

OBJECTIVES	GOALS	PROGRAMS
<p style="text-align: center;">O1</p> <p>Develop an environmentally and financially more sustainable vehicle.</p>	<ul style="list-style-type: none"> <li>• Reduces expenses in research and development, testing and manufacturing.</li> <li>• Develops entirely in-house powertrain systems.</li> <li>• Efficiency of the motors is designed to be optimized for urban drivin environments.</li> <li>• Reduce Energy/Decrease Tools Necessary for Operation.</li> </ul>	<ul style="list-style-type: none"> <li>• Canoo will rapidly scale subsequent vehicle programs at a significantly lower capital cost.</li> <li>• Canoo anticipates new vehicle models can be developed in as little as 18-24 months, significantly faster than the average estimated timeframe across the automotive industry with efficient design and proprietary production process.</li> <li>• Implement the modular skateboard on the first Canoo model.</li> </ul>
<p style="text-align: center;">O2</p> <p>Create an electric vehicle utilizing lightweight high-strength steel that exceeds rigorous strength, safety and performance requirements.</p>	<ul style="list-style-type: none"> <li>• Performance of its self-contained skateboard platform.</li> <li>• Efficient, versatile technology of the platform.</li> <li>• Powerfull, dynamic and smooth handling.</li> <li>• The industry's first true steer-by-wire system, which was inspired by performance race cars, to provide a highly responsive driving experience and versatility.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure the technology is verified.</li> <li>• Patents obtained.</li> <li>• This versatility is well suited to accommodate full autonomy once commercially available, as well as for right hand drive and Canoo's future delivery vehicles.</li> </ul>
<p style="text-align: center;">O3</p> <p>Implement the Bauhaus Philosophy centered around minimalism and functionality.</p>	<ul style="list-style-type: none"> <li>• The skateboard architecture directly houses all of the most critical components of an electric vehicle.</li> <li>• A vehicle that could drive one way or the other.</li> <li>• The dimensions to prioritize optimal interior space.</li> </ul>	<ul style="list-style-type: none"> <li>• Canoo will offer the interior space of a large SUV, but on the exterior footprint of a compact car.</li> <li>• The steering wheel can be moved to suit any cabin design or driver positioning.</li> </ul>

CANOO GOALS

<p>O4 Offer the Ev by subscription concept with no down payment, no commitment.</p>	<ul style="list-style-type: none"> <li>• Provide more interior space – making ridesharing even more comfortable.</li> </ul>	<ul style="list-style-type: none"> <li>• The battery and skateboard are an integrated design, to accept other types of bodies or “top hats” for different vehicle designs.</li> </ul>
<p>O5 Implement a sustainable experience with our customers, based on a win-win system.</p>	<ul style="list-style-type: none"> <li>• A monthly subscription model purporting to offer everything one might need from a daily driver affordably.</li> <li>• Create a network of minimum 100 subscribers prior launching the first model on the market.</li> </ul>	<ul style="list-style-type: none"> <li>• Contracts elaboration.</li> <li>• Maintenance team create the interconnection with the website users, get more traffic on social media.</li> <li>• Call center and Service Center, fully operational.</li> </ul>
<p>O6 Target the urban consumers directly in a controlled expansion plan after launching.</p>	<ul style="list-style-type: none"> <li>• Start actively shaping the market where there is a disproportionate strategic, operational, or economic benefit to doing so.</li> <li>• Monitor constantly the customers feedback.</li> <li>• Wow the customers and seek ways to enhance their experience.</li> </ul>	<p>Roll out city-by-city,          Stage 1: In eight cities account for the company’s U.S. market; four on the West Coast and four on the East Coast.</p> <p>Stage 2: China program, there are 18 cities that represent 75% of the EV population in China and Canoo will roll out.</p>

CANOO GOALS

<p>O7</p> <p>Cultivate quality management, communication and engagement of employees at all levels of organisation.</p>	<ul style="list-style-type: none"> <li>Managers focused on engagement and roll modeling.</li> <li>Give employees a voice to express.</li> <li>Focus on Leadership Skills for team members.</li> <li>Improving quality across a wide variety of areas.</li> </ul>	<ul style="list-style-type: none"> <li>Regular reverse feedback and follow up.</li> <li>Set the expectations to the staff.</li> <li>Promote pathways for communication.</li> <li>Reduce manufacturing error and streamlining a supply chain with physical products.</li> </ul>
<p>O8</p> <p>Become the first EV company that makes a profit with an EV.</p>	<ul style="list-style-type: none"> <li>Increase profit constantly and market share up to 40% in the first year.</li> <li>Grow overall shareholder value with 30% in the 1st year.</li> <li>Balancing the budget, reduce yearly expenses by 10%.</li> </ul>	<ul style="list-style-type: none"> <li>Promote the EV to increase the transactions.</li> <li>Campaigns and projects to invest quarterly and annually.</li> </ul>