

## **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 Autotrader 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.

For clarity, when calculating women representation we include both cis and trans women.

#### **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 Leadership**

A leadership position is defined as ALT and their direct reports minus positions with Senior or Principal job titles within the Product & Tech function. Administration employees are also excluded.

### **Why are we reporting this?**

At Autotrader, 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 Autotrader Group.

### **Data source and process**

#### *Gender data:*

Our People Admin & Insights manager will export the Gender data from our HRIS for a pre-built report. This field is entered upon joining the business by People Support 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 Support. 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:*

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 Reward & People Support 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 Practitioner's Limited Assurance Report to Autotrader Group plc**

### **Report on Autotrader Group plc's Gender and Ethnicity Cultural KPIs for the year ended 31 March 2026**

#### **Conclusion**

We have performed a limited assurance engagement on whether selected information in Autotrader Group plc's ("Autotrader" or the "Company") key performance indicators section of Autotrader's Annual Report and Accounts (the "Report") for the year ended 31 March 2026 has been properly prepared in accordance with Autotrader's Reporting Guidelines 2026 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  $\Delta$  (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 Autotrader in preparing the Selected Information. As a result, the Selected Information may not be suitable for another purpose.

### **Directors' responsibilities**

The Directors of Autotrader 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;
- forming an independent limited assurance conclusion, based on the procedures we have performed and the evidence we have obtained; and
- reporting our conclusion to Autotrader.

### **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 Autotrader'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 Autotrader'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 Autotrader'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 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 Autotrader solely in accordance with the terms of our engagement. We have consented to the publication of our report on the Autotrader website for the purpose of Autotrader 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 Autotrader determined by Autotrader'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 Autotrader for any purpose or in any context. Any party other than Autotrader 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.

A handwritten signature in black ink, appearing to read 'Ailsa a'.

Ailsa Griffin

**for and on behalf of KPMG LLP**

*Chartered Accountants*

1 St Peter's Square

Manchester

M2 3AE

21 May 2026

The maintenance and integrity of Autotrader's website is the responsibility of the Directors of Autotrader; 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 Autotrader's website since the date of our report.



## Appendix 1- Selected Information

Underlying selected information as at 31 March 2026

<b>KPI</b>	<b>Assured Value as at 31 March 2026</b>
Women as a % of total staff	43%
Women as a % of leadership	43%
Ethnically diverse representation as a % of total staff	20%
Ethnically diverse representation as a % of leadership	9%