K A R M A

CREATING LONG-TERM VALUE FROM SOUTHERN CALIFORNIA

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.

FOUNDA TION OF CAP ABILITIES:
- Research
- Design
- Engineering
- Supply Chain Management
- Manufacturing
- Marketing
- Sales
- Communication
- Dealers & Factory-Owned Store

KARMA
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
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
PARTNERS & COLLABORATION

Capture Rapid Changes with Cooperation:

- Connectivity
- Shared Mobility
- Electrification
- Autonomous Travel
- AI
- Advanced Driver-Assistance Systems
- Personalized Customization
- Cloud Computing & Big Data
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
KARMA’S TRANSFORMATION FROM OLD VALUE TO NEW VALUE

TRADITIONAL VALUE
- BRAND – 10%
- SALES – 90%

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

DETROIT

SILICON VALLEY

SALES – 80%

8
KARMA HIGH-TECH OPEN PLATFORM

CLIENT PRODUCT REQUESTS

Uber, SF, Apple, Lyft

ACHIEVED

Core Technology
Capability
Creating Profit
Lower Cost

KARMA “WORK MACHINE PLATFORM”

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KARMA PROFIT CENTERS

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