

Trader Corporation Partnership with Dealer.com

Fact Sheet

TRANSACTION OVERVIEW

- Long-term exclusive deal covering the Canadian market
- 20% equity interest for US\$35M

Dealer.com COMPANY OVERVIEW

- Leading provider of web solutions for the US automotive industry
- Best-in-class digital media technology solutions and related marketing services to dealerships in the US market

Client Base	▪ Approx. 8,000 automotive dealers
Offices	▪ HQ – Burlington, Vermont / Sales office – California
Employees	▪ 216 employees
Website	▪ www.dealer.com

PRODUCTS: Full Suite of Online Solutions

- Dealer.com's technology will be integrated into Trader's suite of products and services for its dealer network across Canada:
 - Web site development
 - Inventory Management
 - Management tools such as lead reports, contact manager and web performance analytics
 - Search engine optimization and marketing
 - Dynamic video generation