



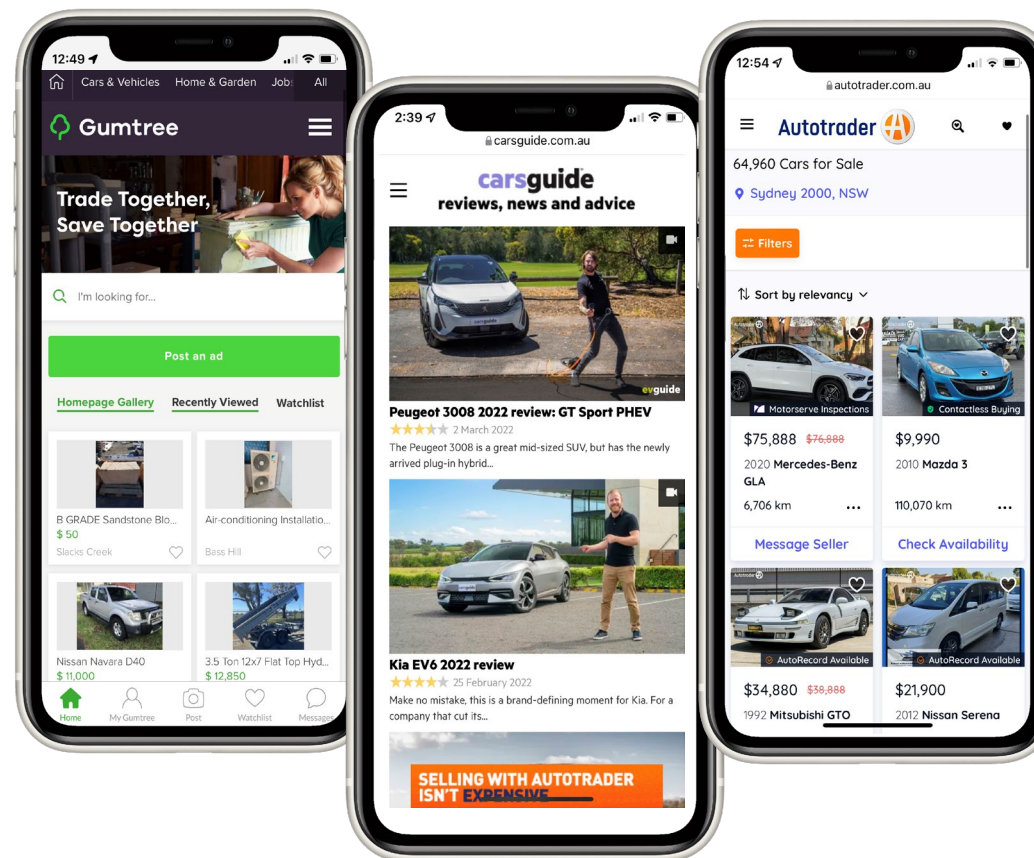
AGM presentation

21st November 2024

GUMTREE GROUP

We operate a competitive portfolio of assets

- Gumtree, Carsguide and Autotrader ('Gumtree Group') is an **integrated marketplace ecosystem** with highly complementary brands
- The **combined motors proposition** presents a legitimate challenger to #1 in the market
- Gumtree Group has an **outstanding reach in Australia**, with a **monthly unique audience of more than 5m unique users**
- Key revenue categories are Cars, Pets, Jobs and Real Estate



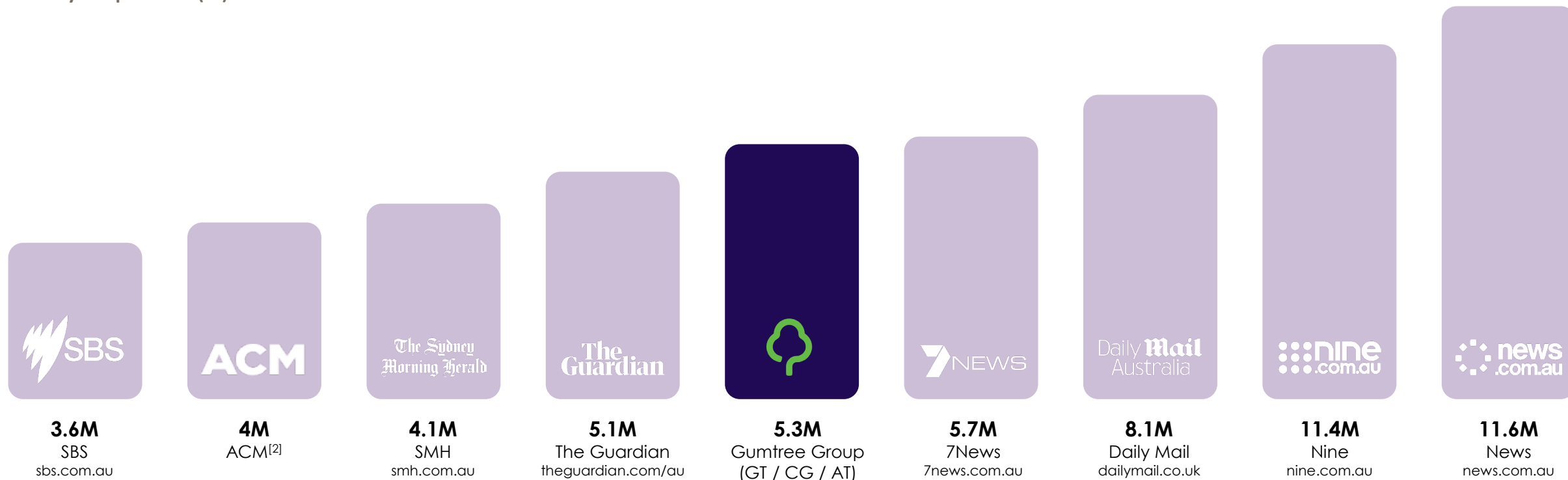
Iconic horizontal marketplace
reaching 1-in-5 Australians
on a monthly basis

Australia's no.1
automotive
editorial site

Unique dealer motors
marketplace

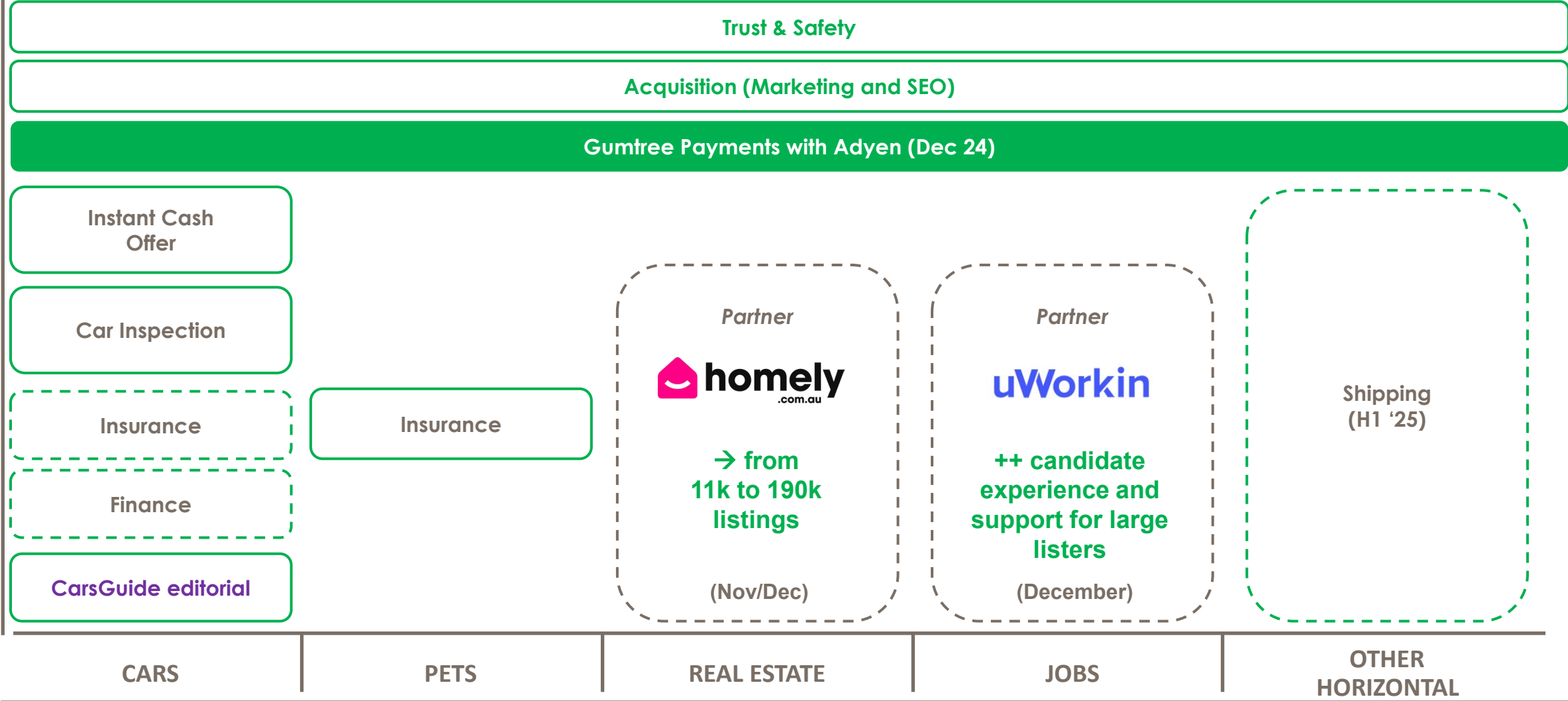
A network of more than 5m unique users per month; delivering a significant reach in Australia

Monthly unique users (M)

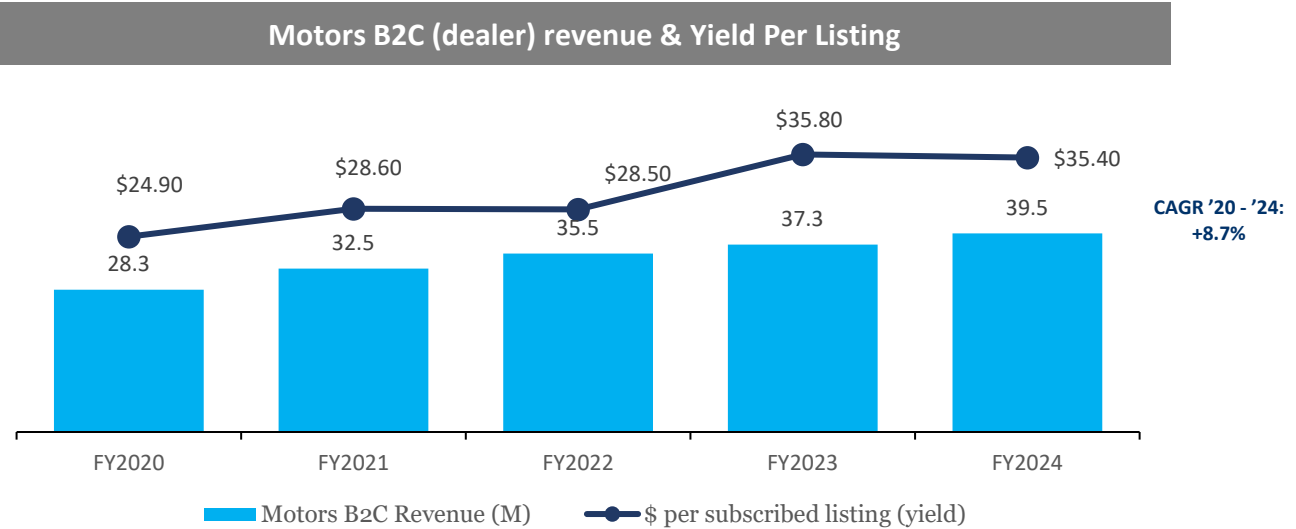


- Source[1]: Nielsen DCR, Monthly Total, May 2024, P2+, Digital (C/M), Text
- Source[2]: Ipsos Iris Online Audience Measurement Service, PC/Laptop, Smartphone, Tablet & Text Only, Audience (000s), ACM Deduplicated, May 2024




FY25 strategy: move to a transactional marketplace with a strong focus on key verticals



Motors B2C (dealer cars) - Gumtree Cars, CarsGuide & Autotrader: consistent revenue growth in last 5 years with sound yields



Autotrader Group Overview

-  Gumtree Cars, Carsguide & Autotrader reaches 3M monthly unique users (avg FY24)
-  Carsguide #1 motors editorial site in AU
-  Network effect: 1 subscription package allowing dealers to list their cars across our 3 sites

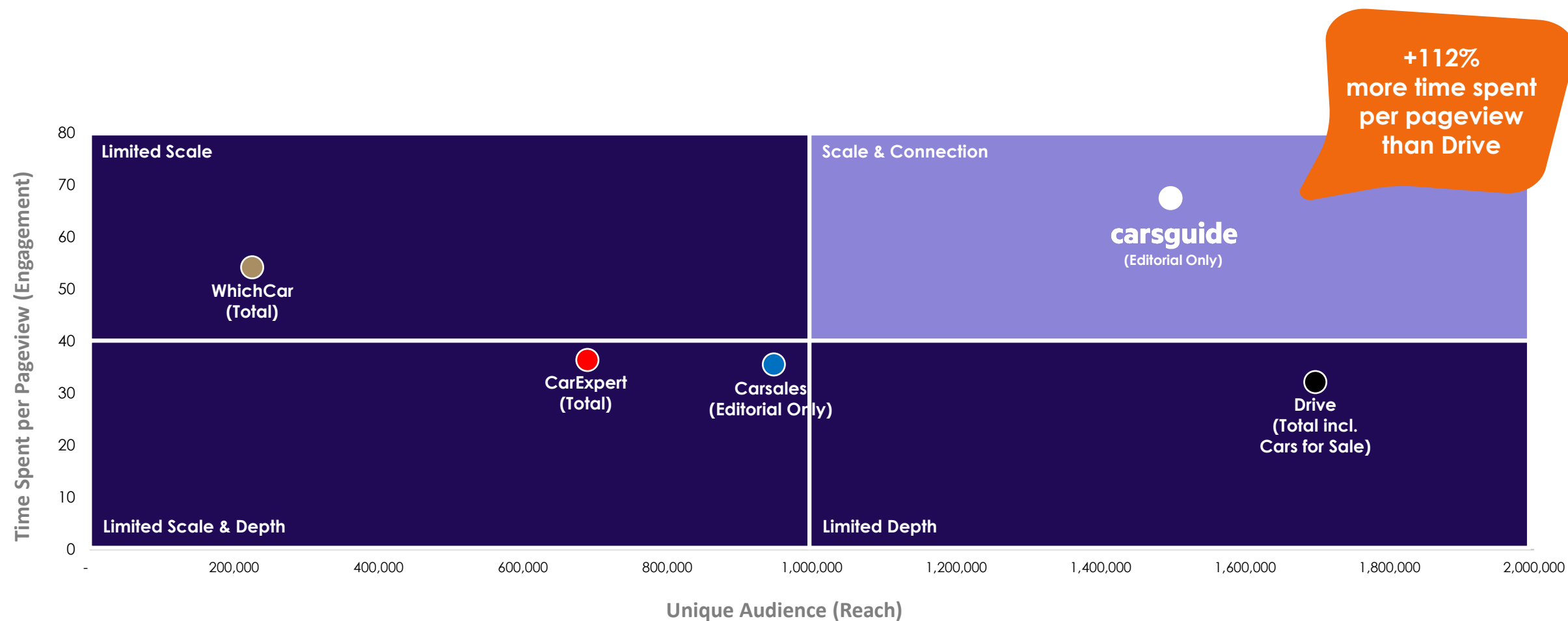
Overview

**2.0k ATG car dealer customers**

**106 million PageViews per month**
(Autotrader Group: the 3 car platforms)

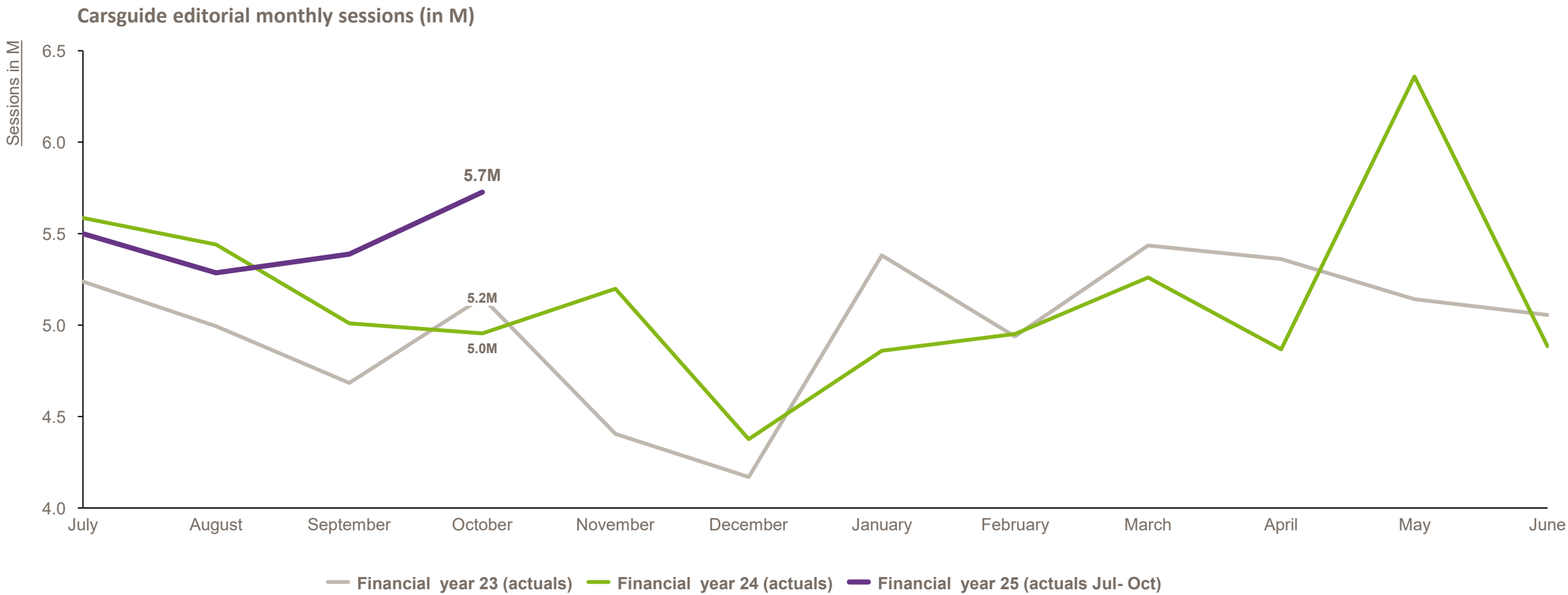
**93k total dealer cars per month**

Carsguide: Australia's most engaged automotive Editorial audience



• Source: Nielsen DCR, Monthly Total, Aug 2023 - Aug 2024, P2+, Digital (C/M), Text, CarsGuide Editorial, Carsales Editorial, Drive, CarExpert, Whichcar, Average Time Spent per Pageview (Seconds) & Average Monthly Unique Audience

Carsguide: strong growth in editorial sessions driven by quality news and reviews; Oct (y/y +16%) at highest level in last 3 years (excl May 24 spike)



Our strategy is to leverage the strength of our 3 brands: adding leading and relevant editorial content to the car listing pages

Autotrader

BuySellResearch

Search

Heart

Login/Sign up

Back to Results

Car DimensionsCar Towing Capacity

Autotrader

33

ShortlistShareDealer Info

2022 BMW 420i 20i M Sport Gran Coupe G26

~~\$92,999~~
\$79,990
Drive Away

\$402 / week
Calculate repayments
Important info

Check Availability

Col Crawford Lifestyle Cars
what drives you, drives us.
OVER 100+ NEW, USED & DEMONSTRATOR
VEHICLES TO CHOOSE FROM ACROSS A
WIDE RANGE OF BRANDS!
FIND OUT MORE

DetailsTalk to SellerCar ConfidenceRepaymentsCost of Ownership

Car Details

7,730 km
Coupe
Automatic, Rear
Premium Unleaded Petrol
Dealer: Used
Brookvale, NSW

See all Details

Seller Comments

Buy from an Authorised BMW Dealer - We are a family-owned business located on Sydney's Northern Beaches that has been in operation for over 50 years.
** BMW PREMIUM CERTIFIED - VISIBILITY & COMFORT PACKAGES - BALANCE OF 3YR/ 60,000KM SERVICE PACKAGE **
Stunning BMW 420i Gran Coupe finished in Mineral White with an Oyster Vernasca Leather interior.
Vehicle comes with balance of BMW 5 Year New Car Warranty and a 3/60 BMW Service package...

Read More

Seller Offers

Contactless Buying Experience
Test Drive from Home
Buy Online or Over the Phone

Disclaimer

Talk to the Seller
Brookvale, NSW

(02) **** *
Show number

Autotrader

BuySellResearch

Search

Heart

Login/Sign up

DetailsTalk to SellerCar ConfidenceRepaymentsCost of Ownership

Run a free history check

REGD PLUS & TMDL

2022 BMW 420i 20i M Sport Gran Coupe G26

\$79,990

Check Availability

Finance Calculator

\$402 per week - 5 yrs at 11.09%
Important info

Calculate repayments

EXPERIENCE THE DIFFERENCE AT COL CRAWFORD MOTORS.

FIND OUT MORE

Cost of Ownership

Cost to fill
\$118 at \$2.00 per litre

Average kms per tank
907km

Average kms per year
3,865km (Below Average)

Registration Due
Rego due Jun 2024

Keys
Ask Seller

Log Book
Ask Seller

Disclaimer

Ask the seller

Do you offer finance?
Can I see this car's history?
Can I test drive it?
Other

BMW News & Reviews

Powered by carsguide

REVIEW
BMW 4 Series 2022 review: 420i
7.8
BMW's new 4 Series, launched late in 2020, has been unfairly treated by people who've never even clapped...

REVIEW
BMW 420i Luxury coupe 2016 review
8.0
The 420i Coupe is the entry point into the 4 Series range, itself a spin-off of the 3 Series. It's priced at...

NEWS
2017 BMW 4 Series | new car sales price
BMW Australia has released pricing for its updated 4 Series range, increasing prices on some of its...

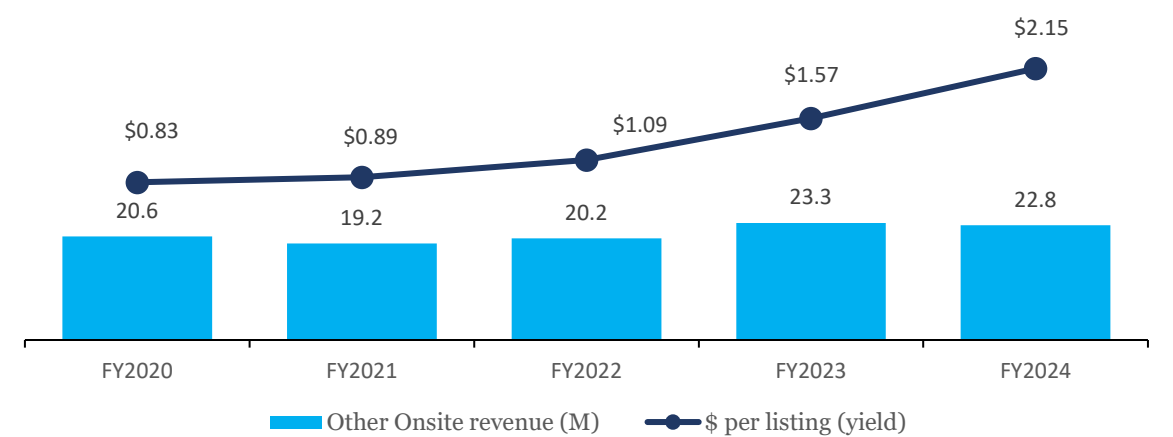
“Carsguide branded editorial content on all car listing pages to improve search, increase user experience and grow the Carsguide brand”
(available since Nov 23 on Autotrader and live on Gumtree Cars as per March 25)

GumtreecarsguideAutotraderHotCopperStockhouse

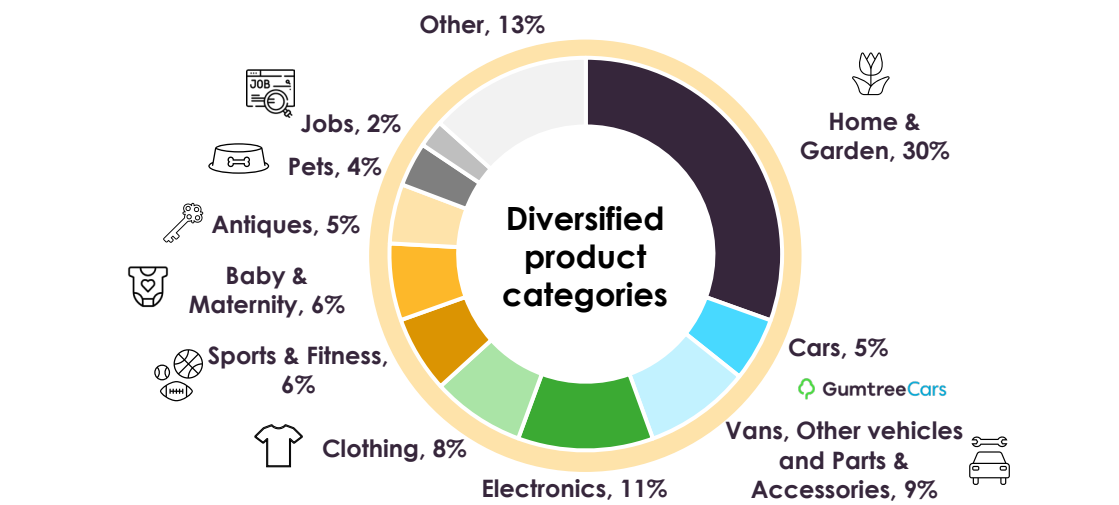
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Classifieds C2C: individual focused verticals, with each product line offering cross-selling opportunities

Classifieds C2C (onsite) revenue & Yield Per Listing



Diversified product categories (breakdown listings)



Gumtree Overview



Connects 1 in 5 Australians per month

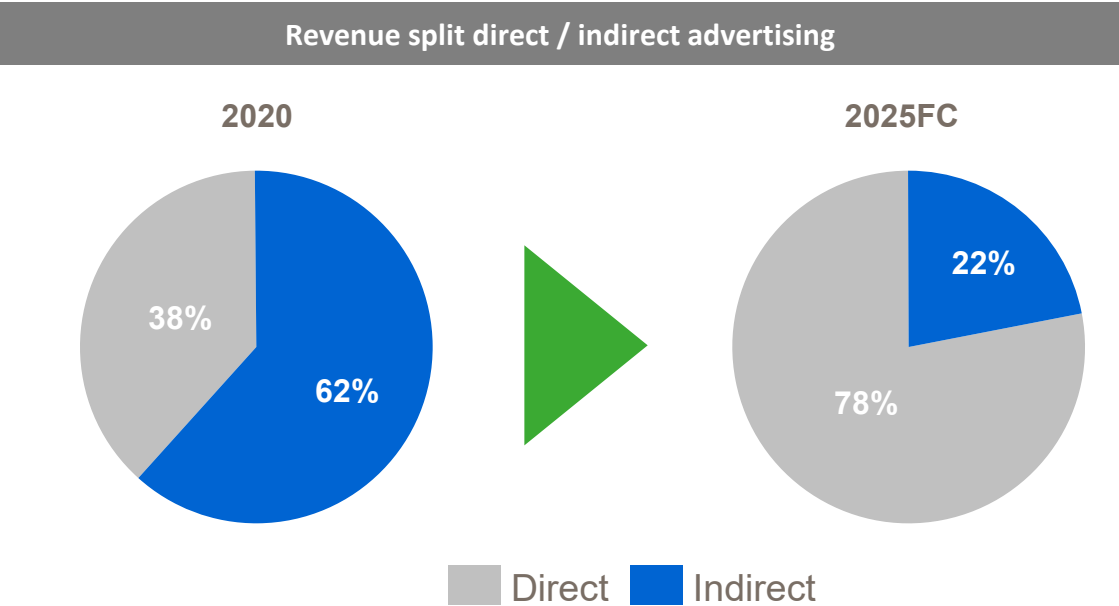
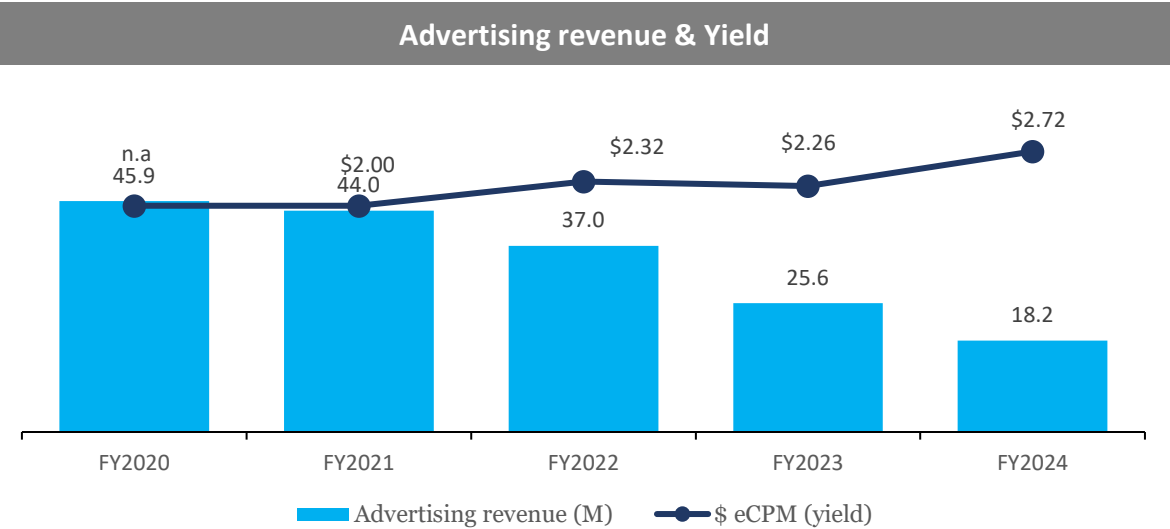


370 million PageViews per month
of which 77% on mobile



0.9m new listings per month

Advertising: strong revenue decline following soft market demand and reduction of Advertising slots



Overview



Shift Indirect to Direct (reduce reliance on Auction systems like Google AdSense)

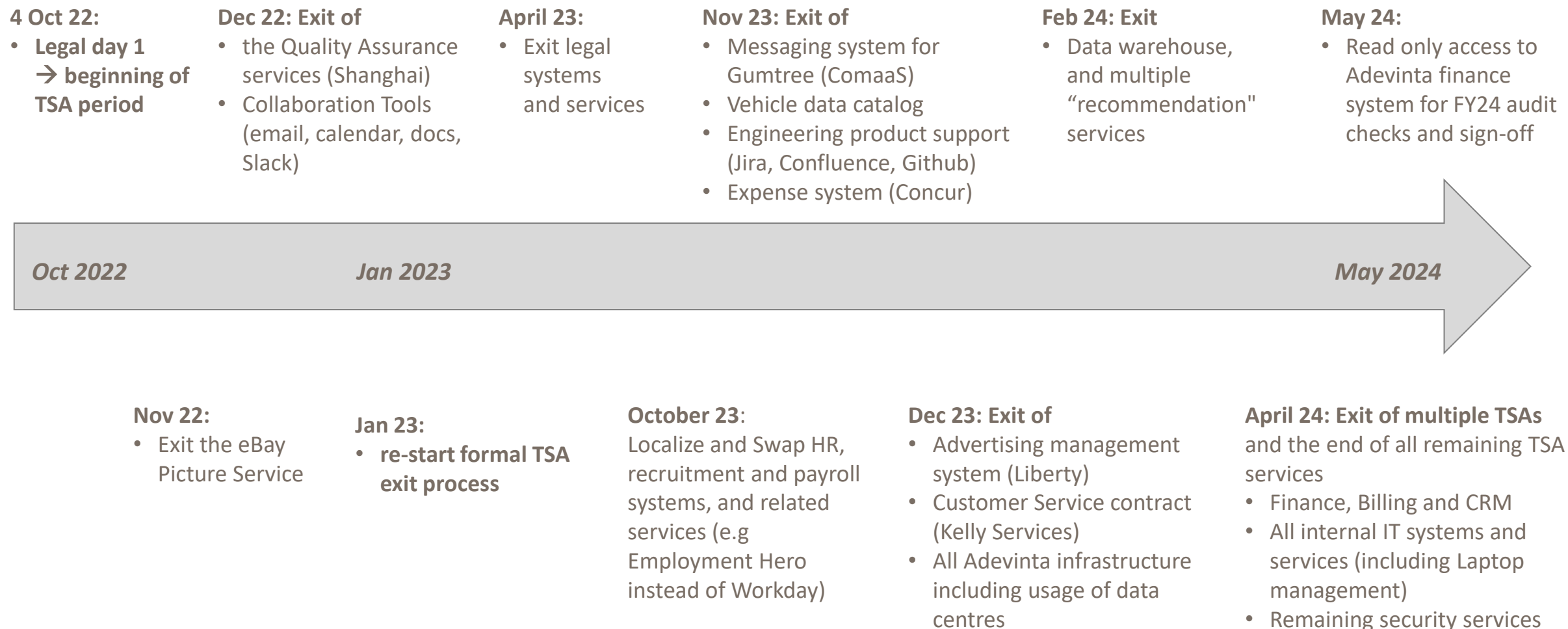


Improve UX: less Ad slots



Advertising market (available supply) declining

TSA migration: successful managed process of 16 months



CAPITAL MARKETS GROUP

Issuer Advertising
revenue

▼ 22%

Sponsorship
revenue

▲ 100%

Digital Boost
revenue

▲ 89%

Note: Percentages are based on monthly averages for FY24 and FY25 YTD.

Click-throughs from
article content

▲ 50%

Click-throughs to our sites from article content
due to **MSN Money** picking up our content in
Canada and Australia

SEO performance
ranking

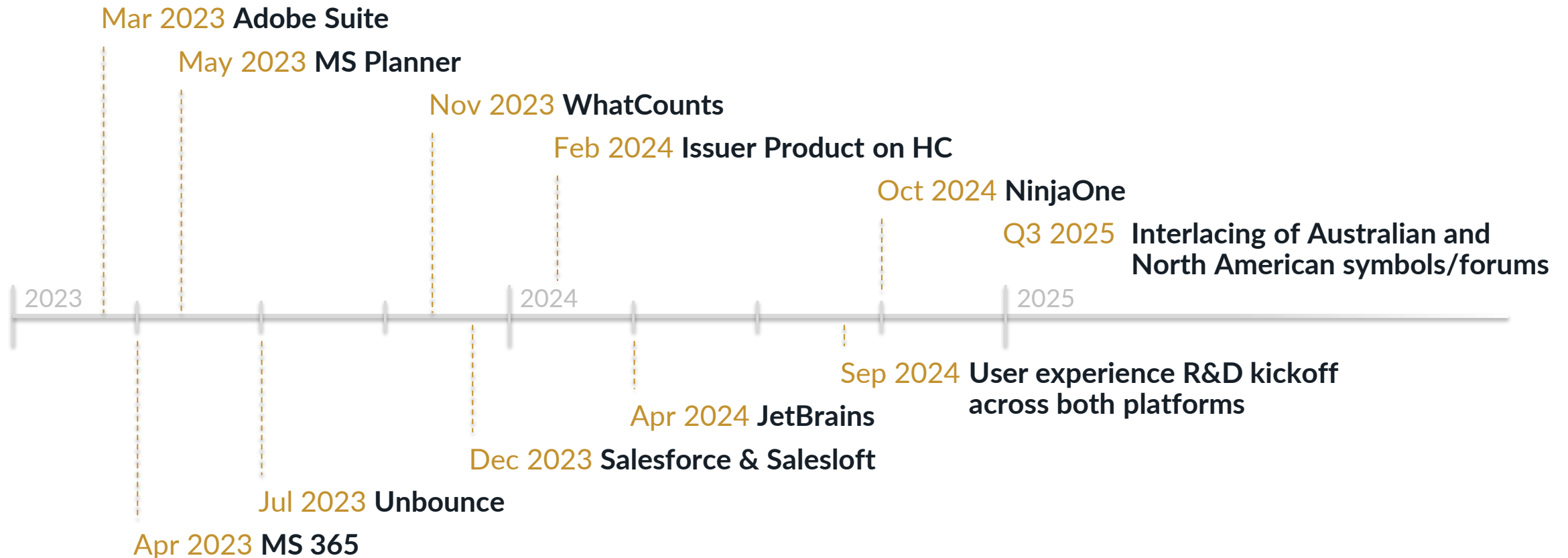
▲ 40%

SEO performance improved ranking for **all**
keywords implemented

Note: Percentages over last three-month period.

Timeline

Stockhouse and HotCopper are merging tech and combining ecosystems of technology, data and functions to become the Capital Markets Group



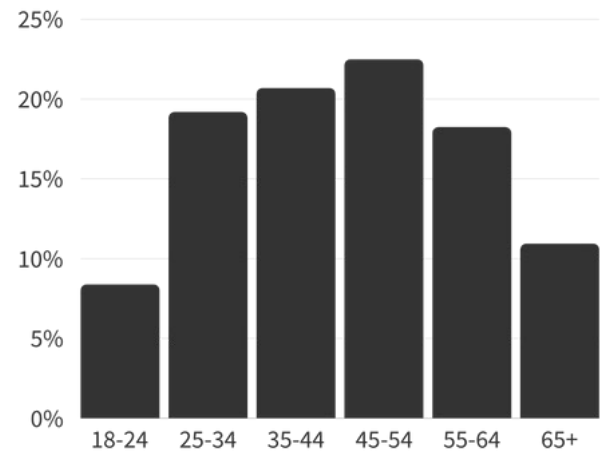
Our Audience

13 MILLION ACTIVE INVESTORS

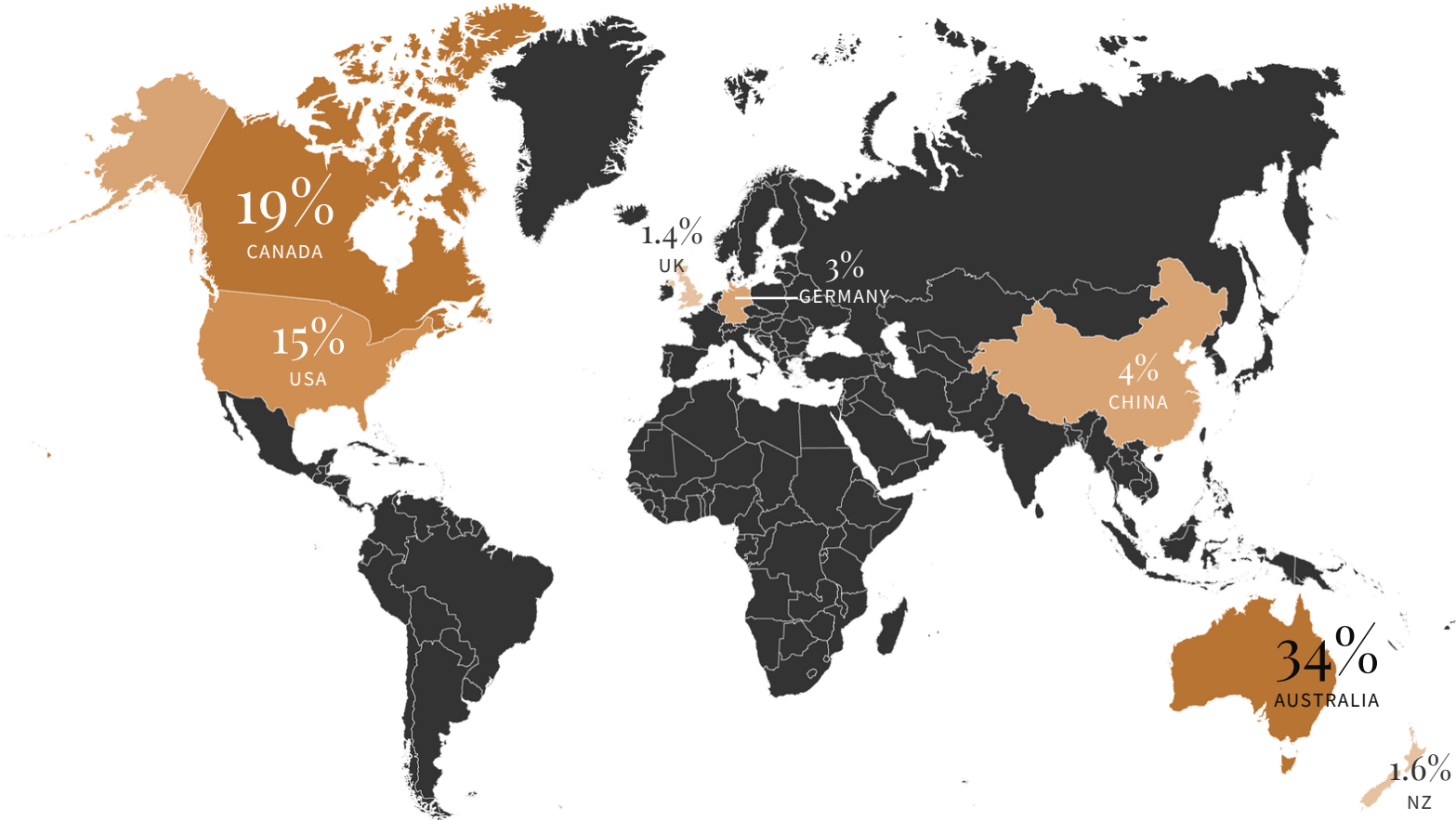
76% of our audience is male and 24% female.



62% of our audience is aged between 25 and 55.



SOURCE: Calculated using data from Stockhouse and HotCopper Google Analytics Data, October 2024.





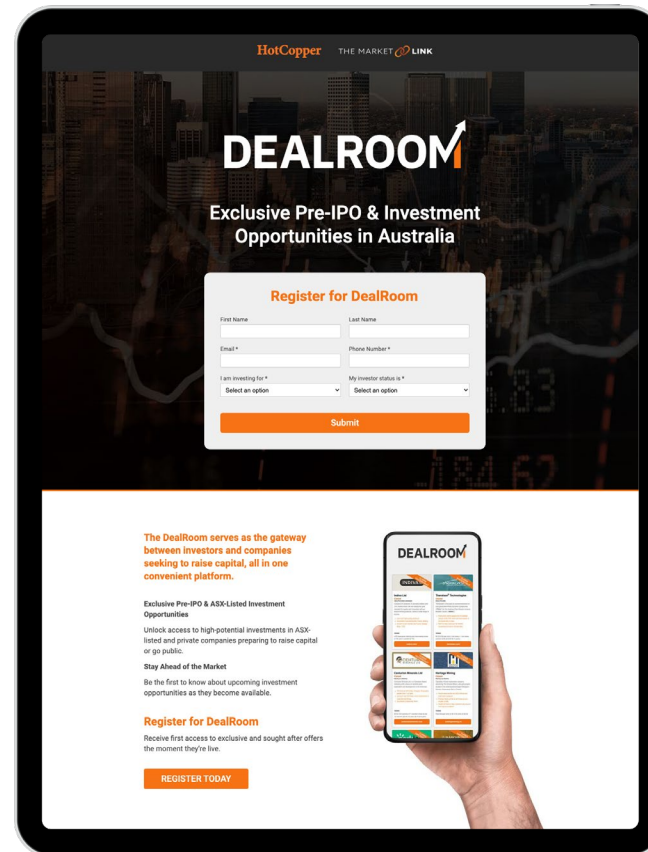
We are reigniting DealRoom and have registered ourselves under AFSL as a new revenue stream, which allows us to raise capital across both platforms HotCopper and Stockhouse

1% of total reach

=130,000

likely investors

Accredited/Wholesale/
Experienced investors



Previous DealRoom offering saw average investment sizes from \$10,000 to \$50,000 per deal on Stockhouse and HotCopper

Other updates – Outlook

- Key updates
 - Outlook in line with 28th of August 2024 ASX results announcement
 - Classifieds: Motors B2C (dealer cars) maintaining a sound growth rate
 - Classifieds: continued softness in Advertising revenues (mainly indirect/programmatic) due to lower yields and less impressions
 - Capital Markets: Combating softer Issuer Advertising revenue through amalgamation, product diversification and capital raise capability (under AFSL)
 - The Company has put strict cost control measures in place to improve overall profitability and focus on cash management
 - Total cost saving initiatives of AUD 2.8m implemented, predominantly in Gumtree Group, to support overall EBITDA in FY25 and beyond
 - During financial year FY24 the Gumtree business transferred an amount of AUD 3.1m to the other entities within the MKT Group for general corporate purposes (in FY23: AUD 11.0m)

Cost insights FY24 vs FY23

- Marketing costs: \$15m in FY24 (\$7m in FY23)
 - Costs of \$4m included in Marketing in FY24 rather than in Consulting where it would be better represented
 - Gumtree Group included in FY23 for 9 months; marketing costs to be annualized to \$9m for comparable cost analysis
- Consulting costs: \$12m in FY24 (\$3m in FY23)
 - TSA migration consulting cost of \$4m better for comparative purposes included in this cost line in FY24
 - Total costs of \$14m relate to one-offs, TSA (with Adevinta) and replacement costs.
- People costs (wages and superannuation): \$39m in FY24 (\$31m in FY23)
 - Gumtree Group included in FY23 for 9 months; people costs to be annualized to \$41m for comparable cost analysis

