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## AGM CHAIRMAN'S ADDRESS

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Carly Holdings Limited (ASX:CL8) (**Carly** or the **Company**) is pleased to present a copy of the Chairman's Address to be made at the Annual General Meeting to be held in Sydney commencing at 2:00 pm AEDT today.

This announcement was authorised to be given to ASX by the Board of Directors of Carly Holdings Limited.

**Authorised by:**

Chris Noone  
CEO and Director  
Carly Holdings Limited

**Media Enquiries**

The Capital Network  
Julia Maguire  
+61 2 8999 3699  
[julia@thecapitalnetwork.com.au](mailto:julia@thecapitalnetwork.com.au)

**Investor Relations**

w: <https://investors.carly.co>  
e: [shareholder@carly.co](mailto:shareholder@carly.co)

**About Carly**

Carly Holdings Limited (ASX:CL8) is an Australian company leading the growth of the car subscription industry in Australia & New Zealand and supporting the transition to electric vehicles. Launched in 2019, [Carly Car Subscription](#) is a flexible alternative to buying or financing a vehicle, for individuals and businesses, with insurance, registration and servicing included in one monthly payment. Average subscription period is over 5 months. Carly has secured auto industry leaders SG Fleet (ASX:SGF) and Turners Automotive (ASX:TRA) as significant shareholders, joining long-term shareholder, RACV and OEM partner, Hyundai. For more information visit: <https://investors.carly.co>



## CL8 Chairman's AGM Address

2023 was a big year for Carly, with significant progress being made in the business. Unfortunately, the hard work and progress has not yet been reflected in the share price.

Carly has delivered subscription revenue growth this year. For the most recent September 2023 Quarter, growth of over 100% for the year was achieved, which maintained the 100% growth rate for the year achieved in the September 2022 Quarter. Our growth has been driven by our focus on delivering against our asset-heavy vehicle strategy.

This time last year Carly had progressed our asset-heavy strategy, demonstrating our ability to acquire vehicles, and get them into the hands of drivers, achieving high utilisation rates. We had secured a total of \$2.5m of vehicle finance facilities. We come to this year's AGM with total vehicle finance facilities of approximately \$13m. This includes the Part B facility of \$6m, which was part of the \$10m iPartners facility obtained in March 2023. This Part B facility will become available for use with the approval of the Convertible Note facility at today's AGM. This finance facility underpins the substantial growth in fleet size and subscription revenues for 2024 and beyond.

It is a great vote of confidence in Carly's strategy, management team and growth performance, that iPartners has decided to invest \$2.85 million into a convertible note facility. iPartners are a leading growth capital partner and we are very happy to have them as an investor and partner for Carly. The Convertible Note terms reflect the substantial upside in the business and minimises the impact of dilution for existing shareholders via the ability to convert into shares at a share price of at least \$0.036 per share, which is substantially above the current traded share price of Carly.

Whilst we have focused heavily on the asset-heavy strategy, we have also continued to develop the asset-light model. As the new and used vehicle markets start to normalise, we are seeing promising signs of increasing interest from manufacturers and dealers in our asset-light offering. The CarlyNow platform will further progress our offering for dealers in the coming year.

Car subscription is very well placed for the transition to electric vehicles. The Carly platform enables a compelling "try before you buy" opportunity that helps remove uncertainty about the suitability of an EV for drivers and fleets. Carly has partnered with both manufacturers and dealers to make electric vehicles available, including securing the Kona, IONIQ 5 & IONIQ 6 through our partnership with Hyundai. We've also launched a bundled EV charging offer with Chargefox for inclusion with electric vehicle subscriptions as well as a referral and marketing relationship. We expect to see increasing interest in EVs in 2024 and beyond.

I would like to thank Robbie Blau from SG Fleet and Todd Hunter from Turners Automotive for their support as directors and investors over many years. They both contributed significantly towards helping to put in place the building blocks for Carly's growth. Both run substantial businesses across Australia and New Zealand respectively which requires an increasing level of their focus. I thank them for their support and friendship and wish them the best for the future.

I would also like to thank all shareholders for their past and ongoing support for Carly – those who have been long term supporters, as well as new investors. Given the substantial progress made in the business and the funding facilities available, we are expecting to continue to achieve strong growth rates, and to see Carly deliver substantially stronger revenues in 2024 as we head towards profitability.

Finally, on behalf of the Board, I would like to say thank you to Chris Noone and the entire Carly team for their efforts and achievements in 2023.

We all look forward to seeing the very strong growth that 2024 will bring.