



SUPPLEMENTAL MATERIALS

First Quarter 2025

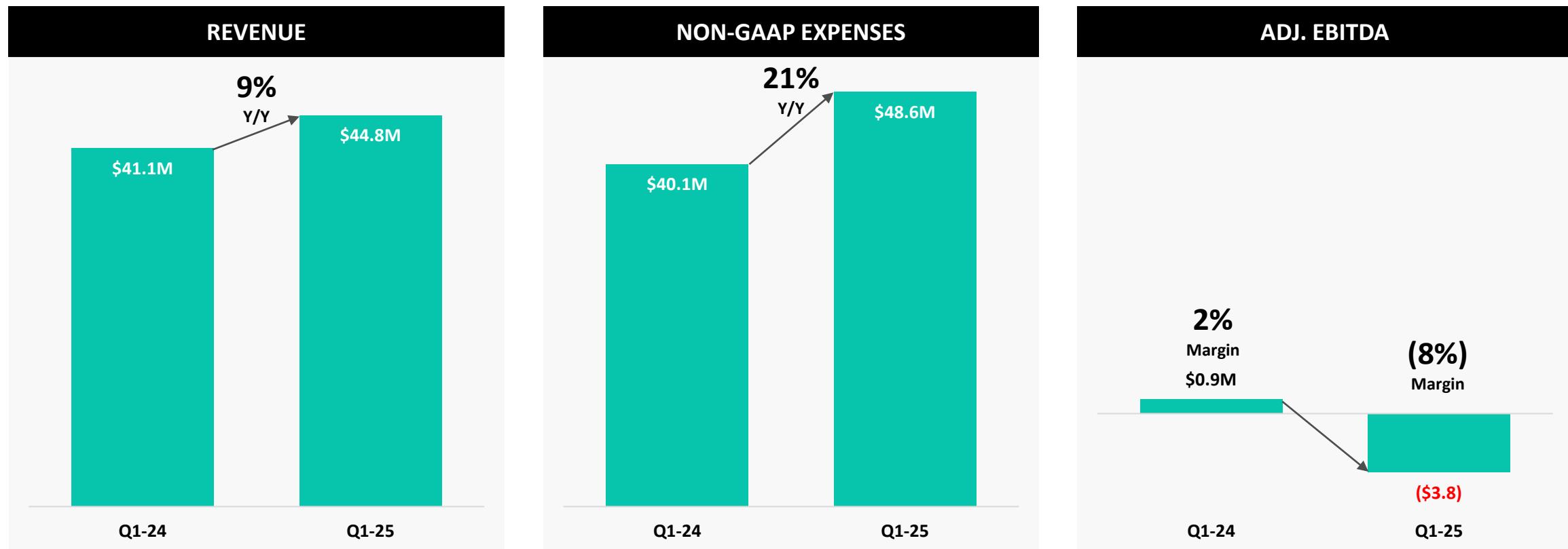
Quarter Ended March 31, 2025

Important Information

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including our expectations regarding future expected revenue growth and free cash flow, are forward-looking statements. These forward-looking statements are subject to a number of risks, uncertainties and assumptions that may prove incorrect, any of which could cause our results to differ materially from those expressed or implied by such forward-looking statements, and include, among others, those risks and uncertainties described under the heading "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2024 filed with the Securities and Exchange Commission, or SEC, and our Quarterly Report on Form 10-Q for the quarter ended March 31, 2025 to be filed with the SEC. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement we may make. All forward-looking statements in this presentation are based on information available to our management as of the date of this presentation, and except as required by law, we assume no obligation to update any forward-looking statement, each of which speaks only as of the date of this presentation.

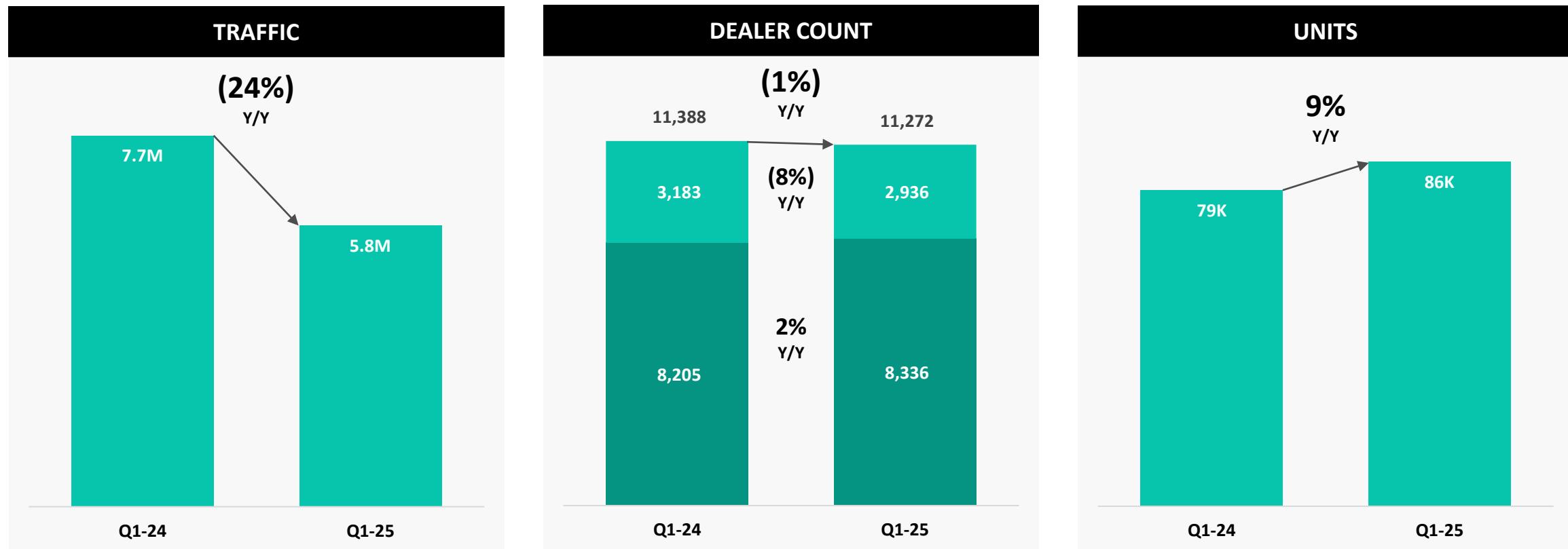
In addition to U.S. GAAP financial measures, this presentation includes certain non-GAAP financial measures. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. A reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures is set forth in the Appendix to this presentation.

Q1 2025 Metrics Year over Year: Revenue, Non-GAAP Expenses, and Adj. EBITDA



Note: See the reconciliations of net loss to Adjusted EBITDA and GAAP expenses to Non-GAAP expenses in the Appendix.
 Certain amounts may not add up due to rounding.

Q1 2025 Metrics Year over Year: Traffic, Dealer Count, and Units

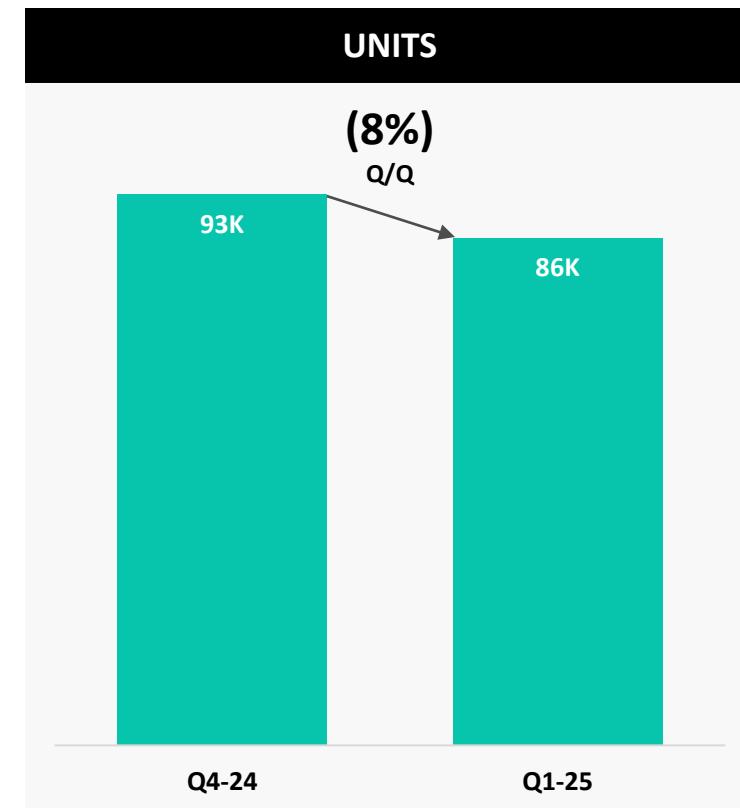
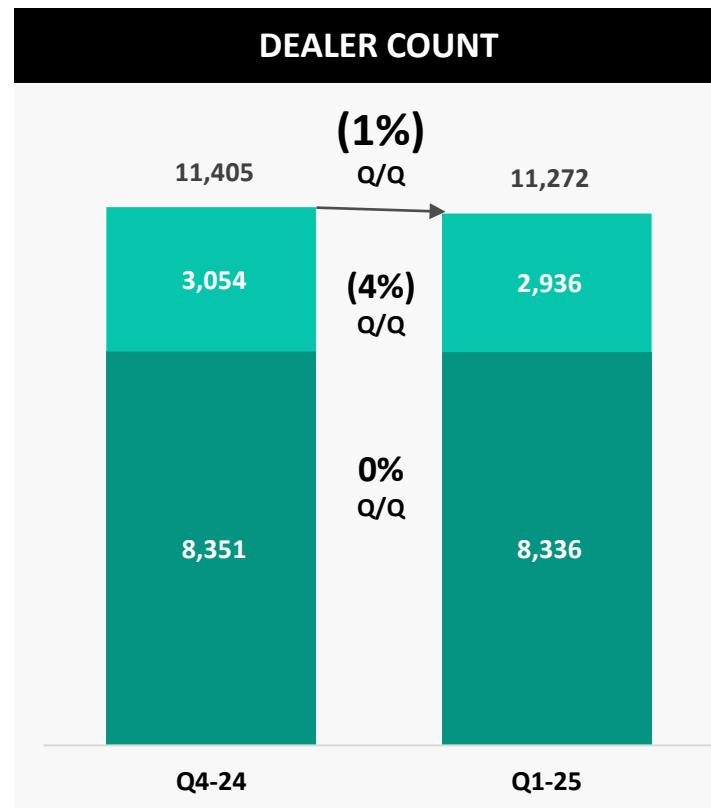
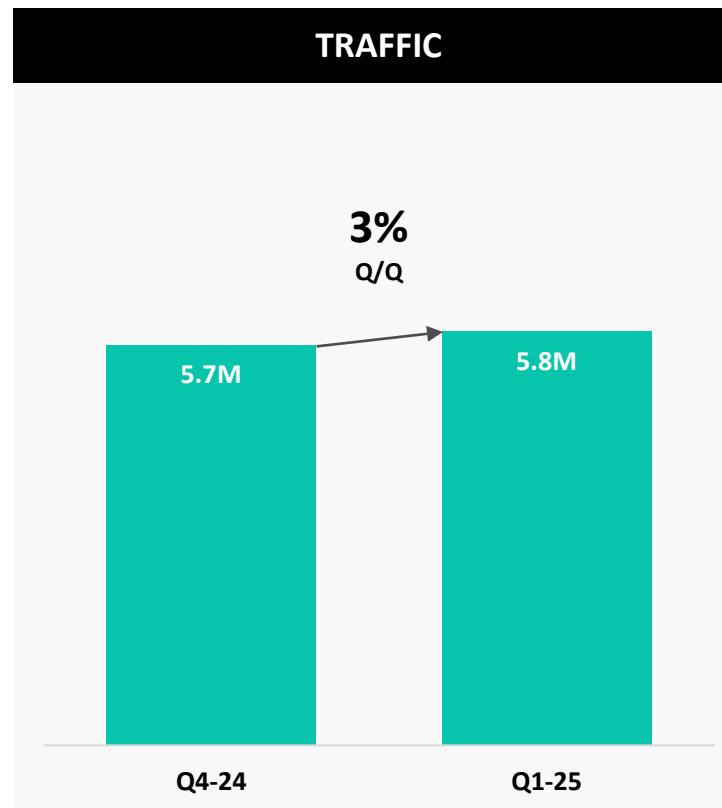


Avg. Monthly Unique Visitors

Franchise Dealers

Independent Dealers

Q1 2025 Metrics Quarter over Quarter: Traffic, Dealer Count, and Units

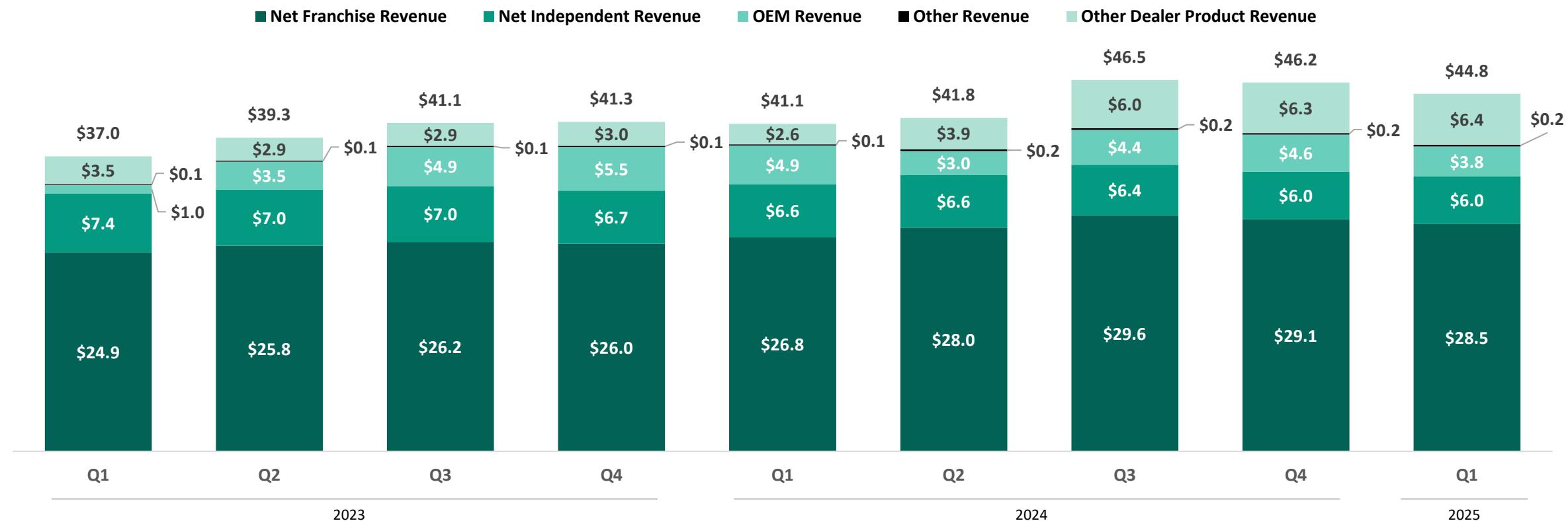


Avg. Monthly Unique Visitors

Franchise Dealers

Independent Dealers

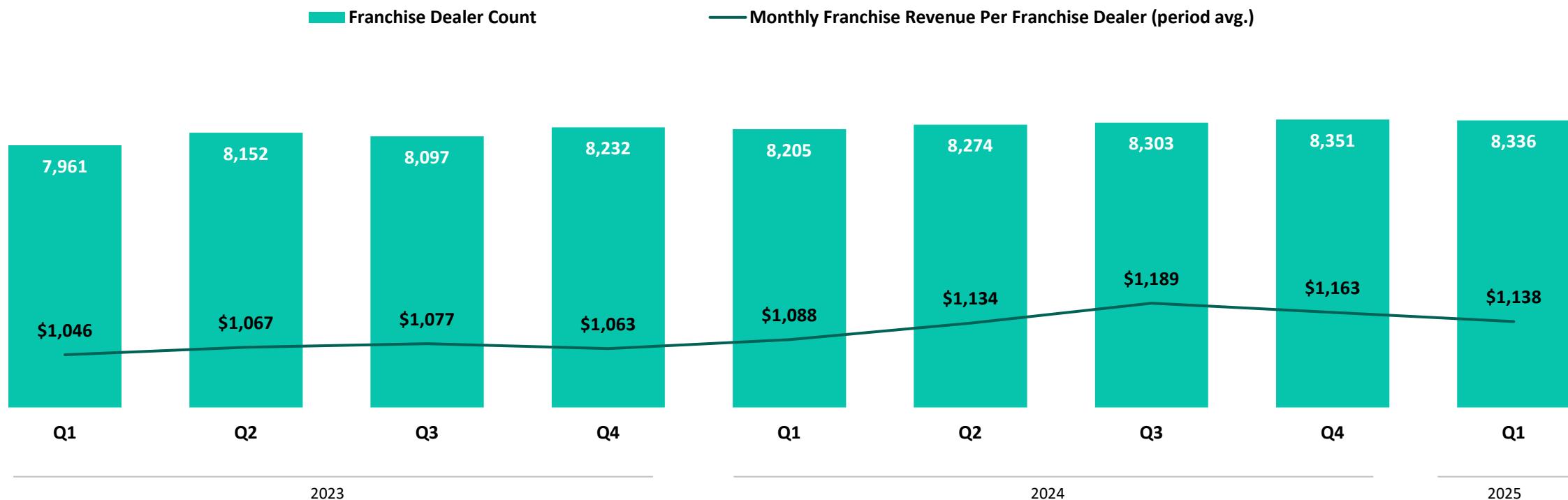
Revenue (\$ in Millions)



Note: Other Revenue includes revenue from Finance and Insurance offerings. Other Dealer Product Revenue includes our Access (including Trade and DealerScience), TrueCar Reach, Sell Your Car, Distance Retailing, Digital Motors, Wholesale, Marketing Solutions and Sponsored Listings offerings. Certain amounts may not add up due to rounding.

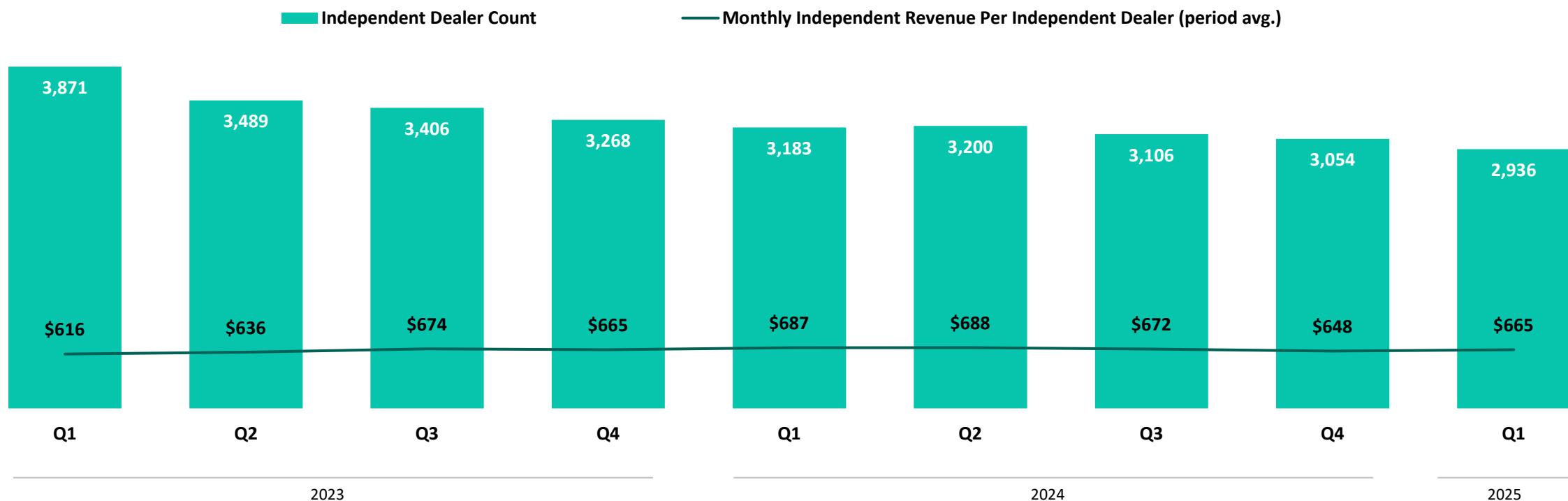
	Q2	Q3	Q4	Q1
Total Revenue Y/Y:	6%	13%	12%	9%
Other Dealer Product Revenue Y/Y:	(38%)	111%	112%	147%
Other Revenue Y/Y:	76%	56%	42%	39%
OEM Incentives Revenue Y/Y:	(14%)	(11%)	(15%)	(22%)
Net Independent Revenue Y/Y:	(6%)	(9%)	(10%)	(10%)
Net Franchise Revenue Y/Y:	9%	13%	12%	6%

Franchise Dealer Overview



	Q2	Q3	Q4	Q1
Franchise Dealer Count Y/Y:	1%	3%	1%	2%
Franchise Revenue / Dealer Y/Y:	6%	10%	9%	5%
Franchise Dealer Count Q/Q:	1%	0%	1%	0%
Franchise Revenue / Dealer Q/Q:	4%	5%	(2%)	(2%)

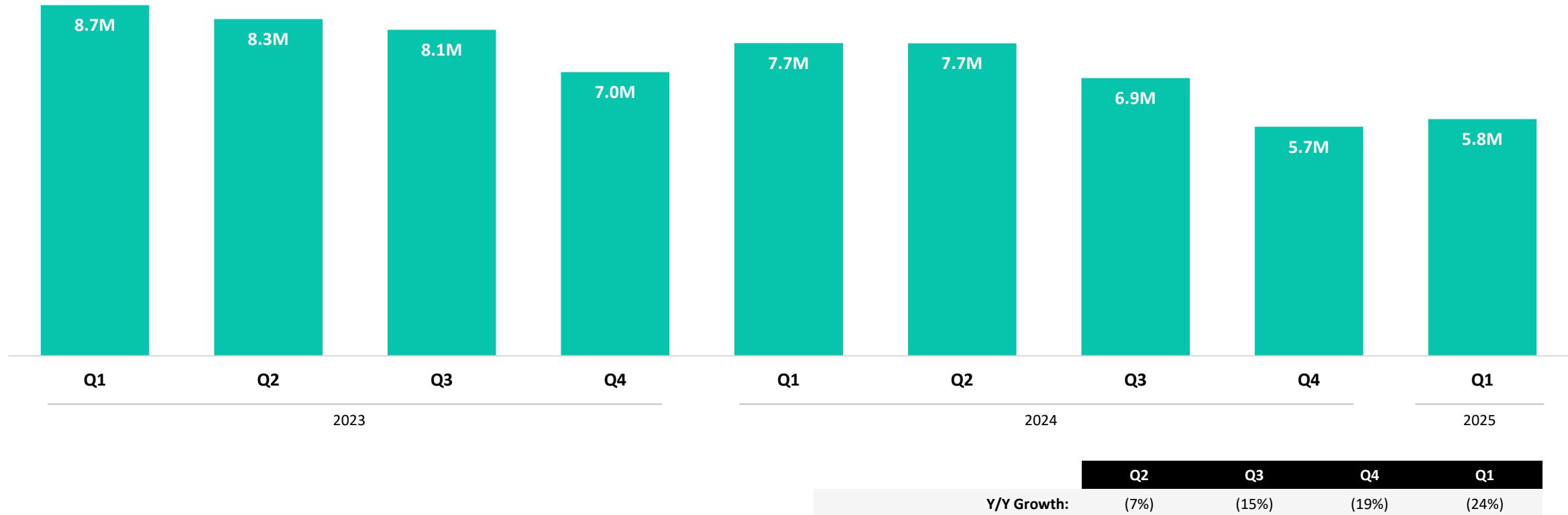
Independent Dealer Overview



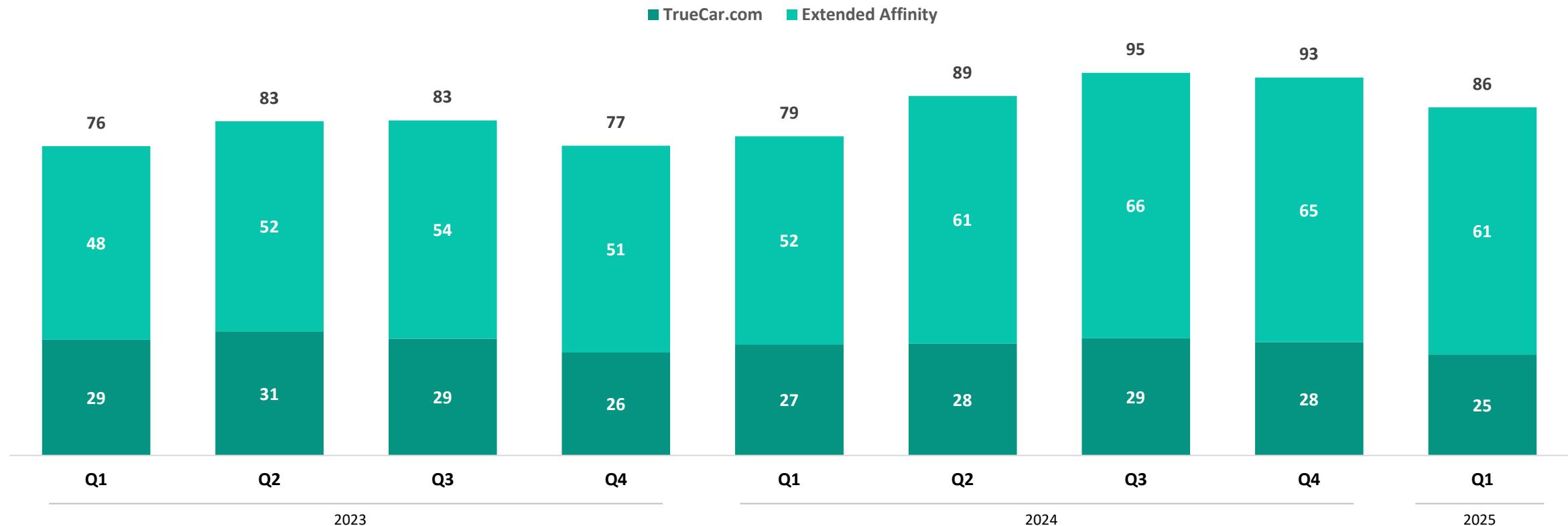
	Q2	Q3	Q4	Q1
Independent Dealer Count Y/Y:	(8%)	(9%)	(7%)	(8%)
Independent Revenue / Dealer Y/Y:	8%	0%	(2%)	(3%)
Independent Dealer Count Q/Q:	1%	(3%)	(2%)	(4%)
Independent Revenue / Dealer Q/Q:	0%	(2%)	(4%)	3%

Traffic (Millions)

■ Average Monthly Unique Visitors



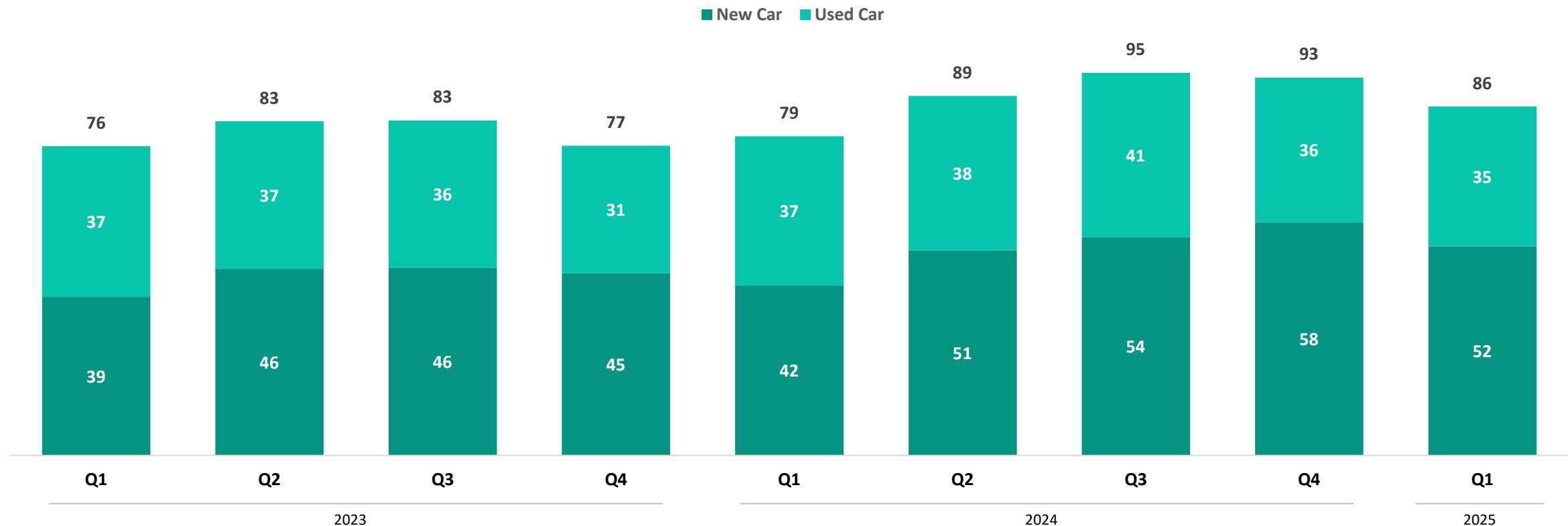
Units by Acquisition Channel (Thousands)



Note: Certain amounts may not add up due to rounding.

	Q2	Q3	Q4	Q1
Total Units Y/Y:	8%	14%	22%	9%
Extended Affinity Units Y/Y:	17%	22%	28%	19%
TrueCar.com Units Y/Y:	(9%)	0%	10%	(9%)

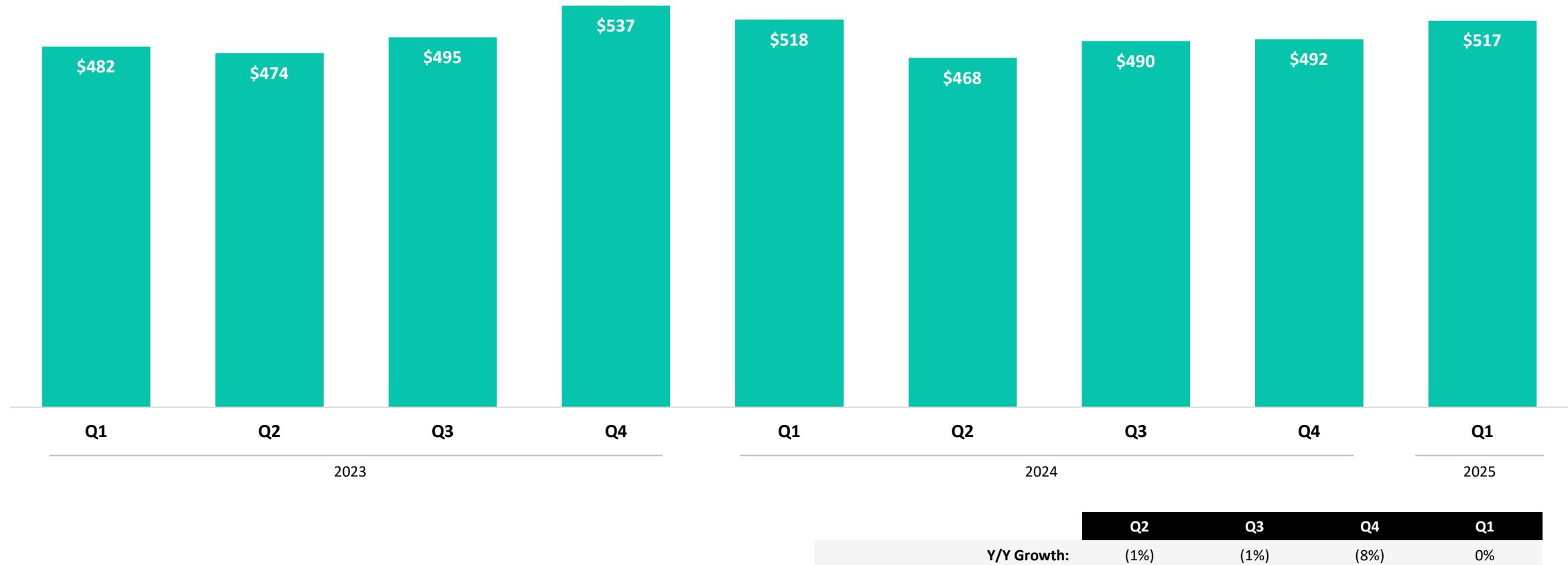
Units by New vs. Used (Thousands)



Note: Certain amounts may not add up due to rounding.

	Q2	Q3	Q4	Q1
Total Units Y/Y:	8%	14%	22%	9%
Used Car Units Y/Y:	6%	11%	14%	(6%)
New Car Units Y/Y:	9%	16%	28%	23%

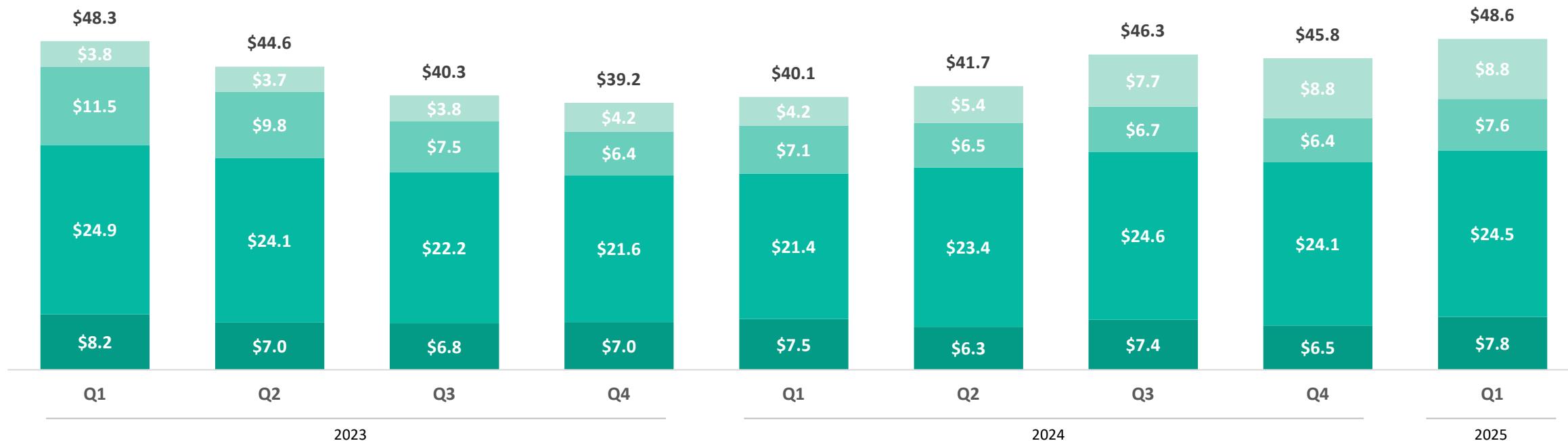
Monetization



Note: Monetization is calculated by dividing transaction revenue (dealer revenue and OEM incentive revenue) in a given period by total units in that period.

Non-GAAP Expenses (\$ in Millions)

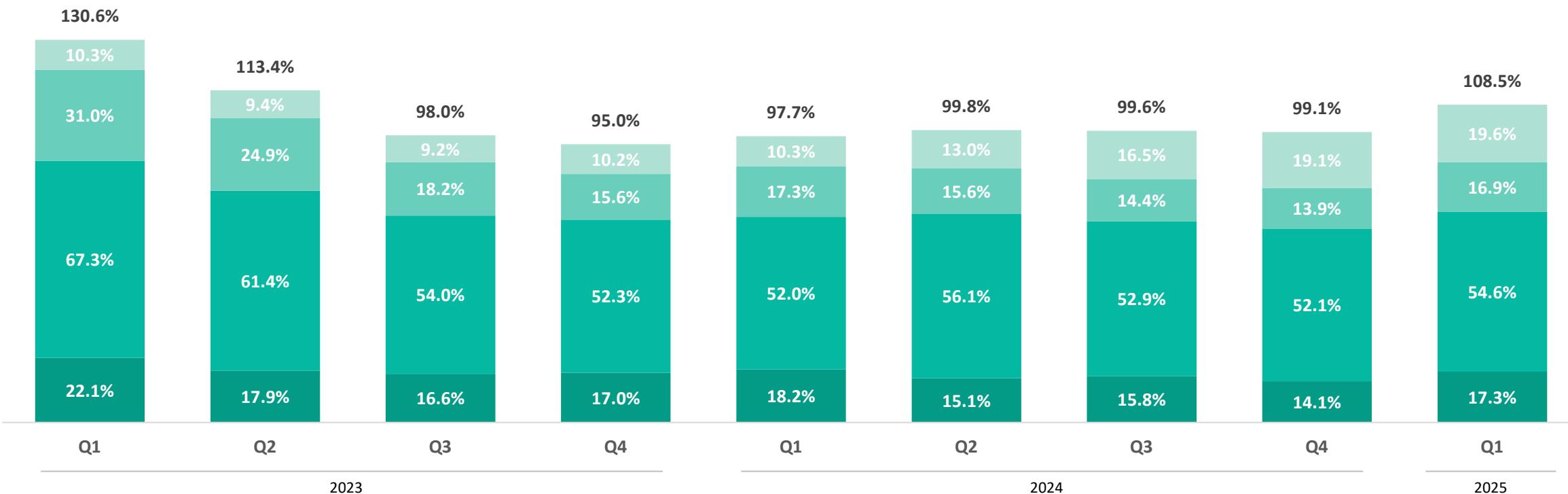
■ G & A ■ Sales & Mktg. ■ Tech & Dev. ■ Cost of Revenue



Note: See the reconciliations of net loss to Adjusted EBITDA and GAAP expenses to Non-GAAP expenses in the Appendix.
Certain amounts may not add up due to rounding.

Non-GAAP Expenses as a Percentage of Revenue

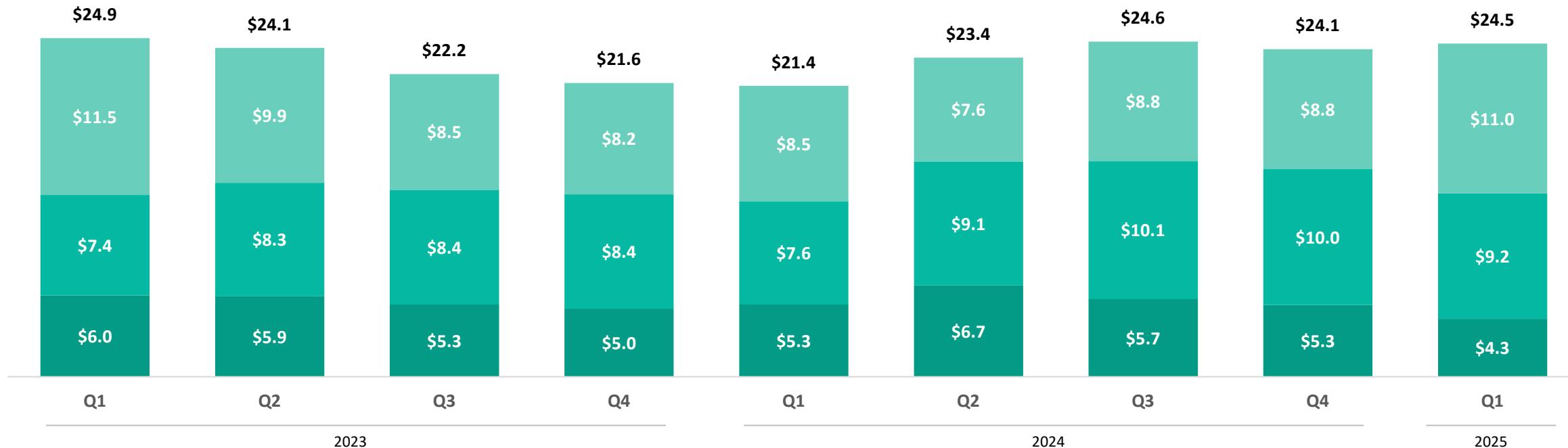
■ G & A ■ Sales & Mktg. ■ Tech & Dev. ■ Cost of Revenue



Note: See the reconciliations of net loss to Adjusted EBITDA and GAAP expenses to Non-GAAP expenses in the Appendix.
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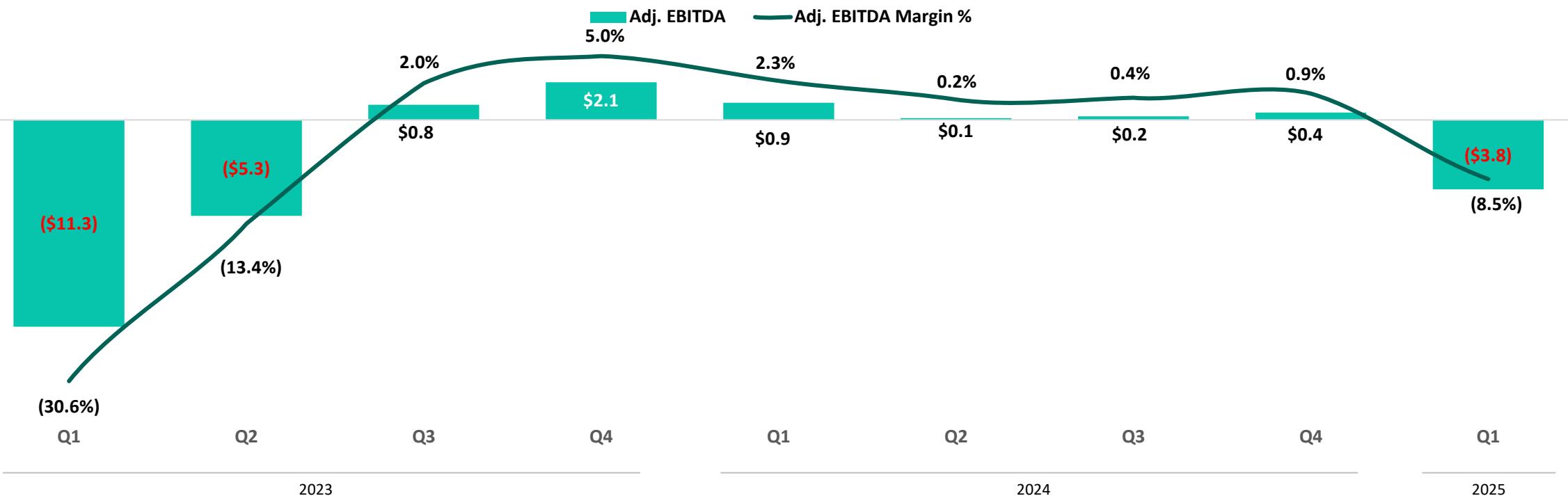
Non-GAAP Sales & Marketing Expenses (\$ in Millions)

■ TrueCar.Com Acquisition ■ Partner Marketing ■ Sales Headcount & Other



Note: See the reconciliations of net loss to Adjusted EBITDA and GAAP expenses to Non-GAAP expenses in the Appendix.
Certain amounts may not add up due to rounding.

Adjusted EBITDA (\$ in Millions)



Note: See the reconciliations of net loss to Adjusted EBITDA and GAAP expenses to Non-GAAP expenses in the Appendix.
Certain amounts may not add up due to rounding.



Appendix

Reconciliation of Net Loss to Adjusted EBITDA

(Unaudited)

(in thousands)	3 Months Ended				FY	3 Months Ended				FY	3 Months Ended	
	Mar 31,	Jun 30,	Sep 30,	Dec 31,		2023	Mar 31,	Jun 30,	Sep 30,		Mar 31,	2025
Reconciliation of Net Loss to Adjusted EBITDA:												
Net loss	\$ (19,565)	\$ (20,424)	\$ (7,875)	\$ (1,902)	\$ (49,766)	\$ (5,848)	\$ (13,520)	\$ (5,831)	\$ (5,849)	\$ (31,048)	\$ (6,147)	\$ (10,136)
Interest income	(1,608)	(1,730)	(1,706)	(1,674)	(6,718)	(1,644)	(1,672)	(1,560)	(1,271)			(1,068)
Depreciation and amortization	4,191	4,091	4,894	4,523	17,699	4,585	4,684	4,408	4,358			18,035
Stock-based compensation	4,708	3,891	3,273	2,427	14,299	2,632	3,189	2,953	2,956			11,730
Change in the fair value of contingent consideration	591	64	116	160	931	92	87	102	91			372
Impairment of ROU assets ⁽¹⁾	351	1,702	323	-	2,376	-	6,880	-	-			6,880
Interest Accretion for Terminated Lease ⁽²⁾	-	-	-	-	-	-	85	125	120			330
Loss (gain) from lease exit ⁽³⁾	-	-	-	(1,477)	(1,477)	-	-	-	-			-
Restructuring charges ⁽⁴⁾	-	7,141	1,806	-	8,947	1,112	362	-	-			1,474
Provision for (benefit from) income taxes	6	7	1	3	17	7	3	3	2			15
Adjusted EBITDA	\$ (11,326)	\$ (5,258)	\$ 832	\$ 2,060	\$ (13,692)	\$ 936	\$ 98	\$ 200	\$ 407	\$ 1,641	\$ (3,802)	

(1) The excluded amounts represent impairment charges on our ROU assets associated with certain of our existing office locations. We consider these charges to be unrelated to our underlying results of operations and believe that their exclusion is appropriate to facilitate period-to-period operating performance comparisons.

(2) The excluded amount represents the accretion of interest on the lease liability associated with the terminated office lease at 1401 Ocean Avenue, Santa Monica, California. We consider these charges to be unrelated to our underlying results of operations and believe that their exclusion is appropriate to facilitate period-to-period operating performance comparisons.

(3) The excluded amount represents lease exit gains and losses associated with certain of our existing office locations. We consider these charges to be unrelated to our underlying results of operations and believe that their exclusion is appropriate to facilitate period-to-period operating performance comparisons.

(4) The excluded amounts represent charges associated with the restructuring plans undertaken in the second quarter of 2023 to improve efficiency and reduce expenses and charges associated with the realignment of the Company's leadership structure beginning in the third quarter of 2023. We consider these charges to be unrelated to our underlying results of operations and believe that their exclusion is appropriate to facilitate period-to-period operating performance comparisons.

Reconciliation of GAAP Expenses to Non-GAAP Expenses (Unaudited)

(In thousands)	3 Months Ended Mar 31, 2023				FY 2023	3 Months Ended Mar 31, 2024				FY 2024	3 Months Ended Mar 31, 2025
	Jun 30, 2023	Sep 30, 2023	Dec 31, 2023			Jun 30, 2024	Sep 30, 2024	Dec 31, 2024			
Reconciliation of GAAP Expenses to Non-GAAP Expenses:											
Cost of revenue, as reported	3,846	3,931	3,813	4,266	15,856	4,261	5,484	7,736	8,907	26,388	8,890
Stock-based compensation	50	54	44	43	191	52	62	66	80	260	87
Restructuring charges ⁽¹⁾	-	186	-	-	186	-	-	-	-	-	-
Non-GAAP cost of revenue	\$ 3,796	\$ 3,691	\$ 3,769	\$ 4,223	\$ 15,479	\$ 4,209	\$ 5,422	\$ 7,670	\$ 8,827	\$ 26,128	\$ 8,803
Sales and marketing, as reported	26,766	27,180	23,153	21,951	99,050	22,082	23,945	25,049	24,509	95,585	25,017
Stock-based compensation	1,895	827	493	377	3,592	399	516	434	455	1,804	547
Restructuring charges ⁽¹⁾	-	2,208	430	-	2,638	317	-	-	-	317	-
Non-GAAP sales and marketing	\$ 24,871	\$ 24,145	\$ 22,230	\$ 21,574	\$ 92,820	\$ 21,366	\$ 23,429	\$ 24,615	\$ 24,054	\$ 93,464	\$ 24,470
Technology and development, as reported	12,498	13,510	9,341	6,898	42,247	8,123	7,433	7,179	6,908	29,643	8,119
Stock-based compensation	1,017	980	1,031	472	3,500	496	532	496	498	2,022	554
Restructuring charges ⁽¹⁾	-	2,752	831	-	3,583	544	362	-	-	906	-
Non-GAAP technology and development	\$ 11,481	\$ 9,778	\$ 7,479	\$ 6,426	\$ 35,164	\$ 7,083	\$ 6,539	\$ 6,683	\$ 6,410	\$ 26,715	\$ 7,565
General and administrative, as reported	10,846	12,728	9,525	7,222	40,321	9,486	15,438	9,560	8,643	43,127	10,084
Stock-based compensation	1,746	2,030	1,705	1,535	7,016	1,685	2,079	1,957	1,923	7,644	2,158
Restructuring charges ⁽¹⁾	-	1,995	545	-	2,540	251	-	-	-	251	-
Impairment of ROU assets ⁽²⁾	351	1,702	323	-	2,376	-	6,880	-	-	6,880	-
Interest Accretion for Terminated Lease ⁽³⁾	-	-	-	-	-	-	85	125	120	330	116
Loss (gain) from lease exit ⁽⁴⁾	-	-	-	(1,477)	(1,477)	-	-	-	-	-	-
Change in the fair value of contingent consideration	591	64	116	160	931	92	87	102	91	372	36
Non-GAAP general and administrative	\$ 8,158	\$ 6,937	\$ 6,836	\$ 7,004	\$ 28,935	\$ 7,458	\$ 6,307	\$ 7,376	\$ 6,509	\$ 27,650	\$ 7,774

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