

The logo for Driven Brands, featuring the word "Driven" in a bold, italicized yellow font and "Brands" in a white sans-serif font, with a red underline beneath "Driven".

DrivenBrands®

A stylized illustration of a hand holding a camera, set against a yellow background. The hand is rendered in a realistic style, while the camera is more abstract. The background is a dark, textured grey with a grid of small circles.

WILLIAM BLAIR GROWTH STOCK CONFERENCE

June 5, 2024

Jonathan Fitzpatrick, CEO and President
Danny Rivera, COO

FORWARD LOOKING STATEMENTS & DISCLAIMER

This presentation contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. We may also make forward-looking statements orally during this conference, including to analysts, investors, representatives of the media and others. These forward-looking statements are generally identified by the use of forward-looking terminology, including the terms “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “likely,” “may,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would” and, in each case, their negative or other various or comparable terminology. All statements other than statements of historical facts contained in this presentation, including statements regarding our strategy, future operations, future financial position, future capital allocation, future revenue, projected costs, prospects, plans, objectives of management, and expected market growth are forward-looking statements. In particular, forward-looking statements include, among other things, statements relating to: (i) our strategy, outlook, and growth prospects; (ii) our operational and financial targets and dividend policy; (iii) general economic trends and trends in the industry and markets; and (iv) the competitive environment in which we operate. Forward-looking statements are not based on historical facts but instead represent our current expectations and assumptions regarding our business, the economy and other future conditions, and involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by the forward-looking statements. It is not possible to predict or identify all such risks. These risks include, but are not limited to, those described in the to the “Forward-Looking Statements” and “Risk Factors” sections of the Company’s Annual Report on Form 10-K for the year ended December 31, 2023, and in our other filings with the Securities and Exchange Commission, which are available on its website at www.sec.gov. Given these uncertainties, you should not place undue reliance on these forward-looking statements.

Forward-looking statements speak only as of the date the statements are made. Driven Brands Holdings Inc. (the “Company”) assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances or other changes affecting forward-looking information except as required by law.

**BUSINESS
OVERVIEW**



A SKILLED AND EXPERIENCED LEADERSHIP TEAM

Jonathan Fitzpatrick
*President,
Chief Executive
Officer*

Danny Rivera
*Chief Operating
Officer*

Joel Arnao
*Interim Chief
Financial
Officer*

Scott O'Melia
*General
Counsel*

Tracy Gehlan
*President,
Car Wash
International*

Mo Khalid
*President,
Maintenance*

Michael Macaluso
*President,
Paint,
Collision
& Glass*

Kyle Marshall
*President,
Platform
Services*

Tim Austin
*President, Take
5 Car Wash*

**Embodies
Driven's
values
and mission,
while
maximizing
stockholder
returns**

DRIVEN TODAY

MAINTENANCE

Maintenance, repair, and oil changes

PAINT, COLLISION & GLASS

Collision repair, paint services, and glass replacement

CAR WASH

Express conveyor washes

PLATFORM SERVICES

Distribution and procurement

System-Wide Sales LTM Q1 2024

\$2.0B

\$3.4B

\$0.6B

\$0.4B



meineke



CARSTAR

AutoGlassNow



DRIVEN TODAY

\$6.4B

system-wide sales

~5,000

stores

<5%

market share of
~\$390B industry

15

consecutive
years of SSS
growth excluding 2020

>70%

franchised/
independently-operated

10%

2-year stacked
SSS

Source: Company information as of Q1 2024; Market sizing from 2023 Auto Care Factbook. digital.autocare.org

OUR CUSTOMERS

Commercial

4M+

Cars Serviced
Annually

30+

Insurance Customers

160+

Fleet Customers

~50%
of System-Wide Sales

Retail

~\$70K

Average Household
Income

65%

Homeowners

9 yrs

Average
Vehicle Age

~50%
of System-Wide Sales

Source: Company information; System-wide sales reflect LTM Q1 2024

DrivenBrands

**DRIVEN
PLATFORM**

POWER OF THE DRIVEN PLATFORM

**Competitive
Advantages**

+

Diversification

+

Strong Cash Flow

Growth + Cash

COMPETITIVE ADVANTAGES

“One-stop Shop”
for
Commercial Customers

***Driven* Advantage**

Scale and Purchasing
Power

\$90M+
Annual Ad Funds

**Portfolio of
Iconic Brands**

**Strong Unit Level
Economics**

~1,500+
Stores in Pipeline



DIVERSIFICATION

Service most automotive needs

Balance of B2B and B2C customers

Limited geographic and franchisee risk

Multiple ways to grow

Strategically expanded TAM in growing segments

FOCUS ON CASH FLOW AND DELEVERAGING

LTM Q1 2024

2026E

Net Leverage Ratio

4.9x

< 3x

Deleveraging through a combination of Adjusted EBITDA growth and cash flow generation

**INDUSTRY
OVERVIEW**



ATTRACTIVE INDUSTRY

Needs-based Services

Highly Fragmented

Recession Resilient

Significant Whitespace

Large & Growing TAM

Industry Tailwinds

INDUSTRY TAILWINDS

Increasing Vehicle Complexity

- ✓ More expensive to repair and maintain
- ✓ Higher, more profitable tickets
- ✓ Shift to scaled players from independents

Large, Growing Industry and Aging Car Parc

\$390B

U.S. Autocare Industry

+4%

CAGR 2007-2022

3T

Vehicle Miles Traveled

+2%

CAGR Since 1970s

~285M

Cars on the Road

12.5 Years

Average Vehicle Age

Notes: Reflects U.S. industry data; Market size reflects 2023E. Per 2023 Auto Care Factbook (digital.autocare.org).



HIGHLY FRAGMENTED INDUSTRY

80%+

Independent Shops

TAKE 5 OIL CHANGE





THE STAY IN YOUR CAR 10-MINUTE OIL CHANGE

DESIGNED TO DELIGHT



Customer Priorities	Internal brand positioning	Bringing it to life
<ul style="list-style-type: none"> • Fast • No appointment required 	Fast	<ul style="list-style-type: none"> • 10-minute oil change • Stay in your car model • No appointment necessary
<ul style="list-style-type: none"> • Convenient hours • Easy to get to • No sales pressure 	Friendly	<ul style="list-style-type: none"> • Extended hours of operation • Free bottle of water • No heavy selling
<ul style="list-style-type: none"> • Trustworthy • High quality 	Simple	<ul style="list-style-type: none"> • Simple menu • Only 6 services

Piloting appointments at select locations



TAKE 5 OIL CHANGE

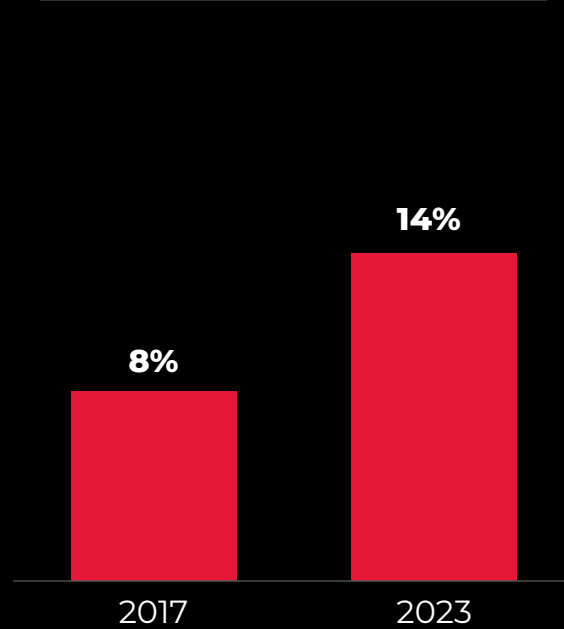
WHY WE WIN

- ✓ National Brand and Scale
- ✓ Focused Service Offering with Efficient Operating Model
- ✓ Fast, Convenient Model takes Share from Independents & Dealers
- ✓ Best-in-class Unit Level Economics
- ✓ Differentiated Model Drives High ROI

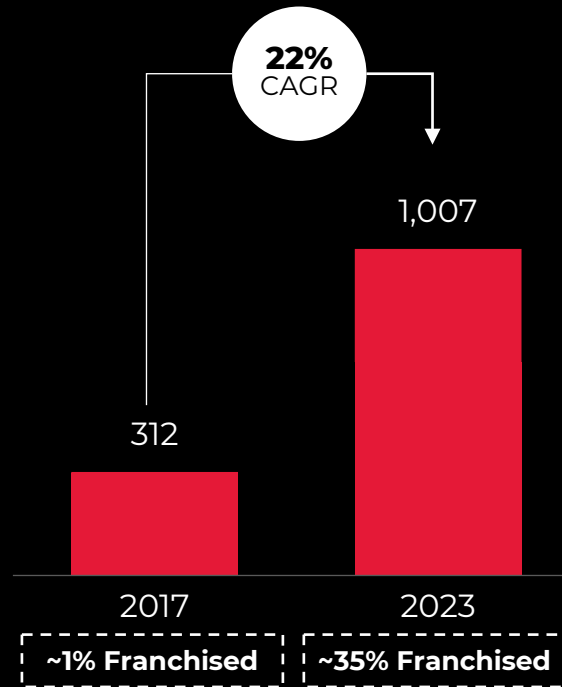


TAKE 5 OIL CHANGE HISTORICAL GROWTH

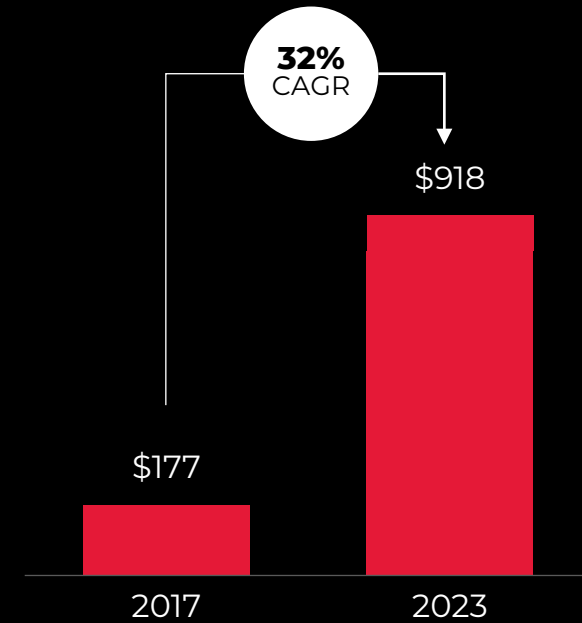
Same-Store Sales Growth



Stores



Revenue (\$M)





TAKE 5 OIL CHANGE FRANCHISING

Economics to Driven

- Franchise agreement term: 15 years
- Upfront franchise fee: \$35k per store
- Royalty rate: 7% of gross sales
- Ad fund rate: 5% of gross sales
- Product: all purchased through Driven



TAKE 5 OIL CHANGE FRANCHISEE BASE

Today

350+

Open Franchise Stores

59

Total Franchisees

30+

Franchisees Who Have Signed a 2nd
and/or 3rd Area Development
Agreement

Future: Existing Commitments

800+

Total Franchisee Commitments
Less Open Stores

225+

Franchisee Real Estate
Pipeline Approved or Better

110+

Total Active Area
Development Agreements



DrivenBrands

CONCLUSION



KEY TAKEAWAYS

- ✓ Strong financial foundation and scaled portfolio
- ✓ Focused on growth and deleveraging
- ✓ Attractive and fragmented market segment
- ✓ Take 5 Oil Change is winning
- ✓ Driven Advantage enhances the portfolio