AUTOCANADA

INVESTOR PRESENTATION

Q4 2021

MARCH 2022



Forward-Looking Statements

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, 2021 and other documents filed with securities regulatory authorities (accessible through the SEDAR website www.sedar.com) describe the risks, material assumptions and other factors that could influence actual results and which are incorporated herein by reference. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.

Documents Incorporated by Reference

Information has been incorporated by reference in this investor presentation from documents filed with securities commissions or similar authorities in Canada. Copies of the documents incorporated herein by reference may be obtained on request without charge from the General Counsel of the Company at 200 - 15511 – 123 Avenue NW, Edmonton, Alberta T5V 0C3, telephone: (780) 732-3135. In addition, copies of documents incorporated by reference may be obtained from the securities commissions or similar authorities in Canada through the System for Electronic Document Analysis and Retrieval ("SEDAR") website at www.sedar.com.

The following document of AutoCanada Inc. is specifically incorporated by reference in this investor presentation:

(1) the management's discussion and analysis of the financial condition and results of operations of the Company for the year ended December 31, 2021 (the "Annual MD&A").

Documents referenced in any of the documents incorporated by reference in this investor presentation but not expressly incorporated by reference therein or herein are not incorporated by reference in this investor presentation.



Non-GAAP and Other Financial Measures

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, normalized adjusted EBITDA, adjusted EBITDA on a pre-IFRS 16 basis, adjusted EBITDA margin on a pre-IFRS 16 basis, pro forma normalized adjusted EBITDA, free cash flow, net indebtedness, and net indebtedness leverage ratio 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.

It should be noted that certain of the financial measures include pro forma items estimating the impact of the acquisitions if they had occurred on the first day of the relevant period, or as of a specified date. Readers should understand that these estimates were determined by management in good faith and are not indicative of what the historical results of the businesses acquired in the acquisitions actually were for the relevant period, or what those results would have been if the acquisitions had occurred on the dates indicated, or what they will be for any future period. As a result, the pro forma financial measures may not be indicative of the Company's financial position that would have prevailed, or operating results that would have been obtained, if the transactions had taken place on the dates indicated or of the financial position or operating results which may be obtained in the future. These pro forma financial measures are not a forecast or projection of future results. The actual financial position and results of operations of the Company for any period following the closing of the acquisitions will vary from the amounts set forth following pro forma financial measures, and such variation may be material.

These measures are identified and described under section "15. NON-GAAP AND OTHER FINANCIAL MEASURES" of the Annual MD&A. Refer to section "16. NON-GAAP AND OTHER FINANCIAL MEASURE RECONCILIATIONS" of the Annual MD&A for reconciliations of non-GAAP and other financial measures.



WHO WE ARE

BMW Laval

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AutoCanada Overview

A Leading North American Multi-Location Automobile Dealership Group



- One of Canada's largest multi-location automobile dealership groups with ~4,000 employees
- Only publicly listed auto dealership group in Canada (TSX:ACQ)
- Attractive mix of luxury, domestic, and import brands
- Geographically diversified across 8 provinces in Canada and a group in Illinois, U.S.
- Five inter-related business operations:
 - New Vehicle Sales
 - Used Vehicle Sales
 - Parts and Service
 - o Collision Repair
 - Finance & Insurance (F&I)

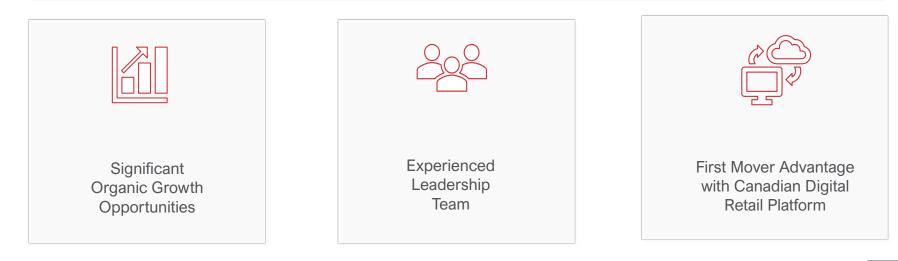




Investment Highlights



Accelerated Growth Through Complete Business Model





Attractive Canadian Market

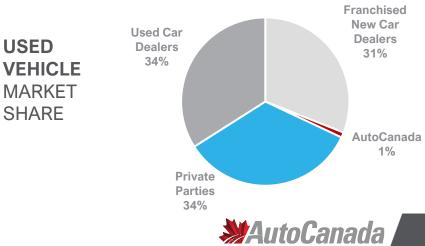
3,359 Dealerships in Canada





\$244 BILLION + MARKET

1.6 Million New Vehicles3.0 Million Used Vehicles

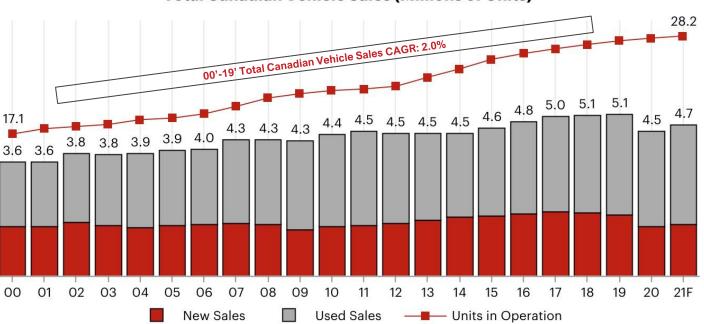


Source: DesRosiers Automotive Consultants

Resilient Business Model



Historically Stable Growing New and Used Retail Vehicle Sales in Canada¹ (\$M)



Total Canadian Vehicle Sales (Millions of Units)

- Consumers continue to buy more vehicles every year, further supporting our continued growth
- Overall Canadian market Compound Annual Growth Rate² ("CAGR") for vehicle sales has grown steadily by 2.0% from 2000 to 2019 (1.0% CAGR from 2000 to 2020 due to the impact of COVID-19 in 2020)
- Increase in first-time buyers supports increasing used vehicle sales
- Market forecast for Canadian new light vehicles sales in 2022 ranges from 1.5 million to 1.7 million¹ units compared to 1.6 million in 2021 (uncertainty however remains with near-term and long-term impacts of COVID-19)



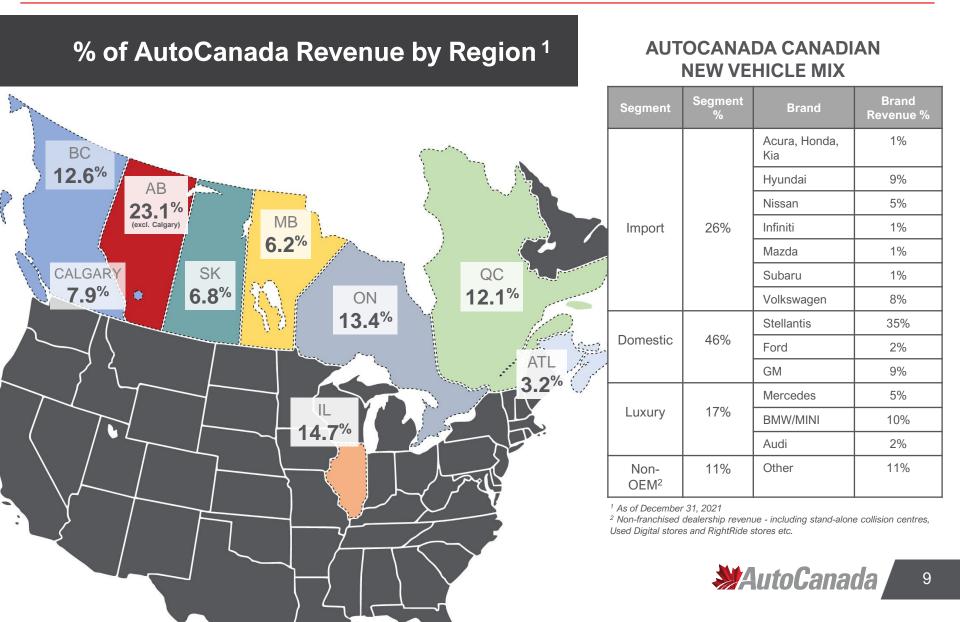
¹ Source: DesRosiers Automotive Consultants

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

Revenue Diversity Across Brands and Geographies

Resilient Business Model

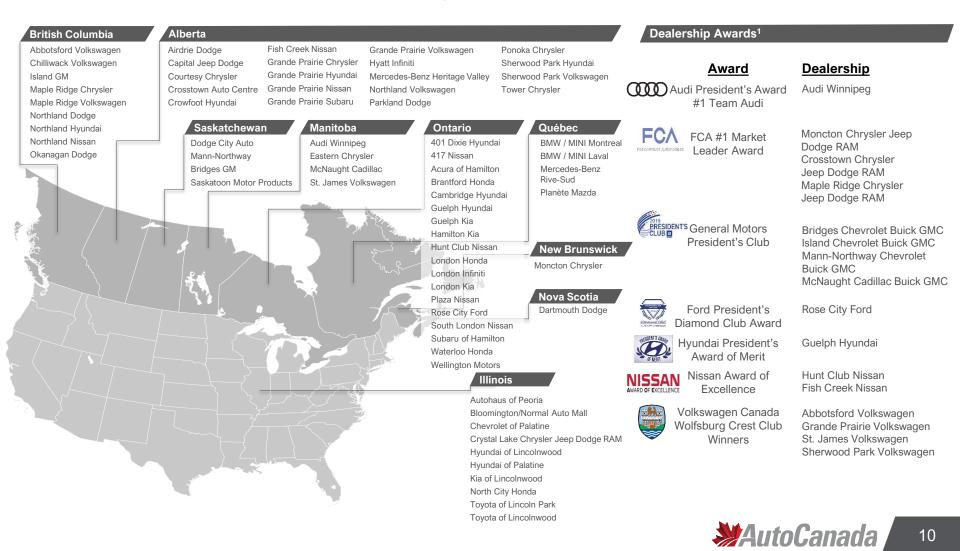




Resilient Business Model



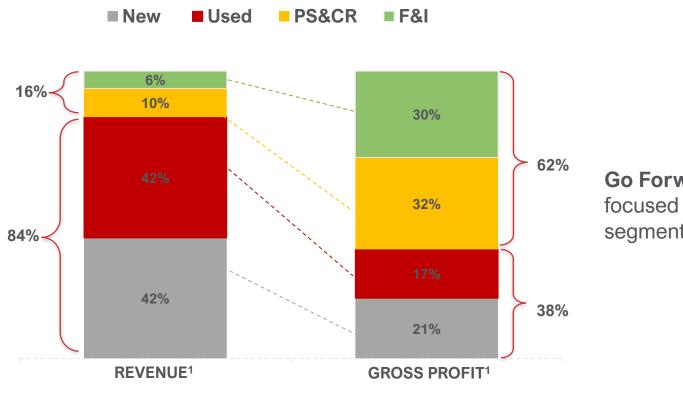
AutoCanada Owns Some of the Best Performing Dealerships in Canada



Profitable Product Mix & Diverse Earnings Streams Provide Stability



Resilient Business Model



Go Forward initiatives focused on higher margin segments

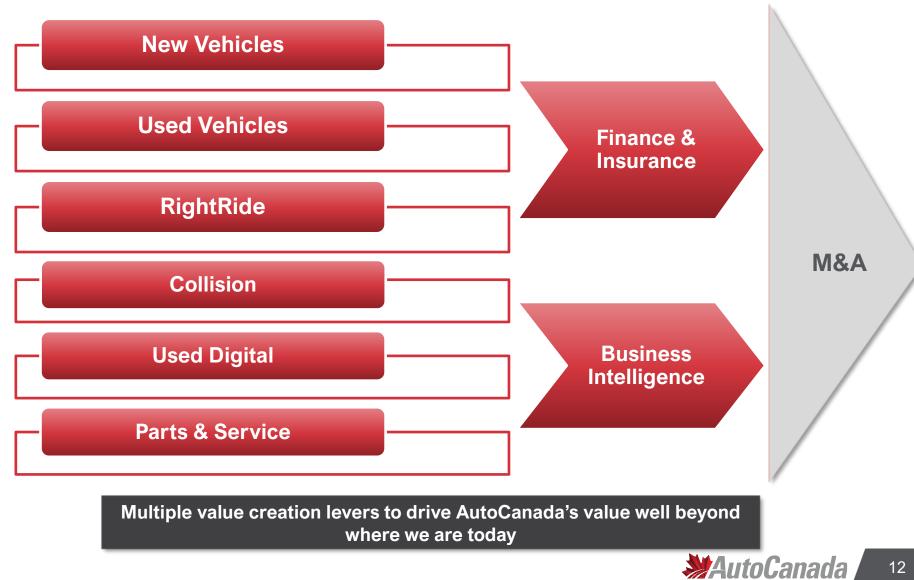
16% of our revenue drives 62% of gross profit



Growth Levers

Strategic Growth Initiatives Driving Industry-leading Performance





Drive Growth Through Optimization of Finance & Insurance

Significant Organic Growth Opportunities

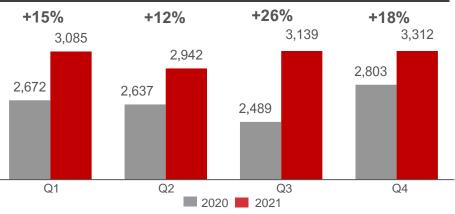


- Dedicated F&I team with in-house training team to educate dealership network on standardized product portfolio and sales process
- Thirteen consecutive quarters of year-over-year growth in Same Store F&I Gross Profit Per Retail Unit Average¹
- Sustainable success of division a result of leveraging industry-leading data analytics paired with in-house national training and development focused on maximizing opportunity
 - \circ $\,$ $\,$ Focus on products per deal and gross profit metrics





Same Store F&I Gross Profit Per Retail Unit Average¹ (\$ / Unit)



OPPORTUNITY:

Capture additional high margin F&I revenue through best in class operational performance

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



Service Bay Occupancy & Business Development Centre (BDC)

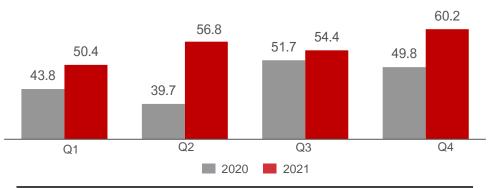
Significant Organic Growth Opportunities

 BDC is a call centre dedicated to handle all service work appointment bookings across our Canadian dealerships

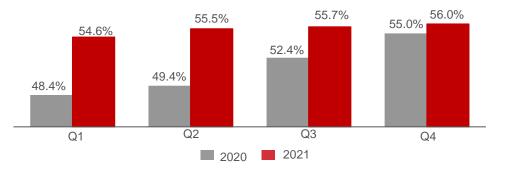


- Performance in 2020 impacted by COVID-19 with less kilometres driven
- In 2021, we saw improvements as kilometres driven began to increase in the summer months

Same Store¹ Parts, Service & Collision Repair Gross Profit (\$M)



Same Store Parts, Service & Collision Repair Gross Profit Percentage¹



OPPORTUNITY:

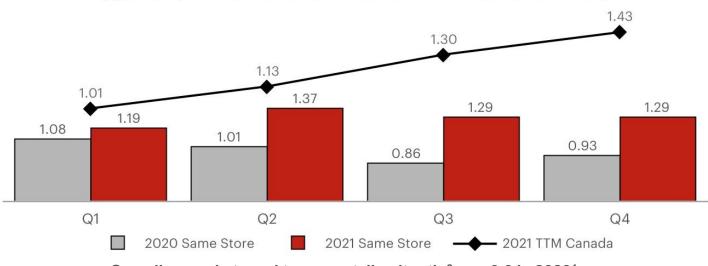
Increase service bay occupancy¹ across our dealership network to drive stability of revenues and strengthen gross margin



Project 50 – Increasing Used Vehicles Sales

Significant Organic Growth Opportunities

- Additive to new vehicles to grow total unit sales
- Drives incremental revenues in high margin business segments (F&I and PS&CR)
- Counter-cyclical and protects against recessionary environments
- Have sold an average of 52 used retail unit sales per dealership per month², compared to 47 in the prior year on a TTM basis (Canada excluding Haldimand Motors and Mark Wilson's Better Used Cars.)



Used to New Retail Units Ratio² (Quarterly on a Same Store basis and TTM on a Canadian basis)

Canadian market used to new retail unit ratio² was 0.6 in 2020¹

OPPORTUNITY:

Drive significant upside potential in the used vehicle business

¹ Source: DesRosiers Automotive Consultants

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



- No credit risk retained by AutoCanada
- · Ability to offer attractive financing products to credit-challenged customers
- Geared to today's economy as well as in a declining economy Extension of Project 50
- Digital sales and marketing strategy enables customers to apply for credit online and purchase a vehicle from anywhere in Canada
- Completely digital and virtual experience supported by remote vehicle delivery nationwide
- Currently have 7 locations (Q4) with visibility to 35 stand alone locations



OPPORTUNITY:

Low capital investment to potentially capture significant growth opportunity within used vehicles





- Currently operating 18 locations, predominantly within dealerships
- Collision centre operations add to stability of revenues, significant growth opportunity in a \$6B market¹
- Initiatives include:
 - o Consolidation of existing centres under single dedicated leadership team
 - Alignment with OEM partners to provide OEM-certified repair services
 - o Utilization of management system and implementation of best practices





Generated \$107M of Free Cash Flow² in 2021

Improved Net Indebtedness Leverage² to 1.0x from 1.3x

5.2

3.2

124

Q2 2020

Floorplan

Long Term Debt

Less: Floorplan

Net Indebtedness¹

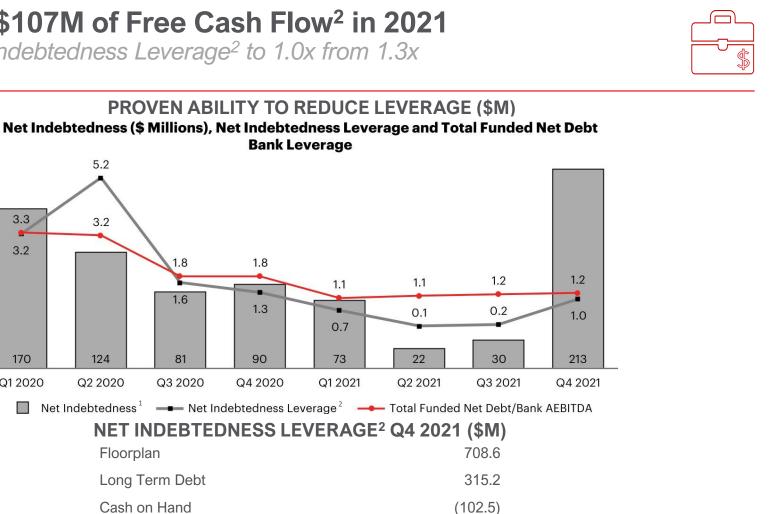
Cash on Hand

3.3

3.2

170

Q1 2020



921.3

708.6

212.7

206.6

1.0x

Net Indebtedness Leverage ²	
AP AND OTHER EINANCIAL MEASURES" for further information regarding this capital management measure	

Net Indebtedness Plus Floorplan

1.8

1.3

90

Q4 2020

Adjusted EBITDA on a pre-IFRS 16 basis² (TTM)

1.8

1.6

81

Q3 2020

¹ See "NON-GAAP AND OTHER FINANCIAL MEA SURES" for further information regarding this capital management measure

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

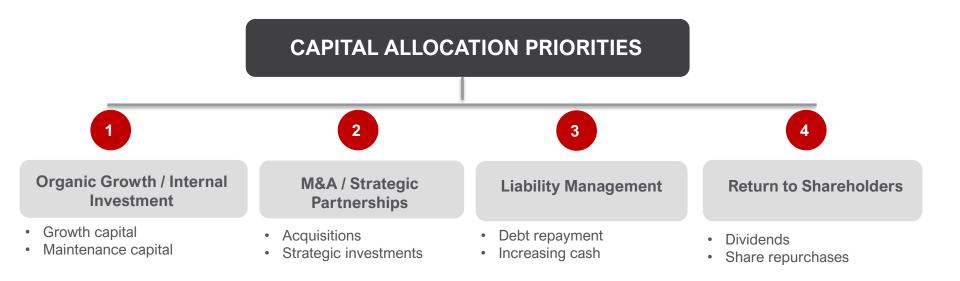


Capital Allocation Strategy

Strong Stewards of Capital



AutoCanada capital allocation aligned with business strategy, growth opportunities and free cash flow profile





Well Positioned for Industry Consolidation Through Disciplined M&A Strategy

Significant Consolidation Opportunities



Acquisitions are a key part of capital allocation strategy

Disciplined approach to evaluating acquisitions

- Meets internal return requirements •
- Brand fit and diversification •
- Geography •
- **Operational opportunities &** • potential synergies



Go Forward Plan Initiatives better position AutoCanada as an industry consolidator

Ability to layer initiatives onto future acquisitions to realize incremental value

- Advance and actively assess strategic acquisition opportunities and develop a robust acquisition pipeline
- Employ a disciplined hurdle-return framework to price transactions
- Established a substantial acquisition pipeline with currently \$100 million in annual revenue under letters of intent ("LOI's") and purchase agreements.
- Consistent with our previously stated intentions and strategy, these deals will add diversity by geography and OEM brands
 - Majority of pipeline is represented by franchise 0 dealerships located in Ontario, Canada
 - Pipeline includes a mix of OEM brands that we 0 currently operate and brands that we do not yet have



Strong balance sheet provides dry powder

AutoCanada is the Acquirer of Choice







Date	Company	Location	Туре	Description
Oct. 2020	Auto Bugatti Inc.	Montreal, QC	Collision	 Collision centre specializing in luxury vehicles including Land Rover, Jaguar, Porsche, Aston Martin, Tesla, BMW, MINI
Oct. 2020	Autohaus of Peoria	Peoria, IL	U.S.	 Luxury dealership with franchise rights for Porsche, Audi, Mercedes-Benz, and Volkswagen
Dec. 2020	Haldimand Motors	Cayuga, ON	Used Digital	 First Used only dealership under newly formed Used Digital Retail Division
Apr. 2021	PG Klassic Autobody	Prince George, BC	Collision	 Collision centre strategically located close to three of AutoCanada's dealerships
Aug. 2021	Mark Wilson's Better Used Cars	Guelph, ON	Used Digital	 Advances AutoCanada's strategic objective of developing a Used Digital Retail Division
Sept. 2021	Autolux	Montreal, QC	Collision	 A luxury-brand focused collision centre, certified for Mercedes-Benz
Oct. 2021	Airdrie Autobody	Airdrie, AB	Collision	 Strategically located collision centre close to seven AutoCanada dealerships
Nov. 2021	Crystal Lake	Crystal Lake, IL	U.S.	 First Stellantis dealership in the U.S., adds to AutoCanada's U.S. base
Dec. 2021	Autopoint Group	Ontario	Dealerships	 Adds 11 dealerships, providing geographic diversification by more than doubling AutoCanada's Ontario footprint, adding three new brands to Canadian platform



Management Team With Proven Track Record Driving Vision & Strategy

Experienced Leadership Team





Paul Antony Executive Chairman Joined May 2018

- Assumed duties on Board of Directors and Executive Chair in 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

20+ Years of Experience





Mike Borys Chief Financial Officer Joined August 2019

- Focus on mandate to drive and coordinate both the strategic and tactical priorities of AutoCanada, including strengthening the balance sheet and improving financial flexibility
- Chartered accountant with over 20 years of experience as CFO for both public and private enterprises
- Previously serving as Chief Financial Officer at PTW Energy Services, Newalta, The Brick Group Income Fund, Famous Players, and at Tricon Canada

30+ Years of Experience





Peter Hong Chief Strategy Officer & General Counsel, Joined August 2018

- Focus on strategic initiatives, M&A and governance matters
- Previously Senior Partner with Davies
 Ward Phillips & Vineberg LLP

20+ Years of Experience

DAVIES



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.



Environment

- **60 Electric Vehicle** charging stations at 36 of our locations in Canada.
- We offer a variety of hybrid and electric-powered 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.
- 26% women in management.
- 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.
- **33 charitable organizations** supported in 2020.
- 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.
- **13% 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 high-quality employees, improving employee retention, accessing different perspectives and ideas and benefiting from all available talent.



USED DIGITAL RETAIL STRATEGY

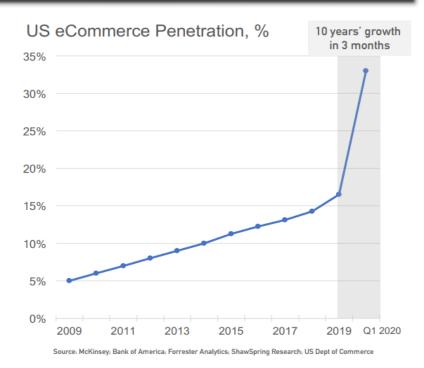
HALDIMAND

MOTORS' LTD

COVID-19 Pandemic Accelerating Consumer Shift to Digital



U.S. eCommerce penetration experienced 10 years' growth in 3 months



COVID-19 is driving the transition from offline-to-online at an accelerated rate across all industries including automotive retail



Pandemic Accelerated Trends – Consumers and Peers Increasingly Embracing Digital Vehicle Retail



Crawl, Walk, Run – Disciplined Approach

- First-mover with significant structural advantage scale, AutoCanada leadership and domain expertise
- Attractive market entry with low capital intensity
- Drive meaningful improvement beyond current Used to New ratio
- Attract consumers earlier in car buying lifecycle and serve them across all channels as preferred

	CRAWL W	ALK R	UN
Timeline	0 – 18 Months	12 – 24 Months	18 - 30 Months
Core Activities	 Focus on Canadian pre-owned vehicle market Build out or acquire used car superstores to establish network Key management hires 	 Build out digital platform overlay on the used vehicle dealerships Establish call centre solution Harden the foundation for full omni-channel 	
Key Objectives	✓ Retail 20,000 to 30,000+ used vehicles per year	 Refine multi-channel economic model 	✓ Complete omni-channel capabilities
		Funding Across All Three P	



In Conclusion – Key Takeaways



- Strong progress on building a 'Complete' Business Model
 - Go Forward Plan initiatives taking hold, driving resiliency to deliver top-decile performance in any economic environment
- Strengthened balance sheet and capital structure supports ample dry powder to take advantage of acquisition opportunities while maintaining financial flexibility
- Moving forward on strategic initiatives:
- Executing on acquisition pipeline
- Expanding Used Digital Platform in Canada
- Establishing stand-alone RightRide locations
- \circ $\;$ Building out collision and repair shops pipeline $\;$

• Proven leadership with track record of success



Q4 2021 RESULTS

Q4 2021 Results Overview

Record Fourth Quarter Results

- Revenue was highest fourth quarter revenue reported in Company's history
- Consolidated used to new retail unit ratio² improved to 1.45 from 0.86 last year; TTM improved to 1.36 at Q4 2021, moving beyond the targeted annual 1.0 ratio
- Net income for the period was \$69.4 million versus \$24.3 million in 2020
- Adjusted EBITDA¹ of \$65.9 million versus \$40.5 million in the prior year, an increase of 63%
 - Adjusted EBITDA Margin¹ was 5.5% versus 4.6% in the prior year, an increase of 0.9 percentage points
- Net Indebtedness³ of \$212.7 million at the end of Q4 2021 compares to \$89.5 million at the end of Q4 2020; Net Indebtedness Leverage Ratio¹ on a pre-IFRS 16 basis was 1.0x

Full Year Normalized Adjusted EBITDA¹ of \$240.4 million Pro Forma Normalized Adjusted EBITDA¹ of \$266.4 million

See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP measures
 See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding this supplementary financial measure
 See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding this capital management measure



Record Setting Fourth Quarter

(\$M, unless otherwise noted)	Q4 2021	Q4 2020	Change
Consolidated Revenue	1,195.8	876.1	37%
Gross Profit % ¹	19.1%	17.4%	+1.7 ppts
Adjusted EBITDA ²	65.9	40.5	63%
Adjusted EBITDA ² %	5.5%	4.6%	+ 0.9 ppts
Adjusted EBITDA on a pre-IFRS 16 basis ²	53.5	30.6	75%
Adjusted EBITDA Pre-IFRS 16 ² %	4.5%	3.5%	+ 1.0 ppts
Same Store Used to New Ratio ¹	1.29	0.93	+36 ppts
Net Indebtedness ³	213	90	+123
Net Indebtedness Leverage Ratio ²	1.0x	1.3x	-0.3x
Free Cash Flow ¹ TTM	107.2	131.4	-18%

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

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

³ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding this capital management measure



2021 Results Compared to 2019 Highlights Improvement Over Last 3 Years

(\$M, unless otherwise noted)	2021	2019	Change
Consolidated Revenue	4,653.4	3,476.1	+1,117.3
Adjusted EBITDA on a pre-IFRS 16 basis ¹	206.6	59.9	+146.7
Adjusted EBITDA on a pre-IFRS 16 basis ¹ %	4.4%	1.7%	+2.7 ppts
Operating Expenses as % of Gross Profit	73.4%	87.6%	-14.2 ppts
Used to New Ratio ²	1.36	0.75	+61.5 ppts
Free Cash Flow ¹	107.2	98.8	8.4
Net Indebtedness ³	212.7	157.9	+54.8
Net Indebtedness Leverage Ratio ¹	1.0x	2.6x	-1.6x
S&P Global Rating ("S&P")			
Issuer Credit ⁴	B+	В	
Senior Unsecured Notes ⁴	B+	CCC+	

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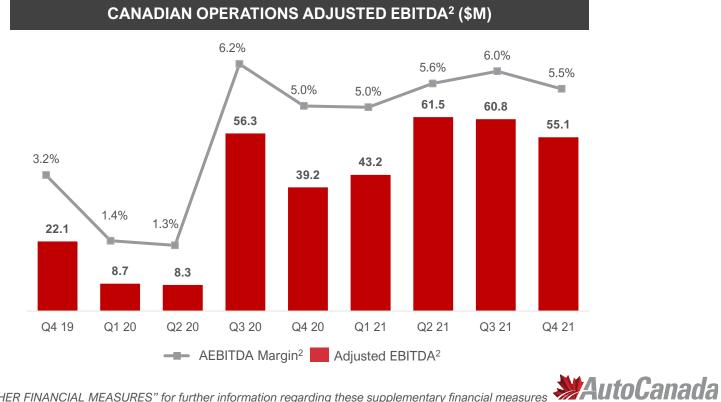
⁴ On January 12, 2022, S&P issued a research update and raised both the issuer credit rating and the Company's senior unsecured notes to 'B+'



Q4 2021 Results Continued

Canadian Operations Results - Used & F&I Key Drivers

- Revenue was \$998.8 million, an increase of 28.3%
- Used to new retail units ratio¹ increased to 1.45 from 0.93, with used retail vehicle¹ sales bringing total retail vehicle¹ growth to 18%
- F&I continuing to perform thirteenth consecutive quarter of year-over-year growth with same store F&I gross profit per retail unit average¹ increasing to \$3,312 up 18.2% from prior year

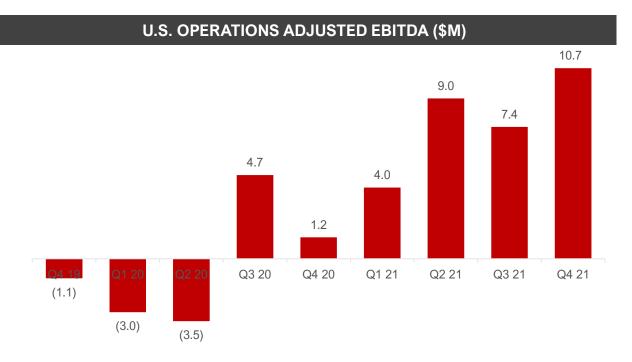


¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures ² See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP measures

Q4 2021 Results Continued

U.S. Operations Results – Another Breakout Quarter, Exceptional Performance

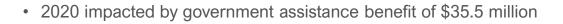
- New U.S. management (Q2 2021) continues to positively impact performance
- Total retail vehicles¹ sales increased by 76.2% driven by focus on used retail vehicles¹ sales, which were up by 226%
- F&I gross profit per retail unit average¹ increased to \$3,387 per unit, up 60.5% or \$1,277 per unit

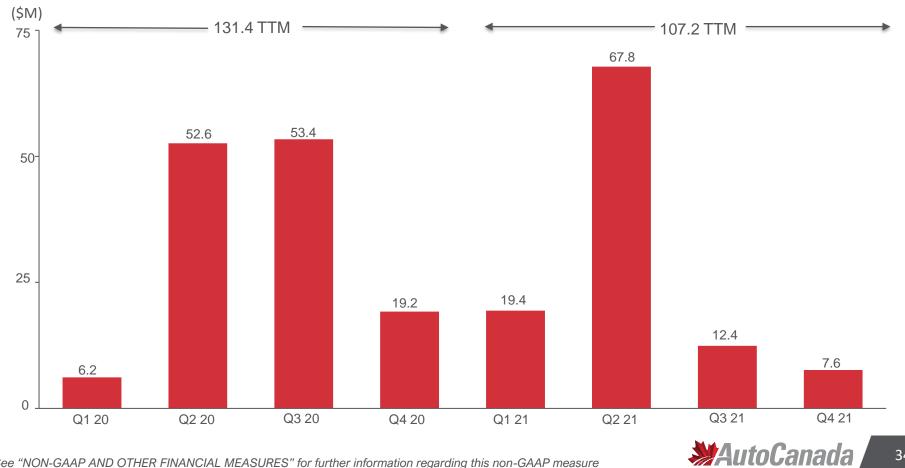


MautoCanada 💥

Free Cash Flow¹

Strong and Consistent Free Cash Flow¹ Generation Over the Past Ten Quarters





¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding this non-GAAP measure



Supplemental Information

Adjusted EBITDA¹ Reconciliation

\$M	Q4 2021	Q4 2020	Q4 2019
Net (loss) income	69	24	(17)
Addback:			
Income taxes	25	8	(8)
Depreciation and amortization	12	11	12
Interest charges	13	9	9
	119	52	(4)
Addback:			
(Recovery) Impairment of non-financial assets, net	(40)	(11)	24
Financing and risk management settlements	(27)	1	1
Loss (Gain) on redemption liabilities and share-based compensation	14	(2)	-
(Gain)/loss on capital property transactions	(1)	1	-
Adjusted EBITDA ¹	65	41	21
Net rental expense adjustment	(12)	(10)	(10)
Adjusted EBITDA on a pre-IFRS 16 basis ¹	53	31	11

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

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