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## TRANSPORTATION TECHNOLOGY MARKET UPDATE

FEBRUARY 2024

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AN AFFILIATE OF

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## INTRODUCTION

## IN THIS REPORT

- 1. Transportation Sector State of the Market
- 2. Modernizing the Service Lane

3. Sector M&A and Financing Dynamics

#### We are pleased to present our latest Transportation Sector Technology Market Update

- Our team recently attended the 2024 NADA Show, which was buzzing with activity as focus remains on the continued digitization of the car buying and owning journey
- Meanwhile, the U.S. auto sales market remains choppy, with improved new vehicle supply counterbalanced by demand pressures from higher vehicle prices and interest rates
  - The debate over the pace of the powertrain transition rages on, with EV adoption notably slowing and OEMs struggling to properly pace EV-related investments
- In this update, in addition to our review of general sector trends, we take a deeper dive into the trends and technologies impacting the auto aftermarket services ecosystem
- Challenged vehicle demand and aging of the car parc has put a spotlight on fixed operations as a profit center, with dealers and independent repair shops increasingly turning to technology to optimize their operations
  - Consumers today expect a digital experience for everything, including the ability to diagnose their vehicle's repair needs and to schedule and pay for services online
  - Dealers can better retain and monetize their customers for the entirety of the vehicle ownership lifecycle by modernizing their aftermarket service models
  - For service providers, software tools can improve the precision and speed of repair processes and AI tools can streamline supply chain management for auto parts
- While 2023 sector transaction volume was down year-over-year, large software and data consolidators continued to enhance existing capabilities and fill product offering gaps
  - We are optimistic for an uptick in overall deal activity in 2024 as the sector continues to modernize and as owners and investors realize the benefits of cross-selling capabilities
  - We anticipate cash-rich strategic acquirors may continue to have an advantage over financial buyers given synergies and current interest rates

We hope this update provides you with helpful insights across the market. Our Transportation Technology team looks forward to connecting with you during 2024.



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## SOLOMON PARTNERS TECHNOLOGY GROUP

#### **TECHNOLOGY COVERAGE**

Data, Analytics & Information Services	MINERAL INTELLIGENCE		Wilshire acquires Lyxor U.S.
<ul> <li>Supply Chain &amp; Supply Chain &amp; Governance, Ris</li> <li>Compliance &amp; S</li> <li>ESG &amp; EHS</li> </ul>	sk, sold		KÖRBER sold minority stake to KKR
Tech-Enabled Services Real Estate, Retail B2B Media & Events	n panalgo	acquires	AKKR has sold TrueCommerce to WCAS
Marc Cooper CEO CEO CEO Craig Muir Partner, Group Head	Partner	an	<b>Joe Watson</b> Managing Director



Jonathan Berger Director



Max Schramm Director



**Brendan Kirk** Vice President





Anna Broadbent Associate



## MAPPING THE TRANSPORTATION TECH MARKET



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## TRANSPORTATION SECTOR STATE OF THE MARKET

### STATE OF PASSENGER VEHICLE SECTOR

- After COVID-driven shortages, the automotive market is now in a selfcorrective phase, with lingering supply shortages improving, but demand muted due to affordability challenges
  - With higher interest rates and significant vehicle price inflation, over 50%<sup>(a)</sup> of buyers have been priced out of the new vehicle market...
  - …causing many consumers to hold onto their current vehicles for longer, contributing to passenger car average age hitting a record 13.6 years
  - With fewer recent-vintage vehicles hitting the used market, used prices remain high
- Higher average vehicle age, combined with ever-increasing (non DIY-friendly) vehicle complexity, will continue to put the focus on efficiencies in the parts and repair portion of the automotive ecosystem

#### VEHICLE SALES TRENDS

#### Light Vehicle SAAR Data (b)

#### Consumer Price Index for New and Used Vehicles <sup>(c) (d)</sup>



#### VEHICLE USE TRENDS

#### Total Vehicle Miles Traveled (e)

#### Average Age by Vehicle Type <sup>(f)</sup>







### AUTOMOTIVE END-MARKET TRENDS TO WATCH: A CRUCIAL MOMENT FOR THE INDUSTRY AT LARGE

#### VEHICLE PRICES ARE DROPPING AND THE INDUSTRY IS BENEFITTING FROM IMPROVING SUPPLY LEVELS...

#### ...BUT HIGH CONSUMER LEVERAGE AND EXPENSIVE BORROWING COSTS PRESSURE SALES



#### DEALERS ARE PREPARING FOR A WEAKER MARKET IN 2024 (d)



Note: Footnotes are available in the Appendix.

### CONSUMERS SHIFTING TO HYBRIDS AS EV INTEREST HITS A SPEED BUMP

#### INFRASTRUCTURE ISSUES STALLING EV TAKEOFF...



## **47%** of consumers are unlikely to buy an EV as their next car due to lack of charging infrastructure and high cost <sup>(a)</sup>



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**21%** of EV drivers arrive at a charging station to find it is defective  $^{\rm (b)}$ 

4,622 non-Tesla DC fast ports currently installed, as compared to the 182,000 needed by 2030  $^{(c)}$ 

#### ...HYBRIDS ARE COMMANDING MORE MARKET SHARE OF AUTOMOTIVE SALES... <sup>(e)</sup>





#### Days' Supply



• OEMs are slashing their EV production output for 2024

• Auto dealers are urging the Biden administration to ease EV mandates requiring two-thirds of new vehicles sold in the U.S. to be electric by 2032

## MARKET CLOSELY MONITORING AMAZON'S AUTO SALES EFFORTS



#### PARTNERSHIP WITH HYUNDAI

- Amazon and Hyundai announced a partnership enabling customers to browse, finance and complete the purchase of Hyundai vehicles on Amazon starting in 2024
- Shoppers will be able to complete every part of the car-buying process through Amazon's website
  - Delivery or pickup will be handled by local dealerships
- First partnered in 2021 through online Hyundai showroom where viewers could "build a car and locate inventory"
- Current partnership includes Hyundai's use of Amazon Web Services and integration of Alexa technology in Hyundai's cars starting in 2025
  - Dealers will also be provided with performance data

#### SELECTED DEALER REACTIONS (a)

"Hyundai dealers are always looking for ways to improve the customer experience...and there has been a lack of meaningful innovation [in digital auto retailing] from our customers' viewpoint."

- Owner of Burns Hyundai and Burns Buick-GMC

"We know we've got to meet our customers where they are, and much of that time that's on their phone or laptop...the breakthrough here is this is Amazon. We're now partnering with one of the world's leading digital retailers."

- Owner of Hyundai Santa Monica

#### POTENTIAL CHALLENGES



**Converting Customers:** Typical Amazon transaction is less than \$50, with only ~11% of customers reporting spending \$1,000+ on a single item <sup>(b)</sup>



**Dealerships:** Dealers may be unwilling to work with Amazon due to loss of revenue from inability to include add-ons during the purchasing process

**Trade-Ins:** Trade-in procedure is still under discussion due to lack of a standardized trade valuation process



**Financing:** Uncertainty surrounding who will provide financing and how the process will work



**Negotiations:** Dealers will set vehicle price, but consumers will lose the ability to haggle or negotiate once the price is listed



**Regulations:** Varying state regulations on advertising and warranty agreements can complicate Amazon's efforts

## FTC ANNOUNCES COMBATTING AUTO RETAIL SCAMS RULE "CARS" (BUT THE EFFECTIVE DATE IS A MOVING TARGET)

## NEW REGULATION WILL IMPACT THE CLASSIFIED AUTO RETAIL MARKETPLACES, LEAVING MANY DEALERS SCRAMBLING TO ADJUST



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## MODERNIZING THE SERVICE LANE

## AUTO SERVICE PROVIDERS NEED TO ADAPT TO A DIGITAL WORLD

#### DEALERS AND INDEPENDENT SHOPS ARE USING TECHNOLOGY TO IMPROVE EFFICIENCY AND OPTIMIZE LONG-TERM PROFITABILITY

	Fixed operations are becoming an increasing priority for dealers	Fixed ops, which consist of repair services and parts departments, generate higher-margin, repeat business and therefore boost profitability for dealers	<b>40%+</b> of a dealer's total gross profit is contributed by fixed operations <sup>(a)</sup>	50% increase in service contracts sold by dealers in 2023 vs. 2021 <sup>(b)</sup>
***	driving a shift in dealers' focus from unit sales to enhancing the overall customer vehicle ownership experience, enabled by advanced software tools	Dealers are adopting a more holistic approach towards the vehicle ownership lifecycle and are viewing themselves as digitized customer service businesses, not just retailers	<b>28%</b> increase in service profitability that have employed digital solutions experience <sup>(b)</sup>	
	However, consumer trust in dealers as service providers is declining	Dealers are no longer the preferred service provider, with consumers instead turning towards easily accessible third-party independent repair shops	35% → 30% 2021 2023 Percentage of service visits performed by dealer service lanes <sup>(b)</sup>	<b>7 out of 10</b> customers are more likely to go to a third-party independent shop vs. a dealer <sup>(b)</sup>
	and consumers today expect a digital aftermarket experience, but dealers have been slow to adapt	Many dealers do not yet provide an online option for consumers to shop for parts, thereby creating momentum for third-party retailer sites, DTC websites and digital marketplaces (e.g., Amazon and CarParts.com)	<b>40%</b> of auto aftermarket parts sales are now via e-commerce channels <sup>(c)</sup>	<b>\$69B</b> current global e-commerce automotive aftermarket market <sup>(d)</sup>
	Engaging the emerging do-it- yourself (DIY) consumer segment via a strong online presence could drive parts sales for dealers	For DIY consumers, a well- designed DTC strategy can simplify the process of purchasing the correct parts and provide educational support on how to install them	<b>78%</b> of consumers have completed at least one auto maintenance project themselves in the last three years <sup>(e)</sup>	~ <b>50%</b> of Gen Z and Millennial consumers would take on DIY projects costing \$499 or less <sup>(e)</sup>
	Powertrain changes and the increasing complexity of vehicles are also posing new challenges to auto dealers	Dealers are attempting to transition their fixed operations to support new technologies by adding infrastructure and training technicians	<b>54%</b> of dealers need more electric powertrain-trained staff for EV servicing <sup>(b)</sup>	<b>58%</b> of dealers need more infrastructure for EV servicing, such as specialized service bays and equipment <sup>(b)</sup>
SOLOMON PARTNERS	Note: Footnotes are available in the Appendix.			Private and Confidential

## DIGITAL TOOLS ENHANCE THE CUSTOMER REPAIR SERVICE EXPERIENCE

#### DEALERS CAN MAINTAIN A RELATIONSHIP WITH THE CUSTOMER THROUGHOUT THE ENTIRETY OF THE VEHICLE OWNERSHIP LIFECYCLE...



- Caters to shifting consumer preference for a digital-first aftermarket experience
- Digital solutions can provide accessible, real-time service updates, allow users to interact with providers online and make digital payments



- Vehicles can self-diagnose vehicle maintenance needs and alert the driver and dealer
- Vehicles collect and aggregate large amounts of vehicle data to more precisely identify vehicle issues, thereby reducing downtime and streamlining the repair process



- Data-driven insights, such as electronic parts catalogs (EPCs) and connected diagnostic tools, can help service technicians identify optimal repair solutions
- Leverages data to determine where and when to source parts and tools for repairs, reducing excess parts inventory while speeding service turnaround times



- Automates day-to-day workflows and processes such as coordinating service technicians' schedules and managing parts inventory
- Streamlines billing and document management
- Personalizes communications with customers to activate additional, appropriate service visits

...BY LEVERAGING DIGITAL TOOLS THAT GREATLY ENHANCE THE AUTO REPAIR EXPERIENCE



### KEY AUTOMOTIVE AFTERMARKET SOFTWARE TOOL TYPES

CATEGORY	SOLUTIONS PROVIDED	REPRESENTATIVE PROVIDERS		
Parts Inventory Management	<ul> <li>Improve efficiency by enabling dealers and shops to more easily manage and track inventory levels, maintain a digitally organized catalog for products, monitor pricing for parts, locate auto parts suppliers in one aggregated lookup and automate order processing and item counts</li> <li>Enhance dealers' OE parts sales operations by providing online tools to drive parts sales to independent repair shops</li> </ul>			
Diagnostic and Mainten- ance Tools	<ul> <li>Provides actionable vehicle insights to drivers via on-board visual diagnostic tools, allowing users to identify mechanical faults and general wear &amp; tear and enabling timely intervention</li> <li>Decision support to service technicians via tools that help match the specific requirements of a vehicle with the appropriate replacement components</li> </ul>	BOLTON       BOSCH         TECHNOLOGY       BOSCH         Repairify.       Sinap-on         (Savteq)		
Auto Repair Workflow Management	<ul> <li>Elevate and streamline repair services with workflow management tools that handle service requests electronically, quickly generate service orders and assign technicians</li> <li>Enhance the customer experience by proactively offering digital vehicle inspections, providing real-time estimated repair quotes and offering automated updates on repair orders, while integrating CRM features to track how to better meet individual customer needs</li> </ul>	MutoVitals FULLBAY.		
Insurtech and Claims Management	<ul> <li>Accelerate and simplify auto repair via automated scheduling with collision repair shops, live virtual damage assessments and AI-powered photo estimating software that quickly makes repair and replacement decisions</li> <li>Create a digital path to contactless claims with solutions that digitize the intake process, improve data quality and require less manual intervention</li> </ul>	Agero Cick-Ins Cicker Cicke-Ins Cicker Cicker Cic		
Mobile Vehicle Services	<ul> <li>Convenient on-demand, on-site auto care that brings the mechanic to the customer</li> <li>App-based ordering for a range of services that are digitally booked and securely paid for electronically; customers can also digitally track the arrival of technicians and provide feedback</li> <li>Mobile workforce management for service providers who can assign tasks, communicate with technicians, and monitor progress via mobile applications</li> </ul>	WRENCH (Freispiffy) WRENCH (Freispiffy)		



# EVs ARE CREATING BOTH NEW CHALLENGES AND NEW OPPORTUNITIES FOR THE AFTERMARKET

#### TODAY: EV IMPACT ON THE AFTERMARKET

## Reduced servicing and maintenance requirements

- EVs experience **less wear and tear** of moving parts, driving a lower aftermarket replacement rate
- Over 150 types of moving components are eliminated in EVs vs. ICE vehicles <sup>(a)</sup>
- As EVs become more commonplace, ICE-specific parts will experience decreasing demand; however, the impact will not be felt at scale for years

#### $\left< \frac{1}{2} \right)$ Service providers are playing catch-up

- EV service technicians need to retrain to stay knowledgeable of the new generation of cars
- EV owners are facing frustrations with longer wait times for service visits for DTC OEMs (e.g., Tesla, Rivian, Lucid.) as the manufacturers' limited infrastructures cannot keep up with aftersales demand

#### TOMORROW: NEW AFTERMARKET OPPORTUNITIES

#### Potential to offset shrinking demand 前列 for ICE parts

- New moving parts that are specific to EVs could create aftermarket demand for over 40 additional component categories <sup>(a)</sup>
- These different components include auxiliary batteries, charging ports, centralized electronic control systems, thermal management systems, DC-to-DC converters and powertrain battery packs, among other parts



#### Service providers are preparing for an increase in EV services

- Among dealers that service EVs today, only 32% are trained to work on EVs <sup>(b)</sup>
- 67% of dealers have added relevant infrastructure to support servicing EVs, although there is consensus agreement that more infrastructure is needed <sup>(b)</sup>

#### PARTS & SERVICES REMAINS A SIGNIFICANT PORTION OF DEALERSHIP PROFITS (c)







## **M&A AND FINANCING DYNAMICS**

### TRANSPORTATION TECH M&A AND FINANCING ACTIVITY

#### TRANSPORTATION TECH M&A DEAL ACTIVITY IN 2023 WAS NEAR PRE-PANDEMIC LEVELS; FUNDRAISING LAGS BEHIND M&A DEAL ACTIVITY (NUMBER OF TRANSACTIONS)



FUNDRAISING DEAL ACTIVITY (NUMBER OF TRANSACTIONS)



Sources: Pitchbook, press releases and other publicly available information. Financing represents VC deals and excludes secondary transactions

Values based on Solomon's proprietary screen for transportation technology transactions.

\* 2024 Q1 metrics as of January 31, 2024.



### TRANSPORTATION TECH VALUATION AND OPERATIONAL BENCHMARKING



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Sources: Capital IQ, company filings and other publicly available information. Market data as of 1/31/2024. Metrics represented by medians for each subsector.

## HISTORICAL SHARE PRICE PERFORMANCE

#### MANY TRANSPORTATION TECH COMPANIES CONTINUED TO OUTPERFORM THE S&P 500 IN 2023





## CARGURUS ACQUIRES CAROFFER



#### TRANSACTION OVERVIEW

- On November 7, 2023, CarGurus announced it acquired the remaining minority equity interests (49%) in CarOffer for \$75M, valuing CarOffer at ~\$153M
- CarOffer is a streamlined web-based platform specializing in wholesale automotive trade, managing dealer-to-dealer and consumer-to-dealer transactions
- CarGurus acquired a 51% stake in CarOffer in 2021 with the ability to purchase the remaining equity interest over the next three years
- CarGurus' decision to expedite their equity purchase reflects their goal of capitalizing on rising opportunities to create a transaction platform for every stage of the automotive lifecycle

#### DEAL COMMENTARY

"Our work with CarOffer has unlocked meaningful opportunities to better serve our customers by integrating the scale and reach of our retail platform with CarOffer's digital wholesale capabilities." "With this transaction complete, we believe we are well-positioned to accelerate our momentum in delivering solutions that streamline and enhance the dealer-to-dealer and consumerto-dealer transaction experience."

Jason Trevisan CEO, CarGurus Zach Hallowell CEO, CarOffer

#### CAROFFER'S SOLUTIONS

**Buy Inventory:** Enables dealerships to access a nationwide inventory for purchasing, with the advantage of real-time bidding and buying



**Sell Inventory:** Provides dealerships with an automated trading platform to efficiently sell their vehicle inventory at competitive prices

**Trade Inventory:** Designed for dealerships to trade vehicles within a network, optimizing their inventory mix

#### CAROFFER'S GEOGRAPHIC REACH



## SELECT 2023 M&A TRANSACTIONS

(Amounts in Millions)

DATE	INVESTOR	TARGET	TARGET DESCRIPTION	EV	EV / REVENUE	EV / EBITDA
Dec-23	<b>auto</b> manager	RECALL CHECKED	Platform designed to offer on-demand safety recall status lookups	ND	ND	ND
Dec-23	<b>CitNOW</b> GROUP	reasa	Provider of lifecycle management, production planning, and CRMs for the automotive industry	ND	ND	ND
Dec-23	ABÂX	Movolytics	Provider of fleet management and tracking services	ND	ND	ND
Dec-23	OPENLANE	Wanheim CANADA •	Operator of physical and online vehicle auction marketplaces	\$96	ND	ND
Nov-23	<b>OneMain</b> Financial	Foursight	Provider of online account management, autopay setup, and direct debit payment options for automotive financing	\$115	ND	ND
Nov-23	CarGurus	>>> CarOffer	Provider of digital marketplaces for dealers to buy, sell, and trade with automation	\$153 <sup>(a)</sup>	ND	ND
Nov-23		ÞΣ	Provider of websites, media services, and CRMs to automotive dealerships	\$76	ND	ND
Oct-23	♦ KPA	COMPLYNET	Provider of compliance software to dealerships	ND	ND	ND
Oct-23	► HAWK	Carrs	Operator of ERP software intended for automotive repair shops, wholesalers, and retailers of automotive parts	\$5	3.4x	8.0x
Oct-23	POWERSFLEET	$\mathscr{WX}$  telematics	Provider of fleet and mobile asset-management solutions	\$290	1.0x	7.4x



## SELECT 2023 FUNDRAISING TRANSACTIONS

DATE	INVESTOR	TARGET	TARGET DESCRIPTION	AMOUNT RAISED (\$MM)
Dec-23	Undisclosed	<b>mile</b> auto	Provider of pay-per-mile insurance services, charging customers based on the actual miles they drive	ND
Dec-23	YALETOWN		Developer of AI simulations to enhance the development of autonomous vehicles and smart city systems	\$4
Nov-23	😚 mazda	Secondmind	Developer of AI optimization solutions that reduce design simulation time and calibration overhead to improve energy efficiency throughout the vehicle lifecycle	ND
Nov-23		RECÔGNI	Developer of AI-powered vision recognition module for autonomous vehicles	ND
Nov-23	🕐 NTT	Mobility	Developer of an autonomous technology intended to transform cities through safe, accessible self-driving transportation	\$105
Oct-23			Developer of an autonomous driving technology intended to facilitate the manufacturing of automated vehicles	\$100
Oct-23	1984 .vc	<b>NNER</b>	Provider of AI-powered automotive repair diagnostics software	\$2
Oct-23	DRAWDOWN Fund	႐ြ HaydenAl	Developer of autonomous traffic management platform designed to improve urban mobility and quality of life for communities	\$53
Oct-23	Lightspeed	<b>NIRVANA</b>	Provider of AI-powered insights and continuous risk monitoring to improve fleet safety and reduce costs	\$57
Oct-23		🔽 DiDi	Provider of app-based transportation services, on-demand delivery services, and autonomous driving solutions	\$149





## APPENDIX

## FOOTNOTES

#### Page 5

- a) Cox Automotive.
- b) FRED Light Weight Vehicle Sales: Autos and Light Trucks. Data updated as of December 2023.
- c) FRED Consumer Price Index for All Urban Consumers: Used Cars and Trucks in U.S. City Average. Chart is indexed to average prices from 1982 to 1984. Data updated as of December 2023.
- d) FRED Consumer Price Index for All Urban Consumers: New Vehicles in U.S. City Average. Chart is indexed to average prices from 1982 to 1984. Data updated as of December 2023.
- e) FRED Vehicle Miles Traveled. Data updated as of November 2023.
- f) S&P Global. Data updated as of January 2024.

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- a) Cox Automotive.
- b) Federal Reserve.
- c) Bureau of Economic Analysis.
- d) Cox Automotive. Dealer Sentiment is based on 1,036 U.S auto dealer respondents, on a scale from 0-100.

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- a) The Associated Press-NORC Center for Public Affairs Research and the Energy Policy Institute at the University of Chicago.
- b) J.D. Power.
- c) National Renewable Energy Laboratory. Data is updated as of Q2 2023.
- d) Edmunds. 2023 data is updated as of November 30, 2023.
- e) Argonne National Laboratory. Data is updated as of December 2023.
- f) Cox Automotive. Inventory excludes Tesla, Rivian or other companies that do not have a dealer body holding inventory.

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- a) Automotive News.
- b) Consumer Intelligence Research Partners.

#### Page 9

a) FTC.

#### Page 11

- a) Haig Partners.
- b) Cox Automotive.
- c) LEK Partners.
- d) Global Market Insights.
- e) Mintel.

#### Page 14

- a) LEK Partners.
- b) Cox Automotive.
- c) Sources: Pitchbook, press releases and other publicly available information. Financials shown in chart represent Revenue and Gross Profit for Q3 2023. Other business services consist of New Vehicle, Used Vehicle, and F&I & Other.

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a) Purchase of the remaining minority equity interests..



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