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# iCar Asia Limited

# 2014 FULL YEAR RESULTS

25 February 2015



Malaysia

**LIVE LIFE DRIVE**



Thailand



Indonesia

# ORGANISATIONAL STRUCTURE

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**MALAYSIA**



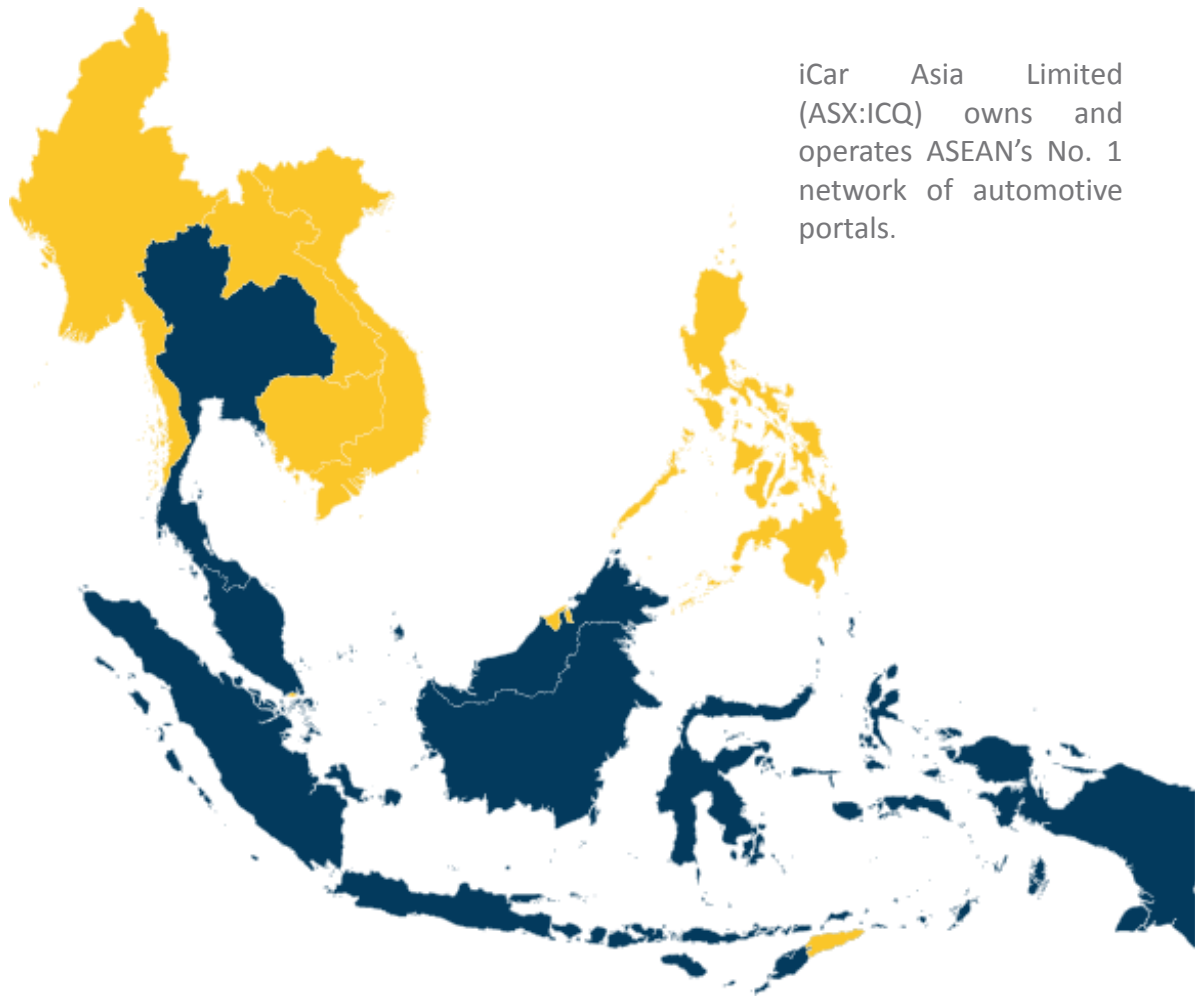
**LIVE LIFE DRIVE**



**THAILAND**



**INDONESIA**



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

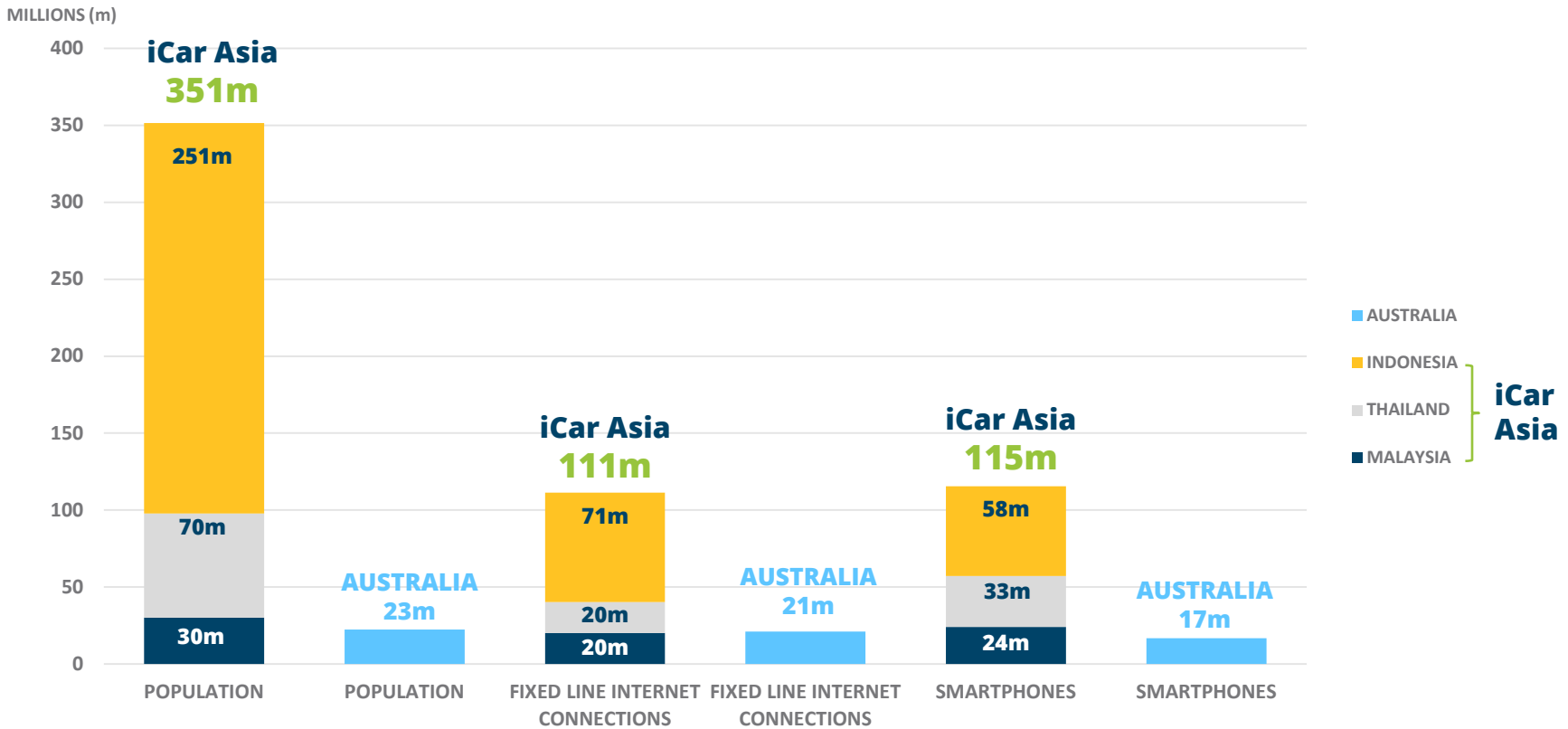


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# THE MARKET OPPORTUNITY

# MARKET OPPORTUNITY: ADDRESSABLE MARKET

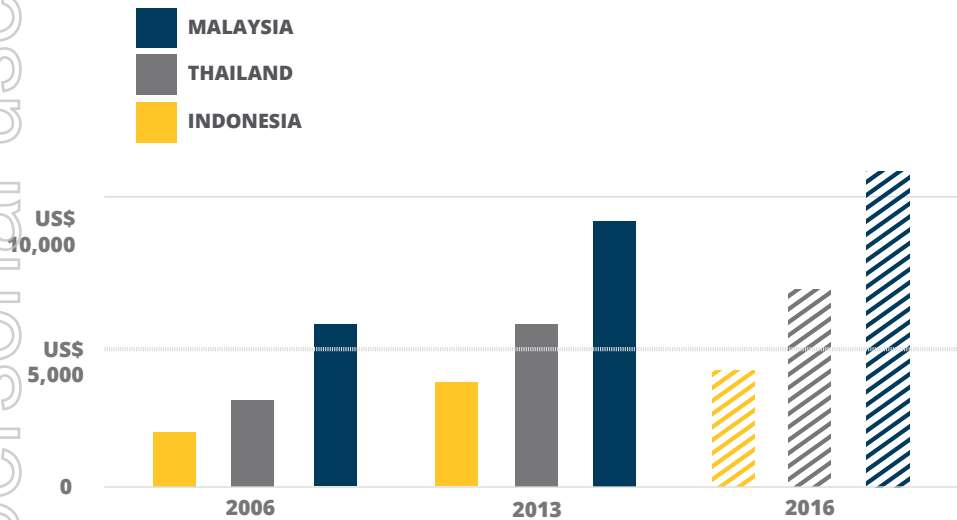
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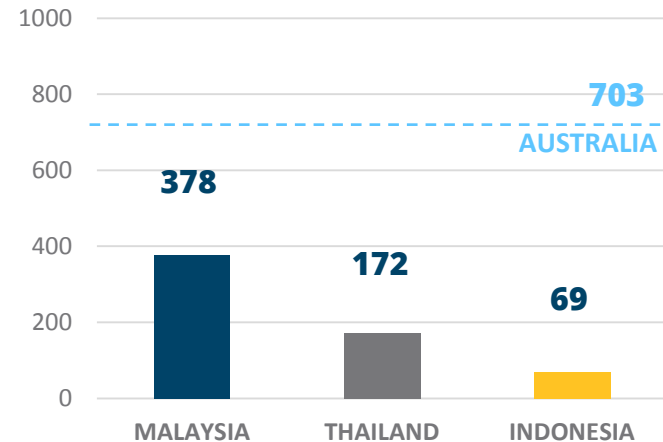
The combined population of the markets in which iCar Asia operates is over 350 million, with over 111 million people with fixed line internet access, and over 115 million connected smartphones and tablets.

# 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)



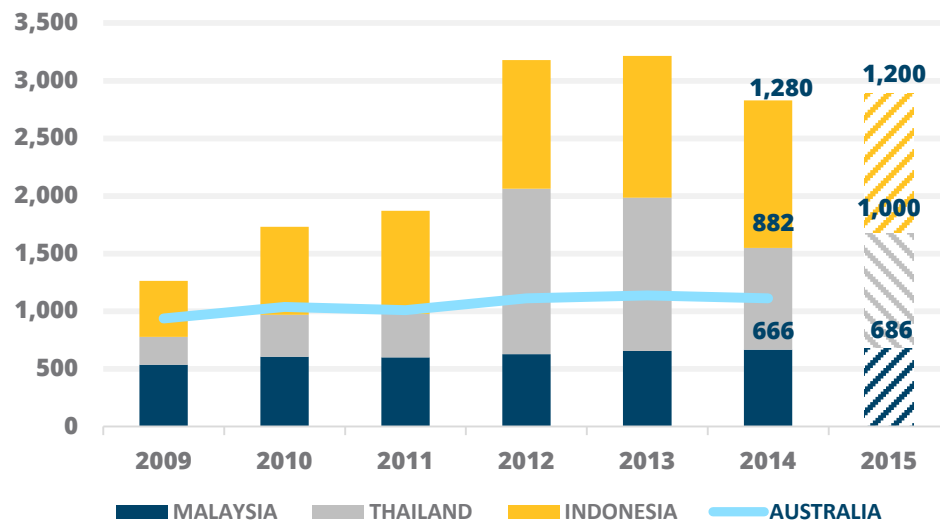
iCar Asia's markets are already above or near the US\$5,000 inflection point and are poised to see significant growth in vehicle ownership.

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)	4.2	0.38	1.8%	76	25%
THAILAND (TH)	3.75	0.34	5.0%	188	34%
INDONESIA (ID)	11.16	1.0	4.7%	530	79%
<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	12.17	1.1	30%	3,651	9%

- 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

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## 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%



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# STRATEGY

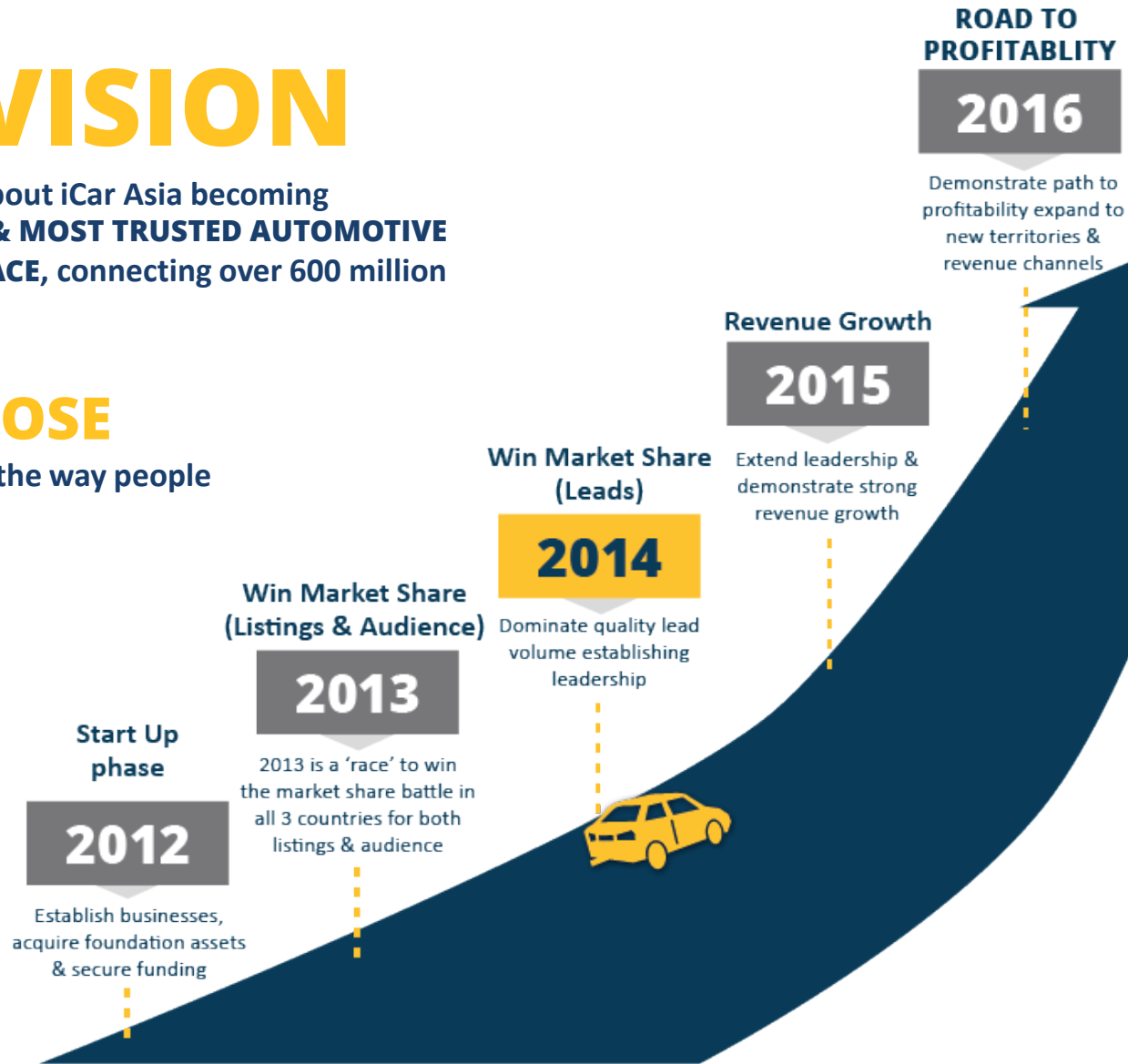
# iCar Asia: VISION & ROADMAP

## 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

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# 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:

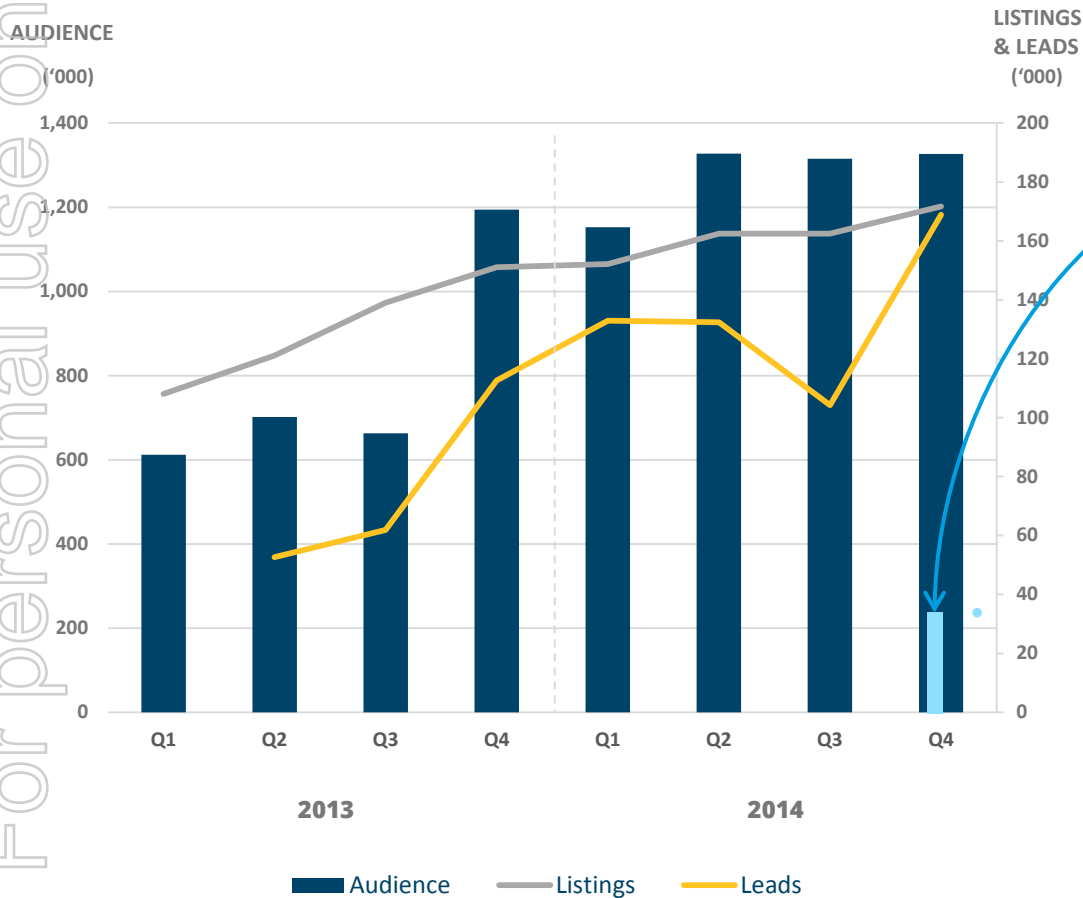
**\$1.06M**

% growth 2013 to 2014:

**174%**

# 2014: MALAYSIA – Carlist.my

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**Number 2**

December 2014

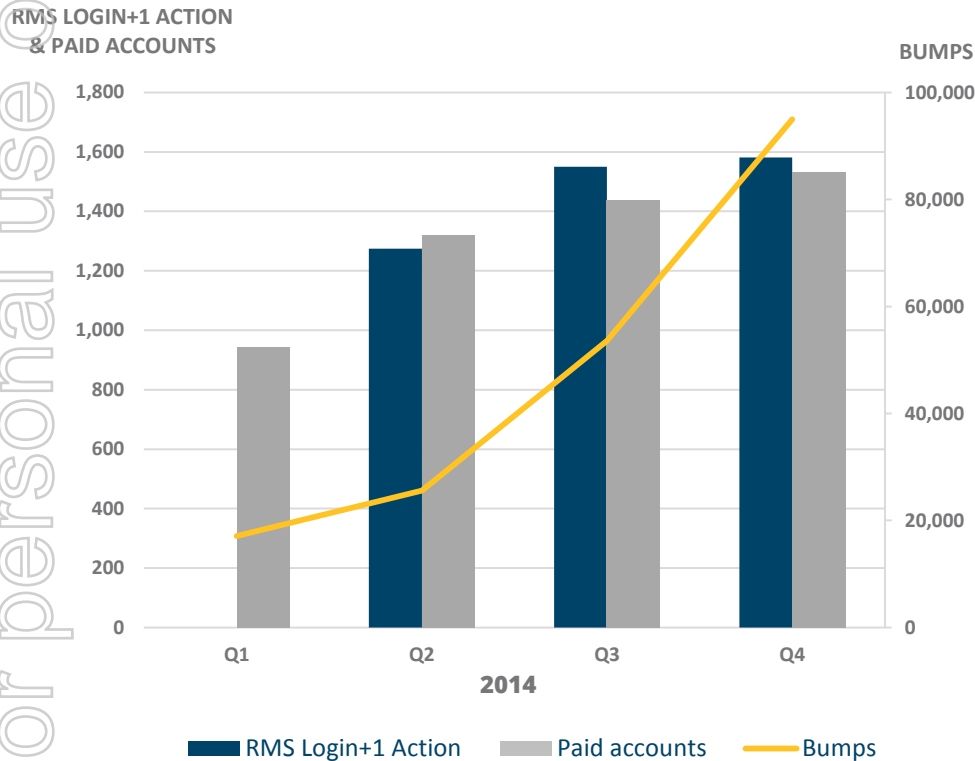
	<b>229</b>
	<b>35</b>

- Listings numbers continue to increase, establishing Carlist.my as the only site a car buyer needs to visit with more cars than anywhere else.
- Audience continued to grow and provide consistency as carlist.my builds a strong brand position in Malaysia as the only place to buy and sell cars.
- Leads grew strongly with 50% growth during the year proving to sellers that Carlist.my works.

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

# 2014: MALAYSIA – Carlist.my

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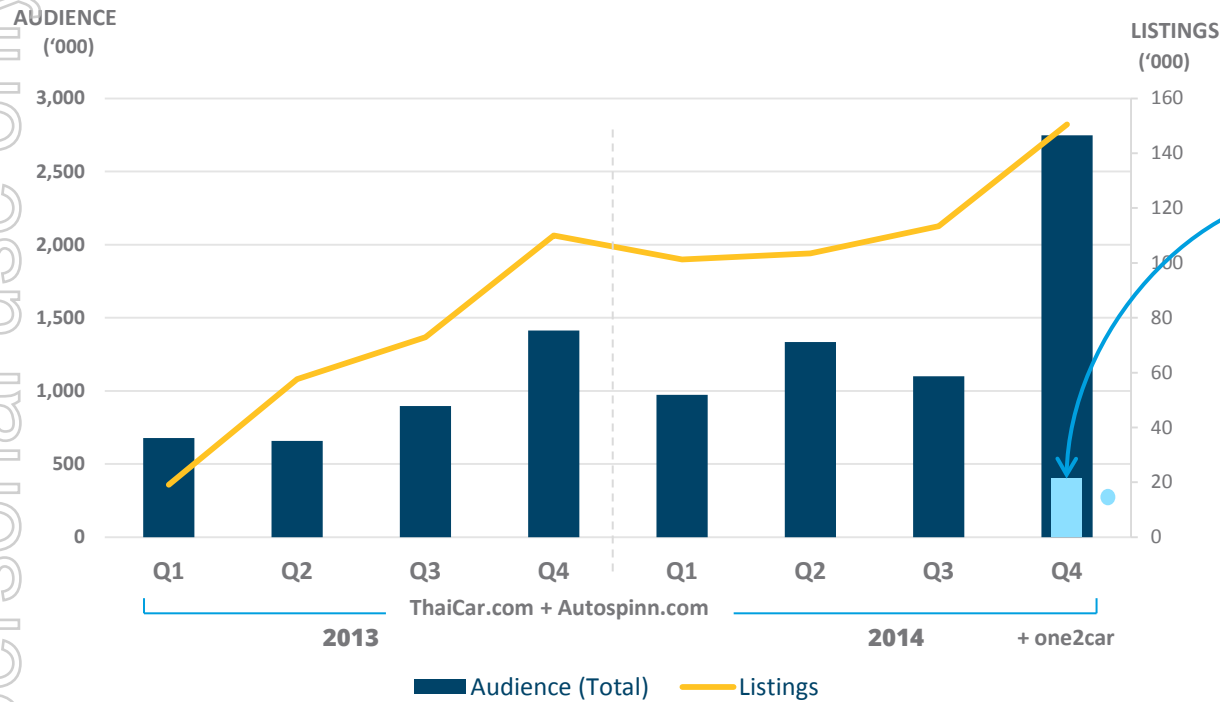


- Monetisation of car dealers commenced in 2014. Strong growth in paid feature listing accounts owing to market leadership position finishing with over 1,500 unique dealers paying.
- Successful launch of Response Management System (RMS), beginning to establish Carlist.my and the RMS as essential products for the running of a successful dealership with nearly 1,600 unique dealers using the system in December.
- The introduction of the ‘bump’ depth product, grew tremendously through the year growing almost 700%. Focus on education with dealers that “bumps” create “leads” which helps them sell more cars.

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



# 2014: THAILAND – One2Car, ThaiCar.com, Autospinn.com



**Number 2**

December 2014

- 399
- 12

**Paid Accounts:**

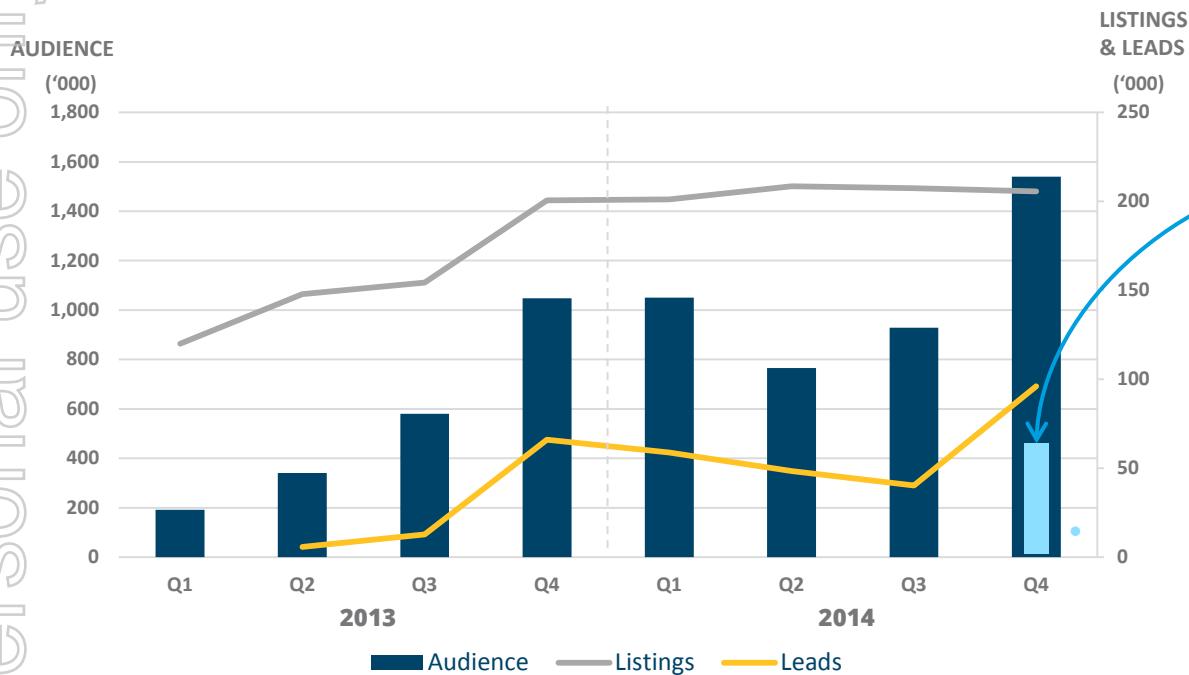
**1,674**

- Acquisition of market-leading One2Car.com propels iCar Asia to market dominant position with over 1.3M car buyers visiting the site in December.
- Close to 1,700 Dealers already paying to advertise on a basic subscription model.
- Integration of one2car.com and iCar Asia's existing business has been completed creating greater efficiencies and focus on stronger revenue growth.

Source: Audience & Leads, Effective Measure, December 2014

# 2014: INDONESIA – Mobil123.com

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**Number 2**

December 2014

■	<b>424</b>
●	<b>21</b>

RMS Logins + 1 Action

**1,321**

Unique Dealers Who Featured A Listing

**961**

Bumps/Edits

**5,681**

- Leadership in listings clearly established in Greater Jakarta
- Tremendous growth in both audience and leads with close to 50% growth from the beginning of the year in both critical operating metrics.
- Launch of RMS in December 2014 has seen very encouraging and rapid dealer take up in terms of usage, with over 1,300 car dealers already having logged in and used the system.

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

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# 2014: BUSINESS PROGRESS

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

- 1 Continue to grow our core metrics, particularly audience & 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 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 & Leads.

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