

automotiveMastermind (aMM) Acquisition  
Supplemental Information  
September 26, 2017

## Investor Summary

1. Market leading predictive analytics provider supporting U.S. dealers
2. High growth business in large addressable market
3. Complements and strengthens our automotive franchise
4. Significant synergistic opportunities that enhances ability to improve organic revenue growth
5. Highly leveragable model with clear path to near-term EBITDA ramp
6. Allows us to maintain capital capacity to execute buyback program

# Acquisition of automotiveMastermind significantly strengthens our automotive franchise

- automotiveMastermind is a market leader providing auto dealers in the U.S. with online tools, predictive analytics and marketing services to help drive new sales
- The acquisition of Mastermind complements IHS Markit in the following areas:
  - > Expands our automotive sales and marketing business from the OEMs to the dealer market and expands our overall addressable autos market
    - Improves positioning to benefit from the growing need for better intelligence as competition for market share increases
    - Half of the \$20bn advertising spend and the \$50bn of incentive spend for new vehicles is actioned on the dealer floor
  - > Its close connection to both IHS Markit Automotive and CARFAX core data assets and customers will create significant synergy opportunities
    - Enhanced new product development: digital audience activation and new conquest tools
    - International expansion opportunities

# Financial Overview

## Acquisition Overview

- Acquired ~78% for purchase price of ~\$392m with potential to increase up to ~\$435m
- Remaining 22% currently owned by management and employees and will be acquired over the next 5 years based on valuation tied to underlying EBITDA performance

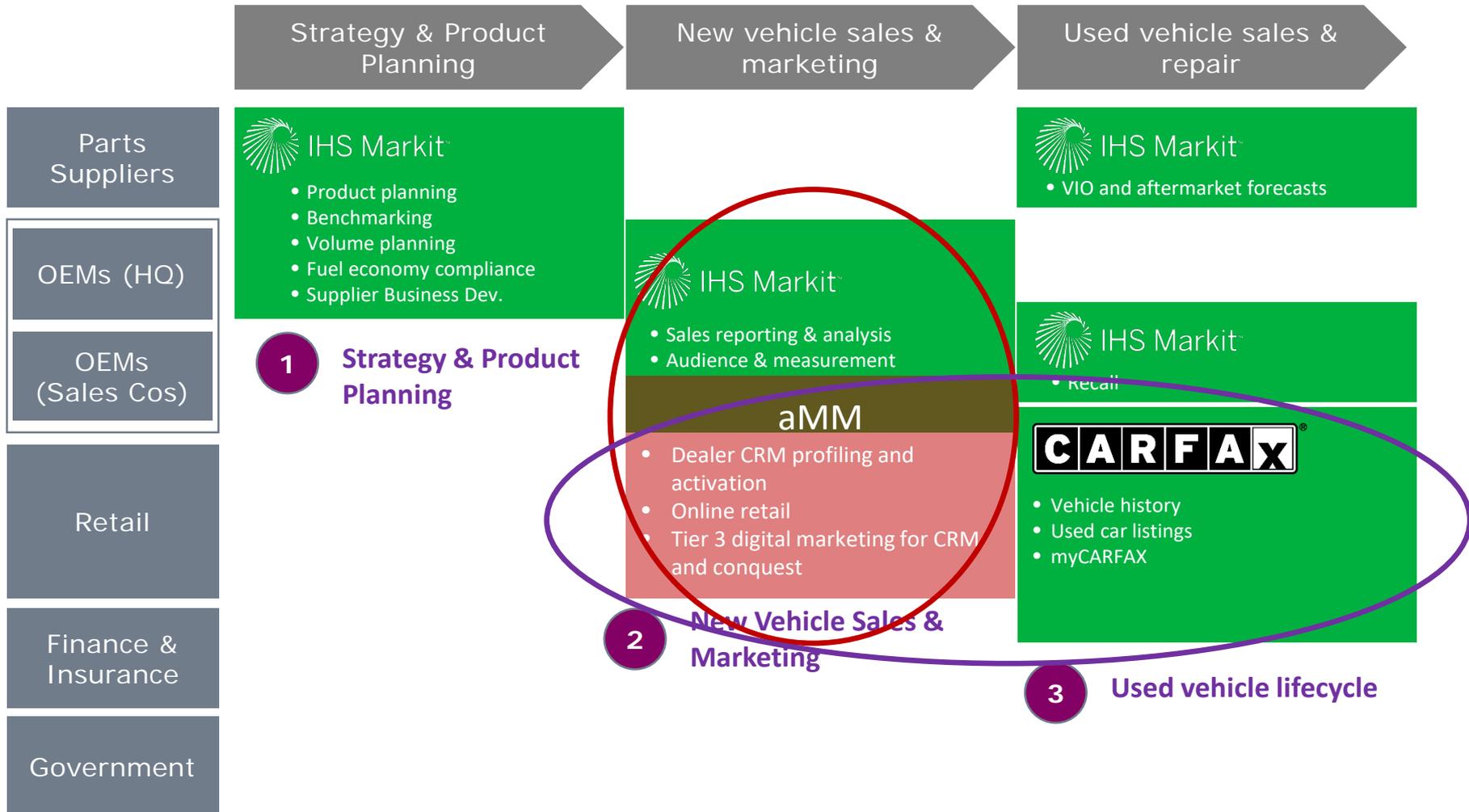
## Financial Profile Estimates

- Near-term focus is continued investment in the business to support growth
- 2017, 2018, and 2019 revenue of ~\$50m, ~\$80m, and ~\$125m respectively
- Revenue forecasts supported by current growth trajectory and robust backlog and pipeline
- Single digit adjusted EBITDA margin expected in 2018, ~25% adj. EBITDA margin in 2019

## Business model characteristics

- Predictive analytics intensive
- Highly recurring revenue model
- Early innings of penetrating large and fragmented market (~17,500 new U.S. car dealers)

# Mastermind will extend our auto value chain and connect with IHS Markit Auto and Carfax



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