



PRESS KIT

LAST UPDATED: **SEPTEMBER 2020**



ABOUT US

For over 20 years, CarParts.com has been a leader in the e-commerce automotive aftermarket, providing a wide selection of new, quality auto parts for car repair, maintenance, and collision as well as accessories. With over 50 million parts delivered, we've helped everyday drivers across the contiguous United States find the right parts to keep their vehicles on the road.

With a focus on the end-to-end customer experience, we've designed our website and sourcing network to simplify the way drivers get the parts they need. Our vehicle selector and easy-to-navigate, mobile-friendly website offer customers guaranteed fitment and a convenient online shopping experience. And with our company-owned national distribution network, we bring the very best brands and manufacturers directly to consumer hands, cutting out all the brick-and-mortar supply chain costs to provide quality parts at a discount for our loyal customers. Combined with our 90-day return policy and satisfaction guarantee, CarParts.com makes it simple for customers to get parts delivered straight to their door.



WHAT DRIVES US

MISSION

No matter who you are, what you drive, or where you are going, CarParts.com is here for you.

We take pride in delivering customers a simple and convenient e-commerce experience, connecting drivers with the parts they need to keep their vehicle on the road. Hassle-free and budget-friendly.

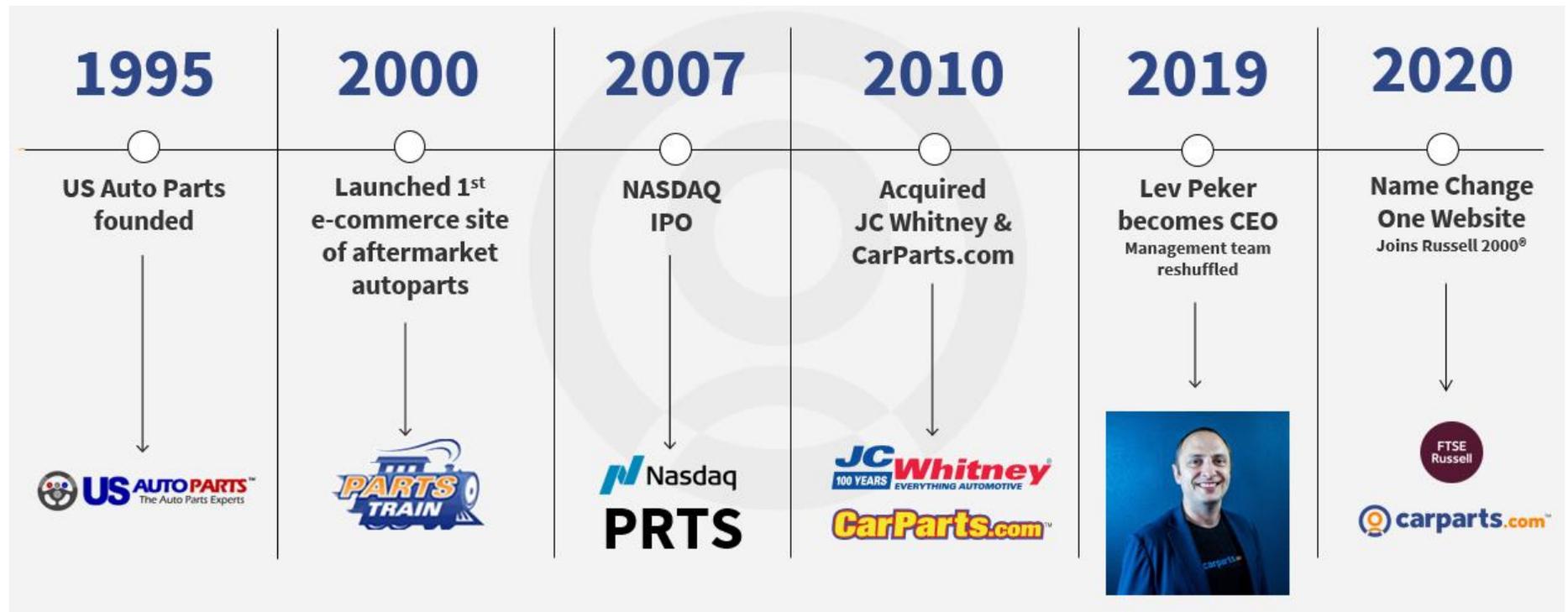
VISION

Our vision is to be more than the sum of our parts. CarParts.com aims to deliver an end-to-end experience that equips customers with the tools and support network for all their automotive maintenance, repair, and upgrade needs. Through continued innovation and growth, CarParts.com is disrupting the way drivers shop for auto parts online.

VALUES

- **CUSTOMER FOCUS:** With customers in mind, we've dedicated ourselves to building a faster, easier, and personalized shopping experience, featuring a more searchable catalog and mobile-friendly site designed to connect customers with the parts they need.
- **CUSTOMER VALUE:** Our company-owned distribution network enables us to provide our customers with the same high quality they're used to, but at a discount. We buy directly from manufacturers—cutting out all the brick-and-mortar supply chain costs—so we can pass the savings on to our customers.
- **RELIABILITY:** We offer customers peace of mind with dependable products backed by a 90-day return policy and satisfaction guarantee. And with our exceptional customer service, our customers can rest assured that we'll be there for them throughout their automotive journey.

COMPANY HISTORY





FAST FACTS AND FAQ'S

- CarParts.com traffic has more than tripled since last year—from 2 million visitors in January 2019 to **more than 6.5 million visitors** in June 2020—and continues to grow.
- We were recently included in the Russell 2000® Index and were named one of 2020's Best Places to Work in Los Angeles by the Los Angeles Business Journal.
- We specialize in automotive replacement collision, repair, and maintenance parts as well as accessories, and our catalog offers over **1 million products**—all at extremely competitive prices.
- Through strategic brand partnerships and the upcoming launch of [JC Whitney](#)'s first-ever line of accessories—beginning with products for **Jeeps** and **trucks**—we are excited to delve more deeply into the performance and accessories space.
- CarParts.com is committed to a diverse and inclusive workforce. Currently, **women** represent **25%** of our senior team, and we are committed to increasing this number. As our company continues to grow, we will increase D&I efforts to ensure equal representation across all roles.



FAST FACTS AND FAQ'S

- **WHY DID U.S. AUTO PARTS NETWORK REBRAND TO CARPARTS.COM?**

- “We are changing the name to reflect what the company has become. The new name speaks to the way we have used technology and e-commerce expertise to increase sales and profitability; the way we are a tech company every bit as much as we are an automotive company; and how this is a fundamentally different company than it was even 18 months ago. The name change recognizes the company’s exceptional growth.”

- **WHAT'S DIFFERENT? WHAT CAN CUSTOMERS EXPECT NOW?**

- “To our customers and industry partners, we are very much still the same company the public has grown to know and love. The customer experience will remain the same. What has changed is our new and improved lucrative approach to innovation and profitability.”

- **HOW HAS COVID-19 CHANGED THE BUSINESS MODEL?**

- Because we focused our efforts on building a strong foundation to serve our customers, we have been well-equipped not only to adapt to the evolving circumstances of this crisis, but to ultimately demonstrate growth. Since people still need their cars in order to work and function in their daily lives, we provide an essential alternative to buying parts at a brick-and-mortar retailer, which can pose an unnecessary risk. And for drivers facing tighter budgets during the pandemic, our extremely competitive pricing model can also offer some much-needed relief.

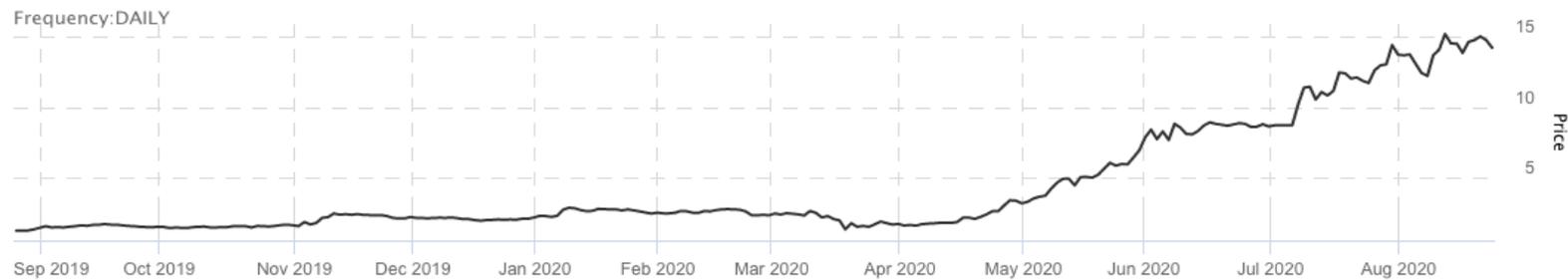
FAST FACTS AND FAQ'S

- **HOW HAS COVID-19 CHANGED THE BUSINESS MODEL? (cont.)**
 - As used car sales and the average age of vehicles on the road today go up, we're seeing more vehicles between 6-12 years, which means more need for maintenance and repairs. Paired with a faster shift to online sales and DIY projects, we expect to see rapid ecommerce growth continue as average vehicle age increases. Furthermore, as people opt out of flying in favor of more local, drivable destinations for trips, and as people who would normally take public transportation go back to work, we expect to see drivers spending more time in their personal vehicles. We are committed to meeting this growing demand, and to serving our customers to the very best of our abilities as we navigate "the new normal" together.

OUR PERFORMANCE

Stock Quote

CarParts.com Inc.
Nasdaq Global Select: PRTS



Q2 2020 HIGHLIGHTS VS. YEAR-AGO PERIOD

- Q2 net sales increased 61% to a company record \$118.9 million vs. \$73.7 million.
- Q2 gross profit increased 88% to a company record \$40.8 million vs. \$21.8 million.
- Q2 gross margin increased 480 basis points to 34.3% vs. 28.5%.
- Q2 net income improved significantly to \$1.6 million or \$0.03 per diluted share, compared to a net loss of \$1.5 million or \$(0.04) per basic share.
- Q2 adjusted EBITDA increased 4x to \$5.6 million compared to \$1.4 million.
- Net sales through July were up more than 60%.



OUR PERFORMANCE

"First and foremost, following our sales growth and inclusion in the Russell 2000® Index, we decided that we needed a new name that reflected the tech-forward company we have become... [Rebranding as CarParts.com] marks the combination of our efforts to consolidate our websites over the past few quarters, and will enable us to optimize how we're perceived and positioned in the market, as well as how we allocate our marketing dollars. In addition to being a best-in-class auto parts seller, this name change aligns with our positioning as a leading e-commerce and technology company... We have made significant investments in creating more efficient back-end operations and optimizing our users' digital experience through internally developed software and our proprietary catalog. We are so much more than an auto parts company now. We often use the analogy that we inherited Blockbuster and are now building Netflix."

– LEV PEKER, CEO

LOCATIONS

We proudly serve drivers all throughout the contiguous United States.

At CarParts.com, we know that drivers need to get back on the road quickly, so they need the parts they order from us right away. That's why we've strategically placed **over 840,000 sq. ft.** of fulfillment operations across the country:

- Las Vegas, NV
- LaSalle, IL
- Chesapeake, VA
- Grand Prairie, TX



PARTNERSHIPS AND INNOVATIONS



- [FRONT ROW MOTORSPORTS & NASCAR CUP SERIES DRIVER MICHAEL MCDOWELL](#)
 - Partnered with Front Row Motorsports and veteran driver Michael McDowell for the return of the NASCAR Cup Series

PARTNERSHIPS AND INNOVATIONS

- [POWERSTOP](#)
 - Product campaigns
 - Co-partnership for July 5th race at Indianapolis Motor Speedway
 - Brake kit install on Michael's Ford F-150
- [MOTOR RACING OUTREACH AND VICTORY JUNCTION](#)
 - Made final bid in charity auction of bumper from NASCAR All-Star race event, donating to Motor Racing Outreach on behalf of Front Row Motorsports and #34 Michael McDowell
 - Made matching contribution to Victory Junction on behalf of Richard Petty Motorsports and #43 Bubba Wallace
- [CARDONE](#)
 - Co-partnership for August 29th race at Daytona International Speedway
- [DAVICO](#)
 - Co-partnership for November 1st race at Martinsville Speedway

A GLIMPSE AT OUR DREAM TEAM

LEV PEKER - CHIEF EXECUTIVE OFFICER AND DIRECTOR



Lev Peker has been CarParts.com's Chief Executive Officer and a Director since January 2019. As CEO, Lev's focus has been on executing a complete turnaround of the company, building the business into a technology-driven ecommerce platform to keep drivers on the road. From April 2008 to July 2014, Lev served in various roles at US Auto Parts (former company name of CarParts.com, Inc.), including as Vice President and General Manager of Online Marketplaces from June 2013 to July 2014, as Director and General Manager of Online Marketplaces from March 2009 to June 2013, and as Manager of Financial Planning and Analysis from April 2008 to March 2009. As a Director, Lev has applied his invaluable ecommerce and leadership experience, as well as an intimate knowledge of CarParts.com's financial and operational status gained through his various roles at the company, to guide the business in a new direction.

Lev holds a BA in Accounting from the University of Southern California and an MBA in Marketing and Strategy from the University of California, Los Angeles, and is a Certified Public Accountant for the State of California. Lev is married to Inna Trosman, and they have three wonderful children. Lev met Inna when they were in high school, and they've been together ever since.

A GLIMPSE AT OUR DREAM TEAM

DAVID MENIANE - CHIEF OPERATING OFFICER AND CHIEF FINANCIAL OFFICER



Since March 2019, David Meniane has served as CarParts.com's Chief Operating Officer and Chief Financial Officer, overseeing the company's operations both domestically and internationally. David has been a key figure in the company's turnaround as a tech-forward business, especially in the expansion of its fulfillment operations to connect drivers with the parts they need and get them back on the road quickly. David is on the board of directors of Space Shake, an emerging CPG company offering low sugar beverages and snacks, and Relentless Trade Solutions, a retail execution company supporting high-growth CPG companies in the grocery and mass merchandising channels.

David holds a BS in Accounting and a Master of Business Taxation from the University of Southern California. He currently maintains an active CPA license in the state of California. David lives in Los Angeles with his wife of 13 years and their beautiful two-year-old daughter, Bella. He drives a 2018 GMC Canyon Denali.

A GLIMPSE AT OUR DREAM TEAM

HOUMAN AKHAVAN - CHIEF MARKETING OFFICER



Houman Akhavan has been at the helm of CarParts.com's marketing efforts as Chief Marketing Officer since February 2019, and previously served as the company's Vice President of Marketing from January 2006 to December 2014. He was also a consultant to US Auto Parts (former company name of CarParts.com, Inc.) from August 2004 to December 2005, providing advice and guidance on marketing strategy and website optimization.

Prior to his role as CarParts.com's Chief Marketing Officer, Houman was the Chief Executive Officer of Growth Rocket, a marketing consulting firm, from January 2015 to February 2019. From February 2000 to July 2004, Houman served as the founder and Chief Strategy Officer of Edigitalweb, Inc., an online marketing and software development firm that was responsible for the launch of US Auto Parts' online presence.

As CarParts.com's CMO, Houman's focus has been on building the CarParts.com brand, driving innovation, and creating a more personalized experience for customers. He was a critical player in building CarParts.com's new universal progressive web application (uPWA) and the driving force behind the company's site consolidation strategy. He has also established a strong partnership network to allow the product and technology teams to build best-in-class features for the CarParts.com website. Houman continues to remain focused on adding value to the customer experience and delighting customers no matter where they are in their automotive journey.

A GLIMPSE AT OUR DREAM TEAM

DAVID MORRIS - CHIEF MERCHANDISING OFFICER



David Morris has been CarParts.com's Chief Merchandising Officer since January 2020. With over 25 years of automotive supply chain and merchandising experience, Dave is focused on continuing to improve and build CarParts.com's company-owned brands, as well as launching new relationships with global brand and manufacturing leaders, maintaining the highest quality standards, and forging new partnerships to provide customers with the parts they need direct from the top manufacturers and brands in the world.

From 2017 to 2020, Dave served as Senior Vice President of Merchandising and Supply Chain at Icahn Automotive. He played a significant role in rebuilding the retail and service supply chain while deploying new assortment strategies throughout the retailer's national footprint. From 2011 to 2017, Dave served as the Vice President of Supply Chain and Business Development for The Parts Authority. His contributions and support were instrumental in the company's \$500 million revenue growth over the span of 5 years. From 2001 to 2009, he led collision parts and supplies company Auto Body Panels as President and Chief Executive Officer, tripling revenue over his 8 years of leadership.

Dave has held multiple automotive leadership and committee roles, including the Collision Industry Conference and the Certified Automotive Parts Association, and currently acts as a Mentor for the Young Auto Care Network Group (YANG), the under-40 networking group of the Auto Care Association.

In his spare time, Dave has restored over 40 cars and trucks, and is gearing up for his next project. He has been happily married for 29 years to Mechelle Morris, and together they have four children. Getting all four through high school and now college is his proudest achievement.

A GLIMPSE AT OUR DREAM TEAM

SANJIV GOMES - CHIEF TECHNOLOGY OFFICER



Sanjiv Gomes has served as CarParts.com's Chief Technology Officer since June 2019 and as Interim Chief Technology Officer since January 2019. He previously held positions as the company's Director of Enterprise Architecture from November 2016 to January 2019, and as Director of Supply Chain Application Development from August 2007 to November 2016. Prior to his time at CarParts.com, Sanjiv was the Director of IT Solutions at Grand Capital from August 2003 to May 2007.

Sanjiv holds a Bachelor of Computer Engineering from Goa University, India.

At CarParts.com, Sanjiv has spearheaded the website's rebuild, launching major improvements on the front end and back-end infrastructure in order to execute a fully packed roadmap and support the company's growth plans.

A GLIMPSE AT OUR DREAM TEAM

ALFREDO GOMEZ - VICE PRESIDENT AND GENERAL COUNSEL



Alfredo Gomez has served as CarParts.com's Vice President, General Counsel since March 2019. He was previously the Senior Vice President, General Counsel, and Corporate Secretary at Guidance Software (Nasdaq: GUID), a global provider of forensic security solutions, from October 2015 to September 2017.

Prior to that time, Al served as General Counsel at EMCORE Corporation (Nasdaq: EMKR) from May 2010 to February 2015, and as Deputy General Counsel at Hanmi Bank (Nasdaq: HAFC) from April 2015 to October 2015. In these positions, he directed and executed legal strategies in contracts, litigation, employment, compliance, governance, and securities. Al has also held legal positions at j2 Global Communications, Inc. (Nasdaq: JCOM), Western Digital Corporation (NYSE: WDC), and Stradling Yocca Carlson & Rauth, P.C.

Al earned his JD from the Georgetown University Law Center and a BA in Economics from Stanford University.

A GLIMPSE AT OUR DREAM TEAM

RYAN LOCKWOOD - SENIOR VICE PRESIDENT OF FINANCE



Before joining CarParts.com, Ryan spent nine years as Portfolio Manager and Head of Fixed Income for Private Management Group, a \$3.0 billion RIA based in Irvine, California. In this role, Ryan was directly responsible for managing over \$500M of fixed income assets, which included analysis of management, capital structure, strategy, and growth prospects in conjunction with constructing complex valuation models. Before joining Private Management Group, Ryan was the Chief Financial Officer and Controller for HFE, LP, a \$350M real estate investment partnership where he was responsible for financial reporting to internal and external stakeholders.

As part of his new role, Ryan will work closely with core leadership on corporate finance, investor relations, real estate, and managing the company's Wall Street analysts.

He is a CFA charter holder, and with over 15 years of finance and capital markets experience, Ryan is well-positioned to optimize the company's capital structure and communicate the CarParts.com story to existing and new investors.

A GLIMPSE AT OUR DREAM TEAM

SIMON CARPIO - VICE PRESIDENT OF PRODUCT



Simon has worked as part of CarParts.com's Product and User Experience team over the last five years. He has helped build key features for the e-commerce website, on-site search, cataloging, sourcing, and pricing applications. Simon has been focused on improving the customer experience and increasing conversion rates on CarParts.com.

Simon started his career in Accounting for the insurance industry. He then shifted to Product and Project Management, becoming the head of New Products & Projects at JDH Pacific, a manufacturing engineering firm that built components for the commercial, gas, and aerospace industries. While there, he helped digitize and streamline several processes to improve manufacturing throughput, while also improving product quality.

Simon graduated Cum Laude from the University of Southern California's Marshall School of Business and has a Project Management Certification with both the California Institute of Technology and the Project Management Institute (PMI).

Since the start of the company's turnaround, Simon has focused on creating a product vision to provide valuable and delightful experiences for aftermarket automotive shoppers, both in the DIY and DIFM segments. He helped build CarParts.com's newly redesigned universal Progressive Web Application (uPWA), as well as identified and enhanced several distinct customer journeys on the website. Simon continues to focus on building a customer-first Product and User Experience team and delivering a best-in-class personalized experience for CarParts.com's customers.

A GLIMPSE AT OUR DREAM TEAM

MIA BEVACQUA - CHIEF MECHANIC



Mia Bevacqua is an automotive expert with over 15 years of industry experience. She holds ASE Master, L1, L2, and L3 Advanced Level Specialist certification, as well as a bachelor's degree in Advanced Automotive Systems.

Throughout her career, Mia has applied her skills toward automotive failure analysis inspections, consulting, diagnostic software development, and of course, freelance writing. She has written for companies around the world, with many well-known clients showcasing her work. At CarParts.com, Mia has become a trusted source of advice for customers, answering technical automotive questions in the website's Q&A section, providing everyday drivers with expert tips and spearheading article content in the blog, and writing monthly newsletters to keep readers current

on what's going on in the automotive industry.

Mia has a passion for math, science, and technology that motivates her to stay on top of the latest industry trends, such as electric vehicles and autonomous systems. At the same time, she has a weakness for fixer-upper oddballs, such as her 1987 Chevy Cavalier Z-24 and 1998 Chevy Astro Van AWD.



LOGOS

- Multiple versions of the CarParts.com logo can be downloaded [here](#).

CONTACT US

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