

carsales com ltd

Half Year Results Presentation to 31st December 2012

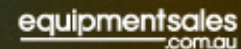
 carsales.com.au

 bikesales.com.au

 boatsales.com.au

 homesales.com.au

 caravancampingsales.com.au

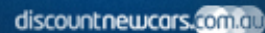
 equipmentsales.com.au

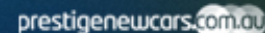
 quicksales.com.au

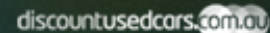
 trucksales.com.au

 farmmachinerysales.com.au

 constructionsales.com.au

 discountnewcars.com.au

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 discountusedcars.com.au

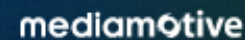
 motoring.com.au

 CarPoint.com.au

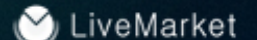
 BikePoint.com.au

 BoatPoint.com.au

 DATAMOTIVE

 mediamotive

 RedBook

 LiveMarket

Organisational Structure

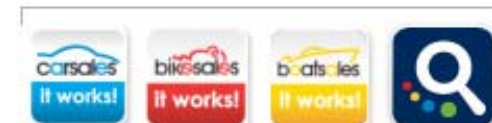
carsales  com Ltd



Our Mobi sites



iPhone & iPad Apps



Motoring iPad App



carsales com ltd

PERFORMANCE UPDATE

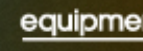
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 homesales.com.au

 caravancampingsales.com.au

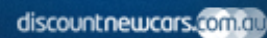
 equipmentsales.com.au

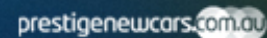
 quicksales.com.au

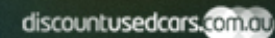
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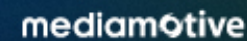
 motoring.com.au

 CarPoint.com.au

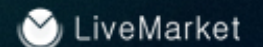
 BikePoint.com.au

 BoatPoint.com.au

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 RedBook

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Operational Overview

Operational Performance

- Automotive enquiry growth up ~9% on pcp
- Enquiry volumes on new cars up 35% on pcp. New car inventory increased 36% to over 56,000 vehicles.
- Overall automotive inventory grew 14.5% to 223,000 cars.
- Mediamotive continued to perform very strongly with display advertising revenue up 28% on pcp.
- Private revenue up 7% on pcp. Sources of growth coming from product upsells and non automotive.
- Non automotive verticals have continued to perform well.
- Dealer and Data Services continued to show strong growth throughout the half.
- Quicksales demonstrated good growth in operational metrics throughout the half as we continued to invest in general classifieds.
- A number of significant new products released throughout the first half of FY2013.

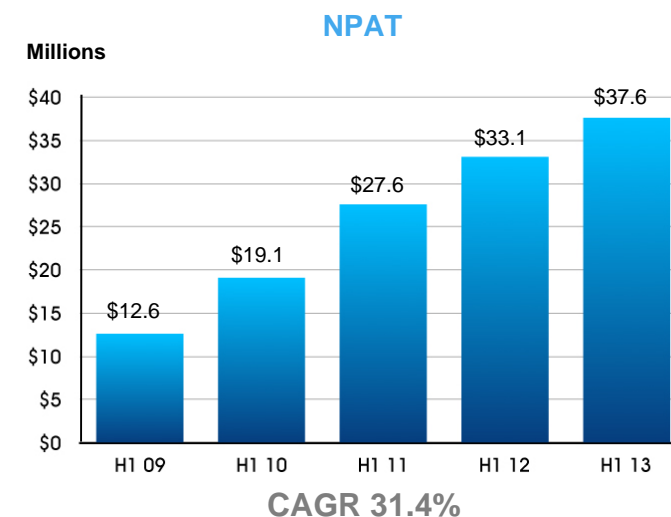
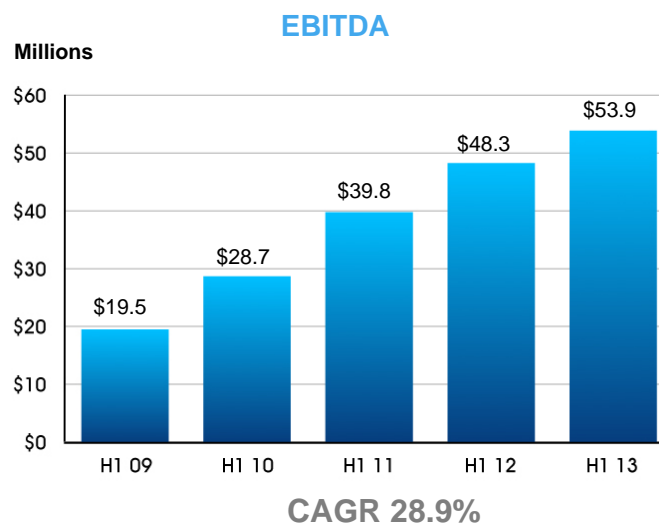
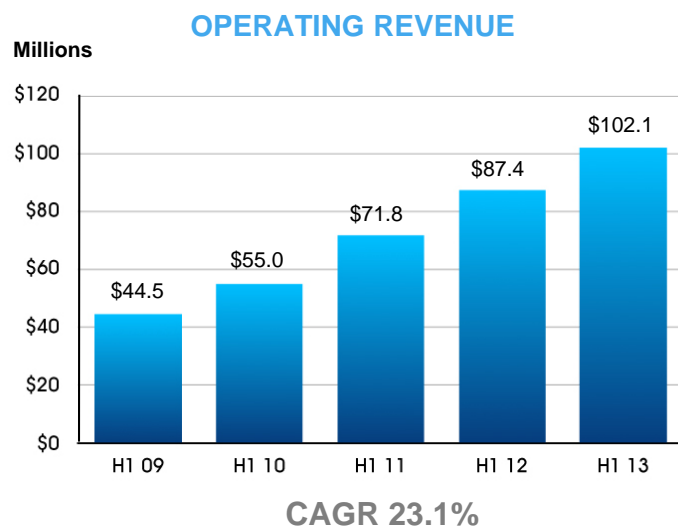
Market Dynamics

-
- CY 2012 was yet another strong year for new vehicle sales exceeding 1.1 million cars, which was in part a reflection of orders being fulfilled as stock levels improved after CY2011 natural disasters and to a lesser degree the pre-registration of vehicles.
 - Migration of customers to mobile devices is continuing to evolve, particularly with Android.
 - No significant changes from a competitive perspective.

Financial Overview

- Operating Revenue rising to \$102.1m, up strongly by 17% on pcp.
- EBITDA up 12% on pcp to \$53.9m and EBITDA margins at 53%. Margins lowered slightly on pcp as a result of additional marketing spend in particular on quicksales.com.au.
- Operating cashflow of \$36.7m, up 24% on pcp.
- EPS of 16.0 cents per share, up 13% on prior half year.
- Interim FY2013 dividend of 12.7 cents per share declared (Interim FY2012 dividend of 11.3 cents per share).
- Capex spend of \$0.7m, down 83% on pcp due to leasehold improvements on new head office relocation in December 2011 to Richmond, Melbourne.
- Headcount rose to 428 full time equivalents up 13% on pcp.

	\$A Millions		Growth	
Half Year Ending 31 December 2012	H1 FY2012	H1 FY2013	\$'s	%
Operating Revenue (Excluding Interest Revenue)				
Online Advertising	77.0	89.6	12.6	16%
Data & Research	10.4	12.5	2.1	20%
Total Operating Revenue	87.4	102.1	14.7	17%
Operating Expenses (Before Interest and D&A)	39.1	48.2	9.1	23%
EBITDA	48.3	53.9	5.6	12%
<i>EBITDA Margin</i>	<i>55%</i>	<i>53%</i>		
D&A	2.0	1.3	(0.7)	(35%)
EBIT	46.3	52.6	6.3	14%
Net Interest Expense	(0.7)	(0.7)	0.0	-%
Profit Before Tax	47.0	53.3	6.3	13%
Income Tax Expense	13.9	15.7	1.8	13%
Net Profit After Tax	33.1	37.6	4.5	14%

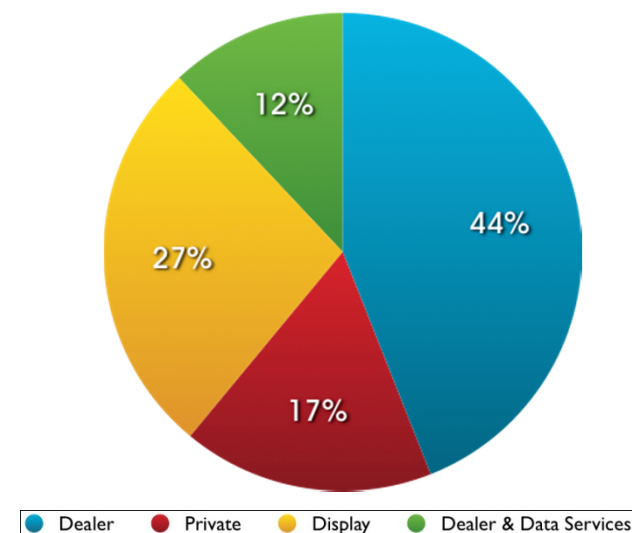


Revenue Segment Performance

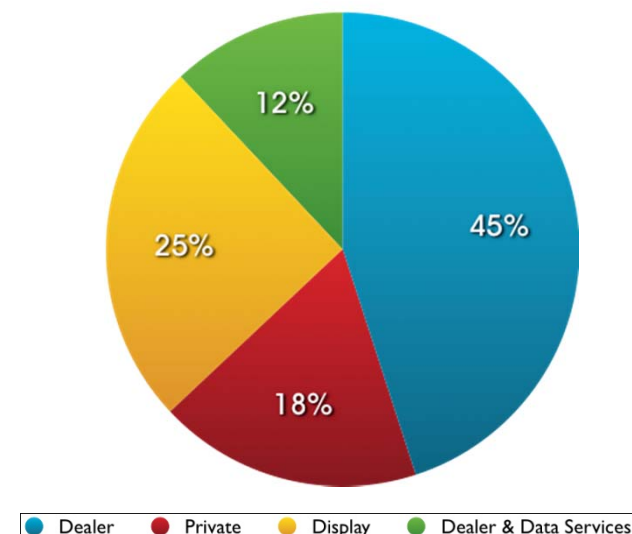
Half Year Ending 31 December 2012	\$A Millions		Growth	
	H1 FY2012	H1 FY 2013	\$'s	%
Operating Revenue				
Dealer	39.3	44.8	5.5	14%
Private	16.0	17.1	1.1	7%
Display	21.7	27.7	6.0	28%
Dealer & Data Services	10.4	12.5	2.1	20%
Total Operating Revenue	87.4	102.1	14.7	17%

- Dealer revenue performance was pleasing, particularly brand new cars in stock enquiries which enjoyed 49% pcp growth. Customer acquisition continued to rise steadily throughout the first half, with automotive customers now numbering over 3,100.
- Mediamotive continued to outperform, up 28% in H1 FY2013 on pcp.
- The private seller ad market continues to be highly competitive and revenue was up 7% on pcp.
- Dealer and Data services has had a great start to the year growing 20% on pcp.

H1 FY2013 SEGMENT REVENUE



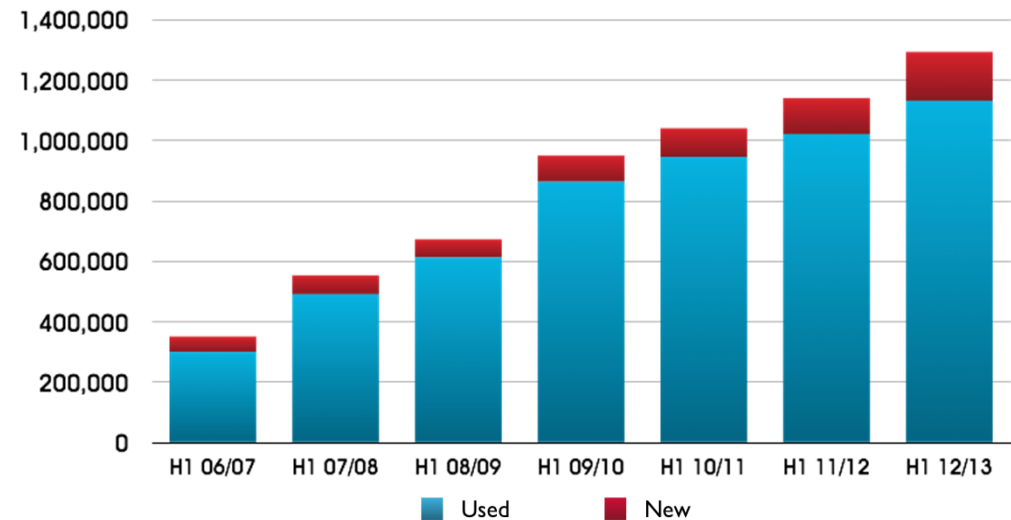
H1 FY2012 SEGMENT REVENUE



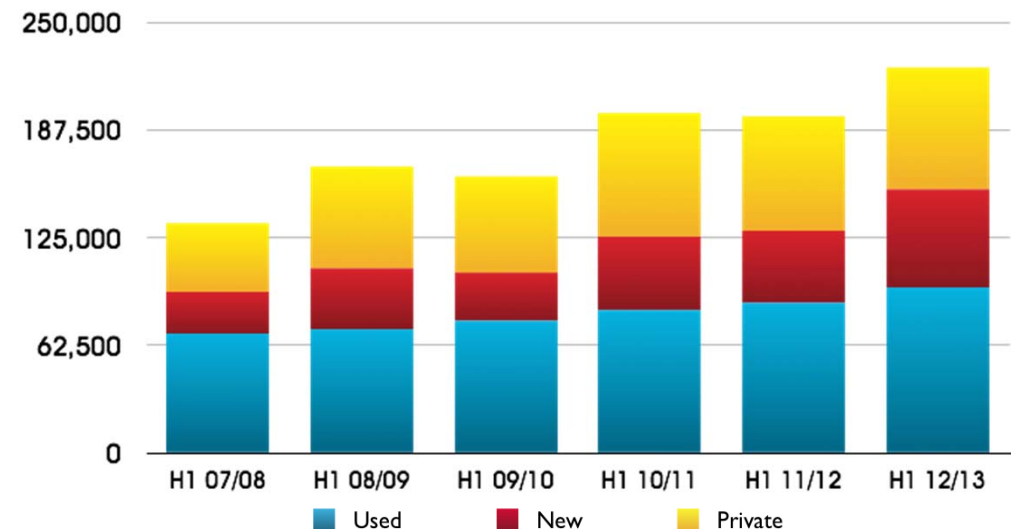
Operational Metrics

- **Automotive enquiry volumes grew ~9% on pcp. Enquiry mix is changing with far more contacts by phone, particularly in private.**
 - Both dealer used and private grew in line with growth in inventory.
 - New vehicle enquiry grew strongly by 35% on pcp.
-
- **Automotive inventory volumes finished the first half at 223,000 cars up 14.5% on pcp.**
 - Dealer used vehicle inventory grew steadily during H1 FY2013 up 10% on pcp, while new car inventory volumes were up 36% on the same time last year.
 - Private inventory was up 7% on pcp and ending the first half with close to 71,000 cars.

Automotive Enquiry Volumes



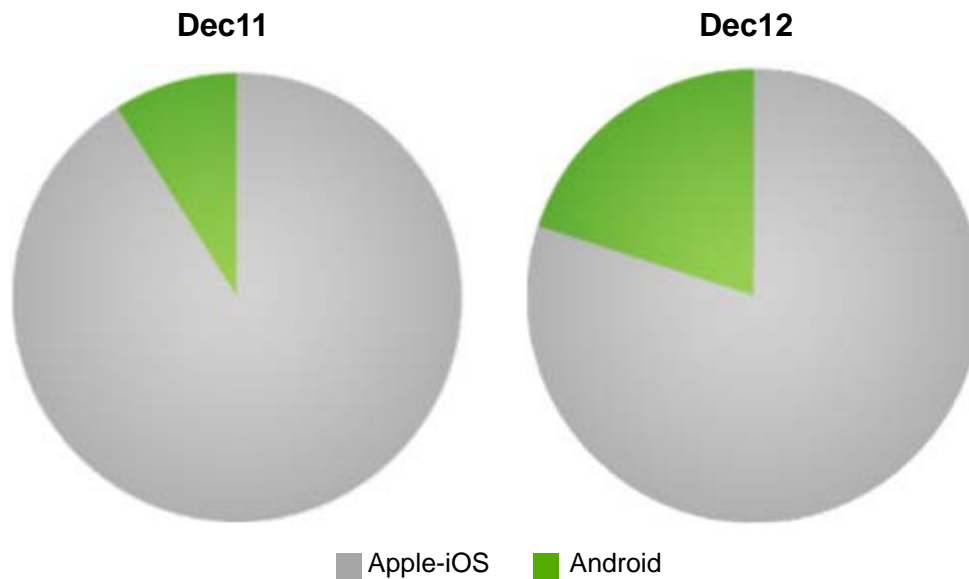
Automotive Inventory



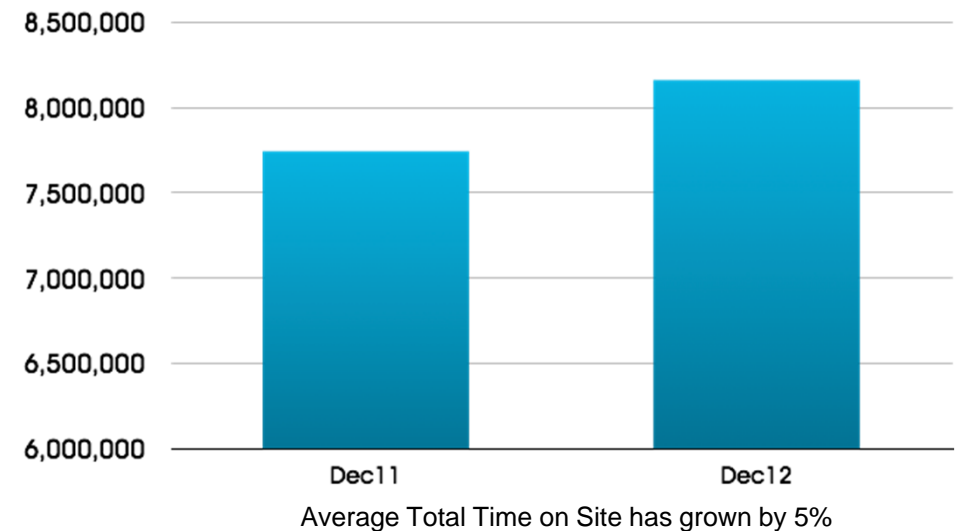
Usage Landscape

- Continued to maintain market share in traffic.
- Mobile traffic continues to grow steadily across the board. Our recently released, fully native carsales app already carries a 4.5 star rating in the Apple App Store.
- Consumers have downloaded more than 1,250,000 carsales apps across both IOS (Apple) and Android.

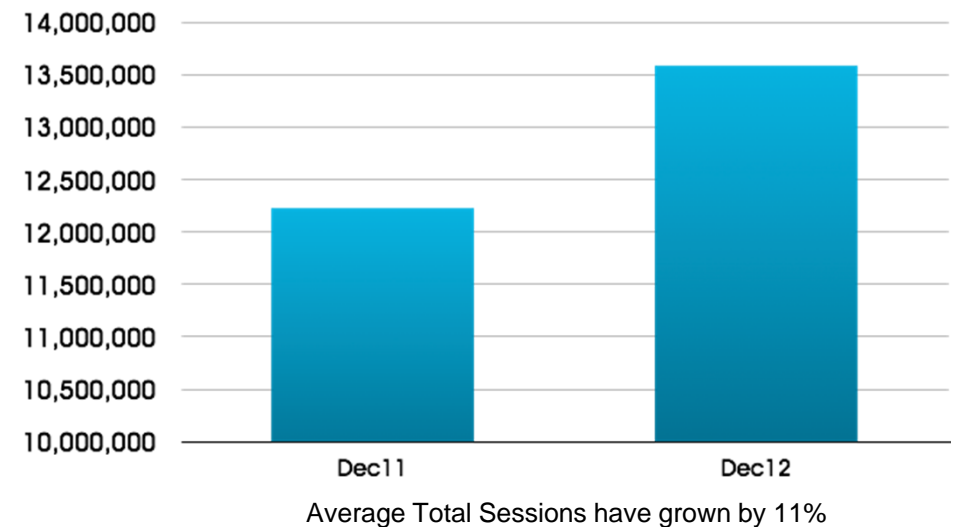
App. Downloads



Average Total Time on site*



Average Total Sessions*



*Source: **Average Total Time on Site** from Nielsen Market Intelligence for Desktop and Mobile Web. App sourced from Webtrends and Nielsen Site Census **Average Total Sessions** from Nielsen Market Intelligence,

Performance Outlook

- H2 FY2013 has commenced well with January again proving popular with car buyers.
- We remain comfortable with where we currently sit against full year FY2013 consensus earnings, assuming market conditions remain unchanged throughout H2 FY2013.
- Continued investment in the growth of new sites such as quicksales.com.au during H2 FY2013.
- Anticipate a number of significant new product releases over coming six months.
- Continued innovation and extending our lead will be a key focus.
- We will continue to seek new opportunities in appropriate markets that will enhance, leverage or complement our current capabilities.

carsales com ltd

NEW PRODUCT RELEASES

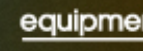
 carsales.com.au

 bikesales.com.au

 boatsales.com.au

 homesales.com.au

 caravancampingsales.com.au

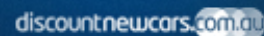
 equipmentsales.com.au

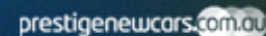
 quicksales.com.au

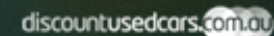
 trucksales.com.au

 farmmachinerysales.com.au

 constructionsales.com.au

 discountnewcars.com.au

 prestigeneucars.com.au

 discountusedcars.com.au

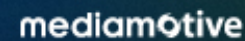
 motoring.com.au

 CarPoint.com.au


 BikePoint.com.au

 BoatPoint.com.au

 DATAMOTIVE

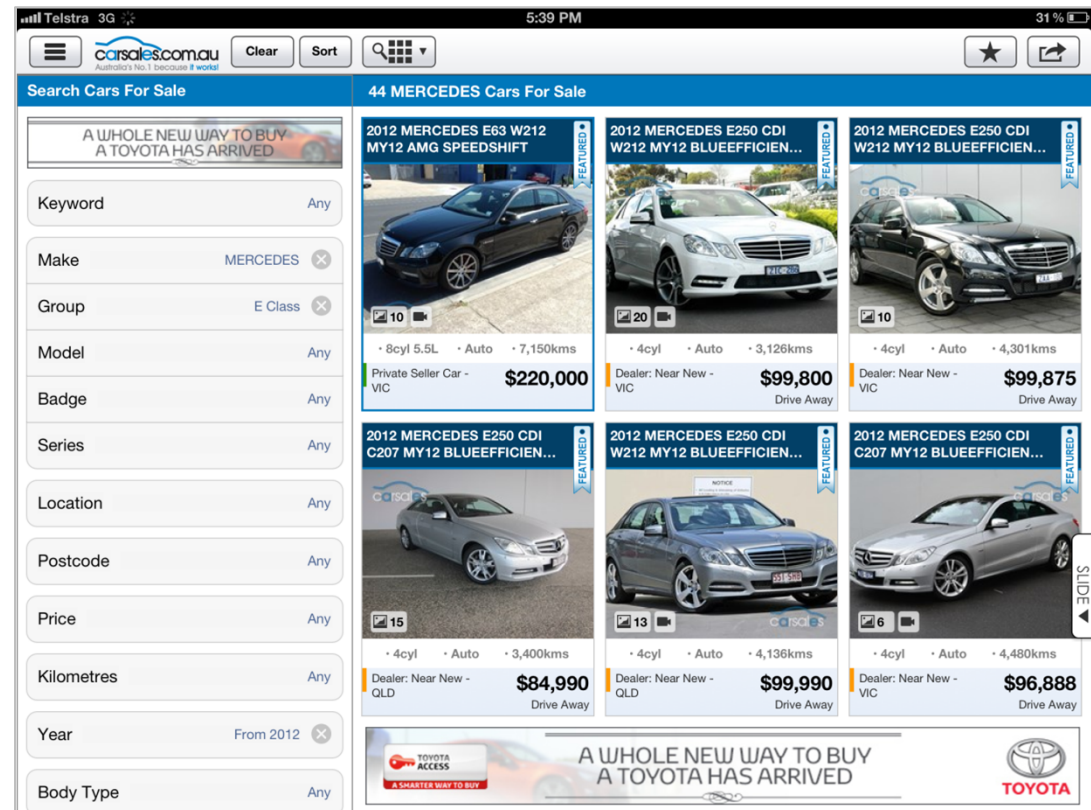
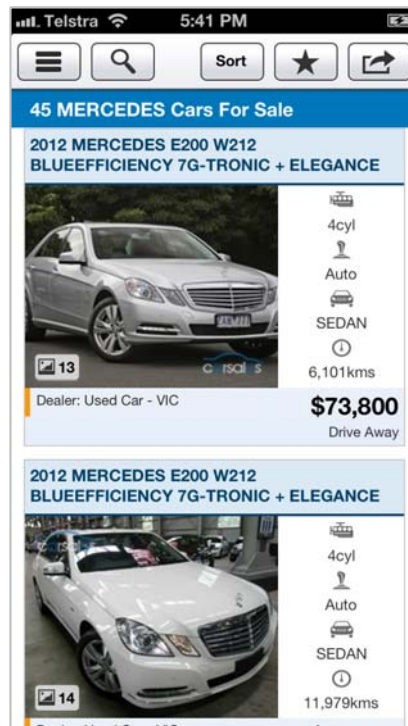
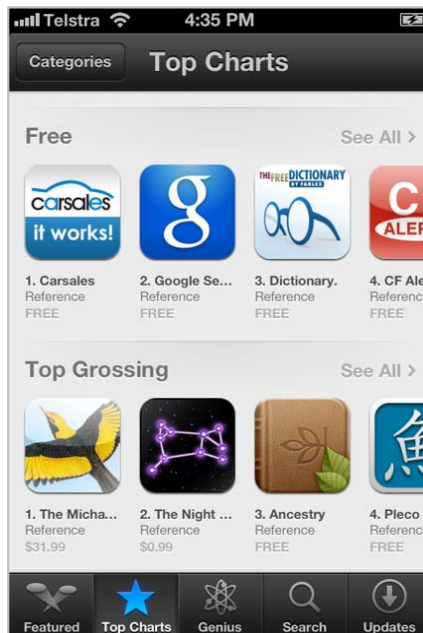
 mediamotive

 RedBook

 LiveMarket

carsales iPhone/iPad app

The new universal iPhone/iPad carsales app has consistently ranked amongst the top apps and has been #1 in the reference section of the App Store.



iPad/Web Listing Page

The new carsales listings page has been optimised for iPad and tablet use via a web browser. It features larger buttons, links and images, as well as a minimised guided navigation option and gallery view.




www.carsales.com.au/car/brand%20new/dealer/demo/private?sort=defa Google

New & Used cars for sale - carsales.com.au

Refinement Sort by: Featured Tools 0 0 0

217,535 Cars For Sale Page 1 of 12797



2012 BMW X5 E70 MY12 M STEPTRONIC


8cyl 4.4L **\$145,500**
Drive Away No More to Pay
\$139,950*
Excl. Govt Charges

Auto
SUV
21,324 kms

Dealer: Used Car

CarFacts REPORT AVAILABLE

Save & Compare QLD View



2011 BMW 528i F10 MY12 STEPTRONIC


4cyl 2.0L **\$99,900**
Drive Away No More to Pay

Auto
Sedan
1,876 kms

Dealer: Near New

CarFacts REPORT AVAILABLE

Save & Compare QLD View



2009 JAGUAR XKR X150


8cyl 4.2L **\$97,770***

Auto
Coupe
76,300 kms

Private Seller Car

CarFacts REPORT AVAILABLE

Save & Compare QLD View



Bike & Boat Facts

The new BikeFacts and BoatFacts websites and associated reports have been added to the CarFacts product line.

These reports provide buyers with information about a bike or boat:


- There is finance/money owing (encumbrance).
- The bike or boat has ever been stolen.
- The bike or boat has ever been written off.



BikeFacts.com.au
BIKE HISTORY REPORTS

About Us FAQ Contact Us

Buy and sell with confidence and peace of mind.
Get a **BikeFacts** PPSR Report now.



ENTER VIN HERE
Enter your VIN
Check Now
[Where can I find the VIN?](#)
[View Sample Report](#)

Got a Car or a Boat?

[**CarFacts.com.au**
CAR HISTORY REPORTS](#) **Check Now**

[**BoatFacts.com.au**
BOAT HISTORY REPORTS](#) **Check Now**

Don't risk buying a used bike with an unknown history, get a **BikeFacts** PPSR Report to check:

- ⚠ if there is finance/money owing (encumbrance)
- ⚠ if the vehicle has ever been stolen
- ⚠ if the vehicle has ever been written off


A BikeFacts PPSR Report includes:
Roll over below for more info ▾

✓ Vehicle Identification	✓ Encumbrance Check	✓ Stolen Check
✓ Registration Details	✓ Written Off Check	

BoatFacts.com.au
BOAT HISTORY REPORTS

About Us FAQ Contact Us

Buy and sell with confidence and peace of mind.
Get a **BoatFacts** PPSR Report now.



ENTER HIN HERE
Enter your HIN
Check Now
[View Sample Report](#)

Got a Car or a Bike?

[**CarFacts.com.au**
CAR HISTORY REPORTS](#) **Check Now**

[**BikeFacts.com.au**
BIKE HISTORY REPORTS](#) **Check Now**

Don't risk buying a used boat with an unknown history, get a **BoatFacts** PPSR Report to check:

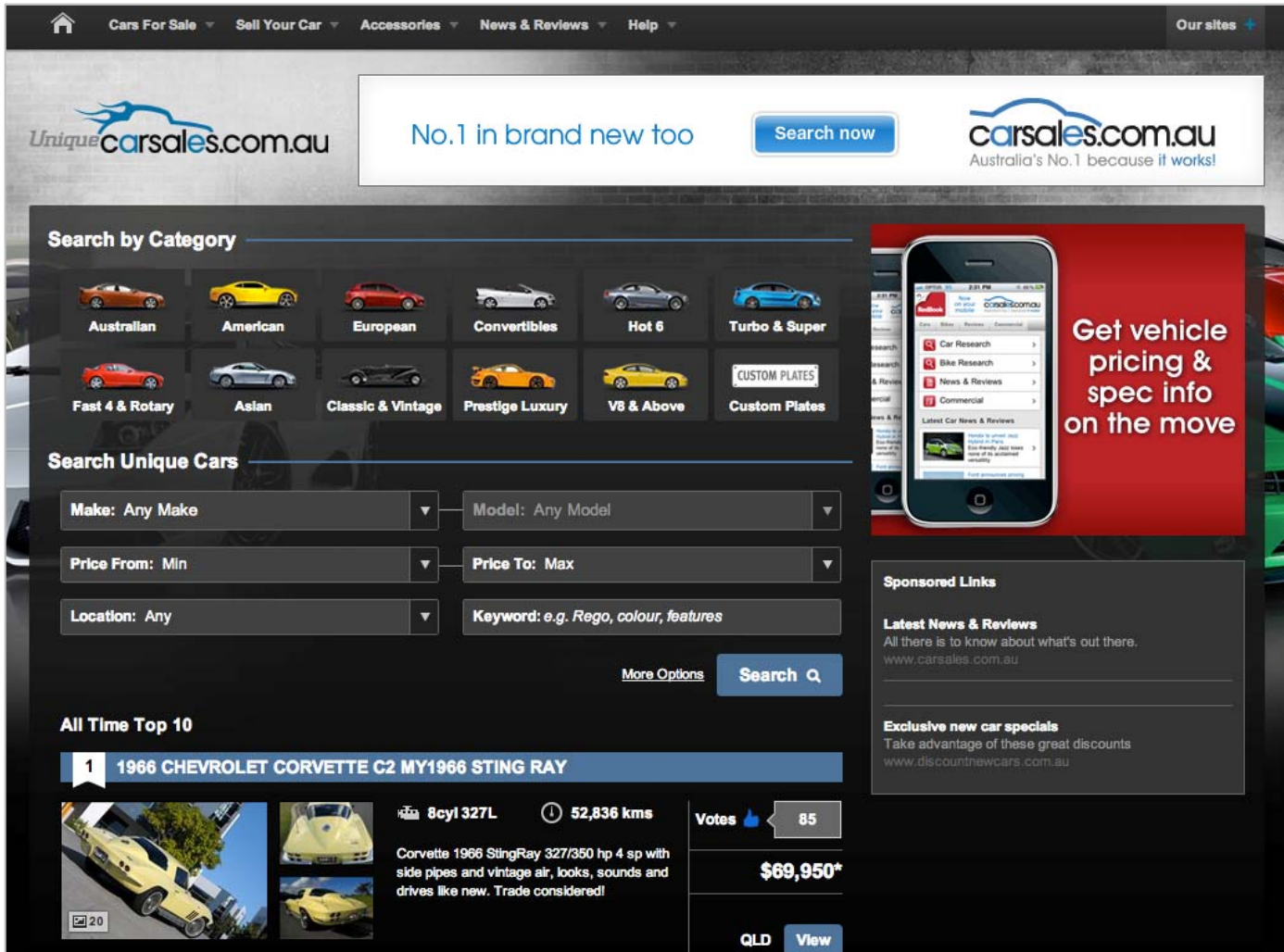
- ⚠ if there is finance/money owing (encumbrance)

Obtaining a BoatFacts PPSR Report is a crucial step before purchasing a used boat. A boat's PPSR report brings to light information that may not have been acknowledged previously by the seller. For example, if a boat had any finance or money owing on it, as the new owner, this could affect your credit history and leave you in debt. In the past for a basic boat history report, Australians had to rely on a REVS or VSR check.

REVS, which stands for the Register of Encumbered Vehicles, is no longer available and has been replaced by the Personal Property Securities Register (PPSR).

PPSR allows Australians to check whether the goods they are buying have a security interest over them - such as cars, bikes, boats or machinery - almost anything except real estate. However, when making a

Uniquecarsales.com.au has been re-developed to support this very popular lifestyle segment for car enthusiasts.



The screenshot displays the Uniquecarsales.com.au website interface. At the top, a navigation bar includes links for 'Cars For Sale', 'Sell Your Car', 'Accessories', 'News & Reviews', and 'Help'. A secondary bar features the Uniquecarsales.com.au logo, a 'No.1 in brand new too' badge, a 'Search now' button, and the carsales.com.au logo with the tagline 'Australia's No.1 because it works!'. The main content area is divided into several sections. On the left, a 'Search by Category' section offers various car types like Australian, American, European, Convertibles, Hot 6, Turbo & Super, Fast 4 & Rotary, Asian, Classic & Vintage, Prestige Luxury, V8 & Above, and Custom Plates. Below this is a 'Search Unique Cars' section with filters for Make, Model, Price, Location, and Keyword. A 'More Options' link and a 'Search' button are also present. The 'All Time Top 10' section highlights a '1966 CHEVROLET CORVETTE C2 MY1966 STING RAY' with a price of '\$69,950*'. The right sidebar contains a 'Get vehicle pricing & spec info on the move' advertisement, 'Sponsored Links', 'Latest News & Reviews', and 'Exclusive new car specials'.

Uniquecarsales.com.au

No.1 in brand new too

Search now

carsales.com.au
Australia's No.1 because it works!

Search by Category

Australian American European Convertibles Hot 6 Turbo & Super

Fast 4 & Rotary Asian Classic & Vintage Prestige Luxury V8 & Above Custom Plates

Search Unique Cars

Make: Any Make Model: Any Model

Price From: Min Price To: Max

Location: Any Keyword: e.g. Rego, colour, features

More Options Search

All Time Top 10

1 1966 CHEVROLET CORVETTE C2 MY1966 STING RAY

8cyl 327L 52,836 kms

Votes 85

\$69,950*

QLD View

Get vehicle pricing & spec info on the move

Sponsored Links

Latest News & Reviews
All there is to know about what's out there.
www.carsales.com.au

Exclusive new car specials
Take advantage of these great discounts
www.discountnewcars.com.au

Help Me Choose

A wizard based approach to car search; Help Me Choose guides users through a series of questions to determine which car best suits their needs.



Help Me Choose

[← Back](#)[Start again →](#)

○

○

Medium

What best describes the vehicle you're looking for?

Family

Daily Commuting


Prestige

Commercial

127 matching cars

Page 1 of 11


SPONSORED



2012 Kia Sportage


View Models

SPONSORED



2012 Hyundai i45

View Models






2012 Mercedes-Benz C200

View Models

Enquiry History

Enquiry History is brand new functionality available to our Members on the carsales site, which allows them to keep track of their enquiries while signed in.




Tools  4  8 


Saved Cars (4)

Enquired Cars (0)


☐




**2011 VOLKSWAGEN
AMAROK 2H TDI400**
\$37,900*




☐




**2012 VOLKSWAGEN
AMAROK 2H MY12**
\$39,888





☐



**2012 FORD RANGER
PX XL DOUBLE CAB**
\$39,990



Compare (0)

1 - 3 of 4  

Multi car search

The new multi-car search provides users with the ability to select concurrent make, model, badge and series combinations.



carsales will be releasing many more features in this area in the near future.

Refine Search [clear](#)

Ad Type

All Dealer & Private Cars

Cars

HOLDEN

COMMODORE

ACCLAIM

VZ MY06

+ Add another car

NEW!

Carpoint – New Search Engine

We have launched a new internally developed search engine on Carpoint, which has dramatically improved search and publication speed and performance. Expect to see more from this development in the coming months.




A screenshot of the CarPoint.com.au search engine interface. The page features a top navigation bar with the CarPoint.com.au logo on the left and a search bar in the center. Below the search bar, there's a "Refine Search" section on the left with filters for "Ad Type" (Brand new cars in stock, Dealer used cars, Demo and near new cars, Private seller cars) and "Keyword". The main content area displays "53,284 Cars For Sale" and "Page 1 of 3553". A featured car listing for a "2011 Porsche Panamera S Hybrid 970" is shown with a large image, a price of "\$239,900", and a "Drive Away No More to Pay" offer. The listing also includes a "CarFacts" report link and a "Dealer: Used Car" label. On the right side, there's a "Tools" section with a "Recently" search history item. The bottom of the page shows a "Save" button and a "Compare" button.


New Truck Showroom

A new showroom section has been implemented on trucksales.com.au to provide a way for consumers/businesses to research and enquire on new trucks.





Australia's No.1 because it works!



or off-road?

BuyNew ShowroomSellRentAuctionsResearchDealersDealer SpecialsHelp & Online Safety

Start a new search

2013 Freightliner CL112 Sleeper/




Image 1 of 4

- Cab Chassis
- 6X4
- 320 HP
- ERG Class: Heavy
- 24000 KGs (GVM)

POA*
Price Guide

Share this

Print

Stock images - actual vehicle may differ

FeaturesTrucks in Stock

Overview

Price	POA* Price Guide	Model	CL112 Sleeper/
Body Configuration	Day Cab	Number of doors	2
Drive	6X4	Seat Capacity	2

Enquire and save

* Mandatory Fields

Name *

Email *


Postcode * Suburb

Phone *

Other phone

Your comments

Send Enquiry



MAZDA BT-50

STEEL BULL BAR
FREE*
& TOW PACK

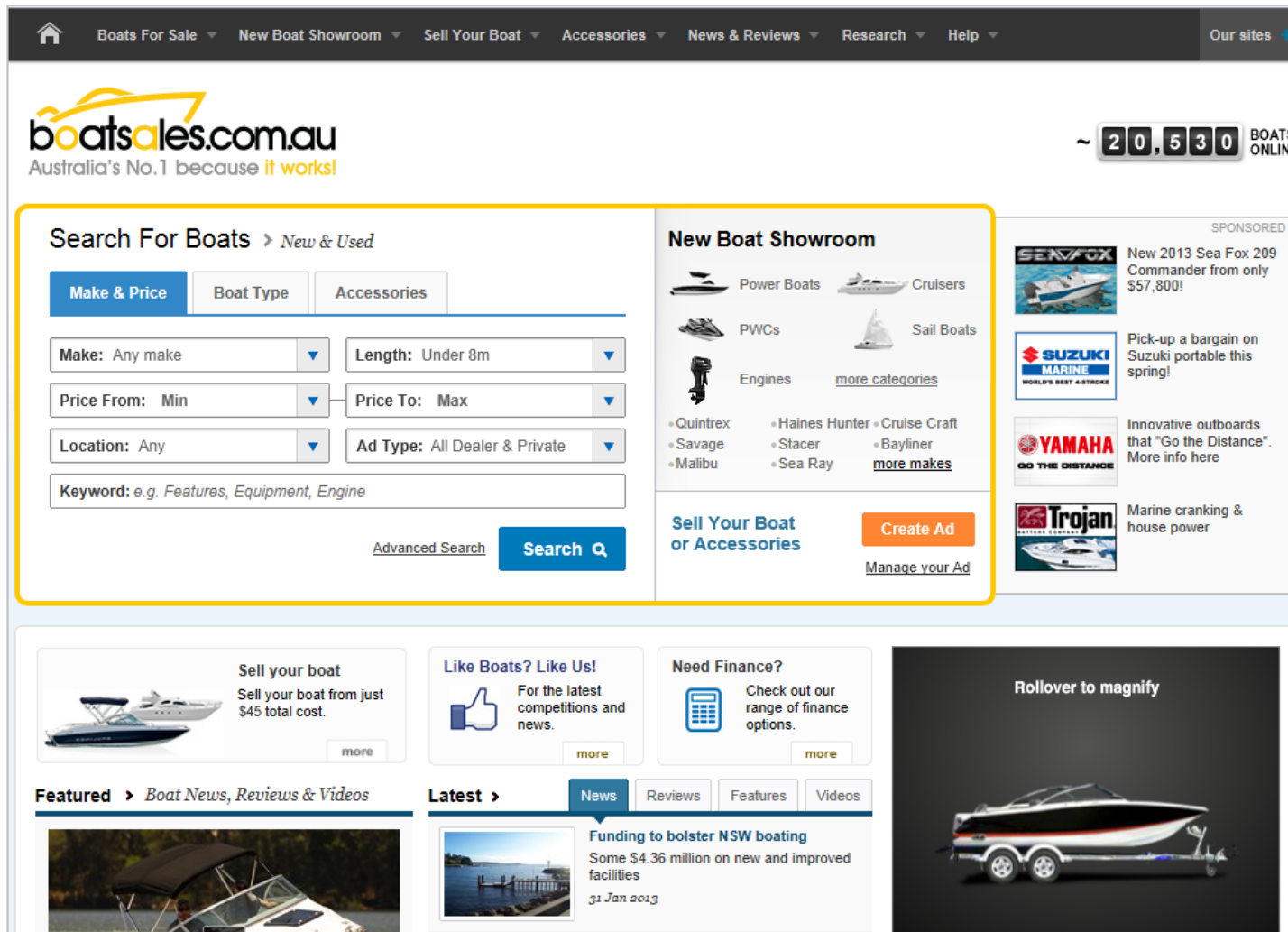
« ROLLOVER FOR MORE »

* 2012 3.2L Models only

FIND OUT MORE BOOK A TEST DRIVE

Boatsales.com.au Redesign

The new look BoatSales site leverages a number of improvements made to carsales and other sites. The completely new user interface provides a much improved user experience.



BoatPoint Redesign

The new look BoatPoint site leverages a number of improvements made to carsales and other sites. The completely new user interface provides a much improved user experience.



The screenshot displays the BoatPoint.com.au website interface. At the top is a dark navigation bar with links: Boats For Sale, New Boat Showroom, Sell Your Boat, Accessories, News & Reviews, Boat Dealers, Research, Help, and Our sites. Below this is a large banner for "EVO ADVANCE HULL" featuring a boat on water. The main content area is divided into several sections:

- Find a Boat** and **Parts & Accessories** tabs.
- Boats for sale > New & Used** section with filters: Boat Type (Any), Make (Any), Location (Any), Ad Type (Any), Price From (Min) to Price To (Max), and Length (Metres) with Min/Max dropdowns. It includes an [Advanced Search](#) link and a **Search** button.
- New Boat Showroom** section with icons for Power Boats, Cruisers, PWCs, Sail Boats, Engines, and more categories.
- Sell Your Boat or Accessories** section with [Manage your Ad](#) and **Create ad** buttons.
- Sponsored** section with ads for Princess (New Princess V39, V45 & P42 All under a million each!), Bavaria (See the NEW Range to Believe it!), Trojan (Marine cranking & house power), and Club Marine Insurance (Save \$ with Club Marine The No. 1 provider of boat insurance).
- Search > News & Reviews Search** section with a search bar, filters for Make, Category, and Article Type, and a search button.
- Featured > News, Reviews & Videos** section with a [view all](#) link and a featured article titled "Maritimo M50 sells in U.S. Full-beam master suite and core strengths branded 'a hit'." with a BoatPoint logo.
- A large advertisement for the **Introducing the new Maritimo M45** featuring a photo of the boat.

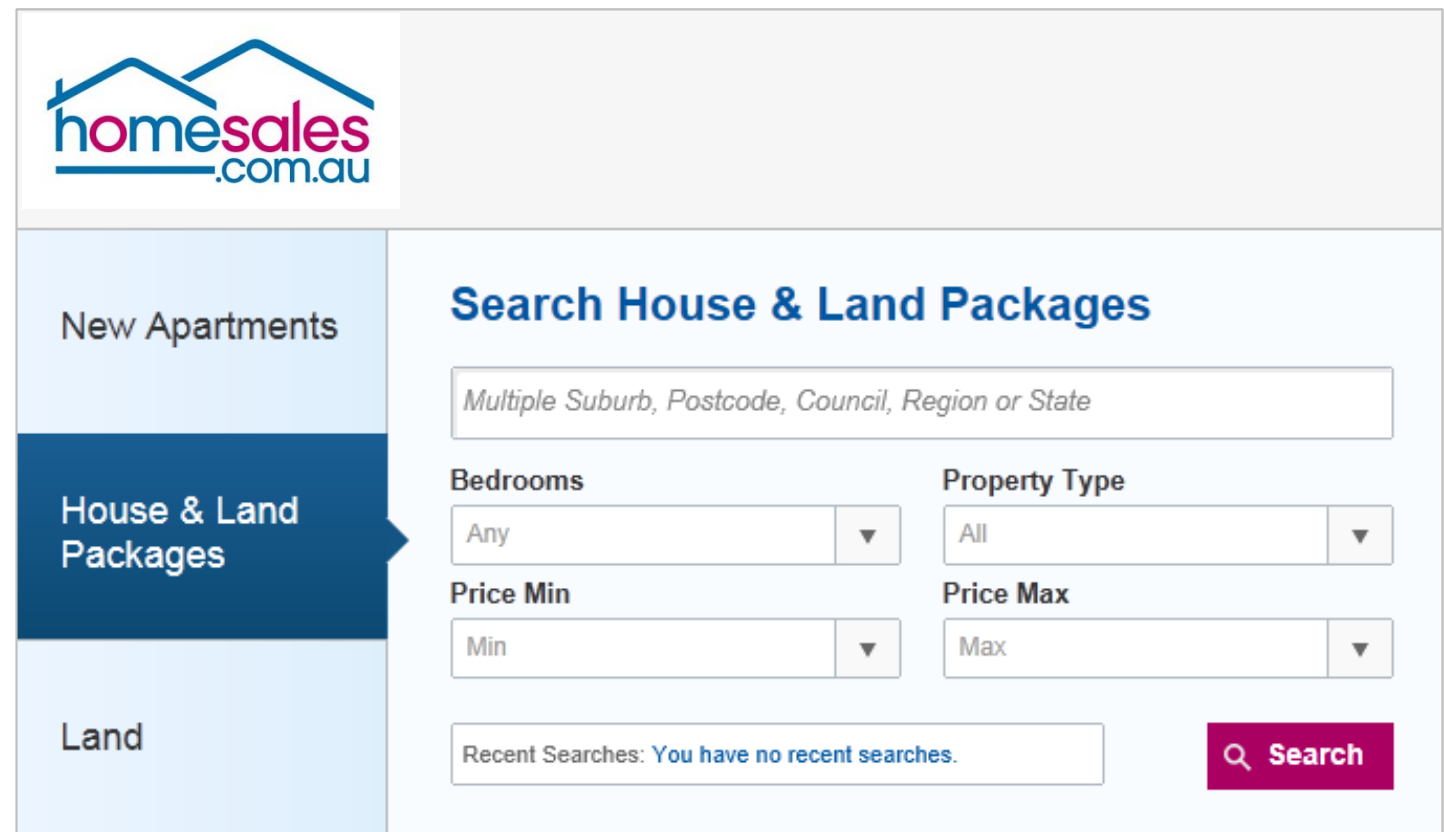
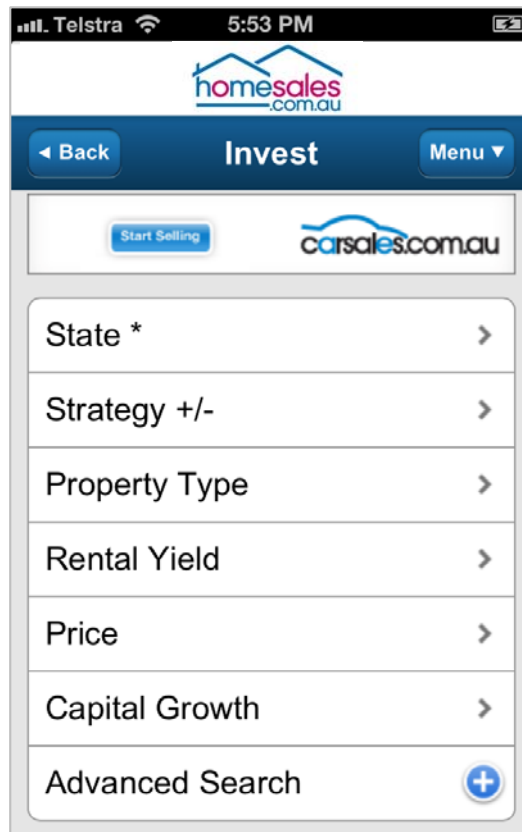
Bike & Marine Editorial image gallery

Bike & Marine Editorial now have our large format image gallery.




Homesales mobile & New Homes

In order to increase accessibility and provide a better experience for the growing number of mobile users on Homesales, a mobile site has been launched.




This new brand and associated portal site brings together relevant inventory and editorial articles from across our network of sites and is aimed at our B2B customers.

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DETROIT MOTOR SHOW: Ford trucks up in Detroit

