



DAEMON

IS THE FUTURE OF MOTORCYCLING

OUR MISSION IS TO UNLEASH THE FULL POTENTIAL
OF MOTORCYCLING FOR THE WORLD

NASDAQ: **DMN**



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END-TO-END PROPRIETARY TECHNOLOGY PLATFORM

Damon develops and owns a deep set of proprietary technologies, and is **not dependent on external licensing**

EFFICIENT CAPITAL DEPLOYMENT

Only \$75 million to reach pre-production of a **“built from the ground up” vehicular platform**

STRONG REVENUE POTENTIAL

With more than **\$100M* in credit card backed reservations**, Damon has a phased, de-risked growth strategy that can result in strong revenue growth following production

ASSET-LIGHT ASSEMBLY

Damon only **conducts the final assembly** of each vehicle. All major proprietary sub-assemblies are outsourced and produced by top tier manufacturers

MARKET VALIDATION

Significant deposit-backed reservations captured from markets all over the world, with heavy concentration in the USA, backed by positive consumer engagement

TAM EXPANSION

Demonstrated demand capture from unaddressed market potential in a **\$136Bn global market****, from audiences migrating upward into higher price vehicle tiers

PURPOSE-BUILT FINANCIAL PROFILE

Subscription business model with potential to deliver attractive returns on equity, enabled and enhanced by Damon’s technology differentiators and purpose-built vehicles

EXCEPTIONAL TEAM

Experienced team with **deep automotive, electronics and EV battery backgrounds**

*Total sell-through revenue potential of consumer reservations as at October, 2024

**Source: Statista

*The receipt of credit card reservation is being provided for illustrative purposes only and should not be perceived as revenue or potential revenue. Damon’s customers may cancel their reservations without penalty and for any reason until they place an order for their motorcycle, at which point the deposit becomes non-refundable and the customer is required to pay an additional non-refundable deposit.



MOST PEOPLE

don't own a motorcycle*

WHY?

Motorcycling is **dangerous**, **hard to learn** and has hardly evolved **in 50 years**

UNTAPPED GROWTH POTENTIAL

is available for the company that makes motorcycles **safer**, **smarter** and **easier to ride**



1967 - 2024

Same transmission, engine, brakes, etc



*Sources:
<https://www.prnewswire.com/news-releases/us-households-with-a-motorcycle-climbs-to-record-8-percent-in-2018-300783120.html#:~:text=Eight%20percent%20of%20U.S.%20households,by%20the%20Motorcycle%20Industry%20Council>
<https://www.nationmaster.com/nmx/ranking/motorcycle-ownership>



ARE THE EVOLUTION OF THE SPECIES

Easier with

HYPERDRIVE™

- **Patented 500V liquid cooled exoskeleton** drivetrain platform
- All electric = no gears to change
- Greater power precision and very low cost to maintain and charge than combustion motorcycles

Safer with

COPILOT™

- **Patented 360° collision warning system**
- Aims to get smarter and safer over time with AI, connectivity and over the air software updates

Smarter with

SHIFT™

- Electronically adjust your riding position from tucked to upright while in motion – no tools needed
- **Like having two bikes in one**



Damon HyperFighter prototype featured at EICMA, Milan

DAMON HYPERSPORT

200 HP

And 200 nm torque

200 MPH

Top speed*

200 Mi

Range per charge**

*“Eye-opening performance numbers
and cutting-edge safety tech.”*

- Forbes



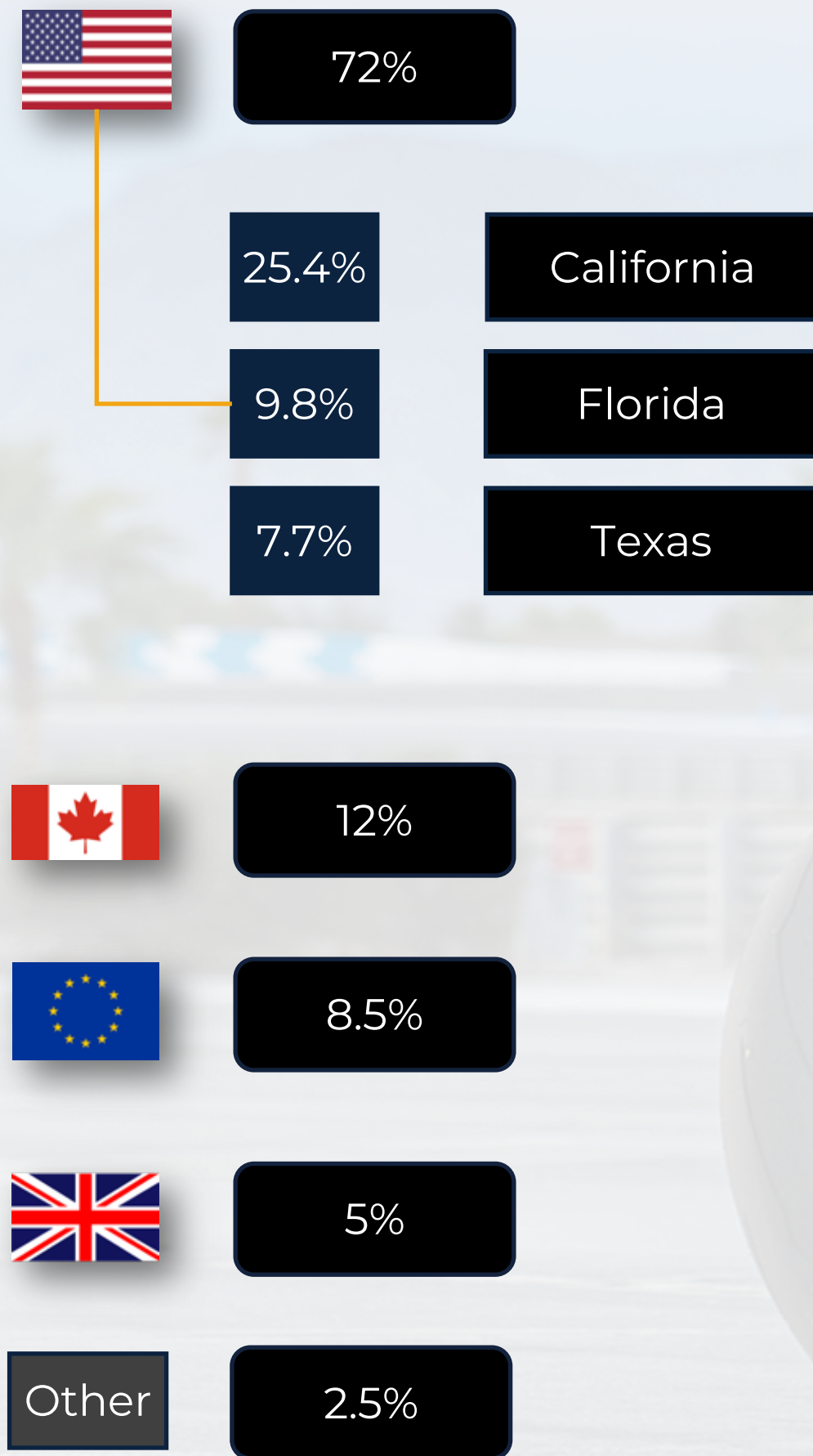
*As shown in Dyno testing.

**Target range per charge. Actual range depends on driving schedule.

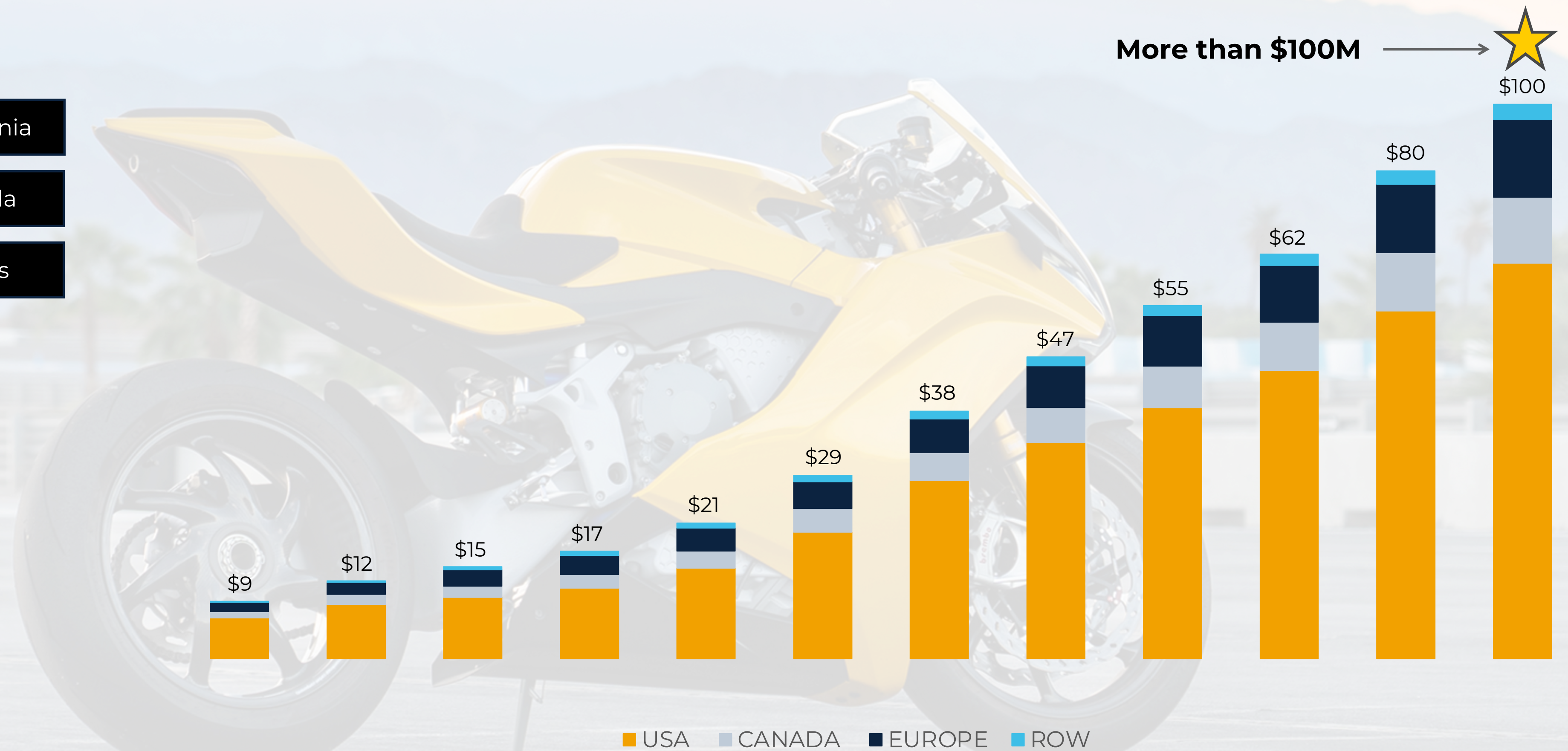
DAMON HAS GLOBAL APPEAL AND MARKET VALIDATION



World Orders Breakdown



Damon Net Reservations (\$ M)



*Based on total credit card-backed reservations as at October, 2024 using current prices on slide 11

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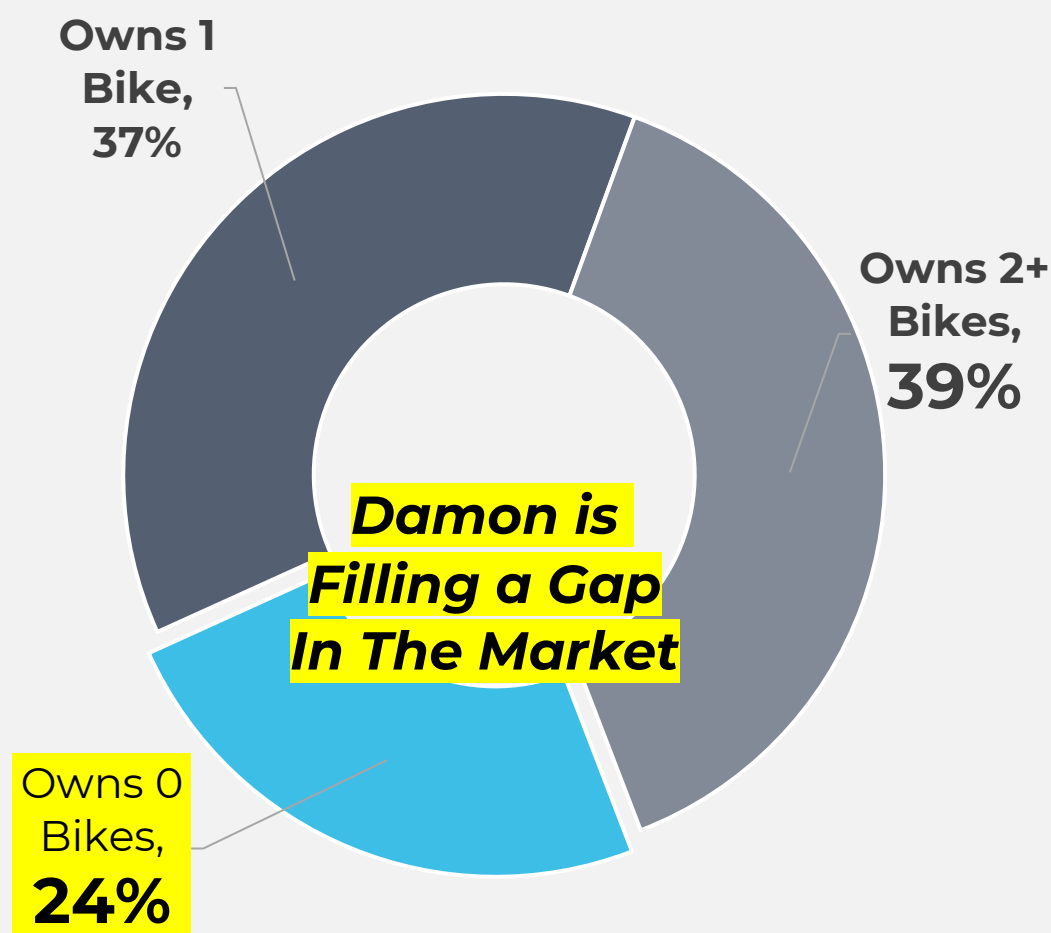
DAMON IS SEEING DEMAND FROM CURRENT RIDERS AND NON-RIDERS



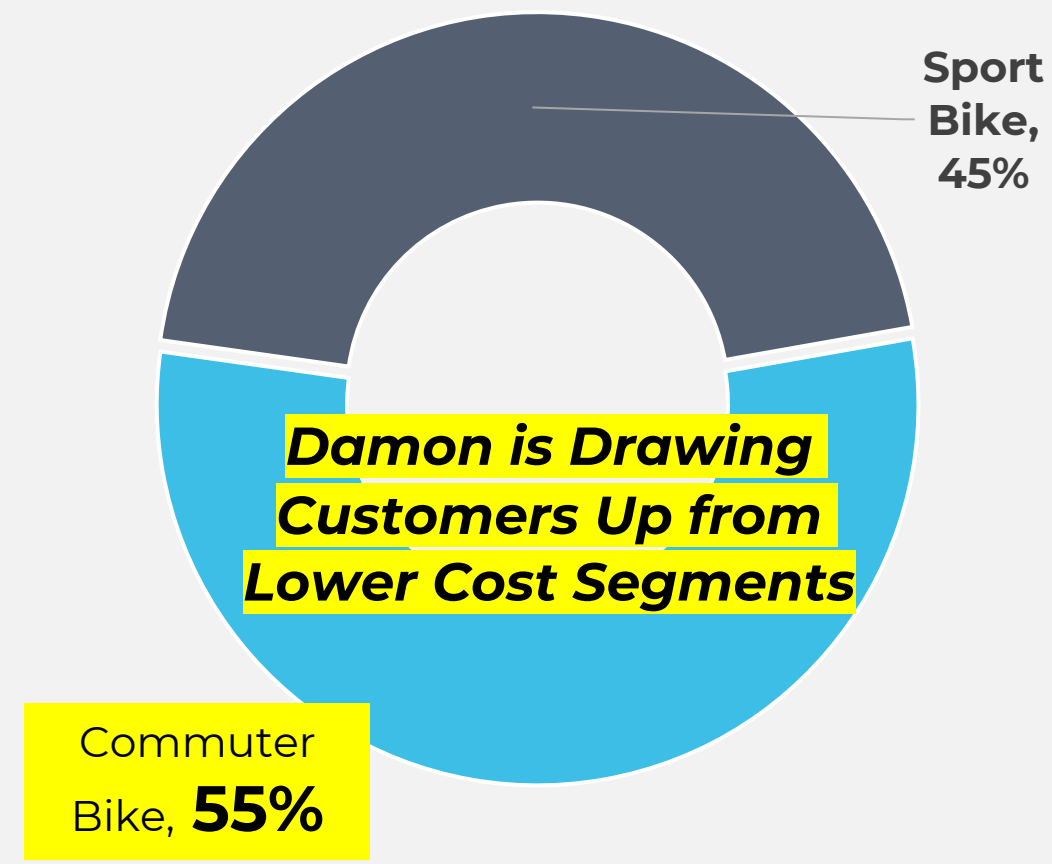
1 Damon Is Redefining Industry Demographics

	Damon Reservation Holders ¹	VS.	US Industry Average ²
Median Age	37		56*
Median Income	>\$100K		\$62K
Median Years Riding	11		15

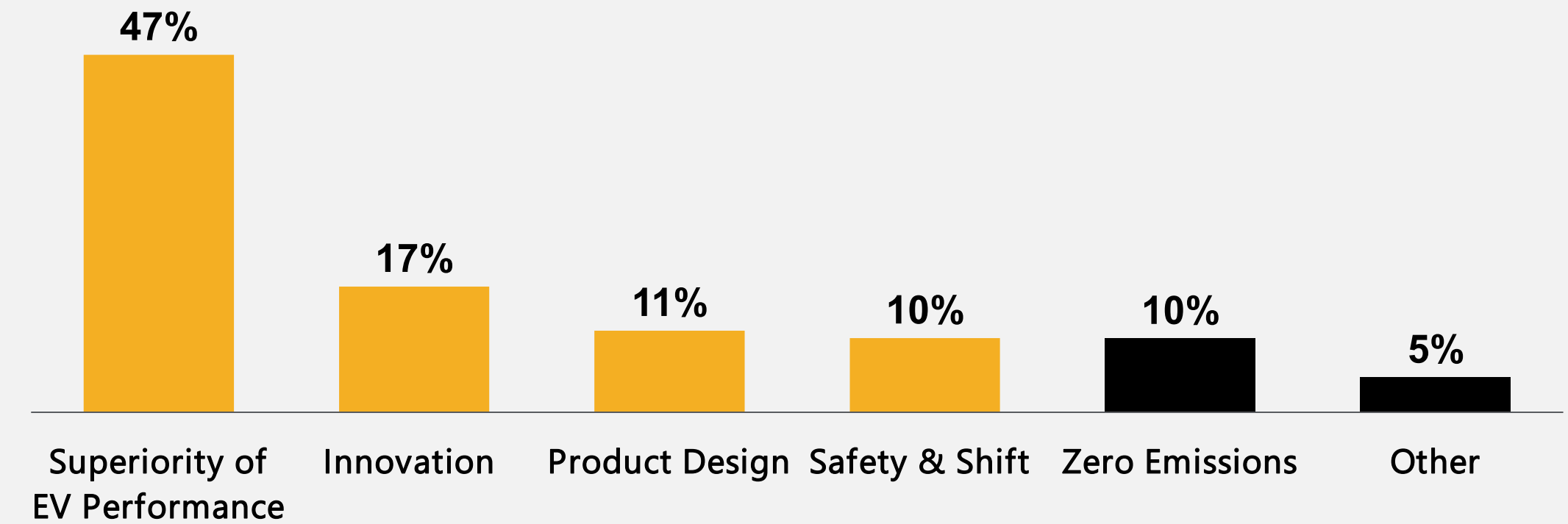
2 Number of Bikes They Currently Own¹



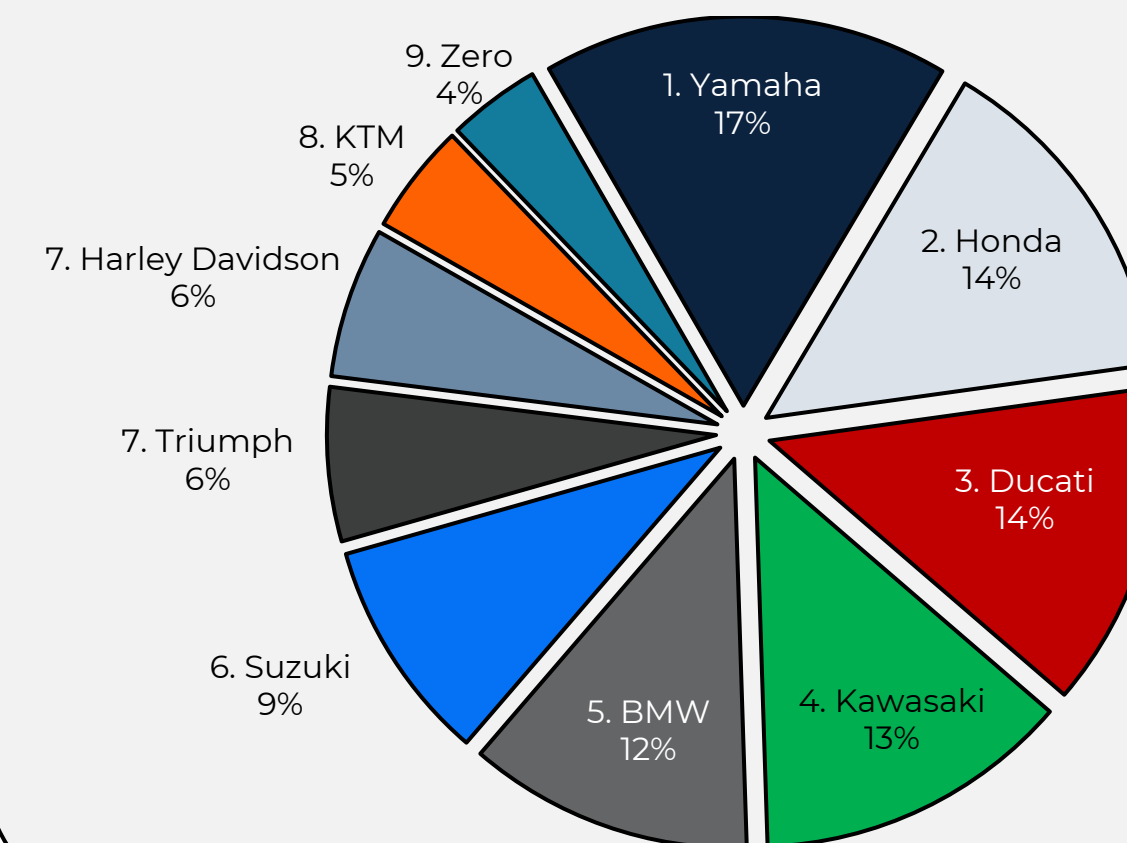
3 Style of Bike They Currently Own¹



4 Why People Order A Damon¹



5 Brand of Bike They Currently Own¹



Damon is the first EV moto brand to show scalable demand exists, via its \$80M in reservations from combustion motorcycle owners

DAMON IS SET TO EXPAND THE ADDRESSABLE MARKET WITH GEN Z AND MILLENNIALS AND SPARK NEW INDUSTRY GROWTH

1. Based on information from > 2,000 Damon customer reservations as of April 2022.
 2. Statistics from Motorcycle Industry Council, 2019.

Innovation #1

HYPERDRIVE™

500V Exoskeleton Drivetrain Platform

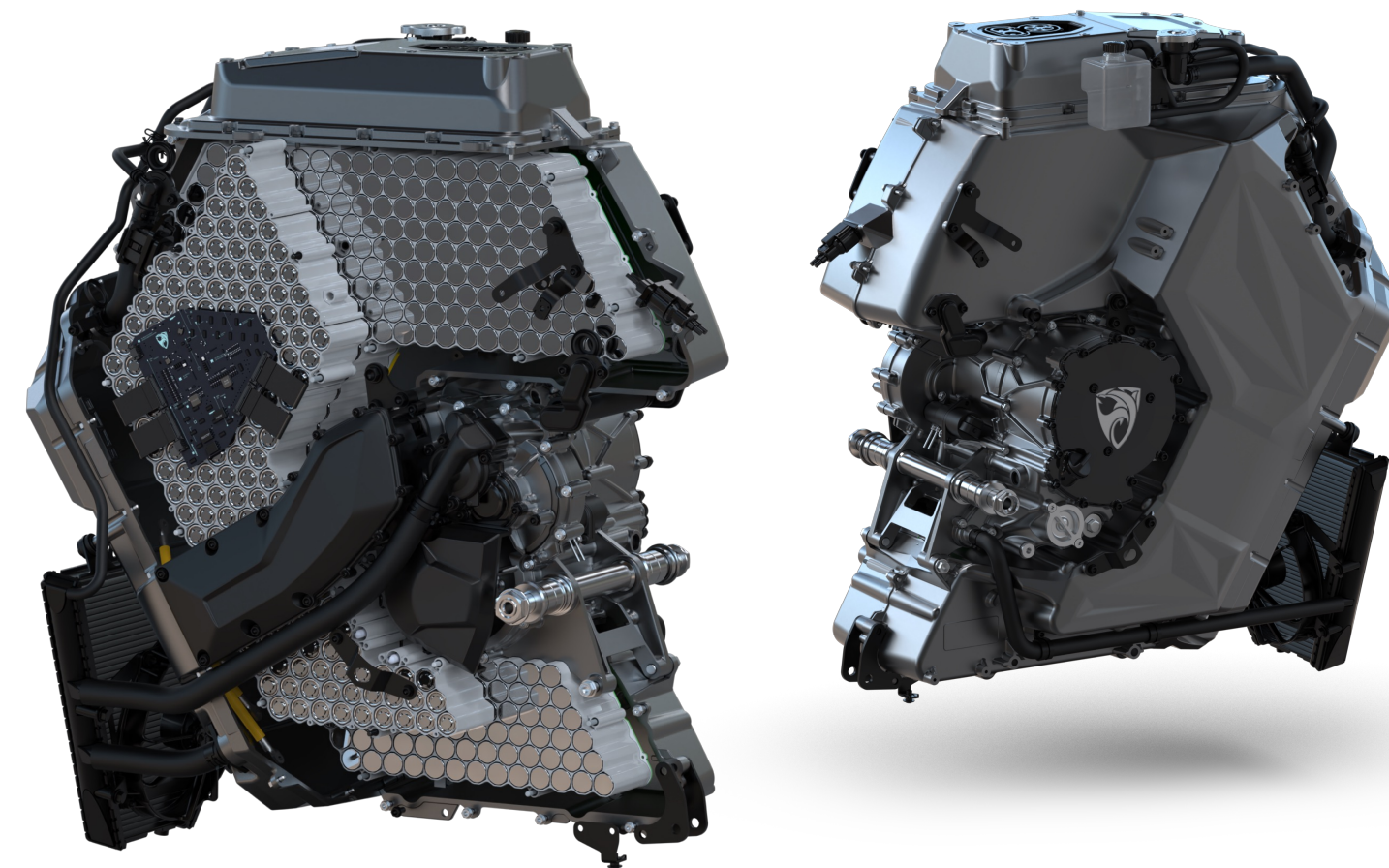


REVOLUTIONARY DRIVETRAIN TRANSFORMS MOTORCYCLING



HYPERDRIVE™

is an extensible powertrain platform
designed from the ground up
 to outperform all previous production
 motorcycles



Breakthrough Product Performance

200 200 HP, 200 MPH, and 200 miles*
 of range per charge

Nearly
2X More torque than class leading
 supersport motorcycles***

3X greater power-to-weight ratio
 than a Tesla Model 3 Performance

30 min Fast charge on Tesla Superchargers
 and all DCFC fast charging stations

Breakaway Growth Potential

1 **Patented Exoskeleton Powertrain**
 Can produce an entire line of world
 class motorcycles

41 **Patents and Patents Pending**
 Protecting all aspects of the powertrain,
 battery, collision warning system, etc.

\$15B **Market** for EV Motorcycles**
 Largely unaddressed by
 incumbent OEM competitors

4 **Revenue Streams Available**

1. Vehicle Sales and Deliveries
2. Software Add-on Services
3. Technology Licensing and Supply Opportunities
4. Shared Mobility Solutions

Recognized by Major World Class Awards



Fast Company



Popular Science



Robb Report



Thomas Edison



Red Herring



Sustainability



CES 2020



CES 2022



Good Design



Good Design








*As shown in Dyno testing. Target range per charge . Actual range depends on driving schedule.

**Source: Motorcyclesdata.com

***When compared with Ducati and BMW superbike models

HYPERDRIVE SUPPORTS A WIDE RANGE OF MODELS & PRICE POINTS



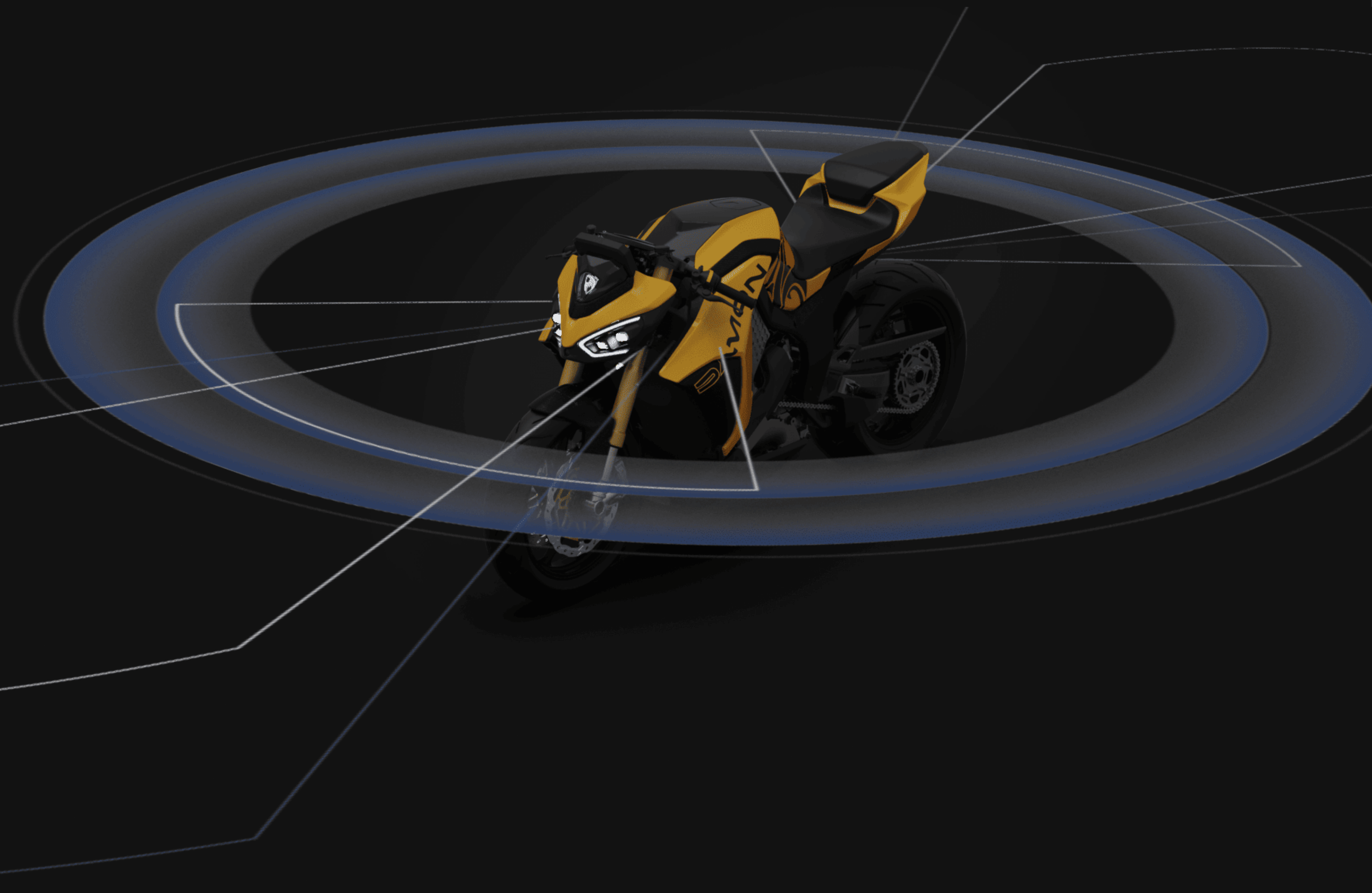
			% of Orders	Price	Range	HP	Torque
		HyperSport Premier 	7%	\$45,000	200 mi*	200	200 nm
HyperSport HS 	<i>Most popular model reserved in Damon's lineup</i>		60%	\$32,000	200 mi*	200	200 nm
		Hypersport SX 	10%	\$27,000	150 mi*	150	200 nm
		HyperSport SE 	14%	\$23,000	109 mi*	100	200 nm
		HyperFighter Colossus 	5%	\$40,000	146 mi*	200	200 nm
		HyperFighter Unlimited 20 	2%	\$28,000	146 mi*	200	200 nm
		HyperFighter Unlimited 15 	2%	\$22,000	120 mi*	150	200 nm

**Target range per charge . Actual range depends on driving schedule.

Innovation #2

COPILOT™

AI-enabled 360° Collision Warning System



DAMON'S COPILOT™ GIVES YOU ONE EXTRA SECOND YOU NEED TO REACT

Motorcycles with collision warning systems have a potential to prevent

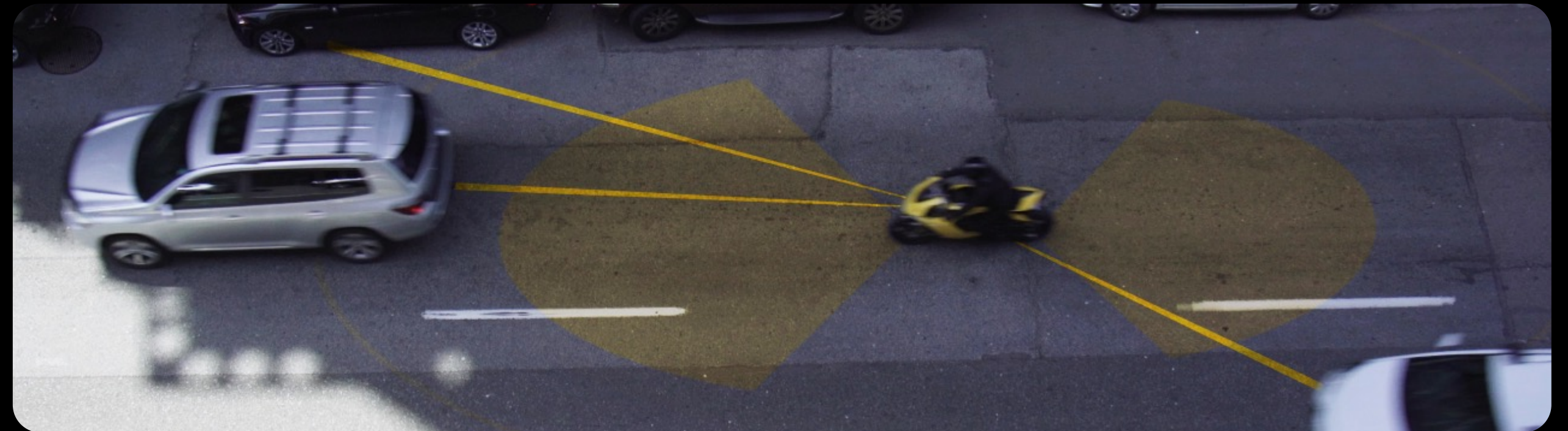
23%

of police-reported crashes*

Data indicates that an extra half second of reaction time could prevent up to

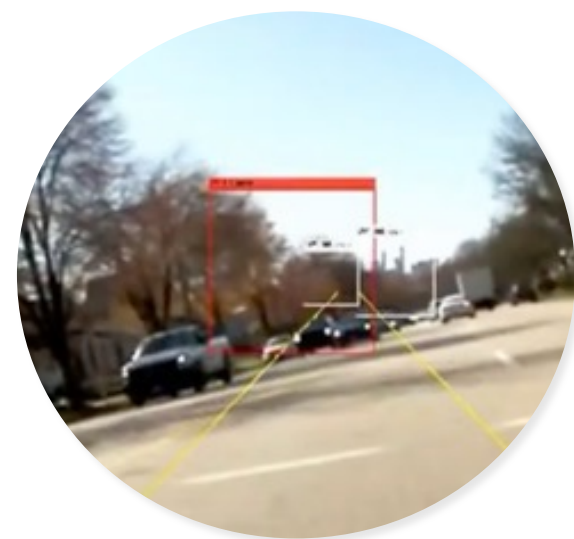
60%

of accidents*




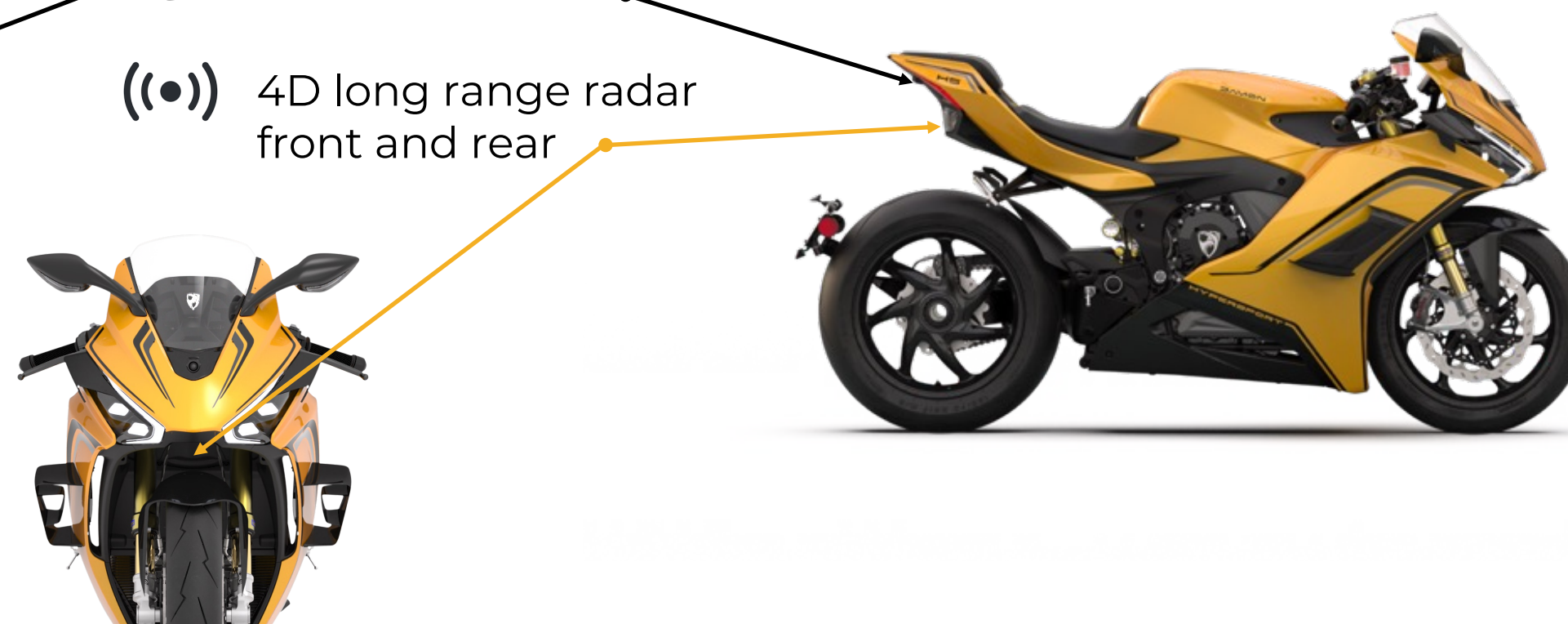
1 What CoPilot™ Sees

Uses a powerful array of sensors to detect its surroundings:



 Wide-angle rear camera

 4D long range radar front and rear



2 Patented Human-Machine Interface

- Handlebar grips vibrate to warn of forward collision risk
- Progressive LED lights warns of vehicles in the rider's blind spots
- A digital rear view shows everything behind the rider at all times

7" Proprietary Display

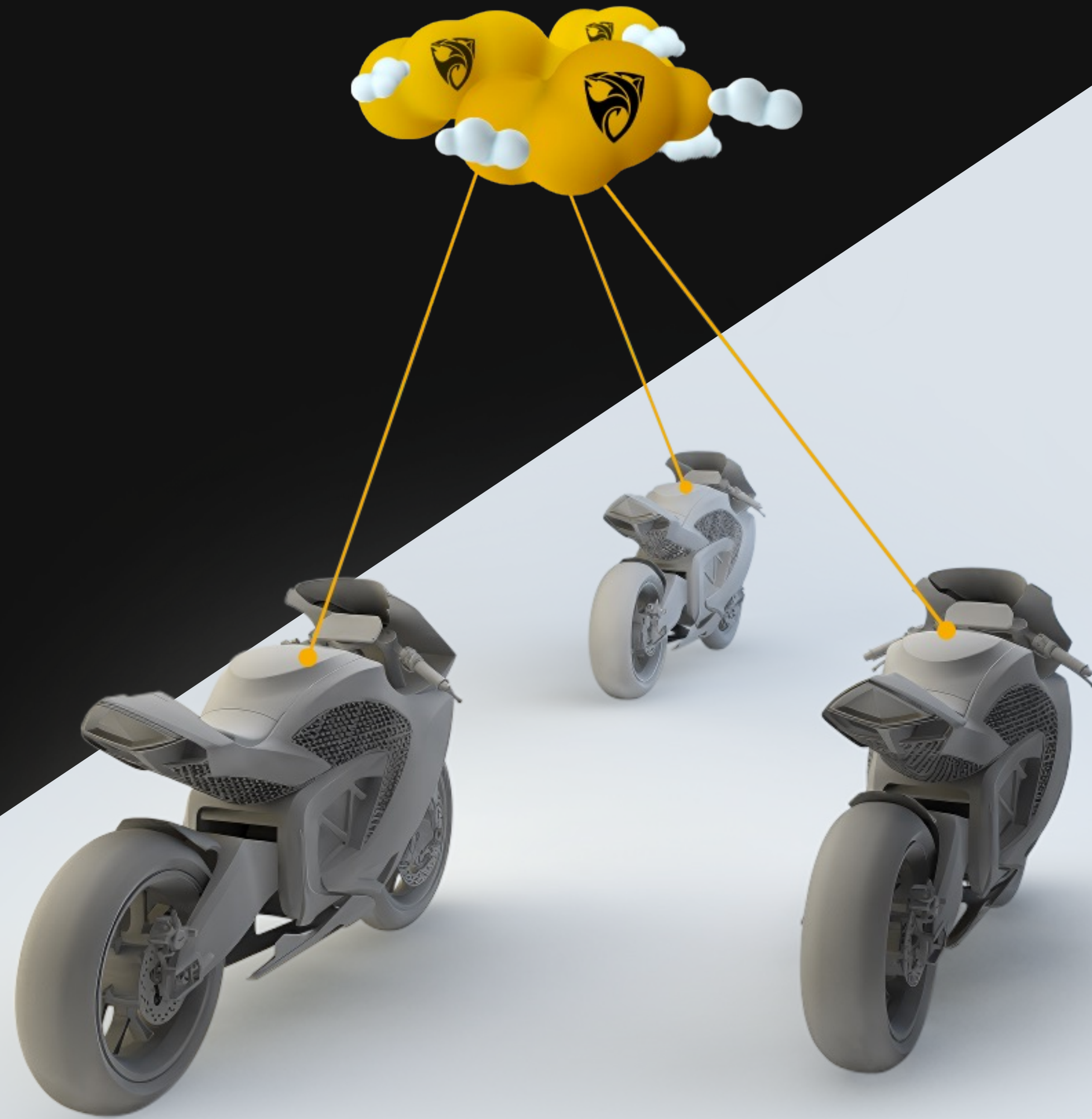


*Source: National Highway Traffic safety Administration ("NHTSA"), National Transportation Safety Board ("NTSB") publications, Bureau of Transportation Statistics ("BTS"), American Chemical Society, National Center for Biotechnology Information ("NCBI"), Pew Research Center. MAIDS Research Report (2009 Study).

Innovation #3

CLOUD AI™

Making Every Damon Better Over Time



SOFTWARE-DEFINED VEHICLES INTEGRATED WITH SENSORS, CLOUD AND AI

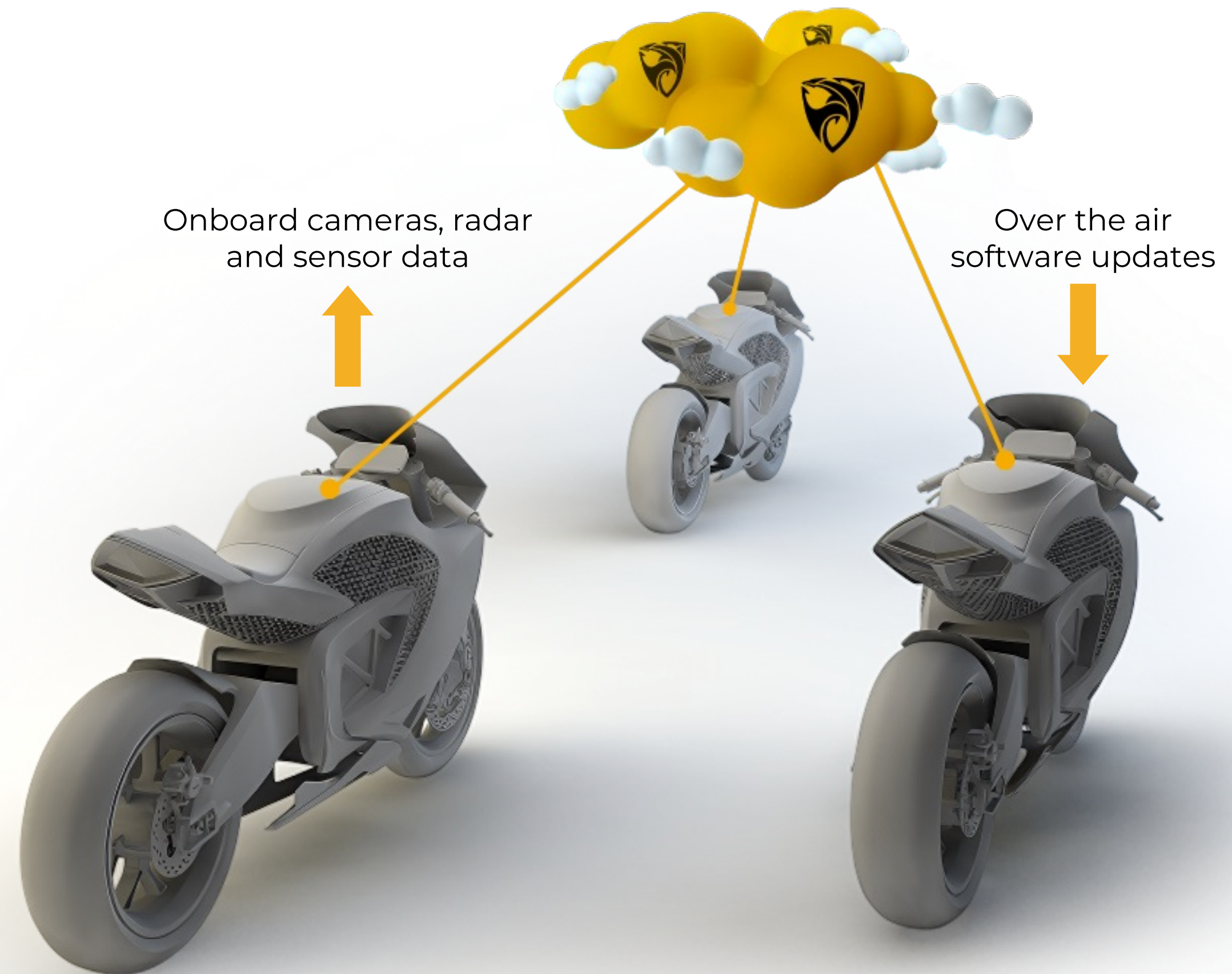


By merging AI with sensor fusion, the more you ride a Damon motorcycle, the smarter and safer all Damon motorcycles can become

DAMON AI IN THE CLOUD

Will use CoPilot's™ collision warning sensors to collect vehicle, behavior and traffic data;

- To learn the way you ride
- To adapt CoPilot to best protect you at all times – based on your riding ability and style
- To develop and deploy better warning algorithms over time
- To seamlessly transfers your unique rider profile across multiple Damonized bikes you use



Innovation #4

SHIFT™

Electronically Adjustable Rider Ergonomics

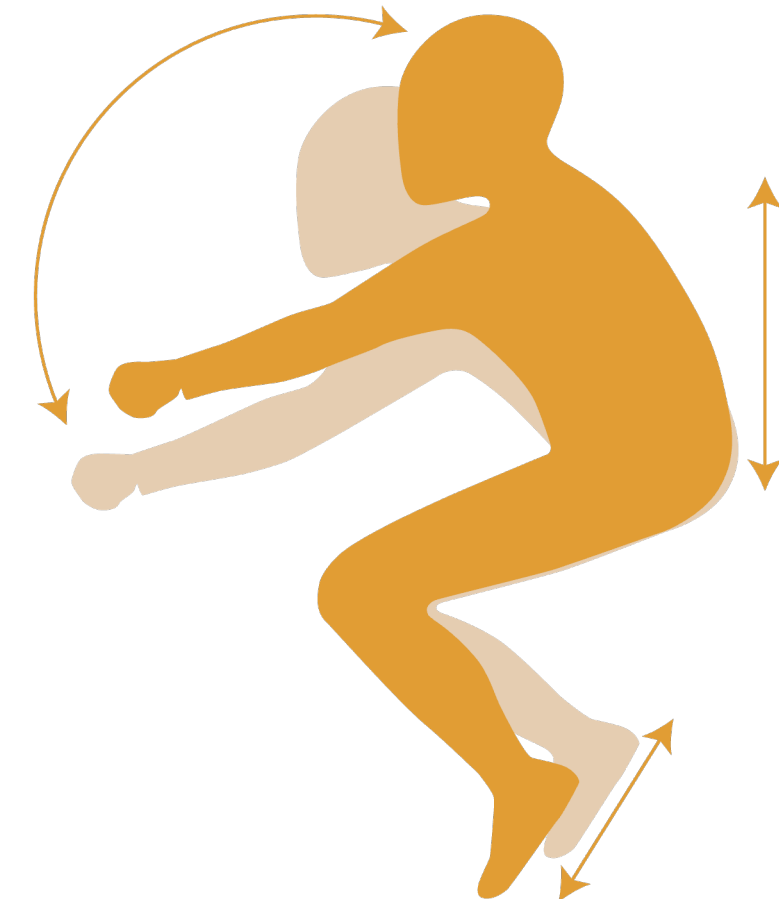




A MOTORCYCLE THAT ADAPTS TO YOU

How It Works

- 1 Handlebar and footpeg height adjusts at the push of a button
- 2 Rider can adjust the position while in motion





“ It rode well, far better than I'd expected... That precision is remarkable for a prototype with this much power... The power comes on smoothly, an instant response to every input, the kind of organic feel that few internal combustion engines achieve. ”

WIRED






A NEW RIDING EXPERIENCE AND NEXT-LEVEL PERFORMANCE









Nearly
✓ 2X more torque than the class leader*

As much as
✓ 2X more range than the class leader*

✓ 30min** charge on Tesla and DC charging stations

	Ducati V4	215 hp / 111 Nm torque		200 hp / 200nm torque
	BMW S1000RR	80-100 miles per tank		200 miles per charge***
				30 min fast-charge

✓ Plus Revolutionary Features

						
Fuel Type	Electric	Gas	Gas	Electric	Electric	Electric
Price (USD)	\$32,000	\$32,195	\$24,375	\$34,000	\$19,995	\$22,799
Collision Warning System (CoPilot™)	✓	✗	✗	✗	✗	✗
Gets safer and smarter with OTA updates	✓	✗	✗	✗	✗	✗
Digital Rearview Mirror	✓	✗	✗	✗	✗	✗
Adaptable Ergonomics (Shift™)	✓	✗	✗	✗	✗	✗
Monocoque-Battery Chassis	✓	✗	✗	✗	✗	✓
Built-in 4G Connectivity	✓	✗	✗	✓	✗	✓
Hill hold	✓	✗	✗	✗	✗	✗
Slow reverse	✓	✗	✗	✓	✗	✗

Source: Damon's and competitors' company websites comparing top of the line models' torque (111 Nm) with Damon's (200 Nm).

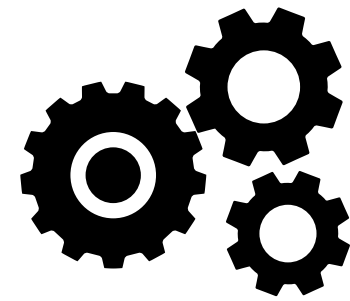
*Class leader motorbikes considered for comparison include the 2024 BMW S1000RR and the Ducati V4S

**From 20 – 80% in approx. 30 min.

***Target city range per charge . Actual range depends on individual driving behaviour



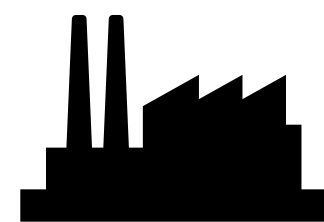
Motorcycle Assembly Is Significantly Simpler Than Building Cars



Proprietary sub-assemblies are produced by top tier suppliers, managed to **protect supply allocation** and costs



Damon controls all **vehicle design and engineering, IP, battery packaging** and final assembly



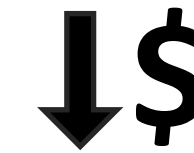
Direct online sales coupled with our pull-based system allows for **unique vehicle customizations** from website order to factory floor

Initial Assembly Facility

San Rafael, CA

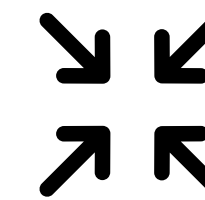


Designed For Capital Efficiency and Speed



Low Cost Assembly Process

- Low labour time to assemble
- Pilot line is being developed



Small Footprint

- Setup in existing California facilities
- No paint shop needed
- No metal stamping



Automated Battery Assembly

- Reduces labour overhead
- Reduces build time
- Higher quality
- Reduces warranty risks

Current California facility supports production of up to 2,000 units p.a.

VALUATION COMPARISON



			
Order Book Size/ Units Shipped	<p>More than 3,000 units reserved* Book value > \$100MM*</p> <p>Backed by credit card deposits</p>	<p>275 Livewire units delivered in 1H 2024**</p>	<p>Est. 4500 units shipped in 2022***</p>
Company Status	<p>NASDAQ: DMN</p>	<p>NYSE: LVWR</p> <p>2024 valuation range of \$1.1B - \$2.5B</p>	<p>Private company</p> <p>Last estimated value approx. \$900M****</p>
			

*Based on total credit card-backed reservations as at October, 2024 using current prices on slide 11
 **<https://theridesofar.com/2024/07/more-discouraging-and-unsurprising-sales-numbers-for-electric-motorcycles/>
 ***<https://www.motorcyclesdata.com/2022/10/04/zero-motorcycles/#:~:text=After%20achieving%20around%203,500%20sales,commercial%20operations%20in%20all%20countries.>
 ****Pitchbook data

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LEADERSHIP TEAM WITH DEEP EV MANUFACTURING AND TECH EXPERTISE



Management



JAY GIRAUD
CEO, Founder,
Chairman
Exp: 20+ years



BAL BHULLAR
Chief Financial Officer,
Board Member
Exp: 20+ years



SHASHI TRIPATHI
Independent
Board Member



MELANIE FIGUEROA
Grafiti Appointee
Board Member



KARAN SODHI
Independent
Board Member



AMBER SPENCER
Chief Marketing
Officer
Exp: 12+ years



DEREK DORRESTEYN
Chief Technology
Officer
Exp: 30+ years



CHRIS ESFTATHIOU
VP, Supply Chain
Mgmt.
Exp: 30+ years



ADAM STEFANSKI
VP, Embedded
Systems
Exp: 22+ years



ROB CHARTIER
VP Cloud
Exp: 25+ years



TORSTEN KAERCHER
Chief Vehicle Engineer
Exp: 21+ years



KURT RISIC
VP, Vehicle Dynamics
& Integration
Exp: 27+ years



DAMON'S COMPETITIVE MOATS AND KEY TAKEAWAYS

1

DEMONSTRATED CAPABILITY

Already designed and tested three generations of vehicles, conducted over 40,000 miles of testing and attracted thousands of credit card-backed reservations

2

DESIGNED FOR LOWEST COST, WEIGHT AND HIGHEST RANGE

Patented exoskeleton architecture simplifies the BOM and assembly processes, resulting in lower weight, higher performance and competitive pricing

3

HIGHLY MODULAR VEHICLE PLATFORM

Allows for efficient development of new vehicle models to rapidly expand into growth segments in the industry

4

INNOVATIVE FEATURES SOLVE PERVASIVE PAIN POINTS

Delivering industry leading features unseen to date, that lowers the barrier to entry for non-riders and is attracting new entrants not previously in the market

5

DESIGNED FOR MANUFACTURING AT EVERY STEP

Supply chain architected to deliver purpose-built sub assemblies for simplified final assembly and superior economic returns





DAMON



THANK YOU

A new standard in performance | Cleaner motorcycles for the world | Safer motorcycles for riders

APPENDIX



Systems testing at Laguna Seca, CA





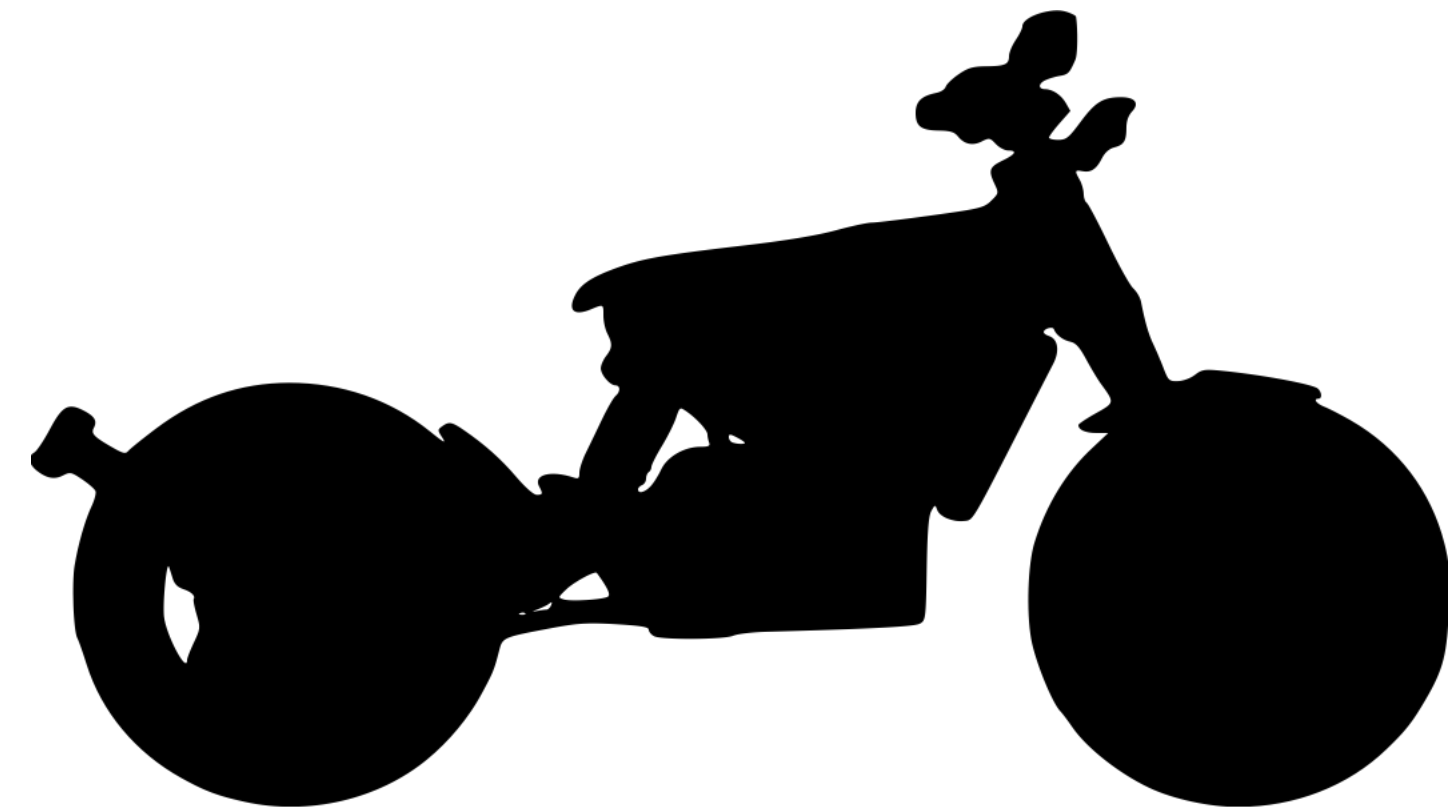
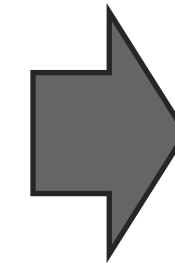
HYPERDRIVE

Supports the production of dozens of models with attractive sales potential



100 – 200+ HP
North America & EU

HyperDrive's
little brother



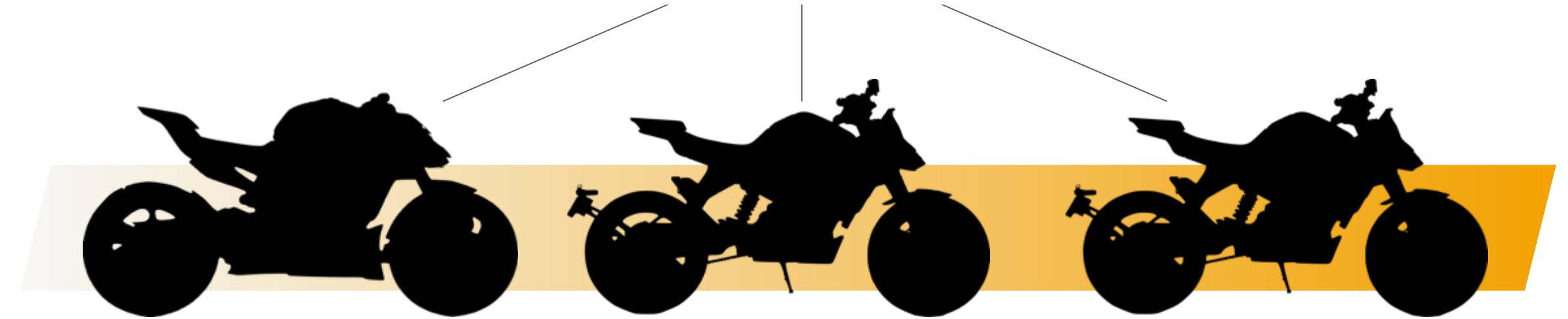
40 – 100 HP
All World Markets



HYPERSPORT
Sport | Sport Touring

HYPERFIGHTER
Street Sport

PROJECT X
Adventure | Touring



Sport Commuter

Mass Market Sport

Mass Market Commuter

PLANNED MODELS AND MARKET S.A.M.



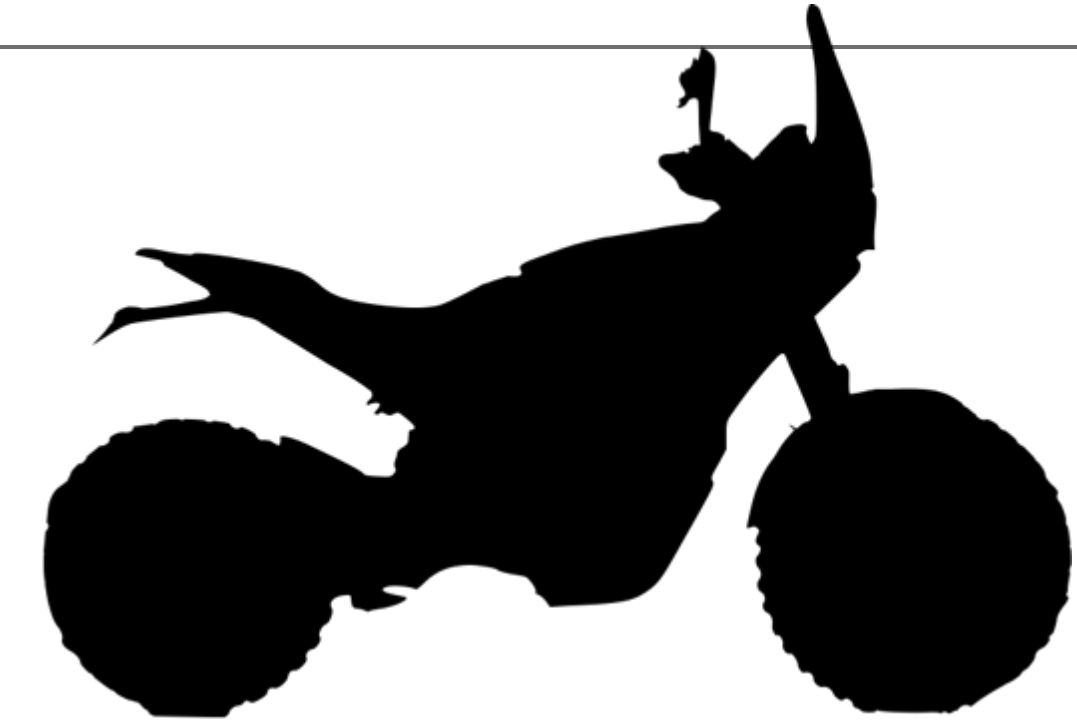
HYPERSPORT

Strongest brand building segment



HYPERFIGHTER

Largest segment



HYPERCROSS

Fastest growing segment

Competitor Products

Supersport Segment
176,556 annual units projected*



Ducati V4



BMW R1250 RS

Commuter Segment
331,926 units projected*



Ducati Monster



BMW R Nine T Sport

Adventure Segment
287,842 units projected*



Ducati Multistrada



BMW R1250 GS

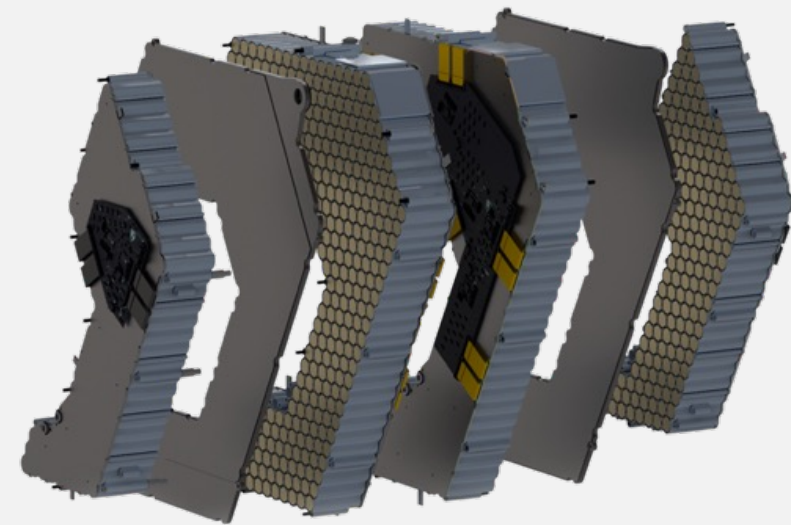
*Motorcyclesdata.com unit projections in each vehicle segment that Damon models compete with

MOTORCYCLE ASSEMBLY PROCESS



HyperDrive Assembly

One Drive system, many models of bikes



- 1** Pre-sandwiched HyperDrive
- Exoskeleton frame
 - Cylindrical cells
 - Cold plates + current collectors



- 2** Motor/gearbox is installed



- 3** Onboard charger, inverter, cooling system and wiring harnesses are installed

- 4** Front and rear suspension is installed. THIS STAGE DEFINES THE MOTORCYCLE as a sport bike, commuter bike, or other model of motorcycle.



One HyperDrive, from one set of parts and tools, built on one assembly line = an entire line of motorcycles



- 1** Tires + brake assemblies are installed



- 2** Lighting assemblies + front display are installed



- 3** Bodywork installed



- 4** Ready for pre-shipment Quality Inspection & Test



Damon is creating its own “Tesla Effect”

- Combining its software-defined vehicles with sales, delivery and service into one integrated system
- Built a scalable global e-commerce app + online platform fueled by social media that drives sales and manage delivery and customer service
- All sales through online direct-to-consumer sales platform with Damon-owned store fronts
- All vehicles shipped and uncrated at customer home. Regional dealer-partners to also provide service and maintenance
- Will offer Damon designed add-on products, SaaS services and accessories via Damon app
- Online store front



Rider-facing app

Flagship container store concept



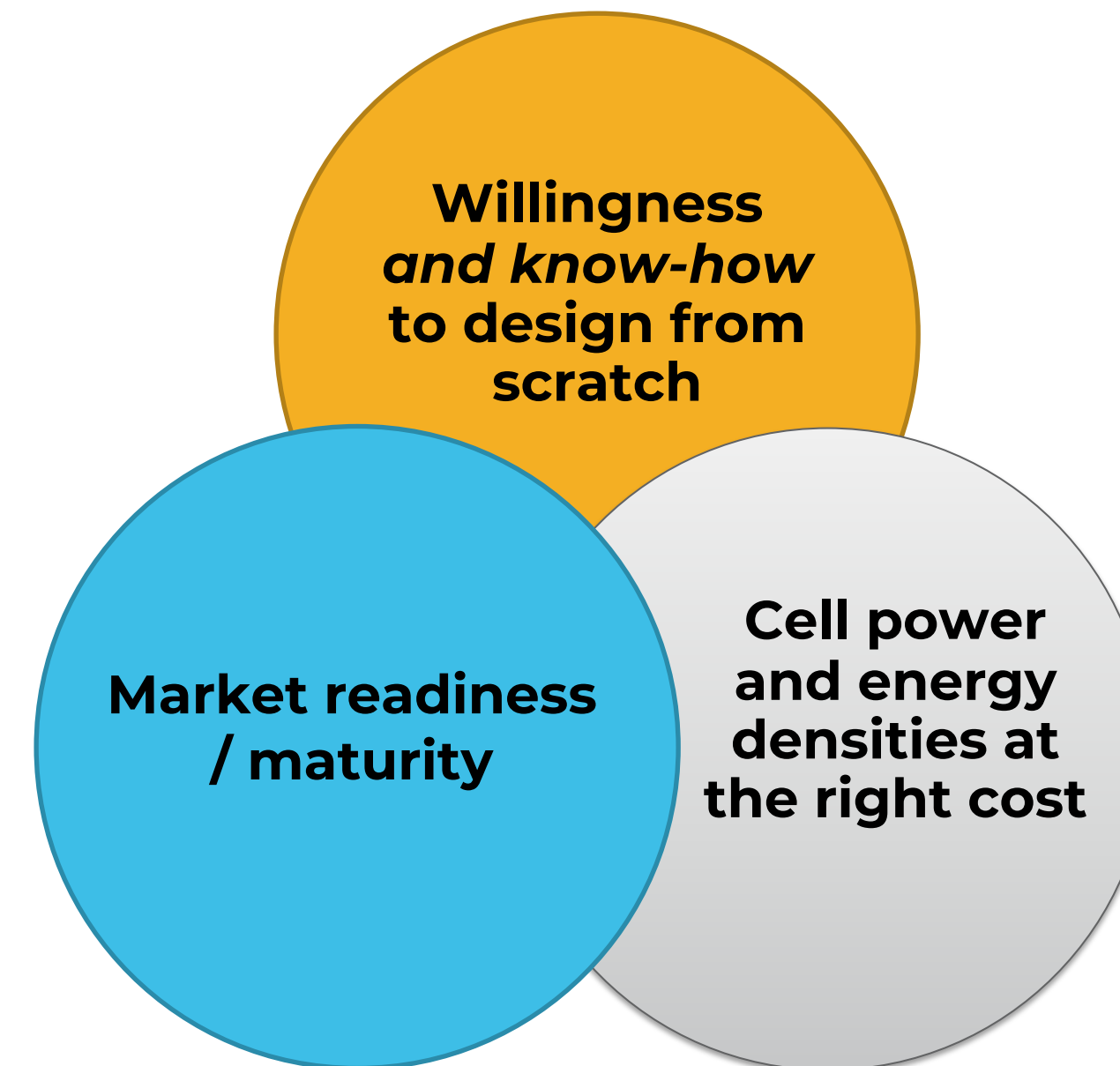
Concierge at-home service experience



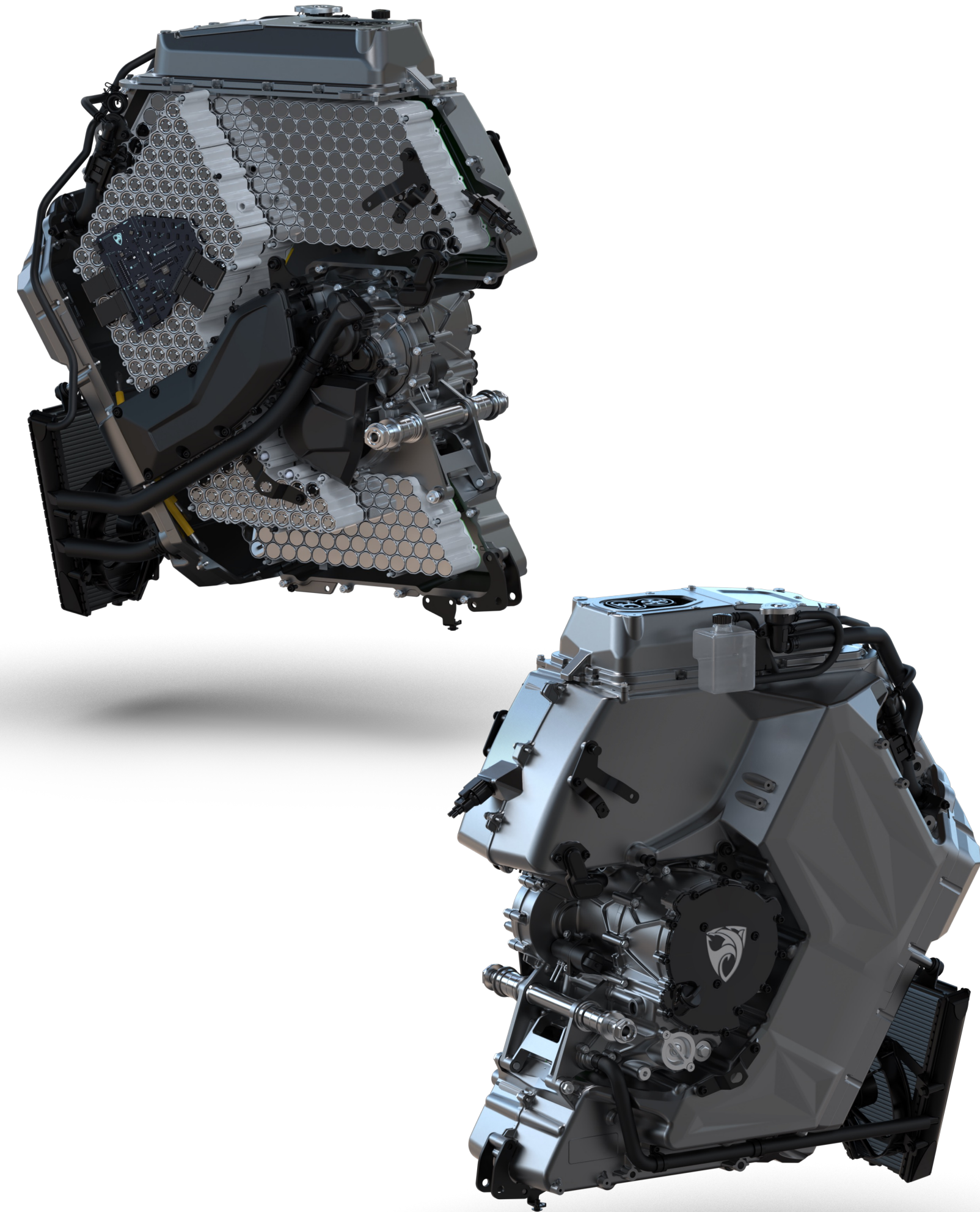
WHY THIS HAS NEVER BEEN ACHIEVED BEFORE



1. Requires a ground-up design of major components with full system integration using the highest power density cells only available now
2. Requires the elimination of excess packaging and weight by engineering the battery case to also act as the motorcycle's chassis
3. Price is achieved by optimizing with value in mind while still achieving the required performance
4. Strong scale-based profit margins are achieved by shipping direct-to-consumer, eliminating margin stacking from dealership middlemen
5. By developing major components in-house, we removed reliance on generic, independent sub-systems built by 3rd parties that carry both excess weight and margins



6. Costs and risk are reduced by working directly with suppliers to build our proprietary components with costs based on a should-cost analysis
7. A capital-efficient production process is achieved by selecting top tier suppliers who build and ship finished components to Damon for labour-light final assembly
8. Battery pack designed concurrently with automation solutions to ensure quality and competitive costs. By leveraging long-standing relationships Damon has been able to engage early with its manufacturing partners, providing direct access to mature supply chains with the infrastructure needed to produce our sub-assemblies



Proprietary Motor + Gearbox Design

Dual fluid cooling technology and 18,000 rpm redline delivers 200hp, 200nm, and over 5000 W/kg

Fully Integrated Power Electronics

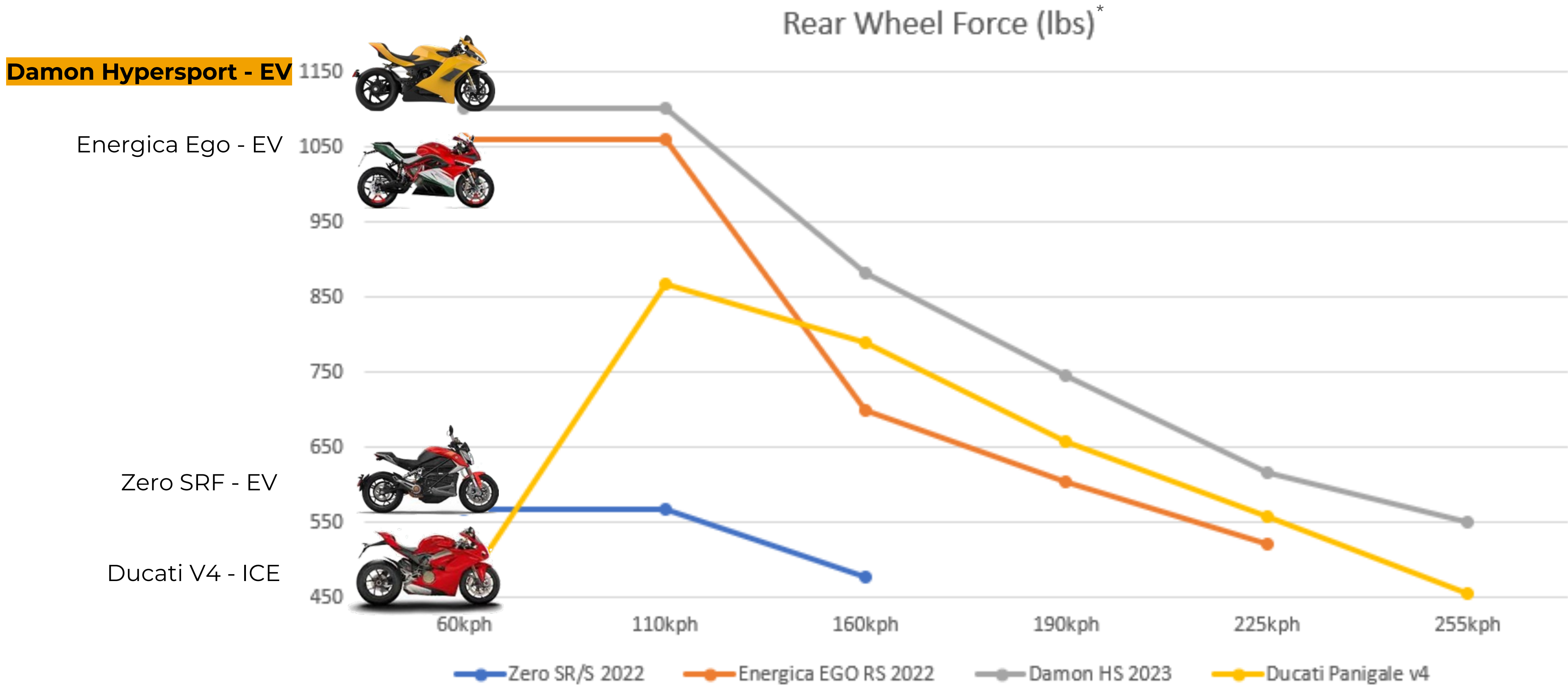
500V, 150 kW **liquid cooled high voltage drive** with a built in AC level 2 charger and integrated 25kW DC **fast charging**

Efficient Structural Battery

Structural **20 kWh battery-as-frame** reduces mass, increases range per kWh and liquid cooling ensures long life and high sustained power



DAMON VS THE REST (EV AND ICE)



*Calculated from data available on manufacturer's websites



DAMON

The Future of Motorcycling



 Vancouver, BC

 San Rafael, California