A classic red and white convertible car is driving away from the camera on a paved road through a charming village. The village features several traditional stone houses with steep, slate roofs and prominent chimney stacks. Lush green trees and bushes line the streets. In the foreground, a stone wall runs along the side of the road.

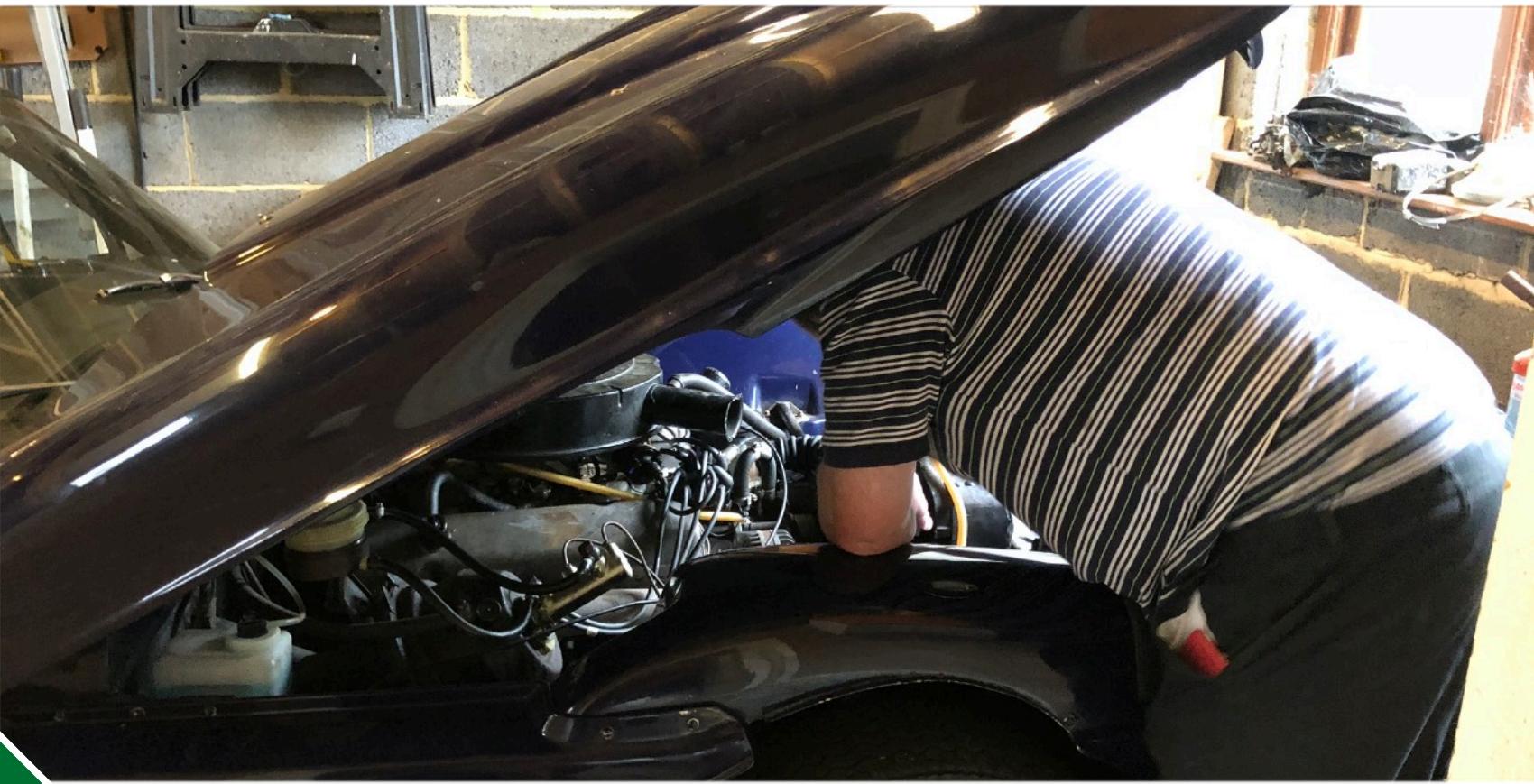
**OldenCars Uniquely Offers a  
Nationwide Selection of Practical  
Classics for Self-Drive Leisure Hire.**

*OldenCars*

## CHALLENGE: OWNERS

“

I don't use my car  
enough to justify its  
upkeep.



## CHALLENGE: DRIVERS



“

I want to enjoy a car without having to buy, store and maintain one.



## SOLUTION: OWNERS

---

Get your car out of the garage and back on the road.

Earn from your car to offset its running costs.

Use our specialist insurance, leaving your policy unaffected.

Retain full control over who drives your car and when.

# SOLUTION: DRIVERS

Drive the car you want when you want,  
without having to maintain it.

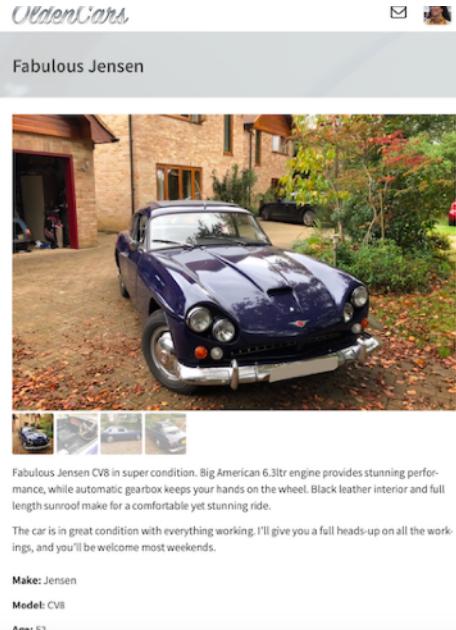
Drive for nostalgia, to fulfil a dream or  
just for a change.

Easy and convenient to book a car  
with insurance sorted.

Are you a future classics owner? Try  
before you buy.



# HOW OLDECARS WORKS



**1** Browse by car or location to find the perfect vehicle.

**2** Contact the owner to make arrangements.

**3** Collect the car and head out on your fabulous drive.

**4** Return the car, write a review and the owner earns.

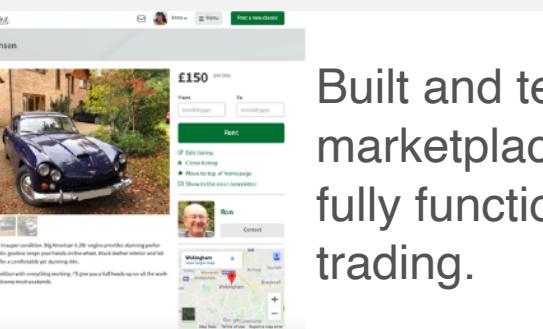
# ACHIEVEMENTS TO DATE



**LANCASTER  
INSURANCE**

Negotiated and secured **comprehensive, specialist peer to peer insurance** with the leading classics insurer.

Surveyed over 1,000 classic enthusiasts (66% owners). 59% said they would use our services, and make their cars available.



Built and tested a prototype marketplace before launching our fully functional platform. Commenced trading.



Launched with **100 cars**, aim for 750 by end of year 1.

Signed up over 300 (and growing) owners and drivers; garnered support from press and industry organisations.



## “ practical CLASSICS

We will definitely do something on OldenCars in the next issue or two.

The whole remit of Practical Classics is getting classics used...



## Overwhelmingly Positive Reactions

"Great plan, some interesting cars available ... might encourage owners to get garaged cars roadworthy."

"A brilliant idea, I will definitely be renting."

"...current owners are merely the car's custodian ... this should be embraced as a great idea."

"I don't have the skill or resources to own and maintain a classic so this would be a perfect way to enjoy one."

"Great idea .... Doing a road trip in a classic would be fantastic. Good luck!"

# GROWING TARGET MARKET

UK leisure spend is growing at a faster pace than total consumer expenditure.  
We target the £5B+ classics and £2.3B leisure hire markets.



1.5m (and growing) classic cars.



5x more people want to drive classics.

57%

Driven fewer than 10 days p.a.



By expanding access to the classics experience we will grow the market.



# BUSINESS MODEL

We operate in a large, yet focused, market segment.

Targeted performance marketing will enable rapid growth of the user base.

We take 20% on all rental transactions.

We have tested our business model and proven a cost per acquisition (CPA) of £16.

Our forecast long term value (LTV) is £250 per user.

# FUTURE REVENUE



Classic Mini City E  
£2,500.00  
or Best Offer  
3 watching

Ford Cortina Mark 1 1961 Deluxe  
£4,500.00  
Buy it now!

1983 MG Midget mkti black, 1 previous owner, 29,000 mil es, f...  
£5,995.00  
Collection in person  
Classified Ad

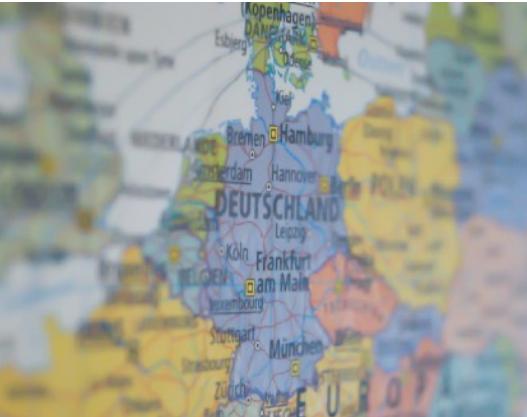


## Classics sales

## Services



## Advertising



## International growth

We will drive future growth by building out adjacent services, sales and events to our platform as well as launching our leisure car sharing internationally.



## Tours and rallies

# STRONG COMPETITIVE ADVANTAGE

£££

*OldenCars*

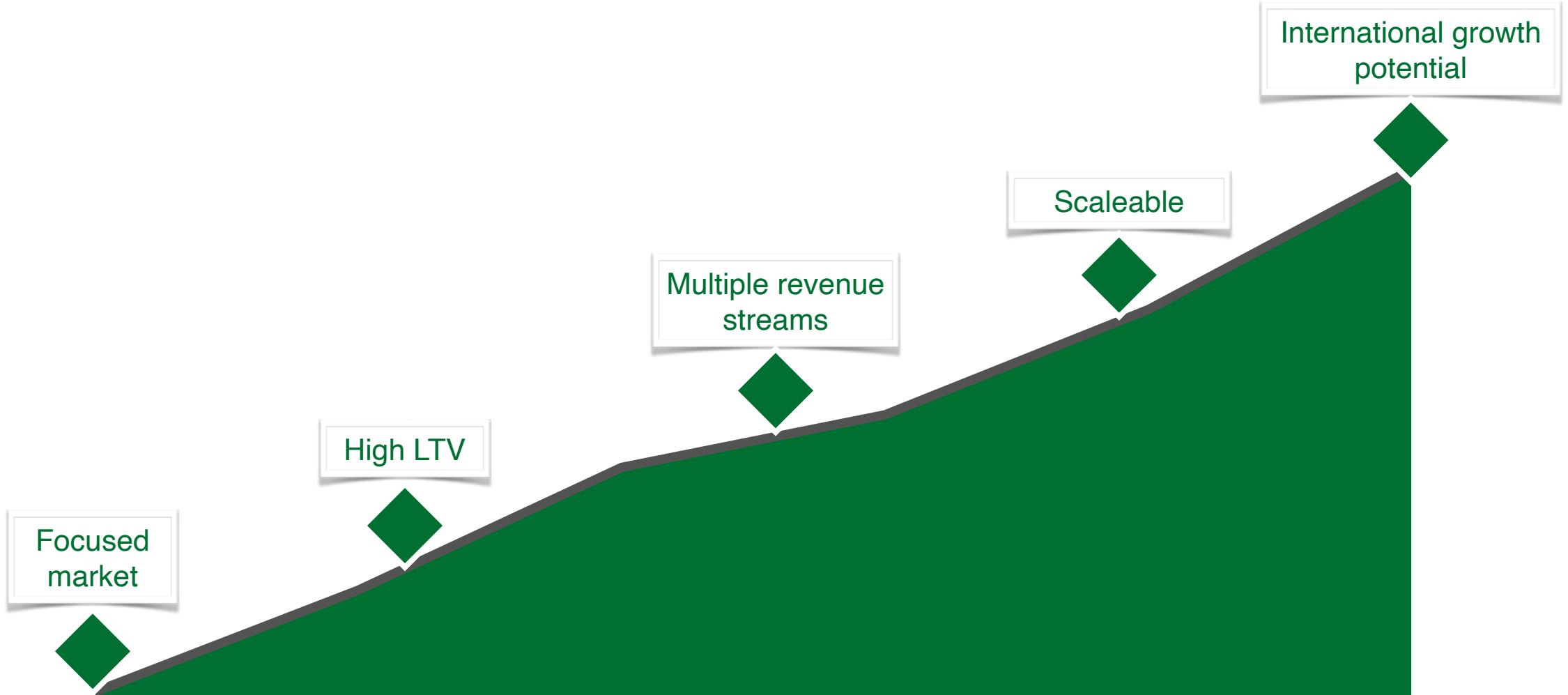
£

Self-drive



Chauffeured

# STRONG REVENUE MODEL



# OLDENCARS: TEAM



**Anna Mannion**  
CEO

- 20 years' leadership and operational experience.
- Led large, multinational teams.
- 10+ years' experience launching products & services globally.
- Former VP of \$80M Autodesk Professional Services.
- Classic owner.



**Richard Laughton**  
Chairman

- Former CEO of easyCar Club (car sharing for modern cars).
- Deep experience growing early stage peer to peer marketplaces and technology ventures.
- Expertise in financial services.
- Served as chair of the trade body Sharing Economy UK.



**Allister Mannion**  
CTO

- Mathematician and software engineer with deep technology experience.
- Served as CTO at large companies and start-ups.
- Involved in early development of UNIX for the commercial market.
- A lifelong classics enthusiast.

# 5 YEAR P&L

GBP (£)	Year 1	Year 2	Year 3	Year 4	Year 5
<b>GMV</b>	£556,800	£2,298,366	£7,471,462	£23,638,155	£57,466,894
<b>Gross revenue</b>	£94,656	£390,722	£1,270,149	£3,627,764	£8,499,223
<b>Total costs</b>	£156,815	£416,985	£1,166,435	£2,860,660	£5,291,970
<b>Pre-tax profit (loss) [EBITDA]</b>	(£62,159)	(£26,263)	£103,714	£767,104	£3,207,253

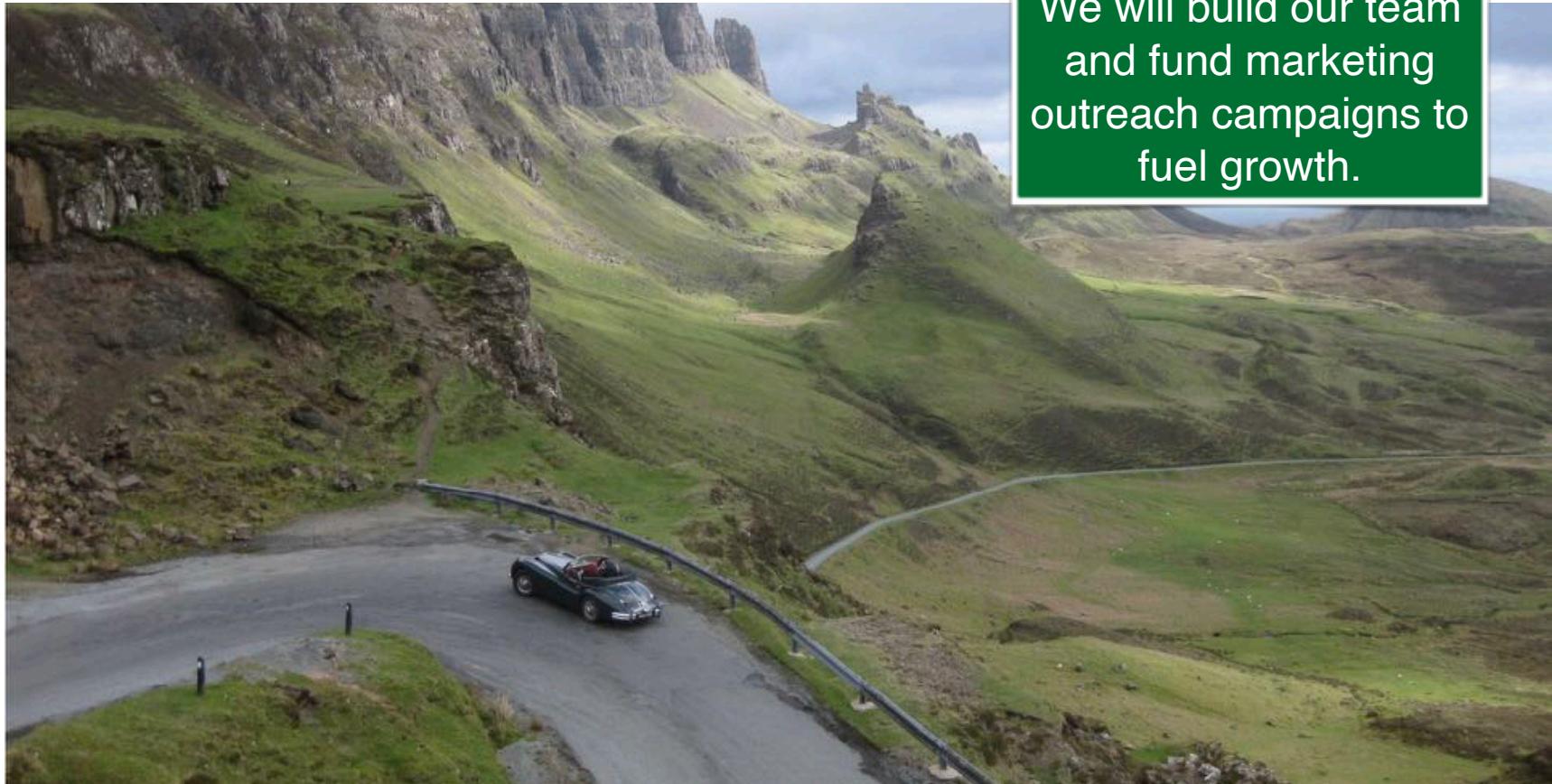
# INVESTMENT REQUIRED

Seeking seed round investment of £250k for our build and engage phase.

SEIS and EIS.

Targeting a trade sale to the car sharing or leisure industry space by year 5.

**Use of Funds:**  
We will build our team and fund marketing outreach campaigns to fuel growth.





## IN SUMMARY

The only platform that uniquely offers a nationwide selection of practical classics for self-drive leisure hire.

A strong team with international ambitions, including the former CEO of easyCar Club, a CTO with deep technical prowess and CEO with international experience.

Serving untapped demand in the £5.5B focused classics market and the £2.3B broader UK leisure hire market.

Scaleable business model, multiple lines of future adjacent revenue streams and international growth potential.



## CONTACT

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