Cars
OnThe
Web
We sell the best
cars on the web
PRESS KIT
Learn more about CarsOnTheWeb
2018

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This Press Kit contains information and resources that makes it easier to learn more about CarsOnTheWeb. The information included in this document is free to use within the boundaries of copyright and trademark protection.

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1 Facts sheet

Founded in
2004

First auction
December 2004
with Alphabet

Johan Meyssen – CEO

KEY FIGURES 2017

>25.500
Cars on offer every month

42.000
Sold cars

8.300
Active bidders

40.000
Registered customers

>1.500
Business Partners (Sellers)

HEADQUARTERS

Grijpenlaan 19A
3300 Tienen
Belgium

SHAREHOLDERS

- Vortex Capital Partners
- ABN AMRO Participaties
- 9 minority shareholders

More than

100.000

auctions
since 2004

CUSTOMERS

in > 50 countries

Top 5:
(in alphabetical order)

- **Czech Republic**
- **Hungary**
- **Poland**
- **Romania**
- **Slovakia**

BRANCHES

France
104, Avenue Albert 1er
92500 Rueil-Malmaison

Germany
Gewerbepark 2
92289 Ursensollen

Italy
Via Gian Lorenzo Bernini, 5-7
20094 Corsico (Milano)

The Netherlands
Lange Dreef 11/M
4131 NJ Vianen

EMPLOYEES

+150

2 Company background

Car auctions

CarsOnTheWeb is an **online auction website for the car trade**. The company sells end-of-contract leasing vehicles, commercial vehicles and stock cars from leasing companies, car traders, fleet owners and car rental companies to **professional car dealers** across Europe, with most cars sold to Central and Eastern Europe. This qualifies CarsOnTheWeb as an operator in the vehicle remarketing market. The selection of used vehicles includes passenger cars, vans and light trucks, damaged cars and wrecks of all makes and models. On average, vehicles are 3 to 5 years old and have 100,000 to 160,000 km under their belts. 25% are more recent vehicles.

Position in remarketing chain

The basic proposition of CarsOnTheWeb is to bypass the multiple layers of middlemen typically found in the used vehicle remarketing industry, and to minimise the distance between buyers and sellers. Less middleman margins result in a lower purchase price for buyers and a higher selling price for sellers.

TRADITIONAL – Remarketing of cars through physical auctions

ONLINE - Remarketing of cars through COTW's online platform

Size

CarsOnTheWeb organised its first online auctions in Belgium in December **2004**. Since then the company has opened offices in Germany, France, Italy, Spain and The Netherlands and has known a steady growth in terms of volumes and profitability. Today, with more than 150 employees, **sales of 42.000 units per year** and a customer base of more than 40,000 registered buyers in approximately 50 countries, CarsOnTheWeb has become one of the leading online car auctions in Europe.

Take a look at the milestones of CarsOnTheWeb

Business model

CarsOnTheWeb has a unique business model that differentiates it from other vehicle remarketing parties. Unlike traditional platforms where buyers and sellers meet, CarsOnTheWeb acts as a **party in between buyers and sellers**. CarsOnTheWeb gathers market prices via an auction system, transfers the highest bids to the sellers, who then decide. As soon as the sale is closed, CarsOnTheWeb proceeds in buying the vehicle from the seller, and in selling the vehicle to its buyer.

To name a few advantages of our approach:

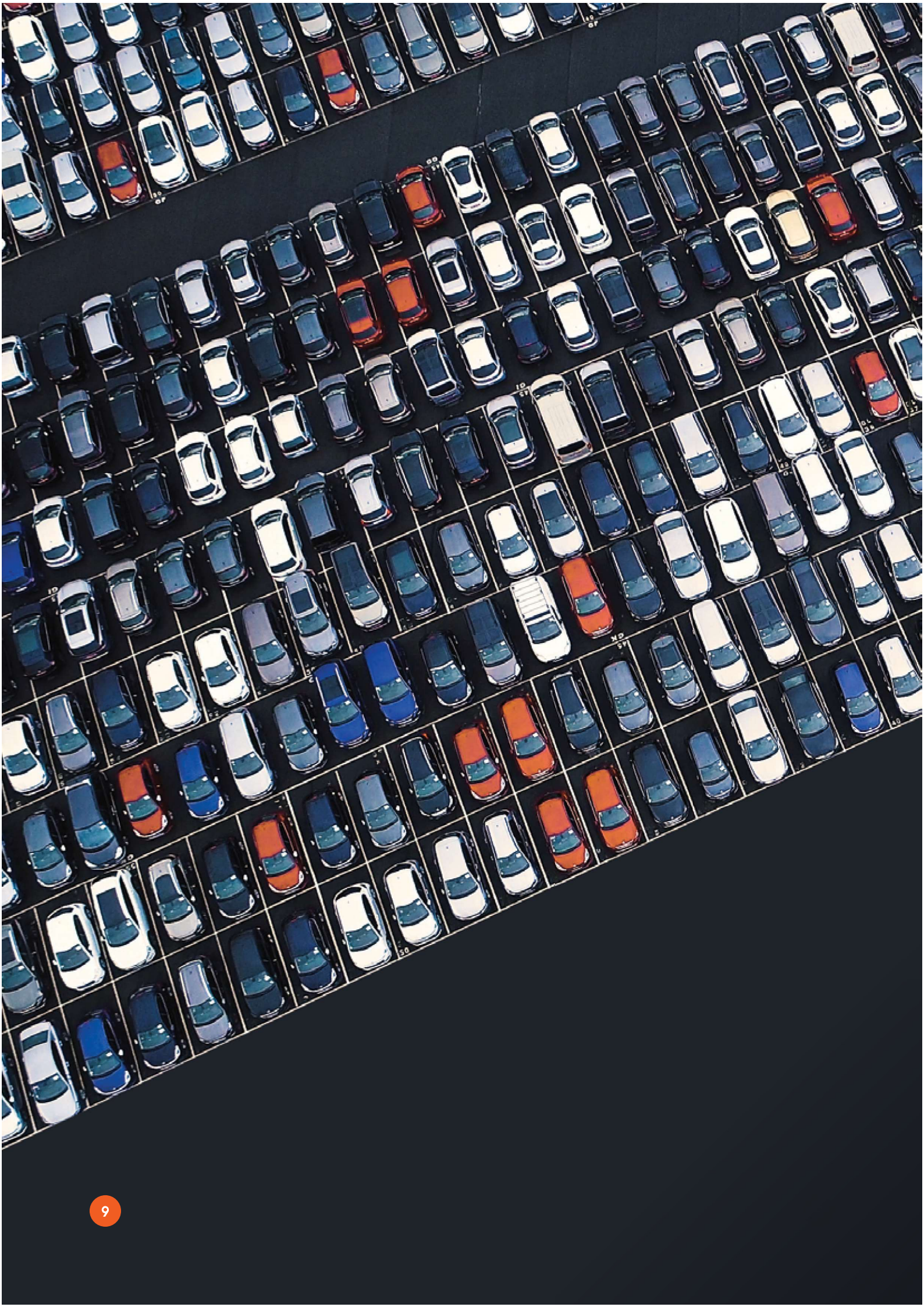
- 1 partner to deal with, 1 platform, 1 way-of-working, 1 process and 1 pricing model
- Complete administrative settlement and smooth cross-border delivery
- Customer service: online via MyCOTW and by phone via skilled customer service team (own language).

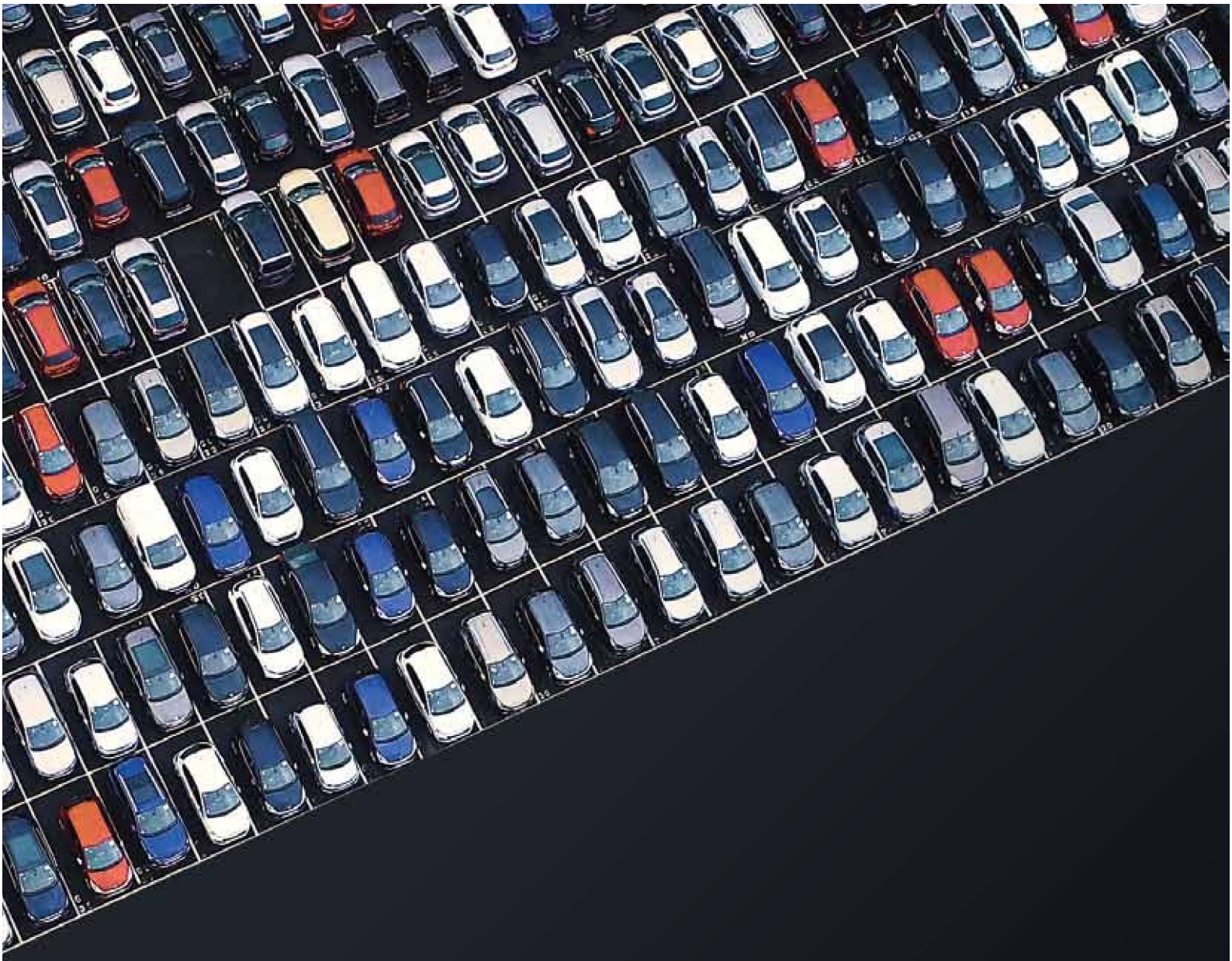
3 Management

Group Management

Johan Meyssen
CEO

Jan Van Orshoven	Gino Vleminckx	Wim Deboel	Peter Suy	Pieter Behets	Claudia Ruzzi
COO	**CCO**	**CIO**	**CFO**	**CBO**	**HRM**





Country Management

Pieter Behets
CBO

Lars Agten	Richard Buss	Patrick Schröder	Fabio Lucchetta	Jan Van Orshoven*	Pieter Behets*
Belgium	**The Netherlands**	**Germany**	**Italy**	**Spain**	**France**

*Acting Country Manager

4 Our strategic framework

"CarsOnTheWeb is an online auction platform for the car trade. We sell the latest used cars for the fairest prices. **We are unique in exporting across every border in Europe**." – Mission statement

"CarsOnTheWeb aims to be one of Europe's top 3 remarketing auction sites and the number 1 partner in exporting to Europe and beyond."

Vision statement

Brand promise

"We sell the best cars on the web."

Highlights of our growth strategy

- Match better offer and demand through new online tools, products & services, and diversification of our sourcing partners, channels and countries.
- Serve our customers better by making doing business via CarsOnTheWeb even faster, easier and more hassle-free.
- An operational excellent operating model needs to make this happen.

PAN-EUROPEAN

We take a Pan-European approach to facilitate cross-border transactions

AUTOMATION

We industrialise all our operations to ensure service, quality at a solid cost structure

Core competencies

UNIQUE

We have a unique combination of expertise in remarketing, the car sector and ICT

CULTURE

We pride ourselves on our unique set of skills, experiences and cultures

NEUTRALITY

We are a neutral facilitator between seller and buyer

INTEGRITY

Acting in a trustworthy, respectful and ethical manner, and taking responsibility for it

Core values

AMBITION

In order to grow COTW, we help you to grow

PROXIMITY

Whether you are a seller, buyer, partner, supplier or employee, „you" matter

5 Value statements

"WE TAKE CARE OF YOU (AND YOUR CARS)"

- All languages spoken
- Real time online logistics
- One platform for all products
- MyCOTW: user interface
- Service above everything else
- Excellent claim service

"WE OFFER FAIR PRICES"

- Provide the going price rate
- A trusted go-between
- An open platform / no subscription

"WE ARE SECURE"

- Transparency
- We accept claims
- Data confidentiality

"WE ARE UNIQUE IN EXPORT"

- Import/export & VAT
- Cross border supply of reliable cars
- Central HUB and satellites for on-site delivery

"WE PROVIDE SOLID EXPERTISE"

- A proven track record in remarketing
- Specialist in import/export and VAT knowledge
- Expert assured used cars pricing

6 Value-added services

CarsOnTheWeb has a **monthly supply of over 25.500 quality vehicles from various channels**, each with a detailed description. It would be easy to say that CarsOnTheWeb auctions second hand passenger cars, vans, light trucks, damaged vehicles and wrecks, but the auction company does a lot more than just that.

Vehicle descriptions

CarsOnTheWeb offers peace of mind. Its vehicle descriptions include the **full vehicle details**, damage report and photo gallery with images of the vehicle as well as pictures of any specific damage. For many vehicles there are even external inspection reports available.

Quality control and car valuation

Most of the cars on offer at the auctions of CarsOnTheWeb originate from leasing companies. As these cars are monitored very carefully during their service life in terms of maintenance, tires and repairs, these cars are typically in good condition. Experts of CarsOnTheWeb produce a **detailed damage report for each car**, as well as a series of photos of the interior and exterior of the car. In addition, they provide a **valuation assessment** of the car, enabling prospective bidders to make a qualified decision.

Documentation

CarsOnTheWeb handles all the documents required for the **legal transfer of ownership**, including any specific forms or documents required for exporting the vehicle to countries inside or outside the European Union.

Optimo

If the buyer orders transport, he can choose for "Optimo", a package of 3 additional services:

- **Payment delay**: the buyer pays directly for transport and Optimo via online payment. The total price of the vehicle is paid just before arrival of the vehicle at the HUB (via bank transfer).
- **Extra vehicle inspection**: an additional professional inspection of the vehicle is organised at the destination HUB. In case additional damages are declared, CarsOnTheWeb will provide a solution.
- **Priority transport**: as soon as transport and the Optimo fee are paid, CarsOnTheWeb puts the vehicle on a priority transport, meaning a faster arrival of the vehicle at the HUB.

Pan-European Logistics

Thanks to an extended international **transportation and HUB network**, CarsOnTheWeb provides Pan-European transport at attractive fixed prices with short delivery times. For most destinations, customers can consult the lead time and transport price in real time during the bidding process.

Customer service

Regardless of the country from which the buyer buys the car, the buyer can get in touch with their fixed contact persons within our **CRM department** for questions or support. More than 95% of our buyers are serviced in their own language.

Otilia (Customer Service)

Claims department

CarsOnTheWeb has developed a **Claims Policy** that describes in detail what to do in case of complaints (e.g. not described damage). Via an online claim form, buyers can enter a claim which is than professionally and carefully investigated by our **Claims department** who come up with a solution for the buyer.

Isabela (Customer Service)

7 Recently in the news

Published	Media	Link
24/03/2018	De Tijd	Website uit Tienen verkoopt 42.000 auto's
14/03/2018	Onetz.de	Diesel beschert Sonderkonjunktur
14/02/2018	Flotte.de	CarsOnTheWeb kauft GWLISTE.DE
13/02/2018	Autohaus	Wachstum durch Zukauf
13/02/2018	Automotive Management	CarsOnTheWeb neemt Duitse concurrent over
13/02/2018	GW-Trends Online	Wachstum durch Zukauf
12/02/2018	Deal Advisors	BPG und Dittmar Rechtsanwälte berieten die CarsOnTheWeb Gruppe beim Erwerb der Car Quality Services GmbH "GW-Liste"

Published	Media	Link
09/02/2018	Het Nieuwsblad (regionieuws)	CarsOnTheWeb neemt Duitse onlineautohandel over
08/02/2018	Fleet Europe	COTW acquires GWLISTE
08/02/2018	Kfz-Betrieb	CarsOnTheWeb kauft GW-Liste
08/02/2018	Le Journal de l'Automobile	CarsOnTheWeb étend sa présence en Allemagne
08/02/2018	Fleet	CarsOnTheWeb koopt Duits netwerk voor autohandel GWLISTE.DE
08/02/2018	Autobranche Info	CarsOnTheWeb neemt Duitse Online autobranche platform GWLISTE.DE over
08/02/2018	Vortex Capital Partners	Vortex-backed COTW acquires GW Liste
08/02/2018	Auto Infos	CarsOnTheWeb rachète Gwliste.de, site de vente VO aux professionnels

Please contact the Press Officer for older articles (contact details: see last page).

8 Logos

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Cars
OnThe
Web

Cars
OnThe
Web

Liste
By CarsOnTheWeb

9 Images and videos

COTW Managment

From left to right: Wim Deboel (CIO), Jan Van Orshoven (COO), Peter Suy (CFO), Pieter Behets (CBO), Gino Vleminckx (CCO), Johan Meyssen (CEO), Claudia Ruzzi (HRM).

COTW board members

From left to right: Evert Jan de Groot (Vortex CP), Steven Lismont (Founder COTW), Raymond Kuijten (ABN AMRO Participaties), René van der Wiel (Vortex CP), Jean-Paul Teyssen (former CEO Carglass).

Johan Meyssen CEO

Team BE +HQ

COTW HQ in Belgium

Dutch office

French office

German office

Italian office

CarsOnTheWeb product videos

10 Web & social

Website:
www.CarsOnTheWeb.com

Facebook:
www.facebook.com/CarsOnTheWeb

Twitter:
@CarsOnTheWeb

LinkedIn:
www.linkedin.com/company/cars-on-the-web

YouTube:
www.youtube.com/user/CarsOnTheWeb

ONLINE PRESS KIT

11 Press contacts

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+32 (0)16 80 24 27