



Auto Trader Group plc

Half year results presentation

Half year ended 30 September 2024
7 November 2024

 AutoTrader

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Strategic overview



Group revenue increased 8%, Group operating profit increased 14% and Basic EPS increased 22%. Core Auto Trader revenue increased 9% and operating profit before Digital Services Tax increased 10%. The impact of UK Digital Services Tax, as previously signalled, was recognised for the first time with a £5.1m charge in the first half



Retailer revenue grew in line with expectations at 8% year on year, with the number of retailer forecourts stronger than we had anticipated, increasing 2% year on year. However, due to this growth being from smaller lower yielding retailers, this has had a dilutive impact on our Average Revenue Per Retailer ('ARPR'), which coupled with the market dynamics described on the next slide, increased 6.3%/£169 in the period



Our annual pricing and product event, which took effect from 1 April 2024, has gone well with high levels of engagement with our latest Auto Trader Connect module: Trended Valuations and enhanced Retail Check, both products were included within our advertising packages

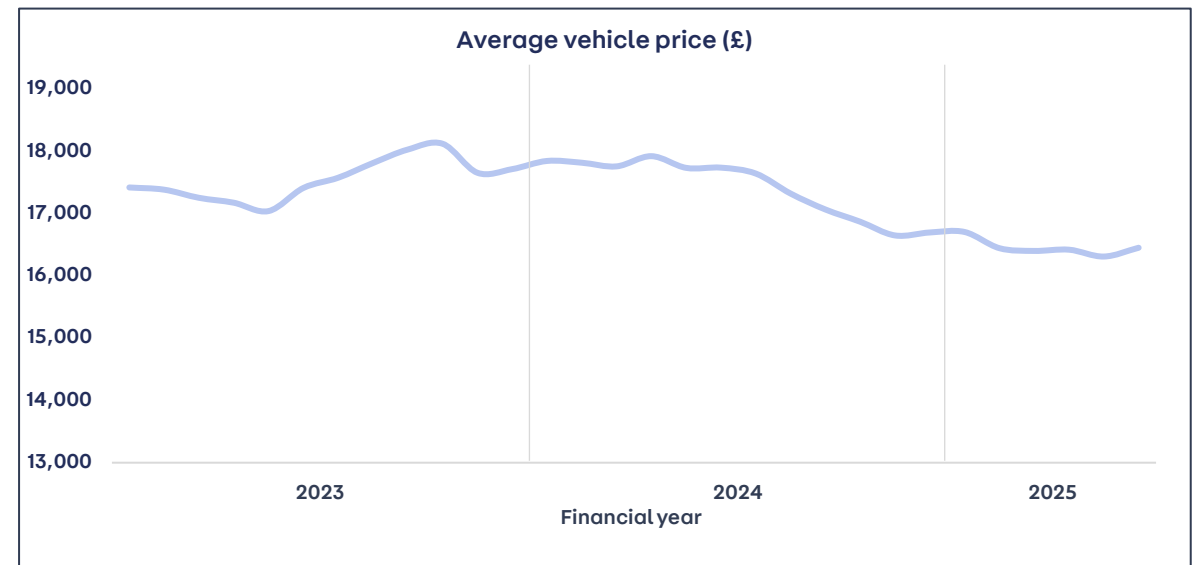
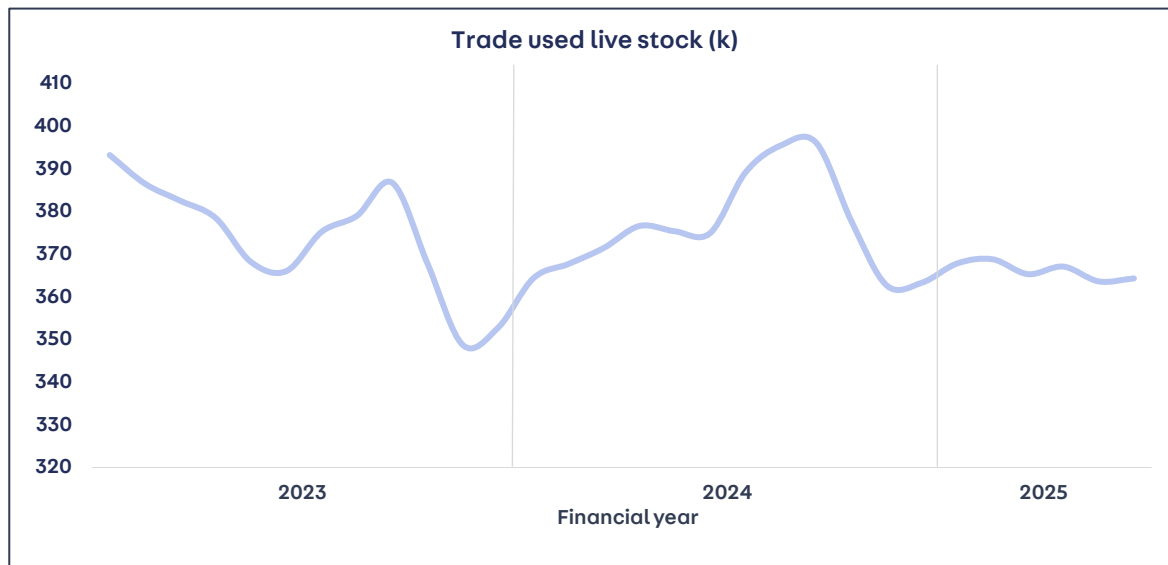
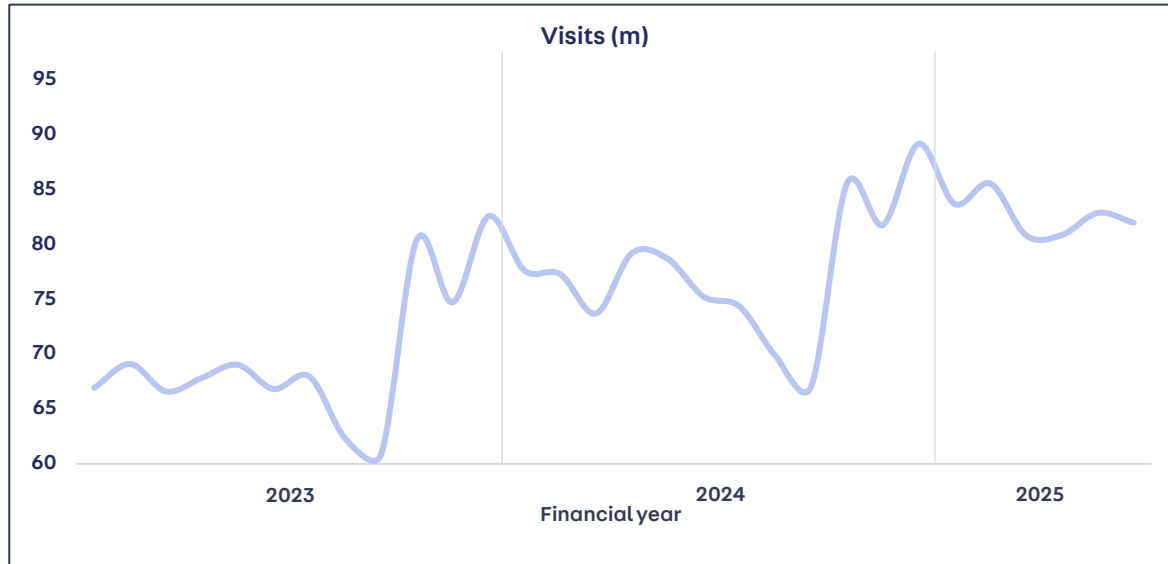


Over the past six months our marketplace and competitive position have continued to strengthen. Cross-platform visits have grown 7% and we are now more than 10x larger than our nearest competitor (H1 2024: 10x)



We continue to make good progress scaling Deal Builder which enables car buyers to value their part-exchange, apply for finance and reserve a car on Auto Trader. In the last six months we saw 23,000 deals, more than 10x the number seen in the same period last year. At the end of September 2024 there were c.1,500 retailers trialling the product (September 2023: c.500), with c.20% of those now paying as we have gradually started monetisation

Strong levels of consumer demand have led to vehicles spending less time on Auto Trader, resulting in flat live stock despite a 5% increase in cars sold



Financial results

£M (UNLESS OTHERWISE SPECIFIED)	H1 2025	H1 2024	Change
Auto Trader ¹	283.5	259.4	9%
Autorama	19.0	21.1	(10%)
Group revenue	302.5	280.5	8%
Auto Trader ¹	197.5	184.9	7%
Autorama	(2.8)	(5.6)	50%
Group central costs ² - relating to Autorama acquisition	(6.3)	(14.7)	57%
Group operating profit	188.4	164.6	14%
Auto Trader operating profit margin	70%	71%	(1% pts)
Group operating profit margin	62%	59%	3% pts
Basic earnings per share (pence)	15.56	12.74	22%
Cash generated from operations³	201.6	184.2	9%
Adjusted EBITDA ⁴	196.9	182.1	8%
Adjusted earnings per share (pence) ⁵	15.56	13.96	11%

- £122.2 million returned to shareholders (H1 2024: £117.1 million) through £64.9 million of share buybacks and dividends paid of £57.3 million
- Interim dividend of 3.5 pence per share (H1 2024: 3.2 pence per share)

¹Auto Trader includes the results of Auto Trader & AutoConvert and includes the share of profit from the Dealer Auction joint venture.

²Group central costs which are not allocated within either of the two segmental operating profit/(loss) comprises a £6.3 million amortisation expense (H1 2024: £3.6 million) relating to the fair value of intangible assets acquired in the Group's business combination of Autorama and, in H1 2024, included an £11.1 million charge for the Autorama deferred consideration settlement.

³Cash generated from operations is defined as net cash generated from operating activities, before corporation tax paid.

⁴Adjusted EBITDA is earnings before interest, taxation, depreciation and amortisation, share of profit from joint ventures, and Autorama deferred consideration.

⁵Adjusted earnings per share is calculated before the net of tax impact of the Autorama deferred consideration.

Operational results

>75%

Over 75% of all minutes spent on automotive marketplaces were spent on Auto Trader (H1 2024: over 75%). Cross platform **visits were up 7% to 82.6 million** per month (H1 2024: 77.0 million) while **minutes were up 1%** to 560 million per month on average (H1 2024: 555 million)

13,986

The average number of retailer forecourts in the period **were up 2% to 13,986** (H1 2024: 13,710)

£2,852

Average Revenue Per Retailer (**'ARPR'**) **per month was up 6.3% (or £169)** to £2,852 (H1 2024: £2,683) driven by a positive contribution across all three growth levers

448,000

Live car stock on site was up 2% to 448,000 cars (H1 2024: 439,000) on average, with this increase due to a higher volume of private listings. We delivered 3,180 new lease vehicles (H1 2024: 4,593), which continues to be impacted by limited supply

1,252

The average number of employees (**'FTEs'**) **in the Group increased to 1,252** during the period (H1 2024: 1,220)

Cultural KPIs

91%

Employees that are **proud to work at Auto Trader** remained high at 91% (Sept 2023: 92%, March 2024: 97%)

67%

We have **more women than men on our Board** (March 2024: five women and four men) and two ethnically diverse Board members (March 2024: one)

44%

Percentage of our employees who are women was 44% in September 2024 (March 2024: 44%). The percentage of women in leadership positions was 40% (March 2024: 42%)

18%

Percentage of our employees who are ethnically diverse was 18% in September 2024 (March 2024: 17%). The percentage of ethnically diverse leaders was 6% (March 2024: 6%)

45.4k

Total CO₂ emissions for the period were **45.4k tonnes of carbon dioxide equivalent** (FY 2024: 98.9k tonnes). We are aiming to achieve net zero by 2040 across our entire value chain

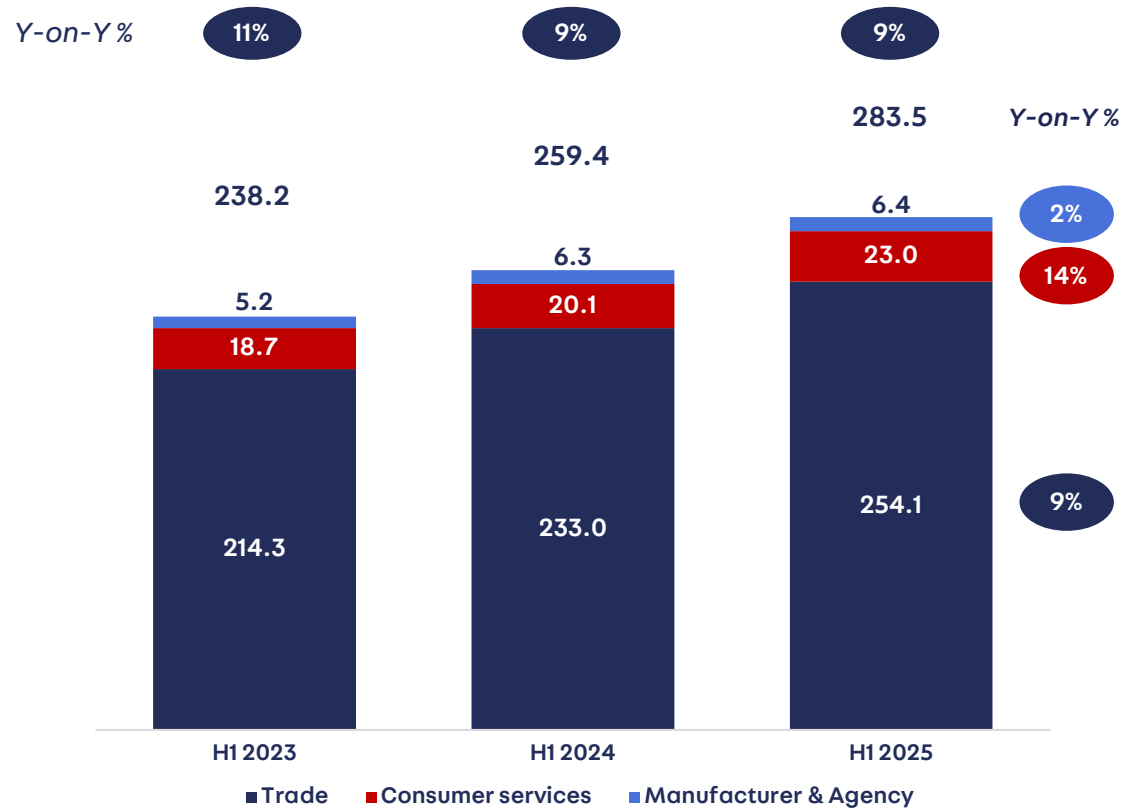
Financials



Auto Trader: revenue

Revenue (£m)

Six months ended 30 September 2024 is shown as H1 2025

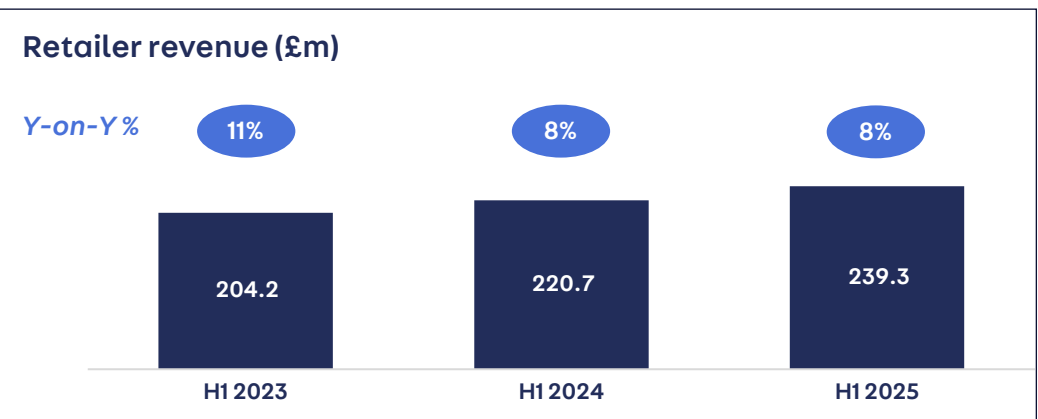
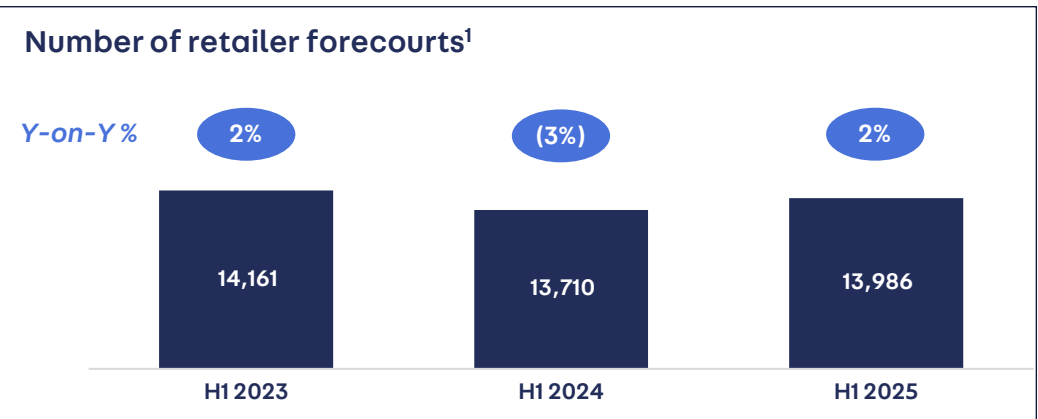
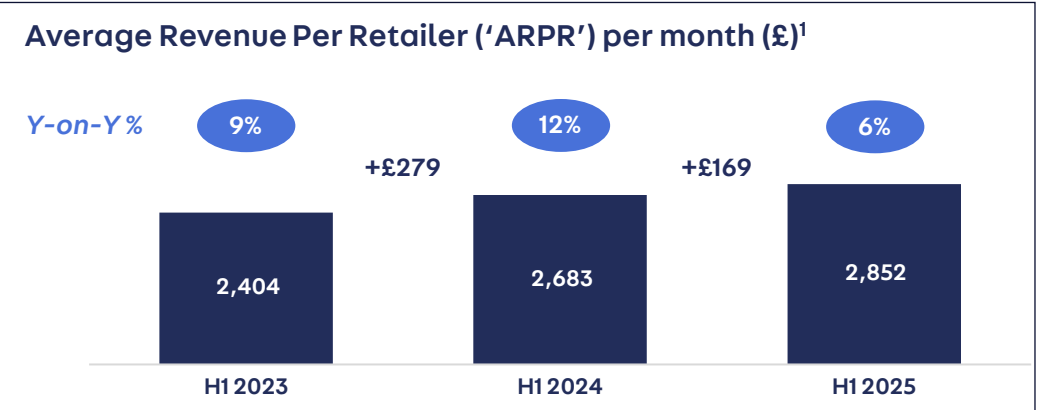


Trade revenue comprises:

H1 2025: Retailer (£239.3m); Home Trader (£8.3m); Other (£6.5m)
 H1 2024: Retailer (£220.7m); Home Trader (£6.2m); Other (£6.1m)
 H1 2023: Retailer (£204.2m); Home Trader (£5.2m); Other (£4.9m)

Consumer services revenue comprises:

H1 2025: Private (£15.2m); Motoring Services (£7.8m)
 H1 2024: Private (£13.6m); Motoring Services (£6.5m)
 H1 2023: Private (£12.3m); Motoring Services (£6.4m)

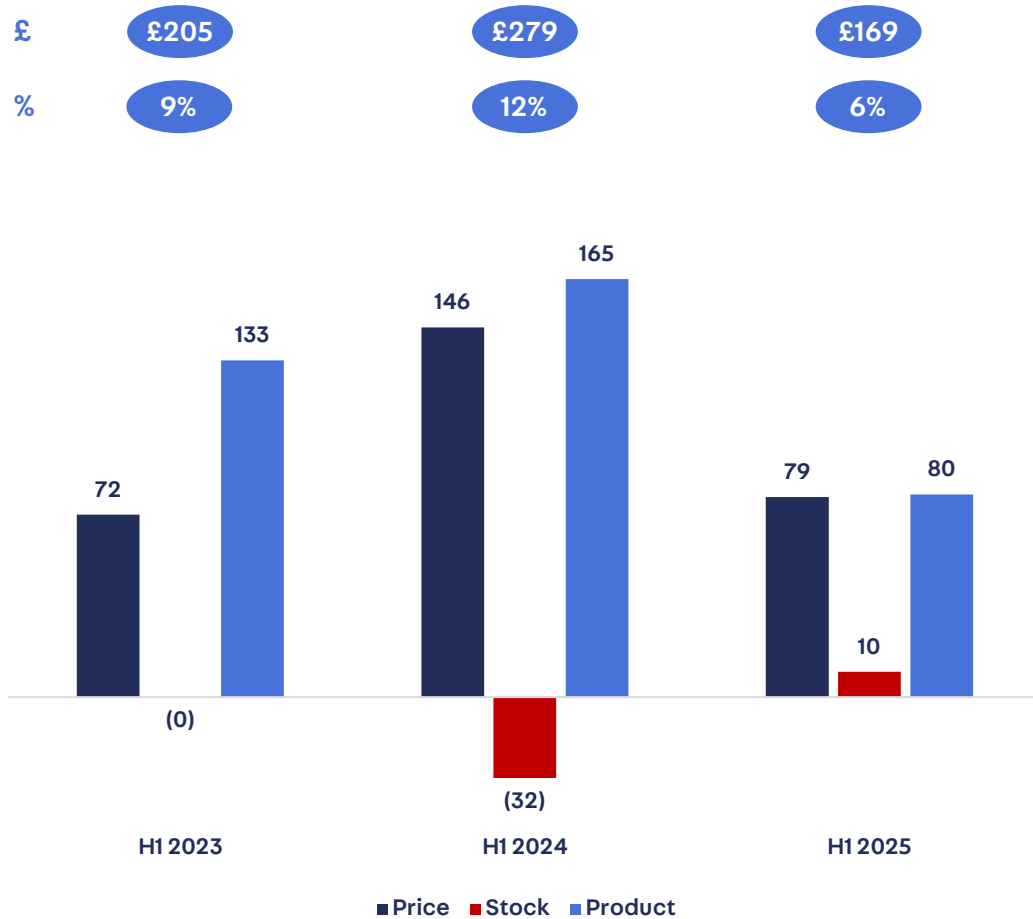


¹ Average monthly metric

Auto Trader: ARPR, stock and retailer forecourts

ARPR levers

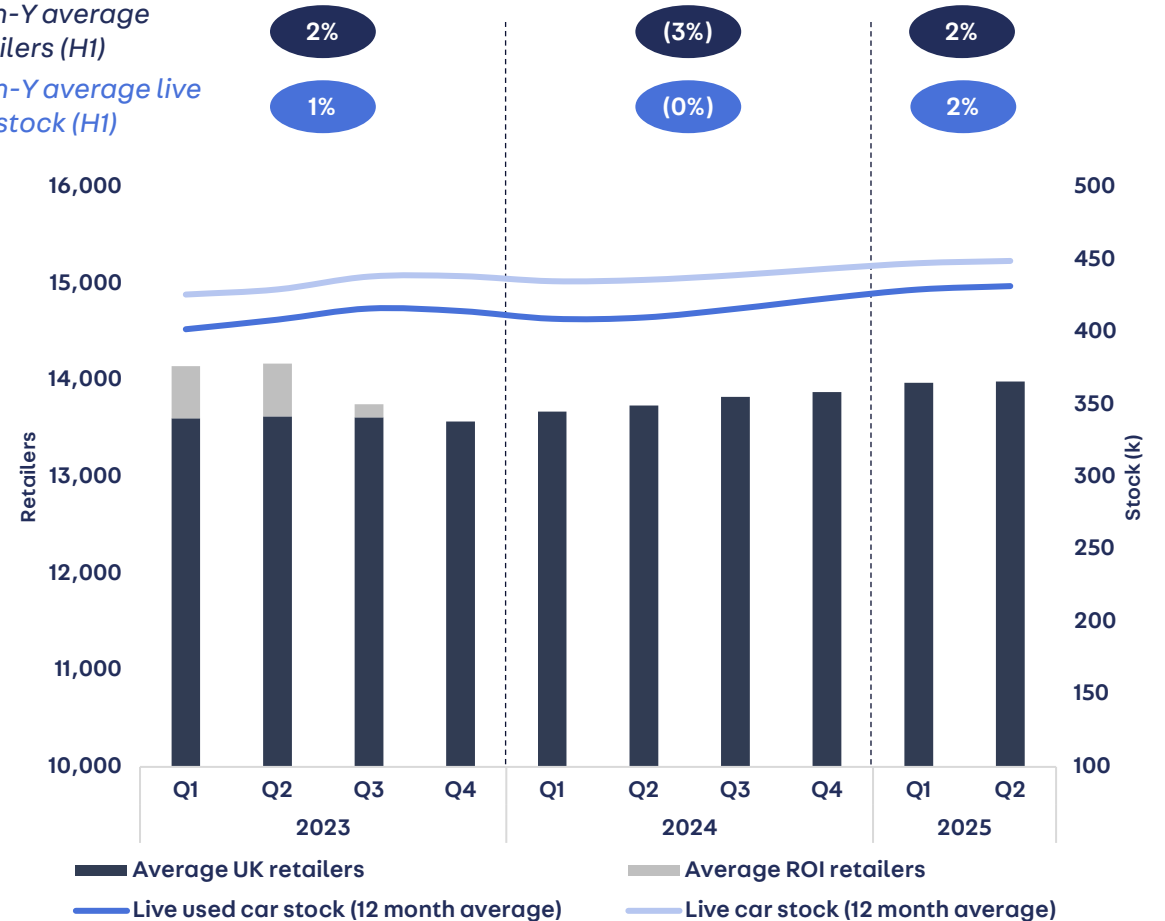
Growth in Average Revenue Per Retailer per month (£)



Live car stock and retailer forecourts

Y-on-Y average retailers (H1)

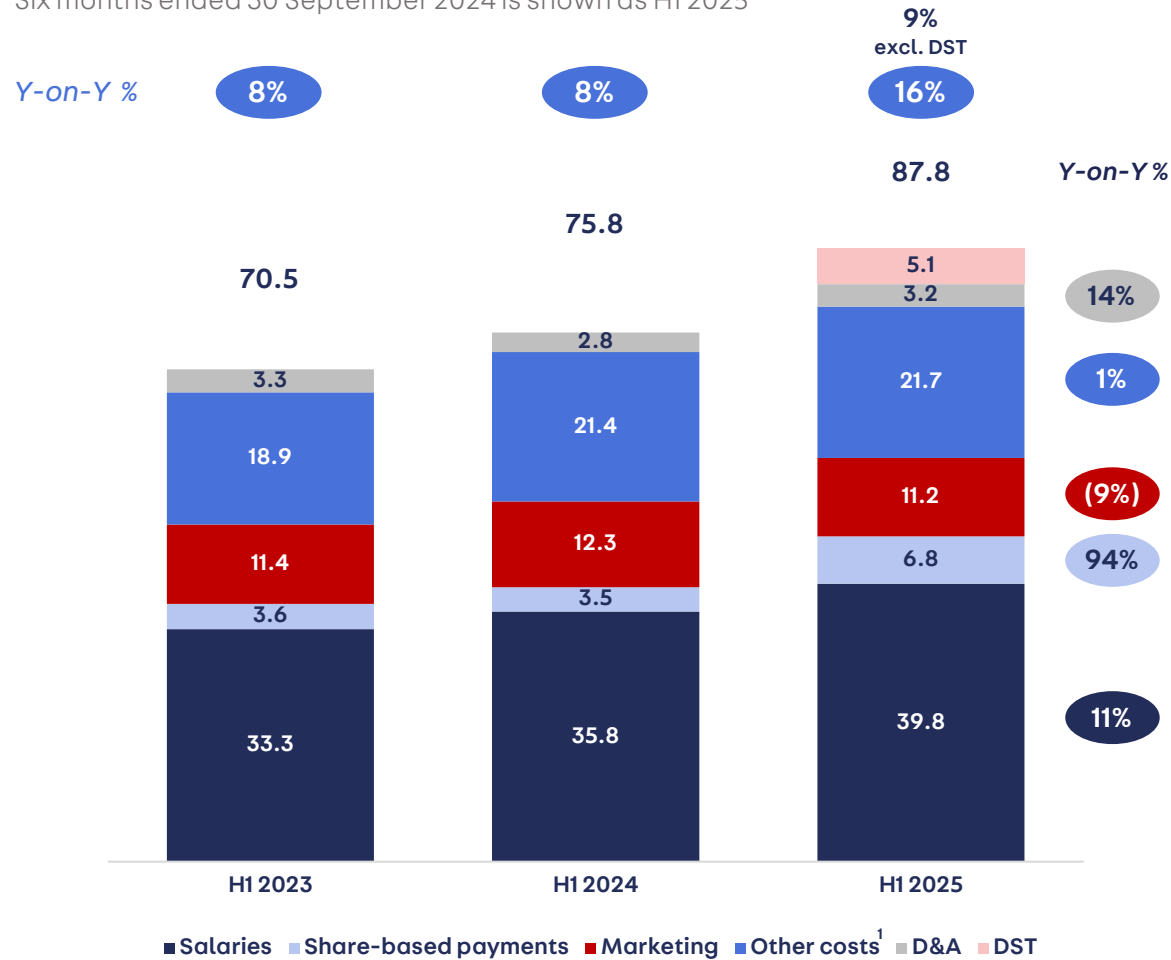
Y-on-Y average live car stock (H1)



Auto Trader: costs and operating profit

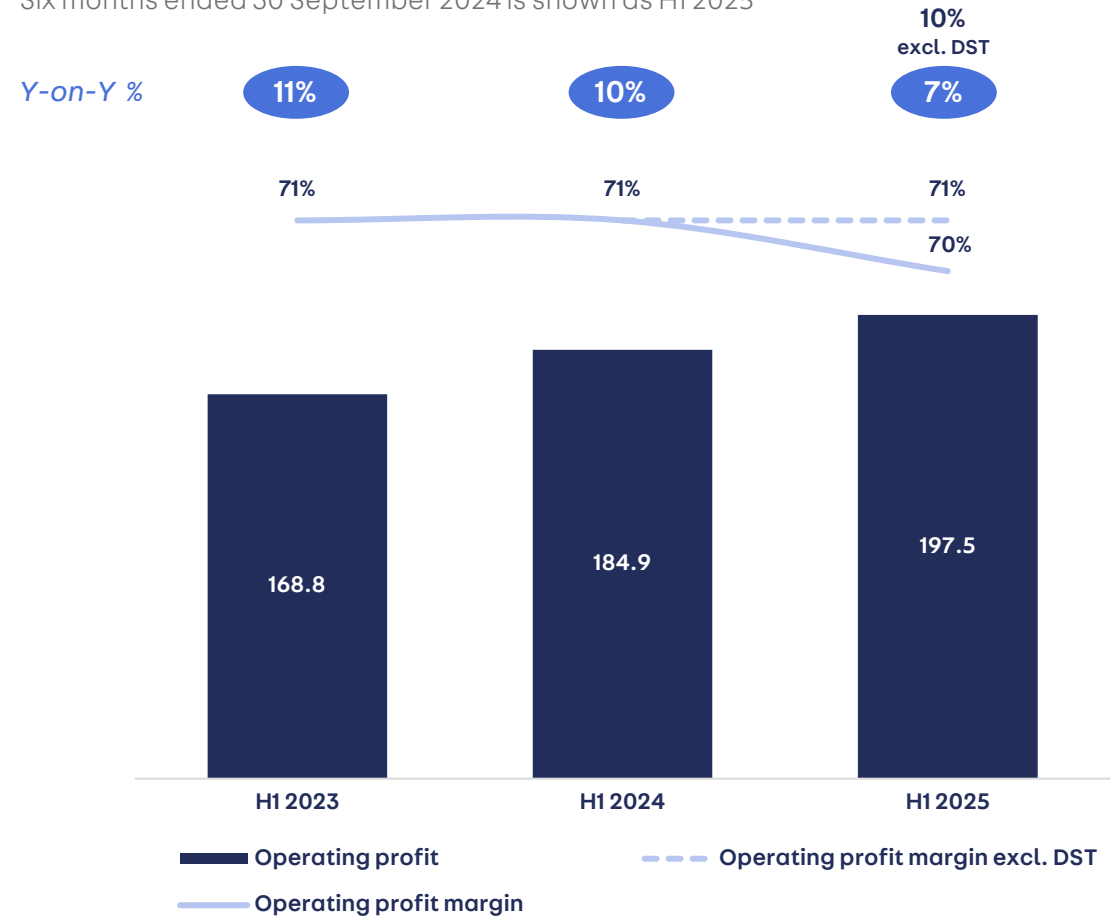
Costs (£m)

Six months ended 30 September 2024 is shown as H1 2025



Operating profit (£m)

Six months ended 30 September 2024 is shown as H1 2025



Operating profit includes the Group's share of profit from joint ventures: H1 2025: £1.8m; H1 2024: £1.3m; H1 2023: £1.1m

Autorama: revenue and costs

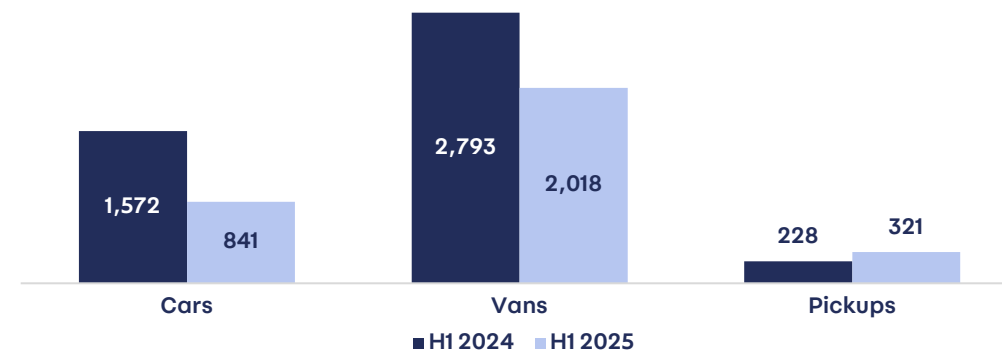
Revenue and costs (£m)

Six months ended 30 September 2024 is shown as H1 2025

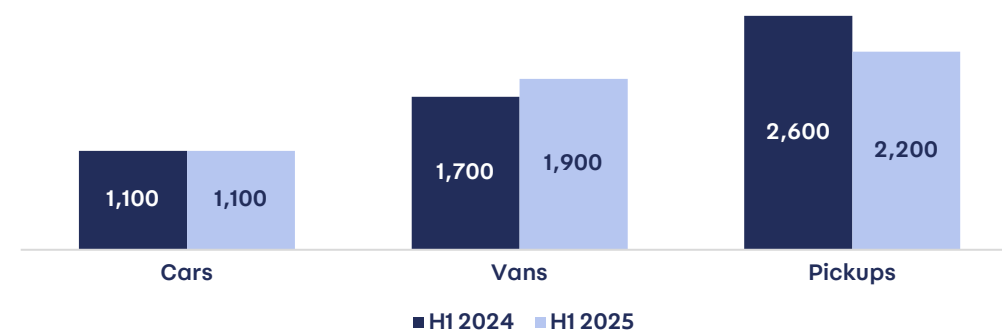
£m	H1 2025	H1 2024	Change
Vehicle & Accessory sales	13.6	14.0	(3%)
Commission & Ancillary	5.4	7.1	(24%)
Autorama revenue	19.0	21.1	(10%)
Cost of goods sold	13.5	14.0	(4%)
People costs	3.9	6.7	(42%)
Marketing	1.9	2.6	(27%)
Other costs	1.7	2.1	(19%)
Depreciation & amortisation	0.8	1.3	(38%)
Autorama costs	21.8	26.7	(18%)
Operating loss	(2.8)	(5.6)	50%

c.10-15% of vehicles are taken on balance sheet. Sales revenue is booked and cost of vehicles sold are taken through costs. There is limited profit impact from the net of these two lines.

Vehicle deliveries



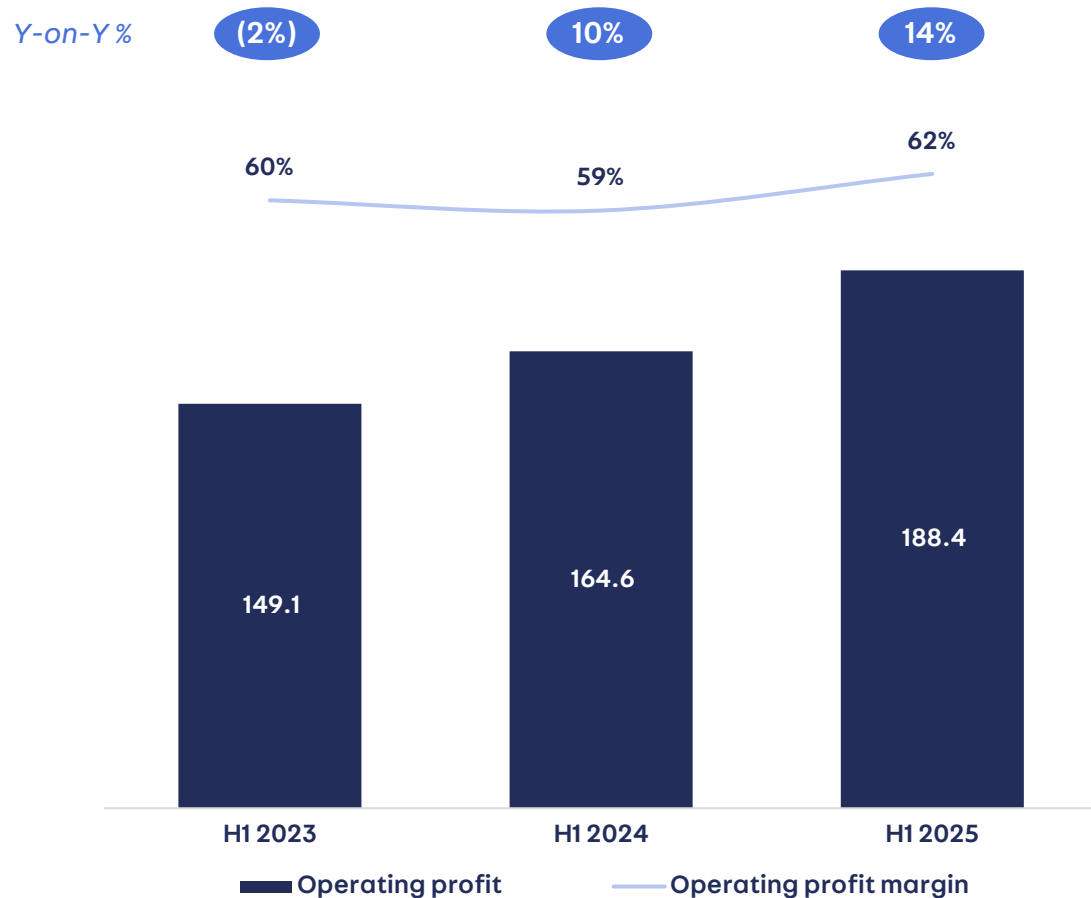
Commission and ancillary revenue per delivery (£)



Group: profit and cash flow

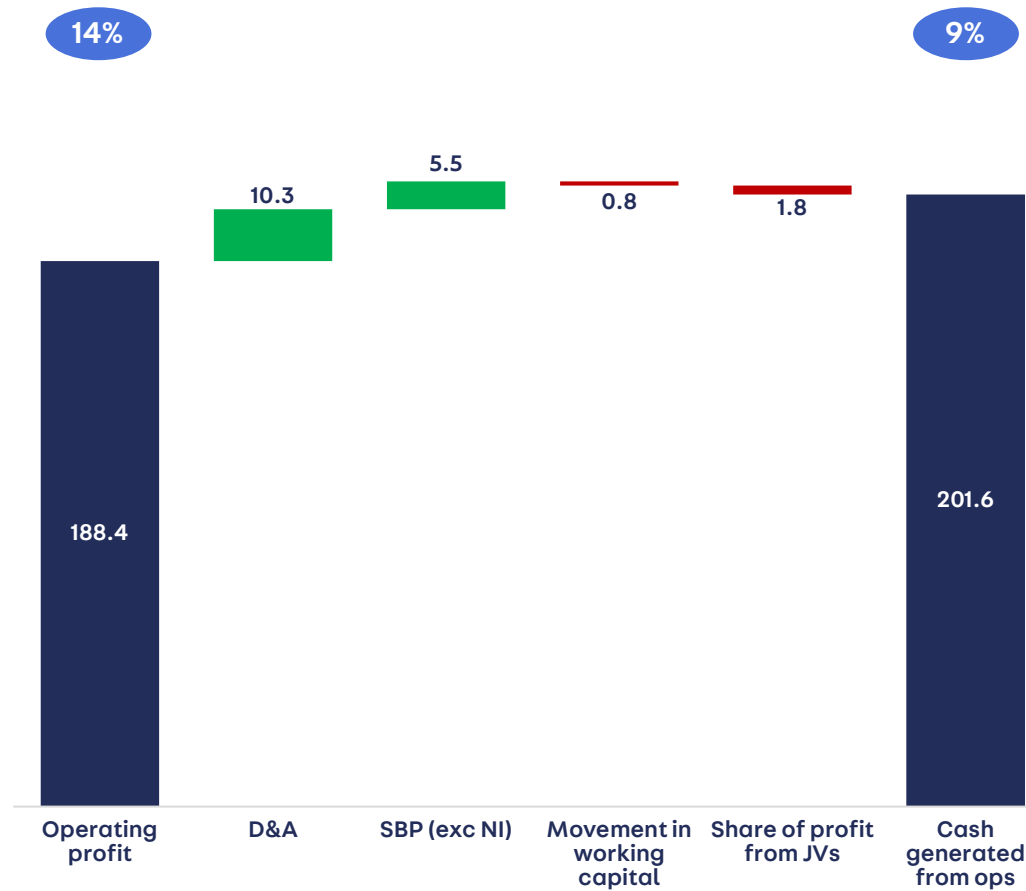
Operating profit (£m)

Six months ended 30 September 2024 is shown as H1 2025



Cash generated from operations (£m)

Six months ended 30 September 2024 is shown as H1 2025



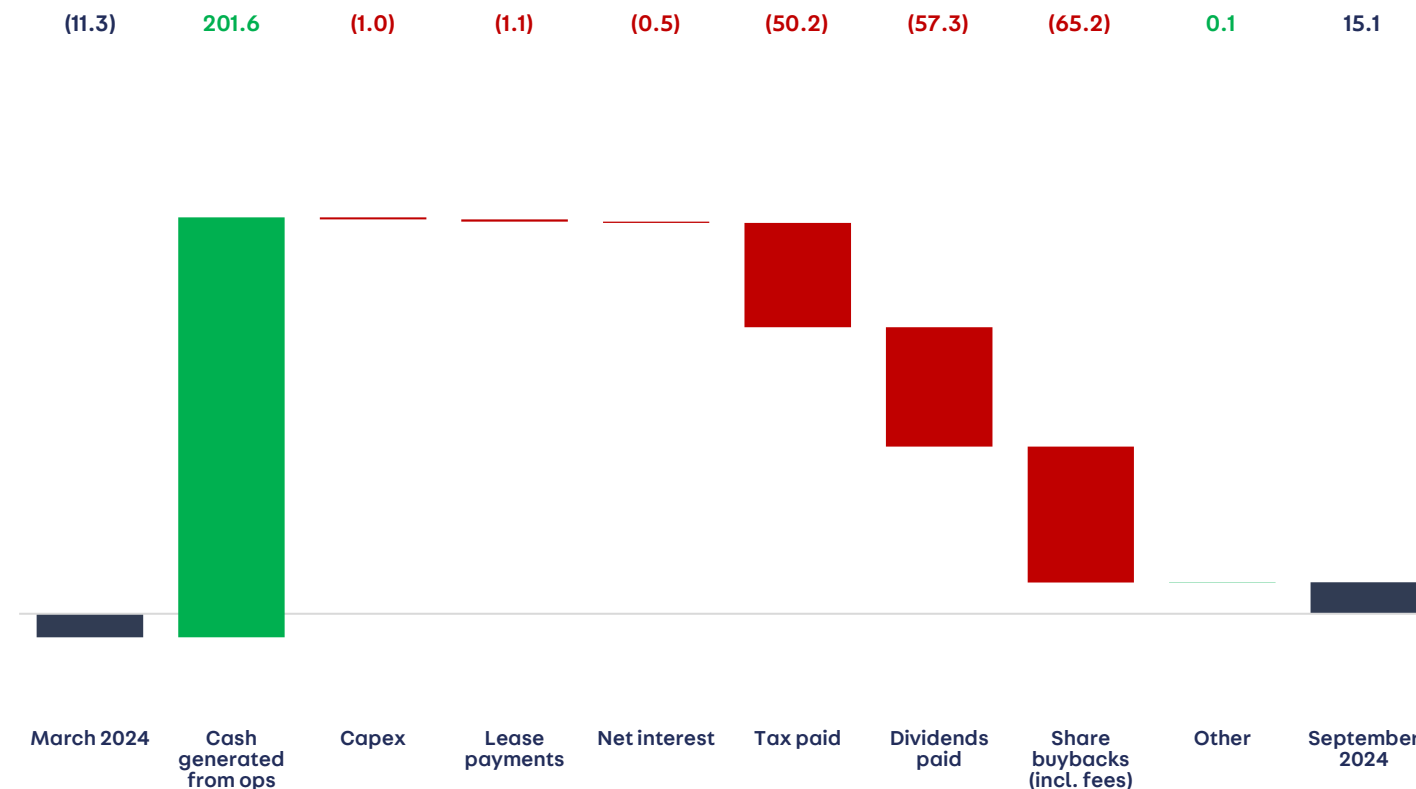
Group: income statement

£m (unless otherwise specified)	H1 2025	H1 2024	Year-on-year
Revenue	302.5	280.5	8%
Operating costs ¹	(115.9)	(117.2)	(1%)
Share of profit from joint ventures	1.8	1.3	38%
Operating profit	188.4	164.6	14%
Net finance costs	(0.9)	(1.8)	(50%)
Profit before taxation	187.5	162.8	15%
Taxation	(47.9)	(46.0)	4%
Profit for the year attributable to equity owners of the parent	139.6	116.8	20%
Earnings per share (pence)			
Basic	15.56	12.74	22%
Diluted	15.52	12.71	22%
Dividend per share (pence)	3.5	3.2	9%

¹Included within Operating costs is £6.3m of Group central costs (H1 2024: £14.7m) relating to the acquisition of Autorama (intangible asset amortisation). Group central costs in H1 2024 included a deferred consideration charge of £11.1m and intangible asset amortisation of £3.6m.

Group: net bank debt and capital allocation policy

Reconciliation of net bank (debt)/cash position¹ (£m)



Gross bank debt:



Capital allocation policy

During the period, a total of 8.5m shares (H1 2024: 10.4m) were purchased for a consideration of £64.9m (H1 2024: £65.8m) before transaction costs of £0.3m (H1 2024: £0.3m). A further £57.3m (H1 2024: £51.3m) was paid in dividends, giving a total of £122.2m (H1 2024: £117.1m) in cash returned to shareholders.

An interim dividend of 3.5 pence per share has been declared (H1 2024: 3.2 pence per share).

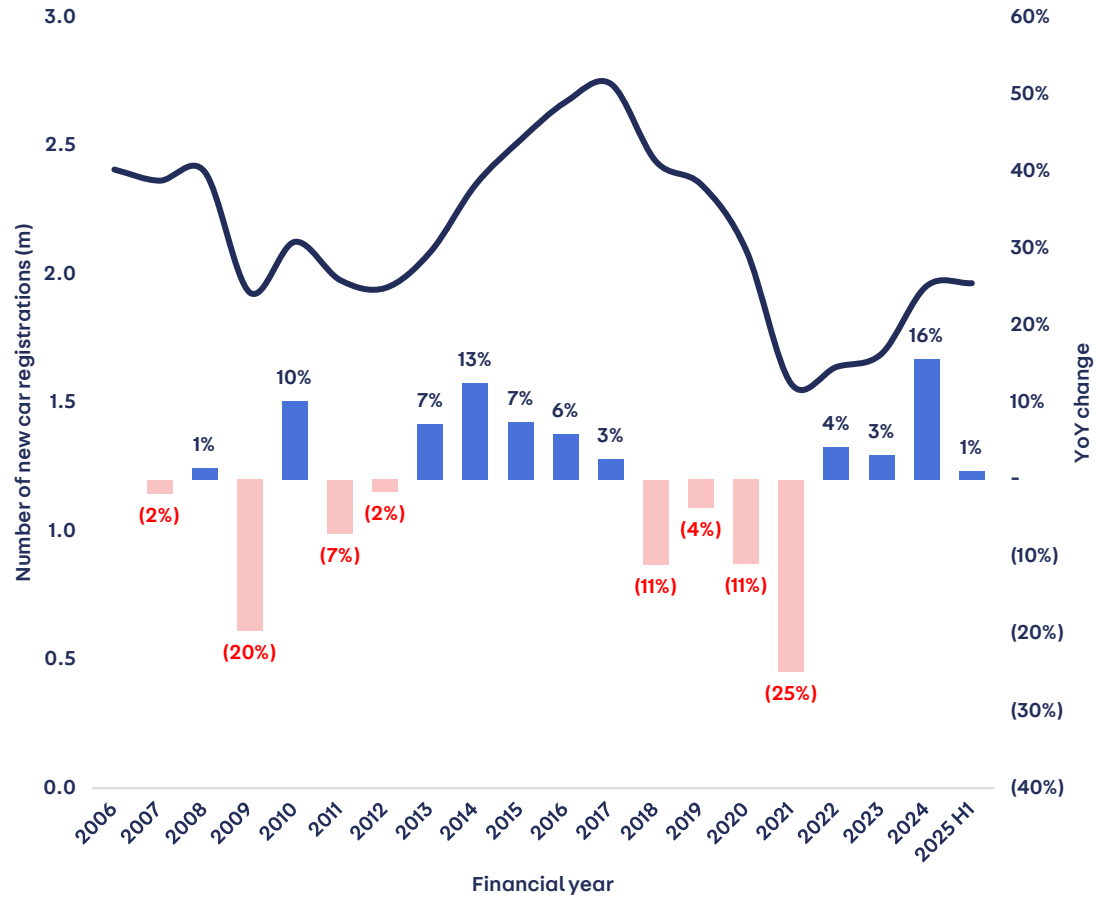
The Group's long-term capital allocation policy remains unchanged: continuing to invest in the business enabling it to grow while returning around one third of net income to shareholders in the form of dividends. Following these activities any surplus cash will be used to continue our share buyback programme.

UK car market



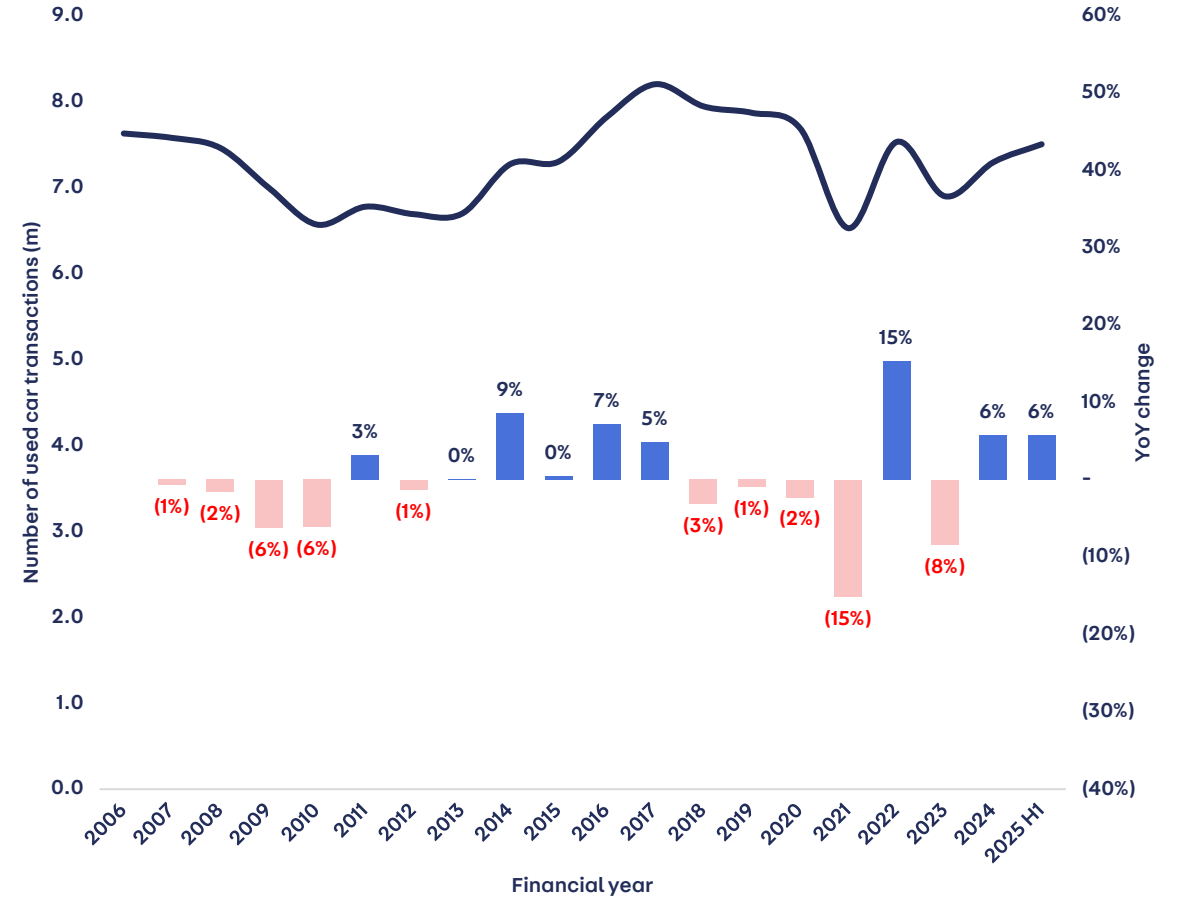
New car registrations were broadly flat in the period while used car transactions increased

New car registrations⁽¹⁾



(1) Society of Motor Manufacturers & Traders (SMMT) - 12 month rolling total

Used car transactions⁽²⁾



(2) DVLA transaction data - 12 month rolling total

We have seen a record number of visits to Auto Trader over the period

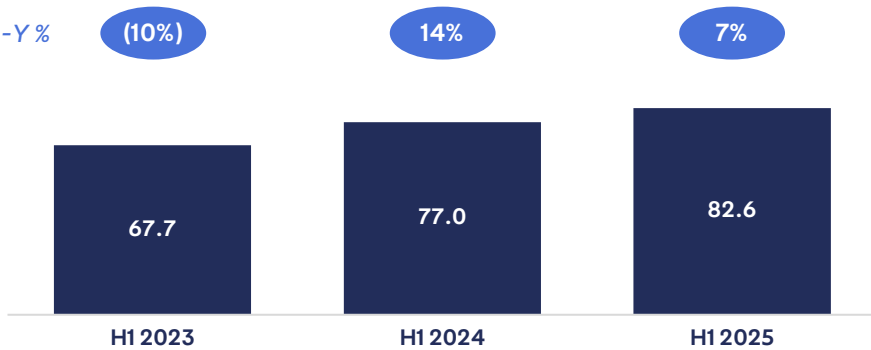
Auto Trader consumer engagement

Six months ended 30 September 2024 is shown as H1 2025

Cross platform visits¹

Average per month, millions

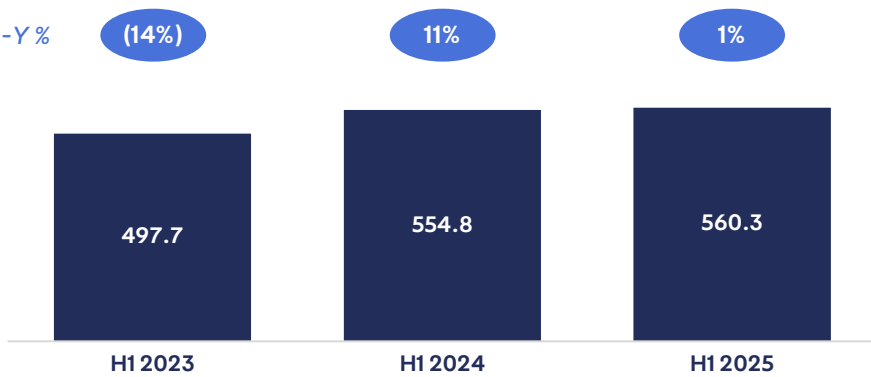
Y-on-Y %



Cross platform minutes¹

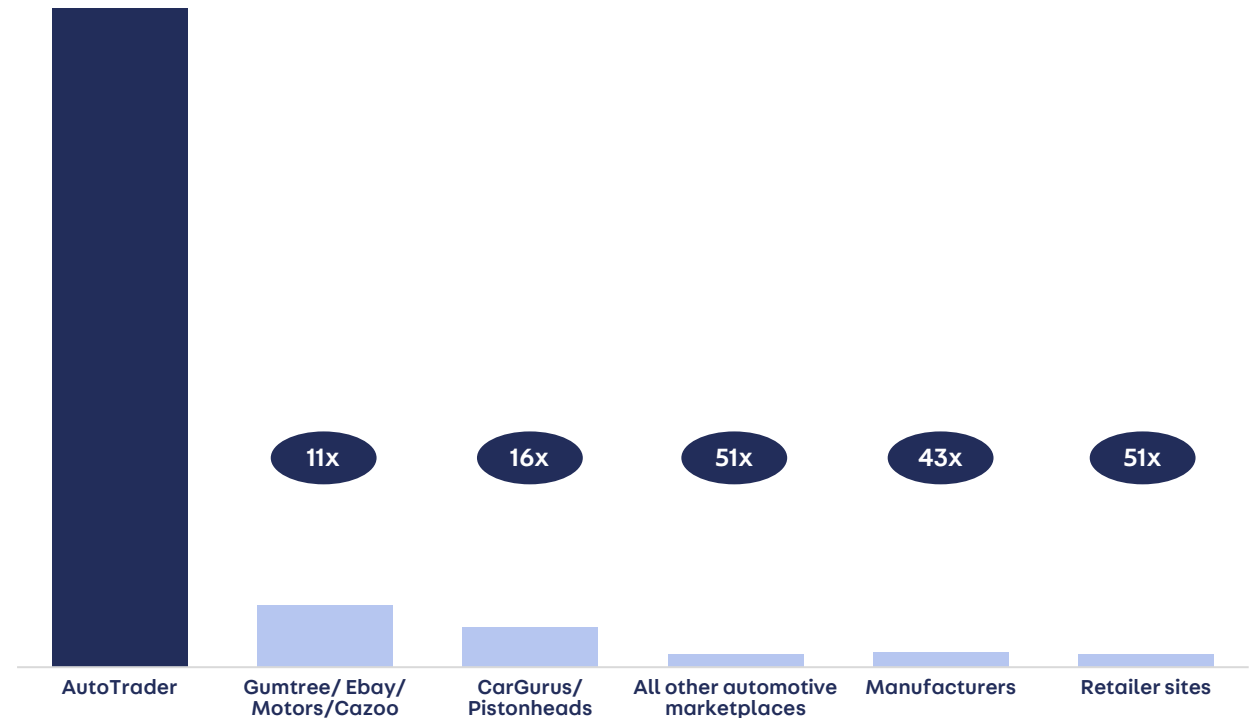
Average per month, millions

Y-on-Y %



Average minutes spent H1 2025²

Auto Trader and other automotive websites. Average per month



¹As measured internally through Snowplow

²Source: Comscore MMX® Multi-Platform, Total Digital Population, Total Audience, Average Minutes, April 2024 - September 2024, UK, 'Retailer sites', Custom-defined list that includes Arnold Clark, Evans Halshaw, Carshop, Lookers, Motorpoint, Availablecar.com, Stoneacre, Marshall, Cargiant, Big Motoring World, Sytner, Peter Vardy, JCT600, Carcraft, Bristol Street Motors, Cinch, Stratstone, Inchcape.

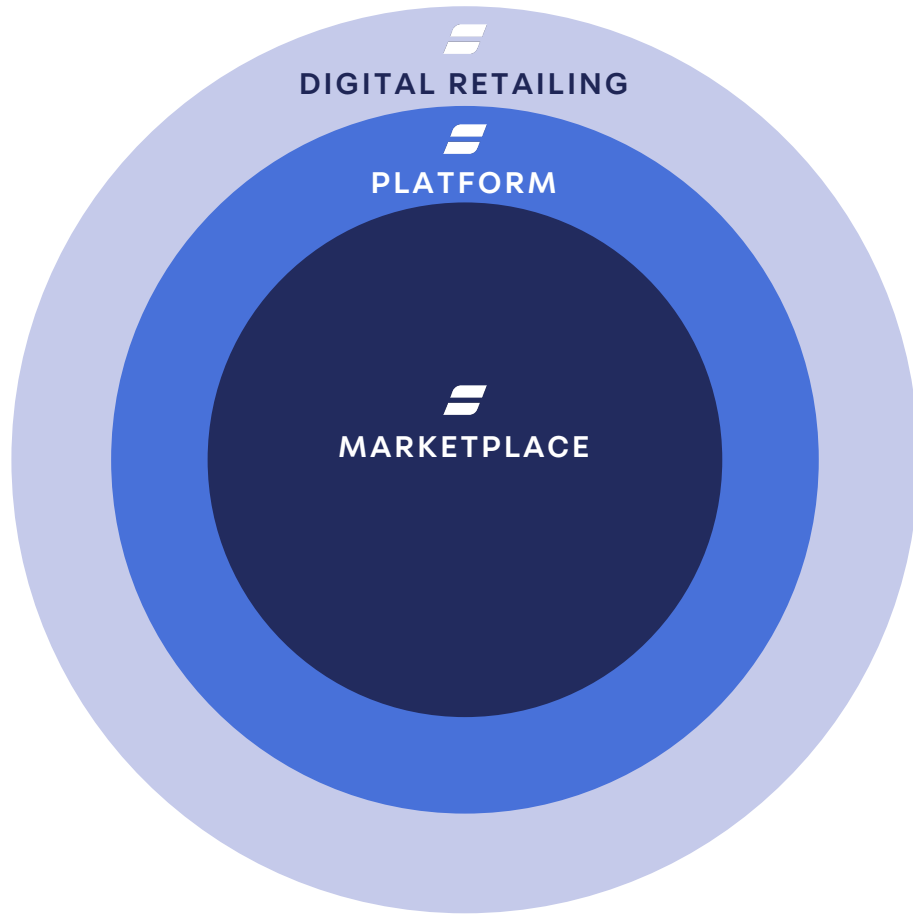
Comscore MMX® Multi-Platform, Total Digital Population, Total Audience, Average Minutes, April 2024 - September 2024, UK, 'All other automotive marketplaces', Custom-defined list includes Parkers, Whatcar, Carwow, Heycar, Honest John, Exchange & Mart, Auto Express.

Comscore MMX® Multi-Platform, Total Digital Population, Total Audience, Average Minutes, April 2024 - September 2024, UK, 'Manufacturers', Custom-defined list includes Ford, Vauxhall, Volkswagen, Toyota, Mercedes-Benz, Audi, Land Rover, Nissan, Renault, Peugeot, Honda, Volvo (.com), BMW, Hyundai, Dacia, Citroen, Skoda, Seat, Lexus, Jaguar, Suzuki, Mazda, Mini, Tesla, MG, Polestar, Kia, DS Automobiles, Porsche, Fiat.

Progress against strategic priorities



We continue to make good progress on our three strategic priorities



H1 2025 Achievements

➤ Marketplace:

- Record levels of car buyers and sellers on Auto Trader
- Executed a successful pricing and product event
- Extended our partnership with What Car? and launched a new car marketing campaign alongside our existing EV giveaway

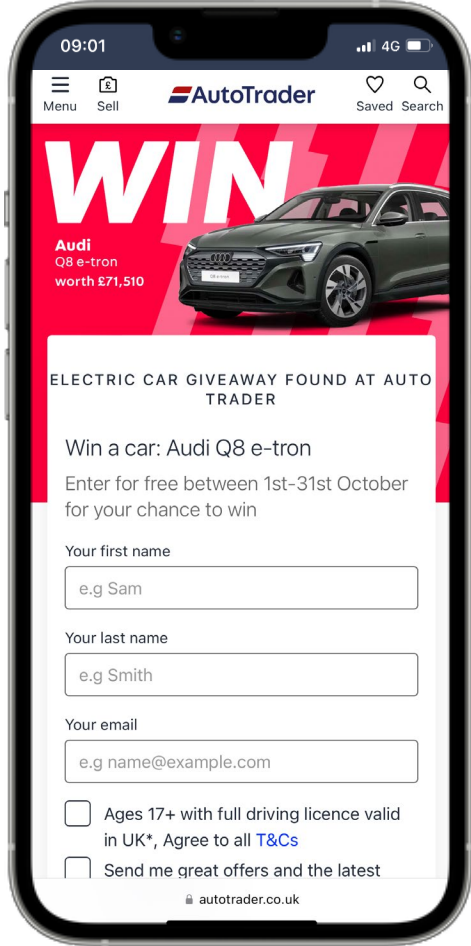
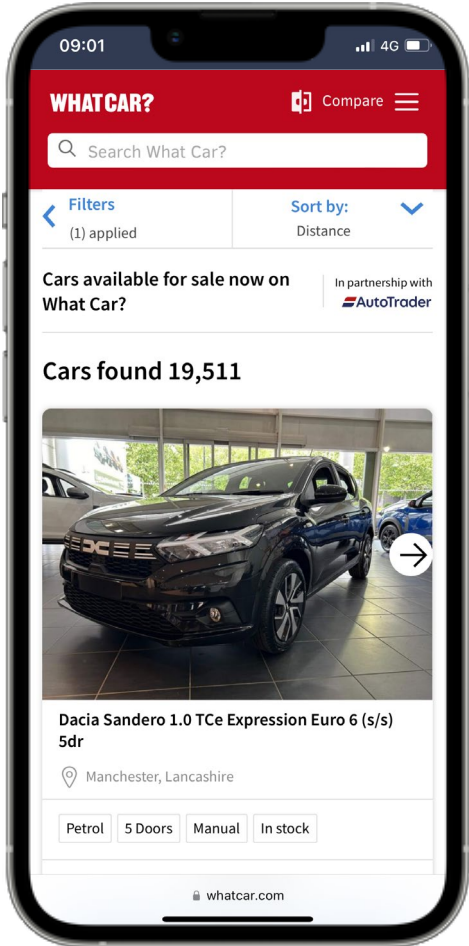
➤ Platform:

- Launched and monetised the third module of Auto Trader Connect which included Trended Valuations and enhanced Retail Check functionality
- Strong retailer engagement with an average of c.86m Auto Trader Connect API requests per month
- Launching Co-Driver, a suite of AI powered tools to benefit both retailers and consumers

➤ Digital retailing:

- Continued to scale Deal Builder, with c.1,500 retailers and c.56k stock on the product at the end of September
- In the last six months we saw 23,000 deals, which was over 10x the number we saw in the same period last year
- c.20% of Deal Builder customers paying for the product

We have invested in our new car experience through a multi-year partnership with What Car?, a significant consumer marketing campaign and our EV giveaway



Retailer engagement continues to strengthen across AT Connect, including our latest module, Trended Valuations and enhanced Retail Check

Mercedes-Benz A-Class A200d AMG Line 5dr Auto Diesel Hatchback £20,116
 MM21HHL • 2021 (21) • 21,167 miles • Diesel • Automatic • Black • Car • ULEZ
 £116 above Retail Valuation
 9,747 miles below average

Excellent Performance rating
 Performance breakdown: Search appearances (Excellent), Advert views (Excellent), Leads & connections (Excellent)

AutoTrader Valuation
 Retail: £20,000 (Since added to stock: -£60 (0%))

Valuation & pricing over time
 A measure of the valuation, the forecast ahead and your pricing over time.
 1 month | 3 months | 6 months
 Chart showing historic valuation, forecast valuation, retail price, and estimate range from 01 Aug to Jan '25.

Forecast
 Average days to sell: 36 days
 Forecast valuation: £19,951
 Forecast change: -£49 (0%)
 Forecast price position: 100.83% (Good price)

Pricing
 Retail price: £20,116 (Good price)
 Price position: 100.58%
 Price adjusted days to sell: 32 days
 Days in stock: 51
 Days since last price change: 5
 Last price change: -£39
 Total price change: -£554
 Number of price changes: 14

Auto Trader insight [Explore valuation](#)

Retail Valuation
 £20,000 ✓ Spec: £11 below average

AutoTrader Retail Rating [More on our rating](#)
 72 out of 100
 Typical Mercedes-Benz range

Average days to sell: 28 days
 Live market condition: Lower supply than normal
 View details

[Show national market summary](#)




Trended valuations

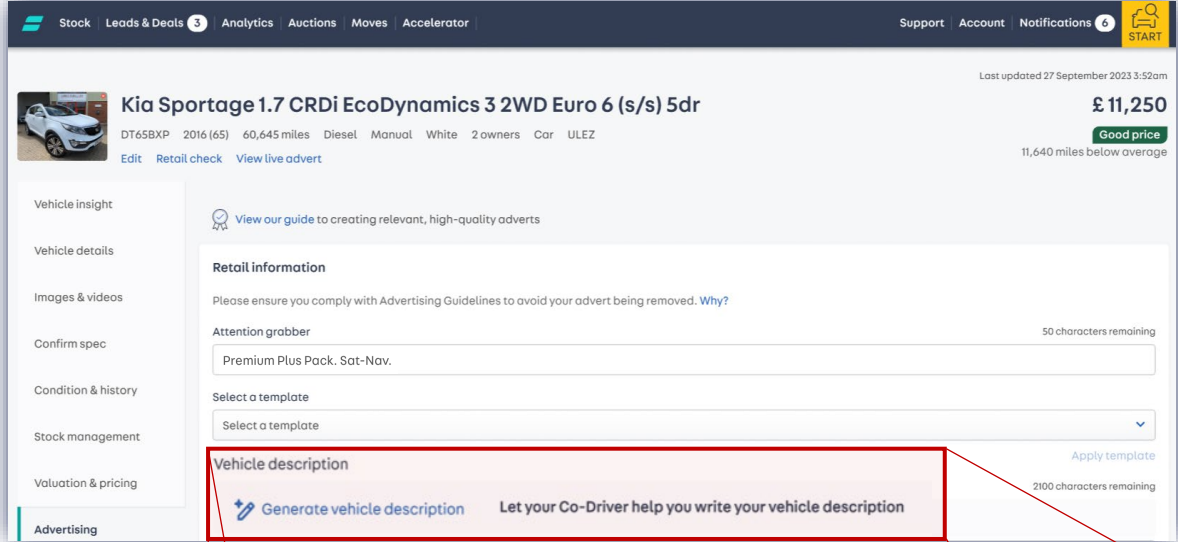
- Taxonomy
- Advert performance
- Historic valuations and future valuation estimates
- Pricing behaviour

Enhanced Retail Check

- Supply & demand
- Live market condition
- Retail rating & manufacturer brand range
- Price adjusted days to sell

We are in the process of launching Co-Driver, a new suite of AI powered tools that will significantly improve the consumer and retailer experience

<p>Smart image management</p> 	<p>AI generated descriptions</p> 	<p>Key selling points</p> 
<p>Vehicle images automatically ordered and categorised based on millions of consumer insights.</p> <p>Identifies missing imagery to improve listings.</p>	<p>Engaging and complete vehicle descriptions created with one click.</p> <p>Accurately showcasing the vehicle with compelling descriptions of key features.</p>	<p>Highlights unique vehicle characteristics based on Auto Trader's industry leading data.</p>



Kia Sportage 1.7 CRDi EcoDynamics 3 2WD Euro 6 (s/s) 5dr
 DT65BXP 2016 (65) 60,645 miles Diesel Manual White 2 owners Car ULEZ
 £11,250
 Good price
 11,640 miles below average

Retail information
 Please ensure you comply with Advertising Guidelines to avoid your advert being removed. Why?
 Attention grabber: Premium Plus Pack. Sat-Nav. (50 characters remaining)
 Select a template: Select a template (dropdown menu)
 Vehicle description: **Generate vehicle description** Let your Co-Driver help you write your vehicle description (2100 characters remaining)

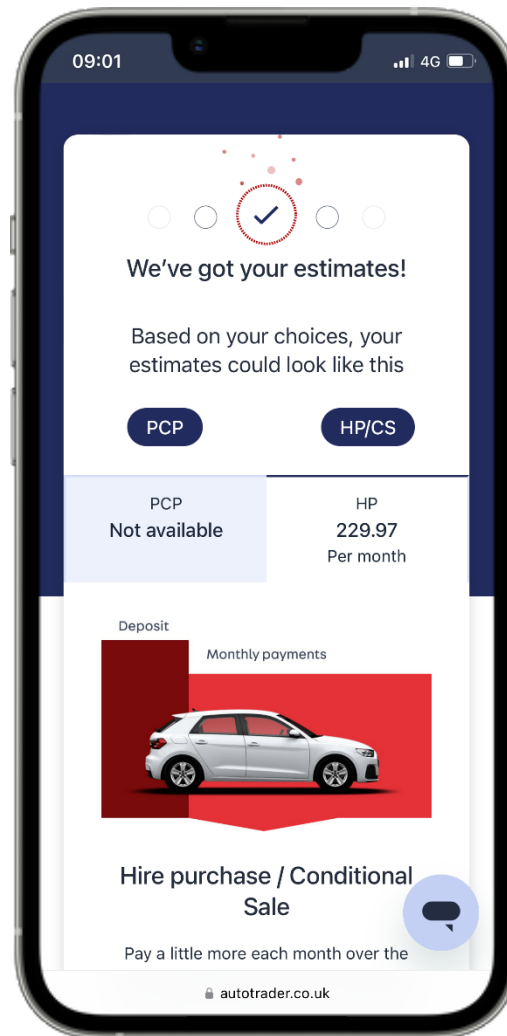
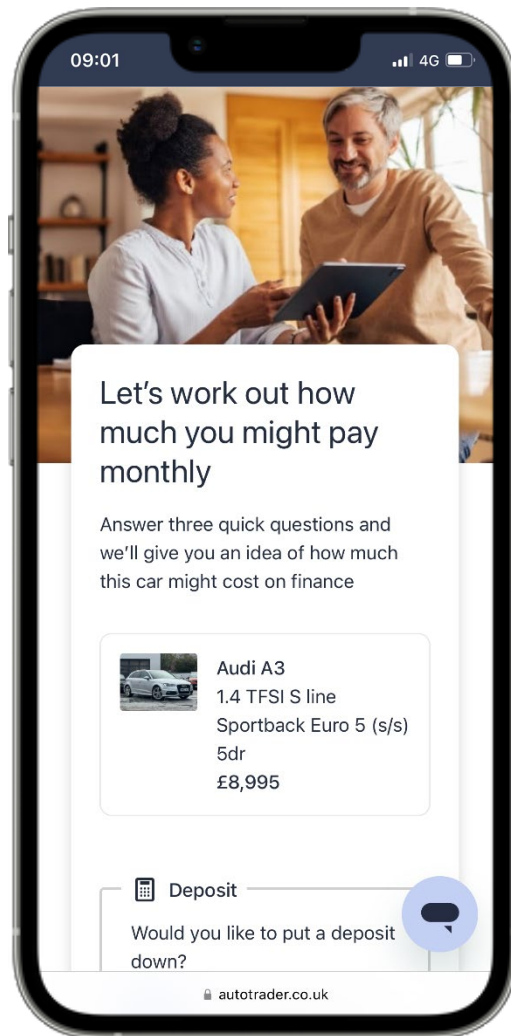
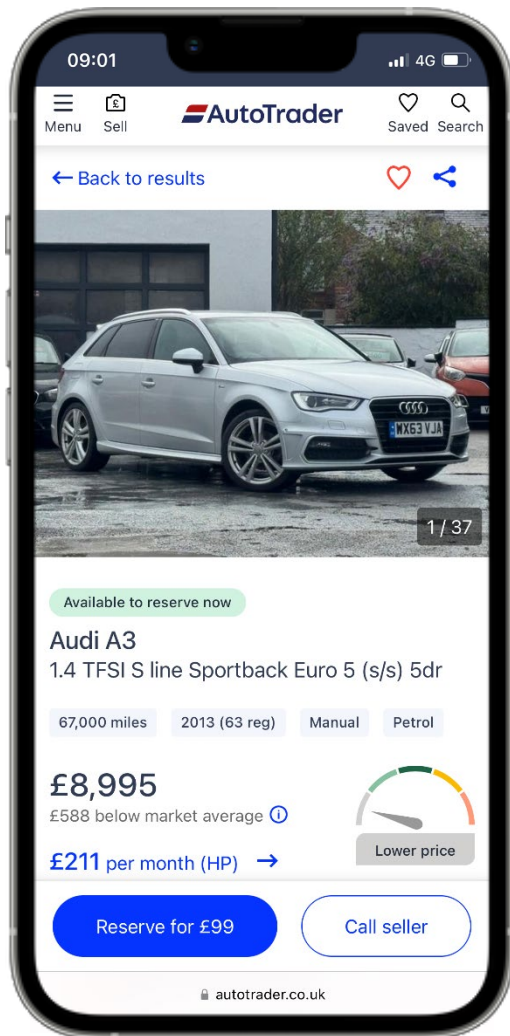
This Kia Sportage 1.7 Diesel, finished in stunning pearlescent white, is a well-maintained SUV with a full service history and only one previous owner. With 12 months MOT, it's ready for its next driver.

The Sportage delivers an impressive 49 MPG, outperforming many other vehicles in its class, making it a fuel-efficient choice. Additionally, with an insurance group rating of 23, it's more affordable to insure than similar models.

It features a Premium Plus pack for added comfort, a panoramic sunroof that brightens the cabin, stylish 19-inch diamond-cut alloy wheels, and Kia's comfort suspension for a smooth ride. Its low emissions of just 120g/km make it an environmentally conscious option.

In high demand among buyers, this Kia Sportage offers the perfect blend of efficiency, luxury and practicality.

We continue to scale Deal Builder, making good progress across the number of retailers, stock and deals



c.1,500 retailers on the Deal Builder trial at the end of September 2024

c.23,000 deals submitted in the period

c.56k stock on Deal Builder trial at the end of September 2024

Continued to monetise small cohorts of customers, with c.20% now paying

2025 outlook



2025 Outlook

The new financial year started well with strong growth in retailer forecourts, a good pricing and product event, and growing sales volumes for our customers.

Retailer forecourts are likely to remain strong and be broadly consistent with that reported in the first half. As this increase came from smaller lower yielding retailers, the growth in both the price and product levers was diluted, which we also expect to continue. Compared to our original outlook, the impact on revenue from having more retailers but with lower price and product contribution should broadly cancel each other out.

From a stock perspective, we have seen a 5% increase in unique cars sold through Auto Trader, however due to the acceleration in speed of sale, this has not translated into a meaningful increase in either live stock or the ARPR stock lever. With no current sign of this trend changing and lapping a tougher comparative period last year, we now expect the stock lever to be slightly negative for the full year.

Previous guidance on other revenue lines, Autorama losses, Auto Trader and Group operating profit margins and capital allocation policy remains broadly unchanged.



Q&A

 AutoTrader

Appendix



Cash flow statement

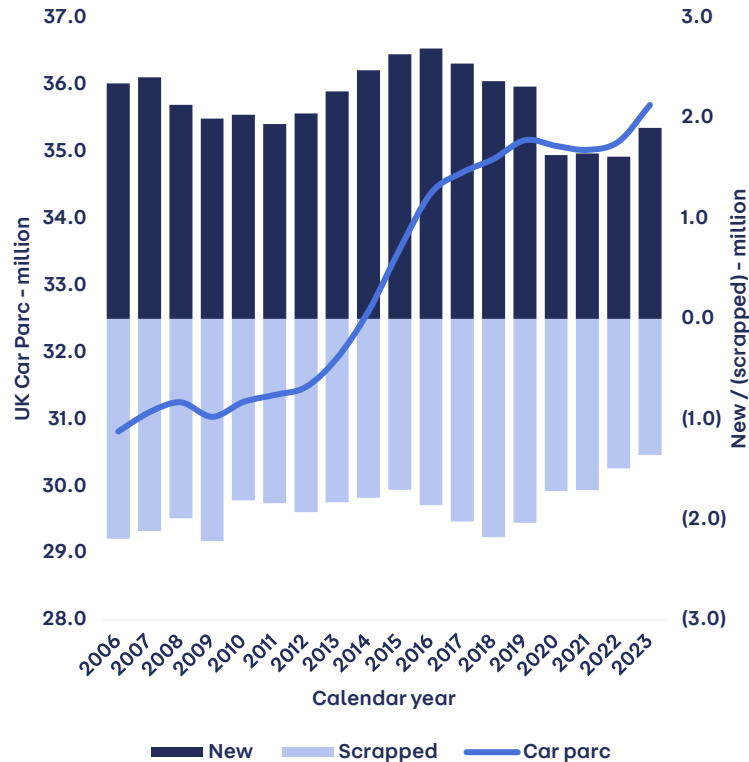
£M (UNLESS OTHERWISE SPECIFIED)	H1 2025	H1 2024
Profit before tax	187.5	162.8
Depreciation & amortisation	10.3	7.7
Share-based payments (excl. associated NI) & deferred consideration	5.5	14.0
Share of profit from joint ventures	(1.8)	(1.3)
Finance costs - net	0.9	1.8
Other non-cash items	-	0.2
Changes in working capital	(0.8)	(1.0)
Cash generated from operations	201.6	184.2
Tax paid	(50.2)	(45.1)
Capital expenditure	(1.0)	(3.0)
Payment of lease liabilities	(1.1)	(1.4)
Drawdown/(repayment) of revolving credit facility	(30.0)	(8.0)
Payment of interest on borrowings	(0.8)	(1.2)
Interest received on cash and cash equivalents	0.3	-
Contributions to defined benefit pension scheme	(0.1)	-
Payment of refinancing fees	-	(0.2)
Dividends paid	(57.3)	(51.3)
Purchase of own shares	(64.9)	(65.8)
Payment of fees on repurchase of own shares	(0.3)	(0.3)
Proceeds from exercise of share-based incentives	0.2	0.2
Net increase/(decrease) in cash	(3.6)	8.1

Five year record

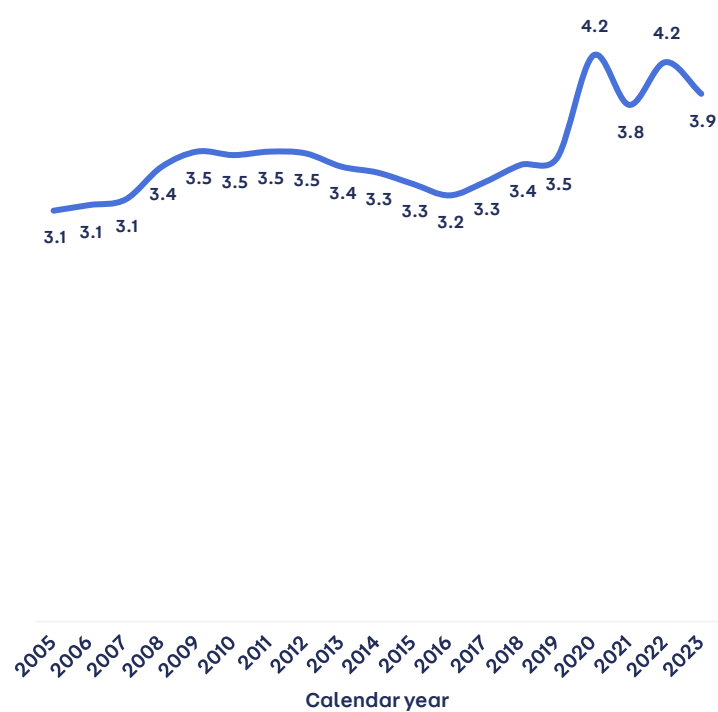
£M UNLESS OTHERWISE STATED	2024	2023	2022	2021	2020
Auto Trader	529.7	473.0	432.7	262.8	368.9
Autorama	41.2	27.2	-	-	-
Revenue	570.9	500.2	432.7	262.8	368.9
Operating costs	(203.9)	(181.0)	(132.0)	(104.0)	(113.2)
Group central costs ¹	(21.1)	(44.1)	-	-	-
Share of profit from joint ventures	2.8	2.5	2.9	2.4	3.2
Operating profit	348.7	277.6	303.6	161.2	258.9
Net finance costs	(3.5)	(3.1)	(2.6)	(3.8)	(7.4)
Profit on disposal of subsidiary	-	19.1	-	-	-
Profit before taxation	345.2	293.6	301.0	157.4	251.5
Taxation	(88.3)	(59.7)	(56.3)	(29.6)	(46.4)
Profit after taxation	256.9	233.9	244.7	127.8	205.1
Net assets/ (liabilities)	552.3	527.3	472.5	458.7	141.6
Net bank debt/(cash)²	11.3	43.4	(51.3)	(15.7)	275.4
Cash generated from operations	379.0	327.4	328.1	152.9	265.5
Basic EPS (pence)	28.2	25.0	25.6	13.2	22.2
Diluted EPS (pence)	28.1	24.8	25.6	13.2	22.1
Dividend per share (pence)	9.6	8.4	8.2	5.0	2.4

The UK car parc increased through calendar year 2023. The average time people hold their car decreased to 3.9 years

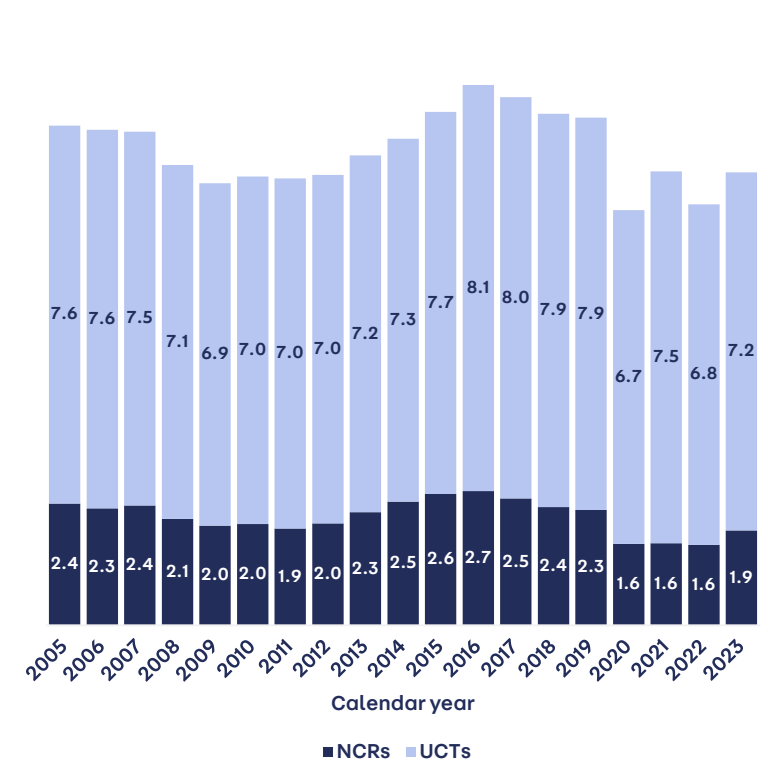
UK car parc



Frequency of transactions (years)



Total number of transactions (millions)



Total number of cars

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Frequency cars are changed

=

Number of transactions

We issue regular market insight reports which are growing in authority and profile - these are shared widely across industry and government

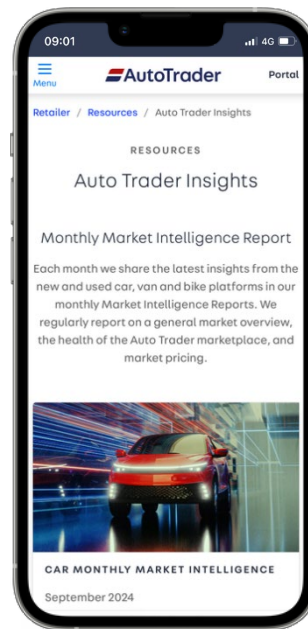


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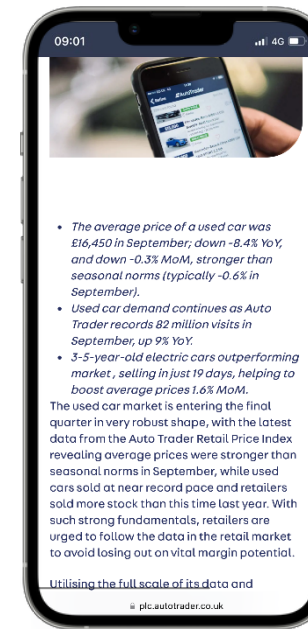
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