

## KPI January update from OmniCar – average transaction size up 25% compared to December 2020

### KPI Milestones during January 2021

- Despite COVID-19 restrictions in Denmark we managed to increase the average transaction/basket size to SEK 2.853 per customer during January 2021. Compared to December 2020 this is an increase of 25%. As previously announced, we are well on our way to reach the transaction/basket size target of SEK 3.200 during 2021
- During January, the number of customers, per day, per mobile workshop amounted to 3,55. The corresponding number in December 2020 amounted to 4,2.
- Advertising cost per acquired customer amounted to SEK 483.
- Gross margin for the whole month of January amounted to 66%.
- Revenue for January was up 10% compared to December.
- Lower marketing costs in January compared to December.

#### COVID-19 in Denmark and potential business impact

On January 1<sup>st</sup>, Denmark entered a full COVID-19 lock down with almost all businesses being closed. The government has extended the lock down to February 28<sup>th</sup>.

In the light of COVID-19, OmniCar has been focusing more on the commercial market than the private market. By doing this we have seen a larger transaction size per service as the cars that we are servicing on the commercial side are far more expensive than the ones that we serve on the private side. This also means that even though we have had a marginal drop in the number of daily customer bookings, the larger transaction size has compensated for this and even increased our January revenue by 10% compared to December. Due to this fact, we will keep our main focus on the commercial segment and will continue to sign agreements with rental- and leasing firms as well as bigger fleet owners.

We are pleased to announce strong KPI numbers for our January performance, despite a full COVID-19 lock down in Denmark, we were able to grow our revenue by 10% in January compared to December. This is solid proof that our service has great potential and will keep growing both in terms of revenue and acquiring new customers at an even more rapid pace when the COVID-19 situation hopefully improves during this spring. We may see a higher marketing spend in the private market during February to gain customers.

We do not expect a revenue decline in February.

This disclosure contains information that Omnicar is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 2nd of february 2021.

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