



FAQs for RAPID RTC Customers

March 2, 2021

1. Who purchased RAPID RTC and what does their corporate/ownership structure look like?

Keyloop, formerly known as CDK Global International (CDKI) is who acquired RAPID RTC.

CDKI was once a division of CDK Global however, prior to the acquisition of RAPID RTC, CDKI was purchased by the private equity firm Francisco Partners (FP) before renaming CDKI to Keyloop.

2. Will there be any operational changes due to the acquisition of RAPID RTC?

Tom Kilroy will be joining with immediate effect as the new CEO of Keyloop. He joins from Francisco Partners (FP) where he was Operating Partner and prior to that he was Chief Operating Officer of Finastra – a fintech company with over 10,000 employees and revenues of ~\$2 billion.

Glen Demetriooff will continue as CEO of RAPID RTC and will be joining the Executive Leadership Team of Keyloop. Neil Packham, former CEO of CDKI, will continue to support the Keyloop business in an advisory capacity as it moves forward. Other new appointments will include Petri Oksanen, who will join Keyloop as Chairman.

In addition to Keyloop's acquisition of RAPID RTC they also purchased enquiryMAX on 1 March 2021. These are the first actions Keyloop is taking since being acquired by FP and represent Keyloop's serious commitment to developing an open platform that connects the automotive retail industry.

3. Will the brand RAPID RTC continue to exist?

As of 2 March 2021, RAPID RTC will operate under the Keyloop umbrella, but it will continue using the product brand name RAPID RTC. Furthermore, Keyloop will continue to invest in RAPID RTC's core product suite that you have come to rely on as part of your daily business and will help automotive retailers across the globe seize the opportunities generated by an everchanging market and evolving consumer needs. With its recent acquisitions, Keyloop can accelerate its mission to help automotive retailers across the world transform the car buying and ownership experience. Keyloop will also be able to define its own culture, mission and values to best fit its future vision and purpose.

4. Will the support I receive as a customer remain the same?

There will be no changes to the existing support our customers receive or the contact information. They will have access to the same toolsets and products as before, and the same high levels of customer service will be delivered across all our offices through our regional staff and Dealer Care support teams.

With the support and scale of Keyloop, we can be even more focused on helping customers deliver the best car buying and ownership experience in the industry. Keyloop will be investing more in innovating and developing its products, systems and processes to ensure Keyloop delivers exceptional service and support to all its customers.

5. Should we expect any change in pricing?

There is no intention to change pricing or pricing policies because of the acquisition by Keyloop.

6. Will any of the invoicing, payment terms, existing transactions (Direct Debits) or contracts need to change?

There will be no immediate changes. All the company's registration numbers, account details, terms and contracts will not be impacted in the short-term and any future changes will be communicated with ample notice to make the necessary adjustments.

7. How do I get in touch with RAPID RTC now that you have been acquired?

All contact details, whether personal or our Dealer Care teams, emails and phone numbers will remain the same. If/when anything is updated, we will be sure to notify you and give ample notice of the changes.

8. Since Francisco Partners is the owner of Keyloop what will their role be?

FP is a leading global investment firm that specializes in partnering with technology and technology enabled businesses. It will support Keyloop in developing the business and is committed to ensuring Keyloop is able to move swiftly and decisively to deliver on its mission of transforming the car buying and ownership experience.

FP will work closely with the Keyloop management team to grow the businesses and will leverage their network, resources and experience to help build value for customers, employees, and shareholders.

9. Is Francisco Partners planning any mergers with any of the companies in its portfolio?

While there are no active plans for mergers or integrations currently, FP will always consider the best investments and partnerships to help Keyloop achieve its mission to transform the automotive retail experience and to become a world-leading automotive brand.