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TRANSPORTATION TECHNOLOGY MARKET UPDATE

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JUNE 2024 502.54

AN AFFILIATE OF

INTRODUCTION

IN THIS REPORT

- Transportation Sector State of the Market
- The Auto Vehicle Transport Ecosystem
- Sector M&A and Financing Dynamics

Solomon Partners is pleased to share our Transportation Technology Sector Market Update

- We are thrilled to announce that Solange Velazquez has joined Solomon Partners as a Managing Director to expand our coverage in Technology
 - Solange has over a decade of transaction experience in technology, with specific focus on transportation technology
- While auto retailing fundamentals remain solid, with consumers feeling pressured by affordability challenges, dealers are focused on tools to effectively drive demand
 - Hybrids have moved back into favor as consumers struggle to get comfortable with slow-to-develop EV charging infrastructure
- In this update, we focus on the evolving **auto vehicle transport ecosystem** the "connective tissue" of the broader automotive supply chain
 - Ecosystem growth is being driven by rising cross-channel vehicle shopping, increased distances between buyers and sellers, and a greater number of repossessions
 - Cox drew attention to the subsector in January 2024 with its announcement of a capital commitment of more than \$100 million to its Central Dispatch unit to "revolutionize the vehicle transport industry through technology"
 - Given demand tailwinds, we expect further investment and opportunity in technologydriven solutions that solve challenges faced by shippers, carriers, and consumers
- Q2 through May M&A and financing activity (volume) decreased slightly, in comparison to the same period in 2023
 - Selected strategic activity in 2024 includes KeyLoop's acquisition of ATG (UK omnichannel retail technology), CallRevu's acquisition of TotalCX (customer communication tools), and Goodyear's acquisition of RoadCloud (real-time on-road weather and traffic information)
- We remain optimistic for a continued uptick in deal activity, with sponsors ready to exit longer-held assets and strategics looking to enhance and/or optimize portfolios

We hope you enjoy our report - our Transportation Technology team looks forward to connecting in the second half of 2024.

Jeff Derman Partner

T: +1 917.648.2176 jeff.derman @solomonpartners.com



Solange Velazquez Managing Director

T: +1 312.859.9338 solange.velazquez @solomonpartners.com Jonathan Berger Director

> T: +1 917.634.6154 jonathan.berger @solomonpartners.com





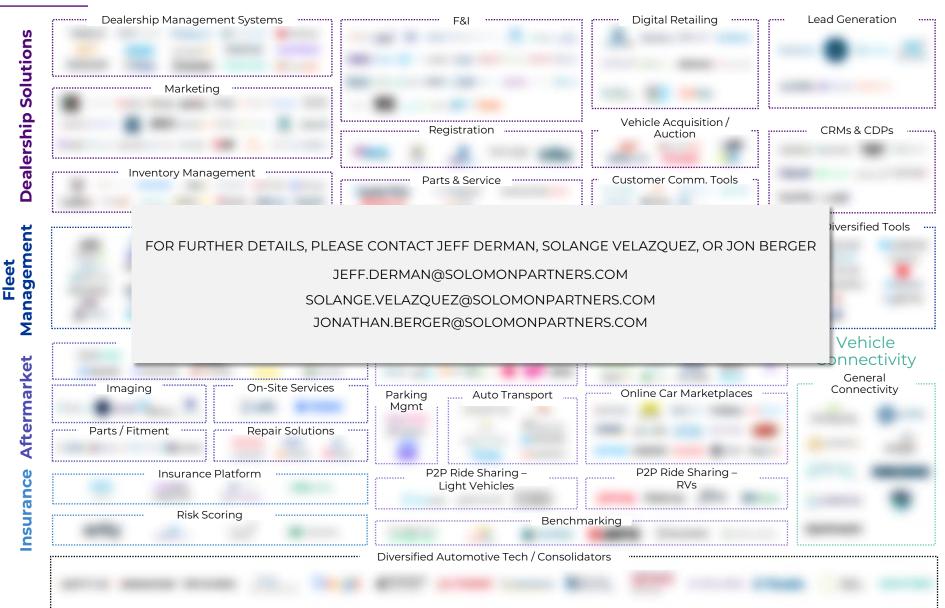
SOLOMON PARTNERS – TECHNOLOGY GROUP

SOLOMON PARTNERS TECHNOLOGY COVERAGE



Note: Solomon Partners acted as financial advisor to top company/sponsor listed on deal credentials.

MAPPING THE TRANSPORTATION TECH MARKET



SOLOMON PARTNERS



TRANSPORTATION SECTOR STATE OF THE MARKET

STATE OF PASSENGER VEHICLE SECTOR

- New-vehicle affordability continues to decline due to sustained vehicle price inflation and high interest rates...
 - ...causing many consumers to hold on to their current vehicles for longer, contributing to passenger car average age hitting a record high of 14 years
 - After the MSRP+ period of 2021 and 2022, average incentive spending is expected to come in at \$2,640 for the month of May, up 48% ^(a) from the same time last year as dealers seek to combat increasing inventory...
 - ...leading to the highest light vehicle seasonal adjusted annualized sales (SAAR) since April 2021
- Auto vehicle transport technology tools, as discussed in the next section, are increasingly critical to help dealers ensure they have the right inventory available to the right consumers, wherever they may be

VEHICLE SALES TRENDS

Light Vehicle SAAR Data ^(b)

Hiah: ~18.0M

2014-2019 Annual

Average: 17.1M

Low: ~8.5M

2016

Millions of Units

20

18

16

14

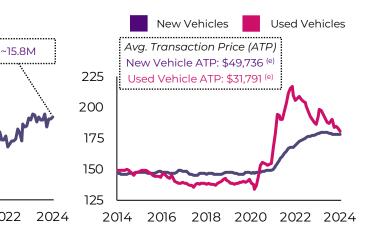
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2014

Consumer Price Index for New and Used Vehicles (c) (d)



VEHICLE USE TRENDS

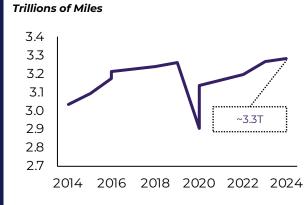
Total Vehicle Miles Traveled ^(f)

2018

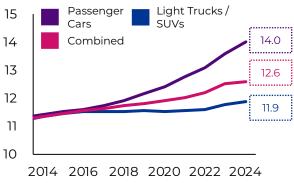
2020

2022

Average Age by Vehicle Type ^(g)



Age of Vehicle



MANY DEALERS ARE GRAPPLING WITH EXCESS SUPPLY

VEHICLE SALES GREW IN MAY AS DEALERS LOOK TO REDUCE INVENTORY LEVELS OF NEW VEHICLES...

MARCH 2024 MARCH 2024 APRIL 2024 MAY 2024 0.5% (a) **3.5%** (a) 13.2 years (b) 5.0% (b) Average age of used vehicle Increase in projected sales YoY decrease in average new-Increase in used car supply YoY inventory valued under \$10.000 vehicle retail transaction price volume YoY Today, lower-end used However, average increased Driven by more substantial Mainly driven by an increase in the vehicles carry on avg. ~22,000 2.2% MoM to the highest incentives to clear inventory supply of used cars under \$30,000 more miles than those of the prices since December 2023 same price level in Feb. 2019

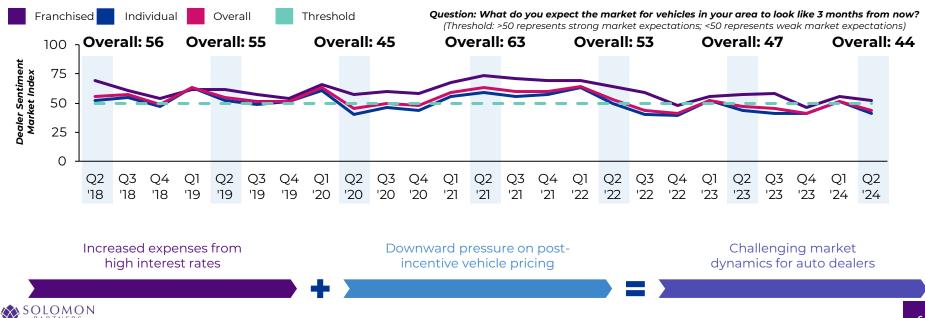
Manufacturer output has increased with deflating input costs (excluding labor) while the industry continues to recover from pandemic-era supply chain constraints

Shortage of late-model used cars means newer, low-mileage used vehicles are in high demand and fetching premium prices

...AND LOOK FOR WAYS TO MANAGE AN INCREASED

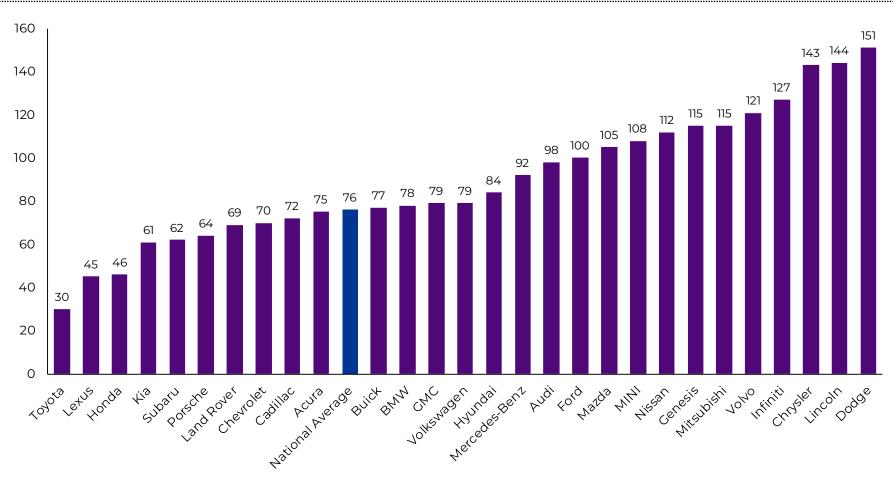
SUPPLY OF OLDER, USED VEHICLES

DEALERS ARE PREPARING FOR A MORE CHALLENGING MARKET IN 2024 ^(c)



CHALLENGES ARE NOT UNIFORM ACROSS MANUFACTURERS

TOYOTA, WITH ITS LONG-STANDING HYBRID LEADERSHIP, IS EXPERIENCING RAPID INVENTORY TURNOVER

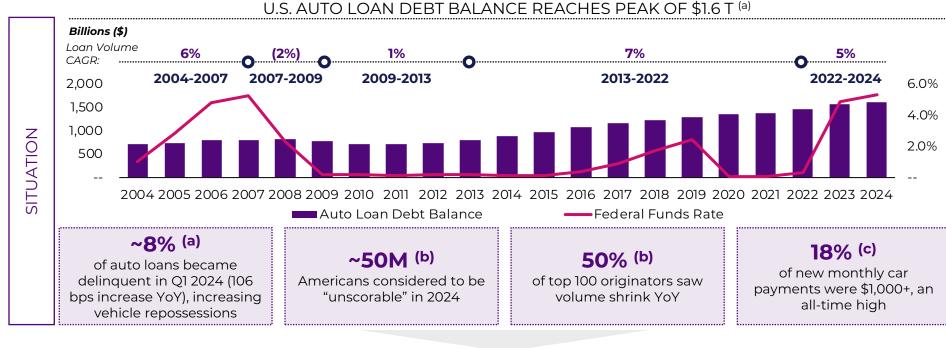


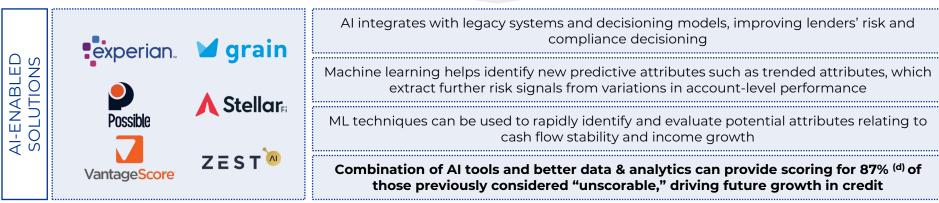
APRIL DAYS' SUPPLY OF INVENTORY BY BRANDS (a)



AUTO LENDING MARKET BEING PRESSURED

DRIVEN BY HIGH INTEREST RATES AND CHALLENGED CREDIT ENVIRONMENT, GROWTH IN AUTO LENDING HAS SLOWED FOLLOWING A SUSTAINED PERIOD OF GROWTH





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INDUSTRY DEEP DIVE: AUTO VEHICLE TRANSPORT

OVERVIEW OF THE AUTO VEHICLE TRANSPORT INDUSTRY

SECTOR PARTICIPANTS SERVE AS THE "CONNECTIVE TISSUE" OF THE AUTOMOTIVE SUPPLY CHAIN

INDUSTRY OVERVIEW

- Auto vehicle transport is a highly fragmented and complex ecosystem, with an evolving mix of shippers, carriers, and drivers interacting daily to move a vehicle from where it is now to where it needs to be
- Moves are often for one or a few vehicles under special circumstances versus typical multi-car deliveries from OEMs to dealers or fleets
- Example use cases:
 - Dealer in Minnesota allocated hard-to-sell two-wheel-drive vehicles that will be in demand in Florida
 - Service center needs to return a serviced car to customer and retrieve loaner
 - Rental fleet center needs to recover out-of-place vehicle after one-way rental
 - Finance company needs to repossess vehicle and move to auto auction
- While vehicle logistics are inherently asset-intensive, tech platforms provide key efficiencies across the ecosystem, including:
 - Logistical planning
 - Shipper and carrier coordination (e.g., load matching)
 - Marketplaces that digitally match shippers and carriers
 - Inventory management

KEY FACTS AND FIGURES

16M new cars estimated to be sold in 2024 ^(a) ~36M used vehicles sold in 2023 ^(b)

~1.5M cars repossessed in 2023 ^(c) (~20% YOY increase) ~6K
vehicle shipping
companies in U.S. (a)
(5% 5-Yr CAGR)

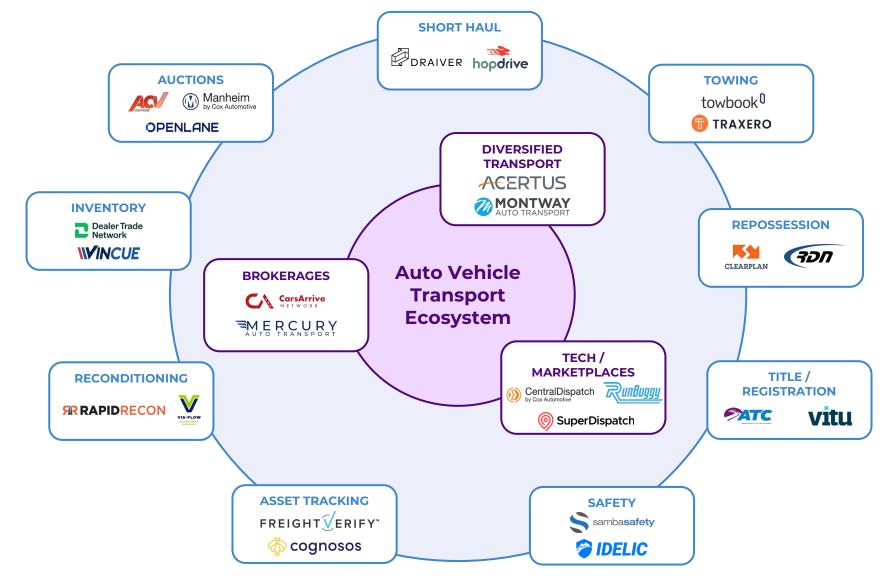
EXCESS INVENTORY DRIVING DOWN DEALER-TO-DEALER TRADE PRICES ^(d)





DEFINING THE AUTO VEHICLE TRANSPORT ECOSYSTEM

TECHNOLOGY SOLUTIONS IMPACT ALL ASPECTS OF THE AUTO VEHICLE TRANSPORT ECOSYSTEM





KEY TRENDS DRIVING THE AUTO VEHICLE TRANSPORT INDUSTRY

AUTOMOTIVE DEALERS, OEMS AND CARRIERS ARE USING TECHNOLOGY TO IMPROVE EFFICIENCY AND OPTIMIZE PROFITABILITY IN THE FACE OF A CHANGING INDUSTRY PARADIGM

				RELEVANT TECH
	Customers increasingly willing to shop online from new consumer-direct brands or from distant dealers and have vehicles delivered to home	Increased preference for home delivery necessitates a robust home delivery network, requiring coordination with various delivery services, often delivering only one or two cars per load	61% of car buyers prefer home delivery ^(a)	TMS, Brokerages, Load Boards / Marketplaces, Div. Transport, Inventory
	Rising auto loan delinquencies driving increased repo activity	Transport of repossessed autos creates logistical challenges, as these vehicles cannot be transported with other autos flowing to auction	300k 2023 YoY increase in repossessions ^(b) 4.2% of auto loans were at least 90days delinquent in Q4 2023 ^(c)	Repossession, Towing, TMS, Reconditioning
	Specialist automotive TMS platforms offering enhanced capabilities and integrations, as well as AI capabilities	Real-time location tracking and ETA updates along with route optimization and direct connectivity to other dealership systems (e.g., DMS, CRM) have become table stakes	20% Transportation cost savings from Al-powered route optimization ^(d)	TMS, Asset Tracking
S	Growing supply chain complexity emphasizes importance of pricing transparency	Brokerages, load boards/marketplaces, tech-based platforms and asset-based carriers provide auto vehicle transport pricing data pre-purchase	40k loads typically listed on Central Dispatch (the most-utilized auto vehicle transport digital load board) at any given time ^(e)	Brokerages, Load Boards/ Marketplaces, Inventory
	while also requiring additional focus on sustainability to limit environmental impacts	TMS systems support more eco-friendly routing and operational adjustments to minimize carriers' carbon footprints and meet global emissions standards	57% of fleet professionals cited fuel reduction as top benefit of software ^(f)	TMS, Asset Tracking
	Technological advancements support improved safety and regulatory compliance	Tech focused on safety and compliance has helped reduce accidents and lower insurance costs	162k+ truck accidents each year ^(g)	TMS, Safety



EMERGING TRENDS

EVOLVING TECHNOLOGIES AND BUSINESS MODELS WILL CONTINUE TO RESHAPE THE AUTO VEHICLE TRANSPORT ECOSYSTEM AND DRIVE DEVELOPMENT OF NEW TECH TOOLS

	?	
35		
ARTIFICIAL INTELLIGENCE (AI)	AUTONOMOUS VEHICLES (AVS)	ONLINE RETAILING
The growth of AI is set to improve cost efficiency, safety, speed, visibility, and inventory management in the auto vehicle transport industry	The adoption of AVs is expected to alter purchase frequency across the auto vehicle transport ecosystem over the next few decades	The evolving e-commerce and delivery model is expected to continue disrupting the automotive industry
Key Impacts	Key Impacts	Key Impacts
Key Impacts • Al-driven algorithms can identify the most-efficient routes and modes of transport to reduce costs and minimize delivery times	 Key Impacts While driver-piloted vehicles will dominate for decades, there is potential for self-delivery of AVs to disrupt certain aspects of transport model 	 Key Impacts Customers looking to minimize trips to the dealership will increase volume of vehicles transported straight to customers' homes
 Al-driven algorithms can identify the most-efficient routes and modes of transport to reduce costs and minimize 	 While driver-piloted vehicles will dominate for decades, there is potential for self-delivery of AVs to disrupt certain 	 Customers looking to minimize trips to the dealership will increase volume of vehicles transported straight to

in delivery efficiency reported by companies that implement AI-powered route optimization solutions (a) vehicles with "autonomous capabilities in certain conditions" on U.S. roads by 2030 ^(b)

JU /0 of global vehicle sales conducted online by 2025 ^(c)



ACERTUS ACQUIRES GUARDIAN AUTO TRANSPORT ACERTUS / Guardian

TRANSACTION OVERVIEW

- On April 2, 2024, ACERTUS, an automotive logistics-as-a-service platform, announced its acquisition of Guardian Auto Transport
- Guardian Auto Transport is a provider of automotive logistics and shipping services for car dealerships, fleet managers, and individuals
- Acquisition Rationale:
 - Reinforces ACERTUS' commitment to delivering a leading auto logistics platform for moving, storing, reconditioning, titling, and registering vehicles
 - Expands ACERTUS' market reach by bringing in Guardian Auto Transport's established fleet management capabilities and relationships

DEAL COMMENTARY

"The acquisition allows us to expand our capabilities while fostering Guardian Auto Transport's deep and lasting relationships with Fleet Management Companies (FMCs) [...] Together, we are poised to operate as one trusted partner, delivering superior service and value to our clients." "The platform brings increased operational support, advanced technology, and a robust infrastructure to enhance the delivery of a world-class customer experience."

Trent Broberg CEO, ACERTUS Mike Bulshteyn CEO, Guardian Auto Transport

SERVICES OFFERED

Open Auto Transport: Provides cost-effective vehicle shipping using open-air carriers, ideal for standard cars and everyday transport needs

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Enclosed Auto Transport: Offers secure vehicle shipping using enclosed carriers, providing extra protection for high-value, classic or exotic vehicles



Expedited Car Shipping: Ensures fast-tracked vehicle delivery for urgent shipping needs, minimizing wait times and providing prompt service

CUSTOMER BASES SERVED



Relocating People



Auto Dealers



Electric Car Owners



Classic Car Transport



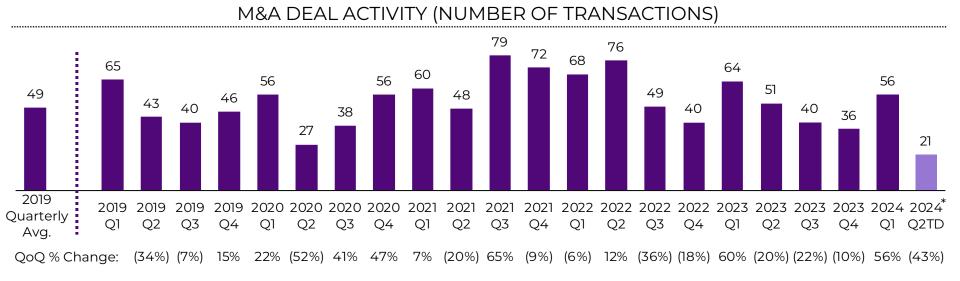
Relocation Companies

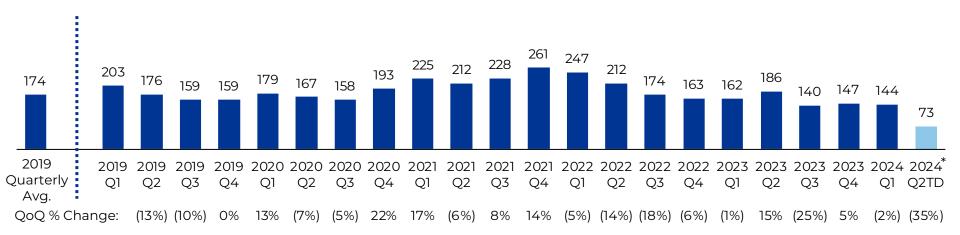


M&A AND FINANCING DYNAMICS

TRANSPORTATION TECH M&A AND FINANCING ACTIVITY

TRANSPORTATION TECH M&A DEAL ACTIVITY STRENGTHENED IN Q1 2024





FUNDRAISING DEAL ACTIVITY (NUMBER OF TRANSACTIONS)

Sources: Pitchbook, press releases, and other publicly available information. *Q2 2024 metrics as of May 31, 2024.

Note: Values based on Solomon's proprietary screen for transportation technology transactions. Financing represents VC deals and excludes secondary transactions

Pitchbook historical data may change over time.

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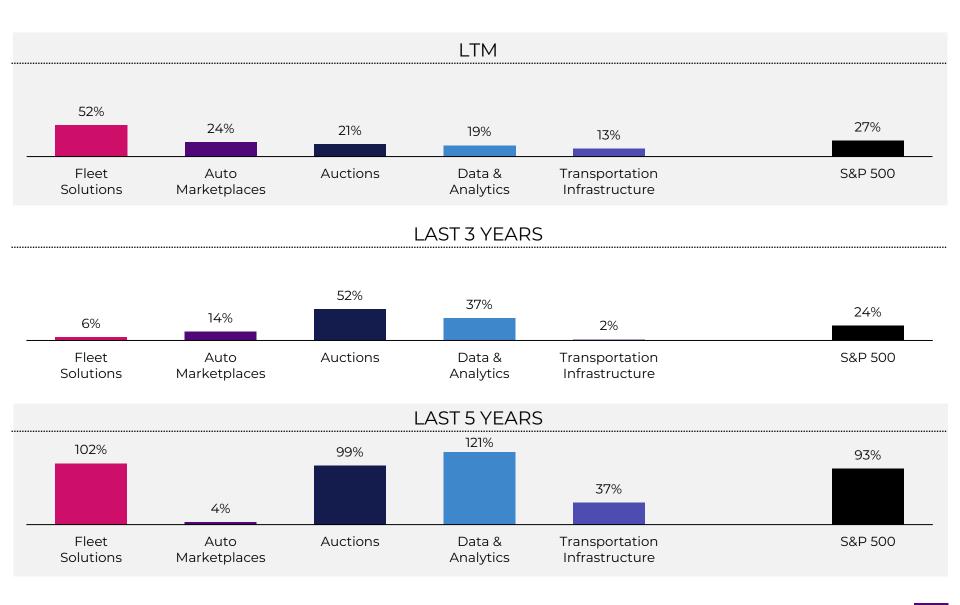
TRANSPORTATION TECH VALUATION AND **OPERATIONAL BENCHMARKING**

VALUATION

OPERATIONAL

Note2.5x 2024E Revenue4.4x 2024E Revenue4.5x 2024E Revenue3.8x 2024E Revenue7.0x 2024E Revenue13.5x 2024E EBITDA19.5x 2024E EBITDA13.2x 2024E EBITDA15.5x 2024E EBITDA18.0x 2024E EBITDA7.0% 2023A-2025E Revenue CAGR9.6% 2023A-2025E Revenue CAGR10.7% 2023A-2025E Revenue CAGR10.2% 2023A-2025E Revenue 2023A-2025E Revenue CAGR10.2% 2023A-2025E Revenue 2023A-2025E Revenue CAGR10.2% 2023A-2025E Revenue 2023A-2025E Revenue CAGR10.2% 2023A-2025E Revenue 2023A-2025E Revenue CAGR		AUTO MARKETPLACES AutoTrader Car©urus Cars Commerce TrueCar*	AUCTIONS	TRANSPORTATION INFRASTRUCTURE Bentley iteris REKOR	FLEET SOLUTIONS GARMIN.	DATA & ANALYTICS CCC EQUIFAX experian. FICO © GlobalData. S&P Global TransUnion
2023A-2025E Revenue CAGR 27.3% 17.6% 35.0% 16.8% 41.4%	METRICS	2024E Revenue 13.5x	2024E Revenue 19.5x	2024E Revenue 13.2x	2024E Revenue 15.5x	2024E Revenue 18.0x
	METRICS	2023A-2025E Revenue CAGR 27.3%	2023A-2025E Revenue CAGR 17.6%	2023A-2025E Revenue CAGR 35.0%	2023A-2025E Revenue CAGR 16.8%	2023A-2025E Revenue CAGR 41.4%

HISTORICAL SHARE PRICE PERFORMANCE





KEYLOOP ACQUIRES ATG



TRANSACTION OVERVIEW

- On April 10, 2024, Francisco Partners-backed Keyloop, a global auto technology company, announced its acquisition of Automotive Transformation Group ("ATG")
- ATG is a UK-based global provider of omnichannel automotive retail software designed to enhance the car-buying experience, supporting retailers, OEMs, financiers, and fleet suppliers, with over 13 billion digital interactions captured on its platform to date
- Purchase accelerates Keyloop's goal of connecting the entire consumer automotive journey across the lifetime of vehicle ownership
- Acquisition is designed to improve retailer and OEM customer experience delivery through integrating data-driven retail sales intelligence and marketing solutions

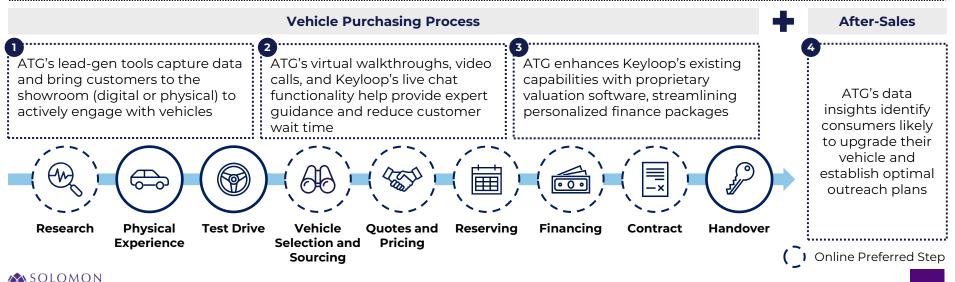
DEAL COMMENTARY

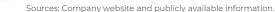
"By combining [ATG] with Keyloop's complementary platform offerings and broad range of capabilities, we can make a meaningful positive impact on the digital transformation of the automotive retail experience." "At ATG, our mission has always been to free our customers from complicated vehicle sales and deliver mobility via our digital, retention and data solutions. We believe Keyloop is the perfect fit for us as we continue to provide cutting-edge, consumer-first software for retailers, OEMs, financiers, and fleet suppliers."

Tom Kilroy CEO, Keyloop

Tim Smith CEO, ATG

COMBINATION ADDRESSES MAIN FRICTION POINTS IN CUSTOMER JOURNEY





CALLREVU ACQUIRES TOTALCX



"This allows us to elevate our

TRANSACTION OVERVIEW

- On May 14, 2024, Serent Capital-backed CallRevu, a developer of a call managem announced its acq
- TotalCX provides b and feedback solu boost engagemen
- Purchase establish platform and integ
- Acquisition is desired strengths of both of expanding product

LOMON

DEAL COMMENTARY

call management software serving automotive dealers, bunced its acquisition of TotalCX ICX provides businesses with advanced communication feedback solutions to improve customer experiences, st engagement and drive customer satisfaction thase establishes CallRevu as a leading call management form and integrated hosted telephony solution uisition is designed to leverage the complementary ngths of both companies, enhancing service delivery, anding product offerings, and fostering innovation	common ethos focused innovation and excelle as an unwavering com customer satisfaction. combination amplifies capabilities, enabling u a comprehensive suite By joining forces, we co exponential value."	nce, as well mitment to This our is to deliver of solutions.	our clients can comb deliver an innovative solutions t	and bring added value to s. By coming together we bine our strengths and even richer portfolio of e, first-to-market that will continue to set stry standards."
	CEO, CallRevu		Co-Found	der, TotalCX
TOTALCX SOLUTIONS	INTEC	GRATION		ILITIES
InteractiveTel: Enhances customer communication with real-		CRM /	DMS	
time, interactive phone solutions, enabling businesses to effectively manage and analyze calls	Affinitiv	CDK GLC	BAL.	DealerSocket
TotalCX: Provides comprehensive tools and platforms to improve customer experience and engagement, ensuring consistent and positive interactions across all touchpoints	Reynolds&Reynolds.	ТЕКІ	02	VinSolutions
GuardianCX: Monitors and ensures the quality of customer	TE	CHNOLOGY	PARTN	ERS
interactions, helping businesses maintain high service standards and address issues promptly	<u>AutoAlert</u>	Da Dealer Actorem 50 2020		DEALER INSPIRE
SenseiCX: Analyzes customer feedback and data to deliver actionable insights, enabling businesses to optimize customer experiences and drive satisfaction	DealerPeak	(Dealer Alc	,	vistadash
MON				

"CallRevu and TotalCX share a

SELECT YTD 2024 M&A TRANSACTIONS

DATE	INVESTOR	TARGET	TARGET DESCRIPTION
May-24	GOOD ^J YEAR		Provider of data on road and weather conditions, contributing to safer and more-efficient transportation systems
May-24	CALLREVU	TotalCX	Developer of a call management software intended to serve automotive dealers
Apr-24	keylcop		Provider of automotive technology focused on omnichannel retail solutions for global retailers, OEMs, financiers and fleet suppliers
Apr-24	ACERTUS	Guardian	Provider of logistics services focused on shipping services for car dealerships, individuals, company and fleet managers
Apr-24	Vehlo	SHOPŤWARE	Provider of a shop management platform catering to independent repair shops within the automotive aftermarket
Mar-24	() spiffy	(Son NuVinAir	Provider of solutions for vehicle cleanliness and air quality
Mar-24	AON	😂 Humn	Developer of an insurance platform offering real-time risk management insights and dynamic pricing
Mar-24		auto.i.t.	Developer of dealership management systems to support dealerships' growth
Mar-24	miøvision		Developer of automated, connected vehicle applications for the automotive industry
Mar-24	iPacket [®]	RECON ADVISOR	Developer of digital recon software streamlining the reconditioning process for car dealerships



SELECT YTD 2024 FUNDRAISING TRANSACTIONS

(Amounts in Millions)

DATE	INVESTOR	TARGET	TARGET DESCRIPTION	AMOUNT RAISED
May-24	SoftBank	(WAYVE	Embodied artificial intelligence for autonomous driving	\$1,050
Apr-24	RUNWAY	CarNow	Technology platform that helps dealers elevate the car-buying experience by transforming the way they connect with customers	\$40
Apr-24	BRIDGESTONE		Last-mile delivery platform focused on car care services for consumer, fleet, and corporate customers	\$26
Apr-24	partners	BASE MARK	Automotive AR software that enables OEMs to develop AR applications for their cars	\$24
Mar-24	POINT72 Ventures	CHAMPtitles	Provider of digital vehicle title, registration, and lien systems of record in the United States	\$18
Mar-24	INSIGHT Partners	≫coast	Card payment platform intended to facilitate fleet and fuel payments for truck drivers	\$92
Mar-24	ttv capital	@ arputty	Operator of a flexible auto credit line intended to make car financing simple and transparent	\$5
Feb-24	CALIFORNIA ENERGY COMMISSION	energy	Software that optimizes electric vehicle charging schedules to align with utility signals, saving customers money by charging during grid-friendly times	\$41
Feb-24	🏶 Celesta	RECÔGNI	Visual perception platform designed to assist autonomous vehicles	\$102
Jan-24	QED INVESTORS	carmoola	UK-based online automotive financial management and lending platform	\$20





APPENDIX

FOOTNOTES

PAGE 5

a) J.D. Power and GlobalData.

- b) FRED Light Weight Vehicle Sales: Autos and Light Trucks. Data updated as of April 2024.
- c) FRED Consumer Price Index for All Urban Consumers: Used Cars and Trucks in U.S. City Average. Chart is indexed to average price from 1982-1984. Data updated as of April 2024.
- d) FRED Consumer Price Index for All Urban Consumers: New Vehicles in U.S. City Average. Chart is indexed to average price from 1982-1984. Data updated as of April 2024.
- e) CoPilot Car Price Index Report.
- f) FRED Vehicle Miles Traveled. Data updated as of March 2024.

g) S&P Global. Data updated as of May 2024.

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a) Cox Automotive.

, b) Cars.com. c) 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) Cox Automotive.

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- a) Federal Reserve Bank of New York.
- b) FICO.
- c) Edmunds.
- d) Oliver Wyman and Experian.

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- a) IBISWorld.
- b) Cox Automotive.
- c) Debt.org.
- d) Dealer Trade Network.

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- a) Kelley Blue Book.
- b) Debt.org.
- c) LendingTree.
- d) Compare the Carrier.
- e) Nexus.
- f) Geotab.
- g) TruckInfo.net.

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- a) MoldStud
- b) Insurance Institute for Highway Safety. Represents vehicles with autonomous capabilities within certain conditions.

c) Astute Analytica.



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