



iPriceCars.com

Overview

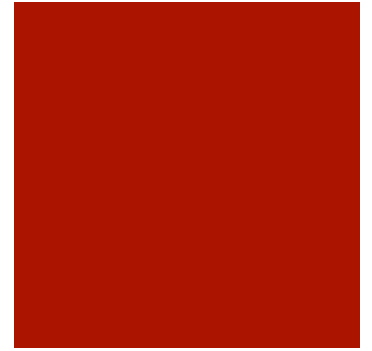
Market Background



- Automotive is the 3rd most searched category
- Annual car sales in reaching 16 million/year
- 50% of the market is used cars ie. Approx. 8 million/ year
- Most of the car owners today trade in and lose on an average \$1,500/vehicle
- Anecdotal research shows car owners willing to pay upto \$100 if they can sell their car easily

Market Opportunity

- 250 million cars owned by US car owners
- 15 million new and used cars sold in 2013
- 7-8 million used cars traded in each year
- Average listing cost achievable: \$100/car
- Average brokerage fee is between \$200 - \$1000/
car sold

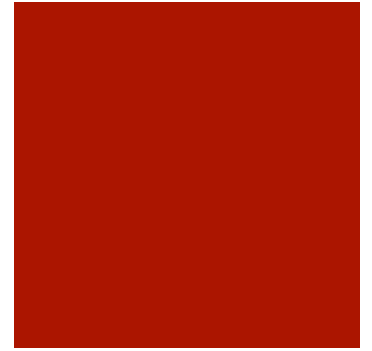


Unlocking the Used Car Market



- All cars are potentially going to be sold
- iPriceCars makes it easy for car owners to connect to markets
- Data driven pricing eliminates the fear factor and gives confidence
- Easy, one click listing
- iPriceCars – One site for search, One Site to Sell

iPriceCars

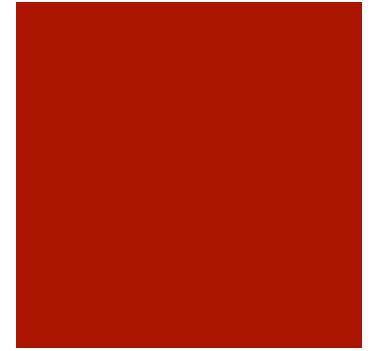


Price, Sell, Buy Cars

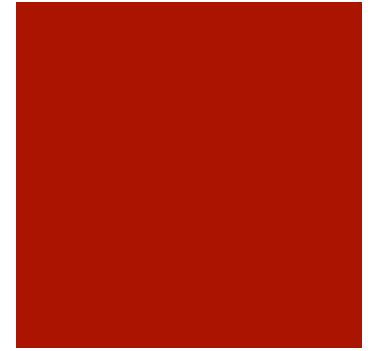
- Gives car owners instant pricing for their cars
- Analytics Engine for pricing
- Sell cars using a Multiple Listing Service
- Manage listings, get price change alerts and inquiries
- Buy side pricing tool

What is iPriceCars?

- Search Engine for cars – 4 million cars listed
- Pricing Analytics for car pricing
- “Car Park”, an asset portfolio for car owners
- Multiple Listing Service for FSBO (For Sale by Owner)
- “Make an Offer” for unlisted cars

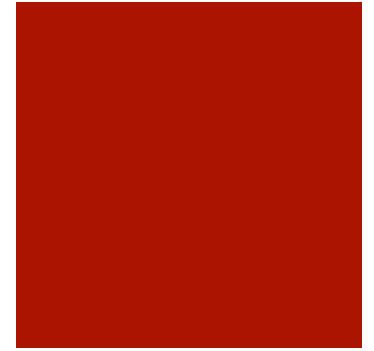


Search Engine for Cars



- Aggregate inventory from several sites/ provider
- Create one searchable inventory database
- When user selects a car, we send them back to contributor site
- Revenue model: Lead generation fee
- Partnerships with Cars.com, Detroit Trading Co., Autobytel, AutoUSA etc.
- 4 million cars in database

Pricing Analytics



- Price & Inventory analytics to help consumers make informed decisions
- “Big Data” engine holds historical data for each car ever received in inventory
- Track price trends, inventory trends, local competitive landscape etc.
- Powerful tools for average consumers
- Real time “Market Pricing”

“Car Park”



- Car Asset Portfolio for car owners
- Know your car's instant “Market Price”
- Follow your car pricing by receiving regular updates
- Price & Sell your car on multiple website with minimum effort
- Always be in control of the sales process
- Get offers from highly interested buyers through “Make an Offer” functionality

Multiple Listing Service - FSBO



- Price your car for sale using our data engine
- Analyze competitive landscape before listing
- List on several sites using the iPriceCars “One Pass” system
- Get price updates and manage listing
- Receive all leads in one dashboard and respond to buyers
- Close out listing on sale

“Make an Offer”



- Makes available all registered cars in search listings but without owner's contact information
- If a buyer is interested, they can “Make an Offer”
- Car owner get's an inquiry along with the analysis of the offer
- If car owner is interested, they can respond
- Validation services for both buyers and sellers, authenticating cars and certifying buyers.

iPriceCars Benefits



- Buyers:

- Single site for searching inventory from several sources
- Analytics helps make smarter buying decisions
- Contact car owners for cars not listed on any website and “Make an Offer”

- Sellers:

- Know the “Market Price” for their cars in real time
- List on multiple sites and save time and money
- Evaluate offers based on market intelligence and make smarter sell decisions