

How we create value

Creating value as the UK's largest automotive marketplace and leading digital platform for the automotive industry

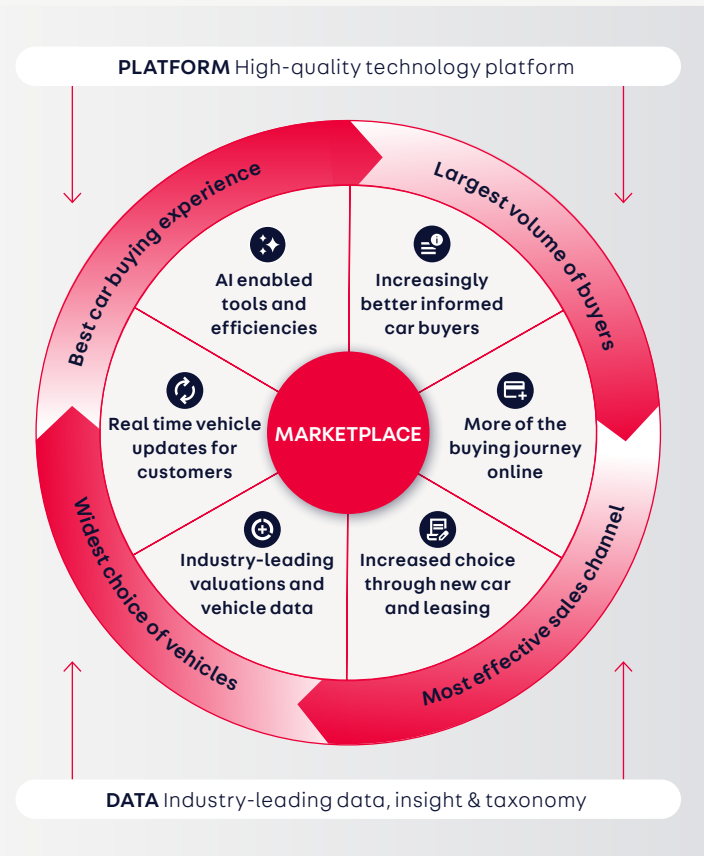
Our marketplace is built on an industry-leading technology and data platform, which is increasingly used across the automotive industry. The scale and engagement with our platform deepens our relationship with both customers

and car buyers, as well as presenting long-term growth opportunities. Autotrader is continuing to bring more of the car buying journey online, creating an improved buying experience for both buyers and sellers.

Our key drivers of value

- 1 A growing automotive market and profit pool
- 2 Our market-leading position
- 3 Our heritage of innovation
- 4 A focused and consistent strategy
- 5 Our purpose and culture

Powering the automotive ecosystem



Value created for shareholders

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, in an environment that supports collaboration, wellbeing and creativity.

