



SOOOF DISCOVERY
MAY 2025



FORWARD-LOOKING STATEMENTS

This Presentation contains forward-looking statements. These statements can be identified by expressions of belief, expectation or intention, as well as those statements that are not historical fact. These statements are based on certain factors and assumptions, including expected growth, results of operations, performance and businesses prospects and opportunities. While Sooof EV Canada Inc. considers these factors and assumptions to be reasonable based on information currently available, they may prove to be incorrect. A number of factors could cause actual results to differ materially from those in the forward-looking statements, including, but not limited to, changes in competitive pressures, changes in economic conditions, changes in capital markets and changes in government policy. Forward-looking statements are given only as at the date of this Presentation and Sooof EV Canada Inc. disclaims any obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

INTRODUCING SOOOF

An Apple-inspired B2B ecosystem, customizable for everyone in every industry. Powered by advanced digital authentication and blockchain technologies where every identity, transaction, and collaboration is genuine and instant.

smarter business | simplified.



SOOOF CHANNELS

11,145 Sooof platform members, offering USD 1.2 trillion in potential channel collaboration opportunities across cities, companies, and countries.

Channel Highlights



Electric Vehicles
& Batteries



Carbon Credit
Farming Union



World Food Bank
Refugee Camps



Smart Cities



State Medical
Exchange



Renewal Energy
Group Financing

The Electric Vehicles & Batteries B2B ecosystem has been chosen as the initial channel for commercialization

SOOOF ADVANTAGE

In 2023, the total value of global trade was approximately \$31 trillion USD

Advantage Highlights



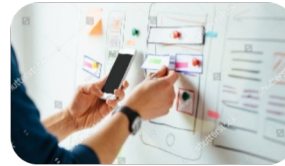
Trusted Partner
Global Compliance
Made Easier



Speed to Market,
Agreement and
Workflow
Automation



Group Advantage
and Buying
Power



Operational Cost
Savings, Reduced
Administrative
Overhead



New Global
Business
Relationships

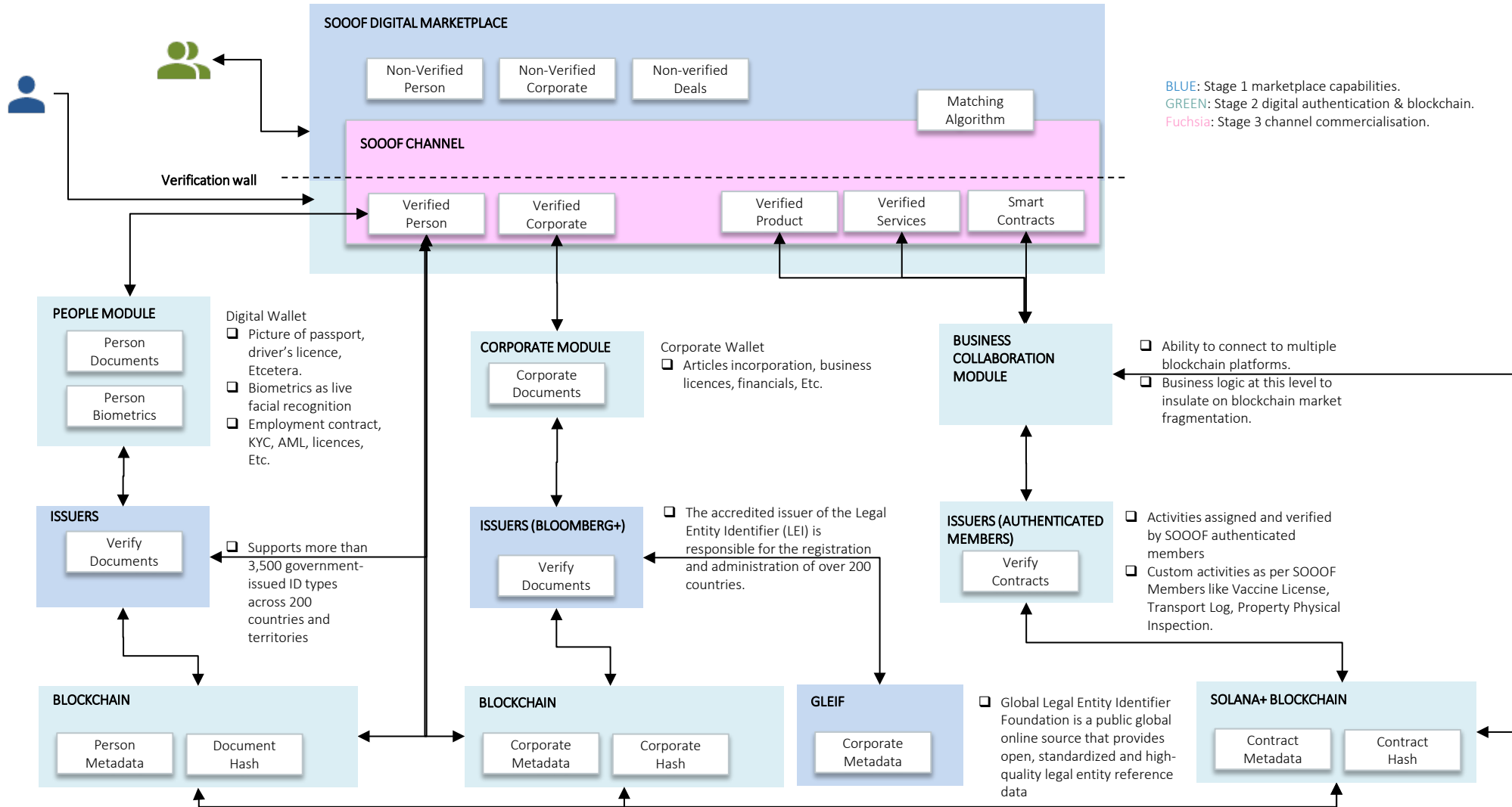


Flexible B2B
Integrated
Solutions and
Secure Transparent
Transactions

As global trade dynamics shift, SOOOF powers the next era of global trade—connecting trusted businesses through digital authentication and blockchain automation

SOOOF COMPONENT VIEW

Over 1 million visitors, 50.2 million ad views from 100+ countries have accessed the Sooof platform.



ELECTRIC VEHICLES & BATERRIES CHANNEL

SOOOF: THE FUTURE OF AUTOMOTIVE RETAIL B2B

Sooof is revolutionizing the automotive industry with a global virtual dealership network. By connecting dealers and manufacturers through a seamless digital blockchain ecosystem, we unlock new opportunities for sourcing, selling, and servicing vehicles.

- **Global Inventory Access** – Dealers connect with manufacturers worldwide.
- **Integrated Services** – Warranties, financing, certification, and logistics.
- **Optimized Dealer Margins** – Group buying power drives lower costs & higher profits.
- **Scalable Digital Platform** – A one-stop marketplace for multiple brands.
- **OEM Expansion** – Instant market access with full logistics & distribution support.

Sooof empowers dealers with **unlimited inventory** and manufacturers with **global reach**, delivering **higher dealer margins** and a **more efficient, cost-effective supply chain** than traditional automotive models.

Join the next evolution of automotive retail.



NORTH AMERICA VEHICLE MARKET

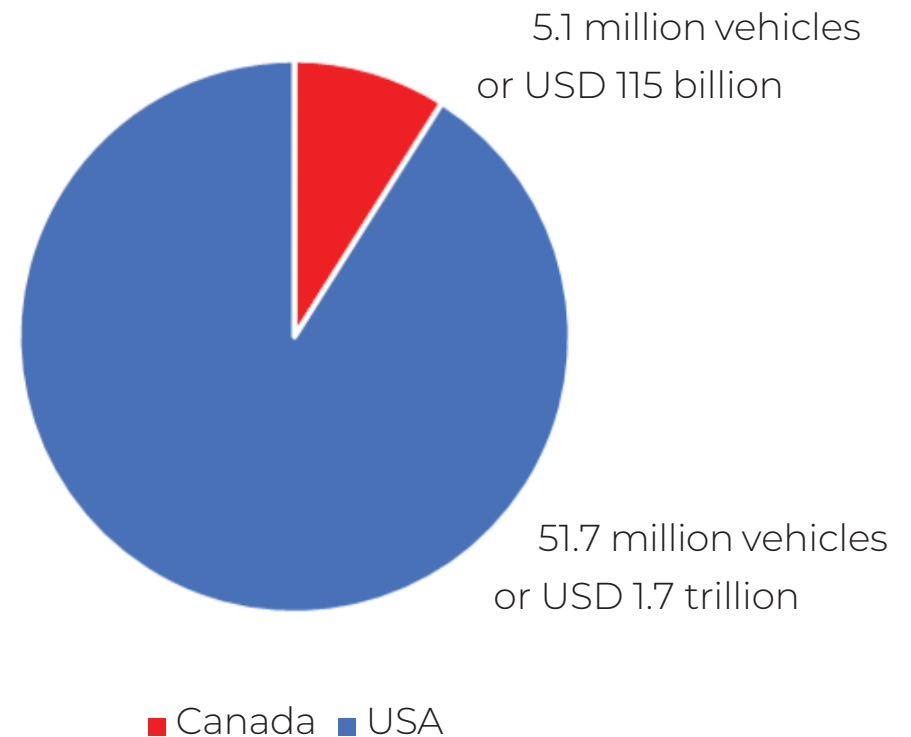
In 2023, Canada-USA bought an estimated 56.8 million new and used vehicles, spending USD 1.8 trillion.

CANADA

- New vehicles: 1.6 million or USD 55 billion
- Used vehicles: 3.5 million or USD 60 billion

USA

- New vehicles: 15.7 million or USD 750 billion
- Used vehicles: 36 million or USD 950 billion



SOOOF EV NORTH AMERICA ROLLOUT

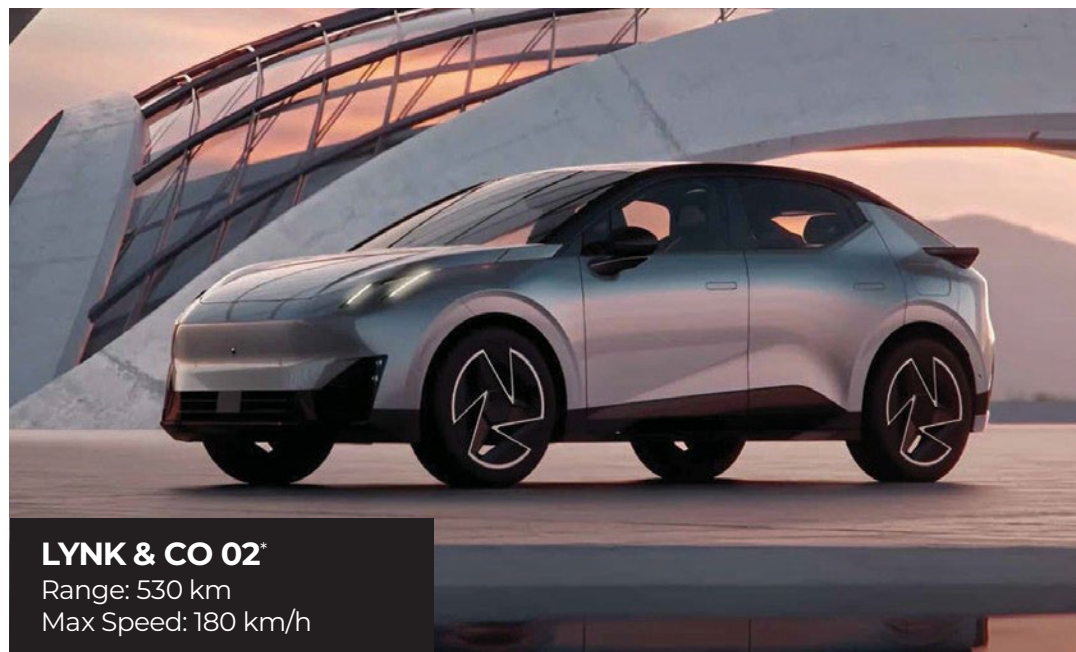
- Sooof is establishing a dealership network to introduce **quality, affordable Chinese EVs to North America from multiple OEM brands.**
- **Targeting a 5% market share in the USA-Canada market, representing 1 million vehicles or \$40 billion in annual sales.**
- **808 dealership members** in the buying group and growing.
- 18 Chinese OEMs are interested, starting with **exclusive distribution rights from Geely/Lynk & Co**, a top-10 global automaker.
- Focusing on the 02 and 08 EM-P EV models, with the **08 EM-P offering five times the battery range** of similar North American EVs.
- Sooof and Lynk & Co. shipments to Canada are **duty-free as per Trans-Pacific Partnership (TPP) trade agreement.**



LYNK & CO 08 EM-P PHEV*

Range: 1,400 kms (extended)

Max Speed: 190 km/h



LYNK & CO 02*

Range: 530 km

Max Speed: 180 km/h



KINGDOM OF SAUDI ARABIA WORLD CLASS EV RE-EXPORT HUB

The Kingdom of Saudi Arabia as a premier re-export hub for electric vehicles, connecting global EV manufacturers with fast-growing markets. The Kingdom empowers businesses to streamline operations and optimize costs in sustainable mobility as the fulcrum for 180 million vehicle per annum global business.



RE-EXPORT MULTI-PHASE APPROACH

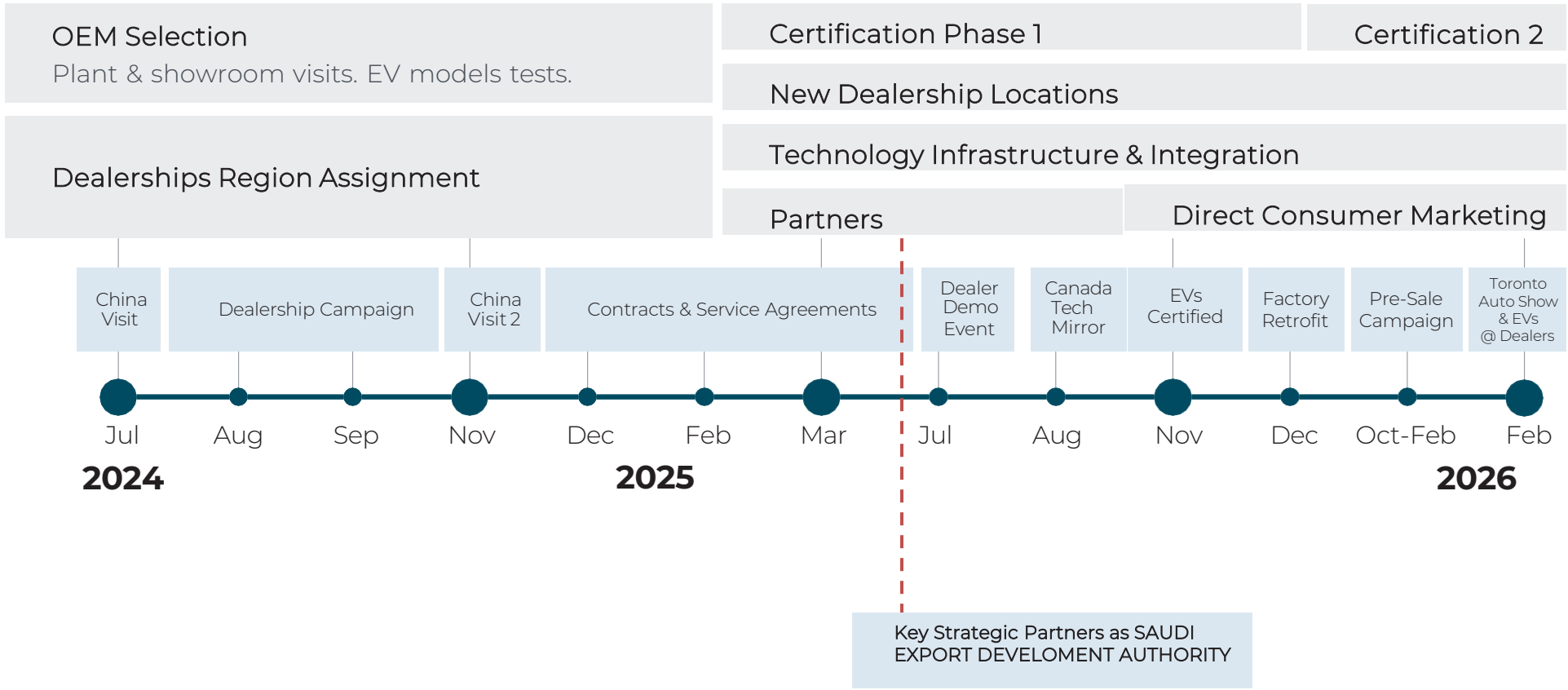
- PHASE 1** Malaysia to KSA to North America (new cars)
- PHASE 2** North America to KSA to Africa (used cars)
- PHASE 3** Malaysia to KSA (new cars)
- PHASE 4** Other Regions (tbd)

PHASE 1 EV NORTH AMERICA REVENUE PROJECTIONS

Canada is our launch market, followed by U.S. expansion, starting with an Ontario pilot at 6-10 dealerships. Soooof aims to achieve a 5% market share in Canada and the US over the next five years. The table below represents projections OEM. The addition of more OEMs will impact these figures.

| CANADA ONLY | 2026 (Ontario) | 2027 (British Columbia & Quebec) | 2028 (Rest of Canada) | 2029 (Rest of Canada) | 2030 (Rest of Canada) |
|-----------------------|-------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| # of EVs Sold | 2,484-3,007 | 5,854-9,663 | 20,737-35,510 | 34,389 -75,133 | 50,453-119,977 |
| # of Dealer Locations | 6-10 | 8-26 | 39-58 | 55-101 | 74-153 |
| Revenue per EV (USD) | \$40,000 | \$40,000 | \$40,000 | \$40,000 | \$40,000 |
| Total Revenue (USD) | \$101-\$122MM | \$238-393MM | \$843MM-1.4B | \$1.3-B | \$2-4.8B |
| | | | | | |
| CANADA & USA | 2026 (Ontario) | 2027 (British Columbia & Quebec) | 2028 (USA Expansion) | 2029 (USA Expansion) | 2030 (USA Expansion) |
| # of EVs Sold | | | | 207,369-355,102 | 751-325-1,199,773 |
| # of Dealer Locations | | | | 137-259 | 429-630 |
| Revenue per EV (USD) | | | | \$40,000 | \$40,000 |
| Total Revenue (USD) | | | | \$8.4-14.4B | \$30.5-448.8B |

ROADMAP & KEY MILESTONES



THE SOOOF EV CANADA TEAM

Dealership Division



Eddy Wong

Former EVP, Retail Operations at Nissan. Brought Nissan EVs from Japan to Canada in 2016. Operated Nissan and Infinity Dealerships.

Business Transformation



Eugene Leon

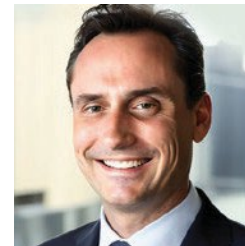
CEO & Founder, Sooof Inc. Former Managing Director, Global Strategy and Transformational Services at Royal Bank of Canada, CRM Canada Lead at Accenture. Executed 300+ transformation projects for the Fortune 500 including Ford and GM.

Marketing & Public Relations



Larry Futers

President & CEO at 7 Communications, a marketing and communications agency with deep automotive experience. 25+ years working with brands such as BMW, Lamborghini, Land Rover, Audi, Mini Cooper, and many more OEMs.



Jamie Frawley

Vice President, Marketing; 15+ years with top tier agencies servicing Fortune 500 clients including GM, VW, Audi, BMW, Nissan and more.

Operations and Technology

**Ahmad Liaqat**

Parts & Service and EV Specialist. 20 years and owner-operator of CRS Automotive dealership service centers.

**John Nassar**

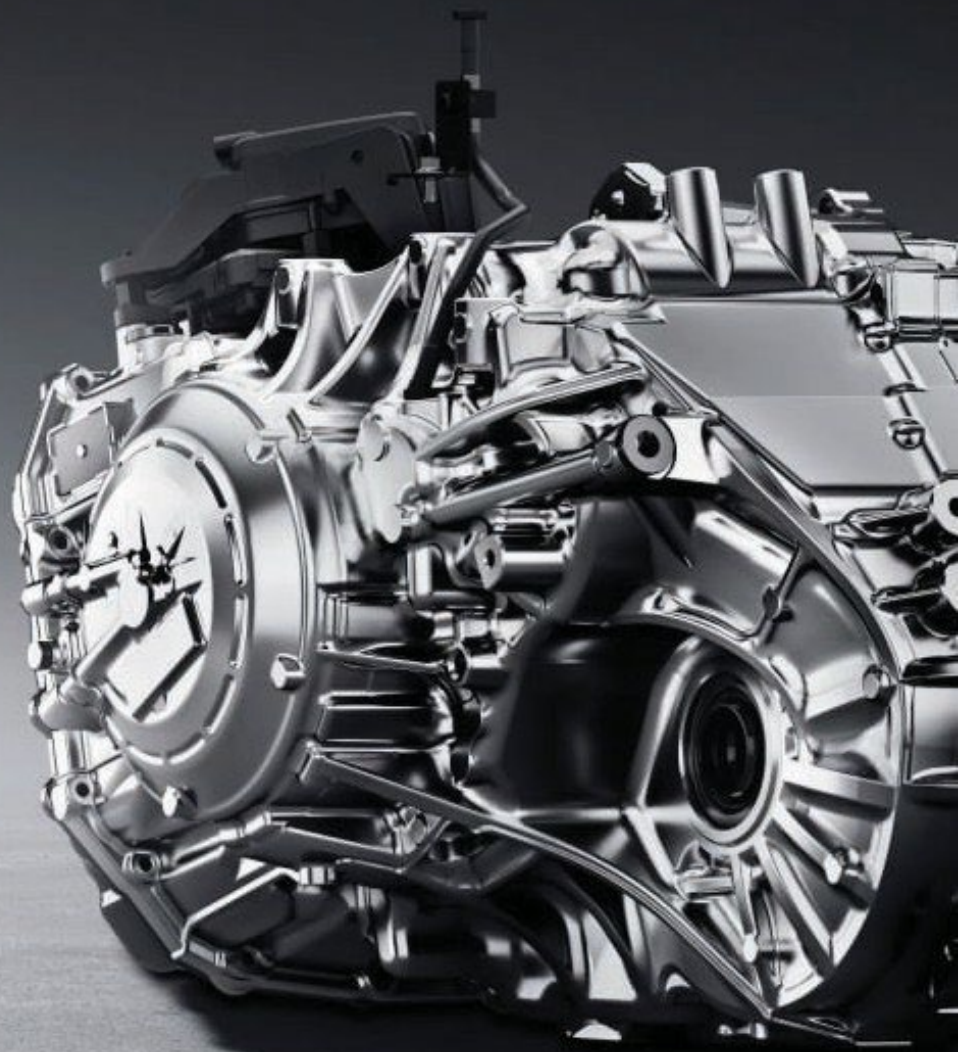
Charging Station Specialist. Founder at Hwisel Soft Inc. a technology company focused on EV Charging Solutions, and Energy Management.

**Alex Nassar**

CIO, Owner/Managing Director of [IT]NETSYS. Innovated many IT solutions including a prepaid calling card platform in 1999. Expertise in online-marketplace, Google Apps, cloud computing.

**Chris Tannous**

VP of Operations, Dealership Franchise Sales, and Finance. 14 years and founder of Powersports Link Financing.



Capital and Investments



Heiner Hartwich

30+ years of international private banking and family office. Facilitator for international strategic alliances between financial institutions.



Habib Tannous

President of CONTAXLINK, international finance and private equity across the Middle East and Europe. Co-founder of SWISS International "Swissfs," a leading brokerage firm in Kuwait.



Ramzi Nuqul

Ex-Partner of Nuqual Bros, Jordan. Business connector of High Net Worth Families.



Samer Abdulkader Abdullah Al-Qadi

Chairman of the Board of Arab Jordan Investment Bank and Mediterranean Tourism Investment Co.



THE SOOOF EV SAUDI TEAM

Riva Development Company



Mugbel AlThukair

Chairman and CEO of RIVA Development Company, with a bold vision inspired by Saudi Vision 2030.

A seasoned entrepreneur with over 20 years of experience across engineering, finance, and real estate, backed by academic credentials from KFUPM and JP Morgan Chase.

Gulf Bureau for Research and Economic Consultation



Dr. Tawfiq A. Al-Suwailem

Ph.D. in Economics and CPA. CEO of the Gulf Bureau for Research & Economic Consultations, a leading Riyadh-based firm serving over 2,000 clients across public and private sectors.

Chairs AmJad for Investment Co. and leads Al-Suwailem Consulting Group, bringing over four decades of expertise in economic strategy, financial advisory, and market analysis.

CONTACT

For more information and to get started, contact us today.

Eugene Leon | Chief Executive Officer
eugene.leon@sooofinc.com
+1-416-574-0958



APPENDIX

SOOOF EV NORTH AMERICA
ROLLOUT DETAILS

INTRODUCING **SOOOF EV** **NORTH AMERICA**

FIRST EV GROUP BUYING DEALERSHIP NETWORK

Sooof EV is an automotive dealership network focused on bringing **high-quality, affordable electric vehicles** into North America.

Our vision is to make these innovative and affordable EV's accessible to all consumers.



THE OPPORTUNITY

By joining the Sooof EV community, you'll have the unique opportunity to build a **next-generation dealership** that imports and sells **multiple brands** in the EV market. As part of this network, you'll benefit from **shared costs**, **group buying power**, and **better pricing** on warranties, parts, shipping, and more.

Together, we're paving the way for a new dealership model - one that offers endless possibilities and innovation in the EV space.

We are pleased to announce the first international EV OEM that you will have access to is **Lynk & Co.**

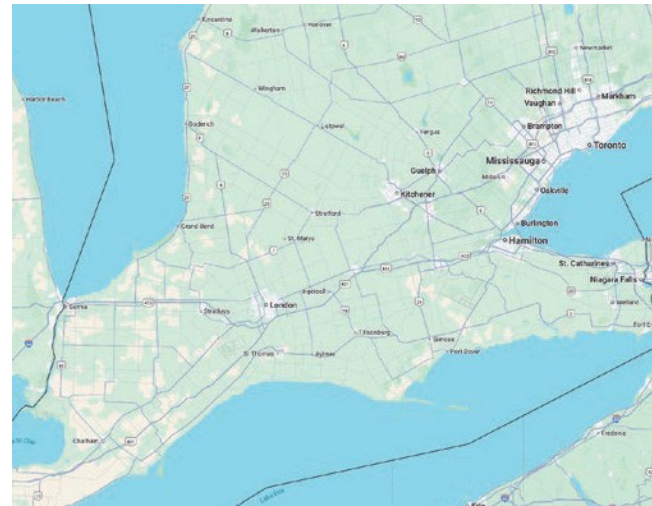


LAUNCHING IN ONTARIO, CANADA

SOOOF EV is preparing to launch in Ontario, Canada, with a focus on a select list of key cities.

| 2023 | | | | | |
|----------------------|------------|--------------------------|-------------------------|----------------------|-----------------------|
| City | Population | Total Vehicle Sales (\$) | Total Vehicle Sales (#) | EV Vehicle Sales (#) | EV Vehicle Sales (\$) |
| Toronto | 2,976,000 | \$ 5,250,000,000 | 140,000 | 7,962 | \$ 414,024,000 |
| Ottawa | 1,042,000 | \$ 1,800,000,000 | 45,000 | 3,723 | \$ 193,596,000 |
| Mississauga | 753,000 | \$ 1,400,000,000 | 35,000 | 7,321 | \$ 380,692,000 |
| Brampton | 736,000 | \$ 1,200,000,000 | 30,000 | 5,955 | \$ 309,660,000 |
| Hamilton | 580,000 | \$ 800,000,000 | 20,000 | 2,742 | \$ 142,584,000 |
| London | 400,000 | \$ 480,000,000 | 12,000 | 991 | \$ 51,532,000 |
| Markham | 350,000 | \$ 600,000,000 | 15,000 | 2,303 | \$ 119,756,000 |
| Kitchener & Waterloo | 262,000 | \$ 360,000,000 | 9,000 | 1,339 | \$ 69,628,000 |
| Windsor | 230,000 | \$ 400,000,000 | 10,000 | 674 | \$ 35,048,000 |
| Oakville | 218,000 | \$ 458,000,000 | 10,900 | 2,092 | \$ 108,784,000 |
| Ontario | | | | 46,740 | \$2,430,480,000 |

| 2026 GROWTH POTENTIAL | |
|-----------------------|-----------------------|
| EV Vehicle Sales (#) | EV Vehicle Sales (\$) |
| 29,699 | \$ 1,544,324,619 |
| 12,824 | \$ 666,844,897 |
| 25,259 | \$ 1,313,460,718 |
| 20,368 | \$ 1,059,144,447 |
| 9,697 | \$ 504,268,821 |
| 3,666 | \$ 190,629,353 |
| 7,635 | \$ 397,036,925 |
| 4,799 | \$ 249,552,243 |
| 2,149 | \$ 111,760,650 |
| 4,499 | \$ 233,951,915 |
| 164,069 | \$ 8,531,579,781 |



WHY PARTNER WITH SOOOF?

CANADA'S LARGEST DEALERSHIP GROUP BUYING NETWORK

With Sooof's extensive network, you gain access to **over a thousand dealership locations across Canada**. Our members have the ability to leverage collective buying power, which can enable the acquisition of **billions of dollars worth of vehicles annually**.

WE UNDERSTAND HOW TO REPRESENT YOUR BRAND

Sooof has partnered with hundreds of dealerships that sell reputable brands nationwide, ranging from passenger cars and SUVs to trucks and commercial vehicles.

DIGITAL AUTHENTICATION YOU CAN TRUST

Sooof offers on-the-spot digital authentication services for people, companies, and business activities. The vetted data is safely stored on the Blockchain giving you trust, confidence and peace of mind to conduct business with a company next door or on another continent.

JOIN A COMPREHENSIVE ECOSYSTEM

Be part of an all-encompassing ecosystem with Sooof, where our extensive network covers every facet of the customer journey. Benefit from our relationships with warranty partners, certified car inspectors, financing institutions, service and parts providers, and skilled mechanics, ensuring a seamless and comprehensive experience.

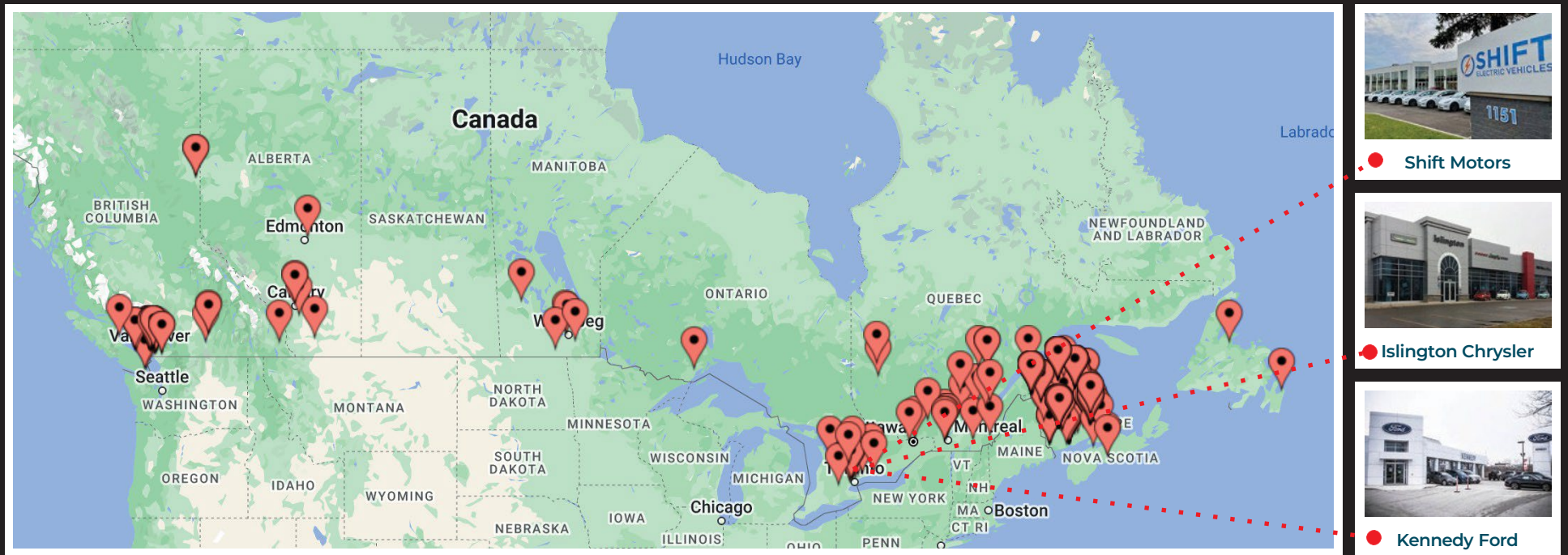


AUTOMOTIVE BRANDS REPRESENTED IN OUR DEALERSHIP NETWORK



SOOOF'S EV GROUP BUYING NETWORK - NATIONAL COVERAGE

Sooof's extensive dealership network spans from coast to coast with convenient access to multiple port cities.



The map illustration highlights a limited number of Sooof's dealership network, selected from over a thousand locations spanning across Canada.

PHASE 1

WILL FOCUS ON THE
INTRODUCTION OF TWO EV'S
MANUFACTURED BY LYNK & CO.

BETTER INNOVATION + BETTER QUALITY = BETTER EVS

BETTER EVS

The current EV options available to Canadians often fall short in terms of performance, features, and value. Soof EV is partnering with manufacturers that produce vehicles far superior in every aspect - offering cutting-edge technology, higher overall specs, and competitive pricing, all while surpassing what's currently available in the Canadian market.

"This is nothing like before. These guys are ahead of us."† – John Lawler, Chief Financial Officer, Ford Motor Company.

*See Phase 1 section for full specs

†Source: Business Insider

PHASE 1



LYNK & CO 08 EM-P*

Range: 1,400 kms (extended)
Max Speed: 190 km/h



LYNK & CO 02*

Range: 530 km
Max Speed: 180 km/h



LYNK & CO



LYNK & CO 08 EM-P

 sooof

LYNK & CO

INTRODUCING THE **LYNK & CO 08 EM-P**

Lynk & Co is a global automotive brand formed as a joint venture between Geely Auto Group and Volvo Car Group that dares to challenge the established automotive industry with an offering that meets the needs of a new generation of globally connected consumers.

The Lynk & Co 08 EM-P redefines the plug-in hybrid SUV category with its bold design, advanced technology, and exceptional performance. Designed for modern, eco-conscious drivers, this premium SUV combines electric innovation with versatile hybrid functionality to deliver an unparalleled driving experience.



LYNK & CO

ABOUT THE LYNK & CO 08 EM-P

The 08 EM-P isn't just a vehicle—it's a lifestyle statement. It represents a new era of mobility, blending sustainability with sophistication. Whether you're commuting in the city or venturing off the beaten path, the Lynk & Co 08 EM-P adapts to your every need, providing a driving experience that's as thrilling as it is responsible.

Your Next Step in Sustainable Luxury

The Lynk & Co 08 EM-P invites you to embrace the future of driving. Experience the perfect synergy of performance, innovation, and style in one groundbreaking SUV.



 sooof

LYNK & CO 08 EM-P | SPECIFICATIONS

| MODEL | MAX 245KM |
|--|---|
| PERFORMANCE PARAMETERS | |
| Length*Width*Height (mm) | 4820*1915*1685 |
| Wheelbase (mm) | 2848 |
| Turning radius (m) | 6 |
| Trunk (L) t | 545/1277(rear seat unfold) |
| Curb Weight (kg) | 2100 |
| Minimum Ground Clearance (mm) | 186 (empty) |
| Seating capacity | 5 |
| Fuel tank volume (L) | 60 |
| WLTC Combined Fuel Consumption (L/100km) | 0.7 |
| WLTC Lowest State-of-charge Fuel Consumption (L/100km) | 5.5 |
| Emission standard | Euro VI |
| Max Speed (km/h) | 190 |
| Engine | 1.5TD E-Fuel Engine |
| Cylinders | 4 |
| Displacement (ml) | 1499 |
| Fuel Octane Number(ROn) | 92 |
| Maximum net power (kW@rpm) | 120 |
| Maximum net torque (N·m@rpm) | 255 |
| Transmission | 3DHT Evo E-drive Transmisson |
| CHASSIS | |
| Suspension(Front/rear) | MacPherson independent suspension with stabilizer bar/ Multi link independent suspension with lateral stabilizer bar |
| Driving mode selection | Smart-Edrive FWD |
| Braking pad wearout alert | . |
| EPAS Electronic Power Assisted Steering | . |
| EPB electronic parking with automatic parking | . |
| Drive mode option | BEV/REV/Performance/Personel |
| Braking power recyle | . |
| Sliding energy recyle | . |
| Armer of chasis | . |
| 235/55 R19 Tyre | . |
| 255/40 R21 Tyre | O |

| ELECTRONICS | |
|--|------------------------------------|
| Powertrain Form | PHEV |
| Motor type | Permanent magnet synchronous motor |
| Motor Layout | Front(P3) |
| P3 motor peak power (kW) Top power | 160 |
| P3 motor peak torque (N·m) | 350 |
| P4 motor peak power (kW) Top power | — |
| P4 motor peak torque (N·m) | — |
| Max power of system (kW) | 280 |
| Max torque of system (N·m) | 615 |
| Power Battery Type | LFP(lithium iron phosphate) |
| Battery capacity | 39.8kWh |
| CLTC pure electric range (km) | 245 |
| Extended range (km) | 1400 |
| WLTC pure electric range (km) | 205 |
| High-voltage electric collision disconnection system | . |
| Intellegent charging system | . |
| Indicating light of charging spot | . |
| 3.3KW power outlet | . |
| DC fast charging time (min) | 28(30%-80%) |
| CABINET CLEANING AND TEMP. CONTROL SYSYTEM | |
| 2-Zone automatic air conditioner | — |
| 3-Zone automatic air conditioner | . |
| Rear seat air condition outlet | . |
| Passenger seats PTC heating | . |
| CZIS (Interior Air Quality System) | . |
| CN 95High Efficiency Particulate Air Filter | . |
| Rainflow sensetive wiper | . |
| Rainflow sensetive roof window and door window | . |
| Hidden rear window wiper | . |

LYNK & CO 08 EM-P | SPECIFICATIONS

ADAS

| | |
|--|-------------------|
| Intellegency hardware: 1 front Camera, 4 surrounding Cam, 3 mm rador, 8 supersonic rador | . |
| Intelligent hardware: 1 front camera, 4 side cam, 1 rear cam, 4 surrounding cam, 5 mm rador, 12 supersonic rador | O2 |
| Steering wheel driving assit. Alter light | O2 |
| ACC | . |
| ACCQA Adaptive Cruise Control with Queuing Function | . |
| LCW Lane Change Warning System | . |
| LKA Lane Keeping Assistant | . |
| TSR Traffic Sign Recognition System | . |
| HWA Highway Driver Assist System | . |
| RCTA Rear Cross Traffic Alert | . |
| RCW Rear Collision Warning System | . |
| BSD Blind Spot Detection System | . |
| DOW Door Opening Warning System | . |
| Rear Parking Radar | . |
| Front Parking Radar | . |
| Driver Monitor System | . |
| AEB Active Emergency Braking System (with Pedestrian Recognition) | . |
| ELKA (Emergency Lane Keeping Assist) | . |
| Traffic Alert and Avoidance | . |
| Traffic Light Alarn | O2(OTA) |
| Front Cross Traffic Alert /Brake | O2(OTA) |
| EMA (Evasive Manouver Assist) | O2(OTA) |
| HWA(Highway Assistant) | O2(OTA) |
| Auto Lane Change | O2(OTA) |
| APA (Autonomous Parking) | O2(OTA) |
| PEB Parking Emergency Break | O2(OTA) |
| RPA Remote Parking Asist | O2(OTA) |
| TJA (Traffic Jam Assist) | O2(OTA) |
| NOA Navigate on Autopilot | O(Membership fee) |
| HDM High definition. Map | O(Membership fee) |
| HAP High accurate positioning | O(Membership fee) |

EXTERIOR

| | |
|--|---------|
| Day-break LED day drive | . |
| AFS(low beam mode adjustable) | . |
| Light automatic on/off | . |
| Light height adjustable | . |
| Light delay off | . |
| LED tail lights | . |
| LED rear fog light | . |
| LED high - low beam | . |
| AHB-C (Active High Beam-Control) | . |
| 32 light source matric front light | O2 |
| LED ambient light | O2 |
| AFS Adaptive Front-Lighting System | O2 |
| Pixel LED Headlamps With ADB (Adaptive Dimming Function) | O2(OTA) |
| Integrated LED technology light | O2 |
| Light show system | O2 |
| Sliding roof window | . |
| Sensitive door bar | . |
| Frameless door | . |
| Privacy window rear seats | . |
| Auto key (anti-pinch) | . |
| Guest light logo of outside rear mirrow | . |
| ORVM power folding and heating | . |
| ORVM with memory | . |
| ORVM reverse automatic adjust | . |
| Car roof rack | . |
| Power tail gate | . |
| Metal threshold of trunk | . |
| Metal guest padel | . |

INTERIOR

| | |
|--|-------------------------------|
| Customized steering wheel | . |
| Manual 4 way multy function steering wheel | . |
| Steering wheel material | anti-bacteria genuine leather |
| Steering wheel heating | . |
| ADM frameless | . |
| E-botton open | . |
| Seat material | NAPPA leather |

LYNK & CO



LYNK & CO 02

 sooof

INTRODUCING THE **LYNK & CO 02**

Lynk & Co is a global automotive brand formed as a joint venture between Geely Auto Group and Volvo Car Group that dares to challenge the established automotive industry with an offering that meets the needs of a new generation of globally connected consumers.

The Lynk & Co 02 is the perfect blend of cutting-edge technology, futuristic design, and thrilling performance. As an innovative compact SUV, the 02 is engineered to meet the demands of modern drivers who prioritize style, sustainability, and smart functionality.



LYNK & CO

ABOUT THE LYNK & CO 02

The 02 is more than a vehicle—it's a lifestyle statement. Designed for those who demand the best of technology, sustainability, and style, it offers unparalleled versatility for city commutes and weekend adventures alike. Its combination of electrified efficiency and dynamic performance positions it as a leader in the compact SUV market.

Drive the Future, Today

The Lynk & Co 02 invites you to redefine how you experience the road. Bold, connected, and eco-conscious, the 02 is your gateway to smarter, greener driving with no compromises.



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LYNK & CO 02 | SPECIFICATIONS

| MODEL | MAX |
|-----------------------------------|-----------------------|
| PARAMETERS | |
| Length * Width * Height (mm) | 4460/1845/1573 |
| Wheelbase (mm) | 2755 |
| Trunk Capacity (L) | appr. 440 |
| Seating Capacity | 5 |
| WLTP pure electric range (km) | 530 |
| Max Speed (km/h) | 180 |
| Acceleration (s, 0~100km/h) | 5.5 |
| ELECTRIC MOTOR AND BATTERY | |
| Motor type | PMSM / Si |
| Motor peak power (kW) | 200 |
| Motor peak torque (N·m) | 343 |
| Power Battery Type | NCM battery |
| Battery Capacity(kWh) | 66 |
| Max. DC Charging power(kW) | 150 |
| Max. AC Charging power(kW) | 11 |
| V2L discharging | • |
| CHASSIS | |
| Driving mode selection | RWD |
| Auto Hold | • |
| Drive mode option | • |
| Braking power recyle | • |
| Tire Size | R19 |
| Tire Brand | Optional: Continental |

| | |
|--------------------------------|---------------------|
| SAFETY | |
| Side Curtain airbags | • |
| Far side airbag | • |
| TPMS | • |
| 360° View Camera | • |
| ISOFIX for children seat | • |
| E-call | depending on market |
| ADAS | |
| ACC Adaptive Cruise Control | • |
| AEB Auto Emergency Braking | • |
| ALCA Auto Lane Change Assist | • |
| LKA Lane Keeping Assist | • |
| TSR Traffic Sign Recognition | • |
| HWA High Way Assist | • |
| FCTA Front Cross Traffic Alert | • |
| RCTA Rear Cross Traffic Alert | • |
| BSD Blind Spot Detection | • |
| DOW Door Opening Warning | • |
| Driver Monitor System | • |
| EMA Evasive Manouver Assist | • |

LYNK & CO 02 | SPECIFICATIONS

EXTERIOR

| | |
|--|---------------------|
| ILED Headlight | • |
| Frameless door | • |
| Fixed panoramic sunroof | • |
| Manual sunroof sunshade | A |
| Rear privacy window | depending on market |
| Frameless OSRVM | • |
| OSRVM with power folding, heating and memory | • |
| Power Tailgate | • |

INTERIOR

| | |
|------------------------------------|---------------------|
| Driver & Co-driver seat adjustment | 6 way- power |
| Front Seat heating/ventilation | depending on market |
| Front Seat memory | • |
| 40/60 split 2nd row seats | • |
| Frameless inner rear view mirror | • |
| Floormat | A |

COMFORT

| | |
|-------------------------------|---|
| Keyless start + Keyless entry | • |
| Dual-zone Auto AC | • |
| Rear AC Vent | • |

SMART COCKPIT

| | |
|--------------------------------------|-------------------------|
| Apple Carplay & Android Auto | • |
| 10.2 inch DIM+15.4 inch Touch Screen | • |
| Voice control | • |
| Wireless Phone Charger | • |
| Number of Speakers | 8 (Optional: 14) |
| Brand sound system | Optional: Harman Kardon |
| Ambient light | • |
| Vehicle Bluetooth | • |
| USB Jack | • |
| 12V Outlet | • |
| 5G Network | depending on market |

TELEMATICS PACK

| | |
|----------------------------------|---------------------|
| On-line Navigation | depending on market |
| Spotify | depending on market |
| Weather Channel | depending on market |
| Mobile APP remote control | depending on market |
| Remote security | depending on market |
| Scheduled charging | depending on market |
| APP Store: e.g. TuneIn, Games... | depending on market |

COLOUR

| | |
|----------------|---|
| Exterior color | Crystal White, Grey Grid, Palace Beige, Cosmic Blue |
| Interior color | Rose + Black, Stone Grey + Black |

PHASE 2

WILL INTRODUCE TWO ADDITIONAL
MODELS FROM LYNK & CO
AS WELL AS TWO EV'S FROM ZEEKR.



LYNK & CO 900



LYNK & CO Z10 ULTRA EV



ZEEKR 001



ZEEKR 7X

CANADIAN AUTOMOTIVE MARKET OVERVIEW

NATIONAL MACRO-POLITICAL AND ECONOMIC ENVIRONMENT

Canada's **macro-political and economic environment** may shift with potential federal elections in **October 2025**, although it's unclear how this might impact foreign or trade policy with China. The **Chinese-Canadian community**, representing **5%** of the population, holds political influence, especially in urban areas. Economically, Canada's **EV market** is expected to grow significantly, driven by consumer interest in sustainable transportation and supportive government policies like rebates and tax credits.



UNITED STATES- MEXICO-CANADA AGREEMENT (USMCA)

USMCA significantly impacted the North American automotive industry by shaping trade and manufacturing in Canada, Mexico, and the U.S. Its key effects include:

- **Zero Tariffs on Automotive Trade** on most automotive products, enhancing cross-border trade.
- **Local Content Requirements** are a percentage of vehicle components (initially 62.5%) sourced from the NAFTA region.
- **Harmonization of Standards** for uniform environmental and safety regulations, simplifying trade compliance for manufacturers.
- **Transitioning to USMCA** in 2020, modernizing NAFTA, increasing local content requirements (75% for light trucks), enhancing labour provisions, enforcing stricter rules of origin, and focusing on EVs.
- **Foreign Direct Investment (FDI)** promotes a favourable environment for FDI in the automotive sector, leading to new plants and expanding existing operations.



CARBON POLLUTION PRICING

Carbon pricing, via a.k.a. **carbon tax**, is a key tool for governments to incentivize reduced pollution by driving investment in cleaner technologies and greener practices. In Canada, the EV market is growing due to consumer demand for sustainable transport and supportive policies, including rebates and tax credits. The transition to EVs is also encouraged by the carbon tax, which rose from **\$65** to **\$80 per tonne** in April 2023 and is set to reach **\$170** by 2030.



TARIFFS ON CHINESE EVS

Canada views Chinese EVs cautiously, imposing a 100% surtax which took effect on October 1, 2024, to protect domestic production from low-cost imports. This aligns with U.S. and EU policies but may limit consumer choice, raise EV prices, and impact the goal of 100% zero-emission vehicle sales by 2035. While the move supports local manufacturing, it could also hinder the entry of affordable Chinese EVs, challenging Canada's EV accessibility and competitiveness.

The recent 100% tariff may not apply to chassis fitted with engines, car bodies, and parts and accessories, but these items will likely be subject to a 25% surtax on importation from China.

Sooof's Strategies to Mitigate Tariff Impact:

- 1 Transfer costs to tariff-exempt costs.
- 2 Relocate assembly plant to more favorable locations.
- 3 Share other revenue streams to offset and reduce tariff costs.



TARIFFS ON CHINESE EVS

The 100 per cent surtax only applies to the prescribed list of Chinese-made electric vehicles which are listed in Chapter 87 of the Schedule to the Customs Tariff. The Backgrounder **does not subject** any tariff items under the following sections to the 100 per cent surtax:

- 87.06 (**Chassis fitted with engines**, for the motor vehicles of headings 87.01 to 87.05)
- 87.07 (**Bodies (including cabs)**, for the motor vehicles of headings 87.01 to 87.05)
- 87.08 (**Parts and accessories** of the motor vehicles of headings 87.01 to 87.05.)

The Government of Canada is currently reviewing the feedback obtained during the consultation period.

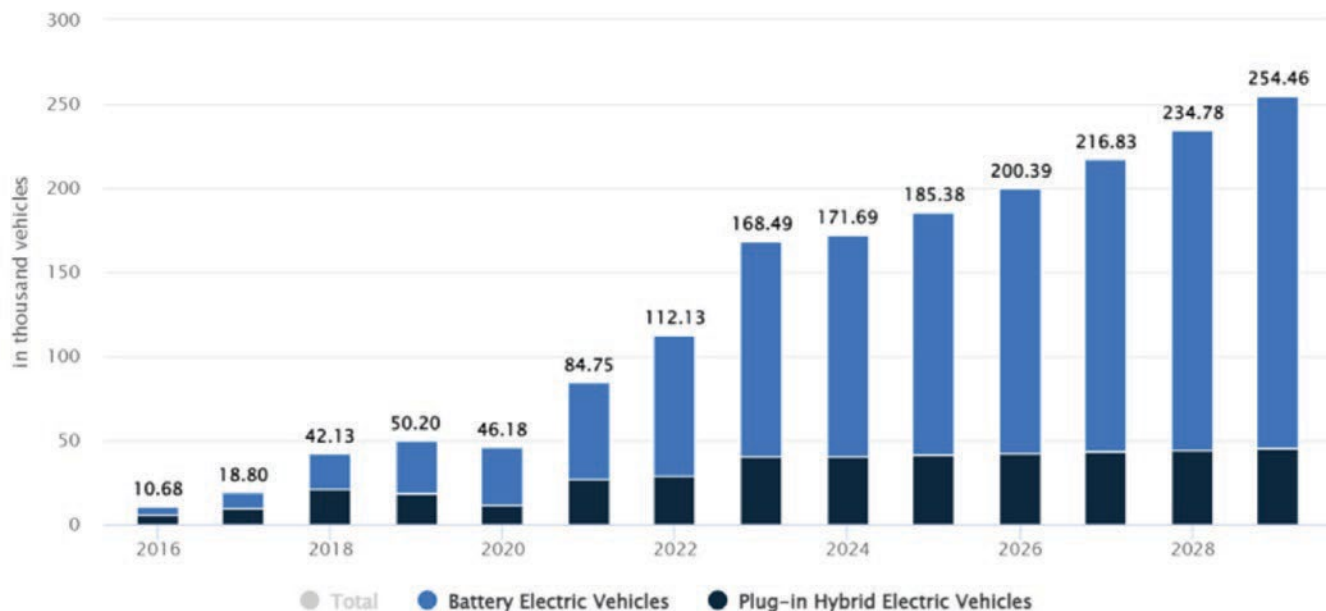


CANADA'S ZERO-EMISSION VEHICLE SALES TARGETS

Canada aims to achieve 100% zero-emission vehicle (ZEV) sales by **2035**, with interim targets of **20% by 2026** and **60% by 2030**. In 2022, ZEVs accounted for **8.9%** of light-duty vehicle sales, up from **5.6%** in 2021. Federal incentives, infrastructure investments, and the finalized **Electric Vehicle Availability Standard** (December 2023) support this transition, making ZEVs more affordable and accessible.

Sooof's plan aligns with Canada's ZEV initiative by facilitating the import and sale of affordable, high-quality Chinese EVs, expanding market access, and supporting the country's ZEV adoption and infrastructure development targets.

VEHICLE SALES



This graph forecasts unit sales for EVs in Canada.

ELECTRIC VEHICLE MANUFACTURING VALUE CHAIN PROGRAM (EVMP)

Canada is the only country in the Western hemisphere with an end-to-end supply chain for electric vehicles. Global companies are choosing Canada to access the materials and clean energy needed to build cathodes, anodes, batteries and parts for the North American market.

The EV supply chain must shift to EV-specific production, leveraging Canada's innovation ecosystem and mineral resources. NGen's **EV Manufacturing Value Chain Program** will invest **\$35 million** to scale up BEV and FCEV manufacturing, building on previous investments of **\$76 million** in 2021.



INVESTMENTS AND GOVERNMENT SUPPORT FOR THE EV SUPPLY CHAIN

Table 1 – Investments and Government Support for the EV Supply Chain, \$ millions

| Name of Investment | Total Investment | Federal Government Support | | | Provincial Government Support | | | Total Government Support |
|-------------------------------|------------------|----------------------------|-----------------------|--------------------------------|-------------------------------|-----------------------|--------------------------------|--------------------------|
| | | Investment Tax Credits | Production Subsidies† | Construction and Other Support | Investment Tax Credits | Production Subsidies† | Construction and Other Support | |
| Honda | 15,000 | 2,500 | - | - | - | - | 2,500 | 5,000 |
| Northvolt | 7,000 | - | 3,460 | 1,340 | - | 2,082 | 1,370 | 8,252 |
| Stellantis-LGES (NextStar) | 5,000 | - | 12,228 | 500 | - | 5,397 | 500 | 18,625 |
| Volkswagen (PowerCo) | 7,000 | - | 8,674 | 700 | - | 6,806 | 500 | 16,680 |
| Ford EcoPro | 1,200 | - | - | 322 | - | - | 322 | 644 |
| GM-POSCO | 600 | - | - | 148 | - | - | 148 | 296 |
| Umicore | 2,761 | - | - | 551 | - | - | 425 | 976 |
| Volta Energy Solutions Canada | 750 | 70 | - | - | - | - | 150 | 220 |
| Lion Electric | 184 | - | - | 50 | - | - | 50 | 100 |
| Nova Bus | 185 | - | - | 15 | - | - | 15 | 30 |
| Ford | 1,840 | - | - | 295 | - | - | 295 | 590 |
| GM Ingersoll | 1,000 | - | - | - | - | - | - | - |
| Stellantis | 3,600 | - | - | 529 | - | - | 513 | 1,042 |
| Total | 46,120 | 2,570 | 24,362 | 4,450 | - | 14,285 | 6,788 | 52,455 |

SOFTWARE, DATA PRIVACY, AND CONNECTIVITY

U.S. and Canada have **data privacy and connectivity security concerns** on Chinese-manufactured EVs due to data collection and manipulation risks. The U.S. Commerce Department has suggested banning Chinese software and hardware in connected vehicles, with software bans set for 2027 and hardware for 2029. Canada has banned TikTok on official government devices.

Sooof proposes to **manage and retain all software-data locally** complying with Canadian privacy laws and security risks



HOMOLOGATION IN CANADA

In Canada, homologation for imported vehicles requires compliance with the **Motor Vehicle Safety Act (MVSA)**, covering safety, emissions, and recall standards. Vehicles must meet **Canadian Motor Vehicle Safety Standards (CMVSS)** and emissions regulations harmonized with the U.S. EPA. The homologation process involves **pre-testing, modifications, third-party testing, and regulatory approval**, costing around CAD **\$1 million per model** and taking **4–6 months**. Vehicles that pass receive a compliance mark certifying they meet Canadian regulations.

Sooof EV Canada will oversee the Homologation process to ensure Lynk & Co vehicles meet the safety, environmental, and technical standards in Canada.



CANADA VEHICLE SALES 2019-2023

The automotive industry in Canada has experienced significant fluctuations between 2020 and 2023, influenced by the COVID-19 pandemic, supply chain disruptions, changing consumer preferences, and a growing emphasis on electric vehicles (EVs).



CANADA VEHICLE SALES 2019-2023

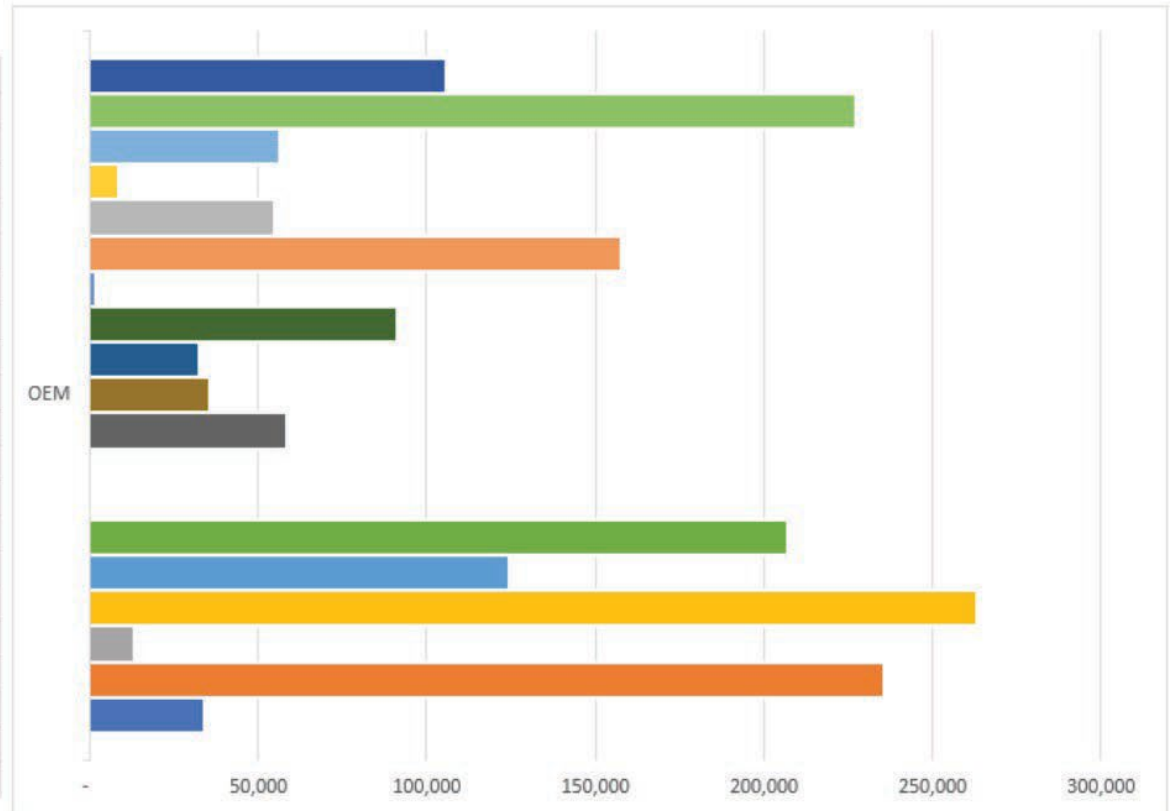
| | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Cars Sold | 1,980,150 | 1,592,119 | 1,692,314 | 1,573,057 | 1,755,741 |
| Total Sales | \$ 86,269,787,000 | \$ 71,894,945,000 | \$ 79,968,262,000 | \$ 81,396,540,000 | \$ 97,963,433,000 |

- The **COVID-19 pandemic** led to a decline in vehicle sales in Canada and the U.S., with sales dropping **20%** and **15%**, respectively, in 2020.
- Sales rebounded in 2021, but a **microchip shortage** limited production and boosted used car demand.
- By 2023/2024, EV adoption grew, reaching **7%** in Canada and **6%** in the U.S., aided by incentives and improved infrastructure.
- Regulatory measures aim to increase **zero-emission vehicle (ZEV)** sales, while trade agreements like USMCA influence supply chains.
- Rising interest rates and digital engagement continue to shape consumer behavior.

Sooof is launching at a perfect time and is well positioned to capture market share.

VEHICLE SALES BY OEM - 2023

| | Passenger Cars | Light Trucks | Total |
|-----------------------------|----------------|------------------|------------------|
| VW Group | 24,576 | 81,323 | 105,899 |
| Toyota Group | 45,893 | 181,567 | 227,460 |
| Tesla | 29,259 | 27,221 | 56,480 |
| Tata Group | 185 | 8,274 | 8,459 |
| Subaru | 7,445 | 47,521 | 54,966 |
| Stellantis | 8,017 | 149,908 | 157,925 |
| Rivian | 0 | 1,874 | 1,874 |
| Renault-Nissam Alliance | 15,538 | 75,840 | 91,378 |
| Mitsubishi | 1,840 | 30,765 | 32,605 |
| Mercedes-Benz Group | 7,763 | 27,800 | 35,563 |
| Mitsubishi | 1,840 | 30,765 | 32,605 |
| Lucid | 165 | - | 165 |
| Isuzu | | 8 | 8 |
| Hyundai Kia Group | 47,504 | 159,549 | 207,053 |
| Honda | 33,864 | 90,764 | 124,628 |
| GM Group | 14,075 | 249,211 | 263,286 |
| Gelly Holding Group | 1,742 | 11,403 | 13,145 |
| Ford Group | 3,493 | 232,039 | 235,532 |
| BMW Group | 11,525 | 22,335 | 33,860 |
| Total Passenger Cars | 264,802 | 1,444,121 | 1,708,923 |



- The Canadian automotive industry features 19 OEMs representing 45 brands.
- Consumer trends continuous to shift towards SUVs and crossovers.
- Light trucks—including crossovers, SUVs, minivans, and pickup trucks—constitute 85% of all vehicle sales in Canada.

NEV MARKET OVERVIEW

The **New Energy Vehicle (NEV)** market, which includes battery electric vehicles (BEVs), plug-in hybrids vehicles (PHEVs), and hybrid electric vehicles (HEVs), is in the **early stages of adoption**, driven by increasing demand for sustainable transportation, supportive government policies, government incentives, and advancements in EV technology.

| | 2019 | 2020 | 2021 | 2022 | 2023 |
|----------------------------------|--------|--------|---------|---------|---------|
| BATTERY ELECTRIC VEHICLES (BEVS) | 30,644 | 36,744 | 49,687 | 69,034 | 107,096 |
| HYBRID ELECTRIC VEHICLES (HEVS) | 26,500 | 29,219 | 55,755 | 62,423 | 78,924 |
| PLUG-IN HYBRID VEHICLES (PHEVS) | 19,474 | 17,392 | 18,845 | 23,772 | 25,346 |
| TOTAL | 76,618 | 83,355 | 124,287 | 155,229 | 211,366 |

FEDERAL AND PROVINCIAL INCENTIVES

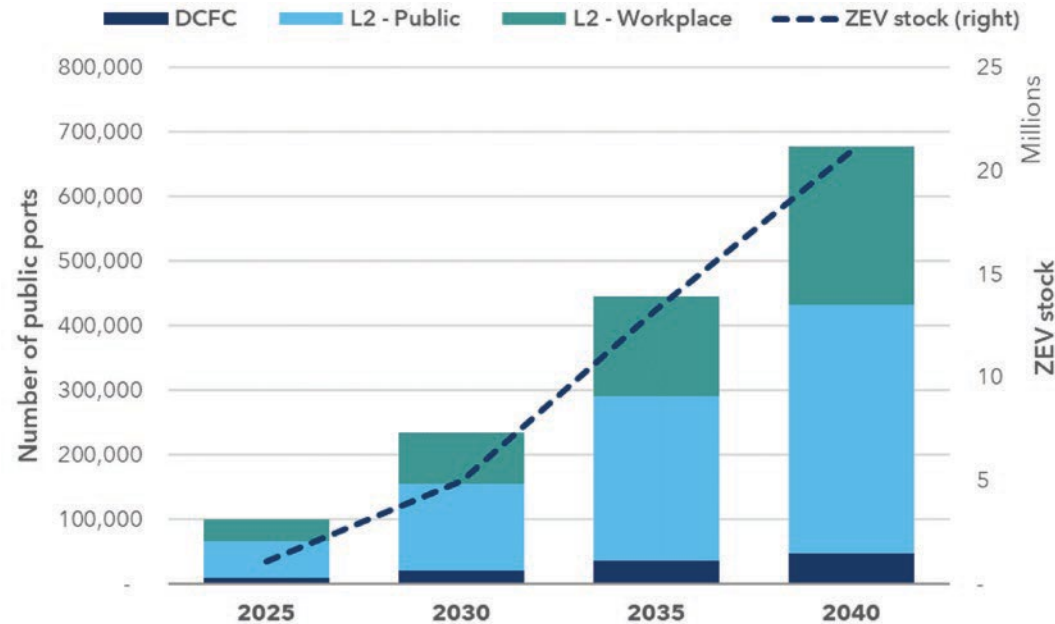
Transportation is Canada's second-largest source of greenhouse gas emissions, contributing 25% of the total, with nearly half from cars and light trucks. To encourage zero-emission vehicle (ZEV) adoption, the Government of Canada launched the Incentives for Zero-Emission Vehicles (iZEV) Program in May 2019.

- **Federal Incentives:** The iZEV program offers up to \$5,000 rebates.
- **Provincial Programs:**
 - > **British Columbia:** Provides rebates up to \$3,000 for ZEVs and incentives for home charging.
 - > **Quebec:** Offers rebates up to \$8,000 for EV purchases and supports charging network expansion.
- **Infrastructure Investment:** The government is investing in expanding charging infrastructure, including fast-charging stations along major highways and urban areas.



CANADA ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

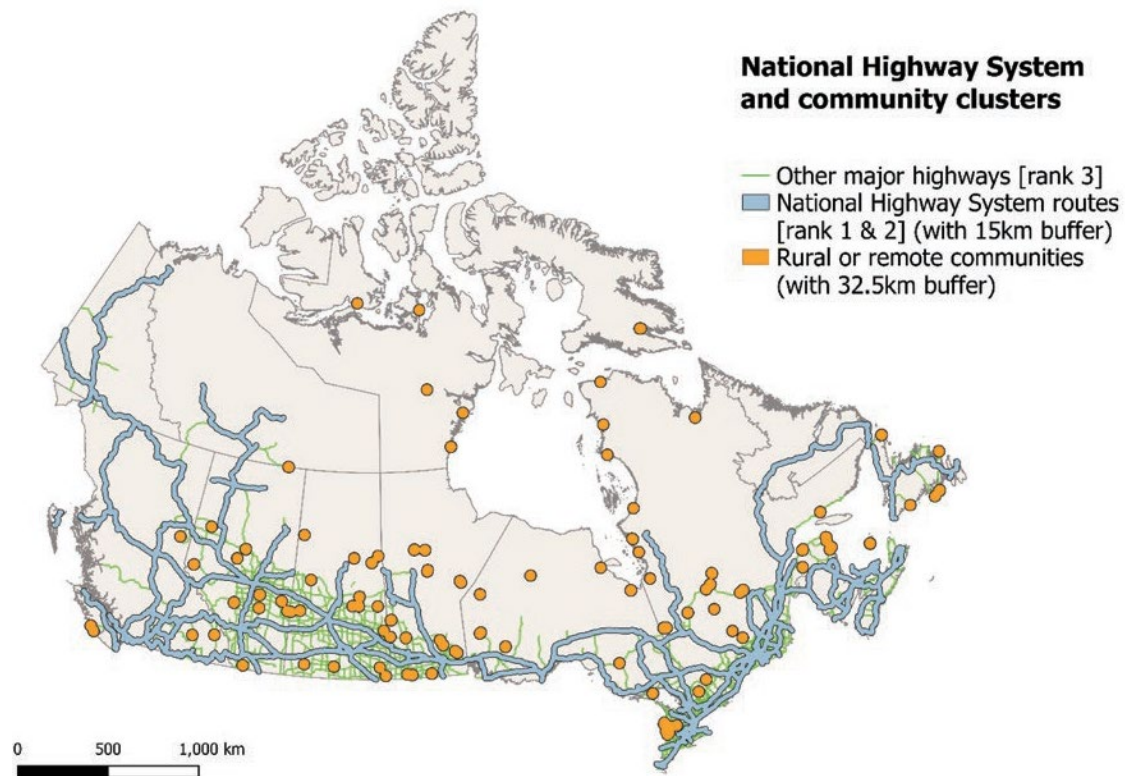
Canada aims to achieve **100% ZEV sales** for light-duty vehicles (LDVs) by **2035** and for medium- and heavy-duty vehicles (MHDVs) by **2040**. Reaching these targets requires extensive **EV charging infrastructure** development, with a forecast of **679,000 public LDV charging ports** and **275,000 MHDV ports** by 2040. The infrastructure rollout will require **\$65 billion** in cumulative investments, focusing initially on LDVs until 2030, then shifting to MHDVs.



Public charging needs (L2 and DCFC) and EV growth to 2040

ONTARIO, QUEBEC, ALBERTA, AND B.C.

The top provinces - **Ontario, Quebec, Alberta, and B.C.**—will host most chargers, accounting for **85%** of the total, though remote and rural areas will also need infrastructure upgrades. Meeting charging needs will depend on stakeholder coordination, involving government, utilities, and private sector actors.



Map of Canada showing rural and remote community clusters with fast charging needs

CANADIAN PERSPECTIVE ON CHINESE BRANDS

Awareness of Chinese BEV brands are rising among Western consumers, particularly younger buyers, with **73-76% of U.S. consumers aged 18-35** recognizing these brands. Surveys show a strong willingness to consider Chinese BEVs if **priced 20% lower** than similar domestic models. As Chinese automakers prioritize affordability, they may appeal to cost-sensitive Canadian buyers transitioning to EVs.

Plug-in hybrid electric vehicles (PHEVs) are **seen as more practical** due to charging infrastructure.



BUSINESS OPERATIONS PLAN

CANADIAN CAR MARKET ANALYSIS: BEST-SELLING VEHICLES IN 2023

In 2023, Canada's best-selling vehicles continued to be dominated by **pickups and SUVs**, reflecting ongoing consumer demand for utility and versatility. **Ford F-Series** retained its top spot as the best-selling vehicle, with **114,729 units sold**, marking its 14th consecutive year as the leader. It was followed by the **Ram Pickup** and **Toyota RAV4**, making up the top three.

Compact cars also remained popular, with the **Honda Civic** maintaining its position as the best-selling passenger car for the 24th consecutive year, despite increased competition. Meanwhile, crossovers like the **Toyota RAV4** and **Honda CR-V** showed strong performance, appealing to Canadians seeking a balance of size, fuel efficiency, and affordability.

The shift towards electrification is evident, but traditional fuel-efficient models, hybrids, and versatile SUVs continue to lead sales.

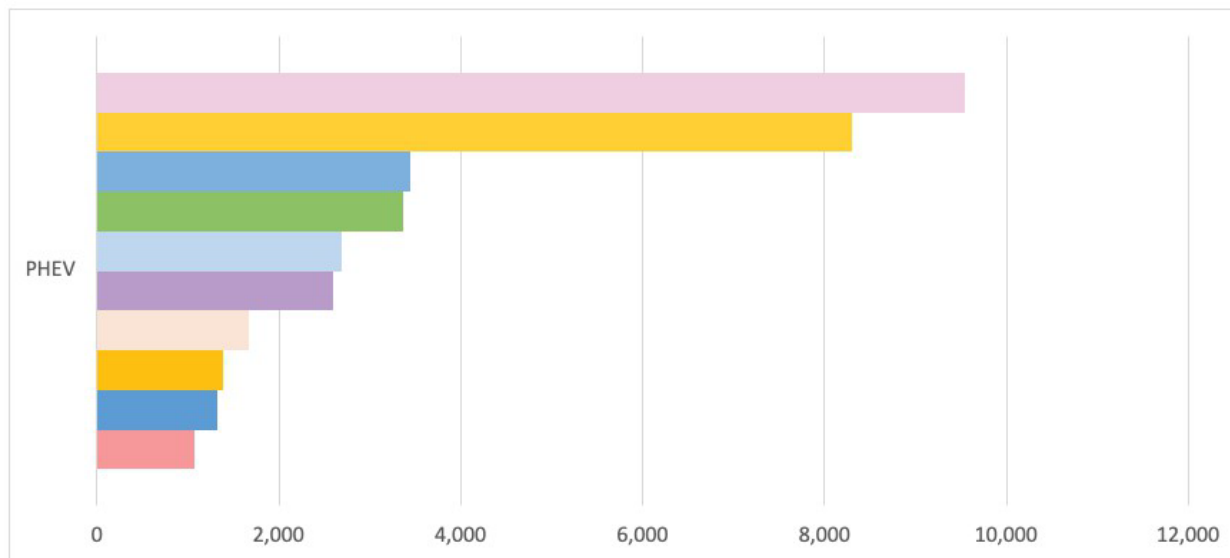


CANADA'S BEST-SELLING REBATE-ELIGIBLE PHEVS 2023

Mitsubishi Outlander PHEV
Toyota RAV4 Prime
Jeep Wrangler 4xe
Ford Escape Plug-In Hybrid
Hyundai Tucson Plug-In Hybrid
Toyota Prius Prime
Chrysler Pacifica Plug-In Hybrid
Mazda CX-90 Plug-In Hybrid
Kia Sportage PHEV
Lexus NX 450h+

| Units | Type | MSRP | Electric Range | Total Range | Battery | Speed |
|-------|-----------|-----------|----------------|-------------|-----------|----------|
| 9,543 | SUV | \$ 60,598 | 61 km | 626 km | 20 Wh | 170 km/h |
| 8,299 | SUV | \$ 55,990 | 68 km | 950 km | 18.10 kWh | 180 km/h |
| 3,444 | SUV | \$ 84,720 | 35 km | 644 km | 17.30 kWh | 180 km/h |
| 3,373 | SUV | \$ 47,879 | 60 km | 771 km | 14.40 kWh | 180 km/h |
| 2,685 | SUV | \$ 52,699 | 53 km | 623 km | 13.8 kWh | 180 km/h |
| 2,603 | Hatchback | \$ 48,050 | 72 km | 889 km | 13.6 kWh | 180 km/h |
| 1,674 | Minivan | \$ 73,495 | 51 km | 800 km | 16 kWh | 160 km/h |
| 1,388 | SUV | \$ 64,350 | 42 km | 745 km | 17.80 kWh | 140 km/h |
| 1,316 | SUV | \$ 60,265 | 51 km | 666 km | 14 kWh | 180 km/h |
| 1,079 | SUV | \$ 80,485 | 60 km | 832 km | 18.10 kWh | 200 km/h |

80% are SUVs. Median
MSRP \$62,853,
 electric/combined range per
 charge 55.3 km/ 754.6 km,
 and max speed 185.3 km/h.

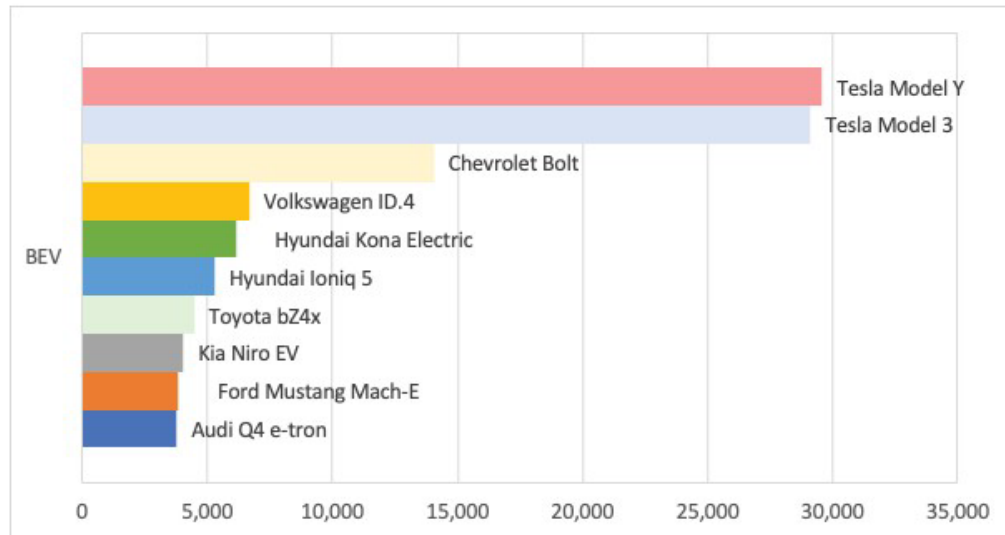


CANADA'S BEST-SELLING REBATE-ELIGIBLE BEV 2023

Tesla Model Y
Tesla Model 3
Chevrolet Bolt
Volkswagen ID.4
Hyundai Kona Electric
Hyundai Ioniq 5
Toyota bZ4x
Kia Niro EV
Ford Mustang Mach-E
Audi Q4 e-tron

| Units | Type | MSRP | Range | Battery | Speed |
|--------|-----------|-----------|--------|----------|----------|
| 29,582 | SUV | \$ 63,990 | 547 km | 82 kWh | 249 km/h |
| 29,122 | Sedan | \$ 59,990 | 568 km | 82 kWh | 225 km/h |
| 14,050 | Crossover | \$ 40,548 | 397 km | 65 kWh | 160 km/h |
| 6,669 | SUV | \$ 52,995 | 454 km | 82 kWh | 160 km/h |
| 6,160 | SUV | \$ 46,499 | 490 km | 64 kWh | 167 km/h |
| 5,282 | SUV | \$ 56,999 | 454 km | 72.6 kWh | 185 km/h |
| 4,469 | SUV | \$ 49,990 | 406 km | 71.4 kWh | 160 km/h |
| 4,037 | SUV | \$ 45,595 | 407 km | 64 kWh | 167 km/h |
| 3,841 | SUV | \$ 69,995 | 435 km | 98 kWh | 200 km/h |
| 3,769 | SUV | \$ 64,950 | 490 km | 82 kWh | 180 km/h |

90% are SUVs. Median MSRP
\$55,155, range per charge 464.8
 km, and max speed 185.3 km/h.



PRODUCT LINEUP STRATEGY

Lynk & Co's vehicles are well-suited for the North American market, effectively addressing range anxiety, affordability, and driving enjoyment. **We plan to pilot 2 BEV and PHEV models** and look forward to recommendations—particularly eager to test-drive the new Z10 and Z20.

Best-in-class domestic rivals.

- **Ford F-Series** pickup truck with 122,830 units sold.
- **Toyota RAV4** SUV with 75,688 units sold.
- **Honda CR-V** SUV with 53,130 units sold.
- **Tesla Model Y** SUV with 29,582 units sold.
- **Tesla Model 3** Sedan with 29,122 units sold.



PRICE POSITIONING

To successfully enter the Canadian market and compete with established brands, must strategically position pricing. Leveraging global pricing strategies and insights into Canada's automotive landscape, here's how to approach pricing in Canada:

- **PHEV SUV** MSRP range of \$51,00-\$62,000.
- **BEV SUV** MSRP range of \$42,00-\$58,000.

To achieve widespread adoption, we must price our vehicles competitively against popular ICE SUVs with MSRPs ranging from **\$33,000** to **\$42,000**.



SALES NETWORK DEVELOPMENT PLAN

Sooof's **Sales Network Development Plan** uses a **franchise model** to accelerate expansion in Canada, targeting high-volume used vehicle dealerships and existing franchise owners. By reducing entry costs, Sooof enables more dealerships to offer its EVs, enhancing **market coverage** and brand presence.

The plan emphasizes **consistent customer experiences**, comprehensive training, and support. It leverages **co-branded marketing** and incentives to attract potential franchisees and customers.

With a focus on **affordability, rapid market penetration, and sustainable growth**, Sooof aims to have a strong EV sales network while capitalizing on Canada's growing demand for electric vehicles.



DEALERSHIP TRENDS

Canadian dealerships are transforming amid economic recovery, technological advancements, and changing consumer preferences. With growth opportunities in the EV sector and digital sales, adapting to these trends and challenges will position them for sustained success.

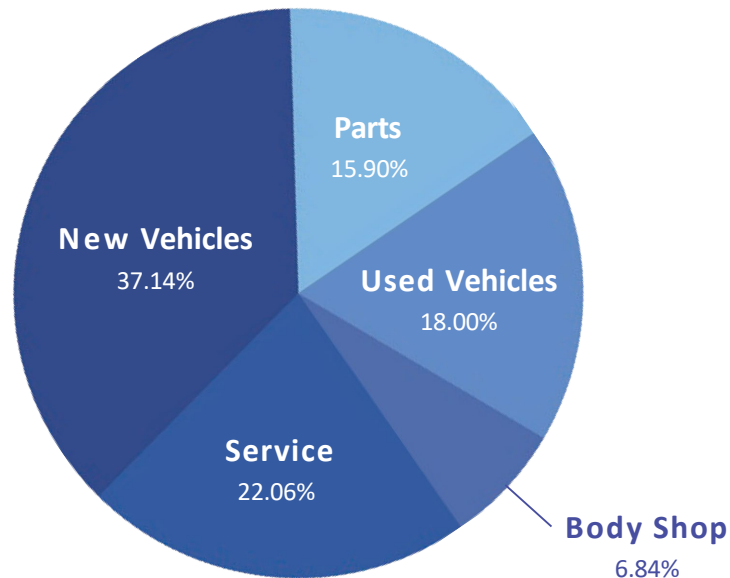
TOTAL SALES, AVERAGE PER DEALERSHIP 2023



CHANGE FROM 2022

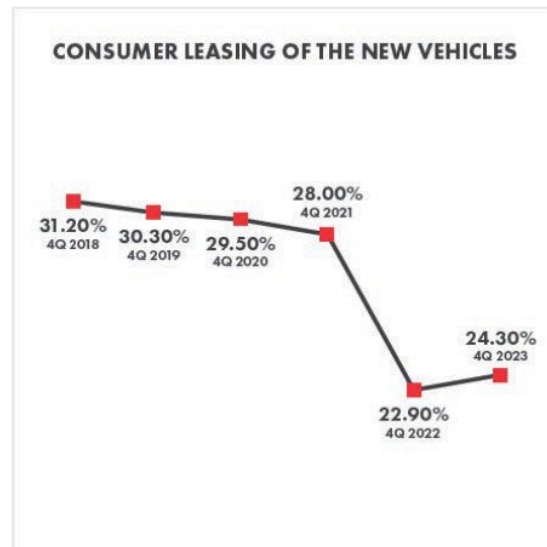
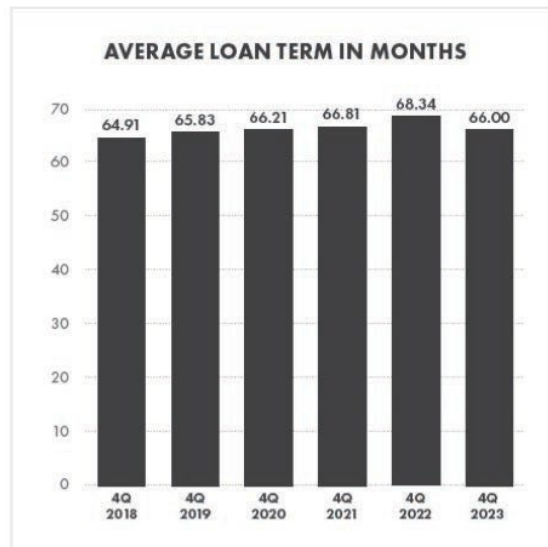
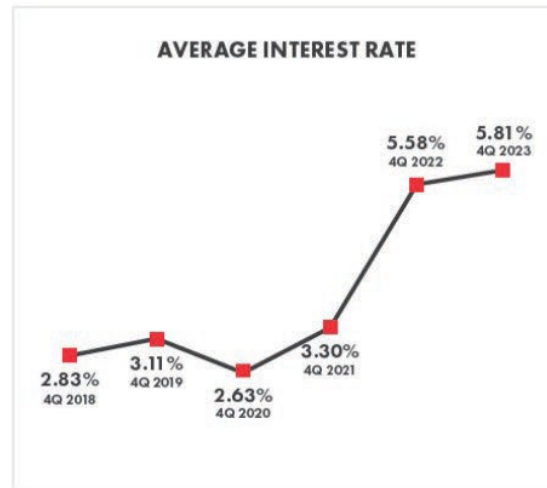
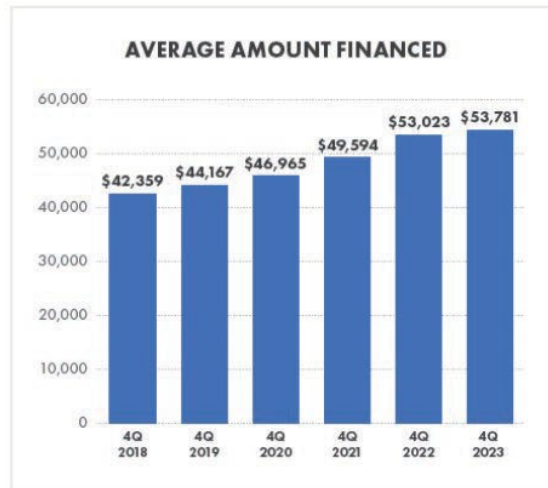


SHARE OF TOTAL DEALERSHIP GROSS



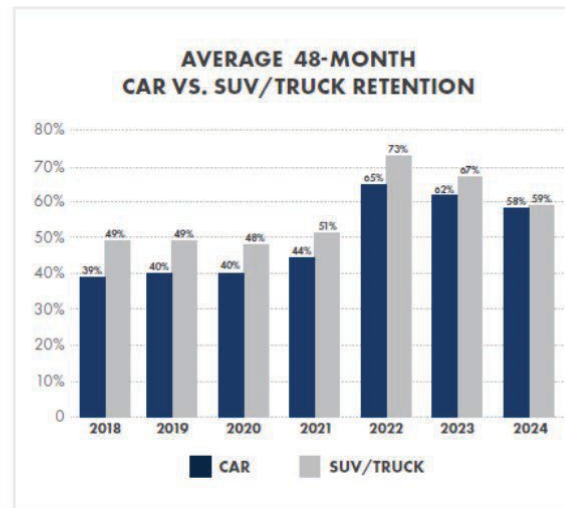
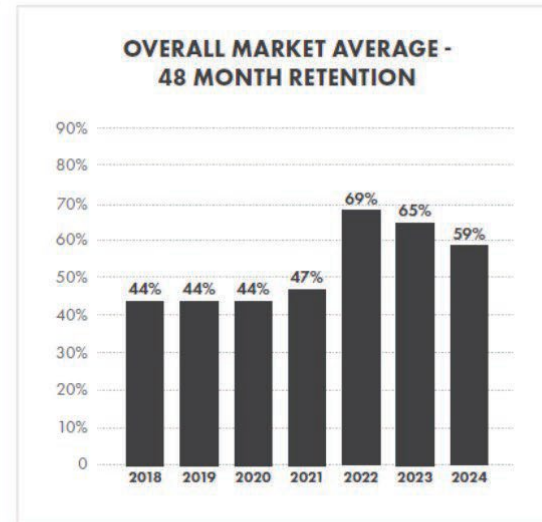
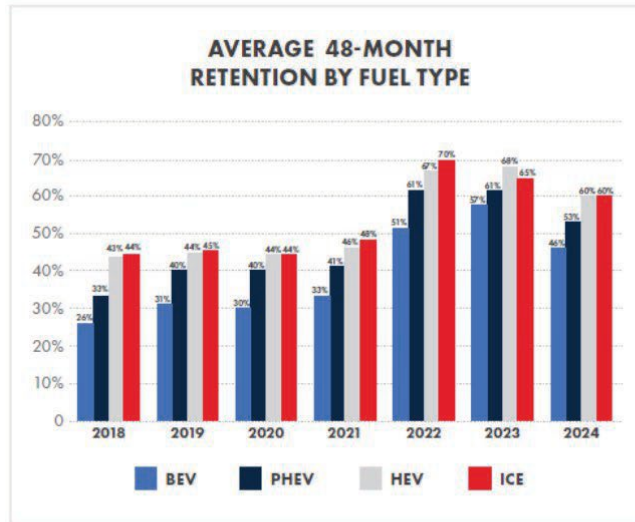
CONSUMER RETAIL FINANCING

Approximately **80%** of new vehicle purchases are financed, with lending earning profit margins between \$8,000 and \$13,000 per vehicle with auto loan **delinquency rates** between **1% and 2%**.



CONSUMER RETENTION STORY

Canadians typically **keep new vehicles for 6 to 8 years**, with 50–60% remaining loyal to the same brand and 30–40% returning to the same dealership.



SOOOF EV CANADA DEALERSHIP



BRANDING AND MARKETING COMMUNICATION PROGRAM

Sooof EV Canada has partnered with 7 Communications – a luxury and lifestyle marketing agency with deep automotive experience representing brands such as BMW, Lamborghini, Land Rover, Audi, Mini Cooper, and many more.

The initial proposal to create brand awareness, establish trust, educate the market, and drive adoption will be **ready for review in January 2025.**



Exceptional ideas.
Well delivered.

TARGET CUSTOMERS' CONSUMPTION PREFERENCE

In North America, **plug-in hybrid electric vehicles (PHEVs)** are increasingly seen as viable alternatives to battery electric vehicles (BEVs), addressing **charging infrastructure and range concerns**. This shift poses challenges for automakers, as PHEVs are not used on electric-only power as often as expected.



KEY CONSIDERATIONS FOR CANADIAN EV BUYERS

Cold-Weather Features: Essential features include **heated seats, steering wheels, and mirrors**, as well as **battery thermal management** to maintain performance in harsh winters.

Driving Range & Efficiency: Optional features like **range optimization modes** and **real-time range projections** can help maximize range, crucial for remote travel.

Safety & ADAS: Critical features include **parking sensors**, **adaptive cruise control**, and **collision alerts** for diverse road conditions.

Performance & Utility: **All-Wheel Drive** (AWD), traction control, and a minimum **5,000 lb towing capacity** are priorities for snow and utility needs.

Charging & Infrastructure: Fast charging capabilities and **battery health monitoring** are vital for long-distance travel.

Affordability: Rebates, competitive pricing, and financing options influence EV adoption.



TORONTO - THE NEXT CHAPTER IN LYNK & CO.'S GLOBAL STORY

Sooof envisions building an experience centre to mark the brand's expansion in North America.

An Experience Centre in Toronto has the potential to become a landmark destination, enriching Lynk & Co.'s global narrative. The facility would underscore the brand's continuous evolution and dedication to creating lasting memories for its enthusiasts and customers.

- **Strategic Location** – within easy reach of a significant North American population
- **Innovative Facilities & Dynamic Experiences** – state-of-the-art driving circuit, interactive space where visitors can explore the brand's history and future, café
- **Community & Engagement Hotspot** – designed to encourage discovery and wandering
- **Enriching Lynk & Co.'s Journey** – designed to offer a multifaceted engagement with Lynk & Co.'s brand – from performance and technology to luxury and sustainability



AFTER-SALES SERVICES SOLUTIONS

After-sales services focus on **transparency, education, and customer engagement**. Key strategies include:

1. **Comprehensive Maintenance & Service:** Offers personalized vehicle orientations, proactive maintenance scheduling, and EV-specific diagnostics.
2. **Customer Loyalty Programs:** Features tiered rewards, complimentary services, and flexible service packages.
3. **Technical Support & Education:** Provides multilingual support, EV workshops, and a mobile app with remote diagnostics.
4. **Value-Added Services:** Includes charging partnerships, loaner EVs, and accessories.
5. **24/7 Roadside Assistance:** Includes mobile charging vans for fast response.
6. **Domestic Software Upgrades:** Emphasizes scheduled updates and eco-friendly detailing.
7. **Personalized Communication:** Real-time service updates and feedback collection ensure customer satisfaction.
8. **Environmental Initiatives:** Promotes sustainable service centers, recycling programs, and community outreach.

These solutions aim to enhance customer trust, improve loyalty, and support long-term EV adoption.

