
INVESTOR PRESENTATION AND NEW ASSET FINANCE FACILITY

Carly Holdings Limited (ASX:CL8) (**Carly** or the **Company**) is pleased to release an updated Investor Presentation which includes details of the continued growth in subscription revenue and profitability metrics, increasing success of the new vehicle supply strategy and the securing of a new asset finance facility to support further growth.

Carly has previously articulated the implementation of a hybrid vehicle supply strategy which combines asset light and asset financed vehicle supply channels to support growth in fleet size to take advantage of the increasing demand for car subscription, under various vehicle supply conditions.

The investor presentation details the success of the strategy to date in terms of revenue and margin improvement and provides an update on the vehicle financing strategy, with the latest asset finance facility being secured on 22 June 2022

The importance of securing asset finance to support further growth is underpinned by the appointment of Michael Mobilia as CFO on 30 May 2022. Mr Mobilia is a highly entrepreneurial individual with a very strong asset finance background, having held the CFO and GM Group Risk roles at Equigroup. He has significant experience in asset finance funding structures, having financed in excess of a billion dollars of assets through various structures, as well as securing residual value funding.

Carly's CEO and Director, Mr Chris Noone commented 'It is exciting to see our vehicle supply strategy deliver such strong results with utilisation performing ahead of our expectations. This new finance facility provides a pathway to further substantial growth. We are eager to expand our vehicle supply strategies to continue to meet the unfulfilled demand for car subscription.'

This announcement was authorised to be given to ASX by the Board of Directors of Carly Holdings Limited.

Authorised by:

Chris Noone
CEO and Director
Carly Holdings Limited

For more information please contact:

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About Carly Holdings Limited

Carly Holdings Limited (ASX:CL8) investors.carly.co/ is listed on the Australian Securities Exchange. It is Australia's leading listed company focused on providing innovative mobility solutions for consumers and the automotive industry. Carly Holdings operates www.Carly.co, Australia's first flexible car subscription service and www.DriveMyCar.com.au Australia's leading peer-to-peer car rental business.



Car Subscription The Future of Car Ownership

Investor Presentation
June 2022

Carly SUBSCRIBE
TO YOUR NEXT CAR

Disclaimer

The material herein is a presentation of non-specific background information about the current activities of Carly Holdings Limited (Carly Holdings or the Company). It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Carly Holdings, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Carly Holdings. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Carly Holdings.

Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.

Forward-looking statements include, but are not limited to, statements concerning Carly Holdings' planned strategies and programs and other statements that are not historical facts. Although Carly Holdings believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Carly Holdings should be considered as speculative in nature.

The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Carly Holdings ASX:CL8.

Market Opportunity

Large Opportunity

38% of Australians would consider subscribing to a car rather than purchasing or leasing.

69% of Gen Z and 50% of Millennials indicated a preference for car subscription

Carly commissioned Omnipoll survey (June 2020)

The Company

Carly Holdings is innovating in the rapidly evolving automotive and mobility markets in Australia.

Major shareholders include leaders in the automotive industry **SG Fleet, Turners Automotive and RACV**

The only ASX-listed company focusing on the car subscription opportunity

The Ideal Solution

Carly, **Australia's first flexible car subscription service** launched in March 2019.

A monthly recurring payment covers all expenses, just add fuel.

The use of a car without the long-term burden of debt or ownership; Carly offers a more flexible alternative to finance or outright purchase.

Why Carly?

Experience

10+ years' experience in the automotive industry, leveraging proprietary technology and extensive industry partnerships.

Directors & management have senior level experience from Volkswagen, Hyundai, Deloitte, SG Fleet and Turners Automotive

Solid Business Model

Carly operates a hybrid supply model to most **efficiently expand the vehicle fleet regardless of market conditions.**

Owned fleet - buy or lease vehicles to target specific opportunities & guarantee strong supply

Asset light fleet- monetise excess vehicles in market without need to buy or lease

Strong Growth

Carly has recorded **strong growth despite Covid-19** demand and supply impacts (Mar 21 Qtr vs Mar 22 Qtr)

Subscription Transaction Value **increased 68%**

Subscription Revenue **increased 104%**

June 2022 Update:

\$1.5m vehicle finance facility secured with top-tier automotive financier

The Evolution Of Car Ownership



Shift from Car Ownership to Access

Ownership is increasingly being seen as a burden as it is inflexible and requires long-term financial commitment. People value access to cars that meet their needs at a particular time



Rise in use of Subscription Services

From mobile phones to on-demand movies and food, subscription offers an attractive and effective solution to accessing a range of products with a simple, all-inclusive recurring payment



Electric Vehicle Opportunity

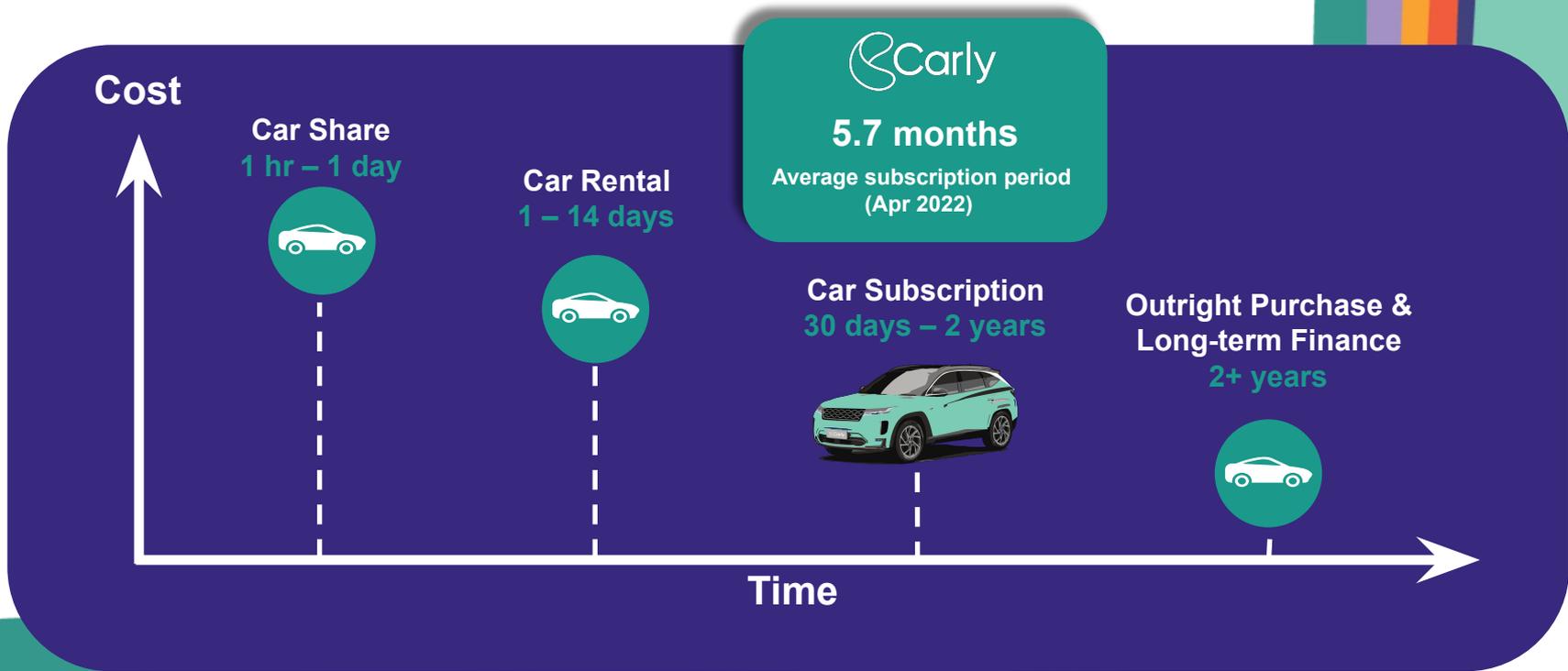
The adoption of electric vehicles comes with many uncertainties – range anxiety, battery life, depreciation and charging infrastructure. Subscription enables ‘try before you buy’



Uptake of Multiple Mobility Solutions

Individuals and businesses of all sizes are seeking a range of mobility solutions to match their lifestyle or commercial requirements, which can vary hourly, daily or monthly

Subscription Fills a Major Gap In the Mobility Market



What Is A Carly Car Subscription?

A fast, flexible and low-risk way for individuals and businesses to access quality new or used vehicles online for 30 days +

- one simple monthly subscription fee includes registration, insurance, maintenance and roadside assistance
- exclusive car use
- no break fees and no upfront deposits
- minimum 30 day term (cancel with 30 days notice)
- ability to switch the vehicle to suit changing needs
- **not** a long-term financial commitment or debt

The subscriber simply covers the cost of fuel and tolls



Carly business customer
Lust Liquor, Sydney

Australians Want More Suitable Ways To Access a Car



Of Australians

would consider subscribing to a car rather than purchasing or leasing



Of People With Children

would consider subscribing to, rather than purchasing their next car



Of Gen Z

indicated they would prefer a no-strings-attached car subscription option



of Millennials

indicated they would prefer a no-strings-attached car subscription option

Car Subscription Is The Future Of Mobility

The Boston Consulting Group estimates the Car Subscription market in Europe and the US combined could reach \$30 billion to \$40 billion by 2030.¹

52%

of Global consumers would consider Car Subscription for their next vehicle - a number massively driven by early adopters²

69%

of Australian Gen-Z would consider Car Subscription for their next vehicle - a generation that will be a primary target audience for Car Subscription over the next decade³

15%

of new car sales in US and Europe are forecast to be attributed to Car Subscription by 2030 - based on a volume of 5 to 6 million subscription vehicles⁴

2027

By 2027 the Independent/ Third party subscription provider segment is projected to be the most lucrative over OEM/ Captive providers.⁵

1. Boston Consulting Group, "Will Car Subscriptions Revolutionise Auto Sales?" July 2021, Retrieved from <https://on.bcg.com/3sr6xki>
2. Simon Kucher, Global Automotive Study 2022, Retrieved from <https://bit.ly/3wHWP5n>
3. Carly commissioned Omnipoll® survey (Jun 2020, survey sample represents the wider Australian population)
4. Boston Consulting Group, "Will Car Subscriptions Revolutionise Auto Sales?" July 2021, Retrieved from <https://on.bcg.com/3sr6xki>
5. Allied Market Research, "Car Subscription Market Report" Retrieved from <https://bit.ly/39FLWtr>

A Start-up With A Head Start

Carly is a first-mover in the Australian car subscription market; leveraging the experience, partnerships and proprietary technology developed by DriveMyCar, Australia's first and largest peer-to-peer car rental platform

 drive my car provided the foundation for the launch of Carly.

- Australia's first and largest peer-to-peer car rental platform
- Focused on 7 - 90 day peer-to-peer and rideshare rentals
- Revenue streams highly cyclical and heavily impacted by Covid-19
- 9% of Carly Holdings revenue in March 2022
- Car rental and rideshare rental represent lower potential than car subscription. To be exited in CY 2022



 Carly has strong product/market fit:

- No dominant competitors
- 91% of Carly Holdings revenue, from 0% in February 2019
- Significant industry partnerships
- Strong growth despite Covid-19

 **Turners**
Subscription


HYUNDAI


sg fleet

Carly's Competitive advantage



10+ years industry experience



Direct and licensing income



Substantial industry partnerships



Industry enabler, not a competitor



Online customer acquisition



Asset-light business model supplemented by direct control of vehicle supply



Mass market proposition
- Business and consumer



Peerpass verification platform



Proprietary technology platform



ATO Product Ruling

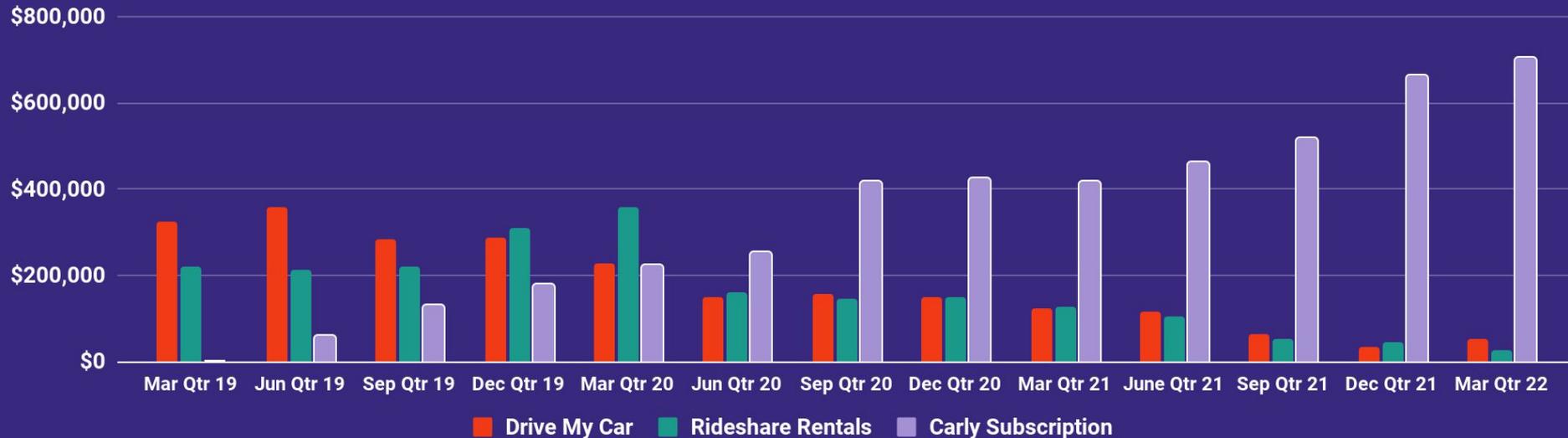


No deposit and no long-term financial commitment



Continual Growth Despite Covid-19 Lockdowns and Vehicle Supply Restrictions

Rental and Subscription Receipts



Carly Car Subscription launched in March 2019 and has grown to represent 91% of revenue (Mar Qtr 2022). DriveMyCar rental revenue streams were heavily impacted by Covid-19 restrictions that affected the entire car rental industry, whereas car subscription growth has continued unabated. Carly will exit the car rental market, to focus on the higher growth potential of car subscription

A scalable online marketplace with multiple supply and demand channels

Vehicle Supply

Asset Light Fleet

No Capital or long term commitment

- Automotive manufacturers
- Automotive dealers
- Fleet management companies
- Corporate fleets
- Strategic partners



Owned Fleet

Higher Margin, More Control

- Purchase
- Lease



Marketing
Online discovery
Insurance
ID verification
Sales
Fleet management
Payments
Data analysis



Customer Demand

Consumer Market

- Families
- Contractors
- Relocators
- Experience Seekers
- De-riskers
- Millennial Nomads
- Gen Xers
- Silver Surfers 65+



Business Market

- SMEs
- Large Corporates
- Government
- Not for Profit



Vehicle Supply Market Conditions

The onset of the Covid-19 pandemic has not dampened consumer and business demand for vehicles; however it has had a negative impact on vehicle supply, caused by manufacturing plant closures and shortages of microchips which are now prevalent in all new vehicles. While new vehicles are in short supply, prices for used vehicles have increased by approximately 30%. These supply disruptions are expected to last for the greater part of 2022.

Carly has amended its vehicle supply strategy accordingly:

The Opportunity

Subscription is increasingly attractive as vehicle users seek flexibility in uncertain times and, when their ideal next car purchase is currently too expensive or not available due to production delays.

The Challenge

The global vehicle supply disruptions are also impacting Carly's ability to increase its fleet via the existing asset-light business model at the same pace as the increase in demand.

The Solution

Carly is strategically building a fleet of asset-light, owned and leased vehicles to meet the increasing demand for car subscription.



Why We Are Expanding our Owned & Leased Fleet

1

Increasing Vehicle Supply

Carly has been successful in securing adequate volumes of new cars which match the types of vehicles that are in high demand by subscribers

2

Margin Improvement

Owned and leased vehicles incur lower costs, and deliver a higher return than asset-light vehicles which is enabling Carly to deliver higher revenue.

3

Control Of Our Product

Under the new strategy, Carly defines the vehicle model, location and subscription price. This enables Carly to more adequately satisfy demand for vehicles from consumers and businesses.

4

Hybrid Fleet Model

Carly will maintain a hybrid fleet model made up of asset-light and asset-heavy vehicles. This flexible, two-stream approach will allow us to optimise the business to market conditions, and increase returns.

Asset Light Model

Favourable when used car prices are falling and new car prices are being discounted to achieve volume targets.

Asset Heavy Model

Favourable when used car prices are high and new car supply is low.

Securing Asset Finance to Increase Fleet Size

Carly has been successful in securing asset finance to expand the fleet of owned and leased vehicles, which has in turn driven strong increases in Subscription Revenue and unit economics.

Since H2 2021, 55 vehicles have been purchased or leased. In June 2022 a \$1.5 million asset finance facility was secured with a top-tier motor fleet finance provider which is expected to enable the purchase of approximately 60 new vehicles in H2 2022.

Securing further increases in finance facilities is a high priority for Carly in FY23 to accelerate growth in revenue



Comparison of Vehicle Supply Models

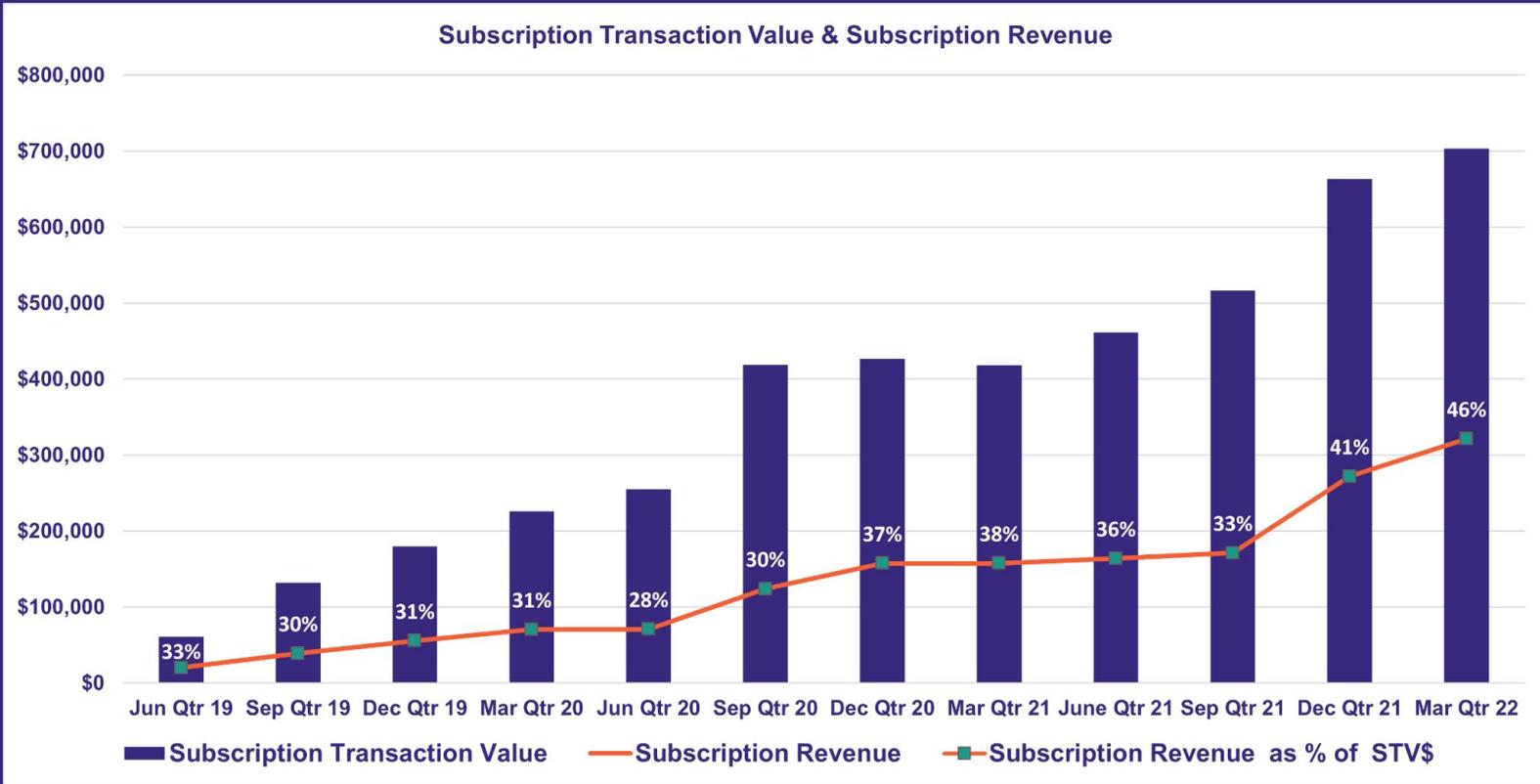
Carly has adopted a hybrid vehicle supply model which enables the securing of vehicles under the most advantageous arrangement according to market conditions. Example of the economic return provided for a Mazda CX-3 under the asset-light, leased and financed models for one year.



	Asset-light	Leased	Financed
<i>per annum</i>	<ul style="list-style-type: none"> • Lowest revenue & GP\$ • No long term financial commitment • Limited supply in current market • Optimal in high supply market 	<ul style="list-style-type: none"> • Higher revenue & GP\$ • Long term financial commitment • Supply available now 	<ul style="list-style-type: none"> • Highest revenue, GP\$ & ROA • Long term financial commitment • Supply available now • Optimal in current low supply market
Subscription Transaction Value	\$10,838	\$10,838	\$10,838
Revenue	\$3,948	\$10,838	\$10,838
Gross Profit	\$2,115	\$2,645	\$3,559
Gross Profit %	20%	24%	33%
Return on Asset	n.a	12%	17%
Return on Equity	n.a	62%	167%
GP Vs Asset-light		+\$530 (25% more)	+\$1,444 (68% more)

Assumptions: Vehicle cost \$21,300 (ex GST). Assumed 7 year life - 14% depreciation p.a. Finance rate 7%. Estimated Monthly Subscription rate (STV): \$1,063 (blended plan). 85% utilisation. ROE based upon cash deposit 10% finance, 20% leased.

Acquisition and Revenue Metrics



Carly is primed to achieve profitable scale with increasing Subscription Transaction Value and Subscription Revenue

Revenue and Profit per Subscription Continue to Grow

As Carly grows, it is delivering material increases in revenue and gross profit through successful implementation of price increases, upselling to higher value subscription plans and retaining more profit from owned and leased vehicles.

Average Per Subscription			
	March 2021	March 2022	% Growth
STV	\$884	\$1,075	22%
Subscription Revenue	\$308	\$542	76%
Gross Profit \$	\$139	\$249	80%

*All values are per month, per vehicle excluding GST



Lifetime Value Continues to Grow

Through a range of fleet, pricing and operational activities, Carly is increasing the average value derived from each subscription

Lifetime Value Metrics			
	March 2021	March 2022	% Growth
Retention Period	5.31 months	5.71 months	8%
STV	\$4,695	\$6,136	31%
Subscription Revenue	\$1,663	\$3,095	90%
Gross Profit \$	\$737	\$1,424	93%

*Average per vehicle monthly values extrapolated based on average retention period



Realising Opportunities

Global vehicle supply shortages also present significant revenue opportunities for Carly. Leveraging its broad industry relationships, Carly is actively pursuing and securing these opportunities.

End of Lease

Vehicle leases are expiring however replacement vehicles are not always available. Carly is working with vehicle leasing providers to arrange temporary vehicles.

New Vehicle On Order

Customers are waiting for up to twelve months for dealers to deliver new vehicles. Carly is working with dealers to support their customers to fill the gap with subscription vehicles

Used Vehicle Too Expensive

Customers are delaying vehicle upgrades as used vehicles are currently more expensive. Carly is an ideal short-term solution if an existing vehicle is no longer suitable

Guaranteed Future Value (GFV)

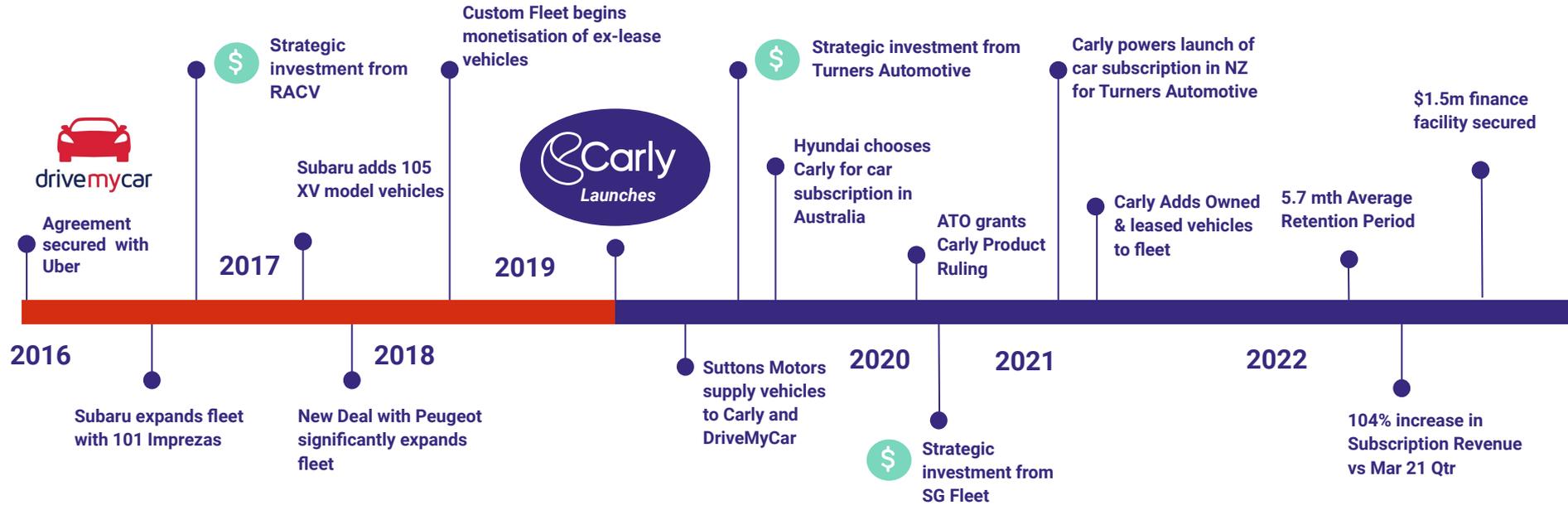
Dealers are accepting vehicles back from customers under GFV contracts, however replacement vehicles are often not available. Carly is working with dealers to subscribe the existing vehicle or another vehicle to the customer

Business Expansion

Many businesses are expanding, however their ideal vehicle choices are not currently available. Carly can support their growth while the business maintains the flexibility to upsize or downsize a subscription fleet and purchase or finance vehicles in the future



Key Milestones



Uber



RACV



I-MOTOR

Suttons
MOTORS GROUP

Turners.
Automotive Group



Industry Leading Collaborations



Uber

Rentals for rideshare drivers and the first accident replacement rental solution for Uber

Suttons
MOTORS GROUP

Supply of new Mitsubishi, Renault, KIA, Subaru, Nissan vehicles

Interleasing

Supply of new and ex-lease vehicles

 **HYUNDAI**

Carly launched the first manufacturer subscription service in Australia

I-MOTOR

Integrated subscription functionality developed for I-Motor's dealer websites

 **DRIVA**

Referral partnership with leading Australian car loan platform Driva to capture customers for whom long term finance is not suitable

Turners.
Automotive Group

No. 3 Carly Holdings shareholder. Carly platform powers Turners Subscription in New Zealand


ORIX

Supply of rental fleet in key locations


PEUGEOT

Rideshare rental program for Peugeot vehicle range

RACV

Accident replacement rental solution developed for RACV insurance customers


Custom Fleet

Supplier of near new vehicles


GENESIS

Supply of new luxury vehicles

sgfleet

No. 2 Carly Holdings shareholder. Demand referral agreement and supply of vehicles


SUBARU

Experiential marketing campaigns for launch of Impreza and XV featured over 200 vehicles


Alto Group

Supply of new Audi and Skoda vehicles

Strategic Relationship

SG Fleet

- SG Fleet is the **2nd largest shareholder of Carly Holdings**
- A dominant player in fleet management and leasing, SG Fleet **manage over 250,000 vehicles and supply Carly with vehicles**
- The B2B collaboration enables SG Fleet to **offer subscription services to its customers and derive a new revenue stream**, and provides Carly with access to business and government demand channels
- Ongoing development of this partnership provides an opportunity to further **leverage SG Fleet's operational experience and industry relationships**

sgfleet



Carly.co

Car Subscription
For Fleet Managers

An innovative mobility solution that gives you access to cars on call, with flexible terms.

sgfleet and Carly Car Subscription have partnered to provide a new and innovative mobility service that meets the needs of fleet managers who require flexible, short to medium-term access to vehicles.

With Carly, you can now access a monthly solution with no long-term lock-in contracts.

What is Carly Car Subscription?

Carly Car Subscription provides a fast and flexible way for businesses to access quality new or used vehicles at short notice.

The key benefits of Carly Car Subscription are:

- exclusive car use
- no break fees
- no upfront deposits
- one simple monthly subscription fee inclusive of all registration, insurance, maintenance and roadside assistance costs
- cancel anytime with 30 days notice, minimum 30 day term
- ability to switch the vehicle once per month to suit changing business needs
- a dedicated customer service team to handle all of your bookings and fleet needs

The subscriber covers fuel and tolls for the duration of the subscription.

sgfleet@carly.co 02 8598 3730

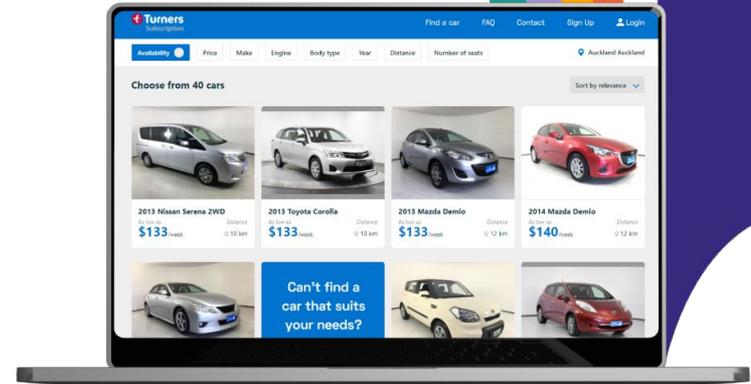
sgfleet Carly.co

Strategic Relationship

Turners Automotive New Zealand

Turners subscription is achieving significant traction in New Zealand:

- Turners Automotive is the **3rd largest shareholder of Carly Holdings**
- **Turners Subscription** *powered by Carly* launched in September 2020
- EV & hybrid vehicles > 40% of subscription fleet
- Generates licensing revenue stream for Carly
- Significant knowledge transfer advantages



Carly provides:

Subscription Platform

Turners manages:

Fleet Management & Operations

Marketing

Strategic Relationship Hyundai Australia

- Hyundai was the **third largest car brand in Australia** in 2021
- Working with Carly to offer a **co-branded subscription** offering for its vehicle range
- Supported by Hyundai-funded marketing campaign
- Provides a **new way for consumers to access Hyundai vehicles**
- Delivers **both supply and demand** for Carly

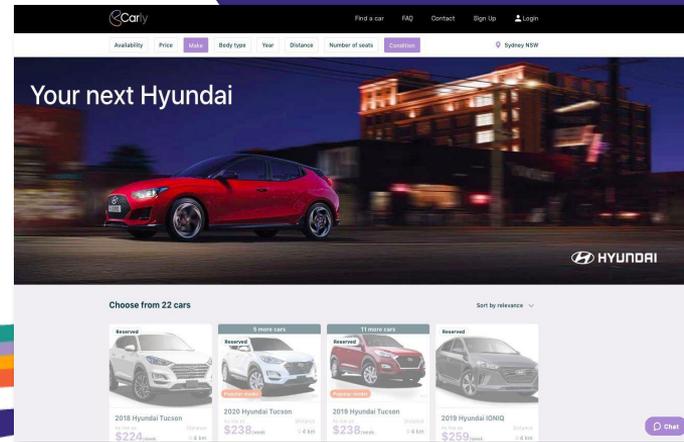


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The future of personal mobility will not be based solely around vehicle ownership and Hyundai will adapt to changing consumer demands. Through this partnership we will provide consumers with more choice, and an alternative to purchasing a vehicle, which for some drivers may better suit their ever-evolving lifestyles.

JW Lee, CEO, Hyundai Australia

”



Fraud Prevention Platform

Carly has developed **peerpass**, a proprietary customer verification platform to assess and verify customers online before gaining access to a vehicle.

peerpass assists Carly to reduce risk and improve conversion which delivers more subscribers at lower cost



Other subscription providers do not have the experience, knowledge and technical capability to reduce risk the way that Carly can deliver through **peerpass**

*The effectiveness of the PeerPass platform enabled the achievement of a lower than industry average Claims Loss Ratio of 39% for its insurance policy in 2020/21.



peerpass >

Effectiveness has been proven through year-on-year lower **Claims Loss Ratios** than most traditional car rental companies*

Car Subscription for Business

Exclusive ATO Product Ruling

Carly has secured a product ruling from the **Australian Taxation Office** that provides a clear framework for Carly subscribers using cars for **business or work purposes to claim tax deductions**.

The ATO Product Ruling is **exclusive to Carly** and does not apply to any other car subscription offering.

Carly is the only car subscription offering that can currently provide certainty of tax deductibility on car subscription payments.

Benefits for Carly's customers



Businesses that use Carly can claim the full dollar amount of the Subscription Fee as a deduction if the cars are used in carrying out business and/or provided to employees for their usage.



Businesses that reimburse employees can claim a deduction for the full dollar amount of all the Subscription Fees reimbursed to employees for the period of the subscription, as long as the car is used for business.



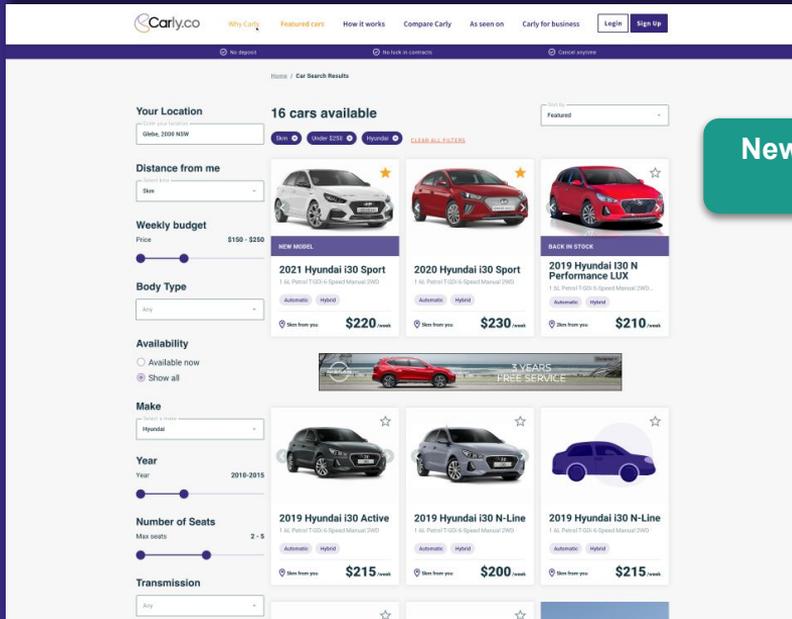
Individuals can claim Subscription Fee payments as a deduction in their income tax return if the vehicle is being used for business or work purposes.

The Product Ruling (PR 2020/11) is only a ruling on the application of taxation law. It is only binding on the ATO if the Scheme is implemented in the specific manner outlined in the product ruling.

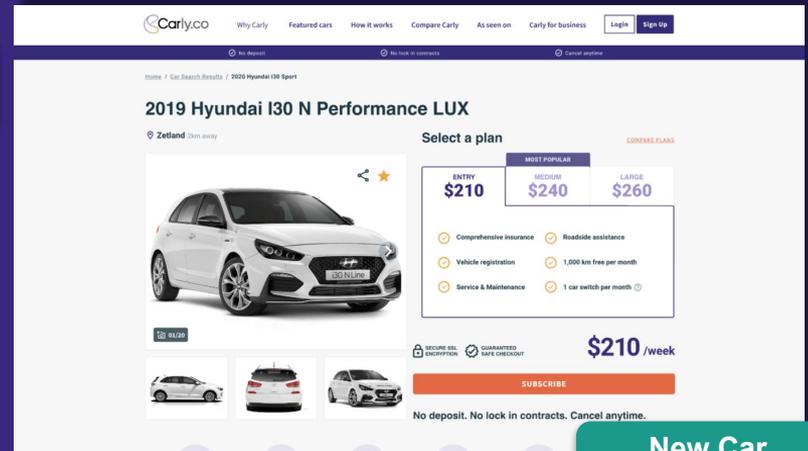


New Technology And User Experience

Carly is continuously developing the technology platform to maximise conversion, minimise customer acquisition costs and create the best possible user experience for our customers.



New Results Page



New Car Details Page

ESG & Benefits of Car Subscription



Car subscription is positively positioned relative to Environmental, Social & Corporate Governance (ESG) concerns and opportunities

Subscription increases utilisation of existing vehicles

- Subscription enables more efficient use of underutilised and dormant vehicles
- Increasing existing vehicle utilisation reduces consumption of raw materials



Offering newer vehicles that meet Australian vehicle low emission standards

- Newer vehicles are more energy efficient and produce less carbon dioxide emissions
- Average age of vehicles in the Carly fleet is approximately 3 years vs an avg. age of 10.1 years for Australian vehicles.
- All vehicles in the Carly fleet are serviced according to manufacturer requirements

Increasing access to Electric Vehicles (EVs)

- Carly is working in partnership with Hyundai and other OEM's to secure EVs with the goal of making them more accessible to everyday Australians and businesses. Hyundai Ioniq EV and PHEV vehicles are now available for subscription with Carly
- Subscription allows people to trial EVs without risk of a long term financial commitment, breaking down a barrier to purchase and encouraging EV adoption

Directors & Senior Management



Chris Noone
Chief Executive Officer
and Director

Chris has a strong background in marketing, digital content and business development. He has led the evolution of Carly Holdings since 2014 and forged transformative automotive partnerships with Uber, RACV, Hyundai, SG Fleet and Turners Automotive.



Robbie Blau
Non-Executive Director

Robbie is CEO of ASX-listed company SG Fleet. He has significant experience in the fleet management and leasing industry. He has overall responsibility for the strategic development of SG Fleet and manages its relationships with financial services partners.



Todd Hunter
Non-Executive Director

Todd is the Group CEO of Turners Automotive, a New Zealand based integrated automotive financial service group. Todd is a strong and experienced senior executive, with a background in marketing, sales and accounting



Adrian Bunter
Non-Executive Director

Adrian has over 25 years' experience in accounting, finance and corporate advisory. He is an executive director of Venture Advisory, one of Australia's leading specialist technology, media and telecommunications financial advisory firms.



Stephen Abolakian
Non-Executive Director

Stephen is an accomplished executive with experience across property development, finance, capital raising and operations. He is the Managing Director of Hyecorp Property Group. Hyecorp is associated with Willoughby Capital, Carly Holding's largest shareholder.



Michelle Vanzella
Non-Executive Director

Michelle has an extensive combination of customer, marketing, digital, data and commercial legal skills built up across multiple industries including technology, retail, property and financial services.



Ben Hershman
Chief Operating Officer

Ben brings over 26 years automotive experience having worked in senior management roles for Deloitte, Volkswagen Australia, Hyundai Australia and Automotive holdings Group.



Mike Mobilia
Chief Financial Officer

Mike is a highly entrepreneurial individual with a very strong asset finance background. He was the CFO at Equigroup, established NF Techfleet AB in the Nordic region and founded Amicus Finance .

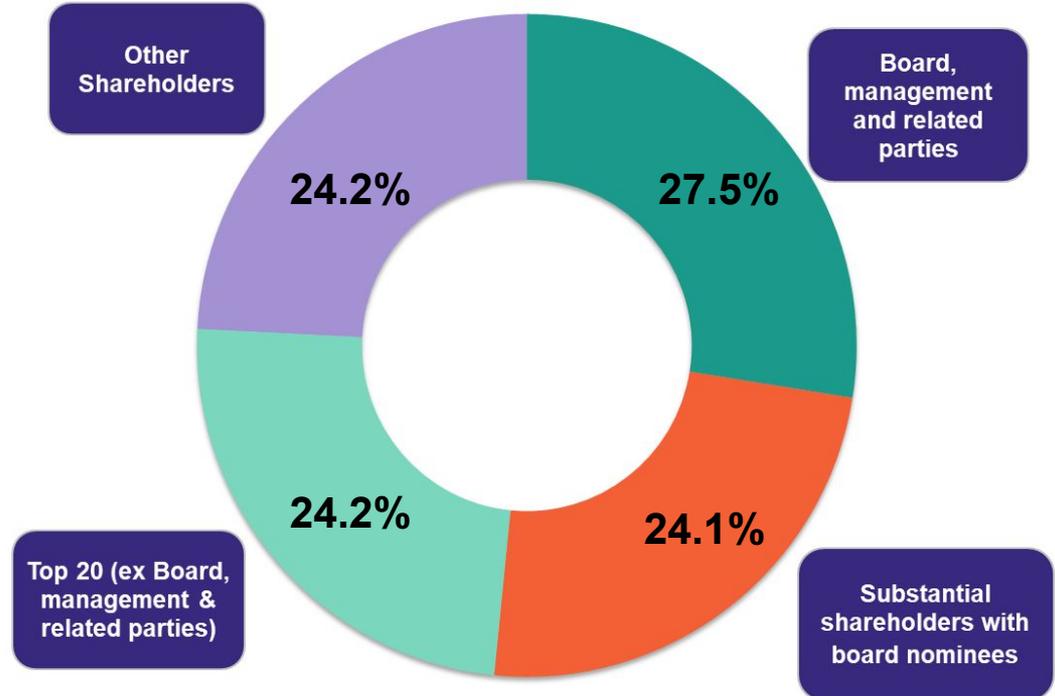
Corporate Structure

As at 20 June 2022

Shares on issue	116.3 m
Options on issue	33.2m
Market capitalisation	\$3.26 m

Top Shareholders

Willoughby Capital Pty Ltd	25.0%
SG Fleet Management Pty Limited	19.8%
Turners Automotive Group Limited	4.3%
Mr Bin Liu	2.6%
Altor Capital Management	2.3%
Top 20 Shareholders	75.8%
Number of Shareholders	683



FY23 Growth Opportunities

Improving Conversion & Acquisition Costs

Carly continues to optimise the technology platform to improve conversions, reduce acquisition costs and upsell to higher price subscription plans as well as securing customers via online referral partnerships



Securing Supply and Pathway to Profitability

Carly has established a hybrid vehicle supply model that allows it to secure vehicles under the most favourable terms according to prevailing market conditions, providing a clear pathway to sustainable profitability



Business & Government

Carly is leveraging the relationship with SG Fleet to offer subscription to its customers and will focus on acquisition of business and government customers



Electric, Hybrid & Hydrogen Vehicles

Subscription is an ideal model to introduce consumers and businesses to new vehicle technologies in a low risk and flexible way that alleviates initial concerns about driving range, battery life and depreciation



Why invest in Carly Holdings?

Carly Holdings is creating **new ways to access vehicles** that consumers and businesses are demanding in a \$55 billion p.a. market

Carly Holdings is the only **ASX-listed** business focusing on the sizeable car subscription opportunity in Australia and New Zealand

Consumers & businesses are ready

Access to vehicles is increasingly preferred to ownership. Carly provides flexible and cost-effective ways to access vehicles instead of relying on traditional car rental, outright purchase and long-term finance. 38% of Australians would consider subscription for their next car.

Car Subscription is gaining traction

Carly has grown consistently since launch in March 2019 and has secured partnerships with leading automotive industry players. Average subscription period is 5.7 months

The automotive industry is ready

The automotive industry is ready. The industry is experiencing enormous challenges - manufacturers and dealers must evolve to survive.

Carly is best placed to win

Over 10 years experience in an adjacent market, industry partnerships, asset-light and direct acquisition business model, proprietary technology and a market-leading car subscription offering, already on a growth trajectory with improving fleet economics.





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Sign up to our investor newsletter

<http://carly.co/investors/newsletter>

