Gumtree Australia Markets Limited

FY26 presentation

August 2026

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This presentation was authorised for release by the Board of Gumtree Australia Markets Limited.

Today's agenda

01. **FY26 Financial Highlights**
Growth in underlying profitability

02. **Overview of Company**
A powerful motors & lifestyle network

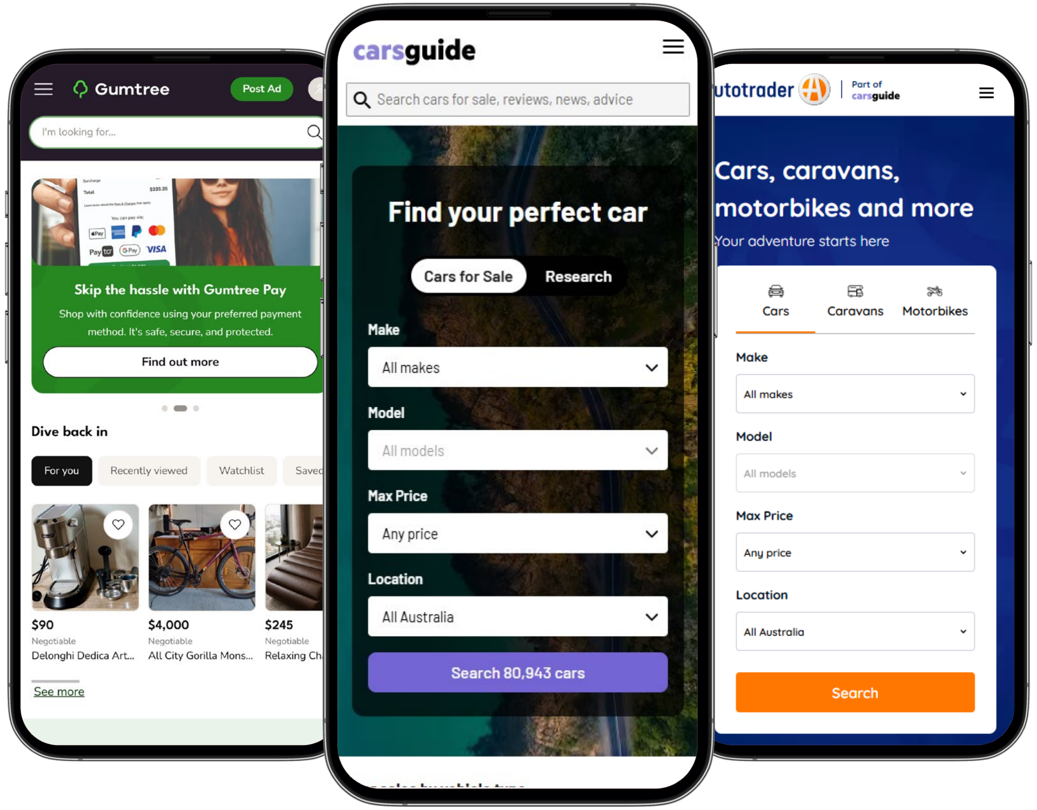
03. **Transactional and User Experience initiatives**
Laser-focus on user experience and roll-out of new Transactional features

04. **AI Transformation project**
Rightsizing organisational structure whilst increasing output & productivity

05. **Investment Considerations and Growth initiatives**
Foundations in place – profitability increasing – revenue opportunities identified

FY26 Highlights: reach, revenue and product progress

- Gumtree, CarsGuide and Autotrader (the 'Gumtree Group') is an **integrated marketplace ecosystem** with highly complementary brands. The Company has a key focus on selected verticals, being Cars, Pets, Jobs and Real Estate.
- **Total Group revenues in FY26 amounts to $69.6M with an EBITDA of $7.8m**
- Gumtree Group has a **significant reach in Australia, with a monthly unique audience of 4m users.**
- Delivered and optimised new transactional features across the platform, making buying and selling safer, simpler and more convenient.



Gumtree
Iconic Australian marketplace with integrated payments and shipping

CarsGuide
Full-funnel automotive platform with significant growth in audience engagement, having a leading position

Autotrader
Premium marketplace for dealer cars, caravans and motorbikes

Key financial highlights FY26

1.
- ✓ **Total Revenue at $69.6m** (down 6.5% versus prior year)

2.
- ✓ **Group EBITDA of $7.8m** (up 29% on $6.0m prior year)
- ✓ Total overhead costs decreased materially after streamlining group and head office operations

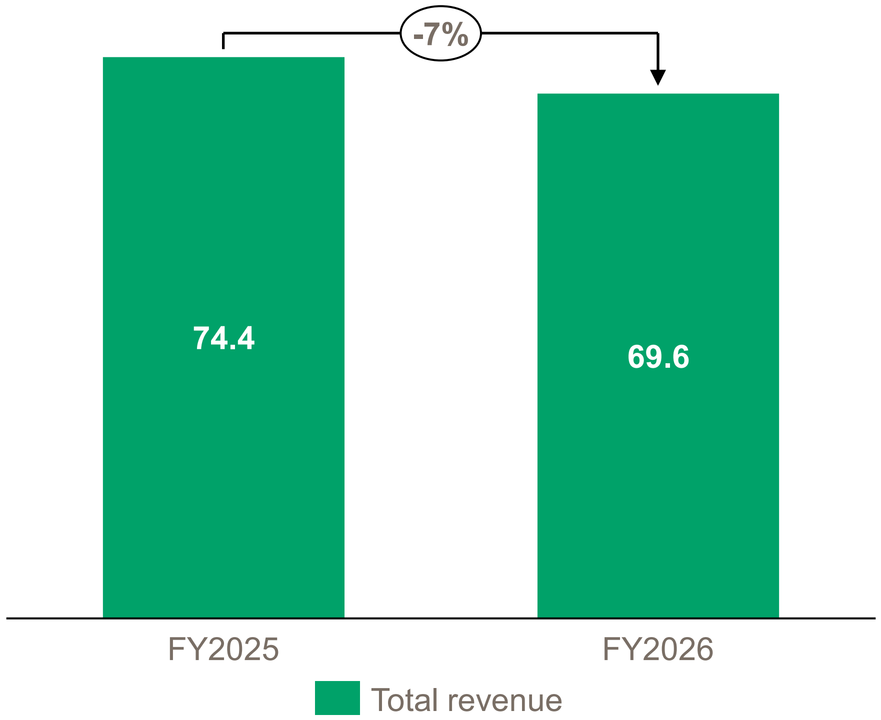
3.
- ✓ **Net profit before tax increased to $3.5m** ($0.1m loss prior year)

4.
- ✓ **Net cashflow from operating activities at $7.3m** (up 27% on $5.7m prior year)

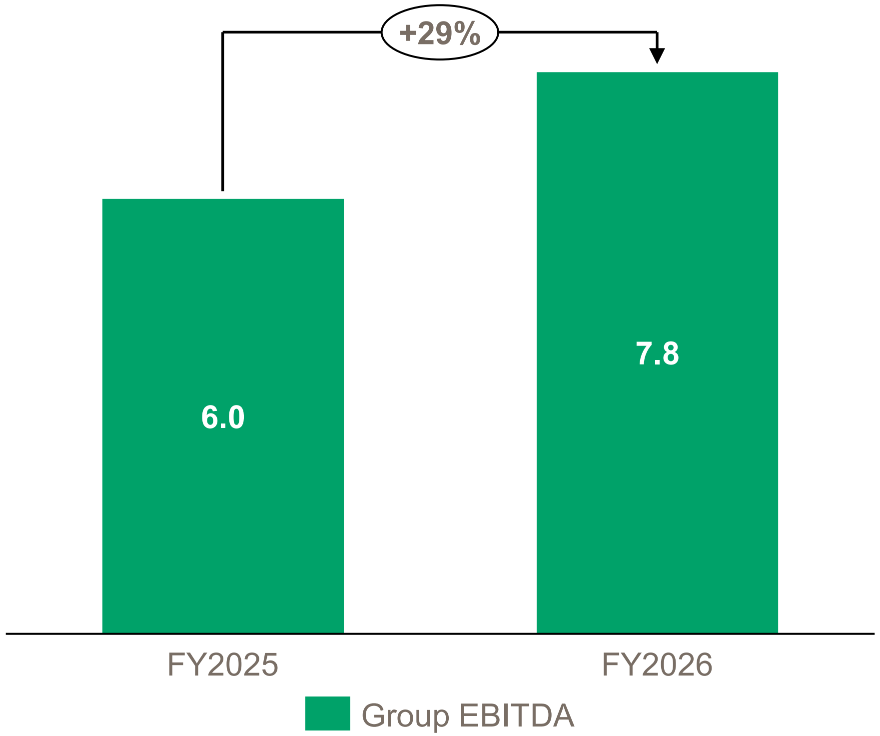
5.
- ✓ Group continued **deleveraging** in FY26 with $4.9m repaid to CBA

Whilst total revenue is behind, the Company reported double-digit EBITDA growth in FY26 up to $7.8m

Total revenue ($ M)



Group EBITDA ($ M)

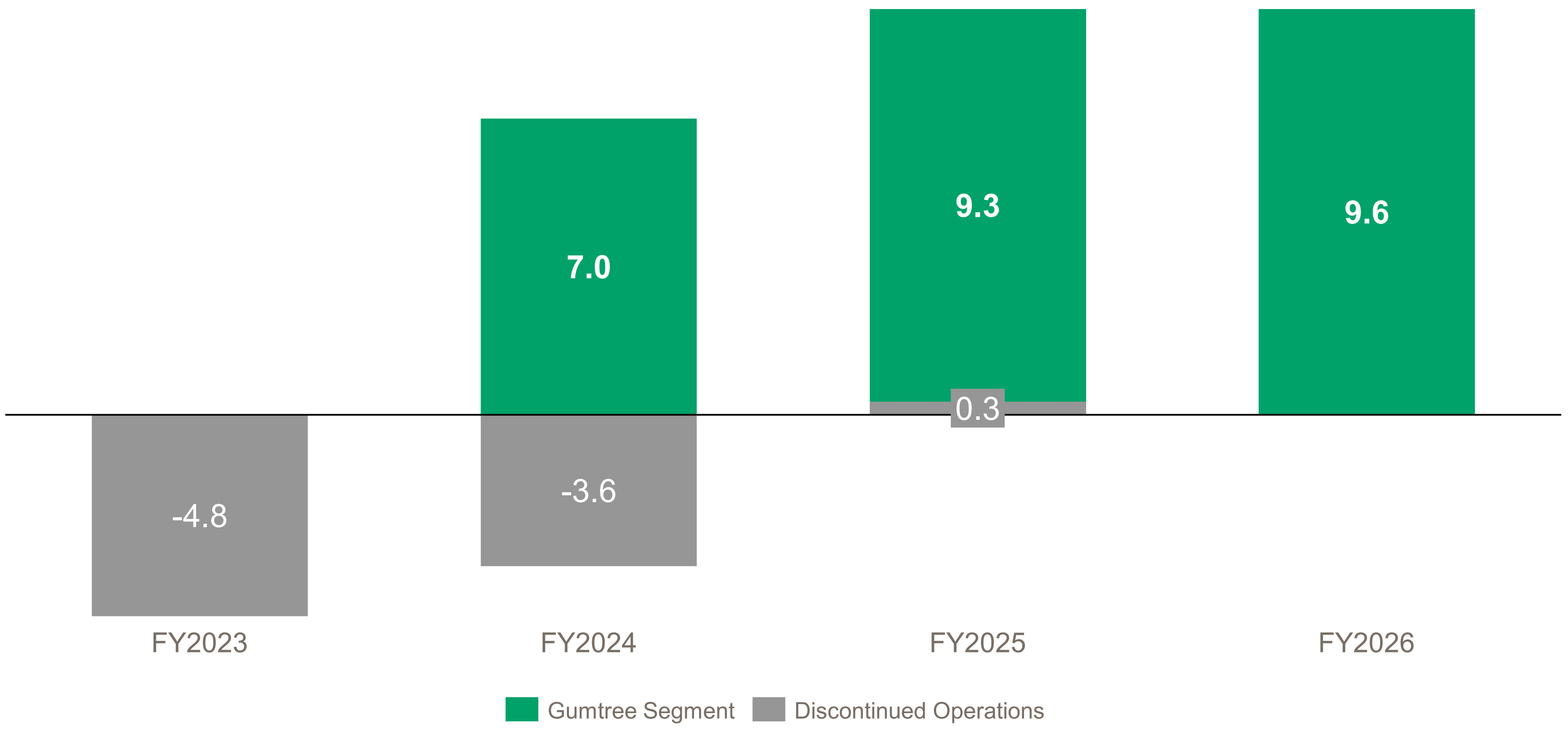


- Revenue decline driven mainly by softness in programmatic advertising, alongside lower listings volumes in some Classifieds segments due to increased competition.
- Group EBITDA increased to $7.8m in FY26 (up from $6.0m pcp) following significant cost savings realized.

Note: excluding Discontinued Operations

Gumtree business segment (excluding HO costs) EBITDA continued to grow

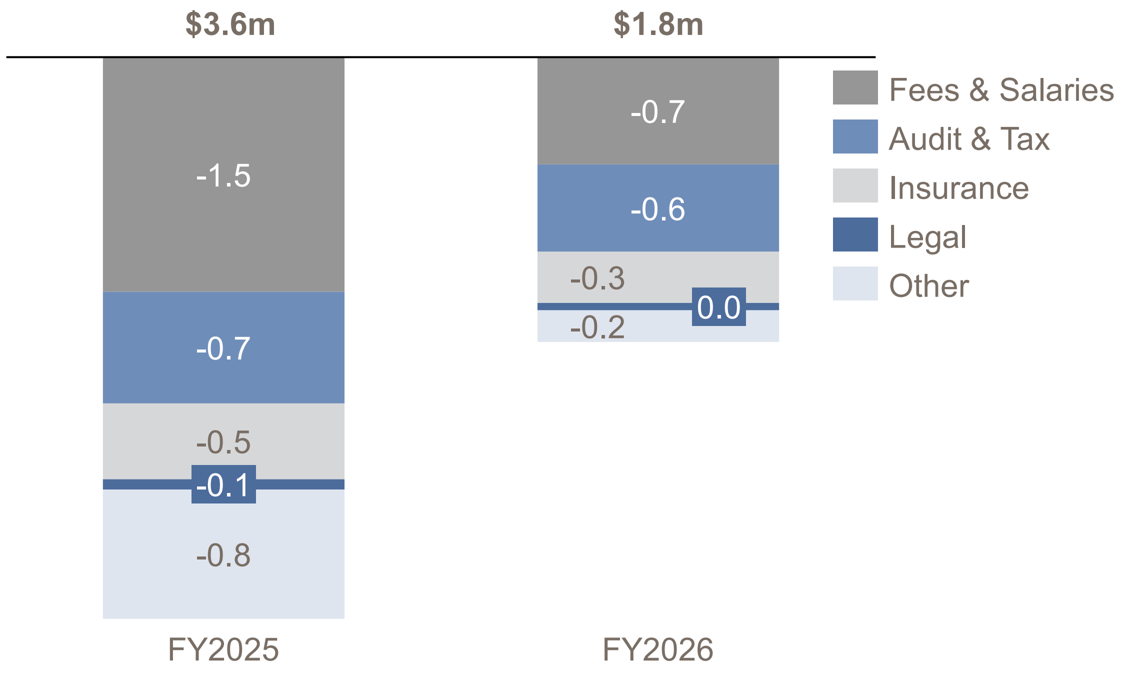
Segment EBITDA ($ M)



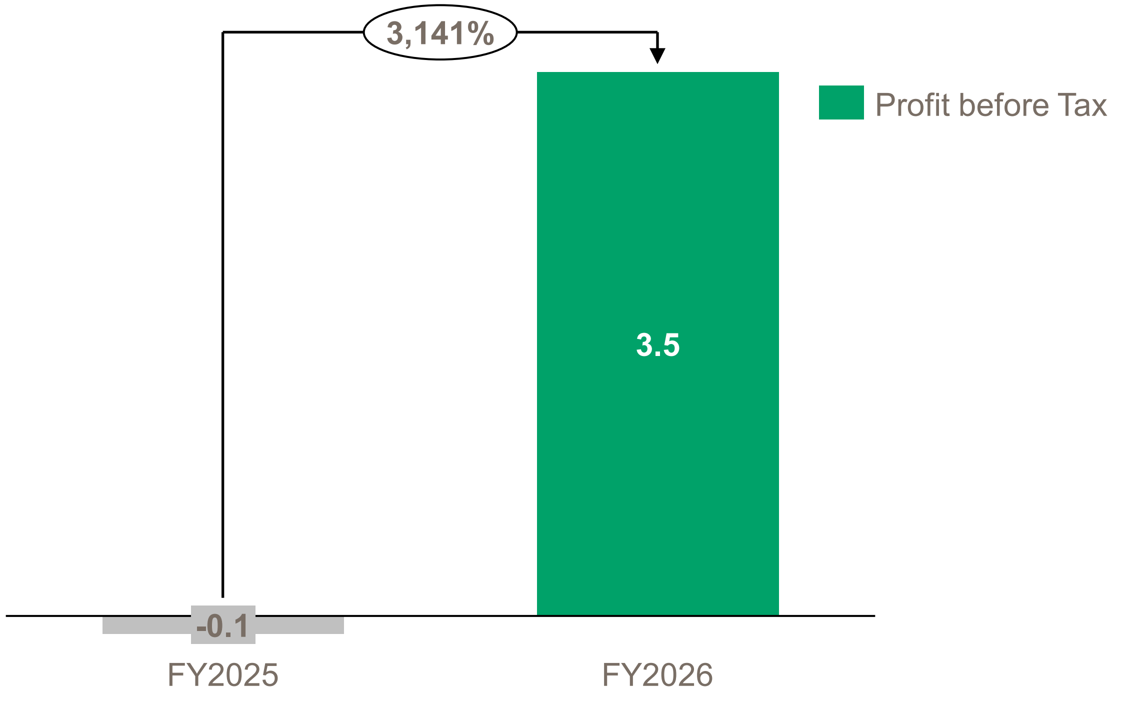
Notes: Discontinued Operations: Capital Markets and Subscribacar
EBITDA from discontinued operations excl impairments ($2.2m in FY24) and loss on disposal ($13.1m in FY25)

Profit before tax increased significantly in FY26 after successfully streamlining and right-sizing operations

Head office costs ($ M)



Profit before Tax ($ M)

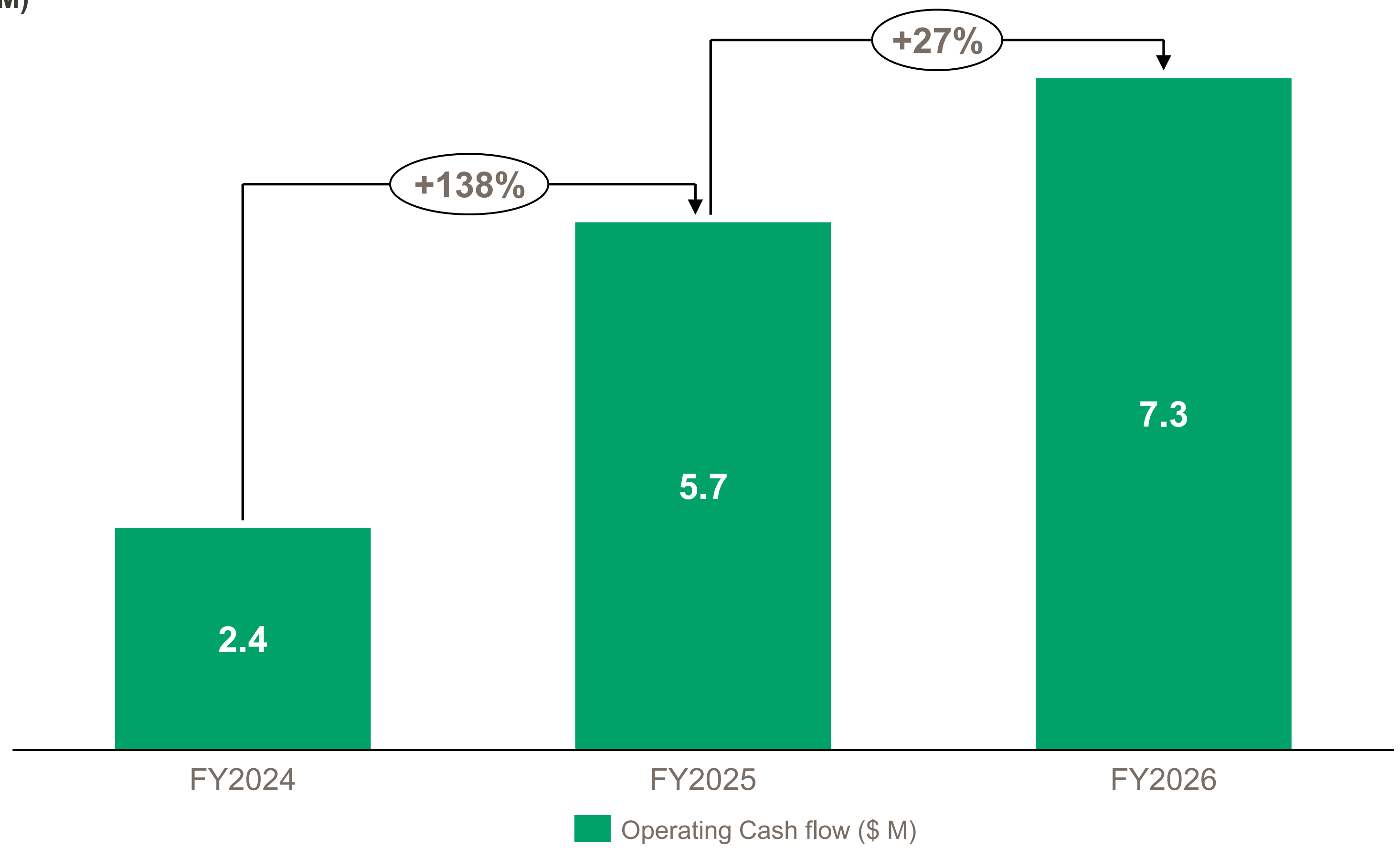


- Overall overhead costs have decreased materially in FY26 after successfully streamlining and right-sizing group and head office operations. Management keeps a strict focus on minimizing total HQ costs.
- The Group reported a significant increase in Profit before Tax in FY26 following cost savings in Head office as well as in Gumtree Group

Note: excluding Discontinued Operations

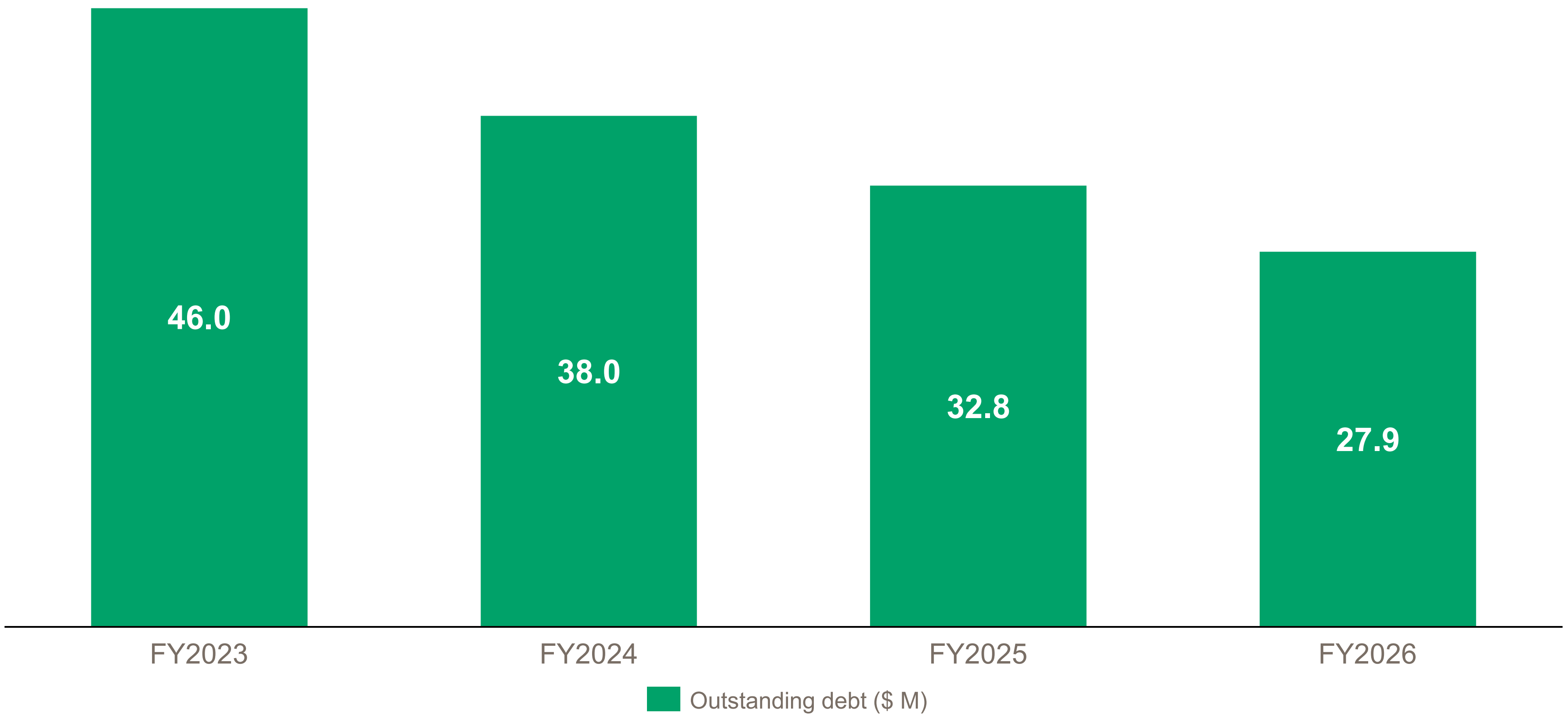
FY26 results – Operating Cashflow continued improvement

Group Operating Cashflow ($ M)



Successful deleveraging in last 4 years

Outstanding CBA debt facility ($ M)

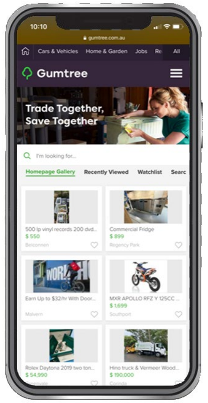


Gumtree Group Motors: three Australian market leading brands

We have a strong consumer reach…

GumtreeCars

C2C led motors marketplace



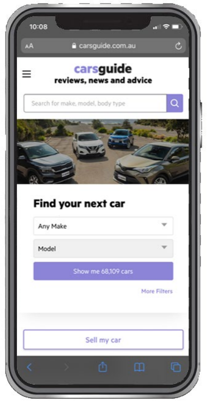
- Leveraging the reach of Gumtree to connect private sellers and dealers with a diverse buyer universe
- Strength in C2C listings – reaching car buyers (and other automotive segments) as they look to list and replace their vehicle

>750 new private listings per day

0.2m monthly audience
with access to 3m more across Gumtree

carsguide

Leaders in editorial engagement



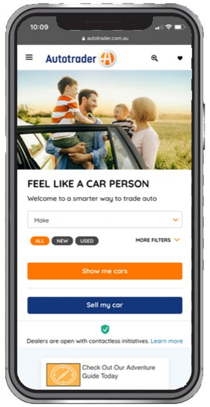
- Leading car review and editorial site in Australia
- Dedicated dealer listings marketplace
- Where car buyers go to research
- Rich, relevant motors content

>302k YouTube subscribers

1.4m monthly audience

Autotrader

Scaled motors marketplace

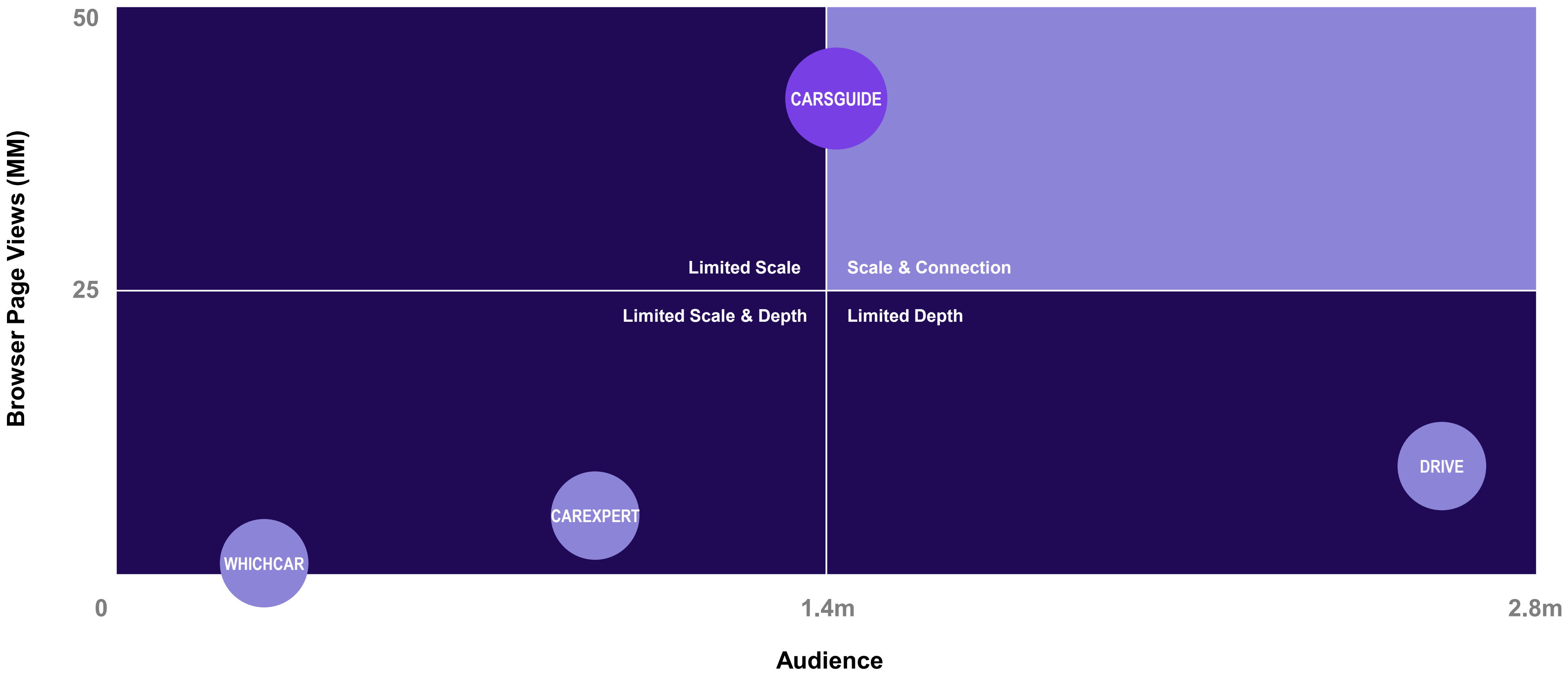


- Dedicated dealer listing marketplace for ready-to-buy motors intenders
- Featuring Cars, Caravans and Motorbikes

>1,730 new dealer listings per day

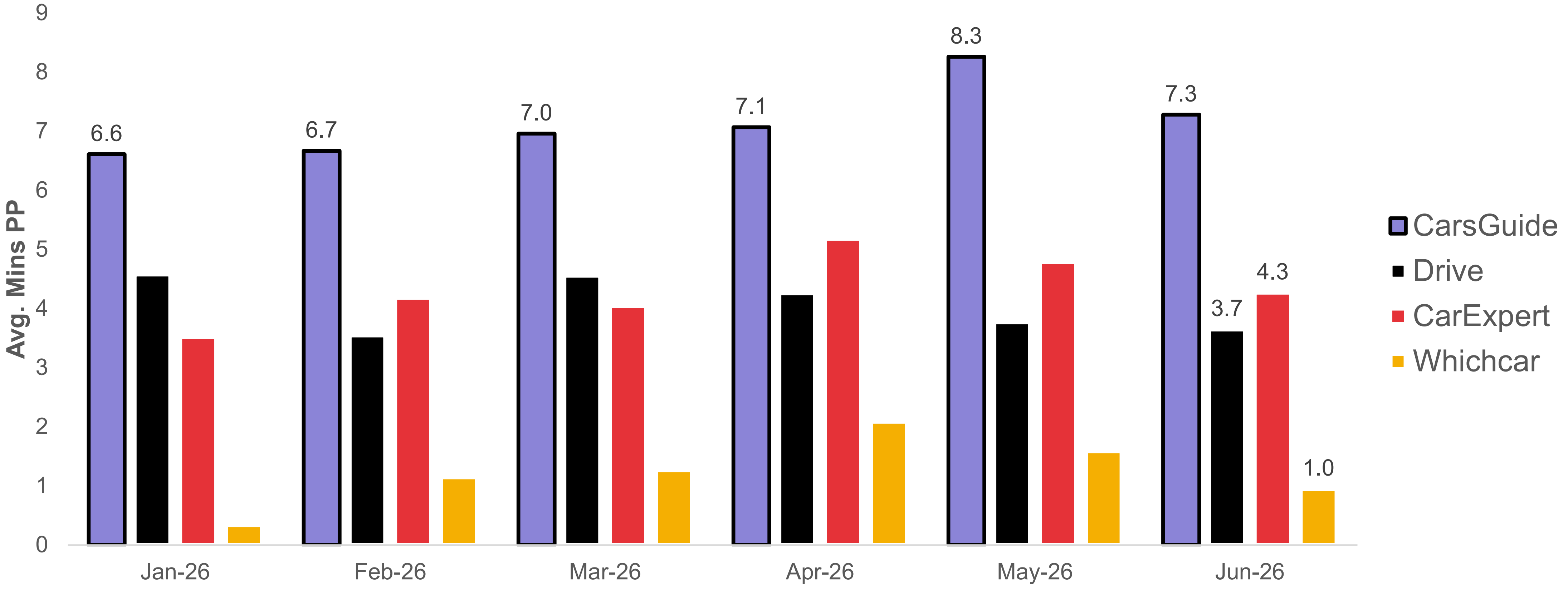
0.4m monthly audience

CarsGuide's visitors are viewing 4x the number of pages compared to the selected peer group*



Source: Ipsos iris Online Measurement Service, January – June 2026, Age 14+, PC/Laptop/Smartphone/Tablet, Automotive Category Selected Brands only - Carsguide, Drive, WhichCar, CarExpert, Brand Group, Browser Page Views (MM), Audience (000s), Average.

People spend nearly 3 minutes longer on average on CarsGuide than on the selected peer group*



Source: Ipsos iris Online Measurement Service, January – June 2026, Age 14+, PC/Laptop/Smartphone/Tablet, Automotive Category Selected Brands only - Carsguide, Drive, WhichCar, CarExpert, Brand Group, Avg Mins PP, Average

Partnership with ACM – increasing total online audience to 6.2m

- Gumtree Group & ACM reach a combined online audience of **6.2 million** Australians on average per month*
- Each week CarsGuide reaches a combined audience of **523,582** Australians^ across ACM's major Thursday and Saturday newspapers.

THURSDAY SINGLE PAGE FEATURE
10 regional newspapers

SATURDAY DOUBLE PAGE FEATURE
28 regional newspapers

Source: [*] Ipsos iris Online Measurement Service, January – June 2026, Age 14+, PC/Laptop/Smartphone/Tablet, ORG, Gumtree Group, ACM, Audience (000's) *Average;
[^] Roy Morgan Single Source, Apr 25 - Mar 26, P14+, Roy Morgan iris, ACM Majors Saturday + Thursday Weekly Audience.

Our transformation to a transactional marketplace

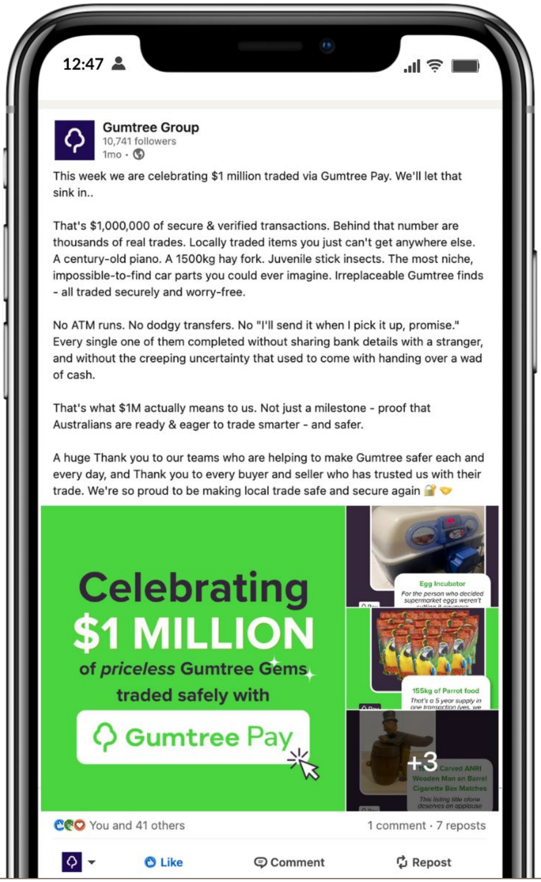
Q4 FY25	Q2 FY26	Q1 FY27		
V1: Payments	**V1.5: Offers**	**V2: Integrated Shipping**	***V3: Wallets & Buy Now***	***V4: High Value verticals***
• Launch of on-site payments (powered by Adyen) • Adding Apple Pay and Google Pay as payment methods • Integrated PayTo as low-cost payment method (for high value items)	• Release of a ‘make-an-offer’ functionality (buyer-initiated transaction flows) • Preparation for buyer driven shipping protection	• Release on-site shipping with tracking functionalities • Adding buyer shipping protection • Adding order management platform capabilities	• *Gumtree Wallet: users having the opportunity to keep funds in the Gumtree system* • *Convenience and speed through a ‘Buy Now’ process* • *Support Agentic commerce*	• *Dedicated car buying flow* • *Dedicated pet deposit flow (in partnership with key breeders)*

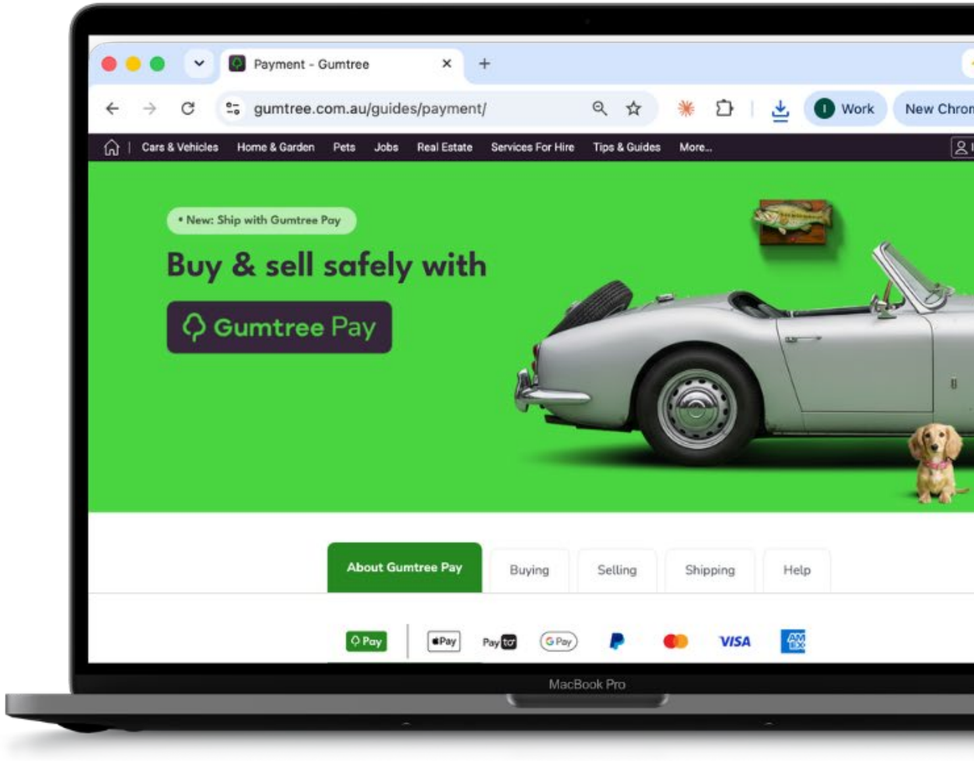
- Gumtree is rebuilding its classifieds business, introducing multiple transactional features (e.g. payments, shipping, and buyer protection).
- The Group is investing significantly in trust and safety and these initiatives are key to improve overall user experience.
- More transactional functionalities are on the roadmap to be released in FY27 . Adding a ‘Buy Now’ capability together with a Wallet functionality simplifies the shopping process and further increases adoption rates.

Gumtree Pay is adding more trust and convenience to our marketplace

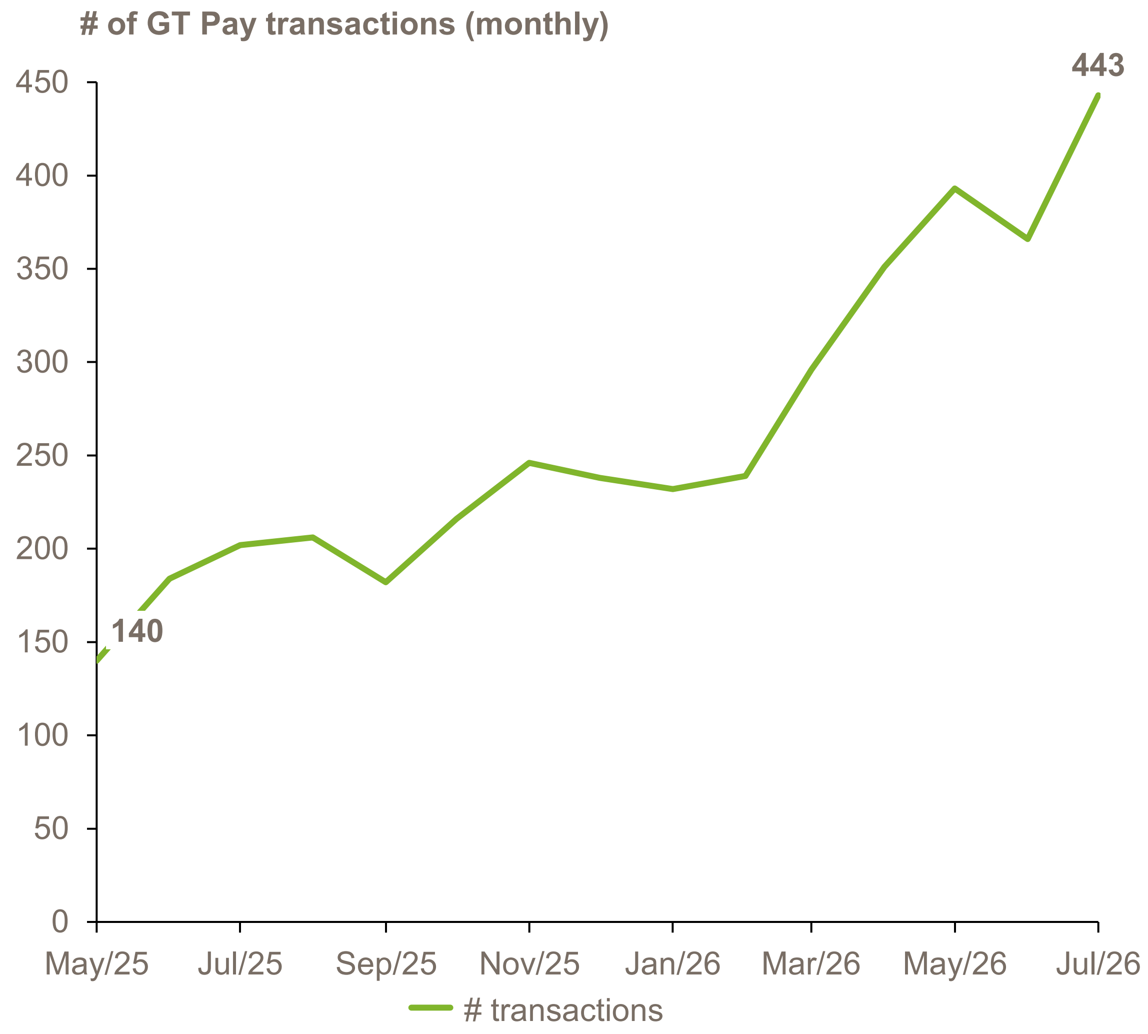
Transactional updates

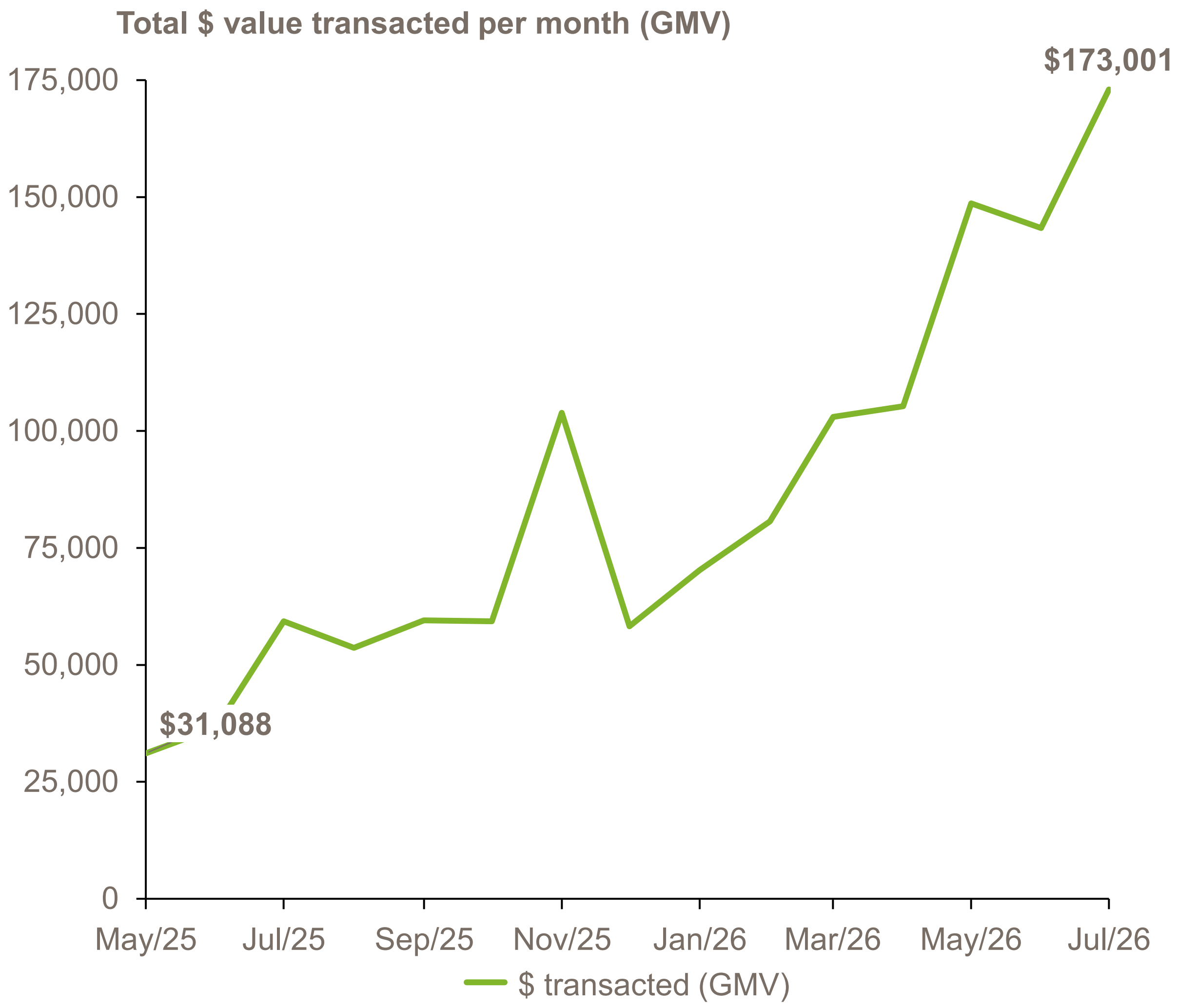
- In FY26 Gumtree Group rolled out additional features for its Gumtree Pay solution with ‘make an offer’ as well as shipping functionalities added (supported by Adyen’s leading technology). These updates make buying and selling on our marketplace safer, simpler and more convenient.
- Since launch of Gumtree Pay, user adoption has been growing month-over-month, with more than **60,000 sellers** now opted in.
- Two important milestones were announced in FY26; hitting **2,500 Gumtree Pay transactions** and facilitating more than **$1 million of goods securely transacted** since launch.





Gumtree Pay adoption is growing on a monthly basis

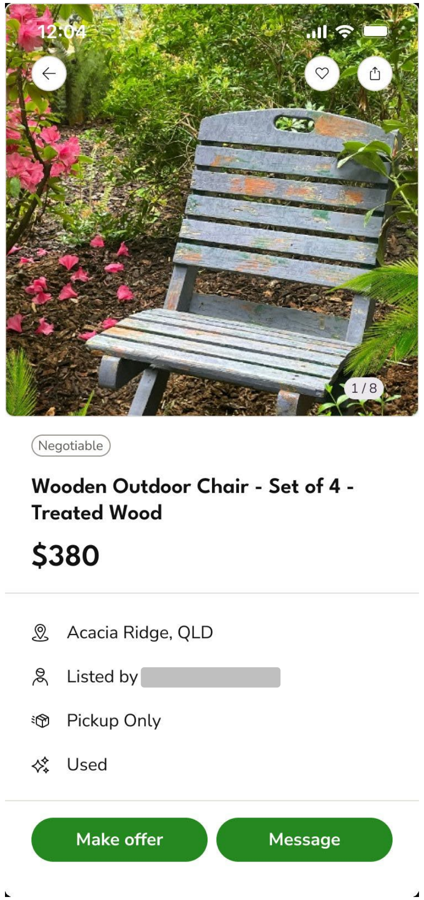




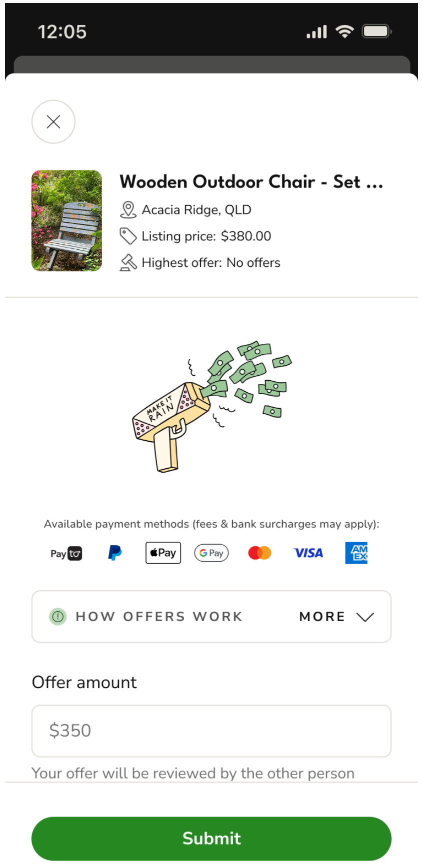
Source: Company stats

Gumtree Pay – Make an Offer user journey

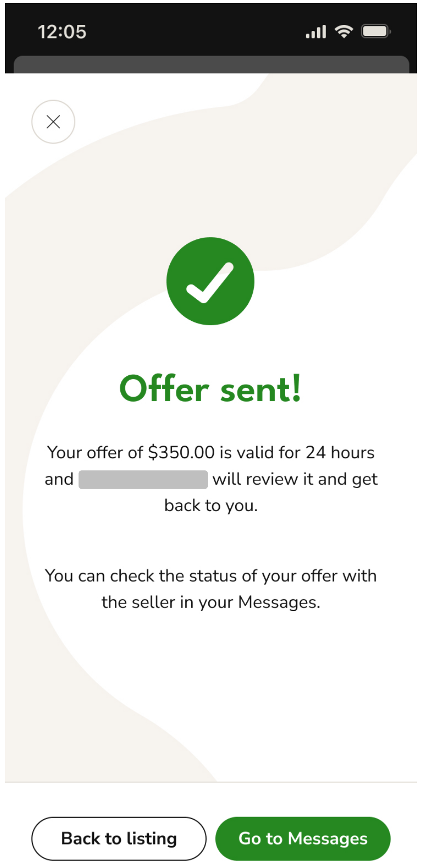
Screenshots of the Make and Offer user journey on Gumtree



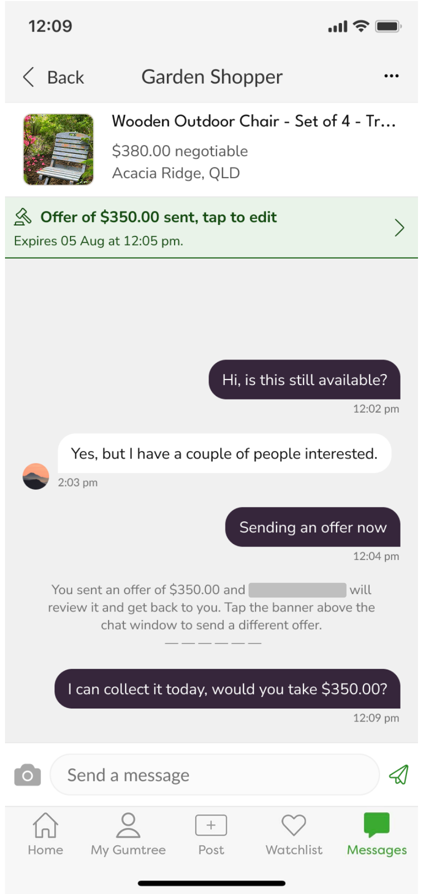
Make an Offer
(from the listing page)



Enter amount
(powered by Gumtree Pay)

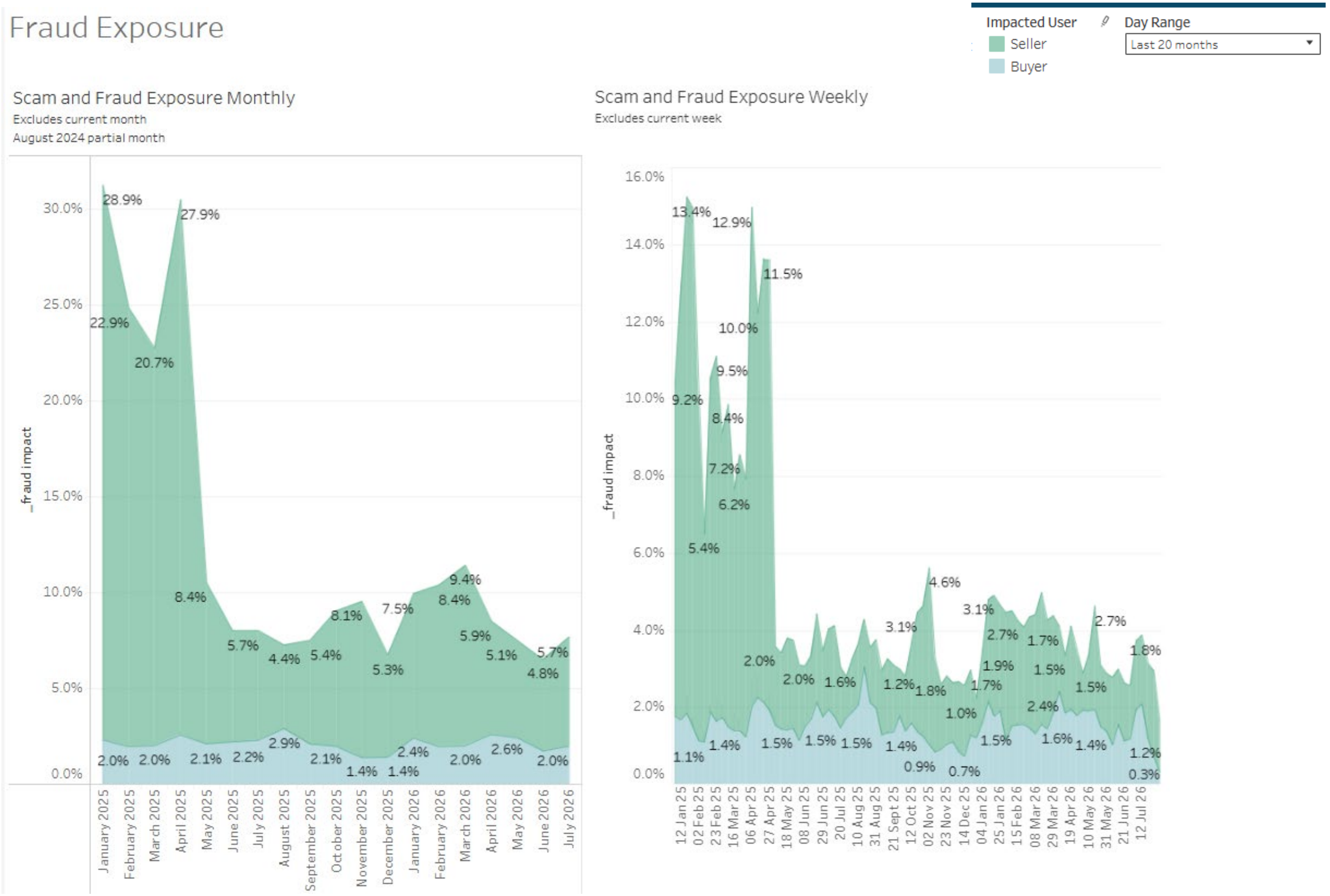


Offer sent
(valid for 24 hours)



Messaging centre
(tap the ribbon to edit)

Strong reduction in fraud and scam on the platform by successfully rolling out multiple security initiatives…



Source: Company stats

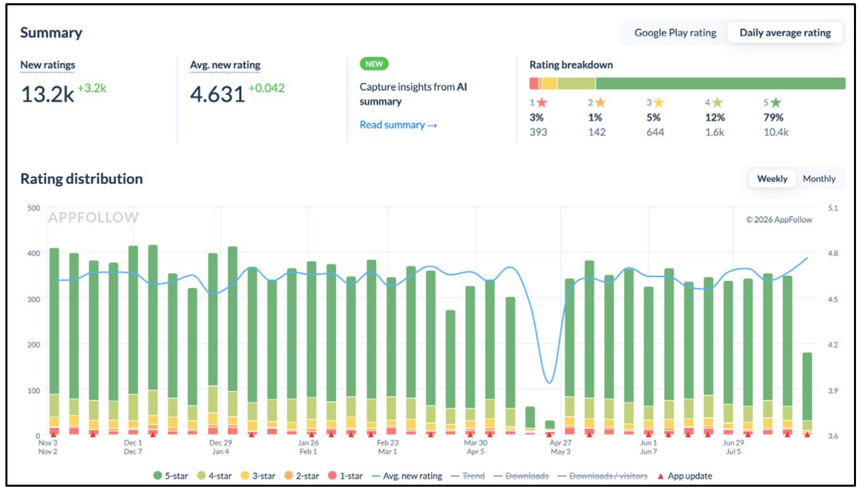
Key safety improvements

- Over the years Gumtree achieved a strong reduction in overall fraud & scam driving a strong improvement in user experience.
- Key initiatives undertaken:
  - Introduction of 2FA, with Australian only mobile numbers
  - Integrated a bank grade, AI driven fraud detection solution
  - Automated first level message moderation leveraging AI tools and rate limiting messages
  - Setting up of an enterprise grade solution protection against bots, vulnerabilities and sophisticated attacks
  - Having a dedicated customer service team to moderate suspicious ads and messages (available 24/7)

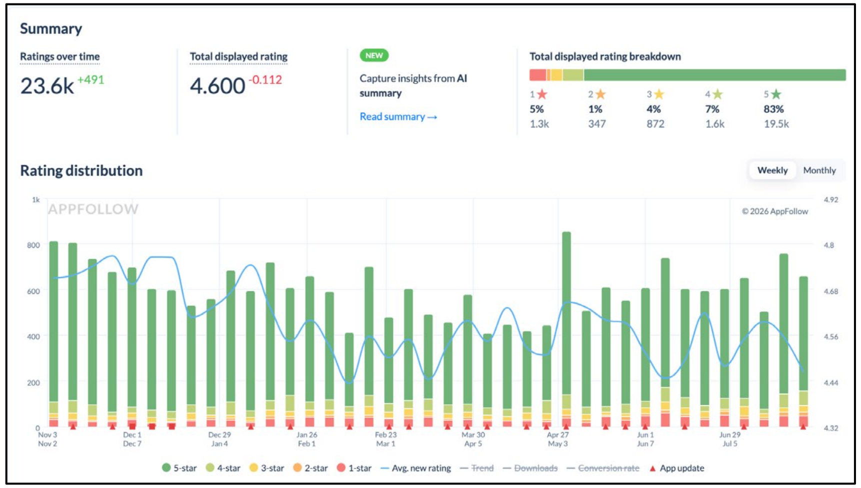
…is resulting in higher user ratings in App stores as well as on Trustpilot

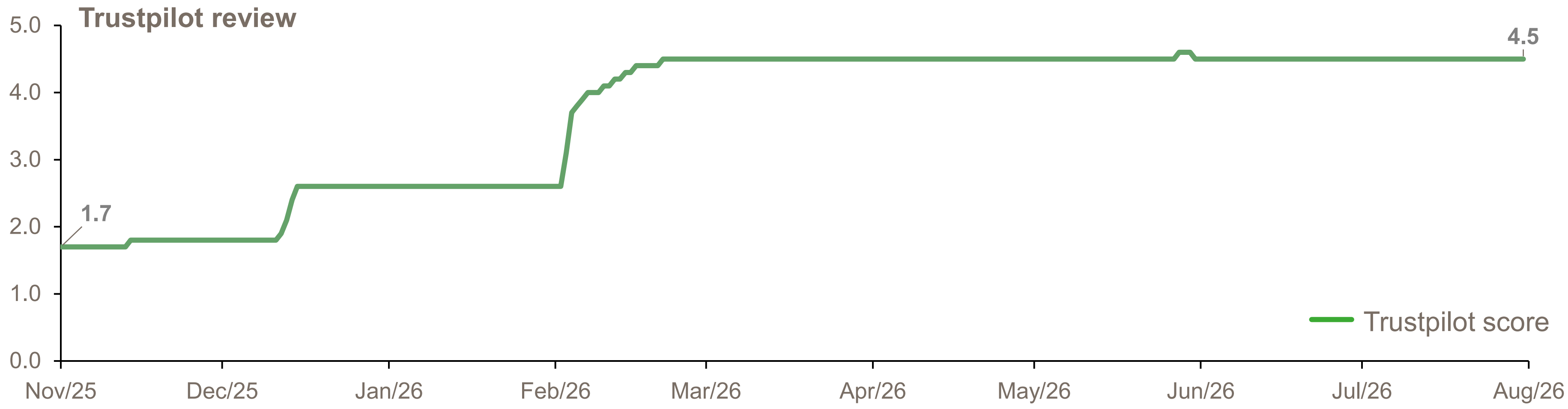
Positive reviews (green bars) and overall rating (blue line) have shown an improvement

Android App



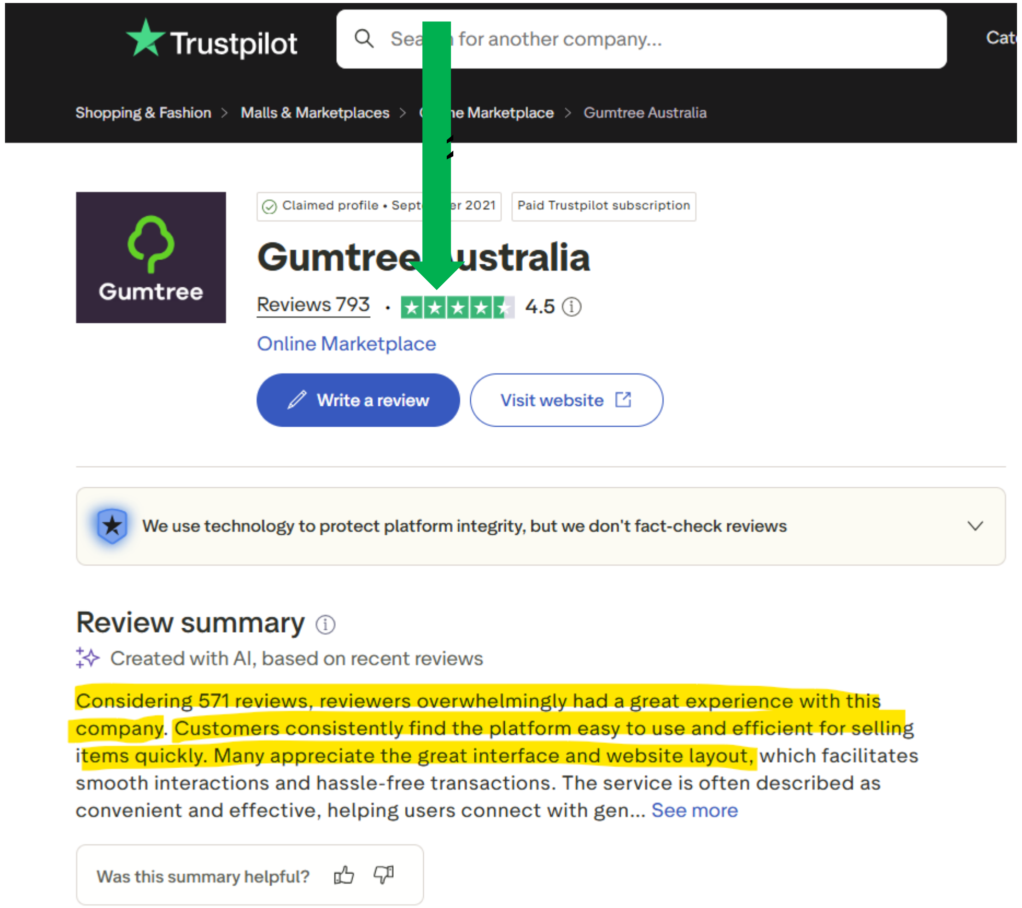
iOS App

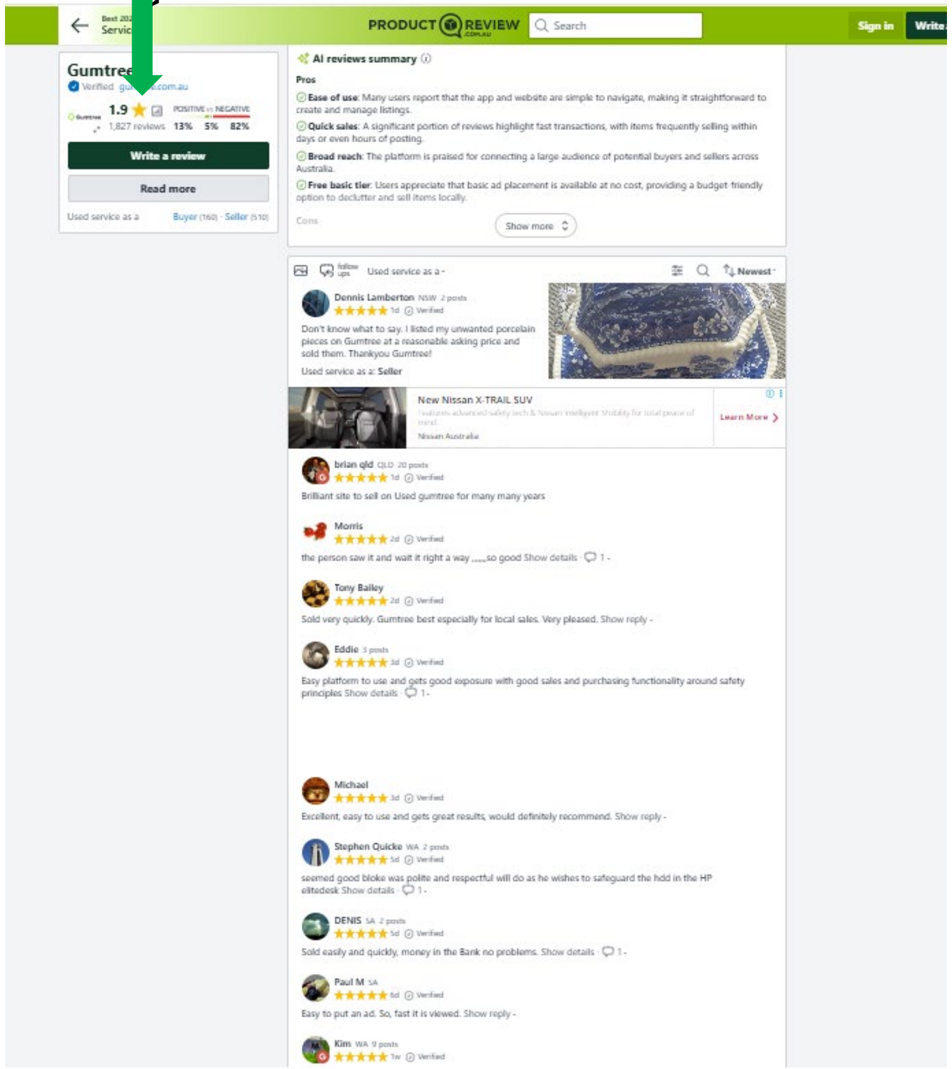




Note: TrustScore is calculated on a scale from 1 to 5, with 5 being the highest possible

Trust & Safety – external user reviews





AI Transformation project - rightsizing our organisational structure whilst increasing output & productivity

In April 2026, the Group launched an initiative to embed AI into our Tech operations. The objective of this project is to drive greater productivity, efficiency and delivery quality, while reducing reliance on manual processes.

Following extensive testing, the Group is confident that the new structure for our Technology Engineering team requires fewer engineers.

As a result, the Group **initiated a restructuring program late August 2026 with 22 roles being impacted in its Technology Engineering organisation.**

The adoption and integration of the latest AI models in our processes present a strong opportunity in terms of increasing overall output and reducing total salary costs.

Cost savings to be redeployed into funding of growth initiatives in Group's key verticals as well as Transactional offerings

Investment considerations

1. ✓ **Successful transformation to a pure play marketplace business** following the divestment of its loss-making Capital Market activities in FY25

2. ✓ **Introduction of new revenue lines and transitioning to a transactional marketplace** with Payments and Shipping functionalities rolled-out in the financial year

3. ✓ **Group EBITDA increased to $7.8m** (up 29% on pcp) **and Profit before Tax increased to $3.5m** (2025: loss of $0.1m) following a significant reduction of the overall cost base

4. ✓ The Group **continued to generate strong operating cash flows of $7.3m** in FY26 (up 27% on pcp)

5. ✓ **Reduction outstanding CBA debt balance to $27.9m** (from $46.0m in 2023)

APPENDIX

R&D Tax Incentives from FY24 & FY25 generated $3.1m in carried-forward Tax Offsets

Gumtree Australia Markets Ltd - R&D Tax Project

Tax Return Item	FY 2024	FY 2025	Total
Taxable Income	11,833,327	14,438,114	
Eligible R&D Expenditure	12,198,182	12,006,552	
R&D Tax Offset	5,528,391	5,431,682	
R&D Offset Utilised	3,549,998	4,331,434	
R&D tax offsets carried forward to future years	1,978,393	1,100,248	**3,078,641**
Additional Tax Saving resulting from R&D Tax*	1,868,936	1,829,716	**3,698,652**

** this is the additional tax benefit from using R&D tax claims vs the standard deduction from these activities which is allowed by the ATO*

Notes

- Gumtree Group successfully claimed R&D tax incentives in FY24 and FY25.
- Total available carried forward tax offsets amount to $3.1m per June 2026
- Management expects similar levels for FY26 based on eligible R&D activities that were undertaken during the financial year, subject to final lodgment.