

Q1 2013 Results

May 2, 2013

The image displays a screenshot of the Autobytel website interface. At the top, the logo reads "autobytel Your Lifetime Automotive Advisor" with a globe icon. A navigation menu includes: Home, New Cars, Used Cars, Car Reviews, Car Buying Tips, Car Financing, What's Hot Now, and MyGarage. The main content area features a "New Cars" section with a search bar for "Research by Make/Model" and "Research by Make/Category". The "Research by Make" section lists: Acura, Aston Martin, Audi, Bentley, BMW, Buick, Cadillac, Lotus, Lincoln, Lexus, Maserati, Maybach, Mazda, Mercedes-Benz, and MINI. The "Research by Category" section shows icons for Coupes, Sports Cars, Convertibles, and Minivans. Other visible elements include a "MyGarage" section, "What's Hot Now" with a "Sign Up for FREE!" button, "Auto News", "What Car Is Right For Me? Lifestyle Car Match Tool", "Car Pictures", and "My Garage". A green Range Rover is featured in the background of the main content area.

autobytel 
Your Lifetime Automotive Advisor

Safe Harbor Statement and Non-GAAP Disclosures



The statements made in the accompanying conference call or contained in this presentation that are not historical facts are forward-looking statements under the federal securities laws. These forward-looking statements, including, but not limited to, comments that the company's ability to deliver consistently high sales conversion rates for our dealer and manufacturer customers, as well as a meaningful consumer experience at Autobyte.com, positions us for continued revenue growth in 2013 and beyond, especially with the automotive market continuing its positive trajectory; regarding Autobyte's belief that the company's efforts to generate more automotive finance leads internally present a solid upside opportunity for the company; regarding Autobyte's belief that advertising revenue will grow in the single digits in 2013; that the company's long-term gross margin target remains above 40%, and regarding the company's belief that second quarter gross margin will increase from first quarter levels and that gross margin will return to the 40% range during the second half of 2013; the company's expectation of continued profitability for the 2013 second quarter; regarding Autobyte's belief that page views and page views per visit should continue to grow over time, as the company further enhances the usability and functionality of the company's flagship website, www.autobyte.com; regarding the company's belief that it will be able to grow advertising revenue in 2013, likely in the single digits; regarding Autobyte's belief that with the company's flagship website's performance continuing to improve and mobile site page views increasing, advertising remains a longer-term, profit-enhancing opportunity for the company; and that the company expects second quarter 2013 revenue to be in the range of \$17 to \$18 million, which would represent solid growth from the 2012 second quarter, are not guarantees of future performance and involve assumptions and risks and uncertainties that are difficult to predict. Actual outcomes and results may differ materially from what is expressed in, or implied by, these forward-looking statements. Autobyte undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise. Among the important factors that could cause actual results to differ materially from those expressed in, or implied by, the forward-looking statements are changes in general economic conditions; the financial condition of automobile manufacturers and dealers; disruptions in automobile production; changes in fuel prices; the economic impact of terrorist attacks, political revolutions or military actions; failure of our internet security measures; dealer attrition; pressure on dealer fees; increased or unexpected competition; the failure of new products and services to meet expectations; failure to retain key employees or attract and integrate new employees; actual costs and expenses exceeding charges taken by Autobyte; changes in laws and regulations; costs of legal matters, including, defending lawsuits and undertaking investigations and related matters; and other matters disclosed in Autobyte's filings with the Securities and Exchange Commission. Investors are strongly encouraged to review the company's Annual Report on Form 10-K for the year ended December 31, 2012, and other filings with the Securities and Exchange Commission for a discussion of risks and uncertainties that could affect the business, operating results, or financial condition of Autobyte and the market price of the company's stock.

This presentation includes non-GAAP financial measures as defined by SEC Regulation G. Autobyte's definitions of the non-GAAP financial measures used in this presentation and reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures can be found on Slide 7 of this presentation. Autobyte's management believes that these non-GAAP financial measures provide an additional way of viewing aspects of the company's operations that, when viewed with the GAAP results and the accompanying reconciliations to corresponding GAAP financial measures, provide a more complete understanding of factors and trends affecting the company's business and results of operations. These non-GAAP financial measures should not be relied upon to the exclusion of, and should be reviewed in connection with, the company's GAAP financial measures.

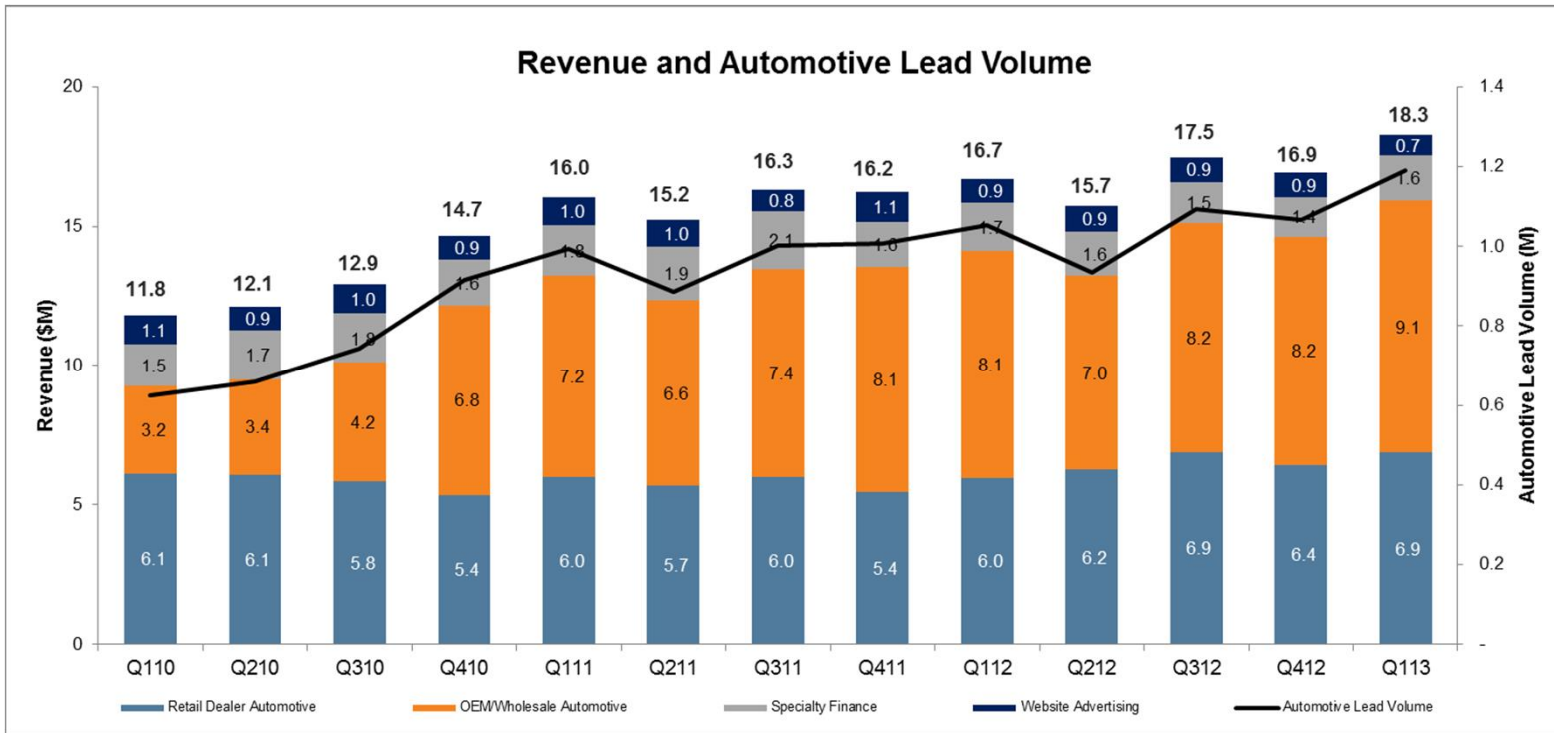
Overview



- **Q1 retail auto lead revenue up 15% Y-O-Y on dealer demand and strong lead delivery**
- **OEM / Wholesale revenue up 11% Y-O-Y on lead volume**
- **Q1 revenues advance to highest level in five years on highest lead volume in company history**
- **First quarter EBITDA increased 13% over the prior year**
- **Q1 investment in COR showing positive initial results for Q2 and beyond**

Q1 Total Automotive Lead Revenue up 13% Year over Year

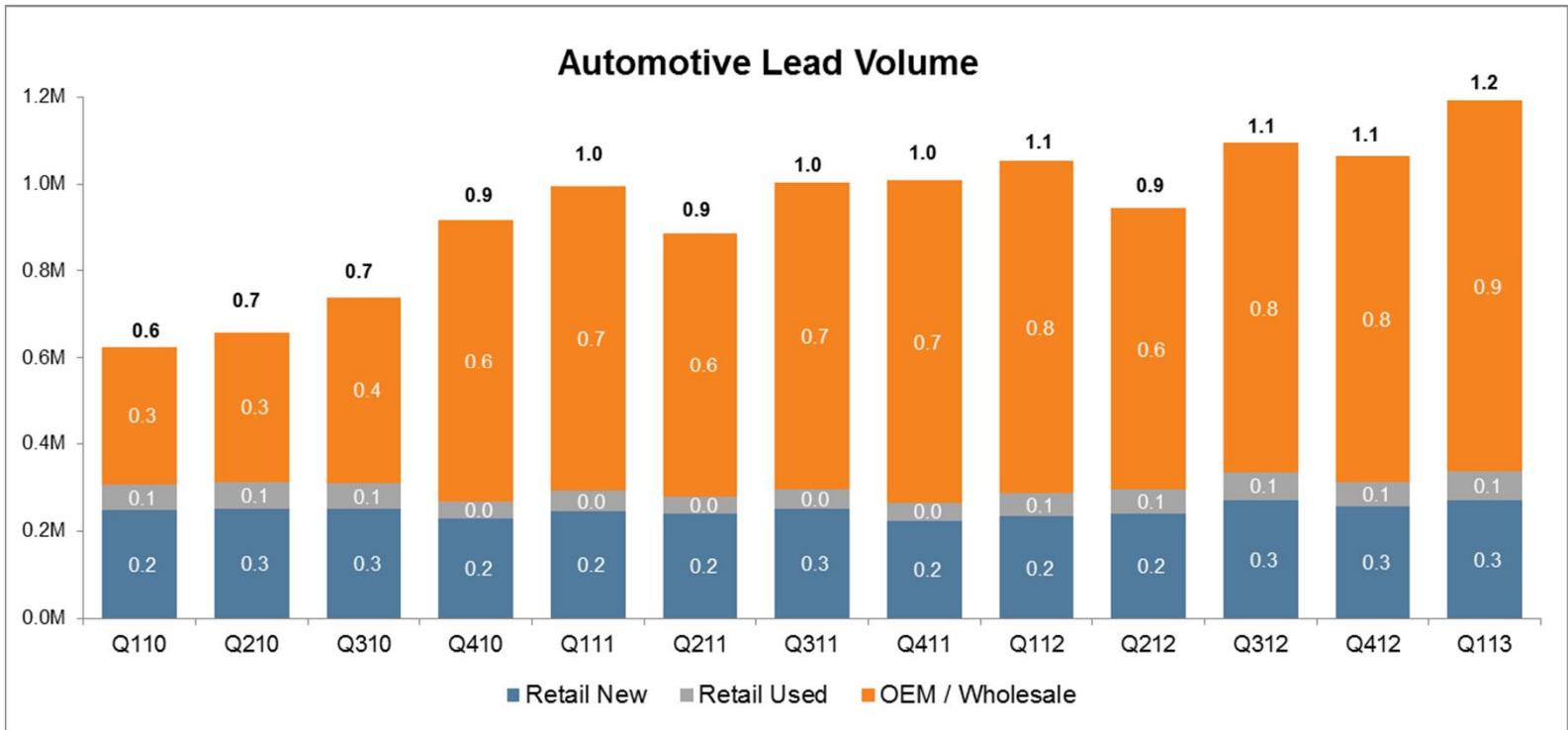
Revenue Results



- Q1 automotive retail dealer revenue increased 15% year over year and 7% sequentially, as dealers and investment in lead acquisition increased
- OEM / Wholesale revenue up 11% year over year to \$9.1M, the highest quarter in company history
- Finance lead revenue down 8% from 2012, but up 12% sequentially with continuing varying supply

Above financials are impacted by rounding to the nearest \$0.1M

Lead Volume



- Aggressive investment in lead acquisition accelerated automotive lead volume growth, resulting in a 13% increase over the prior year and a 12% increase over the prior quarter
- Retail automotive lead volume led with 18% growth over 2012 and 8% growth sequentially

Above volumes are impacted by rounding to the nearest 0.1M

Financial Overview



	2012				2013
	Q1	Q2	Q3	Q4	Q1
Revenue (\$M)	\$16.7	\$15.7	\$17.5	\$16.9	\$18.3
Gross Profit (\$M)	\$6.8	\$6.3	\$6.7	\$6.4	\$6.6
Gross Margin	40.9%	40.3%	38.5%	37.8%	36.1%
Operating Expenses (\$M)	\$6.5	\$6.0	\$6.1	\$6.1	\$6.6
Operating Margin	1.9%	2.2%	3.6%	1.8%	0.0%
Net Income (\$M)	\$0.3	\$0.2	\$0.6	\$0.4	\$0.3
EBITDA ¹ (\$M)	\$0.9	\$0.9	\$1.3	\$1.0	\$1.0
Cash Flow From Operations (\$M)	\$0.9	\$2.0	\$1.5	\$1.4	(\$0.4)
Cash Flow ² (\$M)	\$1.2	\$1.1	\$1.5	\$1.2	\$1.2
Cash Net Income ³ (\$M)	\$1.0	\$1.0	\$1.4	\$1.1	\$1.1
Cash (\$M)	\$12.1	\$12.4	\$13.7	\$15.3	\$14.7
Closing Stock Price ⁴	\$4.85	\$3.76	\$3.78	\$3.98	\$4.34
EPS Diluted ⁴	\$0.03	\$0.02	\$0.06	\$0.04	\$0.04
Cash Net Income EPS ^{4,5}	\$0.11	\$0.10	\$0.14	\$0.12	\$0.12

¹ EBITDA is equal to Net Income before Interest, Taxes, and Depreciation and Amortization; See slide 7 for reconciliation

² Cash Flow is equal to EBITDA plus Non-Cash Stock Compensation; See slide 7 for reconciliation

³ Cash Net Income is equal to Net Income plus Non-Cash Stock Compensation plus Depreciation and Amortization; See slide 7 for reconciliation

⁴ On July 11, 2012 the Company implemented a 1-for-5 reverse split of its common stock. Closing Stock Price, EPS Diluted and Cash Net Income EPS for prior periods have been adjusted accordingly

⁵ Cash Net Income Per Diluted Share is Cash Net Income divided by weighted average diluted shares outstanding. See slide 7 for reconciliation

Above financials are impacted by rounding to the nearest \$0.1M

EBITDA, Cash Flow and Cash Net Income

	2012				2013
	Q1	Q2	Q3	Q4	Q1
Net Income (\$M)	\$0.3	\$0.2	\$0.6	\$0.4	\$0.3
Net Interest (\$M)	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
Depreciation & Amortization (\$M)	\$0.5	\$0.5	\$0.6	\$0.5	\$0.5
Taxes (\$M)	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
EBITDA ¹ (\$M)	\$0.9	\$0.9	\$1.3	\$1.0	\$1.0

	2012				2013
	Q1	Q2	Q3	Q4	Q1
EBITDA ¹ (\$M)	\$0.9	\$0.9	\$1.3	\$1.0	\$1.0
Non-Cash Stock Compensation (\$M)	\$0.3	\$0.2	\$0.2	\$0.2	\$0.2
Cash Flow ² (\$M)	\$1.2	\$1.1	\$1.5	\$1.2	\$1.2

	2012				2013
	Q1	Q2	Q3	Q4	Q1
Net Income (\$M)	\$0.3	\$0.2	\$0.6	\$0.4	\$0.3
Non-Cash Stock Compensation (\$M)	\$0.3	\$0.2	\$0.2	\$0.2	\$0.2
Depreciation & Amortization (\$M)	\$0.5	\$0.5	\$0.6	\$0.5	\$0.5
Cash Net Income ³ (\$M)	\$1.0	\$1.0	\$1.4	\$1.1	\$1.1
Weighted Average Diluted Shares (k)	9,496	9,276	10,098	9,040	9,076
Cash Net Income EPS ⁴	\$0.11	\$0.10	\$0.14	\$0.12	\$0.12

¹ EBITDA is equal to Net Income before Interest, Taxes, and Depreciation and Amortization

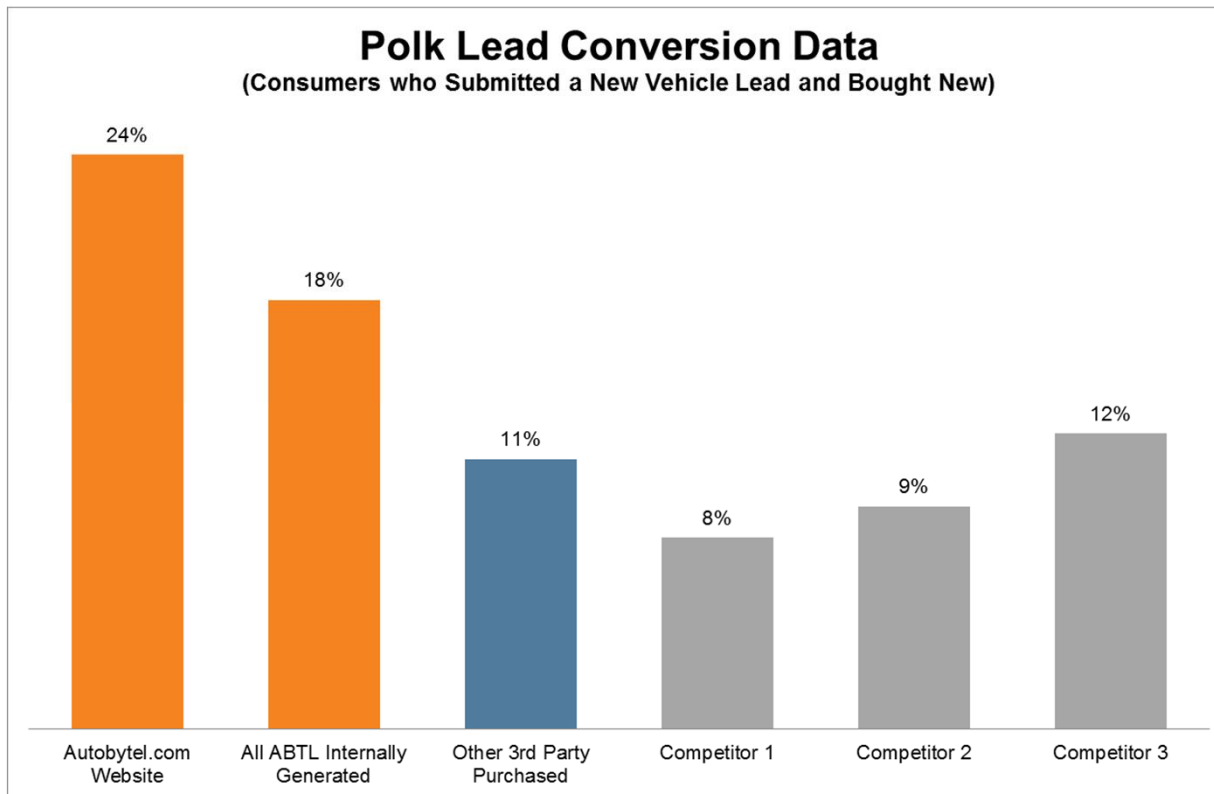
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Close Rate Detail

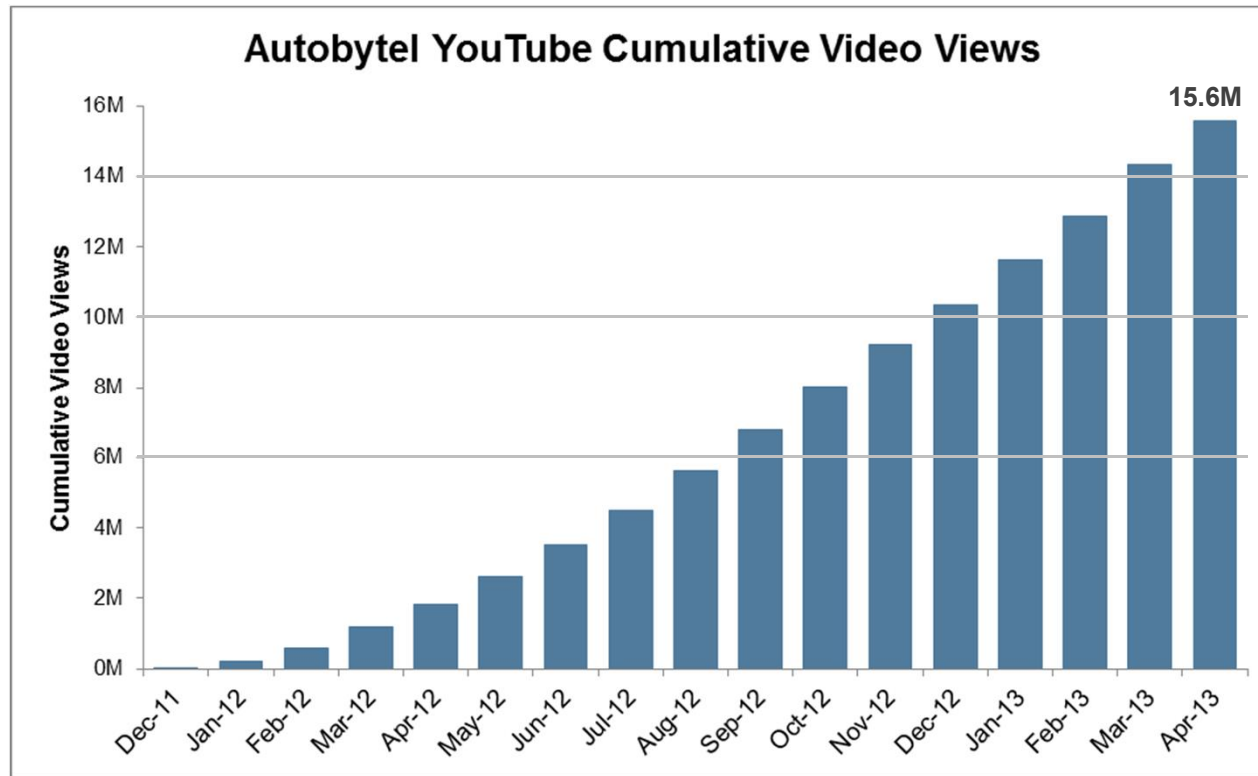


- Internally generated Autobytel leads close significantly higher than other 3rd Party leads purchased by Autobytel
- 60-70% of total Autobytel lead volume is internally generated
- %All ABTL Internally Generated+ includes leads from Autobytel.com as well as leads generated from SEM campaigns and our other sites
- %Other 3rd Party Purchased+ includes all 3rd party leads purchased by Autobytel

Autobytel Internally Generated Leads Close at 3x Estimated Industry Average

Close rates are calculated using a 3 month rolling average of 90 day close rates

Autobytel YouTube Channel

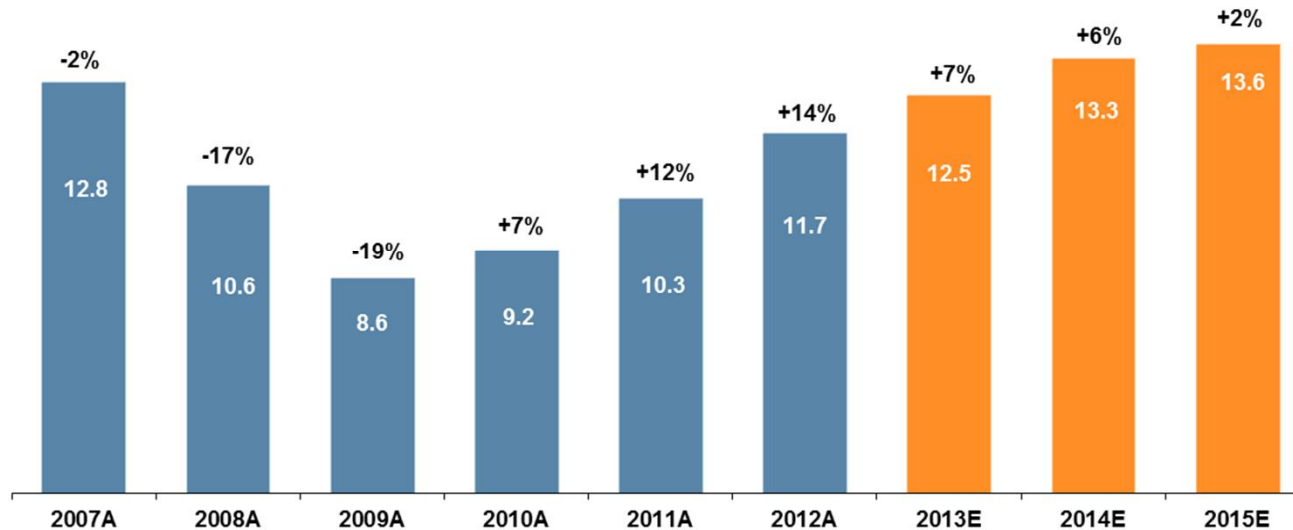


- Autobytel crossed the 15 million videos viewed mark in April 2013
- Currently the Autobytel YouTube channel boasts 539 proprietary videos, over 19,500 subscribers, and over 15.6M video views
- YouTube content provides consumers with rich information and a robust branded experience linking back to the Autobytel.com website

Autobytel YouTube Channel Provides Unique Branding

J.D. Power Retail Auto Sales Forecast

US Light Vehicle Retail Sales History and Forecast (in Millions)



- In April, US Light Vehicle Retail SAAR is projected to come in around 12.1, maintaining even levels for the past three months; J.D. Power 2013 Retail US Light Vehicle Sales Forecast remains at 12.5M
- Historical data has shown correlation between US Light Vehicle Retail Sales and Autobytel lead volume

Auto Industry Trends Providing Tailwinds for Autobytel

Well Poised for 2013 and Beyond

- **Enhancing lead generation team to drive growth**
- **Expanding retail sales team to capture additional market opportunities**
- **Continuing investment in original written and video content on autobytel.com and brand advertising to increase organic traffic**
- **Ongoing lead quality enhancements driving revenue growth and market share**
- **Operating leverage allowing for additional brand marketing**
- **Intensifying new product development cycle**

On Track to Deliver Accelerated Top Line Growth for 2013