



ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

FULL YEAR INVESTOR PRESENTATION

March 2017



Malaysia

LIVE LIFE DRIVE



Thailand

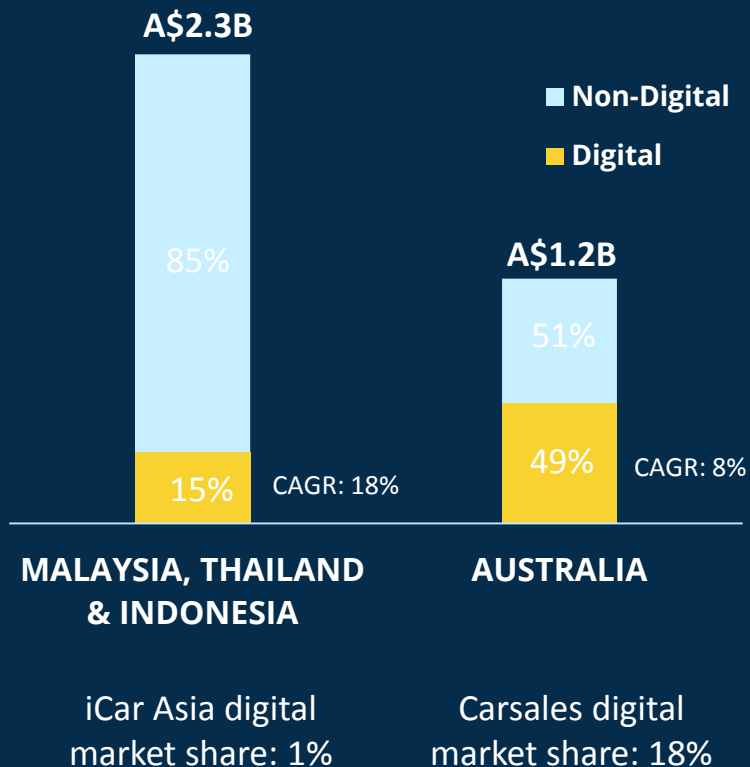


Indonesia



EXECUTIVE SUMMARY

New Car Advertising Spend



iCar Asia's markets offer a huge opportunity for growth

- New Car Digital Spend A\$350m
- Used Car Dealer Potential Digital Spend A\$290m (Based on 10% of Dealer Margin)

Game-changers in 2017:

1. Fully integrated **TV marketing** campaigns in all markets. Driving growth in audience, leads and brand awareness
2. **Dealer Application with messaging** launched in all markets generating leads growth
3. Reimagined **New Car** product offering including physical events
4. Revamp of **Media** offering with improved audience segmentation
5. **Expand proposition** into finance, insurance, parts and accessories

COMPANY OVERVIEW



ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

Listed on Australian Securities Exchange, iCar Asia (ASX: ICQ) owns and operates ASEAN No. 1 network of automotive shopping portals operating in the three largest automotive markets – Malaysia, Indonesia, and Thailand.

Each month over 8 million people visit an iCar Asia website to research, buy, or sell a car.



Malaysia



Indonesia



Thailand



ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

ICAR ASIA MILESTONES

#1



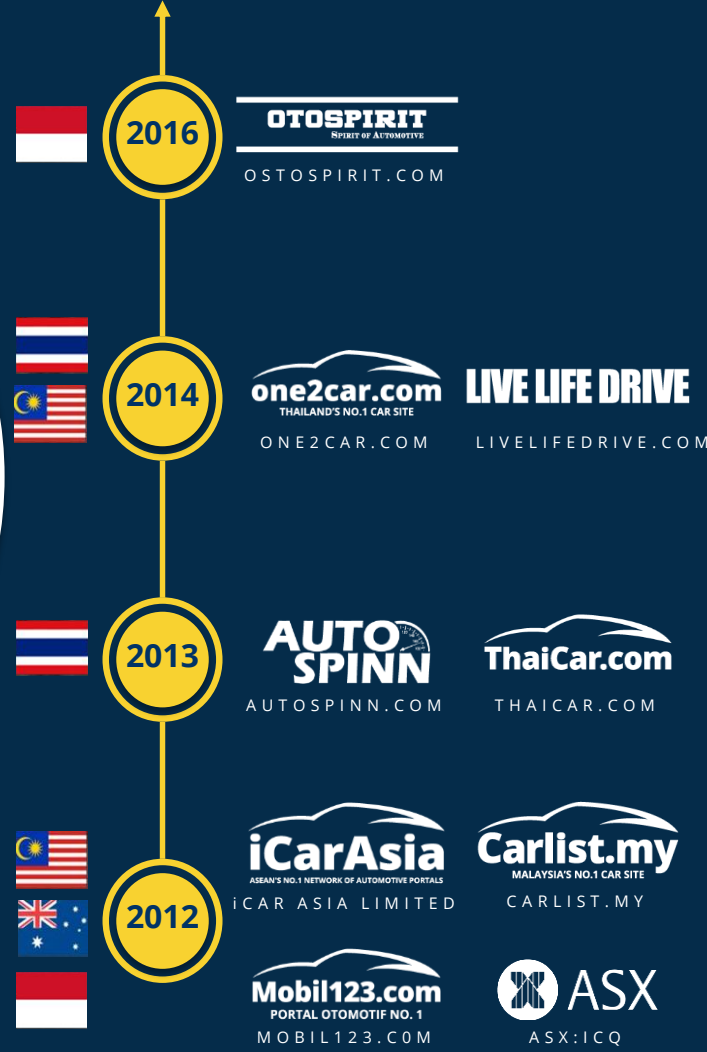
#1

WHY MALAYSIA, THAILAND & INDONESIA?

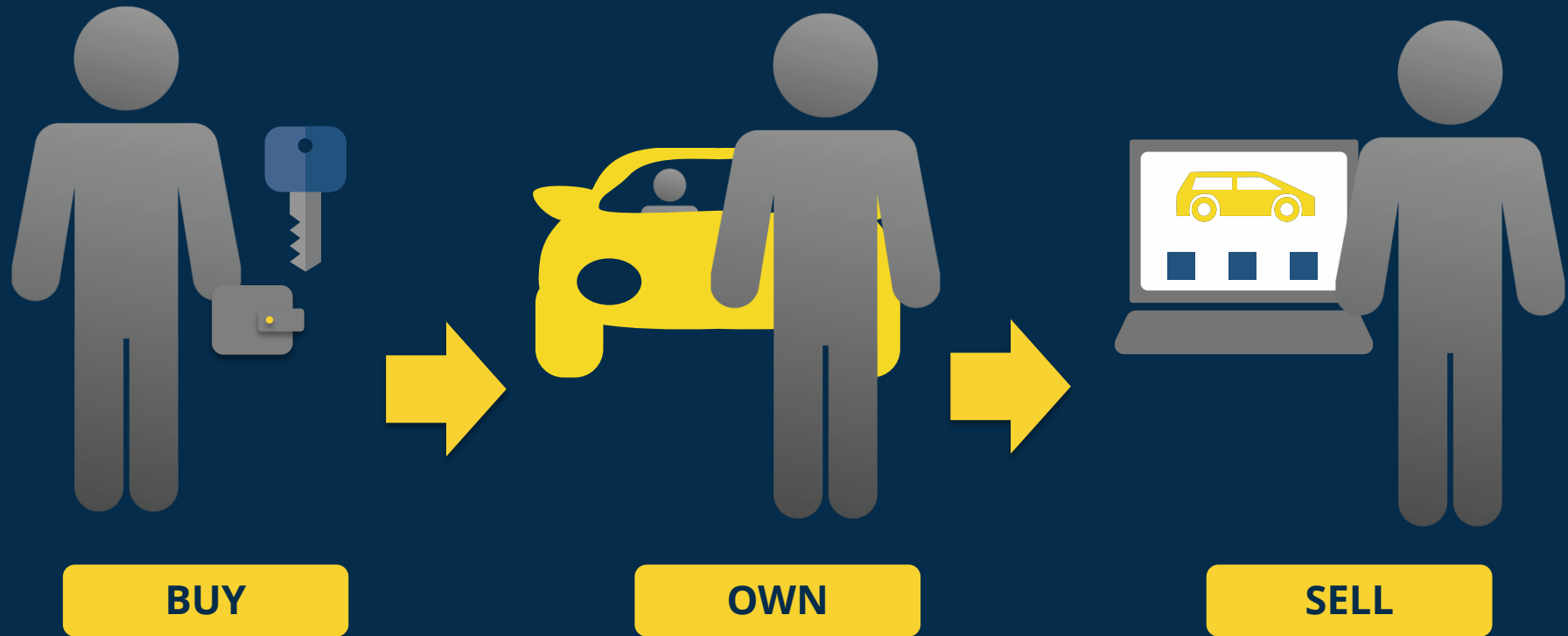
Over 1 million car transactions per year per country

Suitable set of acquisition targets as early stage vertical leaders

#1



UNLOCKING THE VALUE



iCar Asia Vision:
Successfully connect buyers and sellers
throughout their whole automotive journey

THE MARKET POTENTIAL

ASEAN OPPORTUNITY

3 largest car markets:

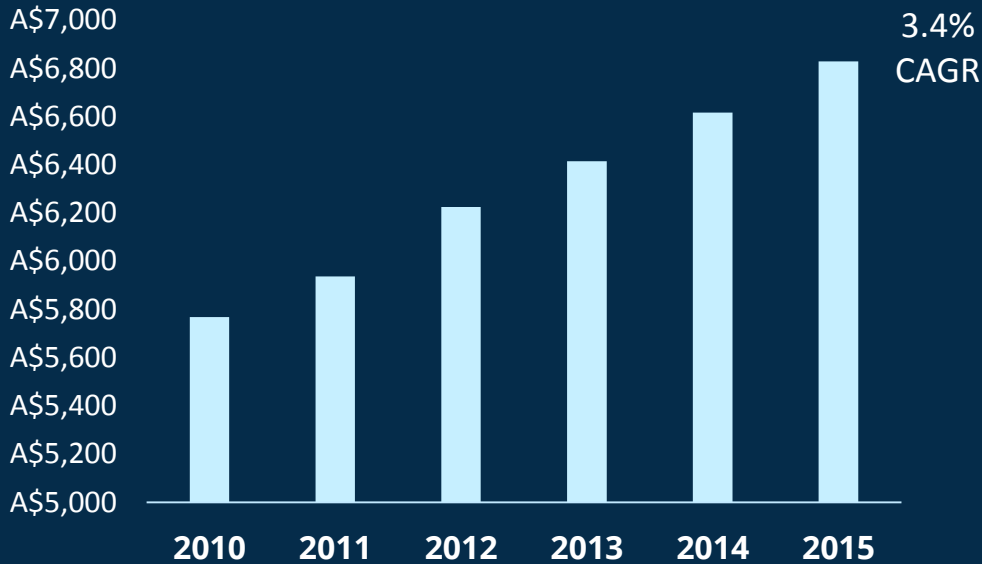
INDONESIA
THAILAND
MALAYSIA

359m
POPULATION

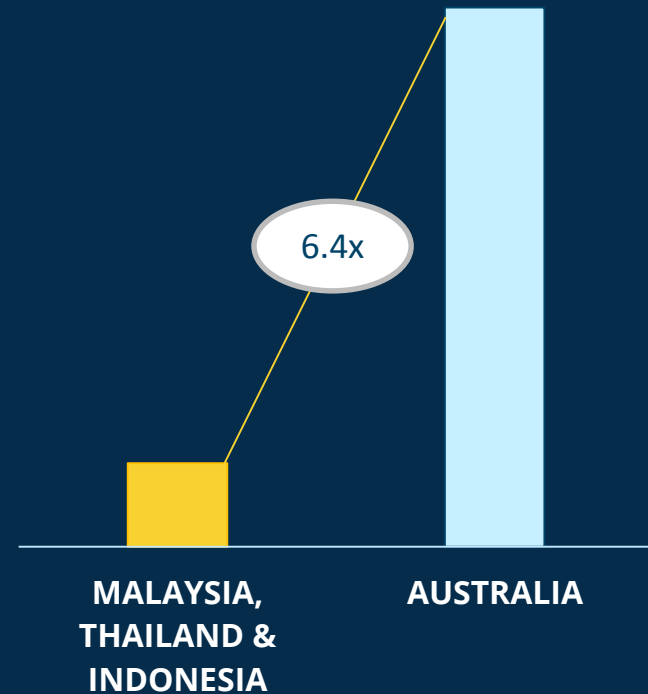
195m
INTERNET USERS

A\$ 2.3 billion
ADDRESSABLE NEW CAR AD MARKET

INCREASING CAR OWNERSHIP POTENTIAL



**GDP PER CAPITA
GROWTH**

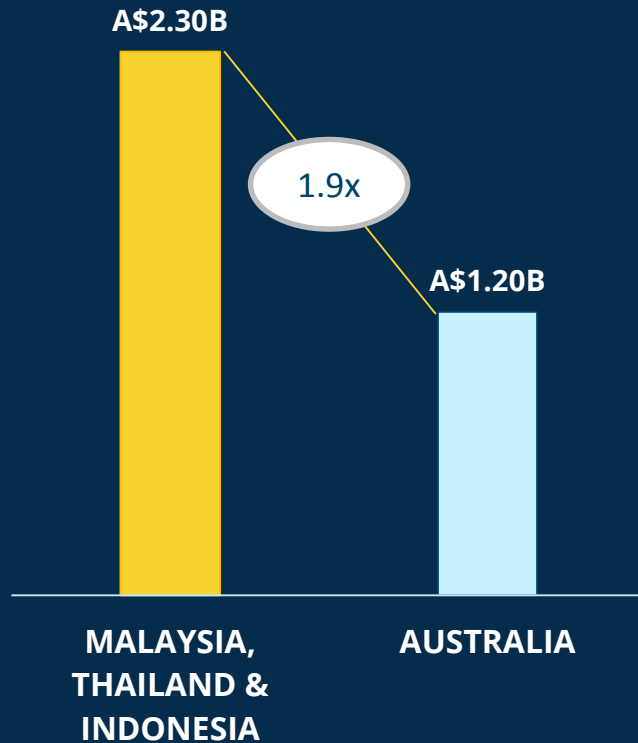


**VEHICLES PER 1,000
POPULATION**

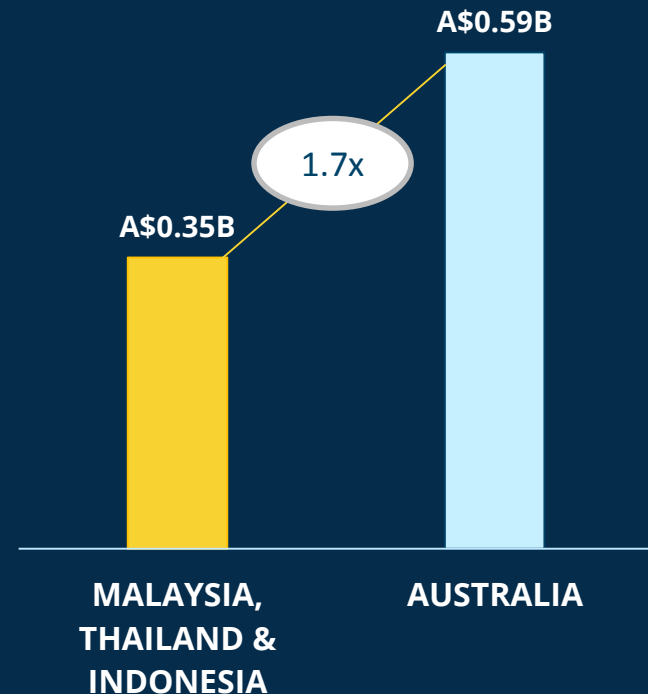
ADDRESSABLE MARKET – CAR TRANSACTIONS PER ANNUM IN MALAYSIA, THAILAND AND INDONESIA



WAVE OF DIGITAL TRANSFORMATION WILL CHANGE AUTO INDUSTRY IN THE NEXT 5 YEARS



**NEW CAR
ADVERTISING
SPEND**



**NEW CAR DIGITAL
ADVERTISING
SPEND**

**EXPECTED 5 YEAR
CAGR: 18%**

FUTURE POTENTIAL

New Car Market

- As the markets mature, the online share of New Car advertising spend is predicted to increase from 15% to 24% by 2021 (Australia is currently 49% and UK at 52%)
- This will generate an addressable online market of circa >\$800m.
- Carsales.com.au currently captures 18% of new car online advertising market.

Used Car Market

- The used car market will conservatively generate a margin of \$3.7b by 2021.
- The used car markets continue to embrace online marketing channels
- Carsales.com.au currently captures approximately 10% of the used car dealer margin.

MALAYSIA, INDONESIA, THAILAND

In A\$m

2016

2021

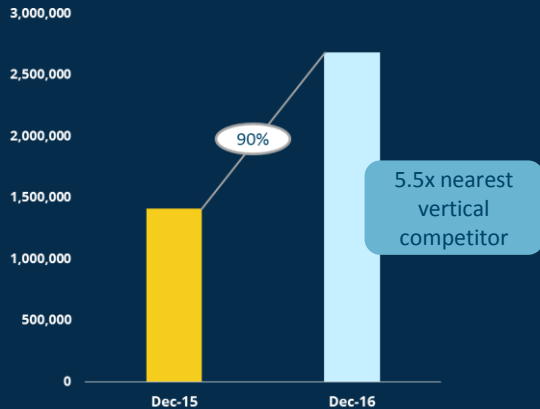
CAGR

NEW CAR AUTOMOTIVE ADVERTISING SPEND	\$2,306	\$3,310	8%
% SPENT ONLINE	15%	24%	10%
VALUE SPENT ONLINE	\$350	\$809	18%
VALUE OF EACH 1% / CARSALES 18% OF ONLINE AUTOMOTIVE ADVERTISING MARKET		\$8 / \$146	
USED CAR TRANSACTIONS VOLUME M'	3.4	4.4	5%
VALUE OF USED CAR DEALER MARGIN @ 5%	\$2,906	\$3,709	5%
VALUE OF EACH 1% / CARSALES 10% OF GROSS DEALER MARGIN		\$37 / \$371	

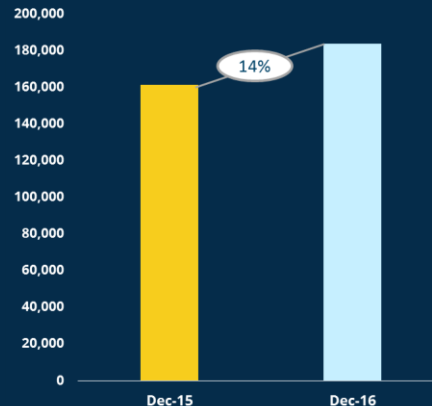
ICAR ASIA'S MARKET POSITION

MALAYSIA - ICAR ASIA HAS MARKET LEADERSHIP IN DIGITAL AUTOMOTIVE CLASSIFIEDS

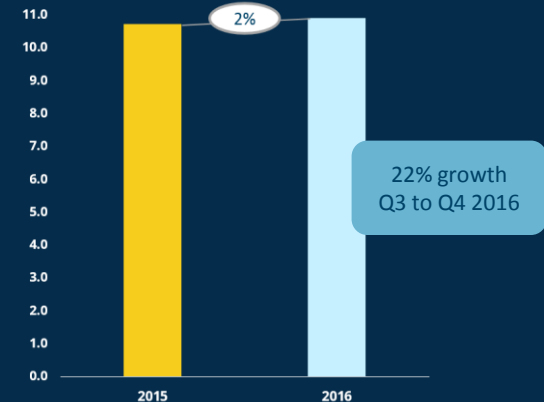
MALAYSIA AUDIENCE



MALAYSIA LEADS



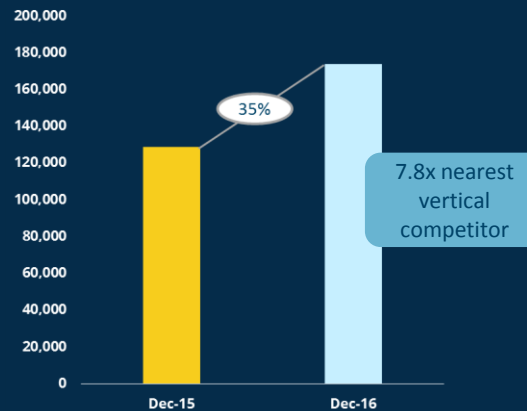
MALAYSIA REVENUE- MYR 'm



MALAYSIA PAYING ACCOUNTS



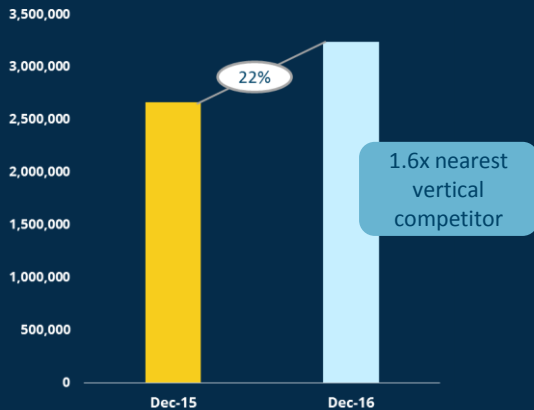
MALAYSIA LISTINGS



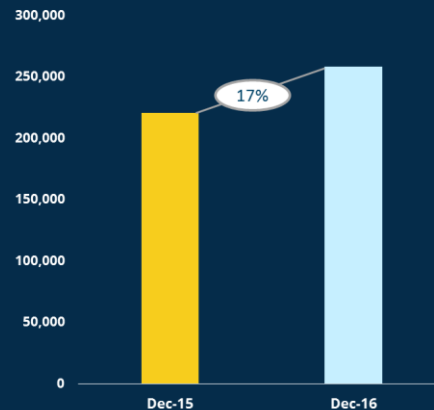
- Leadership in automotive classifieds
- Increases in accounts and listings as business builds regional presence
- Revenue growth limited due to difficult market conditions and business model change that did not deliver expected results
- Strong finish to the year with QoQ growth creating momentum into 2017

THAILAND – ICAR ASIA HAS MARKET LEADERSHIP IN DIGITAL AUTOMOTIVE CLASSIFIEDS

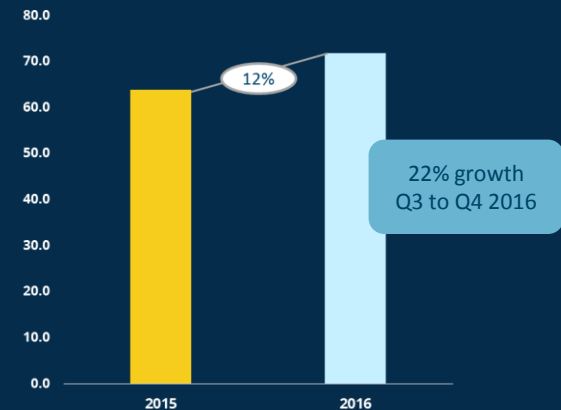
THAILAND AUDIENCE



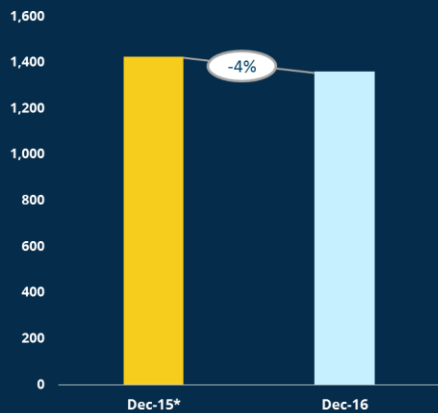
THAILAND LEADS



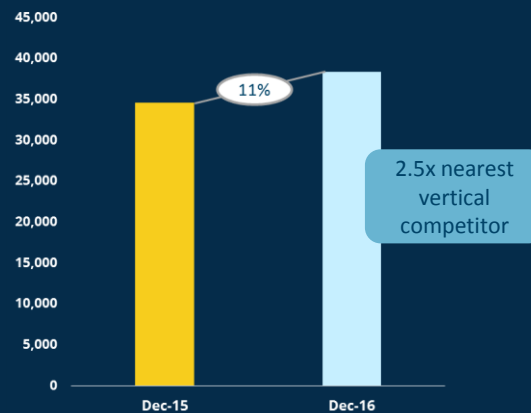
THAILAND REVENUE- THB 'm



THAILAND PAYING ACCOUNTS



THAILAND LISTINGS



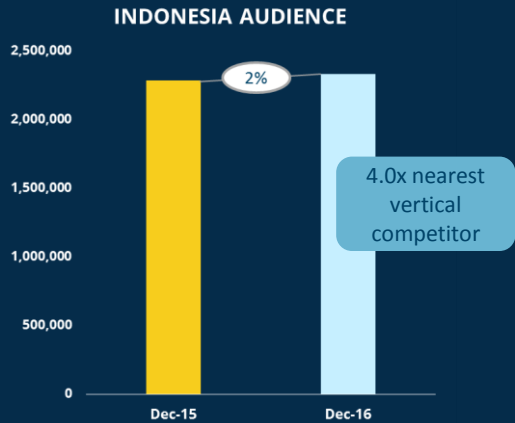
- Leadership in automotive classifieds
- Growth estimated at 18% YoY excluding the impact of the passing of the King of Thailand in Q4.



*Dec-15 account number adjusted to exclude those subsequently removed for poor payment.

Sources: SimilarWeb, Local Website Data, Company Financial Reports, Internal Data.

INDONESIA - ICAR ASIA HAS MARKET LEADERSHIP IN DIGITAL AUTOMOTIVE CLASSIFIEDS



- Leadership in automotive classifieds
- Revenue jumped 151% with a freemium monetization model introduced and ramped-up through the year
- Focus on audience conversion driving huge lead volume increases with messaging in December contributing to the uplift

PERFORMANCE UPDATE & OUTLOOK

FINANCIAL PERFORMANCE FY 2016

A\$ '000	2016	2015	YOY
REVENUE	6,663	6,278	+6%
OPERATING COSTS	20,476	17,733	+15%
EBITDA	(13,813)	(11,455)	-21%
NPAT	(14,999)	(12,537)	-20%

- Consolidated 2016 revenue grew 6% year on year (excluding FOREX and passing of Thai King – estimated growth of 12%)
- Revenues also impacted by economic conditions, reduced car sales volumes and horizontal Classified competition.
- Costs raised with more people (expansion of Product & Technology and Sales teams) and raised marketing spend in 2nd half .

ICAR ASIA FINISHED 2016 STRONGLY AS THE ASEAN ECONOMIES BEGIN TO IMPROVE



Malaysia:
22% revenue
growth Q3 to Q4
2016



Thailand:
22% revenue
growth Q3 to Q4
2016



Indonesia:
51% classified
revenue growth
Q3 to Q4 2016

- Across all markets iCar saw positive signs in revenue accelerating into Q4 2016
- This momentum and a better economic environment with New Car Sales forecast to increase year on year in all markets sets iCar up well for 2017

STRATEGIC DIRECTION & PRIORITIES

ICAR ASIA 2017 STRATEGIC PRIORITIES



**CONSUMER
GROWTH**



**USED CAR
DOMINANCE**



**DIGITISE NEW
CAR MARKET**



**MEDIA OFFERING
REVAMP**



**EXPAND
PROPOSITION**

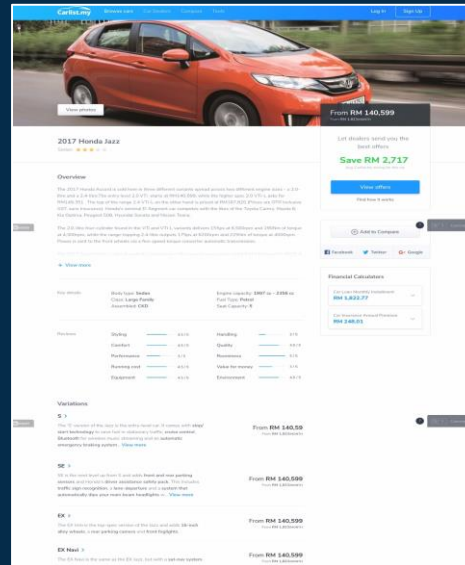
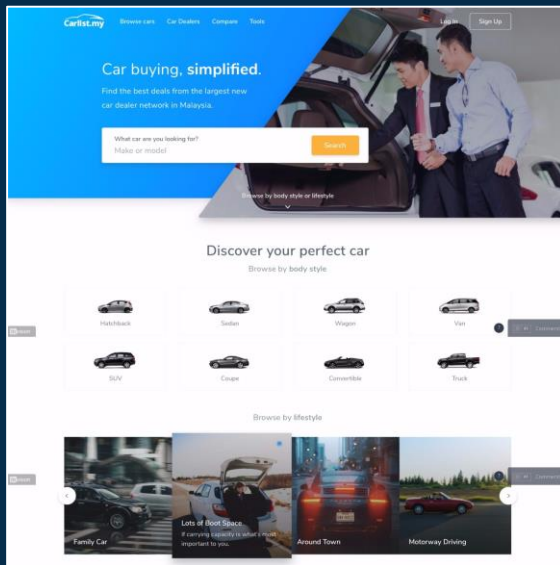
REVISE NEW CAR PROPOSITION AND LAUNCH EVENTS

REIMAGINED NEW CAR DIGITAL EXPERIENCE

MALAYSIAN NEW CAR TEST DRIVE EVENT

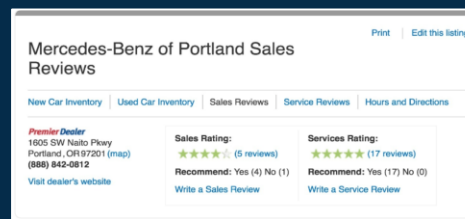
NEW SEARCH FLOWS

CAR DETAILS

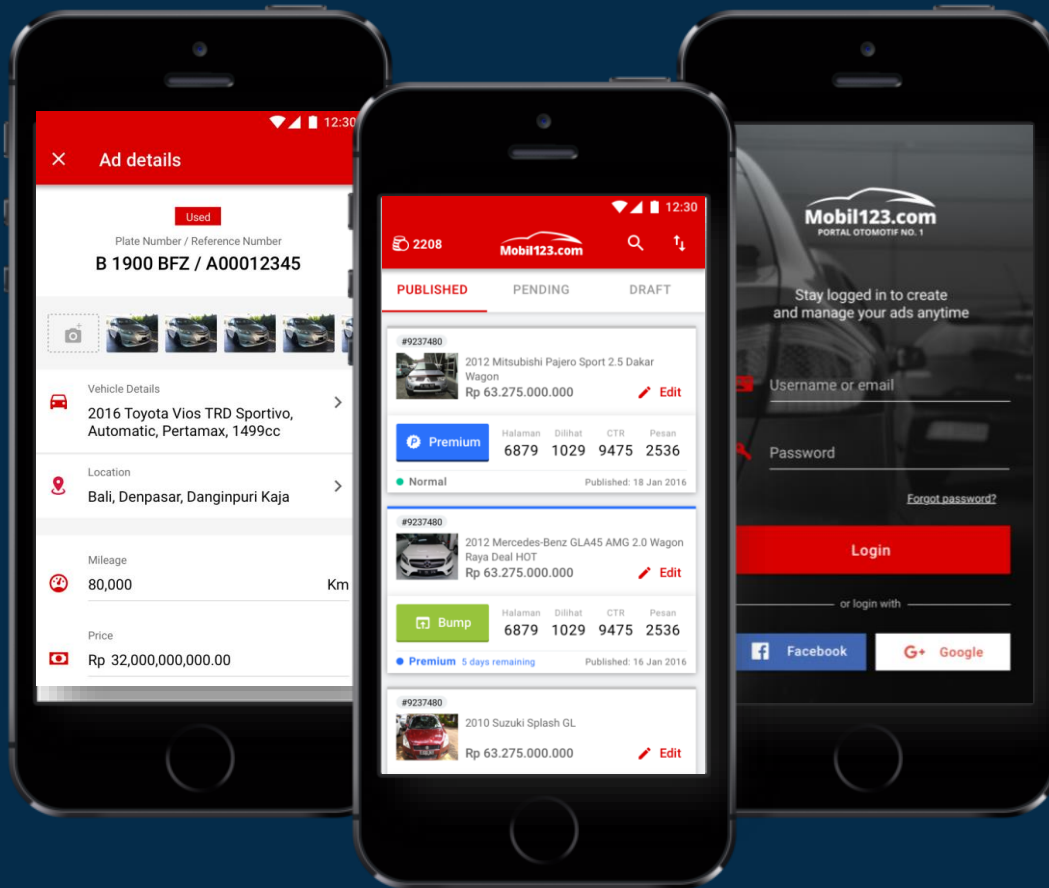


DEALER DIRECTORY

DEALER RATINGS & REVIEWS

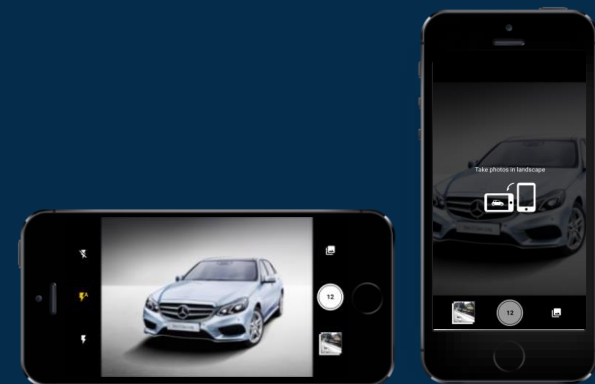


LAUNCH A DEALER APPLICATION TO ENHANCE DEALER ENGAGEMENT



DRIVING DEALER ENGAGEMENT THROUGH A DEALER APPLICATION

- Account management
- Customised camera module
- Improved listing creation steps
- Enhanced inventory design



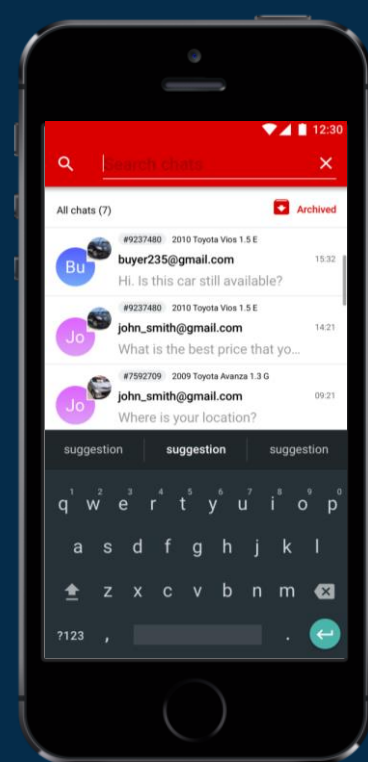
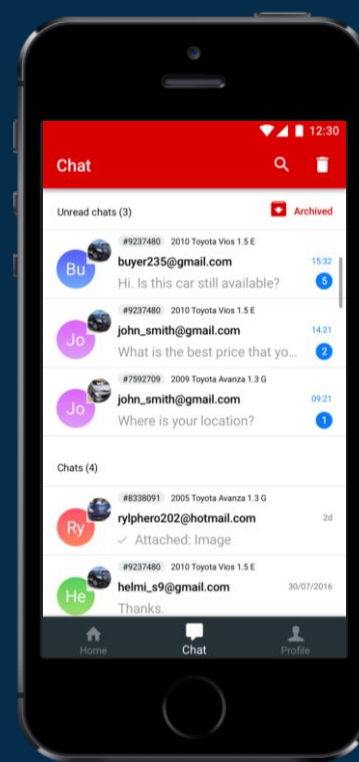
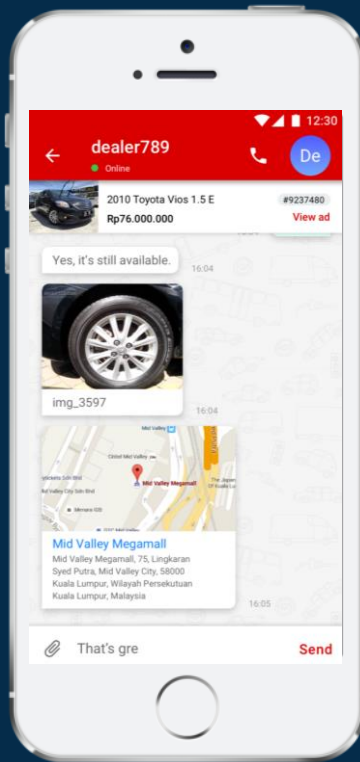
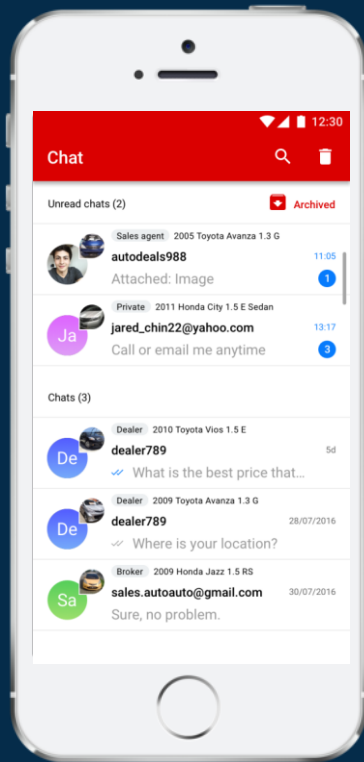
MESSAGING DOMINATES CONSUMER COMMUNICATION IN ALL OUR MARKETS

			
DOMINANT CHAT PLATFORM			
INTERNET USERS	21,090,777	41,000,000	132,700,000
CHAT PLATFORM PENETRATION	81%	79%	64%

MESSAGING LAUNCHED IN ALL MARKETS REMOVING BARRIERS TO COMMUNICATION

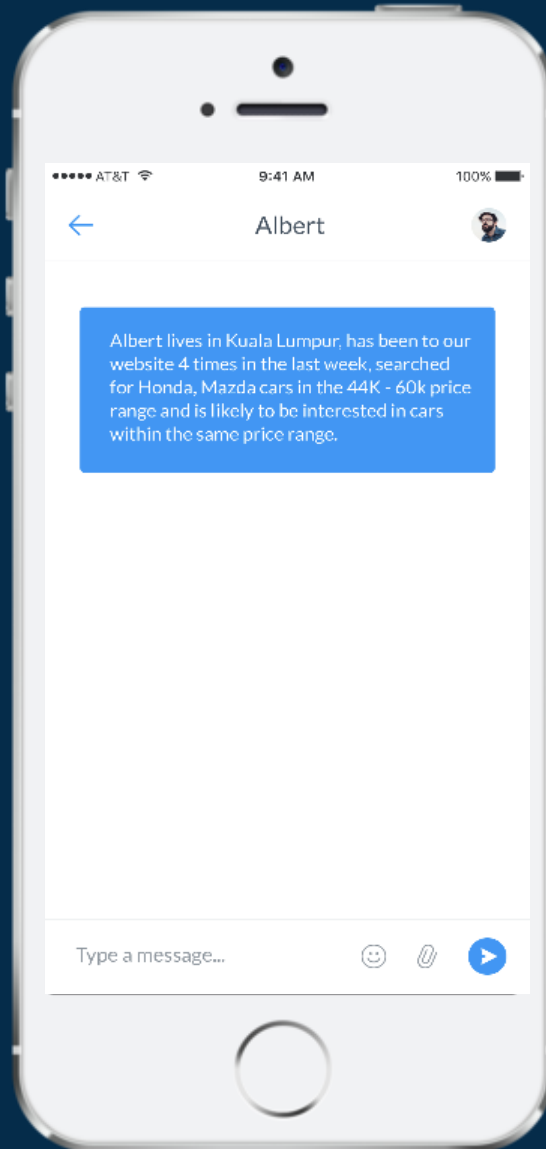
BUYER

DEALER

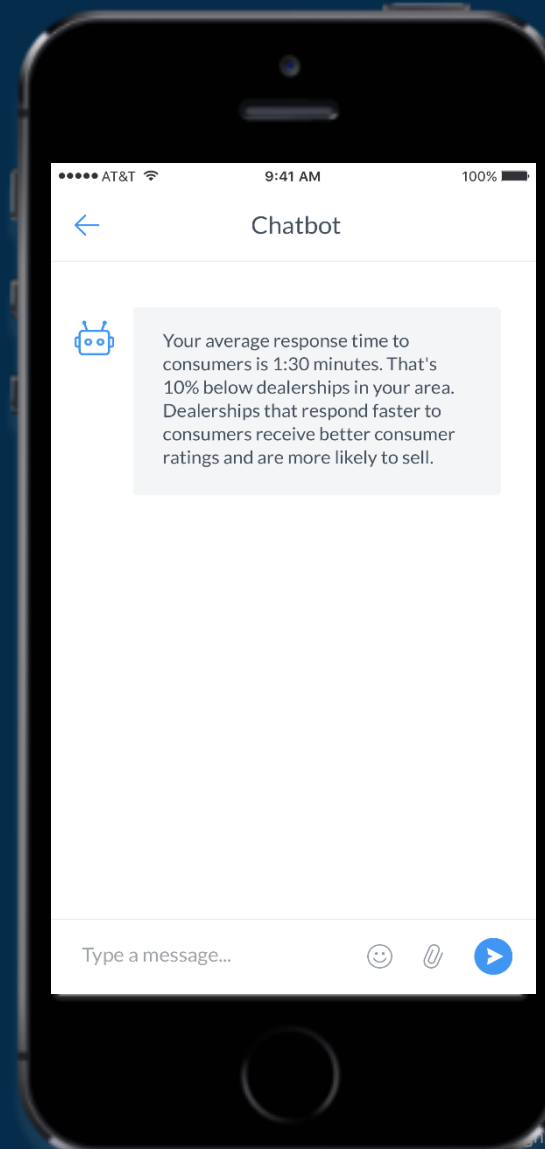


ENABLING FRICTIONLESS
COMMUNICATION THROUGH
MESSAGING AND PROVIDING A
PLATFORM FOR INNOVATION

ICAR CHATBOTS TO STREAMLINE USER FLOWS AND INTERACTIONS



**LEAD
QUALIFICATION**



**SALES TEAM
COACHING**

H1 2017 – KEY STRATEGIC MILESTONES

Q1 DELIVERABLES

- Integrated consumer marketing campaigns lead by TV launched in all markets
- Dealer Application launched in all markets
- Messaging for consumers and dealers live in all markets
- All portals on new Single Web Platform

Q1 OUTCOME

- Audience and lead growth
 - Messaging adoption

Q2 DELIVERABLES

- Marketing campaigns optimised and tuned to seasonal festive buying periods
- Revamped New Car proposition launched in all markets
- Pricing optimisation launched for used car in all markets

Q2 OUTCOME

- Audience growth
- Messaging adoption
- Lead leadership



ASEAN'S NO.1 NETWORK OF AUTOMOTIVE PORTALS

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.



Malaysia

LIVE LIFE DRIVE



Thailand



Indonesia



APPENDIX

ICAR MANAGEMENT TEAM



Hamish Stone
CHIEF EXECUTIVE OFFICER

CEO of iCar Asia since June 2016
Experience Digital Classified professional, with 10 years experience at eBay across three countries



Joe Dische
CHIEF FINANCIAL OFFICER

CFO of iCar Asia since June 2014
Financial Controller Vodafone Hutchinson Australia (6 years)
Chartered Accountant & Member of Australian Institute of Company Directors



Pedro Sttau
CHIEF INFORMATION OFFICER

CIO of iCar Asia since September 2015
CTO of iCar Asia since March 2015
Global Programme Manager with laterooms.com



Harry Antarakis
CHIEF MARKETING OFFICER

CMO of iCar Asia since May 2016
Managing Director with iMoney.ph
General Manager - Marketing with iMoney.my



Gan Kian Yeh
GROUP SALES DIRECTOR

Joined iCar Asia July 2013
Group Sales Manager with Proto Malaysia (8 years)



Gan Pooi Chan
GENERAL MANAGER - MALAYSIA

GM Malaysia since December 2016
GM Indonesia since January 2015
Group Operations Manager at iCar Asia May 2013
Group Operations Manager at Jobstreet



Pornladda Dathratwibul
GENERAL MANAGER - THAILAND

GM Thailand at iCar Asia since Jan 2016
Managing Director at RMA Automotive Group



Alif Priyono
GENERAL MANAGER - INDONESIA

Joined iCar Asia November 2016
Country Manager at Brandtone
Head of Business Development at OLX Indonesia