

Diversity & Inclusion – Gender & ethnicity cultural KPIs

This methodology document covers our Diversity and Inclusion commitments along with the KPIs (Key Performance Indicators) we use to measure them. There has been no change in methodology applied in the prior year.

The data relates to Auto Trader Group plc and its subsidiary legal entities included in the consolidated financial statements. Details of the subsidiary legal entities can be found in the Group's Annual Report which can be found at <https://plc.autotrader.co.uk/investors/results-centre/>

Our Commitments

Have a representative workforce of the communities we operate in with a focus on Women, Ethnicity, LGBT+, Disability & Neurodiversity, Age and Social Mobility across all levels of our business.

Create an environment where everyone feels included with high levels of engagement especially across the different diversity focus areas

Our Diversity KPIs

- Women representation overall: Based on the percentage of employees who are women (both cis and trans) at the end of March. In calculating this percentage we include all gender identities, including non-binary
- Ethnicity representation overall: Based on the percentage of our headcount that define themselves as ethnically diverse as at the end of March. In calculating this percentage we include those who have chosen not to specify their ethnicity.
- Women representation in Leadership roles: Based on the percentage of those in leadership positions who are women (both cis and trans) at the end of March. In calculating this percentage we include all gender identities, including non-binary.
- Ethnicity representation in Leadership roles: Based on the percentage of those in leadership positions that define themselves as ethnically diverse at the end of March.

Definitions

We calculate our diversity percentages using total group headcount (which excludes the Non-Executive Directors).

Gender

We use the legal gender declaration by our colleague which is stored in our payroll systems for tax purposes. Where a colleague has selected an alternative gender identity to that used for HMRC submissions, the gender identity will take precedence.

Ethnicity

When colleagues declare their ethnicity, we use the same ethnicity categories as the ONS. These are:

- Asian, Asian British or Asian Welsh: Bangladeshi
- Asian, Asian British or Asian Welsh: Chinese
- Asian, Asian British or Asian Welsh: Indian
- Asian, Asian British or Asian Welsh: Pakistani
- Asian, Asian British or Asian Welsh: Other Asian
- Black, Black British, Black Welsh, Caribbean or African: African
- Black, Black British, Black Welsh, Caribbean or African: Caribbean
- Black, Black British, Black Welsh, Caribbean or African: Other Black
- Mixed or Multiple ethnic groups: White and Asian
- Mixed or Multiple ethnic groups: White and Black African
- Mixed or Multiple ethnic groups: White and Black Caribbean
- Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic groups

- White: British
- White: Irish
- White: Other
- Arab
- Gypsy, Roma or Traveller
- Any other ethnic group
- Not Known
- Prefer not to say

When reporting, we group White – British, White – Irish and White Other into a ‘White’ grouping. Not Known or Prefer not to say or yet to disclose in a ‘Not Disclosed’ grouping. All other ethnicity categories are grouped together under an ‘Ethnically Diverse’ grouping.

Senior Leadership¹

A leadership position is defined as ALT and their direct reports minus Senior or Principal job titles in Product & Tech.

Why are we reporting this?

At Auto Trader, we are committed to creating a diverse and inclusive work community that enhances our culture and improves our business through our ability to attract, identify and develop talent.

We believe it is important to be accountable and transparent which is why we choose to publish both our ethnicity and gender pay gaps and monitor progress through our cultural KPIs.

We are committed to driving long-term change in both the technology and automotive industries. Our focus is on developing diverse leaders as well as representative workforces in these industries.

We believe that the presence of diversity in an organisation, coupled with an inclusive environment, can foster innovation, drive better problem-solving capabilities and lead to stronger financial performance.

Improving gender and ethnicity across our leadership will help to attract, develop, and retain talent.

Research shows that having both diverse representation and diversity in role models to be an important factor in a candidate’s choice of organisation.

It supports external submissions such as the FTSE Women Leaders Review and Parker Review as well as external commitments we have signed, such as Race at Work Charter.

Timeframe

Data is taken as of the 31-March of each year to ensure consistency.

Scope

Our reporting includes everyone with an employee contract under Auto Trader Group.

Data source and process

Gender data:

Our Senior People Analyst will export the Gender data from our HRIS for a pre-built report. This field is entered upon joining the business by the People Operations team and is unavailable for editing by employees. This will only be updated if a change of gender deed is provided via email to People Operations. Gender identity is a separate field in a colleagues profile in our HRIS and can be changed or deleted on demand. Where a gender identity is provided which is different to the gender field, gender identity will replace the legal gender data used for HMRC submissions.

Ethnicity data:

¹ In 2025 we extended our leadership team from 12 individuals (previously our Operational Leadership Team, ‘OLT’) to 21 individuals (now called our Auto Trader Leadership Team, ‘ALT’).

Ethnicity data is also exported from the same pre-built report as gender and gender identity. Ethnicity data is voluntarily provided by all employees in the diversity section of their HRIS profile. All colleagues have access to their profile and can update or remove their data on demand.

Data calculation:

For each KPI the number of colleagues who have identified themselves as a woman or ethnically diverse will be divided by the total number of people in the business. This will result in a percentage which we report to 1 decimal place.

Visibility of data:

Access to gender and ethnicity data is strictly limited to the People Operations team. When sharing data with the business, reports are only produced at an aggregated level to keep the data unidentifiable.

Data format

Data is extracted and manipulated in Excel



Independent Limited Assurance Report of KPMG LLP to Auto Trader Group plc

Report on Auto Trader Group plc's Gender and Ethnicity Cultural KPIs for the year ended 31 March 2025

Conclusion

We have performed a limited assurance engagement on whether selected information in Auto Trader Group plc's ("Auto Trader" or the "Company") key performance indicators section of Auto Trader's Annual Report and Accounts (the "Report") for the year ended 31 March 2025 has been properly prepared in accordance with Auto Trader's Reporting Guidelines 2025 as set out at <https://plc.autotrader.co.uk/esg/policies-reports> (the "Reporting Criteria"). The information within the Report that was subject to assurance is indicated with the symbol Δ (the "Selected Information") and is also listed in Appendix 1.

Based on the procedures performed and evidence obtained, nothing has come to our attention that causes us to believe that the Selected Information has not been properly prepared, in all material respects, in accordance with the Reporting Criteria.

Our conclusion is to be read in the context of the remainder of this report, in particular the "Inherent limitations in preparing the Selected Information" and "Intended use of our report" sections below.

Our conclusion on the Selected Information does not extend to other information that accompanies or contains the Selected Information and our assurance report (hereafter referred to as "Other Information"). We have not performed any procedures as part of this engagement with respect to such Other Information. We audited the financial statements included within the Other Information and our report thereon is included with the Other Information.

Basis for conclusion

We conducted our engagement in accordance with International Standard on Assurance Engagements (UK) 3000 *Assurance Engagements Other Than Audits or Reviews of Historical Financial Information* ("ISAE (UK) 3000") issued by the Financial Reporting Council ("FRC"). Our responsibilities under that standard are further described in the "Our responsibilities" section of our report.

We have complied with the Institute of Chartered Accountants in England and Wales ("ICAEW") Code of Ethics, which includes independence and other ethical requirements founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour, that are at least as demanding as the applicable provisions of the International Ethics Standards Board for Accountants ("IESBA") International Code of Ethics for Professional Accountants (including International Independence Standards).

Our firm applies International Standard on Quality Management (UK) 1 *Quality Management for Firms that Perform Audits or Reviews of Financial Statements, or Other Assurance or Related Services Engagements* ("ISQM (UK) 1"), issued by the FRC, which requires the firm to design, implement and operate a system of quality management including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Inherent limitations in preparing the Selected Information

The nature of non-financial information; the absence of a significant body of established practice on which to draw; and the methods and precision used to determine non-financial information, allow for different, but acceptable, evaluation and measurement techniques and can result in materially different measurements, affecting comparability between entities and over time.

The Reporting Criteria has been developed to assist Auto Trader in preparing the Selected Information. As a result, the Selected Information may not be suitable for another purpose.

Directors' responsibilities

The Directors of Auto Trader are responsible for:

- designing, implementing and maintaining internal controls relevant to the preparation and presentation of the Selected Information that is free from material misstatement, whether due to fraud or error;
- selecting and developing suitable Reporting Criteria for preparing the Selected Information;
- properly preparing the Selected Information in accordance with the Reporting Criteria; and
- the contents and statements contained within the Report and the Reporting Criteria.

Our responsibilities

We are responsible for:

- planning and performing the engagement to obtain limited assurance about whether the Selected Information is free from material misstatement, whether due to fraud or error;
- forming an independent limited assurance conclusion, based on the procedures we have performed and the evidence we have obtained; and
- reporting our conclusion to Auto Trader.

Summary of the work we performed as the basis for our conclusion

We exercised professional judgment and maintained professional scepticism throughout the engagement. We planned and performed our procedures to obtain evidence that is sufficient and appropriate to obtain a meaningful level of assurance over the Selected Information to provide a basis for our limited assurance conclusion. Planning the engagement involves assessing whether Auto Trader's Reporting Criteria are suitable for the purposes of our limited assurance engagement. Our procedures selected depended on our judgement, on our understanding of the Selected Information and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise.

In carrying out our engagement, we performed procedures which included:

- conducting interviews with Auto Trader's management to obtain an understanding of the key processes, systems and controls in place over the preparation of the Selected Information;
- Agreement of employee data used in the calculation of the Selected Information to Auto Trader's payroll and human resources records.
- selected limited substantive testing, including agreeing a selection of the Selected Information to corresponding supporting information including payroll and human resources records and board minutes and organisational structures.

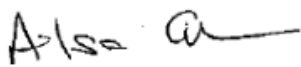
- performing analytical procedures over the aggregated Selected Information, including a comparison to the prior period's amounts having due regard to changes in business volume and the business portfolio; and
- reading the Report with regard to the Reporting Criteria and for consistency with our findings over the Selected Information.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.

Intended use of our report

Our report has been prepared for Auto Trader solely in accordance with the terms of our engagement. We have consented to the publication of our report on the Auto Trader website for the purpose of Auto Trader showing that it has obtained an independent assurance report in connection with the Selected Information.

Our report was designed to meet the agreed requirements of Auto Trader determined by Auto Trader's needs at the time. Our report should not therefore be regarded as suitable to be used or relied on by any party wishing to acquire rights against us other than Auto Trader for any purpose or in any context. Any party other than Auto Trader who obtains access to our report or a copy and chooses to rely on our report (or any part of it) will do so at its own risk. To the fullest extent permitted by law, KPMG LLP will accept no responsibility or liability in respect of our report to any other party.



Ailsa Griffin

for and on behalf of KPMG LLP

Chartered Accountants

8 Princes Parade

Liverpool

L3 1QH

29 May 2025

The maintenance and integrity of Auto Trader's website is the responsibility of the Directors of Auto Trader; the work carried out by us does not involve consideration of these matters and, accordingly, we accept no responsibility for any changes that may have occurred to the reported Selected Information, Reporting Criteria or Report presented on Auto Trader's website since the date of our report.

Appendix 1- Selected Information

Underlying selected information as at 31 March 2025

KPI	Assured Value as at 31 March 2025
Women as a % of total staff	44%
Women as a % of leadership	43%
Ethnically diverse representation as a % of total staff	19%
Ethnically diverse representation as a % of leadership	10%