

CONSIDERATION PACKAGE SPECIFICATIONS

The consideration package encompasses two native ad placements, both designed to get your car model on the buyer's consideration list.

1. GUARANTEED CONSIDERATION

Guaranteed Consideration, which promotes a manufacturer's generic new car listing by seeding it amongst search results for new and used competitive models, and captures the attention of consumers researching vehicles in your VFACTS competitive set, who may not have considered that vehicle previously.

Specifications

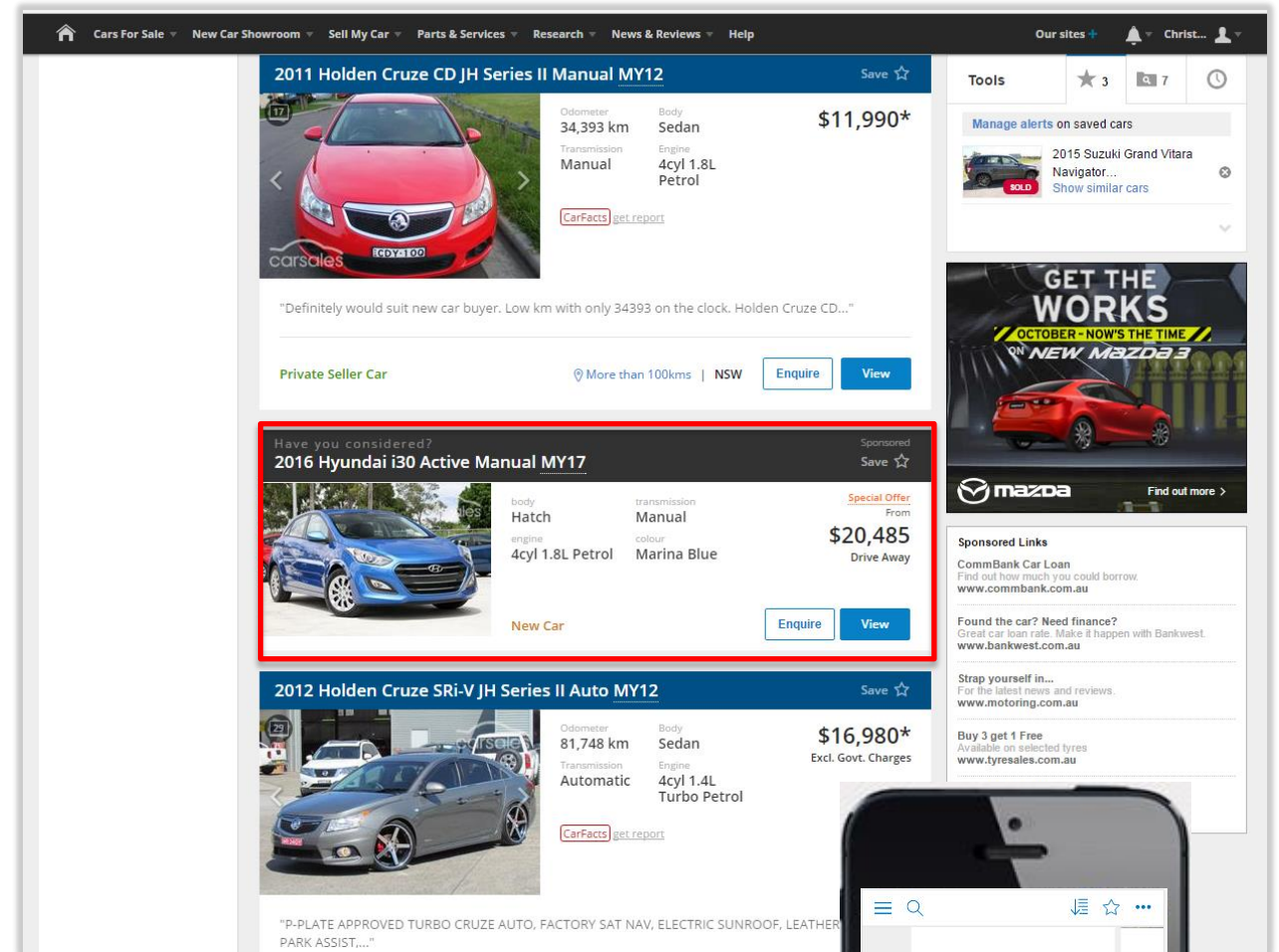
- MediaMotive will build and host the sponsored vehicle listing
- Advertiser to supply the URL to the New Car Showroom details page or BNCA details page of the promoted vehicle
- Reporting will be provided against impressions and clicks as part of the consideration package
- Third party tracking is available for impressions only - please provide a 1x1 impression tracking pixel

Requirements

- The Consideration Package is sold on a weekly sponsorship
- Sponsored vehicles cannot be set up outside of their VFACTS category
- Enquiries received on a GC vehicle will be distributed to the OEM dealer network based on the nearest dealer to the customers postcode (PMA).

Timeline

- Details of required vehicle must be provided to the Product Team at least 10 working days before campaign launch.

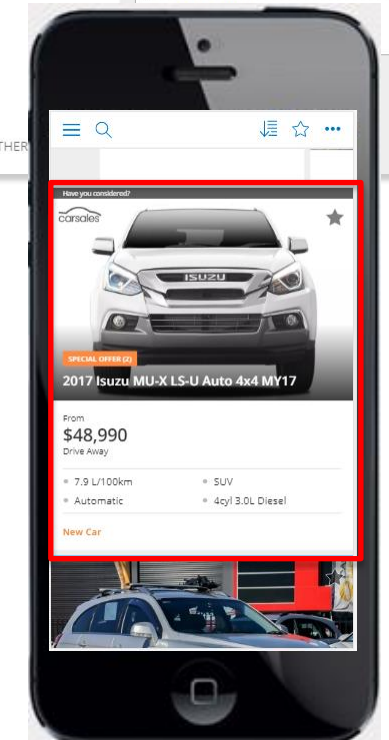


VFACTS Categories	Prestige VFACTS Categories
Micro & Light Passenger <\$25K	Light Passenger >\$25K
Small Passenger <\$40K *	Small Passenger >\$40K
Medium Passenger <\$60K	Medium Passenger >\$60K
Large Passenger <\$70K & Upper Large Passenger <\$100K	Large Passenger >\$70K
Small SUV <\$40K	Small SUV >\$40K
Medium SUV <\$60K *	Medium SUV >\$60K
Large SUV <\$70K & Upper Large SUV <\$100K *	Large SUV >\$70K
Large SUV 7 seats refinement & People Movers	Sports >\$80K
Sports <\$80K	Sports >\$200K ^
Vans ^	
Light Commercial *	
Heavy Commercial ^	

* Segments are available at a minimum 25% SOV. On these segments, the maximum buy is 50% SOV.

^ Segments are available at 100% SOV

All other segments are available at 50% SOV



2. COMPARISON TOOL

The Comparison Tool, which allows consumers to directly compare price and specs of cars side-by-side, with a native ad unit automatically placed in view. The Comparison Tool is being relaunched across multiple areas of the network, including carsales stock search, new car showroom, and Redbook.

Specifications:

- MediaMotive will build and host the sponsored vehicle listing
- The same vehicle listing supplied for Guaranteed Consideration will be applied.

Requirements:

- Reporting will be provided against impressions and clicks as part of the consideration package. Placement cannot be tracked with third party tracking.

The screenshot displays the 'Vehicle Comparison' interface on the carsales website. At the top, there is a banner for the 'THE NEW INFINITI Q30'. Below the banner, three vehicle listings are shown side-by-side. The third listing, a '2016 Hyundai i30 Active Manual MY17', is highlighted with a red border and has a 'SPONSORED' label above it. Below the vehicle images is a 'Vehicle Overview' table comparing specifications across the three models.

	2011 Holden Commodore SS V VE Series II Auto MY12	2014 Holden Cruze CD JH Series II Auto MY14	2016 Hyundai i30 Active Manual MY17
AD TYPE	Private Seller Car	Dealer Car - Used	New Car
PRICE	\$21,000*	\$12,942*	\$19,990*
KILOMETERS	125,000km	32,189km	0km
BADGE	SS V	CD	Active
SERIES	VE Series II	JH Series II	GD4 Series II
BODY	Sedan	Wagon	Hatch
INTERIOR COLOUR	Black/Grey Leather	-	-
NO. DOORS	4	5	5
SEAT CAPACITY	5	5	5
TRANSMISSION	Sports Automatic	Sports Automatic	Manual
CYLINDERS	8	4	4
NUMBER OF GEARS	6	6	6
DRIVE	Rear Wheel Drive	Front Wheel Drive	Front Wheel Drive
FUEL TYPE	Petrol - Unleaded ULP	Petrol - Unleaded ULP	Petrol - Unleaded ULP
WHEEL SIZE	-	-	-
RELEASE DATE	2011(September)	2014	2016(January)
ORIGIN	AUSTRALIA	SOUTH KOREA	SOUTH KOREA