

## How we create value

# At the core of our business model is the UK's largest automotive marketplace

Our marketplace is built on an industry-leading technology and data platform, which is increasingly used across the automotive industry. The scale and engagement with our platform deepens our relationships with both customers and car buyers, as well as presenting long-term growth opportunities. Auto Trader is continuing to bring more of the car buying journey online, creating an improved buying experience, whilst enabling all its retailer partners to sell vehicles online.

## What sets us apart

- 1 Solely focused on the UK automotive market
- 2 Most recognised and trusted automotive brand with largest and most engaged car buying audience
- 3 Long-term focus and investment in our technology, platform and data capability
- 4 Driven, principled and values-led culture

## Powering the automotive ecosystem



## PLATFORM

High-quality technology platform

## DATA

Industry-leading data, insight &amp; taxonomy

## Value created for stakeholders

**Our investors**

Long-term revenue and profit growth leading to significant cash generation and returns to shareholders through dividends and share buybacks.

**Our consumers**

The best buying experience with the greatest choice of vehicles regardless of type or purchase method. Continuing to create greater levels of transparency for car buyers.

**Our customers**

The most effective sales channel with market-leading insight, data and products. Continue to drive efficiencies with AI and more of the buying journey being completed online.

**Our people**

We continue to evolve our culture so everyone can develop and achieve their career aspirations.

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