



ARCIMOTO

**Driving the Future Forward**

Arcimoto Analyst & Investor Day

May 30, 2023

# Forward-Looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this presentation are forward-looking statements. Forward-looking statements include, but are not limited to, statements that express our intentions, beliefs, expectations, strategies, predictions or any other statements relating to our future activities or other future events or conditions. These statements are based on current expectations, estimates and projections about our business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict and include, without limitation, our expectations as to product deliveries, the establishment of our service and delivery network and our expected rate of production. Therefore, actual outcomes and results may, and are likely to, differ materially from what is expressed or forecasted in the forward-looking statements due to numerous factors discussed from time to time in documents which we file with the SEC. In addition, such statements could be affected by risks and uncertainties related to, among other things: our ability to manage the distribution channels for our products, including our ability to successfully implement our rental strategy, direct to consumer distribution strategy and any additional distribution strategies we may deem appropriate; our ability to design, manufacture and market vehicle models within projected timeframes given that a typical vehicle consists of thousands of unique items and we can only go as fast as the slowest item; our inexperience to date in manufacturing vehicles at the high volumes that we anticipate; our ability to maintain quality control over our vehicles and avoid material vehicle recalls; the number of reservations and cancellations for our vehicles and our ability to deliver on those reservations; unforeseen or recurring operational problems at our facility, or a catastrophic loss of our manufacturing facility; our dependence on our suppliers; changes in consumer demand for, and acceptance of, our products; changes in the competitive environment, including adoption of technologies and products that compete with our products; the overall strength and stability of general economic conditions and of the automotive industry more specifically; changes in laws or regulations governing our business and operations; costs and risks associated with potential litigation; and other risks described from time to time in periodic and current reports that we file with the SEC. Any forward-looking statements speak only as of the date on which they are made, and except as may be required under applicable securities laws, we do not undertake any obligation to update any forward-looking statements.



# Presenting Today



**Chris Dawson**  
**Chief Executive Officer**

**Introduction / Vision**  
**Financial Highlights**



**Jesse Fittipaldi**  
**President**

**Go-to-Market**  
**Strategy**



**Dwayne Lum**  
**Chief Operating Officer**

**Product Overview**  
**& Key Metrics**



# At a Glance: Re-Focus



- 1 Refocus on our core products - reduced key initiatives
- 2 Reduction in overall burn while maintaining the right outputs
- 3 Pathway to profitability
- 4 Delivering on our commitments



## At a Glance: Re-Focus

**122**

**Current Employees  
down from 324**

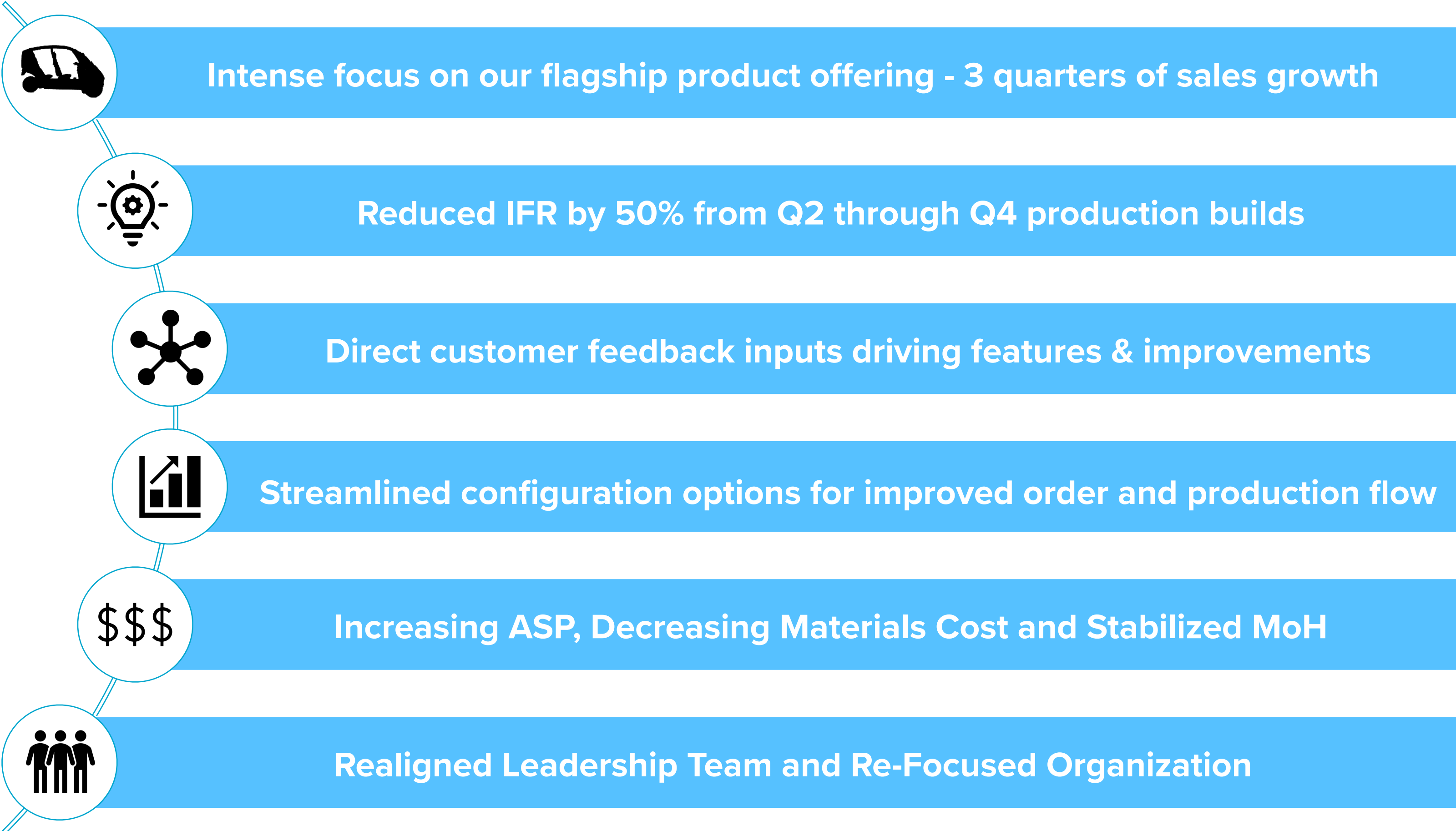
**4**

**Distinct SKUs  
Down from 7**

**12**

**Capital Intensive  
Programs Cut**

# At a Glance: Turnaround



**\$23k**  
**ASP Increase**

**50%**  
**Reduction in  
Warranty Claims**



# Leadership Team



**Chris Dawson**  
**Chief Executive Officer**



**Jesse Fittipaldi**  
**President**



**Dwayne Lum**  
**Chief Operating Officer**



**John Dorbin**  
**Chief Legal Counsel**



**Melissa Ward**  
**Chief People Officer**



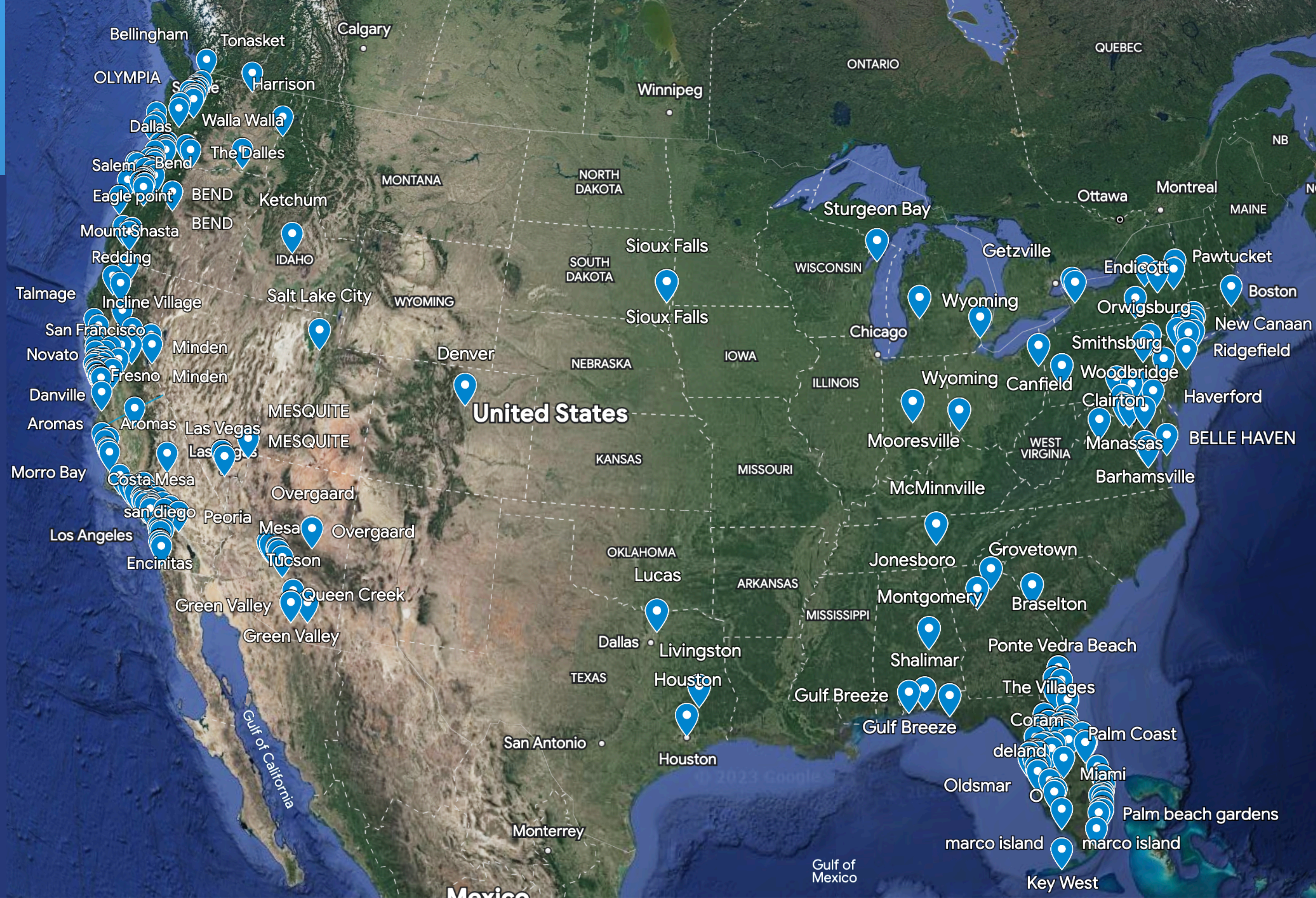
**Chris Cook**  
**Chief Financial Officer**



# Customer Distribution

>600  
Vehicles on US  
Roadways

>1M  
Miles Driven  
by Owners





# At a Glance: Path to Profit

**66%**

**Reduction in Burn  
And Holding**

**%**

**Margin on  
Material in the Fall**

**GM**

**Continue on to Gross  
Margin Through Volume**







# Delivery & Service

- **Direct to Consumer Sales Model - 2.5% Conversion rate on qualified leads**
- **Exploring Dealer Model - focus on California and Texas**
- **Arcimoto Fleet and DHL for National coverage**
- **Service Partners: Midas Service, EV Garage. Programs to support new regions.**

**ARCIMOTO  
Delivery  
& Service**



**3rd Party  
Mobile**

**3rd Party  
Mobile  
& Tow  
Service**





**FUV**



**DELIVERATOR**



**RAPID RESPONDER**



**MSRP: \$19,900**

**MLV**





# The Arcimoto EV Platform



**19.2kW  
Lithium-Ion**



**75 MPH**



**173.7 MPGe**



**102 Mile  
Range (City)**





**Daily Driver/Recreation**



**Modular Load Space**



**Low Maintenance/Greater Profits**



**Quicker Response Time**

















MAV







# Cost-Saving Engineering Updates



**22%**  
COST DOWN  
<1000 Units

**37%**  
COST DOWN  
>10,000 Units



# Industry Applications and Market Opportunities



Grab n Go



Mobile Kiosk



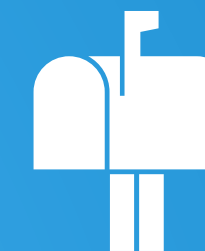
Returns



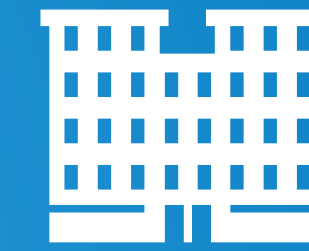
Commuting



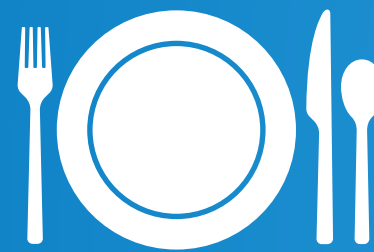
Vehicle on Demand



Campus Mail



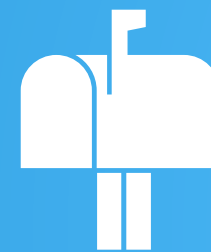
Housekeeping



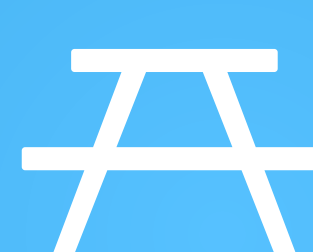
Catering



Food Delivery



Packages



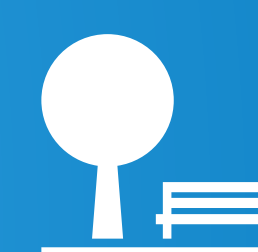
Recreation



Security



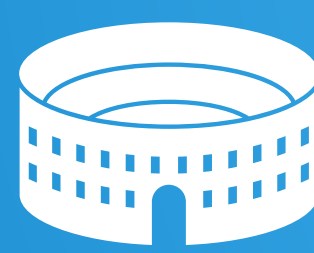
Maintenance



Landscaping



Beverages



Events



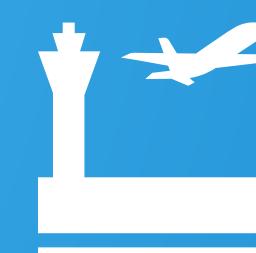
Stock Balance



Rental / Rev Share



1st Responder



Flight Line



Back Lot Cargo



## Market / Timing



Delivery replacing retail for wide variety of goods and consumables.

Trend towards more micro or nano warehousing deliveries in urban and suburban areas

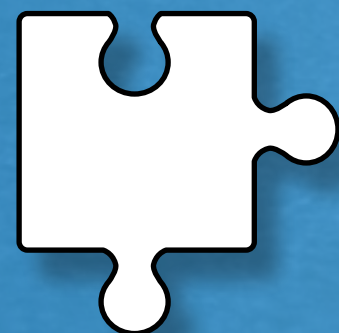


## Partners



Market leaders for design, engineering, testing and components to ensure quality, reliability and scalability

## Innovations



Modularity allows customers to build solutions to suit their business needs while enabling us to address emerging needs rapidly

The vehicle as an integral part of the order / delivery system



Novel products can do astonishing things while changing the game

## Customers



Voice of customer - across multiple segments - to define product features has also created early adopter opportunities



# Market Research\*: 2 year-Primary Focus

	Annual Revenue Projection	Arcimoto Revenue Projection
<b>Minimobility</b>	\$80 Billion	\$360 Million
<b>Powersports</b>	\$34 Billion	\$157 Million
<b>Last Mile</b>	\$82 Billion	\$186 Million
<b>Total</b>	\$196 Billion	\$703 Million

Arcimoto revenue calculated by addressing 10% of serviceable market then converting 5% of the addressed market. \*Third party research.



# Sales Funnel: Generating Leads From Ads and Events



## Lead: ~\$8 per lead

Customer information is collected and nurtured through direct contact, newsletters, targeted emails, phone campaigns, ads, and scheduled test drives

## Customer: ~2.5% conversion

Customer has configured a vehicle and deposit is received. Ideally, a delivery date is schedule

## Owner: ~90% conversion

Customer has taken delivery of vehicle



EUGENE, OR

Occupied

Starting  
Construction  
2024

Starting  
Infill  
2024

Starting  
Construction  
2024

Starting  
Construction  
2023

## ARCIMOTO 'RAMP' FACTORY

### CURRENT MAX CAPACITY

- 250K Sq Ft on 10 acre campus
- Approximately 7500 units a year w/ minimal capital investment
- Approximately \$180M Revenue per year



# Production Numbers

## CURRENT STATS

- 16.6 production days/mo without overtime
- 3 units/Shift/day current build rate to match sales targets
- 65% In-House Content

## NEAR TERM FOCUS

- Install Paint-Line
- 24x7 Operation 7 units/shift within striking distance
- Increase End-Item counts for enhanced production line efficiencies





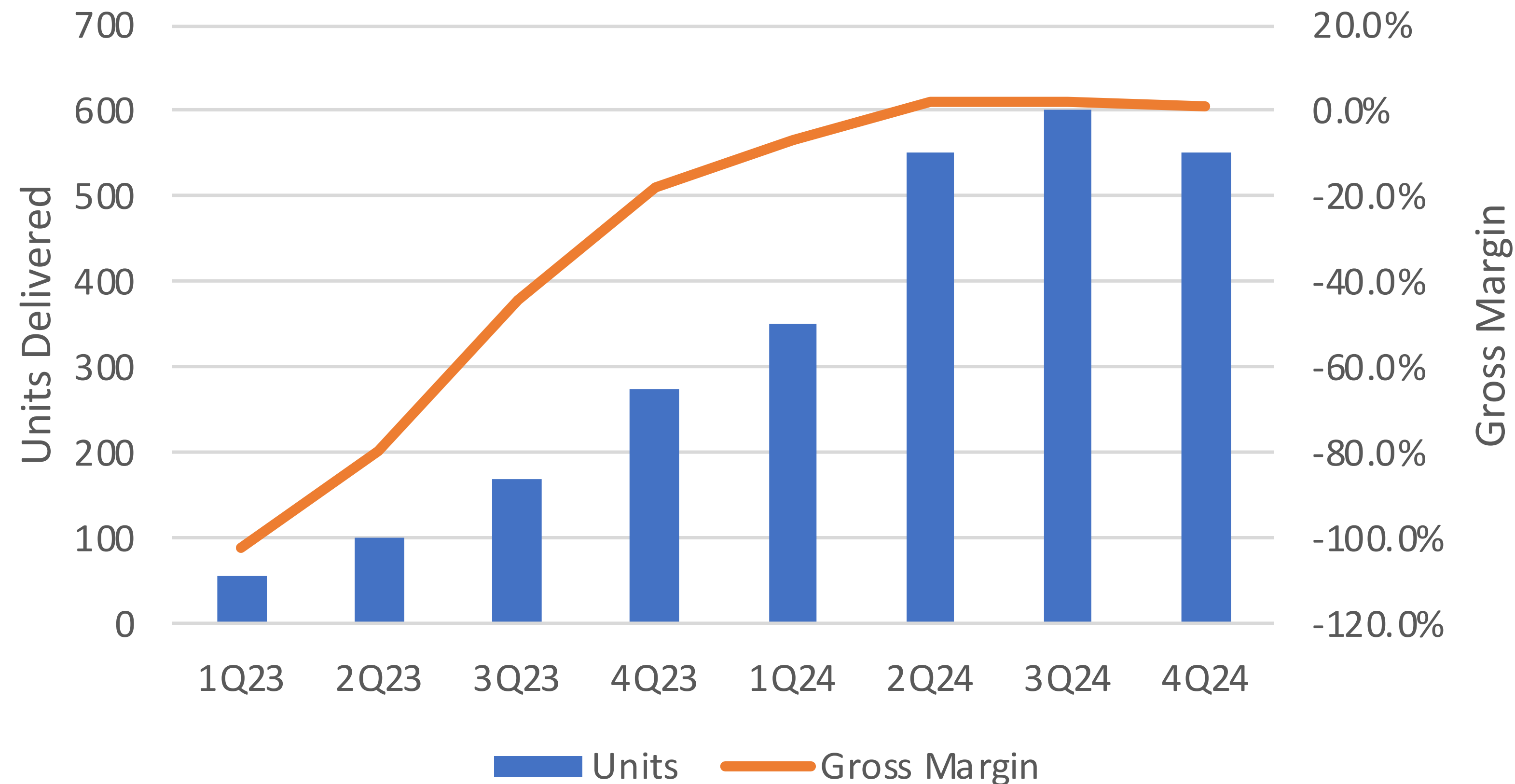
# 1Q Comparison

## Restructuring Strategy Results

	1Q'2023	1Q'2022	% Change
Revenue	\$1,353	\$650	108%
Material Cost	\$1,322	\$997	33%
MFG OH	\$1,624	\$3,050	-47%
<b>Total Cost of Goods Sold</b>	<b>\$2,946</b>	<b>\$4,047</b>	<b>-27%</b>
Total Gross Profit	-\$1,593	-\$3,397	53%
<b>Gross Margin</b>	<b>-118%</b>	<b>-523%</b>	<b>77%</b>
Operating Expense			
. R&D	\$1,016	\$3,907	-74.0%
. Sales & Marketing	\$1,434	\$2,929	-51.0%
. G&A	\$3,813	\$2,699	41.3%
<b>Total OpExp</b>	<b>\$6,263</b>	<b>\$9,535</b>	<b>-34.3%</b>
<b>Operating Income</b>	<b>-\$7,856</b>	<b>-\$12,932</b>	<b>39.3%</b>



# Gross Margin and Units by Quarter



**2.4k**  
**Build Plan 2024**



Projected  
Guidance

Profit & Loss Statement (\$ in 000's)

Analysis Date	2022	2023	2024	2025	2026	2027
Revenue						
FUV	5,327	\$9,000	\$53,400	\$160,175	\$205,000	\$399,750
RENT	243	432	810	837	837	864
TMW	987	774	3,150	5,000	10,000	9,975
Used FUV		605	—	—	—	—
Other/Outside Services		1,100	—	—	—	—
Total Revenue	\$6,557	\$11,911	\$57,360	\$166,012	\$215,837	\$410,589
Material Cost						
FUV	4,901	9,234	45,950	128,735	164,749	329,498
RENT	801	530	333	333	333	333
TMW	768	599	2,052	3,000	5,940	6,175
Used FUV		550	—	—	—	—
Other/Outside Services	2,674	100	—	—	—	—
Manufacturing Overhead						
FUV	14,110	6,357	6,992	7,692	8,845	10,172
Total Cost of Goods Sold (includes M	\$23,254	\$17,369	\$55,327	\$139,759	\$179,867	\$346,178
( = ) Gross Margin						
FUV	(13,684)	(6,591)	458	23,748	31,406	60,080
RENT	(558)	(98)	477	504	504	531
TMW	219	176	1,098	2,000	4,060	3,800
Used FUV	—	55	—	—	—	—
Other/Outside Services	(2,674)	1,000	—	—	—	—
Total Gross Profit	(\$16,697)	(\$5,458)	\$2,033	\$26,253	\$35,970	\$64,411
Gross Margin %	(254.6%)	(45.8%)	3.5%	15.8%	16.7%	15.7%
( - ) Operating Expenses						
R&D	18,933	4,405	4,946	5,088	5,851	6,436
S&M	11,191	5,542	8,325	10,067	11,520	12,639
G&A	12,344	9,568	10,440	10,920	12,432	13,590
Total Operating Expenses	\$42,468	\$19,515	\$23,711	\$26,075	\$29,803	\$32,666
( = ) Operating Income	(\$59,165)	(\$24,974)	(\$21,678)	\$177	\$6,167	\$31,746

7.5k  
Build Plan 2025







Slow Mo



Slide 16



Slide 19



Slide 10



Slide 17



Slide 31



Slide 12



Slide 18







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