

INVESTORS, PUBLISHERS AND TELLECOM OPERATORS COMPETING FOR DOMINANCE IN THE ONLINE CAR CLASSIFIEDS MARKET

In a booming Internet Automotive Classifieds market around the World, investors are fighting for market supremacy both locally and globally. In its first edition of 'the World's Top 100 Internet Automotive Websites', autobiz extensively reviews the business profiles of these highly profitable marketplaces.

(Paris, July 11th, 2012) Over the last 10 years, the Internet has become the primary sales channel for used cars in all major developed markets, fostering new classified websites across the globe. According to autobiz' research, more than 200.000 cars dealers worldwide now regularly use these sites, generating revenues of above \$2 billion for publishers.

While historically the classifieds market has been highly fragmented, recently proven business models and strong profits have sparked intense competition between Internet majors and investors in a quest for global market positions.

Amongst them, **eBay** (Nasdaq: EBAY), who remains the World's leader in number of car dealer clients (40.000), has been forced to transform its business model, turning its back to auctions in order to invest in vertical car marketplaces, such as Mobile in Germany and Bilbasen in Denmark. eBay's Latin American rival, **Mercadolibre** (Nasdaq: MELI), is following a similar path in its region.

Large investment funds, such as KKR and Apax have recently made substantial investments in this industry. While **KKR** has taken over AnnoncesJaunes in France (through its mother company **PagesJaunes**), **Apax** has taken stakes in Canada's **autotrader.ca** and in a Chinese site in 2011 and could be tempted by further investments. The upcoming IPO of the US leader, **autotrader.com**, by its parent Cox Enterprises will give important indications on the financial market's appreciation and maturity for the business model of Car Classifieds.

Some traditional publishers have managed to resist the competition of Internet pure players, transforming their business models in the process. Norwegian **Schibsted** (OSE: SCH) is about to bypass eBay as the World's largest editor of classified sites, adapting its highly successful platforms throughout the World, after landmark successes in France (Leboncoin.fr) and Sweden (Blokke.se). Other examples are South African media conglomerate **Naspers** (JSE: NPN) with sites in Asia, Eastern Europe and South America and **CBS** (NYSE: CBS), now a leading classifieds publisher in China.

Last but not least, several Telecom operators have pursued successful strategies in the classifieds market. In China, Australian **Telstra**'s (ASX: TLS) marketplace is in direct competition with CBS' site to become Chinese car buyers' N°1 online shopping destination. In Europe, with 35.000 active dealers in 8 countries, AutoScout24, a subsidiary of **Deutsche Telekom** (FWB: DTE) remains the market leader.

Attached to this press release:

- Top 5 car online groups in the world by number of dealers (page 2)
- Top 10 car online websites in the world by number of dealers (page 2)

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About the autobiz Top 100 car websites

In June 2012, autobiz publishes the first study of the 100 major car portals in Asia, Latin America, North America, Australia and Europe. Each one of our Top 100 members is described in a one page report with a portal description and key data about its number of listings, dealers using the website and traffic. A deep inside analysis of the international groups and the website investors is also integrated in the study

About autobiz

With offices in Paris and Berlin, since 2006 autobiz provides online benchmarking surveys and prospecting tools for classified portals and industry leaders (car brands and dealers, real estate franchisors and agents). autobiz is recently active in 22 countries throughout the world on the online car, real estate and job markets with more than 250 websites and 35 million classifieds analyzed every month.

I- Top 5 car online groups in the world by number of dealers:

Group Name	Number of dealers	Main Websites
eBay Classifieds Group	47 000	eBay Classifieds, eBay Motors, Mobile.de, Marktplaats.nl, Gumtree
Schibsted	38 000	Blocket.se, Leboncoin.fr, Mudah.my, Bomnegocio.com.br
Scout24 Holding	37 500	AutoScout24
Craigslist Inc	36 500	Craigslist.org
Cox Enterprises	27 000	Autotrader.com

Source: autobiz World's Top 100 Internet Automotive Websites'

II- Top 10 car online websites in the world with more than 10,000 dealers (ranked by name):

Website Name	Country
AutoScout24.de	Germany
Autotrader.com	USA
Cars.com	USA
Carsensor.net	Japan
Craigslist.org	USA
Goo-net.com	Japan
Leboncoin.fr	France
Mobile.de	Germany
Pcauto.com.cn	China
Xcar.com.cn	China

Source: autobiz World's Top 100 Internet Automotive Websites'