

# HALF YEAR 2018 - INVESTOR PRESENTATION

AUGUST 2018

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# COMPANY OVERVIEW



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

**Approximately 12 million people** visit an iCar Asia website every month to research, buy, or sell a car.



**LIVE LIFE DRIVE**



**MALAYSIA**



**INDONESIA**



**THAILAND**



# HIGHLIGHTS

- iCar Asia has **extended its leadership market position** as the largest and most trusted automotive portal in Malaysia, Thailand and Indonesia.
- While the Used Car business shows continued growth, the New Car business was impacted by the General Elections in Malaysia and its revenues growth was shifted to Q3/2018
- Operational Metrics continue to grow strongly
- Malaysia is forecast to be EBITDA break even by September 2018 as the first country of the group
- iCar Asia has entered into the transaction space for both Used Car and New Cars

<sup>1</sup>Expression of interest from unique buyer to unique seller via iCar Asia's platforms.

<sup>2</sup>Additional \$16.4m comes conditionally through share options and the approved loan facility.

NB: All Figures in Australian Dollars.

## GROUP REVENUE GROWTH

USED

**Actuals 1H: 35%**

Forecast Q3: above 30%

NEW

**Actuals 1H: (14%)**

Forecast Q3: above 80%

JUNE 2018 AUDIENCE  
VOLUME UP

**67%**

YoY TO 11.7M UNIQUE VISITORS

JUNE 2018 LEADS<sup>1</sup>  
VOLUMES UP

**21%**

YoY TO 794k LEADS

Q2 CASHFLOW GROWTH

**29%**

YoY TO \$3.2M

CASH AT BANK

**\$15.2M**

CONDITIONAL ACCESS TO \$31.65M<sup>2</sup>

MALAYSIA TO  
**BREAKEVEN** EARLY BY  
**SEPTEMBER 2018**

(Thailand on track to b/e in Q4/18 and  
Group in Q4/19)

ON TRACK FOR BREAKEVEN  
MILESTONES

**THAILAND** in Q4/18  
**GROUP** in Q4/19

# FY18 1H KEY FINANCIALS

# FINANCIALS

- Strong continued revenue growth in **Used Car** business up 33% year on year for 1H
- Retiming of media and events revenues in **New Car** business to Q3, mainly due to General Elections
- Shift of **retimed New Car revenues to Q3** and acceleration in the Used Car business will lead to a expected **record revenue growth for Q3, with 50% revenue growth** versus last year.
- **Cost base well managed** - for 1H 2018 lower by 2%
- EBITDA losses narrowed by A\$772k or 12% as a result of higher revenue and lower cost. **Company on track to breakeven in Thailand by Q4/2018 and for Group by Q4/2019; Malaysia forecast to be breakeven in September 2018**
- Company has access to up to A\$31.65m in cash

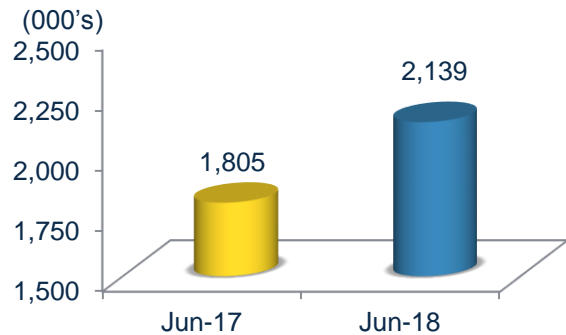
A\$'000	1H18 Actual	1H17 Actual	Growth (1H18 vs 1H17)
<b>Revenues</b>	<b>5,008</b>	<b>4,483</b>	<b>12%</b>
Used Car Revenues	3,153	2,332	35%
New Car Revenues	1,855	2,150	(14%)
<b>Operating costs</b>	<b>10,737</b>	<b>10,984</b>	<b>(2%)</b>
<b>EBITDA</b>	<b>(5,729)</b>	<b>(6,501)</b>	<b>12%</b>
EBITDA margin	(114%)	(145%)	21%

FUNDS AVAILABLE	A\$'000	
Cash at bank <i>as at 30 June 2018</i>	\$15,225	Available cash, cash equivalents and investments
Loan Facility	\$5,000	Approved and undrawn
Share Options	\$11,425	Options issued during last Rights Issue (Dec18) Strike price \$0.20 - maximum amount if all options were exercised until Jun19
<b>Total conditionally available funds</b>	<b>\$31,650</b>	

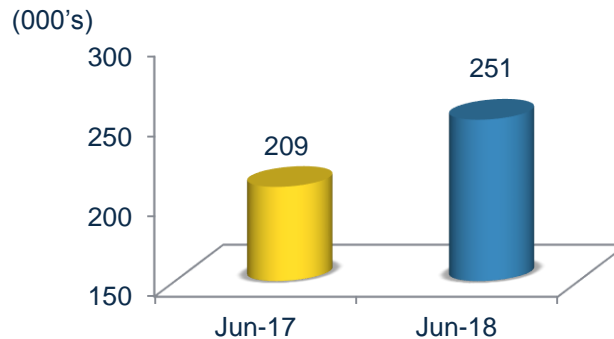
# MALAYSIA – BREAK EVEN FROM SEPTEMBER '18



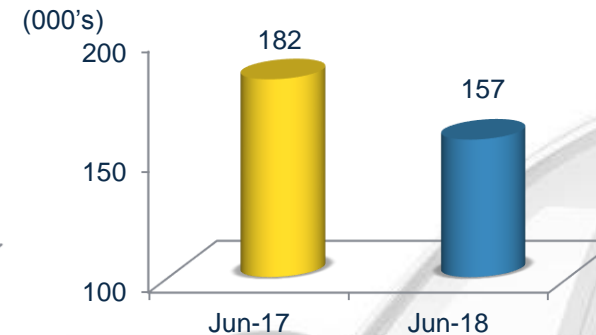
## Audience (+18%)



## Leads (+20%)

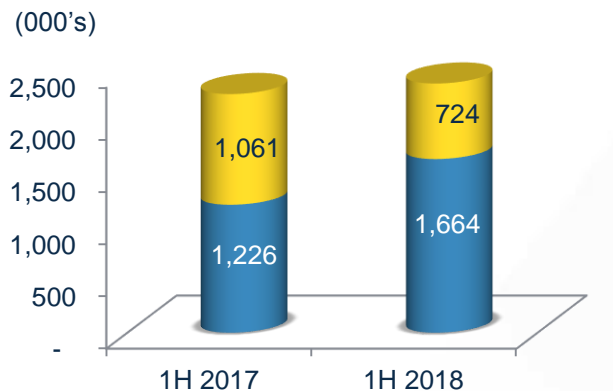


## Listings (-14%)

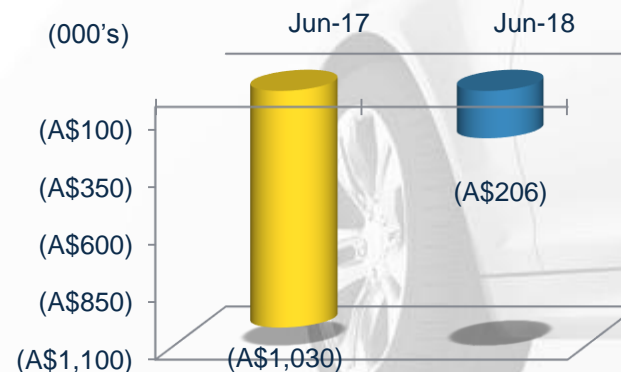


- June Audience growing at 18% YoY (1H average was 34% YoY and higher due to timing of Hari Raya) and **4.3x our nearest vertical competitor** (Source: Similarweb Jun-18)
- Leads growing at 20%
- Listings declined due to deletion of aged listings, but still **4.6x our nearest vertical competitor** and **1.5x horizontal competitor**

## Revenue (+4%)



## EBITDA (+80%)

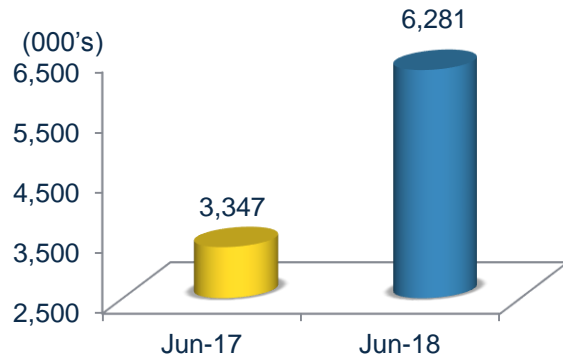


- 4% YoY Revenue growth in June with an **80% improvement in EBITDA loss**; business on track to **EBITDA break even from September 2018 (3 months earlier)**
- **Used Car Revenue up 35%** for 1H, however New Car Revenue was shifted to Q3 due to the retiming of events and media campaigns.

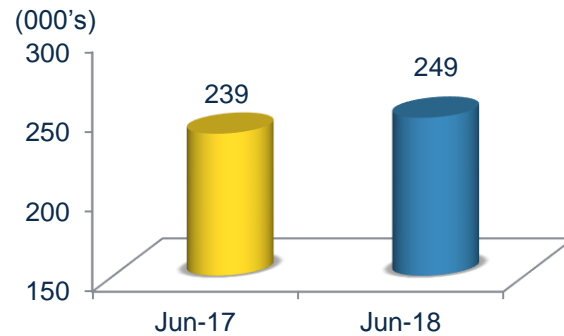
# THAILAND – ON TRACK TO BREAK EVEN IN Q4 '18



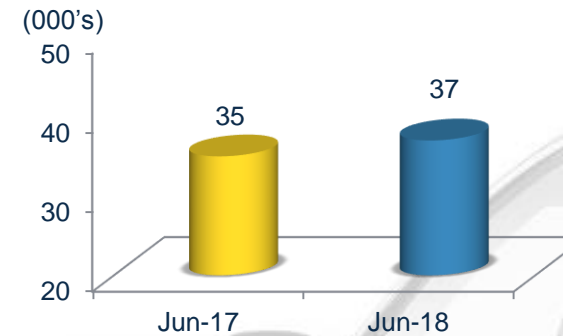
## Audience (+88%)



## Leads (+4%)



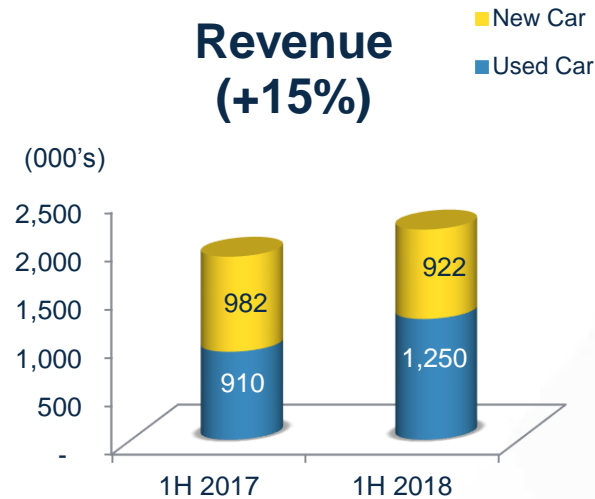
## Listings (+6%)



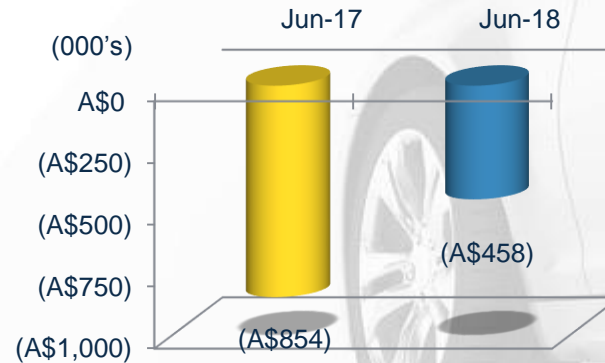
- June Audience growing at 88% YoY and **3.1x our nearest vertical competitor** (Source: Similarweb Jun-18)

- Listings continuing to grow at 6% YoY, and now **2.0x our nearest vertical competitor and 1.1x horizontal competitor**

## Revenue (+15%)



## EBITDA (+46%)



- 15% YoY Revenue growth in June with an 46% improvement in EBITDA loss

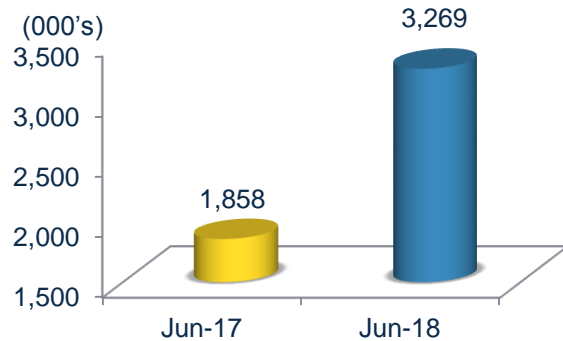
- Revenue growth driven by Used Car Revenue growth 33% YoY for 1H - New Car Revenue was retimed to 2H



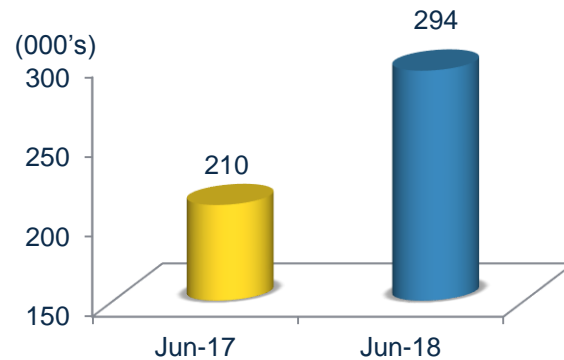
# INDONESIA – RAMPING UP MONETIZATION



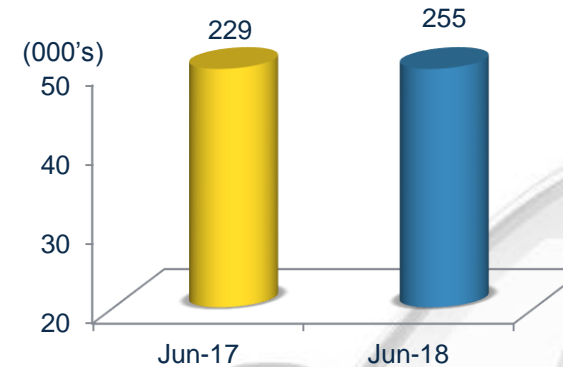
## Audience (+76%)



## Leads (+40%)

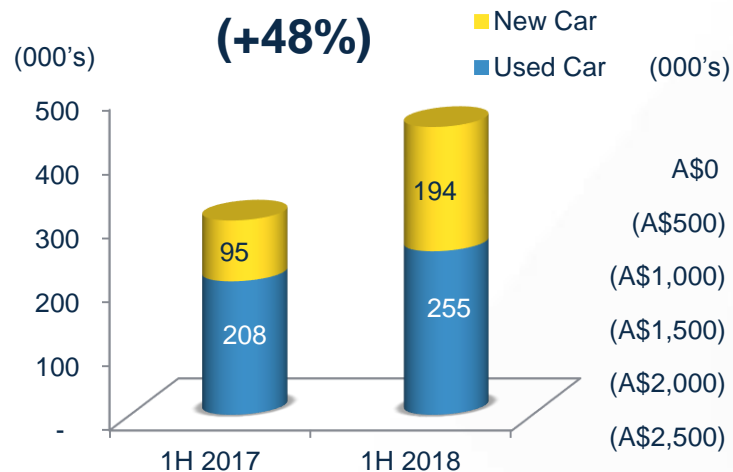


## Listings (+11%)

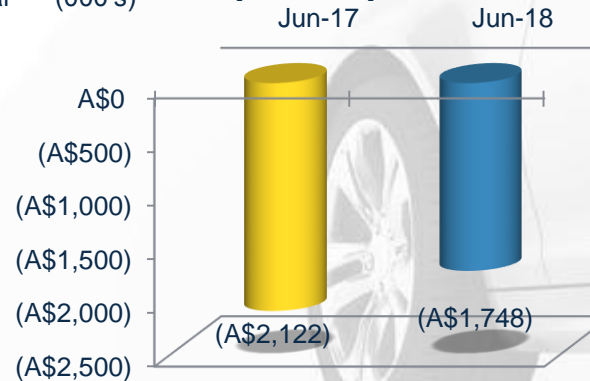


- June Audience growing at 76% YoY, 1.1x our nearest vertical used car competitor (Source: Similarweb Jun-18)
- Leads growing at 40% YoY through improved traffic quality
- Listings continuing to grow at 11% YoY, and now **7.7x our nearest vertical competitor** and **2.1x horizontal competitor**

## Revenue (+48%)



## EBITDA (+18%)



- 48% YoY Revenue growth in June with a 18% improvement in EBITDA loss
- Revenue growth driven by both Used Car Revenue 23% YoY for 1H and New Car Revenue growing at 103% YoY for 1H with the execution of media and events strategy

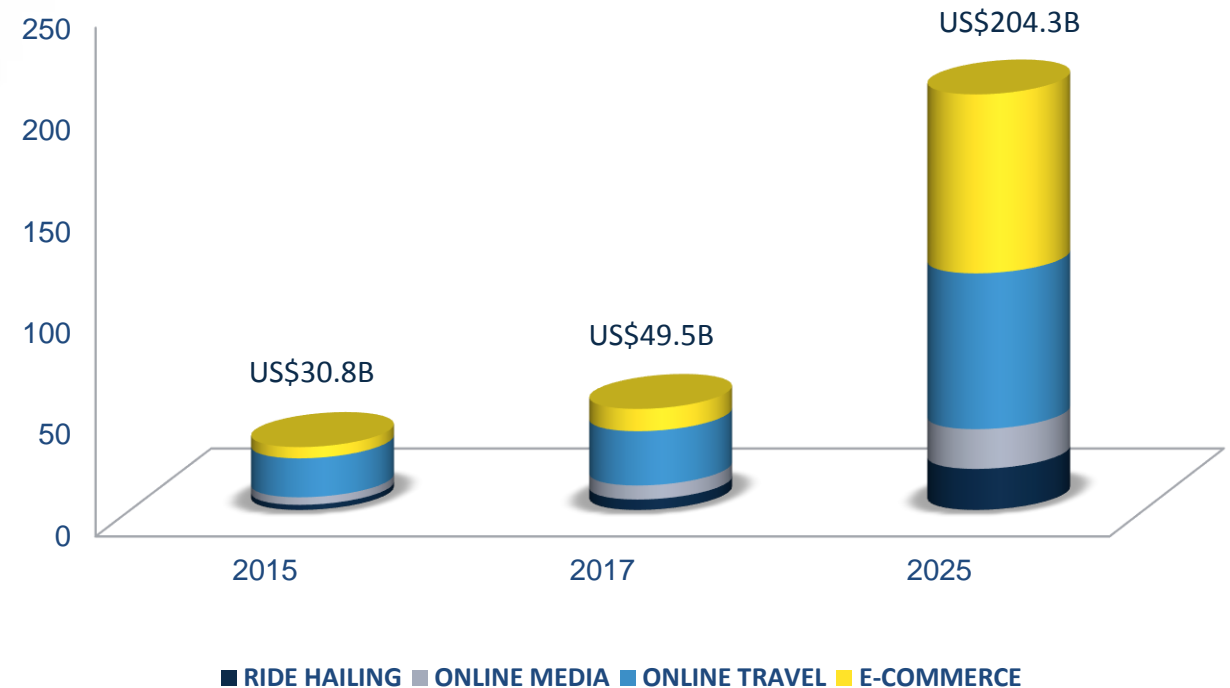
**ASEAN REGION CONTINUES  
TO BUILD MOMENTUM**

**ICAR ASIA LEADING USED CAR  
AND NEW CAR OFFERING  
PARTICIPATES IN THE SIGNIFICANT GROWTH**

# DIGITAL TRANSFORMATION IS GAINING MOMENTUM ACROSS ASEAN AND SET TO BE A >US\$200B IN 2025

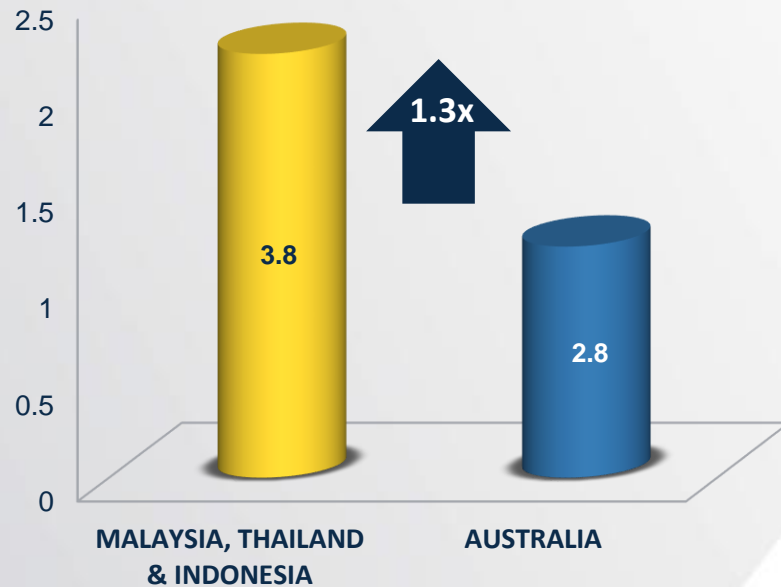
- ASEAN 600m population with 330m online users in 2017, predicted to grow to 460m in 2019
- Southeast Asia's internet economy will grow to US\$200B by 2025
- US\$13B invested in Southeast Asia since 2015 in digital companies
- Further growth forecast with impact of infrastructure investment in ASEAN including Chinese investment in The Belt and Road Initiative driving automotive sales

## South East Asia Internet e-Economy Market Size (US\$B)

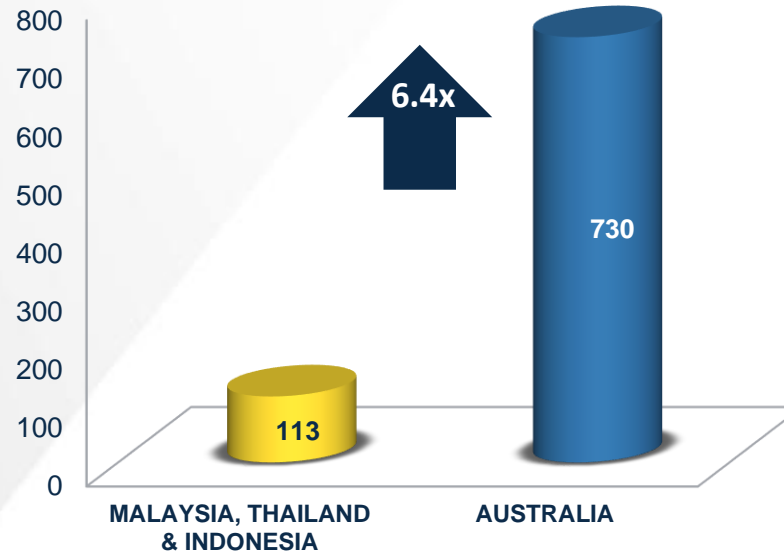


# USED CAR - MARKET

## No. of Vehicles Transacted (2017)



## Number of Vehicles per 1,000 Population (2014)



## Used Car Monetization

- Listing Monetization
  - Phase 1 - Indonesia: Freemium, optional Pay per Listing & Features
  - Phase 2 – Malaysia & Thailand: Pay per Listing & Features (Subscription & Pay as You Go)
- Incremental Monetization - Transactions
  - Phase 1 – All Markets: Events; Auctions; Finance and Insurance



# USED CAR – INCREASING ENGAGEMENT WITH DEALERS, PRICE INCREASES IMPLEMENTED, NEW PRODUCTS COMING

## PRICE INCREASES IMPLEMENTED



% Increase

+16%

+39%

+82%

Paying Accounts

-8%

+23%

+3%

## DEALER APP TAKE-UP

	MALAYSIA		THAILAND		INDONESIA	
	Dec 2017	Jun 2018	Dec 2017	Jun 2018	Dec 2017	Jun 2018
DEALER PENETRATION <sup>1</sup>	50%	65%	64%	76%	97%	100%
ACTIVE USERS <sup>1</sup>	53%	64%	58%	85%	33%	80%



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<sup>1</sup>As at 30 June 2018. Active Users = % of Dealer App Accounts that have created a listing, purchased a product, or replied to a messages within the month

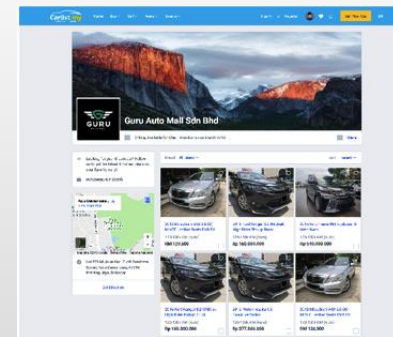
## H2 2018 PRODUCT ROLLOUT

### VIDEO LISTINGS

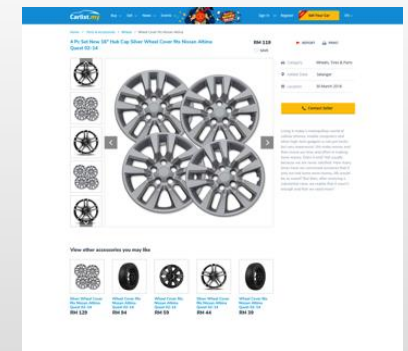


### FINANCE AND INSURANCE CROSS SELLING

### DEALER MICRO-WEBSITES



### PARTS & ACCESSORIES

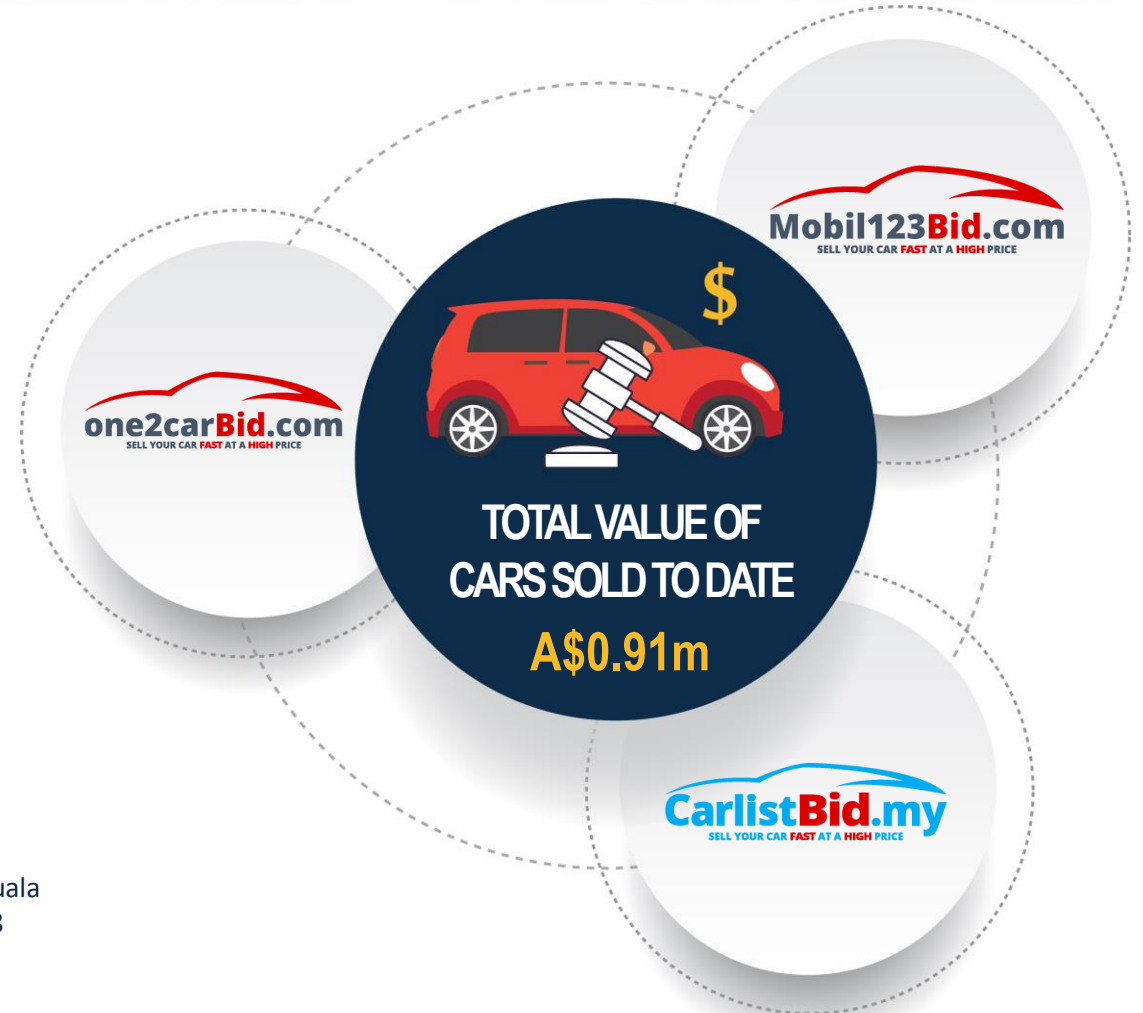


# USED CAR - LAUNCHING TRANSACTIONAL AUCTION SERVICES

- Used car auction service launched in all three markets.
- Private owners and fleet owners to auction their cars directly to iCar Asia's network's of used car dealers
- Auction fees are charged to the buyer of the car at between 1% to 2% of the value of the car

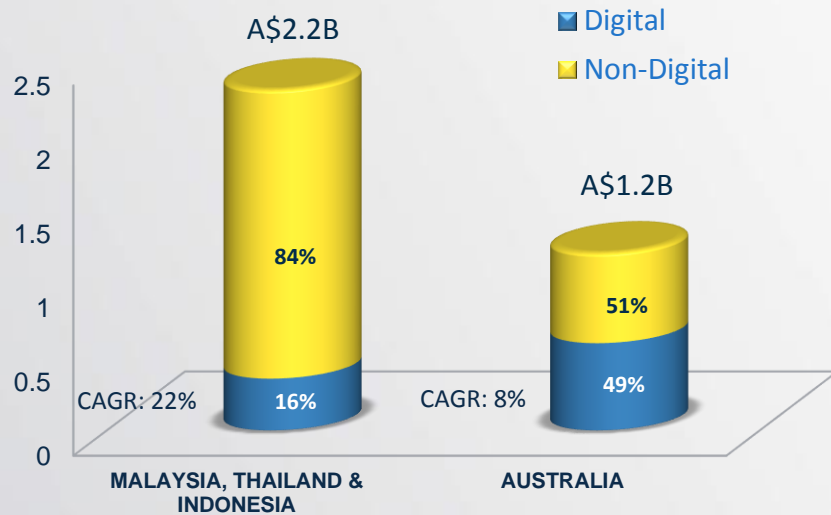


Official launch in Kuala Lumpur in August 2018

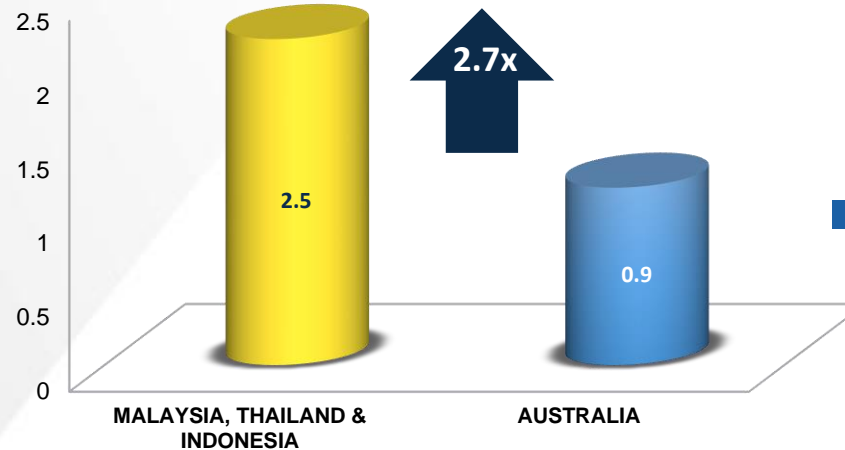


# NEW CAR - MARKET

## New Car Advertising Spend (2016)



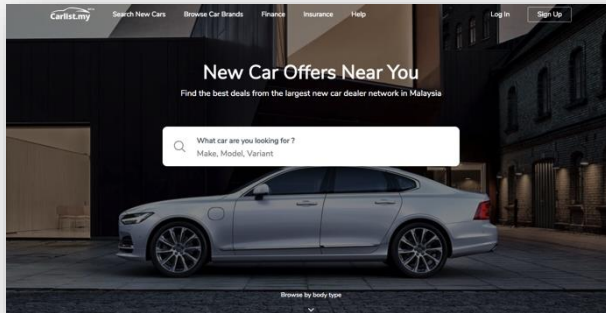
## No. of Vehicles Transacted (2017)



## New Car Monetization

- Advertising Solutions
  - Phase 1 – All Markets: Advertising Solutions including Digital and Content
  - Phase 2 – All Markets: Events
- Incremental Monetization - Transactions
  - Phase 1 – All Markets: New Car Qualified Leads; Finance and Insurance

# NEW CAR - LAUNCHES ALL COUNTRIES AND TO RAMP UP IN 2H 2018



## Dealership Brands (MY)

BMW	Nissan
Honda	Perodua
Hyundai	Peugeot
Isuzu	Proton
Jaguar	Subaru
KIA	Toyota
Mazda	Volvo

## LEAD PACKAGING MODEL WITH COMMISSION VIA TRANSACTION SERVICES PROVIDED BY ICAR ASIA

- Lead packages for qualified leads
- Opportunity for cross promotion of transactional services including: Finance; Insurance; Extended Warranty; and Trade-In (Used Car Auction)



## Dealership Brands (TH)

In progress August 2018

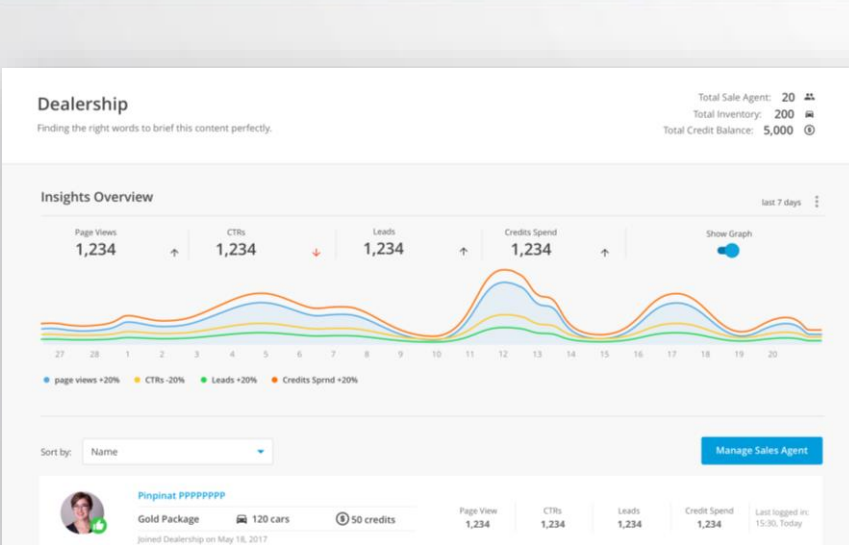


## Dealership Brands (ID)

Audi	Hyundai	Mitsubishi
Bentley	Isuzu	Nissan
BMW	Jaguar	Proton
Chevrolet	Kia	Suzuki
Citroen	Land Rover	Toyota
Daihatsu	Lexus	Volkswagen
Datsun	Mazda	Volvo
Ferrari	Mercedes-Benz	Wuling
Honda	MINI	

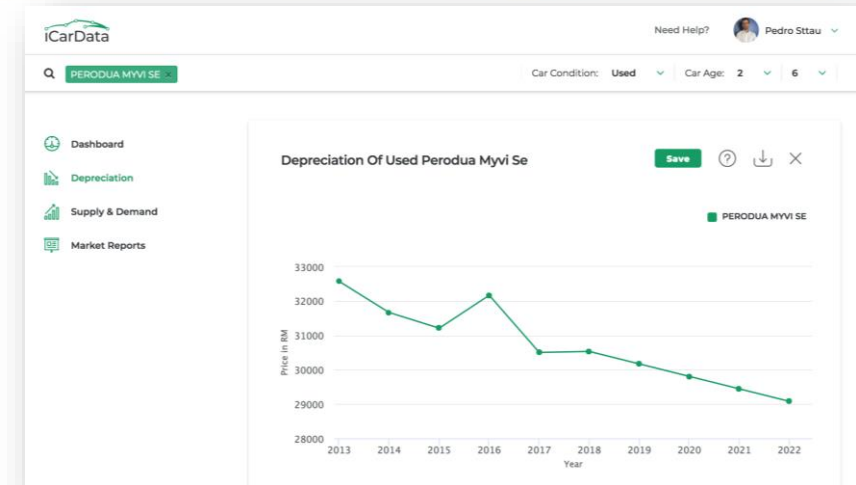


# DATA - INTEGRATING DATA INSIGHTS INTO ALL USER EXPERIENCES



## Car Demand

Understand what Car Buyers are currently seeking for with LIVE specific data (Model, Color, Body Type & Etc)



## Market Reports

Real numbers for specific Brand, Make, Models, Variants with and Buyer's Journey.

## Car Depreciation

Measure the value of a car and estimate The resell value of the car for years to come.

## Average Price

Determine the market price of each cars available in the market – New, Used or Recon.

**iCarData**  
Powered by iCarAsia

# APPENDIX

# ICAR ASIA BOARD



**GEORG CHMIEL**  
EXECUTIVE CHAIR



**LUKE ELLIOT**  
FOUNDER &  
NON-EXECUTIVE DIRECTOR



**PATRICK GROVE**  
FOUNDER &  
NON-EXECUTIVE DIRECTOR



**SYED KHALIL IBRAHIM**  
INDEPENDENT,  
NON-EXECUTIVE DIRECTOR,  
CHAIR OF NOMINATION AND  
REMUNERATION COMMITTEE



**RICHARD KUO**  
INDEPENDENT,  
NON-EXECUTIVE DIRECTOR,  
CHAIR OF AUDIT AND  
RISK COMMITTEE



**PETER EVERINGHAM**  
INDEPENDENT,  
NON-EXECUTIVE DIRECTOR



# GROUP EXECUTIVES AND COUNTRY MANAGERS



**HAMISH STONE**  
CHIEF EXECUTIVE OFFICER



**YEE CHIN BENG**  
CHIEF FINANCIAL OFFICER  
(MAY 2018)



**JONATHAN ADAMS**  
CHIEF MARKETING OFFICER  
(APRIL 2017)



**PEDRO STTAU**  
CHIEF INFORMATION OFFICER  
(APRIL 2015)



**JAMIE NG**  
GROUP HEAD  
OF EVENTS  
(JULY 2017)



**GAN KIAN YEH (KY)**  
GROUP SALES  
DIRECTOR  
(MAY 2013)



**JENN ADAMS**  
GENERAL MANAGER  
MEDIA & CONTENT  
(MARCH 2018)



**PORNLADDA DATHRATWIBUL (KUNG)**  
THAILAND  
(JANUARY 2016)



**REGIA GLAMOURIA**  
INDONESIA  
(MAY 2013)





