

# Second Quarter Fiscal 2018 Results

January 30, 2018

# Safe Harbor for Forward-Looking Statements

This presentation contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical fact, including: the Company's business outlook, forecasted GAAP and adjusted results for the fiscal year ending June 30, 2018, and an estimated post-tax reform normalized annual adjusted effective tax rate; the Company's objectives for its multi-year business transformation plan; other plans; objectives; forecasts; goals; beliefs; business strategies; future events; business conditions; results of operations; financial position and business outlook and trends; and other information, may be forward-looking statements. Words such as "might," "will," "may," "could," "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. These statements are based on management's expectations and assumptions and are subject to risks and uncertainties that may cause actual results to differ materially from those expressed, or implied by, these forward-looking statements.

Factors that could cause actual results to differ materially from those contemplated by the forward-looking statements include: the Company's success in obtaining, retaining and selling additional services to customers; the pricing of products and services; overall market and economic conditions, including interest rate and foreign currency trends, and technology trends; adverse global economic conditions and credit markets and volatility in the countries in which we do business; auto sales and advertising and related industry changes; competitive conditions; changes in regulation (including future interpretations, assumptions and regulatory guidance related to the Tax Cuts and Jobs Act); changes in technology, security breaches, interruptions, failures and other errors involving CDK systems; availability of skilled technical employees/labor/personnel; the impact of new acquisitions and divestitures; employment and wage levels; availability of capital for the payment of debt service obligations or dividends or the repurchase of shares; any changes to the Company's credit ratings and the impact of such changes on financing costs, rates, terms, debt service obligations, access to capital market and working capital needs; the impact of the Company's indebtedness, access to cash and financing, and ability to secure financing, or financing at attractive rates; litigation involving contract, intellectual property, competition, shareholder, and other matters, and governmental investigations; the Company's ability to timely and effectively implement its transformation plan; and the ability of the Company's significant stockholders and their affiliates to significantly influence the Company's decisions or cause it to incur significant costs.

There may be other factors that may cause the Company's actual results, performance or achievements to differ materially from those expressed in, or implied by, the forward-looking statements. CDK gives no assurances that any of the events anticipated by the forward-looking statements will occur or, if any of them do, what impact they will have on its results of operations and financial condition. You should carefully read the factors described in the Company's reports filed with the Securities and Exchange Commission ("SEC"), including those discussed under "Part I, Item 1A. Risk Factors" in its most recent Annual Report on Form 10-K and its most recent Quarterly Report on Form 10-Q for a description of certain risks that could, among other things, cause the Company's actual results to differ from any forward-looking statements contained herein. These filings can be found on the CDK website at [www.cdkglobal.com](http://www.cdkglobal.com) and the SEC's website at [www.sec.gov](http://www.sec.gov).

All forward-looking statements speak only as of the date of this press release even if subsequently made available by CDK on its website or otherwise. CDK disclaims any obligation to update or revise any forward-looking statements that may be made to reflect new information or future events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events, other than as required by law.

# Second Quarter Fiscal 2018 Highlights

- Strong earnings results
  - Net earnings attributable to CDK margin up 340 bps
  - Adjusted EBITDA margin up 350 bps
- Revenue grew 3%, 1% on a constant currency basis
- Making headway in efforts intended to stabilize site count
- Continued progress in our business transformation
  - Enhance Customer Service
  - Simplify Quote to Cash

# Business Transformation Plan

## Key workstreams

WORKSTREAM	DESCRIPTION
1 MoveUp!	Migrate customers to latest software versions; engineer to reduce customizations
2 Streamline implementation	Streamline installation and training process through improved technology, process, tools, and workflow
3 Enhance customer service	Decrease resolution times through optimized case management and technology-enabled, intelligent, user-driven support
4 Optimize sales and product offering	Standardize pricing; optimize discount management; reduce product complexity; adjust sales structure
5 Simplify quote to cash	Reduce business complexity through integrated go-to-market model that leverages an automated contracting process, SKU rationalization, and streamlined invoicing
6 Workforce efficiency and footprint	Increase efficiency through fewer layers and larger spans of control, geographic wage arbitrage, and reduced facility footprint
7 Strategic sourcing	Disciplined vendor management and vendor consolidation
8 CDK International	Comprehensive optimization across back office, R&D, implementation, and support

# Business Transformation Plan

Q2 updates



## Enhance customer service

- Service interactions down
- Driving case backlog resolution



## Simplify quote to cash

- Launched SmartQuote to Digital sales teams

## Q2 Fiscal 2018 Financial Results

Total CDK; represents growth from Q2 Fiscal 2017

\$ Million (except per share amounts)	GAAP		Adjusted	
Revenues	\$561.7	<b>+3%</b>	\$561.7	<b>+3%</b>
Earnings before income taxes	\$120.3	<b>+1%</b>	\$161.4	<b>+7%</b>
Net earnings attributable to CDK	\$104.0	<b>+26%</b>	\$119.7	<b>+20%</b>
Diluted net earnings attributable to CDK per share	\$0.75	<b>+36%</b>	\$0.87	<b>+30%</b>
Margin	Net earnings attributable to CDK margin 18.5%	<b>+340 bps</b>	EBITDA margin 36.3%	<b>+350 bps</b>

- Q2 Fiscal 2018 GAAP effective tax rate was 11.7% compared to 29.7% in Q2 Fiscal 2017; Q2 Fiscal 2018 adjusted effective tax rate was 24.3% compared to 33.1% in Q2 Fiscal 2017
- A reconciliation of the most directly comparable GAAP measure to each "Adjusted" measure can be found in the tables accompanying our January 30, 2018, press release that we furnished to the SEC and posted to the "Financial Information" section of our Investor Relations website, <http://investors.cdkglobal.com>.

# Q2 Fiscal 2018 Financial Results

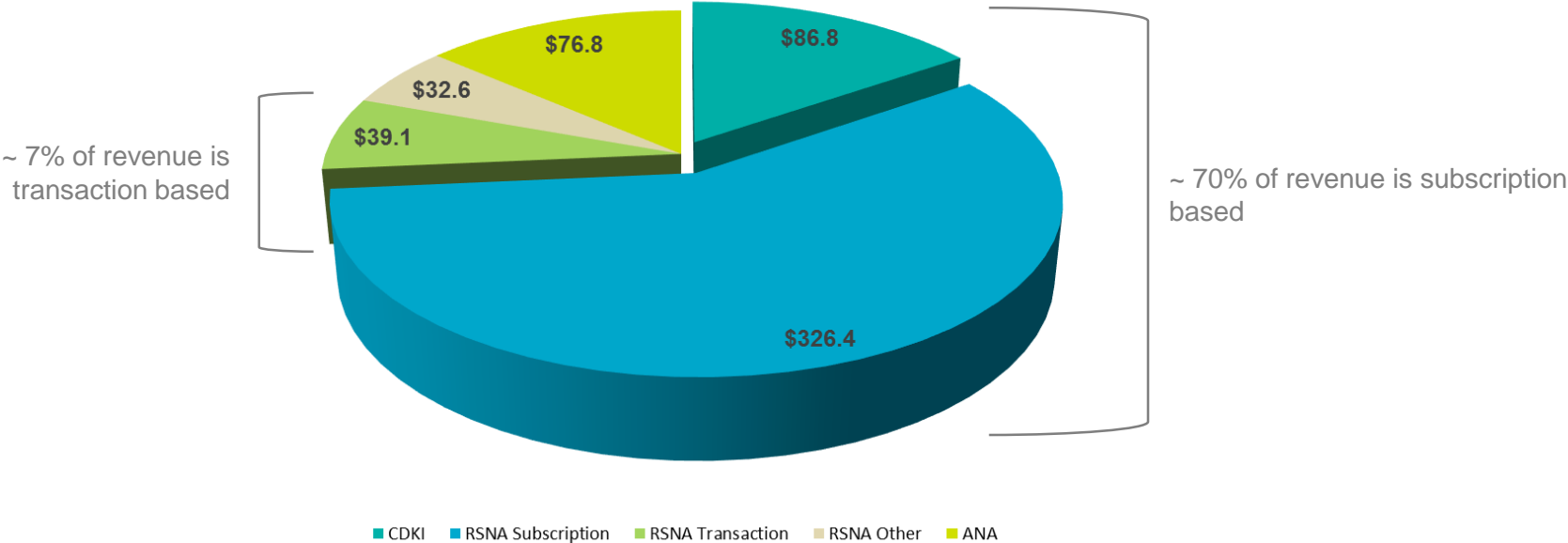
By segment; represents growth from Q2 Fiscal 2017

	Revenues		Pretax Earnings			Pretax Margin	
	GAAP	Constant Currency Adjusted	GAAP	Adjusted	Constant Currency Adjusted	GAAP	Adjusted
<i>\$ Million</i>							
Retail Solutions North America	\$398.1 <b>+1%</b>	<b>+1%</b>	\$162.3 <b>+14%</b>	\$167.5 <b>+18%</b>	<b>+17%</b>	40.8% <b>+470 bps</b>	42.1% <b>+600 bps</b>
Advertising North America	\$76.8 <b>(2%)</b>	<b>(2%)</b>	\$9.4 <b>(4%)</b>	\$9.4 <b>(4%)</b>	<b>(4%)</b>	12.2% <b>-30 bps</b>	12.2% <b>-30 bps</b>
CDK International	\$86.8 <b>+14%</b>	<b>+8%</b>	\$22.6 <b>+23%</b>	\$22.6 <b>+23%</b>	<b>+18%</b>	26.0% <b>+190 bps</b>	26.0% <b>+190 bps</b>

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# Q2 Fiscal 2018 Financial Results

## Segment Revenues (\$ Million)



o Segment revenue details can be found in the tables accompanying our January 30, 2018, press release that we furnished to the SEC and posted to the "Financial Information" section of our Investor Relations website, <http://investors.cdkglobal.com>.



# Fiscal 2018 Guidance

Total CDK; represents growth from Fiscal 2017

	GAAP		Adjusted	
	1/30/18 Guidance	10/31/17 Guidance	1/30/18 Guidance	10/31/17 Guidance
Revenue Growth	3.0% - 4.0%	3.0% - 4.0%	3.0% - 4.0%	3.0% - 4.0%
Diluted net earnings attributable to CDK per share	\$2.65 - \$2.75	\$2.37 - \$2.47	\$3.23 - \$3.28	\$2.95 - \$3.00
Growth	33.0% - 38.0%	19.0% - 24.0%	25.0% - 27.0%	15.0% - 17.0%
	Net earnings attributable to CDK		EBITDA	
Growth	24.0% - 27.0%	10.0% - 13.0%	13.0% - 16.0% high end of range	13.0% - 16.0%
	Net earnings attributable to CDK margin		EBITDA margin	
Margin	16.0% - 17.0%	14.0% - 15.0%	35.0% - 36.0% high end of range	35.0% - 36.0%

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# Appendix

# Glossary of Non-GAAP Measures

Within this presentation, we disclose certain financial measures for our consolidated and operating segment results on both a GAAP and a non-GAAP (adjusted) basis. The non-GAAP financial measures disclosed should be viewed in addition to, and not as an alternative to, results prepared in accordance with GAAP. Our use of each of the following non-GAAP financial measures may differ from similarly titled non-GAAP financial measures presented by other companies, and other companies may not define these non-GAAP financial measures, or reconcile them to the comparable GAAP financial measures, in the same way. A reconciliation between the following non-GAAP measures and their most comparable GAAP measure and an explanation of why management believes the non-GAAP measures are useful for both management and investors can be found at the end of the press release posted to our Investor Relations website, <http://investors.cdkglobal.com>, in the “Financial Information” section and furnished by us to the SEC on January 30, 2018.

<b>Non-GAAP Financial Measure</b>	<b>Comparable GAAP Financial Measure</b>
Adjusted earnings before income taxes	Earnings before income taxes
Adjusted provision for income taxes	Provision for income taxes
Adjusted net earnings attributable to CDK	Net earnings attributable to CDK
Adjusted diluted earnings attributable to CDK per share	Diluted earnings attributable to CDK per share
Adjusted EBITDA	Net earnings attributable to CDK
Adjusted EBITDA margin	Net earnings attributable to CDK margin
Constant currency revenues	Revenues
Constant currency adjusted earnings before income taxes	Earnings before income taxes