

ASX ANNOUNCEMENT 23 September 2025

## Gumtree Group signs partnership with ACM

Gumtree Australia Markets Limited (ASX: GUM, **Company**) is pleased to announce it has signed a commercial Partnership with Australian Community Media (ACM). This agreement unlocks new commercial opportunities regarding integrated automotive content, cross-listing and advertising solutions to a combined online unique audience of 7.1 million Australians per month.

### Highlights

- The CarsGuide editorial brand to become the exclusive provider of expert-led automotive reviews, news and video content across ACM's network of mastheads and websites.
- ACM's AgTrader marketplace listings syndicated to the Gumtree platform.
- Cross-promotion and integrated advertising solutions for both companies across their unique mastheads and platforms.

Gumtree Group Managing Director Tommy Logtenberg said "this partnership with ACM provides an exciting opportunity and represents a major step forward in how media and marketplaces work together in Australia."

"Combining ACM's platforms with the reach of CarsGuide, Gumtree and Autotrader, creates one of the country's most comprehensive networks. Together, we will deliver material value to consumers through richer automotive content and choice, while unlocking new growth opportunities for advertisers," he continued.

The partnership drives significant traffic to the Company's platform, providing an enhanced suite of advertising and sponsorship solutions. In addition, the Company will receive marketing credits to advertise on the ACM platform.

A copy of the media release follows.

Tommy Logtenberg  
Chief Executive Officer

### **Investor and media enquiries:**

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This announcement has been authorised for release by the Board of Directors



**FOR IMMEDIATE RELEASE****Gumtree Group and ACM partner to drive integrated content, listings and advertising solutions to 7.1 million Australians****23<sup>rd</sup> September 2025**

Sydney - Gumtree Group is pleased to announce a new partnership with Australia's leading independent media company, Australian Community Media (ACM), that will provide a range of content, cross-listing and advertising opportunities for both businesses, reaching a combined online unique audience of 7.1 million Australians per month\*.

The partnership between Gumtree Group and ACM includes three key outcomes:

- The CarsGuide editorial brand to become the exclusive provider of expert-led automotive reviews, news and video content across ACM's trusted and respected network of mastheads and websites
- ACM's AgTrader marketplace listings syndicated to Gumtree; and
- Cross-promotion and integrated advertising solutions for both companies across their unique mastheads and platforms

Between Gumtree Group's brands, which includes CarsGuide and Autotrader along with the Gumtree online marketplace, and ACM's publications and community-based platforms, this partnership forms a new combined media powerhouse for Australian consumers and advertisers.

"This partnership represents a major step forward in how media and marketplaces work together in Australia," said Gumtree Group CEO, Tommy Logtenberg.

"By combining ACM's trusted community platforms with the reach of CarsGuide, Gumtree and Autotrader, we are creating one of the country's most comprehensive networks. Together, we can deliver unparalleled value to consumers through richer content and choice, while unlocking new growth opportunities for advertisers," he continued.

CarsGuide is where Australia researches, buys and sells new and pre-owned vehicles. A cornerstone of the agreement between the companies will see ACM audiences access expert car reviews, vehicle comparisons, and news in their favorite regional mastheads provided by CarsGuide's trusted team of auto experts.

ACM Managing Director, Tony Kendall, was excited to offer CarsGuide's dynamic auto content across ACM's print and digital channels.

"ACM's portfolio is about connecting with communities, and this new partnership with the Gumtree Group will greatly benefit our audience. CarsGuide's independent, expert-led content is a highly valued resource with car buyers and fans in rural and regional areas," Mr Kendall said.



With more shared platforms on offer across ACM's daily and non-daily newspapers, websites and specialty brands, the partnership will provide an enhanced suite of advertising and sponsorship solutions, including digital display, branded content, print and 1P data access.

Gumtree Group Director of Advertising, Jessica Hunter, said the partnership with ACM will create significant opportunities for advertisers.

"This alliance is a powerful testament to the synergy between our two companies. By uniting two of Australia's most trusted local platforms, we are building a unique data-led solution that will enable advertisers to activate our combined first-party data and achieve meaningful scale across both metro and regional areas, giving them more ways to connect with audiences across digital, print and event solutions," Ms Hunter said.

The partnership between Gumtree Group and ACM commences immediately, with AgTrader listings syndicated to Gumtree in the coming weeks, followed by Carsguide's expert-led content exclusively landing on ACM outlets in the coming months.

*\*Source: Ipsos iris Online Measurement Service, May 2025 - July 2025, Age 14+, PC/Laptop/Smartphone/Tablet, Gumtree Group (Selected Brands only - Carsguide, Autotrader, Gumtree), ACM, Organisation, Audience \*Monthly Average*

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#### **About Gumtree Group**

Gumtree Group is proudly Australian-owned and operated. Today, we connect people as they buy, sell and transact across more than two million live listings. Gumtree, together with CarsGuide and Autotrader, creates a powerful network of three iconic brands, reaching 5+ million Australians each month while generating over \$3B in monthly gross listing volume.

#### **About ACM**

ACM is Australia's largest independent media company collectively reaching over 5 million\* regional Australians each month. The ACM network comprises close to 100 brands, including leading regional news brands *The Canberra Times*, *Newcastle Herald*, *The Examiner*, *The Border Mail*, *The Courier* and the *Illawarra Mercury*. The Agricultural division, ACM Agri, reaches 78% of Australian farmers each month with a national footprint of agricultural specialist brands including *The Land* and *Queensland Country Life*, marketplaces *Farmbuy* and *Ag Trader*, weather website *Farm Online Weather* and events *Agquip* and *Farmfest*.

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