

**INVESTOR DAY**  
**2010**

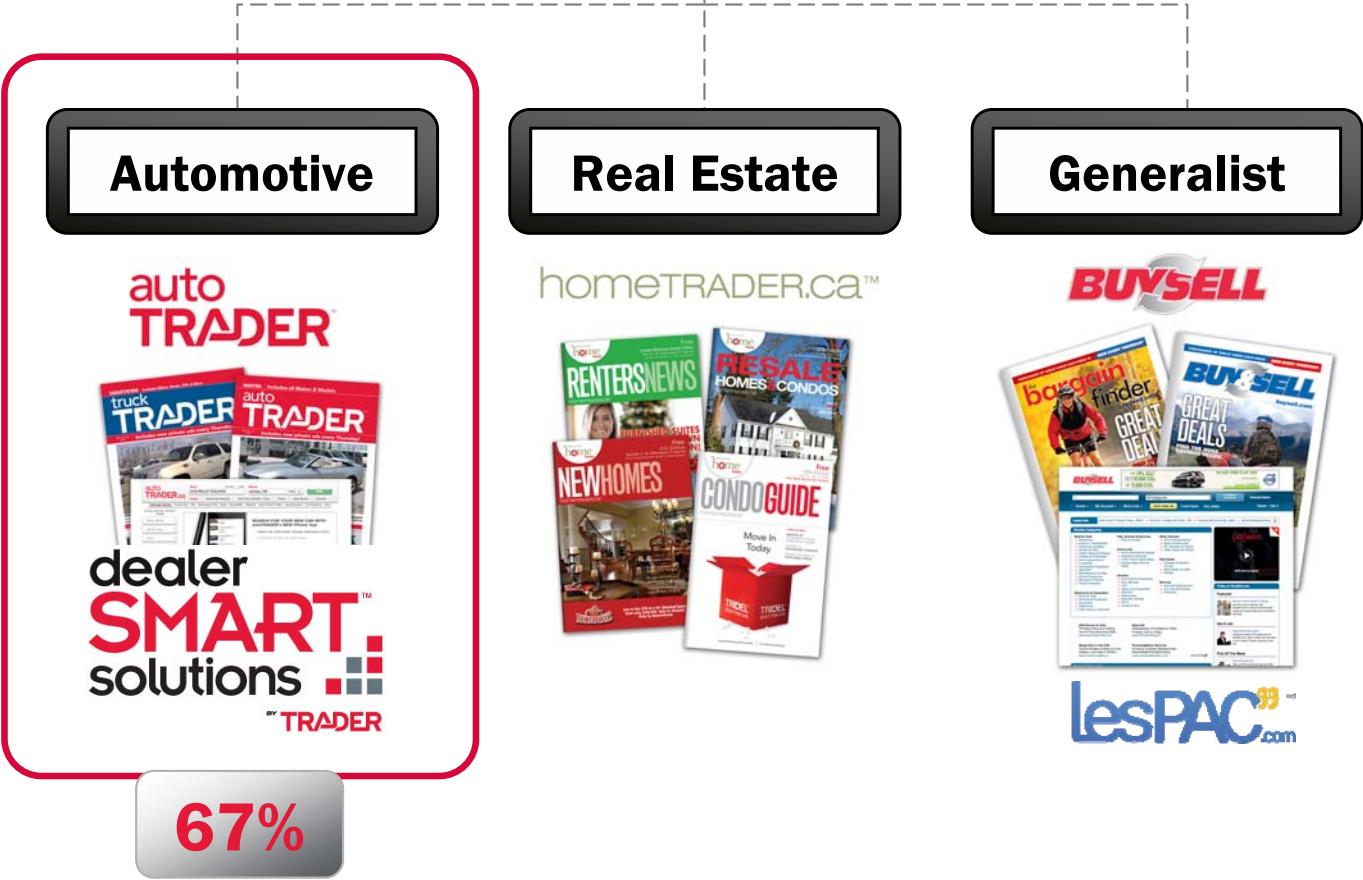
# **Update on Business Transformation**

**Doug Clarke**  
President, Trader Corporation

**TRADER**<sup>INC.</sup>

# Business Overview

# TRADER



# Business Overview

# TRADER

**Automotive**



**Strong brands**

**Customer relationships**

**National sales platform**

# Addressable Automotive Market in Canada

## Trader Penetration

**62%**



**29%**



**80%**



## Market Segments

PASSENGER VEHICLE DEALERS:  
**10,500**

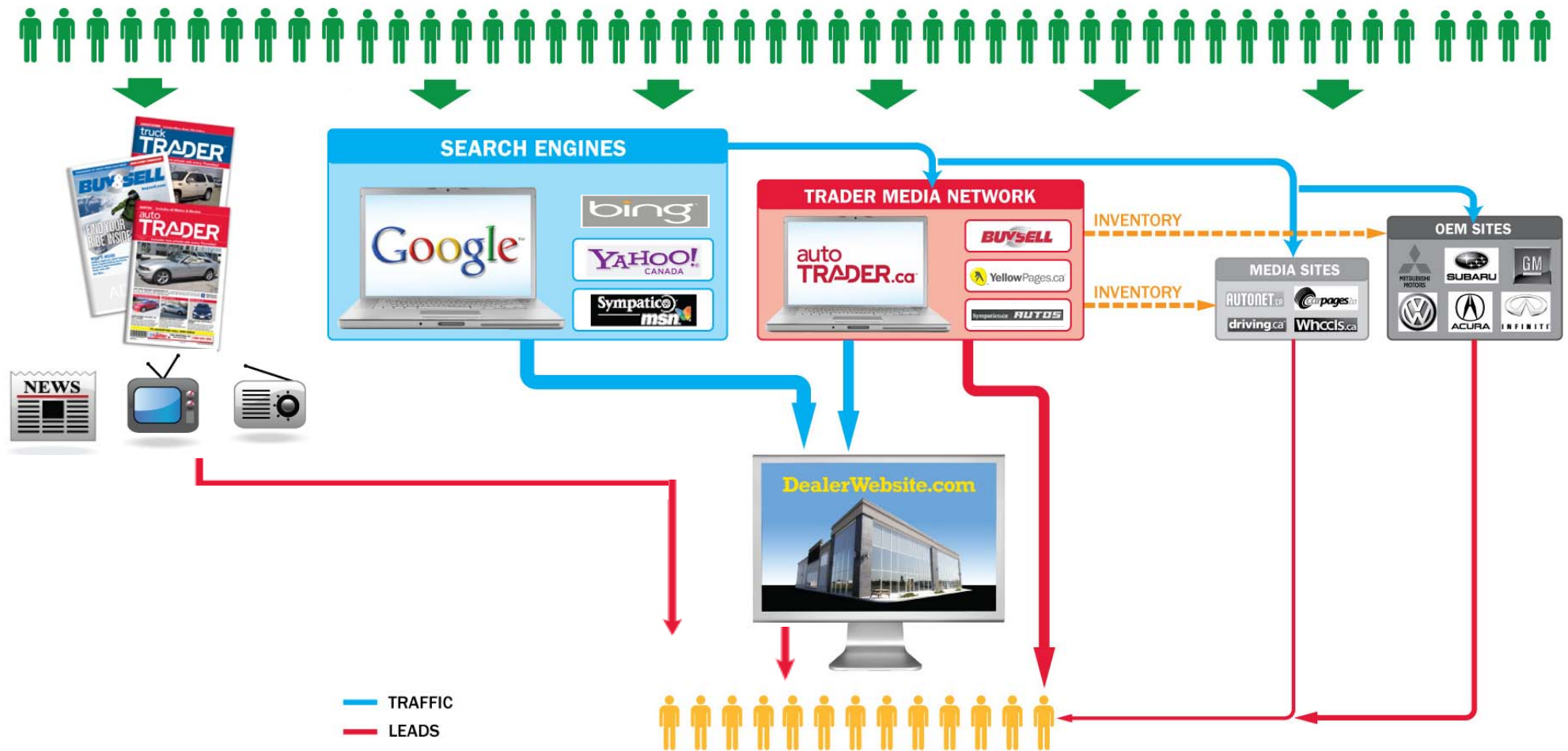
**300**  
Dealer Groups  
with 1,200  
dealerships

NON-PASSENGER VEHICLE DEALERS:  
**6,200**

**15,500**  
Single Stores

CAR MANUFACTURERS:  
**25**

# Canadian Consumer Purchasing Behaviour



They use automotive media and search engines

# Automotive Dealer Needs



**Opportunity to expand into a one-stop shop solution**

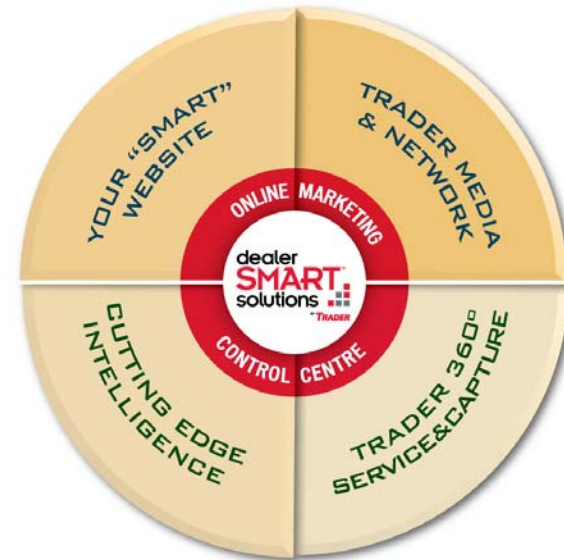
# Expanding the Business Model

## Trader Media



Marketplace for Buyers and Leads Generator for Sellers

## Trader Solution



Media Solution Provider and Trusted Advisor for Sellers

# Trader Automotive Media Strategy



## MAINTAIN

Keep Relevancy of  
Print Titles

## GROW

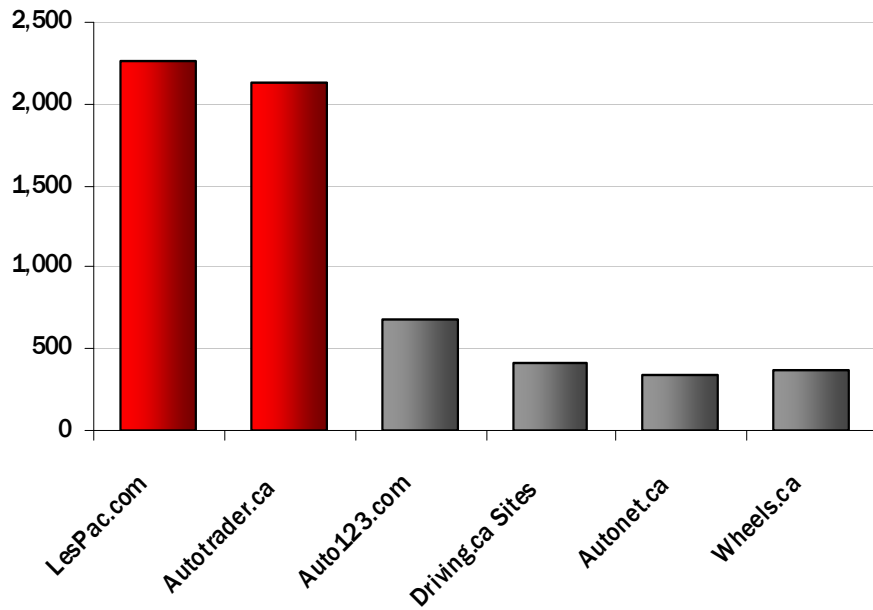
#1 Marketplace with  
Expansion in Social Media

## INTRODUCE

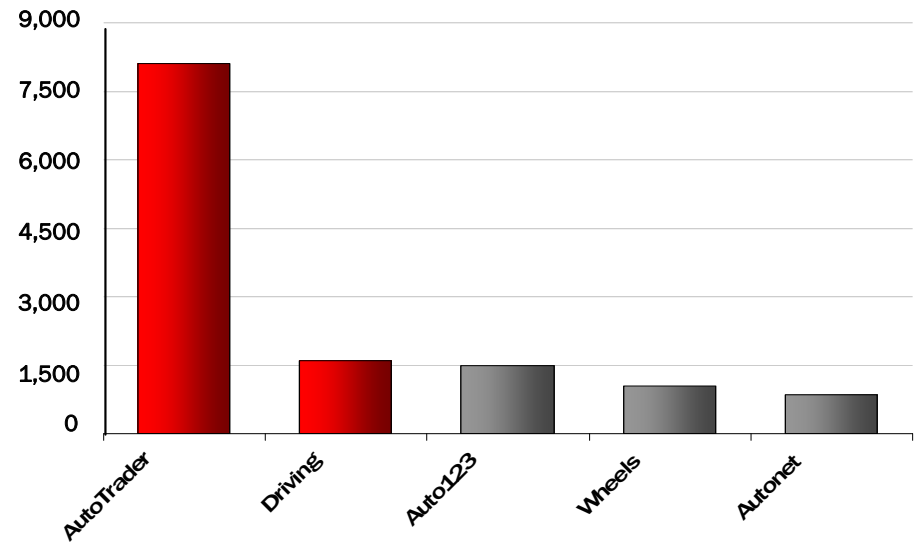
Initial Focus on  
User Acquisition

# Leadership in Automotive Marketplace

Unique Visitors ('000)

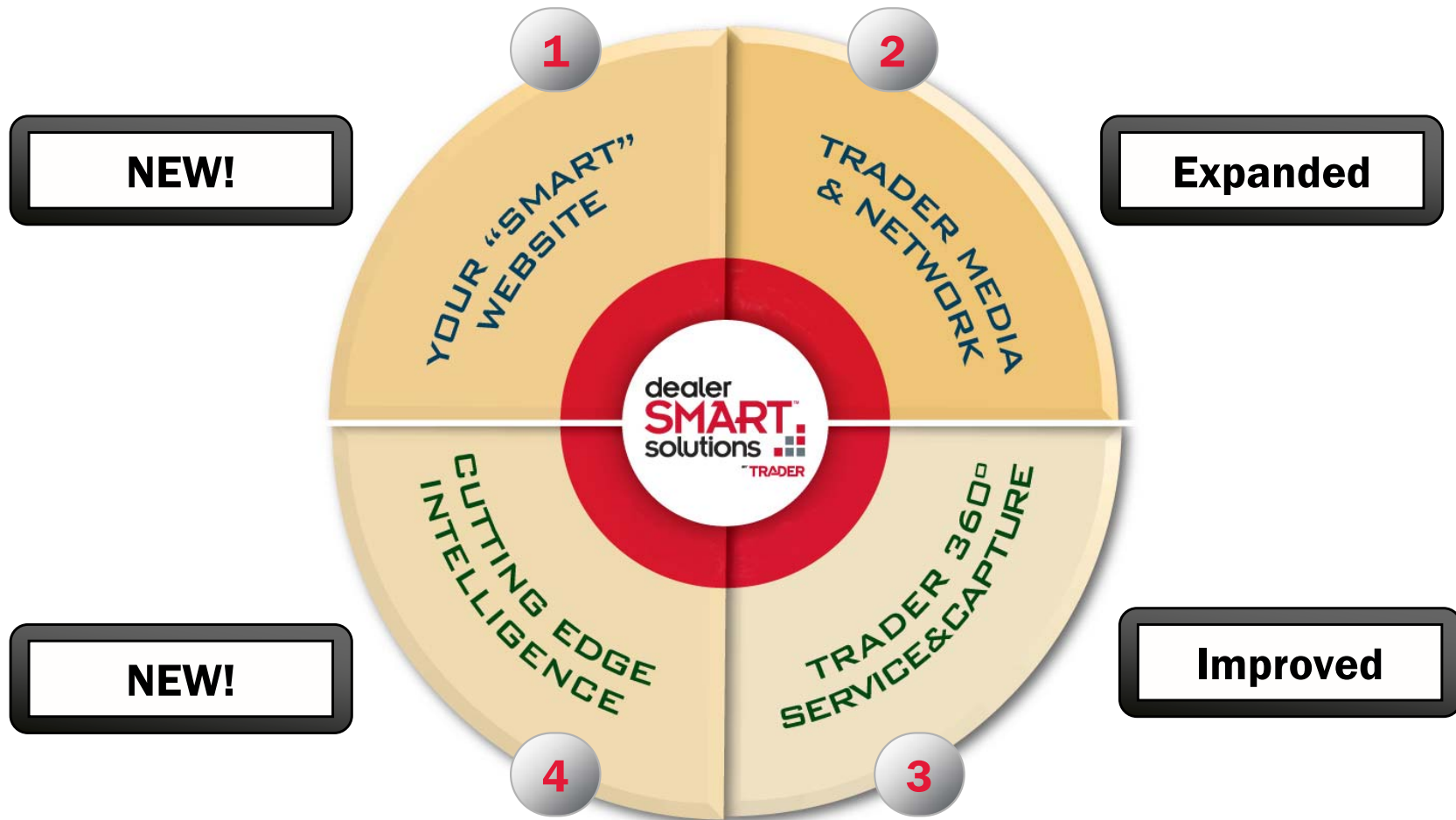


Dealer Penetration



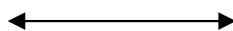
Trader network reaches almost 5M unique visitors

# Creating Dealer Smart Solutions



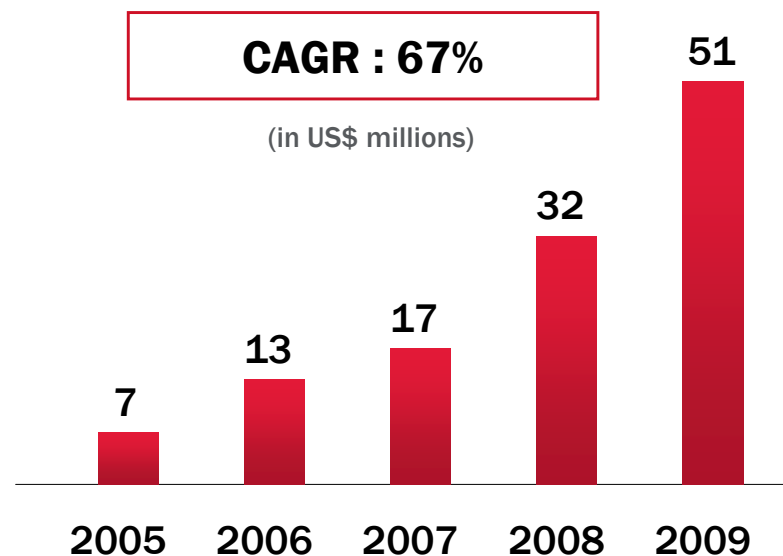
A unique integrated solution supported by experts

# Dealer.com Partnership



- Relationship since January 2009
- Long-term Commercial Agreement on technology
- Path to ownership control

- 13,500 US dealers
- 80% of top 125 dealer groups



Best-in-class solution provider in North America

# “Smart” Website



- Search engine optimized
- Built to generate leads
- Scalable

**Best-in-class website built to drive traffic and leads**

# Media



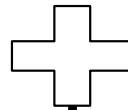
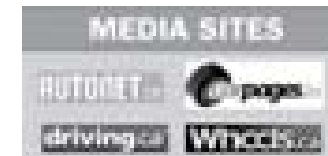
Print



Online Network

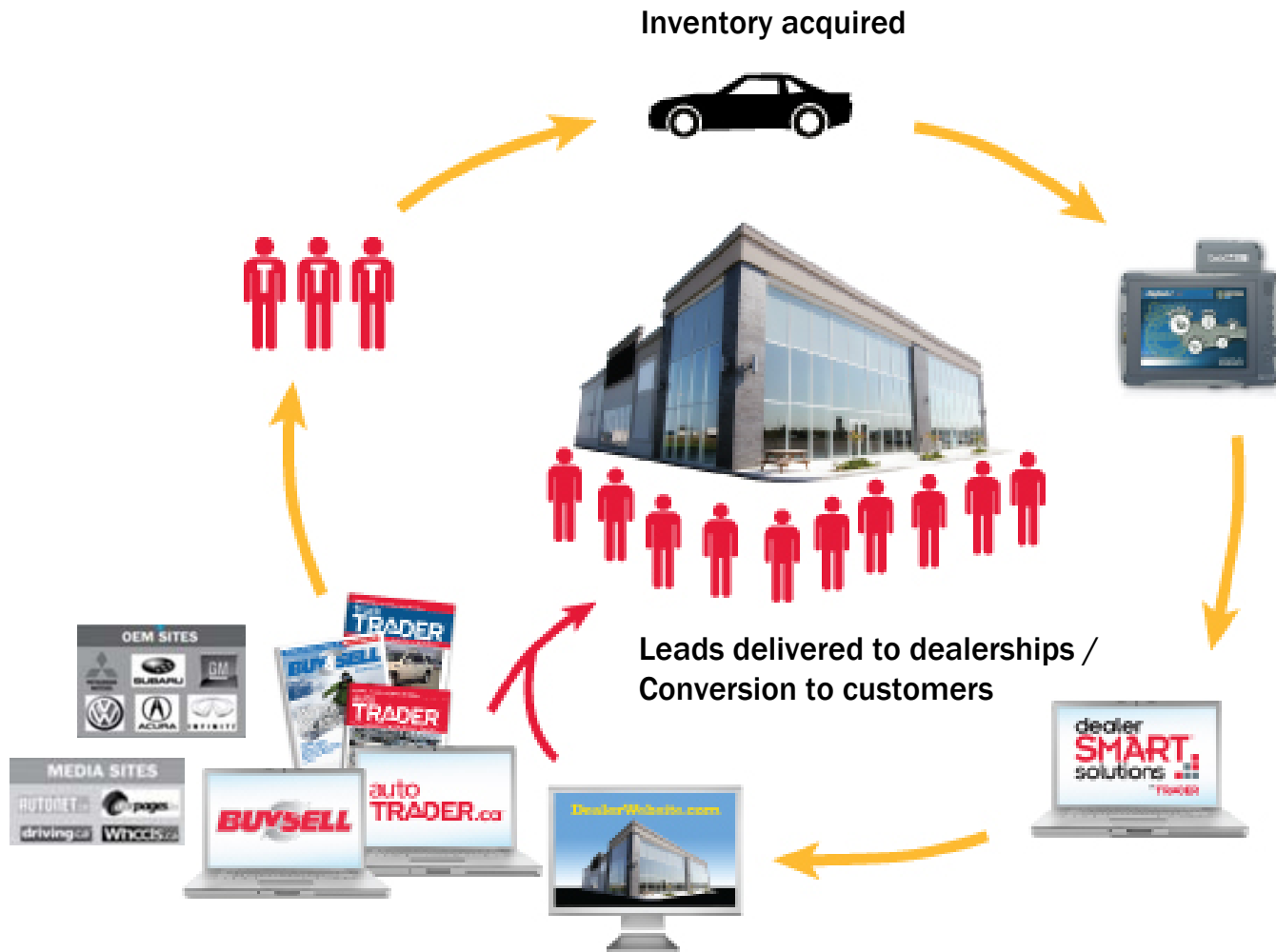


3rd Party Network



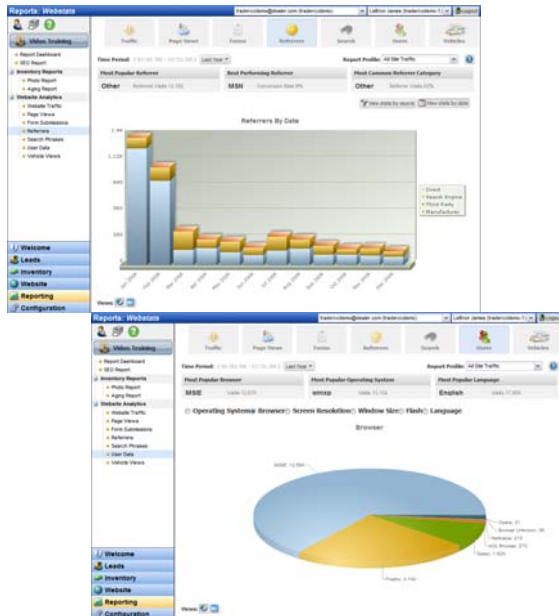
Exposure to Trader and third party media network

# Service & Capture



Ensure quality of content and lead generation

# Cutting Edge Intelligence



- Inventory management
- Media performance management
- Cost per lead tracking
- Website performance analytics
- Search engine analytics

Understand what works and what doesn't

# Additional Products Creates Growth Opportunities



Search engine marketing



Mobile smart site



Call tracking



Media up-sell



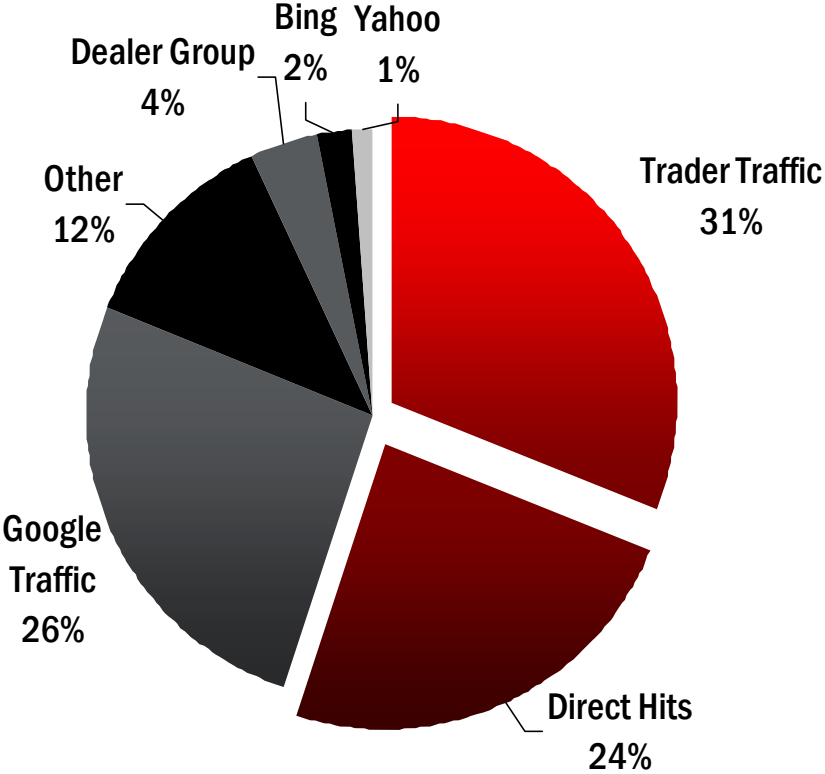
Video



Online display

# Driving Traffic and Leads to Customers

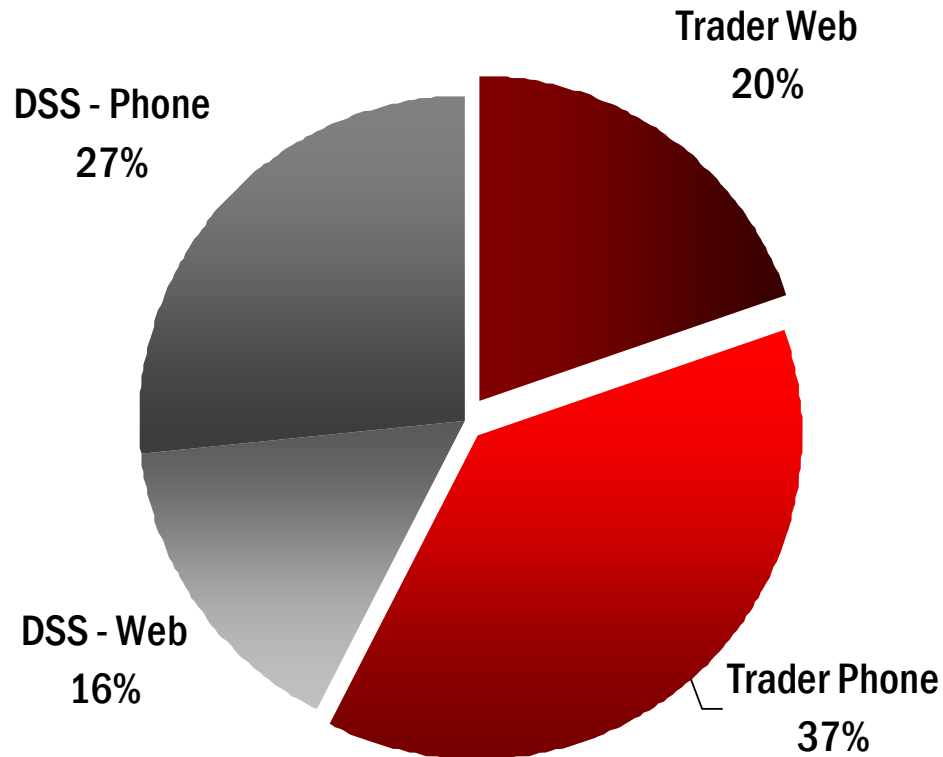
## Traffic



**Trader media is the main traffic generator for Dealer Smart sites**

# Driving Traffic and Leads to Customers

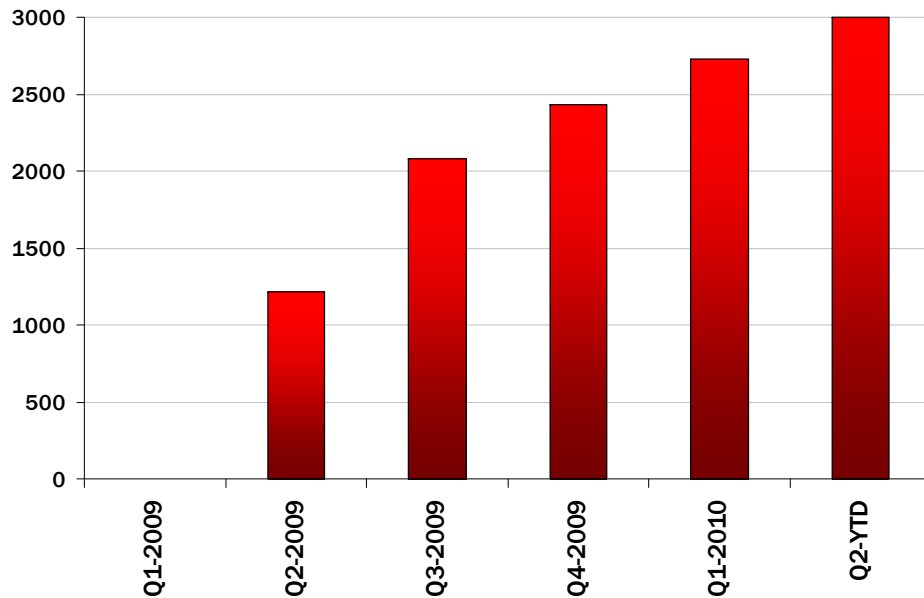
## Lead Generation



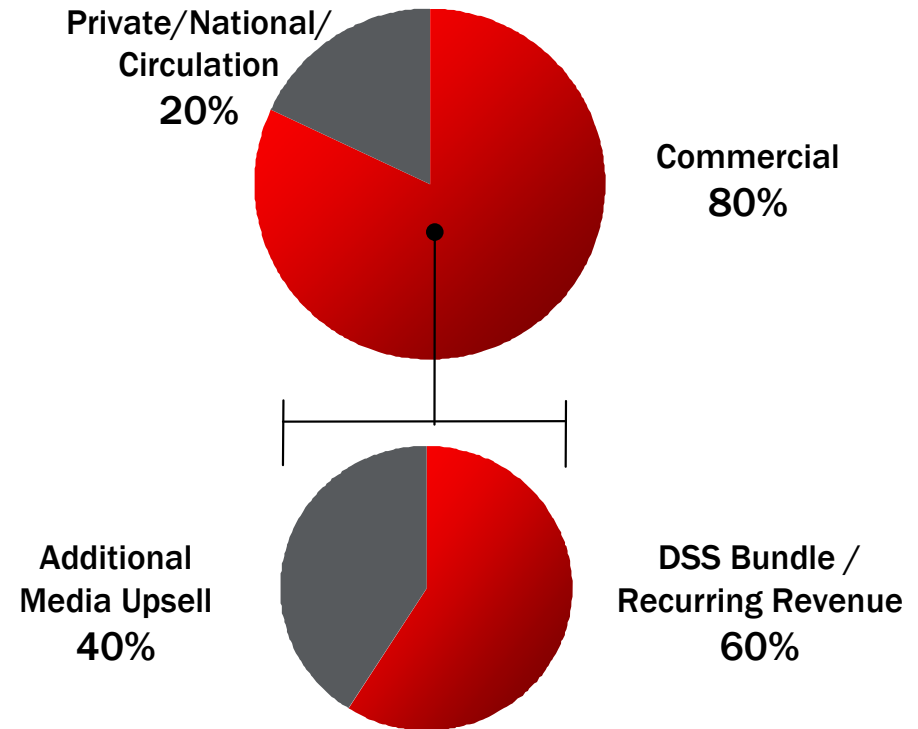
Phone represents 2/3 of leads received by dealers

# Successful Rollout of Dealer Smart Solution

## Number of DSS Customers



## Revenue Breakdown



Successfully stabilized revenue with room to grow share of wallet

# Key Learnings

- 1. Sales transformation:  
From order takers to trusted advisors**
- 2. Continued education of customers**
- 3. Servicing solutions versus media**

**Empowering the seller**

# Non-Passenger Vehicle Solutions



**TRADER ATV**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

**TRADER PWC**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

**TRADER MOTORCYCLE**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

**TRADER BOAT**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

**TRADER SNOWMOBILE**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

**V3500 RV DEMO**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

**Trader Transport Trailer**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Finance Center | Departments | Specials | Dealership | Français

SEARCH INVENTORY

Quick Links: About, Directions, Contact Us

Welcome  
Trader Transport Trailer in Burlington, QC treats the needs of each individual customer with paramount concern. We know that you have high expectations, and as a dealer we enjoy the challenge of meeting and exceeding those standards each and every time. Allow us to demonstrate our commitment to excellence!

Our experienced sales staff is eager to share its knowledge and enthusiasm with you. We encourage you to browse our online inventory, schedule a test drive and investigate financing options. You can also request more information about a vehicle using our online form or by calling 888-555-5555.

Read More

**Trader Heavy Truck**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Dealership | Français

SEARCH INVENTORY

WELCOME TO TRADER HEAVY TRUCK  
Trader Heavy Truck in Burlington, QC treats the needs of each individual customer with paramount concern. We know that you have high expectations, and as a dealer we enjoy the challenge of meeting and exceeding those standards each and every time. Allow us to demonstrate our commitment to ...

Read More

**Trader Farm Equipment**  
1 Howard St. Burlington, QC J5A4E1

Sales: 888-555-5555  
Service: 888-555-5556  
Parts: 888-555-5557

Home | Inventory | Dealership | Français

SEARCH INVENTORY

WELCOME TO TRADER FARM EQUIPMENT  
Trader Farm Equipment in Burlington, QC treats the needs of each individual customer with paramount concern. We know that you have high expectations, and as a dealer we enjoy the challenge of meeting and exceeding those standards each and every time. Allow us to demonstrate our commitment to excellence!

Our experienced sales staff is eager to share its knowledge and enthusiasm with you. We encourage you to browse our online inventory, schedule a test drive and investigate financing options. You can also request more information about a vehicle using our online form or by calling 888-555-5555.

If you'd like to see a vehicle in person, click on **Dealership: Directions** for step-by-step driving instructions to our site, or give us a call. We look forward to seeing you.

Click To Hide

Recent expansion of solution in nine categories

# Evolution of the Solution


## 2009 Dealer Smart Solution

Syndication Services 

Media & Leads Management 

Website Provider 

## Current Focus

Inventory Optimization 

Vehicle Evaluation Provider 

B2B Services 

## Future Opportunities

Financial & Insurance Services

Employment Services

CRM Provider

Marketing Services

DMS Providers

**Objective is to create a unique and unparalleled solution**

# Evolution of the Solution to Other Segments

# TRADER

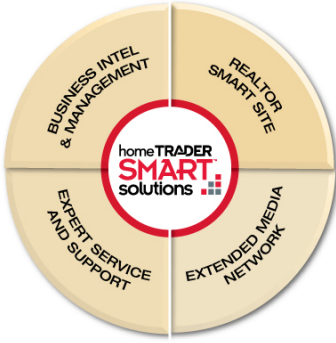
**Automotive**



Passenger Vehicle

Non Passenger Vehicle

**Real Estate**



Resale Brokers & Resale Agents

Builders

Property Managers

**Generalist**

# Concluding Remarks

- Trader has undergone a significant transformation
- Diversified revenue stream
- Opportunity to expand Dealer Smart Solution to other verticals

