KARMA

CREATING LONG-TERM VALUE FROM SOUTHERN CALIFORNIA

KARMA

Dr. Lance Zhou, Karma Automotive CEO
CAR Industry Briefing | Bridging Detroit and Silicon Valley

March 5, 2019

WHO WE ARE - FULL VALUE CHAIN

We Are Karma.

FOUNDATION OF CAPABILITIES:

- Research
- Engineering
- Manufacturing
- Sales
- Dealers & Factory-Owned Store
- Design
- Supply Chain Management
- Marketing
- Communication

WHAT WE HAVE ACHIEVED

Karma has already made history:

- Delivering quality vehicles to real customers.

- A full and mature value chain and operation.

- A clear vision forward – with regular new models, backed by substantial funding

- Strong partner alliances

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LOOKING TOWARD THE FUTURE
HOW KARMA SEIZES OPPORTUNITY

4Es – the elements of the Karma brand that guide us

LUXURY	EXCLUSIVE DESIGN AND CRAFTSMANSHIP
HIGH-TECH	INTUITIVE, INTEGRATED ADVANCED TECH
CUSTOMIZATION	EVERY KARMA TO BE UNIQUE
TREATMENT	OWNER EXPERIENCE, PERSONAL AND SPECIAL

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THE CHASE HIGH-TECH STRATEGY

PARTNERS & COLLABORATION

Capture Rapid Changes with Cooperation:

- Connectivity
- Shared Mobility
- Electrification
- Autonomous Travel
- AI
- Advanced Driver-Assistance Systems
- Personalized Customization
- Cloud Computing & Big Data

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KARMA PARTNERSHIPS

Accelerates product development

A NEW DAWN FOR KARMA

Auto Shanghai 2019

- Three New Vehicles
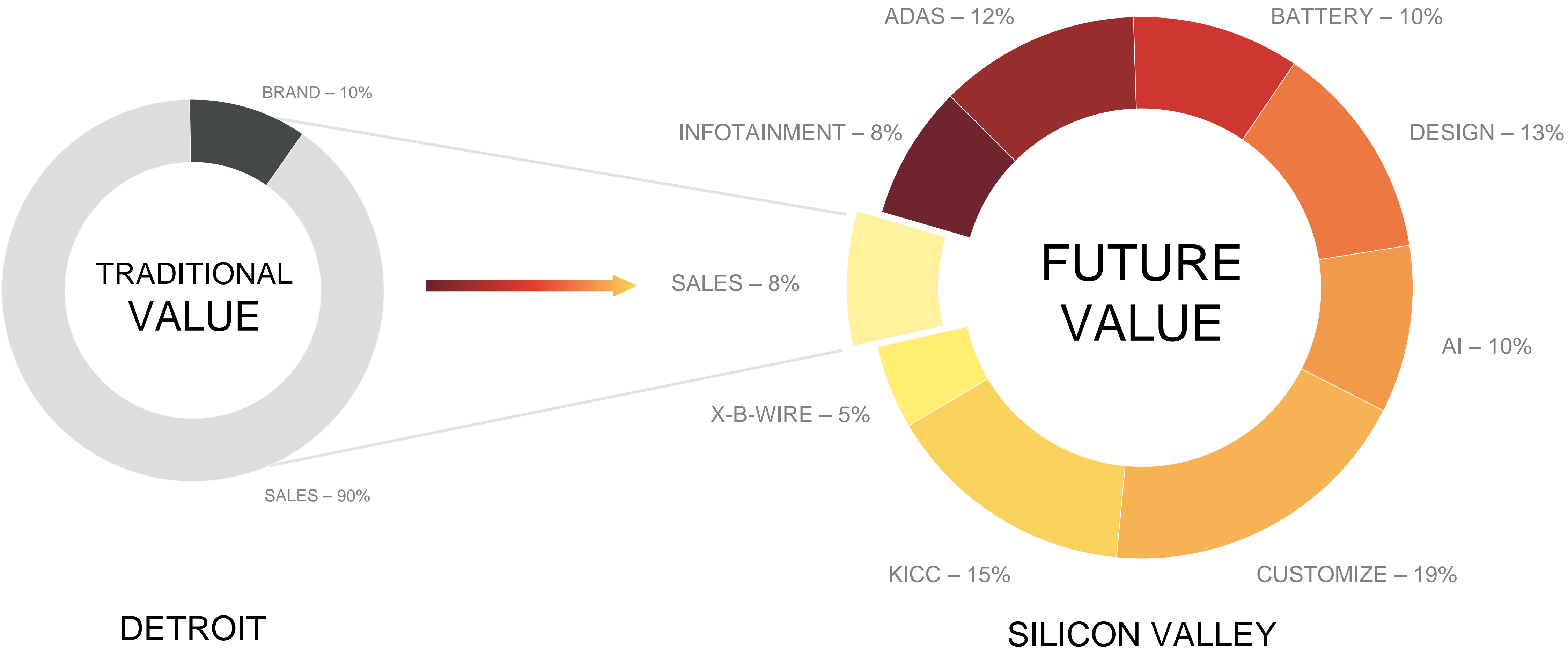- Today, Tomorrow & Future
- Pure Karma
- More Details Coming Soon

A NEW DAWN

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KARMA'S TRANSFORMATION
FROM OLD VALUE TO NEW VALUE

TRADITIONAL VALUE

BRAND – 10%

SALES – 90%

DETROIT

FUTURE VALUE

ADAS – 12%
BATTERY – 10%
INFOTAINMENT – 8%
DESIGN – 13%
SALES – 8%
AI – 10%
X-B-WIRE – 5%
KICC – 15%
CUSTOMIZE – 19%

SILICON VALLEY

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KARMA HIGH-TECH OPEN PLATFORM

CLIENT PRODUCT REQUESTS

Uber · SF · Apple · G · lyft
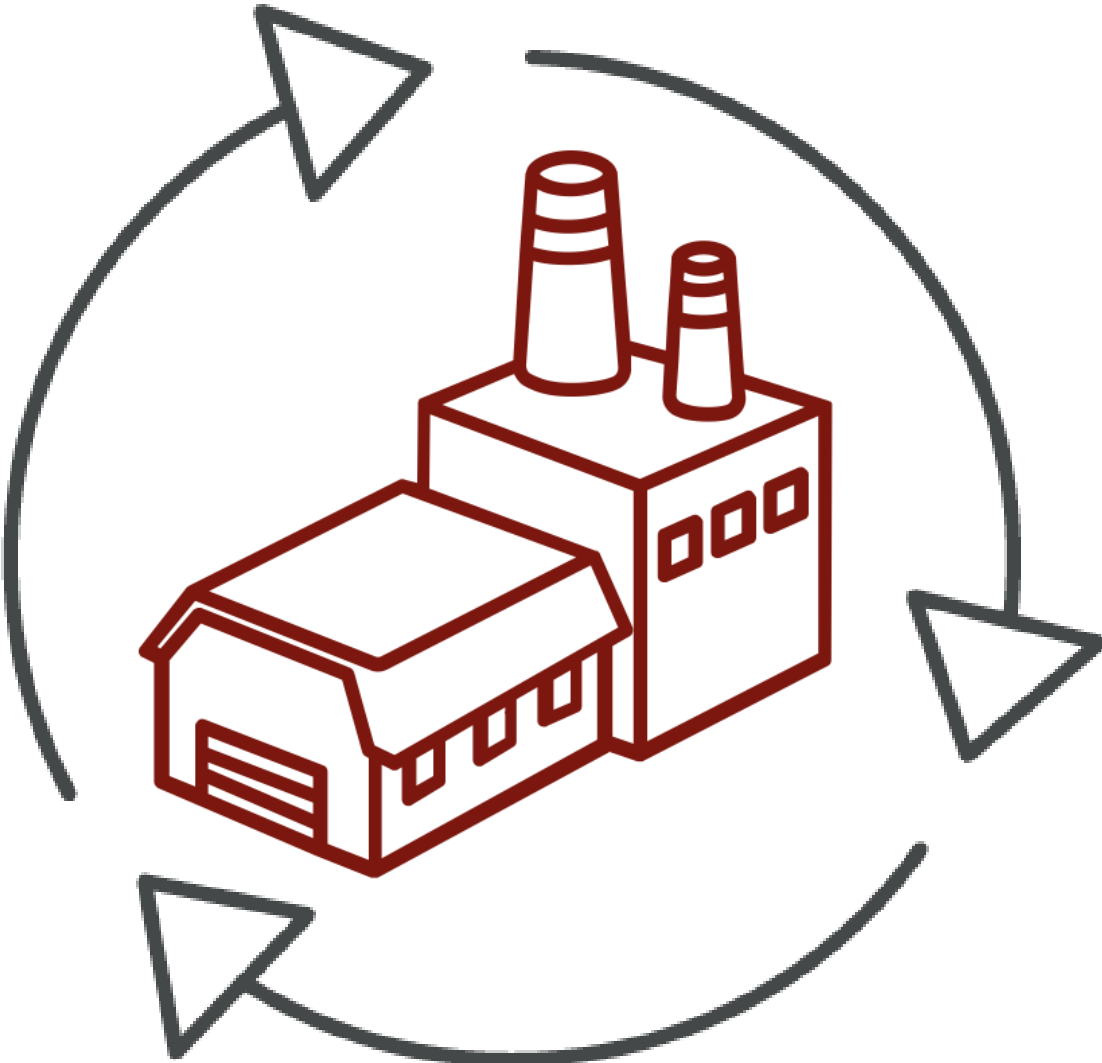
ACHIEVED

End Products

Core Technology
Capability
Creating Profit
Lower Cost

KARMA "WORK MACHINE PLATFORM"

ADAS	HVAC	Infotainment	Validation	AI
Cloud	Battery	E-Powertrain		EE System
X-By-Wire	KICC	Body Controls		Design

KARMA PROFIT CENTERS

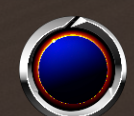| Karma Automotive |
| --- |
| Karma Technology |
| Karma Design Center |
| Karma Innovation & Customization Center |

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TO SUMMARIZE

- Well-Funded Future
- Solid Product Plan
- State-of-the-Art Innovation & Customization
- Partners to Accelerate Technology & Product
- Open Platform
- Karma's New Dawn

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CONNECT WITH KARMA

WWW.KARMAAUTOMOTIVE.COM | WWW.KARMANEWSROOM.COM

THANK YOU!

KARMA