

## **Infomedia Ltd**

### **Australian IT, Global Success**

The software development division of Infomedia Ltd was established in 1991 to focus on the development of specialised electronic selling and cataloguing solutions, incorporating multimedia and advanced programming technology.

Since then, the Company's flagship product Microcat has become the best electronic parts catalogue for the global automotive industry. It is shipped to more than 36,000 subscribers in over 100 countries and 22 languages. Infomedia has its headquarters in Sydney and Microcat support centres in Cologne, Copenhagen, Dearborn, London, Melbourne, Mexico City, Tokyo and Toronto.

Infomedia produces versions of its electronic parts catalogue products for the majority of leading car manufacturers in Australia including Daewoo, Daihatsu, Ford, General Motors Holden, Honda, Hyundai, Isuzu, Mitsubishi, Suzuki and Toyota.

Internationally versions have been produced for Daihatsu, Ford, Hyundai and Land Rover.

Success in the automotive industry has given the Company a solid base market and reputation. Internationally, the Company has become synonymous with high quality, 'industrial strength' electronic catalogue solutions. Its corporate strategy is heavily biased towards the utilisation of advanced programming technology, product reliability, performance accountability and customer service.

The acquisitions of Datateck Publishing Pty Ltd and Online Computing Pty Ltd in 2000 have resulted in the reorganisation of Infomedia into three divisions; Electronic Catalogues, Data Management and Online Business Systems. Each division is headed by its own general manager and supported by adequate capital infrastructure.

Richard Graham, Chairman and CEO of Infomedia, has had extensive experience in technology and product merchandising. Besides being a founder of Infomedia, he founded Wiser-Microsoft and Osborne Computer Corporation Australia in the early '80s and was a founding member of ComputerLand Corporation in the late '70s.

Infomedia revenues have grown at a Compound Annual Growth Rate of 150% for the five years ending December 1999 and in August 2000 the Company listed on the Australian Stock Exchange. In the financial year ending 30 June 2001, Infomedia achieved revenue of \$36.1 million, a growth of 66.5% over the previous year, and net profit after tax increased 67.4% to \$12.8 million.

Infomedia's subscription based business model means that the Company begins each month with the same number of sales as the last month, guaranteed. Any new subscriptions simply increase revenue. Infomedia's longstanding and successful partnership with European and American distributors Clifford Thames has reduced the cost of doing business overseas, allowing Infomedia to focus on its core business of producing its monthly Microcat and Partfinder electronic parts catalogues.

Infomedia utilises advanced Internet technologies in its day to day business for communication around the globe with automakers, business partners, distributors and training agents. Infomedia is also a leading edge Internet technology developer itself and its new Microcat Fresh and Microcat Live Internet-based electronic parts catalogues are leading the way forward in automotive information technology.

Infomedia has been recognised with a number of awards for its outstanding achievements in export. Infomedia received the NSW Premier's 2000 Emerging Exporter Award and Exporter of the Year Award; 2000 Industry Awards Australian Manufacturing Company of the Year (Highly Commended), Best Use of New Technology (Winner) and Australian Manufacturing Exporter of the Year (Winner)

and at the 2000 Australian Technology Awards Infomedia received an award for Excellence in the Development of Enterprise Software.  
Check out their Internet site at [www.infomedia.com.au](http://www.infomedia.com.au).