

Vroom | Private Company Profile

General Information	pbID: 120442-24
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Description

Operator of an online used-car marketplace intended to provide dealership of reconditioned vehicles. The company's marketplace features a wide range of carefully inspected cars, leading price positioning and an end-to-end online transaction, enabling customers to buy used cars at an affordable price.

Most Recent Financing Status (as of 11-Dec-2018)

The company raised \$146 million of Series G venture funding in a deal led by AutoNation on December 11, 2018, putting the company's pre-money valuation at \$650 million. L Catterton, Fraser McCombs Capital, General Catalyst, and T. Rowe Price and other undisclosed investors also participated in the round. The funds will be used to enhance key technologies and processes, expand customer acquisition efforts and continue to build the management team.

Entity Types	Private Company Acquirer	Year Founded	2013
Website	www.vroom.com	Universe	Venture Capital
Also Known As	vroom.com	Primary Industry	Other Software
Formerly Known As	AutoAmerica, BCM Partners III, CarAmerica	Other Industries	Other Services (B2C Non-Financial)
Legal Name	Vroom, Inc.	Verticals	E-Commerce, Industrials
Business Status	Generating Revenue	Employees	550
Ownership Status	Privately Held (backing)		
Financing Status	Venture Capital-Backed		

Contact Information

Primary Contact

Robert Mylod Jr.
Chairman
[REDACTED]
Phone: +1 (248) 712-1086

Primary Office

1375 Broadway
11th Floor
New York, NY 10018
United States
Phone: +1 (855) 524-1300
[REDACTED]

Alternate Offices

Houston

Houston, TX
United States
[REDACTED]

Top 5 Similar Companies

#	Name	Competitor Financing Status	HQ Location	Growth Rate	Size Multiple	Last Financing Date/Type	Last Financing Amount
1	Gogoout	Accelerator/Incubator Backed	Taipei, Taiwan	0.00%	0.03x	2017/Accelerator/Inc	\$0.03M
2	Ctrl (Car Leasing)	Venture Capital-Backed	Saint Petersburg, Russia			2012/Early Stage VC	
3	Carlili	Accelerator/Incubator Backed	Paris, France	0.04%	1.87x	2016/Angel	\$0.34M
4	Udrive	Angel-Backed	Dubai, United Arab Emirates	0.45%	2.64x		
5	One Woman Owner	Pending Transaction (Angel)	London, United Kingdom			Angel	\$0.36M

Comparisons

	 Vroom	 Gogoout	 Ctrl (Car Leasing)	 Carlili
Description	Operator of an online used-car marketplace intended to provide dealership of reconditioned vehicles.	Provider of a car rental platform created to offer cars on rental online.	Developer and provider of auto leasing services designed to simplify and speed up the process of buying a car on lease.	Provider of a car rental platform intended to help users to book rental vehicles online.
Primary Industry	Other Software	Other Services (B2C Non-Financial)	Other Software	Other Software
HQ Location	New York, NY	Taipei, Taiwan	Saint Petersburg, Russia	Paris, France
Employees	550 2016	3 2017	-	6 2016
Total Raised	\$463.73M	\$0.03M		\$0.34M
Post Valuation	\$796.00M 11-Dec-2018	-	-	-
Last Financing Details	\$146.00M 2018/Later Stage VC (Series G)	\$0.03M 2017/Accelerator /Incubator	Undisclosed amount 2012/Early Stage VC	\$0.34M 2016/Angel (individual)

Current Executives (10)

Name	Title	Board Seats	Office	Phone	Email
Paul Hennessy	Chief Executive Officer, President & Board Member	1	New York, NY	+1 (855) 524-1300	[REDACTED]
Kurt Beckeman	Co-Chief Financial Officer & Treasurer		New York, NY	+1 (855) 524-1300	[REDACTED]

Dave Jones	Co-Chief Financial Officer	New York, NY	+1 (855) 524-1300	[REDACTED]
Mitch Berg	Chief Technology Officer	New York, NY	+1 (855) 524-1300	
Peter Scherr	Chief Marketing Officer	New York, NY	+1 (855) 524-1300	[REDACTED]
Scott Chesrown Ph.D	Chief Revenue Officer	New York, NY	+1 (855) 524-1300	[REDACTED]
John Caine	Chief Conversion Officer	New York, NY	+1 (855) 524-1300	[REDACTED]
Dennis Looney	Chief Supply Chain Officer	New York, NY	+1 (855) 524-1300	[REDACTED]
Sarah Feingold JD	General Counsel & Secretary	New York, NY	+1 (855) 524-1300	[REDACTED]
Denise Stott	Senior Vice President, People and Culture	New York, NY	+1 (855) 524-1300	[REDACTED]

Current Board Members (9)

Name	Title	Representing	Role	Since	Phone	Email
Adam Valkin	Managing Director	General Catalyst	Board Member	Jul 2015	+1 (617) 234-7000	[REDACTED]
Elie Wurtman	Co-Founder, Managing Partner & General Partner	Pico Partners	Board Member	Dec 2015	+972 (0)2 560 9402	elie@pico.partners
Ethan Benovitz	Board Member		Board Member	Nov 2014	+1 (508) 541-8800	
Michael Farello	Board Member	Vroom	Board Member		+1 (855) 524-1300	
Paul Hennessy	Chief Executive Officer, President & Board Member	Vroom	Chief Executive Officer, President & Board Member	Jun 2016	+1 (855) 524-1300	[REDACTED]
Richard Williams	Board Member	Vroom	Board Member		+1 (855) 524-1300	
Robert Mylod Jr.	Founder & Managing Partner	Annox Capital	Chairman	Jun 2016	+1 (248) 712-1086	[REDACTED]
Scott Dahnke	Global Co-Chief Executive Officer	L Catterton	Board Member	Jul 2015	+1 (203) 629-4901	[REDACTED]

Stephen Berrard	Angel (individual)	Self	Board Member	Nov 2014	+1 (855) 524-1300
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Deal History (7)

#	Deal Type	Date	Amount	Raised to Date	Pre-Val	Post-Val	Status	Stage
7.	Later Stage VC (Series G)	11-Dec-2018	\$146.00M	\$463.73M	\$650.00M	\$796.00M	Completed	Generating Revenue
6.	Later Stage VC (Series F)	08-Dec-2017	\$99.52M	\$317.73M	\$510.00M	\$609.52M	Completed	Generating Revenue
5.	Later Stage VC (Series E)	20-Sep-2016	\$50.00M	\$218.21M	\$390.92M	\$440.92M	Completed	Generating Revenue
4.	Later Stage VC (Series D)	16-Dec-2015	\$95.00M	\$168.21M	\$222.24M	\$317.24M	Completed	Generating Revenue
3.	Later Stage VC (Series C)	20-Jul-2015	\$54.21M	\$73.21M	\$163.80M	\$218.01M	Completed	Startup
2.	Early Stage VC (Series B)	17-Nov-2014	\$11.75M	\$19.00M	\$56.50M	\$68.25M	Completed	Startup
1.	Early Stage VC (Series A)	25-Jun-2013	\$7.25M	\$7.25M	\$29.42M	\$36.67M	Completed	Startup

† Indicates an Add-On
E Estimated

CAP TABLE HISTORY (as of 11-Dec-2018)

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series G	9,748,777	\$0.001000	\$17.95	\$17.95	1x	\$17.95	18.34%
Series F	6,352,790	\$0.001000	\$17.06	\$17.06	1x	\$17.06	14.33%
Series E	3,081,896	\$0.001000	\$16.22	\$16.22	1x	\$16.22	6.95%
Series D	7,215,568	\$0.001000	\$13.17	\$13.17	1x	\$13.17	16.27%
Series C	4,567,121	\$0.001000	\$11.87	\$11.87	1x	\$11.87	10.30%
Series B	2,358,242	\$0.001000	\$4.97	\$4.97	1x	\$4.97	5.32%
Series A	1,991,998	\$0.001000	\$3.22	\$3.22	1x	\$3.22	4.49%

Series Terms for: A, B, C, D, E, F, G (as of 11-Dec-2018)

Liquidation Preferences	Senior	Cumulative/Non-cumulative	Non-Cumulative
Participating vs. Non-participating	Non-participating	Anti-dilution Provisions	Weighted
Dividend Rights	Yes	Board Voting Rights	Average
		General Voting Rights	Yes
			Yes

Deal #7: Later Stage VC (Series G), \$146M, Completed; 11-Dec-2018

VC Round	7 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$146.00M
Deal Types	Later Stage VC, Series G	Financing Source	Venture Capital	Pre-money Valuation	\$650.00M
Deal Amount	\$146.00M	Raised to Date	\$463.73M **	Post Valuation	\$796.00M
Deal Status	Completed	Total Invested Equity	\$146.00M	CEO/Lead Mgt	Paul Hennessy
Deal Date	11-Dec-2018	Investor Ownership	76.00%	Site	New York, NY
Announced Date	17-Aug-2018	Stock Split	1 : 1	Business Status	Generating Revenue
% Acquired	18.34%				

Deal Synopsis

The company raised \$146 million of Series G venture funding in a deal led by AutoNation on December 11, 2018, putting the company's pre-money valuation at \$650 million. L Catterton, Fraser McCombs Capital, General Catalyst, and T. Rowe Price and other undisclosed investors also participated in the round. The funds will be used to enhance key technologies and processes, expand customer acquisition efforts and continue to build the management team.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Stock Info + Cap Table History

Type of Stock	Preferred	# of Shares Acquired	8,133,265
Series of Stock	G	% Owned by Buyer Before	0.00%
Shares Sought	9,748,777	% Owned by Buyer After	7.00%
Price Per Share	\$17.95	Conversion Ratio	1

E Shares Sought and Price Per Share calculated using the Weighted Average Method

SERIES G TERMS

Liquidation Preferences Participating vs. Non-participating	Senior Non-participating	Cumulative/Non-cumulative Anti-dilution Provisions	Non-Cumulative Weighted Average
Dividend Rights	Yes	Redemption Rights	Yes
		Board Voting Rights	Yes
		General Voting Rights	Yes

CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series G	9,748,777	\$0.001000	\$17.95	\$17.95	1x	\$17.95	18.34%
Series F	6,352,790	\$0.001000	\$17.06	\$17.06	1x	\$17.06	14.33%
Series E	3,081,896	\$0.001000	\$16.22	\$16.22	1x	\$16.22	6.95%
Series D	7,215,568	\$0.001000	\$13.17	\$13.17	1x	\$13.17	16.27%
Series C	4,567,121	\$0.001000	\$11.87	\$11.87	1x	\$11.87	10.30%

Series B	2,358,242	\$0.001000	\$4.97	\$4.97	1x	\$4.97	5.32%
Series A	1,991,998	\$0.001000	\$3.22	\$3.22	1x	\$3.22	4.49%

Investors (5)

Investor Name	Status	Lead/Sole	Comments
1. AutoNation	New Investor	Yes	Lead Partner: Michael Jackson Form of Payment: Cash
2. Fraser McCombs Capital	Follow-On Investor	No	Form of Payment: Cash Fund 1: Fraser McCombs Ventures II
3. General Catalyst	Follow-On Investor	No	Lead Partner: Adam Valkin Form of Payment: Cash Fund 1: General Catalyst Group VIII
4. L Catterton	Follow-On Investor	No	Lead Partner: Scott Dahnke Form of Payment: Cash Fund 1: L Catterton Growth Partners III
5. T. Rowe Price	Follow-On Investor	No	Form of Payment: Cash Fund 1: T.Rowe Price New Horizons Fund

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	E*Law Group	Legal Advisor	Vroom	Lead Partner: Jeremy Makarechian JD

Tranches (2)

Tranche Date	Amount	Financing Type	Comments
1. 31-Aug-2018	\$30.00M	Series G	Stock Type: Preferred Tranche Size: Actual Status:

2. 31-Oct-2018	\$61.90M	Series G	Stock Type: Preferred
			Tranche Size Actual
			Status:

Stock Price Data

Deal Closed: 11-Dec-2018

AutoNation (AN)

VWAP 30 days prior:	\$37.13
Price 5 days prior:	\$35.24
Price 1 day prior:	\$33.78
Price on Close Date:	\$33.84
Price 1 day after:	\$34.04
Price 5 days after:	\$33.37
Price 30 days after:	\$36.57

T. Rowe Price (TROW)

VWAP 30 days prior:	\$95.85
Price 5 days prior:	\$94.86
Price 1 day prior:	\$92.45
Price on Close Date:	\$92.03
Price 1 day after:	\$94.02
Price 5 days after:	\$91.97
Price 30 days after:	\$92.29

Deal #6: Later Stage VC (Series F), \$99.52M, Completed; 08-Dec-2017

VC Round	6 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$99.52M
Deal Types	Later Stage VC, Series F	Financing Source	Venture Capital	Pre-money Valuation	\$510.00M
Deal Amount	\$99.52M	Raised to Date	\$317.73M **	Post Valuation	\$609.52M
Deal Status	Completed	Total Invested Equity	\$99.52M	CEO/Lead Mgt	Paul Hennessy
Deal Date	08-Dec-2017	Investor Ownership	70.99%	Site	New York, NY
Announced Date	30-Jun-2017	Stock Split	1 : 1	Business Status	Generating Revenue
% Acquired	16.33%				

Deal Synopsis

The company raised \$99.52 million of Series F venture funding in a deal led by Pico Partners and T. Rowe Price on December 8, 2017, putting the company's pre-money valuation at \$510 million. L Catterton, Eastward Capital Partners, Fraser McCombs Capital, Annox Capital, General Catalyst and other undisclosed investors also participated in the round.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Stock Info + Cap Table History

Type of Stock	Combination, Preferred	# of Shares Acquired	5,834,516
Series of Stock	F	Conversion Ratio	1
Shares Sought	6,597,150		
Price Per Share	\$17.06		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

SERIES F TERMS

Liquidation Preferences Participating vs. Non-participating Dividend Rights

Senior Non-participating
Yes

Cumulative/Non-cumulative Anti-dilution Provisions
Redemption Rights
Board Voting Rights
General Voting Rights

Non-Cumulative Weighted Average
Yes
Yes
Yes

CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series F	6,597,150	\$0.001000	\$17.06	\$17.06	1x	\$17.06	16.33%
Series E	3,081,896	\$0.001000	\$16.22	\$16.22	1x	\$16.22	8.62%
Series D	7,215,568	\$0.001000	\$13.17	\$13.17	1x	\$13.17	20.19%
Series C	4,567,121	\$0.001000	\$11.87	\$11.87	1x	\$11.87	12.78%
Series B	2,416,816	\$0.001000	\$4.97	\$4.97	1x	\$4.97	6.76%
Series A	2,249,998	\$0.001000	\$3.22	\$3.22	1x	\$3.22	6.30%

Investors (7)

Investor Name	Status	Lead/Sole	Comments
1. Annox Capital	New Investor	No	Form of Payment: Cash
2. Eastward Capital Partners	New Investor	No	Form of Payment: Cash
3. Fraser McCombs Capital	New Investor	No	Form of Payment: Cash Fund 1: Fraser McCombs Ventures II
4. General Catalyst	Follow-On Investor	No	Lead Partner: Adam Valkin Form of Payment: Cash Fund 1: General Catalyst Group VIII
5. L Catterton	Follow-On Investor	No	Lead Partner: Scott Dahnke Form of Payment: Cash Fund 1: L Catterton Growth Partners III
6. Pico Partners	Follow-On Investor	Yes	Lead Partner: Elie Wurtman Form of Payment: Cash Fund 1: PICO Venture Partners

7. T. Rowe Price	Follow-On Investor	Yes	Lead Partner:	Henry Ellenbogen
			Form of Payment:	Cash
			Fund 1:	T.Rowe Price New Horizons Fund

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	E*Law Group	Legal Advisor	Vroom	Lead Partner: Jeremy Makarechian JD

Tranches (3)

Tranche Date	Amount	Financing Type	Comments
1. 14-Jul-2017	\$76.36M	Later Stage VC	Stock Type: Preferred Tranche Size Actual Status: Stock Series F Type:
2. 24-Aug-2017	\$5.84M	Later Stage VC	Stock Type: Preferred Tranche Size Actual Status: Stock Series F Type:
3. 08-Dec-2017	\$17.33M	Later Stage VC	Stock Type: Preferred Tranche Size Actual Status: Stock Series F Type:

Stock Price Data

Deal Closed: 08-Dec-2017

T. Rowe Price (TROW)

VWAP 30 days prior:	\$99.05
Price 5 days prior:	\$102.79
Price 1 day prior:	\$102.74

Price on Close Date:	\$102.75
Price 1 day after:	\$102.75
Price 5 days after:	\$101.90
Price 30 days after:	\$107.23

Deal #5: Later Stage VC (Series E), \$50M, Completed; 20-Sep-2016

VC Round	5 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$50.00M
Deal Types	Later Stage VC, Series E	Financing Source	Venture Capital	Pre-money Valuation	\$390.92M
Deal Amount	\$50.00M	Raised to Date	\$218.21M **	Post Valuation	\$440.92M
Deal Status	Completed	Total Invested Equity	\$50.00M	CEO/Lead Mgt	Paul Hennessy
Deal Date	20-Sep-2016	Investor Ownership	71.87%	Site	New York, NY
Announced Date	28-Jun-2016	Stock Split	1 : 1	Business Status	Generating Revenue
% Acquired	11.34%				

Deal Synopsis

The company raised \$50 million of Series E venture funding from lead investor T. Rowe Price on September 20, 2016, putting the pre-money valuation at \$390.92 million. Altimeter Capital, Foxhaven Asset Management, Alpha Venture Partners, L Catterton, Pico Partners, General Catalyst Partners and Allen & Company also participated. The company will use the funding to expand its operations in the United States and increase inventory. With the round, the company has now raised a total of \$218 million in funding to date.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Stock Info + Cap Table History

Type of Stock	Preferred	# of Shares Acquired	3,081,896
Series of Stock	E	Conversion Ratio	1
Shares Sought	3,081,896		
Price Per Share	\$16.22		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

SERIES E TERMS

Liquidation Preferences	Senior	Cumulative/Non-cumulative	Non-Cumulative
Participating vs. Non-participating	Non-participating	Anti-dilution Provisions	Weighted Average
Dividend Rights	Yes	Redemption Rights	Yes
		Board Voting Rights	Yes
		General Voting Rights	Yes

CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series E	3,081,896	\$0.001000	\$16.22	\$16.22	1x	\$16.22	11.34%
Series D	7,215,568	\$0.001000	\$13.17	\$13.17	1x	\$13.17	26.55%

Series C	4,567,121	\$0.001000	\$11.87	\$11.87	1x	\$11.87	16.80%
Series B	2,416,816	\$0.001000	\$4.97	\$4.97	1x	\$4.97	8.89%
Series A	2,249,998	\$0.001000	\$3.22	\$3.22	1x	\$3.22	8.28%

Investors (7)

Investor Name	Status	Lead/Sole	Comments
1. Allen & Company	Follow-On Investor	No	Form of Payment: Cash
2. Alpha Venture Partners	New Investor	No	Form of Payment: Cash
3. Altimeter Capital	New Investor	No	Lead Partner: Bradley Gerstner JD Form of Payment: Cash Fund 1: Altimeter Private Partners Fund I
4. Foxhaven Asset Management	New Investor	No	Form of Payment: Cash
5. General Catalyst	Follow-On Investor	No	Lead Partner: Adam Valkin Form of Payment: Cash Fund 1: General Catalyst Group VIII
6. L Catterton	Follow-On Investor	No	Lead Partner: Scott Dahnke Form of Payment: Cash Fund 1: L Catterton Growth Partners III
7. T. Rowe Price	Follow-On Investor	Yes	Lead Partner: Henry Ellenbogen Form of Payment: Cash Fund 1: T.Rowe Price New Horizons Fund

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Finn Dixon & Herling	Legal Advisor	L Catterton	

Stock Price Data

Deal Closed: 20-Sep-2016

T. Rowe Price (TROW)

VWAP 30 days prior:	\$68.36
Price 5 days prior:	\$67.80
Price 1 day prior:	\$66.64
Price on Close Date:	\$66.63
Price 1 day after:	\$66.83
Price 5 days after:	\$65.92
Price 30 days after:	\$65.88

Financials

Financials - Fiscal Year 2016

All Financials in Thousands, USD

Deal Multiples		Income Statement		Ratios	
Valuation / Revenue	0.40	Total Revenue	1,100,000	Revenue % Growth	22.22%
Deal Size / Revenue	0.05				
Data Origination					
Original	Yes				
Calculated	Yes				

Deal #4: Later Stage VC (Series D), \$95M, Completed; 16-Dec-2015

VC Round	4 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$95.00M
Deal Types	Later Stage VC, Series D, Acquisition Financing	Financing Source	Venture Capital	Pre-money Valuation	\$222.24M
Deal Amount	\$95.00M	Raised to Date	\$168.21M **	Post Valuation	\$317.24M
Deal Status	Completed	Total Invested Equity	\$95.00M	CEO/Lead Mgt Site	Allon Bloch New York, NY
Deal Date	16-Dec-2015	Investor Ownership	68.27%	# of Employees	150
% Acquired	29.95%	Stock Split	1 : 1	Business Status	Generating Revenue

Deal Synopsis

The company raised \$95 million of Series D venture funding led by L Catterton, formerly Catterton Partners on December 16, 2015, putting the company's pre-money valuation at \$222.24 million. Allen & Company, PICO Venture Partners, General Catalyst, T. Rowe Price, Bob Mylod and Jeffery Boyd also participated. The company will use the funding to finance the acquisition of Texas Direct Auto.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Stock Info + Cap Table History

Type of Stock	Preferred	# of Shares Acquired	7,215,567
Series of Stock	D	Conversion Ratio	1
Shares Sought	7,215,568		
Price Per Share	\$13.17		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

SERIES D TERMS

Liquidation Preferences	Senior	Cumulative/Non-cumulative	Non-Cumulative
Participating vs. Non-participating	Non-participating	Anti-dilution Provisions	Weighted Average
Dividend Rights	Yes	Redemption Rights	Yes
		Board Voting Rights	Yes
		General Voting Rights	Yes

CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series D	7,215,568	\$0.001000	\$13.17	\$13.17	1x	\$13.17	29.95%
Series C	4,567,121	\$0.001000	\$11.87	\$11.87	1x	\$11.87	18.95%
Series B	2,416,816	\$0.001000	\$4.97	\$4.97	1x	\$4.97	10.03%
Series A	2,249,998	\$0.001000	\$3.22	\$3.22	1x	\$3.22	9.34%

Investors (6)

Investor Name	Status	Lead/Sole	Comments
1. Allen & Company	New Investor	No	Form of Payment: Cash
2. General Catalyst	Follow-On Investor	No	Lead Partner: Adam Valkin Form of Payment: Cash Fund 1: GC Stripe Platform Fund
3. L Catterton	Follow-On Investor	Yes	Lead Partner: Scott Dahnke Form of Payment: Cash Fund 1: Catterton Partners VII
4. Pico Partners	New Investor	No	Lead Partner: Elie Wurtman Form of Payment: Cash
5. Robert Mylod	Follow-On Investor	No	Lead Partner: Robert Mylod Jr. Form of Payment: Cash

6. T. Rowe Price	Follow-On Investor	No	Lead Partner:	Henry Ellenbogen
			Form of Payment:	Cash
			Fund 1:	T.Rowe Price New Horizons Fund

E Estimated

Advisors (3)

#	Advisor Name	Service Type	Hired By	Comments
1.	Broadband Capital Management	Advisor: General	Vroom	
2.	Finn Dixon & Herling	Legal Advisor	L Catterton	
3.	Gross Kleinhendler Hodak Halevy Greenberg & Co.	Legal Advisor	Vroom	

Financials

Financials - Fiscal Year 2015

All Financials in Thousands, USD

Deal Multiples		Income Statement		Ratios	
Valuation / Revenue	0.35	Total Revenue	900,000	Revenue % Growth	800.00%
Deal Size / Revenue	0.11				
Data Origination					
Original	Yes				
Calculated	Yes				

Deal #3: Later Stage VC (Series C), \$54.21M, Completed; 20-Jul-2015

VC Round	3 Round	Financing Status	Venture Capital-Backed	Total Invested Capital	\$54.21M
Deal Types	Later Stage VC, Series C	Financing Source	Venture Capital	Pre-money Valuation	\$163.80M
Deal Amount	\$54.21M	Raised to Date	\$73.21M **	Post Valuation	\$218.01M
Deal Status	Completed	Total Invested Equity	\$54.21M	CEO/Lead Mgt	Allon Bloch
Deal Date	20-Jul-2015	Investor Ownership	50.27%	Site	New York, NY
% Acquired	24.87%	Stock Split	1 : 1	Business Status	Startup

Deal Synopsis

The company raised \$54.21 million of Series C venture funding from L Catterton, General Catalyst and John Albert Elway Jr. on July 20, 2015, putting the company's pre-money valuation at \$163.80 million. Bob Mylod and T. Rowe Price also participated in the round.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Stock Info + Cap Table History

Type of Stock	Preferred	# of Shares Acquired	4,567,121
Series of Stock	C	Conversion Ratio	1
Shares Sought	4,567,121		
Price Per Share	\$11.87		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

SERIES C TERMS

Liquidation Preferences Participating vs. Non-participating	Senior Non-participating	Cumulative/Non-cumulative Anti-dilution Provisions	Non-Cumulative Weighted Average
Dividend Rights	Yes	Redemption Rights	Yes
		Board Voting Rights	Yes
		General Voting Rights	Yes

CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series C	4,567,121	\$0.001000	\$11.87	\$11.87	1x	\$11.87	24.87%
Series B	2,416,816	\$0.001000	\$4.97	\$4.97	1x	\$4.97	13.16%
Series A	2,249,998	\$0.001000	\$3.22	\$3.22	1x	\$3.22	12.25%

Investors (5)

Investor Name	Status	Lead/Sole	Comments
1. General Catalyst	New Investor	No	Lead Partner: Adam Valkin Form of Payment: Cash Fund 1: GC Stripe Platform Fund
2. John Elway	New Investor	No	Lead Partner: John Elway Jr. Form of Payment: Cash
3. L Catterton	New Investor	No	Lead Partner: Scott Dahnke Form of Payment: Cash Fund 1: Catterton Partners VII
4. Robert Mylod	New Investor	No	Lead Partner: Robert Mylod Jr. Form of Payment: Cash
5. T. Rowe Price	New Investor	No	Lead Partner: Henry Ellenbogen

Form of Payment: Cash
Fund 1: T.Rowe Price New Horizons Fund

E Estimated

Advisors (3)

#	Advisor Name	Service Type	Hired By	Comments
1.	Broadband Capital Management	Advisor: General	Vroom	
2.	Finn Dixon & Herling	Legal Advisor	L Catterton	
3.	Gross Kleinhendler Hodak Halevy Greenberg & Co.	Legal Advisor	Vroom	

Financials

Financials - Fiscal Year 2015

All Financials in Thousands, USD

Deal Multiples		Income Statement		Ratios	
Valuation / Revenue	0.24	Total Revenue	900,000	Revenue % Growth	800.00%
Deal Size / Revenue	0.06				
Data Origination					
Original	Yes				
Calculated	Yes				

Investors (15)

Active Investors (15)

Name	Investor Type	Holding	Investor Since	Board	Related Deals
AutoNation	Corporation	Minority	Dec 2018		#7. Later Stage VC (Series G): New Investor, Dec 2018, Michael Jackson, \$146.00M
Annox Capital	Venture Capital	Minority	Dec 2017	✓	#6. Later Stage VC (Series F): New Investor, Dec 2017, \$99.52M
Eastward Capital Partners	Venture Capital	Minority	Dec 2017		#6. Later Stage VC (Series F): New Investor, Dec 2017, \$99.52M
Fraser McCombs Capital	Venture Capital	Minority	Dec 2017		#6. Later Stage VC (Series F): New Investor, Dec 2017, \$99.52M

					#7. Later Stage VC (Series G): Follow-on, Dec 2018, \$146.00M
Alpha Venture Partners	Venture Capital	Minority	Sep 2016		#5. Later Stage VC (Series E): New Investor, Sep 2016, \$50.00M
Altimeter Capital	Venture Capital	Minority	Sep 2016		#5. Later Stage VC (Series E): New Investor, Sep 2016, Bradley Gerstner JD, \$50.00M
Foxhaven Asset Management	Hedge Fund	Minority	Sep 2016		#5. Later Stage VC (Series E): New Investor, Sep 2016, \$50.00M
Allen & Company	Investment Bank	Minority	Dec 2015		#4. Later Stage VC (Series D): New Investor, Dec 2015, \$95.00M #5. Later Stage VC (Series E): Follow-on, Sep 2016, \$50.00M
Pico Partners	Venture Capital	Minority	Dec 2015	✓	#4. Later Stage VC (Series D): New Investor, Dec 2015, Elie Wurtman, \$95.00M #6. Later Stage VC (Series F): Follow-on, Dec 2017, Elie Wurtman, \$99.52M
General Catalyst	Venture Capital	Minority	Jul 2015	✓	#3. Later Stage VC (Series C): New Investor, Jul 2015, Adam Valkin, \$54.21M #4. Later Stage VC (Series D): Follow-on, Dec 2015, Adam Valkin, \$95.00M #5. Later Stage VC (Series E): Follow-on, Sep 2016, Adam Valkin, \$50.00M #6. Later Stage VC (Series F): Follow-on, Dec 2017, Adam Valkin, \$99.52M #7. Later Stage VC (Series G): Follow-on, Dec 2018, Adam Valkin, \$146.00M
John Elway	Angel (individual)	Minority	Jul 2015		#3. Later Stage VC (Series C): New Investor, Jul 2015, John Elway Jr., \$54.21M
L Catterton	PE/Buyout	Minority	Jul 2015	✓	#3. Later Stage VC (Series C): New Investor, Jul 2015, Scott Dahnke, \$54.21M #4. Later Stage VC (Series D): Follow-on, Dec 2015, Scott Dahnke, \$95.00M #5. Later Stage VC (Series E): Follow-on, Sep 2016, Scott Dahnke, \$50.00M #6. Later Stage VC (Series F): Follow-on, Dec 2017, Scott Dahnke, \$99.52M #7. Later Stage VC (Series G): Follow-on, Dec 2018, Scott Dahnke, \$146.00M
Robert Mylod	Angel (individual)	Minority	Jul 2015		#3. Later Stage VC (Series C): New Investor, Jul 2015, Robert Mylod Jr., \$54.21M

#4. Later Stage VC (Series D): Follow-on, Dec 2015, Robert Mylod Jr., \$95.00M

T. Rowe Price Asset Manager Minority Jul 2015

#3. Later Stage VC (Series C): New Investor, Jul 2015, Henry Ellenbogen, \$54.21M
 #4. Later Stage VC (Series D): Follow-on, Dec 2015, Henry Ellenbogen, \$95.00M
 #5. Later Stage VC (Series E): Follow-on, Sep 2016, Henry Ellenbogen, \$50.00M
 #6. Later Stage VC (Series F): Follow-on, Dec 2017, Henry Ellenbogen, \$99.52M
 #7. Later Stage VC (Series G): Follow-on, Dec 2018, \$146.00M

Stephen Berrard Angel (individual) Minority Nov 2014 ✓

#2. Early Stage VC (Series B): New Investor, Nov 2014, \$11.75M

Service Providers

Service on a Deal (12)

Service Provider Name	Service Provided	Service To	Deal Date	Deal #	Comments
E*Law Group	Legal Advisor	Vroom	11-Dec-2018	7	
E*Law Group	Legal Advisor	Vroom	08-Dec-2017	6	
Finn Dixon & Herling	Legal Advisor	L Catterton	20-Sep-2016	5	
Broadband Capital Management	Advisor: General	Vroom	16-Dec-2015	4	
Finn Dixon & Herling	Legal Advisor	L Catterton	16-Dec-2015	4	
Gross Kleinhendler Hodak Halevy Greenberg & Co.	Legal Advisor	Vroom	16-Dec-2015	4	
Broadband Capital Management	Advisor: General	Vroom	20-Jul-2015	3	
Finn Dixon & Herling	Legal Advisor	L Catterton	20-Jul-2015	3	
Gross Kleinhendler Hodak Halevy Greenberg & Co.	Legal Advisor	Vroom	20-Jul-2015	3	

Broadband Capital Management	Advisor: General	Vroom	17-Nov-2014	2
E*Law Group	Legal Advisor	Vroom	17-Nov-2014	2
Broadband Capital Management	Advisor: General	Vroom	25-Jun-2013	1

Lead Partners on Deals (24)

Investors (21)

Name	All Deals	Title	Representing	Deals	Phone	Email
Adam Valkin	30	Managing Director	General Catalyst	#7. Later Stage VC (Series G): Dec 2018, \$146.00M, Completed	+1 (617) 234-7000	
Michael Jackson	11	Chief Executive Officer	AutoNation	#7. Later Stage VC (Series G): Dec 2018, \$146.00M, Completed	+1 (404) 498-8500	
Scott Dahnke	24	Global Co-Chief Executive Officer	L Catterton	#7. Later Stage VC (Series G): Dec 2018, \$146.00M, Completed	+1 (203) 629-4901	
Adam Valkin	30	Managing Director	General Catalyst	#6. Later Stage VC (Series F): Dec 2017, \$99.52M, Completed	+1 (617) 234-7000	
Elie Wurtman	12	Co-Founder, Managing Partner & General Partner	Pico Partners	#6. Later Stage VC (Series F): Dec 2017, \$99.52M, Completed	+972 (0)2 560 9402	elie@pico.partners
Henry Ellenbogen	35	Chief Investment Officer & Portfolio Manager	T. Rowe Price	#6. Later Stage VC (Series F): Dec 2017, \$99.52M, Completed	+1 (800) 638-7890	
Scott Dahnke	24	Global Co-Chief Executive Officer	L Catterton	#6. Later Stage VC (Series F): Dec 2017, \$99.52M, Completed	+1 (203) 629-4901	
Adam Valkin	30	Managing Director	General Catalyst	#5. Later Stage VC (Series E): Sep 2016, \$50.00M, Completed	+1 (617) 234-7000	
Bradley Gerstner JD	24	Founder & Chief Executive Officer	Altimeter Capital	#5. Later Stage VC (Series E): Sep 2016, \$50.00M, Completed	+1 (617) 310-6180	

Henry Ellenbogen	35	Chief Investment Officer & Portfolio Manager	T. Rowe Price	#5. Later Stage VC (Series E): Sep 2016, \$50.00M, Completed	+1 (800) 638-7890	[REDACTED]
Scott Dahnke	24	Global Co-Chief Executive Officer	L Catterton	#5. Later Stage VC (Series E): Sep 2016, \$50.00M, Completed	+1 (203) 629-4901	[REDACTED]
Adam Valkin	30	Managing Director	General Catalyst	#4. Later Stage VC (Series D): Dec 2015, \$95.00M, Completed	+1 (617) 234-7000	[REDACTED]
Elie Wurtman	12	Co-Founder, Managing Partner & General Partner	Pico Partners	#4. Later Stage VC (Series D): Dec 2015, \$95.00M, Completed	+972 (0)2 560 9402	elie@pico.partners
Henry Ellenbogen	35	Chief Investment Officer & Portfolio Manager	T. Rowe Price	#4. Later Stage VC (Series D): Dec 2015, \$95.00M, Completed	+1 (800) 638-7890	[REDACTED]
Robert Mylod Jr.	19	Angel Investor	Robert Mylod	#4. Later Stage VC (Series D): Dec 2015, \$95.00M, Completed	+1 (248) 712-1086	[REDACTED]
Scott Dahnke	24	Global Co-Chief Executive Officer	L Catterton	#4. Later Stage VC (Series D): Dec 2015, \$95.00M, Completed	+1 (203) 629-4901	[REDACTED]
Adam Valkin	30	Managing Director	General Catalyst	#3. Later Stage VC (Series C): Jul 2015, \$54.21M, Completed	+1 (617) 234-7000	[REDACTED]
Henry Ellenbogen	35	Chief Investment Officer & Portfolio Manager	T. Rowe Price	#3. Later Stage VC (Series C): Jul 2015, \$54.21M, Completed	+1 (800) 638-7890	[REDACTED]
John Elway Jr.	1	Angel Investor	John Elway	#3. Later Stage VC (Series C): Jul 2015, \$54.21M, Completed		
Robert Mylod Jr.	19	Angel Investor	Robert Mylod	#3. Later Stage VC (Series C): Jul 2015, \$54.21M, Completed	+1 (248) 712-1086	[REDACTED]
Scott Dahnke	24	Global Co-Chief Executive Officer	L Catterton	#3. Later Stage VC (Series C): Jul 2015, \$54.21M, Completed	+1 (203) 629-4901	[REDACTED]

Service Providers - Sell Side (3)

Name	All Deals	Title	Representing	Deals	Phone	Email
Jeremy Makarechian JD	16	Founder & Managing Partner	E*Law Group	#7. Later Stage VC (Series G): Dec 2018, \$146.00M,	+1 (303) 410-8988	jmakarechian@elg- [REDACTED]

Completed

Jeremy Makarechian JD	16	Founder & Managing Partner	E*Law Group	#6. Later Stage VC (Series F): Dec 2017, \$99.52M, Completed	+1 (303) 410-8988	jmakarechian@elg- [REDACTED]
Jeremy Makarechian JD	16	Founder & Managing Partner	E*Law Group	#2. Early Stage VC (Series B): Nov 2014, \$11.75M, Completed	+1 (303) 410-8988	jmakarechian@elg- [REDACTED]

Investments | Buy Side (2)

Company Name	Deal Date	Deal Type	Deal Size	Co-Investors	Company Stage	Industry	Lead Partner
Texas Direct Auto	16-Dec-2015	Merger/Acquisition	\$95.00M		Generating Revenue	Automotive	Allon Bloch

Beepi (Software)

Corporate Asset Purchase

Automotive

† Indicates an Add-On
E Estimated
x Investor Exited Deal

Affiliates

Subsidiaries (1)

Name	Industry	Location	Year Founded
Texas Direct Auto	Automotive	Stafford, TX	2002

Market Information

Competition

The company's competitors include [Beepi](#)

Financials

Key Metrics (TTM)	12 Months Ending Dec 2016 Start: 31-Dec-2015 End: 31-Dec-2016	12 Months Ending Dec 2015 Start: 31-Dec-2014 End: 31-Dec-2015	12 Months Ending Dec 2014 Start: 31-Dec-2013 End: 31-Dec-2014
Amounts in thousands, USD (except Ratios, Multiples & per share items)			
Income Statement			
Total Revenue	1,100,000	900,000	100,000
Ratios			
Revenue % Growth	22.22%	800.00%	
Data Origination			
Preliminary	No	No	No
Original	Yes	Yes	Yes
Restated	No	No	No

Calculated

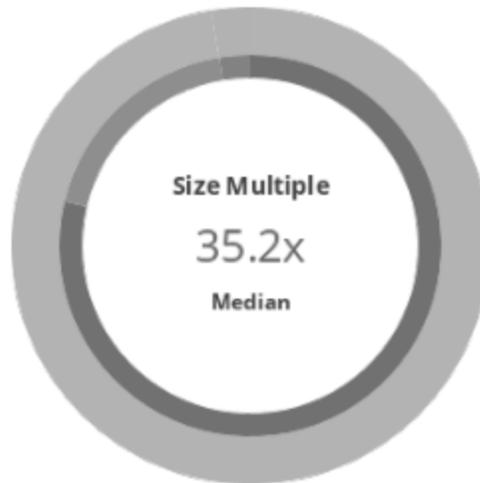
Yes

Yes

Yes

Signals Summary

This company has a weekly growth rate of 0.32%, placing it in the 92nd percentile of all growth rates tracked within PitchBook. Its underlying data points generate a size multiple that is 35.2x times larger than the median of all size multiples tracked within PitchBook, placing it in the 97th percentile of all size multiples tracked within PitchBook.



Growth Rate Summary (Weekly)

Twitter Followers 1,288	Social 0.35%
Similar Web Unique Visitors 76,947	Web 0.30%
Majestic Referring Domains 865	

Size Multiple Summary (x Median)

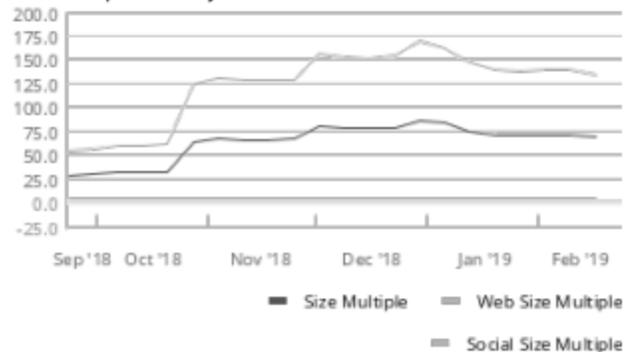
Twitter Followers 1,288	Social 3.59x
Similar Web Unique Visitors 76,947	Web 66.7x
Majestic Referring Domains 865	

Signals History

Growth Rate History



Size Multiple History

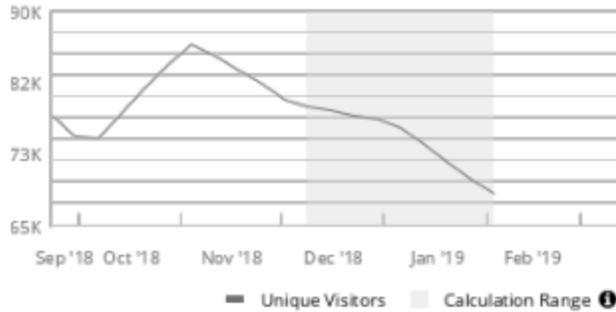


Social Media Signals

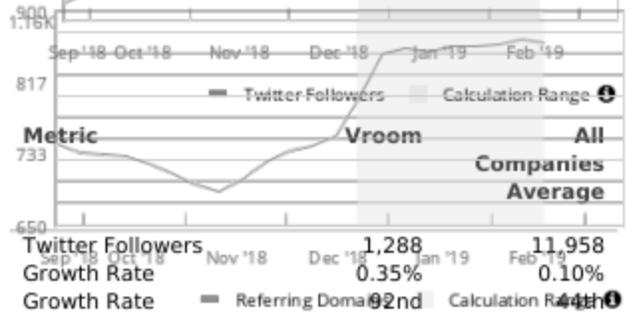
Twitter Followers 1,288

Web Signals

SimilarWeb Unique Visitors 76,947



Majestic Referring Domains 865

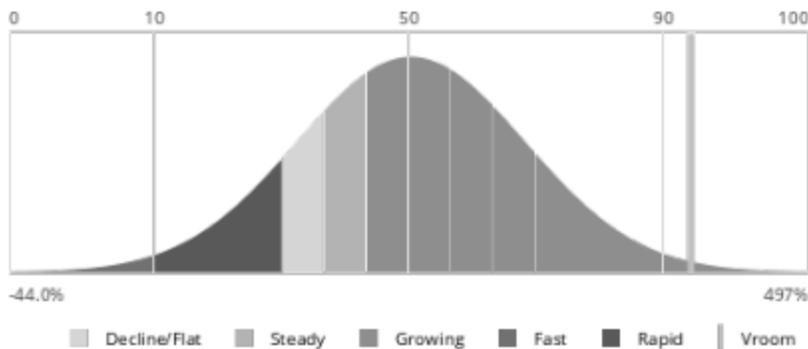


Metric	Vroom	All Companies Average
SimilarWeb Unique Visitors	76,947	21,451
Growth Rate	-1.20%	-0.55%
Growth Rate Percentile	25th	39th
Size Multiple	108x	39.2x
Size Multiple Percentile	97th	50th

Metric	Vroom	All Companies Average
Twitter Followers	1,288	11,958
Growth Rate	0.35%	0.10%
Growth Rate Percentile	92nd	44th
Size Multiple	3.59x	34.0x
Size Multiple Percentile	74th	50th
Majestic Referring Domains	865	365
Growth Rate	1.80%	-0.01%
Growth Rate Percentile	99th	23rd
Size Multiple	25.5x	10.8x
Size Multiple Percentile	95th	50th

Ranking And Distribution

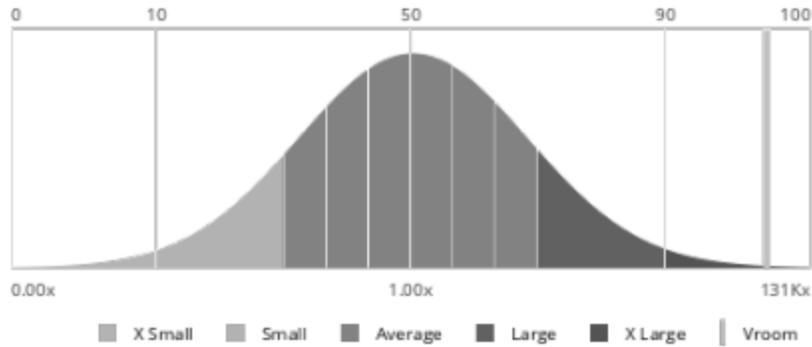
Weekly Growth 0.32%, 92nd %ile



Percentile	Min Rate	Max Rate	Avg. Rate
0-10	-44.0%	-0.16%	-1.34%
10-20	-0.15%	0.00%	-0.01%
20-30	-	-	-
30-40	-	-	-
40-50	-	-	-
50-60	-	-	-
60-70	-	-	-
70-80	0.01%	0.03%	0.02%
80-90	0.04%	0.26%	0.13%

90-100 0.27% 497% 1.21%

Size Multiple 35.2x, 97th %ile



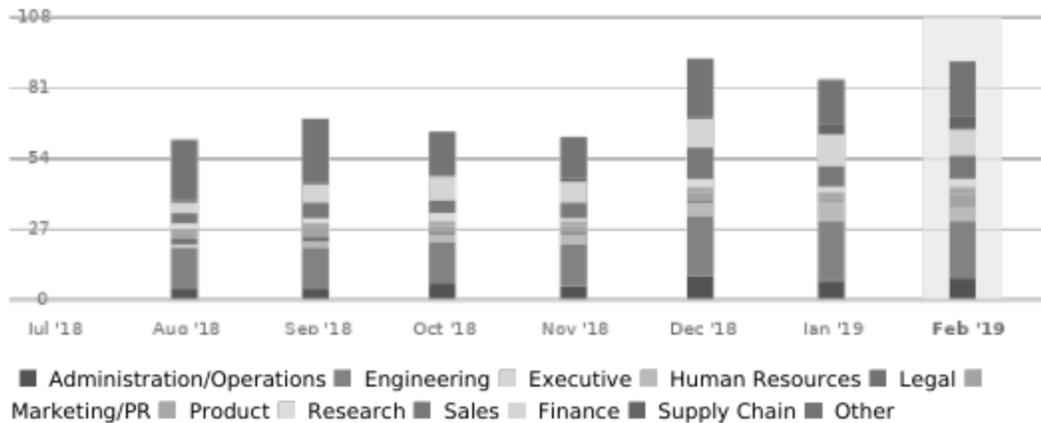
Percentile	Min Size	Max Size	Avg. Size
0-10	0.00x	0.12x	0.07x
10-20	0.13x	0.26x	0.20x
20-30	0.27x	0.44x	0.36x
30-40	0.45x	0.65x	0.55x
40-50	0.66x	0.99x	0.81x
50-60	1.00x	1.49x	1.22x
60-70	1.50x	2.35x	1.88x
70-80	2.36x	4.15x	3.12x
80-90	4.16x	10.7x	6.59x
90-100	10.7x	131Kx	117x

Employee Signals

Company	Employee Count	Growth Rate	Growth Percentile	Size Multiple	Size Percentile
Vroom	548	-	-	-	-
All Companies Average	2,626	0.28%	49th	22.6x	50th

Indeed Current Job Openings: 91

Openings by Department



FEBRUARY 2019

Department	Open Jobs	% Change 1m	% Change 3m	% Change 6m	% Change 1y
Engineering	22	▼ 4.35%	▲ 37.50%	▲ 37.50%	—
Other	21	▲ 23.53%	▲ 31.25%	▼ 8.70%	—
Finance	10	▼ 16.67%	▲ 25.00%	▲ 150.00%	—
Sales	9	▲ 12.50%	▲ 50.00%	▲ 125.00%	—
Administration/Operations	8	▲ 14.29%	▲ 60.00%	▲ 100.00%	—
Human Resources	5	▼ 28.57%	▲ 25.00%	—	—
Marketing/PR	5	▲ 150.00%	▲ 150.00%	▲ 150.00%	—
Supply Chain	5	▲ 25.00%	▲ 400.00%	▲ 400.00%	—
Product	3	▲ 50.00%	▲ 50.00%	▲ 50.00%	—
Research	3	▲ 50.00%	▲ 200.00%	▲ 50.00%	—
Executive	0	—	—	▼ 100.00%	—
Legal	0	—	▼ 100.00%	▼ 100.00%	—
Summary	91	▲ 8.33%	▲ 46.77%	▲ 49.18%	—

Company signals data was calculated against 843794 companies within all companies.

Company Signals Population: Company Signals data is tracked for active companies (i.e. have not gone out of business) that haven't been exited from VC, PE, or Incubator/Accelerator. Social media presence is tracked only for companies that have a Twitter account; web presence is tracked only for companies whose websites are tracked by SimilarWeb and Majestic.

News

Vroom nabs \$146M from AutoNation, VCs for its used car site

Vroom has raised \$146 million in Series G funding, an expansion to a \$30 million investment we reported in early September. U.S. automotive retailer AutoNation led the round for the startup, with participation from existing investors T. Rowe...

PB Mentions | 26-Dec-2018

Tagged entities: [Vroom](#)

Vroom Raises \$146M Series G

NEW YORK, NY, Vroom, the national online auto retailer, today announced a \$146 million Series G funding round led by AutoNation.

VC News Daily | 11-Dec-2018

Tagged entities: [Vroom](#), [AutoNation](#), [Dave Jones](#), [Dennis Looney](#), [Fraser McCombs Capital](#), [General Catalyst](#), [L Catterton](#), [Mitch Berg](#), [Paul Hennessy](#), [T. Rowe Price](#)

Vroom Raises \$146M in Series G Funding

Vroom Raises \$146M in Series G Funding

FinSMEs | 11-Dec-2018

Tagged entities: [Vroom](#), [Dave Jones](#), [Dennis Looney](#), [General Catalyst](#), [Mitch Berg](#), [Paul Hennessy](#)

Vroom nabs \$146M from AutoNation, VCs for its used car marketplace

Vroom nabs \$146M from AutoNation, VCs for its used car marketplace

TechCrunch | 11-Dec-2018

Tagged entities: [Vroom](#), [AUTO1 Group](#), [AutoNation](#), [Carspring](#), [Dave Jones](#), [Dennis Looney](#), [Fraser McCombs Capital](#), [Mitch Berg](#), [Paul Hennessy](#)

[**Used car marketplace Vroom raises \\$146 million**](#)

Used car marketplace Vroom raises \$146 million

VentureBeat | 11-Dec-2018

Tagged entities: [Vroom](#), [General Catalyst](#), [Shift \(Car Marketplace\)](#)

[**AutoNation invests in online used-car retailer Vroom**](#)

FORT LAUDERDALE, Fla. -- AutoNation, the nation's largest auto retailer, is investing in Vroom, one of the largest online retailers of used cars. Fort Lauderdale-based AutoNation said Tuesday that it

Arizona Daily Star | 30-Oct-2018

Tagged entities: [Vroom](#)

[**Used car site Vroom is raising \\$70M six months after a big round of layoffs**](#)

Used car site Vroom is raising \$70M six months after a big round of layoffs

TechCrunch | 01-Sep-2018

Tagged entities: [Vroom](#), [Carvana](#), [Shift \(IT Consulting\)](#)

[**Online car retail co Vroom raises \\$76m**](#)

The Series F financing round was led by Israel's PICO Venture Partners.

Globes | 17-Jul-2017

Tagged entities: [Vroom](#), [Texas Direct Auto](#)

[**Vroom Raises \\$76M Series F Round**](#)

NEW YORK, NY, National online auto retailer announced a \$76 million Series F funding round. Click here for more funding data on Vroom To export Vroom funding data to PDF and Excel, click here Vroom (www.vroom.com), the national online auto retaile...

VC News Daily | 14-Jul-2017

Tagged entities: [Vroom](#)

[**Online Auto Retailer Vroom Raises \\$76 Million**](#)

Online Auto Retailer Vroom Raises \$76 Million

Fleet News Daily | 14-Jul-2017

Tagged entities: [Vroom](#)

[**Vroom Raises \\$76 Million Series F Round**](#)

Vroom (www.vroom.com), the national online auto retailer, announced a \$76 million Series F funding round with certain funds and accounts advised by T.

BusinessWire | 13-Jul-2017

Tagged entities: [Vroom](#)

[**Online Pre-Owned Car Retailer Vroom Raises \\$50 Million Series E Round to Drive Accelerated Growth**](#)

Online Pre-Owned Car Retailer Vroom Raises \$50 Million Series E Round to Drive Accelerated Growth New Investors Foxhaven and Altimeter Join Previous Investors L Catterton, General Catalyst Partners, Allen & Company, and Funds and Accounts Advised...

BusinessWire | 20-Sep-2016

Tagged entities: [Vroom](#)

[**Vroom raises \\$50 million to make buying a used car as easy as shoe shopping online**](#)

Vroom raises \$50 million to make buying a used car as easy as shoe shopping online Posted 1 hour ago by Lora Kolodny (@lorakolodny) Next Story Gunning to become the top seller of used cars online, Vroom Inc. has raised \$50...

TechCrunch | 20-Sep-2016

Tagged entities: [Vroom](#)

[**Israeli technology and the future of transportation**](#)

Israeli technology and the future of transportation Posted 9 hours ago by Max Marine Next Story Max Marine Crunch Network Contributor Max Marine is the investment team analyst at iAngels. How to join the network To get from...

TechCrunch | 27-Jul-2016

Tagged entities: [Vroom](#)

[**Online Pre-Owned Car Retailer Vroom Raises \\$28.82M**](#)

Online Pre-Owned Car Retailer Vroom Raises \$28.82M USA Published on July 10, 2016 Vroom, a NYC-based online pre-owned car retailer, has said it raised \$28.82m in equity funding. According to a regulatory form filed with the SEC, two investors...

FinSMEs | 10-Jul-2016

Tagged entities: [Vroom](#)

[**Online car seller Vroom acquires competitor Texas Direct Auto, raises \\$95M**](#)

Online car seller Vroom acquires competitor Texas Direct Auto, raises \$95M Vroom, the online used car seller that launched two years ago with the concept of no-haggling purchases, announced today that it is acquiring an older, larger rival...

Puget Sound Business Journal | 16-Dec-2015

Tagged entities: [Vroom](#), [Texas Direct Auto](#)

[**Vroom Agrees to Acquire Texas Direct Auto, to Be Financed Through a \\$95 Million Series C Equity Round**](#)

Vroom Agrees to Acquire Texas Direct Auto, to Be Financed Through a \$95 Million Series C Equity Round Combined Entity Will Continue to Reinvent How Cars Are Bought and Sold by Putting the Entire Process Online and Offering Nationwide Pick Up and...

BusinessWire | 16-Dec-2015

Tagged entities: [Vroom](#), [Texas Direct Auto](#)

[**Vroom to buy Texas Direct Auto for \\$95m**](#)

Vroom to buy Texas Direct Auto for \$95m 16122015, 1408 Roy Goldenberg The online second hand car sales company, headed by CEO Allon Bloch, has an R&D center in Ness Ziona. Second hand online car sales company Vroom is acquiring Texas Direct...

Globes | 16-Dec-2015

Tagged entities: [Vroom](#), [Texas Direct Auto](#)

[**Vroom Raises \\$95M And Acquires Texas Direct Auto In Its Quest To Bring Car-Buying Online**](#)

Vroom Raises \$95M And Acquires Texas Direct Auto In Its Quest To Bring Car-Buying Online Posted 15 minutes ago by Anthony Ha (@anthonyha) 108 SHARES Next Story)People seem to be comfortable buying an ever-growing number of things...

TechCrunch | 16-Dec-2015

Tagged entities: [Vroom](#), [Texas Direct Auto](#)

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