



AUTOCANADA (TSX:ACQ)

INVESTOR PRESENTATION

JUNE 2023



Forward-Looking Statements and Non-GAAP and Other Financial Measures

Forward-Looking Statement

Certain information contained in this presentation is forward-looking information within the meaning of applicable Canadian securities legislation. The use of any of the words “could”, “expect”, “believe”, “will”, “projected”, “estimated” and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on current belief or assumptions of AutoCanada Inc. (“AutoCanada” or the “Company”) as to the outcome and timing of such future events. In particular, forward-looking statements in this presentation include, but are not limited to, references to: the operations and performance of the Company; the Company’s milestones, key priorities and future intentions and results of the Go Forward Plan; the financial results and financial condition of the Company; the Company’s future sales revenue and profitability; the Company’s general strategic and growth strategies, including with respect to the Used Digital Retail Strategy; the market and expected developments in the retail automotive industry; future operating results of acquired dealerships; the successful integration of such dealerships into AutoCanada’s business; the growth of the Company’s collision and RightRide divisions; and the potential continued impacts of the coronavirus (COVID-19) pandemic on the Company’s business operations. Although the Company believes that the expectations reflected by the forward-looking statements presented in this presentation are reasonable, these statements have been based on assumptions and factors concerning future events that may prove to be inaccurate. Actual future results may differ materially. The annual information form for the year ended December 31, 2022 and other documents filed with securities regulatory authorities (accessible through the SEDAR website www.sedar.com) describe the risks, material assumptions and other factors that could influence actual results and which are incorporated herein by reference. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.

Non-GAAP and Other Financial Measures

This investor presentation contains certain financial measures that do not have any standardized meaning prescribed by Canadian GAAP. Therefore, these financial measures may not be comparable to similar measures presented by other issuers. Investors are cautioned these measures should not be construed as an alternative to net earnings (loss) or to cash provided by (used in) operating, investing, financing activities, cash and cash equivalents, and indebtedness determined in accordance with Canadian GAAP, as indicators of our performance. We provide these additional non-GAAP measures, capital management measures, and supplementary financial measures to assist investors in determining our ability to generate earnings and cash provided by (used in) operating activities and to provide additional information on how these cash resources are used.

Adjusted EBITDA, adjusted EBITDA margin, and free cash flow are not earnings measures recognized by GAAP and do not have standardized meanings prescribed by GAAP. Investors are cautioned that these non-GAAP measures should not replace net earnings or loss (as determined in accordance with GAAP) as an indicator of the Company’s performance, of its cash flows from operating, investing and financing activities or as a measure of its liquidity and cash flows. The Company’s methods of calculating referenced non-GAAP measures may differ from the methods used by other issuers. Therefore, these measures may not be comparable to similar measures presented by other issuers.

Section 15. NON-GAAP AND OTHER FINANCIAL MEASURES and section 16. NON-GAAP AND OTHER FINANCIAL MEASURE RECONCILIATIONS of the Company’s Management’s Discussion & Analysis for the three month period ended March 31, 2023 (“MD&A”) is hereby incorporated by reference for further information regarding the composition and reconciliation of these measures (accessible through the SEDAR website at www.sedar.com).

WHO WE ARE



AutoCanada Overview

A Leading Multi-Location Automobile Dealership Group



- One of Canada's largest multi-location automobile dealership groups with ~6,000 employees
- Only publicly listed auto dealership group in Canada (TSX:ACQ)
- Attractive mix of luxury, domestic, and import brands
- Geographically diversified across 8 provinces in Canada and in Illinois, U.S.
- Five inter-related business operations:
 - New Vehicle Sales
 - Used Vehicle Sales
 - Parts and Service
 - Collision Repair
 - Finance & Insurance (F&I)

At a Glance¹

65

OEM Franchises in Canada²

18

OEM Franchises in Illinois, U.S.

15

RightRide/Independent Used
Car Dealerships

~1,900

Service and collision bays

28

Automotive Brands

1.0M

TTM Service & collision repair orders³

36K

New retail vehicles³ sold TTM

65K

Used retail vehicles³ sold
+22% YoY TTM

\$6.2B

Revenue TTM

\$248M

Adjusted EBITDA³ TTM

¹ As at March 31, 2023 TTM

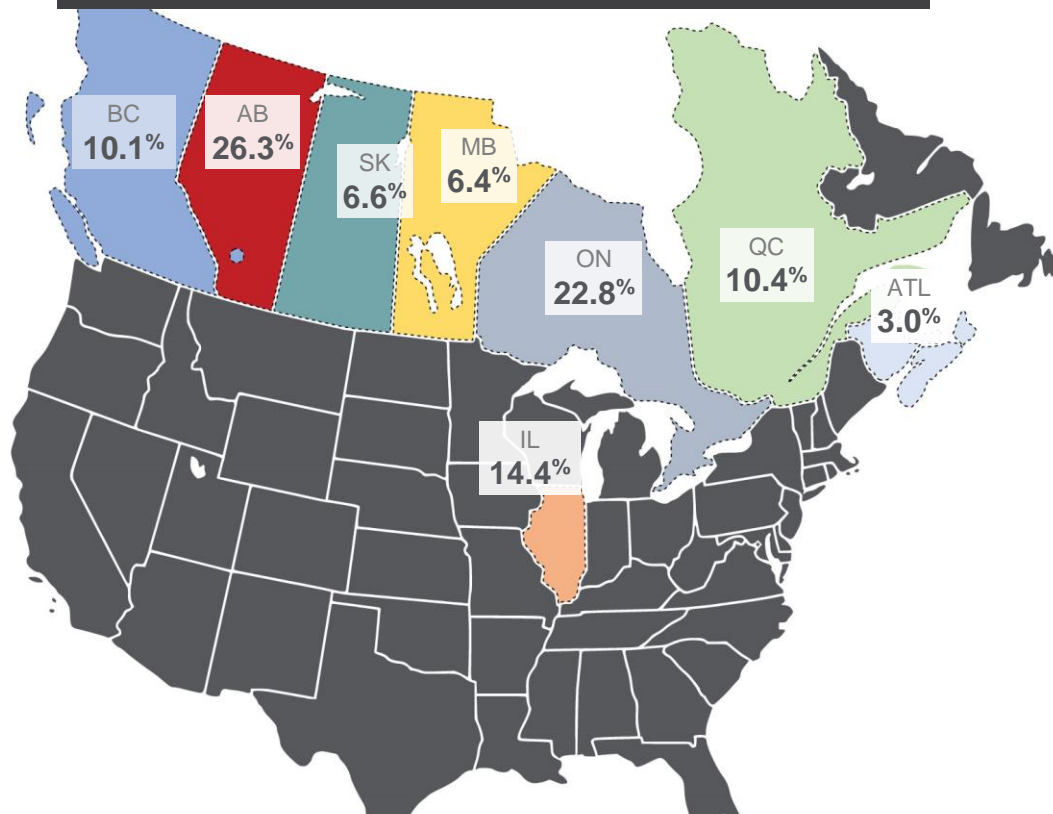
² Opening one large GM dealership in Maple, Ridge in Q3/Q4 2023

³ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary and non-GAAP measures

Revenue Diversity Across Brands and Geographies



% of AutoCanada Revenue by Region ¹



AUTOCANADA CANADIAN REVENUE MIX¹

Segment	Segment %	Brand	Brand Revenue %
Import	31%	Acura	1%
		Honda	4%
		Hyundai	9%
		Infiniti	1%
		Kia	2%
		Mazda	1%
		Nissan	5%
		Subaru	1%
Domestic	40%	Volkswagen	7%
		Ford	3%
		GM	9%
Luxury	16%	Stellantis	28%
		Audi	2%
		BMW/MINI	9%
		Mercedes	4%
Collision/Right Ride/Used Digital ²	13%	Porsche	1%
		Other	13%

¹ Trailing Twelve Months ended March 31, 2023

² Non-franchised dealership revenue - including stand-alone collision centres, Used Digital stores and RightRide stores

Investment Highlights



Large and Highly
Fragmented Canadian
Market with Significant
Consolidation Opportunities



Resilient Business Model



Strong Stewards of Capital

Accelerated Growth Through Complete Business Model



Significant Organic
Growth Opportunities



Experienced
Leadership Team



First Mover Advantage
with Canadian
Omni-Channel Strategy

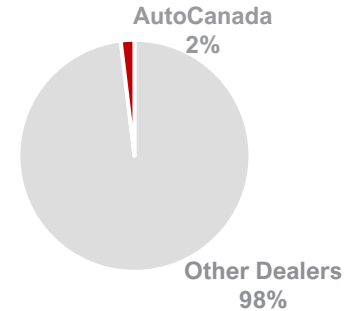
Large and Highly Fragmented Market – Ample Opportunity for Consolidation

> 3,700 Dealerships in Canada



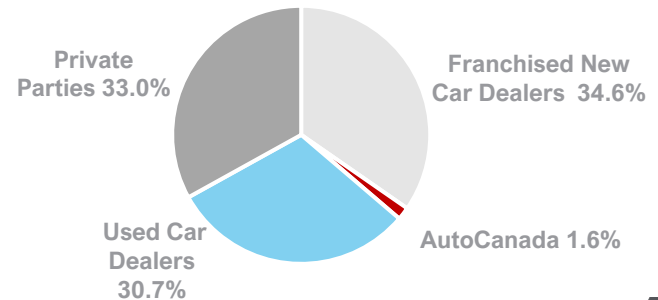
**Serving the
\$197 billion +
Market**

NEW VEHICLE MARKET



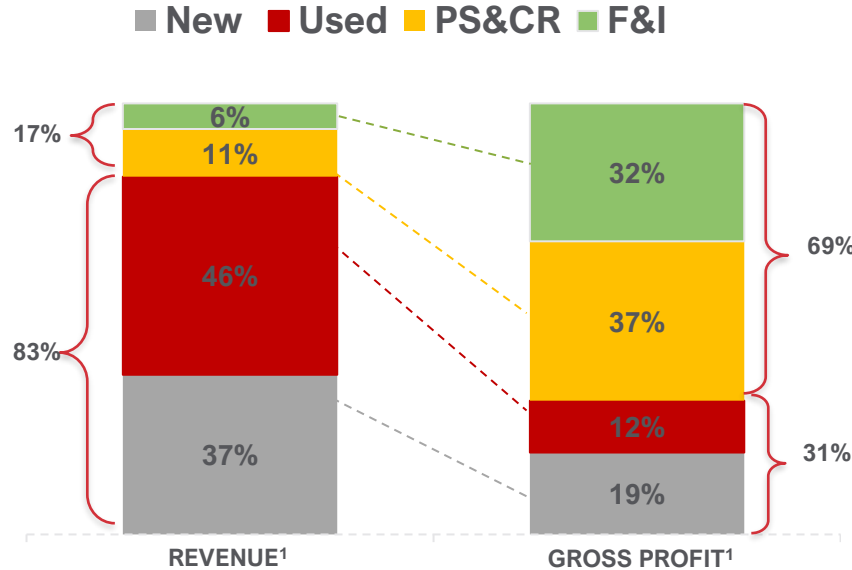
1.6 Million New Vehicles
3.1 Million Used Vehicles

USED VEHICLE MARKET SHARE



Profitable Product Mix & Diverse Earnings Streams Provide Stability

Complete Business Model Facilitates Higher Margin F&I and PS&CR Sales

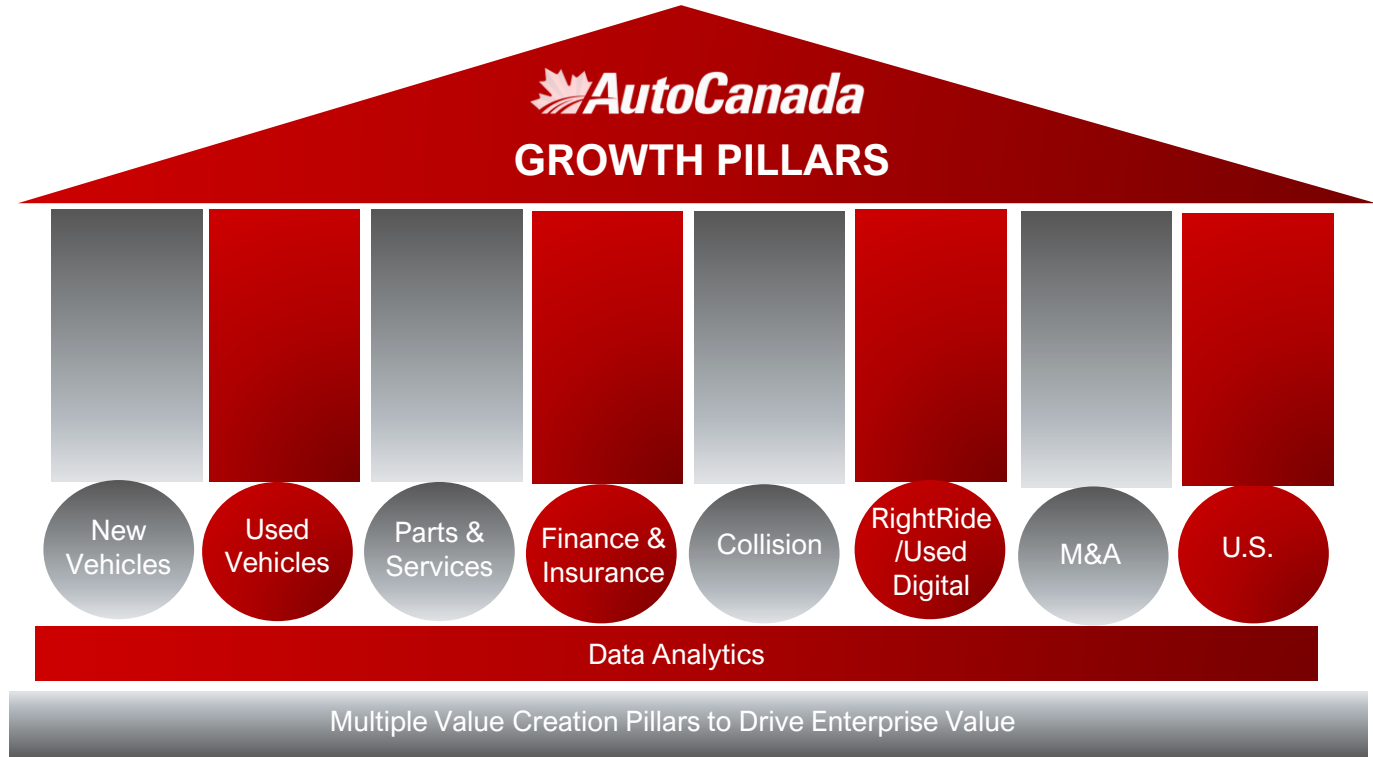


- **New car sales** are local monopolies that have averaged ~ 2.0% unit sales growth over the long term
- **Used car sales** offer bricks and mortar and online experience; unconstrained by OEM requirements; offering long term organic growth potential
- **PS&CR** benefits from repair to OEM standards, warranty repair, and improved customer service experience
- **F&I** completes customer ecosystem, providing high margin sales and opportunities for car sales (new, used and online)

¹ For the Trailing Twelve Months ended March 31, 2023

Growth Pillars

Strategic Growth Initiatives Driving Industry-Leading Performance

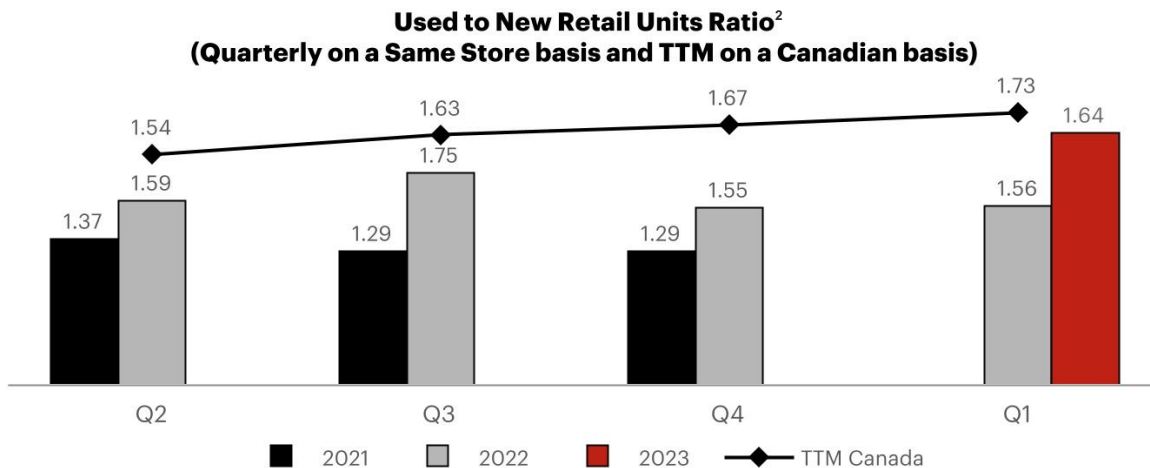


Increasing Used Vehicles Sales

Industry Leader in Canada



- Counter-cyclical to new vehicle sales; no OEM constraints on market share growth; omni-channel strategy
- Creates opportunities to capture high margin sales in F&I and PS&CR



- Canadian market used to new retail unit ratio² was 0.7 in 2021¹

OPPORTUNITY:

Drive significant upside potential with F&I, PS&CR on increased volume of Used Vehicles Sales

¹ Source: DesRosiers Automotive Consultants

² See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures

RightRide/Used Digital

Significant Organic Growth Opportunities



RightRide offers ability to offer attractive financing products to credit challenged customers (sub and near prime)

- No credit risk retained by AutoCanada
- Digital sales and marketing strategy enables customers to apply for credit online and purchase a vehicle from anywhere in Canada
 - Integration with Used Digital initiative under review to create omnichannel used car platform
- Strategy to grow from 12 stand-alone locations as at May 3, 2023, with additional locations in progress
- Business Model is capital light and scalable

Used Digital strategy complementary to existing Complete Business Model

- Omnichannel buying experience for customers that supports in-store and online requirements for used vehicles
- Development of national network of used vehicle dealerships through physical and online presence
- Leverage AutoCanada's scale, domain expertise and existing industry relationships across Canada
- Recently announced continuation of Kijiji's role as AutoCanada's preferred online marketplace partner in Canada, as well as the integration of consumer solutions developed by our Used Digital Division on Kijiji, including a solution to offer F&I products to Kijiji users

RightRide™
AutoCanada



Seamless Omni-Channel
Experience
(Fully Online to In-Store)

OPPORTUNITY:

Low capital investment to potentially capture significant growth opportunity within used vehicles

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding this non-GAAP measure

Parts & Service

Significant Organic Growth Opportunities



- Leverage centralized call centre (Business Development Centre or “BDC”) to handle all inbound and outbound service work appointment bookings
- Management focus on effective labour rate, service hours sold and customer satisfaction index
- Customer retention a key focus area (tire storage, warranties, maintenance plans); factory trained technicians

PS&CR
Gross Margins³

+54%



- Performance over last 12 months reflecting increase in kilometres driven, service bay occupancy **AND** increasing complexity of vehicles leading to customers returning to OEM dealers instead of independent repair facilities

OPPORTUNITY:

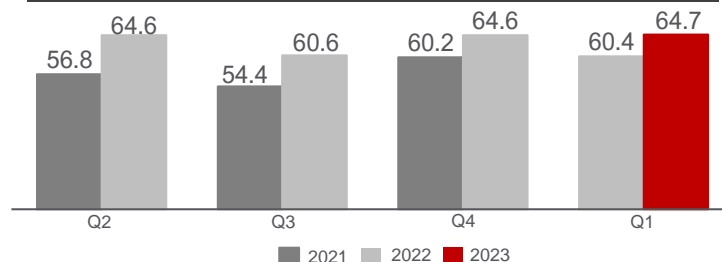
Increase service bay occupancy¹ across our dealership network to drive stability of revenues and strengthen gross margins

¹ See “NON-GAAP AND OTHER FINANCIAL MEASURES” for further information regarding these supplementary financial measures

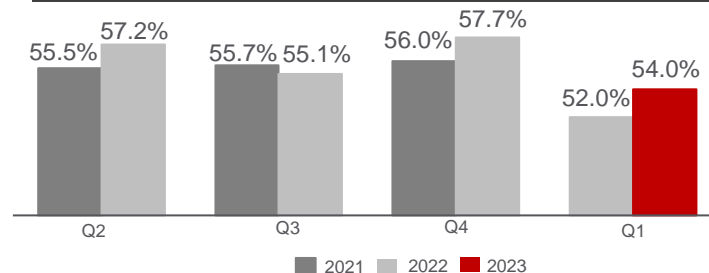
² As at March 31, 2023

³ TTM March 31, 2023

Same Store¹ Quarterly Parts, Service & Collision Repair
Gross Profit (\$M)



Same Store Quarterly Parts, Service & Collision Repair
Gross Profit Percentage¹



Collision Centre Expansion

Currently 27 locations across Canada with Opportunity to Meaningfully Expand Network



- Strategy prioritizes access to OEM repair procedures, OEM certifications and OEM parts procurement
- Large, fragmented and mature market which benefits consolidator
- Dedicated leadership team driving growth by acquiring stand-alone OEM certified collision centres
- Leverage geographic areas where we have multiple dealerships, enabling a “hub and spoke” model
- Inherent synergies with existing dealerships, enhancing service model to entire vehicle selling and repair process
- Enables AutoCanada to manage customer relationships from cradle to grave, cross sell customer lists (i.e. referring customers with a non-repairable accident to our dealerships, and customers with a repairable accident to our repair shops)



Complimentary
Repair Estimates



Windshield & Glass
Repair



Paint Refinishing



Interior &
Exterior
Details



Dent Removal



Valet & Car Rental

OPPORTUNITY:

Develop a growing, profitable and resilient business segment with longer-term opportunity to expand via acquisition

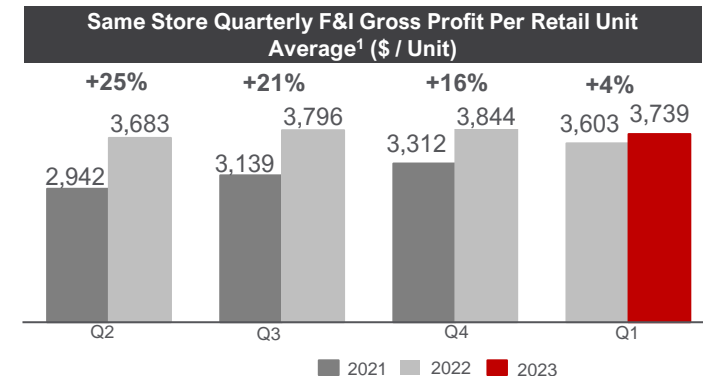
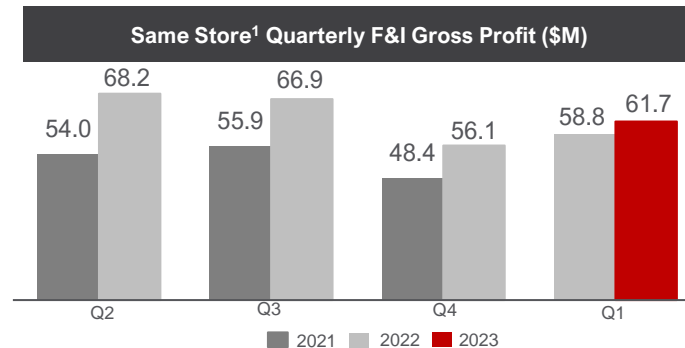
Drive Growth Through Optimization of Finance & Insurance

Leading F&I GPU across North America



- Dedicated and focused F&I team leading efforts across all dealerships
- F&I amplifies gross margin contributions from New and Used Vehicle sales
- Growth over the last 3 years has been methodical, intentional – consistent growth across all provinces and brands
- Leveraging data, in-house training, and incentives are key elements of success
- Growth in F&I GPU driven by an increased focus on products sold per deal
 - **18 consecutive quarters of year-over-year growth in Same Store F&I GPU**
- High value opportunity for synergies from future acquisitions

F&I
Gross Margins³
+94%



OPPORTUNITY:

Capture additional high margin F&I revenue through best-in-class operational performance across new stores and omni-channel strategy

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures

² As at March 31, 2023

³ TTM March 31, 2023

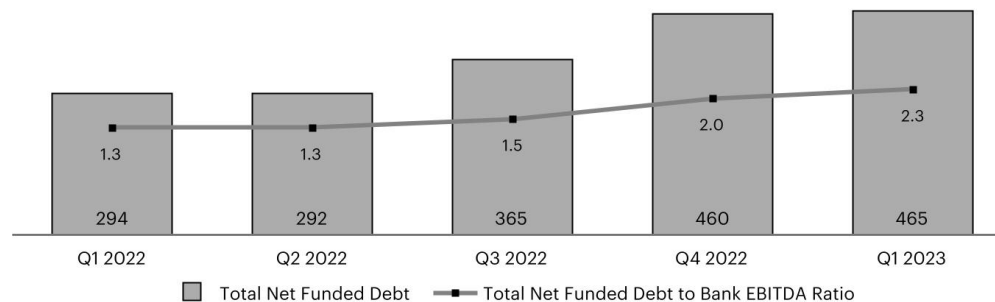
Generated \$181M of Free Cash Flow Q1 2023 TTM

Total Net Funded Debt to Bank EBITDA Leverage Ratio of 2.3x



DISCIPLINED MANAGEMENT OF LEVERAGE

**Total Net Funded Debt (\$Millions)
and Total Net Funded Debt to Bank EBITDA Ratio**



TOTAL NET FUNDED DEBT Q1 2023 (\$M)

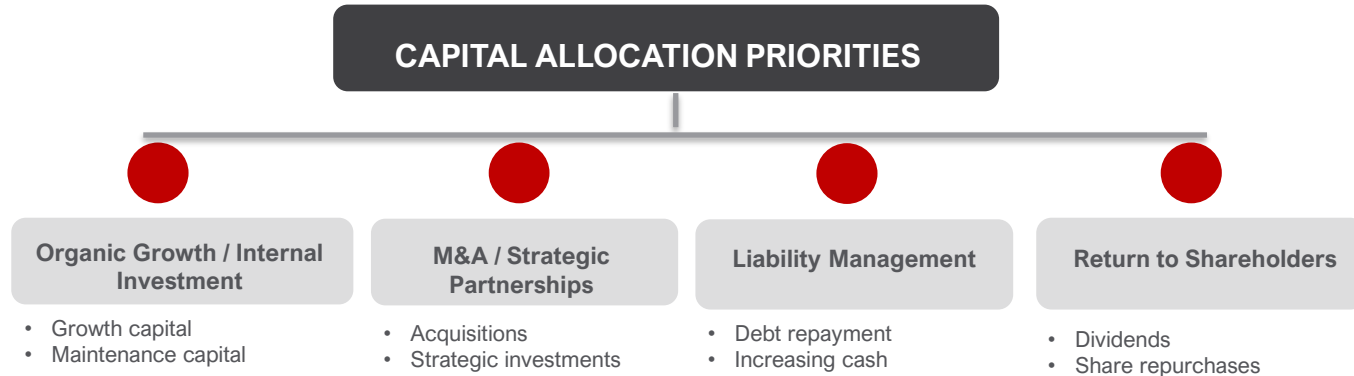
Revolving term facility - Credit Facility	184.2
Senior Unsecured Notes	344.7
Other funded debt according to Credit Facility	6.0
Total Funded Debt	535.0
Less: Allowable Cash Netting according to Credit Facility	70.0
Total Net Funded Debt	465.0
Bank EBITDA (TTM)	206.3
Total Net Funded Debt to Bank EBITDA ratio	2.3x

Capital Allocation Strategy

Strong Stewards of Capital



- AutoCanada capital allocation aligned with business strategy, growth opportunities and free cash flow profile



- For the trailing twelve-month period ending March 31, 2023, AutoCanada purchased and cancelled approximately 3.8 million shares for total cash consideration of \$108 million, under its NCIB and SIB, at an average price of \$28.09 per share

We will continue to assess all alternatives, including share buy-backs and acquisitions, as part of a disciplined capital allocation process, while maintaining a solid balance sheet

Well Positioned for Industry Consolidation Through Disciplined M&A Strategy

Significant Consolidation Opportunities



Acquisitions are a key part of capital allocation strategy

Disciplined approach to evaluating acquisitions

- Meets internal return requirements
- Brand fit and diversification
- Geography
- Operational opportunities & potential synergies

- Advance and actively assess strategic acquisition opportunities and develop a robust acquisition pipeline
- Employ a disciplined hurdle-return framework to price transactions
- Remain well-positioned to continue to execute on our acquisition strategy
- Consistent with our previously stated intentions and strategy, these deals will add diversity by geography and OEM brands



Go Forward Plan Initiatives better position AutoCanada as an industry consolidator

Ability to layer initiatives onto future acquisitions to realize incremental value



Strong balance sheet provides dry powder

AutoCanada is the Acquirer of Choice

Recent Acquisitions

Executing on Robust Pipeline of Opportunities



Date	Company	Location	Type	Description
May 2022	Audi Windsor and Porsche of London	Ontario	Dealerships	<ul style="list-style-type: none"> Adds 2 dealerships, geographic diversification and adds Porsche to Canada
Jun. 2022	Burwell Auto Body	London, ON	Collision	<ul style="list-style-type: none"> Expands collision centre capacity and leverages existing dealerships in Ontario
Aug. 2022	Kelleher Ford	Brandon, MB	Dealership & Collision	<ul style="list-style-type: none"> Expands presence in Western Manitoba, an attractive truck market
Aug, 2022	Velocity Autobody	Markham, ON	Collision	<ul style="list-style-type: none"> Tesla certified, continues strategy to expand national collision centre footprint
Sept. 2022	Auto Gallery of Winnipeg	Winnipeg, MB	Used Digital	<ul style="list-style-type: none"> Expands Used Digital Retail Division, provides geographic diversification
Oct. 2022	North Toronto Auction	Innisfil, ON	Used Digital	<ul style="list-style-type: none"> Supports Used Digital Retail Division through sourcing of vehicles
Oct. 2022	Kavia Auto Body	Saskatoon, SK	Collision	<ul style="list-style-type: none"> Strategically located close to two of AutoCanada's dealerships
Nov. 2022	Excellence Auto Collision	Scarborough, ON	Collision	<ul style="list-style-type: none"> Includes two luxury collision centres, expands Tesla certified locations to three
Dec. 2022	Sterling Honda	Hamilton, ON	Dealership	<ul style="list-style-type: none"> Expands footprint in attractive Hamilton market and adds brand diversity
Feb. 2023	DCCHail	Calgary, AB	Collision	<ul style="list-style-type: none"> National presence, specializing in insurance claim management & hail damage repair
Apr. 2023	Premier Chrysler Cadillac Buick GMC	Windsor, ON	Dealership & Collision	<ul style="list-style-type: none"> Expands footprint in attractive Southwestern Ontario market and adds brand diversity
May 2023	London Auto Collision	London, ON	Collision	<ul style="list-style-type: none"> Expands collision centre capacity and leverages existing dealerships in Ontario

Management Team With Proven Track Record Driving Vision & Strategy

Recently Expanded Leadership Team



Paul Antony
Executive Chairman
Joined May 2018

- Assumed duties on Board of Directors and Executive Chair in 2018
- Founder, CEO, and Chairman of CARPROOF Corporation, an auto data software company. Under Paul's leadership, CARPROOF was recognized by Deloitte as a Best Managed Organization for several consecutive years and awarded Fast 50 & 500 Fastest growing tech companies in Canada and North America

35+
Years of Experience



Azim Lalani
Chief Financial Officer
Joined March 2023

- Focus on strategic priorities of AutoCanada, including strengthening the balance sheet and improving financial flexibility
- Over 25 years of financial experience with senior management roles in several public and private real estate and operating companies with responsibility for financial reporting, treasury, corporate finance, taxation, investor relations & risk management.
- Previously serving as Chief Financial Officer at American Hotel Income Properties REIT, LP

25+
Years of Experience



Peter Hong
Chief Strategy Officer & General Counsel
Joined August 2018

- Focus on strategic initiatives, M&A and governance matters
- Previously Senior Partner with Davies Ward Phillips & Vineberg LLP

20+
Years of Experience



Jeffrey Thorpe
President, Canadian Operations
Joined April 2022

- Focus on strategies and day-to-day operations in Canada and driving the Company's ongoing growth, synergies and efficiencies
- Previously spent 23 years at AutoNation, most recently serving as Market President overseeing multiple U.S. markets

24+
Years of Experience



Environment, Social & Governance (ESG) Overview

Focus on areas that positively impact our business and society



- We are committed to responsible business practices and driving continuous improvement of our operations and our relationships with our employees and the communities in which we live and work.



Environment

- We offer a variety of hybrid and **electric-powered vehicles** which generate far fewer emissions into the atmosphere.
- Our new and renovated facilities are outfitted with **energy efficient design** including LED lighting, automatic-sensor enabled lighting, and high-efficiency HVAC systems.



People

- We strive to provide our employees with competitive compensation, meaningful and challenging work, an **engaging and collaborative environment**, recognition for performance, and opportunities for growth and advancement. .
- We offer a broad range of **training and development programs** for our top talent to build bench strength, promote succession planning, and enhance skill development.



Community

- Our employees are committed to supporting the communities we serve, as we believe community involvement and charitable giving enrich our local neighbourhoods.
- Initiatives include employee volunteer opportunities and partnerships with local food banks, homeless shelters, hospitals, school districts, sports teams, children's charities, and animal rescue organizations.



Governance

- We consider good governance to be central to ensuring effective and efficient operations.
- **14% women** on the Board of Directors.
- Board has **oversight of ESG** strategy and implementation.
- Our **Diversity policy** recognizes the many benefits arising from employee and Board diversity, including a broader pool of high-quality employees, improving employee retention, accessing different perspectives and ideas and benefiting from all available talent.

In Conclusion – Key Takeaways



- **We have executed well on building out our ‘Complete’ Business Model**
 - Progress on initiatives to grow New, Used, F&I, and PS&CR driving resiliency
 - Able to deliver top decile performance in any economic environment
- **Strengthened balance sheet, strong cash flow and capital structure allows company to pursue acquisition opportunities and/or return of capital to shareholders as appropriate**
- **Company is well positioned for growth in multitude of segments:**
 - Omnichannel used vehicle platform, leveraging expansion of RightRide locations
 - Collision centres platform, applying differentiated strategy favouring OEM certification and OEM parts
 - Execution against traditional franchise dealership M&A
- **Proven and renewed leadership with track record of success**

Q1 2023 RESULTS



HYUNDAI

Q1 2023 Results Overview

Record First Quarter Revenue

- Revenue was highest first quarter revenue reported in Company's history
- Consolidated used to new retail unit ratio¹ improved to 1.74 from 1.55 last year; TTM improved to 1.80 at Q1 2023 compared to 1.45 at Q1 2022
- Net income for the period was \$8.4 million versus \$4.3 million in the prior year
- Adjusted EBITDA¹ of \$45.0 million as compared to prior year Adjusted EBITDA¹ of \$62.2 million
 - EBITDA Margin¹ was 2.9%, a decrease of 1.7 percentage points as compared to prior year Adjusted EBITDA margin¹ of 4.6%
- Diluted earnings per share was \$0.32, an increase of \$0.22 from \$0.10 in the prior year

TTM Q1 Adjusted EBITDA¹ of \$247.6 million

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP and supplementary financial measures

Q1 2023 Results Continued

First Quarter Results

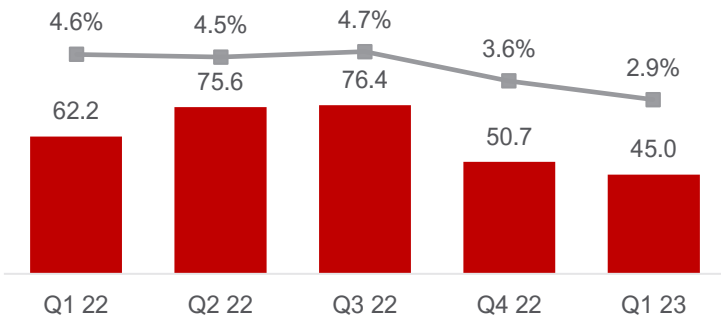
<i>(\$M, unless otherwise noted)</i>	Q1 2023	Q1 2022	Change
Consolidated Revenue	1,539.3	1,342.4	+15%
Gross Profit % ¹	16.6%	18.4%	-1.9 pts
Adjusted EBITDA ¹	45.0	62.2	-28%
Adjusted EBITDA ¹ %	2.9%	4.6%	-1.7 pts
Same Store Used to New Ratio ¹	1.64	1.56	+8%
Total Net Funded Debt	465	294	+171
Total Net Funded Debt to Bank EBITDA Leverage Ratio	2.3x	1.3x	+1.0x
Free Cash Flow ¹ TTM	180.7	93.6	+93%

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP and supplementary financial measures

Q1 2023 Results Continued

Operations Results - Used & F&I Key Drivers

CONSOLIDATED ADJUSTED EBITDA¹ (\$M)

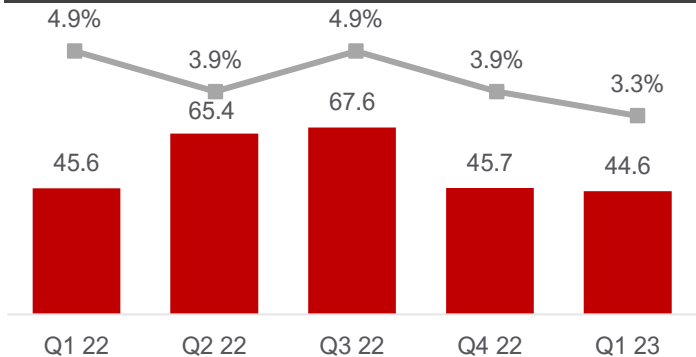


TTM Consolidated Adjusted EBITDA¹ \$247.6 million

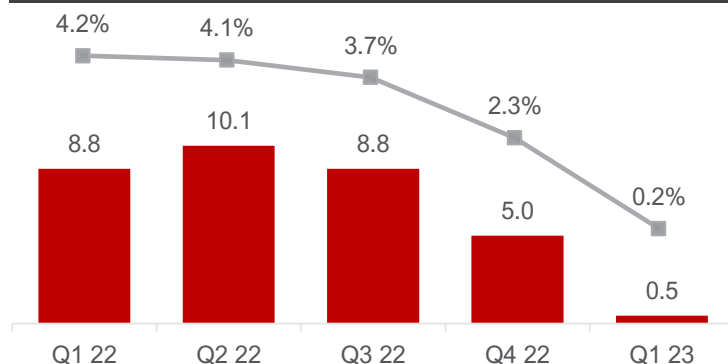
TTM Canadian Operations Adjusted EBITDA¹ \$223.2 million

TTM U.S. Operations Adjusted EBITDA¹ \$24.4 million

CANADIAN OPERATIONS ADJUSTED EBITDA¹ (\$M)



U.S. OPERATIONS ADJUSTED EBITDA¹ (\$M)



— AEBITDA Margin¹ ■ Adjusted EBITDA¹



¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP measures

APPENDIX

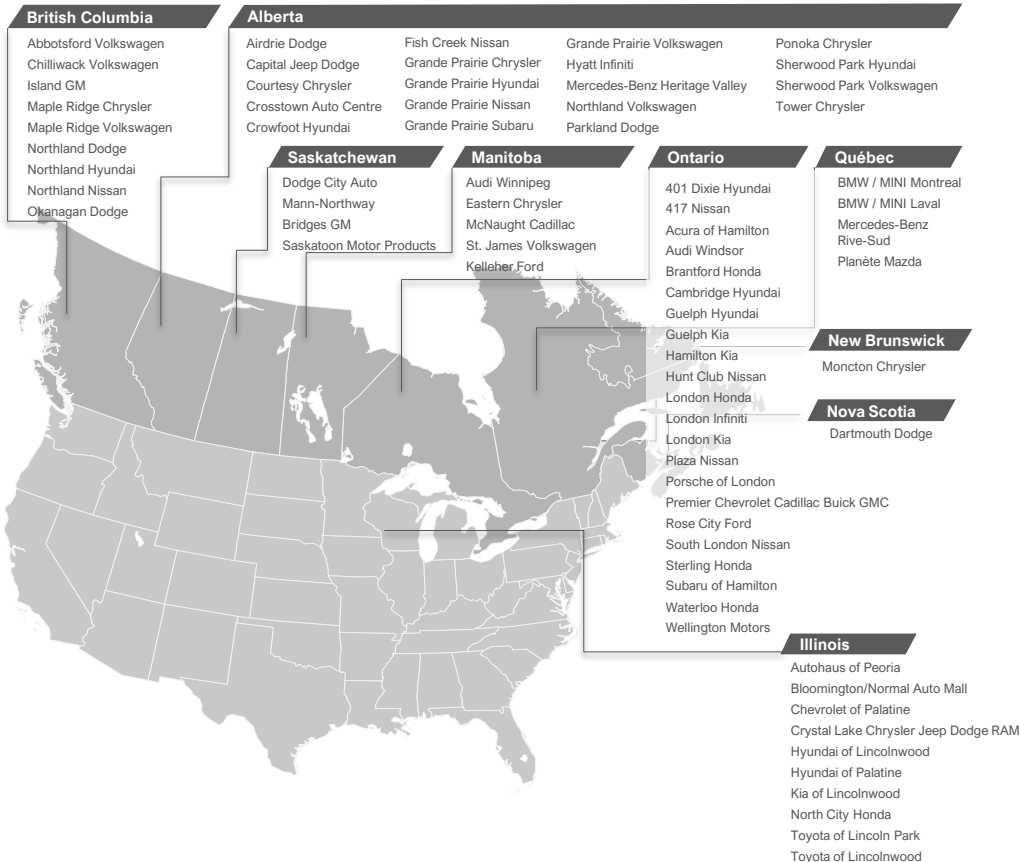


Dealership Locations and Brands




Geographic and Brand Diversification



AutoCanada Owns Some of the Best Performing Dealerships in Canada



2022 Dealership Awards

Award	Dealership
Overall BMW Retailer of the Year Ranked #1	BMW Montreal MINI Montreal
Overall BMW Retailer of the Year Ranked #2	BMW Laval
Overall BMW Retailer of the Year Ranked #3	MINI Laval
General Motors Certified Pre-Owned #1 Dealer in Canada	Saskatoon Motor Products
Cadillac Certified Pre-Owned #1 Dealers in Western Region	McNaught Buick Cadillac GMC
 Overall BMW Retailer of the Year Ranked #1	BMW Montreal MINI Montreal
 Ford President's Diamond Club Award	Rose City Ford
Hyundai Platinum Signature Certification 2022	Grande Prairie Hyundai
 Volkswagen Canada Wolfsburg Crest Club Winners	Grande Prairie Volkswagen St. James Volkswagen Chilliwack Volkswagen

A photograph of a modern building's exterior featuring a large, illuminated Mercedes-Benz logo on a dark, metallic wall. A glass-enclosed staircase is visible to the right of the logo. The image is partially obscured by a large red diagonal graphic on the left side.

AUTOCANADA

THANK YOU

[INVESTORS.AUTOCAN.CA](https://investors.autocan.ca)

 **AutoCanada**