

**E.C.D.**

AUTOMOTIVE DESIGN

INVESTOR PRESENTATION

 Nasdaq ECDA



## DISCLAIMER

This presentation includes forward-looking statements. All statements other than statements of historical facts contained in these materials or elsewhere, including statements regarding the Company's future financial position, business strategy and plans and objectives of management for future operations, are forward-looking statements. Forward-looking statements use words like "believe," "plan," "expect," "intend," "will," "would," "anticipate," "estimate," and similar words or expressions in discussions of the Company's future operations, financial performance or the Company's strategies. These statements are based on current expectations or objectives that are inherently uncertain. In light of these uncertainties, and the assumptions underlying the expectations and other forward-looking statements expressed, the forward-looking events and circumstances discussed in the accompanying materials may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

The Company's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, those factors described in the "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" sections of the Company's most recent Form 10-K and Form 10-Q filed with the Securities and Exchange Commission, and similar disclosures in subsequent reports filed with the SEC. In particular, the following factors, among others, could cause results to differ materially from those expressed or implied by such forward-looking statements: the Company's expectations regarding changes in regulatory requirements; the Company's ability to interoperate with the electronic health record systems of its customers; the Company's reliance on vendors; the Company's ability to attract and retain key personnel; the competition to attract and retain remote documentation specialists; anticipated trends, growth rates, and challenges in the Company's business and in the markets in which the Company operates; the Company's ability to further penetrate its existing customer base; the Company's ability to protect and enforce its intellectual property protection and the scope and duration of such protection; developments and projections relating to the Company's competitors and the Company's industry, including competing dictation software providers, third-party, non-real time medical note generators and real time medical note documentation services; the impact of current and future laws and regulations; and the impact of the COVID-19 crisis on the Company's business, results of operations and future growth prospects. Past performance is not necessarily indicative of future results. The forward-looking statements included in this presentation represent the Company's views as of the date of this presentation. The Company anticipates that subsequent events and developments will cause the Company's views to change. The Company undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of this presentation.

This presentation includes information related to market opportunity as well as cost and other estimates obtained from internal analyses and external sources. The internal analyses are based upon management's understanding of market and industry conditions and have not been verified by independent sources. Similarly, the externally sourced information has been obtained from sources the Company believes to be reliable, but the accuracy and completeness of such information cannot be assured. Any of its respective officers, directors, managers, employees, agents, or representatives, undertake to update any of such information or provide additional information as a result of new information or future events or developments.

# OUR NUMBERS

- 100k sq. ft. production facility
- 1 sourcing facility in the UK
- 2,200 man hours per vehicle
- 9-12 month design/build process
- 500+ units built since inception
- 100 contracted units in the pipeline
- 90+ employees with 60+ ASE certifications
- \$400k highest value build
- 50 state compliant



# BUSINESS OVERVIEW



# OUR STORY

Our “Rover Dome” facility is over 100,000 sq feet, with over 80 full-time employees and two continents building the award-winning vehicles in the USA. Everything is built by hand in sunny Florida, where we have a passionate team all pulling in the same direction and shooting for one goal: perfection. Our founders grew up in England, the Midlands, just 40 miles from the famous Lode Lane factory where these vehicles were produced. They were surrounded by Defenders from an early age.



**E.C.D.** Nasdaq: ECDA  
AUTO DESIGN

Mostly working on the vehicles on friends’ farms, they were often thrown in the back of these trucks along with bails of hay, a dog and sometimes the odd farm animal.

When we launched ECD, we knew for every vehicle, we had to create the foundation, build it, and customize it from the ground up – regardless of risk – if we wanted to produce the quality of build we ourselves dreamed of. We have a great blend of English owners and American staff. We have different views on how the perfect vehicle should be, but that creativity is what makes our vehicles so special. We challenge perfection every day.

THIS  TO THIS



**CAPACITY FOR 196 VEHICLES PER YEAR**

“WE ARE JUST FOUR BRITISH PETROL HEADS WITH A PASSION FOR AUTOMOTIVE PERFECTION THAT TURNED DREAMS, HOBBIES AND PURE DRIVE INTO ONE OF THE WORLD’S LEADING AUTOMOTIVE BUILDERS.”

Scott Wallace, E.C.D. CEO.

# OUR PRODUCTS

THE DEFENDER - FROM \$249,995



D90



D110



D130

Drivetrain: V8 / EV  
Body: Hard top / Soft top

THE SERIES - FROM \$219,995



IIA



III

Drivetrain: V8 / EV  
Body: Hard top

THE RANGE ROVER CLASSIC - FROM \$249,995



SWB



LWB

Drivetrain: V8 / EV  
Body: Hard top

THE E-TYPE - FROM \$279,995



ROADSTER



COUPE

Drivetrain: I6 / V8 / V12 / EV  
Body: Hard top / Soft top



“Unlike the automotive world, our vision was a product that was highly differentiated, incredibly desirable and delivered with damned focus”

Scott Wallace, E.C.D. CEO.

# OUR PROCESS



## Step 1

*Configure your build*



## Step 2

*Obtaining your vehicle*



## Step 3

*Building the foundation*



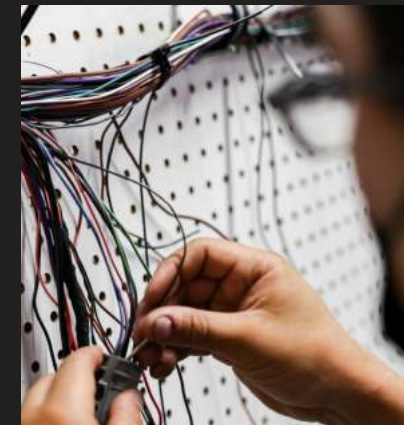
## Step 4

*Empowering your drive*



## Step 5

*Applying your signature color*



## Step 6

*Electrical Functionality*



## Step 7

*Hand-Stitched Upholstery*



## Step 8

*Fitting Your Cosmetics*



## Step 9

*Quality Control*



## Step 10

*Ready To Deliver*

Let's start with the fun decisions. You'll work with our Lead Designer to select your body style, drivetrain, wheels, tires, accessories, paint color, and interior style, colors and textures. This process can be done with an in-home consultation or by visiting one of our Design Studios at our expense. Once you've made your selections, we'll send you mock ups for further review, fine-tuning our designs until you decide your build is perfect.

The search for your base vehicle begins. We scour Europe to find the right one to match your specifications and then handle all aspects of the import process.

We don't take an old car and alter it. We break your base vehicle down all the way to the bare chassis. Every nut and bolt is replaced, resulting in a completely fresh rebuild from the ground up.

Go with the classic Rover V-8 engine or a powerhouse machine like the Chevrolet LS3 or LC9 with 6-speed transmission. Our brand new Chevrolet crate engines include a 2-year/50,000-mile warranty and are serviceable at all Chevrolet dealerships nationwide. Or opt for the new and improved E.C.D. EV setup, which is like no other found in the restomod world today.

Your vehicle body is carefully sandblasted and polished before being hand-painted with premium paint. Our in-house paint facility, widely considered to be one of the best in the country, can precisely match any color you desire.

Each vehicle we build uses over 2,000 feet of wiring that will bring your vehicle to life. Every harness is wired by hand and made custom for your vehicle to match your exact build specifications.

You select every aspect of your upholstery down to the color of the stitching. From a premium Puma leather dashboard to the quilted hand-stitching of the rear seat, our craftsmen will wrap your vehicle's interior in the leather design and color of your choice.

This is the exciting stage when your vehicle takes on the distinctive appearance of a refinished vehicle. We install your hand-selected features – doors, door cards, roof rack, headlights, wheels, windows and more – to make this uniquely yours.

Through every step of the process, your vehicle goes through a robust 200-point quality control inspection, including taking it out for a 500-mile test drive followed by one last, all-inclusive, 400+ point inspection to guarantee that it's utterly flawless.

We give your vehicle its final polish and detailing. Now it's ready for the end of its journey with E.C.D. and the start of its adventure with you.

“The E.C.D. secret sauce was creating a manufacturing model that allowed the efficiencies of automotive production, with the fluidness of complete customization, we believe it took four petrolheads, not from automotive manufacturing, to create exactly that.”

Tom Humble, E.C.D. CXO

# OUR CLIENT EXPERIENCE

## A FIRST FOR AUTOMOTIVE

- THE CLIENT AT THE CENTER OF THE DESIGN EXPERIENCE

### The Nine Stages

- Receive welcome book
- Introduction to our Concierge Team
- Receive Design Kit
- Introduction to our Head of Automotive Design
- 3D Renderings
- Final Design Signoff
- Foundation Vehicle arrives
- Client Journey Update
- Delivery Day



“Our experience working with E.C.D. was a breeze – the team was responsive, considerate of our timeline and budget and kept an open line of communication during our build.

The progress website devoted to our project was incredibly helpful so we could check in and see real time pictures and progress!

We could not be happier with the way our Defender turned out, and we have had so much fun with it.”

The Plank Family - Founder of Under Armour





# OUR PURSUIT OF QUALITY



Like you, we are obsessed with all things automotive. Our passion for perfection shows in our painstaking attention to detail in every vehicle we build. That's why everything is done completely in-house.

All the necessary body work, drivetrain selection and installation, every stitch in the interior, paint work, up to placement of the last nut and bolt are done at the skilled hands of the crew at E.C.D. We have one common goal: perfection. Let everyone else get their car off the assembly line, that's not how we roll.

An E.C.D. build is a revered piece of history artfully blended with custom craftsmanship and 21st century power. It's a heady mix that results in a one-of-a-kind automotive heirloom guaranteed to turn heads, inspire envy, and deliver you unmitigated satisfaction.

"The E.C.D. vision... is to recreate Defenders that express each customer's imagination while retaining the character of the original, all in a high-quality package with remarkable attention to detail."

# OUR DRIVE FOR PERFECTION

## QUALITY CONTROL PROCESS

As our builds work through 20 stages of production, each technician, via a tablet, completes their part of a 600+ point quality control process in real time. Post this, our QC manager completes the same 600+ point inspection check list, and any issues are addressed by our Master Certified QC lead technician prior to shipping.



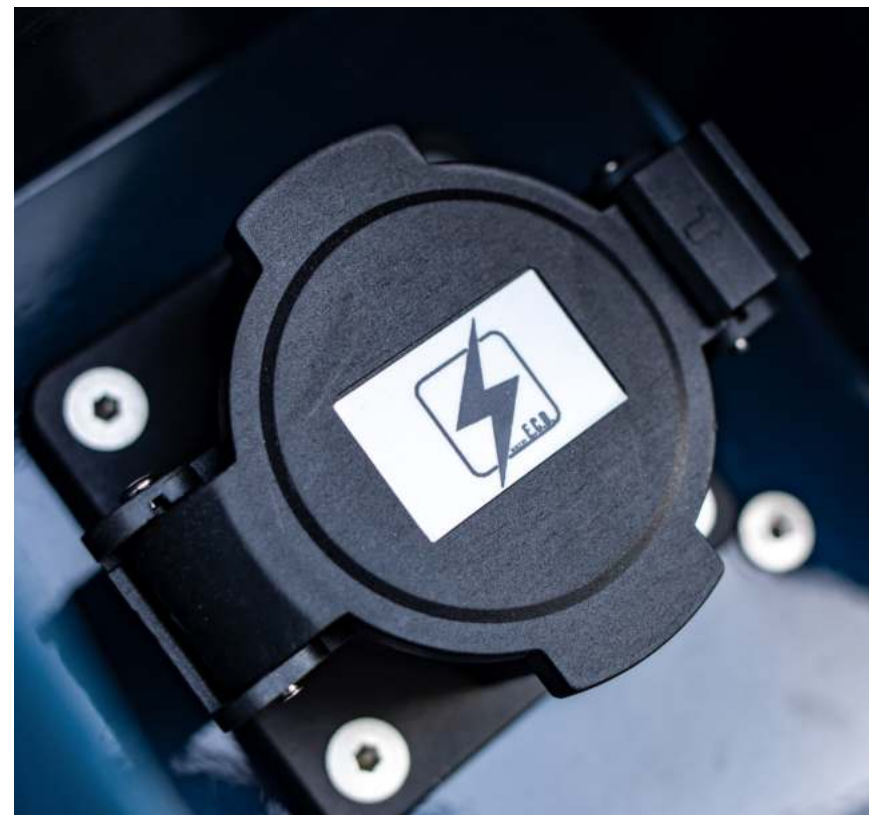
“PERFECTION IS THEIR HALLMARK, THEIR INSPIRATION IS IN THEIR ROOTS. OWNED BY THREE BRITS, E.C.D. IS AS MUCH ABOUT PASSION AS IT IS ABOUT QUALITY.”

Gear Minded

# ELECTRIC VEHICLE CONVERSION

THE NEW AND IMPROVED E.C.D. EV SETUP IS LIKE NO OTHER FOUND IN THE RESTO-MOD WORLD TODAY.

- Intelligent graphic user interface combined into the entertainment system screen, has a more OEM feel.
- DC Fast charging can allow for rapid charges on the go, allowing long road trips.
- Efficient packaging and cooling of batteries, uses and maintains charge more effectively.
- Cascadia motor connected to enhanced Land Rover four wheel drive system.
- Selectable 2 or 4 wheel drive applications, get more from each charge by only powering the rear wheels when driving normally, drop into 4 wheel drive when off-roading.
- Eco, Normal and Sport modes.
- Idle creep / hill hold assist option.
- On / Off option for regenerative braking, allowing for a smoother driving experience if desired.



“Electric Land Rover Defender Shows How To Age A Classic Car Gracefully.”

Sebastian Blanco - Forbes

# INVESTMENT HIGHLIGHTS



# 1 - MORE CUSTOM DESIGN THAN ANY OTHER LUXURY AUTO MANUFACTURER LEADING IN ELECTRIFICATION OF HIGHLY-CUSTOMIZED EXOTIC AUTOMOBILES



# 2 - ATTRACTIVE & GROWING CATEGORY WITH OPPORTUNITY FOR LONG-TERM VALUE APPRECIATION

Exotic Automobiles Are Experiencing Outsized Demand And Have Appreciated In Value Over Time

**~\$580B Total  
Addressable Market**  
Projected Global Luxury Car  
Market Size<sup>(1)</sup>

**Long-Term  
Secular Growth**  
Electric Vehicles

**~7% CAGR**  
Luxury SUVs<sup>(2)</sup>

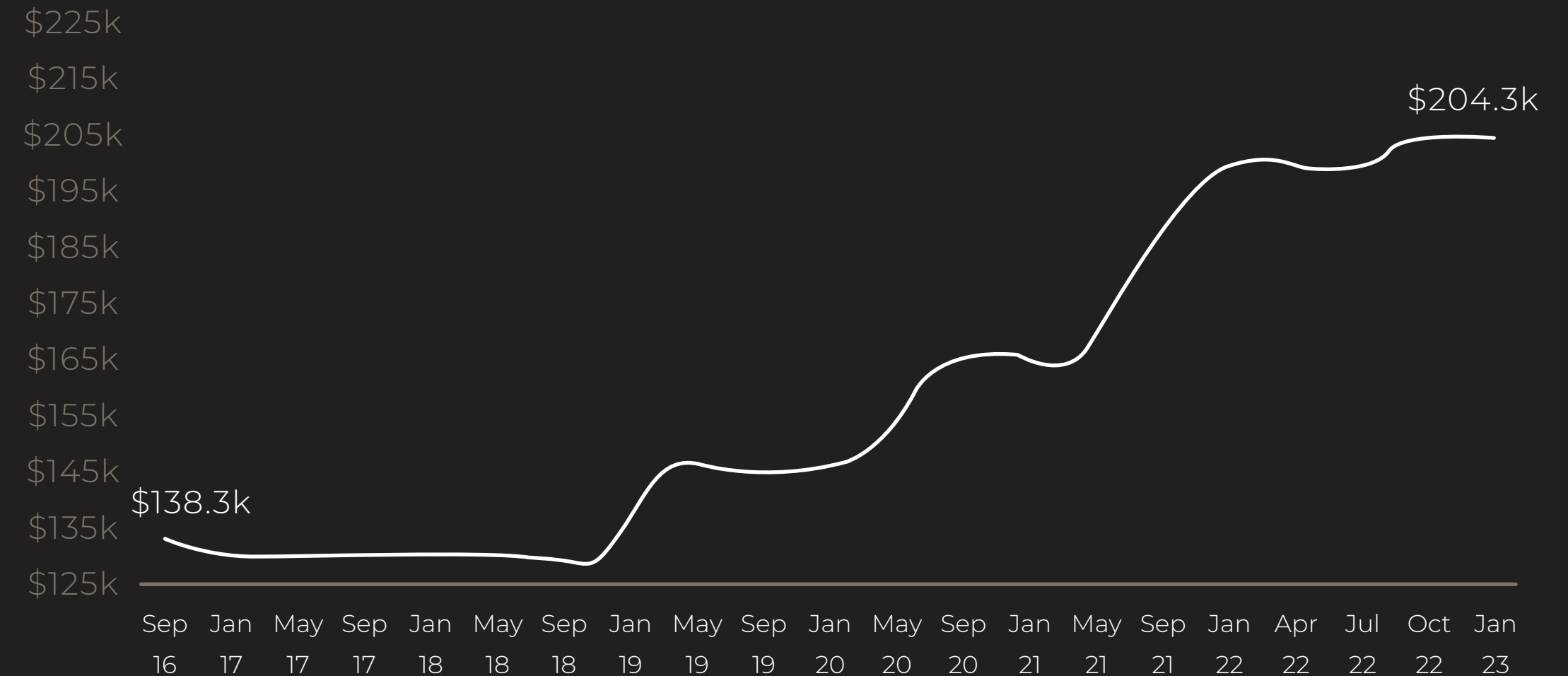
**~9-14% CAGR**  
Ultra Luxury Cars<sup>(3)</sup>

## ECD Significantly Outperforms Industry Trends

**~26%** Average ECD Unit CAGR Over Last Decade

**~19%** Average ECD Selling Price CAGR Over Last Decade

**Hagerty's Average Historical Market Value  
of Select Defender & E-Type Models<sup>(4)</sup>**



(1) Estimated 2021 market size via Statista's "Global luxury car market size from 2010 to 2021" (November 2021)

(2) CAGR estimate for luxury SUVs via Technavio's "Luxury SUV Market Size to Grow by 1.59 million units | North America to Dominate the Market | Technavio" (April 21, 2022)

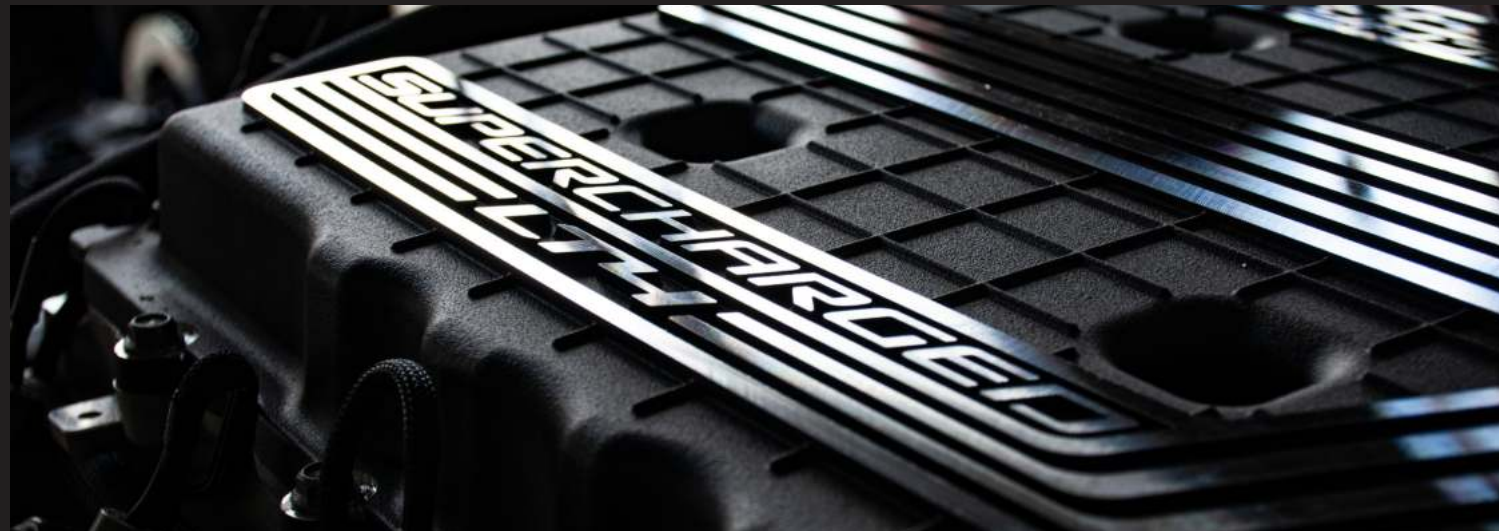
(3) CAGR estimate for ultra luxury cars (\$300,000+ purchase price) 2021 - 2031 via McKinsey & Company's "Five Trends Shaping Tomorrow's Luxury-Car Market" (July 8, 2022)

(4) Average historical values of 1993 Land Rover Defender 110, 1997 Land Rover Defender 90 and 1974 Jaguar E-Type SIII models via The Hagerty Group, LLC as of 3/3/2023

# 3 - ENHANCED GROSS MARGIN PROFILE

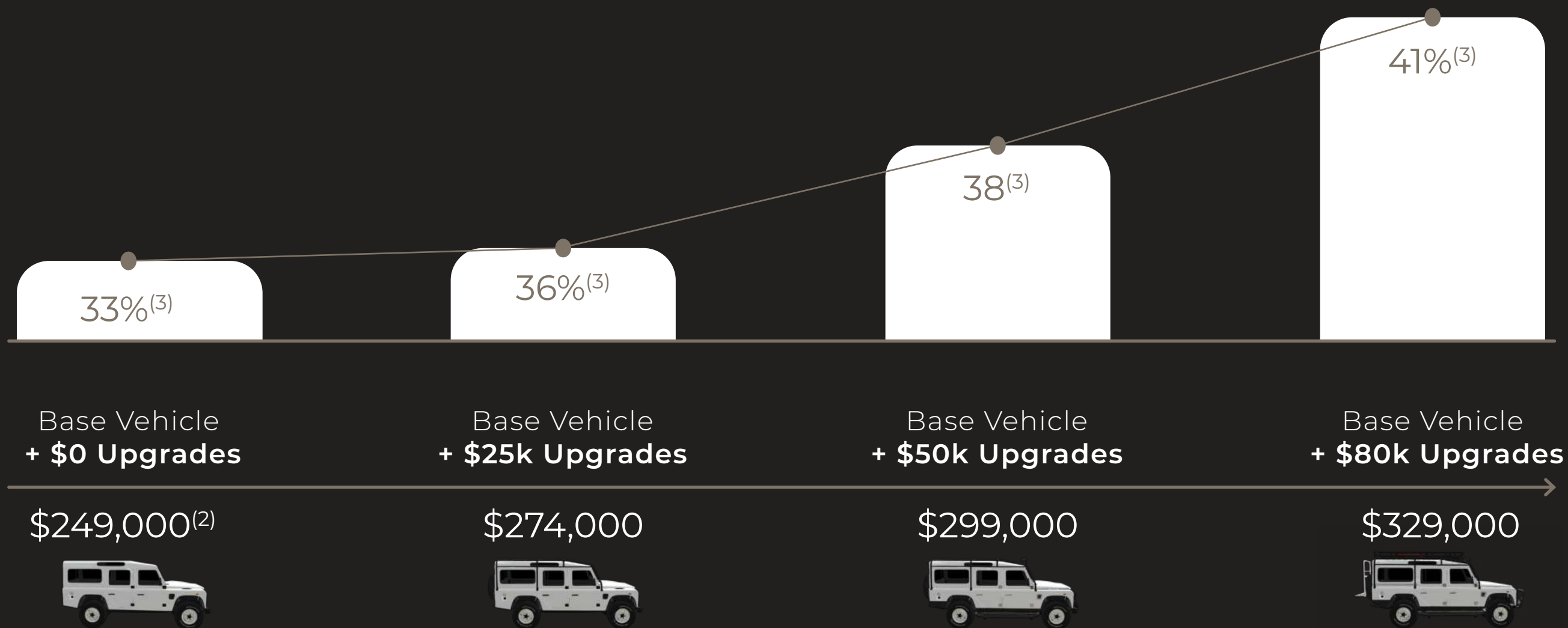
## DRIVEN BY INCREMENTAL UPGRADES AND EXTENSIVE CUSTOMIZATION OPTIONS

Customization & Upgrade Options Drives Incremental Margins

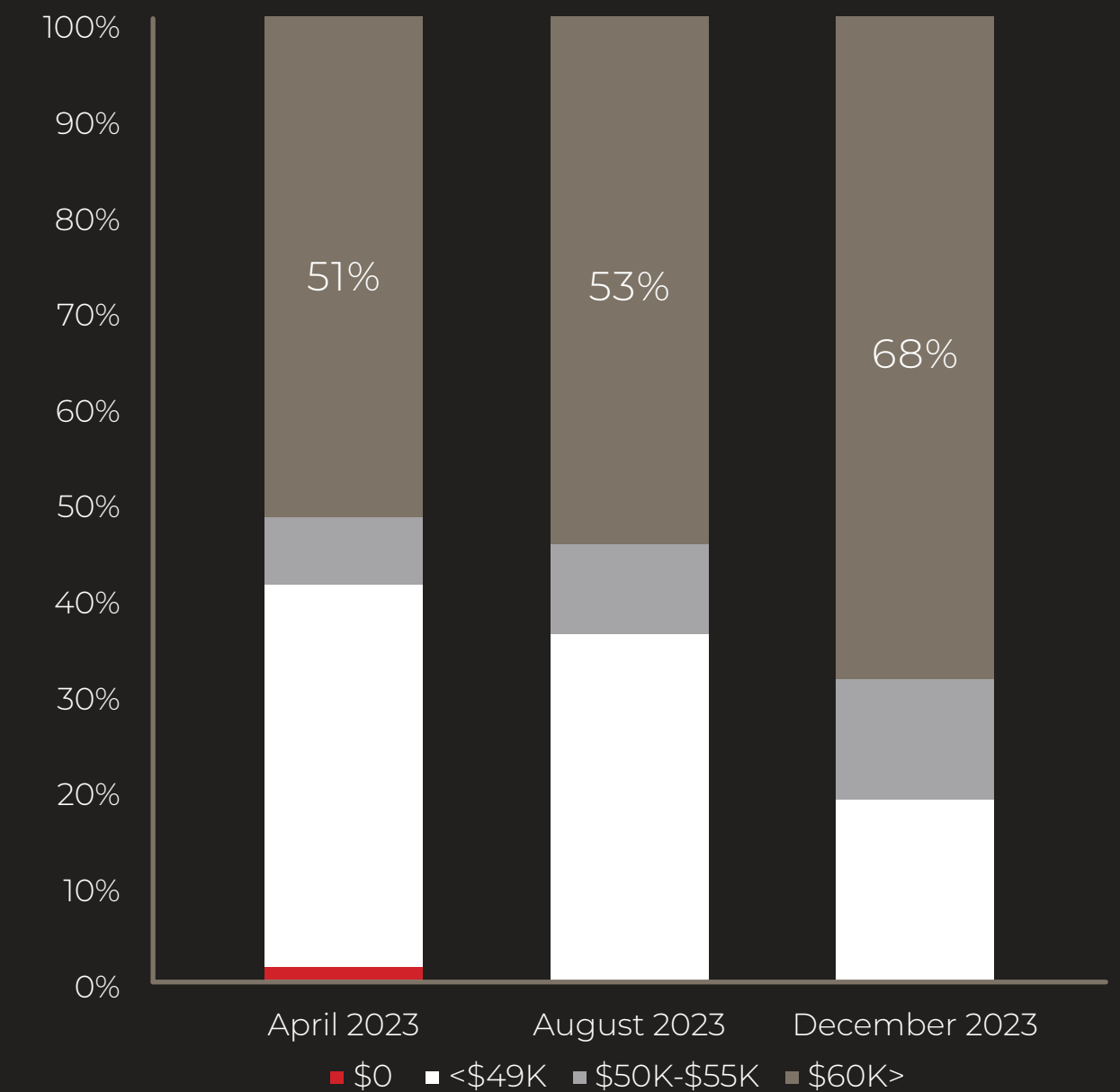


# 4 - ENHANCED GROSS MARGIN PROFILE<sup>(1)</sup>

DRIVEN BY HIGHER UPGRADES FROM EXTENSIVE CUSTOMIZATION OPTIONS



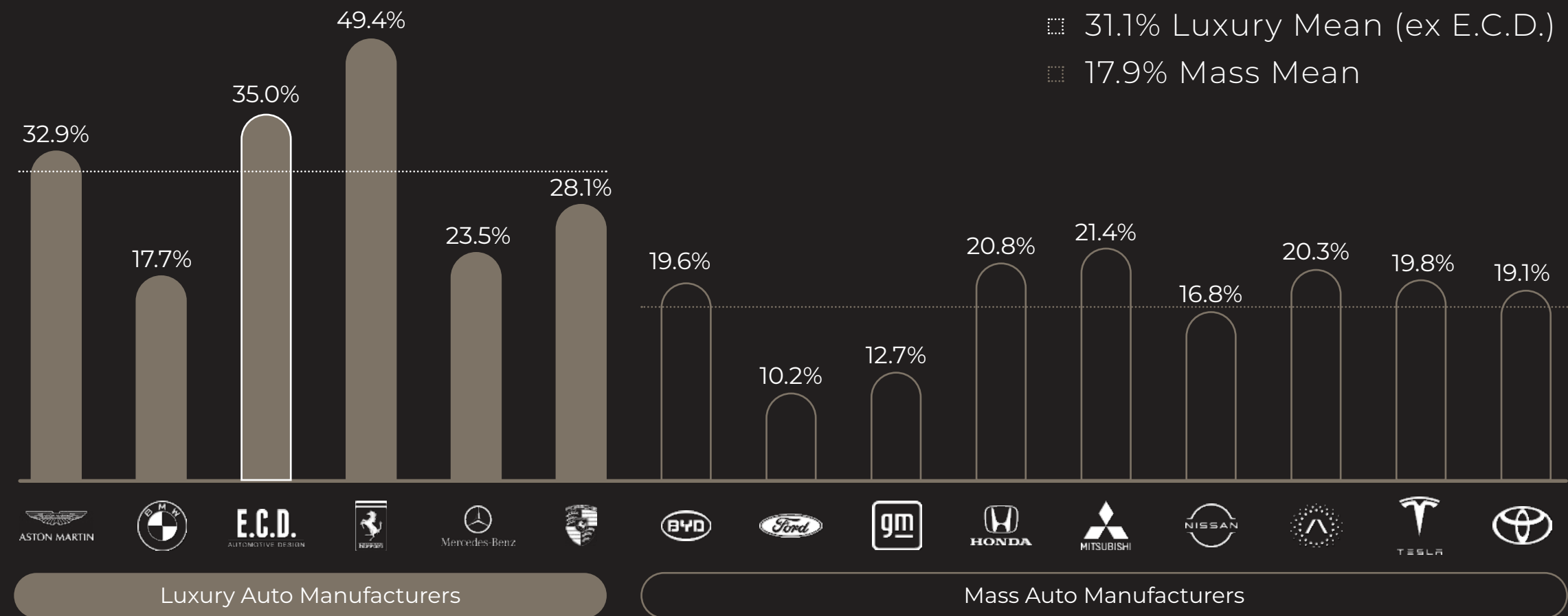
### Evolution of Average Upgrades





# 5 - ATTRACTIVE MARGIN PROFILE RELATIVE TO GLOBAL AUTO MANUFACTURING INDUSTRY

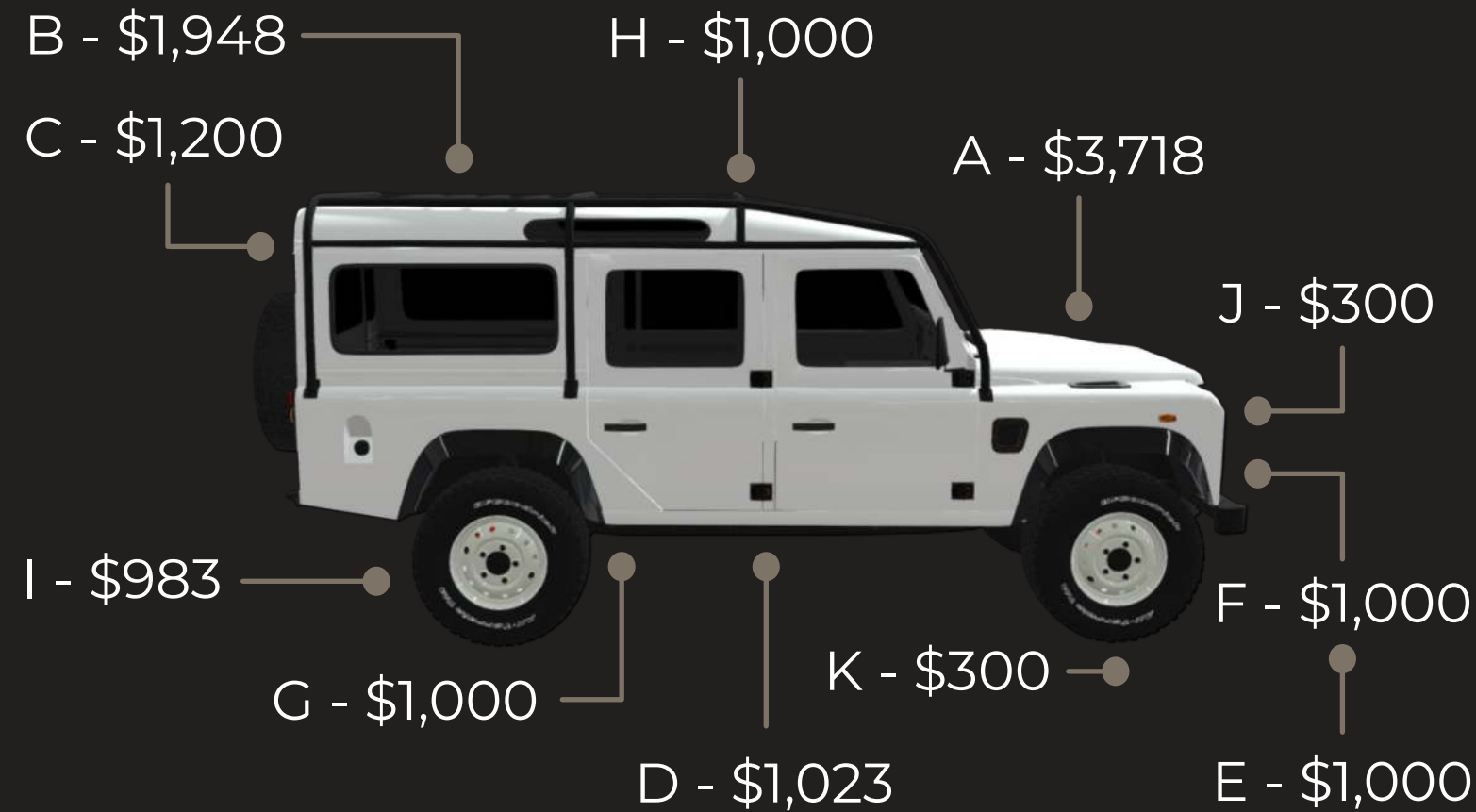
Comparative Auto Manufacturer Gross Margin<sup>(1)</sup>



# 6 - ENHANCED MARGIN PROFILE

## COST OF GOODS: SAVINGS EXAMPLE

How ECD Will Expand Margins With Several Examples Of How We Will Make Changes To How We Build Resulting In \$ Saving Per Action Then Saving Per Vehicle



**= \$13,541**

Total truck per year.

10% COG saving per build

Item	Saving Per Build
A - Drivetrain Vendor	\$3,718
B - Defender Body	\$1,948
C - Shop Consumables 10%	\$1,200
D - CNC In House	\$1,023
E - AC System Installation	\$1,000
F - AC System	\$1,000
G - Fuel Tank	\$1,000
H - Roll Cages	\$1,000
I - Custom Wheels	\$963
J - Radiator	\$300
K - Tire Installation	\$300

# 7 - PROVEN BUSINESS MODEL WITH MULTIPLE AVENUES FOR EXPANSION

Numerous Industry Wide Expansion Opportunities



1

Introduction of New Product Lines

2

Highly Fragmented Industry with Opportunities to Consolidate

3

Business Opportunities to Expand into Classic Automotive Ecosystem

4

Sales Expansion Into International Markets

# 8 - FRAGMENTED BUSINESS WITH \$15BN ECOSYSTEM

## NUMEROUS INDUSTRY WIDE EXPANSION OPPORTUNITIES

Vehicle Design	Vehicle Manufacture	Vehicle Sales	Vehicle Storage	Vehicle Financing	Customer Engagement (Membership)
<ul style="list-style-type: none"> <li>• Customer centric design process</li> <li>• Broad spectrum of colors, textures and finishes</li> <li>• Predictable order and delivery cycle</li> <li>◦ Variety beyond Land Rover and Jaguar</li> </ul>	<ul style="list-style-type: none"> <li>• Best-in-class fit and finish</li> <li>• Predictable order and delivery cycle</li> <li>◦ Platform for additional lines of production / styles of vehicle</li> </ul>	<ul style="list-style-type: none"> <li>• Garages as an inventory source</li> <li>• Accredited buyers / enthusiasts</li> <li>• Garages as a storefront</li> <li>◦ Customer data integration</li> </ul>	<ul style="list-style-type: none"> <li>• Annuity income stream</li> <li>• Buy / Sell / Auction site</li> <li>• Sales Personnel location</li> <li>• Ancillary related car offerings</li> <li>◦ Cash flow generating entry point to new regions and markets</li> </ul>	<ul style="list-style-type: none"> <li>◦ Third party proprietary financing solution</li> <li>◦ In-house, owned financing capability</li> </ul>	<ul style="list-style-type: none"> <li>• Educational events</li> <li>• Community engagement</li> <li>• Events</li> <li>• Experiences</li> <li>◦ Customer data integration</li> </ul>
<ul style="list-style-type: none"> <li>◦ Actively in-process and expected integration in 2024</li> <li>◦ Operational initiative in 2024 and 2025</li> </ul>					

# FULLY DILUTED SHARE COUNT

## Equity Capitalization Table

	Shares
ECD Founders	24,000,000
Outside Shareholders	9,900,000
<b>Total</b>	<b>33,900,000</b>
*Shares subject to lock-up; 82% of the float	27,675,000

## Debt Instruments

	Amount
Convertible Note due December 2026, priced at prime + 5%	\$15,800,000



# OUR TEAM



**Tom Humble**

*CXO*

Tom is a self-described British petrol head, with an early career in Professional Soccer, now you can find him negotiating six figure sales contracts for the company he founded. A natural leader with the ability to build incredible rapport with current and prospective clients.



**Elliot Humble**

*CTO*

Elliot Humble is an experienced operations manager with the ability to steer and direct the procurement of donor vehicles and automotive parts that supports the growth of the E.C.D. brand.



**Emily Humble**

*CPO*

Emily is an experienced leader within the education sector. Her goal in E.C.D. is to ensure perfection is delivered every step of the way, from the moment the client signs their contract to the first drive.



**Scott Wallace**

*CEO*

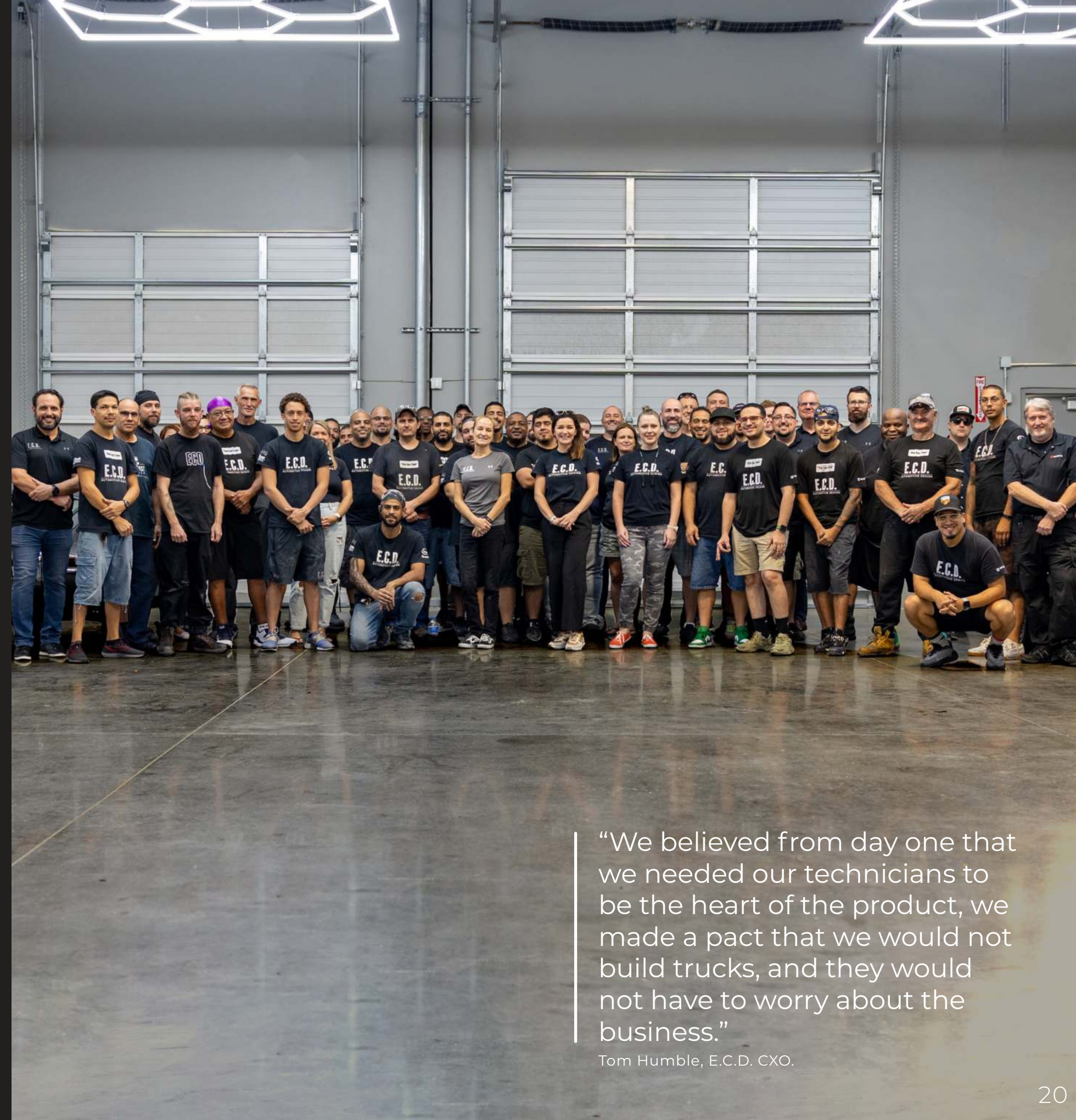
At the age of 16, Scott Wallace realized that hard work would not always be enough and that an hourly wage was not going to dictate his life. Gifted with a sharp mind, an innate ability to remove the distracting noise in business, and an insatiable thirst for excellence. Scott also has a seasoned resume in the European public sector & venture capital industry.



**Raymond Cole**

*CFO*

Ray is a finance leader with extensive financial knowledge and operational experience. He previously served as CEO of Lucky Jack Coffee, held roles at American Express, and began his finance career at Salomon Smith Barney and JPMorgan Chase. Ray holds an MBA in finance from the Zicklin School of Business at Baruch College and a bachelor's in economics from Fordham University.



“We believed from day one that we needed our technicians to be the heart of the product, we made a pact that we would not build trucks, and they would not have to worry about the business.”

Tom Humble, E.C.D. CXO.

CREATE IT, BUILD IT, LIVE IT.

THANK  
YOU



E.C.D. Auto Design  
**Scott Wallace, Chairman and CEO**

Email: [investorrelations@ecdautodesign.com](mailto:investorrelations@ecdautodesign.com)  
Tel: 407-483-4825

FNK IR  
**Rob Fink / Matt Chesler, CFA**

Email: [ecda@fnkir.com](mailto:ecda@fnkir.com)  
Tel: 646-809-4048