



Market Facts

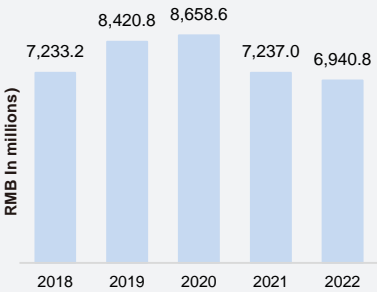
NYSE:	ATHM
Share price per ADS (December 13, 2023):	\$27.48
Total ordinary shares:	492.7 million
Share/ADS ratio:	1 ADS = 4 ordinary shares
Market cap:	\$3.4 billion
52-week range:	\$26.08 - \$37.57
Fiscal year end:	December 31

Company Overview

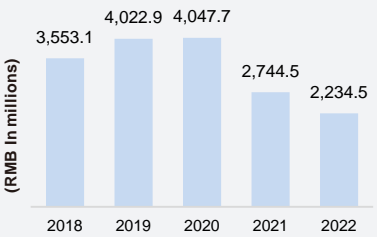
Autohome Inc. (NYSE: ATHM; HKEX: 2518) is the leading online destination for automobile consumers in China with the mission to engage, educate and inform consumers about everything auto. Autohome provides **OGC, PGC, UGC, and AIGC**, a comprehensive **automobile library**, and extensive **automobile listing information** to automobile consumers, covering the entire car purchase and ownership cycle.

Autohome’s **dealer subscription** and **advertising services** allow dealers to market their inventory and services through Autohome’s platform, and it offers **sales leads, data analysis, and marketing services** to assist automakers and dealers with improving their efficiency and facilitating transactions.

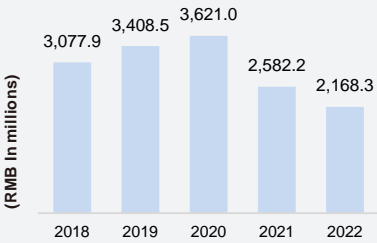
Total net revenue



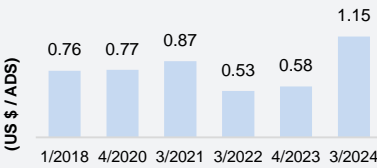
Adjusted EBITDA



Adjusted net income attributable to Autohome Inc.



Dividends Paid Out



*Note: On December 12, 2023, Autohome Inc. announced that the Company's board of directors had approved a cash dividend of US\$1.15 per ADS (or US\$0.2875 per ordinary share) payable in U.S. dollars (the "Dividend") to holders of ADSs and ordinary shares of record as of the close of business on December 29, 2023, New York Time and Beijing/Hong Kong Time, respectively. The Dividend is expected to be paid to holders of ordinary shares and ADSs on or around March 27, 2024.

Contact Us
18th Fl., Tower B, CEC Plaza
3 Dan Ling Street, Haidian District,
Beijing, China
Tel: +86-10-5985-7001
www.autohome.com.cn

Investment Highlights

Leading Online Destination for Automobile Consumers in China – 69.01 million mobile daily active users in September 2023, according to QuestMobile.

One-stop Service to Search, Purchase and Use Cars – providing comprehensive, independent and interactive contents and tools for automobile consumers.

Preferred Intelligent Platform for OEMs and Dealers – serving 100 OEM customers and 20,000+ dealer customers.

Revenue Growth from New Business – focus on new initiatives as the second growth curve, i.e. innovative NEV retail model, digital products and one-stop full-chain used car ecosystem.

Professional and Visionary Management Backed by Strategic Shareholder – Ping An Group.

Solid Financial Performance and Strong Cash Position with Continuous Buyback and Dividend.

Autohome’s Core Business

Addressing different pain points from C and B Partners, Autohome is actively creating a full range of products, leveraged superior technological edges and data capabilities.

Large User Base

69 Million
Mobile
DAU

Customers: Autohome provides one-stop content and service with practical tools to facilitate transactions, and holds **No.1** influence powered by comprehensive, professional and authentic auto contents.

High Customer Penetration rate

100 OEM

OEMs: Through a series of product innovations and new models, Autohome assists OEMs to create high-efficiency and low-cost marketing channels, with stronger end-to-end sales and user operation.

20,000+
Dealers

Dealerships: Membership subscription packages and highly digitalized CRM+ products portfolio empower dealers’ management ability to improve overall digitalization level, reducing cost and increase efficiency.

65%+ Used
Car Dealers

Used Cars: Autohome provides one-stop closed-loop service, and synergizes with TTP and Ping An Group to build a complete used car ecosystem, covering from upstream to downstream.