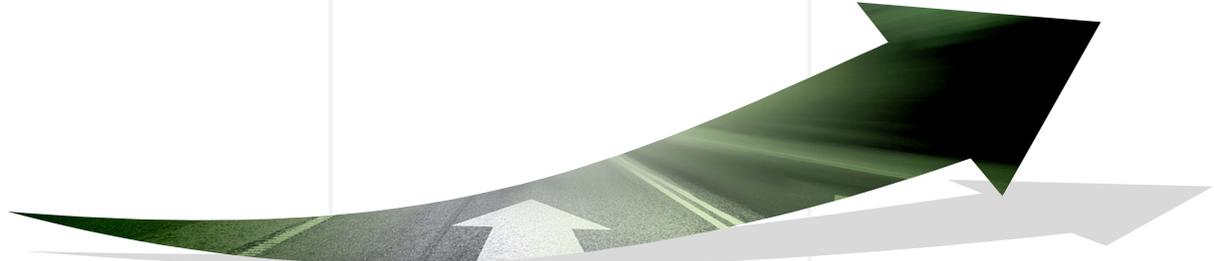


We Are at An Inflection Point

Prior to 2015

2015 - 2016

2016+



- Focused on growth
- Assembled right assets
 - international expansion
 - digital marketing capabilities

- Optimize and transform business
- Comprehensive retooling

- Balanced growth strategy
 - significantly expanding margins
 - accelerating earnings growth
 - enhancing market leadership

Building on Key Strengths

Leading Global Provider of IT and Digital Marketing Solutions to the Automotive Retail Industry

Revenue Breakdown



Number of global DMS client sites	~27,000
Countries served	100+
U.S. DMS client site market share	~40%
Average client retention	20 yrs

Well Positioned in Attractive, Growing Markets

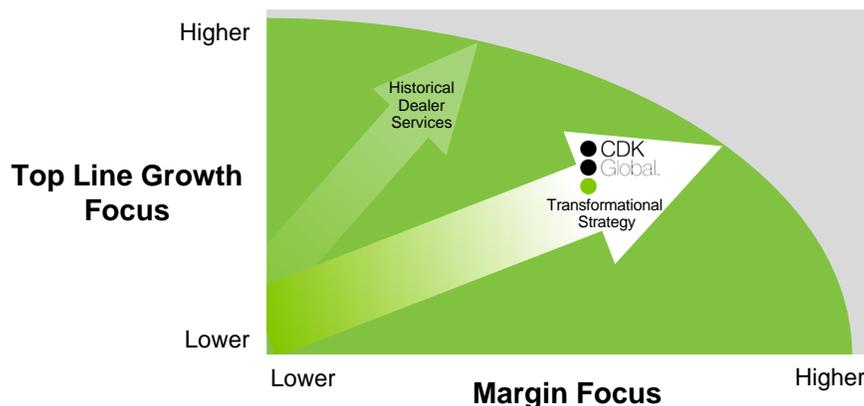
Market Growth Drivers

- Global automotive sales are increasing
- OEMs and large dealer groups looking for global partners
- Accelerating shift to digital marketing
- Convergence of online and in store experience
- Migration to integrated retail workflow-based solutions
- Growing adoption of data-based analytics

Global Opportunity

- Auto Retail IT ~\$15B growing at low single digits
- Digital Marketing ~\$30B growing at low to mid teens

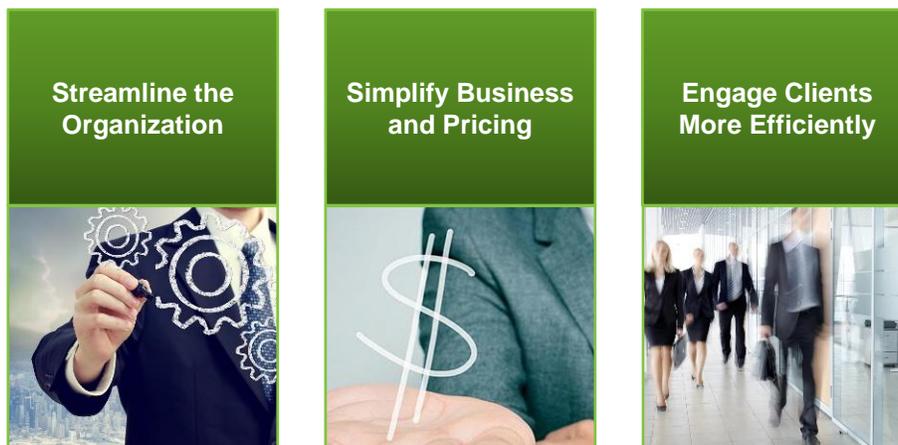
Our Transformation: Balancing Growth and Margin Expansion



Our Three-Point Transformational Strategy Going Forward

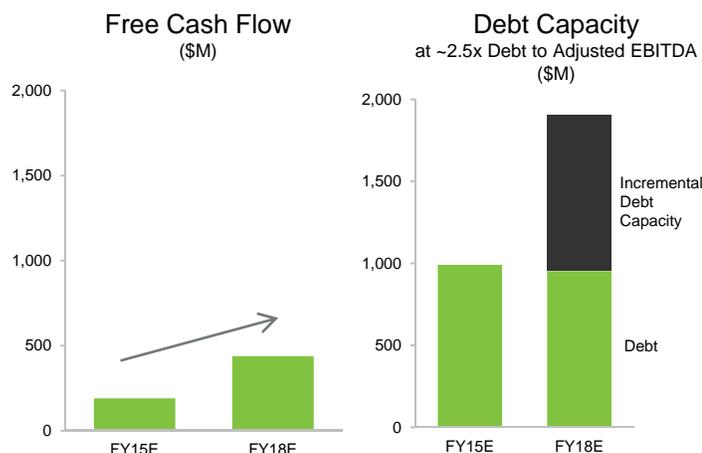


Drive Operational Excellence

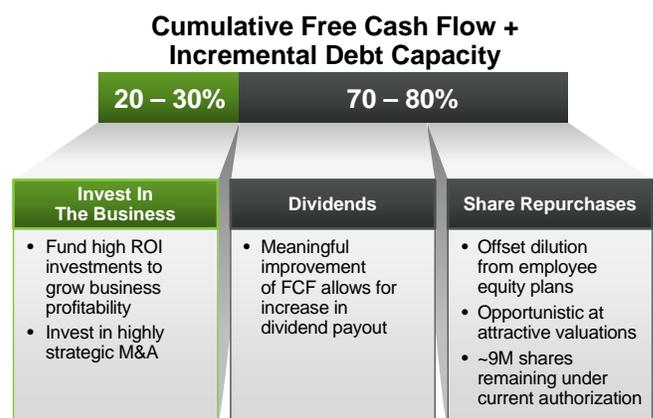


▶ Incremental adjusted EBITDA of \$250 – 275M over 3 years

Increased Debt Capacity Allows for Return to Shareholders



Disciplined Capital Allocation



▶ Expect to allocate 70 – 80 % to dividends / share repurchases

Creating Sustainable Value

Solid Foundation

- The right assets
- The right strategy
- The right team

Comprehensive Optimization Analysis

- Deep dive across organization
- Conducted benchmarks and assessments
- Prioritized opportunities

Compelling Transformation Plan

- Key elements
 - more selective revenue growth
 - significant margin expansion
 - disciplined capital allocation

FY16 – FY18			FY19+
Annual revenue growth	GROWING	4 – 5%	5 – 7%
Adjusted EBITDA margin	EXPANDING	~1,300 bps total 35% FY18	~150 bps annually
Annual adjusted pretax earnings growth	ACCELERATING	>25%	
Free cash flow generation	GROWING	~\$1B over 3 yrs	
Debt ratio	MAINTAIN	~2.5x debt to adjusted EBITDA	
Target cash balance	STRONG	~\$250 million	

Forward-Looking Statements

This document contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical facts, including statements concerning our plans, objectives, goals, beliefs, business strategies, future events, business conditions, results of operations, financial position and business outlook, business trends, intention to make share repurchases and to declare and pay future dividends and other information, may be forward-looking statements. Words such as “might,” “will,” “may,” “should,” “estimates,” “expects,” “continues,” “contemplates,” “anticipates,” “projects,” “plans,” “potential,” “predicts,” “intends,” “believes,” “forecasts,” “future,” “assumes,” and variations of such words or similar expressions are intended to identify forward-looking statements. Our expectations, beliefs, estimates and projections are expressed in good faith and we believe there is a reasonable basis for them. However, there can be no assurance that management’s expectations, beliefs, estimates and projections will result or be achieved and actual results may vary materially from what is expressed in or indicated by the forward-looking statements. In addition, we cannot assure you that we will realize the results, benefits or developments that we expect or anticipate or, even if substantially realized, that they will result in the consequences or affect us or our business in the way expected. There can be no assurance that (i) we have correctly measured or identified all of the factors affecting our business or the extent of these factors’ likely impact, (ii) the available information with respect to these factors on which such analysis is based is complete or accurate, (iii) such analysis is correct or (iv) our strategy, which is based in part on this analysis, will be successful.

Factors that could cause actual results to differ materially from those contemplated by the forward-looking statements include: our ability to timely and effectively implement our transformation plan as planned; our success in obtaining, retaining and selling additional services to clients; the pricing of products and services; changes in overall market and economic conditions, technology trends, and auto sales and advertising trends; competitive conditions; changes in regulations; security breaches, interruptions, failures and/or other errors involving our systems or networks; availability of skilled technical personnel and the impact of new acquisitions and divestitures. The statements in this document are made as of the date of this document, even if subsequently made available by us otherwise. Except as required by applicable law, we disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise. These risks and uncertainties, along with the risk factors discussed in our reports filed with the Securities and Exchange Commission (SEC), including those discussed under “Item 1A. Risk Factors” in our Registration Statement on Form 10 for the fiscal year ended June 30, 2014, our Registration Statement on Form S-4 as filed with the SEC on May 5, 2015 and our most recent Quarterly Report on Form 10-Q, should be considered in evaluating any forward-looking statements contained herein. These filings can be found on our website at www.cdkglobal.com and the SEC’s website at www.sec.gov.

Non-GAAP Measures

Non-GAAP measures, including references to revenue, pre-tax earnings, EBITDA, free cash flow and total debt to EBITDA used in this presentation are defined in the Glossary of Non-GAAP Measures posted on the CDK Global Investor Relations website, investors.cdkglobal.com.