

E.C.D.

AUTOMOTIVE DESIGN



Nasdaq

ECDA

INVESTOR PRESENTATION

SEPTEMBER 2024

DISCLAIMER

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BUSINESS OVERVIEW

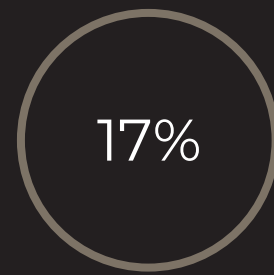


A DECADE OF OUTSTANDING GROWTH DUE TO EXCEPTIONAL CAPITAL ALLOCATION

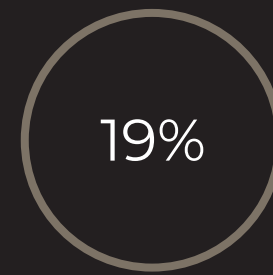
A robust proven business model with a decade of aggressive growth performance



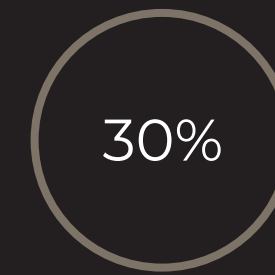
Lifetime Revenue



Revenue CAGR
2018 - 2023



Pricing CAGR



Industry Leading
Gross Profit



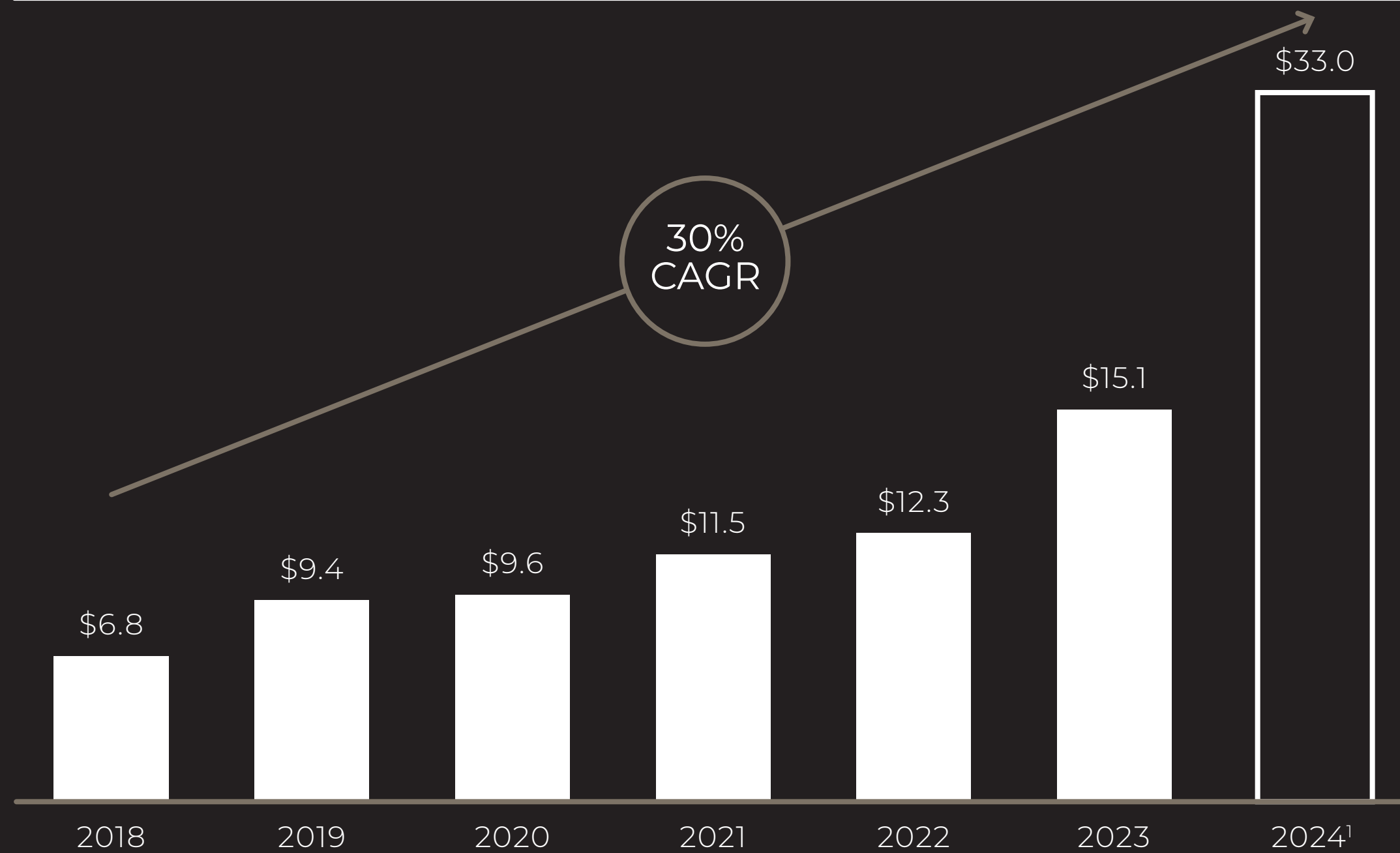
Design For
Execution

All driven with an initial \$150k investment a decade ago with zero outside capital or credit terms

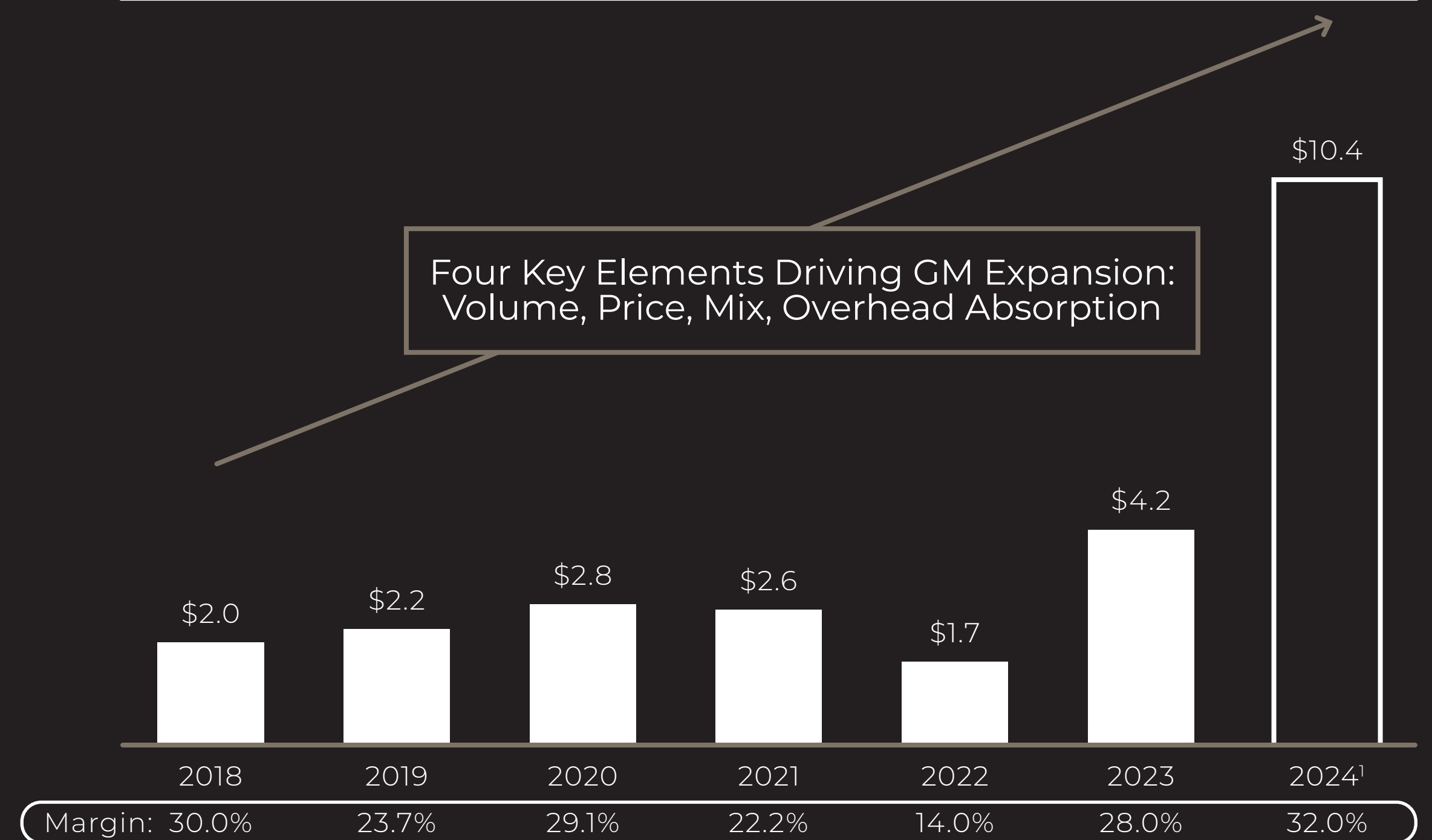
KEY FINANCIAL HIGHLIGHTS

HISTORICAL REVENUE AND MARGINS

Revenue (\$M)



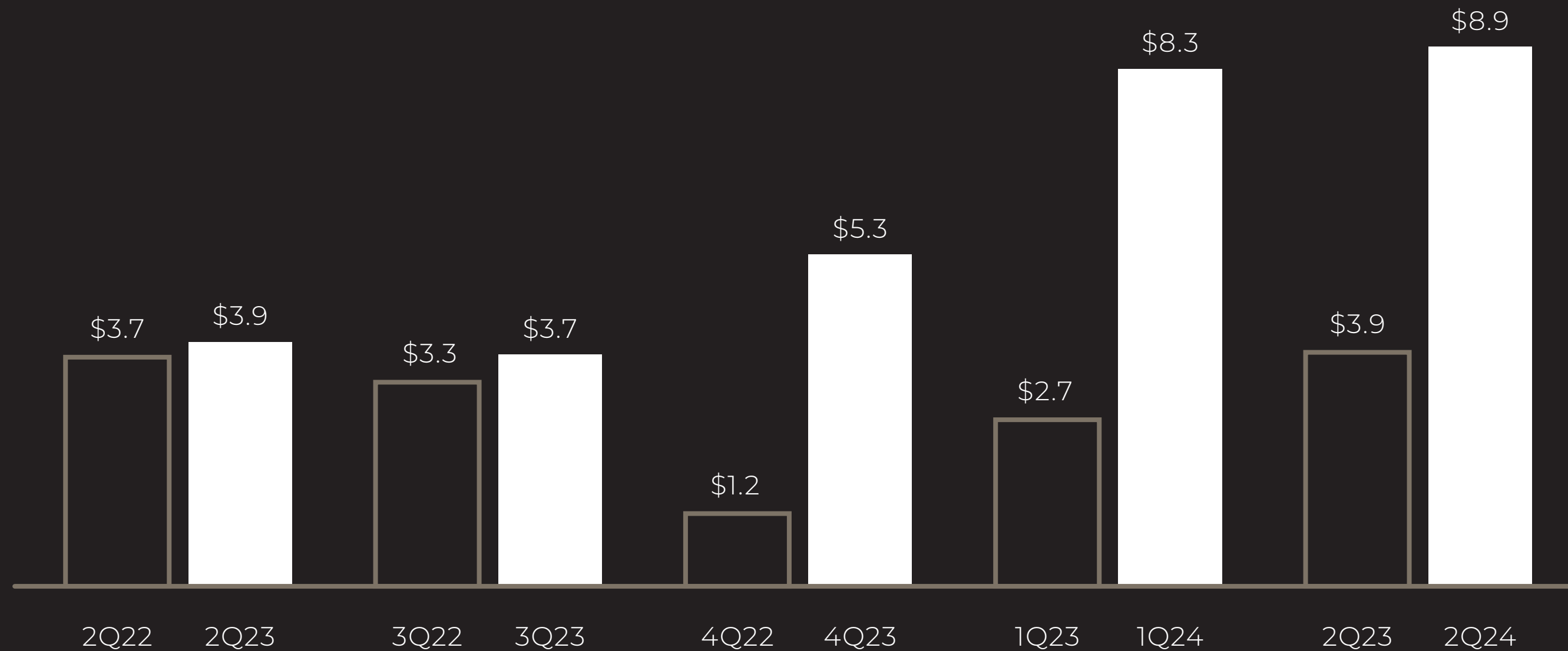
Gross Margin (\$M and %)



(1) Preliminary 2024 revenue outlook as provided on May 2024

RECENT FINANCIAL PERFORMANCE

QUARTERLY REVENUE



2Q24 Key Highlights

- 129% revenue increase compared to 2Q23
 - Gross margins of 31.8%
- Acquired assets of Brand New Muscle Car to build classic American Muscle Cars, starting with the Ford Mustang
- Agreement with Black Dog Trading to add classic Toyota FJs to product line up

ORGANIC PATH TO \$75M REVENUE & 30%+ GROSS MARGINS

NORTH LINE - BR

North Production Line Overview

- # Units PA: 64 - \$25m
- Avg selling price Inc. Upgrades: \$390k

SOUTH LINE - AMC

South Production Line Overview

- # Units PA: 70 - \$23m
- Avg selling price Inc. Upgrades: \$325k

EAST LINE - BC

East Production Line Overview

- # Units PA: 65 - \$24m
- Avg selling price Inc. Upgrades: \$375k



Equity Capitalization Table






	<u>Shares</u>
ECD Founders	24,000,000
Outside Shareholders	10,100,000
Total	34,100,000
*Shares Subject to Lock-Up; 82% of the Float	27,650,000

Debt Instruments

	<u>Amount</u>
Convertible Note Due December 2026, priced at prime + 5%	\$15,800,000

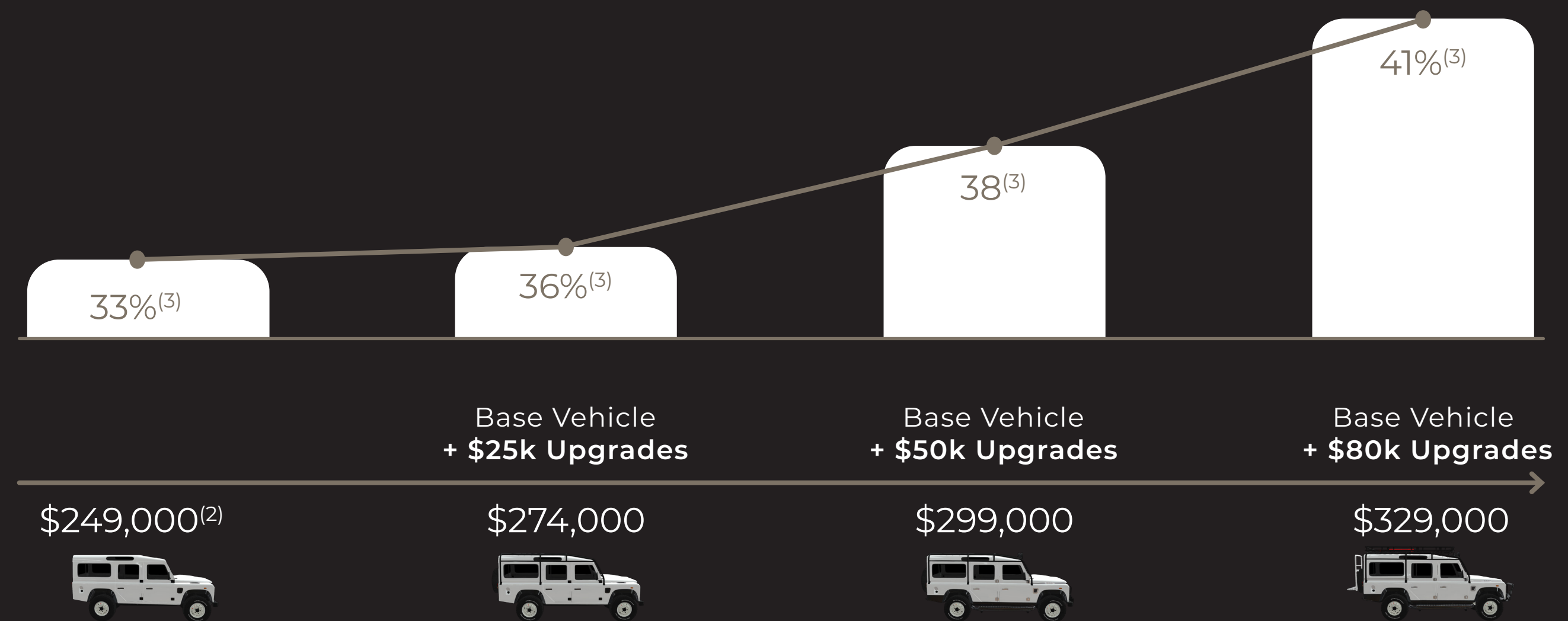
VALUE DRIVEN BY EXCEPTIONAL UNIT ECONOMICS

Unit-Level Gross Profit By Manufacturer

Brand	GP \$ per unit	Notes
	\$123k	Margin through quality & customization
	\$96k	Margin through quality & customization
	\$37k	Not mass luxury – Macan Diluted
	\$9k	Lost margin through volume & limited options
	\$3k	Targets profit post sale

Source: Tesla Data – The Motley Fool : 10/22/23, Ferrari data – 2023 Annual filing, Porsche - Quarterly Statement, Porsche AG Group January – September 2023, GM data – GM authority, ECD – Gross profit 33% 2024 actual. Net profit 13%

Unit-Level Gross Margin by Upgrade Buckets



(1) Based on 2023 ECD pricing analysis for Defender models
 (2) Sales price for base vehicle
 (3) Approximate vehicle gross margin

BRAND NEW MUSCLE CAR ACQUISITION

- Meaningfully expands the total addressable market of ECD
- Unit economics on par with existing ECD product portfolio
- On track to deliver product in the second half of 2024



BLACK DOG TRADERS LICENSING AGREEMENT

- Licensing Agreement to produce branded Toyota FJ SUVs
- Further expands total addressable market
- Ability to increase margins at a luxury price point



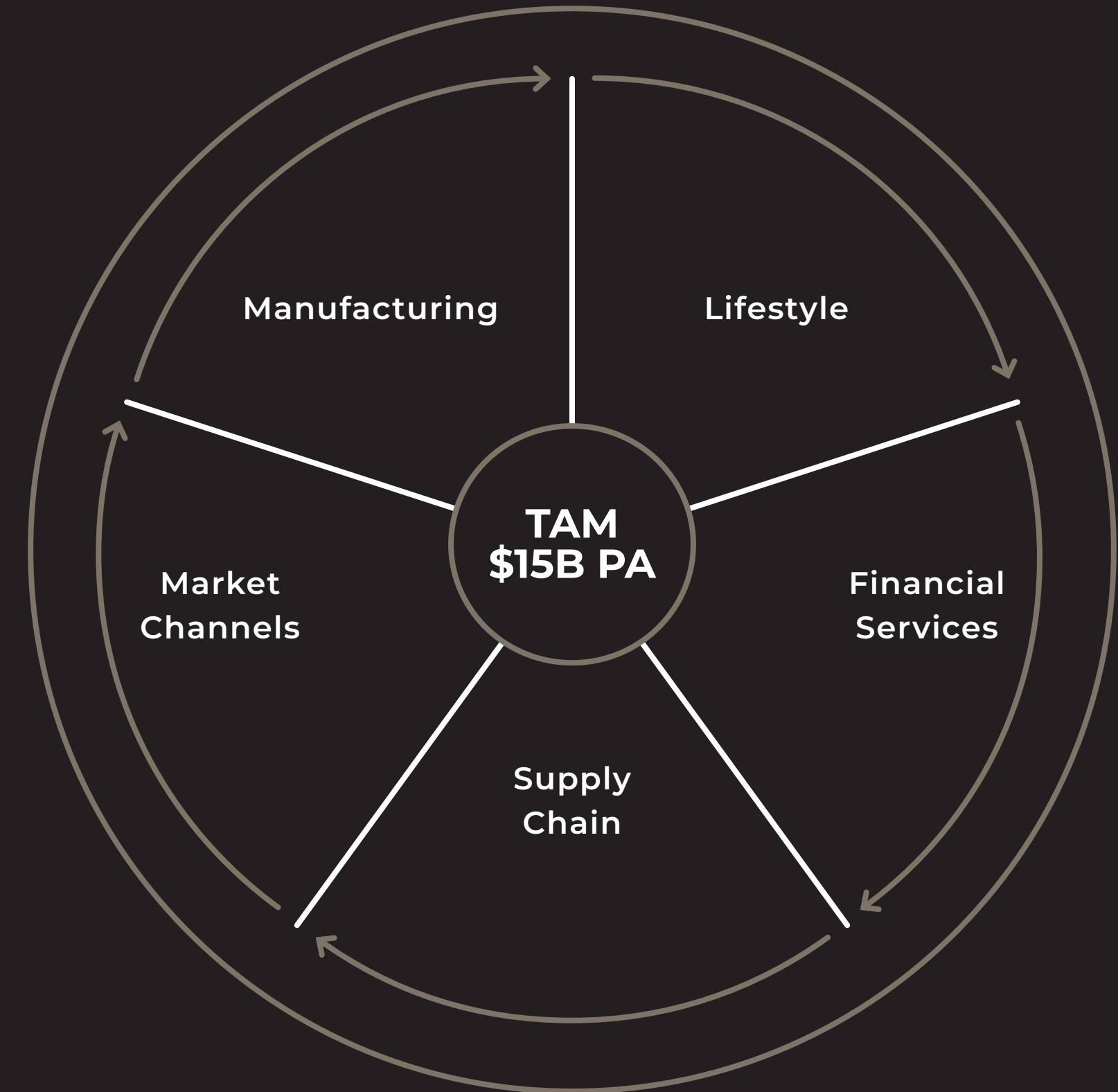
BLACKBRIDGE MOTORS LICENSING AGREEMENT

- Allows ECD to expand within the luxury Defender market, increase factory utilization and enhance its industry-leading margins at a luxury price point with a fully bespoke customization package
- Increases market penetration in a capital-efficient manner
- Access to Blackbridge's IP, branding and top-of-funnel marketing support in exchange for a fee and royalty per vehicle sale



THE CLASSIC CAR - ECOSYSTEM TAM

The Classic Car Owner Desires a One Stop White Glove, Trusted & All-Encompassing Automotive Partner Through The Duration Of Ownership



CREATE IT, BUILD IT, LIVE IT.

THANK
YOU



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