

A car is no longer just a vehicle ...





... but a communication tool





Digital solutions replace analogue systems



Kodak, founded in 1892, was one of the most important producers for photographic equipment worldwide ...



... but was not able to maintain its market strength during the transformation into the digital service business

Open platforms always beat propriety systems









Open Platforms

Nokia had the best mobile phone ...



... but didn't stand a chance against Open Platforms (i.e. freedom of choice) of Apple, Android

What's at risk?





2020 Car Park : PC + LCV (< 7,5 tons) – Headline 08/2016

Transformation of the Aftermarket





Digitalization transformation already started Examples ...





Mobile product catalogues ● Parts coverage ● catalogue distribution ● product search ● License plate & VIN scanner / vehicle specification ● Estimates ● Diagnosis ● Inspection sheets ● Repair library ● find & order parts ● print invoice ● marketing ● customer management ● ...



Service quotes ● Workshop rating ● appointment scheduling / booking ● Payment & Guarantee



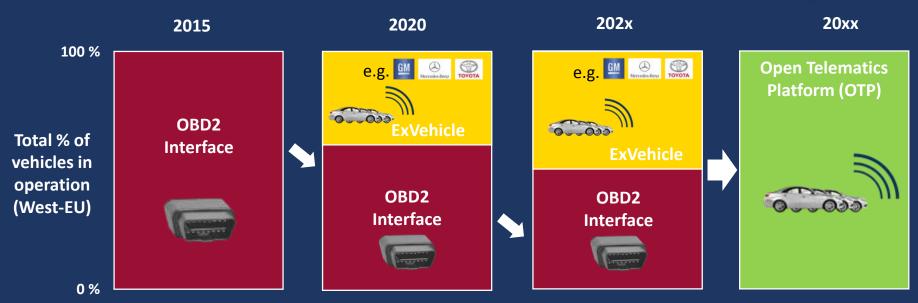
Driver safety ● Crashes ● Distraction ● Road conditions

• Trip Stats & info



Evolution of telematics data access



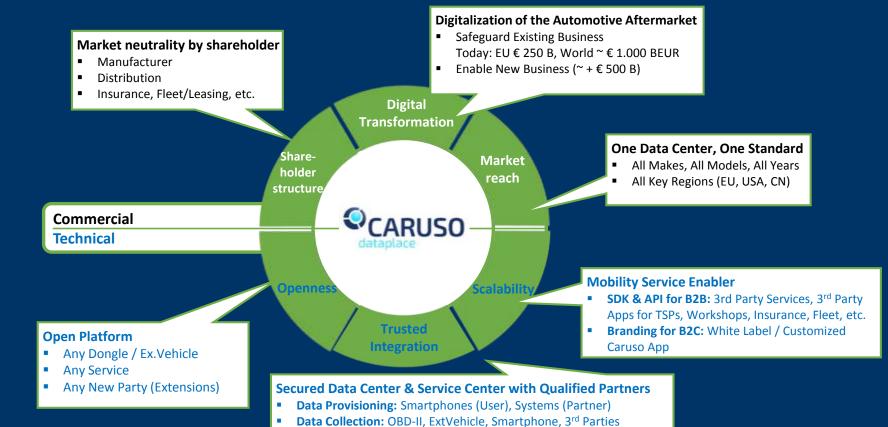


Standardization of dissimilar data quality





Caruso open platform – standardized data center



Caruso open platform – standardized data center

Any Service

Any New Party (Extensions)

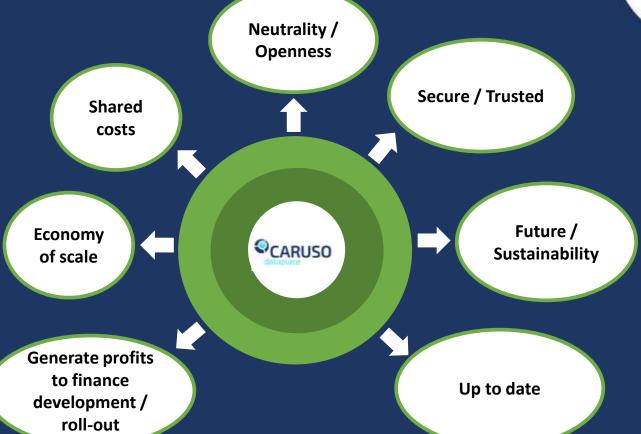
Digitalization of the Automotive Aftermarket **Safeguard Existing Business** Today: EU € 250 B, World ~ € 1.000 BEUR Market neutrality by shareholder Enable New Business (~ + € 500 B) Manufacturer Distribution Insurance, Fleet/Leasing, etc. **Digital Transformation** One Data Center, One Standard Share-Market All Makes, All Models, All Years holder reach All Key Regions (EU, USA, CN) structure Commercial **Technical Mobility Service Enabler SDK & API for B2B:** 3rd Party Services, 3rd Party Apps for TSPs, Workshops, Insurance, Fleet, etc. **Trusted** Branding for B2C: White Label, Customized **Open Platform** Integration Caruso App Any Dongle / ExVehicle

Secured Data Center & Service Center with Qualified Partners

- Data Provisioning: Smartphones (User), Systems (Partner)
- Data Collection: OBD-II, Ex.Veh., Smartphone, 3rd Parties

Investor value propositions



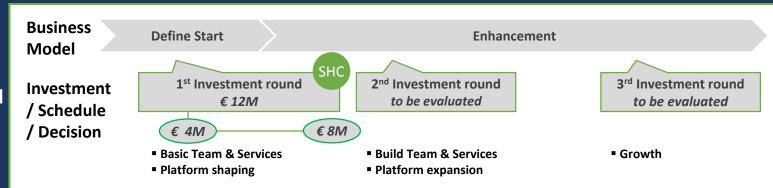


Caruso Roadmap to Aftermarket Ecosystem

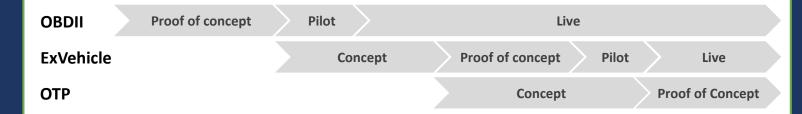




Commercial



Technical



Initial Use Cases supported

CARUSO

- Vehicle Service Call
- Breakdown Call
- Accident Notification
- Vehicle Health Check
- Usage Statistics
- Insurance Up-Sell
- Optimization of Used Car Selling/Trading







Digitalization Existing Business

Create New Business /Models

• ...

Revenue model / KPI's





Revenue model (to start) 1)

Value-Add Based Fee 10%: of Telematics Service Revenue



Fixed Platform Fee €1 / vehicle / month



KPI: Vehicle connected (EU)

2020 2025 1% 10%

2.500.000 30.000.000



¹⁾ volume-based adaptation

Caruso GmbH - Corporate Governance







Members of the Shareholders Committee		
Manufct.	3rd parties	Trade
4 seats	2 seats	4 seats

Gleiss Lutz