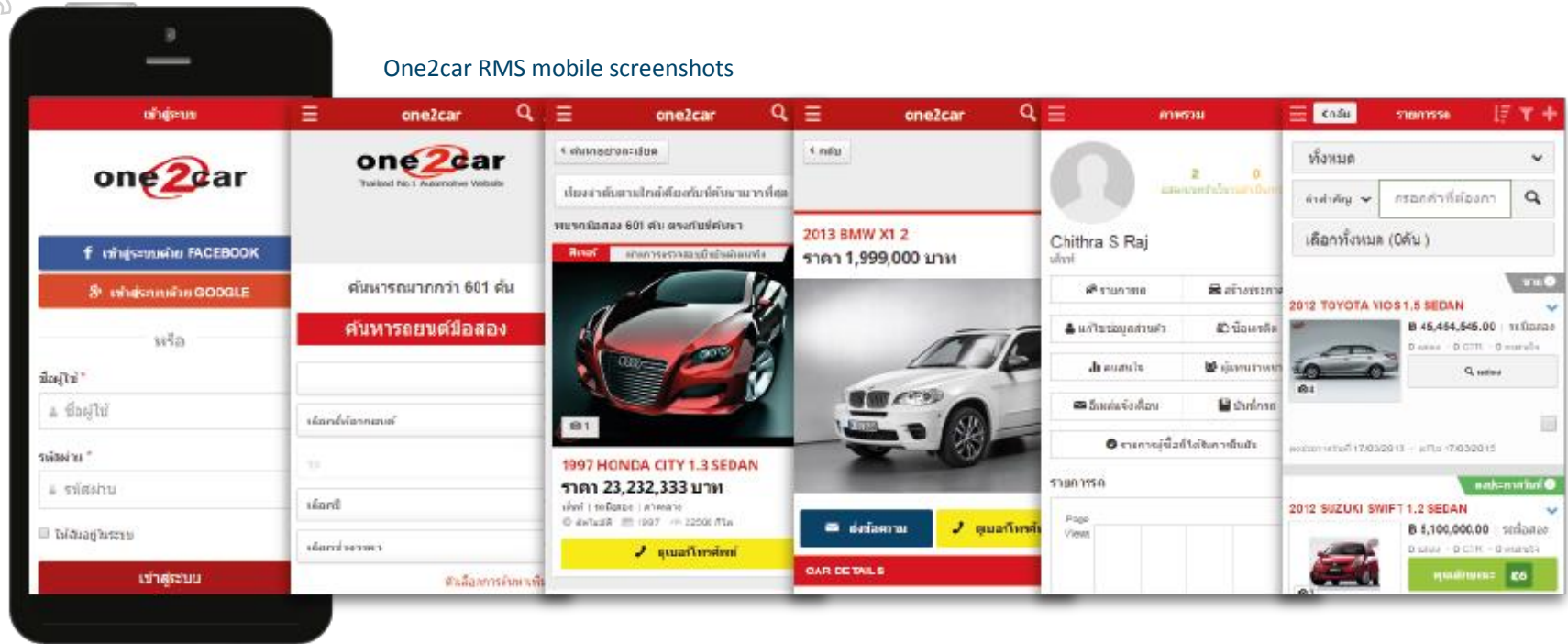
- According to internal research, the average car buyer is in the 'buying funnel' for approximately three months. New Car Showroom is focused on products and services relevant to the consumer who is inside that buying funnel.
- It provides strategic opportunities for vehicle manufacturers to use Carlist.my to present new models, offer marketing/sales promotions and generate test drive enquiries from our extensive Audience of car buyers.

Carlist.my NEW Car Showroom Screenshot



# NEW PRODUCTS: RMS LAUNCH IN THAILAND

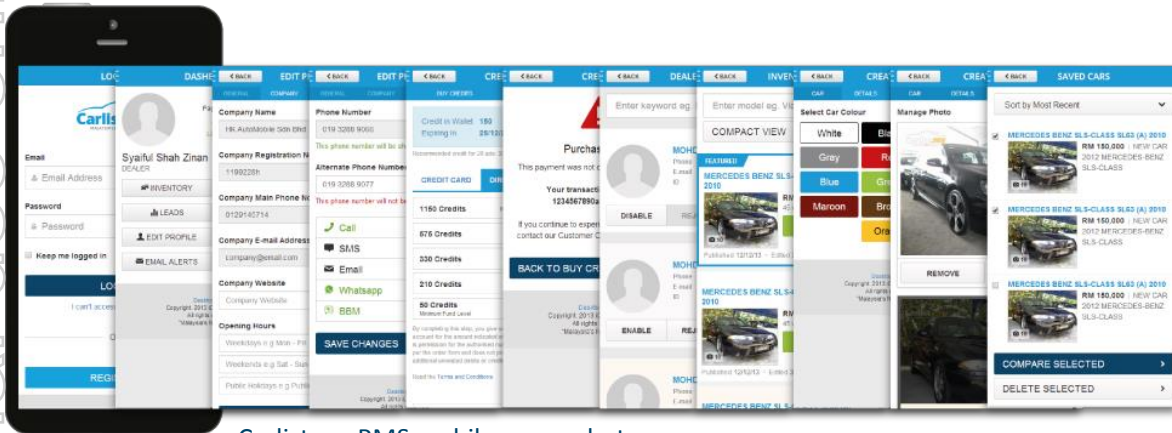
One2car RMS mobile screenshots



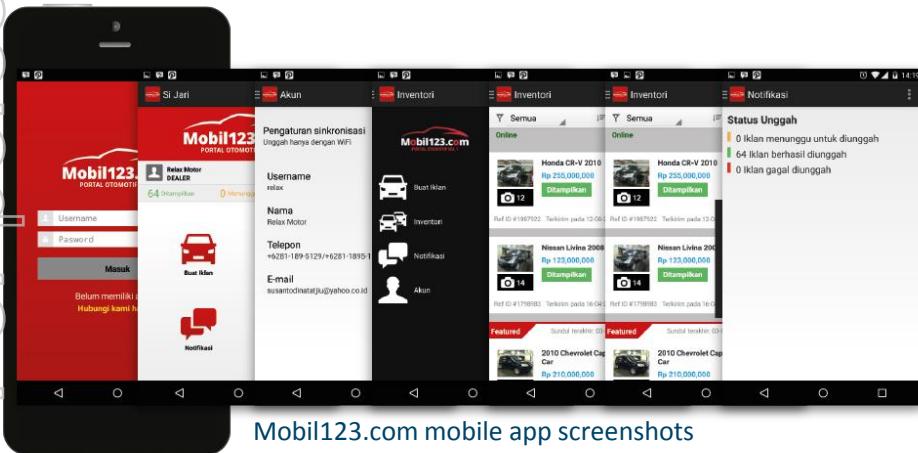
- The RMS will launch during Q2 2015 in Thailand, offering all the functionality that has proven popular in our other markets. This is expected to further enhance the role One2Car plays in the process of buying or selling a car in Thailand.
- RMS delivery enhances iCar Asia's dominant market position in South East Asia's 3 largest Automotive markets, providing a central and scalable platform for rapid future growth built with mobile first methodologies.
- The RMS also enables the automation of Listings management (self upload and edit) and delivery of new first-to-market depth products designed to enable revenue growth.

# NEW PRODUCTS: DEALER APP

For personal use only



Carlist.my RMS mobile screenshots



Mobil123.com mobile app screenshots

- The Android dealer app for RMS is available in Indonesia.
- Q2 will see the launch of both Android & iOS versions across Indonesia, Malaysia & Thailand.
- The app offers even easier and faster access to iCar Asia's market-leading platform.
- App delivery will enable scalable regional growth.

# DISCLAIMER

The material contained in this presentation is non-specific and is a summary of the background to the company's activities. As this information is in a summary form it is not intended to be complete. Independent advice should be sought by investors or potential investors. The material does not take into account the investment objectives, financial situation or needs of a particular investor and therefore should not be relied upon as investment advice to Investors or potential Investors.