

MEDIA RELEASE [TRADE MEDIA]

Optimus Group to take controlling stake in iconic *Auto Trader* brand.

Auckland, NZ, 29 November 2023 — Optimus Group Co. Ltd. has entered into an agreement to acquire a controlling stake in Auto Trader Media Group, owners of [Autotrader.co.nz](https://www.autotrader.co.nz), one of New Zealand’s leading automotive sales websites.

The investment extends the range of services Optimus provides to the automotive sector and gives Optimus a stake in a trusted digital platform.

Every month *Auto Trader* is visited by hundreds of thousands of unique car buyers throughout New Zealand wanting to research their next vehicle and purchase it from a trusted dealer.

Current owners, Ross Logue and Richie East, acquired the title from Bauer Media in 2019 under a management buy-out. At that time the site listed around 23,000 cars per month and had a limited online presence. Today, following a rebuild of the website earlier this year, there is now an average listing of 44,000 cars online and available to purchase each month. That growth is evidence of strong ongoing demand and reflects the success of execution of *Auto Trader*’s transition from print to online.

“*Auto Trader* is an iconic publishing brand in New Zealand,” says Optimus Group’s Darren Bowler. “Ross and Richie understood the title’s potential when they acquired it and have now successfully transitioned the magazine’s 40-year legacy as the “Car Bible,” into what is now the trusted place for buying and selling cars online.”

Optimus a global business with investments in Australia and New Zealand

Optimus Group Co. Ltd is a global automotive business headquartered in Tokyo, Japan and listed company on the Tokyo Stock Exchange (9268). The Group has automotive sector investments in New Zealand covering trading, logistics, inspection and services and in Australia covering data, logistics and retailing.

This agreement consolidates Optimus presence in the New Zealand market and aligns with the Group’s global strategic direction, allowing it to deliver an even wider range of services to consumers, enhancing their automotive sales and purchase experiences.

“Optimus Group operates a global business model in the automotive sector, with operations spread across Japan, New Zealand and Australia offering a full range of end-to-end automotive solutions,” says Nobuya Yamanaka, President of Optimus Group Co Ltd. “Auto Trader is a trusted digital platform that will provide the Group with an opportunity to deliver improved levels of customer services to the New Zealand automotive sector in line with our growth ambitions.”

Last month Optimus Group entered into an agreement to acquire Autopact, one of Australia’s largest privately owned automotive dealership groups.