

## TRANSPORTATIONTECHNOLOGY MARKET UPDATE

FEBRUARY 2024


## 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 Al 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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## TECHNOLOGY COVERAGE



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## MAPPING THE TRANSPORTATION TECH MARKET



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 $50 \%\left({ }^{(a)}\right.$ 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 ${ }^{(c)}$ (d)
$\square$ New Vehicles $\square$ Used Vehicles


## VEHICLE USE TRENDS

Total Vehicle Miles Traveled ${ }^{(e)}$
Average Age by Vehicle Type (f)

## Trillions of Miles




## AUTOMOTIVE END-MARKET TRENDS TO WATCH: <br> 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


## DECEMBER 2023

千 $12 \%{ }^{\text {(a) }}$
Increase in New Vehicle Sales in 2023 vs. 2022

Driven by supply-chain relief and strong fleet activity


The auto industry enjoyed a strong rebound in sales in 2023, but the market seems headed for slower growth in 2024


## DECEMBER 2023

7.4\% (c)

Average car loan interest rate for new car loans in December 2023, the highest level in years

Macro concerns are keeping a subset of less financially flexible buyers on the sidelines, resulting in margin compression

DEALERS ARE PREPARING FOR A WEAKER MARKET IN 2024 (d)
Question: What do you expect the market for vehicles in your area to look like 3 months from now? $\quad$ Franchised $\square$ Individual $\square$ Overall


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

INFRASTRUCTURE ISSUES STALLING EV TAKEOFF...
... AND AS EV PRICES RISE....
(d)


47\% of consumers are unlikely to buy an EV as their next car due to lack of charging infrastructure and high cost ${ }^{(a)}$

$\mathbf{2 1 \%}$ of EV drivers arrive at a charging station to find it is defective ${ }^{(b)}$


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... (e)



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

## amazon

## PARTNERSHIP WITH HYUNDAI

SELECTED DEALER REACTIONS (a)

- 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


## POTENTIAL CHALLENGES



Converting Customers: Typical Amazon transaction is less than \$50, with only $\sim 11 \%$ of customers reporting spending $\$ 1,000+$ on a single item ${ }^{(b)}$


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


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

CATALYSTS FOR CHANGE


Cases pertain to predatory and misleading fees; and tactics currently cost U.S. shoppers \$3.4B a year and add 72M hours to their time spent shopping for vehicles (a)

## SOLUTIONS TO HELP DEALERS REMAIN COMPLIANT

## Automated Website Scans

Helps dealerships effectively find and remediate violations of the CARS rule and prevent any further occurrences

## ARMD <br> spectos $\square$ <br> Consumer Complaint Management System

Dealerships can ensure customer complaints are addressed promptly and appropriately, especially as transactions begin to move online

Dealertrack

- KPA


## Remote Deal Jacket Auditing

Reviews documents related to vehicle sales, mitigating risks associated with potential fraud and increasing consumer trust by ensuring transparency in operations

## Online Compliance Training

Cost-effective and flexible method to retrain employees for comprehensive understanding of the CARS rule

## 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...

...driving a shift in dealers' focus from unit sales to enhancing the overall customer vehicle ownership experience, enabled by advanced software tools

However, consumer trust in dealers as service providers is declining...

...and consumers today expect a digital aftermarket experience, but dealers have been slow to adapt


Engaging the emerging do-ityourself (DIY) consumer segment via a strong online presence could drive parts sales for dealers

Powertrain changes and the increasing complexity of vehicles are also posing new challenges to auto dealers

Fixed ops, which consist of repair services and parts departments, generate higher-margin, repeat business and therefore boost profitability for dealers

## 40\%+

of a dealer's total gross profit is contributed by fixed operations (a)

## 50\%

increase in service contracts sold by dealers in 2023 vs. 2021 (b)

Dealers are adopting a more holistic approach towards the vehicle ownership lifecycle and are viewing themselves as digitized customer service businesses, not just retailers

## 28\%

increase in service profitability within 12 months for dealers that have employed digital solutions in their fixed operations experience ${ }^{\text {(b) }}$

Dealers are no longer the preferred service provider, with consumers instead turning towards easily accessible third-party independent repair shops

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)

For DIY consumers, a welldesigned DTC strategy can simplify the process of purchasing the correct parts and provide educational support on how to install them

Dealers are attempting to transition their fixed operations to support new technologies by adding infrastructure and training technicians

## 35\% $\rightarrow$ 30\% <br> 20212023

Percentage of service visits performed by dealer service lanes ${ }^{(b)}$

## 40\%

of auto aftermarket parts sales are now via e-commerce channels (c)

## 78\%

of consumers have completed at least one auto maintenance project themselves in the last three years ${ }^{(e)}$

## 7 out of 10

customers are more likely to go to a third-party independent shop vs. a dealer ${ }^{(b)}$

## \$69B

current global e-commerce automotive aftermarket market ${ }^{(d)}$

## ~50\%

of Gen Z and Millennial consumers would take on DIY projects costing $\$ 499$ or less (e)

## 54\%

of dealers need more electric powertrain-trained staff for EV servicing ${ }^{(b)}$

## 58\%

of dealers need more infrastructure for EV servicing, such as specialized service bays and equipment ${ }^{(b)}$

## DIGITAL TOOLS ENHANCE THE CUSTOMER REPAIR SERVICE EXPERIENCE

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



## Digital Platforms and Mobile Integration

- 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


##  <br> Vehicle Health Monitoring

- 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




## Al and Predictive Analytics

- 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 <br> REPRESENTATIVE <br> CATEGORY <br> SOLUTIONS PROVIDED <br> PROVIDERS 

| Parts | track inventory levels, maintain a digitally organized catalog for products, monitor <br> pricing for parts, locate auto parts suppliers in one aggregated lookup and <br> automate order processing and item counts |
| :--- | :--- |
| Inventory | Management |
| - Enhance dealers' OE parts sales operations by providing online tools to drive parts |  |
| sales to independent repair shops |  |

PARTSTRADER"。 sales to independent repair shops

## Diagnostic and Maintenance Tools

- Provides actionable vehicle insights to drivers via on-board visual diagnostic tools, allowing users to identify mechanical faults and general wear \& tear and enabling timely intervention
- Decision support to service technicians via tools that help match the specific requirements of a vehicle with the appropriate replacement components
- Elevate and streamline repair services with workflow management tools that

Auto Repair Workflow Management
handle service requests electronically, quickly generate service orders and assign technicians

- 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

BOLT ON
TECHNOLOGY

Repairify

- Accelerate and simplify auto repair via automated scheduling with collision repair
Insurtech
and Claims
Management shops, live virtual damage assessments and AI-powered photo estimating software that quickly makes repair and replacement decisions
- Create a digital path to contactless claims with solutions that digitize the intake process, improve data quality and require less manual intervention
- Convenient on-demand, on-site auto care that brings the mechanic to the customer

Mobile Vehicle Services

- 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
- Mobile workforce management for service providers who can assign tasks,
(8) YOSHI


## 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 (a)
- As EVs become more commonplace, ICE-specific parts will experience decreasing demand; however, the impact will not be felt at scale for years


## 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 for ICE parts

- New moving parts that are specific to EVs could create aftermarket demand for over 40 additional component categories ${ }^{(a)}$
- 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 $\mathbf{3 2 \%}$ are trained to work on EVs ${ }^{(b)}$
- 67\% of dealers have added relevant infrastructure to support servicing EVs, although there is consensus agreement that more infrastructure is needed ${ }^{(b)}$

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

| Parts \& Services Contribution |  |  | Over time, dealership profits are at risk of erosion due to EVs reducing volume in service departments |  |
| :---: | :---: | :---: | :---: | :---: |
| 14\% 43\% | 17\% 42\% | 12\% 40\% | 7\% 34\% | 12\% 39\% |
| Revenue Gross Profit ASTOMOTVE CROUF | Revenue Gross Profit AutoNation | Revenue Gross Profit GP1 | Revenue Gross Profit ㄴITHIA | Revenue Gross Profit sanic) |

## M\&A AND FINANCING DYNAMICS

## TRANSPORTATION TECH <br> 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



| Fleet Solutions <br> Cal/Amp. GARMIN m'X irelemancs Quartix samsara tоmtom Trimble | Data \& Analytics <br> COC <br> EqUIFAX <br> :eixperian. <br> FICO <br> (?) GlobalData. <br> S\&P Global <br> TransUnion |
| :---: | :---: |
| $3.0 x$ <br> 2024E Revenue | 5.6x <br> 2024E Revenue |
| $\begin{gathered} \text { 10.6x } \\ \text { 2024E EBITDA } \end{gathered}$ | 15.6x <br> 2024E EBITDA |
| 9.9\% | 9.4\% |
| 2023E-2025E Revenue CAGR | 2023E-2025E Revenue CAGR |
| 23.9\% | 40.4\% |
| 2024E EBITDA Margin | 2024E EBITDA Margin |

## HISTORICAL SHARE PRICE PERFORMANCE

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


LAST 3 YEARS


LAST 5 YEARS

| $124 \%$ | $98 \%$ | LAST 5 YEARS |
| :--- | :--- | :--- |
| Auctions | Transportation <br> Infrastructure | Fleet Solutions |

## 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


## 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

## 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."

## Jason Trevisan CEO, CarGurus

"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 consumer-to-dealer transaction experience."

## Zach Hallowell CEO, CarOffer

CAROFFER'S GEOGRAPHIC REACH


## SELECT 2023 M\&A TRANSACTIONS

| DATE | INVESTOR | TARGET | TARGET DESCRIPTION | EV | EV / <br> REVENUE | $\begin{gathered} \text { EV / } \\ \text { EBITDA } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Dec-23 | automanager | Natater | Platform designed to offer on-demand safety recall status lookups | ND | ND | ND |
| Dec-23 | CitNOW <br> GROUP | Feコكコ | Provider of lifecycle management, production planning, and CRMs for the automotive industry | ND | ND | ND |
| Dec-23 | $\mathbf{A B} \hat{\bar{A}} \mathbf{X}$ | Movolytics | Provider of fleet management and tracking services | ND | ND | ND |
| Dec-23 | DPENLANE | (4) Manheim $\underset{\text { CANADA }}{ }$ | Operator of physical and online vehicle auction marketplaces | \$96 | ND | ND |
| Nov-23 | OneMain Financial. | 18 <br> Foursight | Provider of online account management, autopay setup, and direct debit payment options for automotive financing | \$115 | ND | ND |
| Nov-23 | ©ar¢urus | 1) Caroffer | Provider of digital marketplaces for dealers to buy, sell, and trade with automation | \$153 ${ }^{\text {(a) }}$ | ND | ND |
| Nov-23 | COABS | $D 2$ | Provider of websites, media services, and CRMs to automotive dealerships | \$76 | ND | ND |
| Oct-23 | - KPA | COMPLYNEI | Provider of compliance software to dealerships | ND | ND | ND |
| Oct-23 | * HAWK | Cors | Operator of ERP software intended for automotive repair shops, wholesalers, and retailers of automotive parts | \$5 | 3.4 x | 8.0x |
| Oct-23 | POWERQFLEET |  | 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 | mileauto | Provider of pay-per-mile insurance services, charging customers based on the actual miles they drive | ND |
| Dec-23 | Y^LETOWN | A inverted al | Developer of Al simulations to enhance the development of autonomous vehicles and smart city systems | \$4 |
| Nov-23 | (marob | I Secondmind | Developer of Al optimization solutions that reduce design simulation time and calibration overhead to improve energy efficiency throughout the vehicle lifecycle | ND |
| Nov-23 | SAIC | $R \equiv C \widehat{C N}$ | Developer of AI-powered vision recognition module for autonomous vehicles | ND |
| Nov-23 | (0) NTT | Mny Mobility | Developer of an autonomous technology intended to transform cities through safe, accessible self-driving transportation | \$105 |
| Oct-23 |  | OO円Y.ai | Developer of an autonomous driving technology intended to facilitate the manufacturing of automated vehicles | \$100 |
| Oct-23 | 1984 .$V C$ | REVV | Provider of Al -powered automotive repair diagnostics software | \$2 |
| Oct-23 | DRAWDOWN FUND | for HaydenAl | Developer of autonomous traffic management platform designed to improve urban mobility and quality of life for communities | \$53 |
| Oct-23 | L Lightspeed | NIRVANA | Provider of AI-powered insights and continuous risk monitoring to improve fleet safety and reduce costs | \$57 |
| Oct-23 | - GActurcour | $\checkmark$ 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.

## Page 7

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.

## Page 8

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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