

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.sedarplus.ca) describe the risks, material assumptions and other factors that could influence actual results and which are incorporated herein by reference. The Company disclai

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 14. NON-GAAP AND OTHER FINANCIAL MEASURES and section 15. NON-GAAP AND OTHER FINANCIAL MEASURE RECONCILIATIONS of the Company's Management's Discussion & Analysis for the three-month and nine-month periods ended September 30, 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.sedarplus.ca).

AUTOCANADA OVERVIEW

A Leader Within the Personal Transportation Ecosystem

- Dynamic, diversified and consumer-centric business model offering a full range of products, services and brands across a variety of channels.
 - NEW LIGHT VEHICLE 83 OEM Franchises Selling 28 Automotive Brands in 8 Canadian Provinces & 1 US State.
 - USED LIGHT VEHICLE Innovative omni-channel approach across Franchise Dealerships, Used Car Dealerships, Wholesale Auction, Export, and E-Commerce.
 - PARTS, SERVICE & COLLISION Over 1,300 Service & Collision Bays¹ ensuring optimal vehicle safety for customers via OEM parts and procedures.
 - FINANCE & INSURANCE Best in class provider of third-party finance, insurance, and extended warranty products to facilitate and protect customer vehicle ownership.

\$6.3B

Revenue¹ TTM

28

Automotive Brands¹

65

OEM Franchises across Canada^{1,3}

15

RightRide/Independent Used Car Dealerships¹

39K

New Retail Vehicles^{1, 2} Sold TTM

\$256M

Adjusted EBITDA^{1, 2} TTM

1.1M

Service & Collision Repair Orders^{1,2} TTM

18

OEM Franchises in Illinois, U.S.¹

27

Collision Centers¹

34K

Used Retail Vehicles^{1, 2} Sold TTM

¹ As at September 30, 2023

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

³ Opening a GM dealership in Maple Ridge in Q1 2024

The Only Publicly Listed Automotive Dealership Group In Canada

Stock Quote and Capitalization Table

Ticker: TSX:ACQ	Market Cap: \$632.8 M ¹
Last Price: \$26.801	Net Debt: \$442.1 M ²
52 Week Hi/Lo: \$30.80/\$15.14 ¹	Enterprise Value: \$1,074.9 M ¹
Shares Outstanding: 23.6 M ¹	Revolving Floorplan Facility: \$1,101.0 M ²
Float: 55.6% ¹	GICS Classification: Consumer Discretionary

¹Priced as of market close on November 8, 2023 ²As of September 30, 2023

Analy	st Cove	erage
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Acumen Capital	Trevor Reynolds
ATB Capital Markets	Chris Murray
BMO Capital Markets	Tamy Chen
Canaccord Genuity	Luke Hannan
CIBC Capital Markets	Krista Friesen
Cormark Securities	David Ocampo
National Bank Financial	Maxim Sytchev
RBC Capital Markets	Sabahat Khan
Scotiabank	Michael Doumet

Diversified Brand Mix With Cross Boarder and Coast-to-Coast Operations

Geographically Diversified with a Healthy Brand Mix

CHRYSLER DODGE Jeep RAM IM CHEVROLET BUICK CADILLAC LINCOLN TOYOTA HONDA ACURA NISSAN

- Revenue diversified across geographies, with $\sim\!49\%^1$ of revenue being generated in Alberta and Ontario
- Recent acquisitions have increased AutoCanada's exposure across almost all major brands

High-Performing Dealerships

2022 Dealership Awards	<u>Dealership</u>
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
Ford President's Diamond Club Award	Rose City Ford
Hyundai Platinum Signature Certification	Grande Prairie Hyundai
Volkswagen Canada Wolfsburg Crest	Grande Prairie Volkswagen
Club Winners	St. James Volkswagen Chilliwack Volkswagen

 People-first operational culture driving high customer retention and strong relationships with the OEMs, as evidenced by numerous dealership awards

Company History



appointed CEO

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP financial measures
² Total net funded debt to EBITDA is calculated using a bank definition of EBITDA that cannot be directly derived from financial information available within the Company's consolidated financial statements.

Recently Expanded Leadership Team



Paul Antony Executive Chairman Joined May 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

25+ Years of Experience



Azim Lalani Chief Financial Officer Joined March 2023

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



Peter Hong Chief Strategy Officer & General Counsel Joined August 2018

Previously Senior Partner with Davies Ward Phillips & Vineberg LLP. Mr. Hong was one of Canada's leading M&A lawyers, with over 20 years of experience dealing with some of Canada's most complex M&A, securities and finance transactions, and advising public companies and their boards on strategic and governance matters.



Jeffrey Thorpe President, North America Joined April 2022

Previously, Mr. Thorpe was with AutoNation, the largest automotive retailer in North America for 24 years. He most recently held the position of Market President at AutoNation, providing direct leadership over automotive dealership operations in Colorado, Minnesota, Chicago, Cleveland, Northern California, and Los Angeles. During his extensive tenure at AutoNation. Mr. Thorpe established himself as an effective leader that builds and mentors strong teams and people.



Chief Operating Officer

Joined April 2022

Mr. Feldman has a proven track record of success over his 18 years of experience with Auto Nation, where he most recently held the position of Senior Director of Sales, overseeing national sales processes and pricing. He previously held Senior Director roles at Auto Nation, responsible for Wholesale Parts Sales, Operations Strategy, and eCommerce Retail Operations. During his tenure with Mr. Feldman AutoNation, revolutionized sales, marketing, training, and business development.



execution of M&A process.

20+ Years of Experience

Drew Forret

Chief Administrative and

Transformation Officer

Joined October 2023 Mr. Forret is responsible for the HR.

Financial Planning and Analysis, and

AutoCanada, Prior to AutoCanada,

Information Management.

Estate operations at

25+ Years of Experience



25+ Years of Experience

DAVIES

25+ Years of Experience

AutoNation

AutoNation

20+ Years of Experience

CAR PROOF

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.

We recently published our inaugural ESG report, which can be found on our website at investors.autocan.ca



Environment

- We offer a variety of hybrid and electricpowered 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 highquality employees, improving employee retention, accessing different perspectives and ideas and benefiting.

1. Scale and Durability Provides Opportunity For Margin Expansion and Sustainable Growth

- Transportation solutions addressing the full lifecycle of consumer mobility and allowing operations to adjust to changing market conditions.
- Project Elevate will bolster operations by maximizing gross profit, optimizing the cost structure, and modernizing corporate infrastructure.
- Opportunity to significantly close the gap to peer profitability.

2. Ample Growth Potential In Large and Fragmented Market

- Total Addressable Market >\$850 BB with fragmented ownership of franchise dealerships and collision centers in both Canada and the US.
- Project Elevate will supercharge accretion from acquisitions by creating a scalable platform.
- AutoCanada is the only publicly traded dealer group in Canada with deep bench strength to support expansion in both Canada and the US.

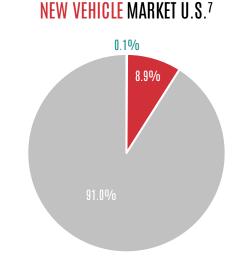
3. Strong Focus On Shareholder Value Creation

- Disciplined capital allocation strategy focused on long-term shareholder returns.
- Free cash flow generation supports return of capital and reinvestment in the business through growth initiatives.
- Since 2018 AutoCanada has returned ~\$140 MM in the form of share buybacks and has deployed ~\$400 MM on M&A.

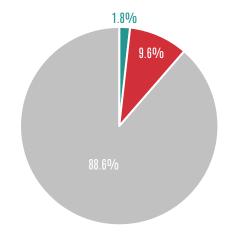


Large and Fragmented Market Provides Ample Growth Potential

- > 3,700 OEM Franchise Dealerships in Canada¹
 - •1.5 MM New Vehicles¹
 - •2.9MM Used Vehicles1
 - •CAD\$197.9 MM Total Sales²
- >18,000 OEM Franchise Dealerships in the U.S.3
 - •13.8 MM New Vehicles⁴
 - •36.2 MM Used Vehicles⁵
 - •US\$800.0 BB Total Sales4
- >4,150 collision repair shops in Canada⁶
 - •\$2.4 BB Total Sales⁶
- >31,000 collision repair shops in the U.S.6
 - •US\$38.6 BB Total Sales6
- ¹ Source: DesRosiers Automotive Consultants Inc., 2022
- ² Source: Statistics Canada, 2022
- ³ Source: Urban Science, July 1, 2023
- ⁴ Source: United States Department of Transportation, 2021 and 2022
- ⁵ Source: Cox Automotive. 2022 estimate
- ⁶ Source: The Romans Group, 2021
- ⁷ Source: Compilation of publicly available store count information, 2023



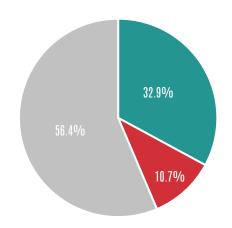




AutoCanada
Top 10 Groups
Rest Of Market
AutoCanada
Groups With 20+ Stores
Rest Of Market

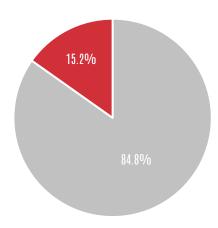
COLLISION REPAIR MARKET

U.S. & CANADA⁶



COLLISION REPAIR MARKET

U.S. & CANADA⁶



- Large MSO's Franchises Rest Of Market
- Independent Repair Shops
- Dealer Owned Shops

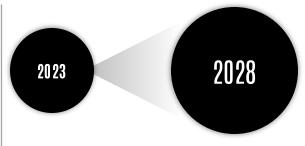
AutoCanada Has Considerable Runway For Growth

Accretive growth through M&A with the objective of accelerating shareholder value creation.



Opportunity Is Significant ► Target Regions And End Markets Disciplined, Flexible M&A

Realizing Synergies



Target adding 10-15 stores on average annually over the next five years.

GOAL

To be Canada's Preeminent Dealer Group.

Targeting OEM Franchise Dealerships and Certified Collision Centers across both Canadian and U.S. markets



Focus on high-ROI transactions

Diversification of the business by geography and brand

Unique ability to provide sellers with taxefficient transaction structures to assist with estate planning

Flexible consideration – all-cash; all-stock; cash-stock mix

Improving operations in newly acquired stores will boost transaction ROIs significantly



F&I: Leading GPUs

Used volume: Leading used-to-new^{1,2} (1.65x)

Fixed Operations:

Increased OEM Parts Sales Removal of duplicative costs

Cost

synergies

Additional purchasing

Additional purchasing power

Standardized Processes & Technology Integration

AutoCanada has spent over \$400 MM on 23 dealership and collision center acquisitions since 2018.

¹ As at September 30, 2023 TTM

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

AutoCanada Growth Pillars

New Light Vehicle

39% TIM Sales 20% TIM Gross Profit

- OEM Franchise Dealerships are local monopolies with inventory supply at the store level set by manufacturers.
- New light vehicle prices have risen at +1.4% CAGR^{1.2} over the last 30 years.
- Rapid acceleration in automotive technology and consumer demand for higher base models and trim packages support strong pricing trends over the long term.

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding this supplementary financial measure ² U.S. Bureau of labor statistics, 2022

Used Light Vehicle

43% ∏M Sales 11% ∏M Gross Profit

- Used light vehicle sales are counter cyclical and benefit from periods of limited new light vehicle supply.
- The market is unconstrained by OEM inventory allocation policies and can be served in physical stores as well as online, thereby offering considerable long term growth potential.
- Technological advancements in automotive support a strong used car market.

Parts, Service & Collison

12% ∏M Sales 37% ∏M Gross Profit

- New, used and F&I sales act as a lead generator for repair orders and parts sales
- New light vehicle supply shortages of the last 3 years combined with technological advancements are tailwinds for demand and average price per repair order
- Recession resilient with demand influenced by kilometers driven and synergies with dealerships in crossselling for repairable and non-repairable accidents.

Finance & Insurance

6% ∏M Sales 32% ∏M Gross Profit

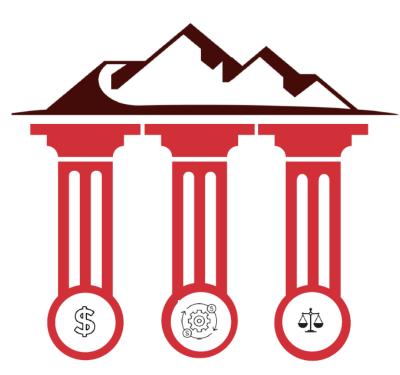
- Completes the customer ecosystem providing high margin sales opportunities on both new and used vehicles.
- Is a lead generator for Parts and Service repair opportunities under warranty.
- High value opportunity to offer solutions online and for revenue synergies from future dealerships acquisitions.

Data Analytics

Multiple Value Creation Pillars to Drive Enterprise Value

peration Optimization

PROJECT ELEVATE





Maximize Gross Profit

- Ensure optimal capture of all revenue generating opportunities in our stores.
- Implement best practices to reduce performance variance across the platform.
- Modernize Canadian automotive retail for consumers.



Optimize Cost Structure

- Deepened focus on fiscal discipline and operational efficiency.
- · Do more with less to increase productivity and eliminate wasted time and resources.
- Realize economies of scale through centralized financial planning and analysis.



Modernize Corporate Infrastructure

- Investment in people, process, and technology to enable scalable cost efficiencies.
- Improved forecasting, budgeting and disclosure via upgraded finance infrastructure.
- Human Resource and dealership technology and security upgrades to support platform growth.

OPPORTUNITY:

Substantially close the gap to peer profitability by the end of 2025, creating a scalable platform for enhanced accretive growth through industry consolidation.

Enhance Used Vehicle Sourcing & Speed To Market Lack of new inventory and corresponding new sales volume

has created a shortage of used inventory.

- 10 We Buy Your Car's (WBYC's) per Store/Month + 10 Equity Mining per Store/Month = 15,600 units per year.
- Internally sourced units average GPU ~\$2,400 vs ~\$300 for externally sourced and sell on average in 22 days vs. 37 days for externally sourced.
- The dealer group that reinvents used acquisition strategy is the dealer group that will win.

Days To Sell	GPU
0-30	\$2,389
31-60	\$1,922
61-90	\$733
91-120	(\$119)
121-150	(\$509)
151-180	(\$683)

03 2023 Used Sales Data

Improve used GPU by establishing best in class used vehicle sourcing and sales operations by the end of 2025.

F&I Best Practices & Fixed Operations Optimization

Performance bandwidth in F&I GPU 1,2 at the store level currently has significant dispersion between high and low, with ~45% of dealerships below average.

GOAL

Get all locations to average by the end of 2025 by leveraging industry leading data analytics and in house training to decrease bandwidth dispersion.

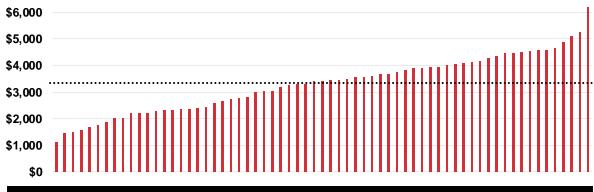
Performance bandwidth in customer pay gross profit per repair order 1 currently has significant dispersion, with $\sim 45\%$ of dealerships below average.



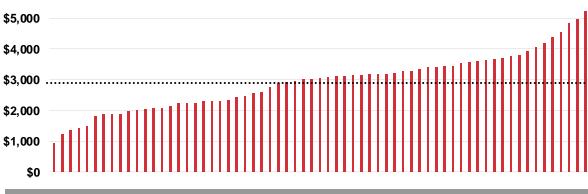
Get all locations to average by the end of 2025 by implementing AutoCanada Service Playbook and Xtime automotive service experience platform software to decrease bandwidth dispersion across locations.

As at Sentember 30, 2023

F&I GPU² NEW BY STORE¹



F&I GPU² USED BY STORE¹



CUSTOMER PAY GROSS PER REPAIR ORDER^{1,2}



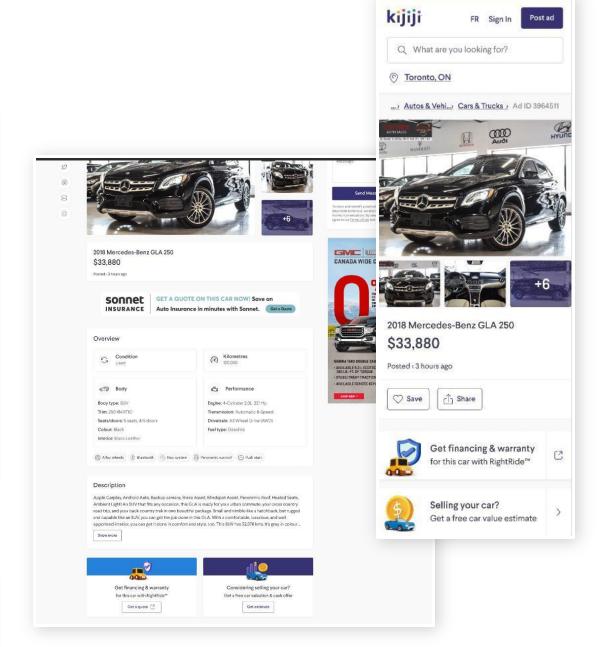
See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures

Modernizing Canadian Automotive Retail

- AutoCanada and Kijiji strategic partnership includes the integration of consumer solutions developed by AutoCanada. These solutions include providing Kijiji's users with the ability to purchase F&I products online from AutoCanada, as well as an online Instant Cash Offer (ICO) option for the vehicle.
- Kijiji has 11.8 MM unique visitors per month with 1.4 MM for sale by owner cars listed for sale annually, and a consumer base that is presently unserved by ICO and F&I products and services.

GOAL

Create Canada's first scalable omni-channel used car retailer, leveraging scale and best in class F&I and reconditioning capabilities to maximize used market share, as well as penetration in high margin parts and F&I sales.



Focus On ROI Across The Platform

Creating A Growth Oriented, Cost-Effective Organization

Drawing on the collective experience of the executive team to execute a multi-year cost transformation, substantially closing the gap to peer profitability over the next three years, while continuing to support long term growth.

Centralized Shared Services

Centralized procurement, identifying and removing wasteful spending, and improving utilization of resources through dedicated Financial Planning & Analysis, enhanced Marketing, and improved Loaner Fleet Management.

GOAL

Drive better productivity and reduce employee costs, while improving retention of high performers. Realize economies of scale with vendors, eliminate wasteful spending, and improve productivity across the organization.



Creating **Economies of Scale**

Geographic Leadership

Platform Vice Presidents reorganized by geography to allow local managers to foster strong collaborative teams and tailor their approach to the local market to improve underperforming stores, maximize inventory positioning, develop bench strength for the future, and always meet the needs and demands of local customers.

AutoCanada University

Propagating best practices through high caliber training throughout the organization and development of internal universities.

IT Upgrades

IT Modernization is underway to replace dated hardware, upgrade software and systems at each store and reduce operational risk. Financial and Human Resource software modernization to improve internal controls and management reporting.



GOAL

Create a scalable centralized shared services platform that will unlock unrealized synergies, supporting future growth while minimizing operational and financial risk.



Q3 2023 Results Overview

Third Quarter Results

(\$M, unless otherwise noted)	Q3 2023	Q3 2022	Change
Consolidated Revenue	1,657.4	1,623.9	+2.1%
Gross Profit % ¹	17.5%	16.8%	+0.7 ppts
Adjusted EBITDA ¹	66.7	76.4	-12.6%
Adjusted EBITDA ¹ %	4.0%	4.7%	-0.7 ppts
Used to New Ratio ¹	1.60	1.89	-15.5%
Total Net Funded Debt	449	365	+23%
Total Net Funded Debt to Bank EBITDA Leverage Ratio	2.2x	1.5x	+0.7x

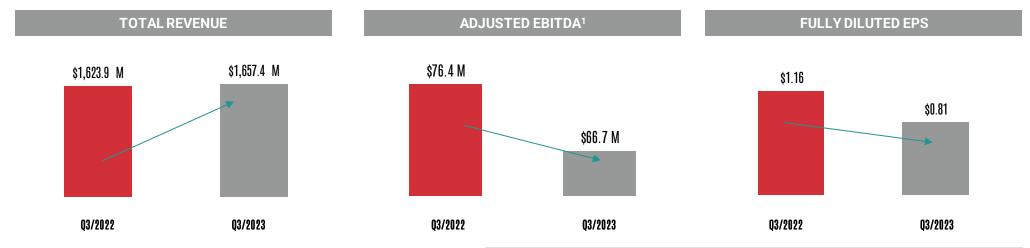
¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP and supplementary financial measures

Q3 2023 Results Overview

Income Statement Highlights

03/2022

Q3/2023



COMMENTARY

- Increased total revenue 2.1% y/y
- Increased gross profit 6.1% y/y
- Decreased Adjusted EBITDA¹ by 12.6% y/y
- Decreased Fully Diluted EPS 30.2% y/y

	Growth Q3/23 vs. Q3/22		
	Revenue	Gross Profit	
New Vehicle	20.8%	2.6%	
Used Vehicle	-14.5%	-2.3%	
Parts, Service & Collision Repair	21.2%	17.4%	
F&I	0.4%	0.4%	
Total	2.1%	6.1%	

TTM Q3 Adjusted EBITDA1 of \$256 million

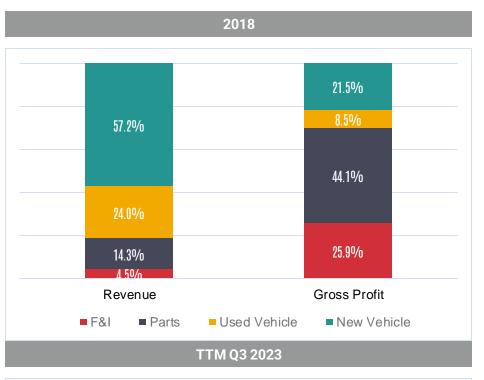
Q3 2023 Results Continued

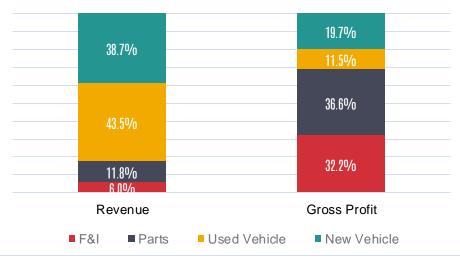
TTM Canadian Business Mix Highlights

Segment	Brand	Segment Revenue %	Revenue %	Segment Retail Unit %	Retail Unit Sales %
Import	Honda	31%	5%	40%	7%
	Hyundai		9%		11%
	Kia		2%		3%
	Nissan		5%		7%
	Volkswagen		7%		8%
	Other Imports		3%		4%
Domestic	Ford	40%	3%	36%	3%
	GM		10%		10%
	Stellantis		27%		23%
Luxury	Audi	17%	2%	13%	2%
	BMW/MINI		9%		6%
	Mercedes		4%		4%
	Porsche		2%		1%
	Collision/RightRide/Used Digital ¹	12%	12%	11%	11%

COMMENTARY

- Stellantis offering ample new inventory
- Consumers are price sensitive impacting sales mix
- Sold 1.6² used cars for each new car sold vs. 1.9² in Q3/22
- Improved F&I penetration a notable benefit to gross profit





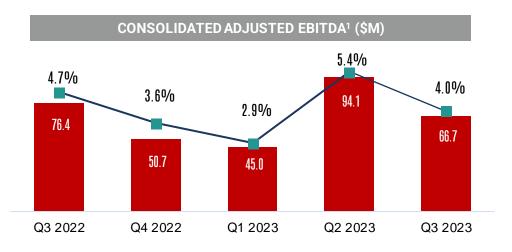
¹ Non-franchised dealership revenue – including stand-alone collision centres, Used Digital stores and RightRide stores

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

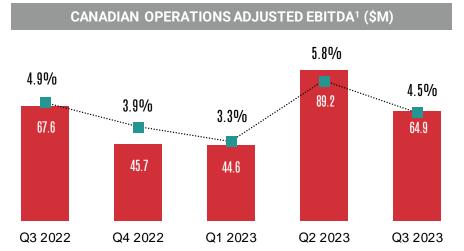
Q3 2023 Results Continued

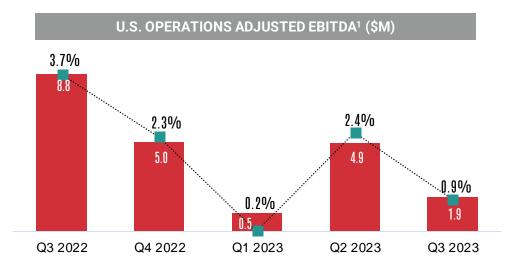
Geographic Mix Highlights Adjusted EBITDA Margin¹











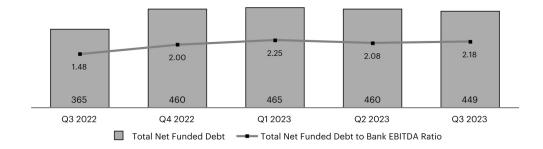
¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these nonGAAP measures

Leverage Profile

Total Net Funded Debt to Bank EBITDA Leverage Ratio of 2.18

DISCIPLINED MANAGEMENT OF LEVERAGE

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



TOTAL NET FUNDED DEBT Q3 2023

(\$millions)

Revolving term facility - Credit Facility	164.2
Senior Unsecured Notes	345.2
Other funded debt according to Credit Facility	7.1
Total Funded Debt	516.5
Less: Allowable Cash Netting according to Credit Facility	67.1
Total Net Funded Debt	449.4
Bank EBITDA (TTM)	206.4
Total Net Funded Debt to Bank EBITDA ratio	2.18x

