

carsales.com Limited

Annual General Meeting

Crown Entertainment Complex, Melbourne

21st October 2009

Financial

- Continued strong performance across all metrics
- New Facility Agreement with a major bank including:
 - \$23.5m cash advance facility 3 year term

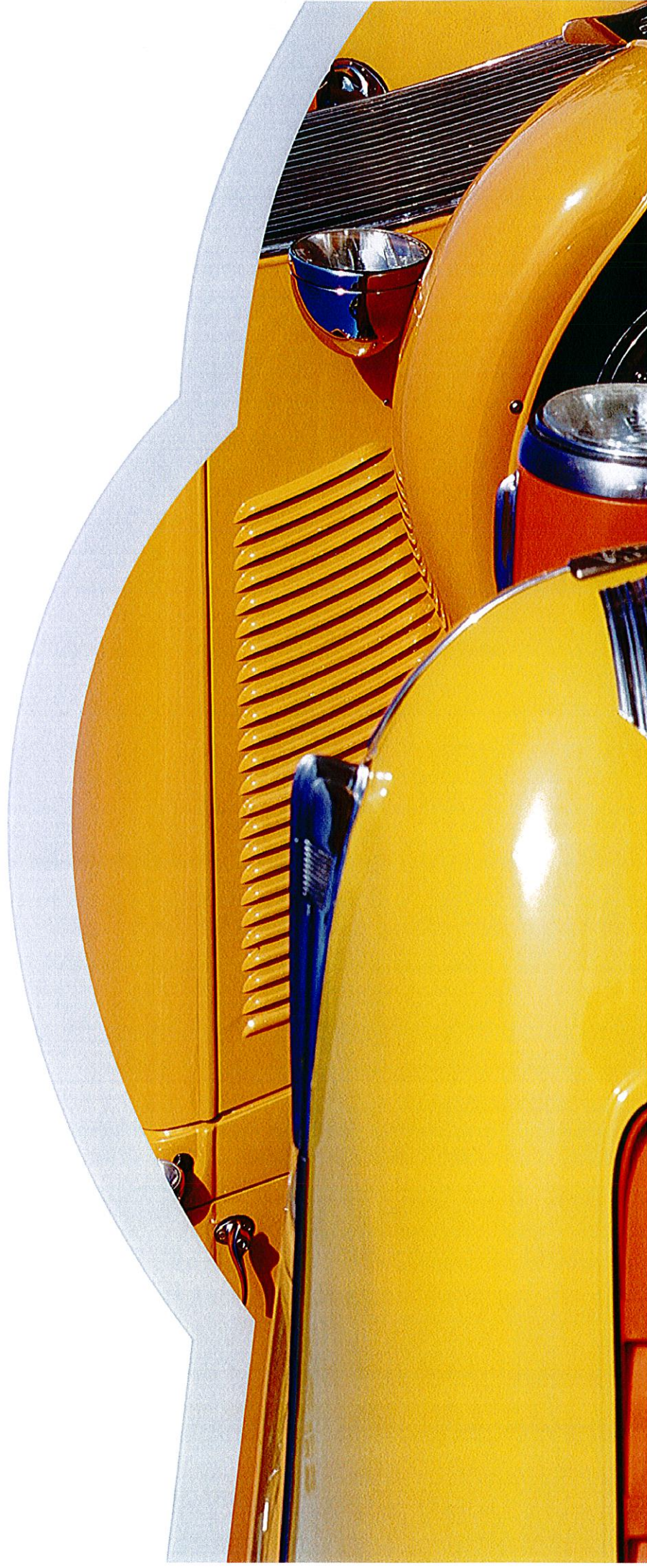
Operational

- Successful ASX launch of carsales (CRZ) on the 10th of September 2009
- Re-structured the Corporate Display sales capability
- Changed the carsales.com.au lock up to “Australia’s No 1 because [it works!](#)” from “Australia’s No 1 Auto Website”
- Appointed new senior managers to the business:
- New CIO – Ajay Bhatia
- New Advertising Director – Anthony Saines
- Established a new Dealer Advisory Board
- Shut down Click4Finance

Product Development

- Another year of significant product and site developments including:
 - Carsales.mobi
 - Homesales.com.au
 - Greencarsales.com.au
 - Livemarket.com.au
 - Showroom - Bikes
 - Privacy Protect - Marine

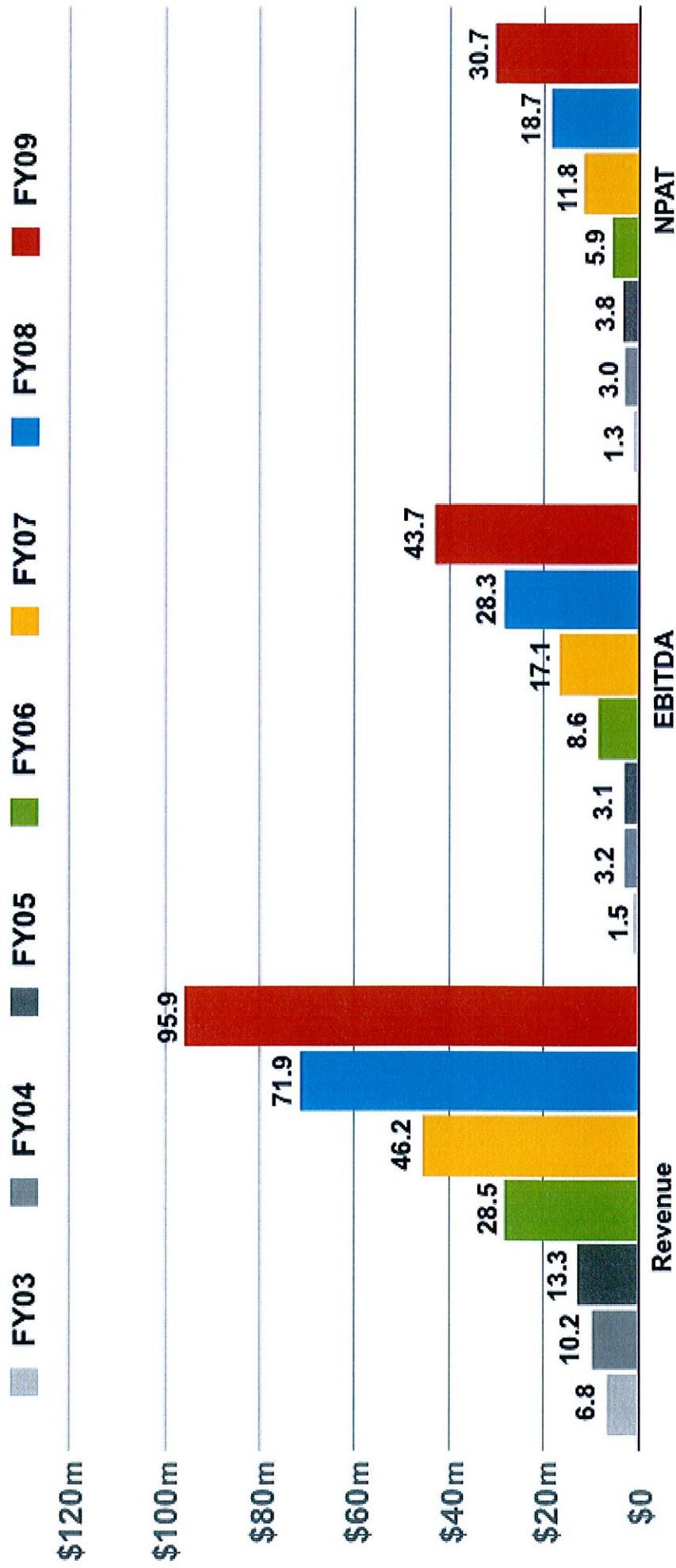
Financial & Operational Performance



carsales.com Ltd

Continued story of high growth.....

Seven Year Financial Performance



PCP Growth Rate % 33%

54%

64%

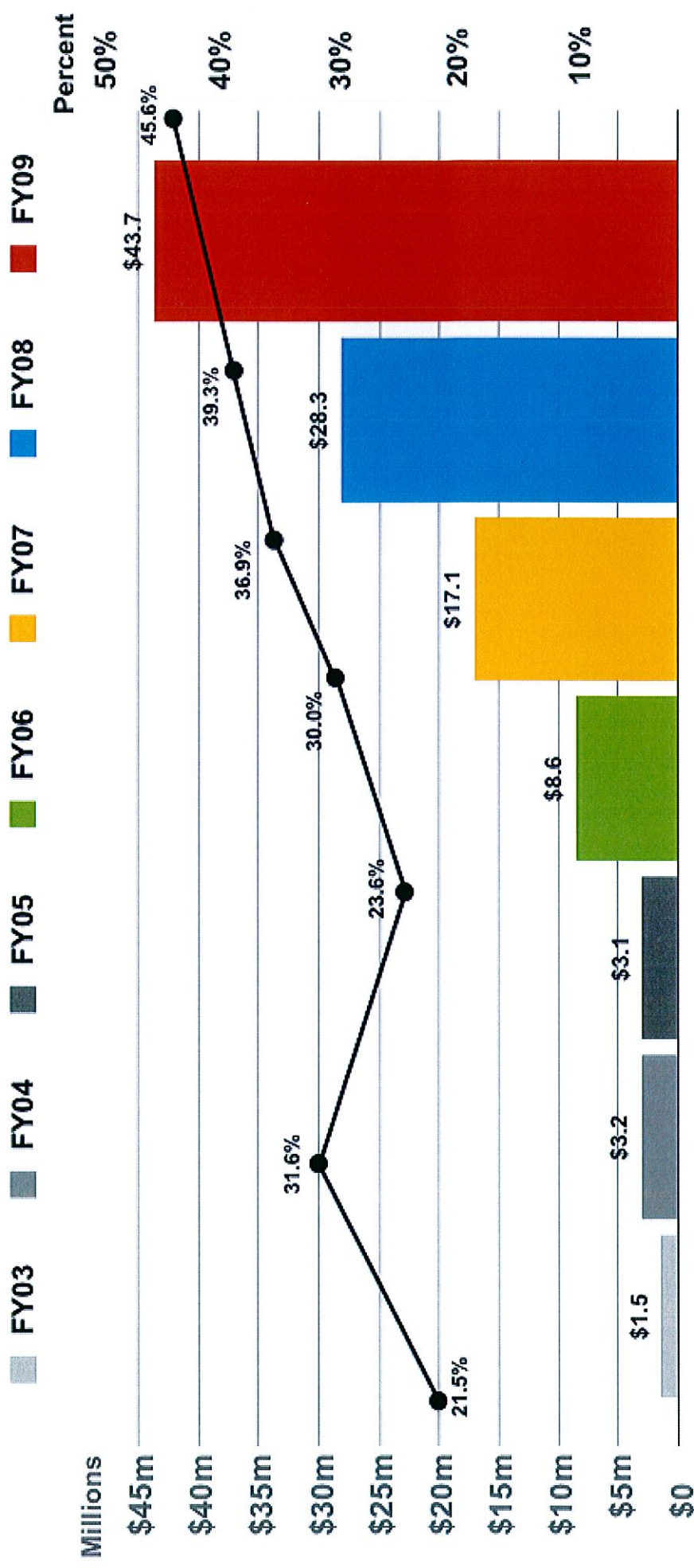
CAGR (FY03 - 09) %

55%

76%

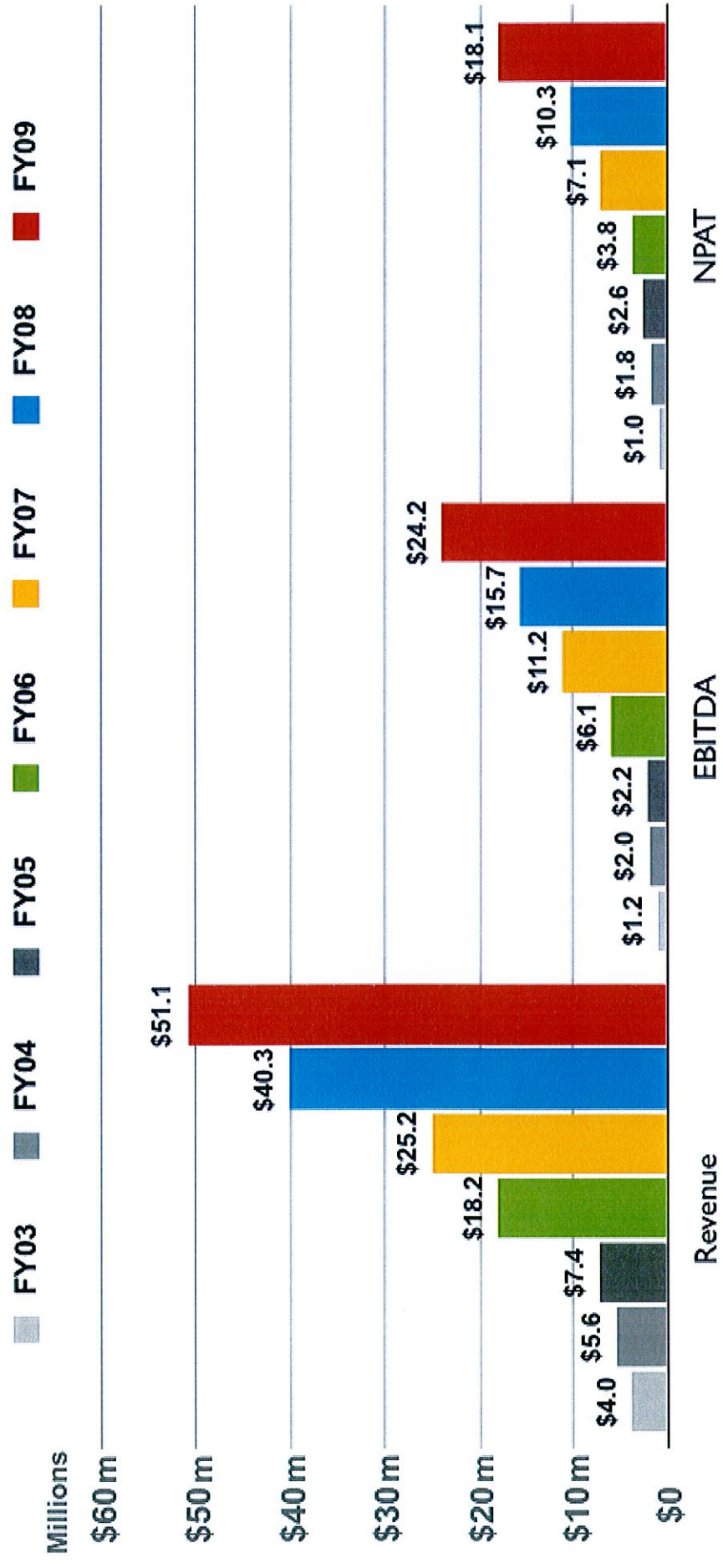
69%

EBITDA & Margins



EBITDA CAGR (FY 03 to FY 09) = 76%

Seven Year Financial Performance



CAGR (FY03 - 09) %

65%

62%

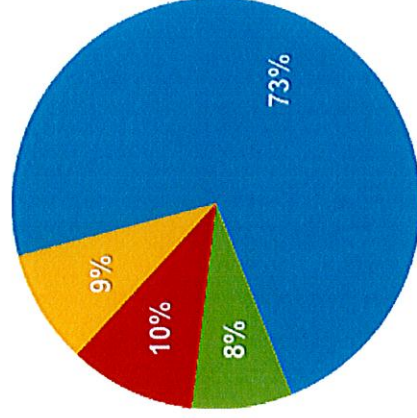
PCP Growth Rate %

54%

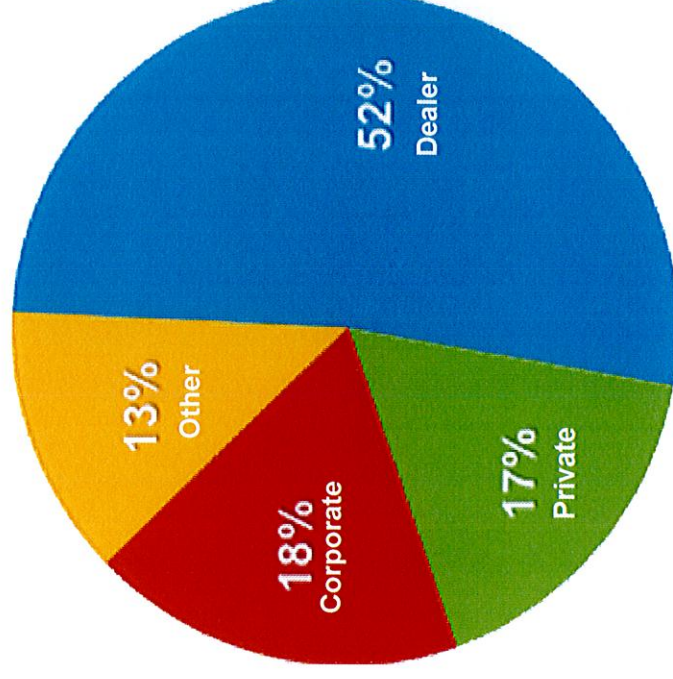
76%



June 05 Revenue By Segment



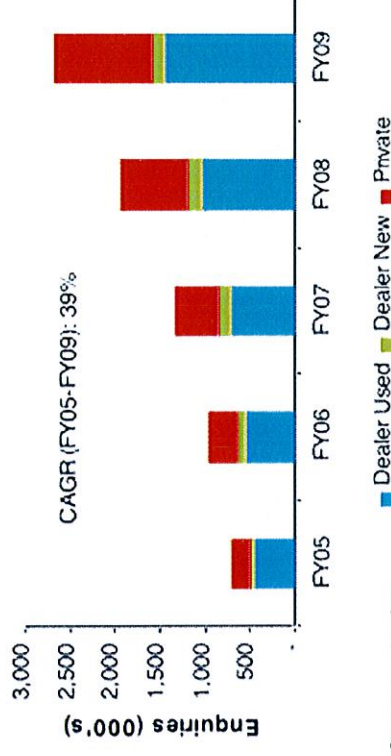
June 09 Revenue By Segment



Continuing to expand capability and product offerings across all segments of the business and reducing the reliance on dealer as the major source of revenue.

- Sales enquires have grown at a 39% p.a CAGR between FY05 and FY09
- Over 2.6 million automotive sales enquiries delivered in FY09
- Reflects the success of the 'lead' based revenue model.
- Sales enquiries continued to increase in FY09, notwithstanding a decrease in total inventory
- Reflects increased activity in the used car market, increasing willingness to use online automotive classifieds and various improvements to the carsales platform.

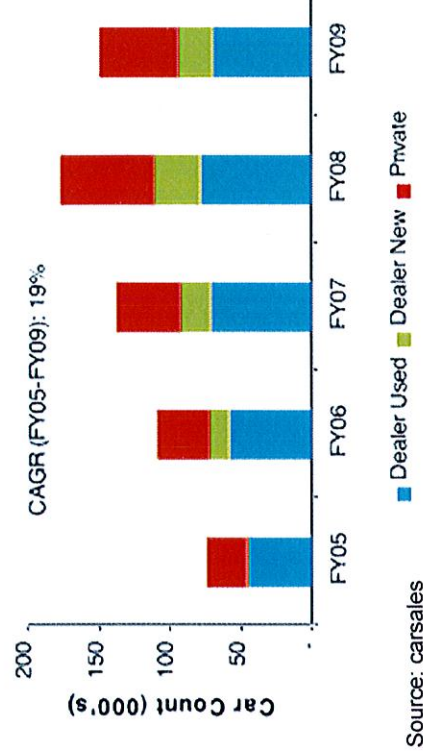
carsales Automotive Sales Enquiries Delivered



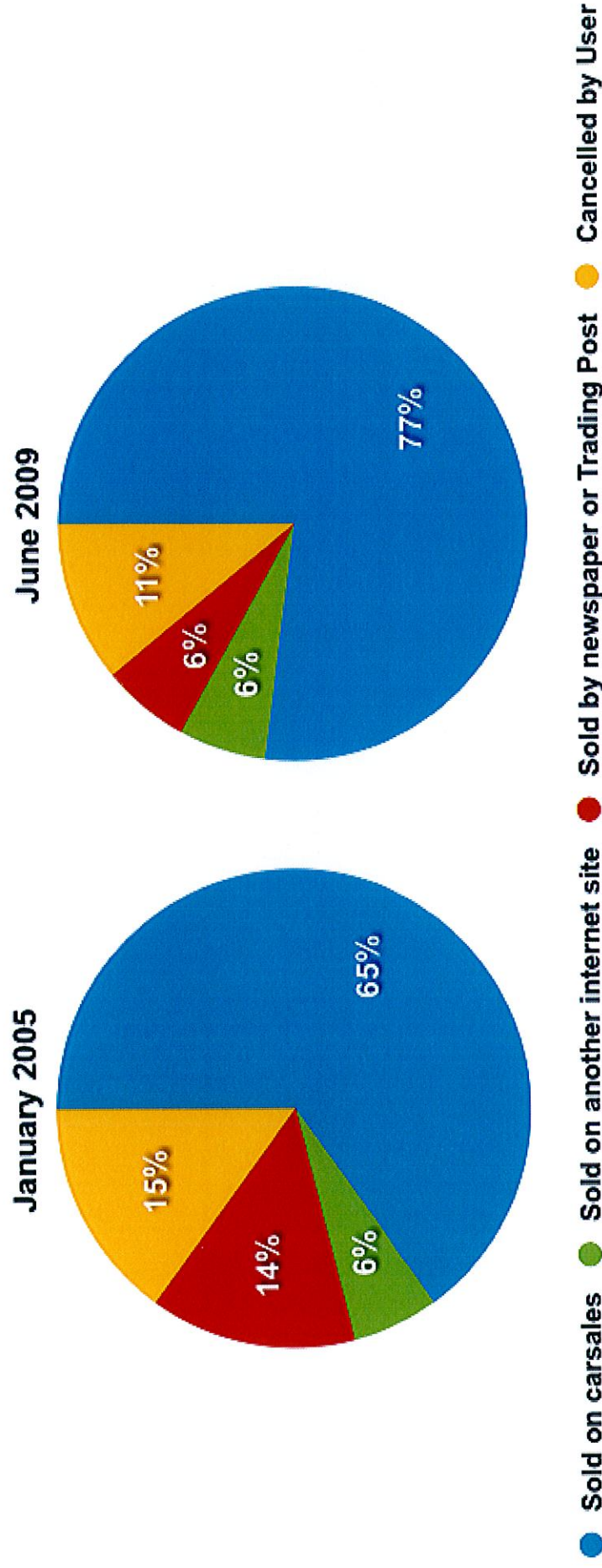
Achieved strong growth in Inventory

- Car listings have grown at a 19% p.a CAGR between 30 June 2005 and 30 June 2009
- Approximately 150,000 cars listed on carsales.com.au as at 30 June 2009

carsales Automotive Car Count (as at 30 June)

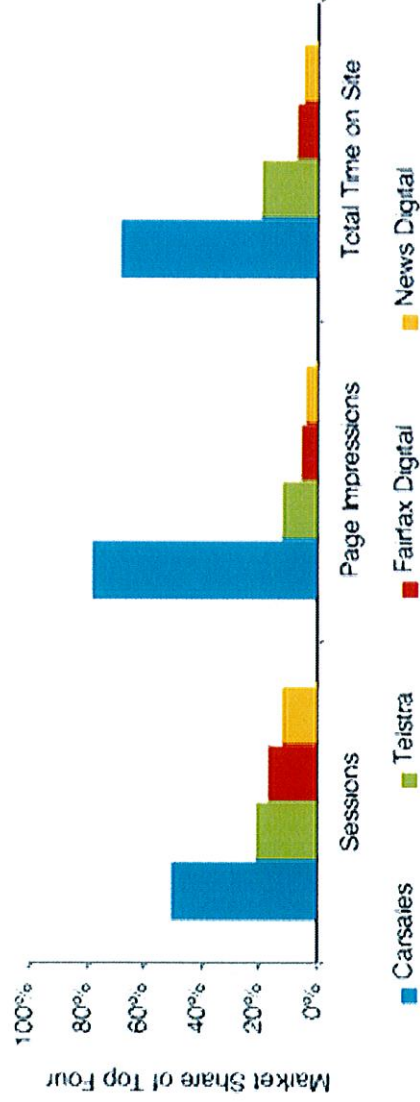


Increasing Effectiveness of carsales in Selling Cars - 'How Did You Sell Your Car?'



Source: carsales The data is compiled from exit survey data received from carsales' private customers upon the removal of their advertisement from the carsales site. In this survey customers are asked how they sold their vehicle. In the case of the category 'cancelled by user' the most common reasons for this response is because the advertiser has either decided not to sell their vehicle or have sold it through other channels such as family, friends and trade in.

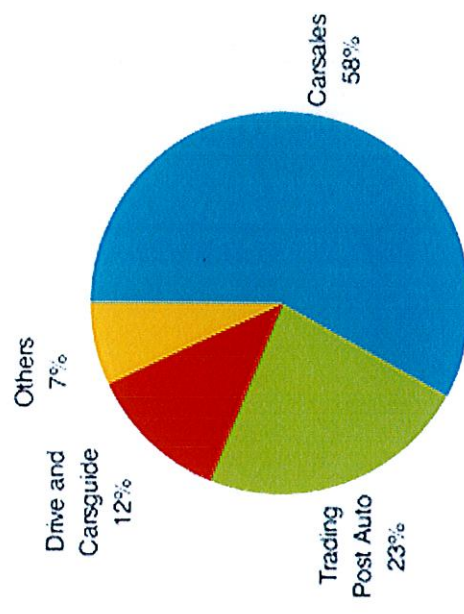
Key Online Metrics Market Share Amongst Top Four (June 2009)



Source: Nielsen Online, Market Intelligence, domestic traffic for audited sites, Australia, June 2009

Note: Automotive classification includes bikes

Online Automotive Classifieds Market Share by Revenue (CY08)

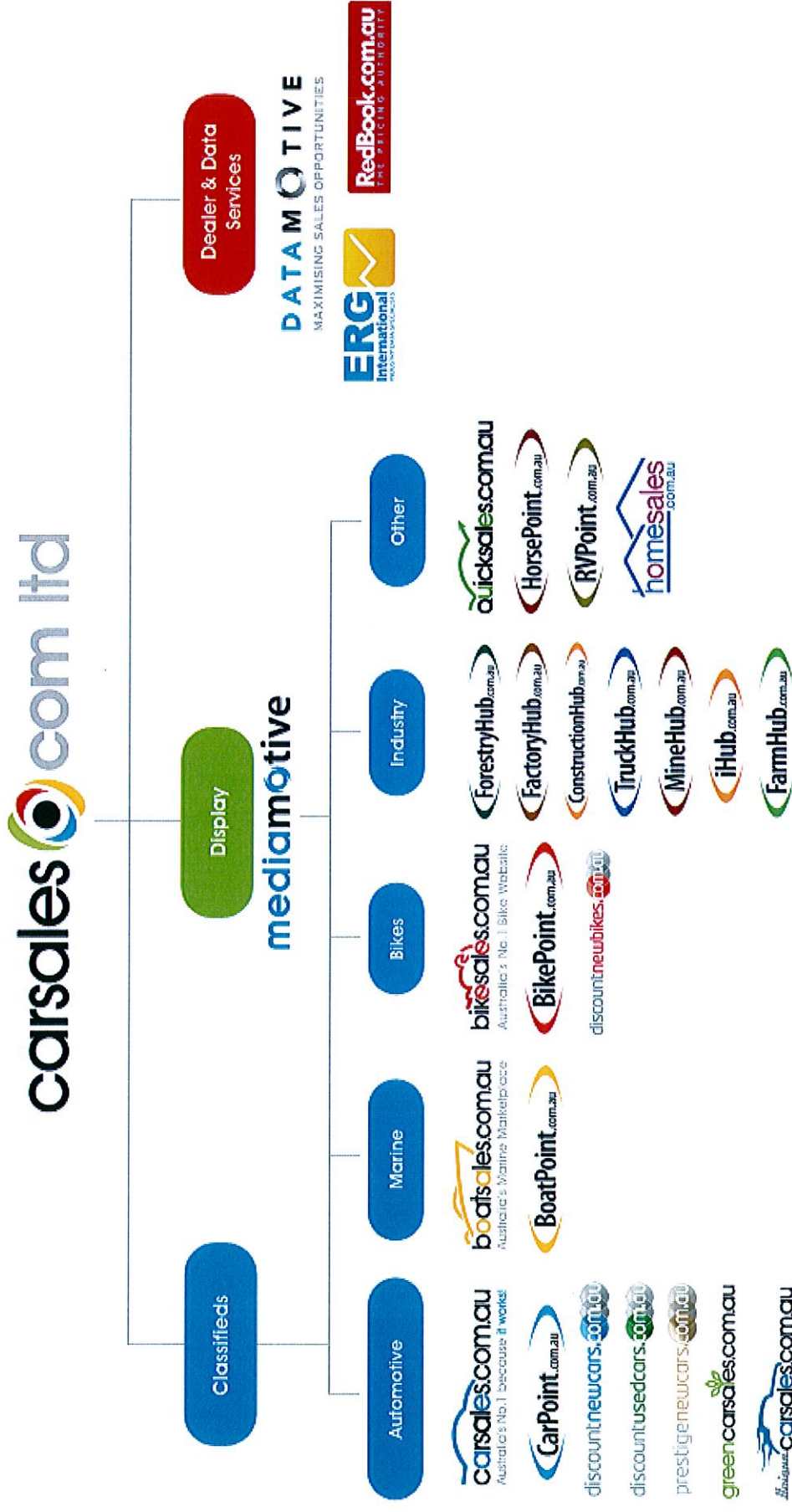


Source: Frost & Sullivan

Notes:

1. Calendar Year 2008
2. Revenue apportioned to online segment of print focussed businesses are estimates only
3. Automotive classification includes bikes

carsales.com ltd Organisationsal structure



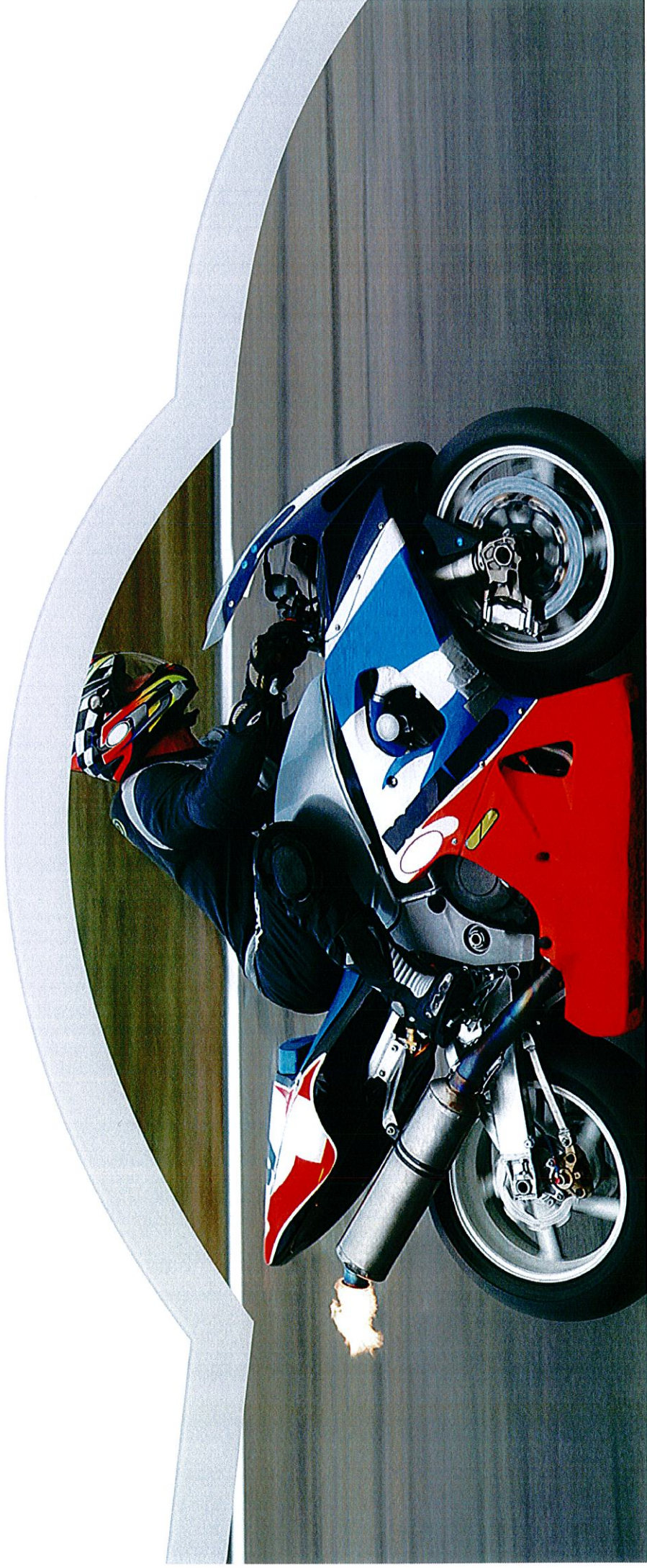
Source: carsales

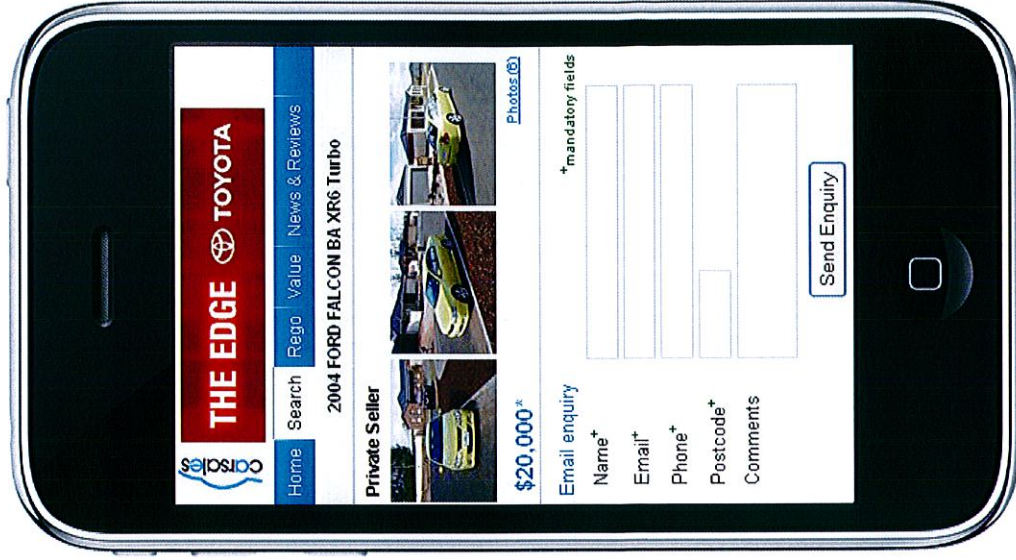
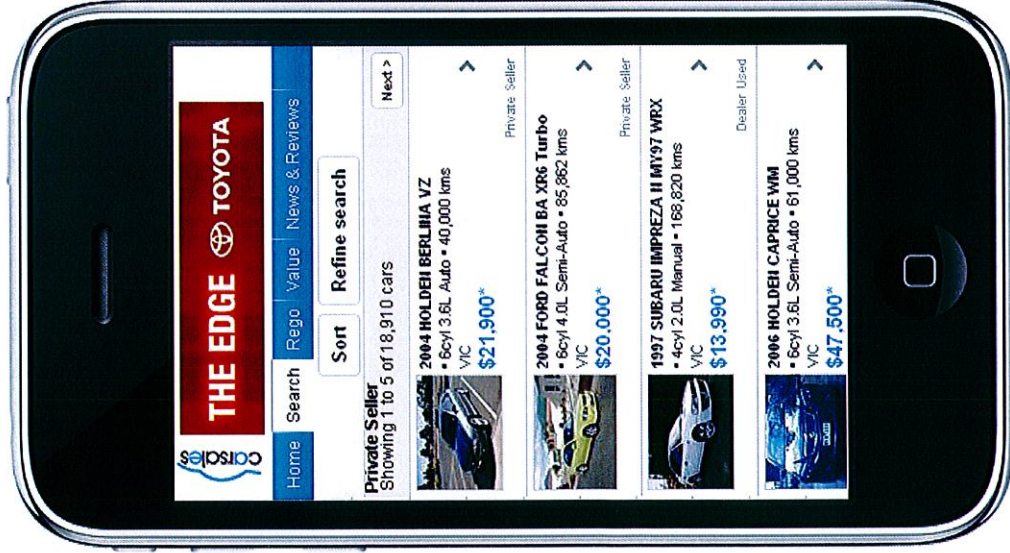
Outlook for FY 2010



- Forecast revenue growth of 20% and EBITDA growth of 30% year on year as per the company prospectus.
- Continued release of new product.
- Migration of customers from print to online to continue.
- Continued focus on developing our non automotive capability.
- Strengthen our Corporate Display sales capability to take advantage of improving market conditions.
- Build our capabilities further in the areas of technology and sales/account management.

New Product






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PrivacyProtect gives you a virtual phone number in minutes, which lets you protect your private phone number.

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