

The logo for carsales.com Ltd, featuring the word "carsales" in a grey sans-serif font, a circular icon with a white center and a multi-colored ring (green, blue, red, yellow), and the word "com Ltd" in a grey sans-serif font.

carsales  com Ltd

A solid blue square graphic located to the left of the text.

Year End Results Presentation
to 30 June 2014

Disclaimer and Non-IFRS Information

➤ Disclaimer

The material in this presentation has been prepared by carsales.com Limited (ASX: CRZ) ABN 91 074 444 018 ("carsales") and is general background information about carsales' activities current as at the date of this presentation. The information is given in summary form and does not purport to be complete. In particular you are cautioned not to place undue reliance on any forward looking statements regarding our belief, intent or expectations with respect to carsales' businesses, market conditions and/or results of operations, as although due care has been used in the preparation of such statements, actual results may vary in a material manner. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

➤ Non-IFRS Financial Information

carsales' results are reported under International Financial Reporting Standards (IFRS). This presentation also includes certain non-IFRS measures including, "underlying" and "look through". Non-IFRS measures have not been subject to audit or review. All numbers listed as reported comply with IFRS.

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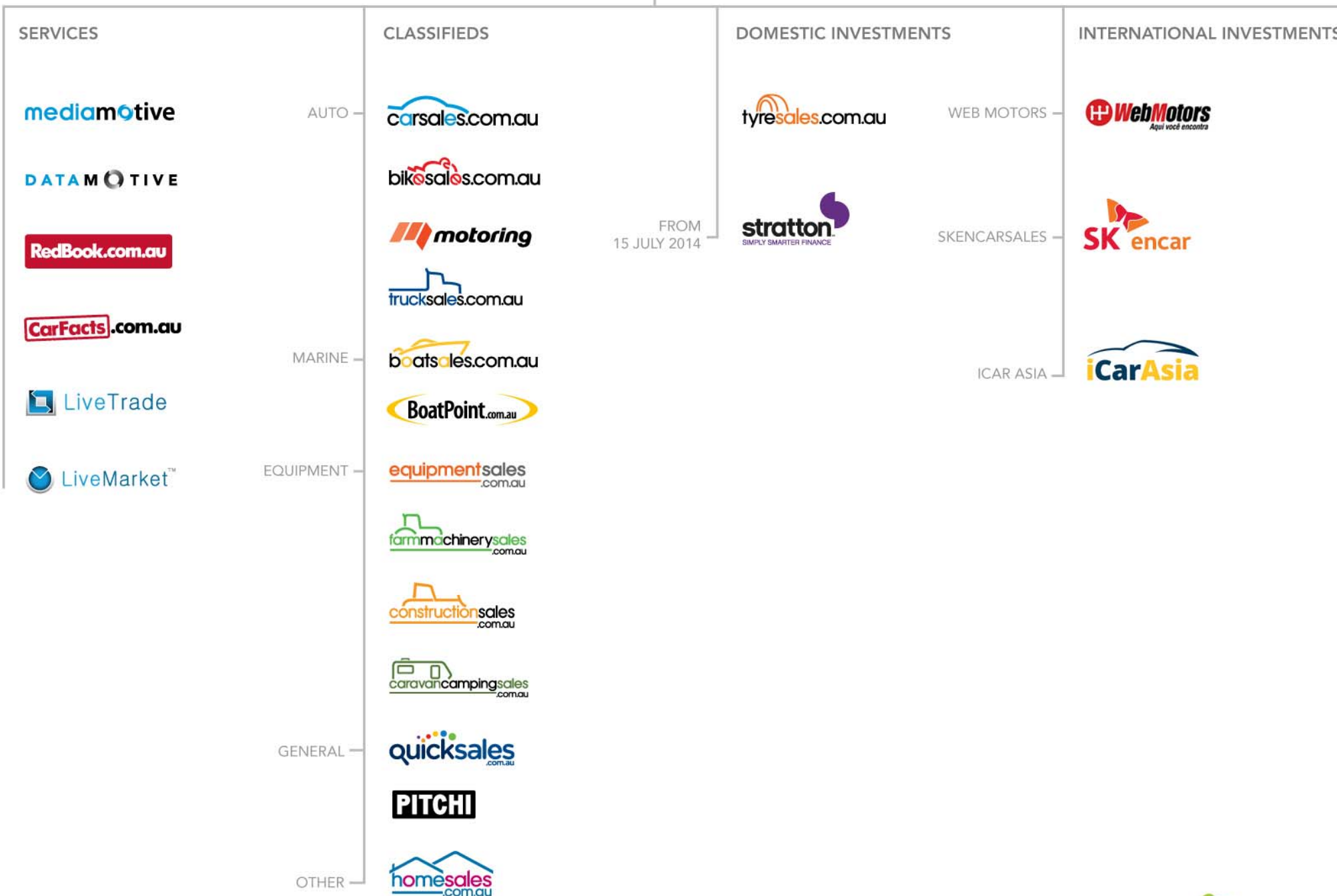
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Key Messages



Organisational Structure



Overview of FY14



**REPORTED
REVENUE up
10% to \$235.6m**



**REPORTED
EBITDA up
15% to \$138.4m**



**REPORTED
NPAT up
14% to \$95.5m**

FINANCIAL HIGHLIGHTS

- Another record result with strong revenue and earnings growth.
- FY2014 pcp growth in revenue of 10%, EBITDA of 15% and NPAT of 14%

INTERNATIONAL INVESTMENTS

- Webmotors (Brazil) performing strongly with underlying revenue growing 22% on pcp.
- Acquired 49.9% of SKENCARSALES in South Korea and underlying revenue for the period of ownership grew 35% on pcp
- Continued to support iCar Asia. In March 2014 increased equity by 3% to 22.9%

DOMESTIC INVESTMENTS

- Acquired 50.1% of Stratton Finance in July 2014 to leverage the finance opportunities in the private to private marketplace.

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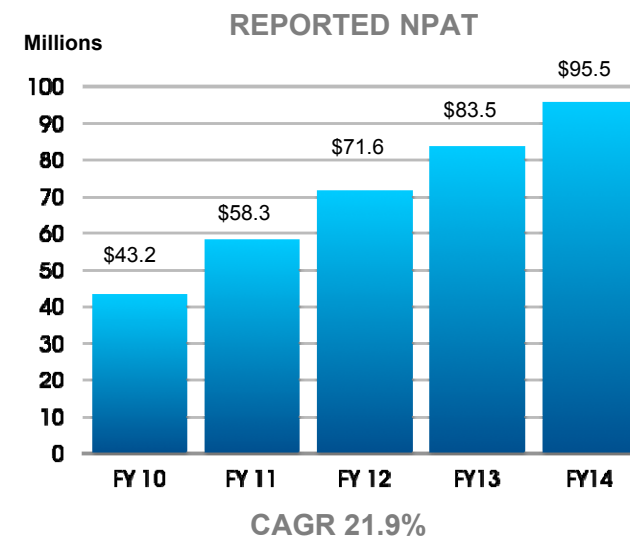
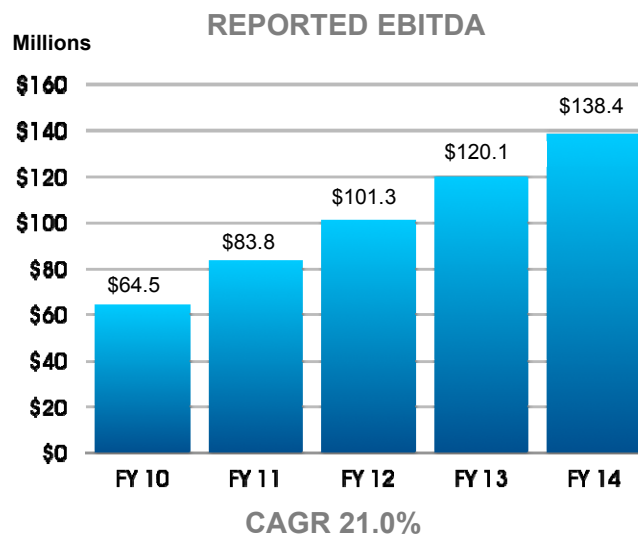
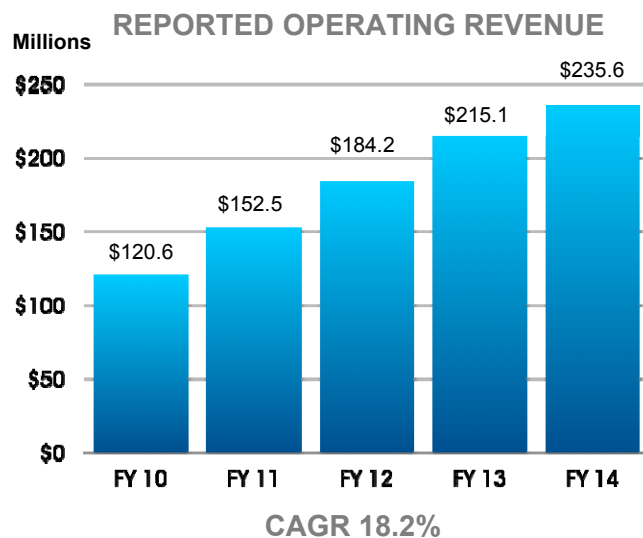
**Reported Group Financial
Performance**



Financial Overview

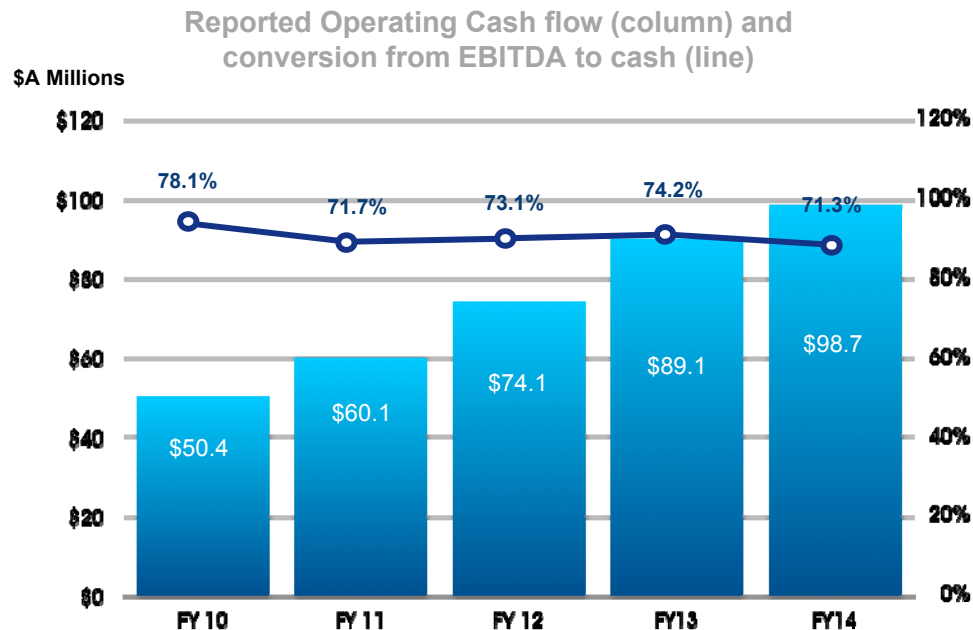
- Maintained strong growth in Operating Revenue rising to \$235.6m, up by 10% on pcp.
- Operating expenses (before interest and D&A) up 2% on pcp
- EBITDA up 15% on pcp to \$138.4m
- EPS of 40.2 cents per share, up 4.7 cents on the prior full year (H2 FY2014 21.7 cents per share up 2.2 cents on prior H2).
- Final FY2014 dividend of 17.4 cents per share declared (Interim FY2014 dividend of 14.7 cents per share).
- Total capex spend of \$5.1m.

Reported Year Ending 30 June 2014	\$A Millions		Growth	
	FY2013	FY2014	\$'s	%
Operating Revenue (Excluding Interest Revenue)				
Online Advertising	187.2	203.9	16.7	9%
Data & Research	25.6	29.1	3.5	14%
International	2.3	2.6	0.3	13%
Total Operating Revenue	215.1	235.6	20.5	10%
Operating Expenses (Before Interest and D&A)	95.0	97.2	2.2	2%
EBITDA	120.1	138.4	18.3	15%
<i>EBITDA Margin</i>	56%	59%		
D&A	2.5	3.3	0.8	32%
EBIT	117.6	135.1	17.5	15%
Net Interest Expense (Income)	(1.3)	2.9	4.2	319%
Profit Before Tax	118.9	132.3	13.4	11%
Income Tax Expense	35.2	39.4	4.2	12%
Profits (Losses) in Associates	(0.2)	3.4	3.6	
Outside Equity Interests	0	(0.8)	(0.8)	
Net Profit After Tax	83.5	95.5	11.9	14%
Earnings Per Share (cents)	35.5	40.2	4.7	13%

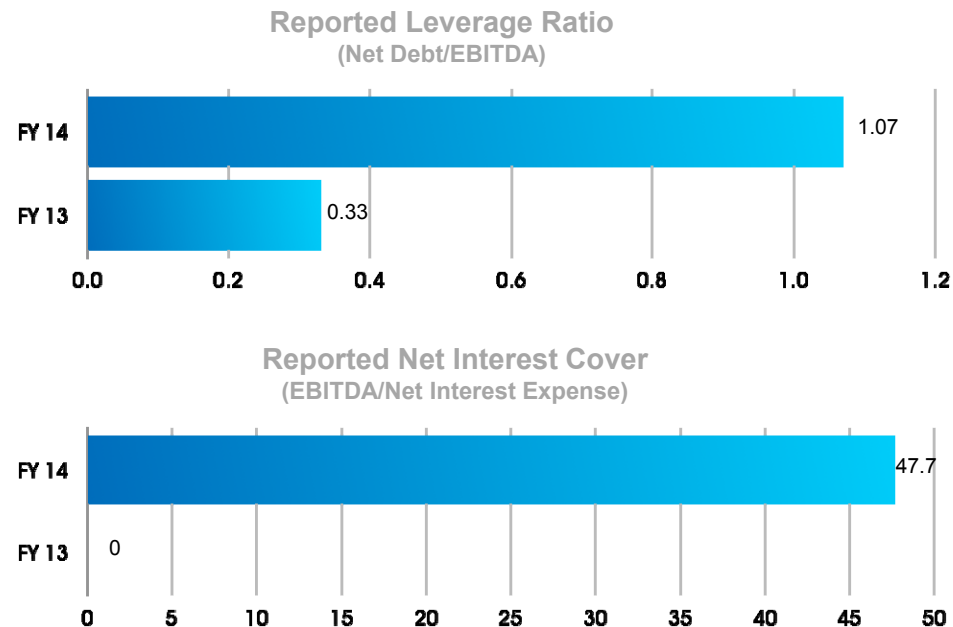


Reported Debt and Cash flow

Continued strong operating cash flows



Comfortable credit metrics



- Reported Net Debt* of ~\$149m as at 30 June 2014. Increase on pcp due to investments.
- Consistent solid cash conversion of earnings with Operating cash flow/EBITDA at 71%
- Ratios above are based on reported financial outcomes and may vary with bank covenant definitions.

* Net debt includes total borrowings less total cash as at 30 June 2014 per published balance sheet

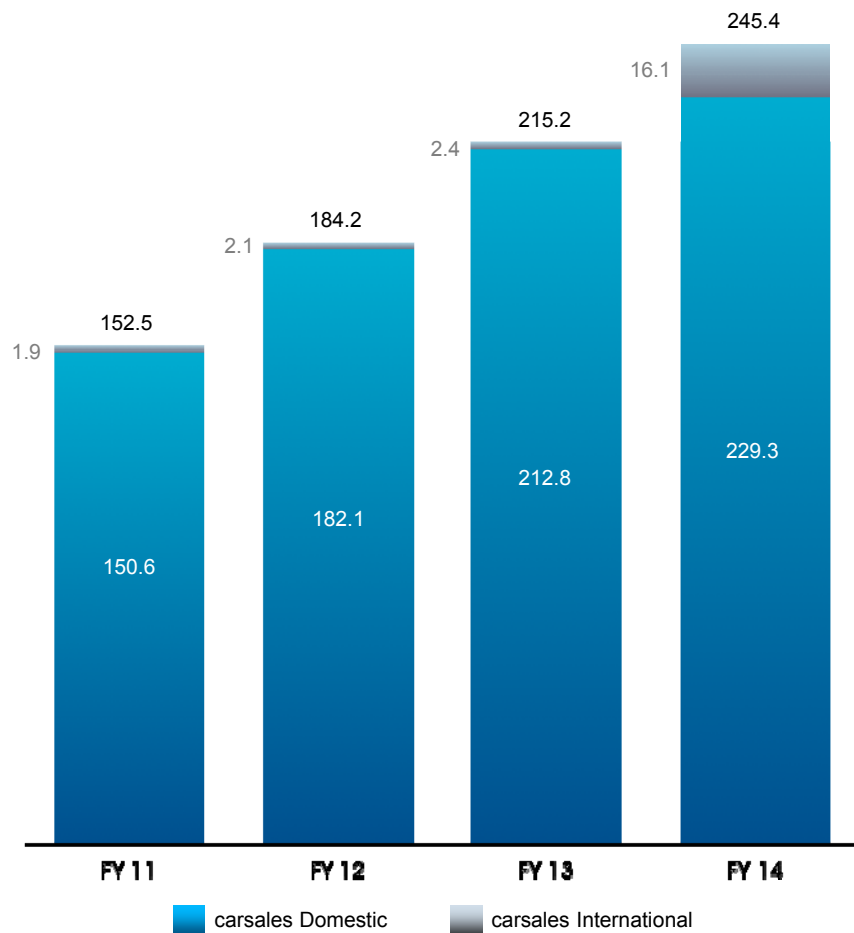
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“Look Through” Financial Performance



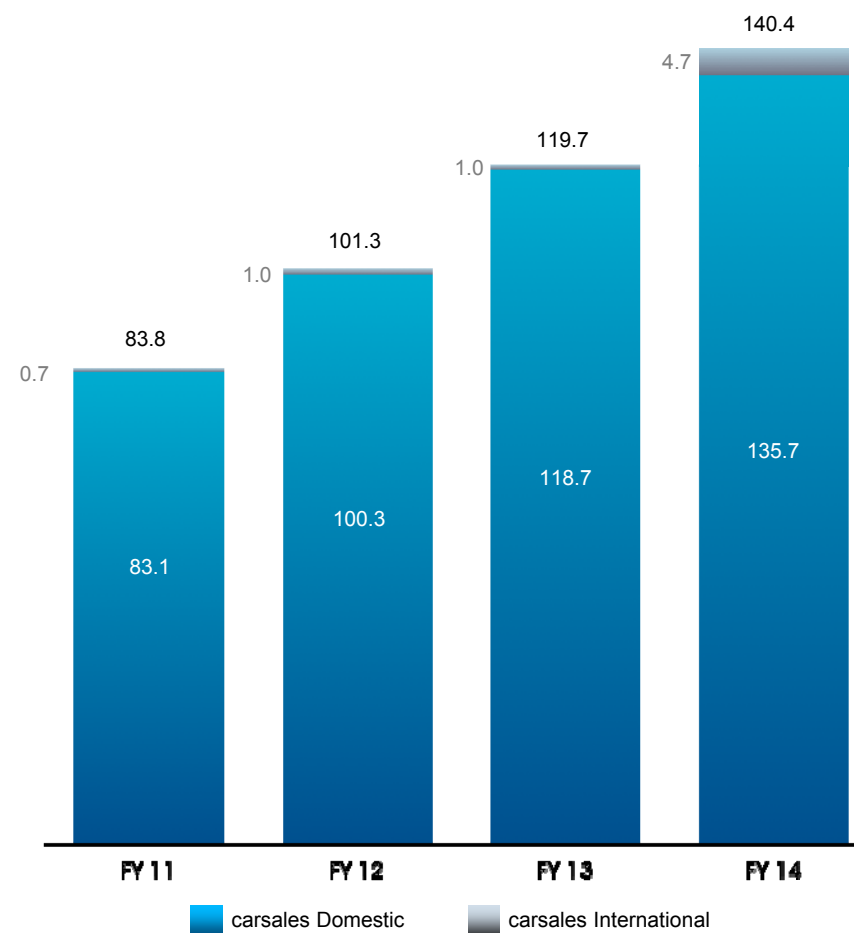
Look Through Revenue and EBITDA Performance

LOOK THROUGH OPERATING REVENUE



CAGR 17.2%

LOOK THROUGH EBITDA



CAGR 18.8%

NOTE: carsales "Look Through" methodology is: For equity accounted associates: Add the total revenue or EBITDA for the period of ownership within the financial year (e.g. carsales investments in iCar Asia and WebMotors were owned for the entire financial year, SK ENCARSALES was owned from April 15 to June 30, 2014) multiplied by the % ownership (30% for WebMotors, 49.9% for SKENCARSALES and 19.9% for iCar Asia for the period from July 1, 2013 to March 4, 2014 and 22.9% from March 5, 2014 to June 30, 2014) over the period. For consolidated associates, revenue and EBITDA attributable to associates has been eliminated (i.e. total revenue and EBITDA multiplied by carsales percentage ownership remains as the look through revenue and EBITDA. All numbers for iCar Asia are carsales management estimates. Some "Look Through" numbers involve the disclosure of non IFRS information - Refer to carsales "Look Through" P&L Analysis slide and Disclosure of Non IFRS slide for further details

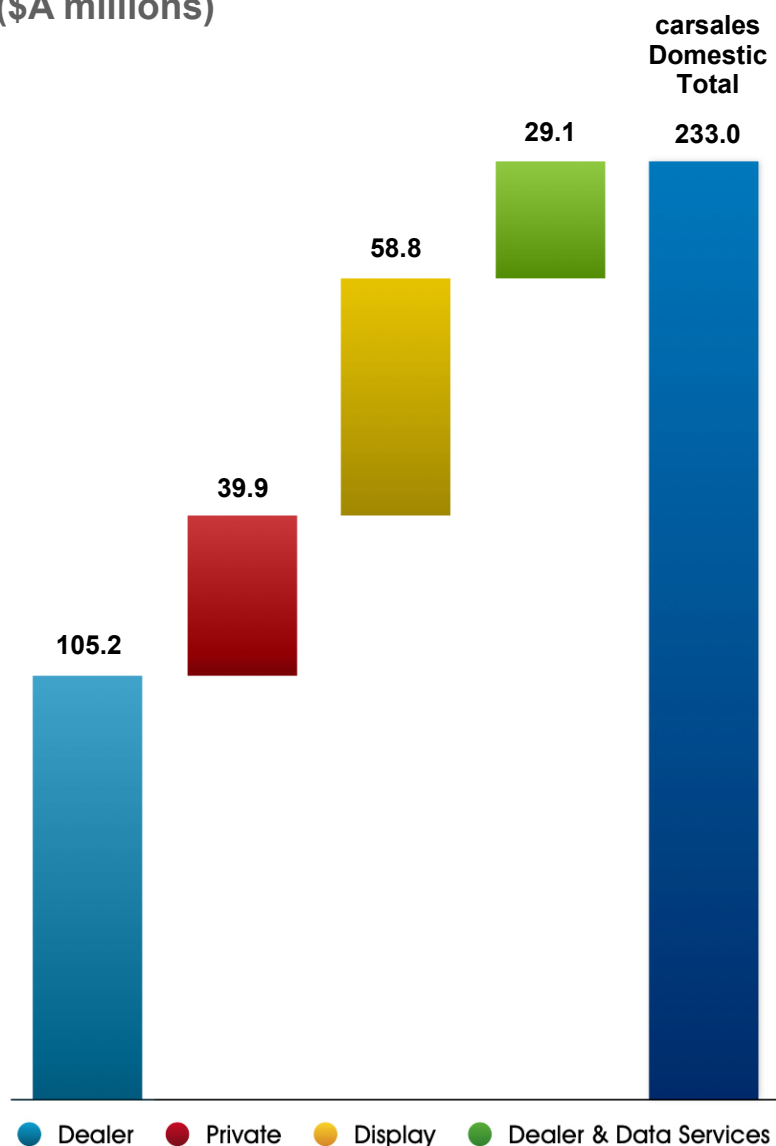
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 carsales Domestic



FY14 Domestic Highlights

Reported FY14 Revenue Summary (\$A millions)

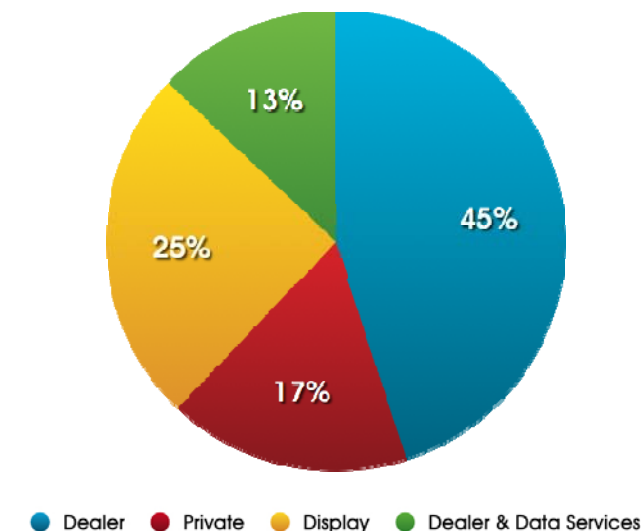


- Automotive dealer enquiry growth up slightly on pcp
- Overall automotive inventory down slightly on pcp to ~224,000 cars.
- Strong private revenue growth of 12% on pcp, with sources of growth again coming from new product, product upsells, yield growth and tyresales.
- Mediamotive revenue growth of 8% was solid considering market conditions
- Non automotive vertical sites performing well.
- Marine, industry and caravan & camping dealer customers moved from subscription based charging models to performance based (as per automotive).
- Dealer and Data Services once again performed strongly with revenue up 14% on pcp.
- Homesales inventory continuing to rise steadily with revenue starting to follow
- Tyresales revenue growth good although much lower margin business
- Ongoing investment in significant product developments across the entire business with new cars a focus area

Domestic Revenue Performance

Year Ending 30 June 2014	\$A Millions		Growth	
	FY2013	FY2014	\$'s	%
Reported Operating Revenue				
Dealer	97.0	105.2	8.2	8%
Private	35.7	39.9	4.2	12%
Display	54.5	58.8	4.3	8%
Dealer & Data Services	25.6	29.1	3.5	14%
Total Reported Operating Revenue	212.8	233.0	20.2	10%

FY2014 SEGMENT REVENUE



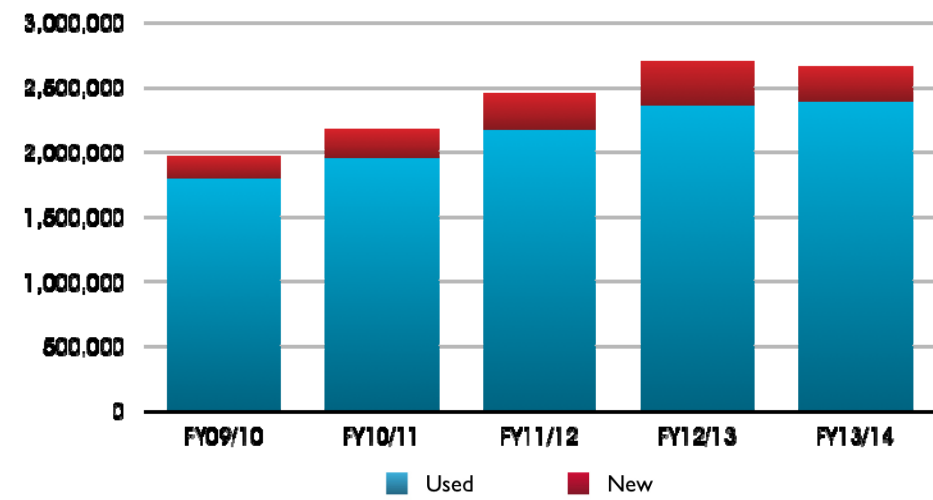
- Dealer revenue up 8% on pcp. Key growth drivers being some yield and growth in customer acquisition.
- Mediamotive up 8% on pcp and delivering a good result in a more challenging market.
- Private revenue grew by 12% on pcp, with a particularly strong H2 as a result of yield growth in automotive, new product and a positive contribution from tyresales.
- Dealer and Data services achieved another strong revenue growth outcome up 14% on pcp with sources of growth coming from Datamotive, Redbook and Livemarket.

Operational Metrics

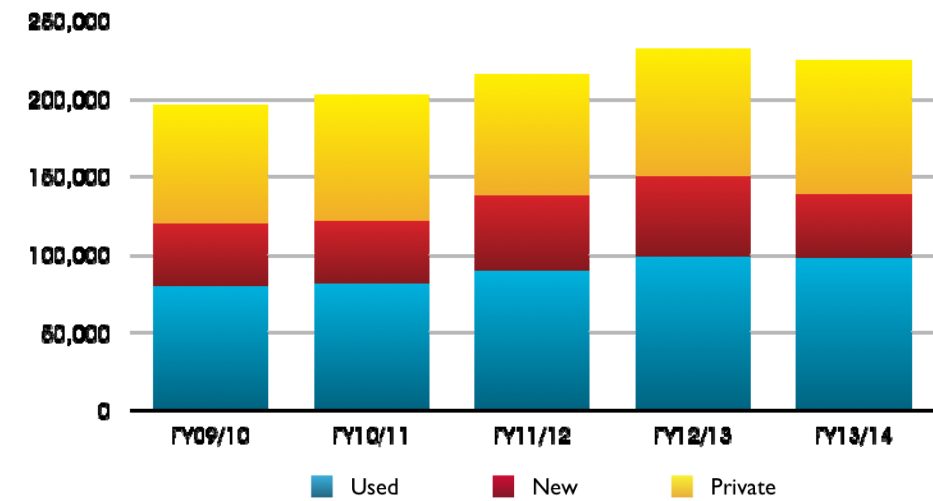
- **Dealer used car enquiry up slightly on the same time last year.**
- Automotive dealer enquiry volumes overall slightly lower on pcp.
- New vehicle enquiry volumes down as a result of manufacturers forcing dealers to remove new car inventory from third party sites. H2 FY2014 showed some positive improvement.

- **Automotive inventory count slightly lower than pcp at around 224,000 cars**
- Dealer used vehicle inventory continued its steady growth up ~2% on pcp. New car inventory rose to around 43,000 from the low point of 34,400 in Dec 2013.
- Private inventory was up ~2% on pcp to around 86,000 cars, with average time to sell similar to the same time last year.

Automotive Enquiry Volumes



Automotive Inventory



Domestic Investments - Stratton Finance and Tyresales

Stratton Finance Financials			
	30-Jun-13	30-Jun-14	PCP
	\$000's	\$000's	%
Underlying Revenue	20.3	29.0	42.8%
Underlying EBITDA	N/A	9.5	
Underlying EBITDA%	N/A	33%	



- **50.1% investment in Stratton Finance completed 15th July 2014**
- Consolidated into CRZ from 15th of July 2014
- Great opportunity to introduce stratton across carsales' range of verticals in addition to the presence it currently has in automotive for private to private customers.
- Stratton will replace carsales' existing iGnition finance product which was a two year partnership between carsales and BMW Finance.

Revenue and EBITDA are per Stratton Finance management accounts for the 12 months ending 30 June 2013 and 12 months ending 30 June 2014

The image shows a screenshot of the tyresales.com.au website. The top left features the logo and tagline 'For the best deal on tyres'. Below this is a search interface with tabs for 'Vehicle', 'Size', and 'Brand'. The 'Size' tab is selected, showing dropdown menus for Width, Rim Diameter, Speed Index (Optional), Profile, Load Index (Optional), and Run Flat/ECO Friendly options. A search button is visible. To the right of the search interface is a promotional banner for 'FREE FUEL FRENZY!' with the text 'Drive further for less with a FREE Fuel Card when you purchase a set of four new tyres!' and a 'Find out more' button. The banner also features an image of a tyre and a fuel pump icon.

- **tyresales - continuing to build momentum**
- Launched in Q3 FY2013 – carsales owns 50% and consolidates.
- tyresales over the past twelve months has continued to evolve and is now delivering many hundreds of fitment transactions into carsales dealer service centres each month.

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carsales International



International Portfolio

Webmotors	FY14	Growth (PCP)
Unique Visitors (desktop)	5.6m*	(20.3)%
Unique Visitors (mobile)	1.7m*	80.2%
Inventory	251k cars*	14.1%
Underlying Revenue	72.8m BRL	21.7%
Underlying EBITDA	28.1m BRL	N/A
Market Position	#1	N/A
carsales share of NPAT	A\$4.6m	N/A



SKENCARSALES	FY14	Growth (PCP)
Unique Visitors (desktop)	5.7m	3.6%
Unique Visitors (mobile)	6.3m	40.3%
Inventory	61k cars	1.7%
Underlying Revenue***	4.7b KRW	35.1%
Underlying EBITDA***	2.4b KRW	N/A
Market Position	Clear #1	N/A
carsales share of NPAT	A\$0.8m	N/A

iCar Asia	FY14	Growth (PCP)
Unique Visitors	~3.9m**	87%
Inventory	~480k**	45%
carsales share of NPAT	(2.0)m AUD**	N/A



➔ With a portfolio of international investments carsales now reaches a population of over 600 million, lists approximately one million cars and generates well over 20 million unique visitors across some of the world's highest growth markets.

Redbook Asia and NZ	FY14	Growth (PCP)
Reported Revenue	2.6	13.0%
Reported EBITDA	1.4	3.4%

See slide 44 regarding the disclosure of non-IFRS Information

* Unique visitors and inventory measured at 30, April 2014 due to the impact of the World Cup in May and June 2014. Inventory and traffic is the combined inventory of Webmotors, Compreauto and meucarango and has not been de aggregated

** ASEAN (iCar Asia) inventory and traffic as per iCar Asia public announcement to the ASX on 24-July 2014. carsales share of associate income based on June 30, 2014 estimate.

*** Revenue and EBITDA for SKENCARSALES is for the period from 15-Apr to 30-July, 2014

All other inventory and traffic as at June, 2014. Revenue and EBITDA stated is 100% of the revenue and EBITDA for the business over the carsales ownership period (i.e. the full 2014 financial year for WebMotors and 15-April to 30-June 2014 for SK ENCARSALES)

20 million unique visitors excludes carsales Australia

Asia – “Underlying” Results

SK ENCARSALES Financials (Equity Accounted by CRZ)

Pro-Forma	April 16 to June 30, 2013	April 16 to June 30, 2014	PCP %
	KRWb	KRWb	
Underlying Revenue	3.5	4.7	35.1
Underlying EBITDA	N/A	2.4	N/A
Underlying EBITDA(%)	N/A	51.0	N/A
Underlying Cash Balance	N/A	11.4	N/A

carsales Reported Earnings

	AUDm	AUDm	%
Reported NPAT (Share of Associate Earnings)	N/A	0.8	

Key Drivers

	Jun 30, 2013 '000's	Jun 30, 2014 000's	%
Inventory	59.6	60.6	1.7
Unique Visitors (Desktop)	5,547	5,745	3.6
Unique Visitors (Mobile)	4,507	6,322	40.3

iCar Asia Financials (Equity Accounted by CRZ)

Pro-Forma	12 Months to June 30, 2013	12 Months to June 30, 2014	PCP %
	AUDm	AUDm	
Reported NPAT (Share of Associate Earnings)	(0.2)	(2.0)	N/A

RedBook Asia and New Zealand (100% owned / Consolidated by CRZ)

Pro-Forma	12 Months to June 30, 2013	12 Months to June 30, 2014	PCP %
	AUDm	AUDM	
Reported Revenue	2.3	2.6	13.0
Reported EBITDA	1.4	1.4	3.4



➤ **SKENCARSALES, the clear #1 player in South Korea 49.9% acquired in April 2014**

➤ Korea sells considerably more new cars than Australia with higher technology adoption rates – the opportunity to grow is material

➤ Revenue up 35% on pcp, largely based on yield improvements

➤ Opportunities exist to license carsales' world leading technology into the Korean market



➤ Expect continuing collaboration in FY15



➤ Solid performance overall and continuing to support investments in other markets

LATAM (Latin America) – “Underlying” Results

WebMotors Financials (Equity Accounted by CRZ)

Pro-Forma	12 Months to June 30, 2013	12 Months to June 30, 2014	PCP
	BRLm	BRLm	%
Underlying Revenue	59.8	72.8	21.7
Underlying EBITDA	N/A	28.1	
Underlying EBITDA (%)	N/A	38.6	
Underlying NPAT	N/A	32.4	
Underlying Cash Balance	N/A	194.2	

carsales Reported Earnings

	AUDm	AUDm	%
Reported NPAT (Share of Associate Earnings)	0*	4.6	

Key Drivers

	April 30, 2013* '000's	April 30, 2014* 000's	%
Inventory**	219.7	250.7	14.1
Unique Visitors (Desktop)	7,000	5,579	(20.3)
Unique Visitors (Mobile)	935	1,685	80.2



- **WebMotors continues to deliver above expectations**
- Revenue growth of 21.7% on pcp, predominately from dealer advertisement volume growth
- WebMotors' leadership position in Brazil continues to grow: The combined (MeuCarango, CompreAuto and WebMotors) inventory now almost double closest competitor
- Technology platform has been successfully migrated to Amazon allowing significant product improvement in FY15.
- RyvusIQ currently being implemented, other carsales product and IP to be implemented in the coming year

See slide 44 regarding the disclosure of non-IFRS Information

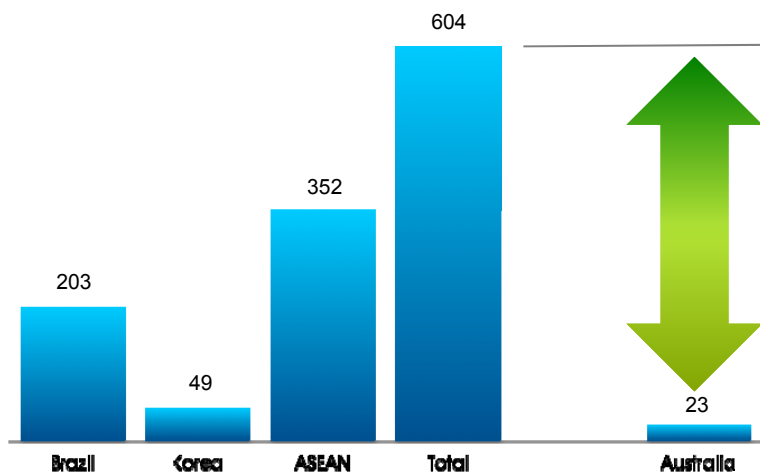
NPAT for WM is higher than EBITDA due to earnings from interest on capital invested by carsales in WebMotors

* Inventory and Unique visitors measured at 30, April 2014 due to the impact of the World Cup in May and June 2014

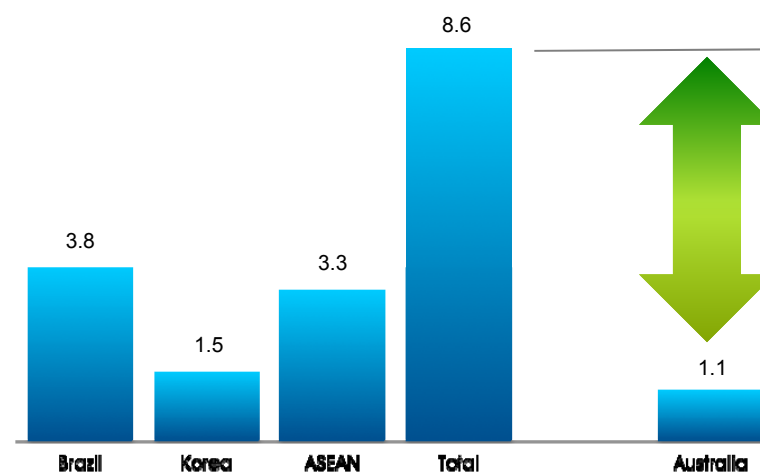
** Inventory is the combined inventory of Webmotors, Compreauto and meucarango and has not been de aggregated

International Opportunity

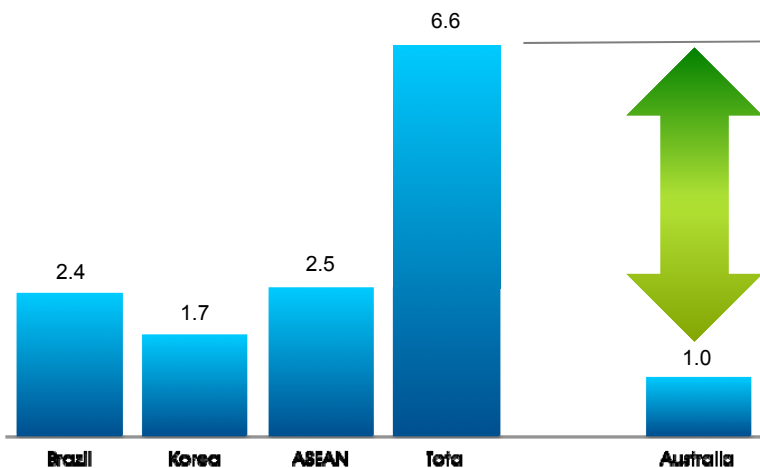
Population (millions) – December 2013



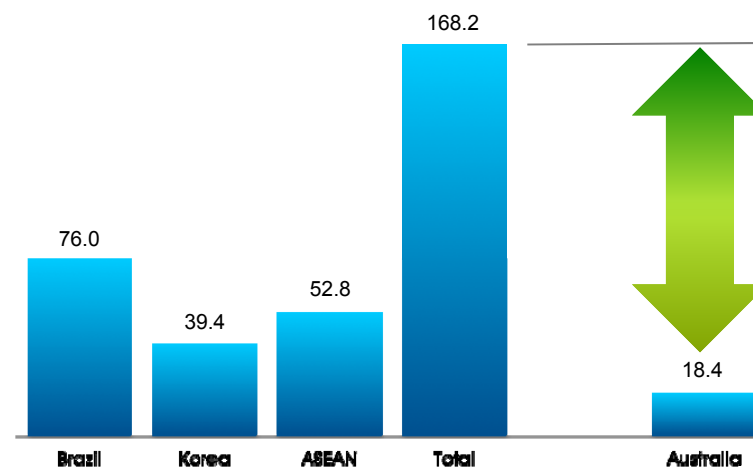
New Cars Sold (millions) - 2013



GDP*(US\$ trillions) - 2013



Internet Users (millions) - 2013

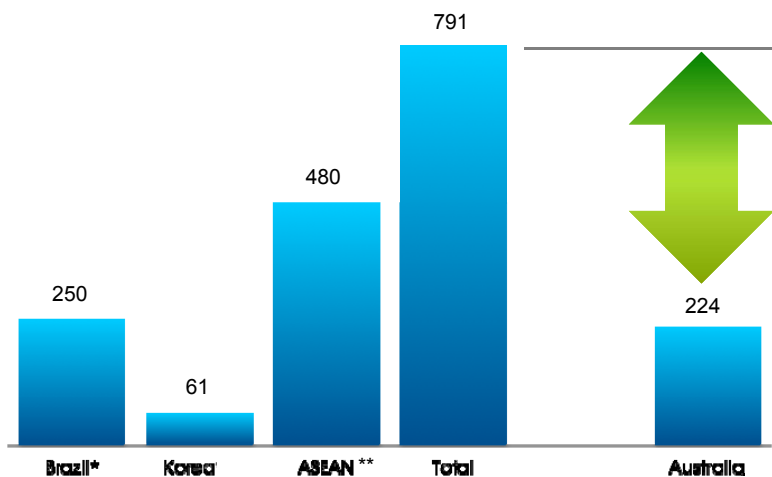


GDP: CIA World Fact Book (2013 estimates),
 Population: CIA World Fact Book (2013 estimates), Australian Bureau of Statistics
 New Car Sales: VFACTS, The International Association of Motor Vehicle Manufacturers ("OICA") – Note: New car sales are for the year to December 31, 2013

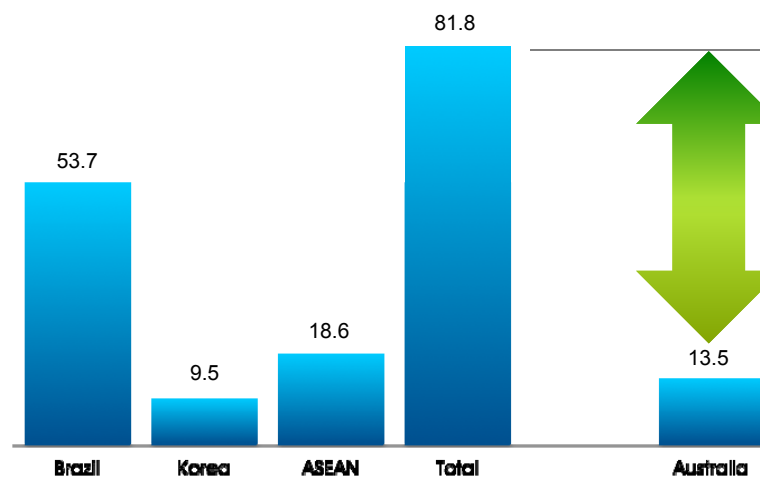
* Gross Domestic Product (GDP) is on a Purchasing Power Parity basis (PPP)

International Opportunity (cont.)

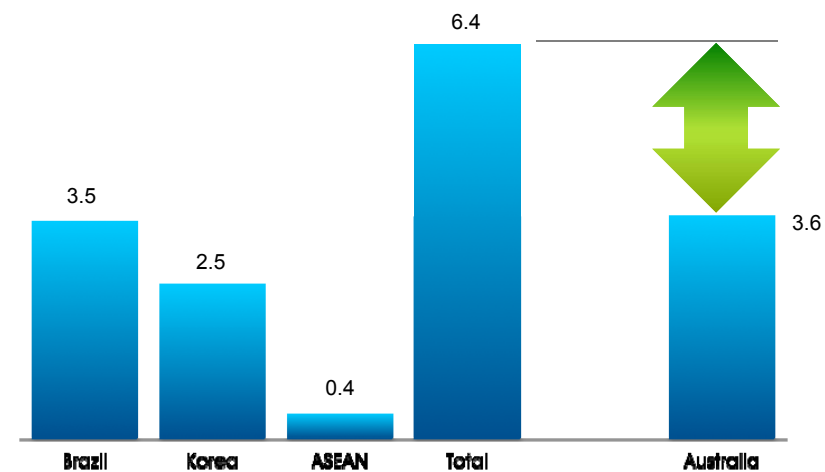
Inventory



Total Advertising Market Size (AUD billions)



Online Advertising Market Size (AUD billions)



Sources:

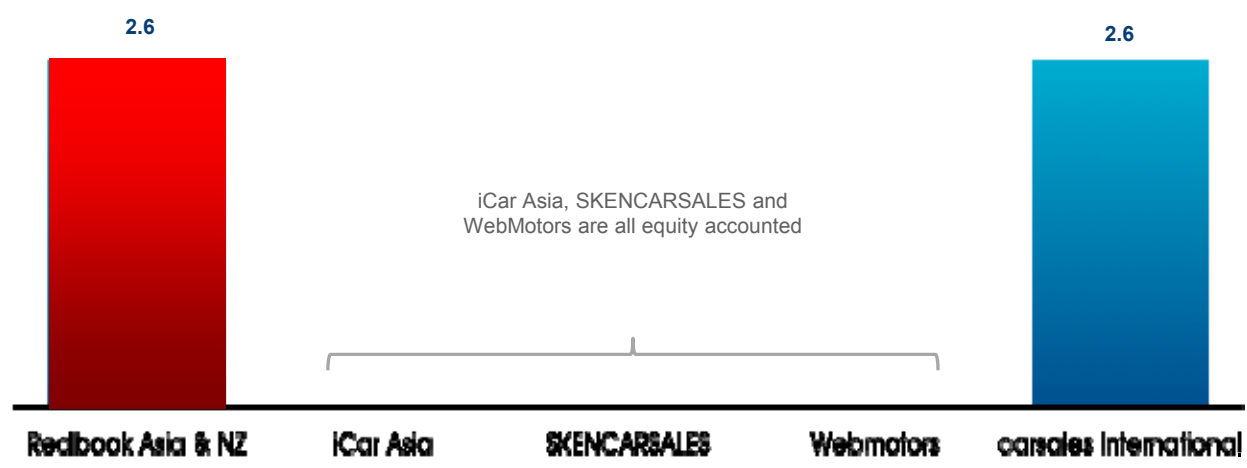
- Brazil: IBOPE (2013 estimate).
- Korea: Chiel Worldwide (2013).
- ASEAN: iCar Asia Investor Roadshow (Announced to the ASX on 01-Apr-2013).
- Australia: Commercial Economic Advisory Service of Australia (CESA), Advertising Expenditure in Main Media (year ended 31 Dec 2013)

* Inventory and measured at 30, April 2014 due to the impact of the World Cup in May and June 2014. All other inventory and traffic as at June, 2014.

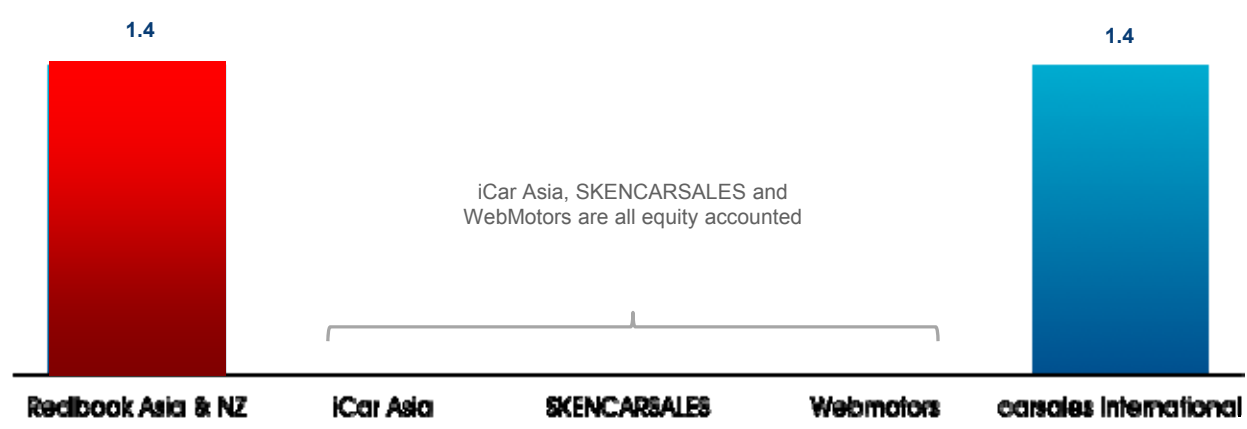
** ASEAN (iCar Asia) inventory as per iCar Asia public announcement to the ASX on 24 July 2014

Reported International Financial Performance

Reported FY14 Revenue Summary (\$A millions)



Reported FY14 EBITDA Summary (\$A millions)



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Outlook



Performance Outlook

carsales Domestic

- Domestic trading conditions in the first 6 weeks of FY2015 have remained solid. Expect to provide a more detailed trading update at the October Annual General Meeting
- Looking forward to further growth from tyresales and Stratton albeit at lower EBITDA margins than broader carsales business. In addition, further opex in these areas as well as for our new site Pitchi, will likely result in overall EBITDA margins more aligned to FY13
- Anticipate further developments in relation to new vehicle product offerings
- Development of the Stratton Finance partnership onto other verticals

carsales International

- Expect to continue focus on developing the market opportunities that exist in each of the international investments.

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New Product Releases



New Cars - Cars Available

New Car - Available for purchase or order



SPECIAL OFFER

\$53,125

Drive Away



- +** Automatic TRANSMISSION
- ∨** 6cyl 2.7L ENGINE
- ←** Wagon BODY TYPE
- ✎** Silhouette COLOUR

Name

Email Postcode

Telephone

Send Enquiry

Call Dealer

Enter your postcode to unlock number

Go



New Cars - Special Offers

➤ Car company special offers for consumers looking for savings

INTRODUCING FORDS
GOOD BUY
2013 DRIVEAWAY
DEALS

12 MONTHS FREE STAMP DUTY
12 MONTHS FREE REGO

Special Offers
All the best offers together for you in one place

Get notified with new offers
Your Email

311 Offers

253 new offers in the last 30 days

<p>Fiesta Trend - \$18,490 Ford - Go get 'em drive away prices Fiesta Trend hatch manual from \$18,490 drive away Conditions Apply</p>	<p>Fiesta Trend - \$18,490 Ford - Go get 'em drive away prices Fiesta Trend hatch manual from \$18,490 drive away Conditions Apply</p>	<p>Fiesta Trend - \$18,490 Ford - Go get 'em drive away prices Fiesta Trend hatch manual from \$18,490 drive away Conditions Apply</p>
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\$56,900
Drive Away

Special Offer (2)

Dealer: Brand New Car

NSW

Nissan 2013 Runout Sale

- \$56,900 drive away ¹
- \$2,000 extras

Westpac Finance Offer

- 0% finance ²

[more details](#)

www.toyota.com.au

New cars – Help me choose

- carsales new Help Me Choose tool is available on all platforms and is perfect for those who don't yet know what they are looking for.

carsales Help Me Choose Step 2 of 4

What's going in the car?

Total adult count 2

1 2 7

Total child count 2

0 2 7

Pram Pets Sports Gear Boat Tools

Feedback

CURRENT SELECTION Upgrading Boat Sports Previous Next

Telstra 11:51 88%

Help Me Choose Restart

Why are you buying a new car?

Current car is unreliable

Growing Family

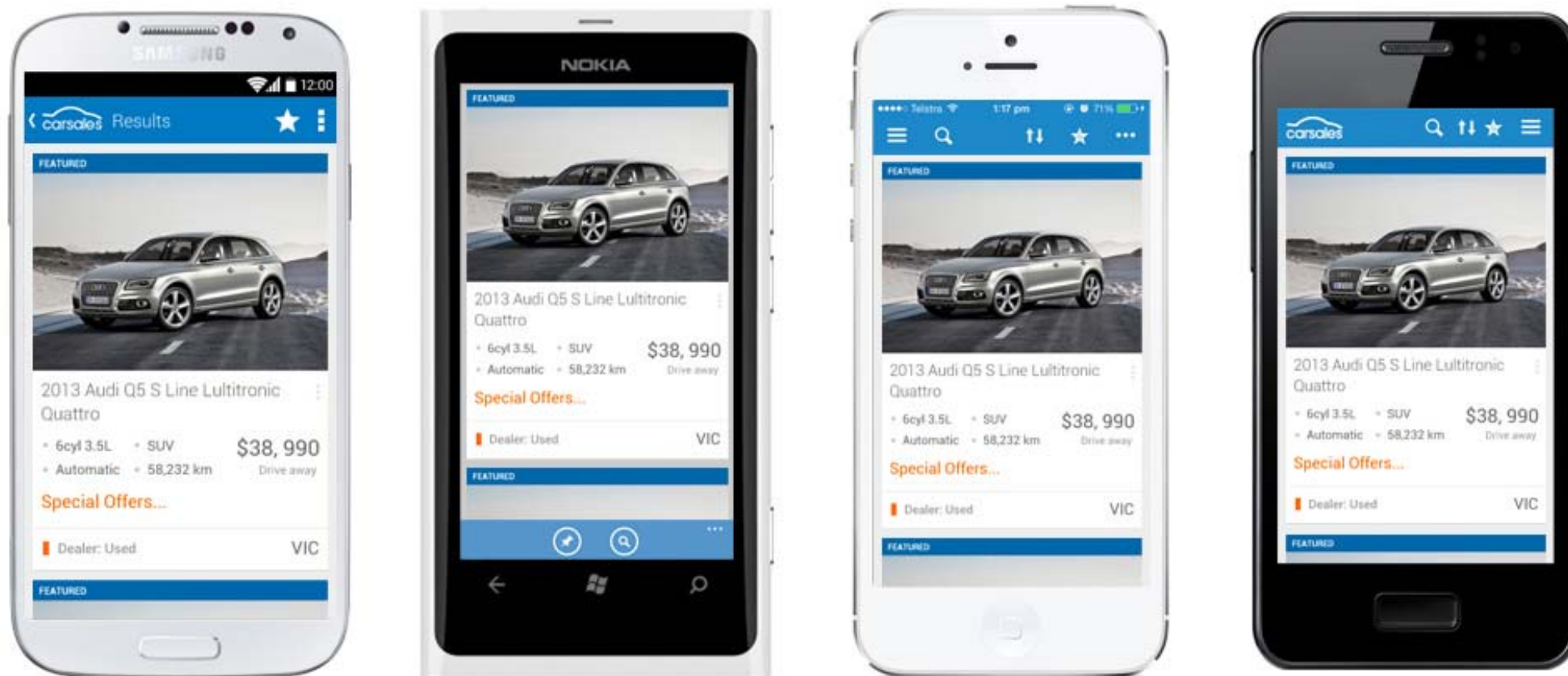
Upgrading

Downsizing

Expiring Lease

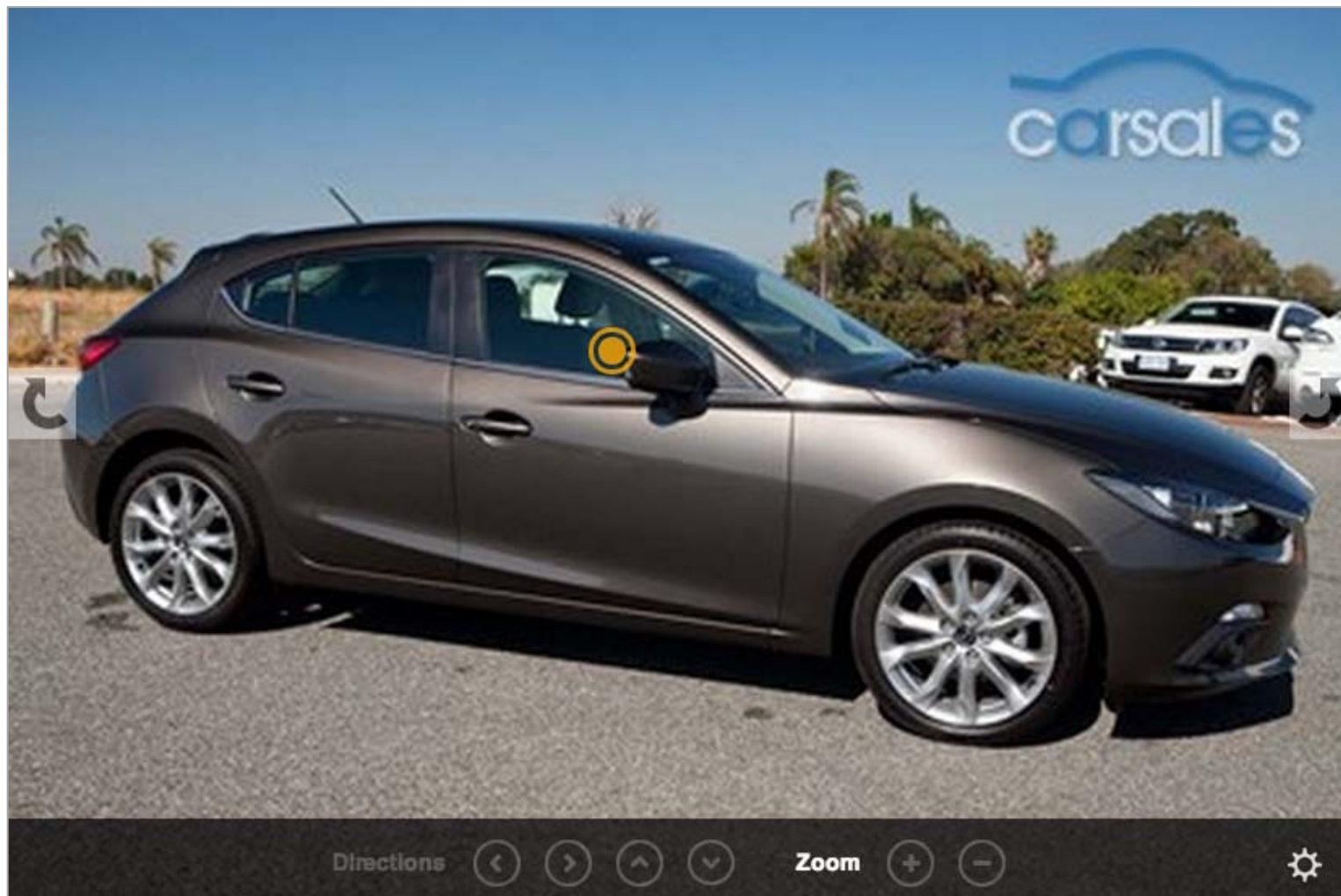
App and Mobile – Unified experience

- All carsales mobile platforms: iOS, Android, Windows and Mobile are based on carsales' unified experience model



App and Mobile – Unified experience

- In an Australian first, carsales now supports 360 degree views on cars and active image hotspots.



Bikes – New Bikes Available

➤ Brand New Bikes Available released on bikesales

Find New & Used Motorcycles

Category New bikes Used bikes

Make

Model

Price To

State

Keyword

[Reset Search](#) [Advanced search](#)

Refine Search

Categories

Brand new bikes available


Brand new bikes in stock

Dealer used bikes

Demo & near new bikes

Private used bikes

2014 Kawasaki Ninja ZX-10R



• Road - Super

Ninja ZX-10R Road Manual 6sp 1000cc (Jan) (Non ABS)

☆ Save & Compare

~~\$18,999~~
Ask for a deal

New Bike

Trucks – New Homepage and Editorial Section

The screenshot shows the homepage of trucksales.com.au. At the top, there is a navigation bar with categories: Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, Shopping & Auctions, Motoring, Tyres. A banner for FOTON trucks is visible with the slogan "FOR POWER FOR STRENGTH FOR VALUE". Below the navigation, there are tabs for "Buy", "New Showroom", "Sell", "Rent", "Auctions", "Research", "News & Reviews", "Dealers", "Dealer Specials", "Jobs", and "Help". The main content area is titled "Trucks, Trailers & Equipment" and includes a search bar, filters for "Ad Type" (Dealer new, Private used, Dealer used), "Category", "Sub-category", "Make", "State", "Price", and "Items Listed". A "Browse by Category" section lists Trucks, Trailers, Truck Parts, Buses, Concrete Equipment, Cranes & Lifting, and Forklifts. A "Popular Makes" section lists Freightliner, Fuso, Hino, Isuzu, Iveco, Kenworth, Mack, and Volvo. A sidebar on the right contains sponsored ads for ADTRAKS, NEWTRAKS, SELECT TRUCKS, and NEWTRAKS FINANCE.

The screenshot shows the homepage of trucksales.com.au with a focus on editorial content. The navigation bar is similar to the previous screenshot. A banner for "equipmentsales.com.au" is present with the text "Everything you need to get the job done" and a "Start selling" button. The main content area is titled "Featured > News & Reviews" and features a large article titled "Review: Kenworth T909" with a sub-headline "Truck Honeywell gets the latest version of Kenworth's flagship T909 in the wet over the lonely roads of outback Queensland". Below the article is a "Road Mate" section with a grid of smaller images. To the right, there is a "Need new Tyres?" advertisement for tyresales.com.au. A "News > Latest" section at the bottom shows a grid of three news items with images of trucks.

New Autogate For Bikes, Boats and Industry

➤ New improved single autogate solution for all Bike, Boat and Industry verticals.

DATAMOTIVE Products ▾ Motorcycles Richmond ▾

AutoGate Your statistics
 Sold: 0, Lost: 2, Response time: 31m 3s
 Support: 1300 728 800 | support@carsales.net.au

Performance Manager: Joshua Ryan | 0403381096

Back To Search Results | I need help!

carlos [Edit]

Mobile: 0402450xxx
Email: XYZ@gmail.com
Postcode: 3040

Prospect Tags: Mobile

Show more details

Prospect ID: 599649

Enquired On

Source: Bikesales **Comments:**
Arrival Date: 04/07/2014 17:15

2013 Triumph Daytona 675 ABS
Stock Number: 130318
Price: \$11,990

How did it go? 3 Commitment
 Mark as lost | Mark as sold
 Unworkable | Duplicate

sales@person.com.au
 Phoned on 07/08/2014 16:16

Action this prospect
 1 Emails | 0 SMS | 4 Calls | 2 Appts | 0 Notes

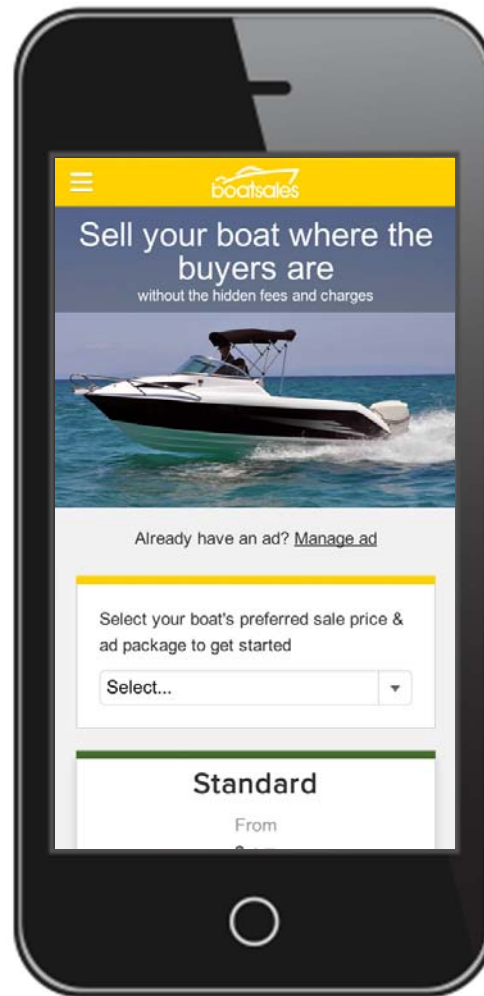
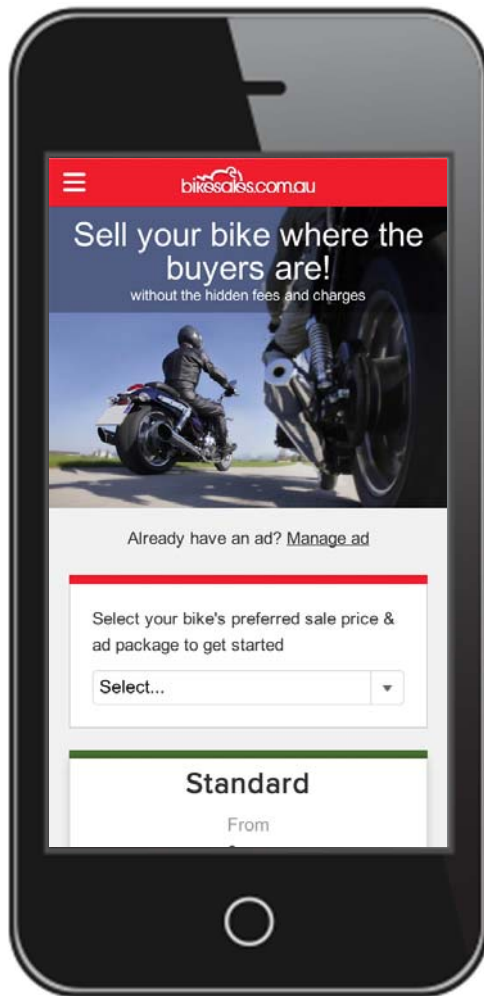
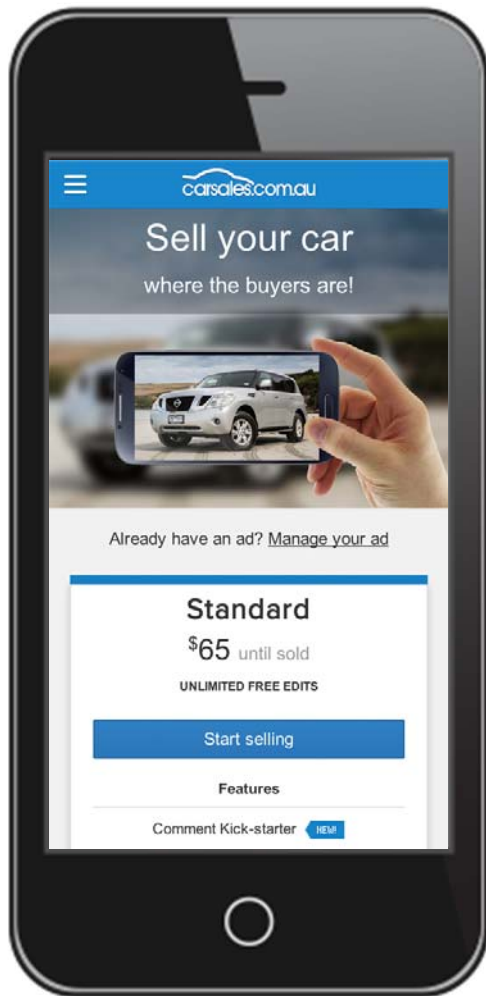
Allocated to Tom Hissink
 04/07/2014 17:18

Last Viewed By Ryan Svaghi

Latest notes
 sales@person.com.au Phoned on 07/08/2014 16:16 called 7/8, got his bike back but still interested in the daytona
 sales1@person.com.au Phoned on 29/07/2014 14:20 contacted cust to see if he is still interested in daytona 675. phone rang out - KS

Feedback

Private Seller System for Mobile



Private Seller Premiumplus – All Verticals

premiumplus
No time to spare?
We'll set up your ad for you!

Our no fuss professional ad creation service leaves you more time for the important stuff... like meeting with interested buyers.


Only
\$300

Enter the postcode of your Car's location to find out if PremiumPlus is available.

e.g. 3121


Check availability

The PremiumPlus experience includes...




Onsite professional photography

A qualified PremiumPlus photographer will meet you at a location of your choice and capture 20+ photos of your car looking its best.



Ad creation service

A PremiumPlus consultant will create and publish your ad - including vehicle details, customised comments and uploading photos. We'll also work with you in setting the right price for your needs.



VIP support

Throughout the selling process, you'll have access to our PremiumPlus support team who will regularly monitor your ad's progress and provide advice on safe selling.

Comment Kick-starter

- Creating an ad just got that much quicker with carsales' Comment Kick starter.

Comment Kick-starter ✕

Answer any of the questions below to kick-start your comments.

What lifestyles apply to your car?

<input checked="" type="checkbox"/> Family	<input type="checkbox"/> Performance
<input type="checkbox"/> First Car	<input checked="" type="checkbox"/> Prestige
<input type="checkbox"/> Green	<input type="checkbox"/> Small
<input type="checkbox"/> Offroad 4x4	<input type="checkbox"/> Trade

Vehicle condition? How many owners?

Excellent One owner

Type of driving? Where is your car parked?

Local driving Garaged

Any service history? Reason for selling?

Full service history Upgraded

Any warranty remaining? Accident history?

2 years No accident history

Let's add some comments

Here's your chance to capture some real buyer interest in your car.

Taking the time to describe features and anything distinguishing about your car can make a big difference to the success of your sale

Use this tool to generate comments for your car. The comments will be generated based on the information you provide. You can edit the comments before you publish them. You can also generate comments for your car. The comments will be generated based on the information you provide. You can edit the comments before you publish them. You can also generate comments for your car. The comments will be generated based on the information you provide. You can edit the comments before you publish them.

(3024 characters remaining)

Please note: The first 100 characters of your comments will appear on your ad in search results.

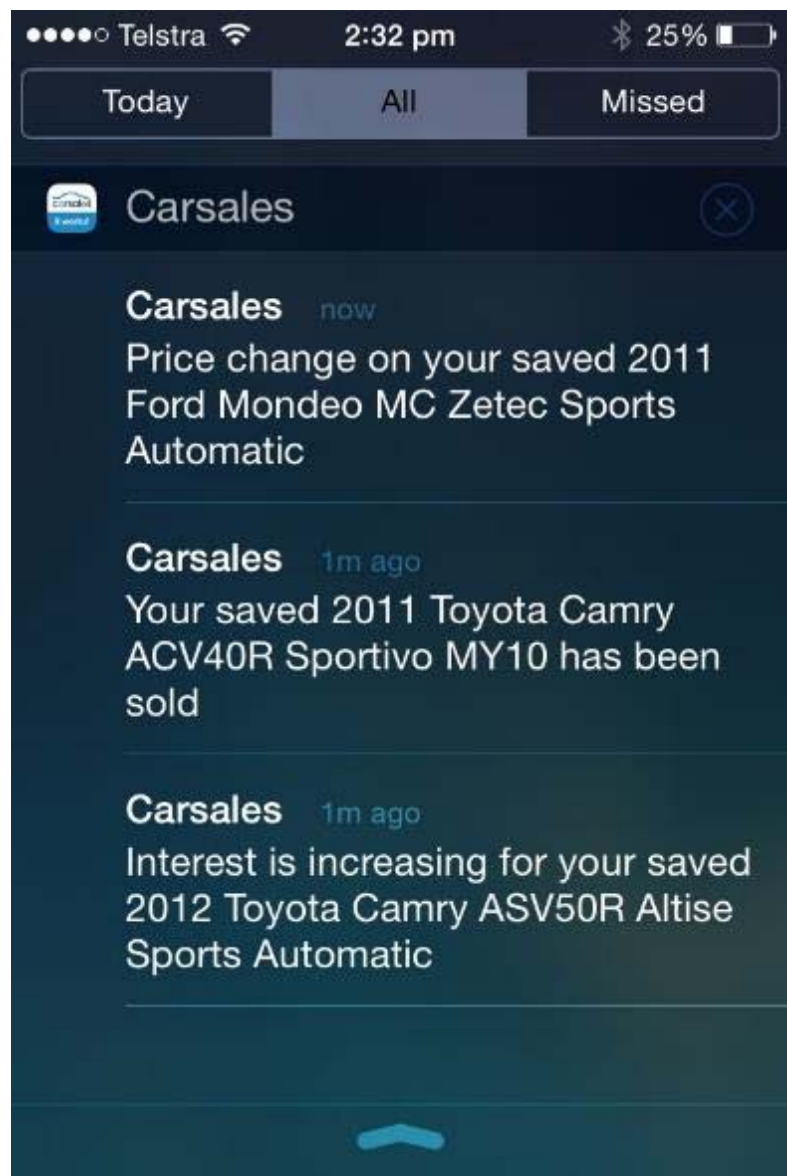
Comment Kick-starter BETA

Stuck on how to best describe your car?

Let us help you with our new comment kick-starter tool.

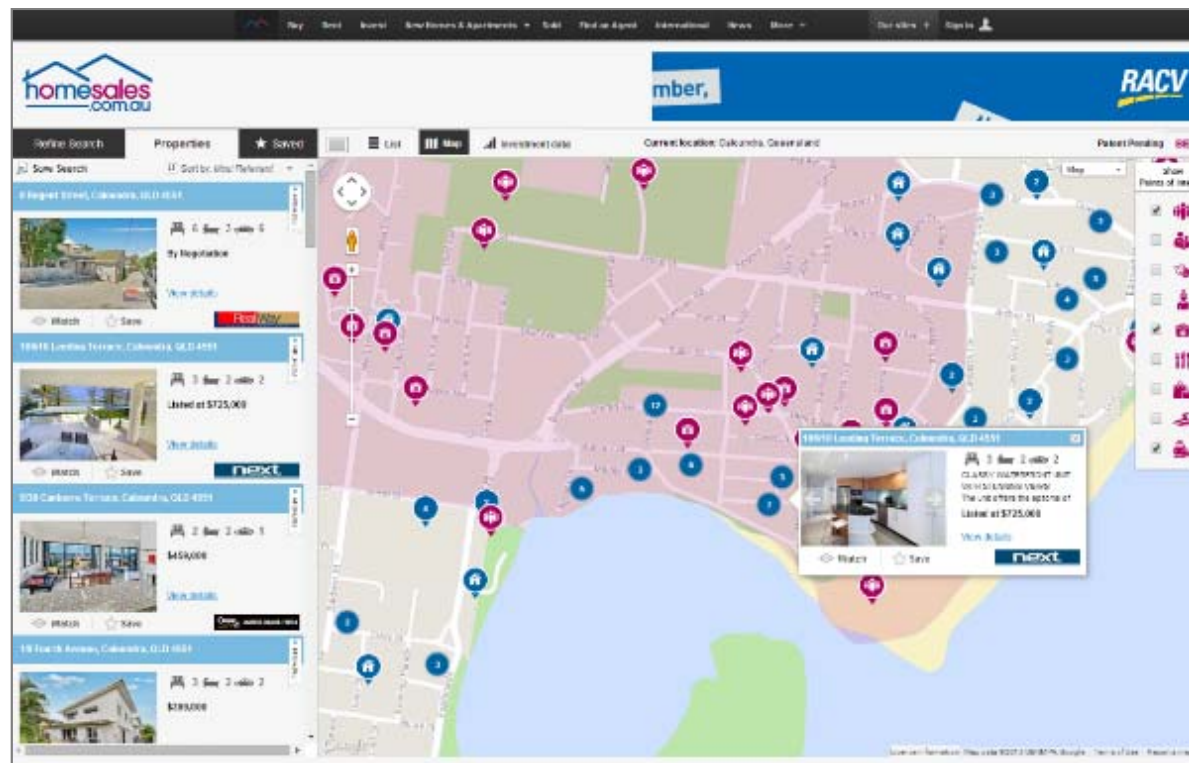
Regenerate comments

Customer Engagement – Push Notifications



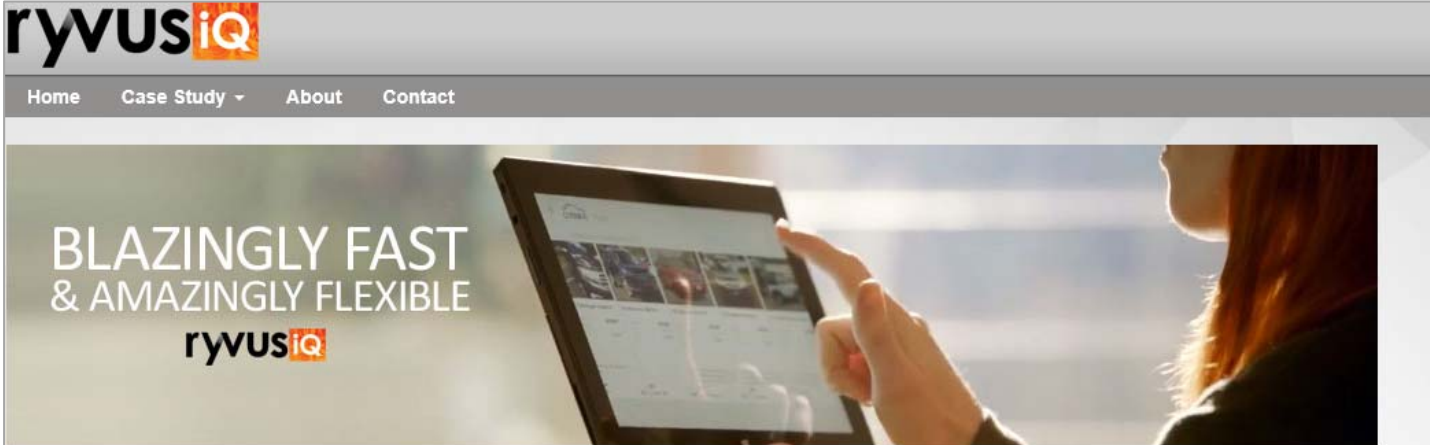
homesales

- Large lead growth averaging 59% growth over the full financial year
- Strong uptake for premium upgrade products from real estate agents
- New map search launched
- Points of Interest data integrated and now a searchable option
- Strong listing growth - surpassed 200,000 residential listings
- Strong demand for display products



Ryvus – Software as A Service Offering

- carsales is commercialising key proprietary technology such as Ryvus, carsales' in house built search product



Home Case Study ▾ About Contact

**BLAZINGLY FAST
& AMAZINGLY FLEXIBLE**
ryvusIQ

A feature rich set of services that are scalable and built for classified and eCommerce websites and apps.

Ryvus Search

- Powerful Facetted Searching
- Free Range Queries
- GEO Targeted searching
- True Multi-Select Search
- Search Assist / Predictive Search
- Exclude and Not Search
- Searching by words, phrases and wildcards
- Stemming, Synonyms and Spell correction
- Search Engine Friendly URL structures

Ryvus Recommendations

- Multiple and flexible recommenders
- Works with your data
- SaaS solution available

Ryvus Media

Index Media

- Interactive points in pictures.
- Revolutionise your website.
- Image content comes alive.
- Fast and simple, easy to use.
- Anyone can pip an image, no need for development.
- [View video here](#)

360 degree photo view

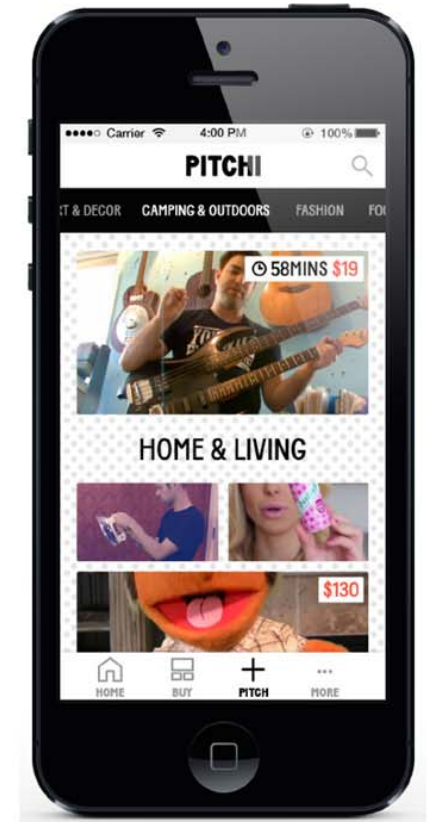
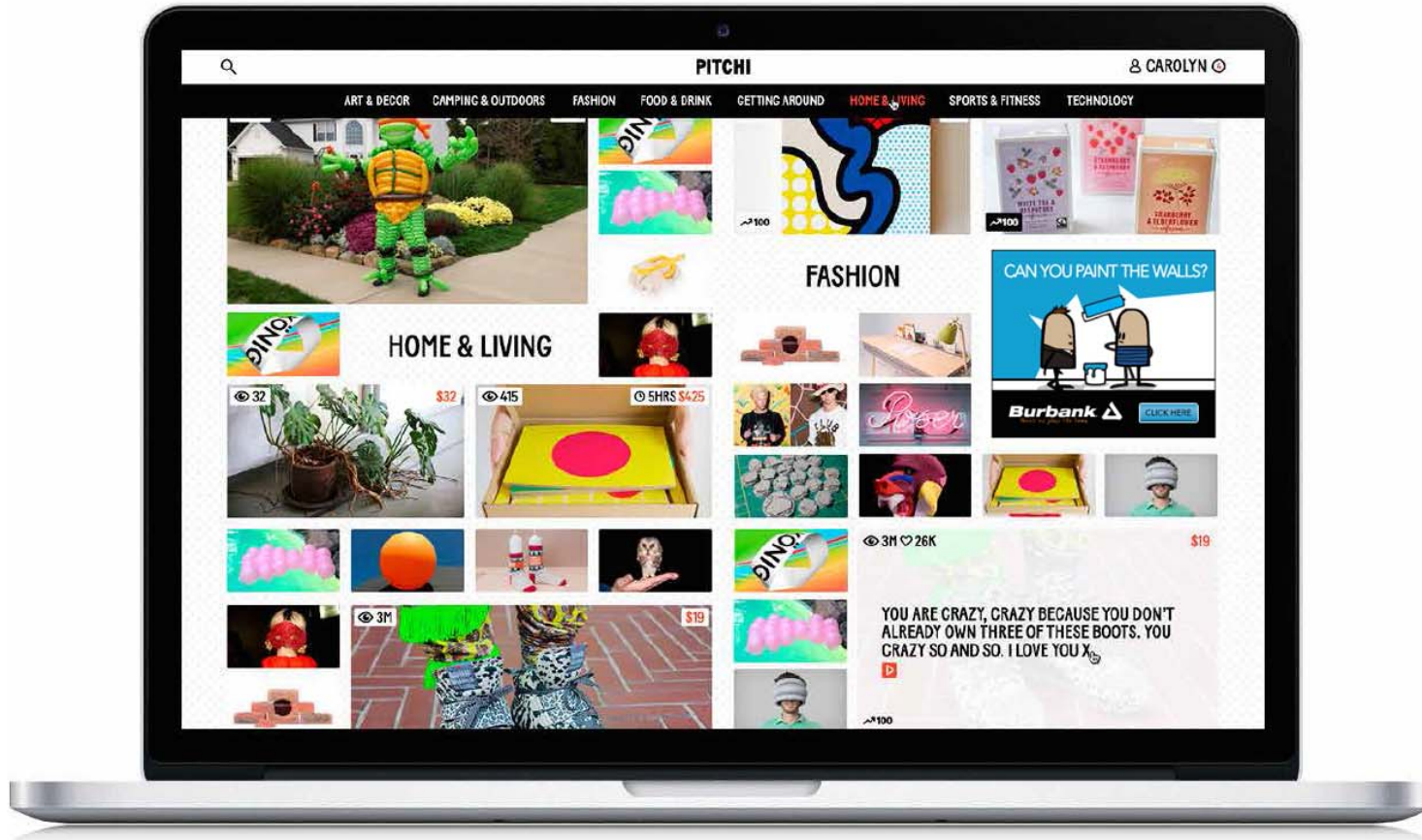
- Supports picture in picture
- Full 360 degree field of view
- Dynamic image quality based on connection speed
- Touch gestures for tablets and mobile devices

Ryvus Imaging

- On request image processing
 - Resizing
 - Cropping
 - Rotating
 - Padding
 - Watermarking
- Cloud Scalable for demand

Ryvus Video

- Near instant (real-time) publishing
- Custom code call-outs
- Multiple data sources
- Cloud or SaaS ready



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Appendix



Overview of carsales Non-IFRS Financial Information

What is IFRS and non-IFRS financial information?

- IFRS financial information is financial information that is presented in accordance with all relevant accounting standards.
- Non-IFRS financial information is financial information that is presented other than in accordance with all relevant accounting standards. For example:
 - Revenue or Profit information calculated on a basis other than under accounting standard definitions or calculated with accounting standards and then adjusted eg; “underlying” or “look through”;







What non-IFRS financial information does carsales disclose in its half year and year end results presentations?

- carsales presents reported financial information for its business segments, associates and investments where applicable IFRS financial information. The financial information presented is sourced directly from financial information prepared in accordance with all relevant accounting standards and as such has been subject to either review or audit by carsales external auditors (PWC).
- In carsales investor presentations the company aims to provide equal or greater prominence to IFRS financial information. However, we also present or refer to non-IFRS financial information. Please note, all information labelled “Reported” in this presentation complies with IFRS.
- Non-IFRS financial information is calculated based on statutory IFRS financial information and adjusted to show either a position excluding significant items which have been removed OR presented based on carsales effective equity ownership interest of an entity’s underlying revenue, EBITDA or NPAT.
- Any non-IFRS financial information is clearly labelled as “underlying” or “look-through” to differentiate it from reported/IFRS financial information.
- carsales provides reconciliations on the face of slides, appendices and in footnotes of presentations in order to allow the reader to clearly reconcile between the IFRS and non-IFRS financial information.


Why has carsales changed its approach to the disclosure of non-IFRS information and why does carsales now disclose non-IFRS financial information in its half year and full year results presentations?

- FY13 and FY14 have been periods of growth and change for the carsales business. Since March 2013 carsales has invested in businesses in Malaysia, Thailand, Indonesia, South Korea and Brazil and has become a global portfolio of online automotive assets – as such carsales management believes that the presentation of additional non-IFRS information in its half year and full year results presentations provides readers of these documents with a greater understanding into the way in which management analyses the business as well as meaningful insights into the financial conditions of carsales overall performance
- The Australian Securities and Investment Commission (“ASIC”) acknowledges the relevance of non-IFRS financial information in providing “meaningful insight” as long as it does not mislead the reader.



FY14 Segment Map

	Domestic	International
100% Owned (100% of financial results attributable to carsales)	<ul style="list-style-type: none"> ● Dealer ● Private ● Display ● Dealer & Data Services 	 Malaysia, Thailand, China, NZ
Consolidated	<ul style="list-style-type: none">  FY15 only  50% Automotive Exchange 50% 	
Equity Accounted		<ul style="list-style-type: none">  30%  49.9%  22.9%

Changes from FY13


 Malaysia, Thailand, China, NZ

Redbook Asia and NZ	FY14	Growth (PCP)
Reported Revenue	2.6	13.0%
Reported EBITDA	1.4	3.4%

49.9% acquisition +3% acquisition

carsales “Look Through” P&L Analysis

	FY11					FY12					FY13					FY14					
	% Owned	Days Owned	Reported	Underlying	Look Through	% Owned	Days Owned	Reported	Underlying	Look Through	% Owned	Days Owned	Reported	Underlying	Look Through	% Owned	Days Owned	Reported	Underlying	Look Through	
Revenue																					
carsales International																					
iCar Asia	0%	0	N/A	N/A	N/A	0%	0	N/A	N/A	N/A	20%	108.0	Equity Acc'ted	0.4	0.1	19.9%, 22.9%	248, 117	Equity Acc'ted	2.0	0.4	
SK ENCARSALES	0%	0	N/A	N/A	N/A	0%	0	N/A	N/A	N/A	0%	0.0	N/A	N/A	0.0	0.5	76.0	Equity Acc'ted	4.9	2.5	
WebMotors	0%	0	N/A	N/A	N/A	0%	0	N/A	N/A	N/A	30%	2.0	Equity Acc'ted	0.0	0.0	0.3	365.0	Equity Acc'ted	35.5	10.6	
RedBook Asia and New Zealand	100%	365	1.9	1.9	1.9	100%	365	2.1	2.1	2.1	100%	365.0	2.3	2.3	2.3	1.0	365.0	2.6	2.6	2.6	
carsales Domestic																					
Domestic Core Business	100%	365	150.6	150.6	150.6	100%	365	182.1	182.1	182.1	100%	365.0	212.8	212.8	212.8	1.0	365.0	225.6	225.6	225.6	
Domestic Investments (tyresales/ AutoExchange)	0% / 0%	0 / 0	N/A	N/A	N/A	50% / 0%	9 / 0	0.0	0	N/A	50% / 0%	365 / 0	0.0	0.0	0.0	50% / 50%	365 / 203	7.4	7.4	3.7	
Total Revenue			152.5	152.5	152.5			184.2	184.2	184.2			215.1	215.5	215.2			235.6	278.0	245.4	
EBITDA																					
carsales International																					
iCar Asia	0%	0	N/A	N/A	N/A	0%	0	N/A	N/A	N/A	20%	108.0	Equity Acc'ted	(1.8)	(0.4)	19.9%, 22.9%	248, 117	Equity Acc'ted	(9.4)	(2.0)	
SK ENCARSALES	0%	0	N/A	N/A	N/A	0%	0	N/A	N/A	N/A	0%	0.0	N/A	N/A	0.0	0.5	76.0	Equity Acc'ted	2.5	1.3	
WebMotors	0%	0	N/A	N/A	N/A	0%	0	N/A	N/A	N/A	30%	2.0	Equity Acc'ted	0.0	0.0	0.3	365.0	Equity Acc'ted	13.3	4.0	
RedBook Asia and New Zealand	100%	365	0.7	0.7	0.7	100%	365	1.0	1.0	1.0	100%	365.0	1.4	1.4	1.4	1.0	365.0	1.4	1.4	1.4	
carsales Domestic																					
Domestic Core Business	100%	365	83.1	83.1	83.1	100%	365	100.3	100.3	100.3	100%	365.0	118.7	118.7	118.7	1.0	365.0	134.5	134.5	134.5	
Domestic Investments (tyresales/ AutoExchange)	0%, 0%	0, 0	N/A	N/A	N/A	50%, 0%	9, 0	0.0	0	0	50%, 0%	365, 0	0.0	0.0	0.0	50%, 50%	365, 203	2.5	2.5	1.2	
Total EBITDA			83.8	83.8	83.8			101.3	101.3	101.3			120.1	118.3	119.7			138.4	144.8	140.4	

NOTE: carsales “Look Through” methodology is: For equity accounted associates: Add the total revenue or EBITDA for the period of ownership within the financial year (e.g. carsales investments in iCar Asia and WebMotors were owned for the entire financial year, SK ENCARSALES was owned from April 15 to June 30, 2014) multiplied by the % ownership (30% for WebMotors, 49.9% for Korea and 19.9% for iCar Asia for the period from July 1, 2013 to March 4, 2014 and 22.9% from March 5, 2014 to June 30, 2014) over the period. For consolidated associates, revenue and EBITDA attributable to associates has been eliminated (i.e. total revenue and EBITDA multiplied by carsales percentage ownership remains as the look through revenue and EBITDA. All numbers for iCar Asia are carsales management estimates. carsales domestic revenue and EBITDA shown are lower than reported due to 1) Redbook Asia and NZ businesses being classified as international; and 2) as per above, associate share of consolidated investments being eliminated

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