



 CARS COMMERCE™

2023 Corporate Social Responsibility and Community Action Report

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CEO Letter

2023 marked the 25th anniversary for Cars.com Inc. (“Cars Commerce”) and was a transformational year for the company. We delivered consistent profitable growth, launched our new Cars Commerce brand and advanced our platform strategy while achieving several significant milestones for our Corporate Social Responsibility (CSR) program. At Cars Commerce, our vision “to be essential for success” speaks to all of our communities: our employees, our retail partners, the industries we serve, and the local communities where we live and work. I am proud to celebrate our team’s many accomplishments with the publication of our inaugural CSR and Community Action Report.

We aspire to be the most inclusive brand in the category. We have an open marketplace where all participants are welcome. We win by serving the widest and largest market possible, and our employee community is a reflection of that.

Our work extends beyond our workplace and into the industry. Cars Commerce proudly advocates for inclusive economic opportunities for local automotive retailers who support neighborhood programs and provide jobs that drive local economies.

Our employees continue this work through programs that allow our teams to directly impact local communities across the country, like our Volunteer Challenge to 100. When it comes to our environmental sustainability efforts, we seek to create a cleaner automotive market and industry, primarily through programming aimed towards reducing carbon emissions through electric vehicle (“EV”) consumer education.

We are proud of our progress – although the work is never done. Our company has a long history of being open to all and doing good. This is **WHO WE ARE** at our core.

Our ultimate goal is to be essential to success and foster an inclusive culture of trust, transparency, and accountability. We know we are stronger together when we set priorities that support all of our communities, and we only succeed through our collective growth. We see this report as an opportunity to share our progress as we continue to positively impact the communities we serve.



CEO Alex Vetter with Cars Commerce employees at a community cleanup in Chicago's Englewood neighborhood

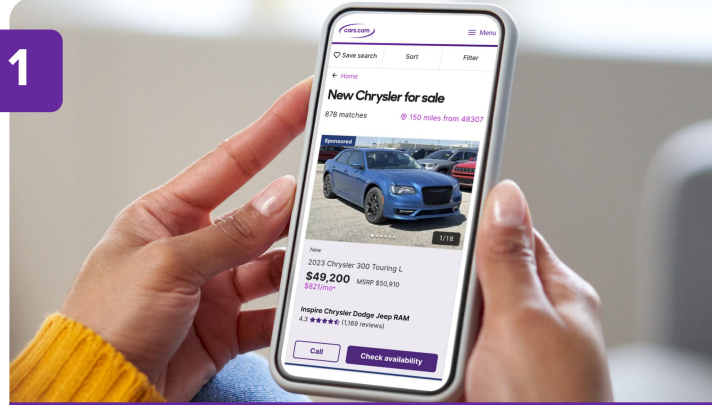
Our Company: Who We Are

ABOUT CARS COMMERCE

Cars Commerce is an audience-driven technology company empowering the automotive industry. We are simplifying everything about car buying and selling by reducing complexity and increasing transparency throughout the retail experience.

Our comprehensive platform offering is organized around our four key capabilities:

1




Marketplace
No. 1 automotive marketplace brand and dealer reputation site

2



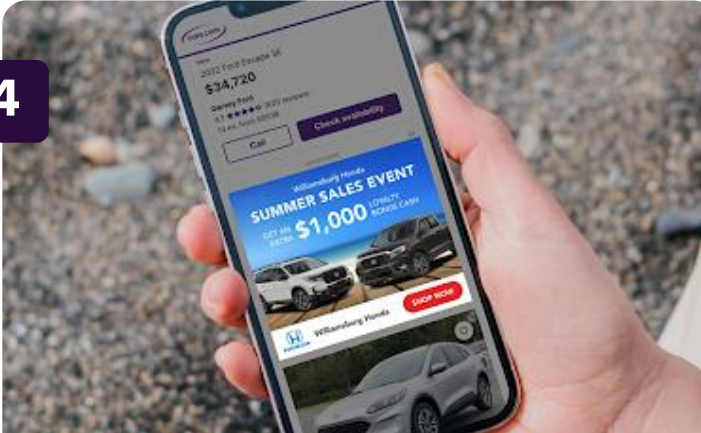
Digital Experience
Tierless digital marketing technology and services endorsed by OEMs

3



Trade and Appraisal
Powers retail profitability with the right price on any vehicle every time

4



Cars Commerce Media Network
Pure in-market audience across social, video, search and display

Our Identity, Vision, Mission and Strategy

IDENTITY
Who we are
An audience-driven tech company empowering automotive

MISSION
What we do
Simplify everything about buying and selling cars

STRATEGY
How we do it
The first connected platform for automotive commerce

VISION
Why we are here
To be essential for success

Our Company: Who We Are

OUR VALUES

Rise Together: We put people at the center of what we do, from consumer to customer to community. We prioritize collaboration. When we work together, we win together.

Care to Challenge: We innovate, we challenge convention, and we get results because we care. It is what fuels our competitive spirit. We embrace creativity, buck tradition and grow beyond.

Take Ownership: When there is an opportunity to make a positive impact, we go for it. We lean in and take risks. We think about tomorrow and act today.

Do the Right Thing: Integrity is our foundation. We uphold our commitments and lead by example. We do the right thing, every time – especially when it is hard.

Be Open to All: We encourage open-minded communication because we know diverse thinking yields better outcomes. We welcome new ideas, respect differences and open the floor to all voices.



Our Values at Work: Awards and Recognition



Cars Commerce Has Been Named To U.S. News & World Report's Inaugural Best Companies To Work For In 2024 List; Noted Among The Top 20% Of Our Industry.



Cars Commerce Was Awarded In Four Categories By Built In Chicago And Was Named A 2024 U.S. Best Places To Work; U.S. Best Large Places To Work; Chicago, IL Best Places To Work; And Chicago, IL Best Large Places To Work.

Our Corporate Social Responsibility Approach

At Cars Commerce, our vision **“to be essential for success”** aligns our Corporate Social Responsibility (CSR) approach to our business goals of delivering a connected community that drives automotive commerce. Being essential to success is dependent on the success of our communities: our employees, our industry, and the local communities where we live and work. We are stronger together and we set our priorities to lift each group.

CORPORATE SOCIAL RESPONSIBILITY OVERSIGHT AND LEADERSHIP

Environmental, Social and Governance Committee of the Board of Directors

The Environmental, Social and Governance Committee (the “ESG Committee”) is charged with overseeing Cars Commerce’s efforts in the important areas of environmental, social and governance matters. The ESG Committee provides guidance to the Board of Directors on environmental issues – including those related to sustainability and climate change, social and governance matters – that are relevant to Cars Commerce’s business, and devotes appropriate attention and effective response to stockholder concerns regarding such matters.

Corporate Social Responsibility Leadership Team

Cars Commerce incorporates corporate social responsibility practices throughout our business. We believe all employees have a role in contributing to our inclusive company culture, engaging our communities and promoting sustainable business practices. Led by our Chief Communications Officer, Chief Legal Officer, Chief People Officer, a cross-functional team sets our CSR priorities, drives CSR initiatives and programs, engages stakeholders for ongoing feedback, and reports progress on efforts to the ESG Committee and the Board.



Our Corporate Social Responsibility Priorities

Improve Employee Well-Being and Development, and Drive Diversity, Equity and Inclusion (DEI) Across the Company, Industry and Community

- Support employee engagement and well-being
- Advance representation in our company and industry
- Support local communities and businesses through volunteer and philanthropic efforts

Reduce and Facilitate Carbon Reduction Through Our Employees, Customers and Massive In-Market Audience

- Increase electric vehicle ("EV") education and improve the EV experience on our Marketplace, making EVs more accessible and reducing carbon emissions
- Understand the environmental impact of our own operations to improve efforts

Maintain Best-in-Class Company Policies and Protections to Foster a Diverse and Ethical Culture of Trust, Transparency and Accountability

- Maintain company policies, including our code of conduct, labor and human rights policy, environmental compliance and climate change policy, among others
- Establish data privacy and cybersecurity policies and procedures
- Complete enterprise risk assessment and achieve ISO/IEC 27001 certification for cybersecurity practices

2023 Highlights

Employee Engagement

- Averaged 80% Employee Engagement
- ~20,000 Dedicated Learning Hours

Community Outreach and Giving Back

- Donated more than \$500K to local and industry organizations in 2023, totaling over \$1.5MM in donations to our corporate giving partners since 2020
- Volunteered in 132 communities totaling over 3,000 volunteer hours served through our Volunteer Challenge to 100 program, encouraging employees to use their eight hours of paid volunteer time to support local charities of their choice

Celebrating Inclusivity

44% Female

26% Ethnic/Racial Diversity

A standout in auto and tech industries

Environmental Impact

- Reduced greenhouse gas emissions by awarding nearly \$20K in incentives to employees purchasing an EV from our local dealer customers through our Carbon Cashback Program
- Delivered EV consumer education content and enhanced EV search experience across our digital platforms

Cultivating Our Employee Community

Improve Employee Well-Being And Development, And Drive DEI Across Company, Industry And Community

At Cars Commerce, our employee culture embodies the value of being **Open to All**. We are dedicated to reaching the highest standards of inclusivity, integrity and responsible business practices. We celebrate collaboration and innovation, and we recognize that these qualities define our effective teams that differentiate us as a Best Place to Work™.

EMPLOYEE ENGAGEMENT

We keep a pulse on employee satisfaction and engagement, conducting semiannual, anonymous, company wide surveys. Our executive management team analyzes the results, translating data into action plans that shape our culture and drive continuous improvement. As survey participation rates typically average 90% or higher (well above the national average of 72%), action plans developed from the survey results represent the voice of our employees. Our exchange with employees continues quarterly as priority topics are discussed in our Town Hall meetings, providing all employees opportunities to participate in open Q&A sessions with executives, encouraging candor and understanding across all leadership levels.

Our progress is just the beginning. Looking forward, we are focused on enhancing communication, cross-functional collaboration, and information sharing. Our executive and employee exchanges will continue to deepen our collaborative culture.

Employee Engagement Results

88%

Employee participation on our 2023 Pulse Survey



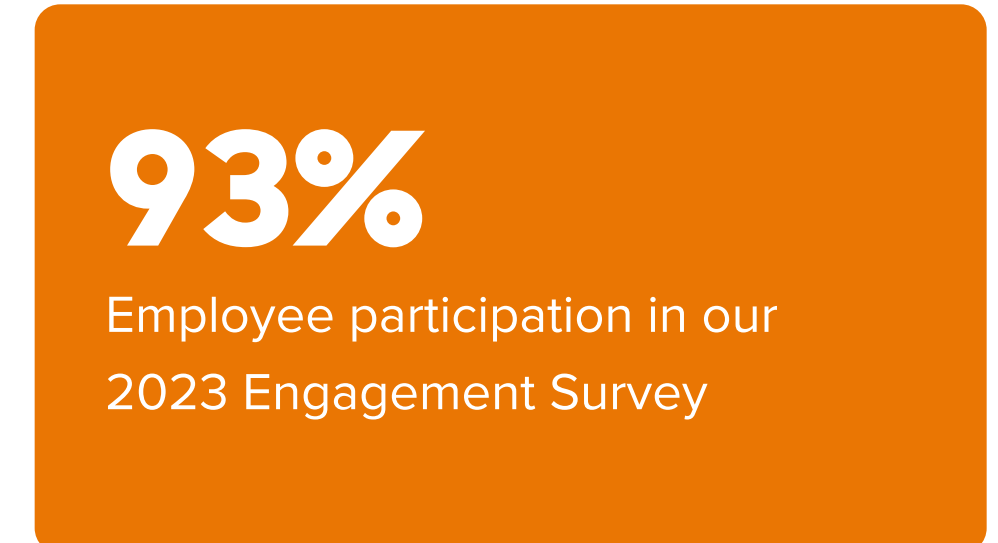
83%

Of employees responded they are proud to work at Cars Commerce



93%

Employee participation in our 2023 Engagement Survey



81%

Of Cars Commerce employees would recommend working at Cars Commerce



Cultivating Our Employee Community

EMPLOYEE RECOGNITION

Cars Commerce Impact Awards recognizes meaningful work that reflects our values and core growth drivers. Impact Awards translate our values into action with each award mirroring one core value. Celebrating the examples of excellence across our workforce reinforces our vision: to be essential for success.

TRAINING AND DEVELOPMENT

Our culture encourages our employees to **“Take Ownership”** of results and development, including individual certification options and job-specific learning and development support to accelerate careers at Cars Commerce. Employees invested time in nearly 14,000 e-courses, totaling almost 20,000 learning hours in 2023.

Training opportunities, leadership development programs and annual performance feedback enable continual adaptation to meet the needs of our evolving industry. Educational institutions enhance our systems by providing internships and staff training programs. Cars Commerce encourages continued education by reimbursing employees for degree programs or certifications.

Learning, Development and Leadership Results

25%

increase in career development and training opportunities, including the new quarterly unconscious bias training

40%+

of employees engaged in additional voluntary learning outside of required annual compliance training

75%

of employees agree with the sentiment, “The company provides me with opportunities for learning and development.”

90%

of employees report that their manager

- Conducts regular 1:1 meetings
- Supports work/life balance
- Effectively manages people

TALENT ATTRACTION

Cars Commerce talent attraction commits to recruit, retain and develop diverse, qualified and dedicated professionals who confidently provide their unique point of view and contribute to high-functioning teams.

Internships and Chicago Scholars Program

Our summer internship program draws a diverse group of college candidates from partnerships with Chicago Scholars, Northwestern University, and other colleges and universities. The program packs 10 weeks of professional skill building through mentorships, on-the-job training, team projects, and in-person skills training and development days. Over the past three years, the program has steadily grown, totaling 43 interns completing this experience, with Chicago Scholars representing 60% of our interns.



Cultivating Our Employee Community

BENEFITS AND WELLNESS OFFERINGS

Pay Transparency and Equity

At Cars Commerce, transparency and equity in compensation is foundational to us. Annual pay equity audits, on the basis of gender identity, have been ongoing for a decade. In 2017, audits were expanded to align with merit and include race and ethnicity by role, where performance, experience and tenure are all considered. In 2023, we made a commitment to provide increased pay transparency with the launch of a new Career Framework, enabling employees to better navigate their careers at Cars Commerce. This formal compensation structure assesses and classifies a job and assigns it a specific Job Level and Job Grade, providing more consistency and context and helping to guide employee growth and development.

Our Cars Commerce competitive and equitable compensation and benefits include:

- Employee Stock Purchase Plan available to all full-time and part-time employees, or 93% of employees
- Virtual-first work arrangements for all employees
- Family-friendly benefits such as paid parental leave, paid family medical leave, paid compassionate time, adoption assistance and subsidized backup daycare
- Mental health resources, events and activities for employees
- Fitness programs and subsidies, legal support, tuition reimbursements, electric vehicle subsidies and paid volunteer opportunities



Our Flexible Work Program improves work-life balance, productivity and overall employee satisfaction; 84% of employees responding to our survey said they “feel more productive working remotely.”

Cars Commerce rewards employees with tenure with time to ReFUEL

Our tenure-based time-off benefit awards additional time off with every five-year increment of employment, where employees are encouraged to reset and recharge.



Melissa Galicia, a Brand Designer who has been with Cars Commerce for 10 years, shared: *"I was able to orchestrate a magical experience, marking my daughter's fifth birthday and our 10th wedding anniversary,"* said Melissa. *"ReFUEL gave us the gift of time – two weeks to immerse ourselves in the joy of Disney World without the constraints of rushed schedules. Together, we created memories that will last a lifetime."*



Alex Boerner, a Manager of Workplace Experience with a 10-year tenure said: *"This trip exemplified a spirit of curiosity in me that pushed me to move outside my comfort zone to create meaningful connections and discover what the world has to offer,"* said Alex. *"I felt comfortable setting aside my work responsibilities and fully immersing myself in this once-in-a-lifetime adventure."*

Celebrating Inclusivity

Our approach to inclusivity defines a way of life ingrained in our culture as individuals and as a company. Our commitment to this principle is an imperative measured in talent acquisition and retention and tied to the executive incentive compensation performance of our Board. Our inclusive workplace is reinforced with initiatives that ensure a welcoming environment for people of all backgrounds and beliefs.

Inclusivity Training

Quarterly unconscious bias training reinforces our efforts, providing understanding, encouragement and spotting opportunities for growth. Fostering everyday understanding and growth makes our teams more educated, empathetic professionals.

*As of Dec 31, 2023. Excludes Canadian employees

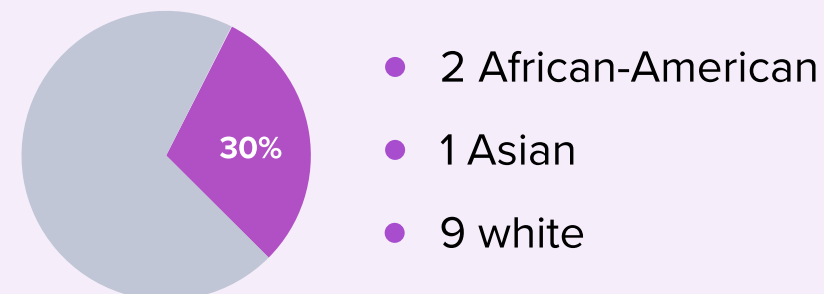
**Data is self-selected and collected at hire date

Employee Metrics

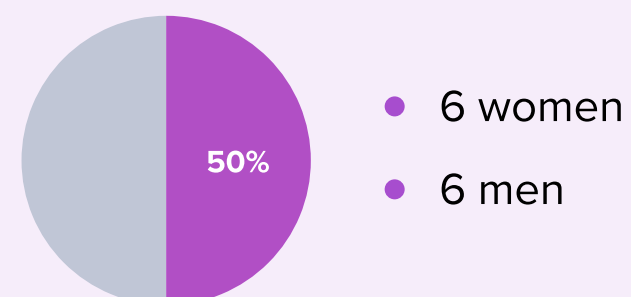


Our Executive Team

- 30% of our Executive Team is diverse

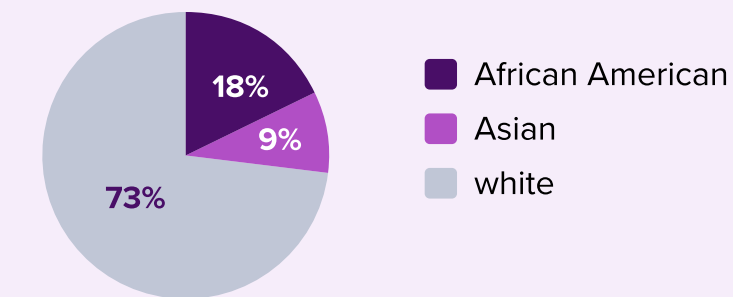


- 50% our Executive Team is women

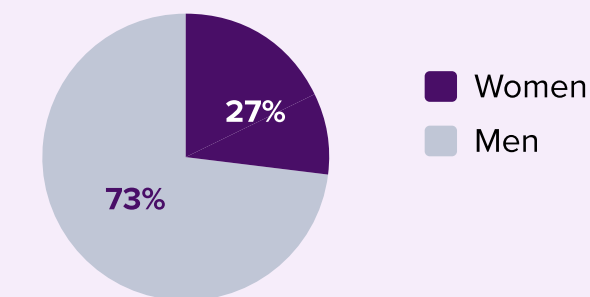


Our Board

- 27% of our Board is diverse

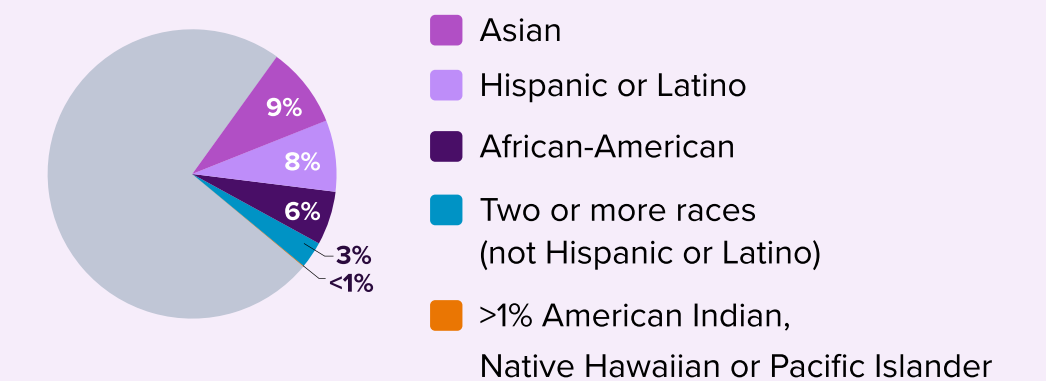


- 27% of our Board is women

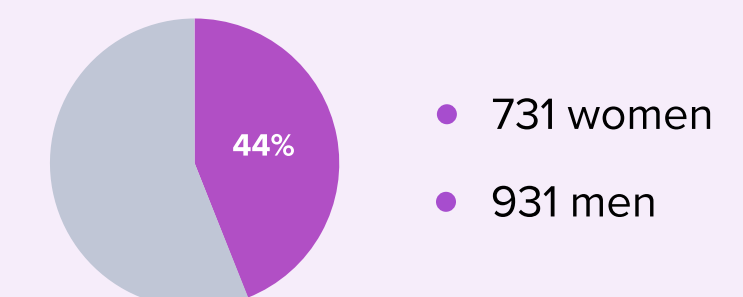


Our Employees*

- Total Employees: 1,700+
- 26% of our employees are diverse



- 44% of our employees are women**



Celebrating Inclusivity

Employee Resource Groups

Cars Commerce Employee Resource Groups (ERGs) serve as enterprise-wide DEI champions, successfully engaging 50% of our employees. Our five voluntary, employee-led groups welcome all employees. With executive sponsors overseeing business alignment, each ERG inspires awareness and provides community service opportunities, networking, mentorship and leadership development enhancing overall social awareness and advancing business goals.



ERG
HAAPI

Executive Sponsor
Luna Rajbhandari,
VP Data Management and Platforms

Members
152

Purpose Statement

HAAPI aims to create a safe and supportive space for Hawaiian Asian American and Pacific Islander (HAAPI) employees to connect, collaborate and learn from each other. We promote cultural awareness, provide professional development opportunities and advocate for the unique challenges faced by HAAPI employees.

2023 Impact

Select members of the HAAPI ERG were tapped to attend the annual NAMAD + WOCAN conferences alongside leadership, who presented topics at both events. The opportunity was a unique chance to meet directly with minority leaders in the industry we serve.



ERG
Black Excellence
United (Be-U)

Executive Sponsor
Matt Bute,
VP Inside Sales

Members
230

Purpose Statement

To empower a supportive culture that promotes acceptance of all Cars Commerce employees by way of networking activities, navigating discussions and servicing those in need.

2023 Impact

BeU hosted a Sales Assembly session with 120 people in attendance who took advantage of robust programming that offers live learning experiences, skill-based certifications led by industry experts, and a dynamic community for sharing and collaboration.

Celebrating Inclusivity



ERG Mi Gente	Executive Sponsor Greg Heidorn, Chief Technology Officer	Members 158
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Purpose Statement

To create community and connect Latinx/Latine/Hispanic employees and allies across the company so that we can learn, grow, increase visibility and advance professional development from our shared experiences.

2023 Impact

Letters to Santa: MiGente supported Chicago-based Pilsen Academy students and families with their participation in a Letters to Santa Drive. The holiday drive fulfills holiday wish lists in underserved communities, with MiGente's 2023 effort totaling more than 250 gifts.



ERG Pride	Executive Sponsor Courtenay Stephens, VP Product	Members 158
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Purpose Statement

PRIDE @ Cars Commerce strives to celebrate and empower members of the LGBTQIA+ community and its allies to ensure these voices are heard and appreciated across the organization. We do this by connecting our members across internal platforms, providing career development and spearheading community specific events.

2023 Impact

Pride hosted "**Following the Rainbow: The Importance of Pride,**" featuring Aster Gilbert from the historic Center on Halsted in Chicago that discussed the history of Pride, LGBTQ history, Pride flags and pronouns.



ERG Women in Leadership	Executive Sponsor Alison Workman, VP Enterprise Accounts	Members 280
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Purpose Statement

To support women as leaders within Cars Commerce to ensure they are valued for their talents and empowered to reach their full potential.

2023 Impact

The "**Iron Sharpens Iron**" Mentoring Program offers the opportunity for mentors and mentees to engage with each other with the goal of learning from their combined wisdom and experiences.

Supplier Partnership

SUPPLIER CHAIN ENGAGEMENT

Healthy supplier engagement enables functional operations. Our Supplier Code of Conduct and our Environment Compliance, Climate Change, Labor Rights and Human Rights policies make clear our expectations of partners to meet our high-quality standards. Where support is needed, supplier development activity builds capacity to ensure safe and respectful working environments across our value chain.



Enriching Our Industry Community

As a company, we are committed to building a diverse, equitable and inclusive organization. We are focused on driving representation in our industries – both auto and tech – and investing in programs and organizations that drive responsible environmental sustainability practices.



Partnerships That Make an Impact

Our partnership with NAMAD is a perfect model of connectivity between our company, our communities, and our industry. Through our work with NAMAD, we provide minority automobile dealers with education, technology trials and funding to better compete in our industry. Additionally, our Black Excellence United employee resource group participates with NAMAD in industry networking opportunities and events. In doing good, we also drive product adoption and customer growth.



Industry engagement underpins a healthy business environment. Cars Commerce advocates through membership with industry organizations that align with our values and promote underrepresented groups in automotive and technology. Our partnerships are in active pursuit of a more inclusive and equitable experience for our customers and industry partners. Cars Commerce has donated over \$1.5MM to local and industry organizations since 2020, with partner organizations, including:

Women of Color Automotive Network (WOCAN)

Women of Color Automotive Network (WOCAN) was founded by four successful women in automotive who seek to attract, connect and empower women of color in the automotive industry.

Girls Who Code

Girls Who Code is on a mission to close the gender gap in technology and change the image of what a programmer looks like and does.

National Association of Minority Automobile Dealers (NAMAD)

NAMAD's objective is to pursue the meaningful presence and participation of minority businesses and diverse employees across all aspects of the automotive economic sector.

Techqueria

Techqueria's mission is to empower Latinx professionals with the resources and support they need to further their careers and become leaders in the tech industry.

Women in Automotive

Women in Automotive's mission is recruiting, retaining, mentoring and developing women in the automotive industry, from entry level to executive. Women in Automotive is driven by our passion to boldly enable growth and empowerment for women throughout the industry.



Supporting Our Local Communities

Cars Commerce is taking action locally. We embrace our impact on local communities, proudly advocating for inclusive economic opportunities for local automotive retailers who support neighborhood programs and provide jobs that drive local economies. Cars Commerce has donated millions of dollars over the years to serve local communities where our employees live and work.



Volunteer Challenge to 100

Our Volunteer Challenge to 100 set the goal to serve 100 local communities annually. Response from our employees was strong; to date, employees leveraged their paid volunteer hours to connect with 132 local communities, volunteering over 3,000 hours. We plan to continue this successful initiative as our employees leverage their Volunteer Days to support causes important to their communities.



My Block, My Hood, My City provides youth from divested neighborhoods with an awareness of the world and opportunities beyond their neighborhood. I volunteered at the Juneteenth community celebration in Bronzeville. I helped set up decor for the event and grilled food for the volunteers.

Tricia Kucinski, Manager SEO



Feed My Starving Children puts together food packages to send to hungry children globally. We always have a great spiritual lift after volunteering. Our shift packed 167 boxes, which is 36,072 meals! We fed 99 kids a daily meal for a year. They estimated the cost at \$10,460.88 that feels like a big difference in the lives of hungry children.

Joy Rosario, Inventory Support Specialist



Cars Commerce Charitable Giving

Cars Commerce is committed to driving equity and supporting the local communities in which our employees work and live, as well as where our business operates, through local giving in partnership with our customers. In 2023, we donated more than \$520K to local organizations across the community and industry, including:

Chicago Scholars: Chicago Scholars supports academically ambitious, first-generation college-going students who live and attend high school in Chicago to find program placement, college acceptance and career opportunities.

Mental Health America: Mental Health America advances the mental health and well-being of all people living in the U.S. through public education, research, advocacy and public policy, and direct service.

Electric for All: Veloz's Electric for All's mission is to educate the public regarding the state of electric vehicle technology and its importance to a clean and healthy environment in a noncommercial manner.

TAPS: TAPS is the national nonprofit organization providing compassionate care and comprehensive resources for all of those grieving the death of a military or veteran loved one.

Supporting Our Local Communities

Cars Commerce Votes

While Cars Commerce offers the voting benefit and on occasion engages with government officials and policymakers at the federal, state and local levels on policies that affect us and the automotive industry generally, the company does not make contributions for ballot measures and initiatives or any political contributions to individual candidates or parties. We also do not have a political action committee. Cars.com does belong to industry trade associations but does not participate in any of the trade associations' political contribution activities.



Cars Commerce Votes

Cars Commerce Votes empowers our employees to make their voices heard on election day, providing up to eight hours of paid time off to participate in local and federal elections.

Empowered employees are educated employees, and Cars Commerce Votes also promotes voting registration and provides nonpolitical voting resources.



“During my time at Cars Commerce I’ve used the available Voting Time Off to serve as a poll worker in three different elections. Each time I spent the day helping people register to vote, update their voter records and ensure they were able to cast a ballot to make their voices heard. Having this provided time off is really important to me because I believe in doing my part to make sure everyone is able to vote and that takes the help of many volunteers and polling staff. I’m grateful to Cars Commerce for this unique and impactful benefit.

Melissa Klauda, Manager and Executive Producer

Promoting Sustainability Across Communities

Reduce and Facilitate Carbon Reduction Through Our Employees, Customers and Massive In-Market Audience

Cars Commerce is an asset-light digital business that aims to create a cleaner, smarter, more efficient automotive market and industry. In response to an increase in consumer interest and the industry-wide electric vehicle (EV) movement, we provide information and tools to help consumers make informed decisions about hybrid and electric vehicles.

EV Education and Editorial Content

Critical to EV adoption is EV education. Cars Commerce is tracking consumer trends toward eco-efficient vehicles. Our powerful marketplace tools, expansive reviews and independent editorial content are creating an easier path for researching and shopping hybrid and all-electric vehicles. Our highly differentiated editorial content characterizes our leadership in EV consumer education, helping shoppers navigate a developing new world of car buying.

EV Experience

Increasing numbers of hybrid and EV models are being sold in the new and resale markets. The opportunity to instill consumer confidence in their transition to EV is with increasing education and access. Cars.com's improved EV search experience curates relevant editorial articles and advanced filtering for consumers searching for hybrids and EVs.

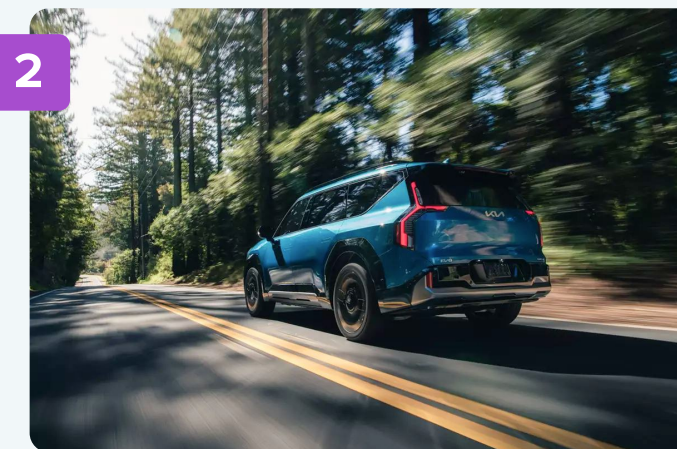
Our most recent EV Experience enhancements help consumers gain better access to and more information about EVs on our marketplace.

Consumers crave information before buying

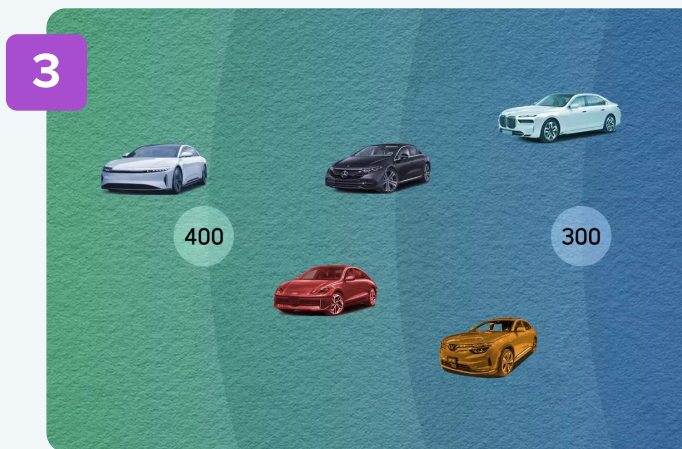
EV content continues to be in the top three most read content on our marketplace, prompting the creation of a dedicated hub to **electric cars** with topics including:



1 [What to Know Before Purchasing an Electric Vehicle: A Buying Guide](#)



2 [What's New With Electric Vehicles for 2024?](#)



3 [Electric Cars With the Longest Range](#)

- **EV Key Specs:** Our updated vehicle profile pages compare EV features and statistics, including specs such as miles per gallon-equivalent (mpg-e), range, Level 2 charging, DC fast charging and battery capacity.
- **EV Range and Charge Filters:** Enhanced search sliders refine search results for EV range and charge time to practically understand distance, time and charging considerations in decision-making.

Promoting Sustainability Across Communities

OUR OPERATIONS

Climate Risk Assessment

Cars Commerce conducted a climate risk assessment to better understand the types of climate-related risks most relevant for our business. Results determined Cars Commerce has a low risk of significant business impacts related to climate change. Based on our current operations and operational management, we are optimized for resiliency and adaptivity to climate change.

Carbon Cashback Program Inspires Change

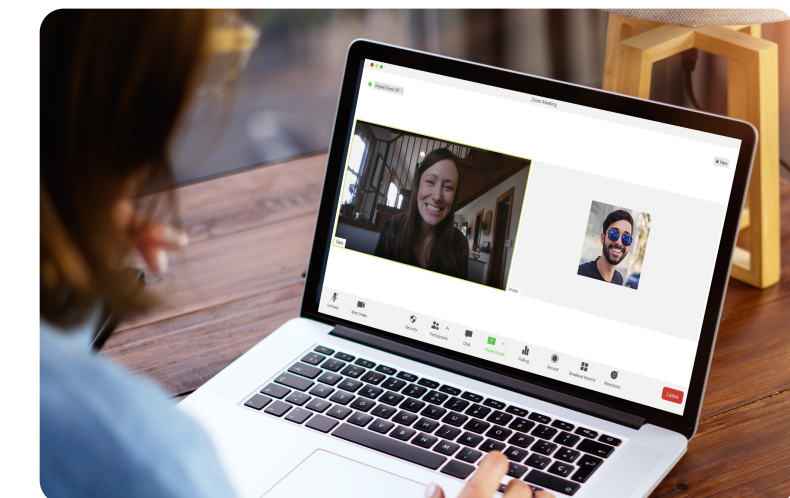
Cars Commerce is inspiring employees to reduce our collective carbon footprint. Our Carbon Cashback Program rewards employees \$1,500 after purchasing an all-electric vehicle from one of our Cars Commerce local dealer customers. The program has paid out nearly \$20K in employee incentives.



GHG Emissions Reporting

Cars Commerce completes an annual Scope 1 and 2 greenhouse gas (GHG) emissions inventory to understand our carbon footprint and identify areas to incrementally reduce emissions. As with many organizations, we experienced significant change during the COVID pandemic with employees shifting to working from home. For this reason, we are using 2019 as our comparable base. In 2023, we saw a 44% decrease in scope 1 and 2 emissions compared to 2019 mainly due to our streamlined office footprint and decreased in-office energy consumption.

GHG Emissions	2019	2020	2021	2022	2023
Scope 1 (metric tons CO2e)	119.06	127.40	102.05	71.90	54.77
Scope 2 (metric tons CO2e)	939.57	691.02	564.63	518.81	543.25



Protecting Our Digital Communities

Data Privacy and Cybersecurity at Cars Commerce

Cars Commerce must maintain trust with our employees, customers and partner communities by communicating openly and clearly about our approach to preserving privacy, ensuring data security and using technology responsibly across our channels.

Our robust information security and privacy policies govern all aspects of our business and are frequently updated to reflect evolving legal and societal obligations and expectations regarding privacy. More information on our data security and privacy practices is available on our Corporate Governance Website.

DATA PRIVACY AND CYBERSECURITY PRACTICES

Personally identifiable information is treated with the utmost sensitivity and is kept physically and electronically secure, accessible only to authorized personnel. Where our services require credit card information, we use Secure Socket Layer (SSL) encryption, the industry standard for protecting privacy in web transactions, and comply with all applicable PCI (Payment Card Institute) standards.

Information security is essential not only for protecting user data but for the preservation of our business. We engage in active and frequent independent monitoring of our data and IT systems, and have taken the following steps to address cybersecurity and information security risks:

- Implemented an information security management system to protect our infrastructure from potential threats and allow our teams to assess, identify and manage material risks from cybersecurity threats
- Completed the International Organization for Standardization/ International Electrotechnical Commission 27001 certification of our cybersecurity practices
- Require company-wide cybersecurity, anti-phishing and awareness training for all employees annually
- Conduct periodic audits and targeted risk assessments of our IT security capabilities to proactively identify and strengthen our systems
- Purchased cybersecurity insurance policy to provide financial protection from cybersecurity incidents

Responsible Use of AI

Generative AI (Gen AI) has rapidly evolved in recent years, becoming a tool leveraged to assist in our systems and overall growth strategy. Cars Commerce continues to lead with innovation and were early adopters of AI. We leverage generative AI to further increase the quality of our customer's experience, quickly providing guidance and information to consumers and driving operating efficiency for our automotive retail partners. Cars Commerce hosts a quarterly Gen AI Hackathon where employees from across the organization are encouraged to bring their impactful ideas to the table. An employee-led committee, the Gen AI Champions, help to serve as AI subject matter experts and ambassadors for innovation while also answering employee questions, reviewing submitted projects, supporting our Gen AI Hackathons and more.

Sound governance and ethical practices are and must continue to be central to our use of responsible generative AI, and we will continue to closely monitor our use of this technology.



About This Report

This is the first Cars Commerce CSR and Community Action Report. Information and data provided regarding the growth of our corporate responsibility strategy and initiatives in this report are as of Dec 31, 2023 unless otherwise noted.

Additional information about Cars Commerce can be found in our 2023 Annual Report, 2023 Proxy Report or investor.cars.com/annual-report-and-proxy.

We welcome feedback from our stakeholders. If you have any feedback on our Corporate Social Responsibility strategy, programs or this report, please reach us at CSR@cars.com.



Policy And Document Reference

- [2024 Proxy and 2023 Annual Report](#)
- [Code of Conduct](#)
- [Environmental Compliance and Climate Change Policy](#)
- [Environmental, Social and Governance Committee Charter](#)
- [Audit Committee Charter](#)
- [Compensation Committee Charter](#)
- [Insider Trading Policy](#)
- [Labor and Human Rights Policy](#)
- [Supplier Code of Conduct](#)