

Exhibit

DURING OUR
CINCINNATI

Auto Expo

MARCH 30 - APRIL 2, 2023

OPPORTUNITIES TO IMPACT MORE THAN 2.3 MILLION REGIONAL CONSUMERS

- Cincinnati is the largest metropolitan area in Ohio and Kentucky.
- The Greater Cincinnati DMA ranks 36th nationally and encompasses eight Ohio, 10 Kentucky and six Southeast Indiana counties.
- Our Expo consistently attracts guests from a 120-mile radius:
 - Indianapolis (25th market),
 - Louisville, Ky. (49th market),
 - Lexington, Ky. (63rd market)
 - Dayton, Ohio (65th market)
- More than 185,000 workers commute into the region daily, many from neighboring metropolitan areas. Their average commute is 25 minutes.



Market Characteristics and Accolades

- Cincinnati's cost of living is 15.8 percent lower than the national average according to *PayScale*.
- Cincinnati is home to 20 \$1-billion companies.
- Cincinnati also boasts the most Fortune 500 companies per capita in the country including GE Aviation, Procter & Gamble, Kroger and Cintas
- Cincinnati's job market is expected to increase 6.2 percent by 2028
- Cincinnati ranks first nationally for start-up business activity
- Cincinnati ranks 22nd on the *U.S. News & World Report* "Most Affordable Places to Live" list.
- Cincinnati's job growth has outpaced competing regions such as St. Louis and Pittsburgh through past 10 years.
- *Zillow* ranks Cincinnati fifth-best in the nation for future tech growth.
- *SmartAsset* ranks Cincinnati the best market in the nation for college graduates.



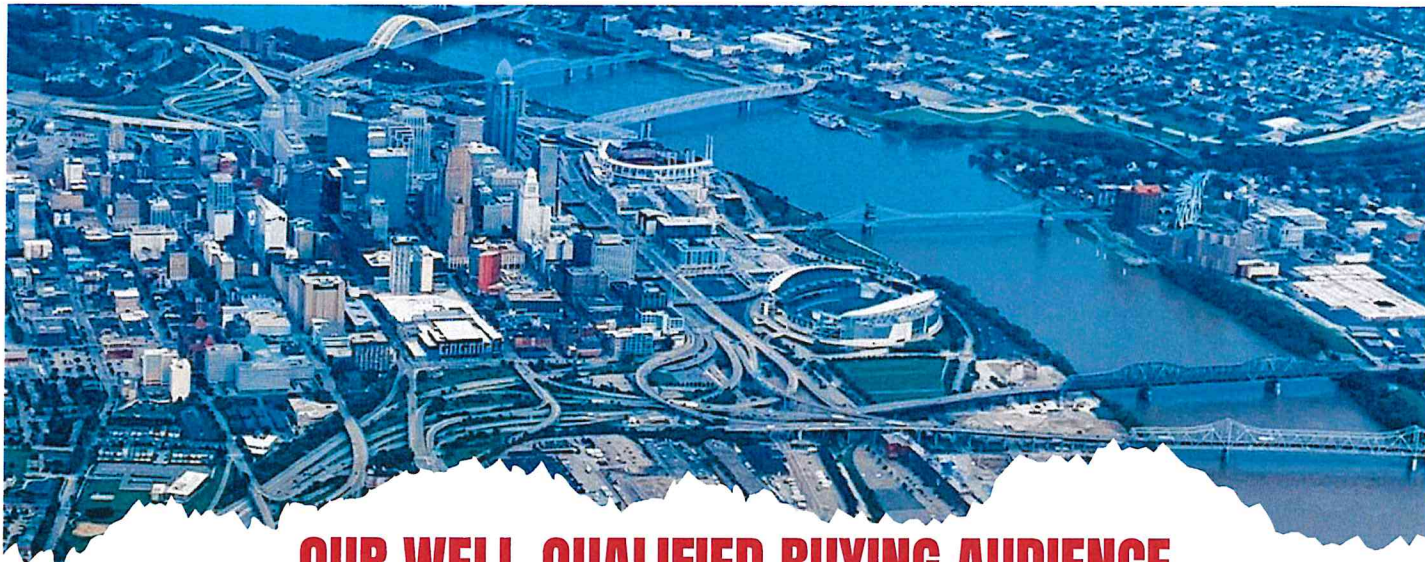
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www.cincinnatiautoexpo.com



OUR WELL-QUALIFIED BUYING AUDIENCE



Fueling the market

Fifty-four percent of our guests who responded to a recent post Expo survey indicated they had purchased a vehicle and 71 percent of those respondents purchased a new vehicle. They possess buying power, too. Thirty-four percent combine to generate an average income between \$100,000 to more than \$150,00 and 37 percent combine to generate an average income between \$50,000 and \$99,999.

Combined results from seven years of onsite guest surveys indicate 50 percent of respondents are active buyers. Among those respondents:

88%

Visit our Expo to compare brands

Also, 79 percent of guests add brands for purchase consideration and 62 percent delete brands from purchase consideration during their visits.

81%

Intend to purchase or lease a vehicle within nine months of our Expo

Longer term, 58 percent of guests intend to purchase or lease within 12 months of our Expo.

48%

Make a purchase decision during the our Expo

A robust 75 percent of guests indicate their Expo visit influences their purchase decision.

**53/
47%**

Balanced male to female audience

Fifty-three percent of our guests are male and 47 percent are female.

Dealers are invested in our Expo's success

Ninety-five dealerships are invested in the success of the Cincinnati Auto Expo through membership in the Greater Cincinnati Automobile Dealers Assn., which will celebrate its seventh year of producing and promoting the Expo in 2023. Our Expo has been a constant on the Cincinnati event landscape for 35 years.



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