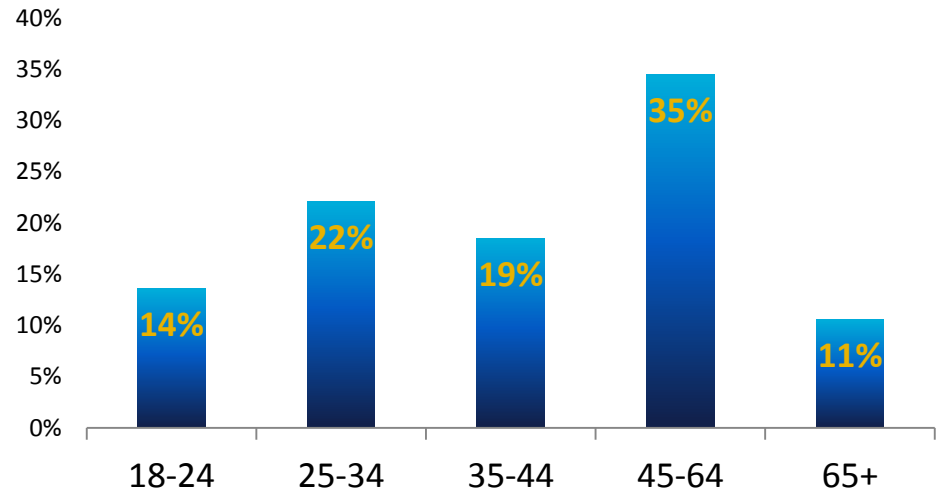
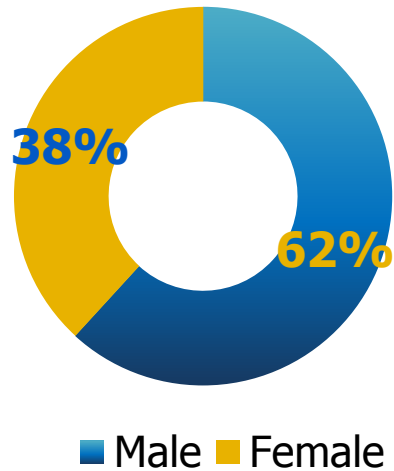
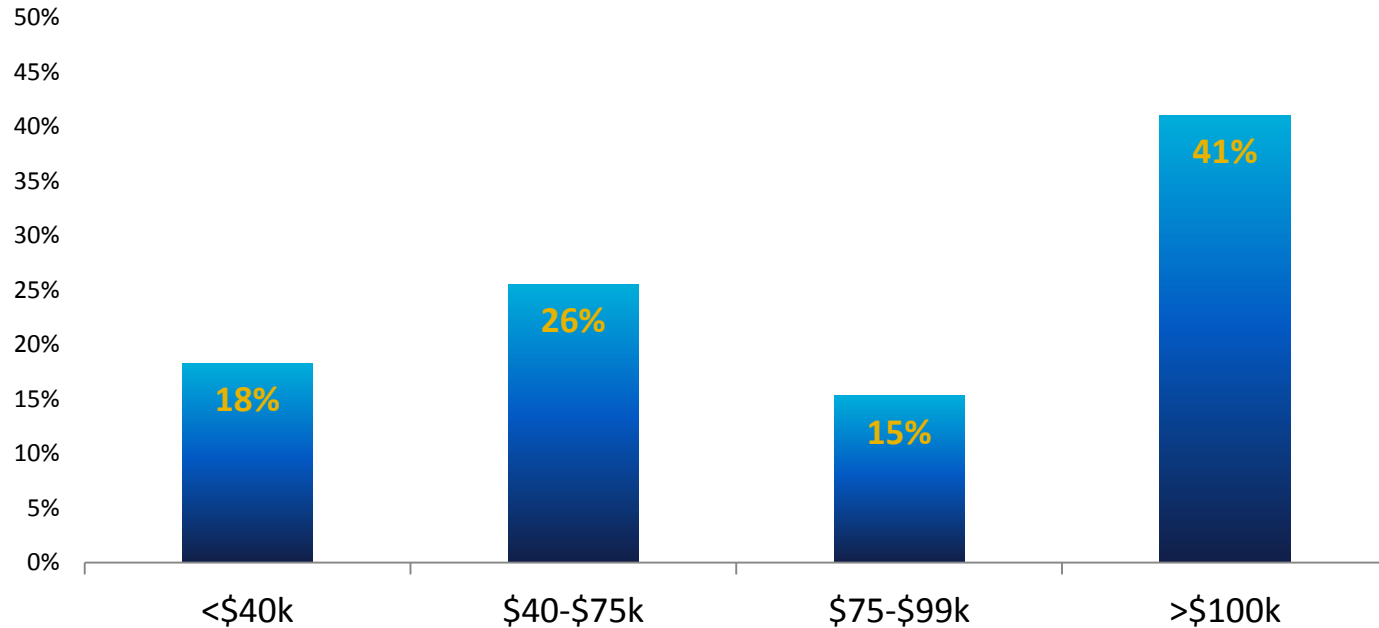


Our Users – Gender & Age



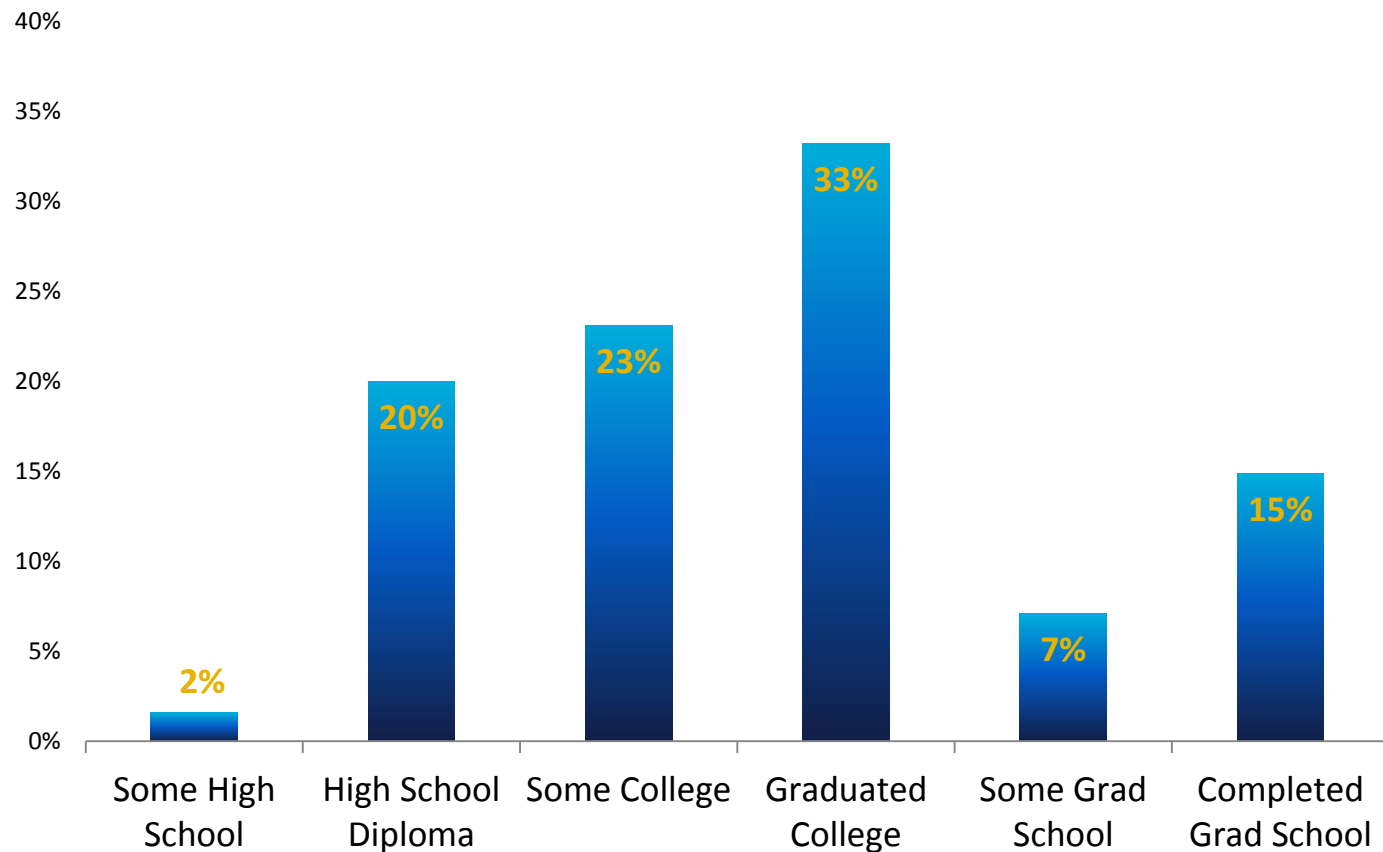
Our Users – Household Income

While appealing to all groups, our site's visitors are generally more affluent than the U.S. population



2016 comScore Media Metrix KBB.com Multi-Platform (% Composition Unique Visitors June 2016)

Our Users – Education Level



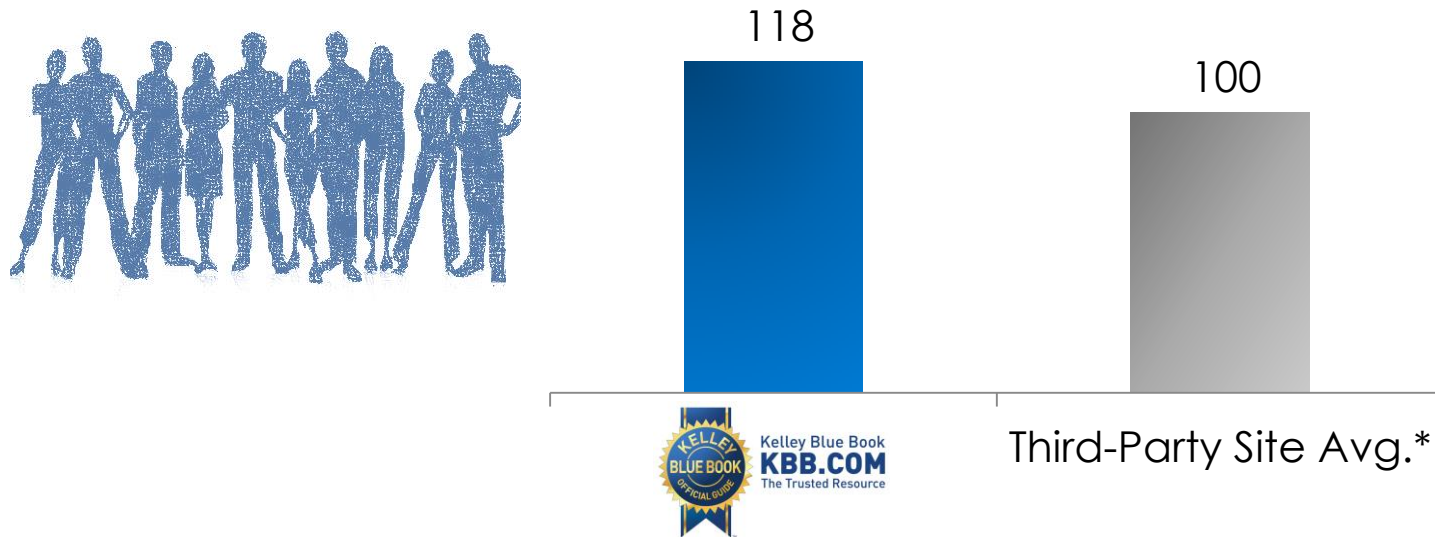
2016 comScore Plan Metrix (PC & Mobile) Report for Kelley Blue Book Multi-Platform (% Composition Unique Visitors Jun 2016)



New Car millennials make their way to KBB.com

Site indexes above the 3rd-party site average* for users under age 35

Site Visitation Index – Shoppers Age 35 or Younger



Source: J.D. Power 2015 New Autosshopper Study(NAS)

*3rd-party site average includes: Autotrader.com, CarGurus.com, Cars.com, Consumer Reports, eBay Motors, Edmunds.com, NADAguides.com, TrueCar, U.S. News Autos and Yahoo! Autos

Base: AIUs visiting each website

AIU = Automotive Internet User – a new vehicle buyer that used digital information in their new-vehicle shopping process

New Car millennials make their way to Autotrader and KBB.com



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Base: AIUs visiting each website

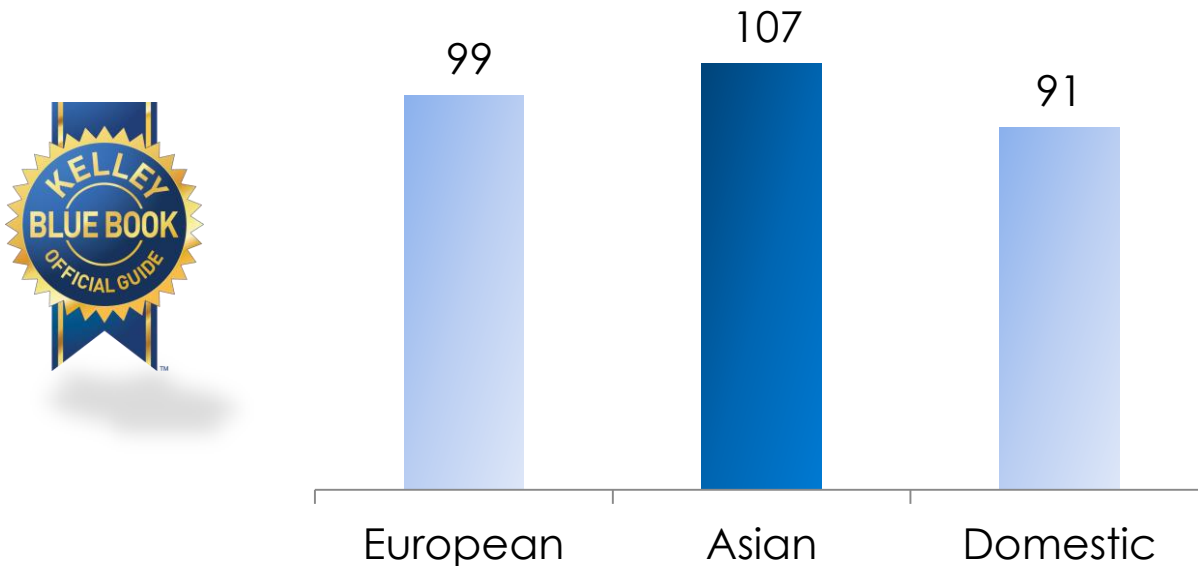
AIU = Automotive Internet User – a new vehicle buyer that used digital information in their new-vehicle shopping process

Asian brands appeal to KBB.com New Car shoppers

They are more likely to buy Asian brands than European or domestic



Brand Purchased Index – KBB.com



Source: J.D. Power 2015 New Autoshipper Study(NAS)