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Australian Securities Exchange  
ASX Market Announcements Office

## JIM HASSELL APPOINTED AS NON-EXECUTIVE DIRECTOR

Infomedia Ltd (ASX:IFM), a leading software provider in parts, service and data insights to the global automotive industry, today announces the appointment of Mr Jim Hassell as Non-Executive Director.

Jim is highly experienced in the Information Technology and Telecoms industries, having worked in these sectors both domestically and internationally for over 30 years. Jim has held positions as Group CEO of BAI Communications, VP and Managing Director of Sun Microsystems as well as various senior executive positions with NBN Co and Broadcast Australia. Jim has a proven track record of driving business growth via traditional revenue streams, augmented by the development of new services and revenue from data analytics and artificial intelligence.

Infomedia Chairman Mr Bart Vogel said of Mr Hassell's appointment: "On behalf of the Board, I would like to welcome Jim to Infomedia. Jim brings a wealth of experience from his career in technology businesses, both locally and globally. His experience in driving global technology led growth programs from Australia will be invaluable to Infomedia as we continue to expand our reach and product portfolio. I am confident Jim will make a positive and substantial contribution to the Company."

Mr Hassell will stand for election at the Company's 2021 AGM in accordance with the Company's Constitution and the Listing Rules.

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**This announcement is released by authority of the Infomedia Board**

**About Infomedia:** Infomedia Ltd (ASX:IFM) is an Australian-based SaaS platform provider in parts, service and data insights solutions to the global automotive industry. Infomedia has led innovation in service infrastructure within global automotive distribution networks for more than 25 years and continues to expand its reach within the three regions in which it operates.

Please visit Infomedia's website <https://www.infomedia.com.au> and YouTube channel <https://www.youtube.com/infomedialtd> for more information.