

# Introduction to AUTO1

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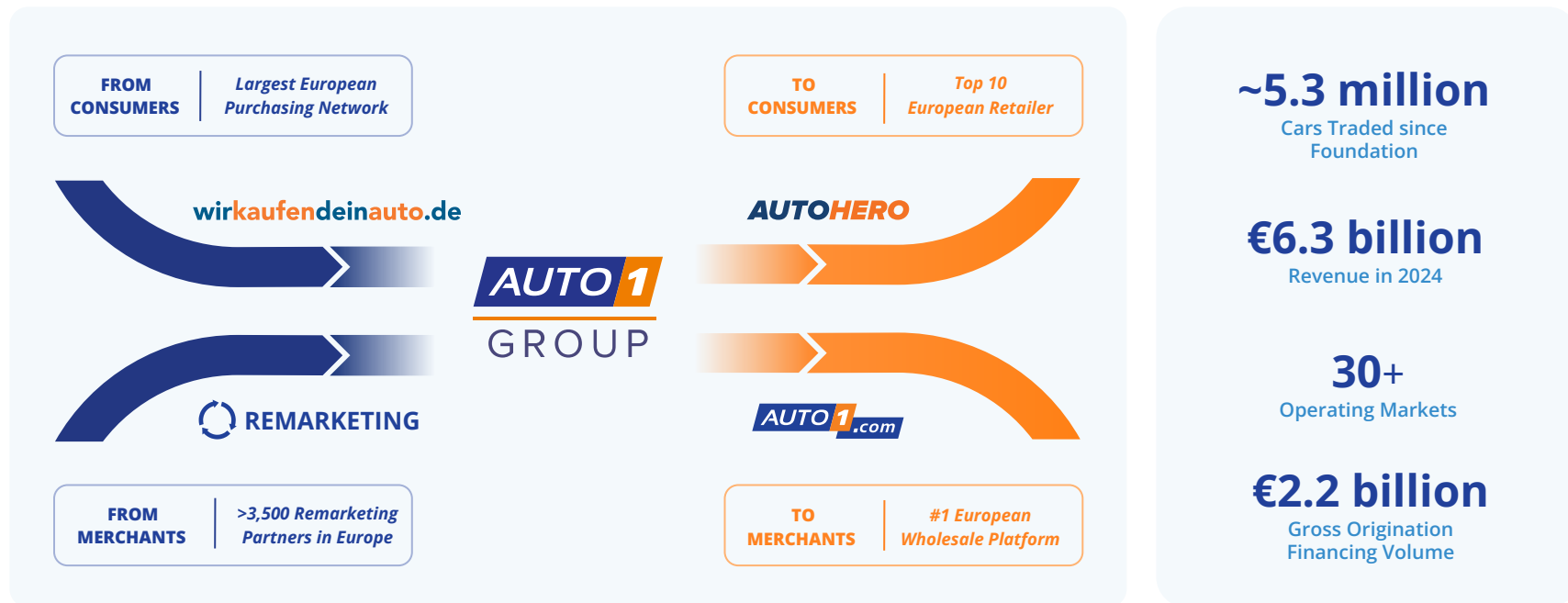


AUTO 1 GROUP

**AUTO 1**  
GROUP

Europe's Used Car Market  
on One Platform

# A Data-Driven Platform to Maximize Value for Merchants and Customers in the Used Car Market



## A Unique and Highly Compelling Investment Story



**Vast Market Opportunity**  
In A Fragmented European  
Used Car Market



Unique Business Model To  
**Gain Market Share**  
And **Drive Margins**



**Leading Technology** And  
**Data Platform**



**Strong Brands** Drive  
**Superior Demand**



**Autohero**  
Accelerating Towards  
**Market Leadership**

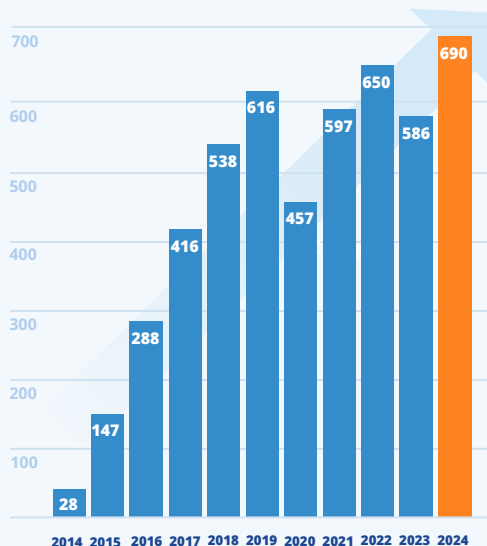


**Merchant** And **Consumer**  
**Financing Reinforce**  
**Growth** And **Profitability**

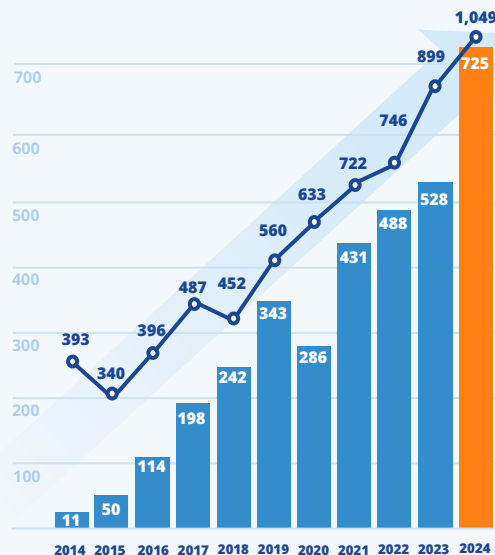


# Strong Execution Since Inception

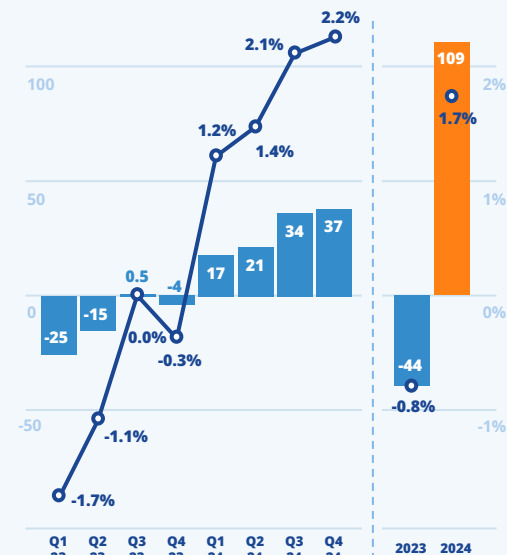
**Group Units Sold**  
*k Units*



■ Group Gross Profit *EUR Million*  
○ Group GPU *EUR*



■ Group Adj. EBITDA *EUR Million*  
○ Group Adj. EBITDA Margin %



# The European Used Car Market

# Europe's Used Car Market Is Massive, Fragmented And Growing

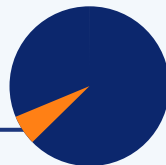


~**€700**  
Billion

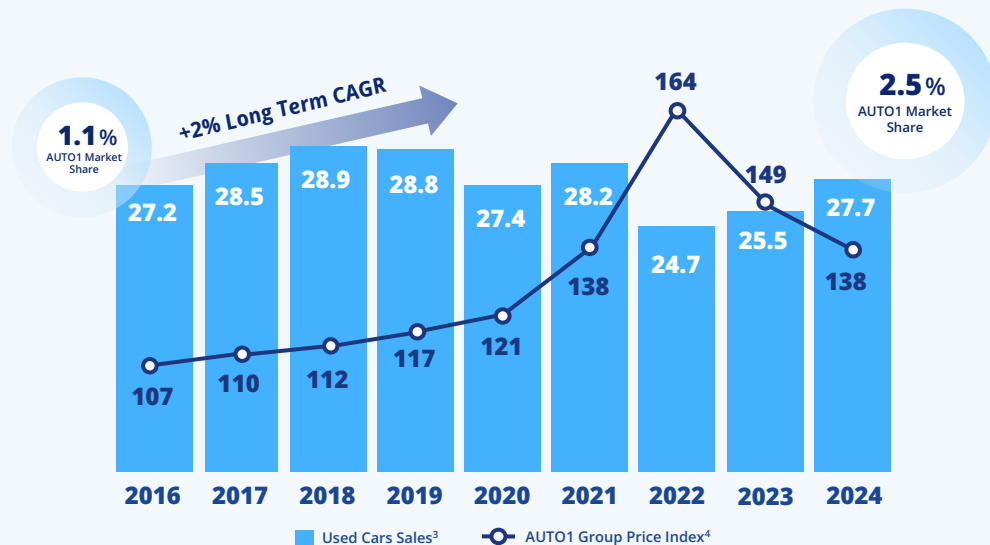
European Used Car  
Market Size<sup>1</sup>

Over 200,000 Used Car  
Dealers in Europe

Top **20** Dealers own  
less than **6%** of the  
market<sup>2</sup>



## European Used Car Market Transactions *Million Units*



<sup>1</sup> Source: OC&C, Finaccord, 2019. Used Car Market Size and Dealer Statistic Comprises EU27 and Norway, Switzerland, Ukraine, Albania, Bosnia and Herzegovina, North Macedonia, Republic of Moldova (excluding Bulgaria, Iceland, Cyprus, Malta), European Used Car Market Size incl. B2B and Financing Transactions

<sup>2</sup> Source: Bain & Company, 2020

<sup>3</sup> Consolidated Used Car Transactions of following markets: DE, FR, IT, ES, NL, BE, AT, SE, PT, PL, FI, DK, SK, CZ, EE, LT, LV, HR, RO, HU, BG, UA, GR (where AUTO1 Group is present). Market Size between 2016 - 2024 for EE, LV, HR, HU, UA estimated based on last available data.

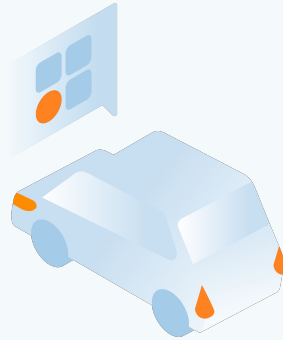
<sup>4</sup> AUTO1 Group Price Index shows the monthly evolution of used car prices across Europe and is published on a monthly basis with a reference index of 100 for the year 2015



## Industry-Specific Characteristics Have Historically Constrained Scalability and Inhibited Consolidation



**Price  
Intransparency**



**Product  
Uniqueness**



**Capital  
Intensity**



**Complex  
Logistics**

## Industry Characteristics have Resulted in a Fragmented and Localized Used Car Ecosystem



# A Unique Platform Leveraging Strong Brands

# AUTO1's Integrated Platform Combines Pricing, Operational Processes and Capital to Achieve Long-term Scalable Growth



## Pricing Data

**5.3 Mn.**  
Cars Traded  
since Inception

**90 sec** to 1st Price  
With AI driven Online  
Valuation  
**90%** AI-Pricing Share



## Instant Inventory

**30k** Dealer Cars  
**16k** Retail Cars

**Lowest Cost of Capital  
And Scalable Balance  
Sheet Management**



## Scalable Operations

**649** Branches  
**100+** Logistic Hubs

**3 Strong Brands**  
wirkaufendeinauto.de **AUTOHERO**  
AUTO1.com

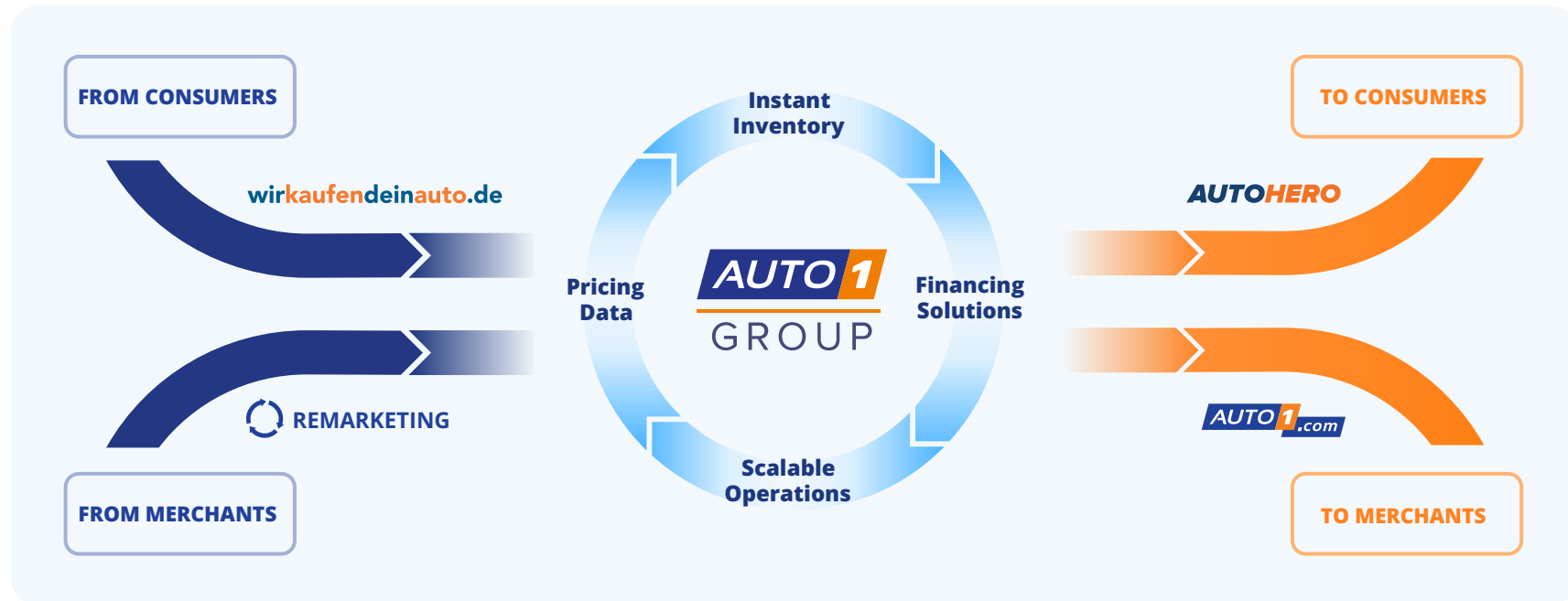


## Financing Solutions

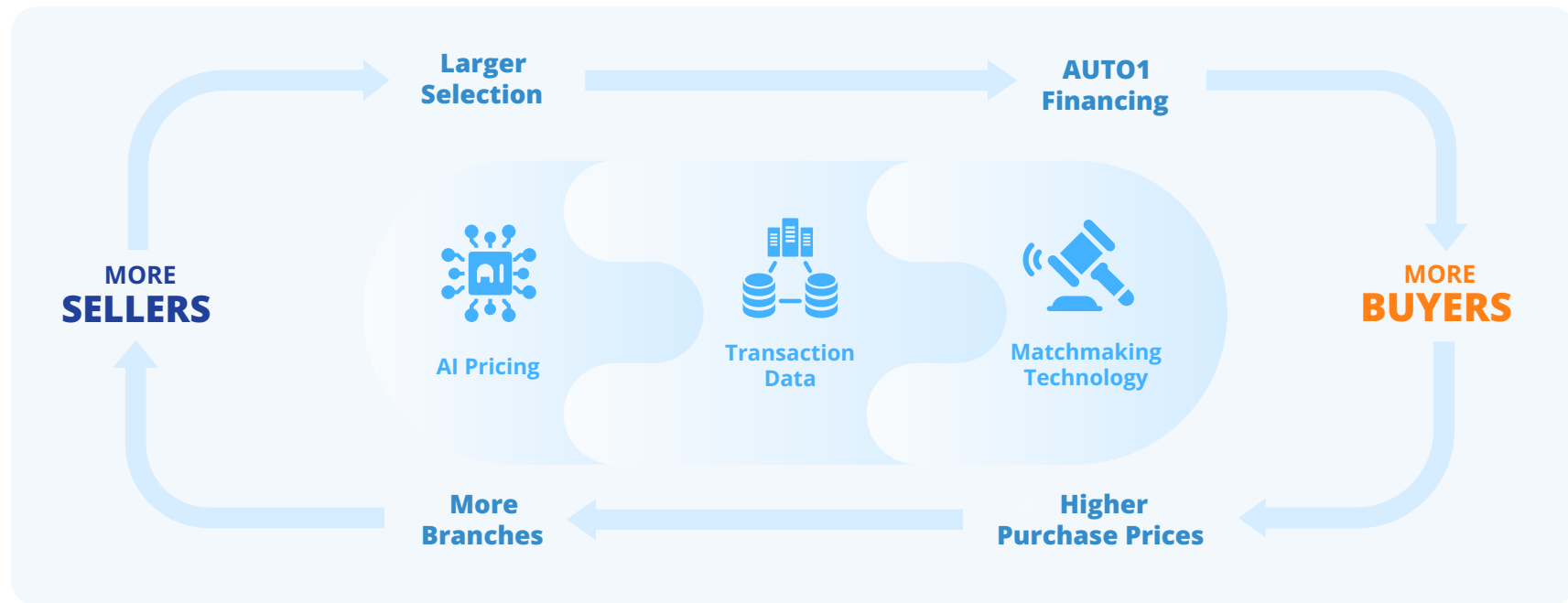
**<5min**  
To Complete  
Financed  
Order

**Integrated  
Software, Payments  
& Re-Financing**

## We Leverage our Unique Vertical Integration to Create the Best Customer & Dealer Solutions



## Our Data and Technology Create a Virtuous Flywheel to Continue Market Share Gains



## Our Platform and its Products Deliver Best-in-Class Solutions to Overcome Frustrating Customer & Dealer Car Buying Experiences



**Fair &  
Competitive  
Used Car Prices**



**Largest &  
Most Diverse  
Car Supply**



**Transparent  
Car Quality  
Standards**



**Digital & Swift  
Car Buying  
Experience**



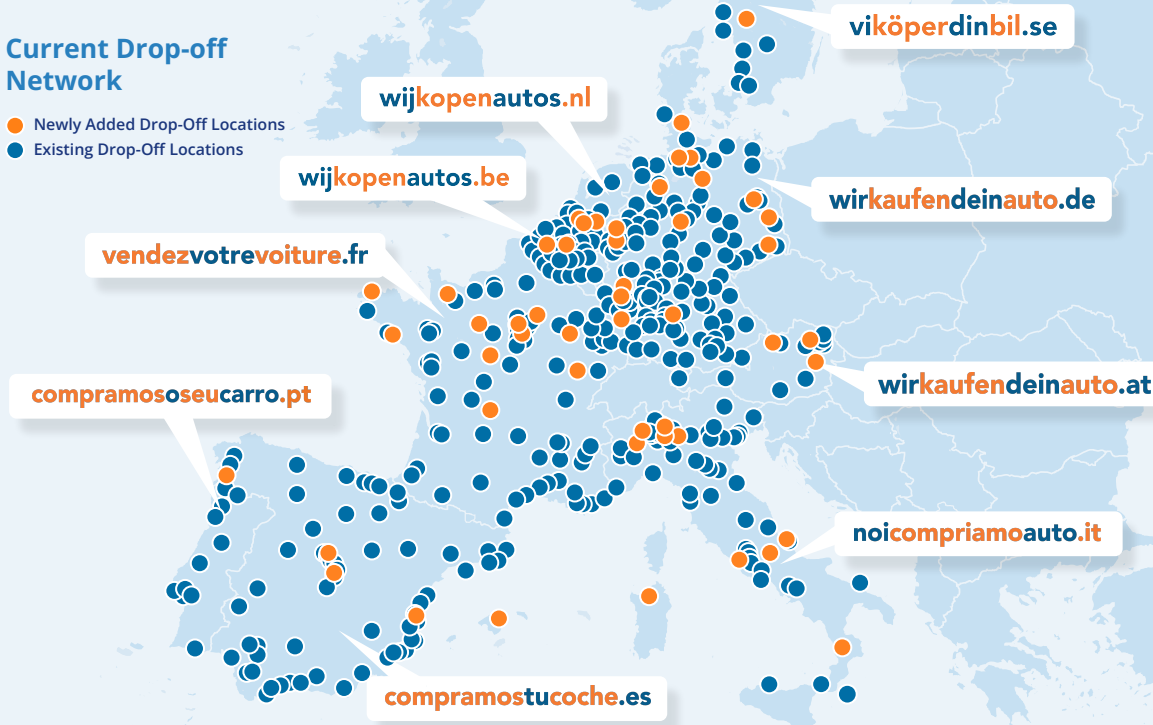


From Consumers - Consumer Buying

# Wirkaufendeinauto.de Offers a Seamless, Fast, and Transparent Car Selling Experience for Private Customers

## Current Drop-off Network

- Newly Added Drop-Off Locations
- Existing Drop-Off Locations



59%  
Brand  
Recognition  
Europe

4.5  
Trustpilot  
Score  
Europe

649  
Open  
Branches  
Europe

wirkaufendeinauto.de

Autoverkauf  
bequem gemacht

Ohne Stress zum besten Preis - Erhalte  
direkt deinen finalen Verkaufspreis und  
buche deinen Abgabe-Termin online.

Was ist dein Auto wert?

Marke  
Marke auswählen

Modell  
Modell auswählen

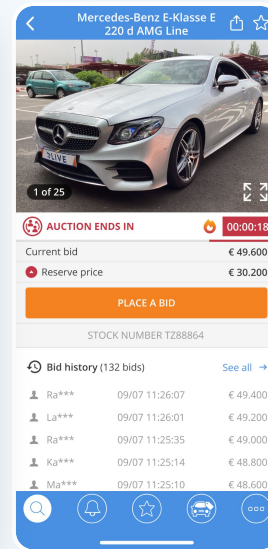
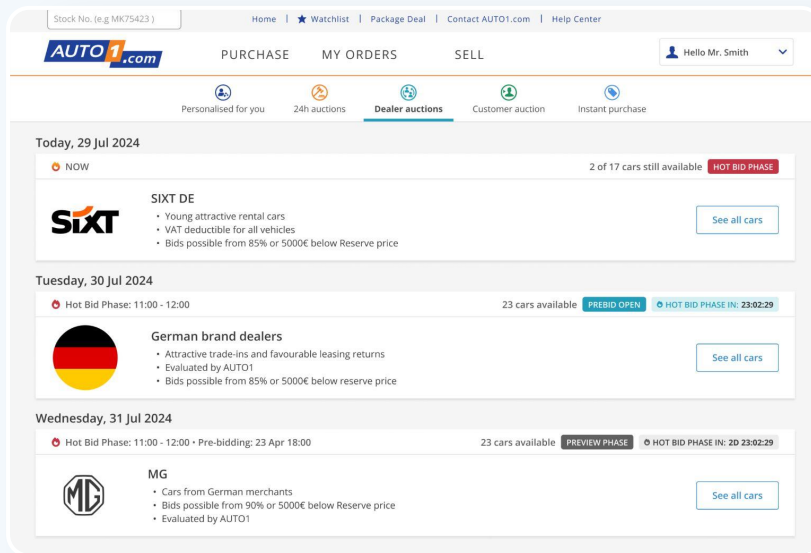
Erstzulassung  
Erstzulassung auswählen

Jetzt Bewertung ansehen >

Mit Anforderung der Online-Bewertung erklären  
Sie sich mit den AGB und der

90  
Seconds to  
First Price  
With App

# Our Remarketing Platform Provides a Unique Pan-European Inventory Sales Solution for Dealers and Corporates



# AUTO1.com is the Most Compelling Sourcing Channel for Our Partners



## THE #1 PLATFORM FOR DEALERS



### Superb Selection

- >30,000 Cars in Stock
- >15,000 Buying Dealers
- Cars Immediately Available
- Most diverse inventory selection
- Pan-European coverage



### Easy Purchasing

- Dedicated sales support
- AI-based Recommendation Tools
- 24/7 Purchasing Experience
- Premium Return Right
- Bidding, Payment and Logistics fully integrated



### End-to-end Fulfillment

- Delivery across Europe at competitive prices
- AUTO1 as Single Counterparty
- Effortless Document and Administration Handling



### Buy Now, Pay Later

- Convenient and Seamless Merchant Financing for up to 180 days
- Financing solution funds 100% of Purchase Price

## Merchant Financing Empowers Partner Dealers and Enables Mutual Growth

- **Reimagined inventory financing to make it the most simple, convenient and transparent solution for dealers**

- Seamless registration: no action needed from dealers
- One-click financing
- 100% financing
- No upfront cash needed
- Immediate car availability for pick-up / delivery

- **Growth capital for dealers to grow with AUTO1**

- EUR 225 million refinancing facility to support up to EUR 280 million of AUTO1 Financing

- **Available in Germany, France, Spain, Austria, Netherlands & Belgium**

Loan Balance  
Merchant Finance  
Portfolio  
€m



**>10%**

**Interest Rate with  
Risk Based Pricing**

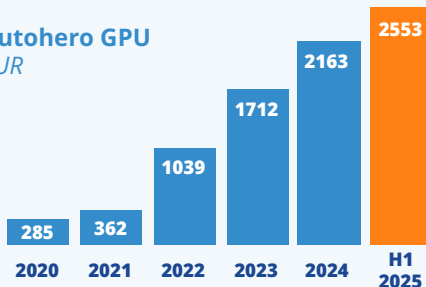
**>30%**

**Return on Equity\***

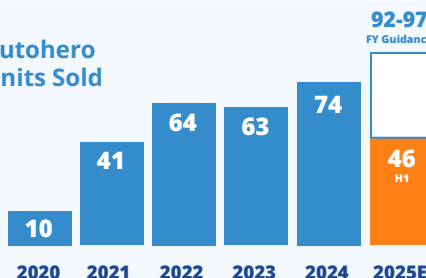
\*Expected return on equity for current new receivables production, financing via existing Warehouse facility. Opex of 50 bps of AUM and credit charges of 2% per year based on downside case assumptions. Equity defined as 5% horizontal risk retention. Mezzanine notes held by AUTO1 Group SE viewed as market rate instruments.

# Autohero is Built for Market Leadership Across Europe with an Unparalleled Consumer Car Buying Experience

Autohero GPU  
EUR



Autohero  
Units Sold  
K



92-97  
FY Guidance

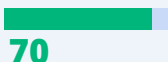
★ Trustpilot



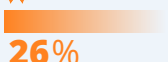
Google Reviews



NPS Score



Brand Recognition



\*all KPIs as of Q4 2024, Brand Recognition as weighted average of population aged 18-64 in all Autohero markets.

\*\* GPU is not equal to gross profit/number of cars sold because of the effects of inventory changes due to the capitalisation of internal refurbishment costs which are not part of cost of materials. Differences may exist due to rounding.

## In-House Refurbishment & Fulfillment are Key Drivers for Product Quality & Customer Satisfaction



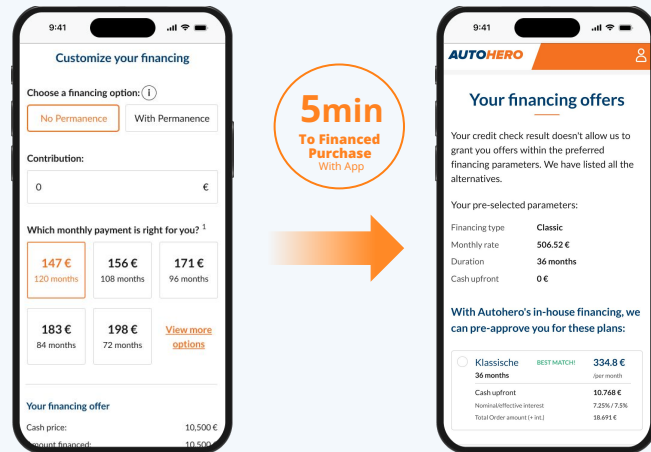
- Full in-house **car refurbishment** ensuring standard car quality & scalability
- **10 refurbishment centers** in all Autohero markets with **annual nominal capacity of 179,900 cars**



- Offering full in-house last-mile delivery with branded **Glass Trucks**
- **236 Glass Trucks** delivering throughout all markets
- **72-Hours car availability** via express hubs in selected regions

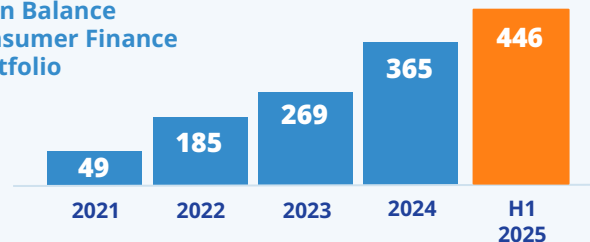


# Scaling In-house Used Car Financing in Autohero is a Huge Adjacent Business Opportunity For Us to Grow Profitably



- Offering Fully Integrated & **Individual In-House Financing** to German, Austrian & Spanish Customers
- Highest Security and Risk Standards through **Algorithmic Credit Scoring & Underwriting** (incl. PSD2 integration)

Loan Balance  
Consumer Finance  
Portfolio  
€m



**Public ABS  
Refinancing**

**Since  
July 2024**

**~40%  
Return on Equity\***

\*Expected return on equity for current new loan production, initial financing via existing Warehouse facility and assuming re-financing at similar terms to current ABS in September 2025. Opex and credit charges based on current run rates



## Autohero Strengthens Its Footprint Across Europe By Offering An Outstanding Product To Customers

**AUTOHERO**

**A TRUSTED BRAND**



### **Selection**

- Large Multi Brand Selection of Immediately Available Inventory (>16K cars)
- Detailed and Uniform Car Profiles



### **Convenience**

- Highest Transparency Standards backed by In-house Refurbishment
- Standard 1 Year Warranty
- Return Guarantee
- Value-added Services (incl. Premium Warranty, Trade-in, GAP/PPI Insurance, Spare Tires, etc)



### **Price**

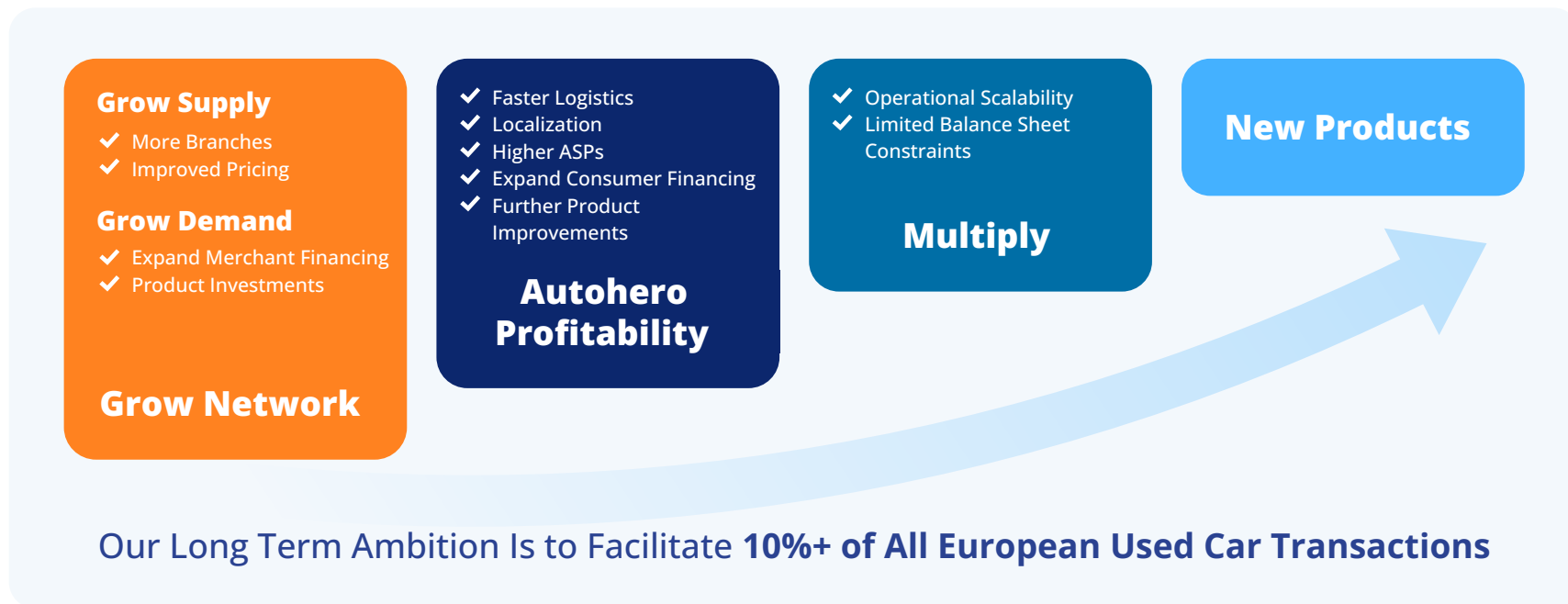
- Hassle Free Car Pricing
- Pay on Delivery Option
- Convenient and Integrated Consumer Financing



### **Delivery**

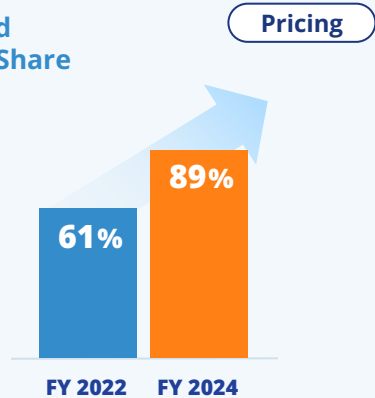
- Convenient pick-up Locations
- Delivery from 48 h for Selected Inventory
- Unique Last-mile Delivery Experience Option

## Our Integrated Platform, Addressing A Huge Tam, Will Enable Our Growth For Years To Come



# Elevating Efficiency and Customer Satisfaction with Our Unique AI-Driven Digital Infrastructure

## AI-based Pricing Share



- Car Pricing Algorithms
- Recommendation Algorithms
- Logistics Planning

## Pricing Payroll Improvements with AI



- Customer Contact Centers
- Credit Underwriting
- Backoffice Activities



- CAT Scanner
- Damage Detection
- Scalable Refurbishment Activities

\*AI Pricing share represents the number of submissions placed through WKDA web page or app, that are priced by the AI Pricing Model without human interaction

\*CAT refers to 'Car Audit Technology'

## Summary Balance sheet

EUR Million, 31 / 03 / 2025



<sup>3</sup> Tangible / Intangible Assets are net off lease liabilities against these assets

## On Track for our Long-Term Margin Targets expressed at IPO

	2019	2020	2021	2022	2023	2024	Q2 2025	Long-Term Target
<b>Revenue (€m)</b>	<b>3,476</b>	<b>2,830</b>	<b>4,775</b>	<b>6,534</b>	<b>5,463</b>	<b>6,272</b>	<b>1,971</b>	
<b>GPU (€) <sup>2</sup></b>	<b>556</b>	<b>625</b>	<b>722</b>	<b>746</b>	<b>899</b>	<b>1,049</b>	<b>1,148</b>	
<i>Merchant GPU (€)</i>	559	633	749	714	801	914	976	
<i>Retail GPU (€) <sup>2</sup></i>	254	285	362	1,039	1,712	2,163	2,553	3,000
<b>Gross Margin</b>	<b>9.9%</b>	<b>10.1%</b>	<b>9.0%</b>	<b>7.5%</b>	<b>9.7%</b>	<b>11.6%</b>	<b>11.7%</b>	<b>12-15%</b>
<i>Payroll &amp; Other Operating Costs</i>	6.8%	6.7%	5.8%	5.8%	6.5%	6.3%	6.0%	3-5%
<i>Marketing Costs</i>	3.5%	2.8%	4.3%	3.0%	2.5%	2.2%	2.3%	1-2%
<i>Internal Logistics Costs</i>	1.3%	1.2%	1.2%	1.2%	1.4%	1.4%	1.3%	1.5%
<b>Adjusted EBITDA Margin</b>	<b>(1.7%)</b>	<b>(0.5%)</b>	<b>(2.2%)</b>	<b>(2.5%)</b>	<b>(0.8%)</b>	<b>2.1%</b>	<b>2.1%</b>	<b>5-9%</b>

<sup>1</sup> Note: Margin and cost figures in percentage of revenue. Long-term guidance assumes 2-2.5mn cars sold per annum.

<sup>2</sup> GPU is not equal to gross profit/number of cars sold because of the effects of inventory changes due to the capitalisation of internal refurbishment costs which are not part of cost of materials. Differences may exist due to rounding

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