



# ***ATL HOLDINGS, INC.***

***Rebuilding America's Auto Repair Industry — One Shop at a Time***

***Family, Not Franchise***

A Legacy of Automotive Excellence for Over 25 Years

Headquartered in San Antonio, Texas



# TABLE OF CONTENTS

SAFE HARBOR	3
MEET THE TEAM	4
PASSION TO PLATFORM	5
MARKET READY FOR REINVENTION	6
THREE DISTINCT VALUE CREATION ENTITIES	7
ONLY ONE PURE-PLAY FULL-SERVICE PLATFORM	8
A FIRST-OF-ITS-KIND PUBLIC OPPORTUNITY	9
ATL ACQUISITION INTELLIGENCE PLATFORM	10
PROOF IN PERFORMANCE	11
OPERATIONS PROJECTIONS	12
REAL ESTATE PROJECTIONS	13
EDUCATION DIVISION	14
WHAT THE INDUSTRY DATA TELLS US	15
INVESTMENT SUMMARY	16
SOURCES & SUPPORTING DATA	17





The statements, graphs, models and tables contained in ATL Holdings, Inc. documents may contain certain forward-looking statements relating to the ATL Holdings, Inc. and its affiliates (hereinafter referred to as “ATL” or the “Company”) that are based on the beliefs of the Company’s management as well as assumptions made by and information currently available to the Company’s management. These forward-looking statements are, by their nature, subject to significant risks and uncertainties. These forward-looking statements include, without limitation, statements referring to the ATL Holdings, Inc. business prospects, future developments, trends and conditions in the industry and geographical markets in which the Company operates and intends to operate, its strategies, plans, objectives and goals, its ability to manage costs, statements relating to prices, revenues and valuations and net cash flow projections.

When used herein, the words “anticipate”, “believe”, “could”, “estimate”, “expect”, “going forward”, “intend”, “may”, “ought to”, “plan”, “project”, “seek”, “should”, “will”, “would” and similar expressions as they relate to the Company or the Company’s management are intended to identify forward-looking statements. These forward-looking statements reflect ATL Holdings, Inc.’s views at the time such statements were made with respect to future events and are not a guarantee of future performance or developments. You are strongly cautioned that reliance on any forward-looking statements involves known and unknown risks and uncertainties. Actual results and events may differ materially from material contained in the forward-looking statements as a result of several factors, including any changes in the laws, rules and regulations relating to any aspects of the Company’s business operations, general economic, market and business conditions, including capital market developments, changes or volatility in interest rates, equity prices or other rates or prices, the actions and developments of any of the Company’s competitors and the effects of competition in the auto repair center on the demand for, and price of the Company’s products and services, various business opportunities that the Company may or may not pursue, changes in demographic trends, ATL Holdings, Inc.’s ability to identify, measure, monitor and control risks in the Company’s business, including its ability to manage and adapt its overall risk profile and risk management practices, its ability to properly price its products and services and factors beyond ATL’s control.

The Company does not intend to update or otherwise revise such forward-looking statements, whether as a result of new information, future events, or otherwise. As a result of these and other risks, uncertainties, and assumptions, forward-looking events and circumstances discussed herein might not occur in the way the Company expects, or at all. Accordingly, you should not place reliance on any forward-looking information or statements. All forward-looking statements herein ATL Holdings, Inc. documents are qualified by reference to the cautionary statements set forth in this section.





## **J. COLLIER SPARKS**

CEO

30+ Years Managing Both Public and  
Private Entities

## **BRADLEY CARLISLE**

COO

25+ Years Shop Ownership and  
Management of Multi-Shop Entities

## **J. CHRISTOPHER CUEVAS**

CFO

30+ Years Finance, Treasury Public and  
Private Entities

## **CRAIG K. CLEMENT**

EVP Corporate Development

40+ Years Executive and Board Member  
Public and Private Entities

*125 Years of Combined Experience  
Proven Success, Disciplined Oversight,  
and Public-Market Operations Savvy*





**2017**

Carlisle & Sparks Align After 25+ Years of Ownership In Public and Private Sectors

**2019**

ATL Automotive Group Founded

**2020**

Acquired 4 shops → 2 Retained  
(Established Acquisition Metrics and Criteria)

**2022**

CFO Onboarded, Financial Infrastructure Built

**2022-  
2024**

3 Acquisitions Secured  
(Owner-Financed)

**2025**

Proven Model; Shops Positive  
Cash-Flow From Day 1



*"Machines haven't taken over the world yet, because mechanics are still fixing them." - Unknown*

**PASSION TO PLATFORM**



## MARKET READY FOR REINVENTION



**250,000+ INDEPENDENT  
AUTO SHOPS IN U.S.**



**TOP 5 PLAYERS =  
<5% MARKET SHARE COMBINED**



**RECESSION-RESISTANT,  
NEEDS-BASED SERVICE**



**VEHICLE AGE TRENDING UP =  
GROWING DEMAND**



**ATL TARGETS A NICHE SEGMENT  
OF THE MARKET**

*Despite 250,000+ independent shops, **NO PUBLIC COMPANY** has consolidated full-service mechanical repair. ATL is positioned to change that.*





## ATL OPERATIONS

(PUBLIC COMPANY)

### YOUR PRIMARY INVESTMENT TARGET

- Day-one cash-flowing auto repair centers
- Proven acquisition and integration playbook
- Technology-enabled scalable platform
- Employee ownership and operational excellence

## ATL PROPERTIES

### FOUNDING MEMBER BENEFIT: EQUITY STAKE

- Real estate associated with shop acquisitions
- Stable rental income and asset appreciation
- Internal property management
- Separate value creation

## ATL EDUCATION

### NON-PROFIT TRADE SCHOOL

- Technician training and certification programs
- Workforce development for industry shortage
- Strategic partnership Education Associations and ASE

THREE DISTINCT VALUE CREATION ENTITIES



# ATL VS. INDUSTRY PLAYERS

## ATL

- Focus Area: Full-service mechanical (engine, diagnostics, drivetrain)
- Structure: Future Public
- Strategy: Pure-play mechanic consolidation

## DRIVEN BRANDS

- Focus Area: Quick lube, car wash, minor mechanical
- Structure: Public
- Strategy: Franchise expansion

## MONRO INC.

- Focus Area: Tires + maintenance
- Structure: Public
- Strategy: Tire-centric

## SUN AUTO

- Focus Area: Quick lube + franchised services
- Structure: PE-backed
- Strategy: Mixed platform (lube/tire)

## GREAT WATER 360

- Focus Area: General service + tires
- Structure: PE-backed
- Strategy: Regional roll-up

*ATL is the only player scaling the core of auto repair: full-service mechanical.*

Source: Combined Industry, 2025 — [\[View Report\]](#)





## **DISCIPLINED ACQUISITIONS**

All Shops Must Meet Strict Financial Criteria Before Consideration

- 45% minimum gross profit margin
- 15% minimum net cash flow
- 35% maximum labor cost ratio
- \$1M+ annual revenue requirement



## **OPERATIONAL EXCELLENCE**

Proven SOPs and Connected Systems for Real-Time Oversight



## **EMPLOYEE OWNERSHIP**

Every Employee Receives Equity - Industry First



## **CUSTOMER EXPERIENCE**

Integrity, No Upsell, Customer-First Model



## **MARKETING INFRASTRUCTURE**

Utilizing AI, Geo-Targeting, Social Media, School District RFPs, Discounts, Loyalty Incentives, Messaging, and Email Campaigns for Steady Traffic and Long-Term Retention from Day One.







# PROPRIETARY **TECHNOLOGY**- DRIVEN ACQUISITION SYSTEM



## **TARGET IDENTIFICATION ENGINE**

Proprietary software identifying potential acquisition targets across markets



## **FINANCIAL PERFORMANCE**

Digital tools verifying targets meet strict criteria (45% gross profit, 15% net cash flow, 35% labor cost ratio)



## **ATL ACQUISITION PLAYBOOK**

Built-in workflow ensuring every acquisition follows our proven methodology



## **DUE DILIGENCE WORKFLOW**

Streamlined process for collecting and analyzing 10+ required financial documents



## **TRACKING & ANALYTICS**

Real-time dashboard showing acquisition pipeline and market opportunities

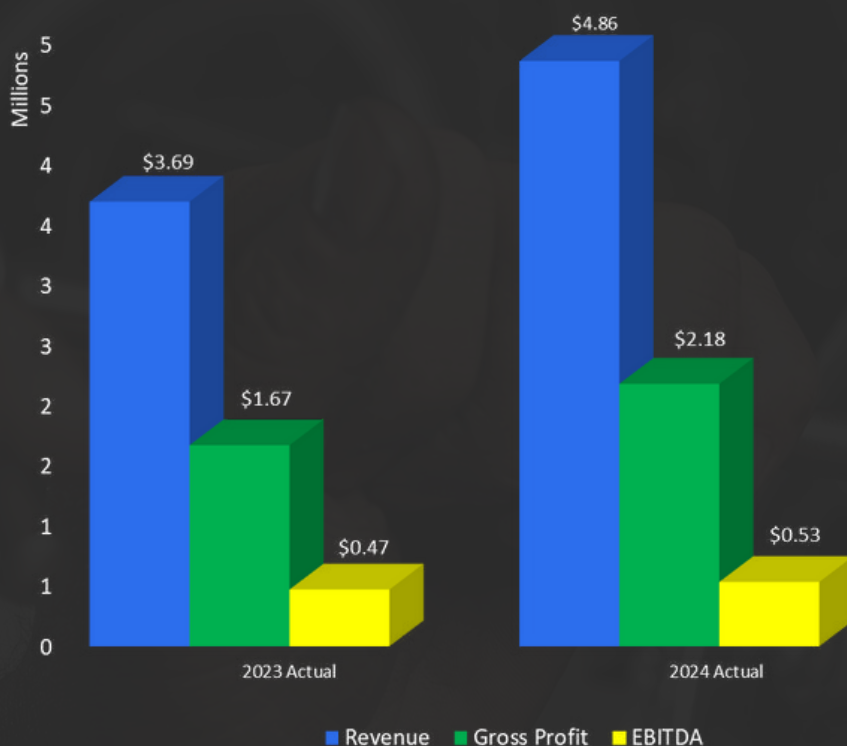
## **KEY DIFFERENTIATOR**

While competitors use broad financial screens, ATL's platform enforces our proven acquisition playbook with 100% success rate on completed acquisitions.





## 2023-2024 ACTUALS



### HIGHLIGHTS

- No Outside Capital Deployed to Date
- All Shops Profitable from Day 1
- Average Gross Margin at 45%
- Model Validated and Optimized
- Overhead Built for Scalability
- Corporate SG&A was 16.6% and 13.5% of Revenues for 2023 and 2024, Respectively.

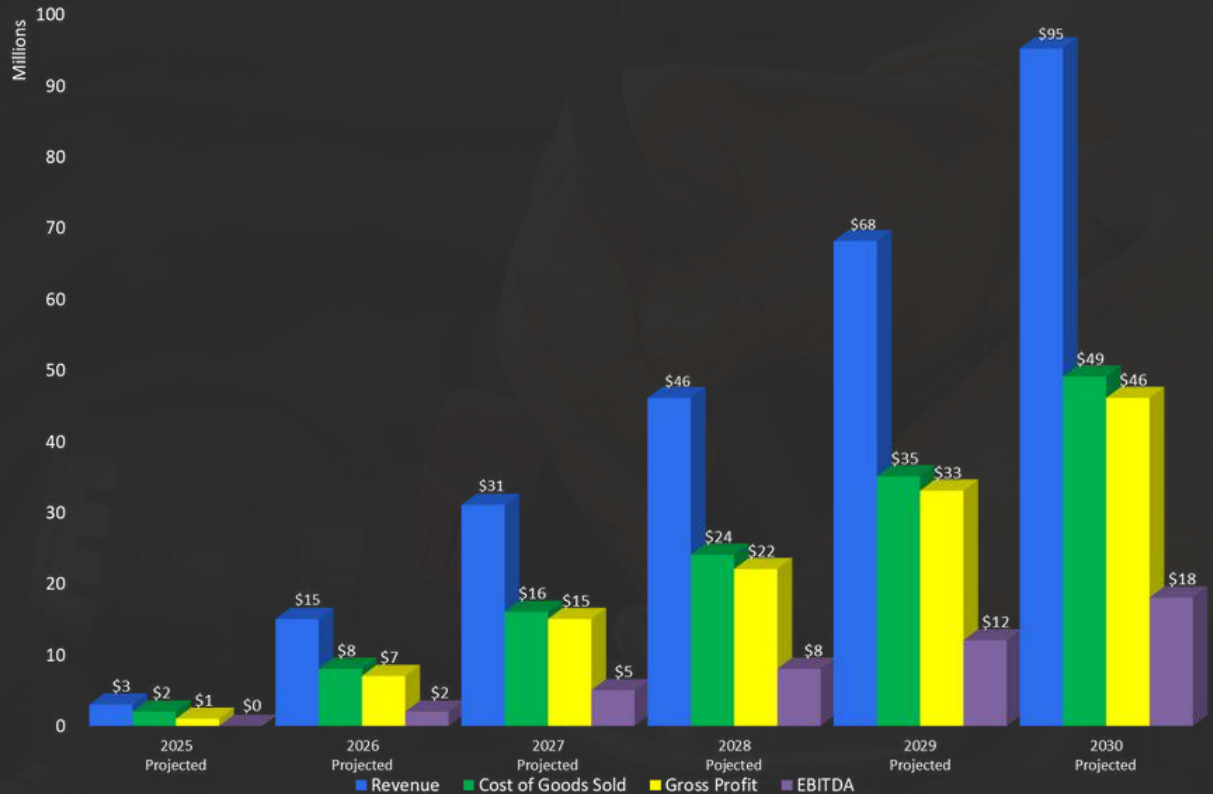
Now we're scaling a category with no public competition and national upside.

PROOF IN PERFORMANCE





# OPERATION 2025-2030 PROJECTIONS



## HIGHLIGHTS

- Gross margins remain strong at 48%+ throughout growth
- Corporate SG&A decreases from 8.9% to 4.5% of revenue
- Self-funding model: \$51.75M from internal cash flow + \$11M capital raise





# REAL ESTATE 2025-2030 PROJECTIONS



## HIGHLIGHTS

- Distribute percentage of NOI to Shareholders
- Long-term liquidity
- Potential digitization of asset

REAL ESTATE PROJECTIONS





# ATL UNIVERSITY

## Addressing Industry-Wide Technician Shortage

### MARKET OPPORTUNITY

- Critical shortage of skilled automotive technicians
- Aging workforce with limited pipeline
- 60% of shop owners over 55 and retiring

### ATL EDUCATION STRATEGY

- Apprenticeship programs across ATL locations
- Pipeline development:  
recent graduates → adult learners → career changers
- Second Chance Opportunities

### PATHWAYS FOR SUSTAINABILITY


- Industry professionals retention.
- Certification program licensing
- Government workforce development grants
- Enhanced recruitment and retention for ATL shops

*"We're scaling operational excellence and property values - together, they form the engine of ATL Holdings' future."*






## INDUSTRY & INVESTOR VALIDATION

- 
- A diamond-shaped icon with a black border containing a white circle with a black checkmark inside.
- 250,000+ independent shops = fragmented market ([see full report](#)).
  - No dominant national player in full-service mechanical ([see industry profile](#)).
  - Most PE & public players focus on tires, quick lube, or collision
  - ATL is building the first scalable platform focused on engine, drivetrain, diagnostics, emissions, HVAC
  - As of 2025, no other public company focuses exclusively on full-service automotive mechanic shops — ATL will be the first to scale this untapped, high-margin segment.  
[\(Source: 2023-2025 PE & M&A Report\)](#)

## WHY ATL IS THE **BEST** POSITIONED

- 
- A diamond-shaped icon with a black border containing a white circle with a black silhouette of a person standing inside.
- No other publicly traded company in the non-franchise full-service repair space
  - ATL has the infrastructure, SOPs, and operating history to scale
  - Access to capital and investor alignment built into the model
  - Public structure enables shareholder liquidity + acquisition optionality (buy/sell/merge)
  - Positioned to be the national brand in the segment others overlook





# YOUR **INVESTMENT** GETS YOU



## **USE OF FUNDS**

- Acquiring Listed Public Company (Reverse Merger): \$1M
- Acquire 12+ New Auto Repair Centers: \$10M
- Deploying ATL Management Systems Across New Locations
- Implement ATL Marketing Model and Technology Platform



## **PRIMARY RETURNS**

- Equity stake in first public full-service auto repair platform
- Participation in \$96M revenue operation by 2030
- Proven management team with 125+ years experience
- Technology-enabled scalable business model



## **FUTURE LIQUIDITY**

- Involvement in the development of education and training ventures
- Capitalizing on first-mover advantages in a vast, fragmented market
- Diverse exit strategies available through public markets



SOURCE	SUMMARY/KEY INSIGHT	LINK
<b>Investment &amp; Ownership Overview: General Automotive Repair Industry (2023-2025)</b>	The \$81.7B general repair sector is highly fragmented and recession-resistant. PE firms are executing roll-up strategies to consolidate local shops, benefiting from scalable growth and valuation arbitrage.	<a href="#">View Report</a>
<b>Jefferies - The Automotive Aftermarket Industry Is Highly Attractive for Private Equity Investors</b>	The \$390B aftermarket sector is booming due to aging cars, steady demand, and high fragmentation. PE interest is accelerating, with platform investments offering major consolidation upside.	<a href="#">Read Article</a>
<b>CV-squared: Risks of PE's Latest Liquidity Solution (PitchBook)</b>	Continuation vehicles (CV-squared) are increasingly popular liquidity tools for private equity firms in tough exit markets. However, improper use risks investor conflicts, lower asset quality perception, and potential reputational damage.	<a href="#">View Report</a>
<b>U.S. Private Equity Exits (2020-2024)</b>	Private equity exits peaked in 2021 with over 900 transactions due to favorable market conditions, then sharply declined during 2022-2023 amid economic headwinds. Exit activity began partially recovering in 2024, reflecting cautious optimism despite substantial unrealized asset backlogs.	<a href="#">View Report</a>
<b>Leonard Green &amp; Partners Acquisition of Sun Auto from Greenbriar</b>	Leonard Green & Partners acquired a majority stake in Sun Auto from Greenbriar Equity in 2021 via a secondary buyout, allowing Greenbriar to retain a minority share. The acquisition strategically positioned Sun Auto for aggressive national expansion leveraging LGP's automotive sector expertise.	<a href="#">View Report</a>





# THANK YOU

***ATL is Redefining What a National Auto Repair Brand Looks like:***

Operationally disciplined | Community-rooted | Investor-aligned

The Future Belongs to Platforms Prioritizing People, Process, Purpose, and Profit...not Just Dots on a Map.

*"The road to a national brand starts with people, values, and vision — not just capital."*