The statements made in the accompanying conference call or contained in this presentation that are not historical facts are forward-looking statements under the federal securities laws. Words such as “anticipates,” “could,” “may,” “estimates,” “expects,” “projects,” “intends,” “plans,” “believes,” “will” and words of similar substance used in connection with any discussion of future operations or financial performance identify forward-looking statements. In particular, statements regarding expectations and opportunities, new product expectations and capabilities, and our outlook regarding our performance and growth are forward-looking statements. These forward-looking statements, including, that (i) the company expects that its recent realignment of its headcount will reduce operating expenses by $2 million on an annual basis; (ii) the company remains committed to profitability over growth, and will not spend excessive amounts on traffic acquisition to satisfy growth objectives, that the company does not believe that the company’s estimated level of traffic acquisition spending by its competition is sustainable, such that while the company’s near-term results are being impacted, the company expects market conditions to normalize over the course of the year, which should enable the company to acquire traffic at a more reasonable cost; (iii) that the company will prudently manage its cost structure to maintain profitability, as reflected by the company’s recent headcount realignment; and (iv) the company plans to get the RoiQ platform from DealerX ramped as quickly as possible to accelerate the diversification of its revenue and traffic streams, are not guarantees of future performance and involve assumptions and risks and uncertainties that are difficult to predict. Actual outcomes and results may differ materially from what is expressed in, or implied by, these forward-looking statements. AutoWeb undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise. Among the important factors that could cause actual results to differ materially from those expressed in, or implied by, the forward-looking statements are changes in general economic conditions; the financial condition of automobile manufacturers and dealers; disruptions in automobile production; changes in fuel prices; the economic impact of terrorist attacks, political revolutions or military actions; failure of our internet security measures; dealer attrition; pressure on dealer fees; increased or unexpected competition; the failure of new products and services to meet expectations; failure to retain key employees or attract and integrate new employees; actual costs and expenses exceeding charges taken by AutoWeb; changes in laws and regulations; costs of legal matters, including, defending lawsuits and undertaking investigations and related matters; and other matters disclosed in AutoWeb’s filings with the Securities and Exchange Commission. Investors are strongly encouraged to review the Company’s Annual Report on Form 10-K for the year ended December 31, 2017 (which is anticipated to be filed on or before March 15, 2018), and other filings with the Securities and Exchange Commission for a discussion of risks and uncertainties that could affect the business, operating results, or financial condition of AutoWeb and the market price of the Company’s stock.

This presentation includes non-GAAP financial measures as defined by SEC Regulation G. AutoWeb’s definitions of the non-GAAP financial measures used in this presentation and reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures can be found in the appendix of this presentation. In addition to the foregoing non-GAAP financial measures, for year-over-year comparisons, prior year results for all periods presented are adjusted to exclude the company’s specialty finance leads product, which was divested on December 31, 2016, which comparisons and prior year results are also non-GAAP financial measures as defined by SEC Regulation G. The company's management believes that presenting non-GAAP income and non-GAAP EPS and the adjusted year-over-year comparisons and prior year results provides useful information to investors regarding the underlying business trends and performance of the company's ongoing operations and are better metrics for monitoring the company's performance given the company's net operating loss (NOL) tax credits and recent acquisitions and divestitures. These non-GAAP financial measures are used in addition to and in conjunction with results presented in accordance with GAAP and should not be relied upon to the exclusion of GAAP financial measures. Management strongly encourages investors to review the company's consolidated financial statements in their entirety and to not rely on any single financial measure.
Q4 2017 Financial Summary¹

(vs. YoY)

- **Revenues** were $33.3 million vs. $40.4 million (adj. $39.0 million)
- **Advertising revenues** up 14% to $9.2 million
- **Click revenues** increased 23% to $7.9 million
- **Net Loss** was $65.8 million or $(5.22) per share, largely due to one-time non-cash charges
- **Non-GAAP income²** was $0.1 million or $0.01 per share

---

1) For comparative purposes, prior year results exclude the company’s specialty finance leads product, which was divested on December 31, 2016. See appendix for reconciliation.

2) Non-GAAP Income is equal to net income/(loss) plus amortization of acquired intangibles, non-cash stock compensation, income taxes, gain or loss on investment or sale, severance costs, acquisition related expenses, goodwill impairment, plus litigation settlements. See appendix for reconciliation.
Revenues were $142.1 million vs. $156.7 million (adj. $150.4 million)

Advertising revenues up 39% to $34.1 million

Click revenues increased 56% to $28.3 million

Net Loss was $65.0 million or $(5.48) per share, largely due to one-time non-cash charges

Non-GAAP income was $8.5 million or $0.64 per share
Q4’17 Advertising: Up 14% YoY due to continued strong growth of click revenues.

Q4’17 Automotive Leads & Services: Decline due to higher traffic acquisition costs.

1) For comparative purposes, all prior results exclude the company’s specialty finance leads product, which was divested on December 31, 2016. See appendix for reconciliation.
• **Total lead volume** slightly down due to the elimination of certain traffic campaigns and higher traffic acquisition costs.

• In Q4’15 & Q2’17, the company initiated high-quality lead supply initiatives.
Total dealer count reflects our entire dealer network receiving leads, including both OEM/wholesale and retail dealers.

AutoWeb delivers leads to approximately 75% of all franchise dealers in the U.S.

1) The decrease in dealer count in Q4’16 was driven by Toyota’s discontinuation of the Scion brand.
Click Product Continues to Accelerate

(Q4'14 to Q4'17)

- Q4 click revenues up 23% YoY, reflecting significant volume growth and expanding revenue per click.

1) Acquired AutoWeb October 1, 2015.
<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
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<tr>
<td>Revenue ($M)</td>
<td>$34.6</td>
<td>$34.6</td>
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<td>Gross Profit ($M)</td>
<td>$13.2</td>
<td>$13.5</td>
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<tr>
<td>Gross Margin</td>
<td>38.2%</td>
<td>39.1%</td>
<td>36.2%</td>
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<tr>
<td>Operating Expenses ($M)</td>
<td>$14.2</td>
<td>$12.7</td>
<td>$11.2</td>
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<tr>
<td>Operating Margin</td>
<td>-2.9%</td>
<td>2.4%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Net Income/(Loss) ($M)</td>
<td>($0.7)</td>
<td>$0.4</td>
<td>$2.6</td>
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<tr>
<td>GAAP EPS Diluted</td>
<td>($0.07)</td>
<td>$0.03</td>
<td>$0.20</td>
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<tr>
<td>Non-GAAP Income ($M)</td>
<td>$2.8</td>
<td>$3.0</td>
<td>$6.3</td>
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<tr>
<td>Non-GAAP EPS</td>
<td>$0.21</td>
<td>$0.23</td>
<td>$0.47</td>
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<tr>
<td>Cash ($M)</td>
<td>$24.0</td>
<td>$27.1</td>
<td>$32.7</td>
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<tr>
<td>Cash Flow From Operations ($M)</td>
<td>$1.6</td>
<td>$4.6</td>
<td>$5.9</td>
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<tr>
<td>Closing Stock Price</td>
<td>$17.36</td>
<td>$13.87</td>
<td>$17.80</td>
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The above financials are impacted by rounding to the nearest $0.1M.

1) For comparative purposes, prior year results (with the exception of Cash Flow From Operations), exclude the company's specialty finance leads product, which was divested on December 31, 2016. See appendix for reconciliation.

2) Non-GAAP Income is equal to net income/(loss) plus amortization of acquired intangibles, non-cash stock compensation, income taxes, gain or loss on investment or sale, severance costs, acquisition related expenses, goodwill impairment, plus litigation settlements. See appendix for reconciliation.

3) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding. See appendix for reconciliation.
$25.0 million cash

$8.0 million revolving line of credit and $1.0 million convertible note

As of Dec 31, 2016, $106.3 million net operating loss carryforwards

- $75.8 million federal; $30.5 million state
- Federal NOLs do not expire until 2025 and beyond

### Select Balance Sheet Items

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<tr>
<td>Cash &amp; cash equivalents</td>
<td>$25.0</td>
<td>$38.5</td>
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<tr>
<td>Receivables</td>
<td>25.9</td>
<td>33.6</td>
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<tr>
<td>Net deferred tax assets</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>92.9</strong></td>
<td><strong>165.3</strong></td>
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<td>Debt</td>
<td>9.0</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>25.7</strong></td>
<td><strong>45.7</strong></td>
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<tr>
<td><strong>Total stockholders’ equity</strong></td>
<td><strong>67.2</strong></td>
<td><strong>119.6</strong></td>
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DealerX Platform

RoiQ™

Website Dashboard

Marketing Dashboard

Engagement

Visitor Profile
High Buy Rates

- We estimate¹ buy rates that reflect how many leads submitted by consumers through the AutoWeb network convert to purchases, and how many leads were lost to other dealers.

- Most competitors rely only on feedback from dealers/manufacturers with minimal attribution.

- Buy rate information provides the ability to drive pricing with dealers, as well as incremental lead volume.

- Internally generated leads account for ~80% of leads sold by AutoWeb.

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1) Estimated buy rates based on vehicle registration data and internal analysis. Buy rates are calculated using a three-month rolling average of 90 day close rates.

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AutoWeb Internally-Generated Lead Buy Rate is 3x Industry Average of ~6-8%
We have a proven track record of providing high quality leads.

AutoWeb’s leading edge SEM practice featured in several Google White Papers.

We have consistently maintained these high buy rates:
- Autobytel.com avg. buy rate = 28%
- All internally generated avg. buy rate = 18%

1) Contribution from Dealix began in 2016.
2018 U.S. light vehicle sales forecast down slightly to 17.0 million units
- Down 1% YoY

2018 U.S. retail light vehicle sales forecast down slightly to 13.7 million units
- Down 2% YoY
About AutoWeb, Inc.
AutoWeb, Inc. provides high-quality consumer leads, clicks and associated marketing services to automotive dealers and manufacturers throughout the United States. The company also provides consumers with robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive Internet in 1995 and has since helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and has helped every major automaker market its brand online.

Investors and other interested parties can receive AutoWeb news alerts and special event invitations by accessing the online registration form here.
Appendix

- Reconciliation Tables
- High ROI for Dealers
- AutoWeb Leads Drive Car Sales
- Market Data
Reconciliation of Specialty Finance Divestiture – Schedule A

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<tr>
<td>Revenue</td>
<td>$66.8</td>
<td>$78.4</td>
<td>$106.3</td>
<td>$133.2</td>
<td>$156.7</td>
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<td>Finance Leads</td>
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<td>$6.2</td>
<td>$6.9</td>
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<td>Adjusted Revenue</td>
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<td>$72.2</td>
<td>$99.4</td>
<td>$126.7</td>
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<td>Non-GAAP Income¹</td>
<td>$3.7</td>
<td>$5.1</td>
<td>$9.3</td>
<td>$15.4</td>
<td>$17.3</td>
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<tr>
<td>Finance Leads</td>
<td>$0.7</td>
<td>$0.3</td>
<td>$0.8</td>
<td>$0.4</td>
<td>$0.5</td>
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<tr>
<td>Adjusted Non-GAAP Income</td>
<td>$2.9</td>
<td>$4.7</td>
<td>$8.5</td>
<td>$15.0</td>
<td>$16.8</td>
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<tr>
<td>Non-GAAP EPS²</td>
<td>$0.40</td>
<td>$0.48</td>
<td>$0.83</td>
<td>$1.22</td>
<td>$1.30</td>
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<td>Finance Leads</td>
<td>$0.08</td>
<td>$0.03</td>
<td>$0.07</td>
<td>$0.03</td>
<td>$0.03</td>
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<tr>
<td>Adjusted Non-GAAP EPS</td>
<td>$0.32</td>
<td>$0.45</td>
<td>$0.76</td>
<td>$1.19</td>
<td>$1.27</td>
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The above financials are impacted by rounding to the nearest $0.1M.

1) Non-GAAP Income is equal to net income/(loss) plus amortization of acquired intangibles, non-cash stock compensation, income taxes, gain or loss on investment or sale, severance costs, acquisition related expenses, goodwill impairment, plus litigation settlements. See appendix for reconciliation.

2) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding. See appendix for reconciliation.
The above financials are impacted by rounding to the nearest $0.1M.

1) Tax provision for specialty finance leads standalone is computed using consolidated effective tax rate multiplied by finance leads income before income tax.

2) Non-GAAP Income is equal to net income/(loss) plus amortization of acquired intangibles, non-cash stock compensation, income taxes, gain or loss on investment or sale, severance costs, acquisition related expenses, goodwill impairment, plus litigation settlements. See appendix for reconciliation.

3) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding. See appendix for reconciliation.
Non-GAAP Income & EPS Reconciliation

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2) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding.
Non-GAAP Income & EPS Reconciliation

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<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
</tr>
<tr>
<td>Net Income/(Loss) ($M)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Amortization of Acquired Intangibles ($M)</td>
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<tr>
<td>Non-Cash Stock Compensation ($M)</td>
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<tr>
<td>Income Taxes ($M)</td>
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<tr>
<td>Litigation Settlements ($M)</td>
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<tr>
<td>Gain on Investment ($M)</td>
<td></td>
<td></td>
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<tr>
<td>Acquisition / Severance Expenses / Goodwill ($M)</td>
<td>$1.3</td>
<td>$0.1</td>
<td>$0.0</td>
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<tr>
<td>Non-GAAP Income ($M)</td>
<td>$2.8</td>
<td>$3.0</td>
<td>$6.3</td>
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<tr>
<td>Weighted Average Diluted Shares (k)</td>
<td>13,346</td>
<td>13,295</td>
<td>13,337</td>
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<tr>
<td>Non-GAAP EPS²</td>
<td>$0.21</td>
<td>$0.23</td>
<td>$0.47</td>
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The above financials are impacted by rounding to the nearest $0.1M.

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2) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding.

NASDAQ: AUTO
High ROI for Dealers

- Given AutoWeb’s high conversion rates, our cost per lead model provides a favorable ROI for dealers.

- The higher the conversion rate, the greater the price disparity.

- Estimated historical average close rate for auto industry is 6-8%.
  - **AutoWeb estimated buy rate is 19-33%**

- AutoWeb cost to dealer represents about half of all dealers’ normal marketing expense **at $628**

Average Dealer Cost Per Sale²

- **$399** for New Cost per Sale
- **$299** for 6% Dealer Close Rate
- **$367** for 8% Dealer Close Rate
- **$275** for 10% Dealer Close Rate
- **$220** for 15% Dealer Close Rate
- **$147** for 19% Dealer Close Rate

Purchasing Leads From AutoWeb Generates a Favorable ROI

1) National Automobile Dealer Association (NADA), 2016.
2) Calculated with an average cost of $22 per lead.
AutoWeb Leads Drive Car Sales

- Consumers submitting leads via AutoWeb network accounted for 3.8 million+ new retail sales from 2011-2017
  - This represents an average of ~4% of all U.S. Light Vehicle New Retail Sales from 2011-2017

- Consumers submitting leads via AutoWeb network accounted for an average of ~2% of all U.S. used car sales from 2011-2017

- Consistent growth despite minimal investment in the used car business from 2011-2016

AutoWeb Consumers Accounted for ~4% of Annual US LV New Retail Sales
AutoWeb’s Large Addressable Market

Total US Automotive Digital Ad Spend Estimate for 2017

$9.13 Billion

$3.33 B

Search & pay-per-click

$3.14 B

Video, media & banner display

$0.83 B

Lead generation & directories

Source: eMarketer.com estimates.

Addressable Market Grows By Entering Pay-per-Click Market
All Digital ROI Driven Ad Channels are Growing

Vehicle Digital Ad Spend by Channel

Source: eMarketer.com estimates.

AutoWeb Focusing In Highest Demand Channels