



## Third Quarter 2010 Results

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November 11, 2010

## Safe Harbor Statement and Non-GAAP Disclosures

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The statements contained in this presentation that are not historical facts are forward-looking statements under the federal securities laws. These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to predict. Actual outcomes and results may differ materially from what is expressed in, or implied by, such forward-looking statements. Autobytel 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 continuing adverse general economic conditions, the economic impact of terrorist attacks or military actions, increased dealer attrition, pressure on dealer fees, increased or unexpected competition, the failure to successfully launch new products and services, failure to retain key employees or attract and integrate new employees, actual costs and expenses exceeding the charges taken by Autobytel, changes in laws and regulations, costs of defending lawsuits and undertaking investigations and related matters and other matters disclosed in Autobytel's filings with the Securities and Exchange Commission. Investors are strongly encouraged to review our annual report on Form 10-K for the year ended December 31, 2009, and other filings with the Securities and Exchange Commission for a discussion of risks and uncertainties that could affect operating results and the market price of the company's stock. In addition, the current year financial information could be subject to a change as a result of subsequent events or the finalization of our financial statement close which culminates with the filing of our Form 10-K.

This presentation includes a discussion of "Adjusted OPEX", which is a non-GAAP financial measure. The Company defines OPEX as GAAP operating expenses adjusted for unusual, infrequent or non-recurring items. The Company believes this non-GAAP financial measure provides important supplemental information to management and investors. This non-GAAP financial measure reflects 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. This non-GAAP financial measure is used in addition to and in conjunction with results presented in accordance with GAAP and should not be relied upon to the exclusion of GAAP financial measures. Management strongly encourages investors to review the Company's consolidated financial statements in their entirety and to not rely on any single financial measure. Because non-GAAP financial measures are not standardized, it may not be possible to compare these financial measures with other companies' non-GAAP financial measures having the same or similar names. In addition, the Company expects to continue to incur expenses similar to the non-GAAP adjustments described above, and exclusion of these items from the Company's non-GAAP measures should not be construed as an inference that these costs are unusual, infrequent or non-recurring.



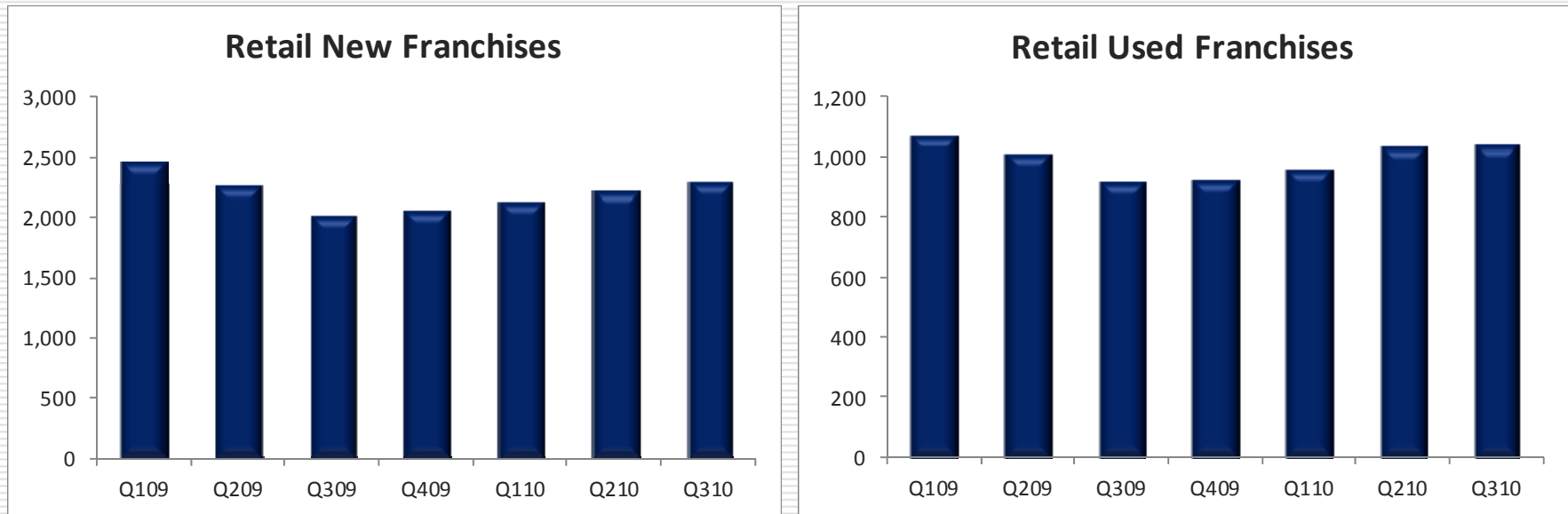
# Financial Overview

	Q109	Q209	Q309	Q409	Q110	Q210	Q310
Revenue (\$M)	\$13.9	\$13.4	\$13.4	\$12.3	\$11.8	\$12.1	\$12.9
Gross Margin	36%	33%	35%	39%	40%	35%	37%
Operating Expenses (\$M)	\$5.5	\$6.6	\$6.2	\$5.9	\$4.1	\$7.5	\$7.9
<i>% of Revenue</i>	<i>40%</i>	<i>49%</i>	<i>46%</i>	<i>48%</i>	<i>35%</i>	<i>62%</i>	<i>61%</i>
Income / (Loss) from Continuing Ops (\$M)	(\$0.4)	(\$1.0)	(\$1.2)	(\$1.0)	\$0.8	(\$3.0)	(\$3.1)
Discontinued Operations (\$M)	\$0.0	\$0.8	\$0.4	\$0.0	\$0.0	\$0.0	\$0.0
Net Income / (Loss) (\$M)	(\$0.4)	(\$0.3)	(\$0.8)	(\$1.0)	\$0.8	(\$3.0)	(\$3.1)
Change in Cash Balance (\$M)	(\$1.6)	\$1.0	(\$1.5)	(\$0.1)	\$1.0	(\$2.2)	(\$13.5)
Operating Cash Flow (\$M)	(\$1.6)	(\$0.8)	(\$2.0)	(\$0.2)	\$1.4	(\$2.2)	(\$2.9)
Closing Stock Price	\$0.27	\$0.43	\$0.70	\$1.00	\$1.05	\$1.14	\$0.87
Headcount	109	107	115	112	126	137	147

## Comments

- Sequential revenue increases for two consecutive quarters
- Headcount reduced to 127 as of November 11, 2010

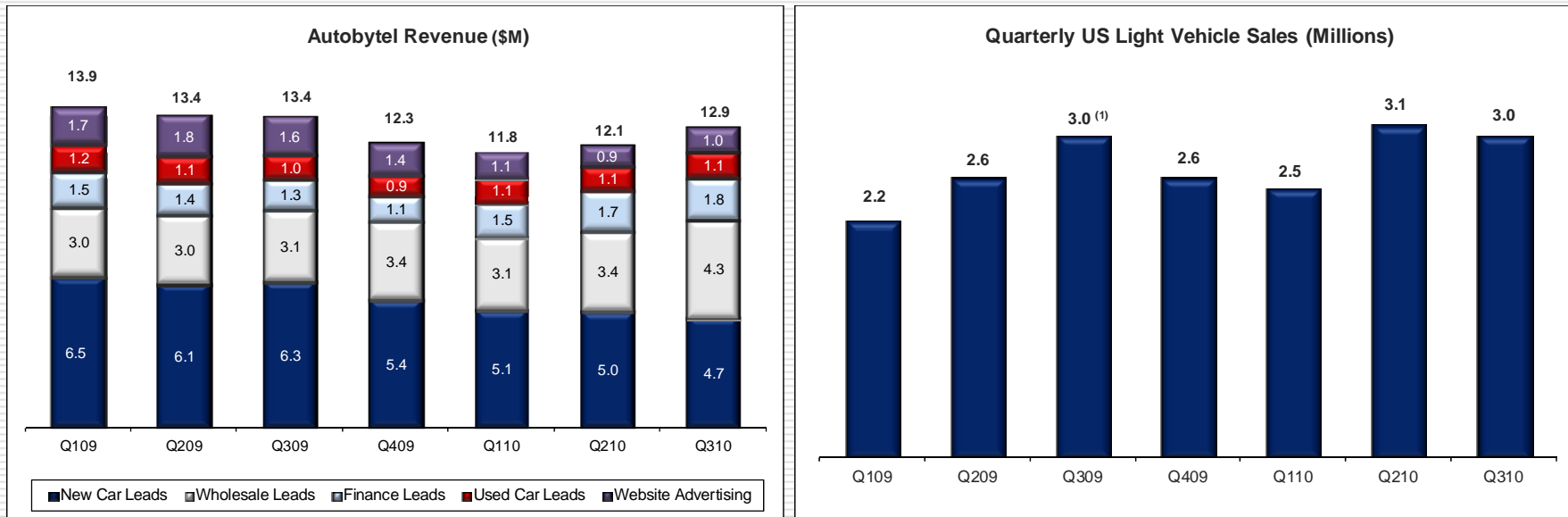
# Dealer Franchises



## Comments

- Retail New Franchises are up 3% sequentially and up a total of 14% over the previous four quarters
- Retail Used Franchises are flat sequentially and up 13% over the previous four quarters

# Revenue Results



Source: Automotive News  
 (1) Cash for Clunkers Program occurred in Q3 2009

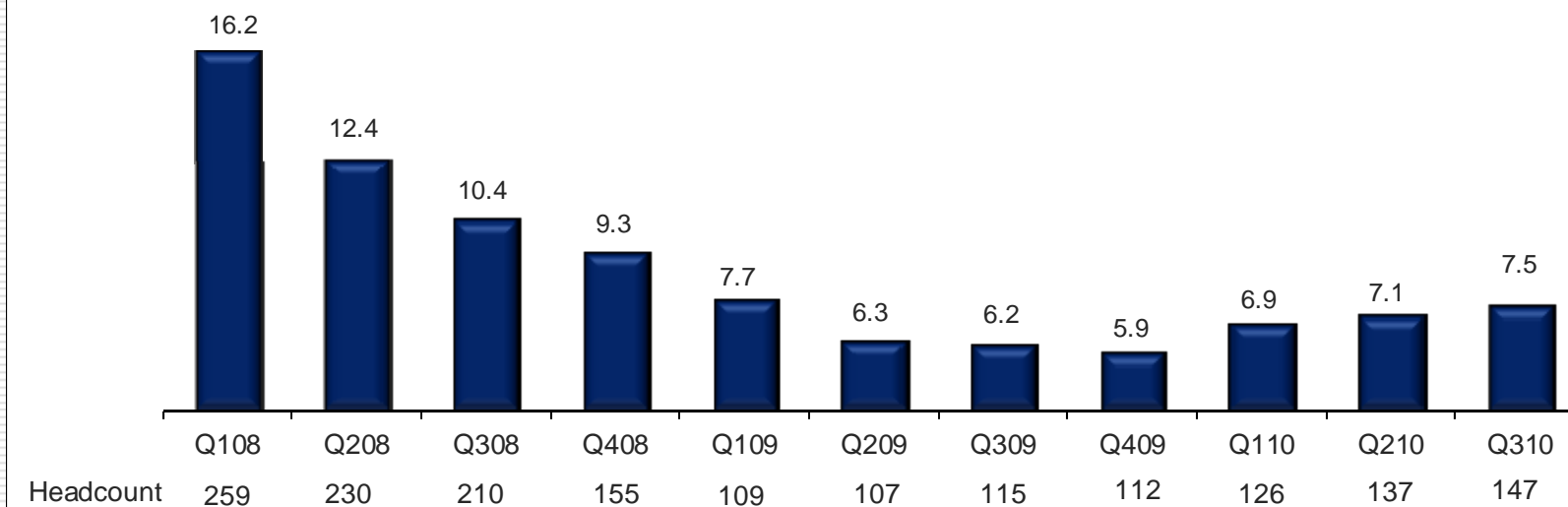
## Comments

- Wholesale/OEM Purchase Request Revenue up 36% over the prior year and 24% sequentially as a result of both organic growth and the acquisition
- Finance Purchase Request Revenue up 37% over the prior year and 2% sequentially
- New Car Revenue down slightly as a result of reducing low quality Purchase Request suppliers ahead of the acquisition



# Operating Expenses

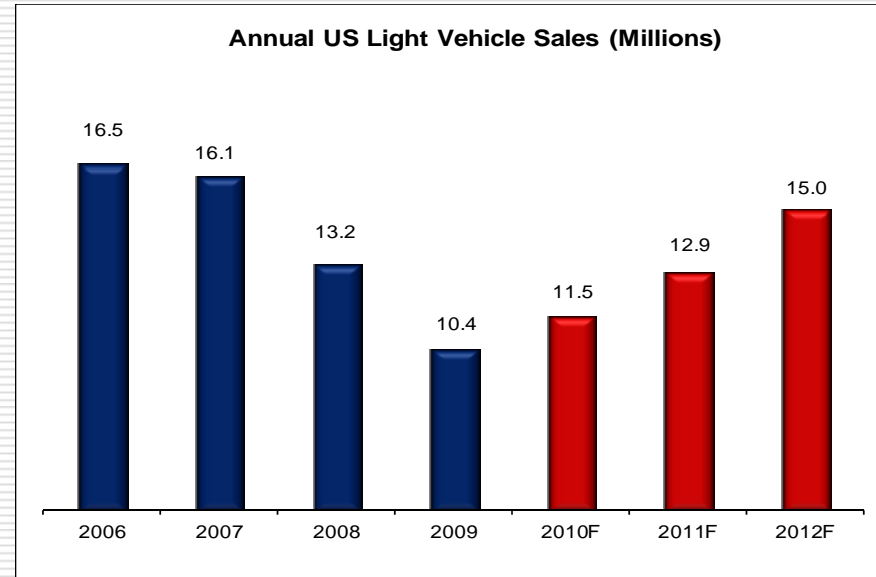
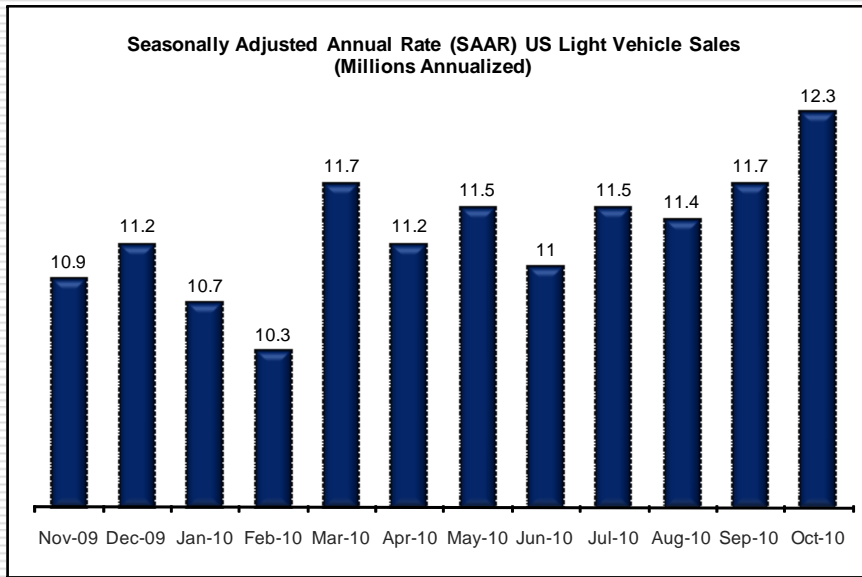
Adjusted Operating Expenses (\$M)



## GAAP Reconciliation

	Q108	Q208	Q308	Q408	Q109	Q209	Q309	Q409	Q110	Q210	Q310	Q310 YOY
GAAP OPEX	\$13.5	\$64.5	\$12.2	\$15.3	\$5.5	\$6.6	\$6.2	\$5.9	\$4.1	\$7.5	\$7.9	\$1.7
Patent Settlement	2.7				2.7				2.8	0.0	0.1	\$0.1
Impairment Charges		(52.1)		(1.2)								\$0.0
Severance			(1.8)	(4.8)	(0.5)					(0.4)	(0.1)	(\$0.1)
Acquisition											(0.4)	(\$0.4)
Tender Defense						(0.3)						\$0.0
<b>Adjusted OPEX</b>	<b>\$16.2</b>	<b>\$12.4</b>	<b>\$10.4</b>	<b>\$9.3</b>	<b>\$7.7</b>	<b>\$6.3</b>	<b>\$6.2</b>	<b>\$5.9</b>	<b>\$6.9</b>	<b>\$7.1</b>	<b>\$7.5</b>	<b>\$1.3</b>

# Auto Industry Sales

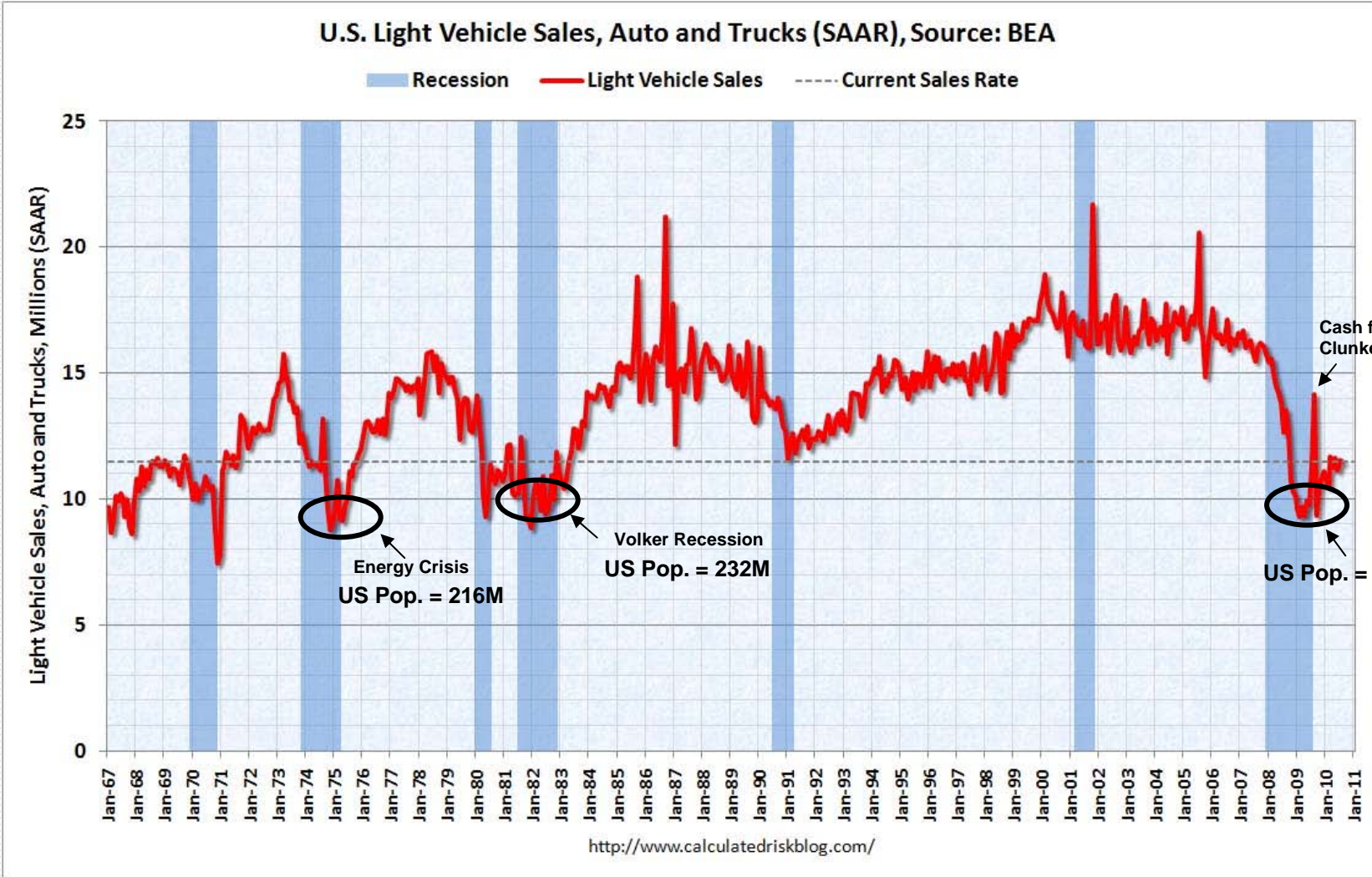


Source: Automotive News, JD Power & Associates

## Comments

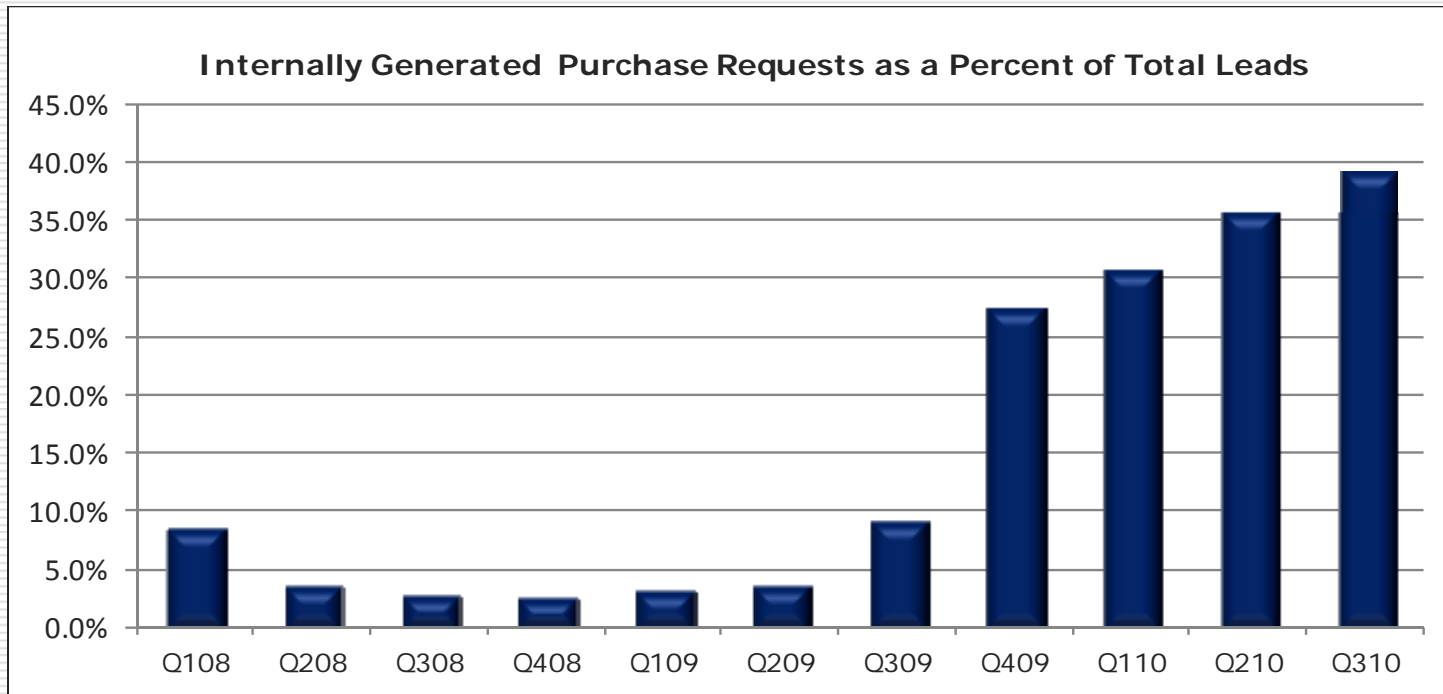
- The 2010 Automotive market continues to be choppy in recovery
- Q3 2010 was a mixed quarter, with vehicle sales flat to Q3 2009 JD Power estimates, as strong growth in fleet sales offset retail softness
- 2010 US light vehicle sales holding in the mid 11M range
- Monthly rate of just under 1M Light Vehicles sold in October 2010 equates to a 12.3M Seasonally Adjusted Annual Rate

# The Current Macro Environment





# Website Purchase Requests Increasing

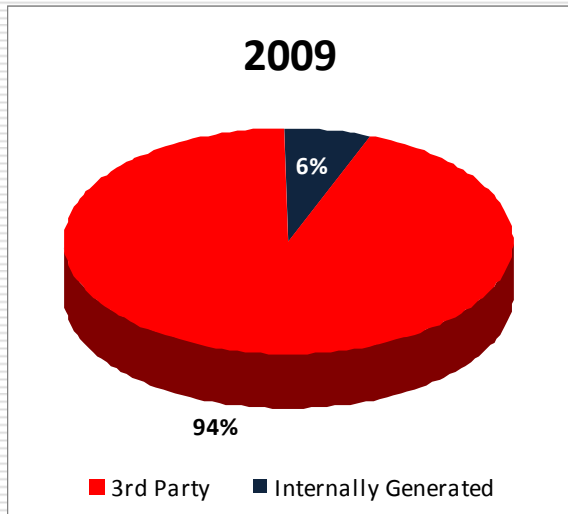


## Comments

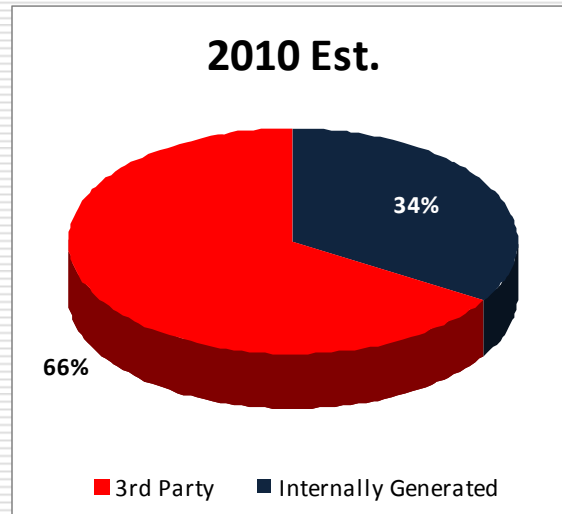
- Internally generated Purchase Request volume continued with upward momentum, exceeding 39% of total Purchase Requests
- On a pro-forma basis, internally generated Purchase Requests would have exceeded 55%, if Cyber Ventures and Autotropolis had been consolidated during all of Q310

# Internally Generated Purchase Requests

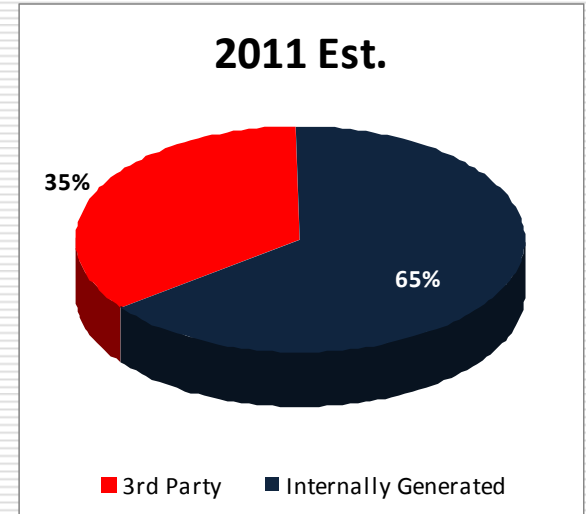
2.7 Million Total  
Purchase Requests



2.8 Million Total  
Purchase Requests



3.8 Million Total  
Purchase Requests



## Comments

- Major competitors in Consumer Purchase Request distribution acquire substantially all of their Purchase Requests from third parties
- Combination of Purchase Request Generation and distribution creates significant competitive advantage

# Regaining Industry Voice

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## General Motors Company (IPO)

11/1/2010 - 11/17/2010

This offering is expected to price on or about November 17, 2010.

**Chris Liddell**  
Vice Chairman and CFO  
General Motors



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### Leverage to Global Growth

**autobytel**

*"Chevrolet has hit a home run with the Cruze."*

*This is the first compact car that Detroit can truly be proud of"*



2011 Chevrolet Cruze

GM

8. Slide 8 ZOOM

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