



AUTODOC

ON THE ROAD TO SUCCESS

AUTODOC at a glance
April 2024

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Letter from the management board

We are extremely proud to showcase the success we have had in creating the European market leader in online automotive parts sales. AUTODOC has a highly entrepreneurial, fast-moving, and customer-oriented culture, and we place transparency at the core of all our internal and external interactions. We wish particularly to thank each of our 5,000 employees for their enthusiasm and dedication in supporting us on this amazing journey.

Ultimately, however, it is our customers who have allowed us to become the leading business that AUTODOC is today, and it is their loyalty that is driving our future growth. We are laser-focused on a management team in ensuring the best experience for our customers to offer top quality products, at highly competitive prices, delivered in an optimal timeline, directly to the location where they are needed.

We are a highly profitable and cash generative business on a strong growth path. We continue to invest strongly into our technological edge to drive that growth, ensuring our ecosystem delivers a robust, effective, seamless experience for all our customers and partners.

Since the starting days in 2008, the three founders of AUTODOC, Alexej Erdle, Max Wegner and Vitalij Kungel had the vision and drive to create something truly meaningful. They have turned AUTODOC from a simple parts trading business into Europe's largest auto parts e-commerce platform. While our founders stepped away from the day-to-day operations of the business in 2021, we have worked to maintain the entrepreneurial spirit which they had instilled at AUTODOC. In doing so, we have also implemented the highest standards of corporate governance throughout the business with a rigorous approach to Supervisory Board and Management decision making.

In this context, ESG is a central tenet of our corporate and personal philosophies at AUTODOC. We are focused on creating an industry-leading sustainable business model to foster a positive future for AUTODOC, our employees, customers, as well as the broader society in which we operate.

Thank you for your interest in AUTODOC. We are excited about what we have achieved and the opportunity we see before us.

Dmitry Zadorozhny
Chief Executive Officer

Lennart Schmidt
Chief Financial Officer



The largest and fastest-growing auto parts e-commerce platform in Europe

AUTODOC is the largest and fastest growing auto parts e-commerce platform in Europe

Present across 27 countries with around 5,000 employees, AUTODOC generated revenue of over €1.3 billion in 2023, supplying more than 7.4 million active customers with its 5.8 million vehicle parts and accessories for car, truck, and motorcycle brands.

AUTODOC's mission is to create an accessible and trustful ecosystem

Our unique business model is based on innovative technology for all automotive aftermarket participants to offer a seamless experience focusing on securing fully operating vehicles.

AUTODOC is a well-diversified business with strong growth in all regions

We offer one of the broadest brand assortments across Europe with products from around 2,300 brand manufacturers for over 340 vehicle brands, underscored by a strong track record of growth and profitability.

Vision

"Our vision is to be the leading tech ecosystem connecting the automotive aftermarket."

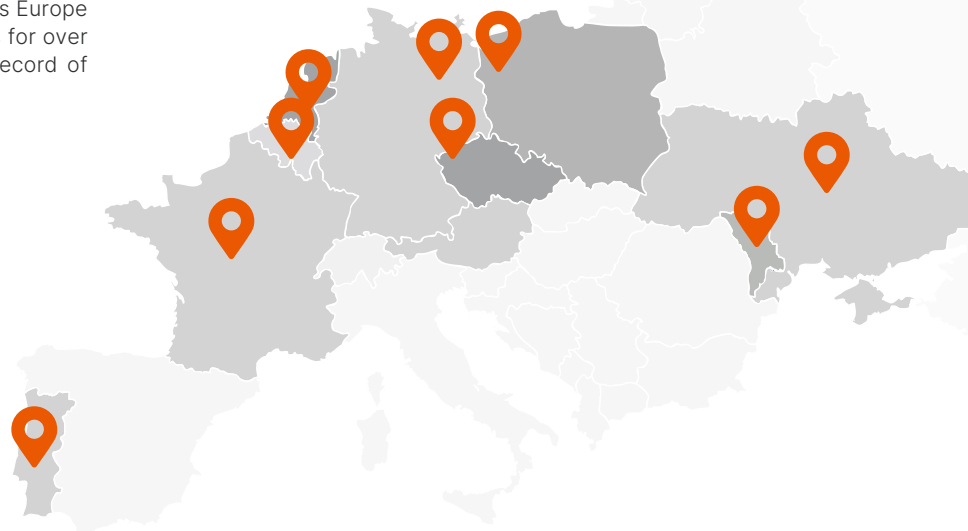
AUTODOC targets B2C and B2B segments through online channels

We serve a fragmented market of vehicle owners and car enthusiasts, as well as independent garages and repair shops, car part stores, and fleet owners via our website and mobile app.

AUTODOC is committed to its role as a reliable partner for employees, partners and customers

AUTODOC integrates best-in-class ESG protocols into all areas of its business to ensure long term, sustainable success for its employees, customers, shareholders and the broader society in which we operate.

OUR LOCATIONS



5,000 
Employees

10 
Locations

7 
Warehouses


27 
Countries


7.4m 
Active customers

5.8m 
Products

14.3m 
Orders in FY2023

>€1.3bn* 
2023 net revenue

+26%* 
Net revenue CAGR '18-'23

>10%* 
2023 Adj. EBITDA margin

* Based on unaudited preliminary financials for 2023.

A road well traveled

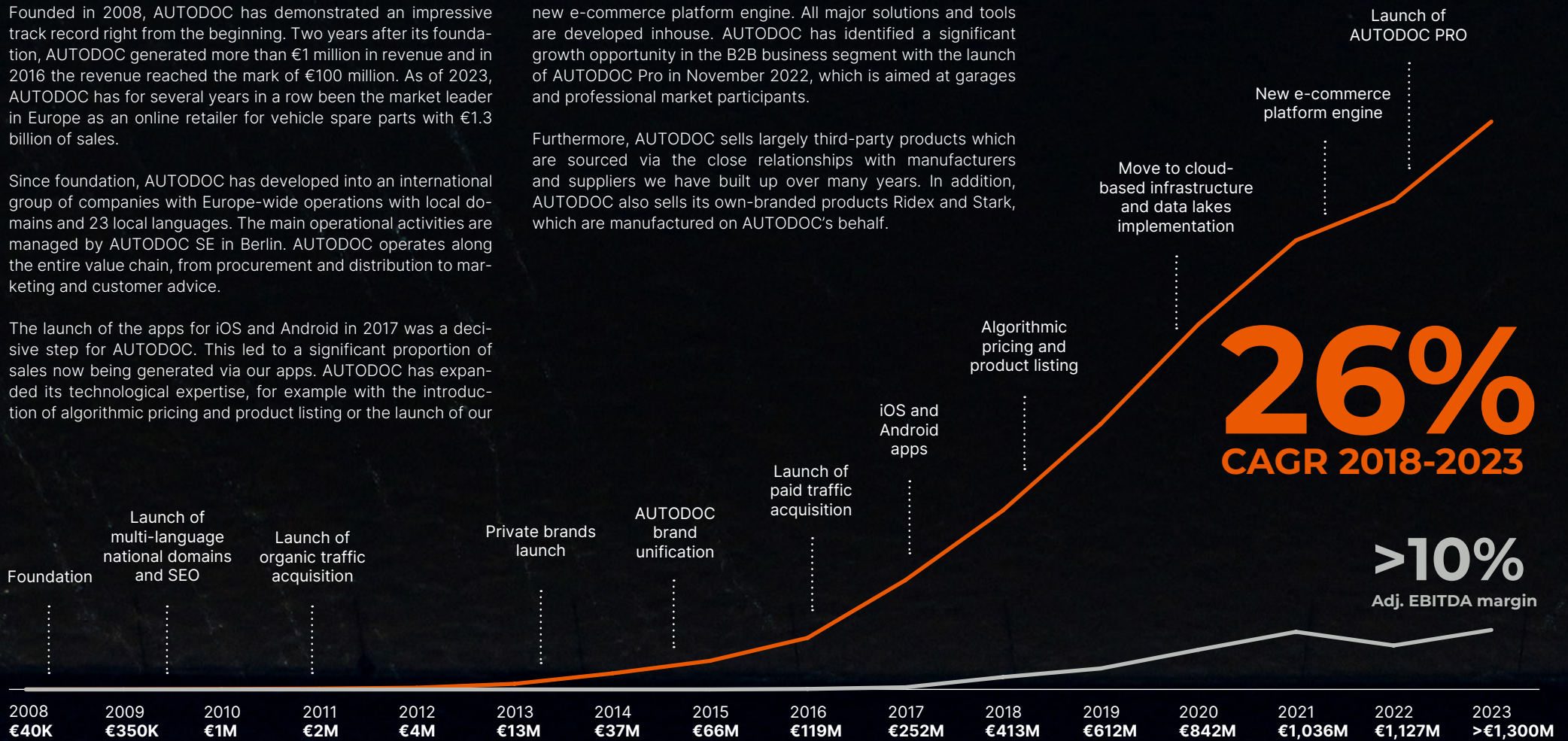
Founded in 2008, AUTODOC has demonstrated an impressive track record right from the beginning. Two years after its foundation, AUTODOC generated more than €1 million in revenue and in 2016 the revenue reached the mark of €100 million. As of 2023, AUTODOC has for several years in a row been the market leader in Europe as an online retailer for vehicle spare parts with €1.3 billion of sales.

Since foundation, AUTODOC has developed into an international group of companies with Europe-wide operations with local domains and 23 local languages. The main operational activities are managed by AUTODOC SE in Berlin. AUTODOC operates along the entire value chain, from procurement and distribution to marketing and customer advice.

The launch of the apps for iOS and Android in 2017 was a decisive step for AUTODOC. This led to a significant proportion of sales now being generated via our apps. AUTODOC has expanded its technological expertise, for example with the introduction of algorithmic pricing and product listing or the launch of our

new e-commerce platform engine. All major solutions and tools are developed inhouse. AUTODOC has identified a significant growth opportunity in the B2B business segment with the launch of AUTODOC Pro in November 2022, which is aimed at garages and professional market participants.

Furthermore, AUTODOC sells largely third-party products which are sourced via the close relationships with manufacturers and suppliers we have built up over many years. In addition, AUTODOC also sells its own-branded products Ridex and Stark, which are manufactured on AUTODOC's behalf.



Based on unaudited preliminary financials for 2023. ■ Net revenue ■ Adj. EBITDA



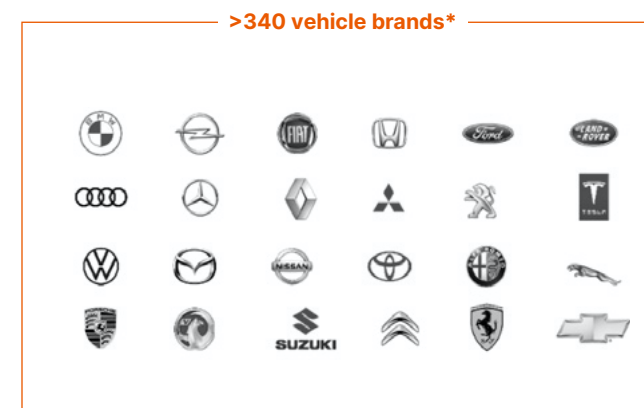
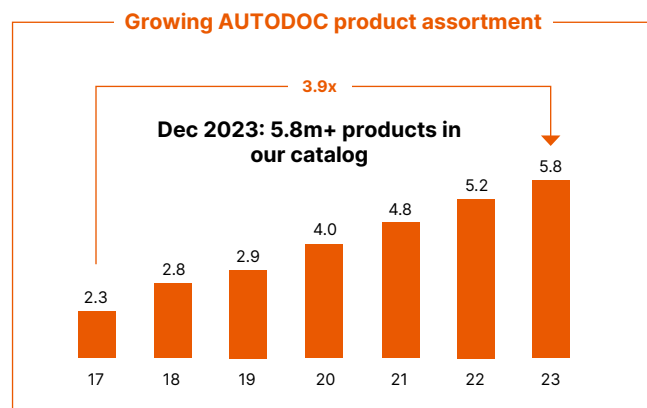
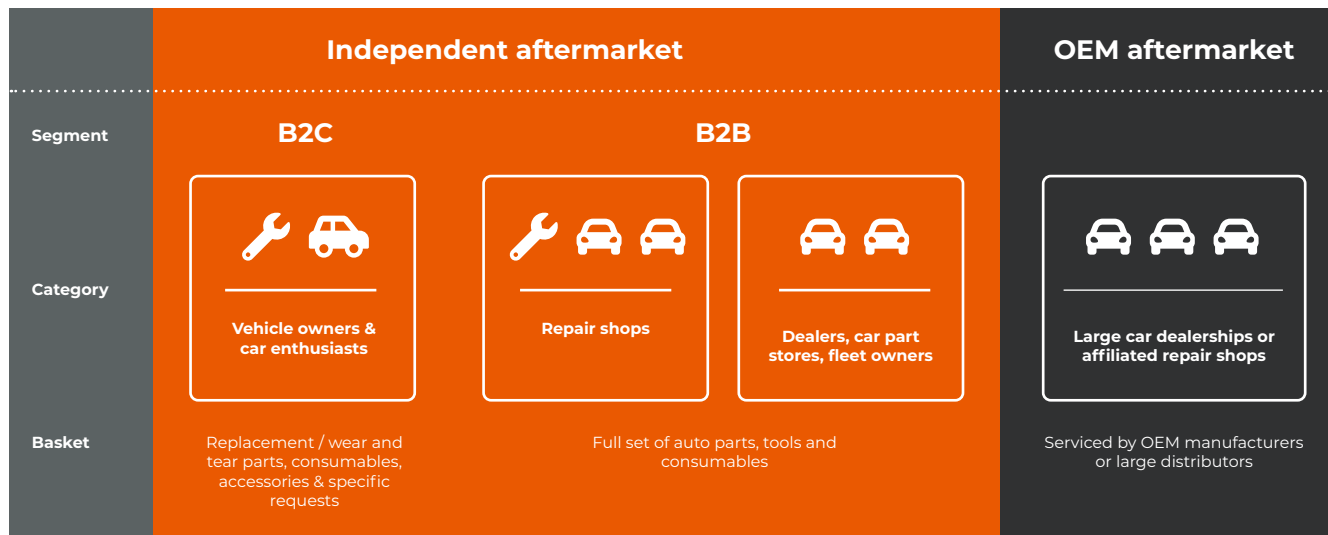
AUTODOC's offering

Our customers choose us because they can easily find what they need online or with our AUTODOC app, which was downloaded more than 20 million times in 2023.

AUTODOC continuously expands its already market-leading product range, especially as more models from manufacturers become available.

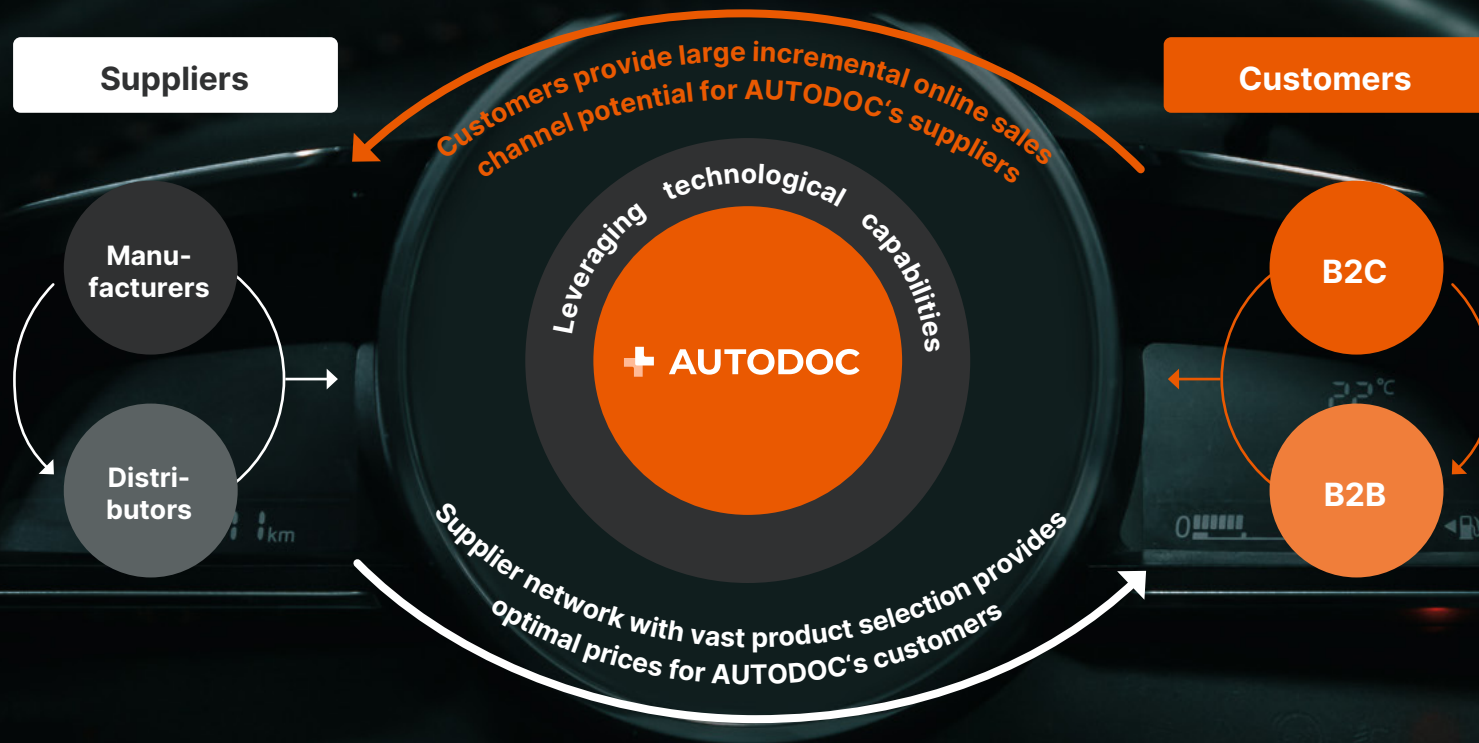
In 2023, we offered a range of approximately 5.8 million products from around 2,300 brand manufacturers, including our own popular brands, serving over 340 vehicle brands with confidence.

Today, we are the undisputed leader in the European B2C independent online aftermarket. But we are not resting on our laurels, we have already set our sights on the growth potential of the B2B segment.



* Incl. car, truck and motorcycle brands

AUTODOC's technological capabilities



- Best-in-class consumer knowledge
- Power to leverage and convert web traffic
- Access to manufacturers and a wide assortment
- Strong supply chain

AUTODOC PRO – a significant market opportunity in Europe

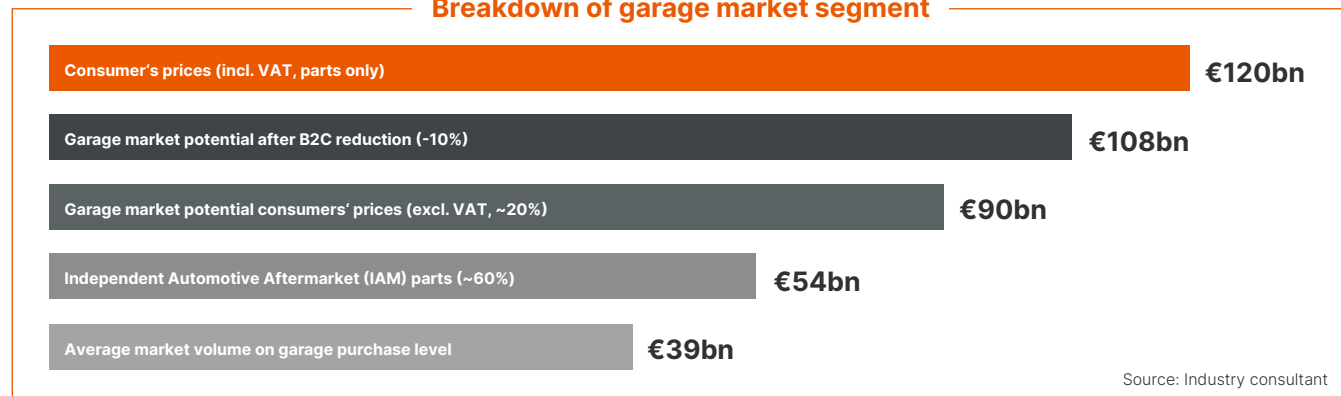
AUTODOC's entry to the B2B garage market

As the leading company in the European B2C online automotive aftermarket, it is a natural progression to expand into the B2B market. Our comprehensive range and reach benefit not only independent garages, mechanics, car dealers, body shops, tire shops, and company fleets, but also our partners and suppliers – the total market and individual segmental opportunities are growing for AUTODOC.

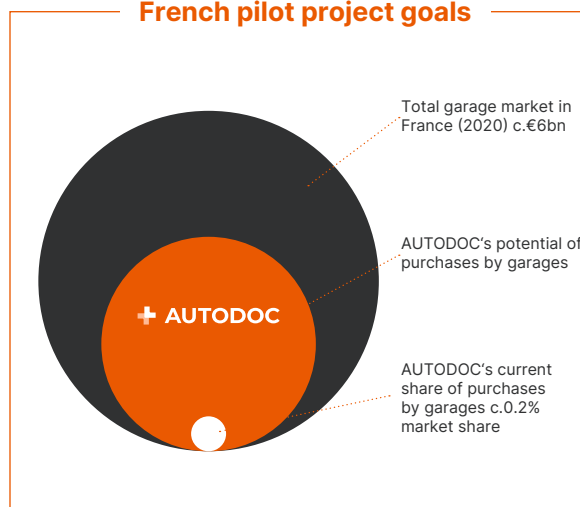
In 2022, we launched AUTODOC PRO, a digital platform aimed at B2B customers. The objective is to improve and expand the platform's capabilities to increase sales to B2B customers. This involves expanding the product portfolio to include adjacent categories like tools and parts for electric cars, while addressing changing customer preferences. Additionally, AUTODOC is developing innovative product concepts tailored for the B2B market. The development of a new product line aimed at professionals, highlights AUTODOC's strategic approach to identifying niche segments with untapped potential.

The groundwork for B2B business development was established with AUTODOC France. The subsidiary is showing promising growth, and we anticipate significant sales and earnings contributions in the near future. AUTODOC plans to expand AUTODOC PRO into new regions in the future to increase its reach and impact on the B2B market.

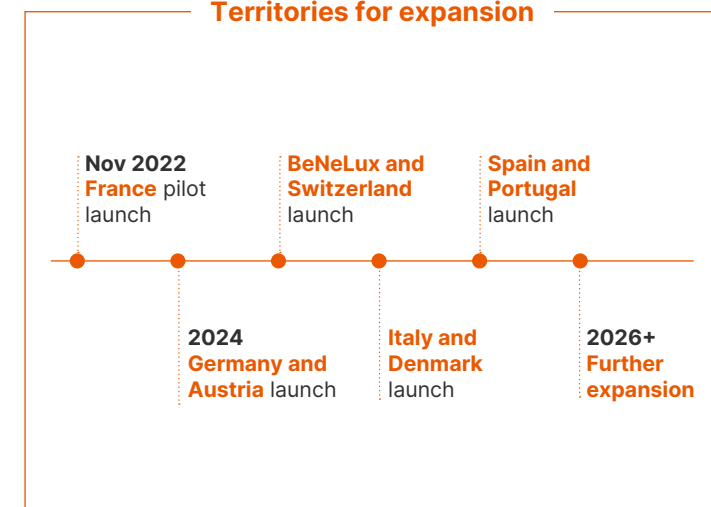
Breakdown of garage market segment



French pilot project goals



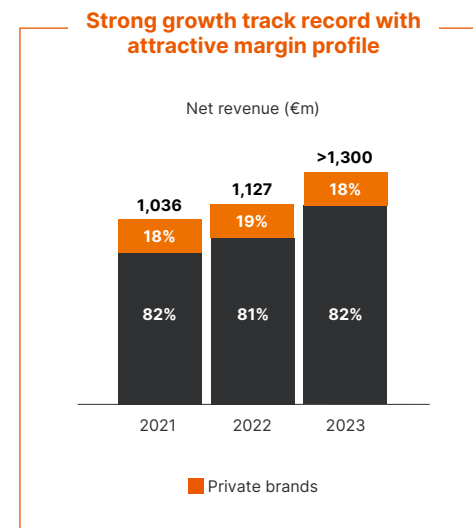
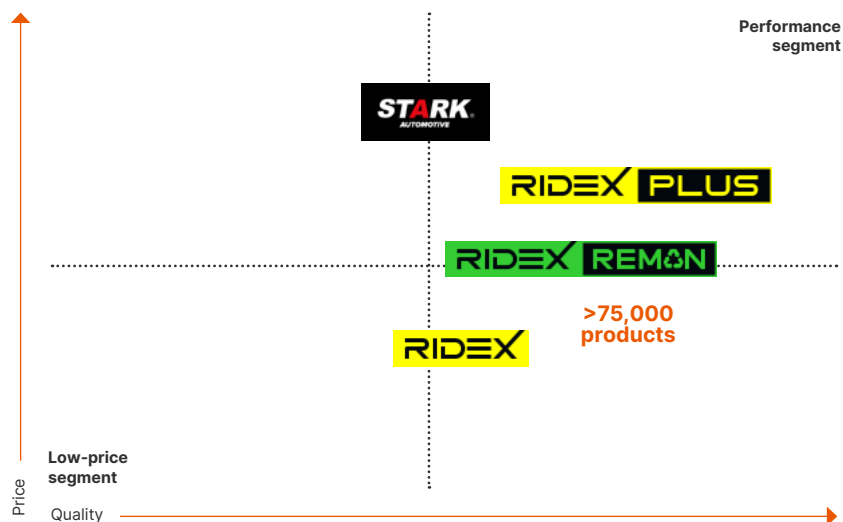
Territories for expansion



Expansion of our private brands portfolio

AUTODOC's private brands are key to offering competitive prices and generating attractive margins. In addition, they contribute to operational performance with data-driven category management, inventory management, and forecasting. Our high-performing brands, RIDEX and STARK, operate multiple sub-brands. The share of private brands in total sales still has room for incremental growth compared to the industry average. We are pursuing a completely new approach to product range development based on vehicle operating data, which makes it possible to predict demand for new items.

Leveraging customer trust and market credibility, AUTODOC is poised to expand its brand portfolio to include new product categories for different customer needs. Moreover, we are introducing new brands for the B2B segment – a product range tailored to identified garage requirements and meeting availability through the visibility of high volume sale items. The use of a quality control system ensures end-customer satisfaction.



Data-driven analyses drive strong performance

RIDEX brand



Brand ranking in net revenue

STARK brand



Rapidly growing assortment of private brands

Over 75,000 products in our warehouses



40+ OEMs



Digitalization – driver of our business

We have a data-driven approach to disrupt the market!

For AUTODOC, digitalization is a megatrend and the enabler for our business model. In addition, embracing digital innovation allows us to better position ourselves and our products in the marketplace by increasing transparency, data security and compliance.

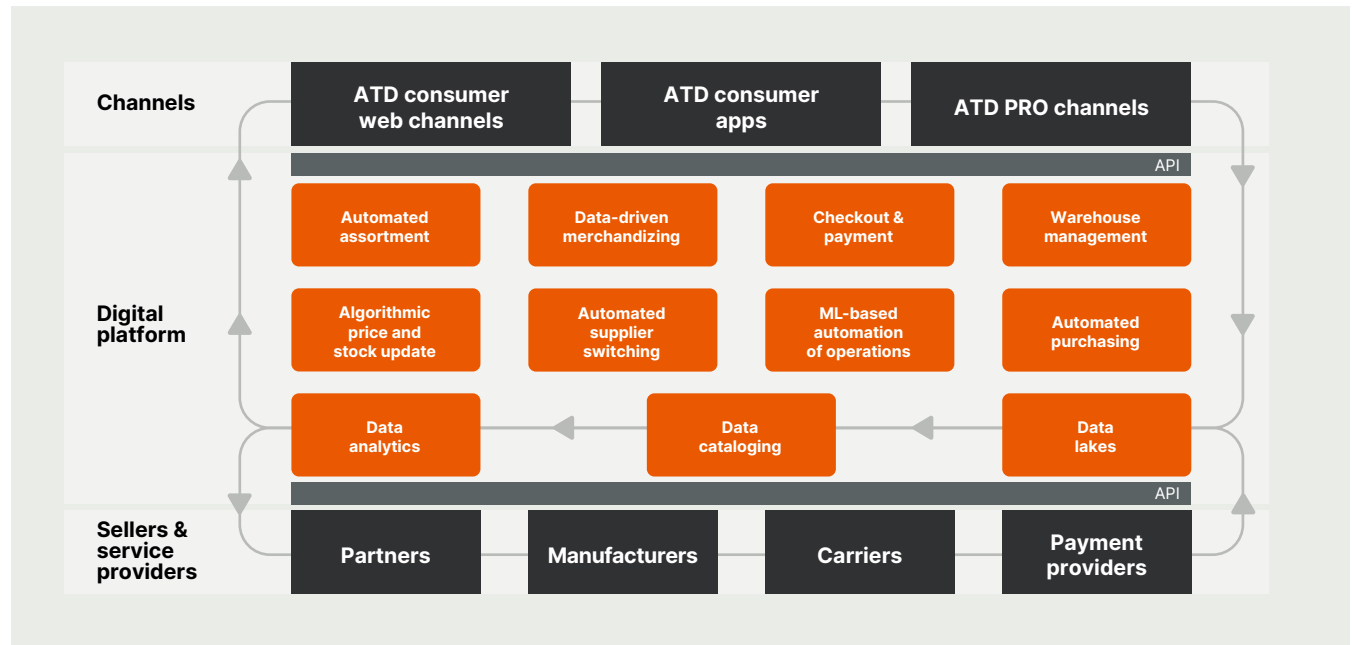
AUTODOC's IT systems are an important competitive factor since they allow innovations to be developed in a proprietary way and thereby confidentially, continuously, and quickly.

AUTODOC has a track record of proprietary technology solutions that are developed in-house and tailored to business needs, including the active use of advanced data analytics and automation along with the implementation of data-driven decision making.

AUTODOC is prioritizing data-driven personalization to optimize customer experiences, aiming to boost customer engagement, frequency of purchases, and average purchase size. To fortify customer loyalty, strategic initiatives are being deployed, fostering customer retention and acquisition efforts.

AUTODOC uses knowledge about its customers to optimize its websites and apps to improve the customer experience and control and enhance personalized content. The inventory management system enables AUTODOC to forecast seasonal fluctuations, maintain optimal stock levels and obtain the best conditions from suppliers by optimizing order quantities.

AUTODOC analyzes data on a daily basis to optimize decision making across all stages of the e-commerce value chain. We use the database to identify and fill white space in the product offering, predict and optimize product availability and identify new products that can be introduced as part of AUTODOC's private label offering.



Best-in-class practices

- Product-led, cross-functional teams with full ownership of their domain and services
- Agile product development methodologies to accelerate time to market and increase flexibility
- Data-driven decision making leveraging test & learn and A/B testing practices

Digital platform

- API-driven approach
- New products/channels/markets leveraging existing catalog of services - faster speed to market
- Easy integration of partners and external tools
- External and internal innovation at speed and scale

Data

- Unique data platform collecting data across all touch points of customer and partner journey
- Rich data sets and proprietary algorithms that drive operational efficiencies to create value for all participants on our platform.
- Automated decision making through the application of machine learning

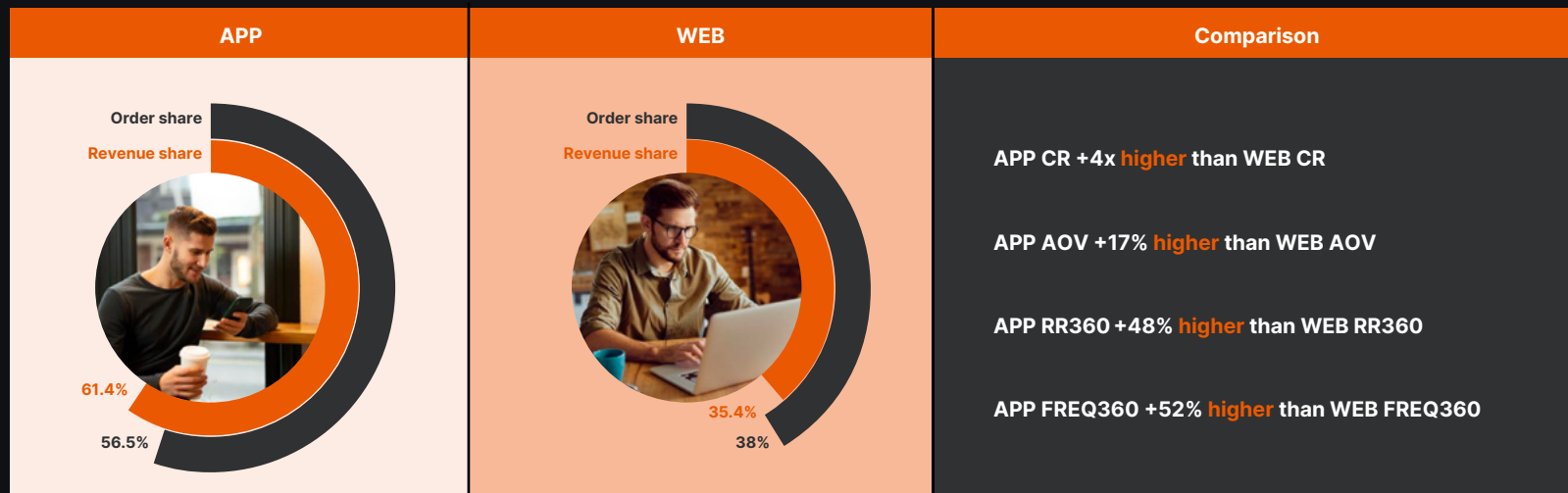
AUTODOC's digital strength – the key to success

AUTODOC's digital strength rests on its app, website and social media as the major sales and communication channel

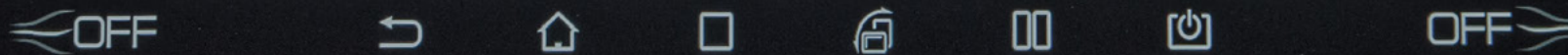
Innovating and further developing digital products, such as local websites and apps, optimising the online user experience and improving customer support are an important part of the corporate strategy. AUTODOC designs and develops its websites and apps in-house, ensuring that the online channels are as user-friendly and intuitive as possible. All functionality is aligned to customers' needs and requests and is designed to provide the customer with added value before, during, and after their purchase.

Key figures 2023:

- 864 million page views (app & web)
- More than 20,600 AUTODOC Club PDF car repair guides
- More than 4,100 AUTODOC video tutorials
- In 2023, the AUTODOC app was installed more than 20.5 million times on mobile devices
- The AUTODOC app has already been installed around 108 million times since its launch in 2016
- The app is available for Android & iOS and Huawei



Resting percentages are orders and revenues on external market places.



Social media – driver of brand awareness and loyalty

We create original and helpful content on all social media channels to drive awareness and loyalty

AUTODOC is continuously working to improve its customer experience. Besides developing the product range and optimizing the web shop as well the AUTODOC app, several innovative projects were launched to specifically address customer requests and requirements, and to improve the internal processes and make them more secure.

AUTODOC produces its own videos to communicate with and assist customers. More than 4.1K videos per language are available on YouTube, which are mostly about car repairs, how to maintain a car's value, car care and maintenance, as well as life hacks and tips.

YouTube

Impressions **620,471,000**
Subscriptions **2,422,000**

Car care tips, DIY repair, lifehack and expert content.

Instagram

Impressions **1,152,540,523**
Subscriptions **1,087,640**

Information, lifehack, engaging and entertainment content.

TikTok

Impressions **746,290,729**
Subscriptions **1,830,418**

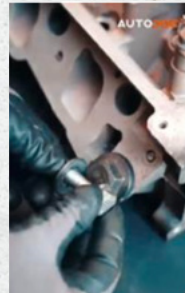
DIY repair, lifehack, product and entertainment content.

Shorts



5.4m views

Shorts



5.8m views



1.4m views

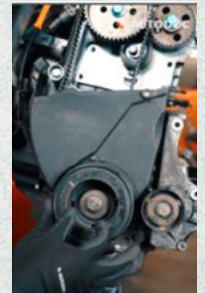
Shorts



10.6m views



23.0m views



23.1m views

Our leadership team



Dmitry Zadorozhny
Chief Executive Officer (CEO)

Dmitry started his successful career in technology in companies like IM Isabel Telecom, Deepplace ISMP and Arax SRL, and in 2009, he led a private team of software developers. This brought him to AUTODOC in 2011 as an independent contractor. He has been running the tech department ever since and was appointed CTO (Chief Technology Officer) and a member of the Management Board in 2021.

In 2022, he became AUTODOC's co-CEO together with Sandra Dax. Since 2023, he has been the sole CEO of the company, leading AUTODOC with a focus on further development, strengthening, and growth.



Lennart Schmidt
Chief Financial Officer (CFO)

Lennart is a capital-market-experienced financial expert renowned for his proven track record in financial planning and investor relations. He joined AUTODOC in 2022 as Vice President to lead the Investor Relations, Financial Planning & Analysis, and Treasury Departments. Prior to that, Lennart worked for SEAT S.A. as Head of Digital Finance in Barcelona, Spain and before that he was responsible for Investor Relations for the Volkswagen Group in Asia/Pacific out of Beijing, China.

In 2023, Lennart was appointed as AUTODOC's CFO, joining Dmitry Zadorozhny on the Management Board to continue driving the implementation of AUTODOC's growth strategy.



Eugene Zhuravlenko
Chief Revenue Officer (CRO)

Together with his team, Eugene is responsible for turning customers into AUTODOC fans, by improving customer experience, increasing the number of active customers, enhancing the customer lifetime value, and transforming consumers into satisfied customers.

Eugene joined AUTODOC in 2015 and has since established a high-performing department, comprising experienced teams in Customer Care, Digital Marketing, and Customer Management.



Ana Isabel Sousa
Chief People Officer (CPO)

Ana is AUTODOC's Chief People Officer responsible for the People Function. She holds a degree in Clinical Psychology and a Master's in HR.

Together with her team, they are on a mission to cultivate a culture of belonging where every individual feels inspired and passionate about their work.

Ana joined AUTODOC in January 2024 after spending nearly a decade at Farfetch. During her time there, she built the People Team from the ground up, supporting the company's evolution and growth from 250 to 6,500 employees.



Alex Tabone
Chief Operating Officer (COO)

Alex is AUTODOC's Chief Operating Officer responsible for Supply Chain, Private Brands, AUTODOC PRO, and Corporate IT. Alex joined AUTODOC in 2013 with a goal to develop a portfolio of private brands which today are among the largest in Europe by assortment and revenue. In 2021, Alex formed a team that launched AUTODOC.PRO – a new business that serves garages and is rapidly growing in key European markets. Since being appointed COO in 2022, Alex's main mission has been to build high-performing teams that work on transforming Supply Chains and Operations to improve customer experience.



Raoul Heinze
SVP Category Management

Raoul is an expert in Digital / E-Commerce / Change Management with a 25 years track record, working for leading, global Technology Companies. He is a former Director at Hewlett-Packard and Amazon.com with experience in launching and scaling businesses in multiple industries across the EU; delivering up to \$3bn top-line through multinational teams of 100+ people. At Amazon he headed the European automotive aftermarket operations between 2016 and 2021.



Maximilian von Schorlemer
SVP & General Counsel

Maximilian is Senior Vice President and the General Counsel of AUTODOC. In this role, Maximilian oversees the company's global legal & compliance function as well as group insurance matters. Previously, he served as General Counsel of CompuGroup Medical SE & Co. KGaA, a German publicly listed company. Prior to that, Maximilian was an attorney at the U.S. law firm McDermott Will & Emery and in the German law firm Buse Heberer Fromm. Maximilian has a law degree from WWU (University of Münster) and studied law at the University of Heidelberg. He is admitted to the bar in Germany.

Financials and 2023 milestones

Key financial performance metrics

FYE 31-DECEMBER	2019	2020	2021	2022	2023*
Key financials					
Net revenue (€m)	612	842	1,036	1,127	>1,300
Gross profit (€m)	263	365	448	490	
Adj. EBITDA (€m)	50	94	124	102	
Adj EBITDA margin (%)	8.2	11.1	12.0	9.1	>10
Free cash flow** (€m)	25	57	39	42	
Other KPIs					
Employees	1,800	3,000	3,800	4,800	5,000
Average order value (€)	82	83	86	89	91
Active customers (m)	4.2	5.5	6.2	6.6	7.4

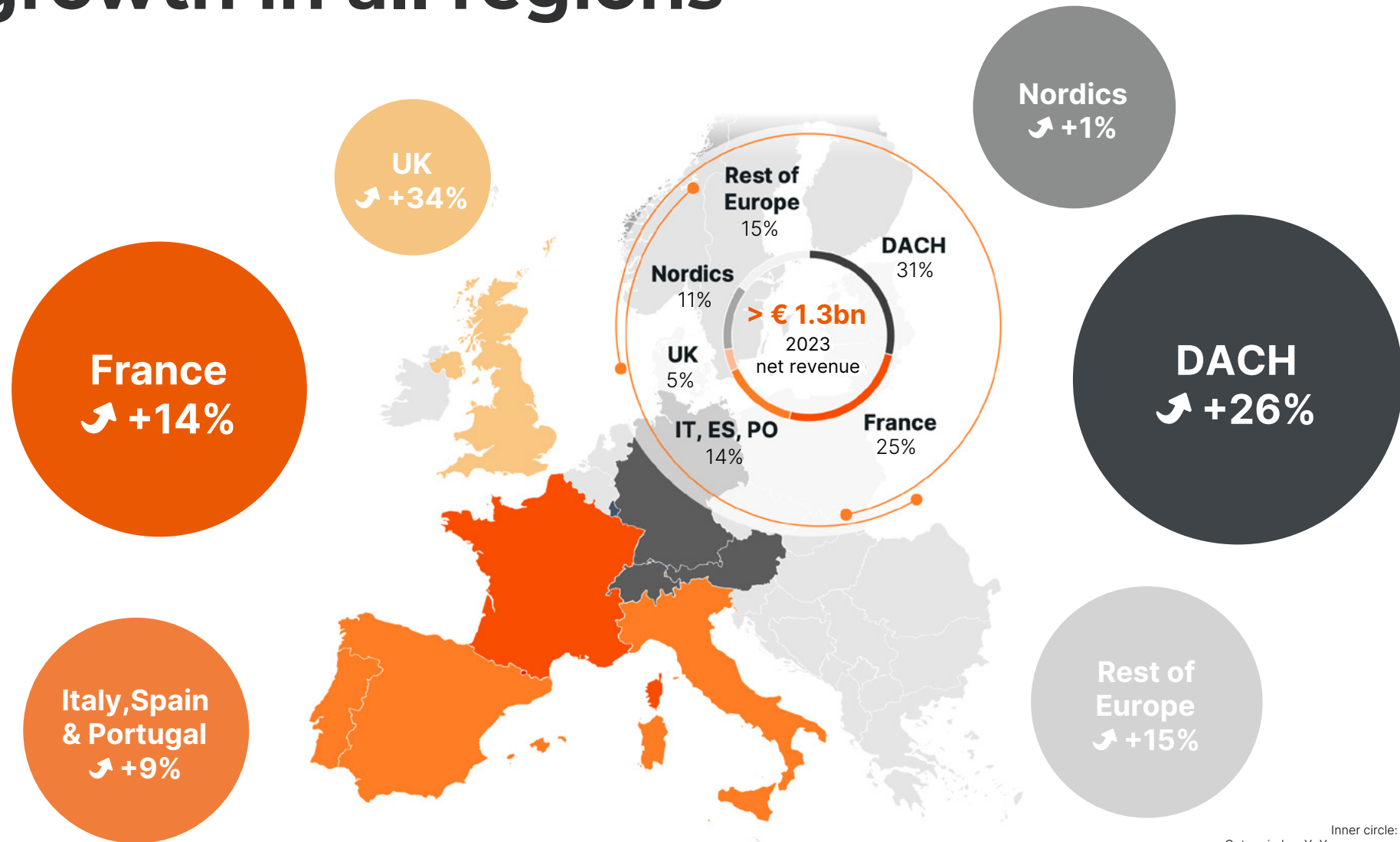
Milestones in 2023

- Opening of **Cheb Warehouse**
- Opening of **Tech Hub in Lagoas Park** (near Lisbon) for the transformation to a **product agile organization** in the technology sector
- **15th anniversary** of AUTODOC
- **Customer base around 22 m**
- Opening of **an office in Luxembourg** and **development of category management**
- **Ramp-up** in France
- Opening of a **location in Kazakhstan** (Private Brands)
- Opening of a **location in the Netherlands** (B2B)

*Based on unaudited figures

** According to internal calc.

Well diversified business with strong growth in all regions



Inner circle: Revenue share in 2023
Outer circles: YoY revenue growth from 2022 to 2023

Environmental and social responsibility is at our core



Logistics optimization,
drop shipping and CO₂
emission reduction



Waste reduction,
eco-friendly packaging
and digitalization

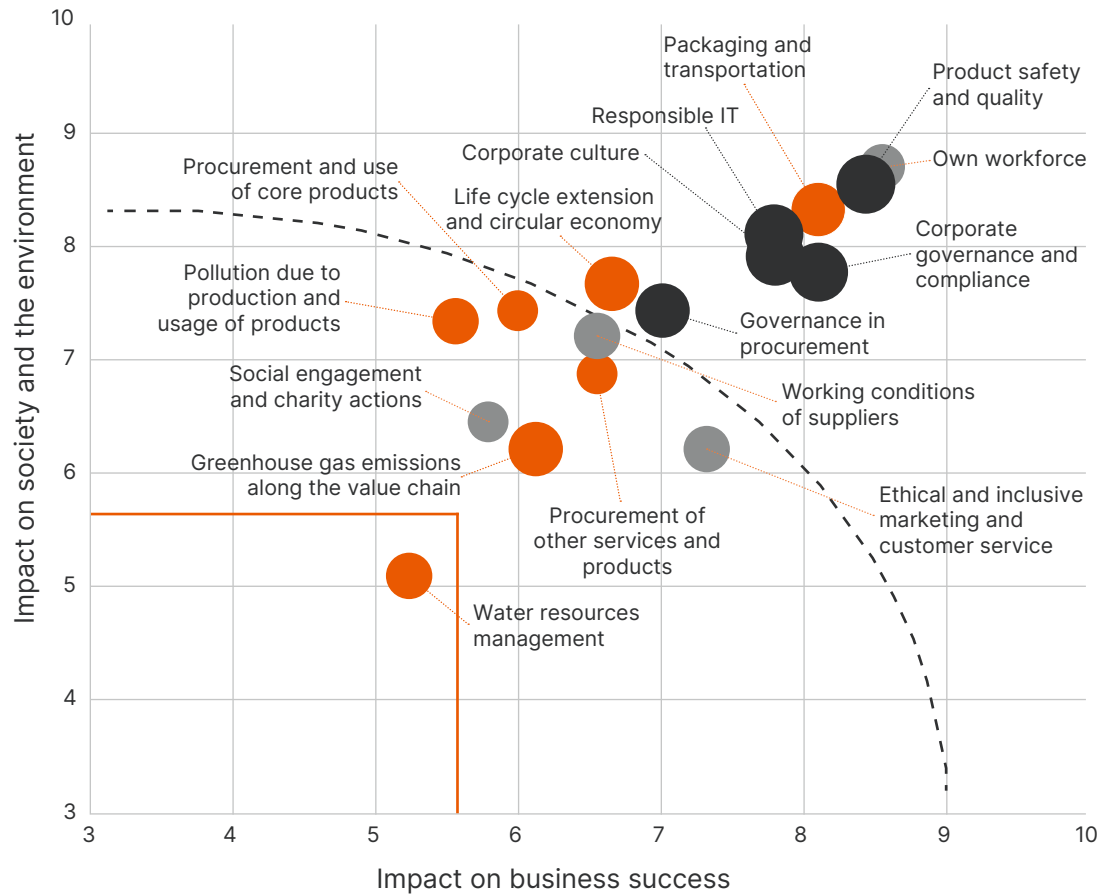


Facilitating accessible
repair and maintenance
of electric vehicles



Social impact
activities

Ambitious ESG standards and objectives



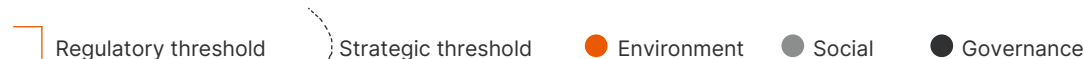
Materiality and future steps

In 2023, AUTODOC carried out its materiality analysis according to the requirements of CSRD (Corporate Sustainability Reporting Directive) and ESRS (European Sustainability Reporting Standards). A cross-functional ESG-team identified 16 sustainability-related topics relevant to AUTODOC, after analyzing the current state of sustainability and ESG at the company. The identification of this “shortlist” was the result of an assessment process from two perspectives: the impact of AUTODOC on the environment and society (“inside-out perspective”) and the financial impact of the environment and society on the success of the company (“outside-in perspective”). The interdisciplinary nature of the ESG team ensured that the views of all key stakeholders, including suppliers, customers and employees, were taken into account in the assessment process. The materiality matrix (left) shows how relevant each of the 16 identified topics is from both perspectives.

All topics above the dashed line have been rated as strategically relevant for AUTODOC and its business model. These will be the pillars for setting the ESG goals and developing AUTODOC’s sustainability strategy in the near future. The topics between the regulatory and strategic thresholds are considered material in light of the new requirements of the CSRD and will be included in the ESG report.

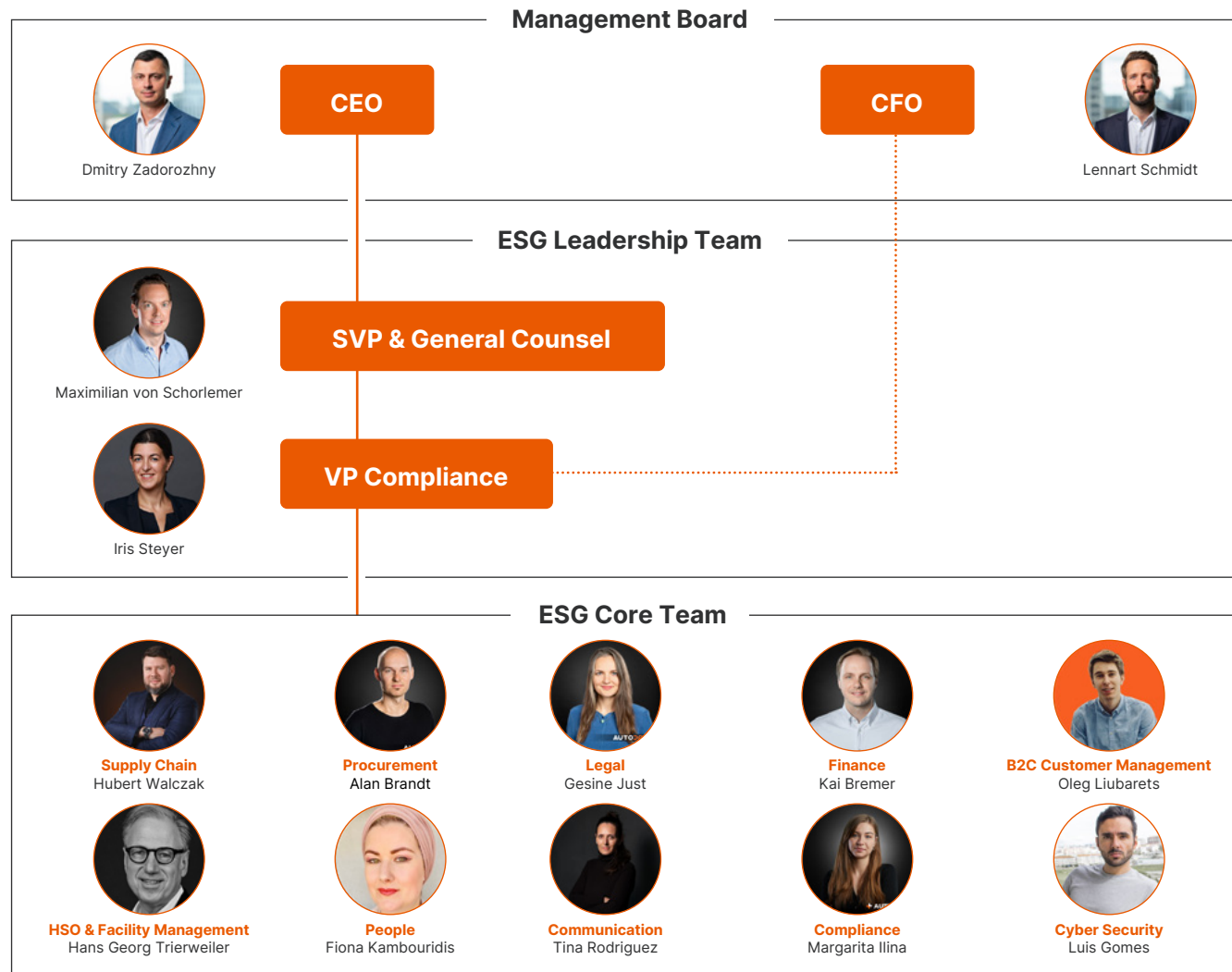
Next steps:

1. DRY RUN reporting on ESG for 2023
2. Setting ESG goals
3. Developing sustainability strategy



ESG structure and core team

Senior team dedicated to ESG goals



Implemented measures

- Code of Conduct
- Whistleblowing system
- Health & safety policy
- Anti-corruption and anti-bribery training
- IT security, data security and privacy policies
- Setting up a group-wide process for donations and sponsorships to third parties

Best-in-class corporate governance and stakeholder engagement

2021

2022

2023

Compliance risk assessment & target definition

Code of Conduct rollout

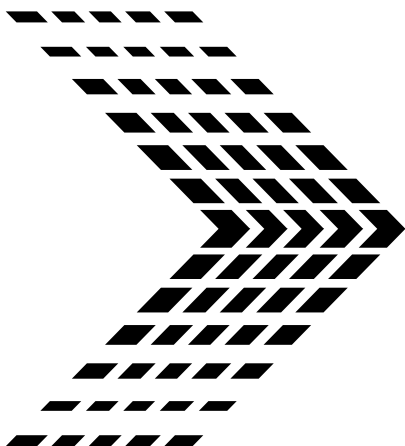
Whistleblowing system: 1st implementation

External Governance assessment - without material findings

Conflict of interest training for exposed colleagues

Whistleblowing policy

Implementation of "Tell-me" whistleblowing platform



Governance & Compliance at AUTODOC:

We believe that long-term success is only possible if the concerns of all relevant stakeholders are heard and considered. This requires a culture in which corporate goals and the interests of employees, customers, the environment, and society are shared. In this spirit, following allegations in 2021-2022 in relation to AUTODOC, an independent third-party assessment was carried out into AUTODOC's management board and supervisory board that conclusively refuted all allegations. A good corporate culture can only be achieved as a team. This means that everyone must do their bit: management as well as every employee. For successful cooperation, it's essential that everyone knows and respects the rules of conduct.

Our Code of Conduct lays down how AUTODOC defines itself as a company and how it considers collaboration within the group of companies as well as with customers and partners. It helps us to **reduce the risks arising from potential misconduct**. The values were laid down in four guidelines:

CONCERN & RESPECT, FAIRNESS & ERROR CULTURE, RESPONSIBILITY & TRUST, TEAM SPIRIT & TOLERANCE.

There are clear rules and specifications on implementation, which cover compliance with laws and regulations, fair competition, fighting corruption, IT and data security, financial reporting and product safety, and also deal with employee issues (diversity, employee satisfaction, health and safety), observation of human rights and social standards and conservation of resources.

To increase understanding of these values, **many training sessions and mandatory webinars were held for all staff**, and the most important bases for compliance were explained in further company-wide **guidelines** for all employees, such as the policy on the conflict of interests.

Stronger together

– support for Ukrainian employees –

Since the outbreak of the war in Ukraine, our dedication to social responsibility has taken on a profound new significance. Through thorough planning and proactive measures by our crisis team starting from November 2021, we swiftly executed evacuation plans. Ensuring the safety of our staff and their loved ones residing in the embattled cities of Kharkiv, Kyiv, and Odesa, we rescued 150 people from Kharkiv, 100 from Kyiv and around 300 from Odesa. They were relocated to secure areas, whether in less affected regions within Ukraine or in other countries.

To ensure continuity of work, co-working spaces were rented at several locations in Western Ukraine. Up to now, we have permanent co-working spaces in Kyiv and Lviv. These have shelters that can accommodate more than 100 people and grant electricity, vital products and internet connections. Many of the Ukrainian employees who decided to relocate are currently working in the Czech Republic, Germany, Portugal, Poland and Moldova, having been seamlessly integrated into our subsidiary offices. However, a significant number have opted to remain within various regions of Ukraine, either working remotely or commuting to our offices in Kyiv, Lviv, and Odesa.

Therefore, the local headquarter in Odesa was equipped with an autonomous power supply and with a Starlink internet connection, so that up to 300 employees have access to power and internet. Additionally, we have fortified our facilities with essential supplies and protective gear, to prioritize the safety and well-being of our team.

The organization of an initial medical training equipped our Ukrainian colleagues with the skills needed to navigate life-threatening situations and extend aid to others in need, and through our partnership with a leading counseling firm since 2022 we provide mental health support to all our employees in all locations. Confidential 24/7 hotlines are available, including online sessions conducted by qualified counselors and psychologists in various languages, not only Ukrainian and Russian.

As a proactive measure, we maintain reserved transport and accommodations within safe territories of Ukraine, standing ready to respond quickly to any escalation in the conflict, should the need arise.

For these efforts, AUTODOC was granted the European Excellence Award in the Automotive and Retail categories with the campaign “How AUTODOC rescued its employees in Ukraine”, which was awarded on December 9, 2022.

“Through excellent crisis management and outstanding communication, AUTODOC coped with this unprecedented crisis. It rescued its employees and was able to continue its business without interruption. This generated positive resonance in leading media outlets and strengthened AUTODOC’s reputation.”

Source: <https://www.excellence-awards.com/best-of-2022/>



Business rationale

A market leader in Europe for online auto parts retail

Enhancing our resilience, reputation, and long-term success by integrating ESG and managing non-financial risks

Outstanding consumer value proposition with a true mobile experience

Large total addressable market ripe for digital disruption

Entrepreneurial DNA, led by a professional management team

Attractive combination of fast growth and increasing profitability

Unique business model tailored to success in the auto parts market

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