

Life Electric Vehicles Holdings, Inc.

Condensed Public Webinar Transcript – August 26, 2025

Introductory Note

On August 26, 2025, Life Electric Vehicles Holdings, Inc. (OTC: LFEV) hosted a public webinar for shareholders and the public. CEO Robert Provost presented the company's history, acquisitions, U.S. manufacturing strategy, product development, sales channels, and future plans. This summary has been condensed and reorganized for clarity. It is not a verbatim transcript.

Company Background

- Life Electric Vehicles Holdings, Inc. (LFEV) trades under the symbol LFEV on the OTCID Market.
- The company controls multiple wholly owned brands and entities, including:
 - Life EV, e-bikes priced between \$499–\$1,999.
 - E-Life Distributors, established in 2023, whose plan is to become the primary sales and distribution arm of the Company for all affiliated brands of e-bikes in 2026.
 - CiX Cycles, a new brand to launch.
 - Additional brand assets.
- LFEV holds a 40% equity stake in LEV Manufacturing (LEV), providing access to LEV's U.S. manufacturing operations
 - LEV Manufacturing, Inc. was founded in 2018 and acquired the key assets of ProdecoTech in 2020.
 - LEV Manufacturing acquired Serial 1 Cycle Company in 2023, the electric bicycle company spun out of Harley-Davidson.

U.S. Manufacturing & FTZ Advantage

- LEV Manufacturing is the manufacturing hub for Serial 1 and affiliated brands.
- Operations are structured around the Foreign Trade Zone (FTZ) program, reducing tariffs, freight costs, and middle-channel margins.
- Domestic production provides up to 40% cost savings compared to overseas manufacturing.
- A build-to-order model minimizes excess inventory and supports dealer profitability.

Product Development & Pricing Strategy

- Entry-Level Line: New \$499 BMX-style e-bike, targeted for mass retail (e.g., Sam's Club, Walmart).
- Mid-Tier Line: \$999–\$1,999 commuter and throttle-class bikes, a segment where ProdecoTech had historic leadership.
- Premium Line: Serial 1 Gen 3 products launching for 2026, priced at \$2,499–\$3,999 (down from \$3,800–\$5,700) with key upgrades:
 - RockShox suspension forks
 - Leather saddles and grips
 - Exclusive adjustable stem design with integrated cable routing

- Serial 1 maintains its premium pedigree, including German Brose motors, CVT automatic transmissions, four-piston TRP brakes, integrated GPS tracking, and carbon belt drives

Sales & Distribution Channels

- E-Life Distributors (wholly owned by LFEV) will serve as the predominant sales arm for all affiliated brands starting in 2026, consolidating sales, service, and dealer support.
- Channels include:
 - Harley-Davidson’s 1,400 dealerships (through Serial 1 distribution rights).
 - Independent bike shops nationwide.
 - Motorsports dealerships for new “café racer” and moped-style e-bikes.
 - Big box retail leveraging past relationships with Sam’s Club, Best Buy, and Dick’s Sporting Goods.
 - Direct-to-consumer (DTC) channels using online and influencer-based campaigns.

Corporate Strategy & Growth

- LFEV is preparing to file a registration statement with the SEC to become a fully reporting public company, supporting transparency and compliance.
- Strategy includes using company stock as acquisition currency to add complementary brands where LFEV and LEV can provide manufacturing, distribution, and back-office support.

International Expansion

- Serial 1 has recently launched in Australia, and new programs are opening for the EU Market.
- Growth plans call for bundling multiple LFEV product lines with Serial 1 in international dealer networks.
- Facility expansion includes plans for additional FTZ-enabled manufacturing sites in Florida, the Midwest, and the Western U.S.

Shareholder Value & Investor Relations

- 2025 revenues reflect a restructuring period, with 2026 targeted as the pivotal year for growth and consolidation.
- Q&A covered:
 - Production capacity (scalable multi-line, multi-shift operations).
 - Service and support (Serial 1 now has a complete spare parts inventory).
 - Showroom pilot store in Deerfield Beach, FL, with plans for future owned/partnered stores.
 - Ongoing Hard Rock Café-branded bike partnership and other private label opportunities

Forward-Looking Statements

This condensed transcript contains forward-looking statements regarding the company’s plans, expectations, and goals. These statements involve risks and uncertainties that could cause actual results to differ materially from the company’s planned and projected results. The company undertakes no obligation to update such statements.

Contact: Investor Relations, Life Electric Vehicles Holdings, Inc.

Email: investor.relations@lifeevgroup.com, OTC Markets Profile: www.otcmarkets.com/stock/LFEV