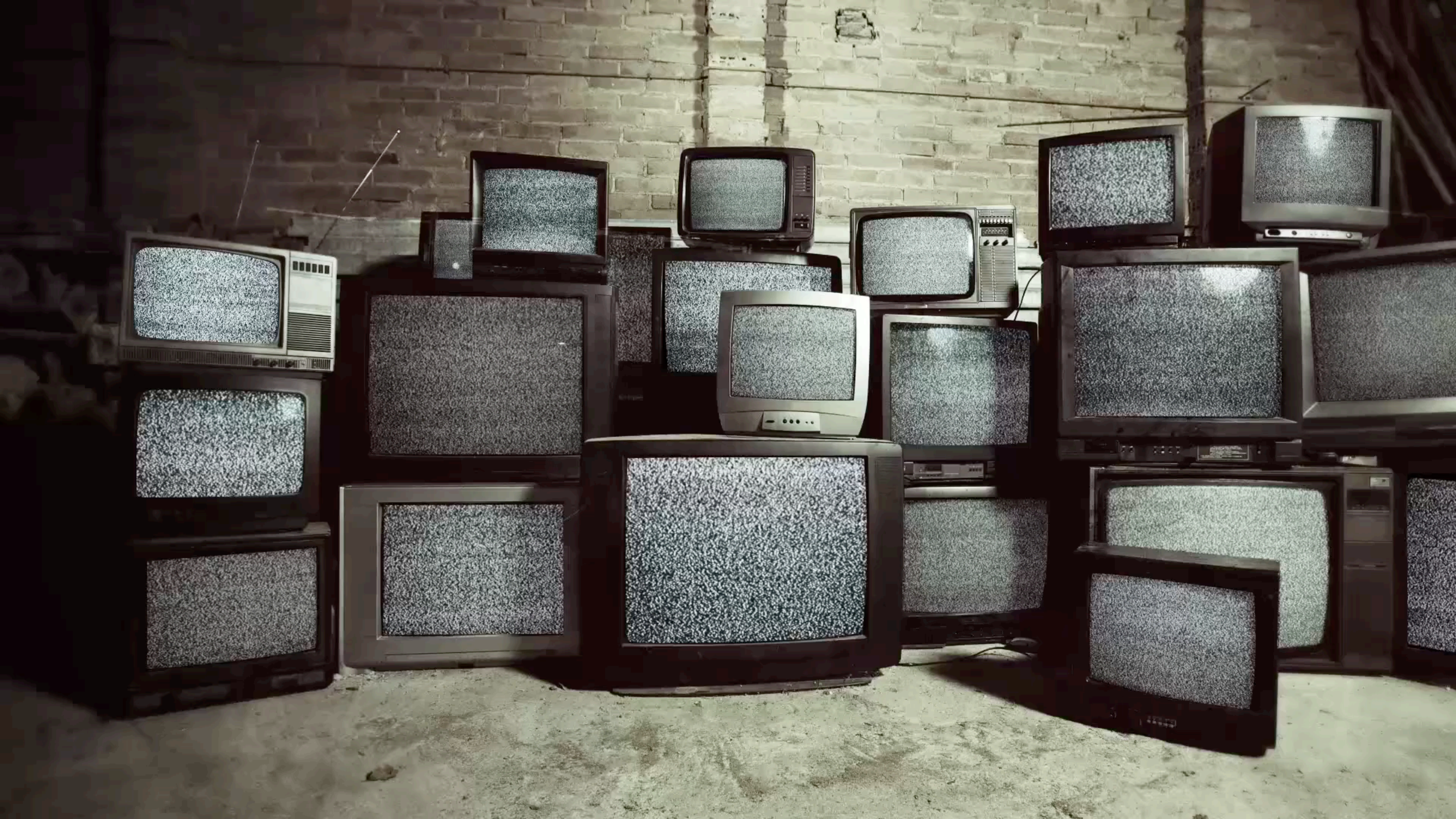


CarThrottle

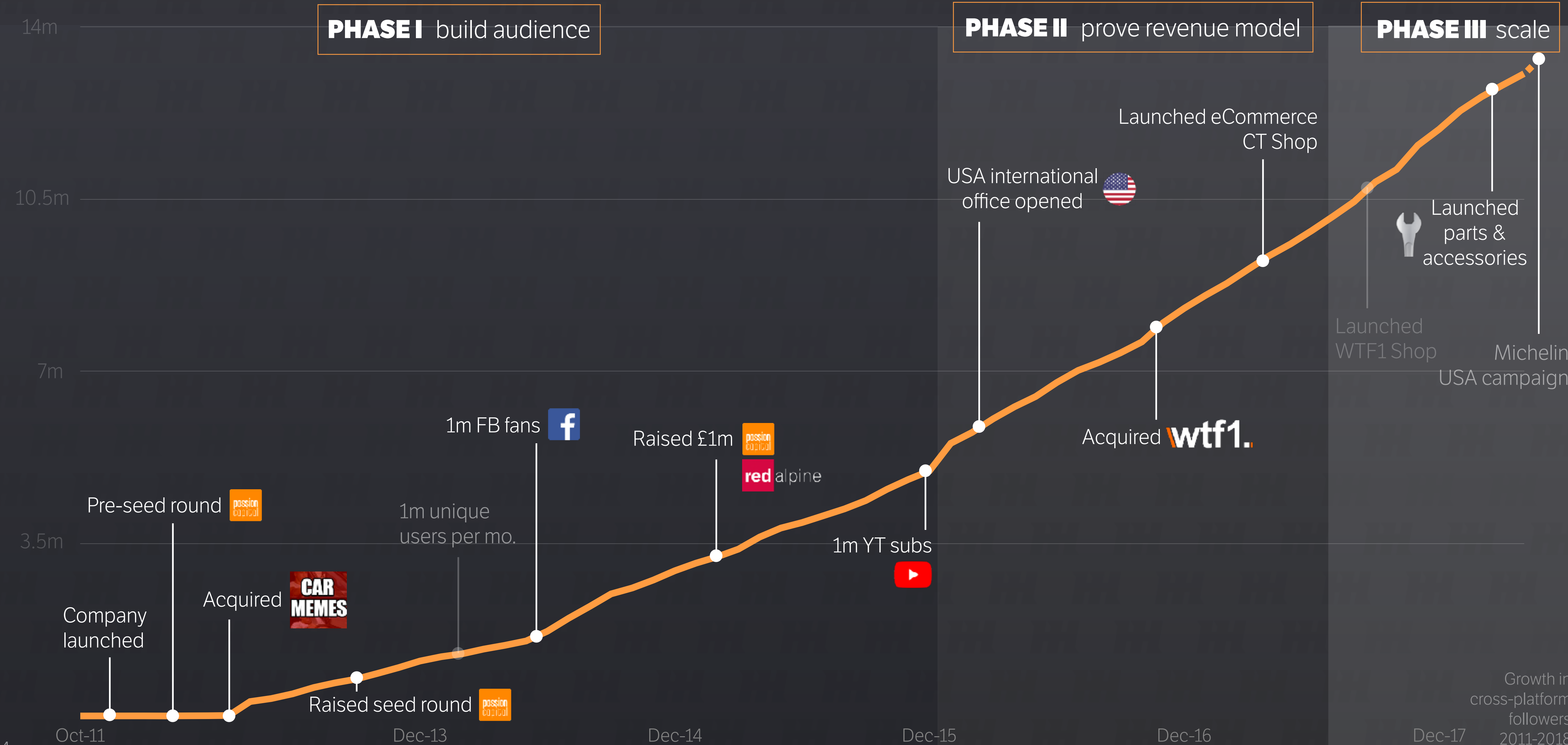


1

Business Overview



Our journey to date



The fast facts

- 1 We own the largest **social communities** of car and motorsport enthusiasts built around content
- 2 We have the industry's largest **distribution** network in the world to reach these enthusiasts
- 3 We monetise these enthusiasts at the top of the purchase funnel (*awareness*) through **branded content**
- 4 And we monetise these enthusiasts at the bottom of the purchase funnel (*intent*) through **eCommerce**

14m
cross-platform followers

c. 200m
monthly video views

47
branded projects in 2017

45k
total orders LTM

An overview of our brands

CarThrottle



- HT** Largest social autos brand by followers and video views
- HT** Content: car culture, consumer advice and entertainment
- HT** > 65 hours of original content
> 33,000 owned user videos

Aftermarket

- HT** Soft launch Q2 2018
- HT** Expansion of parts & accessories for eCommerce
- HT** Reaches in-market buyers via educational content



We are present in each area of the automotive intent funnel; from lifestyle and entertainment, through to in-market intent

wtf1.



- W** Fastest-growing motorsport media brand by social views
- W** Content: Formula 1, other race coverage and entertainment
- W** > 16 hours of original content.



Entertainment brand founded in 2010. Largest car humour page by engagement

Daily image & video content served at younger audience

Distribution on Facebook

Together, we are

8.6m

Facebook
fans

2.5m

YouTube
subscribers

1.6m

Instagram
followers

2.0m

Website
monthly unique users

135k

Twitter
followers










14m









cross-platform followers

c.200m

monthly video views

Industry-leading audience engagement

Rank	Brand	Followers	Engagements per 1000 followers
1	CarThrottle	5,600,000	134
2		2,252,420	109
3		3,900,800	104
4	PETROLICIOUS	881,359	70
5		1,501,302	47
6		73,805	30
7		1,493,581	22
8		29,732	18
9		106,268	16
10		3,123,019	10
11		14,624,662	7

Rank	Brand	Followers	Engagements per 1000 followers
1		362,768	222
2		5,787,708	101
3		363,244	43
4		11,579,330	21
5		4,321,127	18
6		844,066	18
7		10,958,487	16
8		8,838,552	15

Engagement includes likes, comments and shares

Our brands have the highest engagement rates on Facebook in the automotive and motorsport industries

2



@Supercar_Driver

Our Audience

Millennial enthusiasts

Ownership

97% own a car
>50% own 2 or more cars

Research

44% make purchase decisions
based on YouTube videos

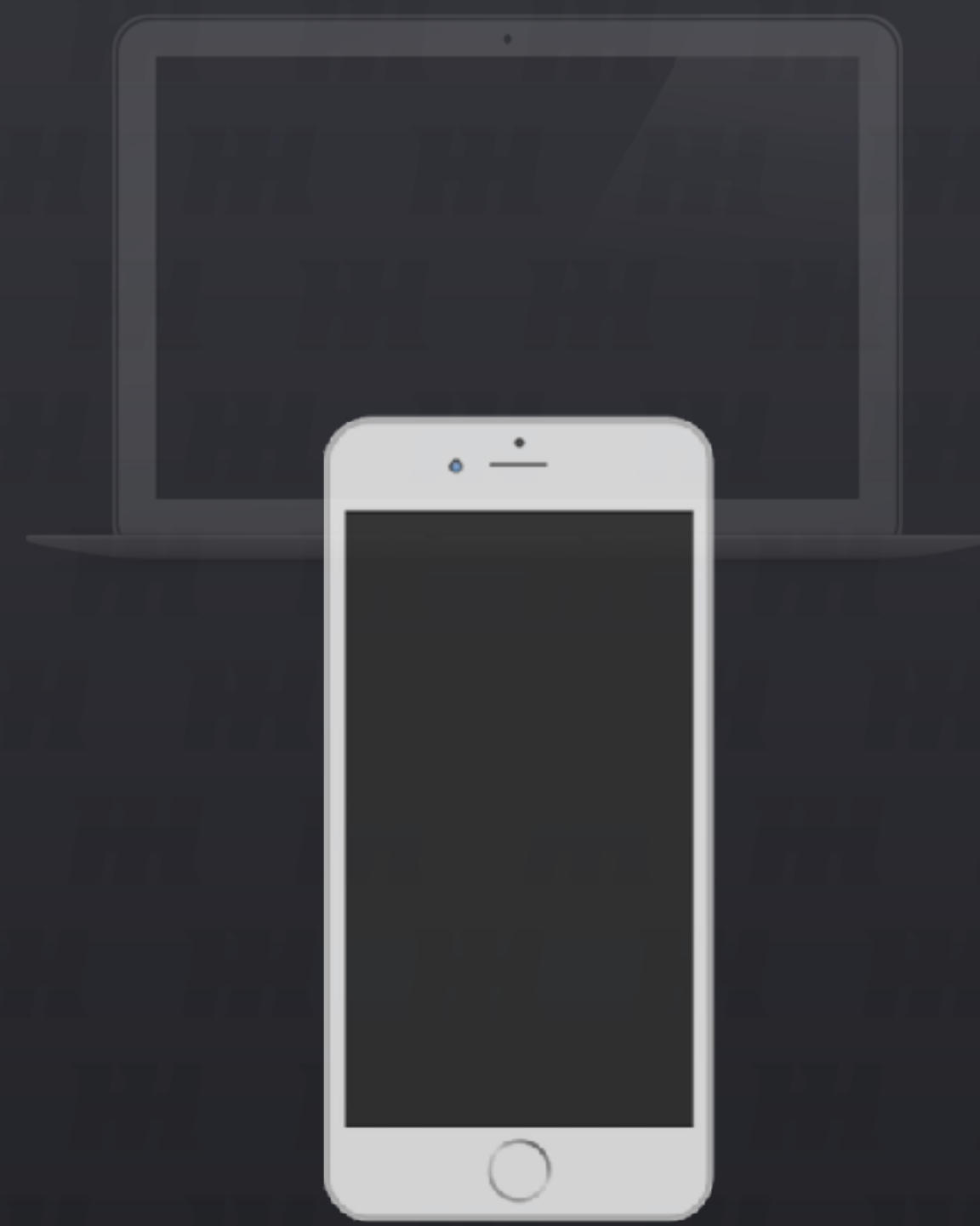


Modification

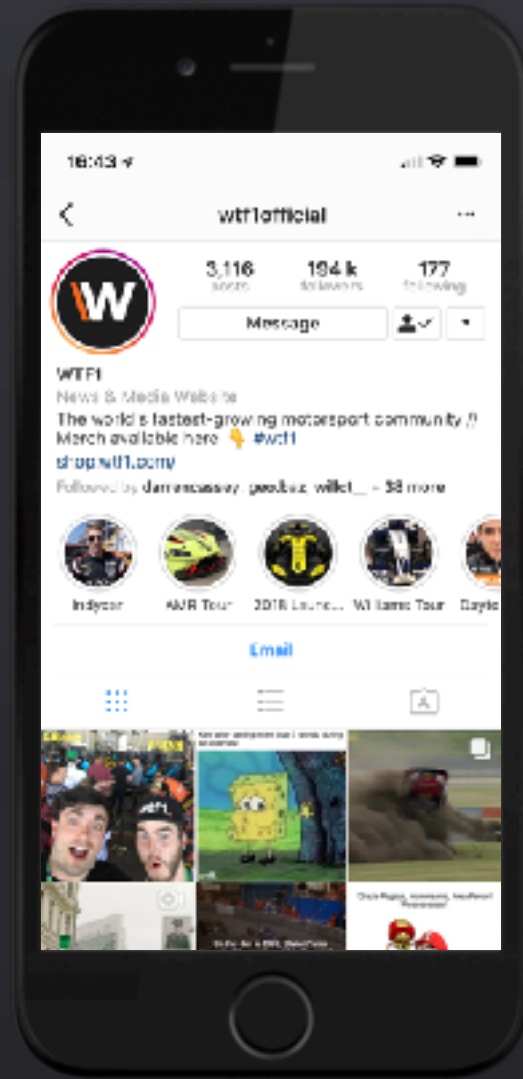
88% modify their cars and 78% purchased aftermarket
parts in the past 6 months

Mobile-first

Reach audience where they spend
the most time: 88% are mobile



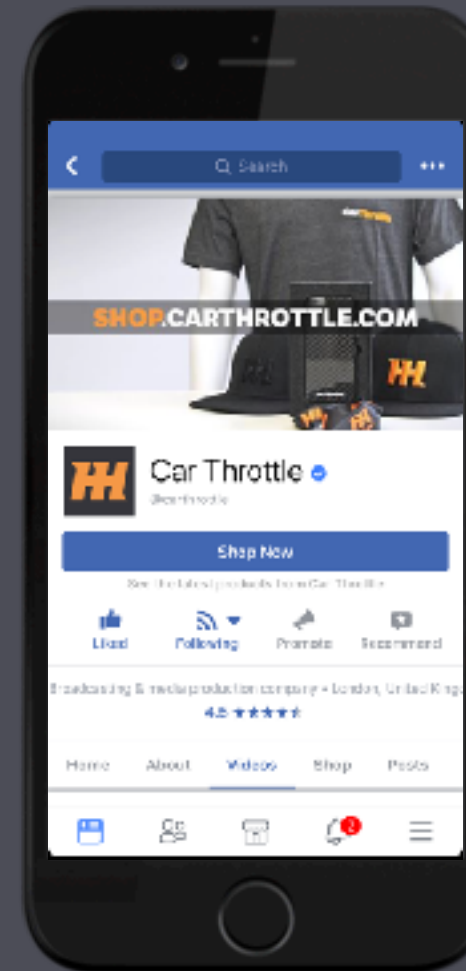
Time spent on mobile



Instagram

- Frequent posting on feed / stories
- Low engagement on IGTV
- Square video optimised for no audio
- Long-form editorial carousels
- Product tagging

Awareness



Facebook

- Long-form video (>3 minutes)
- High engagement in groups
- Links to editorial / Instant Articles
- Ad manager

Brand Building



YouTube

- Active discovery —> intercept intent
- Search-friendly titles / thumbnails
- In-depth explainers
- Links to product pages / collections

Conversions

Why eCommerce



Huge organic audience

14m DIY enthusiasts ready to purchase



Credibility in community

Trusted and respected source of car advice in aftermarket



In-market content expertise

Already create regular content to drive eCommerce



Fragmented market

There is no one-stop shop for aftermarket parts and merchandise



The platform today



Car Throttle has three geo-specific storefronts:

- uk.carthrottle.com (UK)
- shop.carthrottle.com (ROW)
- store.carthrottle.com (USA/CA)



Built on Shopify Plus backend with custom frontend



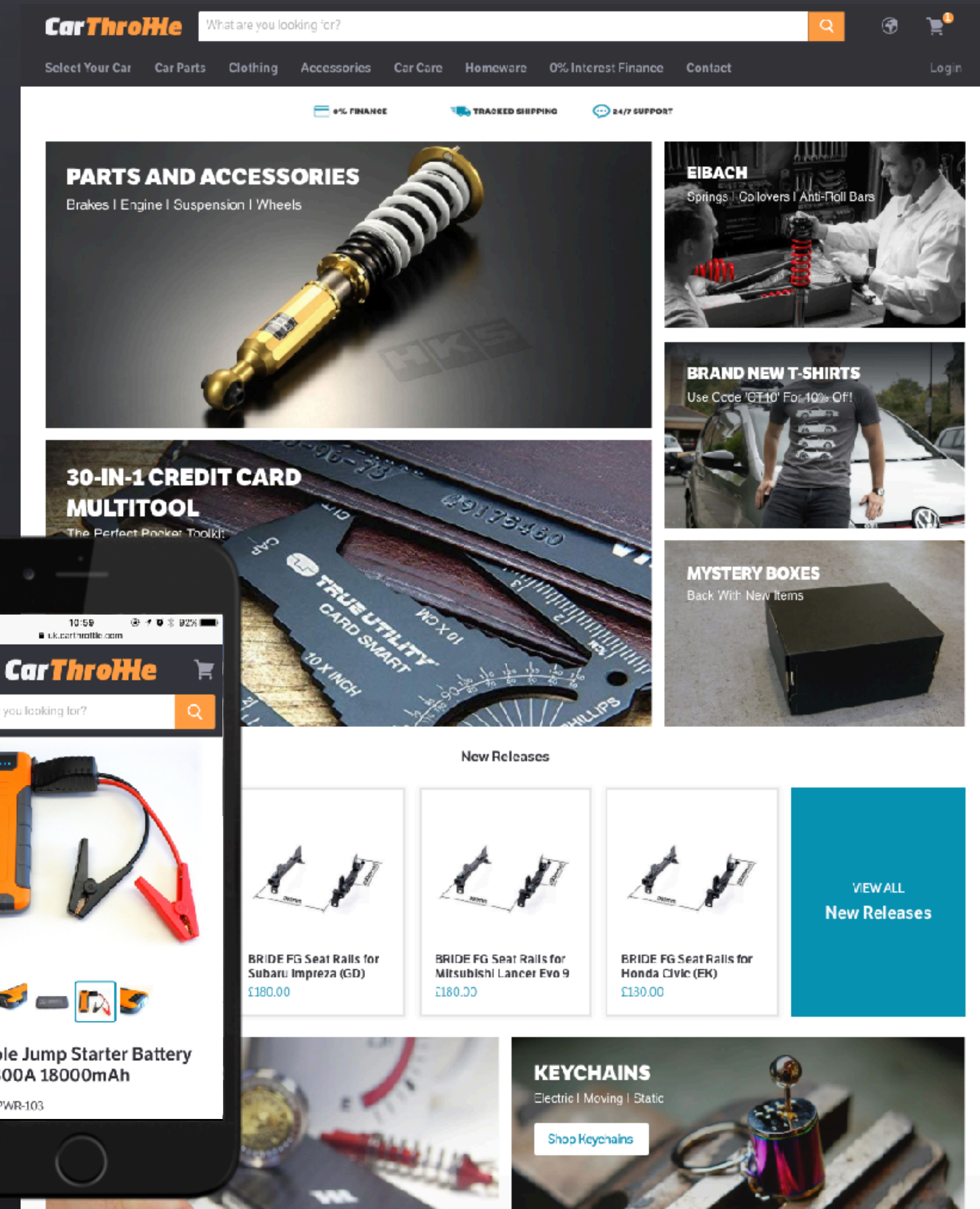
Uses 3rd party inventory management software



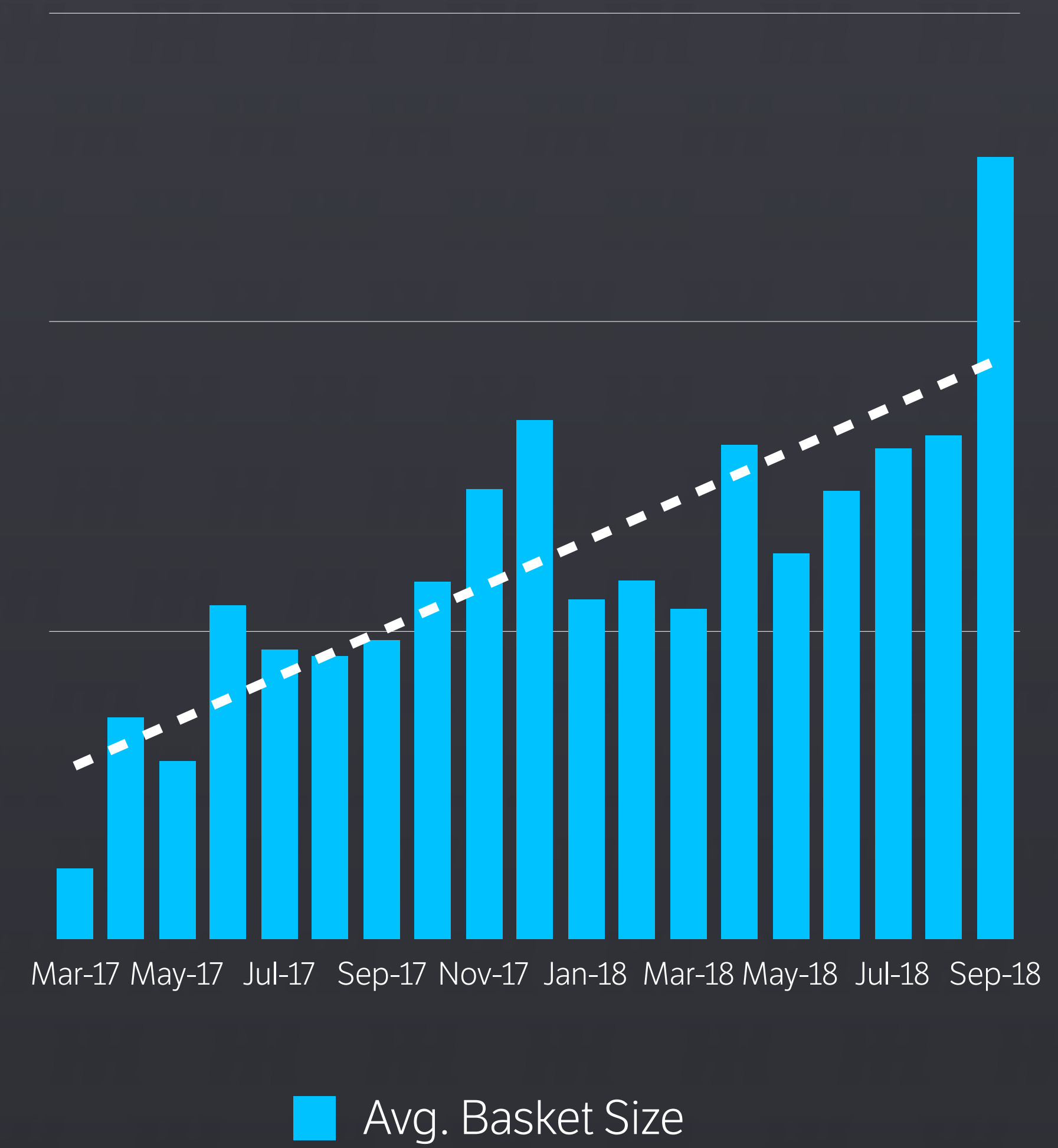
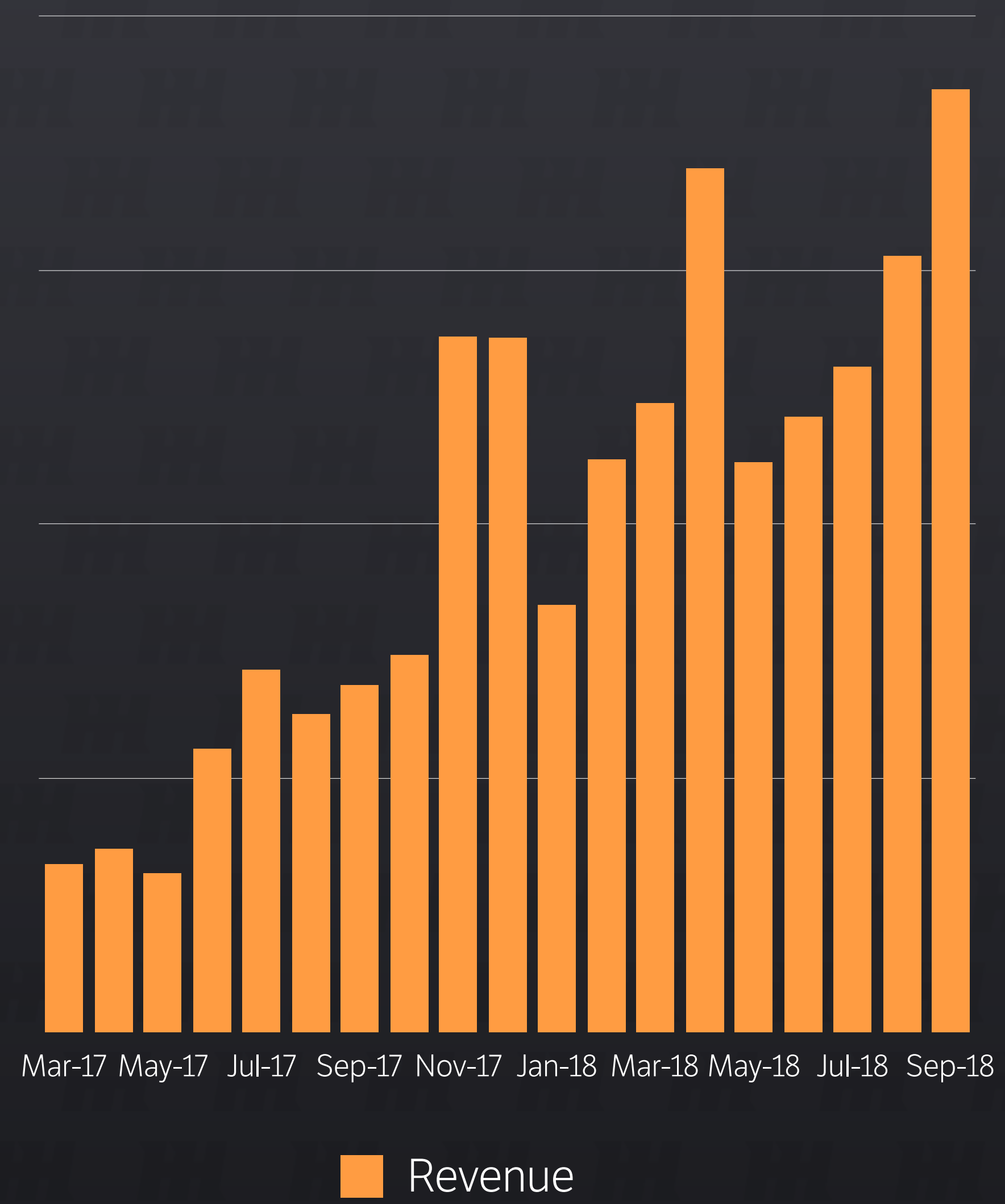
Parts & Accessories hub (UK only)

10,000 products (e.g. a T-shirt)

50,000 variants (SKUs) (e.g. a Medium T-shirt)



Platform performance to date



Overview of products

Average item value increases (£)

Merchandise

Gadgets

Parts & Accessories



Revenue by product category (2018 Q2)

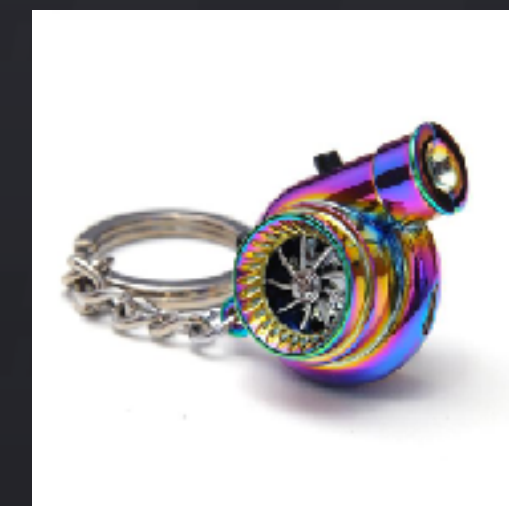
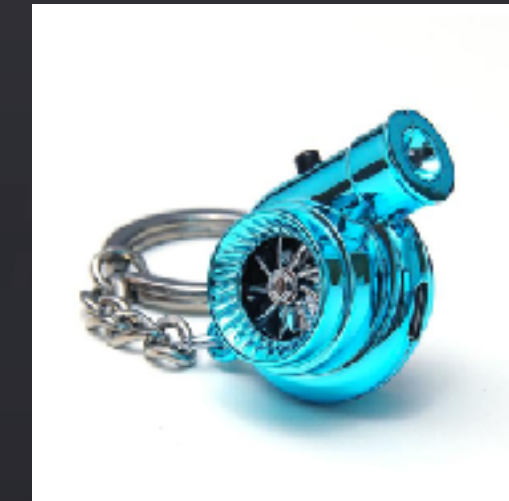
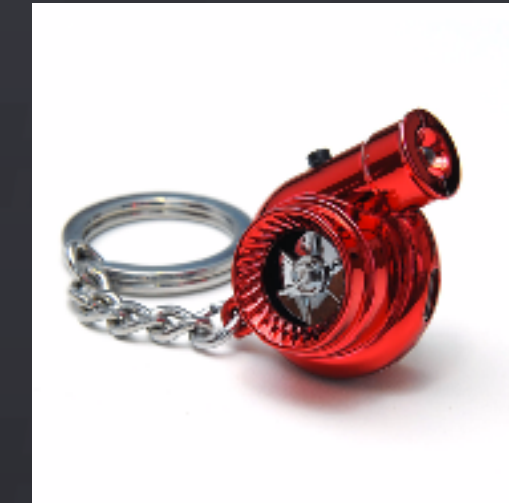
Revenue by product category (current)



Best sellers

Electronic Turbo Keychain

- 3 sound effects
- Spinning turbine
- LED torch
- USB charging cable
- Multiple colours
- Patented design
- Exclusive UK supplier



£15
RRP

£6.5
Wholesale

Best sellers

Clutch Gas Socks

- Multiple colours
- One size fits all
- Ankle and mid-length version
- Comfortable and quality
- Exclusive UK supplier



£8
RRP

£1.6
Wholesale

Best sellers

Carbon Fibre Phone Cases

- 100% real carbon fibre
- Car Throttle design
- iPhone and Android
- Gloss or Matte finish
- Antenna cut out
- Light and durable

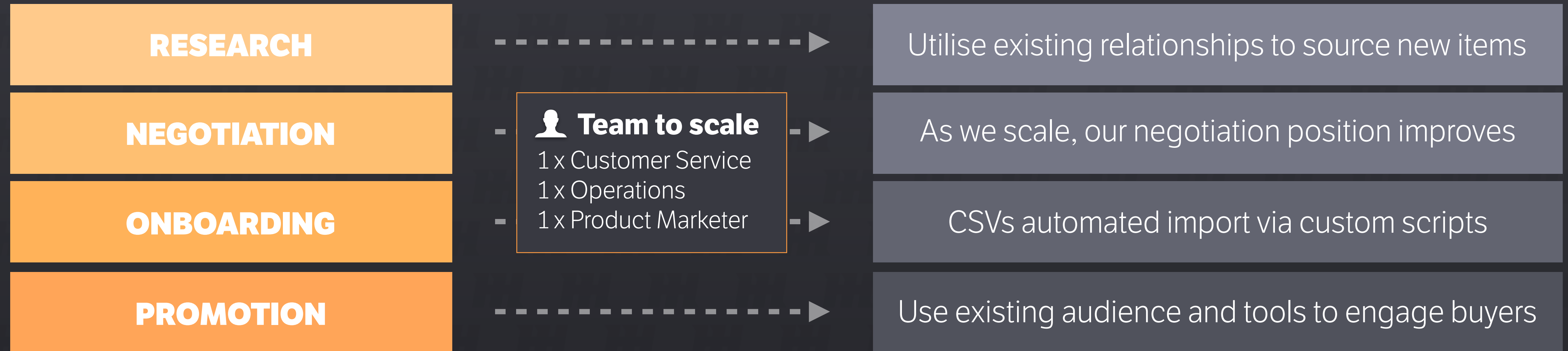


£25
RRP



£10.2
Wholesale

How we scale eCommerce



STOCK	HH	Dispatched worldwide from London office	DROP-SHIP	HH	Distribution centres worldwide
	HH	High turnover, high margin items		HH	Specialised, heavy, low margin items
	HH	Tight control over the user experience		HH	Easily scalable with efficient onboarding

In summary

- 1** We find high margin, viral products to stock and distribute to control user experience
- 2** We dropship everything else from global distribution centres worldwide, incl. P&A
- 3** We automate onboarding of new suppliers to rapidly scale SKUs

How we acquire eCommerce customers

Awareness

Create organic content

- Integration with top OC shows
- Product placement
- UGC endboards

Email

- 50,000 users
- Product launch mail shots
- Abandoned checkout retargeting

Consideration

Social Platform Marketing

- Engagement and pixel-based retargeting
- Interest-based targeting
- Facebook, Instagram, AdWords

Influencer marketing

- Content creation
- Content distribution
- Celebrity endorsement

Purchase

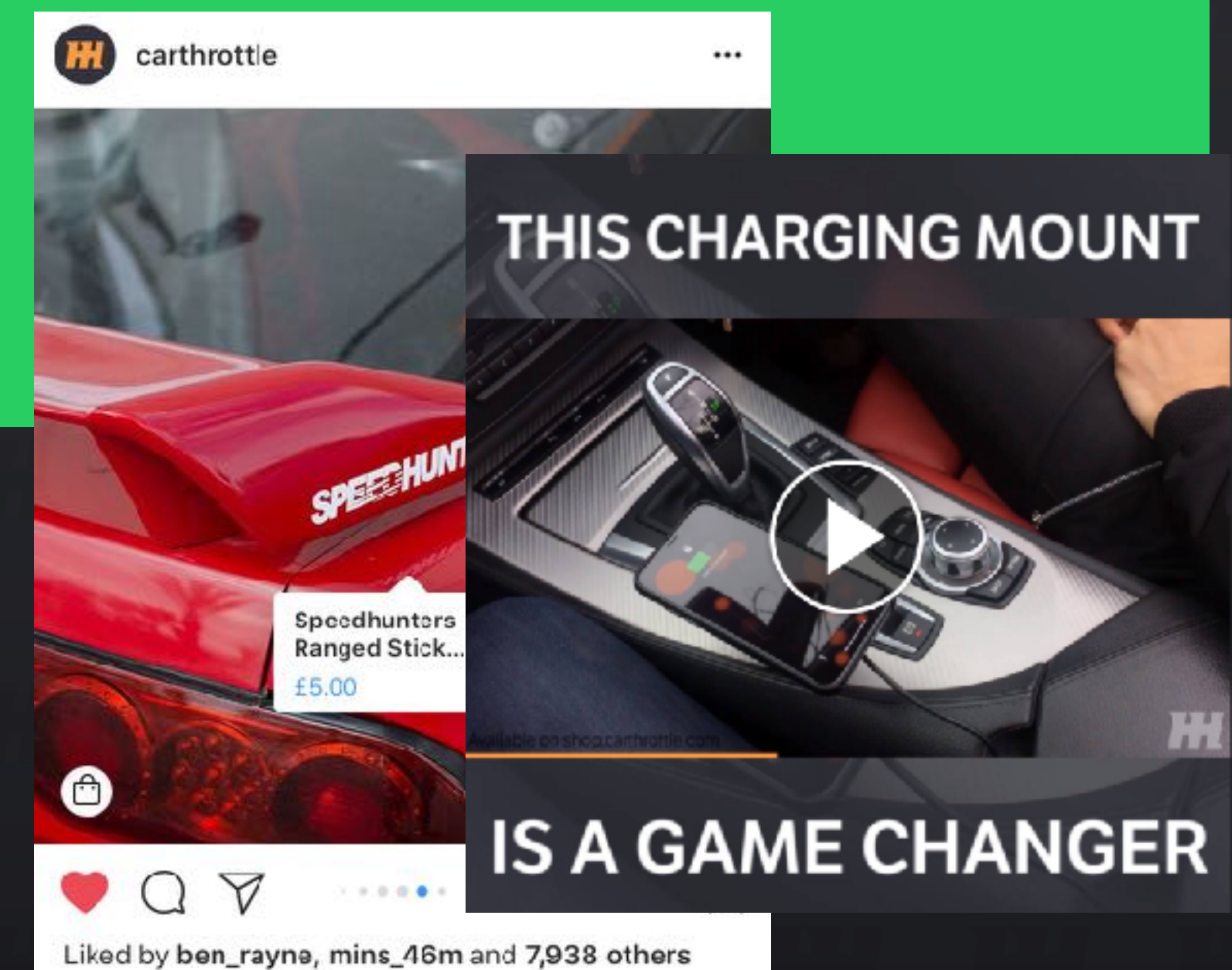
Maximising basket size

- Tiered discounts
- Bundle deals
- Smart product recommendations

Jan-April 2018, Paid CPA £4.4

AVG CPA = £1.95 (all customers)

45% Paid - 55% Organic



QUESTIONS