

The background of the slide is a high-quality photograph of a coastal scene. On the left, a dark, steep cliff face is partially visible. A two-lane asphalt road with white lane markings curves along the edge of the cliff, supported by concrete pillars. The road leads towards the horizon. To the right of the road, the ocean stretches out, with waves breaking against a rocky shoreline. The sky is filled with the warm, golden light of a sunset, with the sun itself visible as a bright orb on the far right horizon. The overall mood is serene and expansive.

carsales Investor Day

7 December 2021

carsales  com Ltd

Disclaimer and Non-IFRS Information

Disclaimer

The material in this presentation has been prepared by carsales.com Limited (ASX: CAR) ABN 91 074 444 018 ("carsales") and is general background information about carsales' activities current as at the date of this presentation. The information is given in summary form and does not purport to be complete. In particular you are cautioned not to place undue reliance on any forward looking statements regarding our belief, intent or expectations with respect to carsales' businesses, market conditions and/or results of operations, as although due care has been used in the

preparation of such statements, actual results may vary in a material manner. Information in this presentation, including forecast financial information, should not be considered advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

Non-IFRS Financial Information

carsales' results are reported under International Financial Reporting Standards (IFRS). This presentation also includes certain non-IFRS measures including "adjusted", "underlying" "proforma" and "look-through". These measures are used internally by management to assess the performance of our business and our associates, make decisions on the allocation of resources and assess operational management. Non-IFRS measures have not been subject to audit or review. All numbers listed as reported comply with IFRS.

Disclaimer and Non-IFRS Information

What is IFRS and non-IFRS financial information?

- IFRS financial information is financial information that is presented in accordance with all relevant accounting standards.
- Non-IFRS financial information is financial information that is presented other than in accordance with all relevant accounting standards. For example:
 - Revenue or profit information calculated on a basis other than under accounting standard definitions or calculated with accounting standards and then adjusted e.g. “adjusted”, “underlying” or “look- through”.

What non-IFRS financial information does carsales disclose in its half year and year end results presentations?

- carsales presents reported financial information for its business segments, associates and investments where applicable IFRS financial information exists. The financial information

presented is sourced directly from financial information prepared in accordance with all relevant accounting standards and has been subject to either review or audit by carsales’ external auditors (PwC).

- In carsales’ investor presentations the company aims to provide equal or greater prominence to IFRS financial information. However, we also present or refer to non-IFRS financial information. Please note, all information labelled “Reported” in this presentation complies with IFRS.
- Non-IFRS financial information is calculated based on statutory IFRS financial information and adjusted to show either a position excluding significant items which have been removed OR presented based on carsales’ effective equity ownership interest of an entity’s underlying revenue, EBITDA or NPAT.
- Any non-IFRS financial information is clearly labelled as “underlying”, “Adjusted” or “look-through” to differentiate it from reported/IFRS financial information.
- carsales provides reconciliations on the face of

slides, appendices and in footnotes of presentations in order to allow the reader to clearly reconcile between the IFRS and non-IFRS financial information.

Why does carsales disclose non-IFRS financial information in its half year and full year results presentations?

- carsales has invested in businesses in Malaysia, Thailand, Indonesia, South Korea, Mexico, Chile and Brazil and has become a global portfolio of online automotive assets. Accordingly carsales management believes that the presentation of additional non-IFRS information in its half year and full year results presentations provides readers of these documents with a greater understanding into the way in which management analyses the business as well as meaningful insights into the financial conditions of carsales overall performance.
- The Australian Securities and Investment Commission (“ASIC”) acknowledges the relevance of non-IFRS financial information in providing “meaningful insight” as long as it does not mislead the reader.

Purpose of Today

- 1 Overview of long term growth opportunities and how we will execute on these
- 2 Meet Trader Interactive CEO Lori Stacy and hear about their strategic priorities and growth opportunities
- 3 Discuss trends and factors affecting our industries
- 4 Present our ESG key focus areas
- 5 Meet the Leadership Team

Today's Agenda

Time	Topic	Presenter(s)
9:00	Welcome to the carsales Investor Day	Cameron McIntyre
9:10	carsales International	Paul Barlow, Lori Stacy and SB Kim
9:40	Sustainability	Nicole Birman, Jo Allan, Jason Blackman and Kane Hocking
9:50	carsales Australia	Ajay Bhatia and Mark Cripsey
10:15	Financial Overview	William Elliott
10:20	Summary	Cameron McIntyre
10:25	Q&A Panel	Executive Team
11:00	Close	-

Today's Speakers



Cameron McIntyre
Chief Executive Officer



Lori Stacy
CEO - Trader Interactive



Paul Barlow
Managing Director –
International



Nicole Birman
General Counsel &
Company Secretary



William Elliott
Chief Financial Officer



Jason Blackman
Chief Information Officer



SB Kim
CEO - Encar



Mark Cripsey
Chief Data & Product Officer



Jo Allan
Chief People Officer



Ajay Bhatia
Managing Director –
Australia



Kane Hocking
Investor Relations

carsales' Investment Proposition

1



Clear leadership
in the markets we
operate in

2



Significant
domestic growth
opportunities

3



High growth
international
portfolio

4



Globally scalable
technology
platform and
services

5



Valuable data
assets and
insights capability

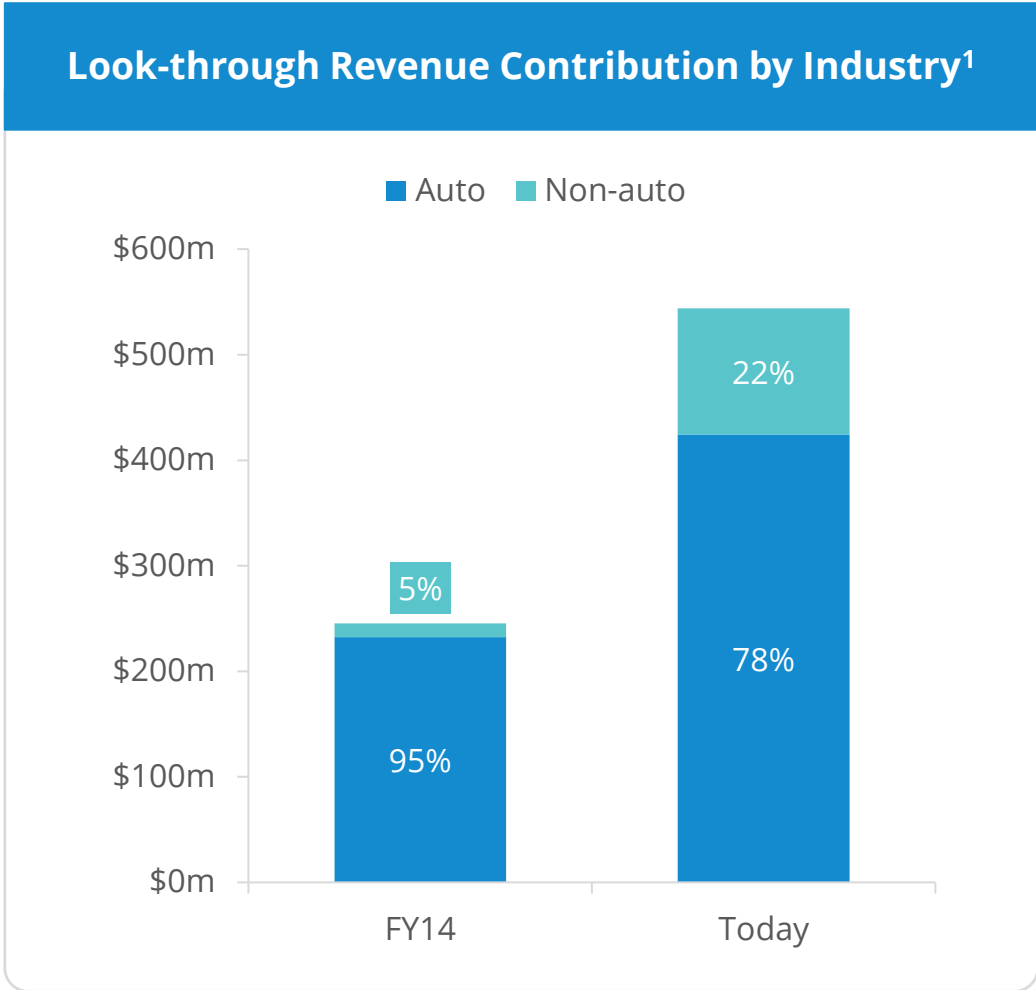
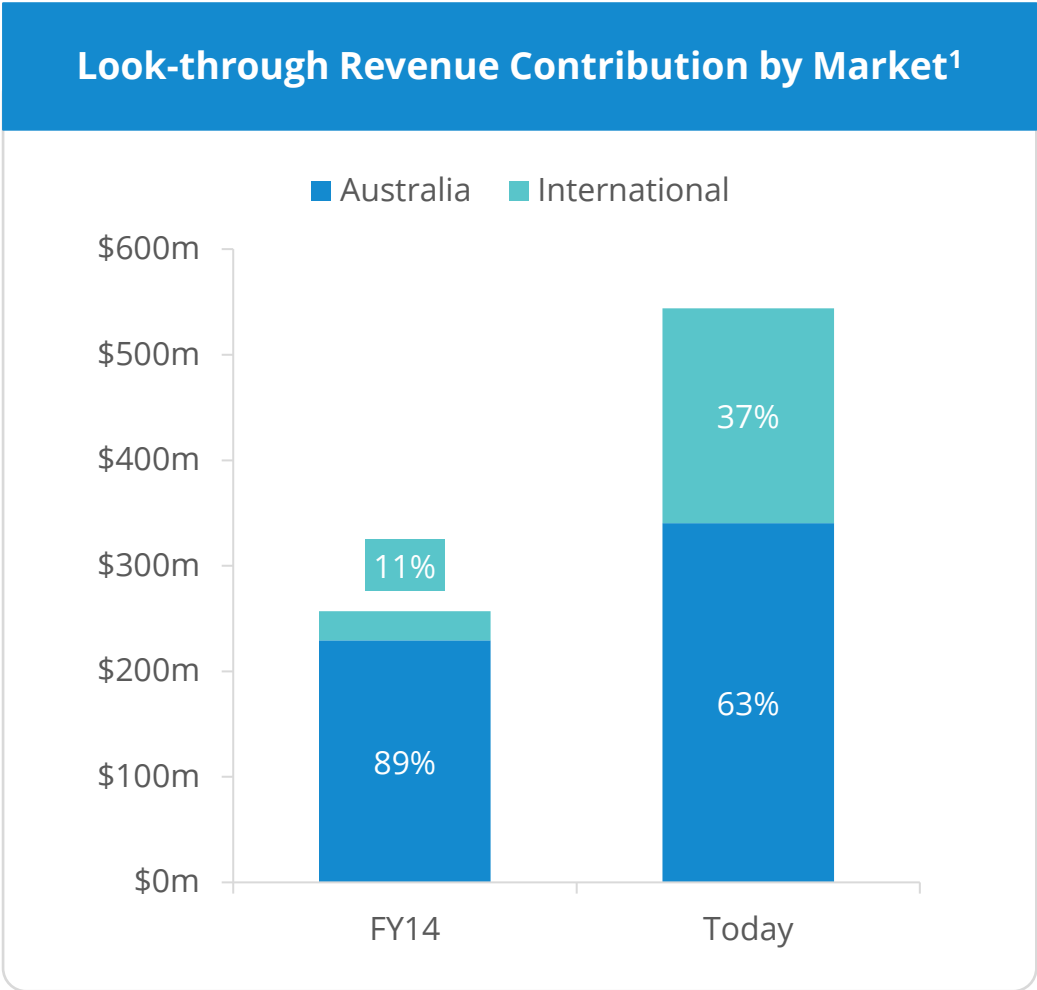
6



Highly profitable,
strong cash flows,
robust balance
sheet

carsales is a Global, Diversified Business

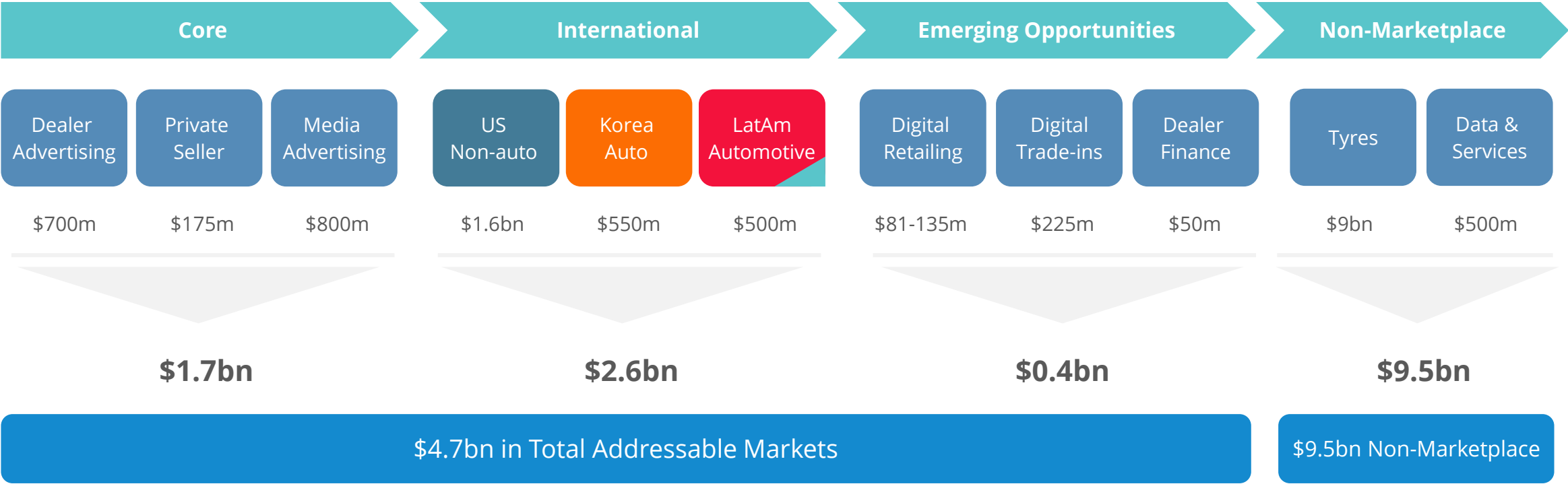
carsales is a geographically diverse multi-industry business



1.carsales "look-through" methodology: For equity accounted associates and consolidated subsidiaries, add the total FY21 adjusted revenue or adjusted EBITDA for the period of ownership within the reporting period multiplied by the current % ownership. Some "look-through" numbers involve the disclosure of non IFRS information - Refer to carsales' Disclosure of Non IFRS information on slide 3 for further details. 'Today' includes unaudited Trader Interactive adjusted revenue and adjusted EBITDA from 1 Apr 21 to 30 Jun 21 multiplied by 4 multiplied by the current % ownership.

With Large Addressable Markets

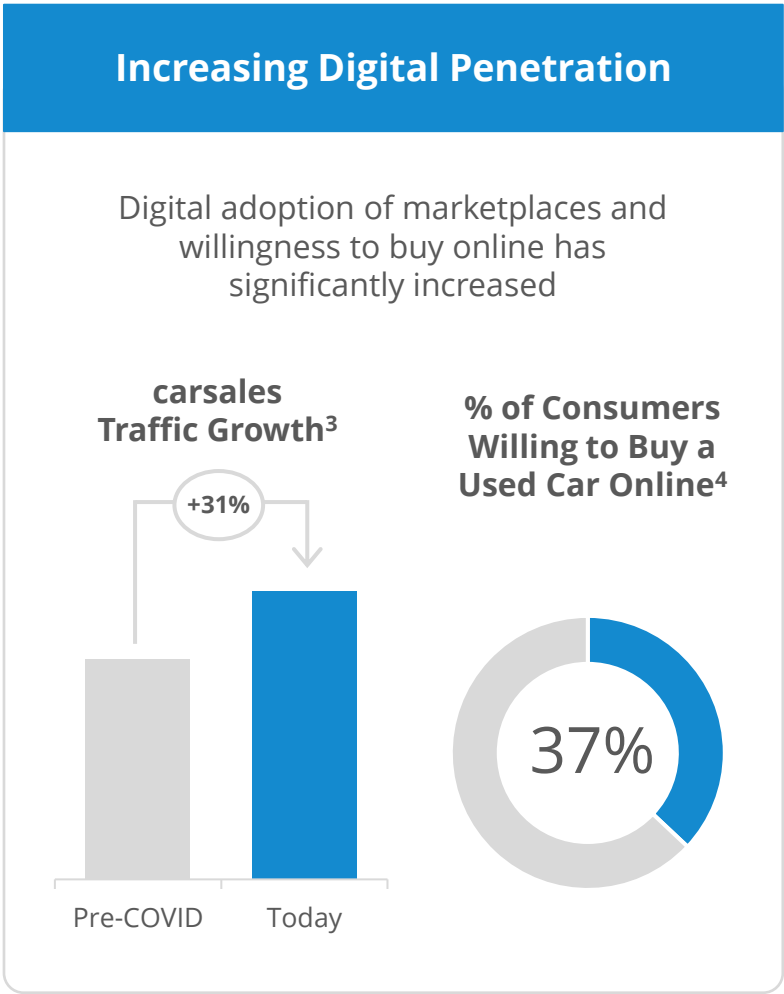
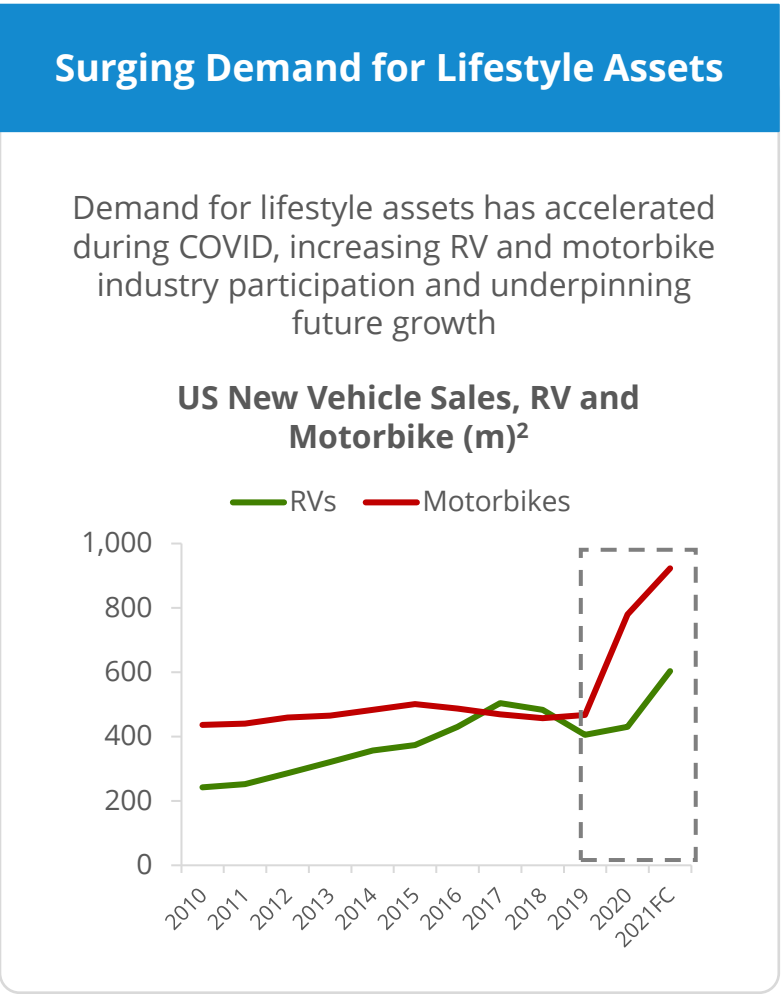
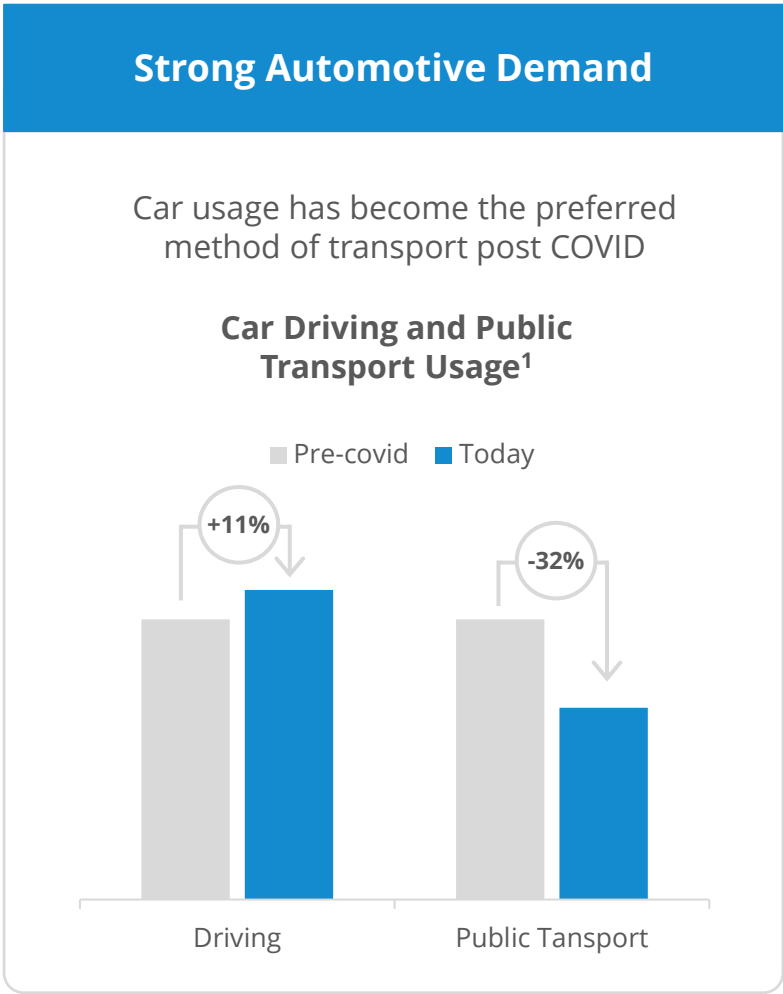
carsales operates in large addressable markets, that have been accelerated by COVID-related digitisation



Total Addressable Market calculation methodology: Dealer advertising: 2m B2C transactions multiplied by estimated average marketing spend/car of \$250. Includes estimated non-auto advertising spend of \$200mil. Private Seller: 1.75m transaction multiplied by \$100 average marketing spend/car (carsales average yield). Media Advertising: Standard Media Index (SMI), spend on automotive advertising 2019. US non-auto: global consulting firm estimate, please refer to slide 21 for calculations. Korea Auto: 5.5m transactions multiplied by \$100 average marketing spend/car. LatAm Automotive: 20m transactions multiplied by estimated marketing spend of \$25 per car. Dealer finance, digital trade-ins and digital retailing please refer to slide 42 for calculations. Tyres: IBISWorld Tyre Retailing in Australia Market Research Report and carsales management estimates. Data & Services: carsales management estimates

Market Trends are Driving Opportunity

carsales operates in markets with strong demand and increasing digital penetration upside



1. Apple Mobility Data. <https://www.apple.com/covid19/mobility>. Data is generated by counting the number of requests made to Apple Maps for directions in select Australia 11 November 2021 v 13 January 2020. 2. Reported new vehicle sales from RV Industry Association, US MotorCycles Data. 2021FC is calculated by multiplying the last 3 quarters of sales by 1.33. 3. carsales total sessions FY21 v FY19. 4. Nature Buy Online Research Survey, n = 1,013.

Other Industry Themes

Electric Vehicles (EV)

Environmental considerations are driving EV adoption, with some regulators looking to limit and in some cases ban the sale of Internal Combustion Engine (ICE) vehicles (i.e. EU ICE ban in 2035)

Global EV sales volumes are expected to rise from 2m vehicles in 2020 to 13m in 2025, and 74m in 2040¹

Possible Outcomes for carsales

EVs will continue to trade on carsales in a similar way to ICE vehicles

Increased opportunities to drive consumer adoption of EVs on carsales

carsales will support the transition to EVs and associated regulatory changes required (we are a member of the EV Council of Australia)

The Agency Model

Typically, dealers buy new car stock from vehicle manufacturers (OEMs) and are free to negotiate the final selling price. Under the new 'agency' model, OEMs retain stock ownership and dealers are agents paid a flat fee by the OEM to deliver each car.

The model is in its infancy and has only been adopted by select OEMs

Possible Outcomes for carsales

Used cars will become a more important driver of dealer profitability if the agency model proliferates, increasing the importance of carsales given our orientation to used cars

Increased media opportunity as dealer new car sales teams re-orient from sales to delivery

Supply Chain

Supply run-rate of new vehicles has slowed due to semiconductor and component shortages

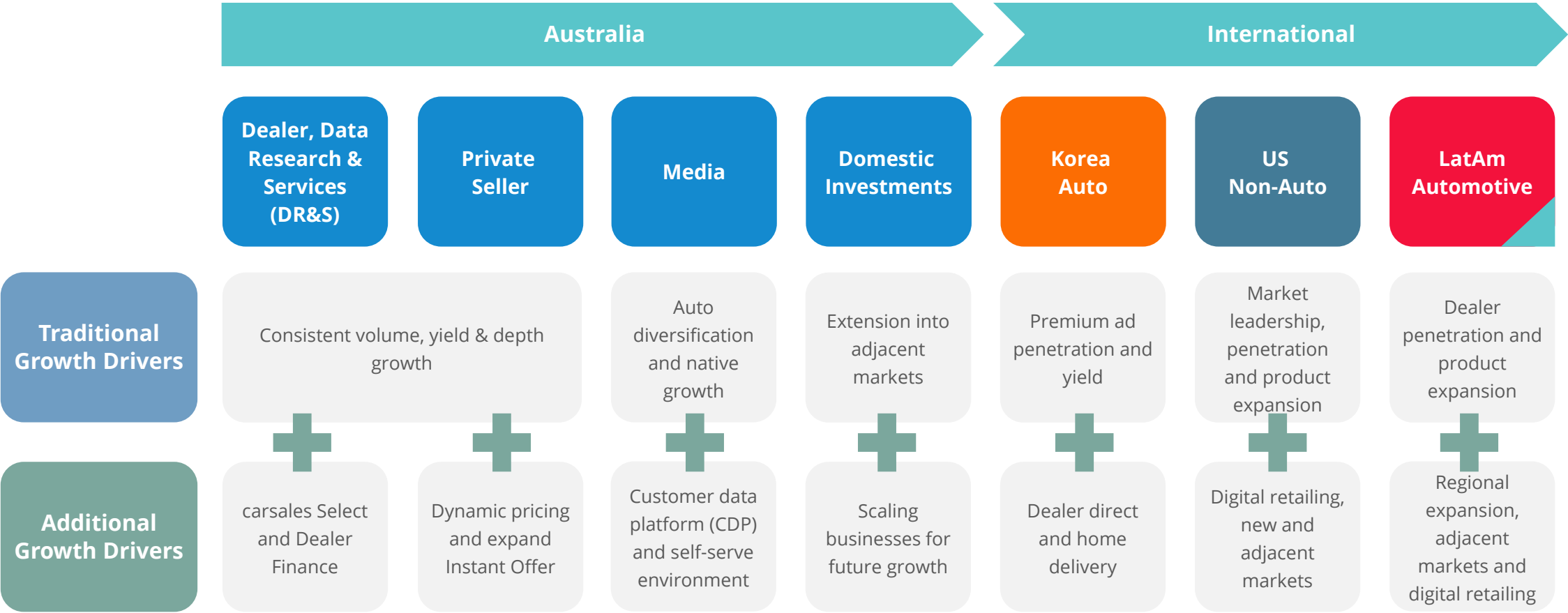
Supply chain issues are not expected to be resolved until at least H2 CY22

Possible Outcomes for carsales

carsales subscription-based businesses are expected to benefit as inventory returns to normal levels

As inventory levels rise and the imbalance between supply and demand normalises, vehicle advertising markets are expected to improve

Multiple Large Domestic and International Growth Drivers

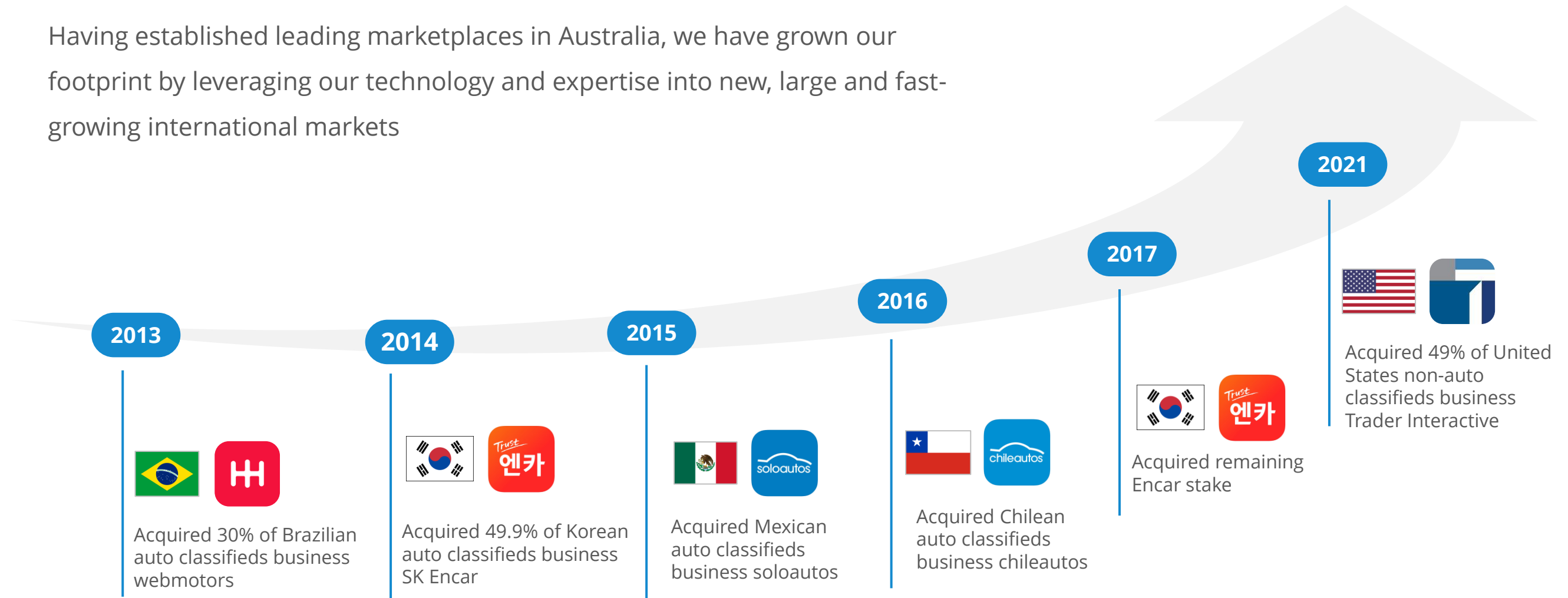


A nighttime photograph of a dense urban skyline, likely São Paulo, Brazil, featuring numerous illuminated high-rise buildings and apartment complexes under a dark blue sky. The city lights create a warm, golden glow against the cool tones of the twilight.

carsales
International
carsales  com Ltd

carsales' International History

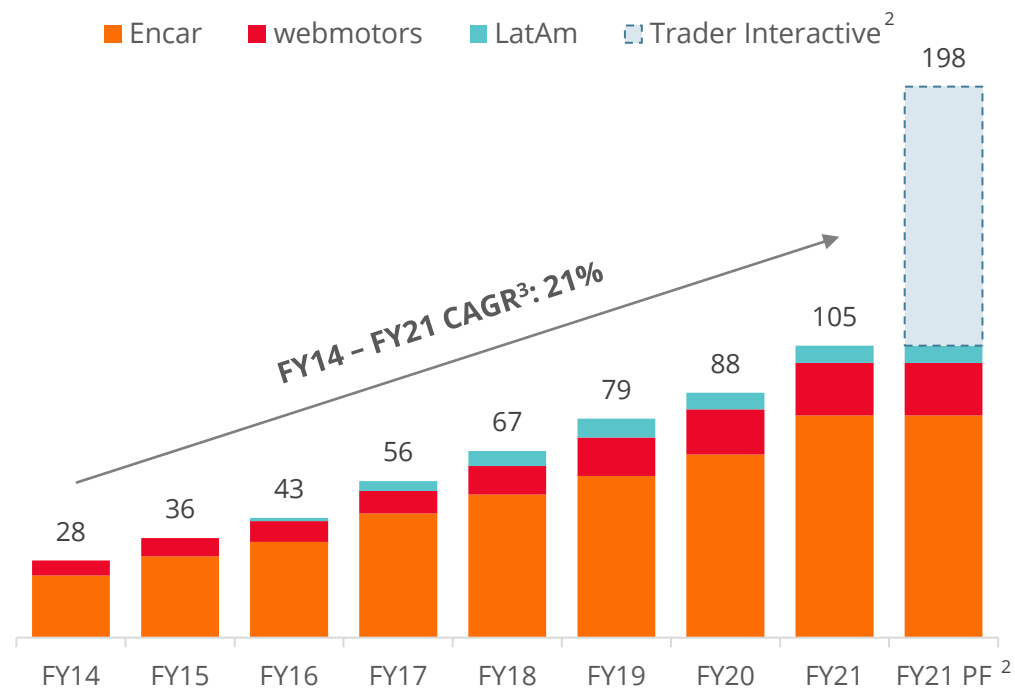
Having established leading marketplaces in Australia, we have grown our footprint by leveraging our technology and expertise into new, large and fast-growing international markets



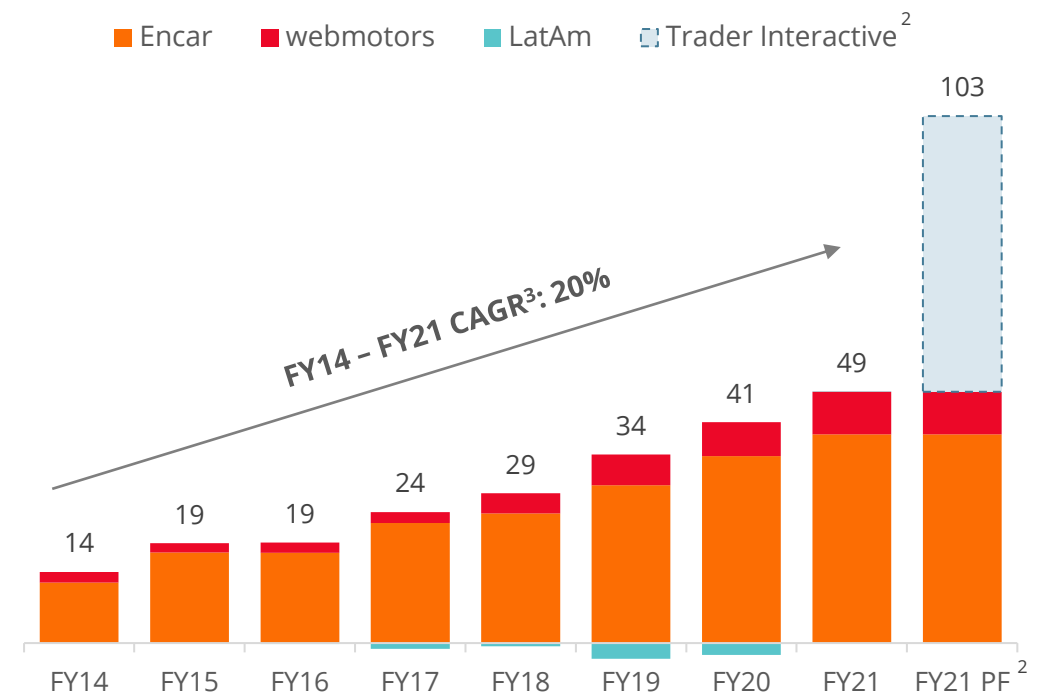
Track Record of Strong Growth

The carsales international portfolio has delivered strong look-through revenue and earnings growth

International Look-through Revenue (AUDm)¹

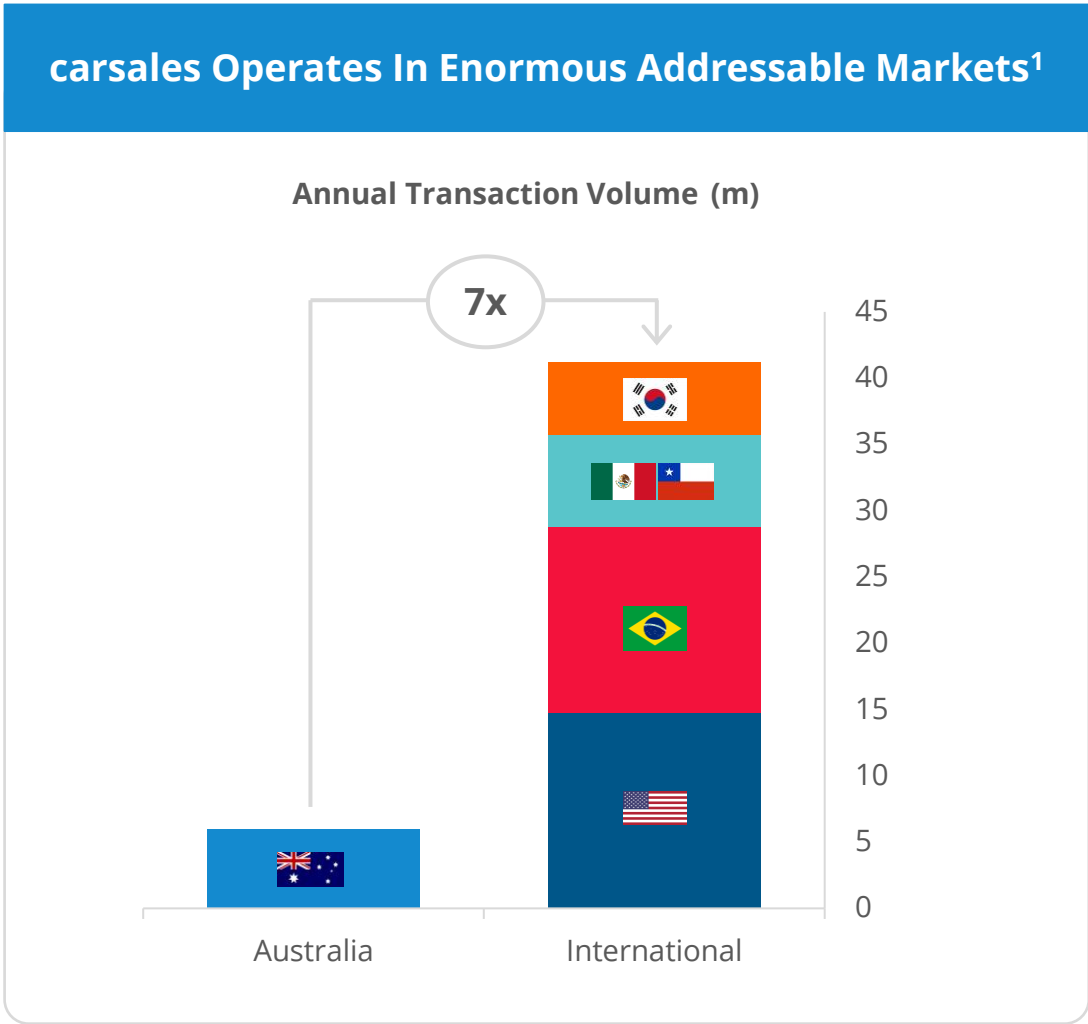


International Look-through EBITDA (AUDm)¹



1. carsales "look-through" methodology: For equity accounted associates and consolidated subsidiaries, add the total adjusted revenue or adjusted EBITDA for the period of ownership within the reporting period multiplied by the current % ownership over the period. Constant currency shown. Some "look-through" numbers involve the disclosure of non IFRS information - Refer to carsales' Disclosure of Non IFRS information on slide 3 for further details.
2. FY21 pro-forma ('FY21PF') includes unaudited Trader Interactive adjusted revenue and adjusted EBITDA from 1 Apr 21 to 30 Jun 21 multiplied by 4 multiplied by the current % ownership. 3. CAGRS exclude Trader Interactive adjusted revenue and adjusted EBITDA.

With Significant Upside to Come



1. National transactions calculated from data supplied by Transport for NSW. International: carsales management estimates. 2. Australia: Dealer 2021 Cost per sale divided by Deloitte Profitfocus Dealership benchmark average gross profit per unit. International: carsales management estimates

How We Will Execute



- 1 Grow customers and audience
- 2 Increase share of advertising wallet
- 3 Diversify revenue mix



- 1 Re-orient Encar from a classifieds site to a vehicle trading platform
- 2 Increase penetration and usage of Guarantee product
- 3 Strengthen Dealer Direct and Home Service product offering



- 1 Increase dealer penetration and monetisation
- 2 Increase the contribution from finance revenue
- 3 Expand Webmotors regional brand presence
- 4 Increase contribution from media products



- 1 Traffic and lead growth
- 2 Dealer acquisition
- 3 Key product deployment

United States – Trader Interactive

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Summary



History

Founded in Norfolk, Virginia, with c.380 employees TI operates classifieds websites across four key segments in the US, with a focus on Recreational Vehicles (RVs), motorcycle, truck and equipment industries

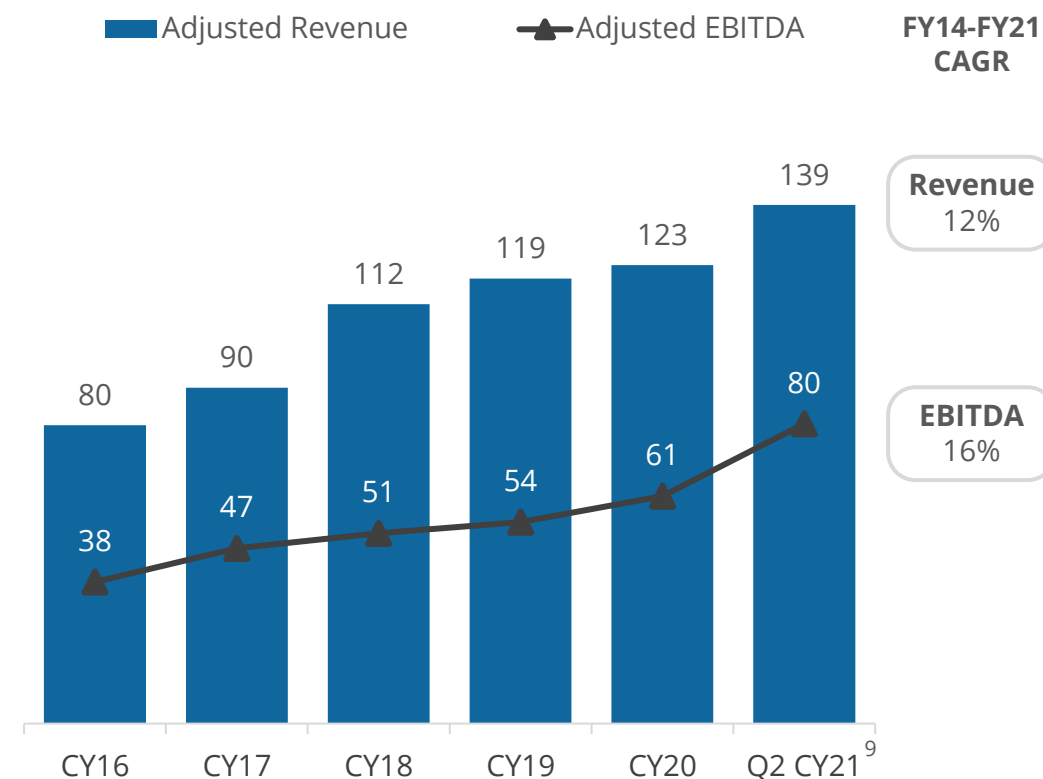
Total annual sessions are c.300 million, generating sales for nearly 9,000 dealer customers making it the biggest non-automotive classifieds business in the US

In September 2021 carsales acquired 49% of the company

Brand summary

Category	Key Brand	Monthly Visits (m) ¹	Lead over nearest competitor ²	Published Inventory (000) ⁷
Recreational Vehicles (RVs)	RV Trader	10.9	6.6x ³	191
Powersports	Cycle Trader	7.4	6.3x ⁴	140
Commercial Trucks	Commercial Truck Trader	2.6	0.8x ⁵	129
Equipment	EQUIPMENT TRADER™	1.5	0.3x ⁶	128

Trader Interactive Financial Performance (USDm)⁸



1. Average monthly visits Jan-21-Sep-21. 2. 1. Position determined by Similarweb monthly visits March-21 v nearest competitor 2. Similarweb monthly visits March-21. 3. rvtrader.com + rvt.com 4. cycletrader.com v nearest competitor 5. commercialtrucktrader.com + nexstruckonline.com v nearest competitor 6. equipmenttrader.com + rockanddirt.com + tradequip.com v nearest competitors. 7. Listings published on key brand site as at 28-Nov-21. 8. Adjusted Revenue and Adjusted EBITDA for CY16 to CY17 as provided by Trader Interactive excluding certain pro forma adjustments that have been made to CY18 – CY20. Adjusted Revenue and Adjusted EBITDA for CY18 to CY20 includes pro forma and other normalisation adjustments and excludes new ventures. Refer to slide 3 regarding the disclosure of non-IFRS information. 9. 2. Q2 CY21 includes unaudited Trader Interactive adjusted revenue and adjusted EBITDA from 1 Apr 21 to 30 Jun 21 multiplied by 4 multiplied by the current % ownership.

Expanding our market leadership and enhancing the buying and selling experience for dealers and consumers



Market Leadership

Grow our leadership in RV and Powersports and attain market leadership in trucks and equipment



New Products and Services

Deploy new products and services to enhance the buying and selling experience of our customers



Value Proposition and ROI

Offer the most measurable and compelling value proposition in market for dealers



Digital Retailing

Seamlessly connect all services to build a completely online used transaction model for the benefit of dealers and consumers

Large Addressable Markets



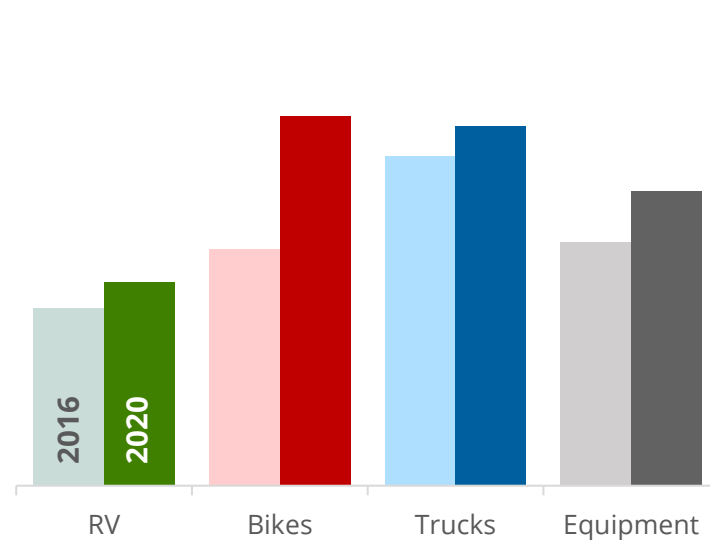
		Total	Recreational Vehicles (RVs)	Powersports	Commercial Trucks	Equipment
Key Brand						
Annual sales volume	x	15m	0.75m	1.5m	10m	2.5m
Average unit price	=	\$35k	\$32k	\$10k	\$35k	\$60k
Annual sales value	x	\$516bn	\$24.5bn	\$16bn	\$335bn	\$140bn
Marketing % of sales	=	0.6%	2%	2%	0.5%	0.5%
Total addressable market	x	\$3.2bn	\$0.5bn	\$0.3bn	\$1.7bn	\$0.7bn
Digital penetration	=	53%	55%	75%	55%	40%
Total addressable digital market		\$1.6bn	\$0.3bn	\$0.2bn	\$0.9bn	\$0.3bn

Strong Market Dynamics

Sales Volumes in Our Markets are Increasing

Sales volumes in our markets have achieved 6% CAGR since 2010

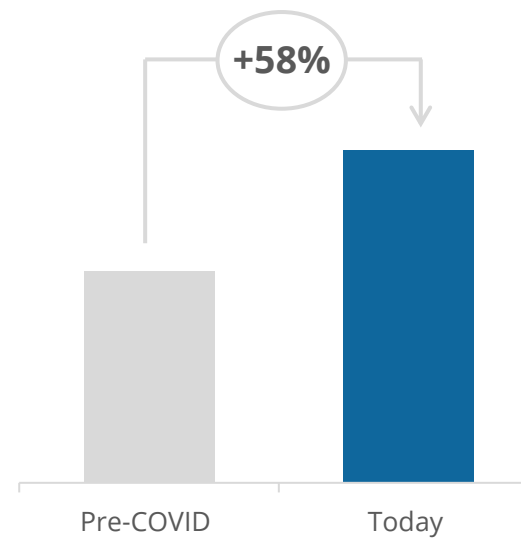
Industry New Sales Volume (000)¹



Consumers are Increasingly Searching Online

Our traffic growth shows that consumers are increasingly using online channels to find inventory

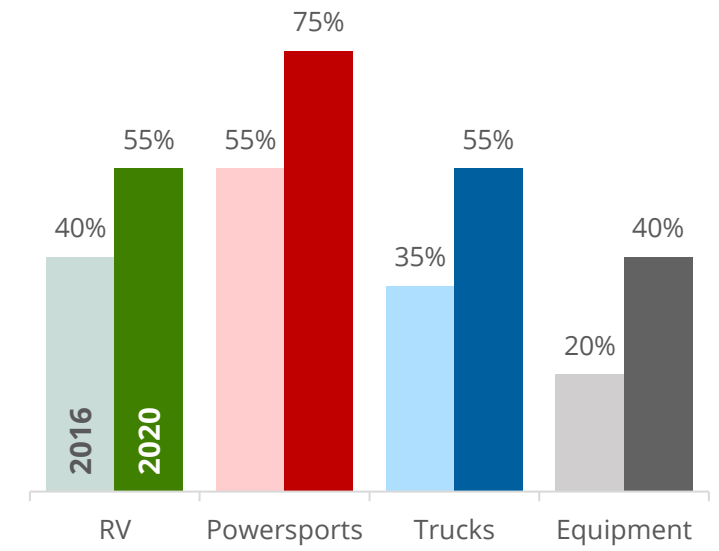
Trader Interactive Traffic²



Dealers are Increasing Their Digital Advertising Spend

The digital share of dealer advertising has been increasing since 2016

Digital Channels % of Advertising³



Industry and Inventory Dynamics



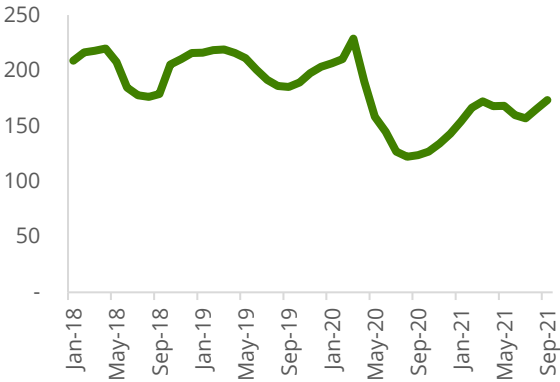
Recreational Vehicles (RVs)

COVID-related increase in domestic tourism has had positive impact on the RV industry

Industry-wide RV sales have achieved sales volume CAGR of 6% over the last ten years, and 2021 sales are forecast to grow 25% on pcp¹ with extensive order pipelines

Published Inventory (000)

Strong demand and supply chain issues have put pressure on inventory levels, but this is now showing signs of recovery

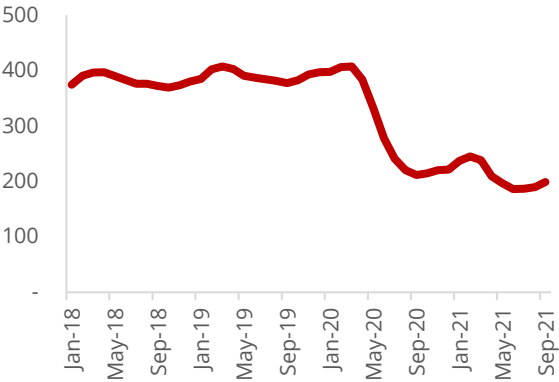


Powersports

Similar to RVs, COVID has driven increased demand for lifestyle assets like motorbikes and personal watercrafts (PWC). New motorcycle sales grew 39% in CY20 and 19% in H1 CY21²

Published Inventory (000)

Strong demand and persistent supply chain issues are putting continued pressure on inventory levels

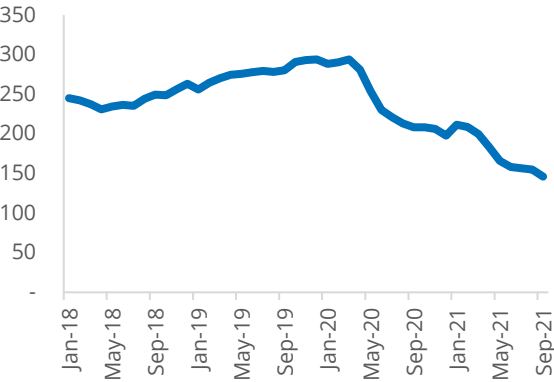


Commercial Trucks

Chip shortages have driven significant supply issues in the truck market during COVID

Published Inventory (000)

Similar to recreation markets, this has created inventory challenges for Trader Interactive resulting in strong prices

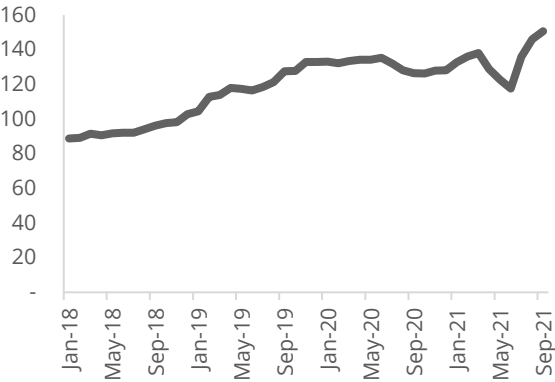


Equipment

There is strong underlying demand for construction equipment in the US however supply issues are impacting the industry

Published Inventory (000)

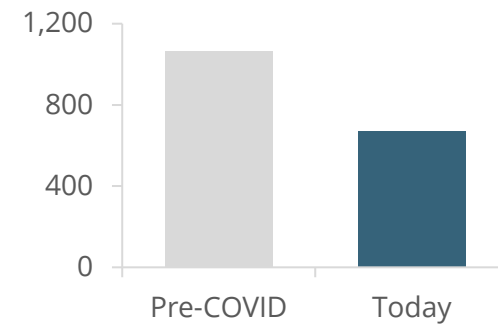
Inventory on EquipmentTrader has grown due to customer acquisition



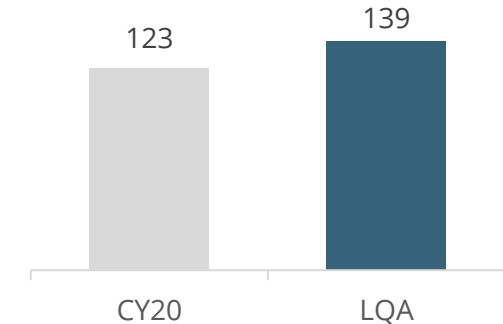
1. RV Industry Association. 2. US MotorCycles Data

Growth Opportunities

Inventory levels across the TI sites have declined nearly 40% compared with pre-COVID levels¹ (inventory shown in thousands)



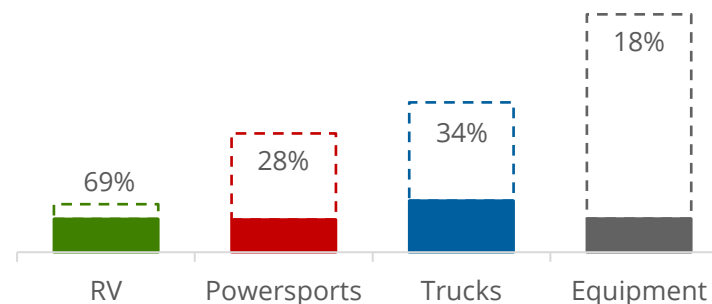
Despite significantly lower inventory levels, we have been able to achieve 13% revenue growth (USDm)²



As inventory levels improve our existing growth opportunities will be greatly enhanced

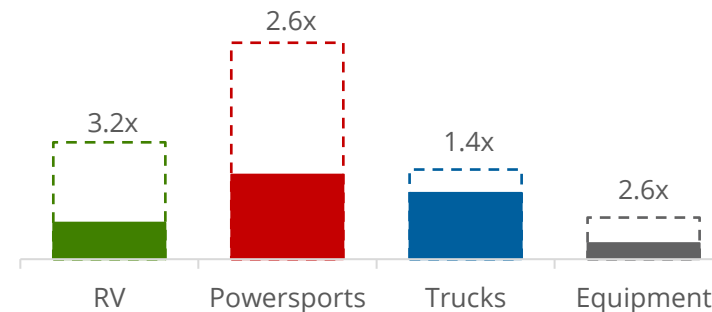
Dealer Penetration³

■ Subscribed □ Addressable



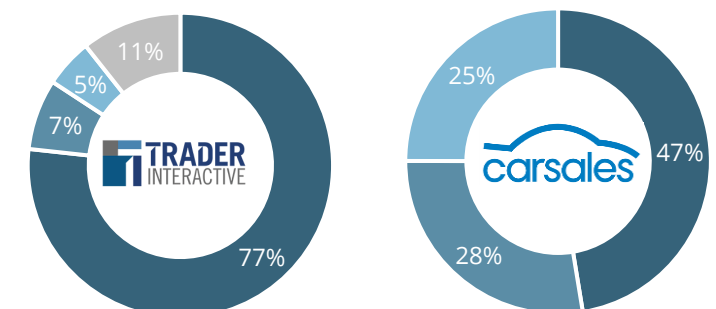
Share of Dealer Wallet³

■ Trader Interactive □ carsales



Revenue Diversification⁴

■ Dealer ■ Private ■ Media ■ Other



Partnership Opportunities

International Strategic Themes



Technology Platform

We have a best in class global technology platform that is standardised across verticals and geographies



Product Knowledge

We have a strong track record of deploying our suite of sophisticated products and software into new markets



Strategic Value Creation Insights

We are a global leader in demonstrating attribution of value which is critical to long term value creation for automotive and non-automotive marketplaces

Synergy Key Focus Areas

1 Services

- Image processing
- User generated video
- Fraud detection
- Inventory distribution feeds
- Telephony
- Messaging
- Membership & notifications
- Search

2 Key Products, IP & Business Models

- C2B / trade in products and business models
- Media products
- Lead model / lead management / CRM / dealer reporting / inventory management
- Private seller business model / dynamic pricing

3 Platform

- Global retail platform
- Global trade / back-end dealer platform



An aerial photograph of Seoul, South Korea, taken at sunset. The N Seoul Tower stands prominently on Namsan Mountain in the center-right of the frame, illuminated with green lights. The city's dense urban landscape is visible below, with numerous skyscrapers and residential buildings. The sky is a mix of orange, red, and purple hues. The text 'Korea - Encar' is overlaid in large white font on the left side, with 'carsales.com Ltd' in a smaller white font below it, including a circular logo with a dot inside.

Korea - Encar
carsales.com Ltd

Summary

Encar History

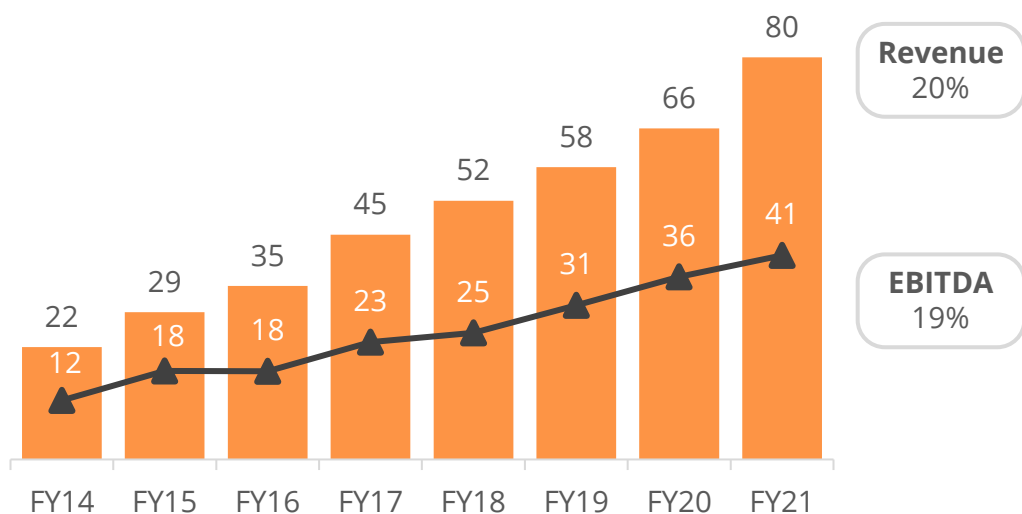
March 2014: acquired 49.9% of leading Korean auto classifieds business SK Encar for \$126mil

November 2017: acquired remaining 50.1% stake for \$244mil

Financial Performance (\$m)¹

FY14-FY21
CAGR

Revenue EBITDA



Growth Strategy and Opportunity

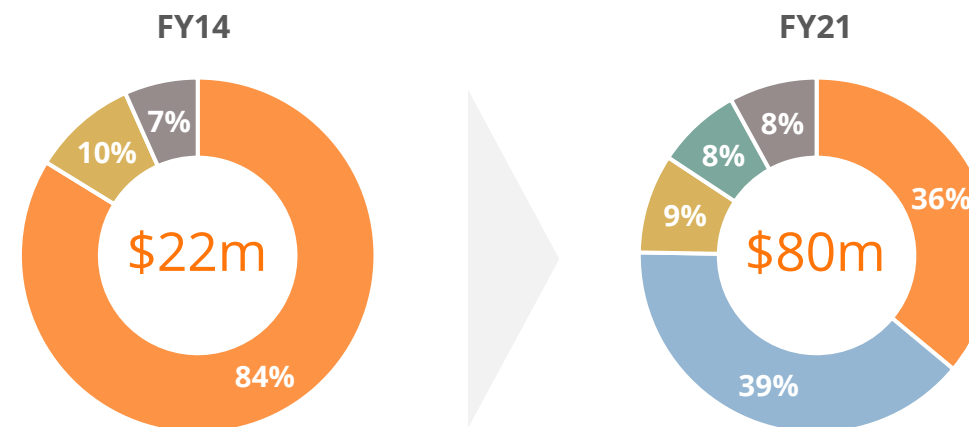
Since 2014, Encar has shown consistent growth primarily driven by the strong contribution from value added services

Guarantee product has grown from 0% to 39% of revenue since 2014

Dealer Direct is starting to become a material contributor to revenue growth

Product Revenue Contribution¹

Standard Guarantee Media Dealer Direct Other (incl. Home)



Re-orienting Encar from a classifieds model to a fully online car transaction platform



Guarantee Cars

Provide consumers with total piece of mind of car quality when buying used cars online



Encar Home

Offer consumers inspected used cars at a competitive, fixed price with money-back guarantee



Dealer Direct

Enable consumers to easily sell their car at a competitive, fixed price



Digital Retailing

Seamlessly connect all services to build a completely online used car transaction model for the benefit of dealers and consumers



Encar Video



To view the video shown at the carsales Investor Day please click the following link:

<https://shareholder.carsales.com.au/2021-investor-day/>

Growth Opportunity – Guarantee

Guarantee cars are highly valued by consumers, yield 5x more than standard ads and increase dealer gross margin

Guarantee Market

Korean dealers are less sophisticated than dealers in Western markets. Accordingly, consumers place significant value on independent inspections of dealer cars.

To address these needs, Encar has numerous branch facilities that are co-located or near dealer complexes. These branches perform independent inspections on vehicles that confirm the following:

- The vehicle exists at the dealership
- The vehicle has not been involved in critical accidents impacting the vehicle frame
- The specifications of the car are advertised correctly

For consumers, a Guarantee vehicle provides peace of mind and comfort when purchasing the car from a dealer

For dealers, the cost of a Guarantee listing is four times higher than a standard ad. However, Guarantee cars generate more leads, generally sell at higher prices and sell faster than standard cars

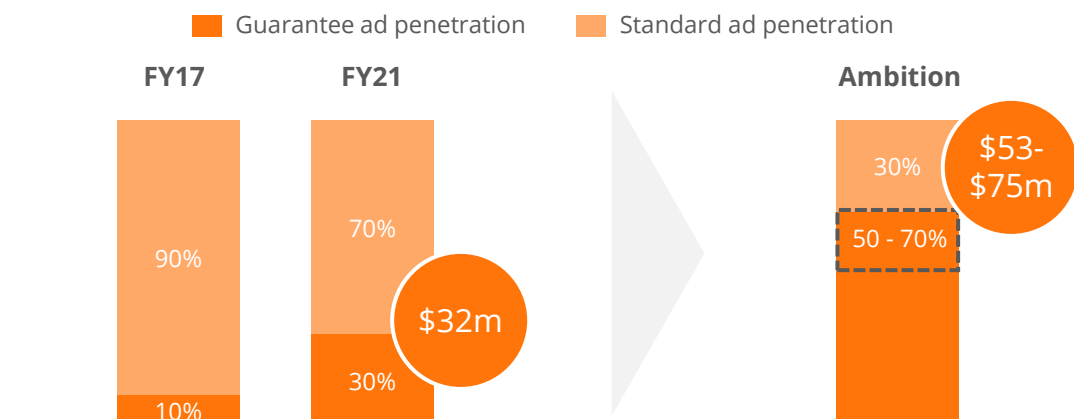
Growth Strategy and Opportunity

Encar has opened 36 inspection sites on-site at dealer complexes and Guarantee listings represent ~30% of its total listings

Encar's strategy to increase penetration of Guarantee listings is to:

- Expand branch network & provide alternative channels (e.g., micro branches, visiting inspection services, etc) to reach dealers in complexes located in suburban areas
- Improve operational efficiency & utilisation of existing branches

Guarantee Ad Opportunity



Growth Opportunity – Encar Home



Encar's home delivery service builds on inspection services, moving more of the buying process online

Digital Retailing Market

In recent years, consumer demand for a fully online purchasing experience and minimised offline interaction with dealers has risen due to (i) consumers' increased exposure to digital experiences, (ii) convergence of online & offline services; and (iii) accelerated decline in offline interactions due to COVID-19

Encar Home was developed as a 100% online transaction service based on Encar's branch network and online capability

For consumers, Encar Home provides zero interaction with dealers and a doorstep car delivery service along with a 7-day money back guarantee

For dealers, despite a cost of A\$200, it brings a higher margin potential by reducing offline (complexes) related costs and saving dealers' time & energy for customer interaction

Good operational momentum with total Encar Home listings exceeding 10,000 during the year and FY21 transaction volume growth of over 2.5x times compared with pcp

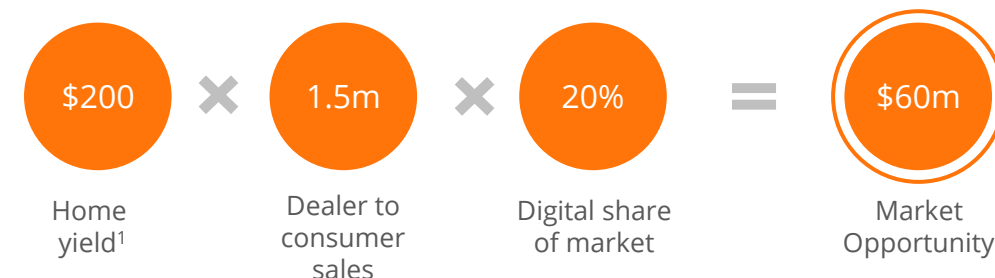
Growth Strategy and Opportunity

Encar will continue to invest in the product to develop a seamless experience which combines offline and online elements, comprising: customer interaction, contract administration, inspection, delivery, and claim management

By improving processes, Encar will enhance sales transaction rates and generate higher transaction values. As Encar Home expands, this opens additional cross-sell opportunities for finance, insurance and delivery

To achieve a balanced growth between claims and volume, Encar will explore various inspection methods (e.g., inspection by dealers, inspection by Encar branch employees, 3rd party inspection services, etc) and further optimise the most cost-efficient methods

Indicative Market Opportunity



1. Excluding dealer finance commissions and Guarantee revenue

Growth Opportunity – Dealer Direct

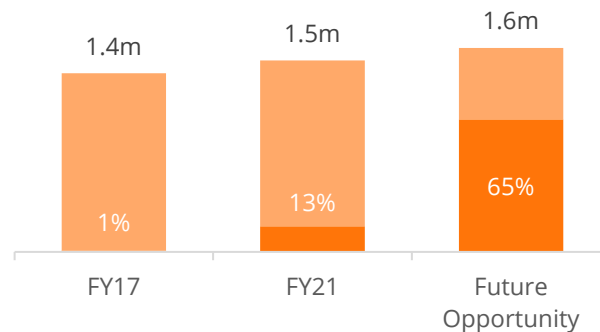
Demand for online trade-in products are increasing in Korea

The Trade-in Market

Trade-ins are more common in Korea when compared with Australia. In recent years, changes in consumer behavior and deregulation are driving a shift from offline to online trade ins

Total Addressable Market (Annual Transactions, m)

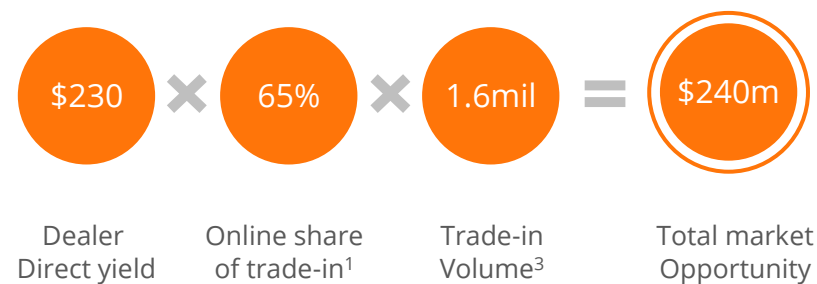
■ Online share¹ ■ Offline



Market Opportunity

There is a significant opportunity for online players to win market share, which is driving strong competition. As a result, it is going to require continued investment in product, technology and marketing to drive the realisation of this opportunity

Indicative Digital Trade-in Market Opportunity



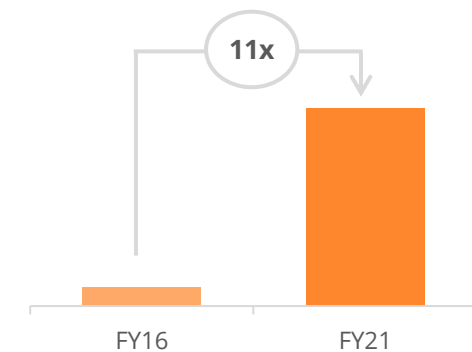
Dealer Direct Performance and Strategy

Transaction volumes have grown significantly over the last five years

Key focus areas to increase market share:

- Use a combination of existing traffic and marketing channels to drive volume
- Expand number of participating dealers
- Enhance the quality and experience of the platform

Transaction Volume



Sustainability Panel



Jo Allan
Chief People Officer



Nicole Birman
General Counsel &
Company Secretary



Jason Blackman
Chief Information Officer



Kane Hocking
Investor Relations

Sustainability Vision

Our Sustainability Vision

carsales is committed to being a responsible business and taking action on environmental, social and governance issues

This is critical to ensure the ongoing success and sustainability of the business

We have a comprehensive reporting program aligned with best practice frameworks GRI and SASB

Further detailed information can be found here:

<https://shareholder.carsales.com.au/wp-content/uploads/2021/08/FY21-Sustainability-Report.pdf>



Sustainability Pillars – Key Focus Areas



Environment

Taking action on climate risk

Goal to be carbon neutral in Australian operations by the end of FY22

Support the sale of electric vehicles and help educate consumers to make more sustainable vehicle choices

Implement recommendations of the Task Force on Climate related financial disclosures (TCFD)



People

Promote diversity and inclusion

Improve gender diversity in the historically male-dominated automotive and IT industries

Drive talent attraction and retention

Deliver on our goal to be a destination for talent given demand for technical IT capabilities



Community

Supporting our local communities

Make a difference to the communities around us through our charitable activities

Growing the technology ecosystem in Australia

Strong focus on education through the CS in Schools program and a mentor program with post graduate students at Monash University

Sustainability Pillars – Key Focus Areas



Customers

Cybersecurity and data privacy

Protecting customer and consumer data is a critical focus area given our online presence and the increased risk of fraud as a result of COVID-19

Customer experience

Our company purpose is to make buying and selling a great experience. This drives everything we do and is critical to our success as an organisation



Innovation

Drive a culture of innovation

Significant change is taking place in the automotive industry with the rise of digital retailing, electric vehicles and the agency model for dealers

We aim to remain at the forefront of innovation in the automotive industry, by driving our culture of innovation through multiple programs and investments that run through our organisation



Governance

Robust risk management framework

Committed to a strong corporate governance program with established risk management and accountability frameworks across the organisation which we are always looking to strengthen

We are dedicated to acting ethically and responsibly in everything we do



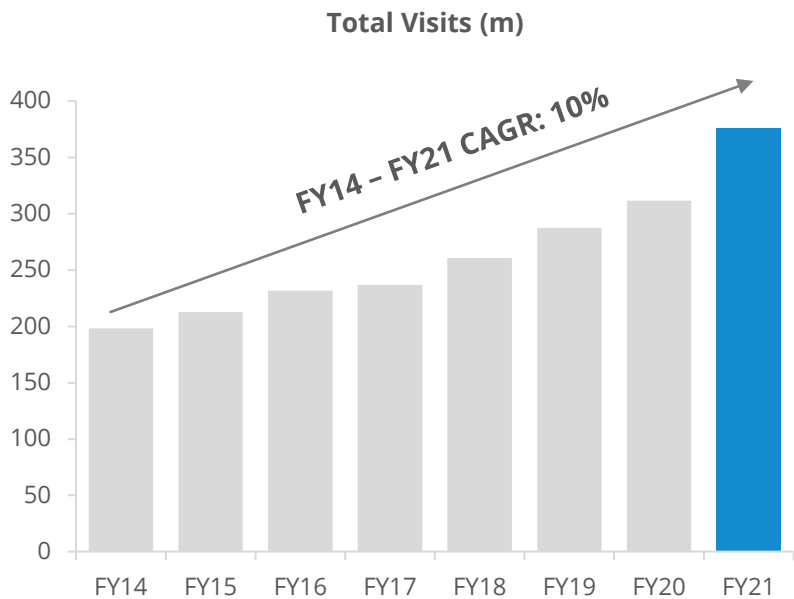
carsales
Australia
carsales  com Ltd

Our Australian Business is Strong

Consistent Audience Growth

Our pay-per-lead model requires us to deliver more traffic, leads and sales opportunities to dealers

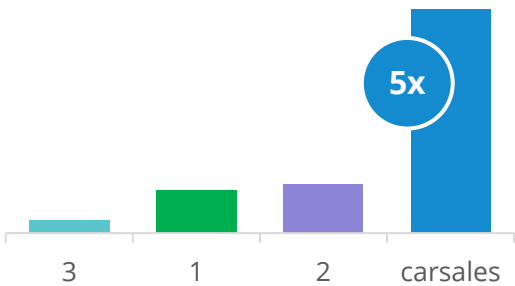
By continually refining and optimising our traffic and conversion funnels we have increased our audience every year



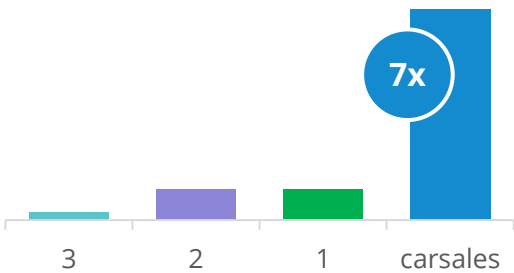
Driving Clear Market Leadership

carsales Competitor 1 Competitor 2 Competitor 3 Lead over #2

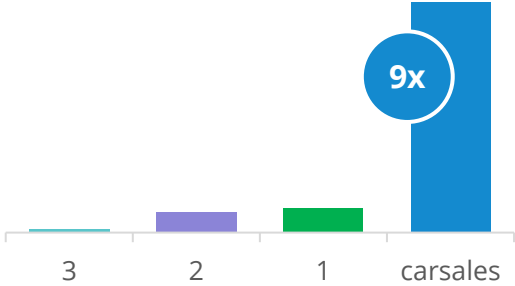
Unique Audience¹



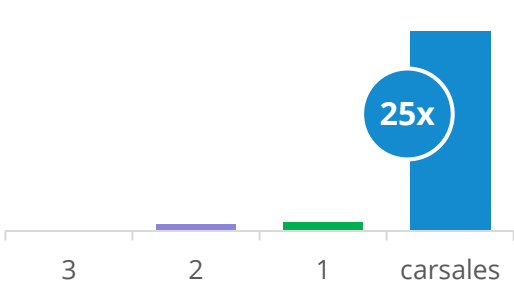
Total Sessions²



Total Time on Site³



Page Views⁴



1. Nielsen Digital Content Ratings, Daily, H1FY21, P2+, Digital C/M, Text, Carsales.com.au (Jul-Dec 2020), Competitor 1 (Sep-Dec 2020), Competitor 2 (Jul-Dec 2020), Competitor 3 (Jul-Dec 2020), Average Daily Unique Audience. 2. Nielsen Digital Content Ratings, Monthly - Tagged, H1FY21 Sep - Dec 2020 Average, P2+, Digital C/M, Text, Total Sessions. 3. Nielsen Digital Content Ratings, Monthly - Tagged, December 2020, P2+, Digital C/M, Text, Time Spent. 4. Nielsen Digital Content Ratings, Monthly - Tagged, December 2020, P2+, Digital C/M, Text, Views.

Multiple Domestic Growth Drivers

The Australian market has multiple significant growth opportunities



Digital Retailing

Demand for a digital car buying experience is growing, accelerated by COVID

carsales Select facilitates an online selling experience for dealers



Digital Trade-ins

Consumer demand for a fast and convenient sale process is growing

Instant Offer allows a consumer to sell online at a fixed, competitive price. Still only a small % of total transactions



Dynamic Pricing

Better aligns the price charged with value delivered on our private ads

Will drive continued growth in Private ad yield



Media & Membership

We are implementing a Customer Data Platform (CDP) and self-serve capability for media buyers

Enriched data and an improved buying process will support a return to growth in our media business



Dealer Finance

We facilitate dealers to advertise their finance products on their listings

Finance penetration is still relatively low with upside to come from customer acquisition, further digitisation of the process and more integrations with finance providers

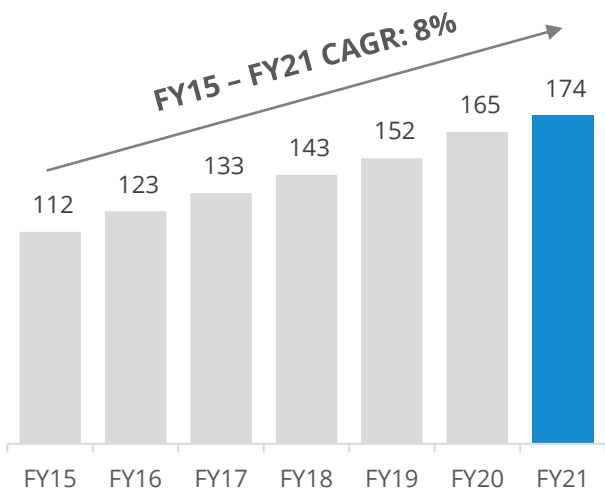
Digital Ads Segments Performing Well

Strong strategy execution positions the domestic business for continued growth going forward

Dealer Growing Consistently

Continued market leadership supporting growth in lead volumes, yield, depth and product penetration

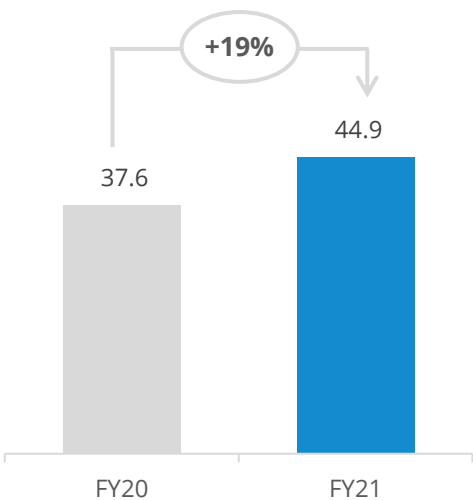
Dealer Revenue (\$m)



Core Private is Accelerating

Volume and yield increases, dynamic pricing and increasing Instant Offer volumes have driven strong double-digit core private revenue growth

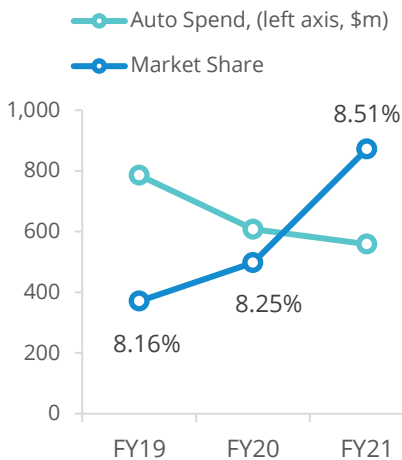
Core Private Revenue (\$m)



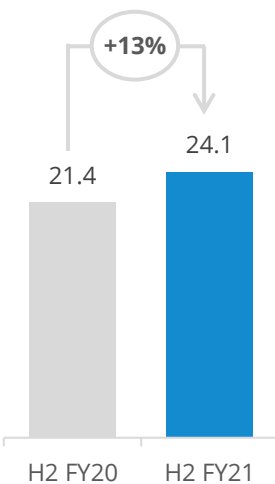
Media Has Returned to Growth

Improved native and video advertising products and non-auto diversification delivering improved market share despite a challenging market

Market Share¹



Media Revenue (\$m)



1. Standard Media Index (SMI) reported spend on automotive advertising. Market share determined by carsales Media segment revenue divided by Standard Media Index (SMI) reported spend on automotive advertising.

COVID Has Increased Digital Demand



Research

Digitisation: Med-High

Car research is largely conducted online



Trade-in

Digitisation: Low

As the trade-in process occurs during the transaction stage of car buying it is still currently conducted largely offline



Finance

Digitisation: Low

Dealer's used cars finance penetration is low at 20-25%¹ with significant upside opportunity through improved online process



Transaction

Digitisation: Low

Researching and finalising the car purchase, changeover and finance package is still largely an offline process

Opening New Addressable Markets

Australia Auto – Emerging Digital Opportunities			
Market	Digital Retailing	Digital trade-in	Finance Commissions
Product	SELECT 	IN\$TANT OFFER	Dealer Finance
Annual transaction volume ¹	1.0m (B2C - used)	2.25m (trade-in + C2C)	2.0m (B2C)
Addressable share	15% ²	20% ²	5% ²
Total addressable volume	150k	450k	100k
Average margin	\$3,585 ³	N/A	\$2,450 ⁴
Margin pool	\$538m	N/A	\$245m
Addressable share of margin / fee	15% – 25% (typical ecommerce margin)	\$500 / car	20%
Total addressable market	\$81 – \$135m	\$225m	\$50m

1. National transactions calculated from data supplied by Road Transport Authorities. 2. carsales management estimates based upon various analyst estimates. 3. 2021 Deloitte Profitfocus Dealership benchmark average gross profit per unit plus average commission per finance contract x 30% attachment rate. 4. 2021 Deloitte Profitfocus Dealership benchmark average commission per finance contract

The Rise of Digital Car Retailing



COVID-19 has accelerated the willingness of consumers to buy and sell used cars online

Demand for a full digital retail experience is growing

37% of consumers are willing to purchase a used car online, however only **1%** of used car sales take place completely online¹

Demand for an entirely digital experience has been accelerated by COVID-19

Internationally, new 'digital dealer' models are gaining market share where they have migrated offline elements of the sale to online

Used Car Digital Dealers

Buy online Company	Operating Market(s)	Annualised Sales ²
 CARVANA		448k
 VROOM		79k
 AUTOHERO		45k
 CAZOO		52k

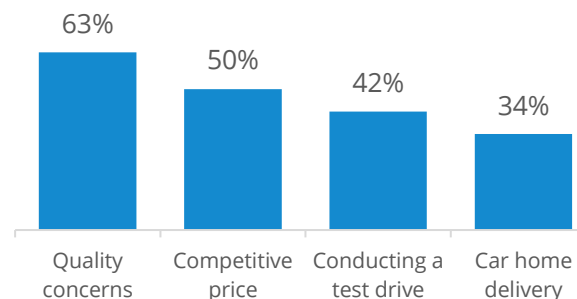
We have conducted research to understand the drivers

Our consumer research¹ has determined the key factors that will drive increased adoption of online purchasing:

- Two-thirds of consumers say they are most concerned about the car having hidden issues
- Accessing a competitive, guaranteed price without the need for negotiation
- Being able to test drive the vehicle before making payment
- Having the car home delivered

Critical Factors in Buying Online

% of respondents



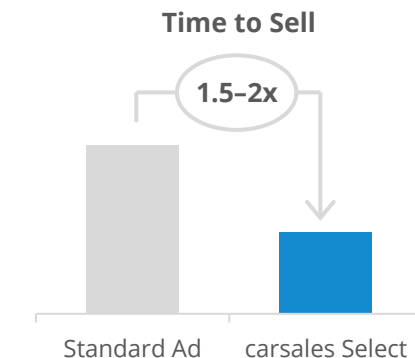
We have launched carsales Select, a new digital used car offering

Early performance of carsales Select cars has been very pleasing

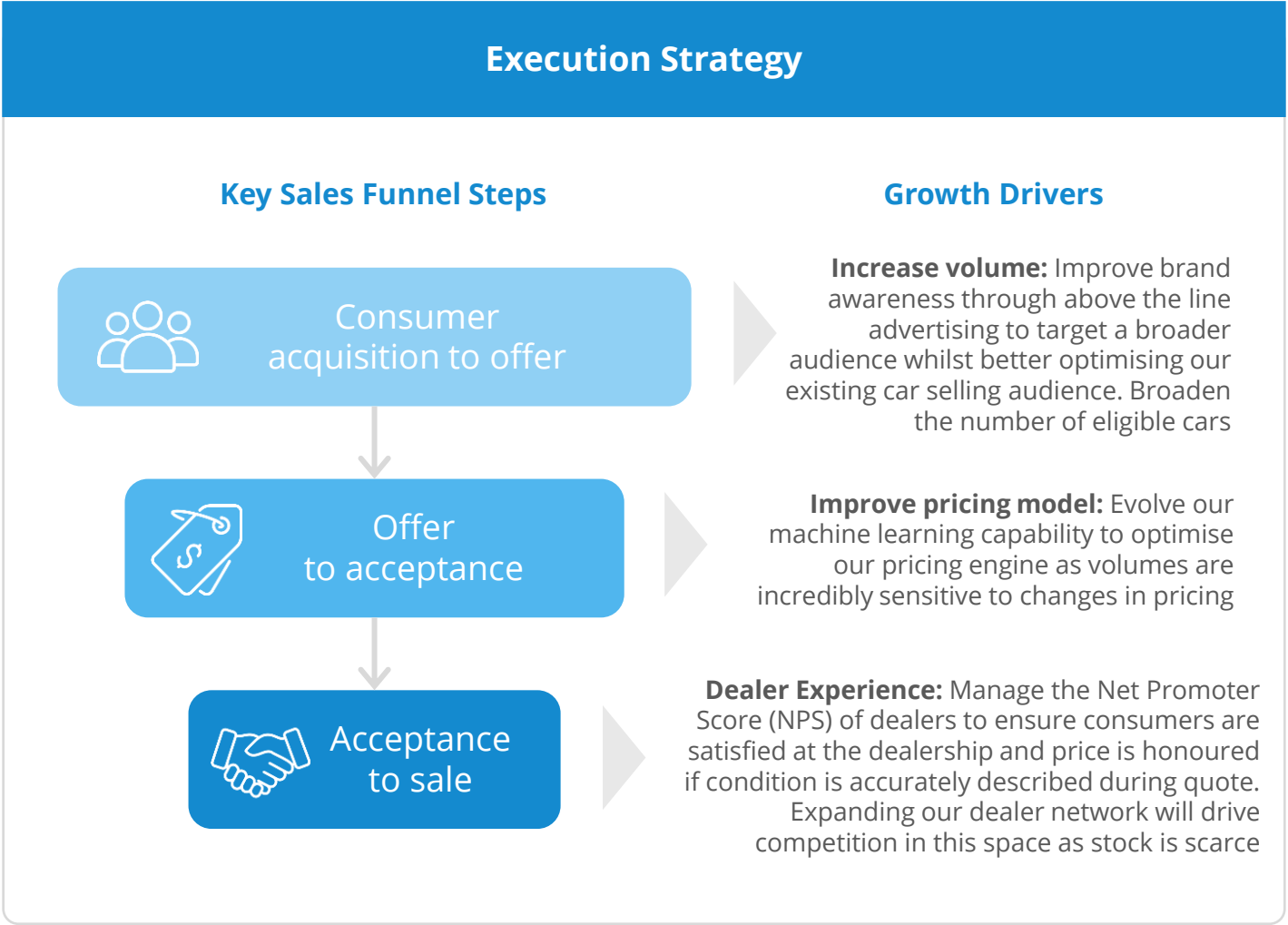
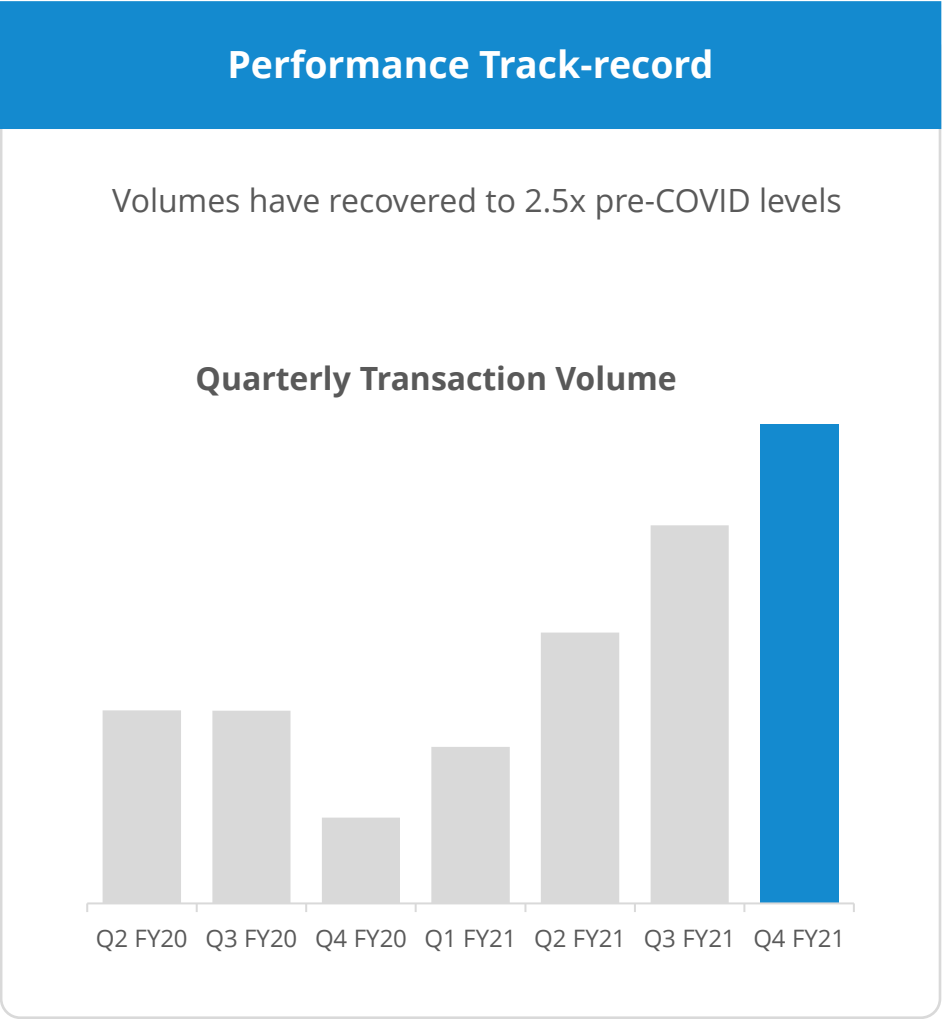
We have had more than 100 Select cars advertised since launch from our test group of dealers

We are on-boarding new dealers and acquainting them with new software processes as well as minimum requirements for car eligibility (e.g., price, odometer, imperfection photos etc)

Time to sell has proven to be significantly quicker than standard listings:



Digital trade-ins are an enormous opportunity for carsales and will be critical to digital retailing



Dealer Finance

Increasing finance penetration for dealers is a significant opportunity and we are making good progress

We Have Signed Multiple Lenders

We have signed a large panel of lenders and brokers and have more than 10,500 cars available with finance – approximately 12% of total dealer inventory

Where a dealer has an existing finance provider, we look to integrate with them first

Our Financial Services Partners

Audi
Financial Services

AUSLOANS®
Finance Group

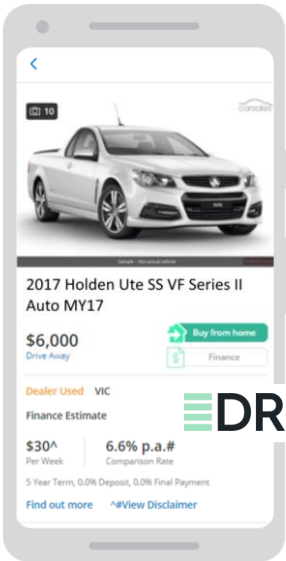
Valiant **DRIVA**

FinanceScore **NOW FINANCE**

Pre-approval is Now Live

We have launched pre-approval with our integration partner, Driva

Leads on cars with Driva integration are up 40% since launch

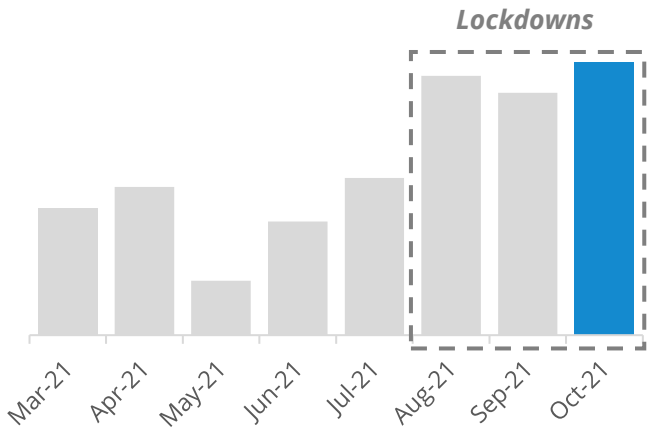


DRIVA

Revenue is Accelerating

The commercialisation phase commenced in Q3 of FY21 and monthly run-rates are increasing

Quarterly Trailing Revenue (\$m)



Dynamic Pricing

Our dynamic pricing strategy aims to better align the price charged with value delivered

Dynamic Pricing Phase 1

carsales has delivered strong yield growth from tiered pricing of its private listings over the last five years. Prior to 2016 we charged the same ad price for all items irrespective of the value of the vehicle

Since then we have transitioned to a tiered pricing model that adjusts to the value of the item being advertised. This has enabled us to charge a higher price in higher value inventory tiers where the value we deliver is very strong

Price Bracket History

Price of car	2016	2021
\$0-\$5k	\$68	\$39
\$5k-15k		\$69
\$15-\$20k		\$79
\$20-\$30k		\$109
\$30-\$70k		\$139
>\$70k		\$239

Average Yield Per Car

Fiscal Year	Average Yield Per Car
FY16	\$68
FY17	\$75
FY18	\$95
FY19	\$105
FY20	\$115
FY21	\$139

Dynamic Pricing Phase 2

Change the ad creation process to ask for the consumer’s location and car type prior to providing a price

This will enable us to more dynamically adjust prices based on:

- Location
- Value of the car (enables micro-bracketing)
- Type of car
- Demand for the car
- Time of year

Location pricing has gone live

- We have been testing location-based dynamic pricing and trialed in selected states
- Initial impact on yield and volume has been positive

Media & Membership

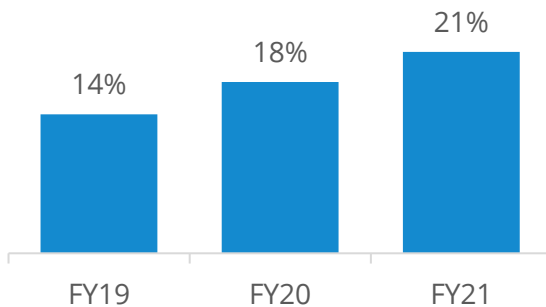
Executing on our strategy is driving an increase in core marketplace revenue growth



Increase contribution from non-automotive

We have improved diversification by increasing contribution from non-auto buyers, and are targeting 30%

Non-auto Contribution to Media Revenue



Implement Customer Data Platform (CDP)

We are in the process of implementing a CDP and expect delivery in H2 FY22

Having a CDP will help connect our first party data with our client's data to deliver superior marketing outcomes



Build cookieless persistent customer profiles

Once implemented we will be able to create unified customer profiles and generate deeper understanding of consumer buying journeys, without reliance on cookie technology



Build self-serve media buying platform

Performance-based media buying is increasing and we are building a dedicated self-serve platform

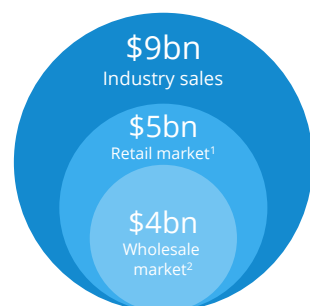
This will enable advertisers to self-serve purchasing of carsales inventory drastically reducing the friction associated with manual insertion orders, broadening our customer base and increasing volume

The tyre market is large, digitally under-penetrated and our wholesale and retail offerings are well-positioned to gain market share

Tyres Investment Thesis

1. The Australian tyre market is large, highly attractive and digitally immature
2. Our market-leading positions in both tyre retail & wholesale come together to drive supply synergies
3. We have powerful synergies through leveraging carsales' audience and membership base into tyres

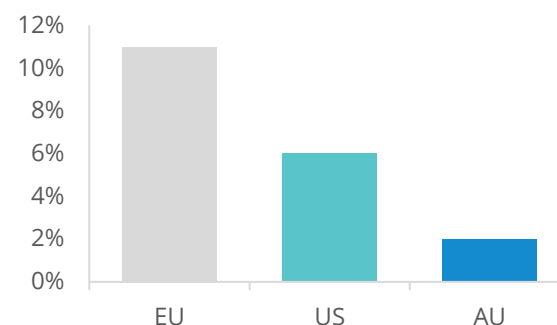
Tyre Market Size in Australia



23mil
tyres imported
annually³

2,000+
tyre retailers¹

Online Sales Penetration by Country / Region²



Update on tyreconnect Synergies

- In Q1 FY22, we acquired online tyre wholesaler portal, tyreconnect
- Synergies we are recognising immediately:
 - Channelling all purchases through the entity with the most favourable agreements
 - Accessing greater volume rebates by more than doubling purchase volumes
 - Absorption of corporate services
- Longer term synergies
 - Optimising freight arrangements and re-negotiating supplier agreements
 - Leverage existing dealer relationships to increase tyreconnect dealer volumes
- This will result in EPS accretion in FY22 with further upside expected in FY23. Longer term we see the potential for the business to generate high single digit / low double digit EBITDA margins as the combined group continues to scale

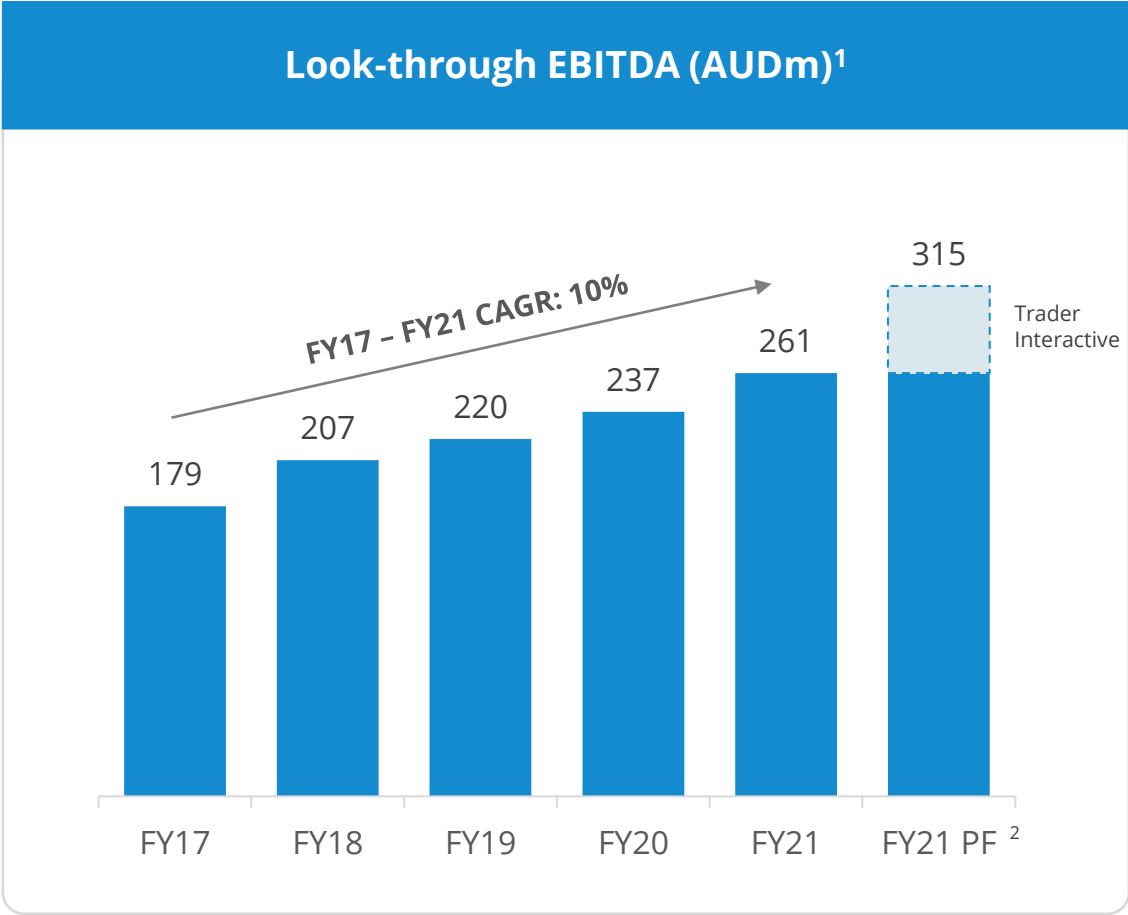
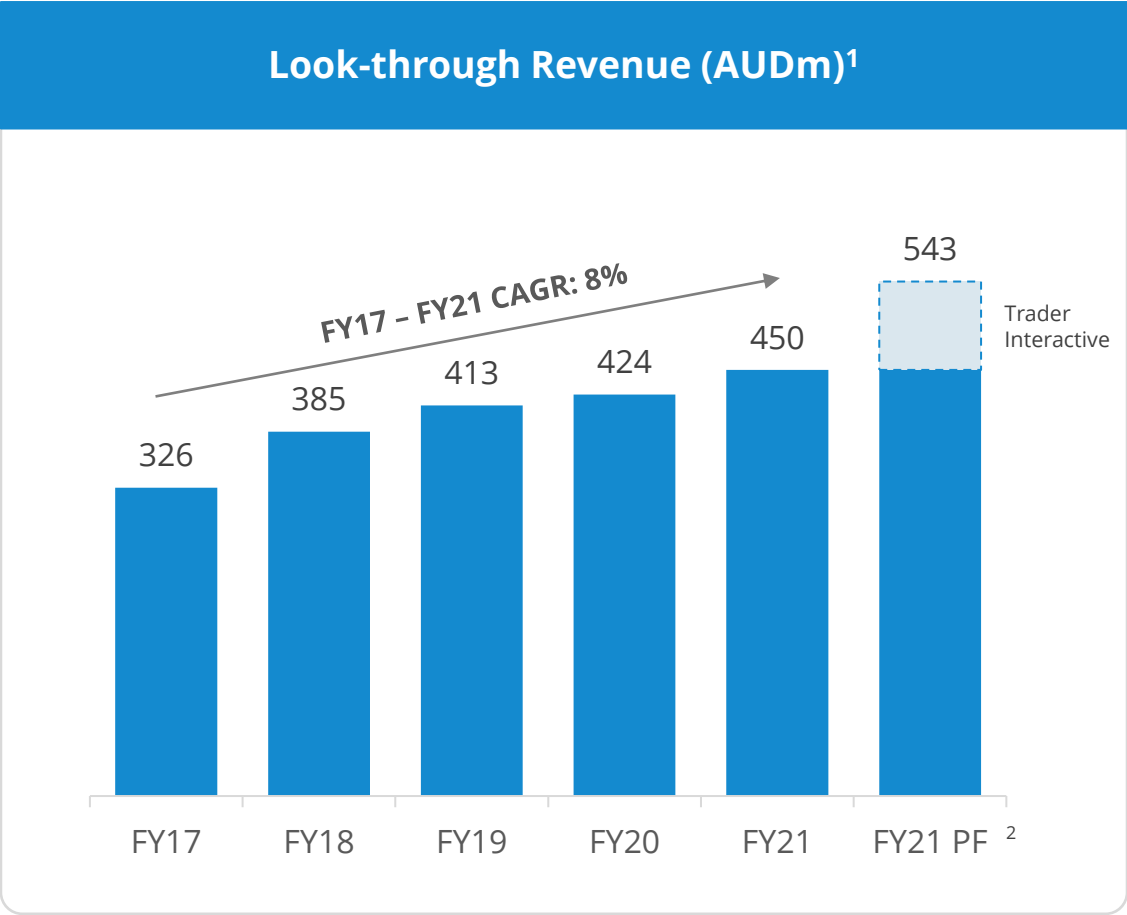
Financial Overview

carsales  com Ltd



Strong Track Record Of Financial Performance

Our strategic plan supports continued trajectory as a growth company



1. carsales "look-through" methodology: For equity accounted associates and consolidated subsidiaries, add the total adjusted revenue or adjusted EBITDA for the period of ownership within the reporting period multiplied by the current % ownership over the period. Constant currency shown. Some "look-through" numbers involve the disclosure of non IFRS information - Refer to carsales' Disclosure of Non IFRS information on slide 3 for further details. 2. FY21 pro-forma ('FY21PF') includes unaudited Trader Interactive adjusted revenue and adjusted EBITDA from 1 Apr 21 to 30 Jun 21 multiplied by 4 multiplied by the current % ownership.

Our Capital Management Approach



Robust balance sheet provides continued flexibility to invest for growth as well as exploring new partnerships and acquisitions

Strong operating model and disciplined cost management delivers outstanding profitability and free cash flows

These cash flows support excellent dividends with a c.80% dividend payout ratio¹

New Financial Segment Reporting Structure

From H1 FY22, we will include a new reporting segment called “carsales Investments” which comprises standalone investments of Tyres, RedBook Inspect and Placie

New Reporting Segments

We have made some minor changes to our financial reporting segments that better aligns with our organisational structure

The revised structure will have the following segments

Online Advertising: Dealer, Private and Media

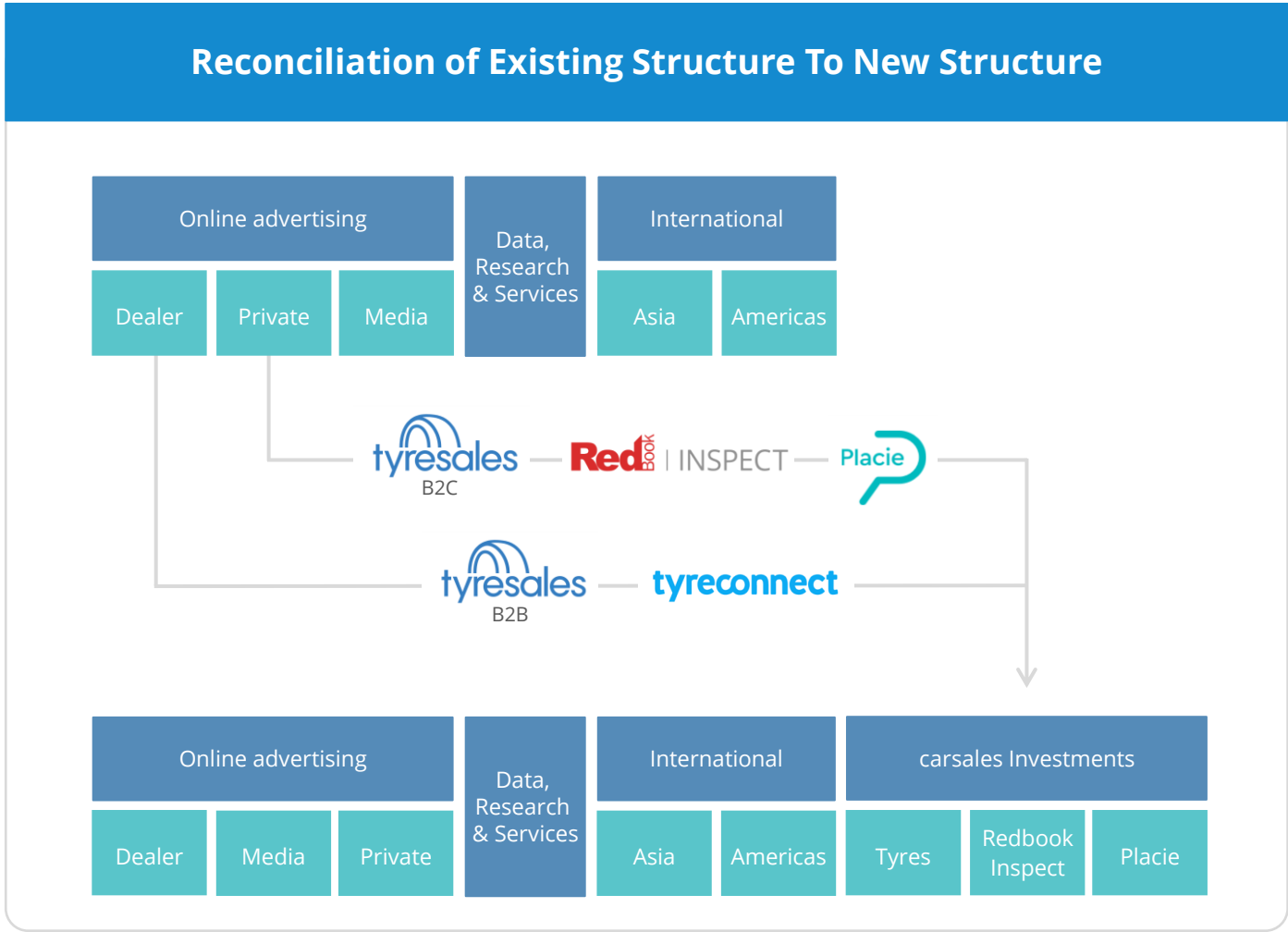
Data, Research and Services: Redbook and Services

Asia: Encar and Redbook Asia

Americas: United States, Brazil, Chile and Mexico

New carsales Investments: Tyres, RedBook Inspect, Placie

***Note:** United States and Brazil do not appear in a segment view of EBITDA as they are equity accounted investments.*



New Reporting Segments

\$ in 'millions	FY17	FY18	FY19	FY20	FY21
Adjusted Revenue					
Dealer	133.0	142.8	151.6	165.4	174.1
Private	36.8	41.8	44.8	43.7	55.3
Media	72.9	73.9	64.1	50.2	47.5
Online Advertising	242.7	258.5	260.5	259.3	276.9
Data, Research and Services	39.3	42.2	43.2	43.3	42.8
carsales Investments	28.7	38.2	39.7	37.4	27.1
Asia	3.4	29.7	65.1	74.0	84.3
Americas	4.9	8.2	9.1	7.6	6.7
Adjusted Revenue	319.1	376.9	417.5	421.7	437.8
Adjusted EBITDA					
Online Advertising	145.9	160.8	164.1	170.9	182.3
Data, Research and Services	24.0	25.4	26.2	27.5	28.6
carsales Investments	0.0	2.1	(1.5)	(2.7)	1.0
Asia	1.5	15.7	34.5	40.7	43.1
Americas	(1.6)	(2.6)	(5.4)	(4.7)	(0.8)
Adjusted EBITDA	169.8	201.6	217.9	231.8	254.2

- The information adjacent reflects the restated segment information that will be used to present carsales' H1 FY22 results.
- To facilitate prior period comparison, carsales has provided restated segment information for the period FY17 to FY21. An excel version can be found in the presentation section of carsales' shareholder website.
- At a carsales Group level, Revenue, EBITDA and NPAT all remain unchanged (both Reported and Adjusted).

FY22 Outlook

We re-iterate our FY22 outlook statement provided at the AGM.

Summary

carsales  com Ltd



Key Takeaways



Our addressable markets have expanded by COVID accelerating digital adoption



Revenue growth is accelerating in our domestic online advertising segments



Our international businesses are exposed to enormous addressable markets of more than \$2.5bn



These opportunities position us well for continued future growth

Q&A Panel



Cameron McIntyre
Chief Executive Officer



Lori Stacy
CEO - Trader Interactive



Paul Barlow
Managing Director –
International



Nicole Birman
General Counsel &
Company Secretary



William Elliott
Chief Financial Officer



Jason Blackman
Chief Information Officer



SB Kim
CEO - Encar



Mark Cripsey
Chief Data &
Product Officer



Jo Allan
Chief People Officer



Ajay Bhatia
Managing Director –
Australia



Michael Holmes
Executive Director –
Dealer



Kane Hocking
Investor Relations

Appendix

carsales  com Ltd



New Reporting Segments

	Reported						Adjusted					
\$ in 'millions	FY17	FY18	FY19	FY20	H1 FY21	FY21	FY17	FY18	FY19	FY20	H1 FY21	FY21
Revenue												
Dealer	133.0	142.8	151.6	143.1	77.9	166.3	133.0	142.8	151.6	165.4	85.6	174.1
Private	36.8	41.8	44.8	43.7	22.8	55.3	36.8	41.8	44.8	43.7	22.8	55.3
Media	72.9	73.9	64.1	49.0	22.9	47.0	72.9	73.9	64.1	50.2	23.4	47.5
Online Advertising	242.7	258.5	260.5	235.8	123.6	268.7	242.7	258.5	260.5	259.3	131.7	276.9
Data, Research and Services	39.3	42.2	43.2	39.3	19.2	40.4	39.3	42.2	43.2	43.3	21.5	42.8
carsales Investments	28.7	38.2	39.7	37.4	12.2	27.1	28.7	38.2	39.7	37.4	12.2	27.1
Asia	3.4	29.7	65.1	74.0	40.7	84.3	3.4	29.7	65.1	74.0	40.7	84.3
Americas	4.9	8.2	9.1	7.6	3.3	6.7	4.9	8.2	9.1	7.6	3.3	6.7
Total Revenue	319.1	376.9	417.5	394.1	198.9	427.2	319.1	376.9	417.5	421.7	209.5	437.8
EBITDA												
Online Advertising	145.9	160.8	159.9	145.5	79.7	172.3	145.9	160.8	164.1	170.9	88.8	182.3
Data, Research and Services	24.0	25.4	25.5	23.2	11.7	25.9	24.0	25.4	26.2	27.5	14.2	28.6
carsales Investments	0.0	2.1	(1.5)	(2.7)	0.7	1.0	0.0	2.1	(1.5)	(2.7)	0.7	1.0
Asia	1.5	15.7	34.5	40.7	21.8	43.1	1.5	15.7	34.5	40.7	21.8	43.1
Americas	(1.6)	(2.6)	(5.3)	(4.7)	(0.1)	(0.8)	(1.6)	(2.6)	(5.4)	(4.7)	(0.0)	(0.8)
Total EBITDA	169.8	201.6	213.0	202.0	113.8	241.5	169.8	201.6	217.9	231.8	125.5	254.2
EBITDA Margin	53%	53%	51%	51%	57%	57%	53%	53%	52%	55%	60%	58%
Depreciation & amortisation	(12.5)	(20.9)	(31.4)	(36.3)	(19.5)	(39.8)	(11.3)	(16.9)	(23.4)	(28.2)	(15.6)	(31.9)
Net financing cost	(7.7)	(7.9)	(4.7)	(7.1)	(9.4)	(18.7)	(7.7)	(11.2)	(15.5)	(14.3)	(8.0)	(13.9)
Income tax expense	(45.6)	(53.3)	(49.8)	(50.2)	(26.0)	(55.3)	(45.6)	(52.0)	(52.9)	(56.4)	(30.3)	(59.4)
Profits from associates	8.5	5.1	3.1	4.2	2.4	3.9	10.1	6.6	3.7	4.7	2.6	4.3
Fair value revaluation	-	57.0	-	9.8	-	(0.4)	-	-	-	-	-	-
Gain on associate investment dilution	(6.8)	1.3	2.1	-	-	-	-	-	-	-	-	-
Gain / (Loss) on business disposal	-	-	-	(0.5)	-	-	-	-	-	-	-	-
Non-controlling interest (NCI)	1.1	(1.3)	(0.1)	(1.9)	(0.2)	(0.5)	1.1	(1.0)	0.4	0.7	(0.2)	(0.5)
Net profit after tax	106.6	181.6	132.2	119.9	61.1	130.7	116.2	127.1	130.2	138.2	74.0	152.8

carsales  com Ltd