

**Cars Commerce** is an audience-driven technology company empowering automotive that simplifies everything about buying and selling cars.



Cars Commerce 2023 Performance<sup>1</sup> | REVENUE: \$689.2MM +5% YoY | ADJ. EBITDA: \$194.9MM | FREE CASH FLOW: \$115.8MM

## Background

Launched in 1998 with the flagship marketplace Cars.com, Cars Commerce empowers in-market shoppers with the data, resources, and digital tools needed to make informed buying decisions and seamlessly connect with automotive retailers. In a rapidly changing market, Cars Commerce enables dealerships and OEMs with innovative technology solutions and data-driven intelligence to better reach and influence ready-to-buy shoppers, increase inventory turn, and gain market share.

## Investment Highlights

Cars Commerce Connected Platform

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Leading Brand with Strong Organic Traffic

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Significant Headroom in Large  
Fragmented Addressable Market

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Asset Light Business Model with  
Attractive Free Cash Flow and Strong  
Balance Sheet

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Our ultimate goal “to be essential for success”  
and to foster an inclusive culture of trust,  
transparency, and accountability

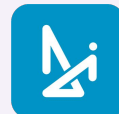
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Experienced Management Team

## End-to-End Digital Solutions



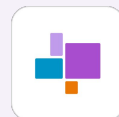
**Cars.com** enables dealer customers to showcase their new and used inventory to the ~28MM<sup>2</sup> monthly in-market shoppers on Cars.com.



**Dealer Inspire** provides progressive dealer websites, digital retailing and messaging platform products. Our website customers including D2C Media, reached ~7,400<sup>3</sup>.



**AccuTrade** is a real-time vehicle valuation platform enabling dealers to efficiently acquire inventory at scale and Instant Offer enables consumers to receive a competitive cash offer for their vehicle.



**Cars Commerce Media Network** is a new brand that unifies all of the Company’s media products that empowers OEMs and retailers to reach proven in-market consumers while they are shopping.

### Investor Contact:

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<sup>1</sup> Reconciliations of Non-GAAP financial measures to the relevant GAAP measures can be found in the Q4 2023 Earnings Presentation available at <https://investor.cars.com>

<sup>2</sup> For the three months ended March 31, 2024

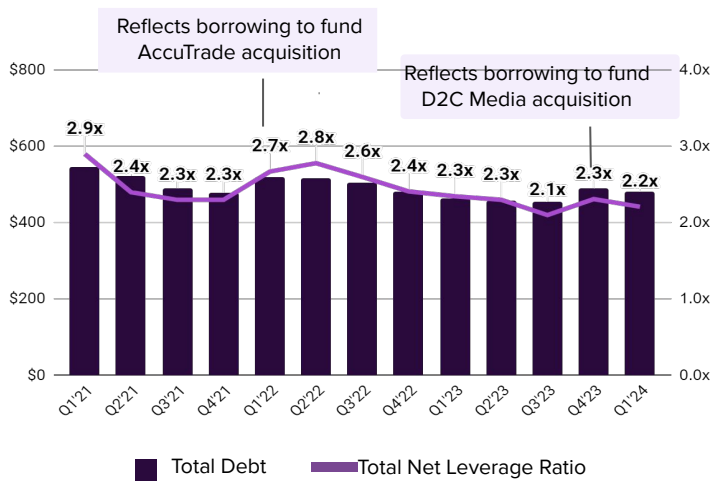
<sup>3</sup> As of March 31, 2024

# Financial Highlights & Growth Path

Q1 Revenue	\$180.2MM +8% YoY
Q1 Adj. Net Income	\$28.7MM
Q1 Adj. EBITDA	\$52.7MM
Q1 Adj. EBITDA Margin	29.2%
YTD Free Cash Flow <sup>2</sup>	\$27.4MM
YTD Shares Repurchased <sup>2</sup>	0.5MM

OEM & National Revenue +13% YoY	\$2,505 ARPD <sup>3</sup> +5% YoY	~60% Organic Traffic <sup>4</sup>
Dealer Inventory Turned ~20% Faster on Average <sup>5</sup>	10.5% Free Cash Flow Yield <sup>6</sup>	19,381 Dealer Customers <sup>7</sup> +1% YoY

## Total Debt (\$MM) & Net Leverage Ratio



- Approximately two-thirds of **OEM customers** increased advertising & marketing investments in Cars Commerce products and solutions
- **VIN Performance Media** early adopters are seeing significant increases in leads, interactions and website transfers to their promoted inventory
- New marketplace sales reached the **highest level** in three years, reaffirming our strong **platform value**
- **Amended and extended** credit agreement into a \$350MM all-revolver structure
- Balancing our **Capital Allocation** priorities, including a **\$200MM** share repurchase authorization through Q1 2025

## Cars Commerce CSR Priorities

- Improve** employee well-being and development, and **drive** Diversity, Equity and Inclusion (DEI) across the Company, industry and community
- Reduce** and **facilitate** carbon reduction through our employees, customers and massive in-market audience
- Maintain **best-in-class** Company policies and protections to foster a diverse and ethical culture of **trust, transparency** and **accountability**

## Cars Commerce Outlook<sup>8</sup>

### Q2 2024 OUTLOOK

Q2 Revenue: **\$181MM to \$183MM**

Represents **7% to 9%** year-over-year growth

Q2 Adjusted EBITDA margin: **27.5% to 29.5%**

### FULL YEAR 2024 OUTLOOK

Full year revenue growth: **6% to 8%**

Full year EBITDA margin: **28% to 30%**

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<sup>1</sup> Reconciliations of Non-GAAP financials measures to the relevant GAAP measure can be found in the Q1 2024 Earnings Presentation available at <https://investor.cars.com>

<sup>2</sup> For the period ended March 31, 2024

<sup>3</sup> For the three months ended March 31, 2024

<sup>4</sup> For the three months ended March 31, 2024

<sup>5</sup> Cars Commerce internal data for dealers using multiple products

<sup>6</sup> Calculated using LTM FCF as of March 31, 2024 and May 8, 2024 closing stock price

<sup>7</sup> As of March 31, 2024

<sup>8</sup> Forward looking statements and guidance provided on the Company's Q1 2024 Earnings Call, May 9, 2024