

carsales com Ltd

Annual General Meeting – 26th October 2011

 carsales.com.au

 bikesales.com.au

 boatsales.com.au

 homesales.com.au

 caravancampingsales.com.au

 Unique carsales.com.au

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 CarPoint.com.au

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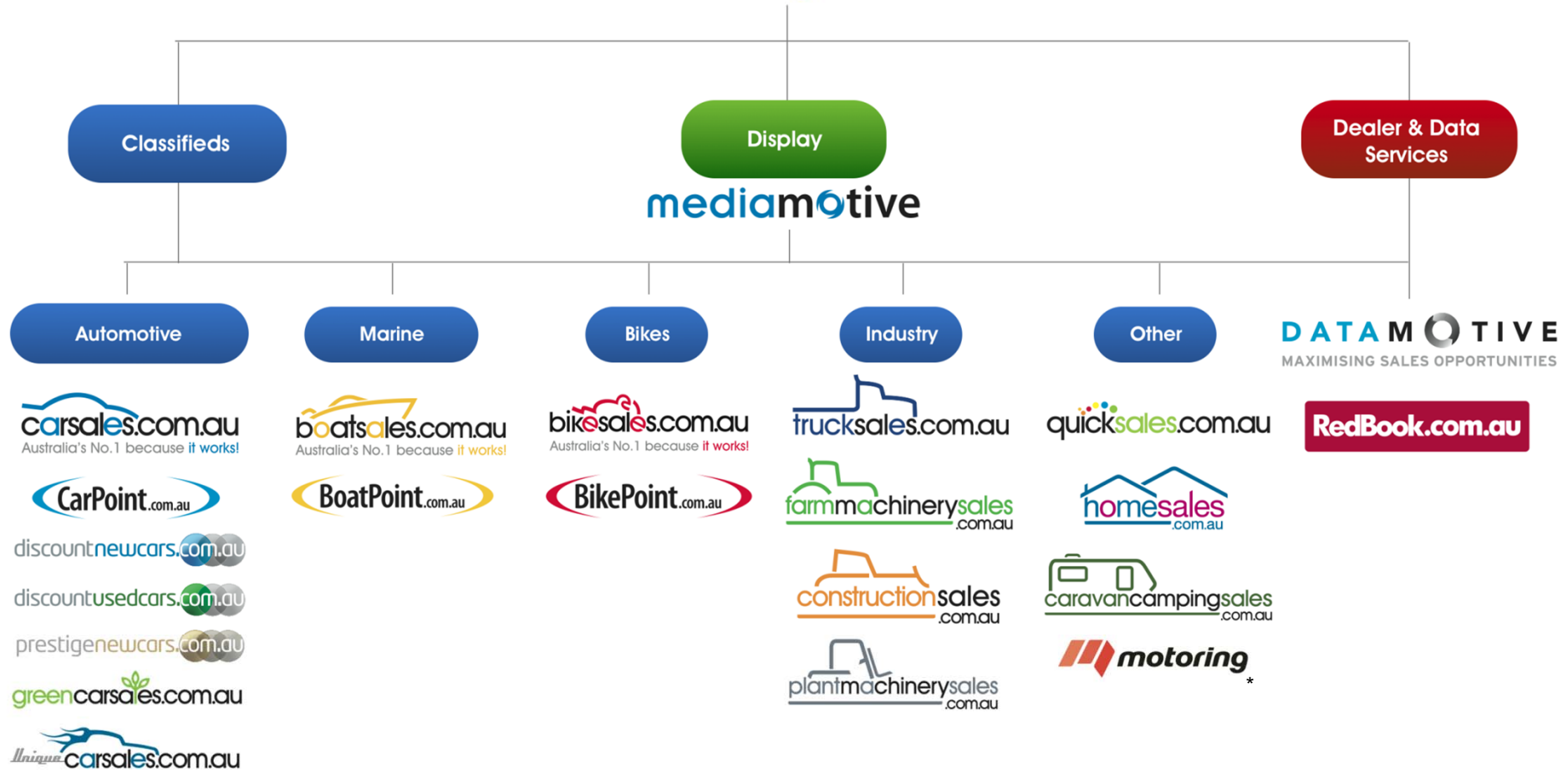
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 LiveMarket™

 motoring

carsales.com Ltd



* Denotes new brands since 30 June 2010

Mobi sites



Our iPhone and iPad Apps



Motoring App for Apple iPad



carsales.com Ltd

FY2011 Performance Update

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Operational Performance

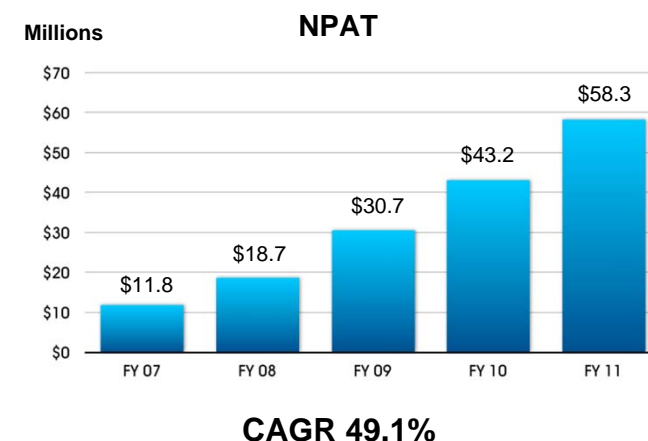
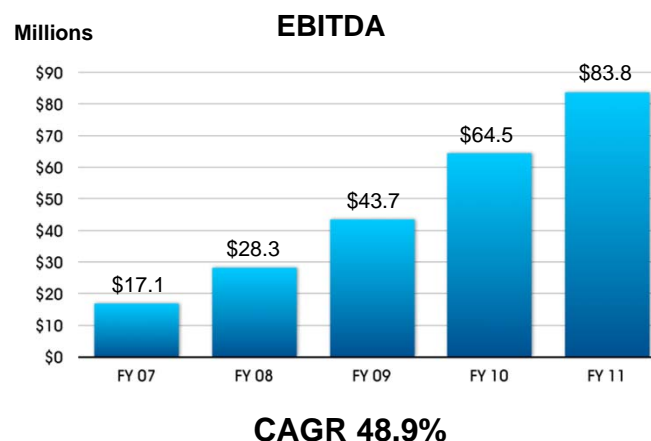
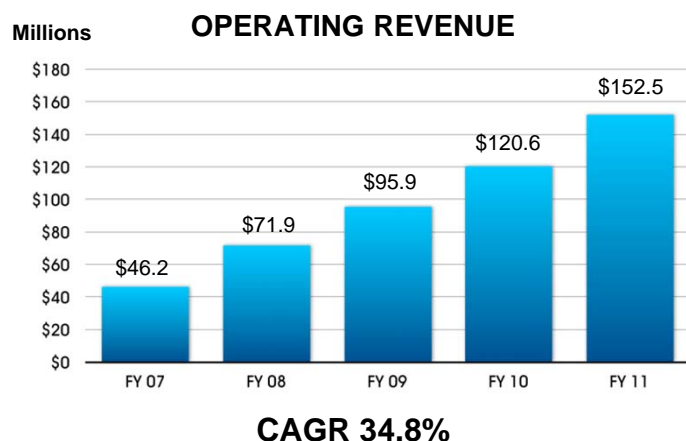
- Continued strong growth in automotive enquiry volumes up 15% on pcp.
- Enquiry volumes on new cars up 29% on pcp. New car inventory levels in line with the same time last year.
- Overall automotive inventory remained over 200,000 cars online.
- Strong double digit growth in private ad volumes on pcp .
- Strong ongoing growth in display advertising sales. Mediamotive revenue growing 51% on pcp.
- Non automotive verticals all performed well, with bikes; caravan & camping highlights.
- Livemarket customer acquisition continues to grow.
- On Market share buy back program commenced with 670,578 shares acquired and cancelled by the company in early July.
- Many significant new product releases completed throughout the year with many planned for coming months.

Market Dynamics

- Automotive industry has had to deal with the natural disasters in both Japan and Queensland earlier in the year, to date these have had minimal financial impact on the company, which we expect to remain the case.
- Mobile continuing to grow as a channel again registering +300% growth in page impressions on pcp in automotive. Mobile now accounts for 13% of carsales automotive traffic and larger than competitors desktop sites based on page impressions.
- carsales once again continued its growth in market leadership .

- Continued solid growth in Operating Revenue to \$152.5m, up 26% on pcp.
- EBITDA up 30% on pcp to \$83.8m and EBITDA margins at 55%.
- Operating cashflow of \$60.1m, up 19% on pcp.
- EPS of 25.0 cents per share, up 34% on prior full year (H2 FY2011 13.2 cents per share, up 27% on prior H2).
- Final FY2011 dividend of 10.5 cents per share declared (Interim FY2011 dividend of 9.4 cents per share).
- Capex spend of \$1.4m, down 33% on pcp, *excluding the \$1.0m acquisition of Ozton assets and \$1.5m in multiple domain name acquisitions.
- Headcount rose to 366 full time equivalents up 22% on pcp
- The profit impact to the group of the September acquisition of Ozton assets was negligible.

Year Ending 30 June 2011	\$A Millions		Growth	
	FY2010	FY2011	\$'s	%
Operating Revenue (Excluding Interest Revenue)				
Online Advertising	105.2	133.5	28.3	27%
Data & Research	15.4	19.0	3.6	23%
Total Operating Revenue	120.6	152.5	31.9	26%
Operating Expenses (Before Interest and D&A)	56.1	68.7	12.6	22%
EBITDA	64.5	83.8	19.3	30%
EBITDA Margin	53%	55%		
D&A	2.3	2.7	0.4	17%
EBIT	62.2	81.1	18.9	30%
Net Interest Expense	0.2	(1.0)	(1.2)	(600%)
Profit Before Tax	62.0	82.1	20.1	32%
Income Tax Expense	18.8	23.8	5.0	27%
Net Profit After Tax	43.2	58.3	15.1	35%
Earnings Per Share (cents)	18.6	25.0	6.4	34%
Net Operating Cashflow (Before Capex)	50.4	60.1	9.7	19%
Capex*	2.1	1.4	(0.7)	(33%)

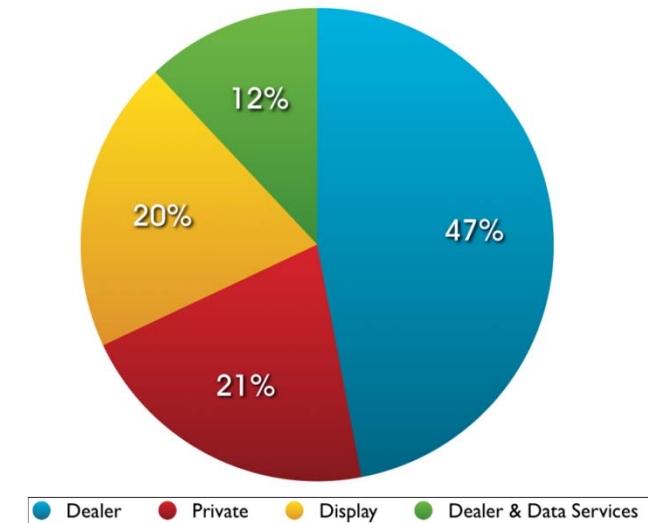


Year Ending 30 June 2011	\$A Millions		Growth	
	FY2010	FY2011	\$'s	%
Operating Revenue				
Dealer	61.8	71.5	9.7	16%
Private	23.6	32.2	8.6	36%
Display*	19.8	29.8	10.0	51%
Dealer & Data Services	15.4	19.0	3.6	23%
Total Operating Revenue	120.6	152.5	31.9	26%

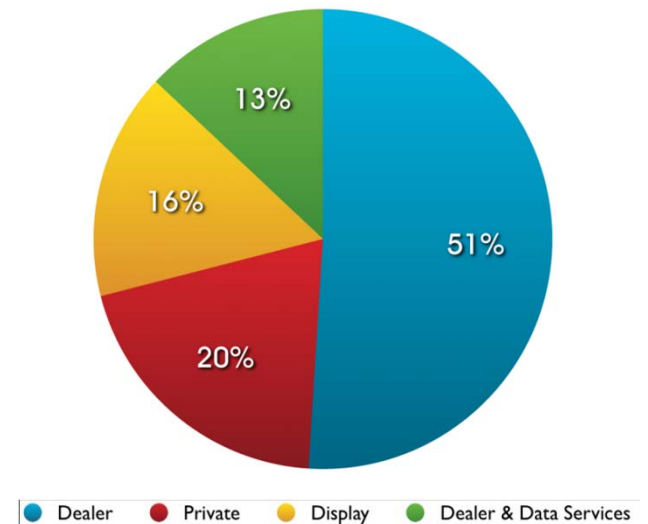
* FY2010 revenue re stated to reflect a change in accounting policy, in relation to revenue recognition where certain agency commissions paid are now reflected as reduction in revenue as opposed to an expense. Refer to Annual Report for further details

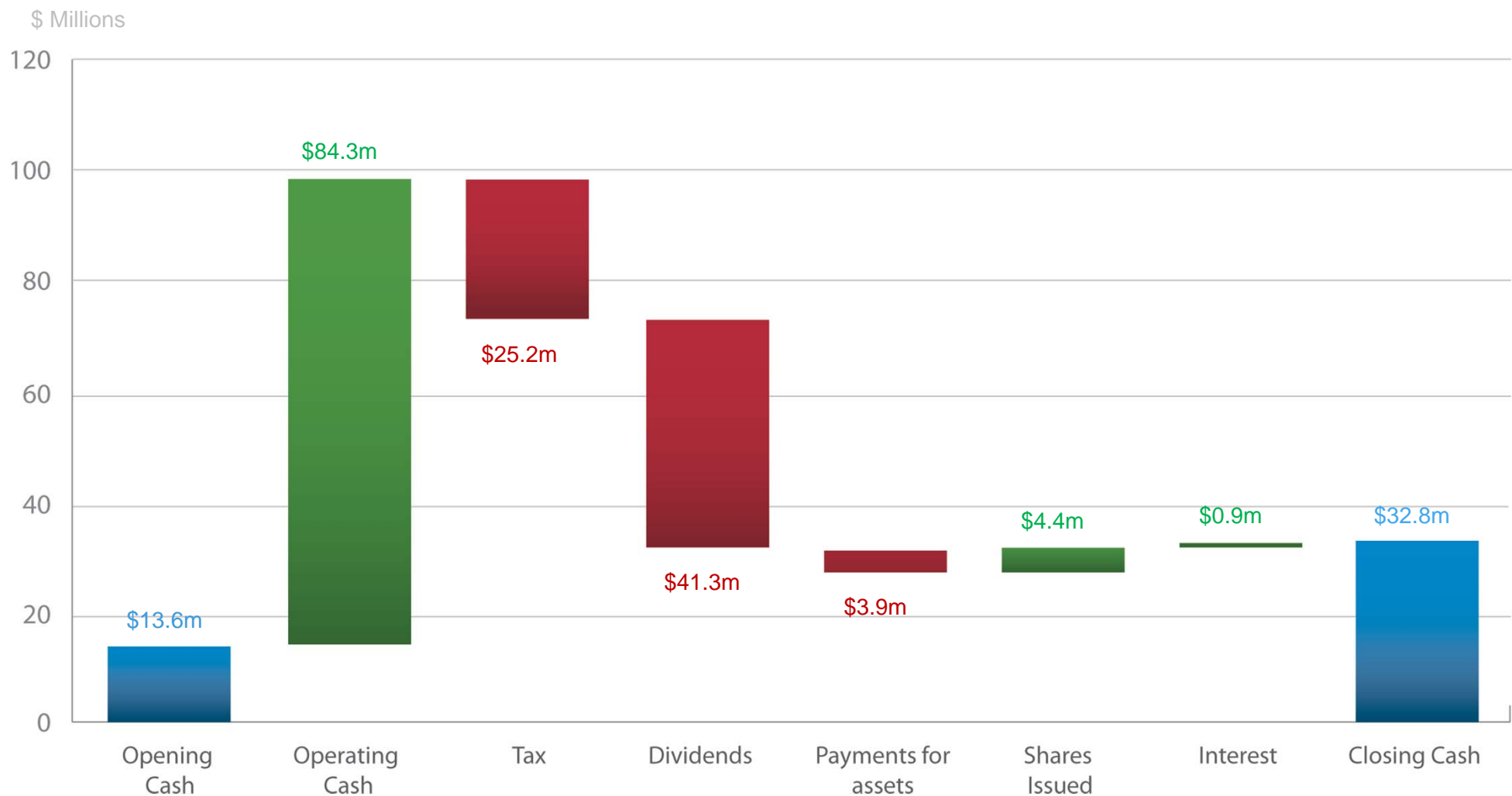
- Dealer again delivered a sturdy performance, with used vehicle enquiries growing steadily throughout the year. New vehicle enquiries on both in stock and generic new vehicles both grew strongly throughout H2 FY2011. Customer acquisition continued to rise at a steady rate, with automotive customers now comfortably in excess of 2,800.
- Private performed exceptionally well with a combination of strong ad volume growth throughout the year across all verticals and price rises in particular in automotive (standard ad price rose from \$50 to \$60 from the 2nd of September 2010) being major growth drivers.
- Mediamotive continued the rapid growth seen in H1 FY2011, growing 37% in H2 FY2011 on pcp.
- Dealer and Data services once again performed strongly throughout the year and grew 23% in H2 FY2011 lead largely by the continued growth in Livemarket

FY2011 SEGMENT REVENUE



FY2010 SEGMENT REVENUE





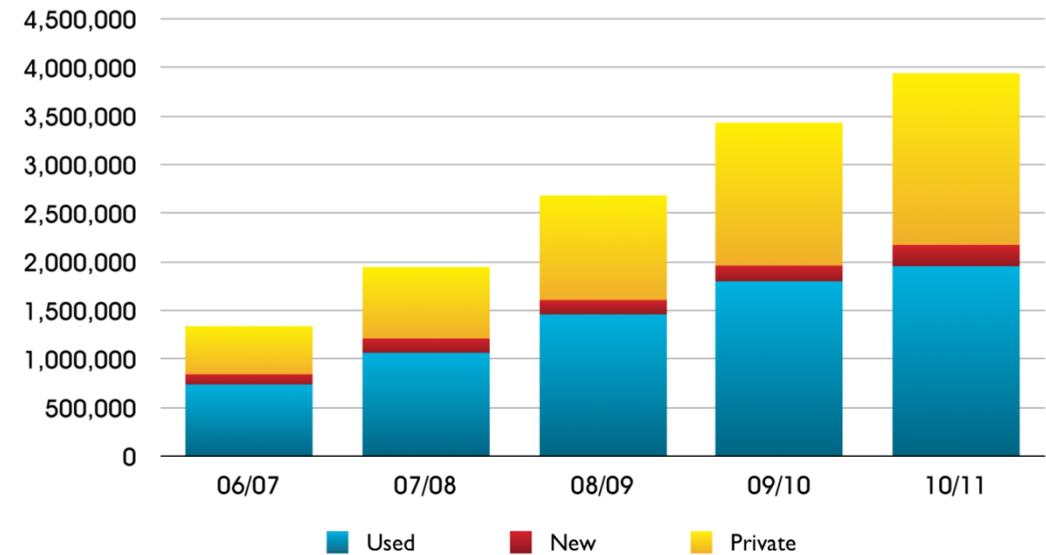
● FY2010 Dividend of 8.3c paid in October 2010 and an interim FY2011 Dividend of 9.4c paid in April 2011 both fully franked.

- **Automotive enquiry volumes grew 15% on pcp**
- Dealer enquiry volumes remained robust growing 11% overall on pcp, with new enquiry volumes particularly on in-stock new cars up 54% on pcp.
- Private vehicle enquiry volumes continued to grow steadily throughout the year.

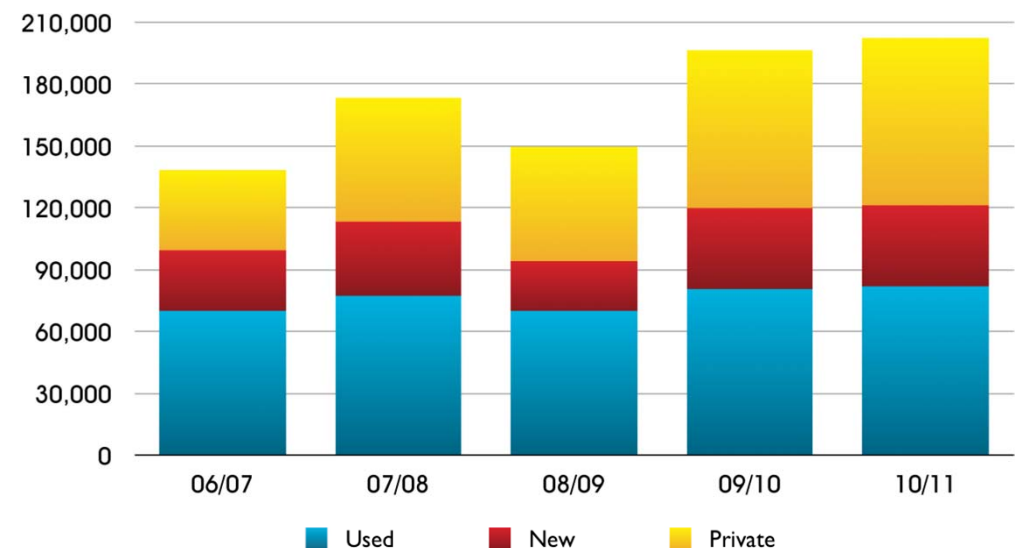
- **Automotive inventory volumes remained at around 200,000 vehicles.**

- New car inventory volumes remained stable at around 40,000 cars throughout the year, somewhat impacted by shortages as a result of Japanese tsunami. Dealer used inventory continued to track at around 80,000 cars.
- Private inventory continued to grow at a steady rate up 6% on pcp to over 80,000 cars.

Automotive Enquiry Volumes

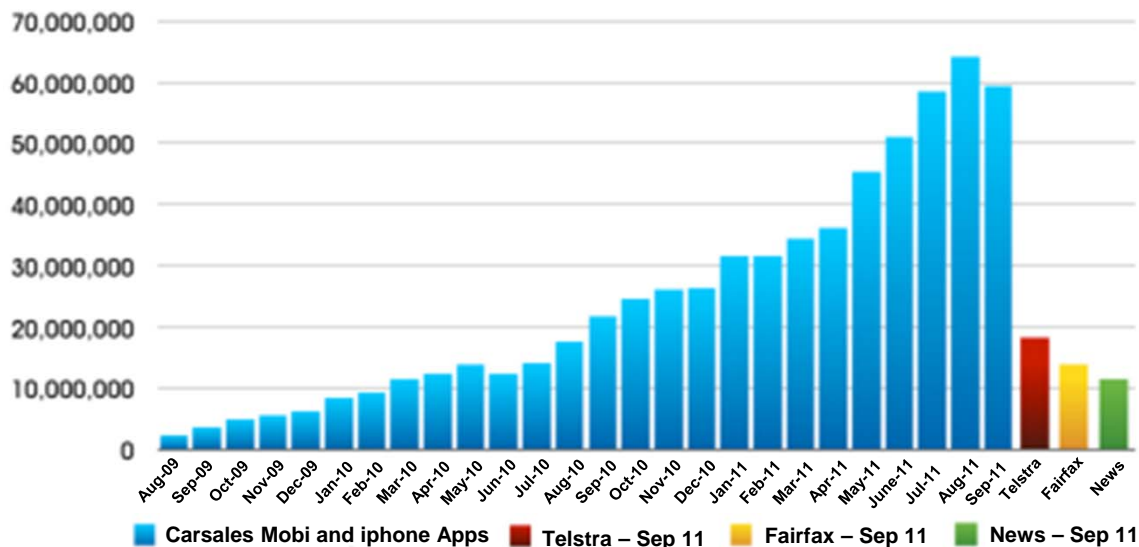


Automotive Inventory



- Continued to acquire market share in traffic throughout the year*.
- 80% of all time spent looking at automotive classifieds websites around Australia was done on a carsales owned site.
- Page Impressions generated in September 2011 on the .mobi and iPhone applications were higher than those generated by the Fairfax, News Corp and Telstra Automotive Ad Networks desktop sites combined (see the chart below), which highlights the speed in which this market is continuing to evolving.
- Consumers have downloaded more than 468,000 carsales iPhone/iPad/Android applications and approaching 70,000 downloads of our bike and marine applications since their launches.

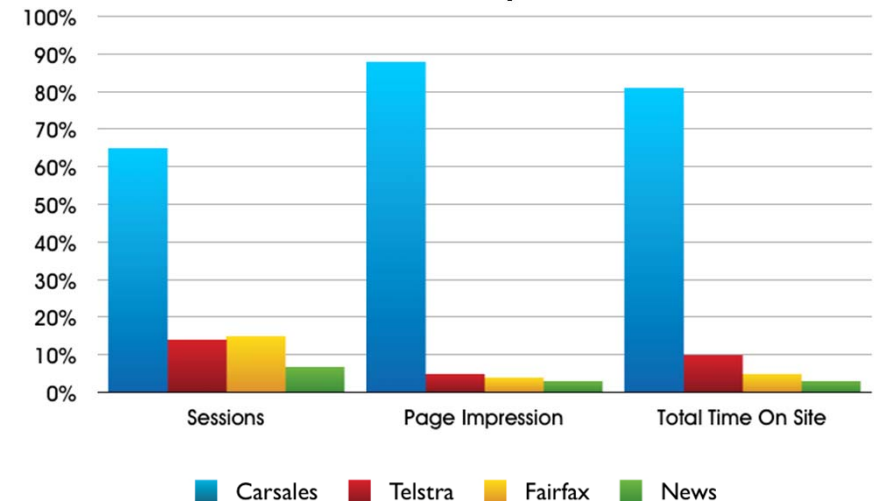
Page Impressions – Mobi & iPhone Apps v Competitor Desktop Sites**



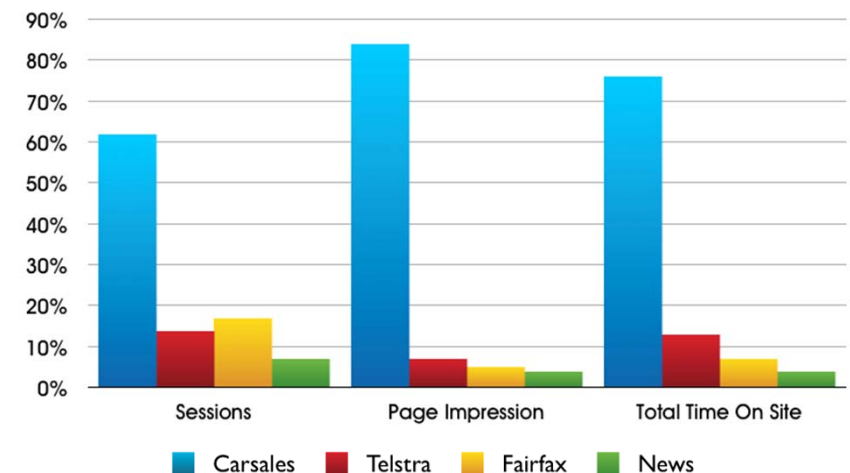
* Source: Nielsen Online Market Intelligence, Automotive Ad Networks, Sep 2010 & Sep 2011

**Source: carsales Mobi, carsales Mobi, iPhone & Android app: Nielsen Site Census, Mobile Aggregate, August 2009 to September 2011; Drive, Trading Post & Carsguide (Fairfax, Telstra & News) desktop sites: Nielsen Market Intelligence, Domestic Traffic for audited sites, Australia, September, 2011

Traffic Metrics – September 2011



Traffic Metrics – September 2010



Trading Conditions Update

- Mediamotive continues to perform very strongly throughout the first quarter and we again expect to see strong H1 pcg growth.
- Private overall is performing well, with good opportunity to grow yield through new product offsetting some choppy ad volumes experienced over the first quarter of FY2012.
- Dealer and Data services has shown solid growth throughout the first quarter with Livemarket and Datamotive business units both performing well through customer acquisition and new product releases.
- Dealer continues to perform closely in line with market conditions. New car dealer customer acquisition is continuing to go well.
- A number of new products being worked on with expected releases throughout the financial year.
- Competitive market conditions remain unchanged.
- We remain comfortable with where we currently sit against consensus.
- Buy back of carsales shares announced in May to date totals 1.27 million shares bought and cancelled.

Trading Areas of Operational Focus in FY2012

- Capex spend for FY2012 forecast to be ~\$6.0m, largely to cater for a planned relocation of the Melbourne Head Office in December this year.
- Mobile is continuing to be an area of strong focus within the business and we anticipate this to continue.
- We are continuing to look for new opportunities in appropriate markets that will enhance, leverage or complement current capabilities.

Rank	Name
1	carsales.com.au
2	drive.com.au
3	BigPond Trading Post Cars (Sensis Digital Media)
4	Carsguide.com.au
5	Carpoint.com.au
6	Caradvice.com.au
7	The Redbook
8	Bikesales.com.au
9	The Motor Report
10	Caravancampingsales.com.au
11	Discountnewcars.com.au
12	Bikepoint.com.au
13	Bigpond Car Showroom
14	Trucksales.com.au
15	Top Gear Australia
16	Carbuddy
17	nineMSN Motoring
18	CountryCars.com.au
19	Discountusedcars.com.au
20	4x4 Earth [Ignite]

9 of the top 20
Automotive websites
are part of
carsales.com Ltd!

Market intelligence Ranking Report (01/09/11 – 30/09/11) Nielson Online

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 Unique carsales.com.au

 quicksales.com.au

 trucksales.com.au

 farmmachinerysales.com.au

 constructionsales.com.au

 plantmachinerysales.com.au

 discountnewcars.com.au

 prestigeneccars.com.au

 discountusedcars.com.au

 CarPoint.com.au

 BikePoint.com.au

 BoatPoint.com.au

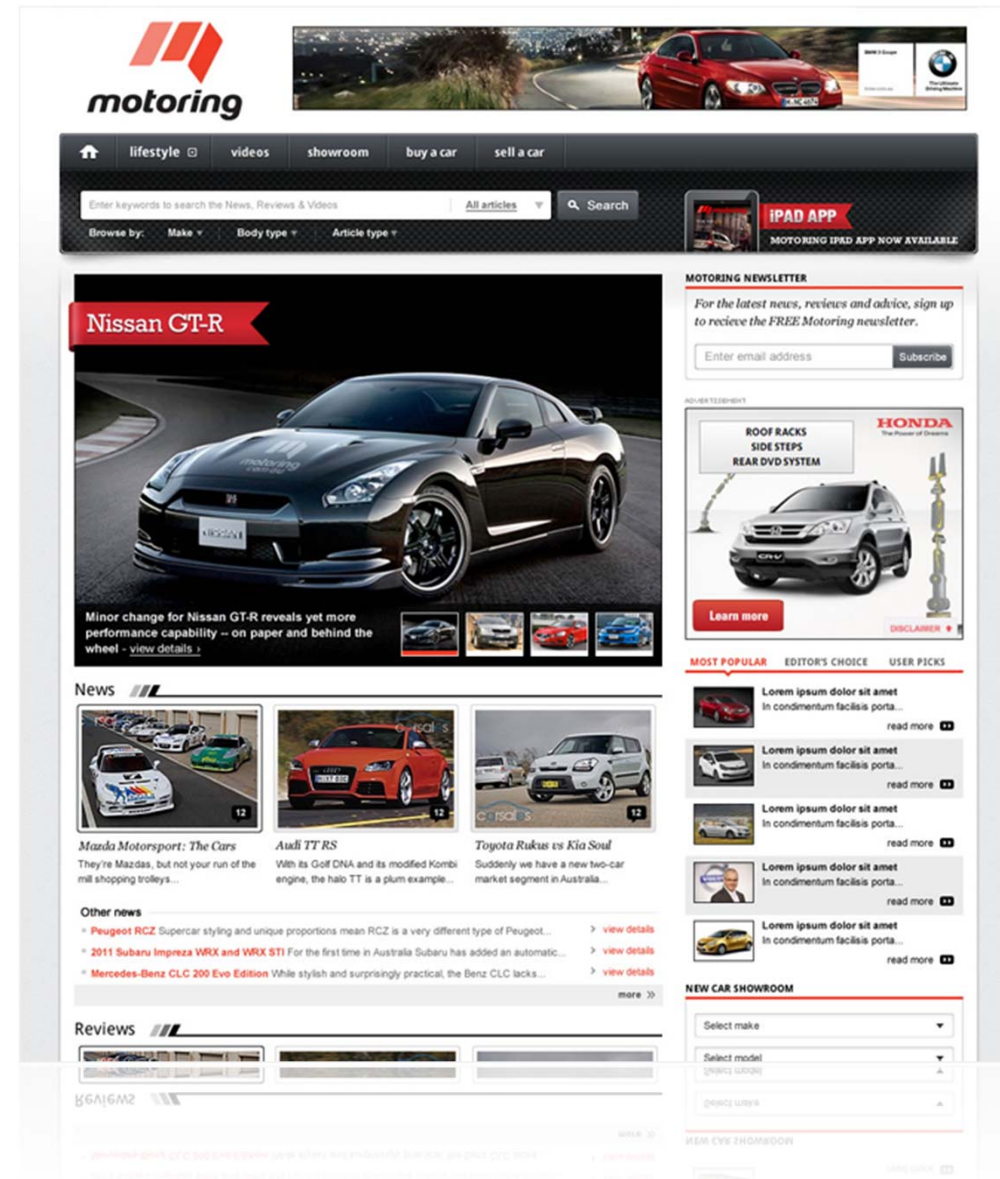
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No saved cars
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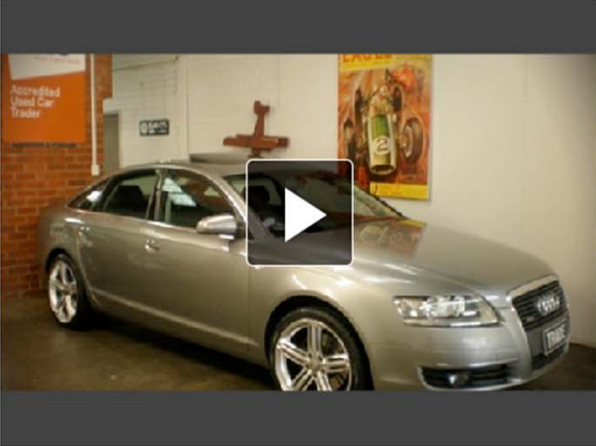
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Dealer Car

2005 AUDI A6 4F TIPTRONIC QUATTRO \$31,999*

[Previous car](#) [Next car](#)



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TOP DEAL

Vehicle Details

Vehicle	2005 AUDI A6 4F TIPTRONIC QUATTRO
Price	\$31,999*
Kilometres	138897
Colour	SILVER GREY METALLIC
Transmission	6 speed Sports Automatic
Body	4 door 5 seat SEDAN
Drive Type	4WD
Engine	6 cylinder Diesel Intercooled Turbo

Vehicle Enquiry

The vehicle's location and dealer contact details will be immediately emailed to you when the enquiry is submitted.

*Mandatory Field

Name*

Email*

Address

Suburb

Postcode*

*At least one phone number is required:

Mobile Phone

Work Phone

Home Phone

Your Comments

Trade-In Details

Make Model

Year KM


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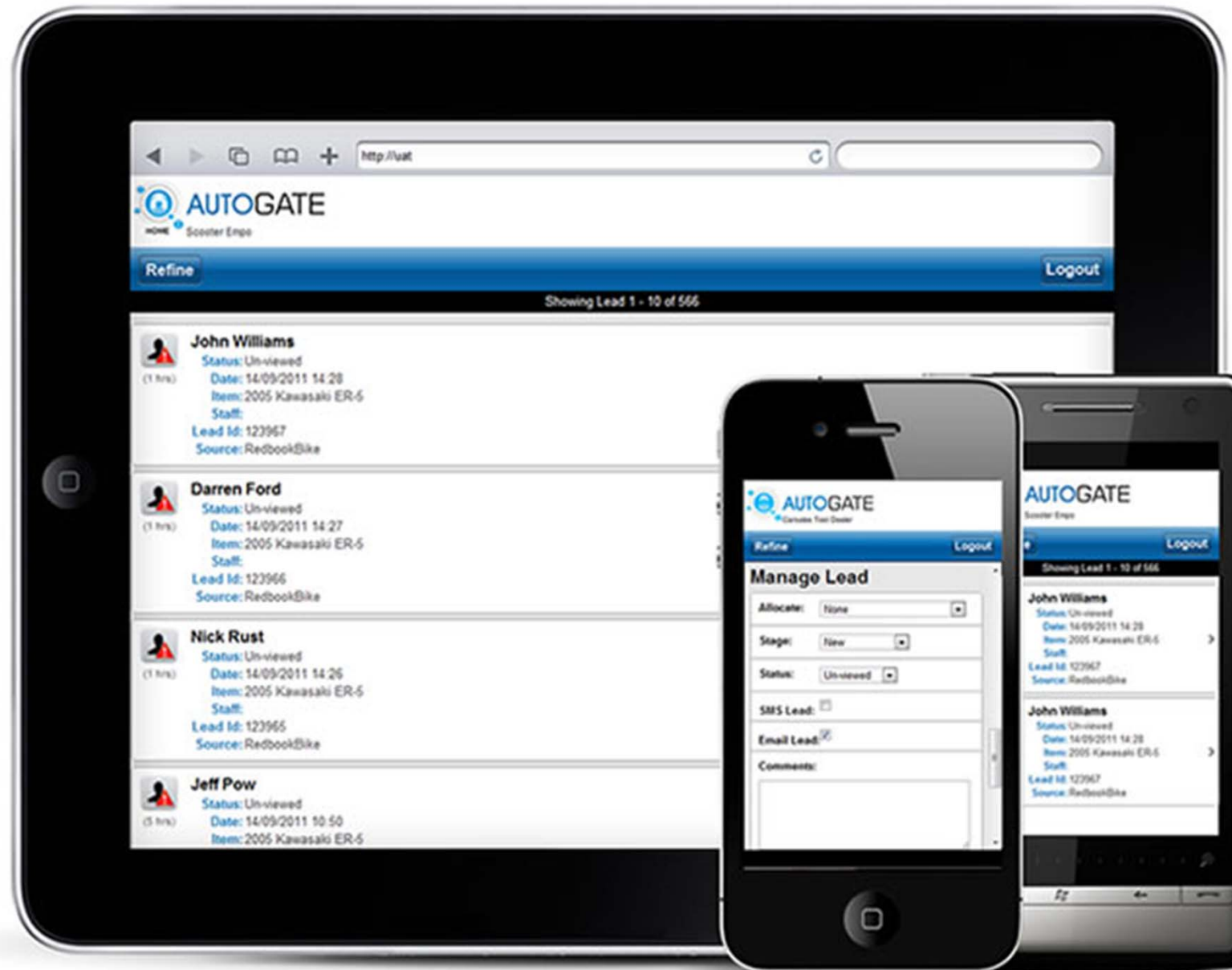
Confirm* dealer's response ☒

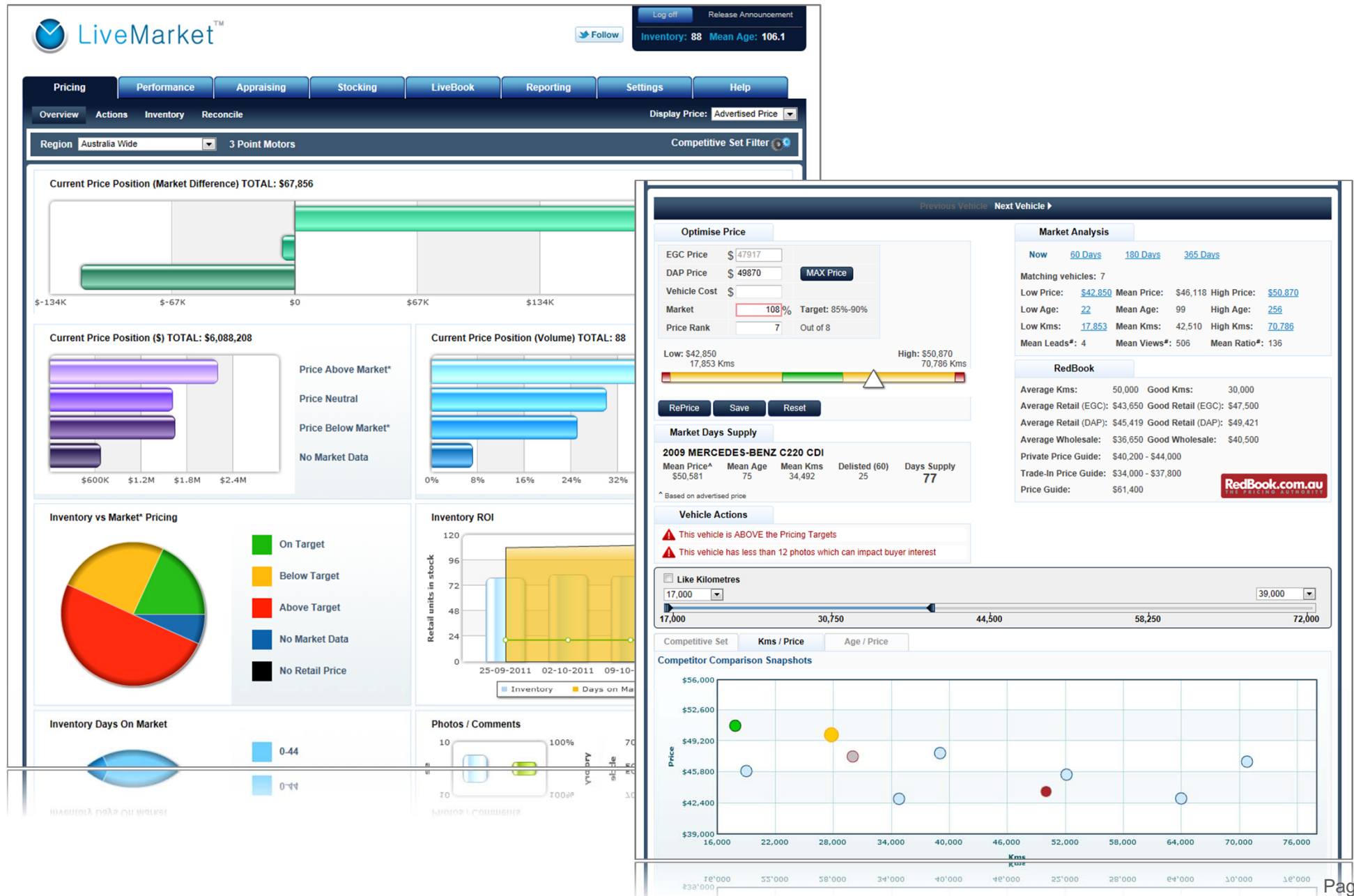
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*Mandatory Field

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Handbags

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Collectables

Kids' Clothing

Mobiles & Phones

Kitchen Appliances

Just Listed

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2 metres Stunning Ivory guipure lace
18cm wide

CULINARY ARTS INSTITUTE MINI COOKBOOK #2211 VEGETABLES

CULINARY ARTS INSTITUTE MINI COOKBOOK #2205 PIES & PASTRIES

TARGET Girls embroidered romper
white size 0 \$3 post

AUSTRALIAN CAKE DECORATOR - CAKE DECORATING - SC - VGC

Hot Bids

BULK 11 x NEWBORN BABY BOYS MIXED CLOTHING Sz 0000

\$5.40

1 Bid

~1 min left

VICTORINOX SENTINEL

\$55.00

Featured Items

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BESSEMER 34CM

BuyNow

\$600.00

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Evening Bags (31)

Tote (25)

Shoulder Bags (19)

Clutch (2)

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Type

Material

Condition

Brand

Colour

New / Used

Price Range

Postage

Location

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Page 1 of 6

123456next

Items per page

30

Sort by

Date - Ending First

Display as

List

NWT Women's beige fashion handbag - pouch or clutch!

BuyNow

\$30.00

\$9.95

Buy It!

3h 14m

Seller: handbagcentral (QLD, Australia)

NWT Women's black fashion handbag - pouch or clutch!

BuyNow

\$20.00

\$9.95

Buy It!

3h 17m

Seller: handbagcentral (QLD, Australia)

Coach Ladies Fashion Handbag/Bag

BuyNow

\$60.00

\$20.00

Buy It!

4h 38m

Seller: tassie1951 (TAS, Australia)

Coach Ladies Fashion Handbag/Bag

BuyNow

\$60.00


\$20.00

Buy It!

4h 38m

Seller: tassie1951 (TAS, Australia)


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<input type="checkbox"/>	Description	Price	
<input type="checkbox"/>	 Australia's No.1 because it works!		
<input type="checkbox"/>	 2006 AUDI A4 B7 MULTITRONIC ▶ PALLADIUM SILVER ▶ WAGON ▶ 6cyl 3.0L Semi-Auto ▶ 8,333 kms	\$25,990.00	View details
<input type="checkbox"/>	 2007 AUDI A4 B7 MULTITRONIC ▶ PALLADIUM SILVER ▶ WAGON ▶ 6cyl 3.0L Semi-Auto ▶ 8,333 kms	\$38,950.00	View details
<input type="checkbox"/>	 Australia's Marine Marketplace		
<input type="checkbox"/>		\$29,950.00	View details

Security & Scam Alert

NEVER provide your log in details to anyone in response to emailed requests for confirmation, no matter how genuine these emails may appear.

Please note that Carsales will never sms or email you to ask for your login and credit card information.

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Return on Investment Calculator

Show data for:

Current Billing Model:
 Transaction Model:
 Used Lead Billing:
 New Lead Billing:
 Survey Closing Ratio (Used):
 Autogate Closing Ratio (Used):
 Survey Closing Ratio (New):
 Autogate Closing Ratio (New):

Used and Demo Car Analysis

July 2011		August 2011		September 2011	
Total cars advertised	51	Total cars advertised	50	Total cars advertised	50
Leads Delivered	50	Leads Delivered	50	Leads Delivered	50
Leads Invoiced	\$500.00	Leads Invoiced	\$1,000.00	Leads Invoiced	\$1,000.00
Total Carsales maintenance invoiced	\$0.00	Total Carsales maintenance invoiced	\$500.00	Total Carsales maintenance invoiced	\$1,100.00

Used and Demo Closing Ratios (last 90 days)

Survey Data: Closing Ratio Calculator: %

Used and Demo Totals (last 90 days)

Total cars advertised	150
Total Leads Delivered	150
Total Invoiced (Carsales Invoices)	\$5,000.00
Estimated cars sold based on (Customer survey data)*	150
Estimated cars sold based on (Closing Ratio Calculator)*	150

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carsales.com.au Photos of the new Ford Territory (2011) introduced by Ford Australia's CEO Robert Graziano. We can confirm that the new Territory will go on sale in May.



New 2011 Ford Territory introduced by Ford Australia's CEO Robert Graziano
8 new photos

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Peter Pebbles Stone Hideous, just hideous, the sides front and rear are just so mismatched now!
52 minutes ago · Like · Flag

Sanjay Kanjiani Why the bloody hell duplicate the interior of the fg!!!!!! Ughhh too stingy to spend on new designs I reckon...
24 minutes ago · Like · Flag

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carsales.com.au We spend 7 days testing the new Volkswagen Polo GTI, & the verdict is in: It's a riot! Pity about the waiting list...



Volkswagen Polo GTI - Car Review

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