



Market Facts

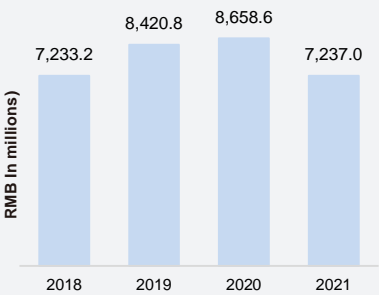
NYSE:	ATHM
Share price per ADS (Jan.12, 2023):	\$36.00
Total ordinary shares:	499.5 million
Share/ADS ratio:	1 ADS = 4 ordinary shares
Market cap:	\$4.5 billion
52-week range:	\$20.49 - \$40.89
Fiscal year end:	December 31

Company Overview

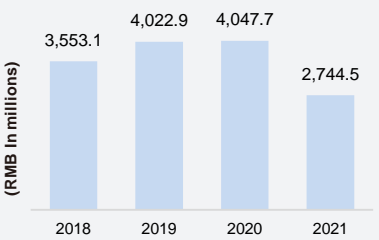
Autohome Inc. (NYSE: ATHM; HKEX: 2518) is the leading online destination for automobile consumers in China with the mission to engage, educate and inform consumers about everything auto. Autohome provides **OGC, PGC, UGC, and AGC**, a comprehensive **automobile library**, and extensive **automobile listing information** to automobile consumers, covering the entire car purchase and ownership cycle.

Autohome’s **dealer subscription** and **advertising services** allow dealers to market their inventory and services through Autohome’s platform, and it offers **sales leads**, **data analysis**, and **marketing services** to assist automakers and dealers with improving their efficiency and facilitating transactions.

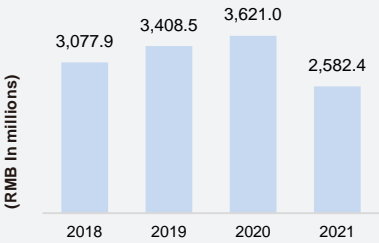
Total net revenue



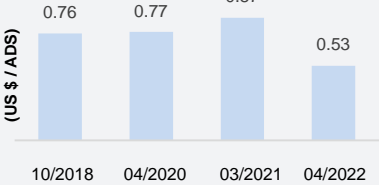
Adjusted EBITDA



Adjusted net income attributable to Autohome Inc.



Dividends Paid Out



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Investment Highlights

- Leading Online Destination for Automobile Consumers in China** – 56+ million aggregated average DAUs in Nov. 2022, according to Quest Mobile
- One-stop Service to Search, Purchase and Use Cars** – providing comprehensive, independent and interactive contents and tools for automobile consumers
- Preferred Intelligent Platform for OEMs and Dealers** – serving 90+ OEM customers and 20,000+ dealer customers
- Revenue Growth from New Business** – focus on new initiatives as the second growth curve, i.e. innovative NEV retail model, digital products and one-stop full-chain used car ecosystem
- Professional and Visionary Management Backed by Strategic Shareholder -- Ping An Group**
- Solid Financial Performance and Strong Cash Position with Continuous Buyback and Dividend**

Autohome’s Core Business

Addressing different pain points from C and B Partners, Autohome is actively creating a full range of products, leveraged superior technological edges and data capabilities.

Large User Base

56 Million DAU

Customers: Autohome provides one-stop content and service with practical tools to facilitate transactions, and holds **No.1** influence powered by comprehensive, professional and authentic auto contents.

High Customer Penetration rate

90+ OEM

+

20,000+ Dealers

+

60%+ Used Car Dealers

OEMs: Through a series of product innovations and new models, Autohome assists OEMs to create high-efficiency and low-cost marketing channels, with stronger end-to-end sales and user operation.

Dealerships: Membership subscription packages and highly digitalized CRM+ products portfolio empower dealers’ management ability to improve overall digitalization level, reducing cost and increase efficiency.

Used Cars: Autohome provides one-stop closed-loop service, and synergizes with TTP and Ping An Group to build a complete used car ecosystem, covering from upstream to downstream.