



FOR IMMEDIATE RELEASE

Impact Auto Auctions Leverages Global IAA AuctionNow™ Platform to Accelerate Shift to Digital

Mississauga, ON, – September 10, 2020 – Impact Auto Auctions Ltd., the Canadian business unit of IAA, Inc. (NYSE: IAA), a leading digital global marketplace connecting vehicle buyers and sellers, announces the shift of its online auction platform Impact AuctionNow™ to a fully digital experience. AuctionNow was developed by IAA as an adaptive platform to allow product enhancement that is both proactive and responsive to their dynamic global market. AuctionNow is the platform used in both the Canadian and U.S. markets.

“This scalable technology allows us to build and enhance features and functionality quickly, providing an unmatched experience for our buyers,” said Maju Abraham, Chief Information Officer for IAA. “Understanding the dynamic nature of our business means we develop technology platforms that can move at the speed of our industry.”

“The foundation of AuctionNow features adaptive technology, so shifting all Impact branch locations from a physical to digital experience was seamless,” said Blair Earle, Managing Director of Impact. “Client feedback has been overwhelmingly positive, and our business did not miss a beat.”

The proprietary AuctionNow platform was developed by IAA, Inc., giving the company full autonomy to continuously enhance the global buyer experience based on customer suggestions and recommendations. Today, the company’s Customer Experience (CX) discipline and Voice of Customer (VOC) platform are utilized to gather, prioritize and build new product features and enhancements.

More information can be found at <https://www.iaai.com/Marketing/impact-auctionnow>

About

IAA

IAA, Inc. (NYSE: IAA) is a leading global digital marketplace connecting vehicle buyers and sellers. Leveraging leading-edge technology and focusing on innovation, IAA's unique multi-channel platform processes approximately 2.5 million total-loss, damaged and low-value vehicles annually. Headquartered near Chicago in Westchester, Illinois, IAA has nearly 4,000 talented employees and more than 200 facilities throughout the U.S., Canada and the United Kingdom. IAA serves a rapidly growing global buyer base – located throughout over 135 countries – and a full spectrum of sellers, including insurers, dealerships, fleet lease and rental car companies, and charitable organizations. Buyers have access to innovative vehicle merchandising, efficient evaluation services and digital bidding tools, enhancing the overall purchasing experience. IAA offers sellers a comprehensive suite of services aimed at maximizing vehicle value, reducing administrative costs, shortening selling cycle time and delivering the highest economic returns. For more information on IAA visit IAAI.com, and follow IAA on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#). For more information on Impact visit ImpactAuto.ca, and follow Impact on [Facebook](#), [Instagram](#), and [LinkedIn](#).

Uncertainties Affecting Forward-Looking Statements

Certain statements contained in this release include “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. In particular, statements made that are not historical facts may be forward-looking statements and can be identified by words such as “should,” “may,” “will,” “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” and similar expressions. In this release, such forward-looking statements include statements regarding the expected timing and associated benefits of the IAA AuctionNow or Impact AuctionNow to our customers and company generally. Such statements are based on management's current expectations, are not guarantees of future performance and are subject to risks and uncertainties that could cause actual results to differ materially from the results projected, expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to: uncertainties regarding the duration and severity of the COVID-19 pandemic and measures intended to reduce its spread; the loss of one or more significant vehicle seller customers or a reduction in significant volume from such sellers; our ability to meet or exceed customers' demand and expectations; significant current competition and the introduction of new competitors or other disruptive entrants in our industry; the risk that our facilities lack the capacity to accept additional vehicles and our ability to obtain land or renew/enter into new leases at commercially reasonable rates; our ability to effectively maintain or update information and technology systems; our ability to implement and maintain measures to protect against cyberattacks and comply with applicable privacy and data security

requirements; our ability to successfully implement our business strategies or realize expected cost savings and revenue enhancements, including from our margin expansion program; business development activities, including acquisitions and integration of acquired businesses; our expansion into markets outside the U.S. and the operational, competitive and regulatory risks facing our non-U.S. based operations; our reliance on subhaulers and trucking fleet operations; changes in used-vehicle prices and the volume of damaged and total loss vehicles we purchase; economic conditions, including fuel prices, commodity prices, foreign exchange rates and interest rate fluctuations; trends in new- and used-vehicle sales and incentives; and other risks and uncertainties identified in our filings with the Securities and Exchange Commission (the “SEC”), including under Item 1A “Risk Factors” in our Annual Report on Form 10-K for the year ended December 29, 2019 filed with the SEC on March 18, 2020, and our Quarterly Report on Form 10-Q filed with the SEC on August 4, 2020, as such risk factors may be amended, supplemented or superseded from time to time by other reports we file with the SEC, including subsequent Quarterly Reports on Form 10-Q and Annual Reports on Form 10-K. Many of these risk factors are outside of our control, and as such, they involve risks which are not currently known that could cause actual results to differ materially from those discussed or implied herein. Additional information regarding risks and uncertainties will also be contained in subsequent annual and quarterly reports we file with the SEC. The forward-looking statements included in this release are made as of the date hereof, and we undertake no obligation to publicly update or revise any forward-looking statement to reflect new information or events, except as required by law.

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