



CARVANA

COMMUNITY ENGAGEMENT

Purpose

- Our Market Operations teams bring the Carvana mission to life. With dedicated time and budgets we go beyond dollars and driveways and into the homes and hearts of our local community.
- We value Community Engagement as a way to:
 - Engage and retain passionate employees
 - Celebrate incredible customers
 - Invest in the communities where we live and work
- We encourage a local teams to get involved in their communities to host, sponsor, or participate in events that they are passionate about.

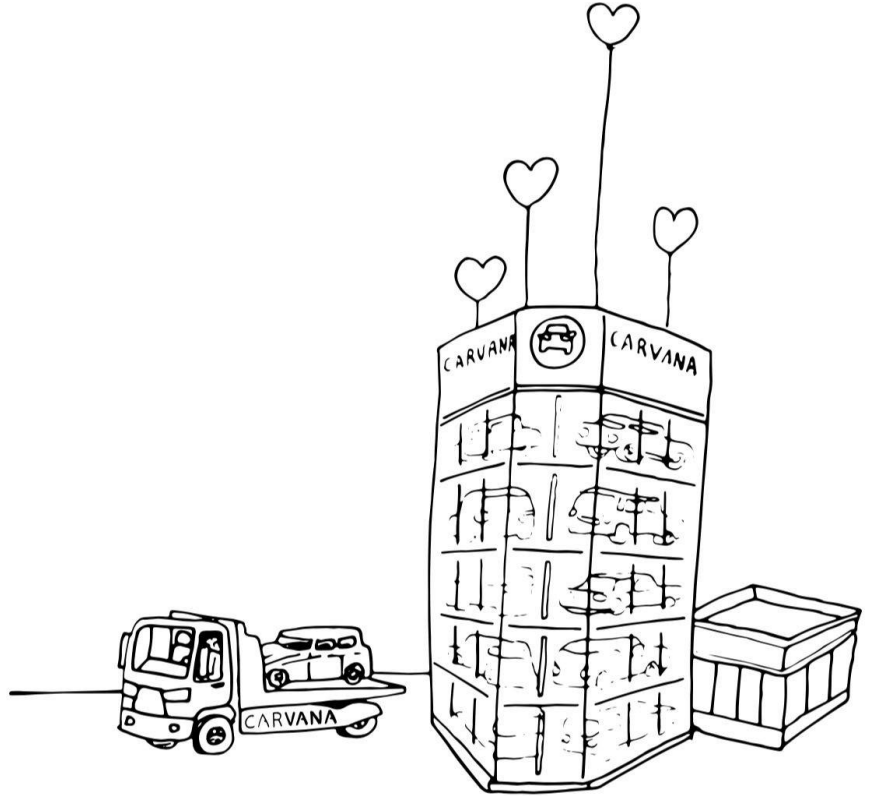
Expectations

- Local teams aim to plan and implement at least one event per quarter
- Local events to consist of:
 - Community Engagement
 - Volunteering
 - Experiential Marketing at Events



EXAMPLES

In 2019 Carvana teams executed nearly **200** local events... these are just a few



Humane Society Walk for Animals San Diego, CA



Sunken Meadow Summer Run Deer Park, NY



Broad Ripple Lights Up Parade Indianapolis, IN



Doughboy Takeover Inwood, NY



Holiday Parade Macon, GA



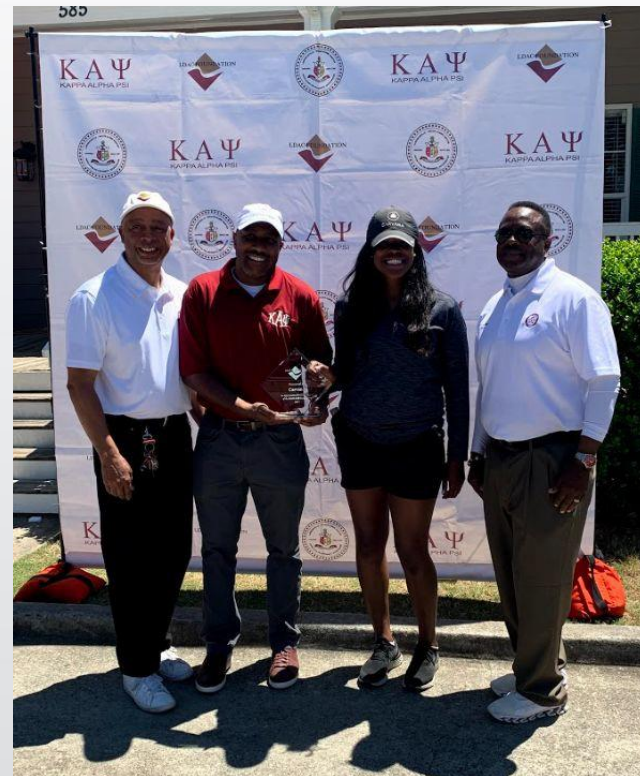
Ice Rink Takeover Virginia Beach, VA



Great Jack O' Lantern Spectacular Deer Park, NY



LDAC Foundation Golf Classic Macon, GA



St. Pat's in Five Points Columbia, SC



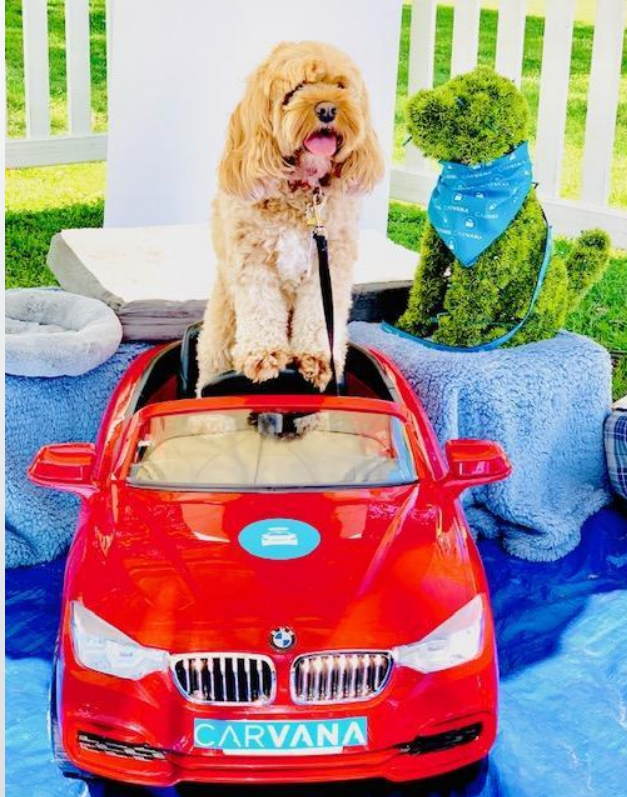
MLK Parade Greensboro, NC



Port City Java Coffee Shop Takeover Greenville, SC



Pet-a-Pawlooza Sacramento, CA



Winter Wonderland Houston, TX



Westwood High School Vending Machine Tour

Memphis, TN



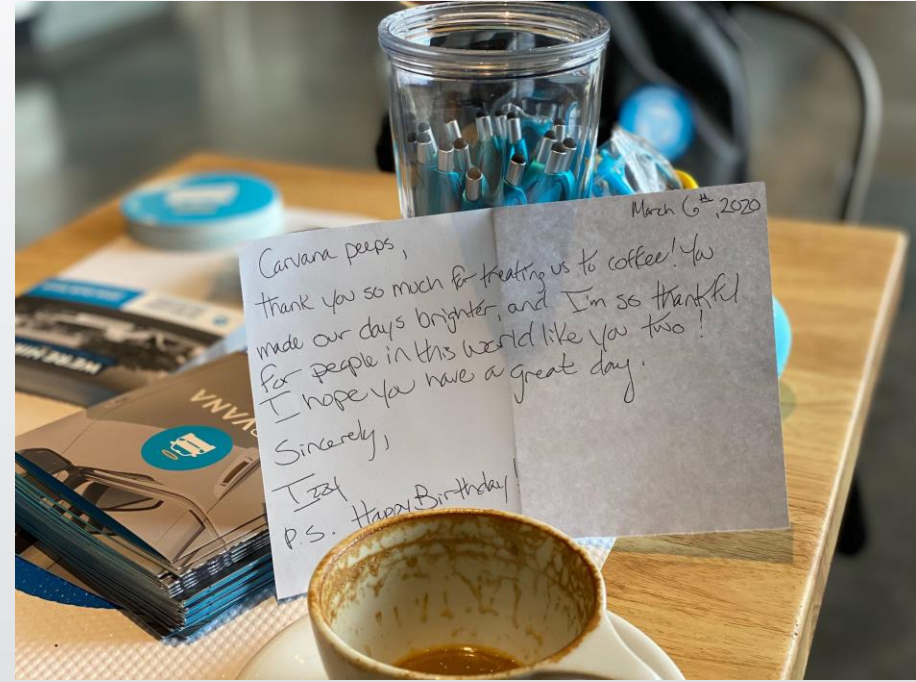
Trunk-or-Treat San Antonio, TX



Angel Project Winder, GA



District Coffee Shop Takeover Nashville, TN



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Thank You!
