SIMPLEPART: ONLINE STORES FOR GENUINE PARTS
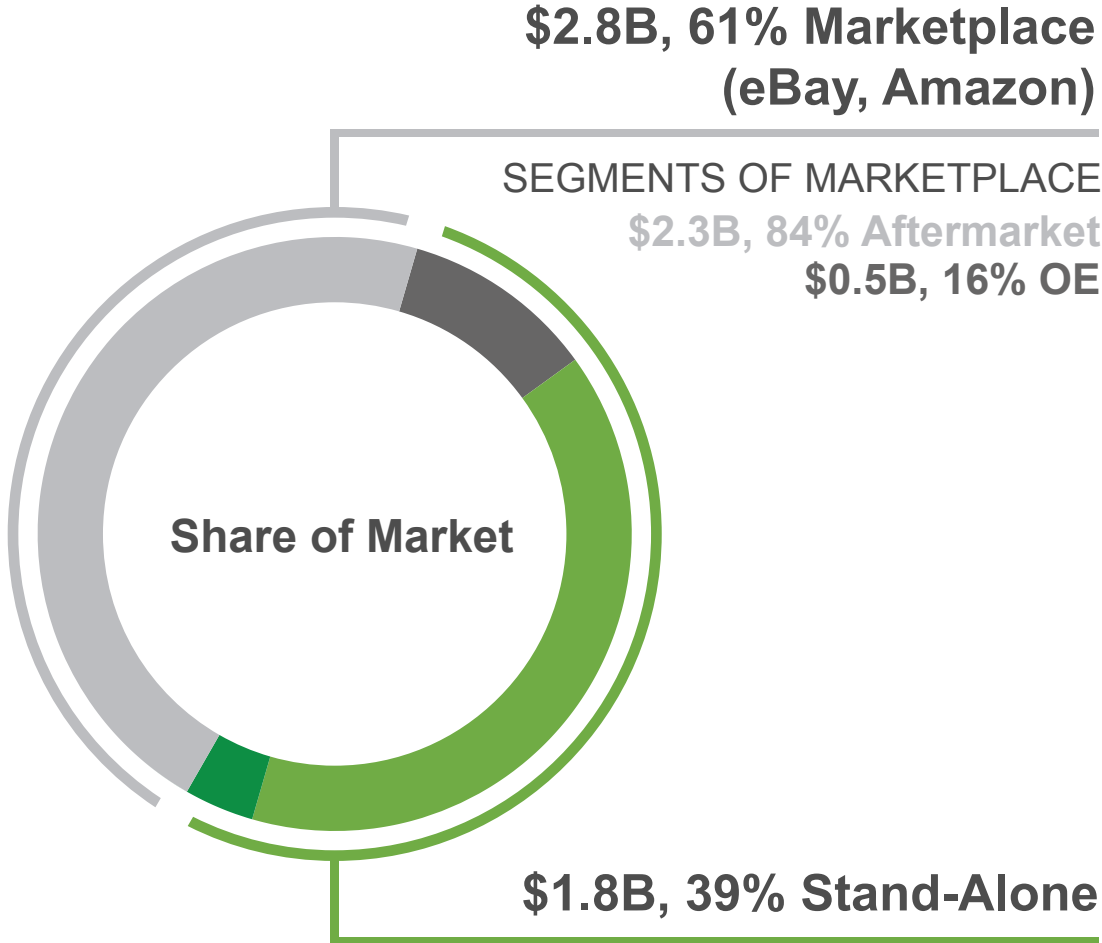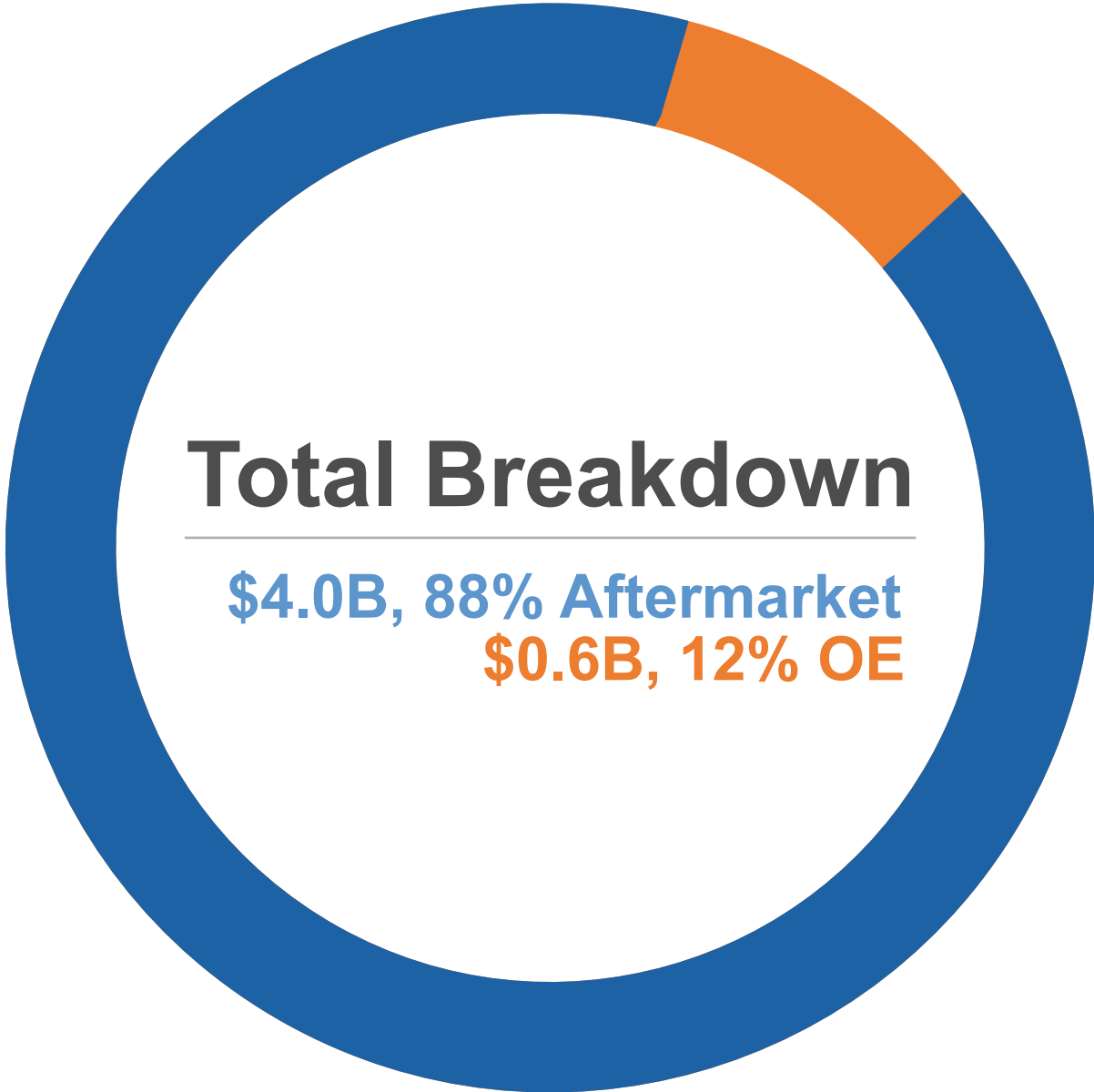
SimplePart Helps Dealers Sell Parts on the Web

Industry-Leading, CI-Compliant Design

Support for Manufacturer-Direct OE Data

Integrated SEM/SEO Management Services

Comprehensive Catalog of Parts & Accessories

Instant, Web-Based Analytics & Reporting

No-Risk Pay for Performance Pricing

Business & Strategy Consulting

Manufacturer + Dealer 24/7 Support

2.4M Monthly Visitors

$1.7M Monthly Sales

Since inception, SimplePart has sold **1,338,023** parts to **71,079,653** visitors for a total of **$44,109,396**

$4.6 Billion
Annual Auto Parts and Accessories Online Market

Total Breakdown

$4.0B, 88% Aftermarket
$0.6B, 12% OE

$2.8B, 61% Marketplace (eBay, Amazon)

SEGMENTS OF MARKETPLACE
$2.3B, 84% Aftermarket
$0.5B, 16% OE

Share of Market

$1.8B, 39% Stand-Alone

SEGMENTS OF STAND-ALONE
$1.7B, 95% Aftermarket
$0.1B, 5% OE
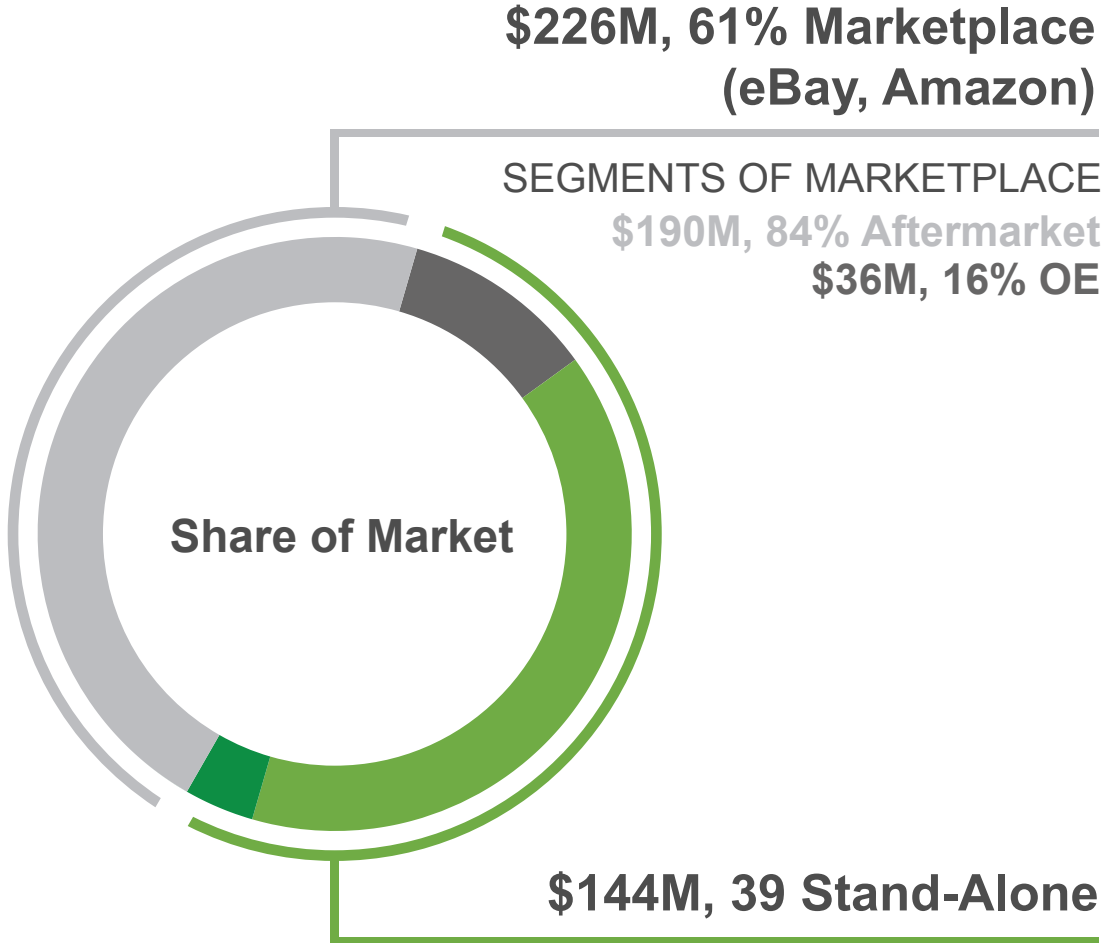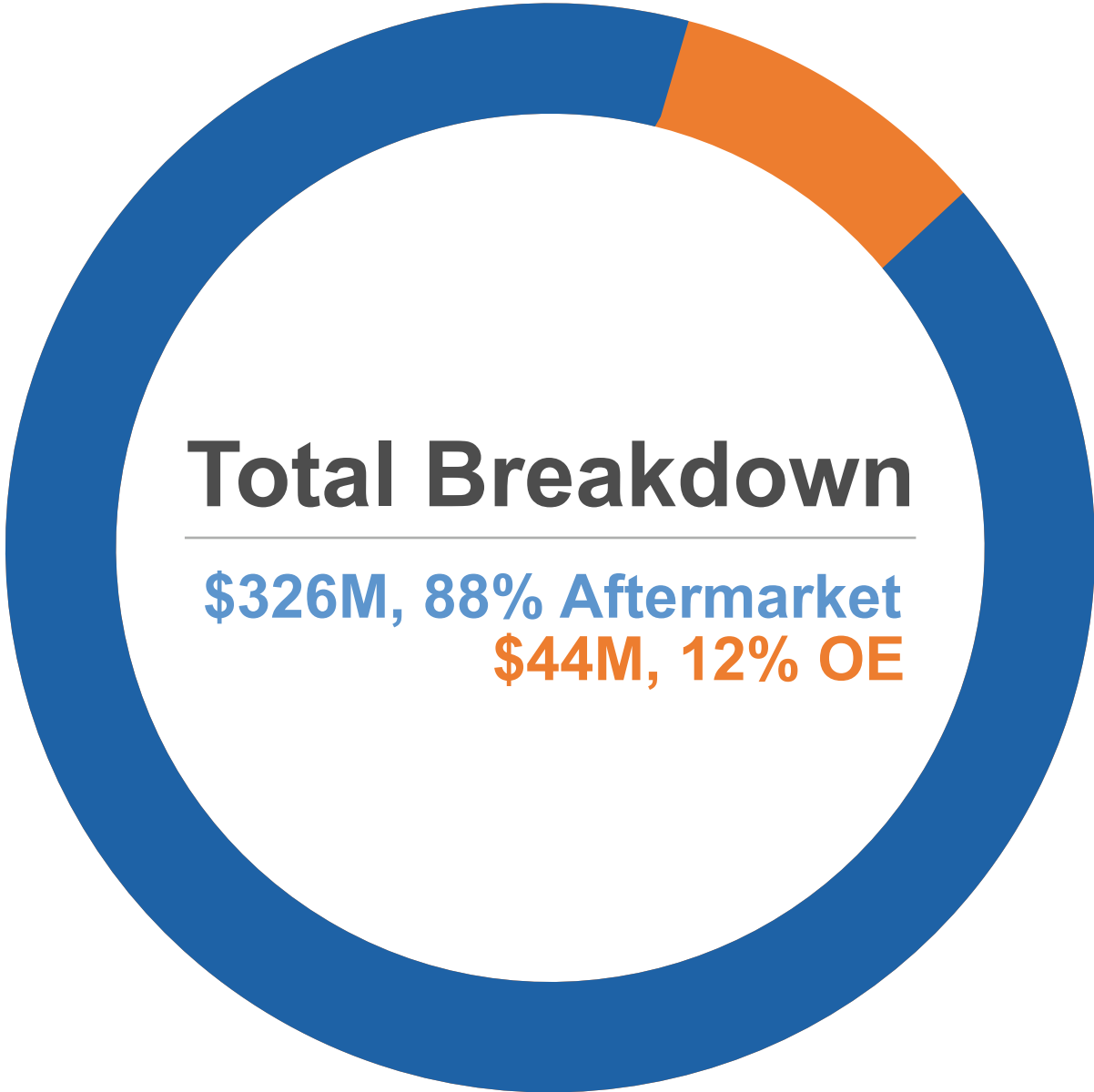
SIMPLEPART CURRENTLY CAPTURES **20%** OF THE **$100M** STAND-ALONE OE MARKET

SIMPLE**PART**

$1.4 Billion

Annual Commercial Truck Parts Online Market

Total Breakdown

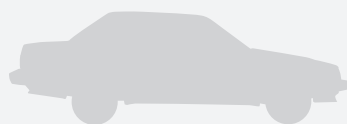**$1.2B, 88% Aftermarket**
$0.2B, 12% OE
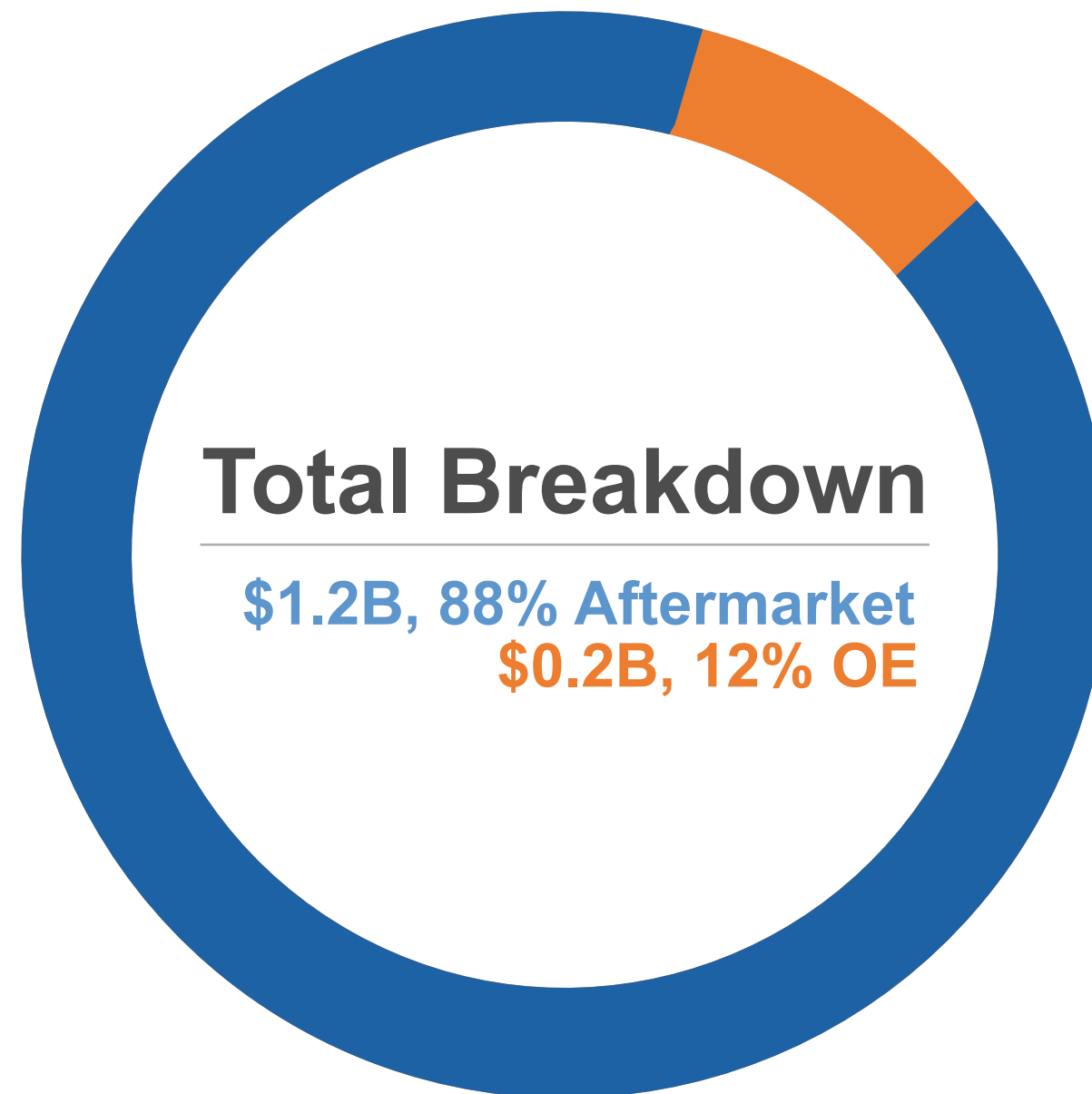
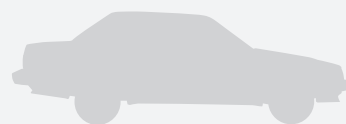# SIMPLEPART **GROWTH & SUCCESS**

300+
OE Dealers

$1.7M
Monthly Sales

2.4M
Monthly Visitors

- Honda/Acura
- VW/Audi/Porsche
- BMW/Mini
- Chrysler/Fiat
- GM
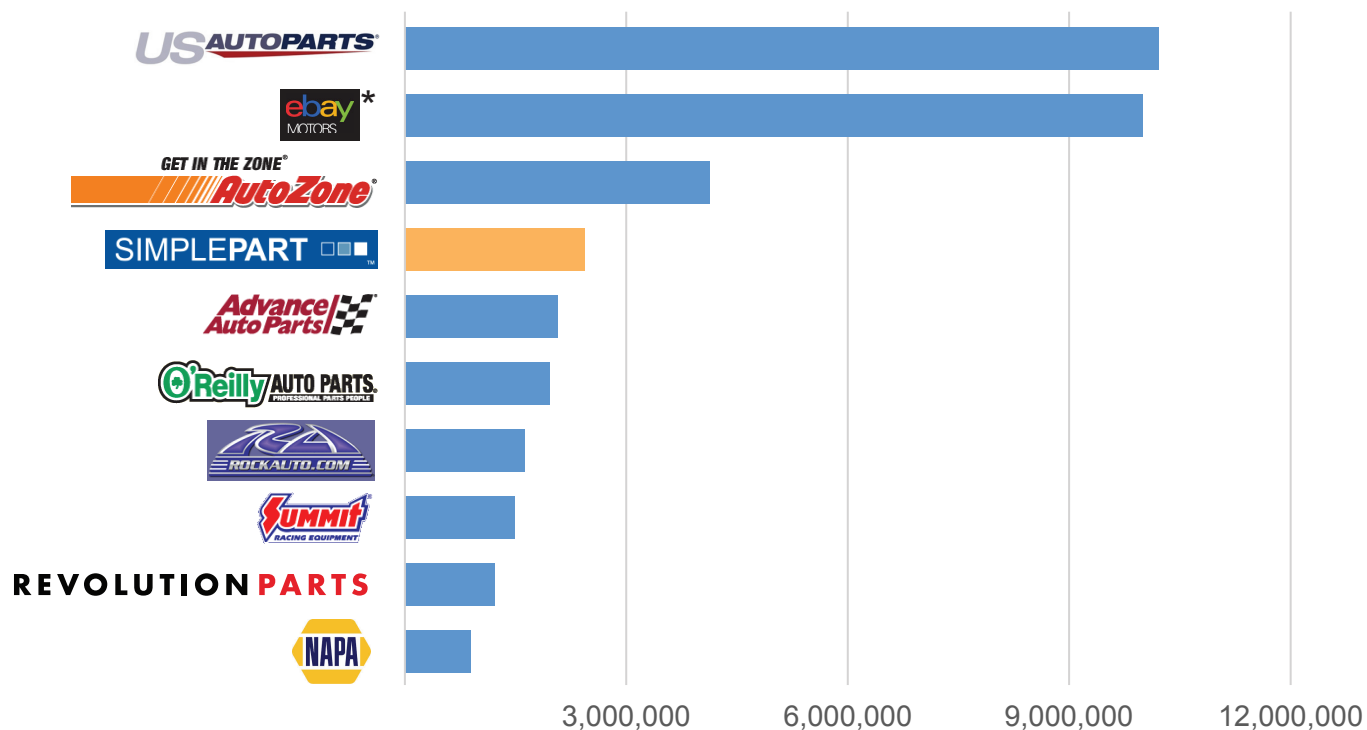- Hyundai
- Isuzu
- Jaguar/Land Rover

- Kia
- Mazda
- Mercedez-Benz
- Mitsubishi
- Nissan/Infiniti
- Subaru
- Toyota/Scion/Lexus
- Volvo

- BMW Motorrad
- Ducati
- Yamaha
- Suzuki
- Triumph
- Honda Powersports

Monthly Visitors

USAUTOPARTS
ebay* MOTORS
GET IN THE ZONE AutoZone
SIMPLEPART
Advance Auto Parts
O'Reilly AUTO PARTS
ROCKAUTO.COM
Summit RACING EQUIPMENT
REVOLUTION PARTS
NAPA

3,000,000   6,000,000   9,000,000   12,000,000

*eBay Motors Parts & Accessories Only

Orders and Sales by Year

■ Sales ■ Orders ■ Visitors

2014

2013

2012

2011

	2011	2012	2013	2014
Sales	$2,554,722	$5,750,068	$12,803,782	$19,715,578
Orders	22,512	151,751	102,278	142,317
Visitors	53,86,309	11,947,519	21,661,174	27,873,798
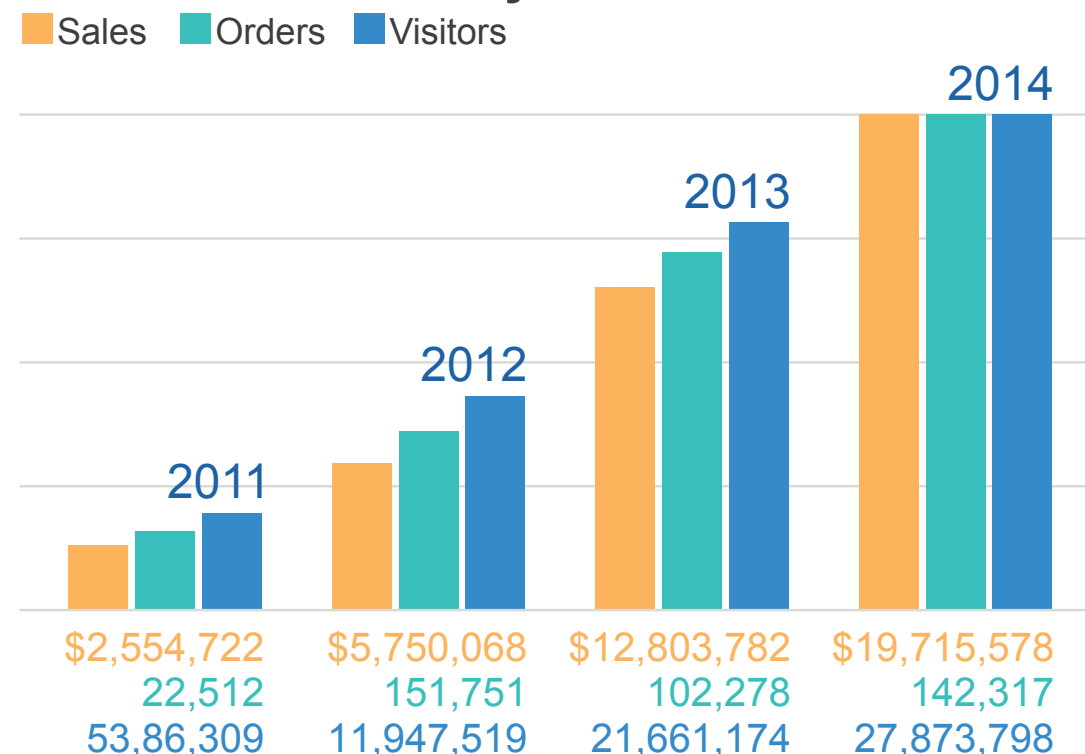
SIMPLE**PART**

DEALER & MANUFACTURER **SUCCESS**

64% of Visitors to SimplePart's Sites Reach a Product

89% of Dealers Generate More Than 5,000 Visitors Per Month

63% of Dealers Generate More Than $10,000 in Sales Per Month

Manufacturer National Site Performance

Legend: Visitors, Sales

Avg Monthly Dealer Performance
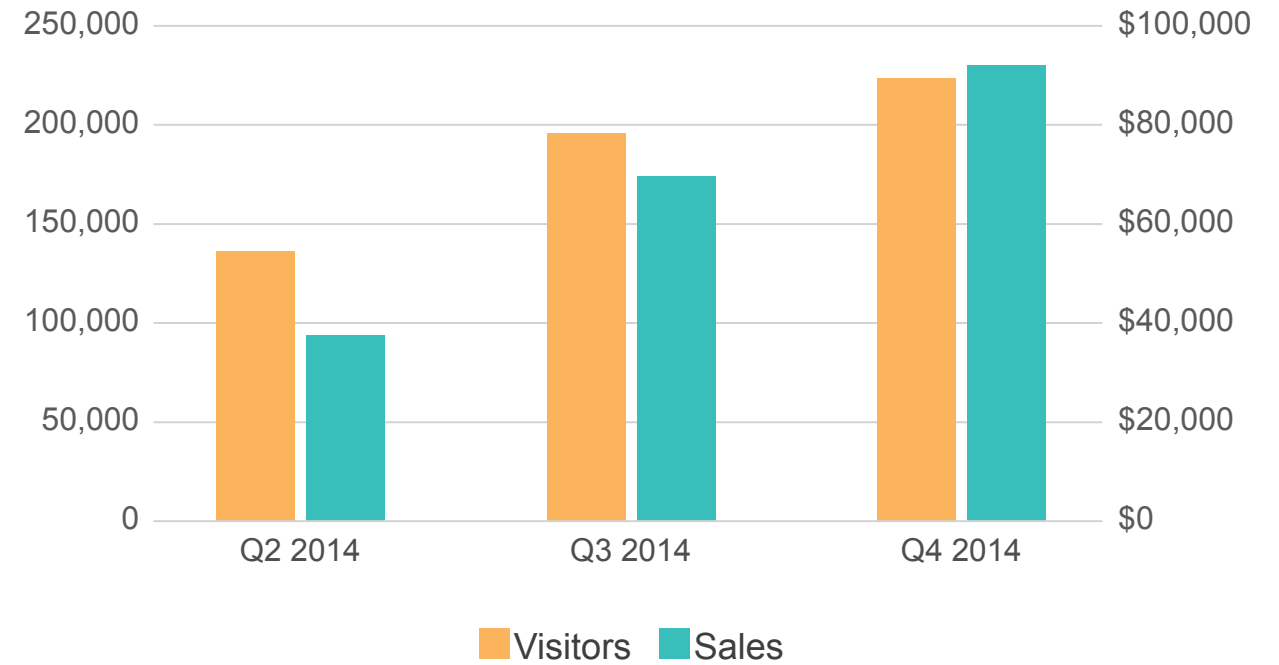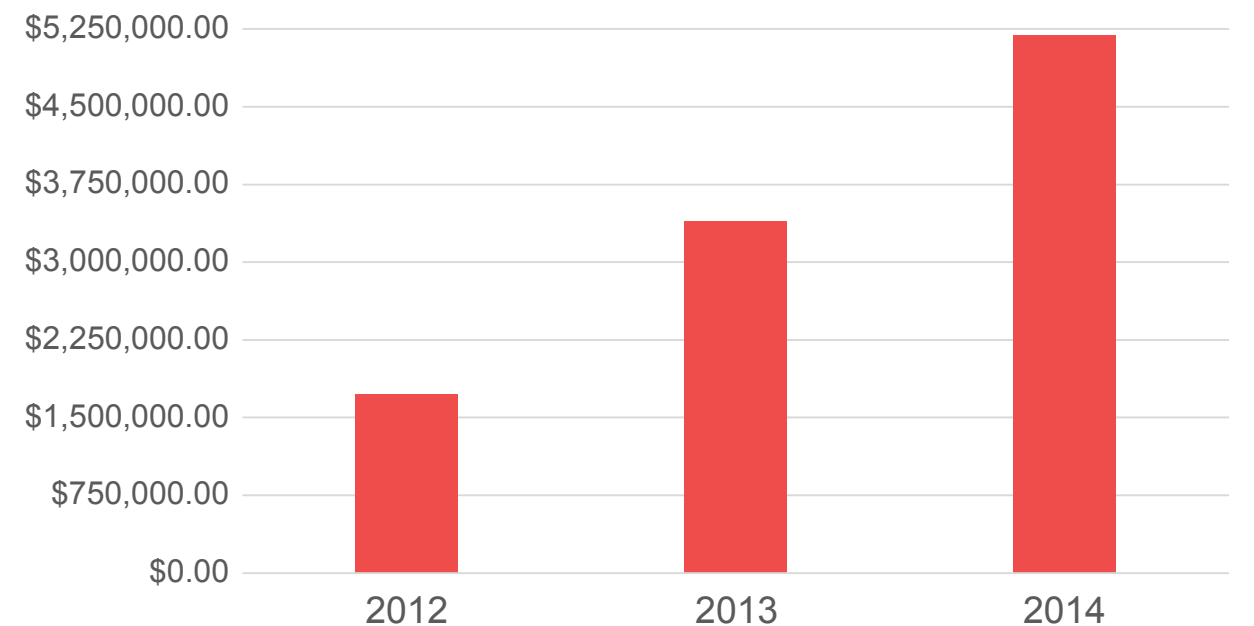
STORES THAT HAVE BEEN ON SIMPLEPART PLATFORM FOR AT LEAST 3 MONTHS

BASE	Sales	Orders	Visitors	Calls
	$1,249	9	965	11.6

PRO	Sales	Orders	Visitors	Calls
	$16,336	111	23,235	40.0

Dealer Gross Profit By Year

SIMPLE**PART**

COMPETITIVE **ADVANTAGES**

SimplePart is the only vendor that has a full turnkey solution for dealers & manufacturers.

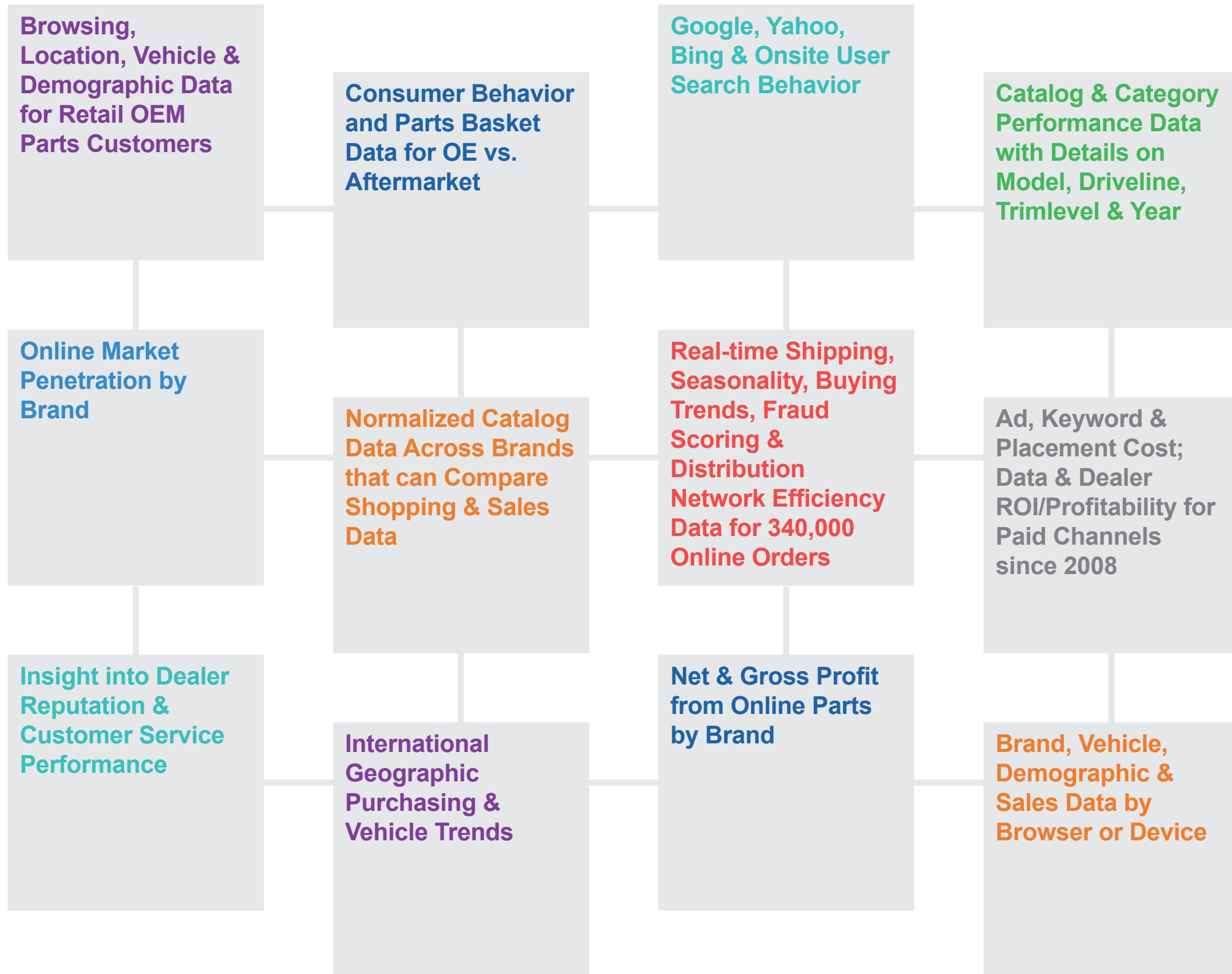|			
Web-Based Control Panel	Inclusion on National Site	Search Engine Optimization	
Social Media Integration	Business Performance & Strategy Consulting	Product Questions	Live Chat
Online-Reputation Management*	Local & National SEM & Comparison Shopping	Fraud Control & Prevention	Comprehensive Catalog

Reseller Ratings ($49/month fee RR)

SIMPLE**PART**

RESEARCH & **ANALYTICS**

Browsing, Location, Vehicle & Demographic Data for Retail OEM Parts Customers

Consumer Behavior and Parts Basket Data for OE vs. Aftermarket

Google, Yahoo, Bing & Onsite User Search Behavior

Catalog & Category Performance Data with Details on Model, Driveline, Trimlevel & Year

Online Market Penetration by Brand

Normalized Catalog Data Across Brands that can Compare Shopping & Sales Data

Real-time Shipping, Seasonality, Buying Trends, Fraud Scoring & Distribution Network Efficiency Data for 340,000 Online Orders

Ad, Keyword & Placement Cost; Data & Dealer ROI/Profitability for Paid Channels since 2008

Insight into Dealer Reputation & Customer Service Performance

International Geographic Purchasing & Vehicle Trends

Net & Gross Profit from Online Parts by Brand

Brand, Vehicle, Demographic & Sales Data by Browser or Device

SIMPLE**PART**