Safe Harbor Statement and Non-GAAP Disclosures

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,” “pending,” “plans,” “believes,” “will” and words of similar substance, or the negative of those words, 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 gross margin to remain in the mid-30% range over the coming quarters as it focuses on increased traffic and technology development, as well as the optimization of traffic acquisition costs; (ii) the company expects its opex as a percentage of revenue to continue in the low 30% range as the company increases investment in technology, sales and marketing resources in 2017; (iii) the company intends to continue to invest in the usedcars.com domain to make it the premier used vehicle destination for consumers; (iv) the company expects to focus on investments in technology, including investment in our consumer acquisition technology, the AutoWeb ad platform, and its consumer facing websites – which include car.com, autoweb.com, Autobytel.com and usedcars.com; (v) the company expects to continue to strengthen its U.S. and Guatemalan development teams to further accelerate the growth of the company’s click and core leads products, especially the usedcars.com website; (vi) the company expects that these investments to ultimately enhance and simplify the consumer’s path to purchase of new or used cars and trucks, while providing access to high-intent, in-market car buyers for the company’s dealer and OEM customers; and (vii) the company currently expects revenue to range between $156 million and $160 million, an increase of approximately 4% to 7% from 2016, and the company expects non-GAAP income to range between $16.8 million and $17.3 million, representing an increase of up to approximately 3%, with non-GAAP diluted EPS ranging between $1.24 and $1.28 on 13.5 million shares (noting that for comparative purposes, the foregoing percentage growth calculations, and the 2016 non-GAAP diluted EPS, exclude 2016 revenues, non-GAAP income and non-GAAP EPS related to the company’s specialty finance leads product that was divested on December 31, 2016), 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. Autobytel 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 Autobytel; changes in laws and regulations; costs of legal matters, including, defending lawsuits and undertaking investigations and related matters; and other matters disclosed in Autobytel’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, 2016, 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 Autobytel and the market price of the Company’s stock.

This presentation includes non-GAAP financial measures as defined by SEC Regulation G. Autobytel’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. Autobytel’s management believes that these non-GAAP financial measures provide 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 effects of the Company's net operating loss carryforwards, acquisitions and non-cash stock-based compensation. 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.

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Q1 2017 Financial Summary¹

(vs. YoY)

- **Revenues increased 8%** to a Q1 record $37.3 million
- **Advertising revenues increased 112%** to a record $8.0 million
- **Click revenues increased 152%** to $6.5 million
- **Net Income was** $0.5 million or $0.04 per diluted share
- **Non-GAAP income² increased 24%** to $3.5 million or $0.26 per diluted share

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

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 and acquisition related expenses, plus litigation settlements. See appendix for reconciliation.
Autobytel’s Large Addressable Market

Total US Automotive Digital Ad Spend Estimate for 2017

$9.13 Billion

- Search & pay-per-click: $3.33 B
- Video, media & banner display: $3.14 B
- Lead generation & directories: $0.83 B

Source: eMarketer.com estimates.

Addressable Market Grows By Entering Pay-per-Click Market
Autobytel Focusing In Highest Demand Channels

Vehicle Digital Ad Spend by Channel

Source: eMarketer.com estimates.
Quarterly Revenue¹

- **Advertising**: Up 112% YoY due to continued strong growth of click revenues.
- **Auto Leads & Services**: Down 5% YoY due to systematic reduction of lower quality leads supply over the course of 2016.

1) For comparative purposes, all prior results exclude the company’s specialty finance leads product, which was divested on December 31, 2016.
**Total lead volume** slightly down as the company worked to replace a meaningful amount of eliminated low quality volume with higher quality leads from internal-lead generation.

In Q4’15, the company began implementing its high-quality leads supply initiatives by focusing on increasing internal-lead generation and systematically reducing the volume of lower quality leads from 3rd party suppliers.
Autobytel Footprint – Dealers

Total dealer count now reflects our entire dealer network, including both OEM/wholesale and retail dealers.

Autobytel delivers leads to approximately 77% of all franchise dealers in the U.S.

Sequential increase driven by greater demand for high-quality leads from our OEM and wholesale partners, demonstrating they understand the high ROI our leads can provide.

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

- Q1 click revenues up 152% YoY, reflecting significant volume growth and expanding revenue per click

1) Acquired AutoWeb October 1, 2015.
# Financial Overview

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.

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 and acquisition related expenses, 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.

## Financial Overview

<table>
<thead>
<tr>
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<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>Revenue ($M)</td>
<td>$34.6</td>
<td>$34.6</td>
</tr>
<tr>
<td>Gross Profit ($M)</td>
<td>$13.2</td>
<td>$13.5</td>
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<tr>
<td>Gross Margin</td>
<td>38.2%</td>
<td>39.1%</td>
</tr>
<tr>
<td>Operating Expenses ($M)</td>
<td>$14.2</td>
<td>$12.7</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>-2.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Net Income ($M)</td>
<td>($0.7)</td>
<td>$0.4</td>
</tr>
<tr>
<td>EPS Diluted</td>
<td>($0.07)</td>
<td>$0.03</td>
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<tr>
<td>Non-GAAP Income ($M)²</td>
<td>$2.8</td>
<td>$3.0</td>
</tr>
<tr>
<td>Non-GAAP EPS³</td>
<td>$0.21</td>
<td>$0.23</td>
</tr>
<tr>
<td>Cash ($M)</td>
<td>$24.0</td>
<td>$27.1</td>
</tr>
<tr>
<td>Cash Flow From Operations ($M)</td>
<td>$1.6</td>
<td>$4.6</td>
</tr>
<tr>
<td>Closing Stock Price</td>
<td>$17.36</td>
<td>$13.87</td>
</tr>
</tbody>
</table>
Balance Sheet Supports Growth

- $39.6 million cash
- $11.4 million term loans, $8.0 million revolving line of credit, $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

$39.6 Million in Cash, $106.3 Million in Net Operating Loss Carryforwards
Autobytel Leads Drive Car Sales

- Consumers submitting leads via Autobytel network accounted for 3.3 million+ new retail sales from 2011-2016
  - This represents an average of ~4% of all U.S. Light Vehicle New Retail Sales from 2011-2015
  - Increased to ~5% of U.S. LV New Retail Sales for 2016
- Consumers submitting leads via Autobytel network accounted for an average of ~2% of all U.S. used car sales from 2011-2016
- Consistent growth despite minimal investment in the used car business from 2011-2016

U.S. LV New & Used Retail Sales by Autobytel Consumers

<table>
<thead>
<tr>
<th>Year</th>
<th>Retail Used</th>
<th>Retail New</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>435,221</td>
<td>469,422</td>
</tr>
<tr>
<td>2013</td>
<td>501,688</td>
<td>483,923</td>
</tr>
<tr>
<td>2014</td>
<td>590,087</td>
<td>539,775</td>
</tr>
<tr>
<td>2015</td>
<td>606,302</td>
<td>614,349</td>
</tr>
<tr>
<td>2016</td>
<td>837,430</td>
<td>748,404</td>
</tr>
</tbody>
</table>

Autobytel Consumers Accounted for ~5% of Annual US LV New Retail Sales
High Buy Rates

- **We estimate** buy rates that reflect how many leads submitted by consumers through the Autobytel 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 Autobytel.

**Lead Conversions**

(Consumers who Submitted a New Vehicle Lead & Bought New)

- **29%** Autobytel.com Website
- **18%** All ABTL Internally Generated
- **14%** Other 3rd Party Supplier
- **14%** Competitor/Supplier A
- **8%** Competitor/Supplier B
- **3%** Competitor/Supplier C

Internally-generated Autobytel leads have a buy rate of 18% to 29% — significantly higher than those we source from 3rd parties or purchase from our competitors.

---

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.

**Autobytel Internally-Generated Lead Buy Rate is 3x Industry Average of ~6-8%**
**Average Buy Rate\(^1\)**

- **We have a proven track record** of providing high quality leads

- Autobytel’s leading edge SEM practice featured in several Google White Papers

- **We have consistently maintained** these high buy rates since Q1 2011
  - Autobytel.com avg. buy rate = 25%
  - All internally generated avg. buy rate = 18%

---

1) Contribution from Dealix began in 2016.
High ROI for Dealers

- Given Autobytel’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%.
  - **Autobytel estimated buy rate is 18-29%**
- Autobytel cost to dealer represents about half of all dealers’ normal marketing expense **at $628**

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

---

**Average Dealer Cost Per Sale²**

<table>
<thead>
<tr>
<th>Cost Per Sale</th>
<th>6% Dealer Close Rate</th>
<th>8% Dealer Close Rate</th>
<th>10% Dealer Close Rate</th>
<th>15% Dealer Close Rate</th>
<th>19% Dealer Close Rate</th>
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</thead>
<tbody>
<tr>
<td>Used Cost</td>
<td>$399</td>
<td>$299</td>
<td>$275</td>
<td>$220</td>
<td>$147</td>
</tr>
<tr>
<td>New Cost</td>
<td>$367</td>
<td>$275</td>
<td>$220</td>
<td>$147</td>
<td>$116</td>
</tr>
</tbody>
</table>

**Competitor**

- Average Leads Provider

**Purchasing Leads From Autobytel Generates a Favorable ROI**
April 2017 SAAR for total sales:
  - 17.5 million units\(^2\)
  - Flat YoY

April 2017 projected SAAR for retail sales:
  - 14.2 million units
  - Down 0.7% YoY

1) J.D Power/LMC Automotive
2) Actual as reported by Automotive News
Annual Retail Auto Sales Forecast¹

U.S. LV Sales Forecast – 2008 to 2017E

- 2017 U.S. light vehicle sales forecast down slightly to 17.5 million units
  - Down 0.1% YoY
- 2017 U.S. retail light vehicle sales forecast up slightly to 14.2 million units
  - Up 0.2% YoY

¹) J.D Power/LMC Automotive
**2017 Outlook**

<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th>High</th>
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</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$156.0</td>
<td>$160.0</td>
</tr>
<tr>
<td><strong>Growth</strong></td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Non-GAAP Income</strong></td>
<td>$16.8</td>
<td>$17.3</td>
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<tr>
<td><strong>Growth</strong></td>
<td>~ flat</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Non-GAAP Diluted EPS</strong></td>
<td>$1.24</td>
<td>$1.28</td>
</tr>
<tr>
<td><strong>Growth</strong></td>
<td>(2%)</td>
<td>1%</td>
</tr>
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</table>

1) Guidance updated and effective only on May 4, 2017.

2) For comparative purposes, all growth calculations and chart figures exclude contribution from the company’s specialty finance leads product, which was divested on Dec 31, 2016.

3) Non-GAAP Income is defined as net income/(loss), plus amortization of acquired intangibles, non-cash stock compensation, income taxes, gain or loss on investment or sale, severance costs and acquisition related expenses, plus litigation settlements, and non-GAAP EPS is defined as non-GAAP income divided by weighted average diluted shares outstanding (see appendix for reconciliation). The company has not provided a reconciliation of its 2017 non-GAAP diluted EPS guidance to the most directly comparable GAAP financial measure because the effect, timing and potential significance of the effects of tax considerations, primarily related to the company’s net operating loss carryforwards, are out of the company’s control and/or cannot be reasonably predicted. Consequently, a reconciliation to the corresponding GAAP financial measure is not available without unreasonable effort.
Reconciliation of Specialty Finance Divestiture – Schedule A

<table>
<thead>
<tr>
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<tr>
<td><strong>Revenue</strong></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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<tr>
<td><strong>Finance Leads</strong></td>
<td>$6.2</td>
<td>$6.2</td>
<td>$6.9</td>
<td>$6.5</td>
<td>$6.3</td>
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<tr>
<td><strong>Adjusted Revenue</strong></td>
<td>$60.6</td>
<td>$72.2</td>
<td>$99.4</td>
<td>$126.7</td>
<td>$150.4</td>
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<table>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-GAAP Income¹</strong></td>
<td>$3.7</td>
<td>$5.1</td>
<td>$9.3</td>
<td>$15.4</td>
<td>$17.3</td>
</tr>
<tr>
<td><strong>Finance Leads</strong></td>
<td>$0.7</td>
<td>$0.3</td>
<td>$0.8</td>
<td>$0.4</td>
<td>$0.5</td>
</tr>
<tr>
<td><strong>Adjusted Non-GAAP Income</strong></td>
<td>$2.9</td>
<td>$4.7</td>
<td>$8.5</td>
<td>$15.0</td>
<td>$16.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-GAAP EPS²</strong></td>
<td>$0.40</td>
<td>$0.48</td>
<td>$0.83</td>
<td>$1.22</td>
<td>$1.30</td>
</tr>
<tr>
<td><strong>Finance Leads</strong></td>
<td>$0.08</td>
<td>$0.03</td>
<td>$0.07</td>
<td>$0.03</td>
<td>$0.03</td>
</tr>
<tr>
<td><strong>Adjusted Non-GAAP EPS</strong></td>
<td>$0.32</td>
<td>$0.45</td>
<td>$0.76</td>
<td>$1.19</td>
<td>$1.27</td>
</tr>
</tbody>
</table>

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 and acquisition related expenses, 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.
### Reconciliation of Specialty Finance Divestiture – Schedule B

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 and acquisition related expenses, 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.

<table>
<thead>
<tr>
<th></th>
<th>QTD 3/31/16</th>
<th>QTD 6/30/16</th>
<th>QTD 9/30/16</th>
<th>QTD 12/31/16</th>
<th>YTD 12/31/16</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As Reported</td>
<td>Specialty</td>
<td>Adjusted</td>
<td>As Reported</td>
<td>Specialty</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$36.2</td>
<td>$1.6</td>
<td>$34.6</td>
<td>$36.1</td>
<td>$1.6</td>
</tr>
<tr>
<td><strong>Cost of revenues</strong></td>
<td>22.6</td>
<td>1.2</td>
<td>21.4</td>
<td>22.2</td>
<td>1.2</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td>13.6</td>
<td>0.4</td>
<td>13.2</td>
<td>13.9</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>Operating expenses</strong></td>
<td>14.5</td>
<td>0.3</td>
<td>14.2</td>
<td>13.0</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Operating income (loss)</strong></td>
<td>(0.9)</td>
<td>0.1</td>
<td>(1.0)</td>
<td>0.9</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Interest and other income (expense), net</strong></td>
<td>(0.2)</td>
<td>-</td>
<td>(0.2)</td>
<td>(0.2)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Income (loss) before income tax provision (benefit)</strong></td>
<td>(1.1)</td>
<td>0.1</td>
<td>(1.2)</td>
<td>0.7</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Income tax provision (benefit)</strong></td>
<td>(0.4)</td>
<td>0.0</td>
<td>(0.5)</td>
<td>0.3</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Net income (loss) and comprehensive income (loss)</strong></td>
<td>$0.7</td>
<td>$0.1</td>
<td>$0.7</td>
<td>$0.4</td>
<td>$0.1</td>
</tr>
<tr>
<td><strong>Non-GAAP Income</strong></td>
<td>$2.9</td>
<td>$0.1</td>
<td>$2.8</td>
<td>$3.2</td>
<td>$0.1</td>
</tr>
<tr>
<td><strong>Non-GAAP EPS</strong></td>
<td>$0.22</td>
<td>$0.01</td>
<td>$0.21</td>
<td>$0.24</td>
<td>$0.01</td>
</tr>
</tbody>
</table>
Contact Us

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About Autobytel Inc.
Autobytel Inc. provides high quality consumer leads 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 with its flagship website www.autobytel.com, 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 Autobytel news alerts and special event invitations by accessing the online registration form at investor.autobytel.com/alerts.cfm.
Appendix

- Reconciliation Table
- Mobile Products
- Ancillary Products & Investments
# Non-GAAP Income & EPS Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>QTD 3/31/16</th>
<th>QTD 6/30/16</th>
<th>QTD 9/30/16</th>
<th>QTD 12/31/16</th>
<th>YTD 12/31/16</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As Reported</td>
<td>Specialty</td>
<td>Adjusted</td>
<td>As Reported</td>
<td>Specialty</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>$ (0.7)</td>
<td>$ 0.1</td>
<td>$ (0.7)</td>
<td>$ 0.4</td>
<td>$ 0.1</td>
</tr>
<tr>
<td>Amortization of acquired intangibles</td>
<td>1.4</td>
<td>-</td>
<td>1.4</td>
<td>-</td>
<td>1.4</td>
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<tr>
<td>Non-cash stock based compensation</td>
<td>1.4</td>
<td>0.0</td>
<td>1.3</td>
<td>0.9</td>
<td>0.0</td>
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<tr>
<td>Cost of revenues</td>
<td>0.0</td>
<td>-</td>
<td>0.0</td>
<td>-</td>
<td>0.0</td>
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<tr>
<td>Sales and marketing</td>
<td>0.6</td>
<td>0.0</td>
<td>0.6</td>
<td>0.3</td>
<td>0.0</td>
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<tr>
<td>Technology support</td>
<td>0.3</td>
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<td>0.3</td>
<td>0.1</td>
<td>-</td>
</tr>
<tr>
<td>General and administrative</td>
<td>0.4</td>
<td>-</td>
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<tr>
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<td>0.4</td>
<td>-</td>
<td>0.4</td>
<td>0.1</td>
<td>-</td>
</tr>
<tr>
<td>Severance costs</td>
<td>0.8</td>
<td>-</td>
<td>0.8</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Litigation settlements</td>
<td>(0.0)</td>
<td>-</td>
<td>(0.0)</td>
<td>0.0</td>
<td>-</td>
</tr>
<tr>
<td>Gain (loss) on investment</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Gain on disposal</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Income taxes</td>
<td>(0.4)</td>
<td>0.0</td>
<td>(0.5)</td>
<td>0.3</td>
<td>0.0</td>
</tr>
<tr>
<td>Non-GAAP income¹</td>
<td>$ 2.9</td>
<td>$ 0.1</td>
<td>$ 2.8</td>
<td>$ 3.2</td>
<td>$ 0.1</td>
</tr>
<tr>
<td>Non-GAAP EPS²</td>
<td>$ 0.22</td>
<td>$ 0.01</td>
<td>$ 0.21</td>
<td>$ 0.24</td>
<td>$ 0.01</td>
</tr>
</tbody>
</table>

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 and acquisition related expenses, plus litigation settlements.

2) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding.
Autobytel Mobile is a leader in providing texting services to dealerships. Text message marketing can be used on window stickers, showroom displays, billboards, print, TV, radio, and dealership websites.

**Text Marketing**

**Text Marketing**

Text Shield Gateway is the Centerpiece of Our Complete Mobile Suite

**TextShield®**

Enables 2-way text conversations in a centralized and controlled environment.

**Apps**

Features and functionality allow dealerships to stay engaged with customers by having them download a Dealer Branded App.

**Send2Phone**

Enables consumers to send tactical mobile landing pages to their cell phones via SMS.

**Mobile Websites**

Award winning mobile sites convert traffic into real time leads.
SaleMove technology allows dealers to interact with consumers in real-time through whichever method they choose (i.e. live video, phone, text-based chat, etc.).

- Invested in GoMoto: An interactive digital solution for dealer showrooms/service centers
- Designed to drive customer engagement and increase conversion
- Enables consumers to shop by payment with their PC or mobile device
- Provides dealers with pre-qualified customers

Redefining How Customers Interact With Dealers