

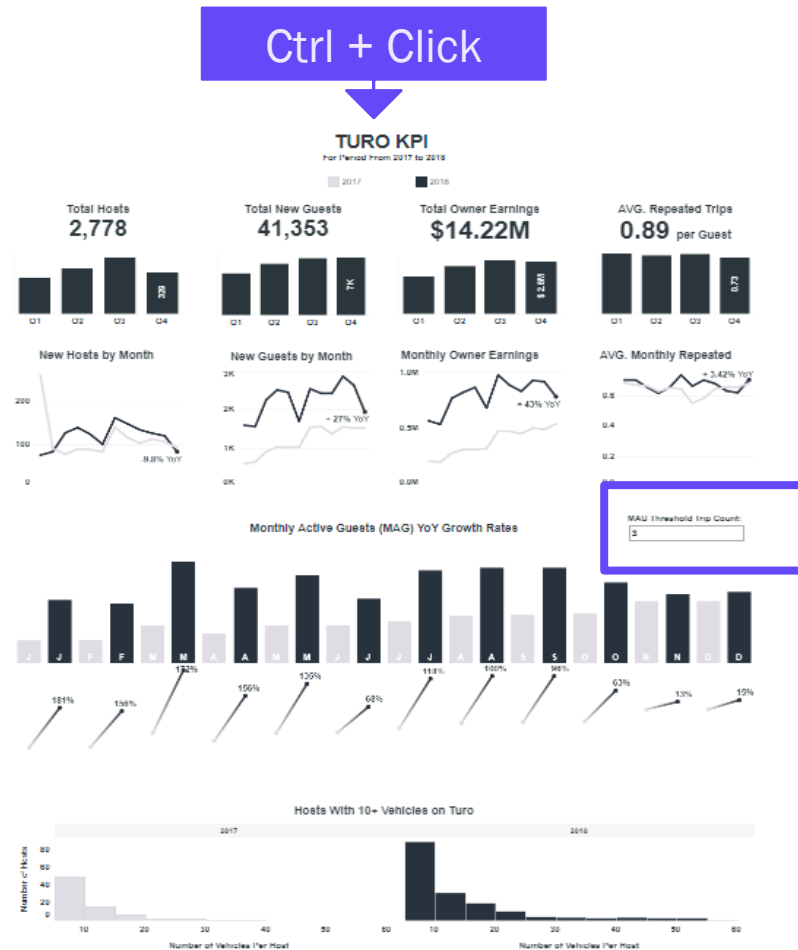


TURO

Business Analytics

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Data Visualization Link



Definitions & Assumptions

Year-over-Year (YoY) Growth Rate

- ✓ Comparison of one period with the same period from the previous year

Monthly Active Guests (MAG)

- ✓ Defined by **user-parameter** threshold number of trips per month

Trip Revenue

- ✓ Rental reservation rate set by owner, not by Turo

TURO's Take Rate (TTR)

- ✓ Net Revenue / Gross Revenue

Owner's Take Rate (OTR)

- ✓ Owner Earnings / Gross Revenue

Monthly Average Vehicle Utilization Rate

- ✓ Monthly average number of reservations per vehicle

TURO as a Marketplace

The KPIs suggests that TURO has been growing as a successful community car rental marketplace.

Monthly active guests have gone up at an increased pace and we have seen more hosts build their small businesses utilizing the TURO platform.

TURO should give more attention to hosts as the YoY host growth rate has dropped in the later part of 2018.

Recommended KPIs

1. Hosts

- ✓ Quarterly Volume of Hosts: **Down to 329 in Q4 2018**
- ✓ Hosts YoY Growth Rates: **Down 9.8% in Dec 2018**

2. Guests

- ✓ Quarterly Volume of New Guests: **Up 7k New Guests**
- ✓ New Guests YoY Growth Rates: **Up 27% in Dec 2018**
- ✓ MAG YoY Growth: **Up 15% in Dec 2018**

3. Repeated Trips

- ✓ Average Repeated Trips per Guest: **0.89 per Guest**
- ✓ Average Repeated YoY Growth Rates: **Up 3.42% in Dec 2018**

4. TURO Platform as a Small Business

- ✓ More Hosts with 10 + Vehicles on Turo in 2018

Strategies To Improve Profitability

Improve Platform to Upsell More Insurance

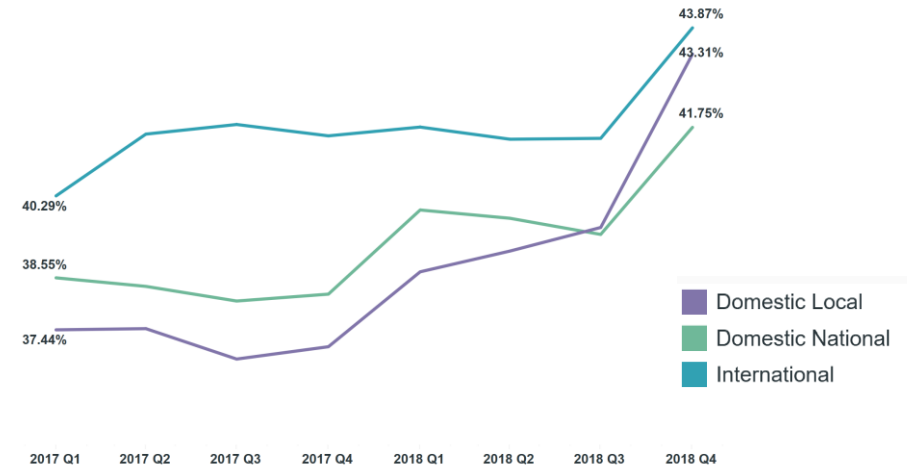
Average TTR For Insured vs Uninsured

Insured	Uninsured
42.39%	32.25%

- ✓ **Pros:** Simple modification to an existing sales funnel
- ✓ **Cons:** Risk of potential extraordinary insurance payouts not factored into the TTR

More Investment on International Branding

TTR by Guest Origin



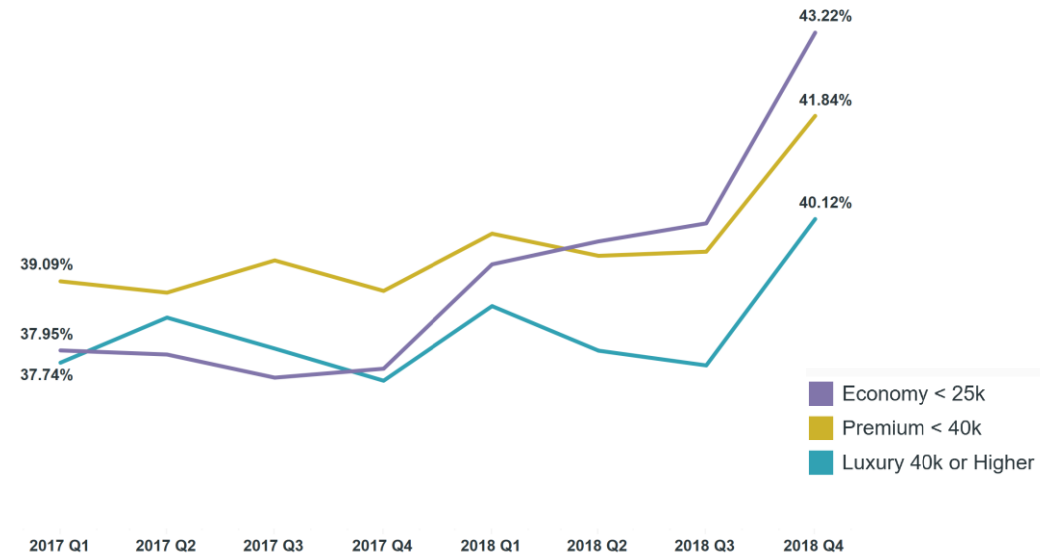
Strategies To Improve Profitability

Differentiated Business Models by Car Segment

- **Economy:** Highest TTR and trending up fastest. Highlight economy cars in the main pages of TURO website
- **Luxury:** Consider purchasing luxury vehicles to capture better margin as its own host

- ✓ **Pros:** Business model diversification as a platform provider and a host
- ✓ **Cons:** Requires larger capital to finance its own luxury cars / Compete against individual hosts

Average TTR By Car Segment



Strategies For TURO Hosts

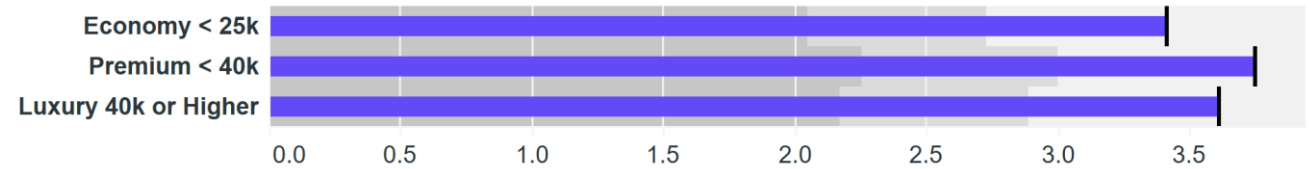
Focus on Luxury and Premium Vehicles

- Better OTR
- Less competitions
- Higher utilization rate

Risk Factors to Consider

- Avoid variable-rate financing
- Avoid 1st year depreciation

Average Monthly Utilization Rates By Vehicle Segment



Premium Vehicles with Highest Average Monthly Utilization Rate

