



Company Presentation

March 2021

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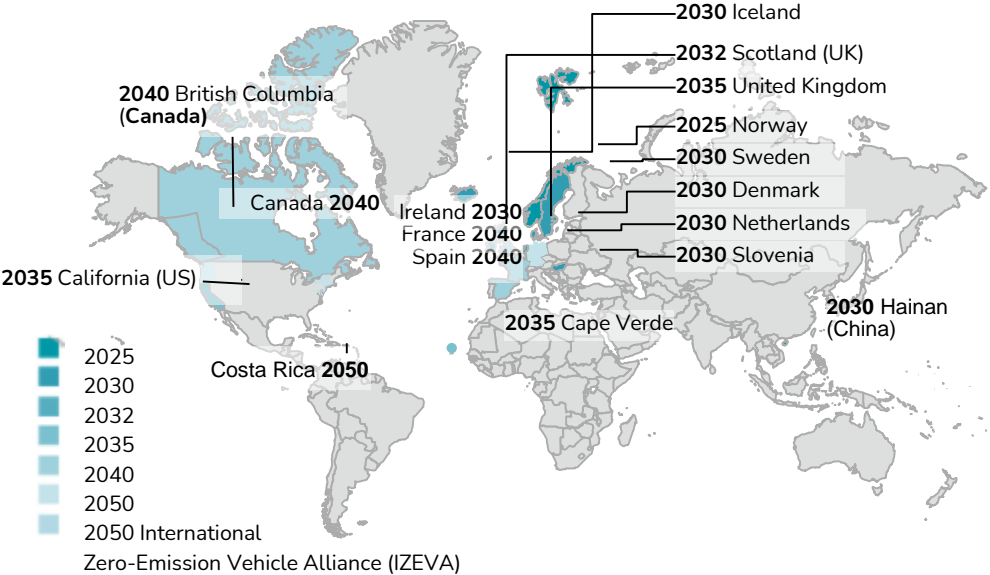
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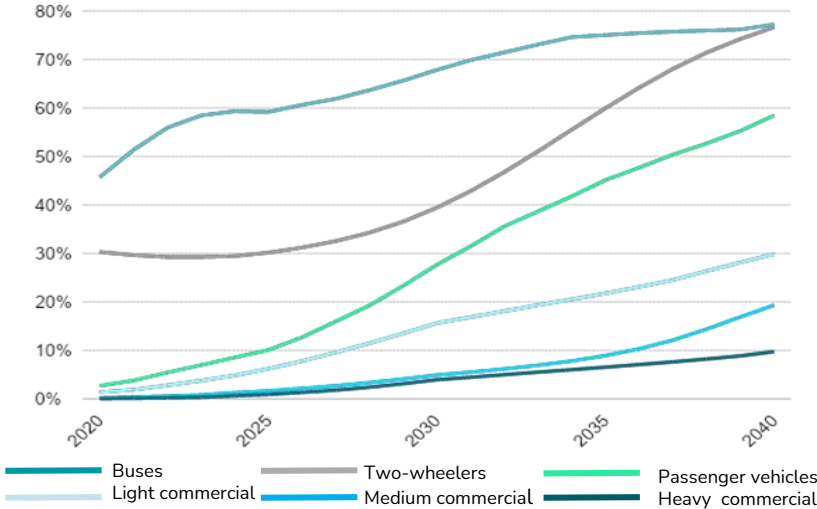
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The World Is Going Electric

Numerous Targets to Cease Sales of New Internal Combustion Cars



Accelerating EV Share Gains Out of Global New Vehicle Sales



Scalable and sustainable EV charging solution is required

Source: The international council on clean transportation (Growing momentum: Global overview of governments targets for phasing out sales on new internal combustion engine vehicles, November 2020), BloombergBNF (Electric Vehicle Outlook 2020).

Fleet Owners Challenges in EV Transition

CAPEX & Real Estate



CAPEX requirements for charging infrastructure and big real estate footprint

Scalability of Batteries



Size, weight and price; battery degradation with fast charging

Grid Dependency



Cost and complexity of grid connections and high energy demand during peak hours

Efficiency & Future Proofing



High operating costs, time cost of plug-in charging, fleet underutilization due to downtime required to charge; not AV compatible

Shared Charging Infrastructure



No one charging solution fits all; different vehicle types and sizes each require different solution

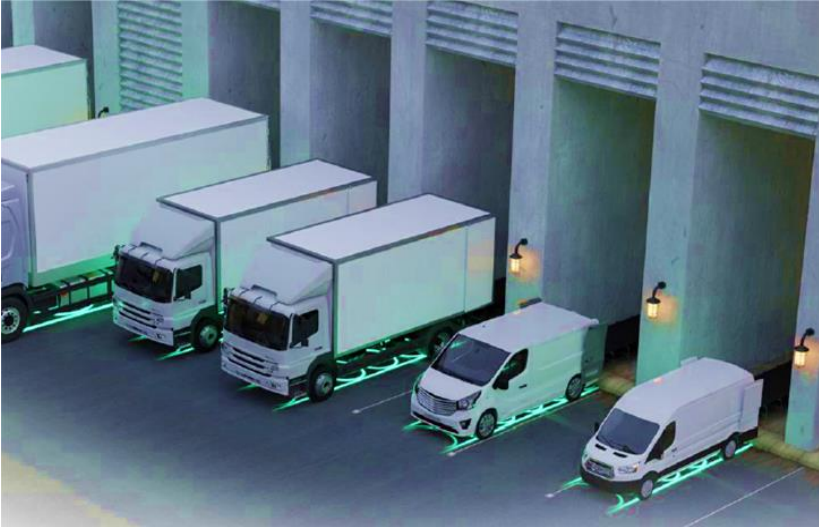
No scalable and sustainable charging solution to suit every fleet type

Existing Plug-In EV Charging Solutions Are Not Scalable and Sustainable



Existing solutions compete on charging time and are not Autonomous Vehicle-compatible

Wireless EV charging Solutions will facilitate and accelerate fleet transport electrification by reducing total cost of ownership and increasing ease of use



ElectReon is an Established Market Leader

Founded in 2013, ElectReon (TASE:ELWS) is a global leader in developing and implementing Electric Road Systems (ERS) - a shared invisible platform that wireless charges commercial and passenger electric vehicles.

ElectReon offers governments, cities and fleet operators of all types a sustainable and cost-effective solution in the global transport sector's electrification transition.



ElectReon is the first company to offer*

fully wireless charging for any road
vehicle in any state
parked or in-motion



19 Patents



5 Pilot Projects



Listed on **TASE**



~**\$60m** Total funding



51 Employees

ElectReon's Mission



Accelerating the world's transition to electric transport by leveraging existing road infrastructure and ElectReon's proprietary wireless charging technology to eliminate range anxiety and lower total costs of electric fleet ownership



The ElectReon Product Suite

Introducing the most advanced wireless charging solutions to meet a wide variety of customer needs

Dynamic

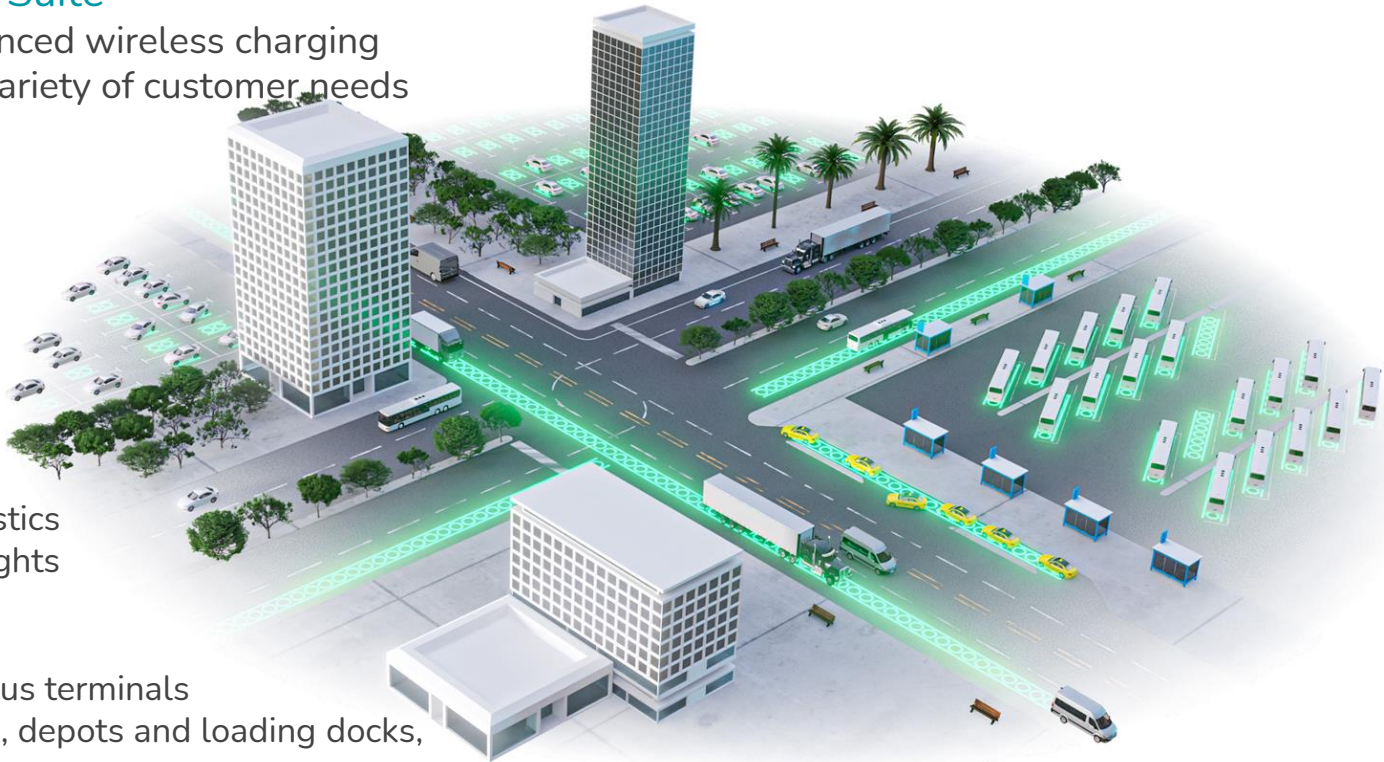
For vehicles in-motion along their daily routes, for infinite continuous driving

Semi-dynamic

For slow-moving vehicles e.g. queuing taxis waiting for passengers, entry to logistics hubs and ports, and traffic lights

Static

For stationary charging e.g bus terminals at the end of bus/P2P routes, depots and loading docks, on-street parking & car parks



ElectReon Wireless Charging Technology

Road Infrastructure

Copper coils under road surface transfer power to vehicle receiver.

Vehicle Receiver

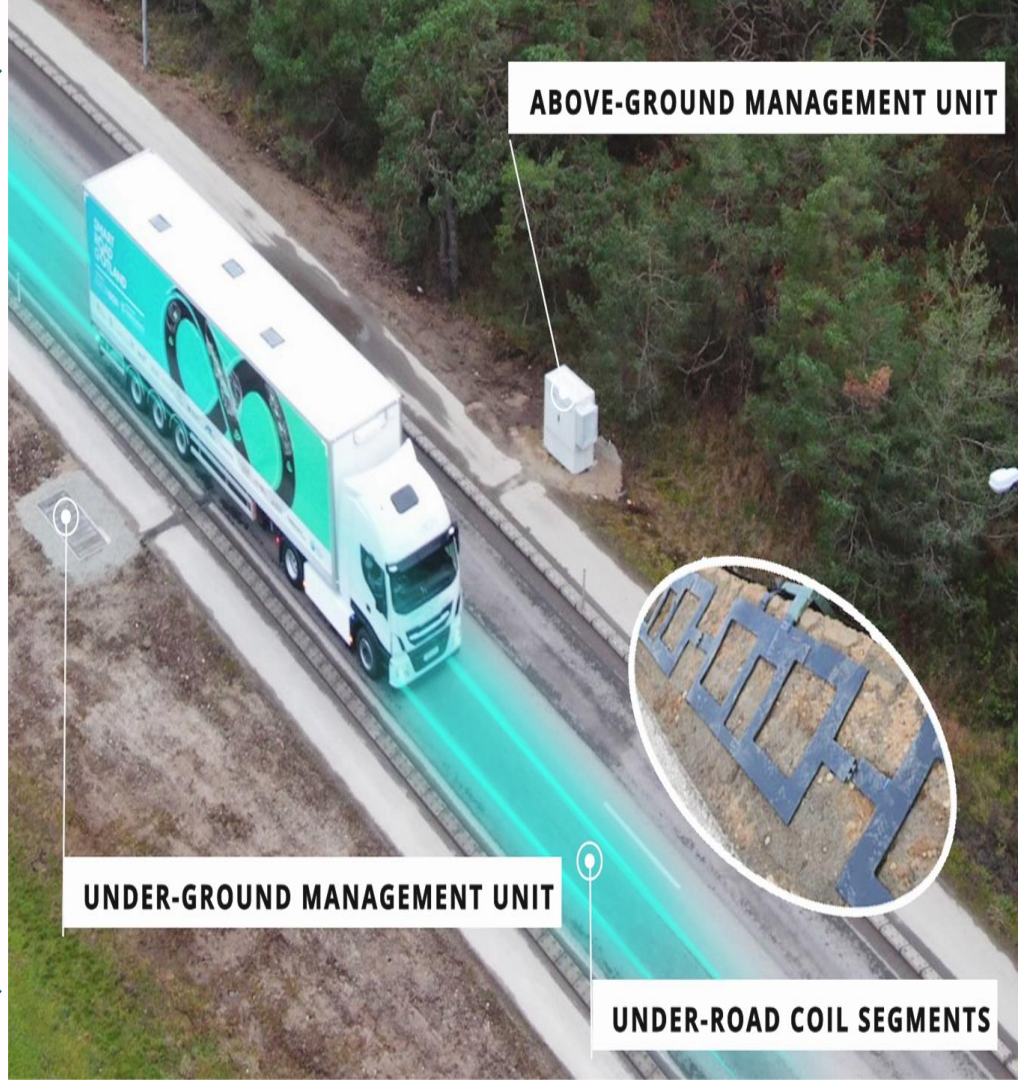
Installed in every vehicle to transmit energy directly to engine and battery. No driver intervention required.

Management Unit

Installed under or at the roadside. Safely transfers energy from the electric grid to the road infrastructure.

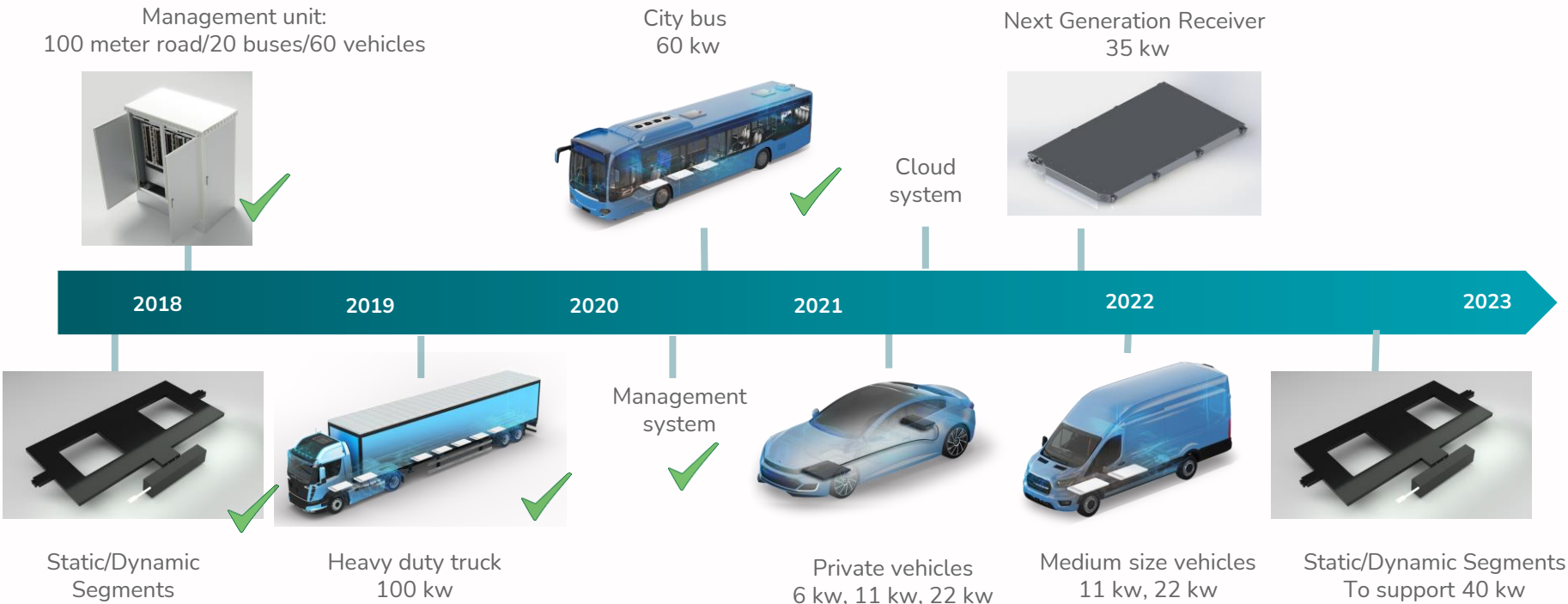
Real-time Management System

Provides fleet orchestration & smart data on all vehicles. Meters, monitors and manages optimal EV fleet charging.

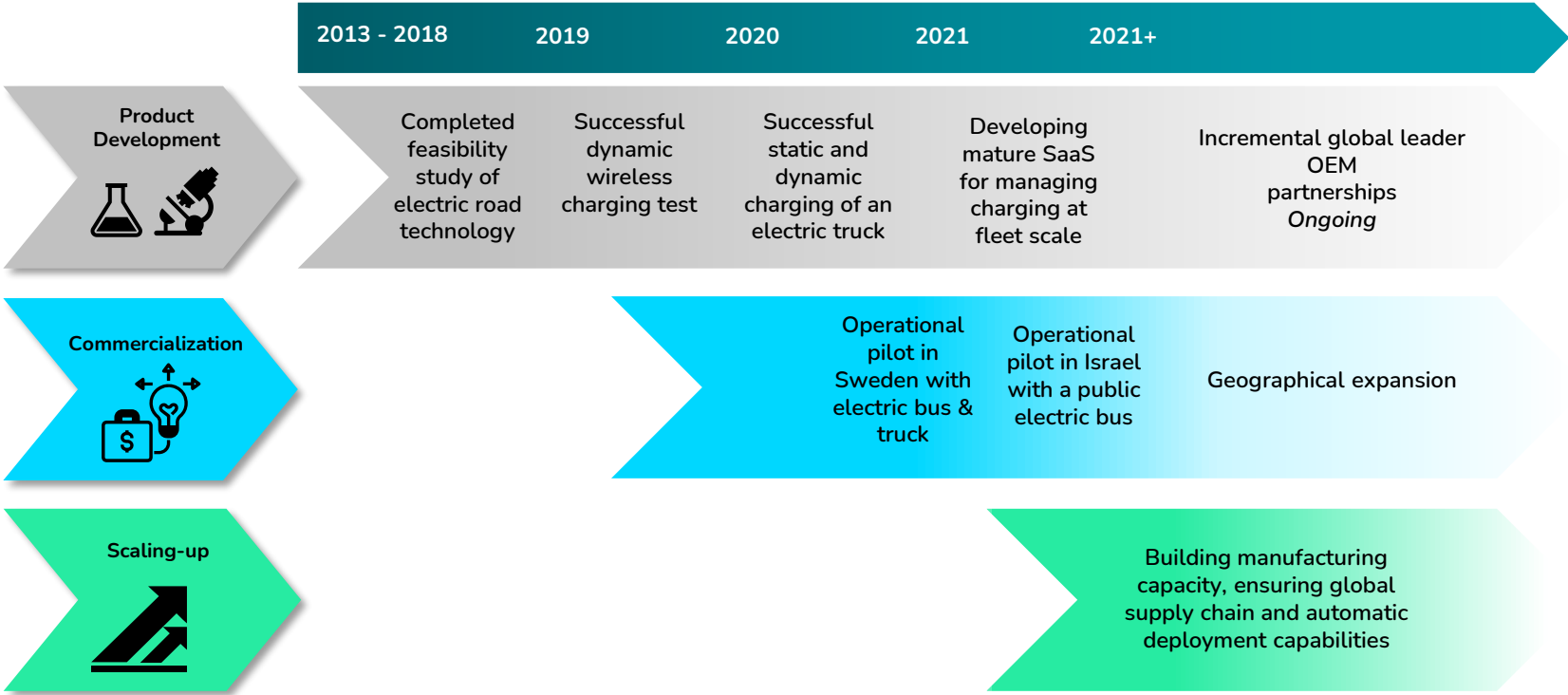


Technology Roadmap to Global Leadership

In all road vehicle categories and charging states*



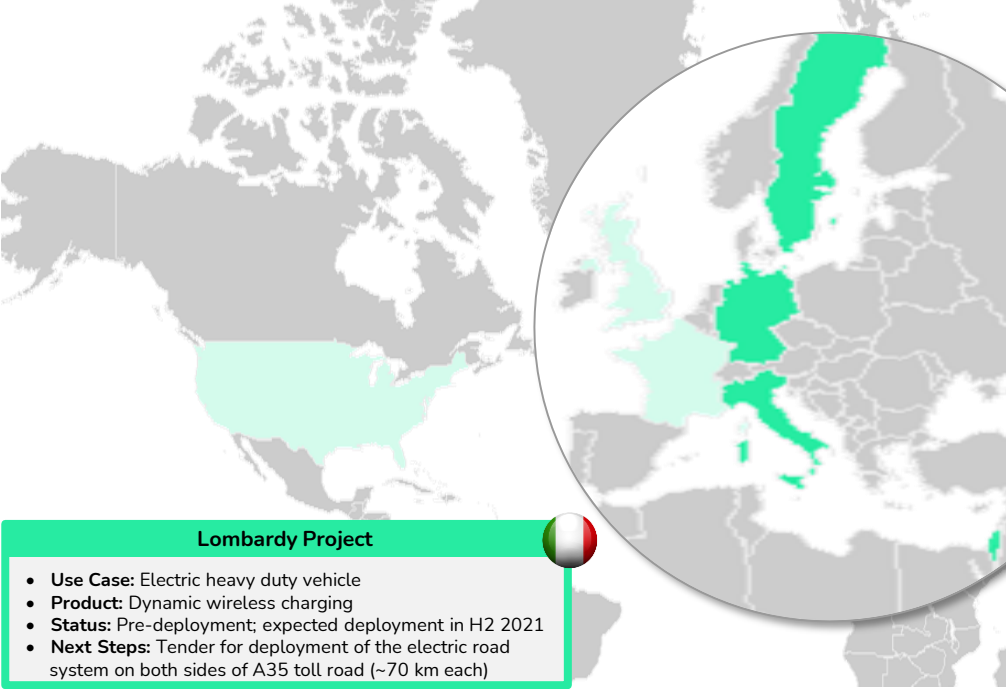
The Steps on the Road to Commercialization*




ElectReon has a proven track record in deploying in real world applications and now focuses on commercialization


ElectReon's Projects

Current company projects and near future opportunities*




Lombardy Project 


- **Use Case:** Electric heavy duty vehicle
- **Product:** Dynamic wireless charging
- **Status:** Pre-deployment; expected deployment in H2 2021
- **Next Steps:** Tender for deployment of the electric road system on both sides of A35 toll road (~70 km each)

Gotland Island Project 


- **Use Case:** Electric bus and Electric heavy duty truck
- **Product:** Dynamic wireless charging
- **Status:** Pilot has been launched with an electric truck and electric bus
- **Next steps:** National tender for deployment of the electric road system on a 30km road used by trucks

Karlsruhe Project 


- **Use Case:** Electric bus
- **Product:** Dynamic and static wireless charging
- **Status:** Static wireless charging system has been deployed
- **Next Steps:** Deployment of the dynamic wireless charging system

BAST Project 

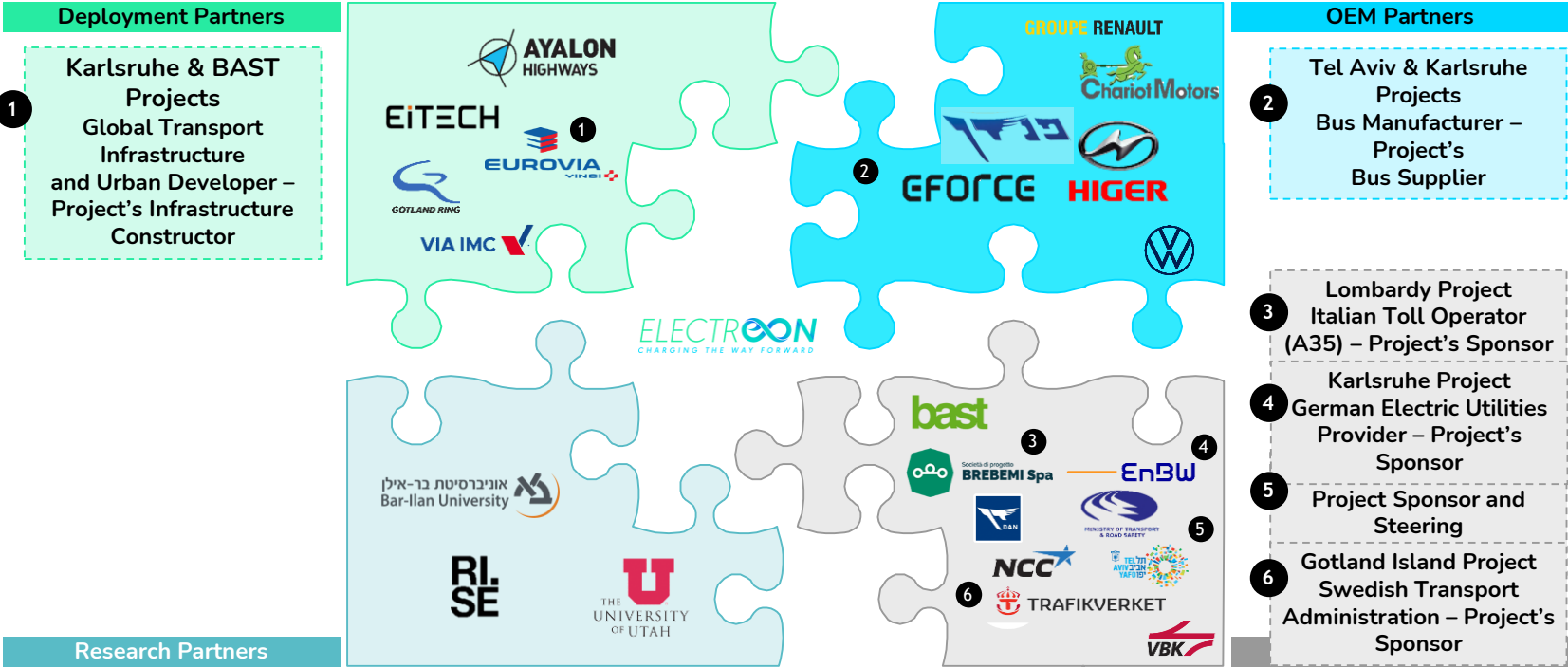
- **Use Case:** Electric Van
- **Product:** Dynamic and static wireless charging
- **Status:** Pre-deployment; expected deployment in H1 2022
- **Next Steps:** National tender for deployment of the electric road system

Tel Aviv Project 

- **Use Case:** Electric public bus
- **Product:** Dynamic and static wireless charging
- **Status:** 700m pilot has been launched with a public electric bus
- **Next Steps:** Tenders for deployment of the electric road system

 Country in which ElectReon has projects  Focus for near future opportunities

Strong Global Partners Facilitate Global Expansion with Demonstrated Commercialization Capability



Deployment Partners

1 Karlsruhe & BAST Projects
Global Transport Infrastructure and Urban Developer – Project's Infrastructure Constructor

AYALON HIGHWAYS
EITECH
EUROVIA VINCI
GOTLAND RING
VIA IMC

GRUPE RENAULT
Chariot Motors
EFORCE
HIGER
VW

OEM Partners

2 Tel Aviv & Karlsruhe Projects
Bus Manufacturer – Project's Bus Supplier

3 Lombardy Project
Italian Toll Operator (A35) – Project's Sponsor

4 Karlsruhe Project
German Electric Utilities Provider – Project's Sponsor

5 Project Sponsor and Steering

6 Gotland Island Project
Swedish Transport Administration – Project's Sponsor

אוניברסיטת בר-אילן
Bar-Ilan University
RI SE
THE UNIVERSITY OF UTAH

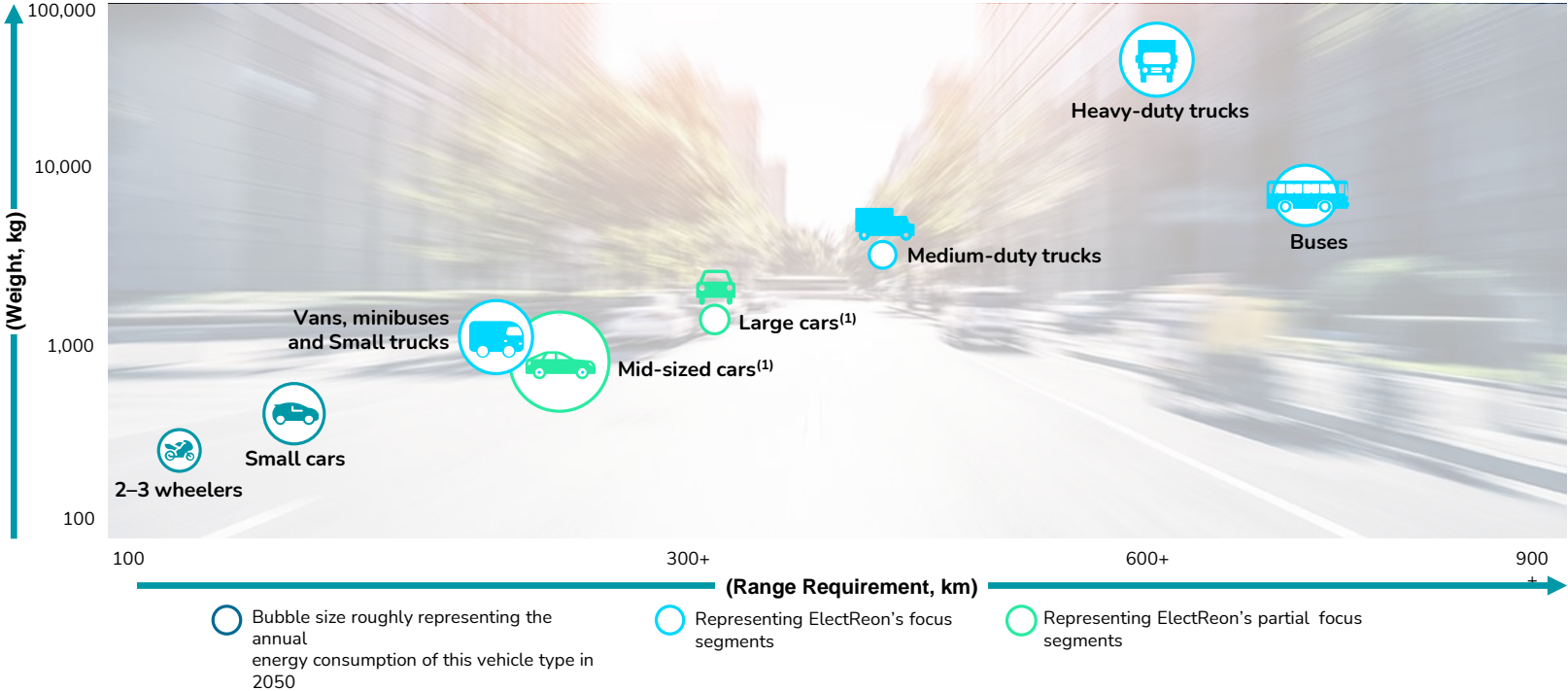
bast
BREBEMI Spa
EnBW
DAN
MINISTRY OF TRANSPORT & ROAD SAFETY
NCC
TRAFIKVERKET
VBK

Research Partners

Customer Segments

Focus on Fleets

Focusing on fleets that drive longer distances and consume large amounts of energy, allowing them to join the electrification revolution at lower costs with maximal utilization



Source: IEA Energy Technology perspectives, HIS Portfolio of Power-Trains for Europe (2010); Thiel (2014), Hydrogen Council. 1. In fleet and autonomous vehicle applications.

Fleet Segment

Urban bus fleets

Use Case

Static charging at depot and terminals and dynamic charging along the route

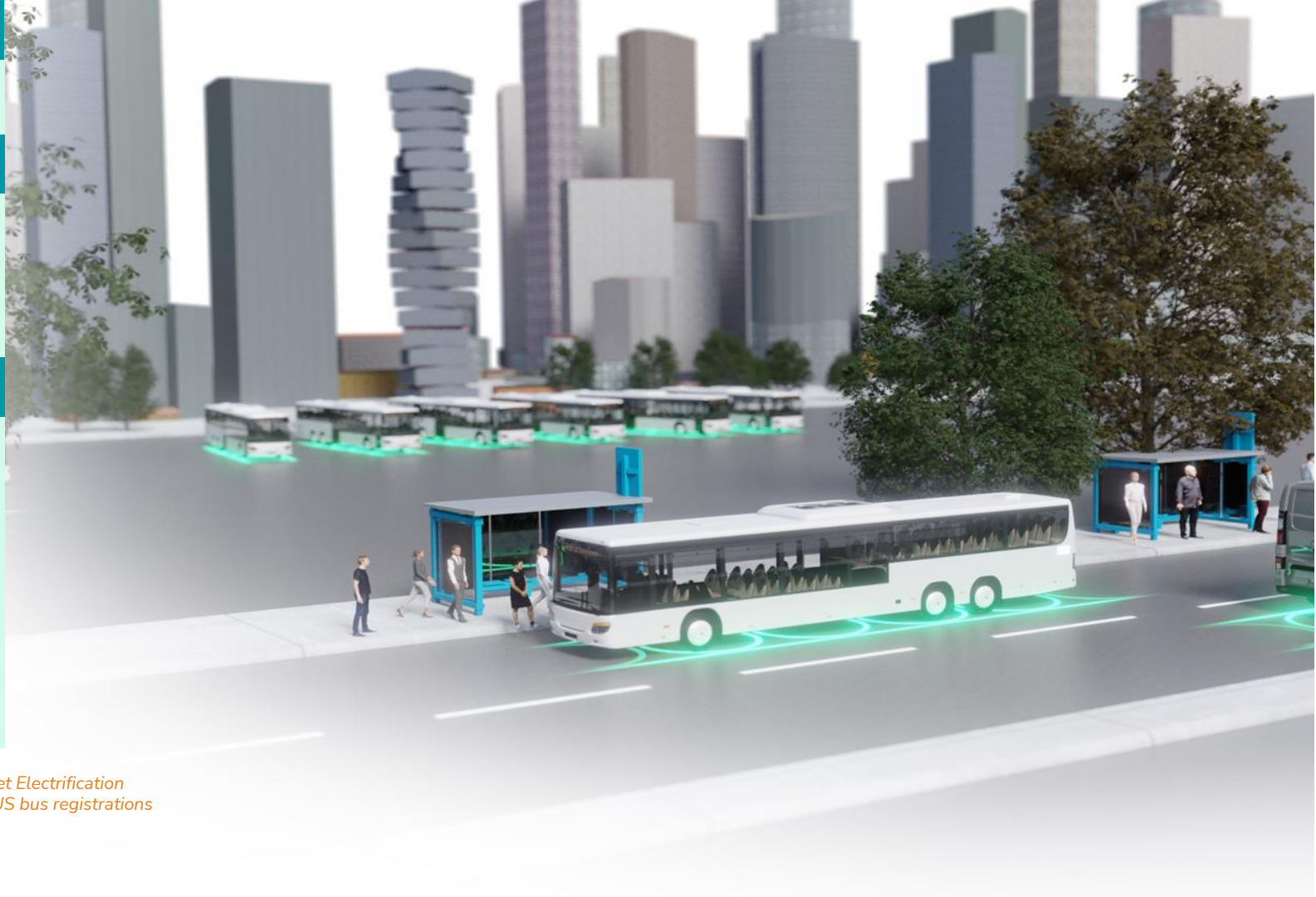
Market Opportunity

~882k units

Total addressable charging units market size by 2030

~\$15B

Annual addressable charging segment market value by 2030



Source: Figures based on *EY fleet Electrification Report, 2021 Statista - Total US bus registrations*

Wireless Bus Charging

Lowering total fleet ownership costs*

Charging Stations Cost
(per up to 90 Kwh, per 10 buses)



ElectReon

Plug-in

Total Maintenance Costs
(annual)



ElectReon

Plug-in

Minimum Investment, Maximum Charging

Lower capital costs

Lower maintenance costs

enabled by underground and robust infrastructure

Option for additional 40% vehicle cost reduction

by adding dynamic charging to charging mix and reducing vehicle battery capacity

Delivering Best in Class Performance

Enables 24/7 fleet operation with unlimited range

No lost real estate changes or visual changes

No change to driver or fleet operational behavior required

Manage entire depot charging needs with just 1 MU*

enabling reduced capital investment

*MU - Management Unit

Fleet Segment

Haulage and delivery
fleets

Use Case

Static charging at loading
docks of distribution
facilities and semi-
dynamic charging at
entry/exit queue

Market Opportunity

~5.5M units

Total addressable
charging units
market size by 2030

~\$100B

Annual addressable
charging segment
market value by 2030

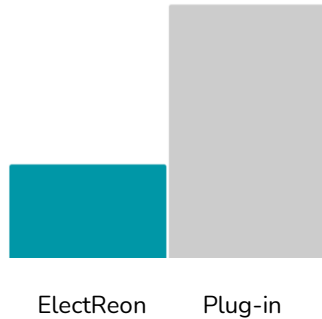


Source: Figures based on
Mckinsey truck report, 2020

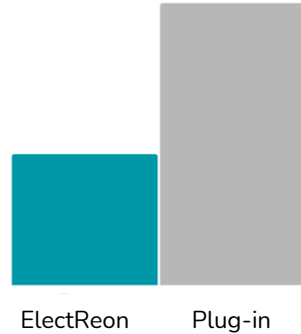
Wireless Haulage & Delivery Fleet Charging

Lowering total fleet ownership costs*

Charging Stations Cost
(per up to 90 Kwh, per 10 vehicles)



Total Maintenance Costs
(annual)



Minimum Investment, Maximum Charging

Lower capital costs

Lower maintenance costs

enabled by underground and robust infrastructure

Option for additional 40% vehicle cost reduction

by adding dynamic charging to charging mix and minimizing vehicle battery capacity

Delivering Best in Class Performance

Enables 24/7 fleet operation with unlimited range

No lost real estate changes or visual changes

Utilizes every available second to charge

No change to driver or fleet operational behavior

Manage entire depot charging needs with just 1 MU*

enabling reduced capital investment

*MU - Management Unit

Fleet Segment

Shared and on-demand
MaaS fleets

Use Case

Static and semi-dynamic
charging at taxi queues in
urban transport hubs and
dedicated parking areas

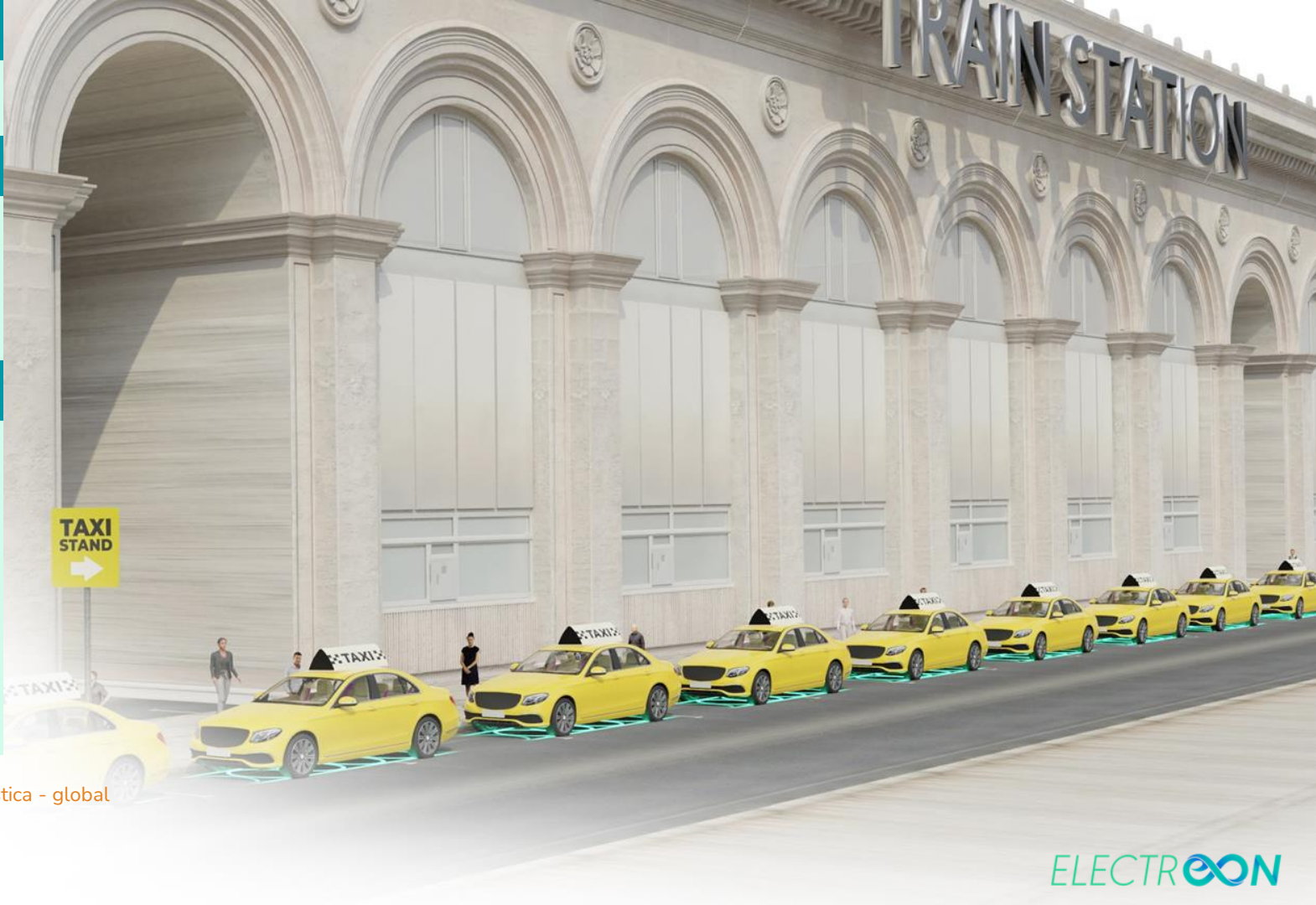
Market Opportunity

~3.3M units

Total addressable
charging units
market size by 2030

~\$66B

Annual addressable
charging segment
market value by 2030



Source: Figures based on [Statista - global ride hailing vehicle fleet](#)

Wireless MaaS Fleet Charging

Lowering ownership costs*

Charging Station Costs
(per 25 Kwh)



ElectReon

Plug-in

Total operational costs
(annual)



ElectReon

Plug-in

Minimum Investment, Maximum Charging

Lower capital costs

Lower maintenance costs

enabled by underground and robust infrastructure

Delivering Best in Class Performance

Enables 24/7 fleet operation with unlimited range

Only at scale viable charging option for built up urban centers

Fits existing driver and operational habits

Zero driver intervention

no moving parts means no risks from theft, vandalism or daily use damage

Fleet Segment

P2P Haulage fleets

Use Case

Dynamic charging along
the route between any
2 points

Market Opportunity

~1.2 km

Total addressable
charging kilometers
market size by 2030

~\$100B

Annual addressable
charging segment
market value by 2030

Source: figures based on various
sources

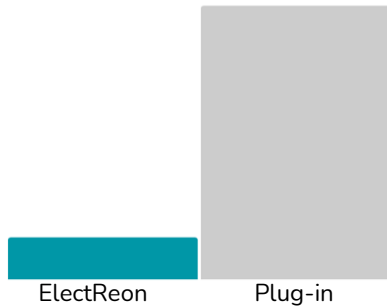
Company Deck



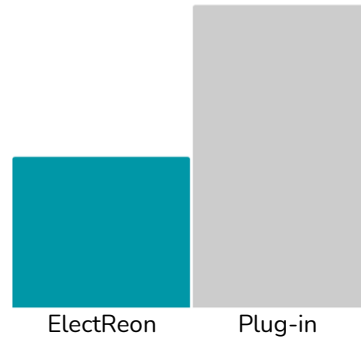
Wireless Dynamic Truck Charge - Dynamic truck (P2P)

Lowering total ownership costs*

Charging Infrastructure Costs
(comparison)



Total Operational Costs
(annual)



Minimum Investment, Maximum Utilization

Lower capital costs

Lower maintenance costs

enabled by underground and robust infrastructure

Additional 40% vehicle cost reduction

by adding dynamic charging to charging mix and minimizing vehicle battery capacity

Additional savings in energy consumption

Delivering Best in Class Performance

Enables 24/7 fleet operation

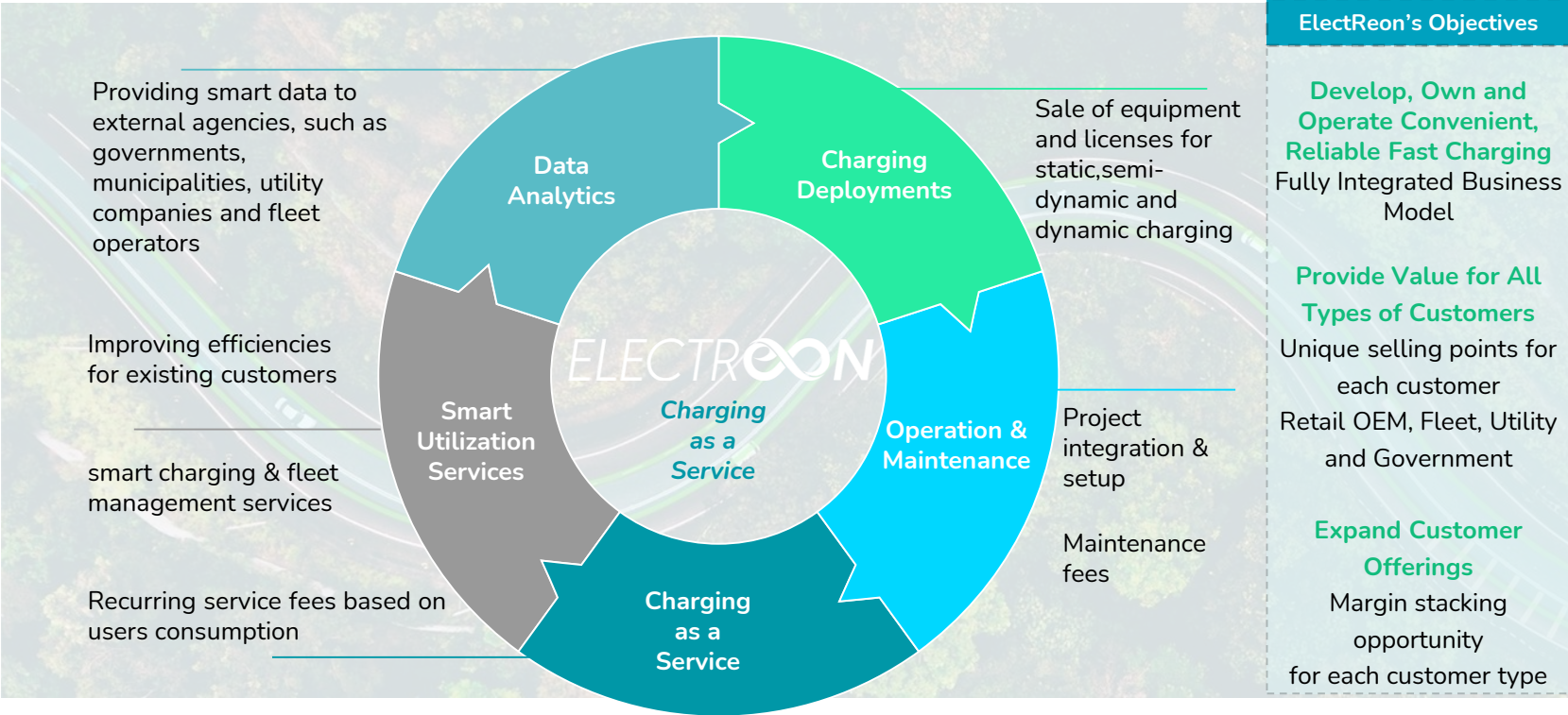
No unnecessary stops

No change to driver or fleet operational behavior required

No competition on charging stations

Attractive and Recurring Business Model

ElectReon expects to generate revenues from every stage of the charging value chain

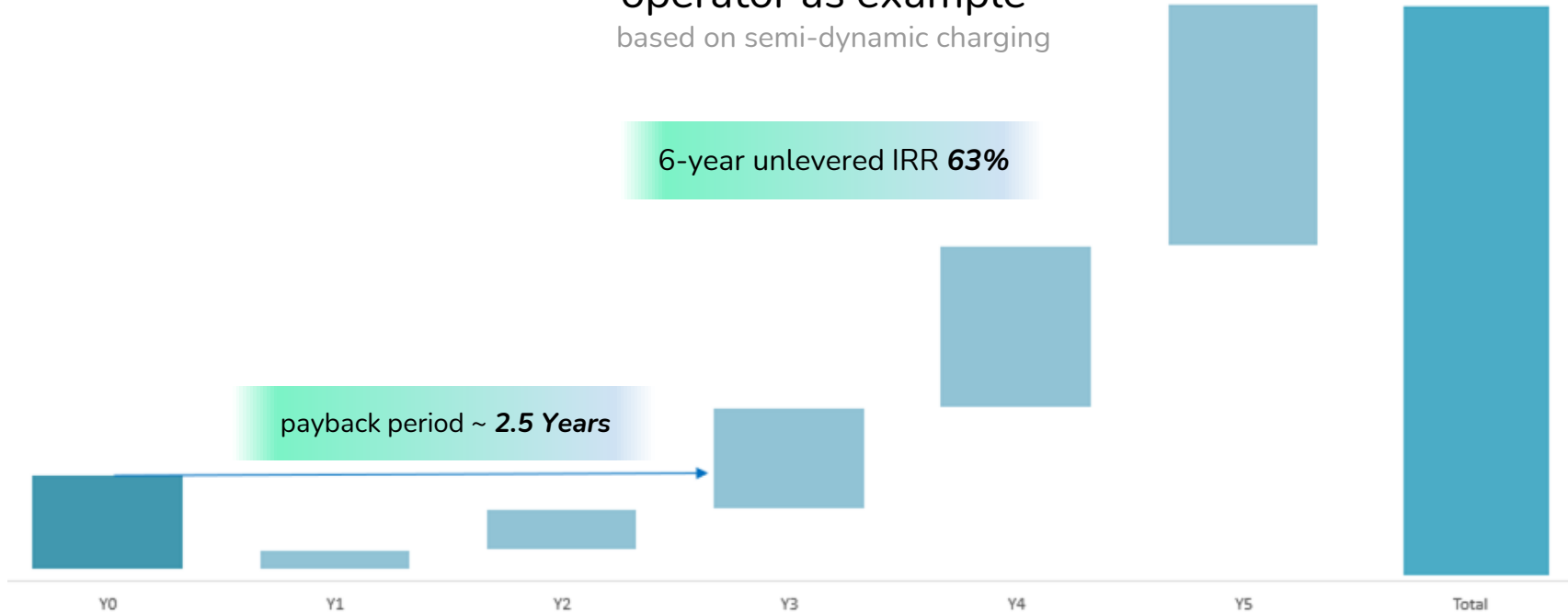


ElectReon Taxi Fleet Business Model

Annual revenues from single mid class taxi operator as example* based on semi-dynamic charging

6-year unlevered IRR **63%**

payback period ~ **2.5 Years**



Leadership Team



Oren Ezer
Co- founder & CEO

[@Oren](#)



Hanan Rumbek
Co-founder &
Chief Scientist

[@Hanan](#)



Amir Kaplan
CTO

[@Amir](#)



Noam Ilan
VP BD

[@Noam](#)



Barak Duani
CFO

[@Barak](#)



Charlie Levine
CMO

[@Charlie](#)



Håkan Sundelin
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Nordic Countries

[@Håkan](#)



Stefan Tongur
Business Development
Manager

[@Stefan](#)



Laurent Kocher
Strategic and Business
Development Advisor

[@Laurent](#)



Dan Weinstock
Electric Grid Specialist

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