AMA GROUP LTD

Operating Specialised Automotive Aftercare and Accessory Companies

Ray Malone

Executive Director & CEO Presentation

Morgan Stanley 2013 Emerging Companies Conference

AMA Group

- AMA Group Ltd (ASX:AMA) was listed on the Australian Stock Exchange on 31 August, 2006.

- Focused on the wholesale vehicle aftercare and accessories market.
  - vehicle protection bullbars
  - smash repair shops
  - automotive and electrical components
  - servicing workshops for transmissions and brakes

- Market leading brands with a commitment to operating excellence.

- Strong Balance Sheet (net cash) and highly cash generative.

- Culture of employee ownership.

- Well positioned for organic and inorganic growth opportunities.

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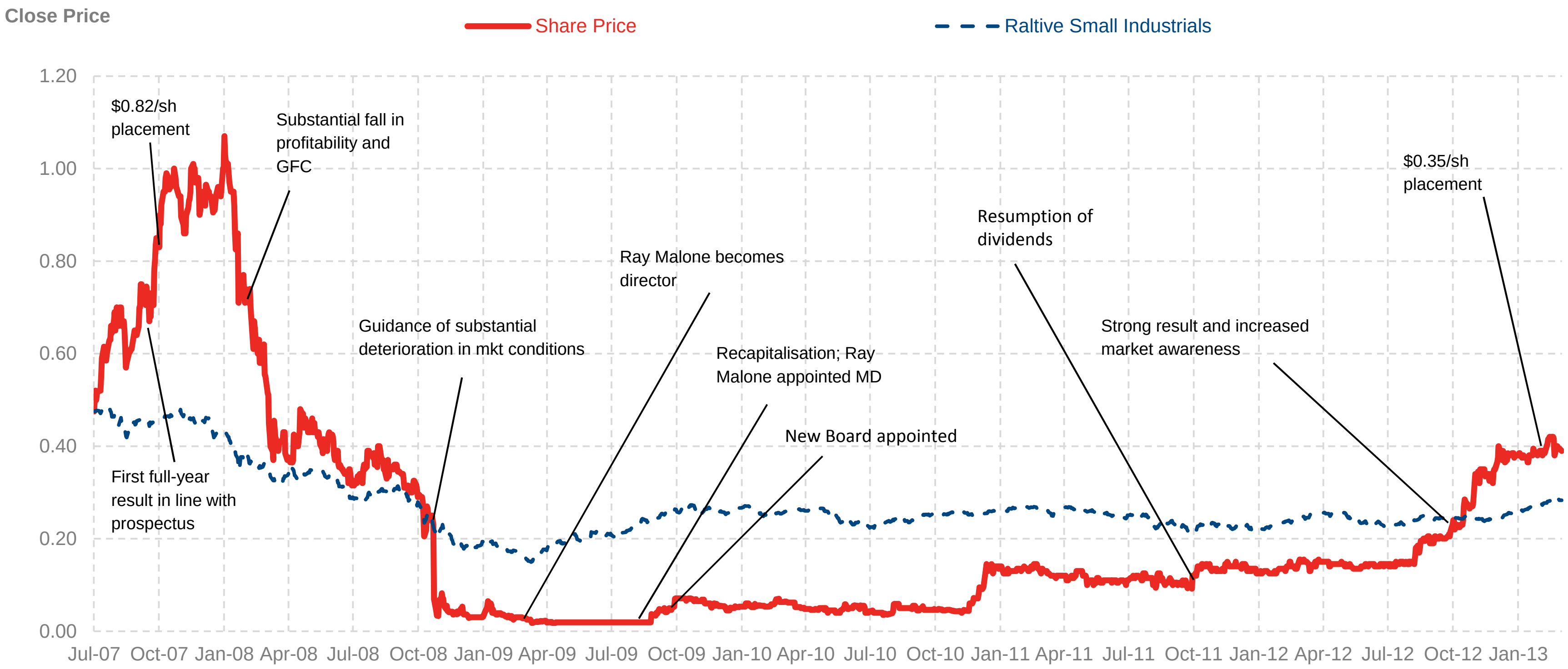
AMA History



February 2009
- $50m+ of liability
- Challenging operating environment
- Business inefficiencies
- Unstable outlook

Getting back on track
- Stabilise management/HR investment
- Debt reduction plan
- Focus on increasing revenues
- Stabilise/grow operating cash
- Increase EBITDA
- Improve stakeholder returns

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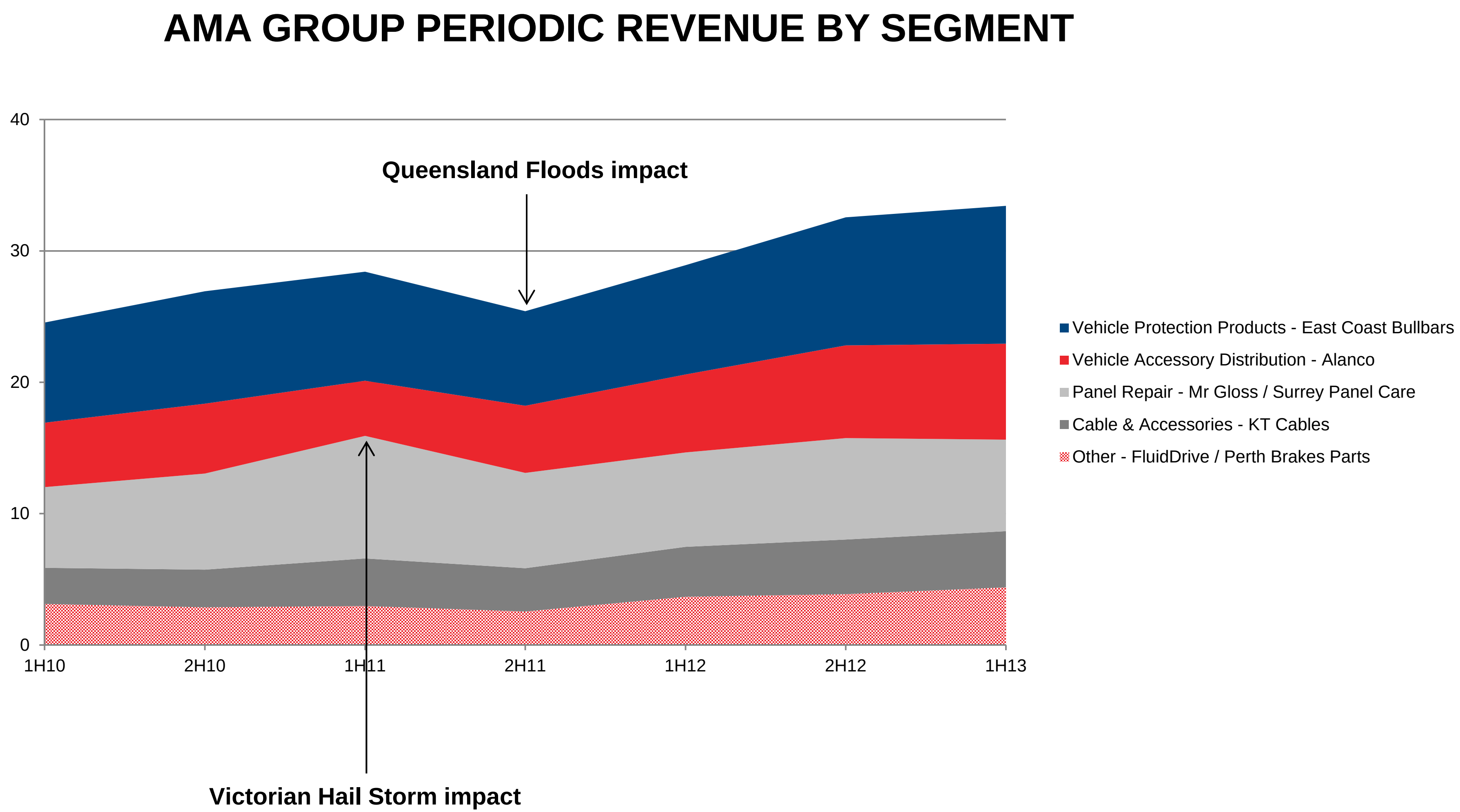
Reporting segment	Vehicle protection products	Panel repair	Vehicle accessory distribution	Cable & accessory distribution	Vehicle transmission repair	Other
Market focus	▪ SUV and 4WD vehicles	▪ Prestige vehicles (BMW specialist)	▪ SUV and 4WD vehicles	▪ Vehicle auto-electrical, caravan & boat	▪ All road vehicles	▪ Off the road and sports brakes sales and repair
Client focus	▪ Wholesale distributors	▪ Major insurance companies, private clients	▪ Mining operations, fleet buyers	▪ OEMs, mass-market retail chains	▪ Major vehicle manufacturers	▪ Specialist fleets, private after-market
Geographic spread	▪ Qld based, national & international market	▪ South-east Melbourne	▪ Western Australia	▪ Qld based with national & international distribution	▪ Melbourne based, national distribution	▪ Western Australia
FY12 Revenue	▪ *$18.059m*	▪ *$14.904m*	▪ *$13.002m*	▪ *7.957m*	▪ *$4.907m*	▪ *$2.638m*

AMA Business Segments



East Coast Bullbars (ECB)

Area	Outline
Manufacturer	• Over 40 years in the industry designing and manufacturing custom designed superior quality products • Core products are Alloy Bullbars

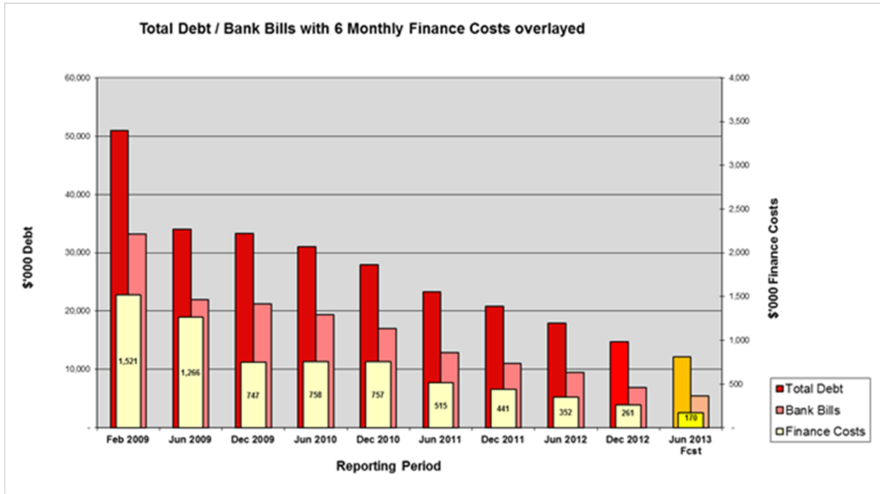
Operations	• Manufacturing facility in Brisbane
	    • 9000 square metres
	    • In-house powder coat plant
	    • 3 warehouses, 15 welding bays
	• Design and engineering capabilities
	• Buy high grade plate and tube and manufacture products from raw materials

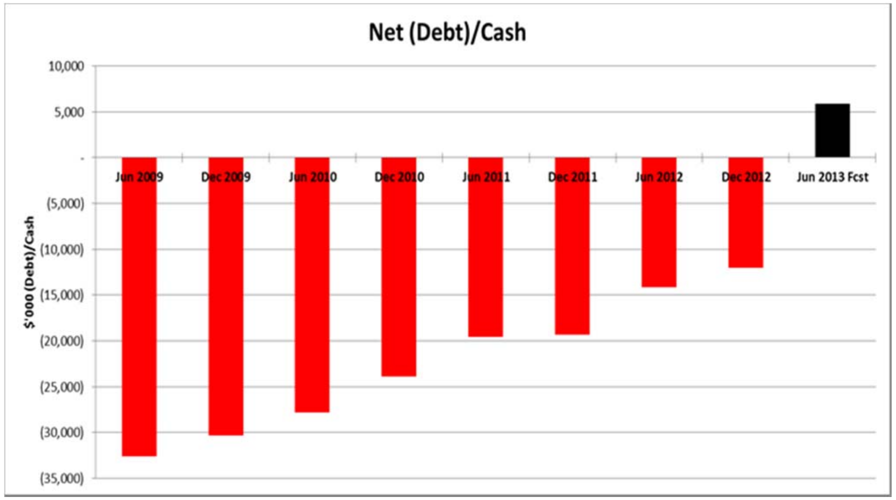
Critical Attributes	➢ High Barriers to Entry ➢ Strategic Location ➢ Regular Customers ➢ Stable long term employees ➢ Limited future capex

AMA Key Focus

Normalisation of Banking Arrangements

- Close non-performing businesses
- Consider sale of some businesses
- Negotiate re-financing deals with lenders and vendors
- Jan 2013 capital raising net proceeds c$14.5m
- Net Cash of approximately $6m





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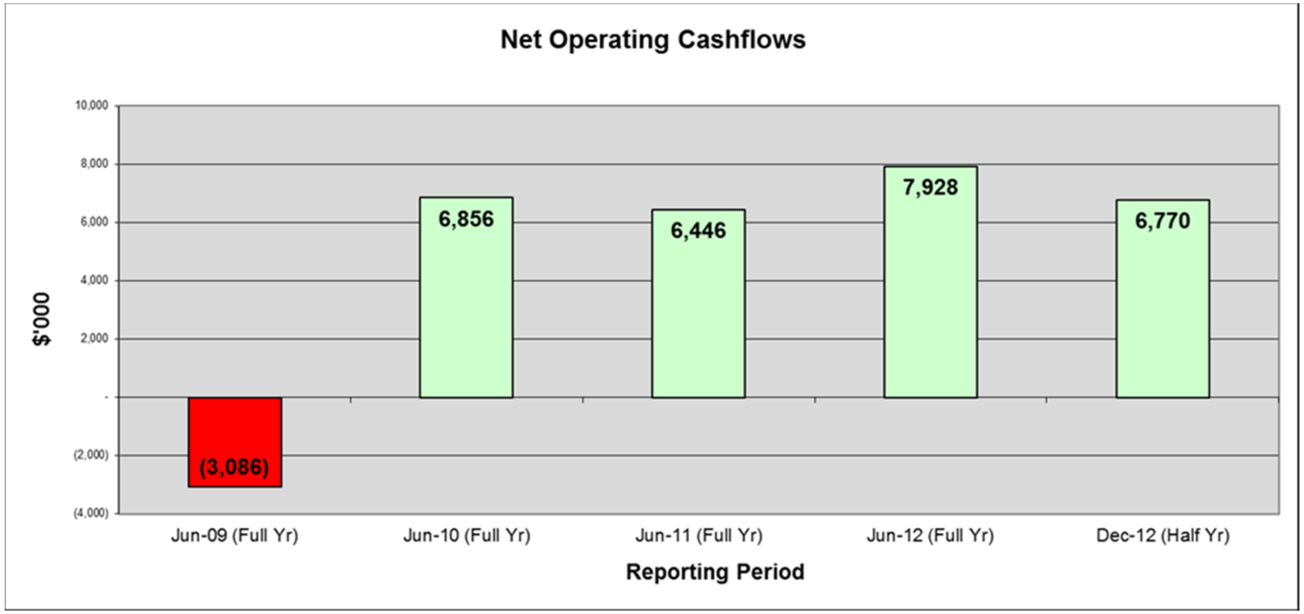
AMA Key Focus

Stabilise/Grow Operating Cash

- Improve cash cycle (receivables and payables)
- Manage overall working capital across all segments of the business
- Review underlying cost base



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AMA Key Focus

Organic Growth Opportunities

- Vehicle Protection Products
  - Continued strength in SUV & 4WD new vehicle sales
  - Introduction of some new product lines

- Panel Repair
  - Insurance industry model changes

- Cable & Accessory Distribution
  - Growth in expanded distribution channels
  - Further product development and range expansion of core product lines

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AMA Key Focus

Identify and Execute on targeted Acquisitions

- Disciplined approach to target attributes
  - High Barriers to entry / Strategic location
  - Long term arrangements with loyal customers
  - Low future capital expenditure requirements
  - Long term stable work force
- Tight Valuation requirements
  - 3-4x historical EBITDA
- Positioned well to execute
  - Strong cash position
  - Flexible debt arrangements
- Acquisitions expected to be earnings enhancive (value accretive)

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AMA - Outlook

- AMA is now well positioned to grow and prosper following the debt restructure.
- AMA is looking closely at several potential acquisition opportunities.
- AMA is well positioned to grow profit, cashflow and dividends over the medium term.
- Current trading has been solid and inline with the Board's expectations.
- Some weakness is being felt in the mining and resources sector which has weakened the 2H13 results.
- The Board expects 2013 financial results to be broadly consistent with 2012.
- The Board is confident of the outlook for the business in 2014 and beyond.

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Thank you

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