

E.C.D.

AUTOMOTIVE DESIGN

INVESTOR PRESENTATION

 Nasdaq ECDA



JANUARY 2024

DISCLAIMER

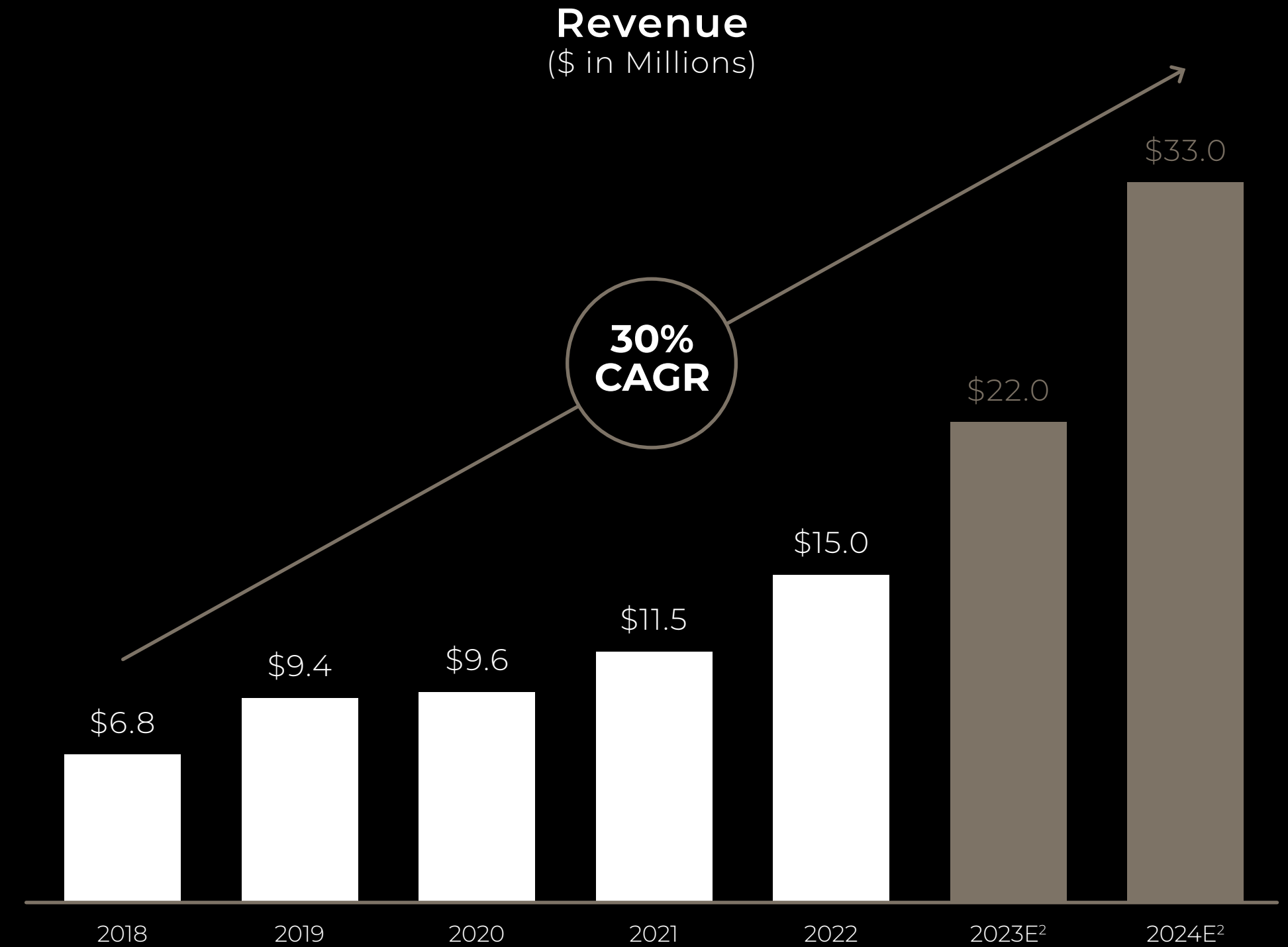
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The Company’s actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, those factors described in the “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” sections of the Company’s final prospectus filed on November 13, 2023 and its Form 8-K, filed on December 18, 2023 with the U.S. Securities and Exchange Commission (“SEC”), and similar disclosures in subsequent reports filed with the SEC. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that the Company does not presently know, or that the Company currently believes are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect the Company’s current expectations, plans and forecasts of future events and views as of the date hereof. Nothing in this communication should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. You should not place undue reliance on forward-looking statements in this communication, which speak only as of the date they are made and are qualified in their entirety by reference to the cautionary statements herein and the risk factors of the Company described above. Accordingly, undue reliance should not be placed upon the forward-looking statements. Past performance is not necessarily indicative of future results. The forward-looking statements included in this presentation represent the Company’s views as of the date of this presentation. The Company anticipates that subsequent events and developments will cause the Company’s views to change. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing the Company’s views as of any date subsequent to the date of this presentation.

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ECD INVESTMENT HIGHLIGHTS

- 1 **Leading Retrofitter of British Luxury Classic Autos**
- 2 **Classic Car Focus: Pole Position in Fast Growing Category of ~\$15B Market¹**
- 3 **Founder-led Gearheads Surrounded by Certified Craftsmen & Craftswomen**
- 4 **Scalable Build Operation with Proven Unit Economics & Attractive Margins; Profitable**
- 5 **Strong Demand with Multiple Avenues of Expansion of Classic Automotive Ecosystem**



OUR NUMBERS

- 100k sq. ft. production facility
- 1 sourcing facility in the UK
- 2,200 man hours per vehicle
- 12-14 month design/build process
- 500+ units built since inception
- 100 contracted units in the pipeline
- 90+ employees with 60+ ASE certifications
- \$400k highest value build
- 50 state compliant



BUSINESS OVERVIEW



OUR STORY

Our “Rover Dome” facility is over 100,000 sq feet, with over 80 full-time employees and two continents building the award-winning vehicles in the USA. Everything is built by hand in sunny Florida, where we have a passionate team all pulling in the same direction and shooting for one goal: perfection. Our founders grew up in England, the Midlands, just 40 miles from the famous Lode Lane factory where these vehicles were produced. They were surrounded by Defenders from an early age.



Mostly working on the vehicles on friends' farms, they were often thrown in the back of these trucks along with bails of hay, a dog and sometimes the odd farm animal.

When we launched ECD, we knew for every vehicle, we had to create the foundation, build it, and customize it from the ground up – regardless of risk – if we wanted to produce the quality of build we ourselves dreamed of. We have a great blend of English owners and American staff. We have different views on how the perfect vehicle should be, but that creativity is what makes our vehicles so special. We challenge perfection every day.

THIS

TO THIS



CAPACITY FOR 196 VEHICLES PER YEAR

“WE ARE JUST FOUR BRITISH PETROL HEADS WITH A PASSION FOR AUTOMOTIVE PERFECTION THAT TURNED DREAMS, HOBBIES AND PURE DRIVE INTO ONE OF THE WORLD’S LEADING AUTOMOTIVE BUILDERS.”

Scott Wallace, E.C.D. CEO.

OUR PRODUCTS

THE DEFENDER - FROM \$249,995



D90



D110



D130

Drivetrain: V8 / EV
Body: Hard top / Soft top

THE SERIES - FROM \$219,995



IIA



III

Drivetrain: V8 / EV
Body: Hard top

THE RANGE ROVER CLASSIC - FROM \$249,995



SWB



LWB

Drivetrain: V8 / EV
Body: Hard top

THE E-TYPE - FROM \$279,995



ROADSTER



COUPE

Drivetrain: I6 / V8 / V12 / EV
Body: Hard top / Soft top



“Unlike the automotive world, our vision was a product that was highly differentiated, incredibly desirable and delivered with damned focus”

Scott Wallace, E.C.D. CEO.

OUR PROCESS



Step 1

Configure your build



Step 2

Obtaining your vehicle



Step 3

Building the foundation



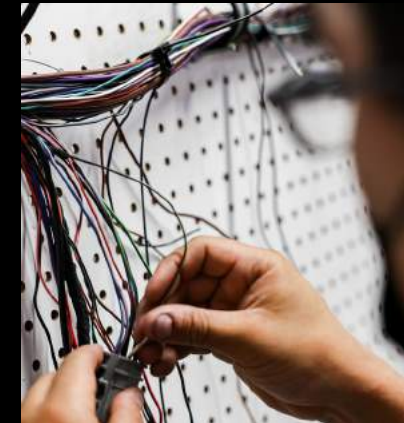
Step 4

Empowering your drive



Step 5

Applying your signature color



Step 6

Electrical Functionality



Step 7

Hand-Stitched Upholstery



Step 8

Fitting Your Cosmetics



Step 9

Quality Control



Step 10

Ready To Deliver

Let's start with the fun decisions. You'll work with our Lead Designer to select your body style, drivetrain, wheels, tires, accessories, paint color, and interior style, colors and textures. This process can be done with an in-home consultation or by visiting one of our Design Studios at our expense. Once you've made your selections, we'll send you mock ups for further review, fine-tuning our designs until you decide your build is perfect.

The search for your base vehicle begins. We scour Europe to find the right one to match your specifications and then handle all aspects of the import process.

We don't take an old car and alter it. We break your base vehicle down all the way to the bare chassis. Every nut and bolt is replaced, resulting in a completely fresh rebuild from the ground up.

Go with the classic Rover V-8 engine or a powerhouse machine like the Chevrolet LS3 or LC9 with 6-speed transmission. Our brand new Chevrolet crate engines include a 2-year/50,000-mile warranty and are serviceable at all Chevrolet dealerships nationwide. Or opt for the new and improved E.C.D. EV setup, which is like no other found in the restomod world today.

Your vehicle body is carefully sandblasted and polished before being hand-painted with premium paint. Our in-house paint facility, widely considered to be one of the best in the country, can precisely match any color you desire.

Each vehicle we build uses over 2,000 feet of wiring that will bring your vehicle to life. Every harness is wired by hand and made custom for your vehicle to match your exact build specifications.

You select every aspect of your upholstery down to the color of the stitching. From a premium Puma leather dashboard to the quilted hand-stitching of the rear seat, our craftsmen will wrap your vehicle's interior in the leather design and color of your choice.

This is the exciting stage when your vehicle takes on the distinctive appearance of a refinished vehicle. We install your hand-selected features – doors, door cards, roof rack, headlights, wheels, windows and more – to make this uniquely yours.

Through every step of the process, your vehicle goes through a robust 200-point quality control inspection, including taking it out for a 500-mile test drive followed by one last, all-inclusive, 400+ point inspection to guarantee that it's utterly flawless.

We give your vehicle its final polish and detailing. Now it's ready for the end of its journey with E.C.D. and the start of its adventure with you.

“The E.C.D. secret sauce was creating a manufacturing model that allowed the efficiencies of automotive production, with the fluidness of complete customization, we believe it took four petrolheads, not from automotive manufacturing, to create exactly that.”

Tom Humble, E.C.D. CXO

OUR CLIENT EXPERIENCE

A FIRST FOR AUTOMOTIVE

- THE CLIENT AT THE CENTER OF THE DESIGN EXPERIENCE

The Nine Stages

- Receive welcome book
- Introduction to our Concierge Team
- Receive Design Kit
- Introduction to our Head of Automotive Design
- 3D Renderings
- Final Design Signoff
- Foundation Vehicle arrives
- Client Journey Update
- Delivery Day



“Our experience working with E.C.D. was a breeze – the team was responsive, considerate of our timeline and budget and kept an open line of communication during our build.

The progress website devoted to our project was incredibly helpful so we could check in and see real time pictures and progress!

We could not be happier with the way our Defender turned out, and we have had so much fun with it.”

The Plank Family - Founder of Under Armour



OUR PURSUIT OF QUALITY



Like you, we are obsessed with all things automotive. Our passion for perfection shows in our painstaking attention to detail in every vehicle we build. That's why everything is done completely in-house.

All the necessary body work, drivetrain selection and installation, every stitch in the interior, paint work, up to placement of the last nut and bolt are done at the skilled hands of the crew at E.C.D. We have one common goal: perfection. Let everyone else get their car off the assembly line, that's not how we roll.

An E.C.D. build is a revered piece of history artfully blended with custom craftsmanship and 21st century power. It's a heady mix that results in a one-of-a-kind automotive heirloom guaranteed to turn heads, inspire envy, and deliver you unmitigated satisfaction.



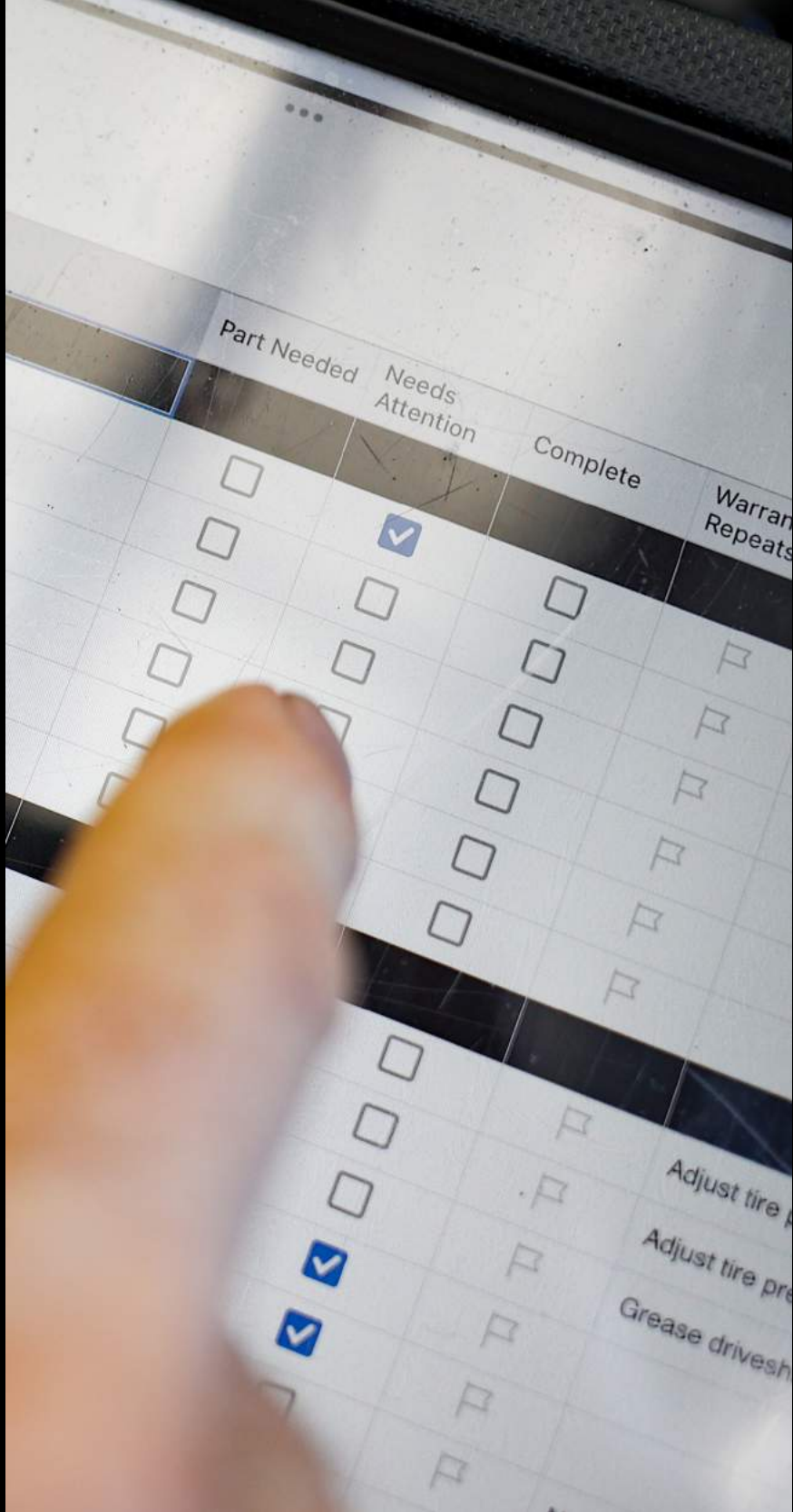
"The E.C.D. vision... is to recreate Defenders that express each customer's imagination while retaining the character of the original, all in a high-quality package with remarkable attention to detail."

Seth Parks – Off-Road.com

OUR DRIVE FOR PERFECTION

QUALITY CONTROL PROCESS

As our builds work through 20 stages of production, each technician, via a tablet, completes their part of a 600+ point quality control process in real time. Post this, our QC manager completes the same 600+ point inspection check list, and any issues are addressed by our Master Certified QC lead technician prior to shipping.



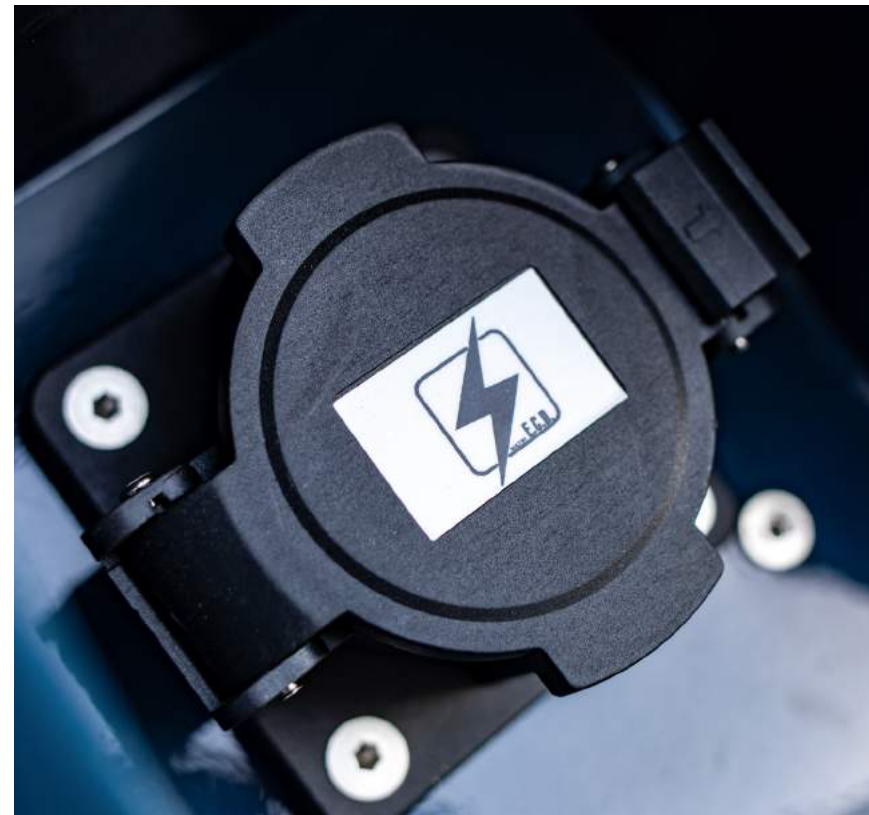
“PERFECTION IS THEIR HALLMARK, THEIR INSPIRATION IS IN THEIR ROOTS. OWNED BY THREE BRITS, E.C.D. IS AS MUCH ABOUT PASSION AS IT IS ABOUT QUALITY.”

Gear Minded

ELECTRIC VEHICLE CONVERSION

THE NEW AND IMPROVED E.C.D. EV SETUP IS LIKE NO OTHER FOUND IN THE RESTO-MOD WORLD TODAY.

- Intelligent graphic user interface combined into the entertainment system screen, has a more OEM feel.
- DC Fast charging can allow for rapid charges on the go, allowing long road trips.
- Efficient packaging and cooling of batteries, uses and maintains charge more effectively.
- Cascadia motor connected to enhanced Land Rover four wheel drive system.
- Selectable 2 or 4 wheel drive applications, get more from each charge by only powering the rear wheels when driving normally, drop into 4 wheel drive when off-roading.
- Eco, Normal and Sport modes.
- Idle creep / hill hold assist option.
- On / Off option for regenerative braking, allowing for a smoother driving experience if desired.



“Electric Land Rover Defender Shows How To Age A Classic Car Gracefully.”

Sebastian Blanco - Forbes

INVESTMENT HIGHLIGHTS



1 - MORE CUSTOM DESIGN THAN ANY OTHER LUXURY AUTO MANUFACTURER LEADING IN ELECTRIFICATION OF HIGHLY-CUSTOMIZED EXOTIC AUTOMOBILES



2 - ATTRACTIVE & GROWING CATEGORY WITH OPPORTUNITY FOR LONG-TERM VALUE APPRECIATION

Exotic Automobiles Are Experiencing Outsized Demand And Have Appreciated In Value Over Time

**~\$566B Total
Addressable Market**
Projected Global Luxury Car
Market Size⁽¹⁾

**Long-Term
Secular Growth**
Electric Vehicles

~6% CAGR
Luxury SUVs⁽²⁾

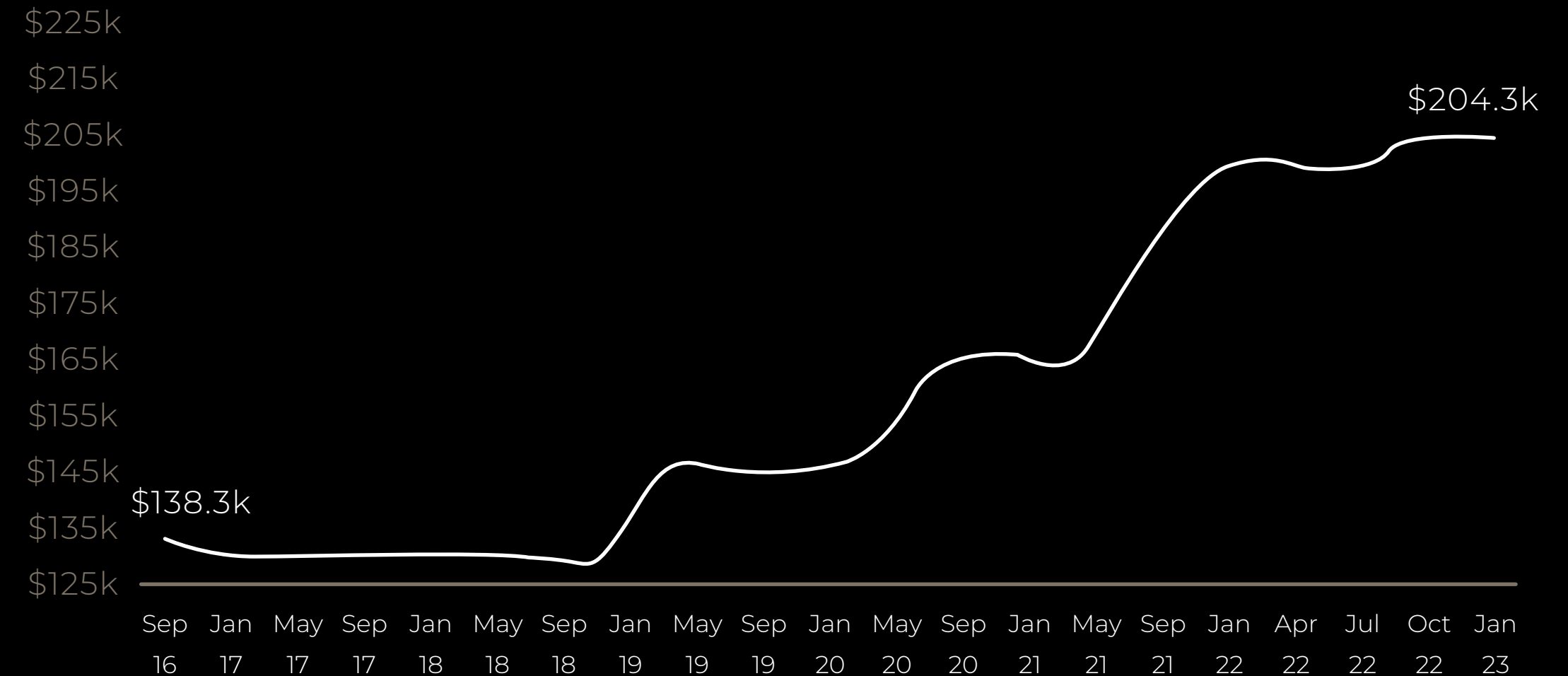
~9-14% CAGR
Ultra Luxury Cars⁽³⁾

ECD Significantly Outperforms Industry Trends

~26% Average ECD Unit CAGR Over Last Decade

~19% Average ECD Selling Price CAGR Over Last Decade

**Hagerty's Average Historical Market Value
of Select Defender & E-Type Models⁽⁴⁾**



(1) Estimated 2022 market size via Statista's "Global luxury car market size from 2010 to 2022" (March 2023)

(2) CAGR estimate for luxury SUVs via Technavio's "Luxury SUV Market by Type, Application, and Geography - Forecast and Analysis 2023-2027" (May 2023)

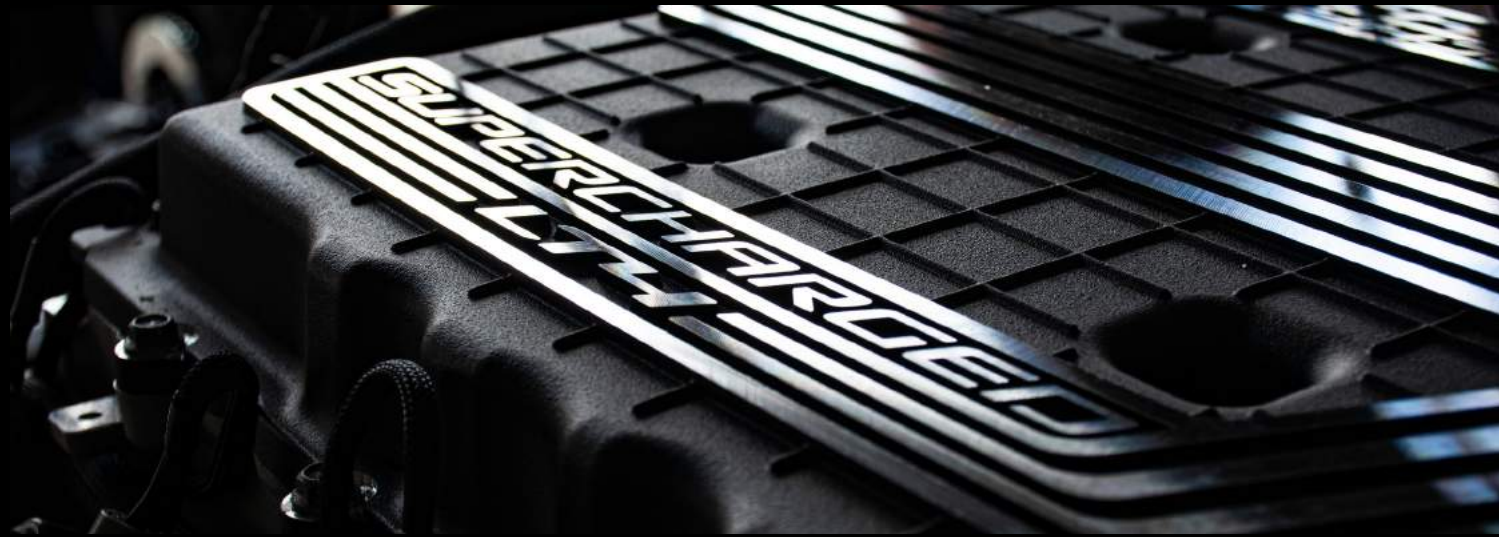
(3) CAGR estimate for ultra luxury cars (\$300,000+ purchase price) 2021 - 2031 via McKinsey & Company's "Five Trends Shaping Tomorrow's Luxury-Car Market" (July 8, 2022)

(4) Average historical values of 1993 Land Rover Defender 110, 1997 Land Rover Defender 90 and 1974 Jaguar E-Type SIII models via The Hagerty Group, LLC as of 3/3/2023

3 - ENHANCED GROSS MARGIN PROFILE

DRIVEN BY INCREMENTAL UPGRADES AND EXTENSIVE CUSTOMIZATION OPTIONS

Customization & Upgrade Options Drives Incremental Margins

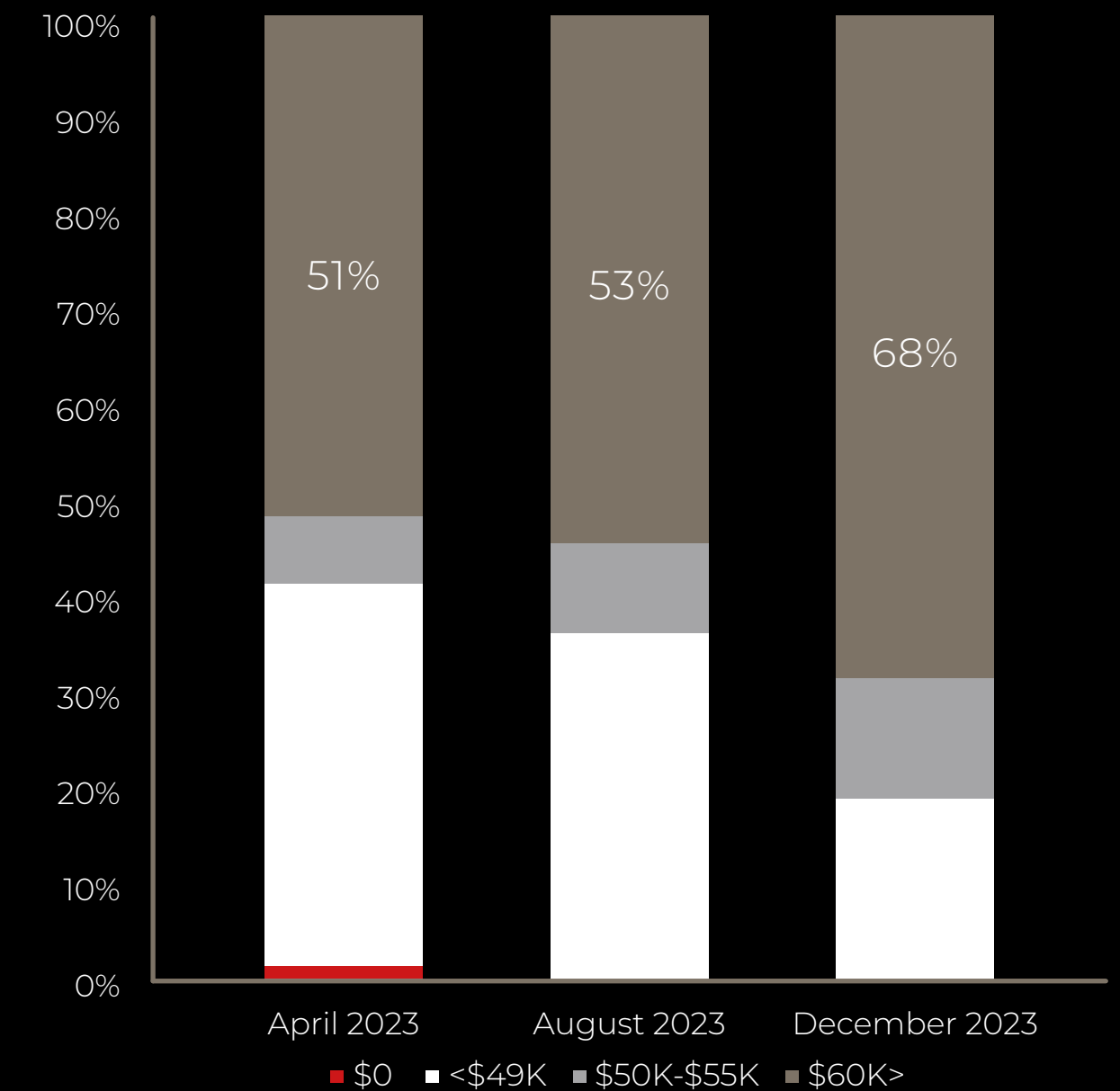


4 - ENHANCED GROSS MARGIN PROFILE⁽¹⁾

DRIVEN BY HIGHER UPGRADES FROM EXTENSIVE CUSTOMIZATION OPTIONS

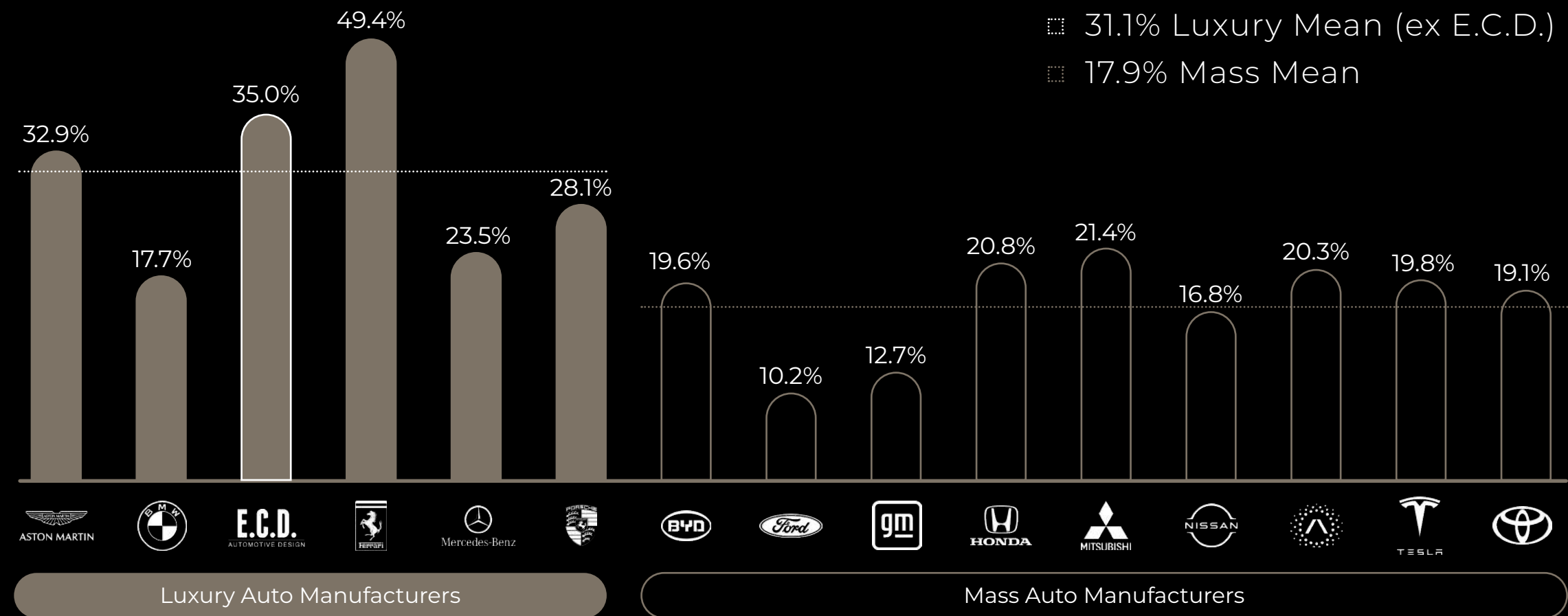


Evolution of Average Upgrades



5 - ATTRACTIVE MARGIN PROFILE RELATIVE TO GLOBAL AUTO MANUFACTURING INDUSTRY

Comparative Auto Manufacturer Gross Margin⁽¹⁾

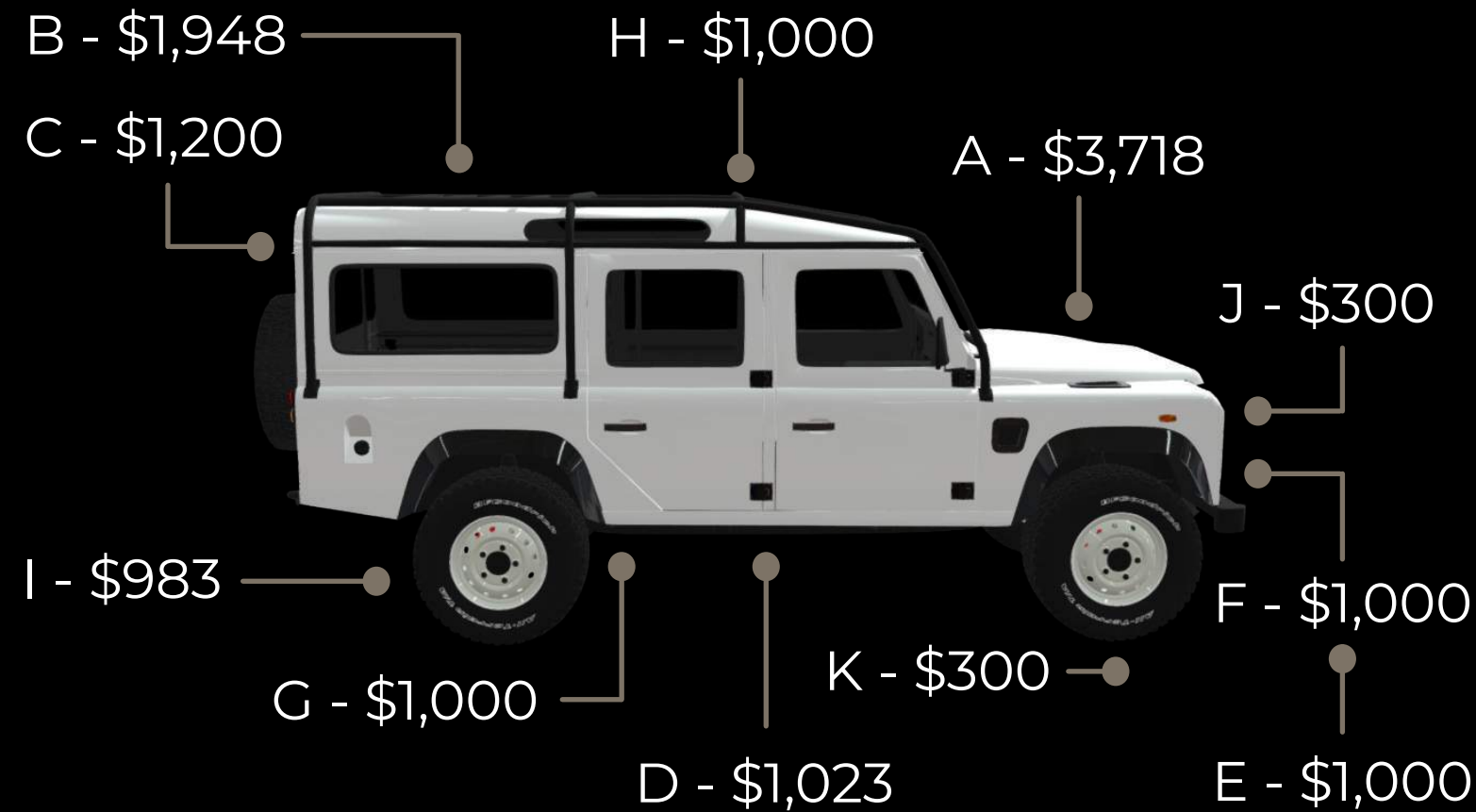


(1) The gross margin data contained on this page represents the most recent LTM period for each company, either the period ended June 30, 2023 or September 30, 2023, as appropriate, and is sourced from Bloomberg and S&P CapIQ

6 - ENHANCED MARGIN PROFILE

COST OF GOODS: SAVINGS EXAMPLE

How ECD Will Expand Margins With Several Examples Of How We Will Make Changes To How We Build Resulting In \$ Saving Per Action Then Saving Per Vehicle



= \$13,541

Total trucks per year.
10% COG saving per build

Item	Saving Per Build
A - Drivetrain Vendor	\$3,718
B - Defender Body	\$1,948
C - Shop Consumables 10%	\$1,200
D - CNC In House	\$1,023
E - AC System Installation	\$1,000
F - AC System	\$1,000
G - Fuel Tank	\$1,000
H - Roll Cages	\$1,000
I - Custom Wheels	\$963
J - Radiator	\$300
K - Tire Installation	\$300

7 - PROVEN BUSINESS MODEL WITH MULTIPLE AVENUES FOR EXPANSION

Numerous Industry Wide Expansion Opportunities



1

Introduction of New Product Lines

2

Highly Fragmented Industry with Opportunities to Consolidate

3

Business Opportunities to Expand into Classic Automotive Ecosystem

4

Sales Expansion Into International Markets

8 - CLASSIC AUTO ECOSYSTEM IS A FRAGMENTED, \$15BN BUSINESS

NUMEROUS INDUSTRY WIDE EXPANSION OPPORTUNITIES

Vehicle Design	Vehicle Manufacture	Vehicle Sales	Vehicle Storage	Vehicle Financing	Customer Engagement (Membership)
<ul style="list-style-type: none"> • Customer centric design process • Broad spectrum of colors, textures and finishes • Predictable order and delivery cycle • Variety beyond Land Rover and Jaguar 	<ul style="list-style-type: none"> • Best-in-class fit and finish • Predictable order and delivery cycle • Platform for additional lines of production / styles of vehicle 	<ul style="list-style-type: none"> • Garages as an inventory source • Accredited buyers / enthusiasts • Garages as a storefront • Customer data integration 	<ul style="list-style-type: none"> • Steady revenue stream • Buy / Sell / Auction site • Sales personnel location • Ancillary related car offerings • Cash flow generating entry point to new regions and markets 	<ul style="list-style-type: none"> • Third party proprietary financing solution • In-house, owned financing capability 	<ul style="list-style-type: none"> • Educational events • Community engagement • Events • Experiences • Customer data integration

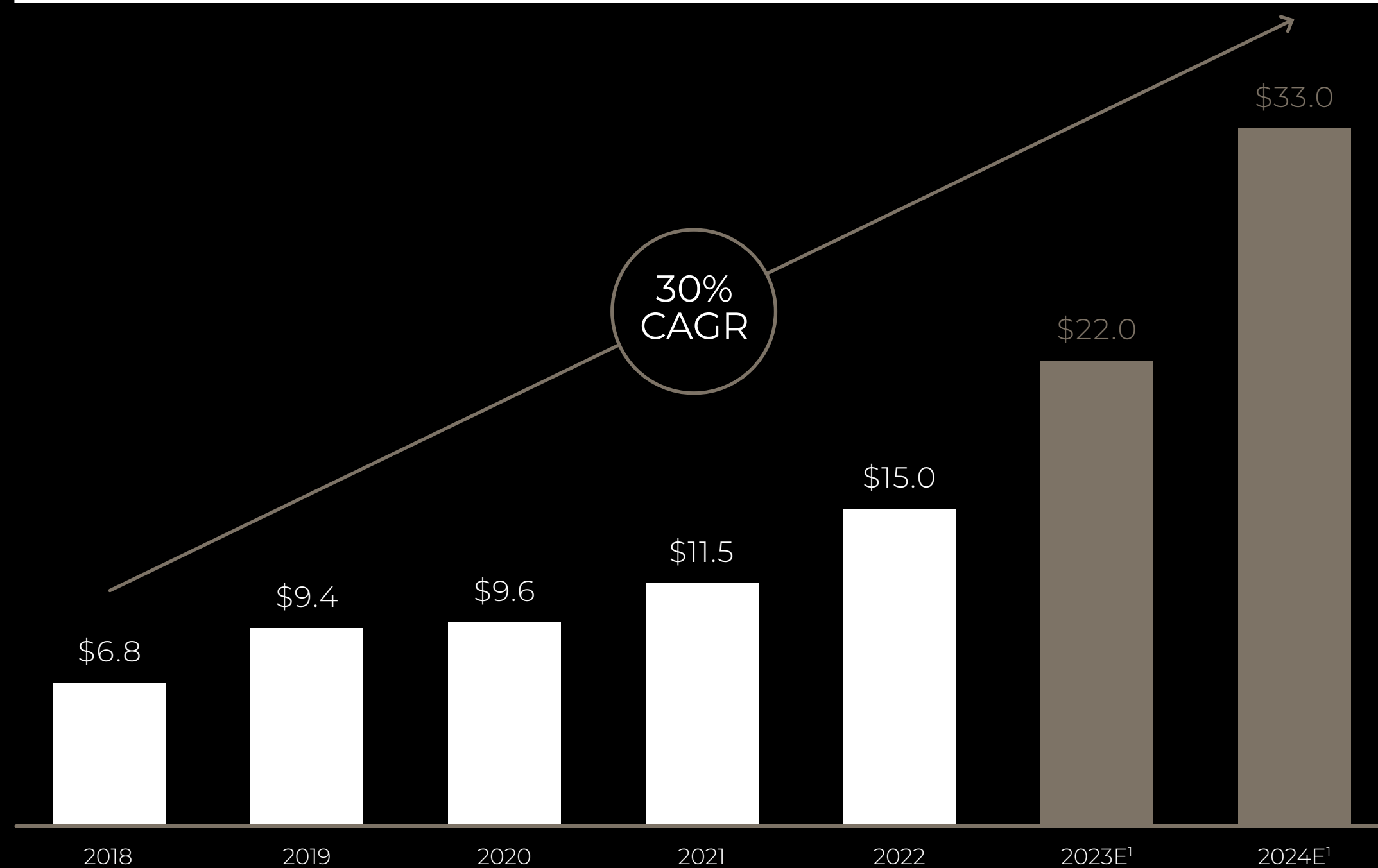
FINANCIAL OVERVIEW



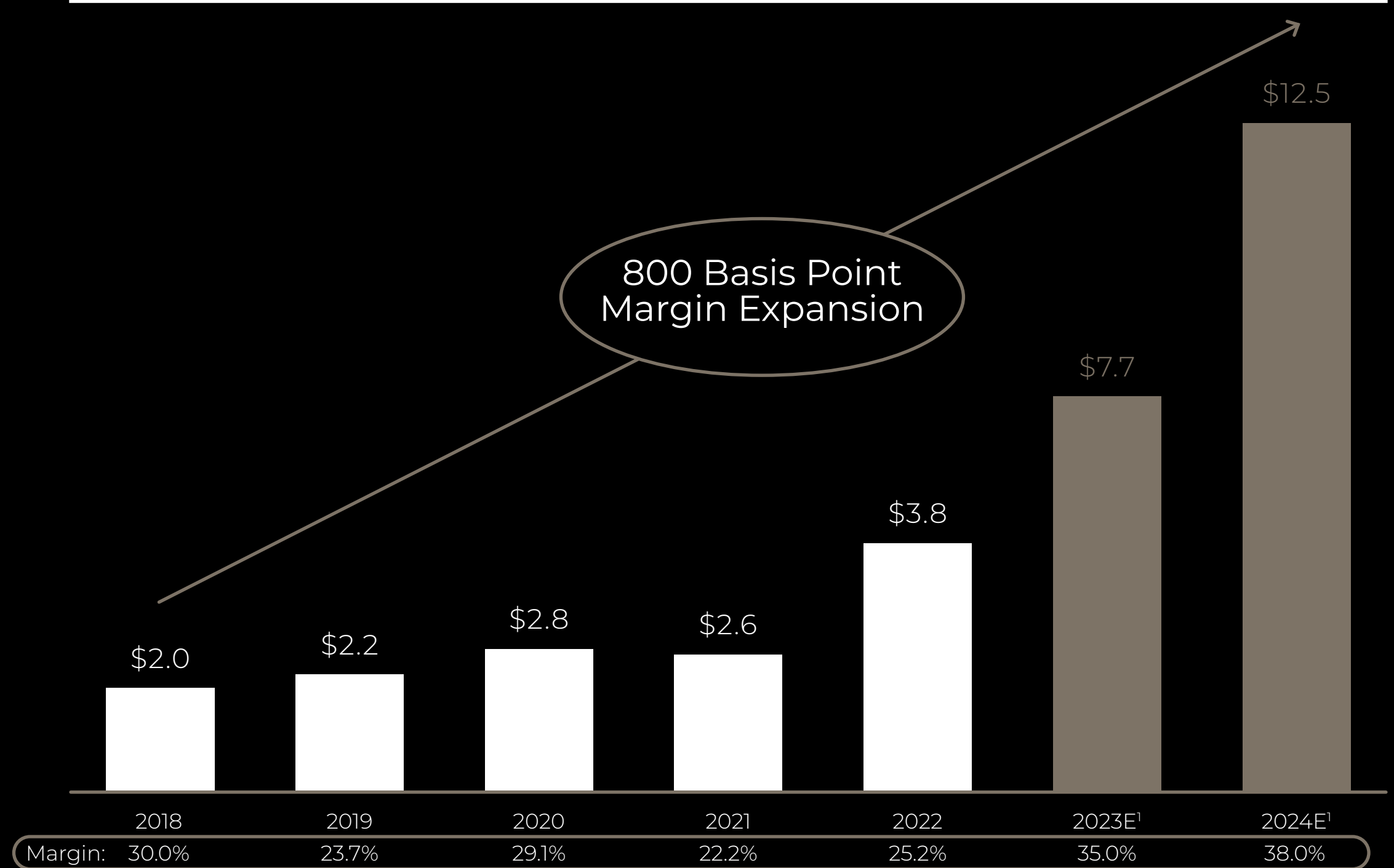
KEY FINANCIAL HIGHLIGHTS

HISTORICAL AND ESTIMATED REVENUE & MARGINS

Revenue (\$M)



Gross Margin (\$M and %)



FULLY DILUTED⁽¹⁾ SHARE COUNT

Equity Capitalization

	Shares
ECD Founders	24,000,000
Outside Shareholders	10,100,000
Total	34,100,000
*Shares subject to lock-up; 81% of the float	27,675,000

Debt Instruments

	Amount
Convertible Note due December 2026, priced at prime + 5%	\$15,800,000



OUR TEAM



Tom Humble
CXO

Tom is a self-described British petrol head, with an early career in Professional Soccer, now you can find him negotiating six figure sales contracts for the company he founded. A natural leader with the ability to build incredible rapport with current and prospective clients.



Elliot Humble
CTO

Elliot Humble is an experienced operations manager with the ability to steer and direct the procurement of donor vehicles and automotive parts that supports the growth of the E.C.D. brand.



Emily Humble
CPO

Emily is an experienced leader within the education sector. Her goal in E.C.D. is to ensure perfection is delivered every step of the way, from the moment the client signs their contract to the first drive.



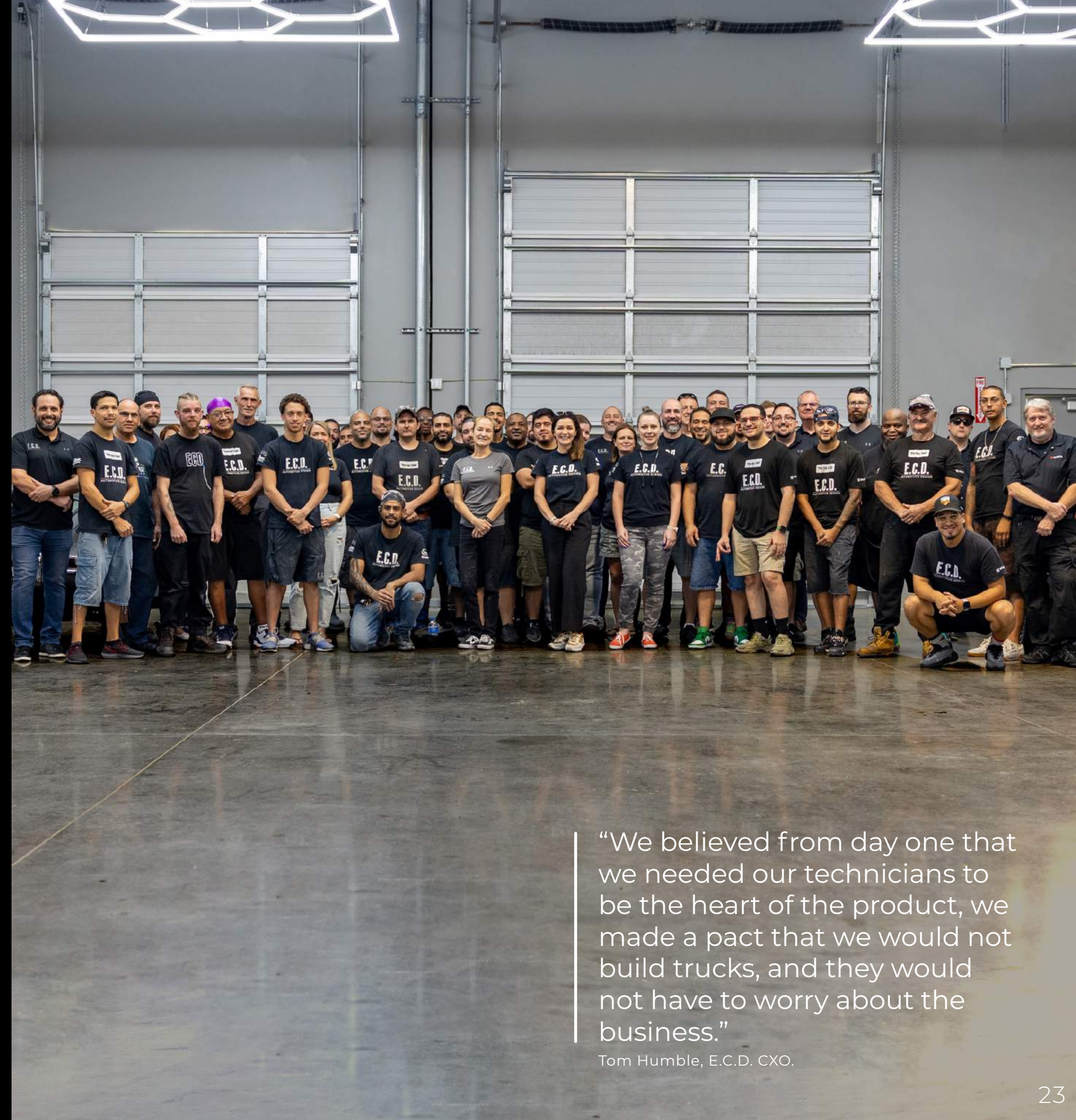
Scott Wallace
CEO

At the age of 16, Scott Wallace realized that hard work would not always be enough and that an hourly wage was not going to dictate his life. Gifted with a sharp mind, an innate ability to remove the distracting noise in business, and an insatiable thirst for excellence. Scott also has a seasoned resume in the European public sector & venture capital industry.



Raymond Cole
CFO

Ray is a finance leader with extensive financial knowledge and operational experience. He previously served as CEO of Lucky Jack Coffee, held roles at American Express, and began his finance career at Salomon Smith Barney and JPMorgan Chase. Ray holds an MBA in finance from the Zicklin School of Business at Baruch College and a bachelor's in economics from Fordham University.



“We believed from day one that we needed our technicians to be the heart of the product, we made a pact that we would not build trucks, and they would not have to worry about the business.”

Tom Humble, E.C.D. CXO.

CREATE IT, BUILD IT, LIVE IT.

THANK
YOU



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