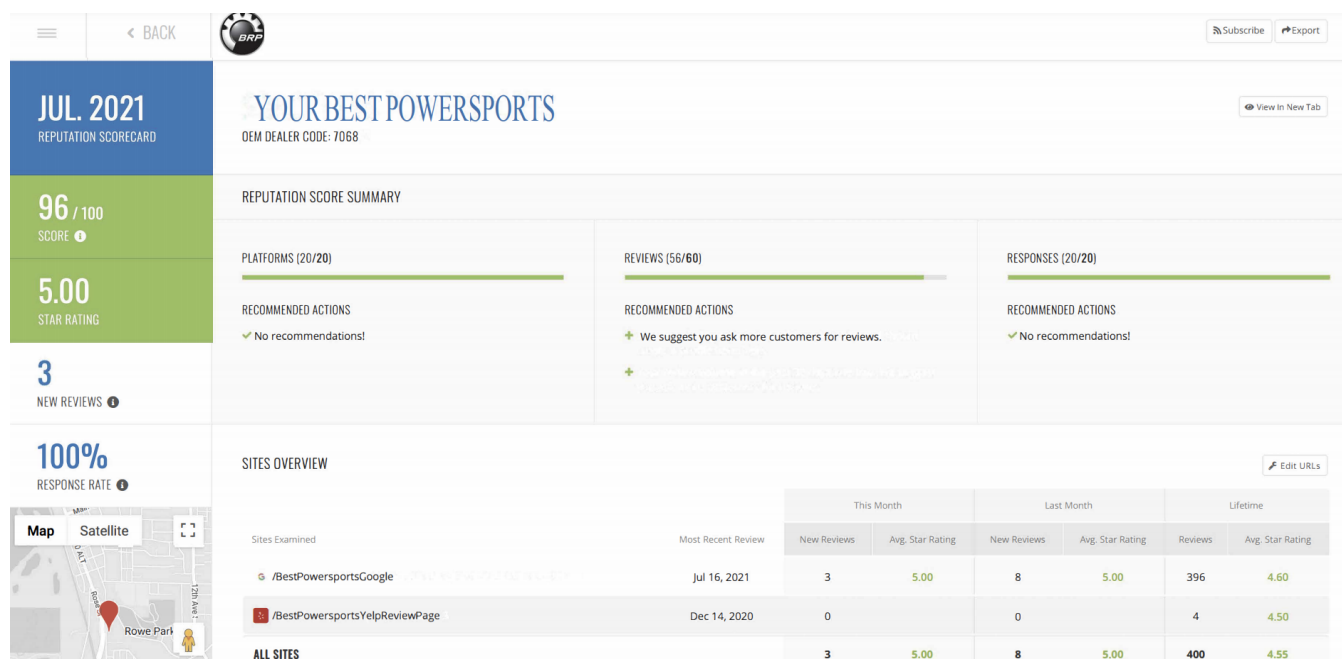
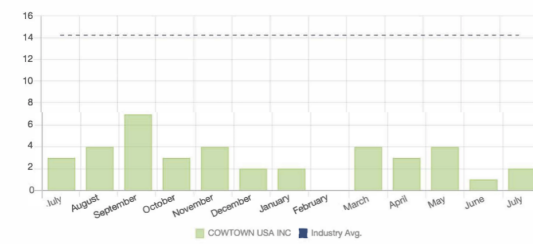




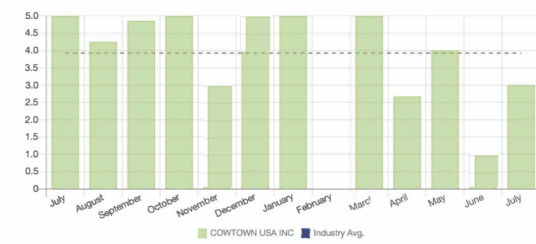
Friendemic Reputation Scorecards



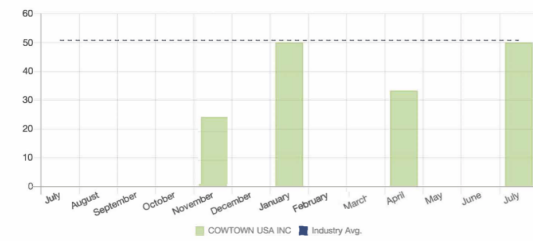
REVIEWS



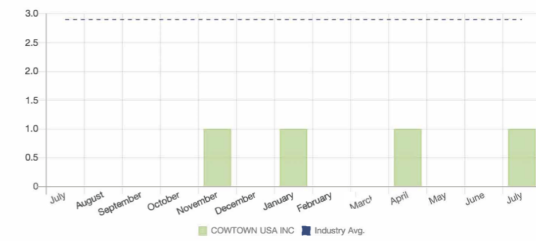
AVG. REVIEW RATING



% REVIEWS RESPONDED



AVG. RESPONSE TIME (DAYS)



Dealers are eligible to achieve 100 points on the Friendemic monthly scorecard, with weighting distributed among 3 categories of reputation criteria.

1. Platforms: 20 points

- This category measures presence on each of the four measured Reputation platforms – Google and Yelp.
- Score in this category is not necessarily linear, but rather weighted across the dealerships.

2. Reviews: 60 points

- This category evaluates how well the dealer is doing in delivering reviews across the four Reputation platforms.
- Strong weighting is applied to reviews within a month.

3. Responses: 20 points

- a. This category measures response rate to the reviews provided on the four Reputation platforms.
- b. The algorithm looks at response rate to both negative and positive reviews.
- c. Consistent lack of response can carryover across months, and impact scores in future months if a pattern of non-response is detected.