



Automatic

Fintech for Auto Financing

Our Mission



Connecting independent dealers and lenders in the auto industry through a trusted fintech platform.

Executive Summary

Fintech platform, auto industry + technology

- Developed with licensed lender (Signal Auto Group): 13 yrs of experience, 1.7k+ dealers in 13 states.
- Live platform: 300 dealerships, growing at 40% MoM despite CV19 impact.
- Led by executives from mortgage, fintech, and credit.

CV19 accelerated industry demand for our platform

- Accelerated digital evolution of auto lending, financing and purchasing.
- Behavioral (de-urbanization) and economic impact (recession, supply chain disruption) increasing demand of used cars.
- Banks and investors hunting for stable return in 0% yield environment.

Investment Opportunity

- \$1 million raise at \$12 million pre-raise valuation to accelerate product and sales buildout.
- Capitalize on this window of opportunity, embedding platform into workflow before CV19 effects lift in 2021.

A \$1.3 trillion industry that stopped evolving in 2004¹

\$7Bln

Origination Fraud²

30%

Revenue lost due to inefficiencies³

1Mo

Average time to Fund Deal

60

Data Points re-entered Per Application⁴

15%

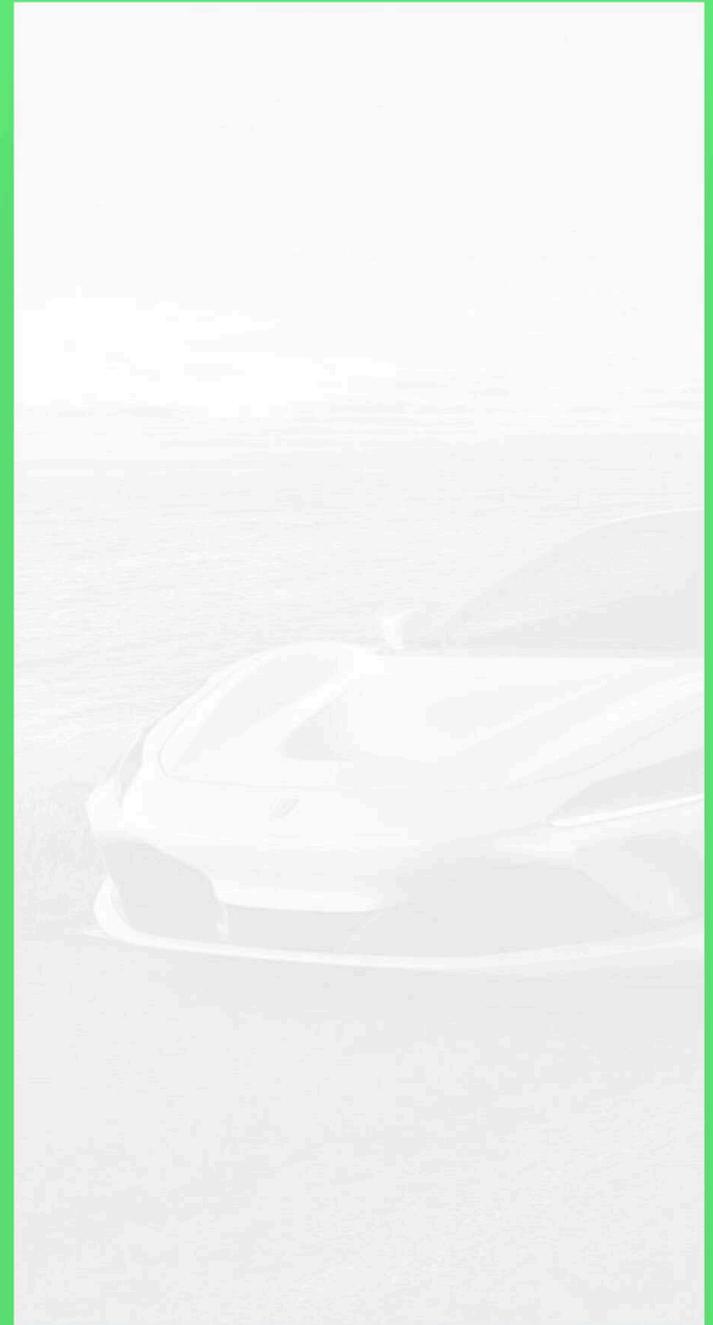
Transactions Online⁵

2Hrs

To fill finance paperwork⁶

- <https://www.Experian.com/blogs/ask-Experian/research/consumer-debt-study>
- <https://www.iaati.org/news/entry/the-wolf-among-us-fraud-in-auto-finance>
- <https://defisolutions.com/defi-insight/2019/01/15/paper-vs-digital/>
- Per loan process, 20 data fields re-entered 3 to 4 times across different system
- <https://www.reuters.com/article/us-health-coronavirus-usa-autodealers/coronavirus-drags-car-dealers-into-digital-commerce-idUSKBN21A3WS>
- <https://www.onespa.com/blog/global-trends-digital-auto-finance>

CV19 behavioral changes have accelerated digital innovation in the auto industry and increased demand for used cars.



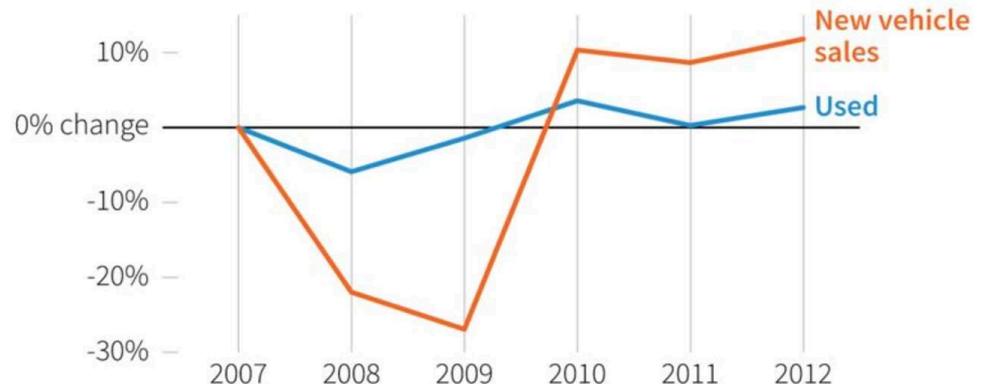
CV19 Window of Opportunity

De-urbanization migration and economic pressures drive up purchases of used cars.

Used car purchases rebound sharply in May.¹



Used car purchases outperform in tough times.²



1. <https://www.coxautoinc.com/market-insights/week-26-special-edition-economic-impact-on-auto-sales-with-jonathan-smoke/>
2. <https://www.reuters.com/article/us-health-coronavirus-autos-used/bargain-conscious-americans-lift-used-car-sales-in-the-coronavirus-economy-idUSKBN23C1FK>

CV19 Window of Opportunity

Accelerated consumer demand for digital journeys and remote transactions.

60%

Consumers have less patience for paperwork.¹

68%

Consumers expect businesses to serve them remotely.¹

40%

Outperformance of disruptive digital dealerships over traditional brick and mortar.²

91%

Dealers believe digital presence is important to strategy.³

1. Lightico: Auto Finance Report: The New Normal in Originations & Servicing
2. Carvana stock + 16%, auto retailers -23%.
3. <https://blog.nada.org/2020/04/21/digital-retailing-disruption-the-dealer-perspec>

CV19 widened gaps and risks that industry desperately needs to solve

01 Origination Gap

Fintech disruptors have difficulties accessing relationship-driven independent dealers.

02 Funding Gap

Multinational banks (Wells Fargo) pulling out independent dealer financing.

03 Trust Gap

Nascent digitization environment and remote transactions lead to 25% monthly rise in fraud.

04 Investment Gap

Hunt for stable returns in 0% yield environment by banks, credit unions, and investors.

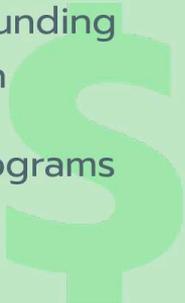
Now is the time for a digital platform connecting independent dealers, lenders, and investors with **transparency and trust.**



Automatic: Fintech for Independent Dealer Financing

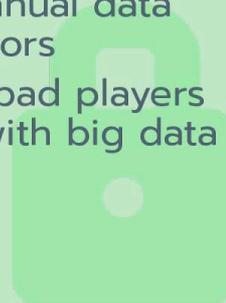
01 Finance Network

- Remote negotiation & approval workflow
- Accelerated lender decision and funding
- Optimized loan matching for investment programs



02 Trusted Data

- Digital document management
- Single source of truth removes manual data re-entry errors
- Identifying bad players and loans with big data analysis.



03 Add-on Products

- Integrated full suite of F&I providers
- Revenue opportunities at point of purchase
- Lead generation for platform participants



Automatic: A working platform making an impact

87.5%

Reduction in approval time

75%

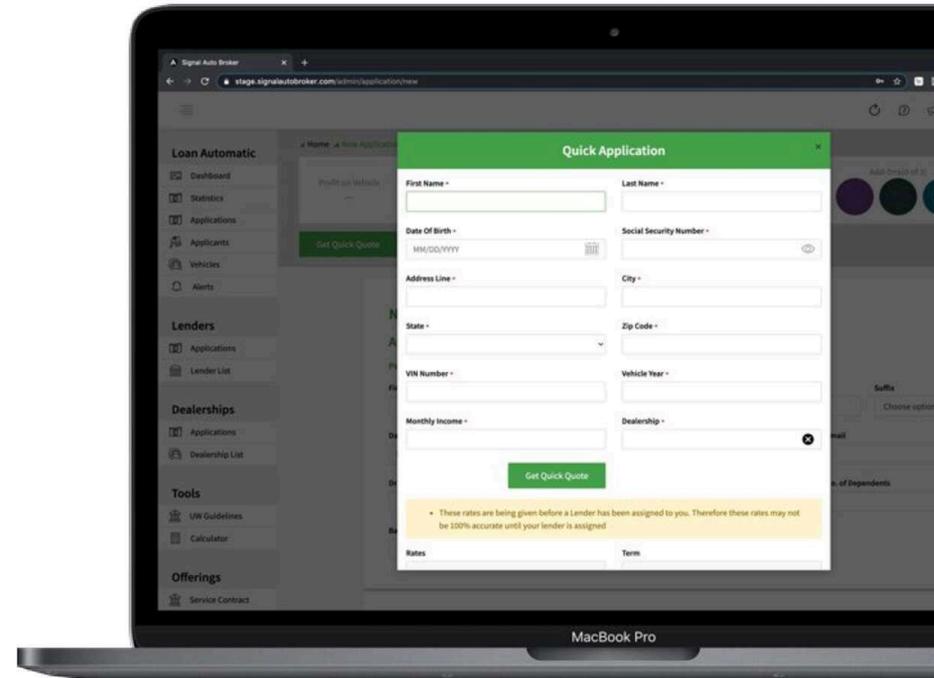
Reduction in data entry

411

Dealerships using system

6

F&I Integrations



Market Opportunity



**\$443
Billion**

**Used car
loans**

Total Available Market



**\$288
Billion**

**Independent
dealer loans**

Serviceable Available
Market



**\$8.6
Billion**

**Loan Automatic
loans**

3% Share of Market

Revenue Model: Transactional

35bps¹ of loan market value, \$300² per lead closed to F&I/Ancillary products, and Rev share with Regional Lenders



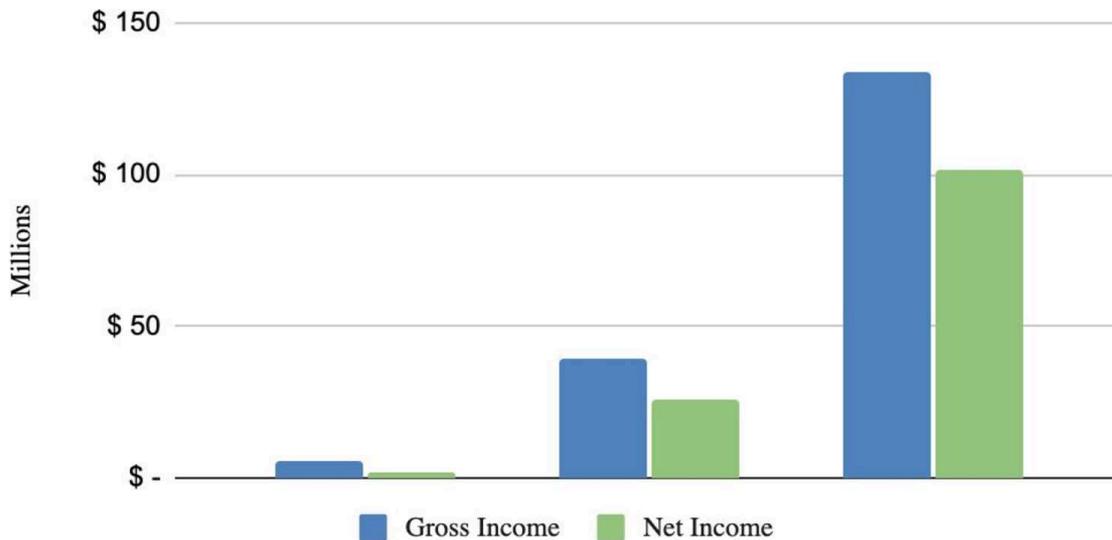
These numbers are based on forward-looking projections which can not be guaranteed.

1. Average across prime and subprime loans.
2. Average across primary F&I and missed opportunities partnerships.
3. Assuming \$14,000 average loan size and 10% average lead conversion to F&I/Ancillary products.

Financials

Positive net income achieved by end of year 1.

3-Year Revenue Projection



These numbers are based on forward-looking projections which can not be guaranteed.

162.87%

CAGR Loans

163.5%

CAGR Gross Revenue

110%

CAGR Expense

Investment Opportunity

\$1 Million

*Anchored by 10x Capital



Product &
Key Hires



Loan Program



Business
Development



Marketing



Operations

Competitive advantage

	Carvana	Westlake	Automatic
Consumer Buyer Experience	●	●	○
Loan Decisioning & Funding Workflow		●	●
Loan Program Matching	●	●	●
Dealership Network & Solutions		●	●
Lender Network & Solutions	●	●	●
Prime & Subprime Loans			●
F&I Integration & Solutions	●	●	●
Intuitive UX	●	●	●

Legend: ● Supported ○ Planned

Team



Eric Burney

CEO, Co-Founder
18+ yrs. auto lender and broker



Max Kane

CFO, Co-Founder
20+ yrs. MBS market.



John Liu

CSO, Co-Founder
19+ yrs. strategy and fintech



RJ Fiondella

Director of Investor Relations
8+ yrs. Institutional Fundraising



Josh Castonguay

VP of Capital Markets
8+ yrs. capital markets



Alex Egan

Marketing + Product Advisor
10+ yrs. marketplace tech

Contact Information



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Eric Burney, Chief Executive Officer



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Appendix I: Additional Data

3-year financials

Revenue	Year 1	Year 2	Year 3
Issuance Fee/Originations	\$ 1,658,546	\$ 9,127,672	\$ 30,126,847
Subscription	\$ 101,925	\$ 631,855	\$ 2,502,626
Auto Insurance JV	\$ 302,387	\$ 1,676,511	\$ 5,533,503
Other Insurance products JV	\$ 100,796	\$ 558,837	\$ 1,844,501
Missed Opportunity	\$ 428,382	\$ 2,375,058	\$ 7,839,129
Capital Profit Share (SAB Network)	\$ 2,883,676	\$ 23,951,755	\$ 82,002,271
Capital Profit Share (Other Regional Ler	\$ 299,703	\$ 1,381,947	\$ 3,818,231
Gross Income	\$ 5,775,415	\$ 39,703,636	\$ 133,667,107
Expenses			
Commissions	\$ 137,749	\$ 1,266,596	\$ 4,765,961
Marketing	\$ 238,782	\$ 1,511,475	\$ 3,937,763
Advertising	\$ 229,766	\$ 1,588,145	\$ 5,346,684
Equipment Leasing	\$ 27,675	\$ 44,775	\$ 63,375
Insurance	\$ 13,500	\$ 18,000	\$ 49,500
IT	\$ 18,450	\$ 29,850	\$ 42,250
Hardware & Servers	\$ 45,360	\$ 93,790	\$ 179,656
Misc. 3rd Party Software (salesforce, hu	\$ 36,900	\$ 59,700	\$ 84,500
Occupancy	\$ 22,500	\$ 54,500	\$ 105,625
Office expense	\$ 28,150	\$ 67,050	\$ 73,200
Postage	\$ 15,000	\$ 39,000	\$ 60,000
Professional Fees	\$ 25,500	\$ 60,000	\$ 120,000
Salaries & Payroll Taxes	\$ 2,412,735	\$ 8,260,462	\$ 15,105,205
T&E	\$ 88,300	\$ 275,250	\$ 306,000
Telecommunications	\$ 78,050	\$ 192,675	\$ 214,200
Total Expenses	\$ 3,469,670	\$ 14,104,356	\$ 32,108,911
Net Income	\$ 2,305,745	\$ 25,599,280	\$ 101,558,196

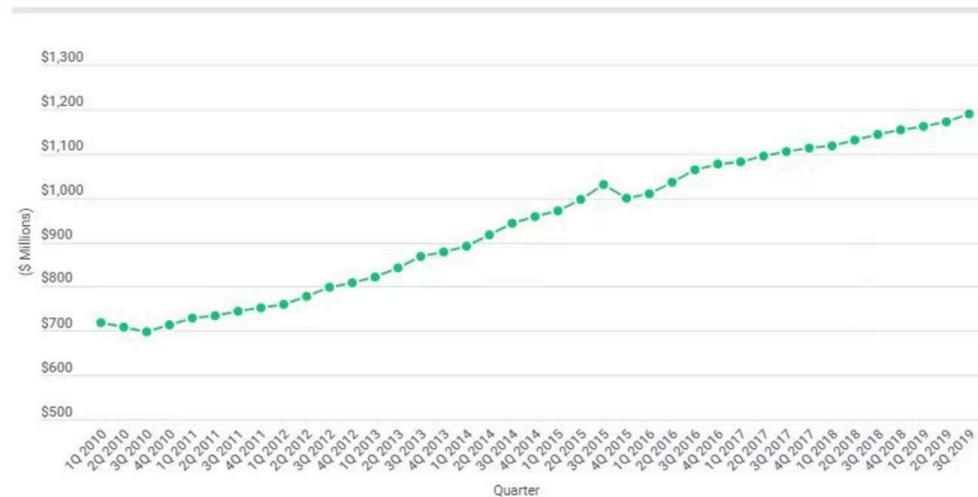
These numbers are based on forward-looking projections which can not be guaranteed.

Auto Loan Debt Rising

Auto loans now make up nearly 10% of all household debt, the third largest debt category behind mortgages and student loans.

Outstanding auto debt (\$Billions)

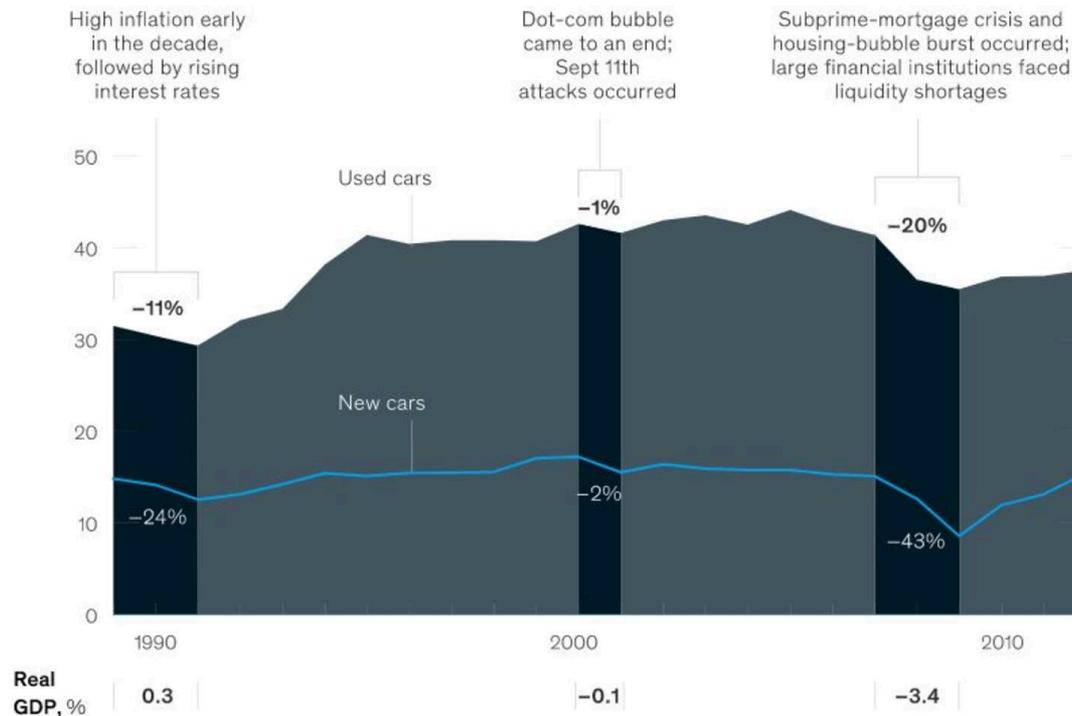
Q1 2010 - Q3 2019



Source: Federal Reserve Bank of St. Louis

A big, stable, largely countercyclical market

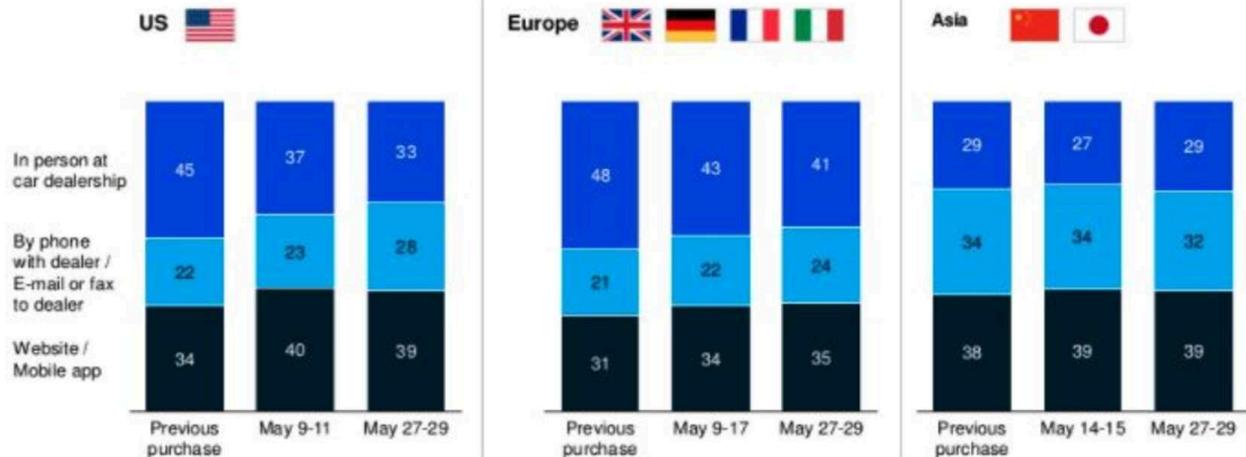
Used- and new-vehicle sales peak-to-trough decline in sales volume, million



Source: Federal Reserve Board; National Bureau of Economic Research; McKinsey analysis

Preference for digital purchase channels increasing globally

Preferred interaction mode for purchasing next car and for last car purchased ^{1,2}
Percent of respondents



1. Q: When you LAST TIME purchased or leased a car/serviced a car, which of the following sources/channels did you predominately use?
2. Q: For your PLANNED NEXT vehicle purchase/leased car service, which of the following sources/channels would you prefer to use?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 27-29)



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Appendix II: Product Screens

Robust dealer/lender finance decisioning

Comprehensive decisioning workflow with application status, finance negotiations, loan metrics, stipulation setups, and documents.

Date Added	Applicant Name	Make	Model	Year	Amount	Status	Attached File	Agent Group	Dealership
7/9/20	N/A N/A	N/A	N/A	0	\$0	Incomplete		N/A	N/A
7/9/20	Sena Bell	Nissan	Sentra FE-S / FE-SV /...	2013	\$575	Pending		Oril Lender, LLC	Anna Rur
7/9/20	N/A N/A	N/A	N/A	0	\$0	Incomplete		N/A	N/A
7/9/20	Alla Bell	Saturn	I-Series L300	2003	\$205	Pending		Oril Lender, LLC	Anna Rur
6/24/20	Ihor Long	GMC	Sierra 1500 Denali	2008	\$7,716	Offer	View Offer	Oril Lender, LLC	Stester
6/26/20	Pending Bell	Ford	Fusion SE	2018	\$13,615	Offer Accepted	View Offer	Oril Lender, LLC	Dealer AI
7/9/20	Henry Bell	Ford	Fusion SE	2018	\$3,175	Incomplete		Oril Lender, LLC	Anna Rur
7/9/20	N/A N/A	N/A	N/A	0	\$175	Incomplete		N/A	Anna Rur
6/25/20	Bell Bell	Ford	Fusion SE	2018	\$1,919	Funded	View Offer	Oril Lender, LLC	Anna Rur
7/9/20	Kary Bell	Ford	Fusion SE	2018	\$0	Quote Declined	View Report	N/A	N/A

Payment: \$34.58 | Term: 72 Months | Rate: 8.99% | Max LTV: 100% | Max Backlog: \$2,750 | Total Profit on Car Cost Markup on App: \$200 | Status: Funded

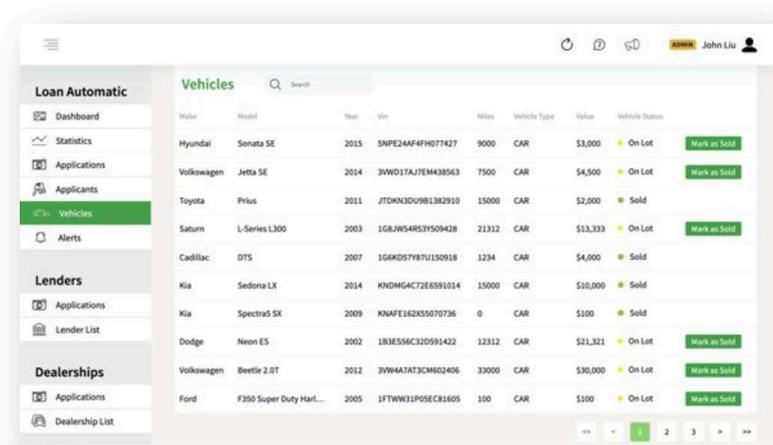
Documents

Note: The 3 documents below are required for contracts to be released. The rest of the documents can be uploaded during the next steps.

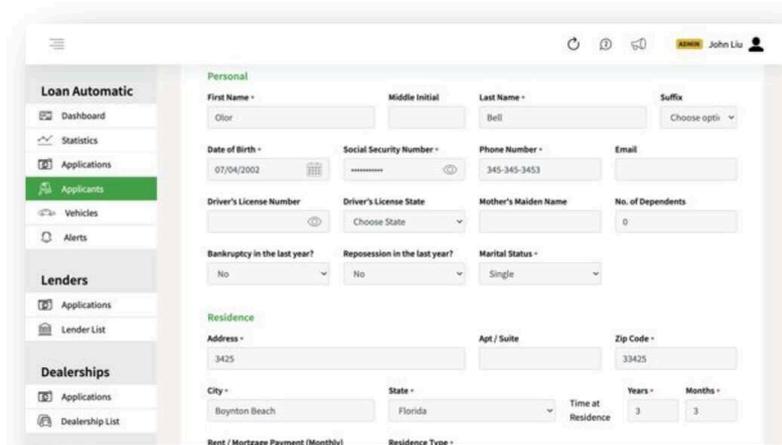
- Copy of Buyers Order
This document was uploaded at 5:22 AM on 7/1/20 [View Document](#)
- Driver's License
This document was uploaded at 8:03 AM on 7/6/20 [View Document](#)
- Proof of Income
This document was uploaded at 5:23 AM on 7/1/20 [View Document](#)

Rich and normalized data captured for buyers and vehicles

A single source of truth is created and securely shared to all permissioned requests of data, reducing redundant data entry and manual entry errors while providing rich data points for automated loan matching and risk management.



Make	Model	Year	VIN	Miles	Vehicle Type	Value	Vehicle Status
Hyundai	Sonata SE	2015	SNPE244F4H077427	9000	CAR	\$3,000	On Lot Mark as Sold
Volkswagen	Jetta SE	2014	3WWD17AJ7EM438563	7500	CAR	\$4,500	On Lot Mark as Sold
Toyota	Prius	2011	JTDKN3DU98L382910	15000	CAR	\$2,000	Sold
Saturn	L-Series L300	2003	1GBJW54853Y509428	21312	CAR	\$13,333	On Lot Mark as Sold
Cadillac	DTS	2007	1G6KD57Y8T150918	1234	CAR	\$4,000	Sold
Kia	Sedona LX	2014	KNDMG4C72E691014	15000	CAR	\$10,000	Sold
Kia	SpectraS SX	2009	KNAFE162X5070736	0	CAR	\$100	Sold
Dodge	Neon ES	2002	1B3ES56C3D591422	12312	CAR	\$21,321	On Lot Mark as Sold
Volkswagen	Beetle 2.0T	2012	3WVA47A73CM602406	33000	CAR	\$30,000	On Lot Mark as Sold
Ford	F350 Super Duty Harf...	2005	1FTWW31P05EC81605	100	CAR	\$100	On Lot Mark as Sold



Personal

First Name * Olor Middle Initial Last Name * Bell Suffix Choose opti

Date of Birth * 07/04/2002 Social Security Number * Phone Number * 345-345-3453 Email

Driver's License Number Driver's License State Choose State Mother's Maiden Name No. of Dependents 0

Bankruptcy in the last year? No Repossession in the last year? No Marital Status * Single

Residence

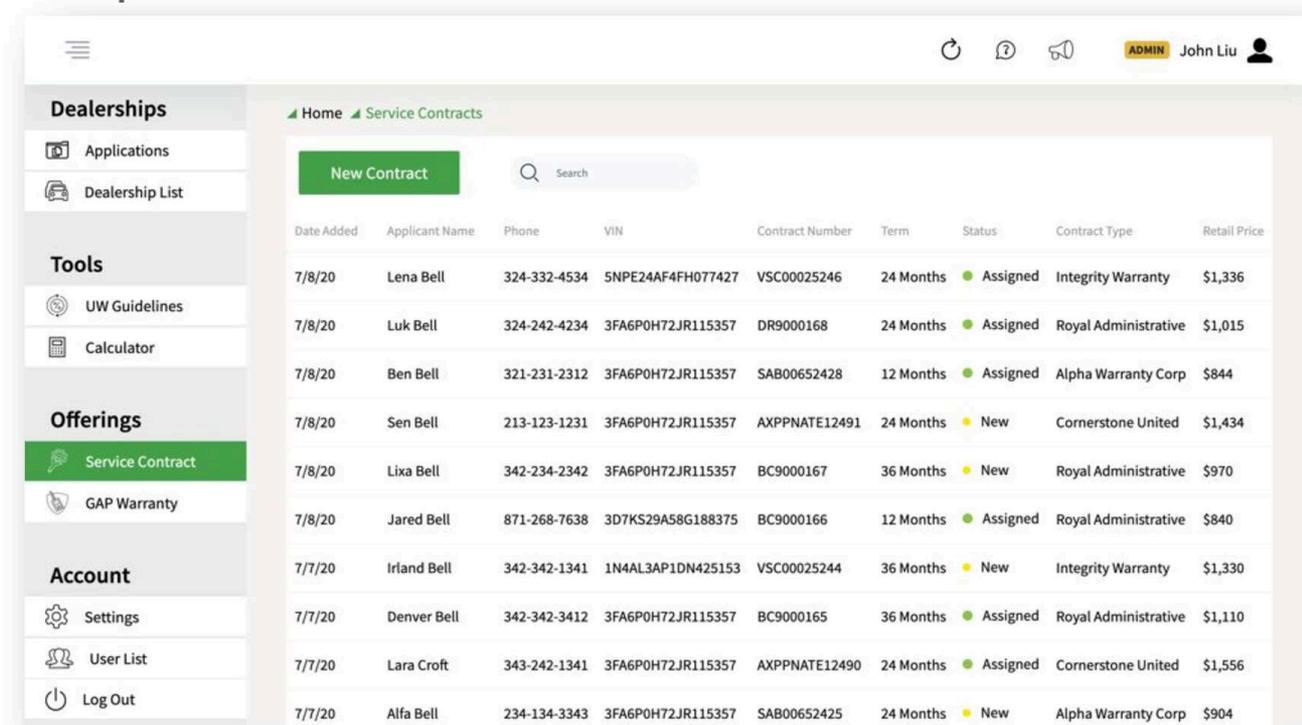
Address * 3425 Apt / Suite Zip Code * 33425

City * Boynton Beach State * Florida Years * 3 Months * 3

Rent / Mortgage Payment (Monthly) Residence Type *

Add-on products available as part of finance application or standalone

Finance and Insurance (F&I), warranties, and other products integrated directly into platform.



Date Added	Applicant Name	Phone	VIN	Contract Number	Term	Status	Contract Type	Retail Price
7/8/20	Lena Bell	324-332-4534	5NPE24AF4FH077427	VSC00025246	24 Months	Assigned	Integrity Warranty	\$1,336
7/8/20	Luk Bell	324-242-4234	3FA6P0H72JR115357	DR9000168	24 Months	Assigned	Royal Administrative	\$1,015
7/8/20	Ben Bell	321-231-2312	3FA6P0H72JR115357	SAB00652428	12 Months	Assigned	Alpha Warranty Corp	\$844
7/8/20	Sen Bell	213-123-1231	3FA6P0H72JR115357	AXPPNATE12491	24 Months	New	Cornerstone United	\$1,434
7/8/20	Lixa Bell	342-234-2342	3FA6P0H72JR115357	BC9000167	36 Months	New	Royal Administrative	\$970
7/8/20	Jared Bell	871-268-7638	3D7KS29A58G188375	BC9000166	12 Months	Assigned	Royal Administrative	\$840
7/7/20	Ireland Bell	342-342-1341	1N4AL3AP1DN425153	VSC00025244	36 Months	New	Integrity Warranty	\$1,330
7/7/20	Denver Bell	342-342-3412	3FA6P0H72JR115357	BC9000165	36 Months	Assigned	Royal Administrative	\$1,110
7/7/20	Lara Croft	343-242-1341	3FA6P0H72JR115357	AXPPNATE12490	24 Months	Assigned	Cornerstone United	\$1,556
7/7/20	Alfa Bell	234-134-3343	3FA6P0H72JR115357	SAB00652425	24 Months	New	Alpha Warranty Corp	\$904

Tailored rates for competitive loan matching

Rates set by state, credit score, and vehicle year for instant pre-qualifications.

Signal Auto Broker Rates 2020

Alabama

Tier 1

Year	Rate	Term	Fico	Fees	LTV & Backend
2000+	4.49%	36 Months	453 343	\$120	110% \$3000

Tier 2

Year	Rate	Term	Fico	Fees	LTV & Backend
2018+	4.99%	75 Months	720 759	\$199	115% \$3000
2013 2014	7.49%	66 Months	720 759	\$199	
2010 2012	9.49%	54 Months	720 759	\$299	
2000 2009	10.49%	42 Months	720 759	\$299	

Insights and metrics extracted from data.

