
INVESTOR PRESENTATION

Carly Holdings Limited (ASX:CL8) is pleased to release an updated investor presentation providing updates on:

- Key objectives
- Electric vehicle (EV) strategy
- The upcoming launch of the Carly/Now platform aimed at servicing the car subscription needs of Australia's 3,000+ automotive dealers.

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

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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.





Car Subscription

Driving Towards
an Electric Future

5 June 2023

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



The Company

Carly has an early mover advantage in the rapidly developing

Car Subscription and Electric Vehicle markets

Major shareholders and strategic partners include leaders in the automotive industry

SG Fleet, Hyundai, Turners Automotive and RACV

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

The Ideal Solution

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

The use of a car without the burden of long-term debt or ownership. **A monthly recurring payment covers all expenses, just add fuel or electricity**

A flexible alternative to **finance or outright purchase for individuals and businesses**

Large Opportunity

38% of Australians would consider subscribing to a car rather than purchasing or leasing,¹

69% of Gen Z and 50% of Millennials indicated a preference for car subscription,¹

US\$100 billion global market by 2032²

¹ Carly commissioned Omnipoll survey (June 2020)

² Global Market Insights

Why Carly?



Established in Key Segments

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

Established positions in key segments

- consumer, business, EVs, and software licensing

Direct & Partnership Model

Carly generates income from its own fleet of vehicles and by supporting other industry players to access the car subscription market

Direct - Carly is scaling its own subscription vehicle fleet and has secured \$13.2m in asset finance to expand the fleet

Partnership – OEMs and automotive dealers rely on Carly technology and expertise to launch their own subscription services

Strong Growth

Consistently delivering **strong growth while maximising ROI**

76%

increase in Revenue

Mar Qtr 23 vs Mar Qtr 22

88%

Vehicle Utilisation

Mar Qtr 23

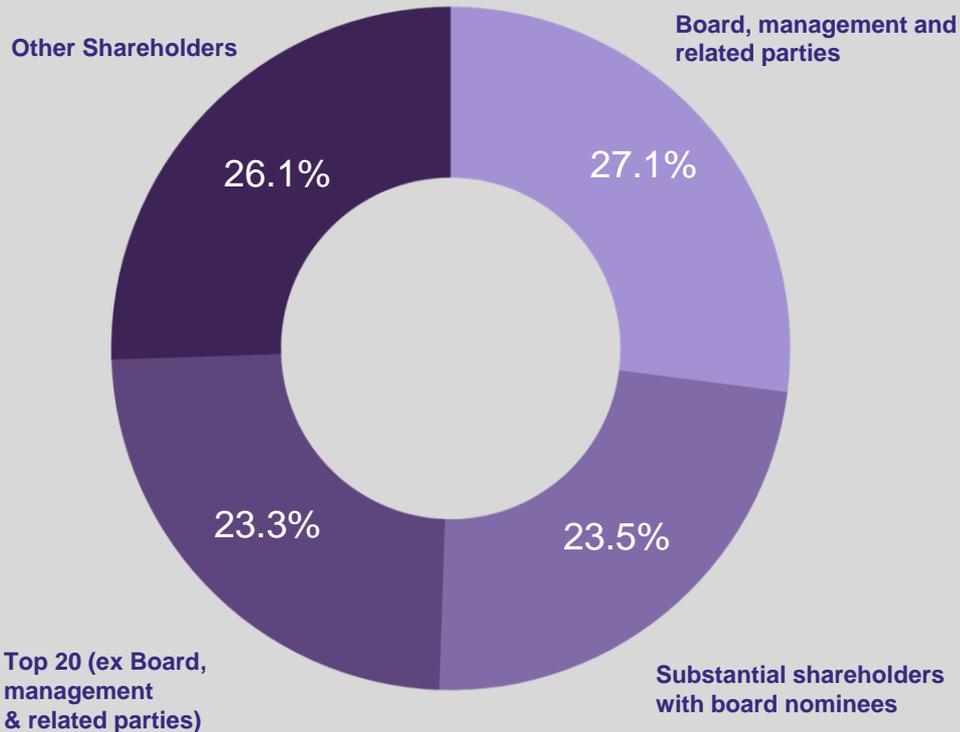
Corporate Overview

2 June 2023

Shares on issue	204.4 m
Options on issue	53.8m
Market capitalisation	\$6.12m

Top Shareholders

Willoughby Capital Pty Ltd	24.5%
SG Fleet Management Pty Limited	19.3%
Turners Automotive Group Limited	4.2%
Karnani Pty Ltd	4.1%
Bellite Pty Ltd	3.6%
Top 20 Shareholders	73.9%
Number of Shareholders	735



What Is A Carly Car Subscription?

A fast, flexible and low-risk way for individuals and businesses to access quality new and 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

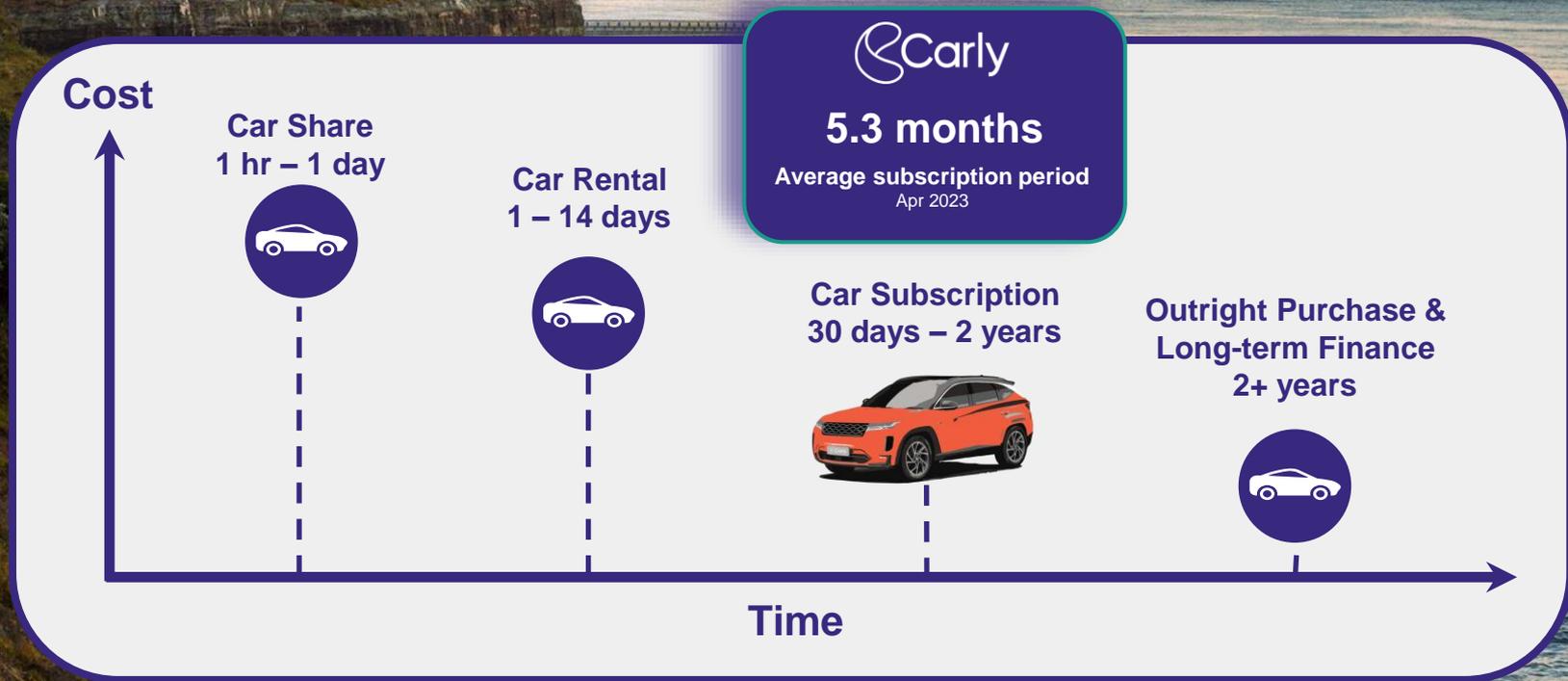
The subscriber simply covers the cost of fuel or electricity



Carly business customer
Lust Liquor, Sydney



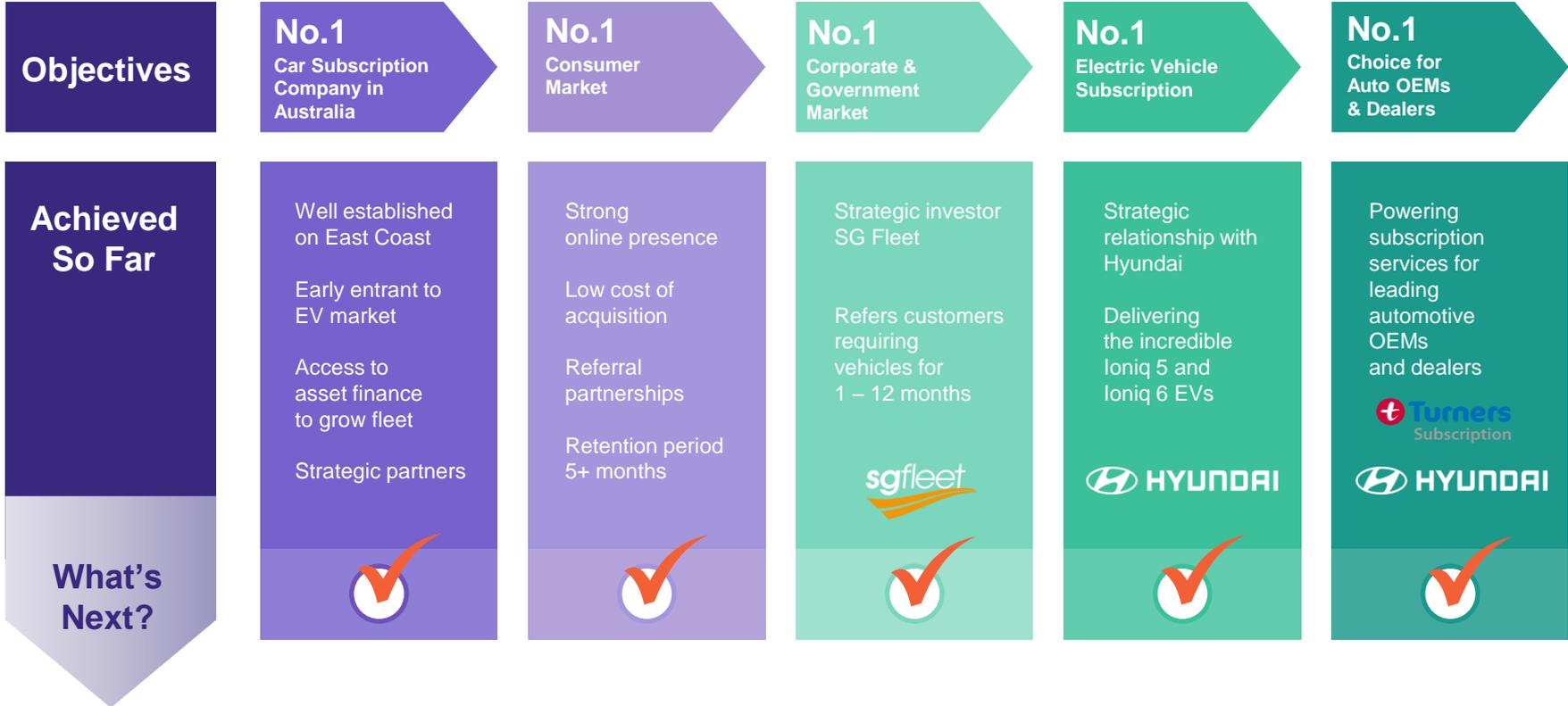
Subscription Fills a Major Gap In the Mobility Market



The Carly Opportunity – EV & More!

Carly aims to be the No.1 Car Subscription company

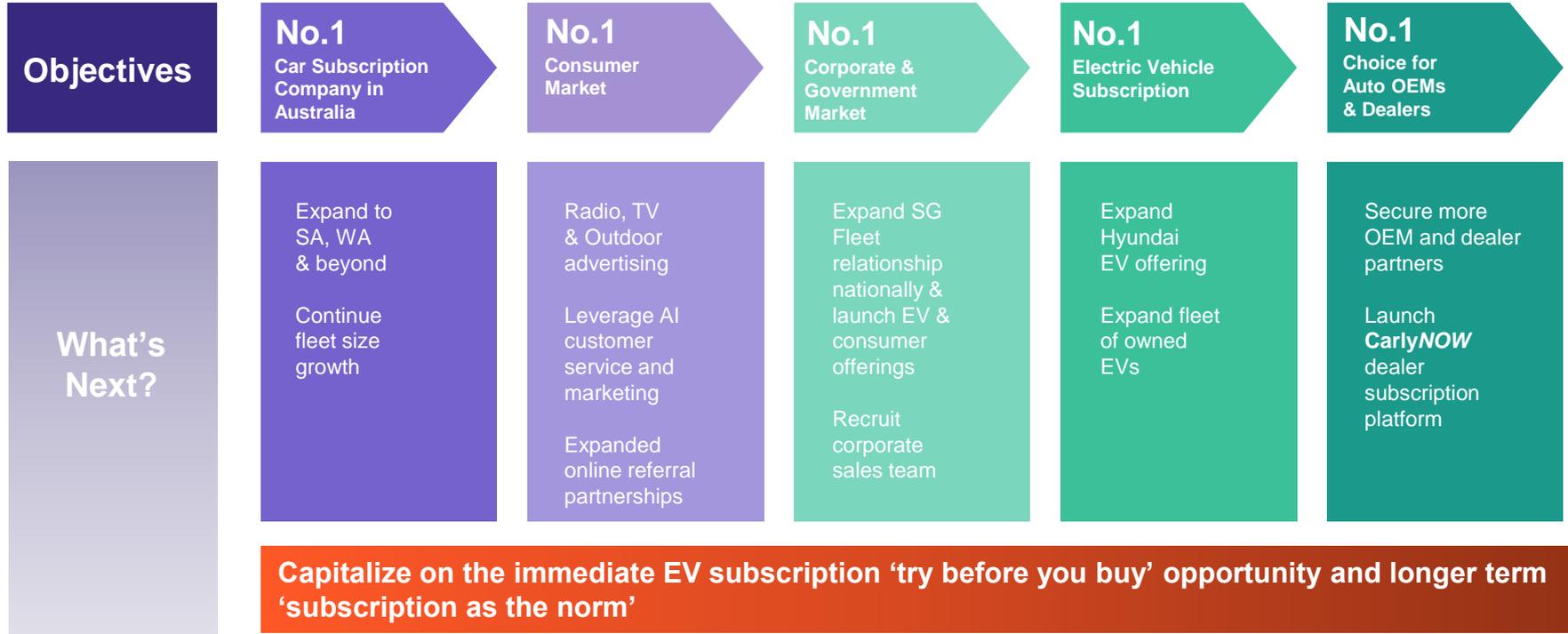
- leveraging first mover advantage, key strategic relationships and new market opportunities - especially EV



The Carly Opportunity – EV & More!

Carly aims to be the No.1 Car Subscription company

- leveraging first mover advantage, key strategic relationships and new market opportunities - **especially EV**



CarlyNow

Car Subscription for Australia's 3000+ dealers

CarlyNOW is a unique online app that enables dealerships to subscribe any vehicle in their inventory to any of their customers within minutes.

Simply enter customer and vehicle details, choose a price and Carly does the rest!

CarlyNOW gives Carly the first mover advantage with an 'immediate and no integration required' solution that opens up the opportunity to leverage the vehicles, locations and customer base of Australia's 3000+ automotive dealers

Another way that Carly is becoming an indispensable partner to large automotive industry players accessing the car subscription market



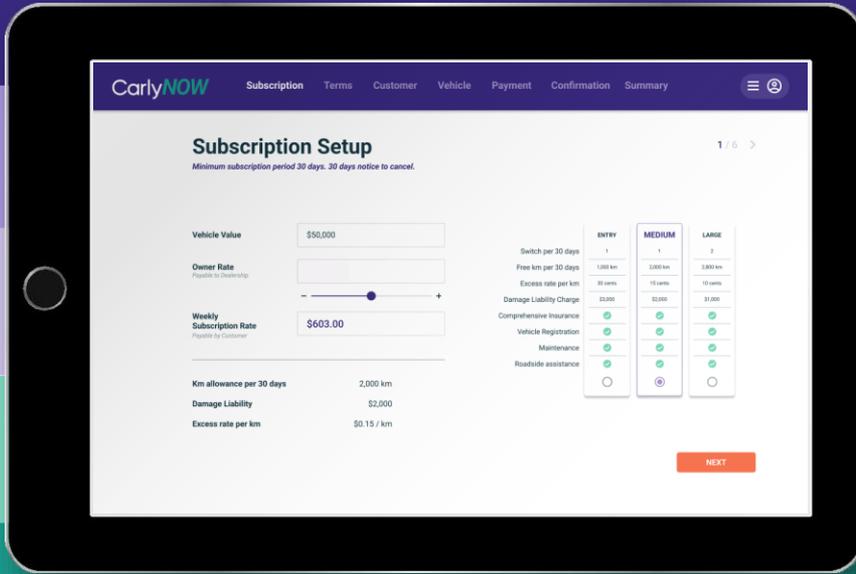
CarlyNow

Launching 14 June 2023



AUSTRALIAN
AUTOMOTIVE
DEALER
ASSOCIATION

2023 AADA
Convention & Expo



Fast

Dealers can convert a prospect into a subscriber in minutes

Maximize

Maximises the revenue potential of existing foot traffic

Simple

Simple, easy to use online platform that requires no integration

Immediate

Offers an immediate solution to vehicle delivery delays and customers who are not ready to buy

Easy

Carly manages customer service, payments, ID verification and insurance

March Quarter 2023 Results



Consistently
delivering
revenue growth



At an
accelerating
pace



With
disciplined
cost control



Maximising
return on
investment



While reducing
acquisition
costs

April 2023 Snapshot

As
Fleet Size
Increases



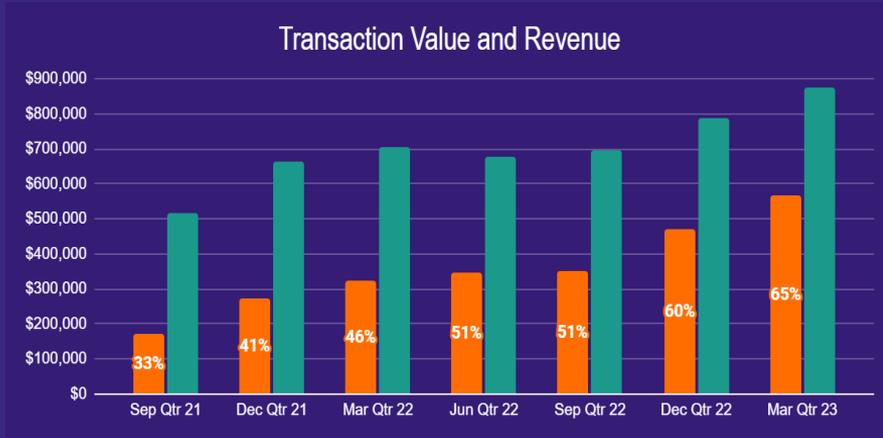
Increase in
Fleet Size



Increase in
Revenue

Revenue
Also
Increases

Increase in Owned Fleet Driving Revenue Growth



■ Revenue
 ■ Transaction Value
 % Revenue / Transaction Value



■ Owned Fleet
 ■ Partner Fleet

14%

Increase in Total Fleet Size

30 Apr Vs 31 Mar 2023

7x

Increase in Owned & Financed Fleet Size

30 Apr 23 Vs 30 Sep 21

How Did We Achieve These Results?

Increased the proportion of owned vehicles, achieved high vehicle utilisation and retained customers for 5+ months

Lifetime Value Continues to Grow

Through a range of fleet, pricing and operational activities, Carly is increasing the average value derived from each subscription while acquiring customers at lower cost.

A higher proportion of owned vehicles will support continued growth in Revenue & Gross Profit

Lifetime Value Metrics			
	March 2022	March 2023	% Change
Transaction Value	\$5,731	\$6,160	+ 7%
Revenue	\$2,947	\$4,271	+ 45%
Gross Profit \$	\$1,234	\$1,463	+ 19%
Customer Acquisition Cost	\$312	\$159	- 49%

Average per subscription ex GST monthly values extrapolated based on average retention period Mar 2022, 5.71 months, Mar 2023, 5.31 months



\$10m

**asset finance facility
secured to expand
subscription fleet**



ASX Announcement

22 March 2023

Our largest ever asset finance facility

Single largest previous facility \$1.5m

Total facilities available up to \$13.2m

Enable acquisition of approx 450 cars

4x times size of existing owned fleet

450 cars @ 87% utilisation = \$4.7
million revenue p.a*

42 vehicles delivered as of 2 June 2023

* Based on average revenue for similar financed vehicles Jul – Dec 2022

The Electric Vehicle Opportunity

Carly is an enabler for the transition to electric vehicles, creating:

‘try before you buy’

opportunities to remove uncertainty about new technology and accelerate adoption

Subscription is an ideal, low risk way for **businesses and consumers** to trial electric vehicles in real life situations



Automotive manufacturers & dealers have partnered with Carly to make electric vehicles available without the burden of long term financial commitment



Beyond the initial early adoption phase, Carly is preparing for a future where **subscription for EVs becomes the norm**, much as it is for other new technology such as mobile phones and software



Carly secured the IONIQ 5 & IONIQ 6 through our Hyundai partnership



Strategic Relationship

SG Fleet

- Carly's 2nd largest shareholder
- A dominant player in fleet management and leasing, managing about 270,000 vehicles
- **Demand** - SG Fleet refer their business and government customers to Carly for subscription services
- **Supply** - SG Fleet provide Carly with asset-light and leased vehicles



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.

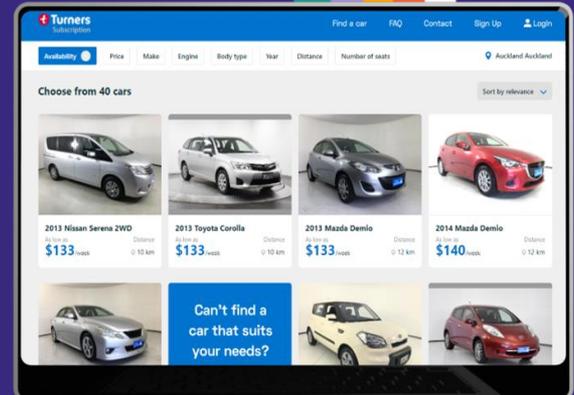
sgfleet@carly.co 02 8598 3730

sgfleet Carly.co

Strategic Relationship

Turners Automotive New Zealand

- Carly's 3rd largest shareholder
- Turners Subscription, *powered by* Carly, generates licensing revenue stream for Carly
- Growing strongly - 136% increase in total subscribers (Jun 22 - Dec 22)
- EV & hybrid vehicles > 40% of subscription fleet



Strategic Relationship Hyundai Australia

- Hyundai was the **fifth largest car brand in Australia** in 2022
- Working with Carly to offer a **co-branded subscription** offering for its vehicle range
- Includes **Electric Vehicles**
- Provides a **new way for consumers to access Hyundai vehicles**
- Delivers **both supply and demand** for Carly
- Latest addition - the incredible IONIQ 5 & IONIQ 6

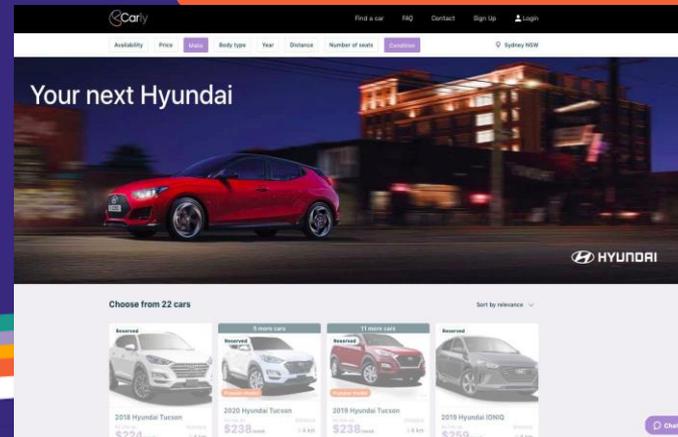
“

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



Carly's Competitive advantage



10+ years industry experience



Direct and partnership revenue



Strategic relationships



Indispensable partner to large automotive industry players



Online customer acquisition



Owned fleet supported by asset-light fleet



Mass market proposition -
Business and consumer



AI & machine-learning powered Peerpass verification platform



Aligned with growth of EV market



Exclusive ATO Product Ruling



Product is not a long-term
financial commitment or debt



Why invest in Carly?

Carly is creating **new ways to access vehicles** that consumers and businesses are demanding in a global market forecast to grow to US\$100 billion p.a. by 2032

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

A Proven Business Model

Carly has demonstrated that it can grow its fleet in a tight supply environment, rapidly acquire customers at low cost and retain those customers for 5+ months on average

Securing the Pathway to Profitability

Carly has identified large consumer, business, EV and automotive industry partnership opportunities and demonstrated early success in each area

Scaling Direct and Via Strategic Partnerships

Carly has secured up to \$13.2 million in asset finance to grow its own vehicle fleet and secured key strategic partnerships to support rapid revenue growth

01

02

03





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<https://investors.carly.co/investor-relations/newsletter/>

