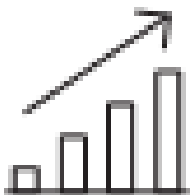


THE VALUE OF CSSR

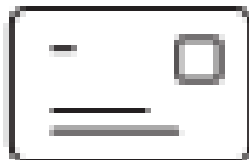
February 2022



CSSR CADENCE



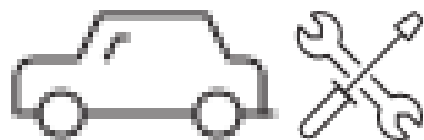
\$152.5MM in incremental dealer CP Revenue



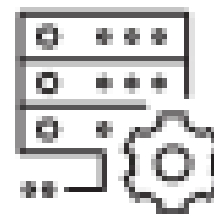
Media Optimizer uses machine learning and customer preferences to determine channel mix, **average 10% reduction** in direct mail for dealers.



\$152.5MM unique clicks & **933K** total clicks to dealer website (Jan 1 – Dec 31, 2021)

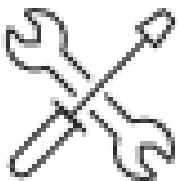


Average dealer saw **98 clicks** to “schedule service” (8 every month)

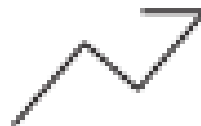


Machine Learning has over **300 modules**

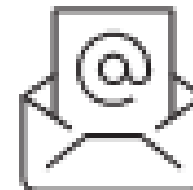
CSSR DEALER ACTIVITY



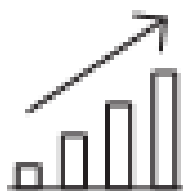
CSSR Dealers performed
**3,814 Customer Pay
Repair Orders**



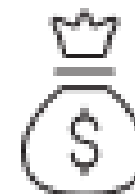
Performed **156
additional Customer
Pay Repair Orders**



2,209 customers
received email
communications
per dealer

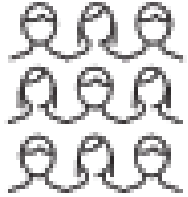


**Obtained \$1,033,610 in
Gross Customer Pay
Revenue**



Achieved a **Gross Dealer
Return on Investment of
43:1**

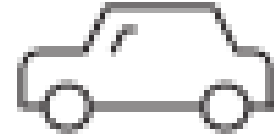
SALES TOUCH



Unique Treatments

NAT: 13.8MM

AVG DEALER: 3,800



New Units Sold

NAT: 136,500

AVG DEALER: 33.5



Buy Rate

Avg Dealer

0.88%



Sales Revenue

NAT: \$5.4B

AVG DEALER: \$1.3MM