LiveWire

A Visionary Investment Opportunity



LiveWire

MATERIALS INCLUDED TAKEN FROM THE DECEMBER 13, 2021 LIVEWIRE PUBLIC ANNOUNCEMENT AS WELL AS THE MAY 5TH LIVEWIRE INVESTOR DAY.

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Additional Information

In connection with the Business Combination, HoldCo and ABIC have filed on February 7, 2022 a registration statement on Form S-4 (File No. 333-262573) (as may be amended from time to time, the "Registration Statement") as co-registrants that includes a preliminary proxy statement/prospectus of ABIC and a preliminary prospectus of HoldCo, and after the Registration Statement is declared effective, ABIC will mail a definitive proxy statement/prospectus relating to the Business Combination to ABIC's shareholders. The Registration Statement, including the proxy statement/prospectus contained therein, when declared effective by the SEC, will contain important information about the Business Combination and the other matters to be voted upon at a meeting of ABIC's shareholders to be held to approve the Business Combination (and related matters). This Presentation does not contain all the information that should be considered concerning the proposed Business Combination and is not intended to form the basis of any investment decision or any other decision in respect of the Business Combination. ABIC's shareholders and other interested persons are advised to read the preliminary proxy statement/prospectus and the amendments thereto and the definitive proxy statement/prospectus and other documents filed in connection with the proposed Business Combination, as these materials will contain important information about the LiveWire, HoldCo, ABIC and the Business Combination. When available, the definitive proxy statement/prospectus and other relevant materials for the proposed Business Combination will be mailed to shareholders of ABIC as of a record date to be established for voting on the proposed Business Combination. Shareholders will also be able to obtain copies of the preliminary proxy statement/prospectus, the definitive proxy statement/prospectus and other documents filed with the SEC, without charge, once available, at the SEC's website at www.sec.gov, or by directing a request to: AEA-Bridges Impact Corp., PO Box 1093, Boundary Hall, Cricket Square, Grand Cayman KY1-1102 Cayman Islands.

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LIVEWIRE KEY INVESTMENT HIGHLIGHTS

A Visionary Investment Opportunity

1. **Rapidly growing market**
   Large global market in the early stages of secular shift to EV powertrains

2. **Leading the transformation of motorcycling**
   Production vehicle in market, years ahead of traditional OEMs

3. **Differentiated expertise in key technologies**
   Proprietary modular scalable EV system technology and software capabilities

4. **Transformative go-to-market model**
   Tech-forward sales and service, combining digital technologies and local expertise

5. **Backed by world-class partners**
   Harley-Davidson and KYMCO support at scale manufacturing and global expansion

6. **Product roadmap to drive rapid growth**
   Positioned to capture global share with a pipeline of standout products

7. **Mission-driven leadership team with a strong track record**
   Management team blends the strength of an incumbent with the spirit of a disruptor



Converging Trends are Accelerating Market Growth

Customer Preferences

— Awareness / recognition of EV benefits

— Consideration of EV products growing

— Public perception shifting in favor of EV

Government Support & Regulation

— Stricter regional emission regulations (ICE bans in the longer term)

— Substantial monetary incentives for rider

EV Market Acceleration

Charging Network & EV Technology

— Charging infrastructure expanding

— Battery and EV component performance up, and cost down

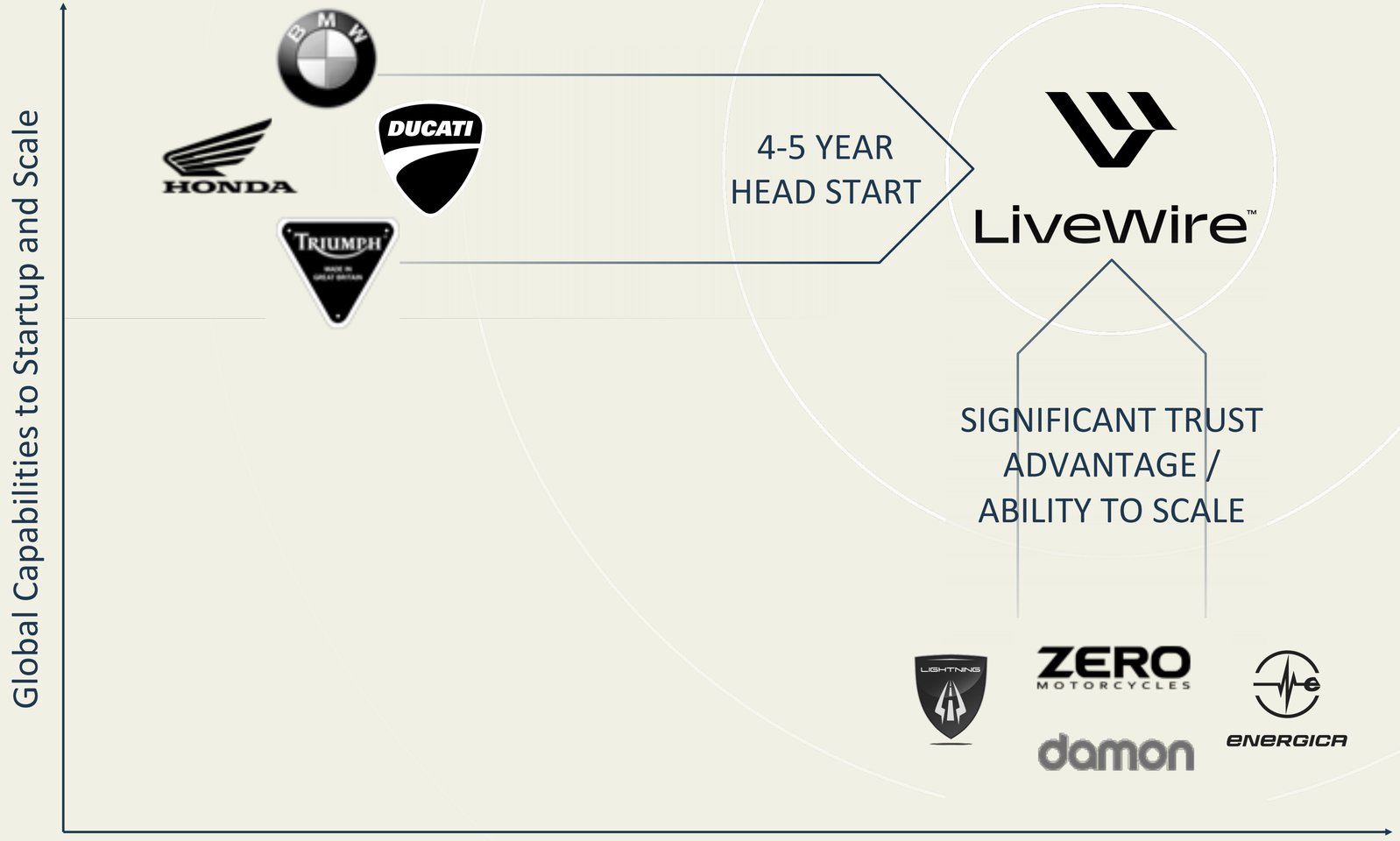
Product Availability & Desirability

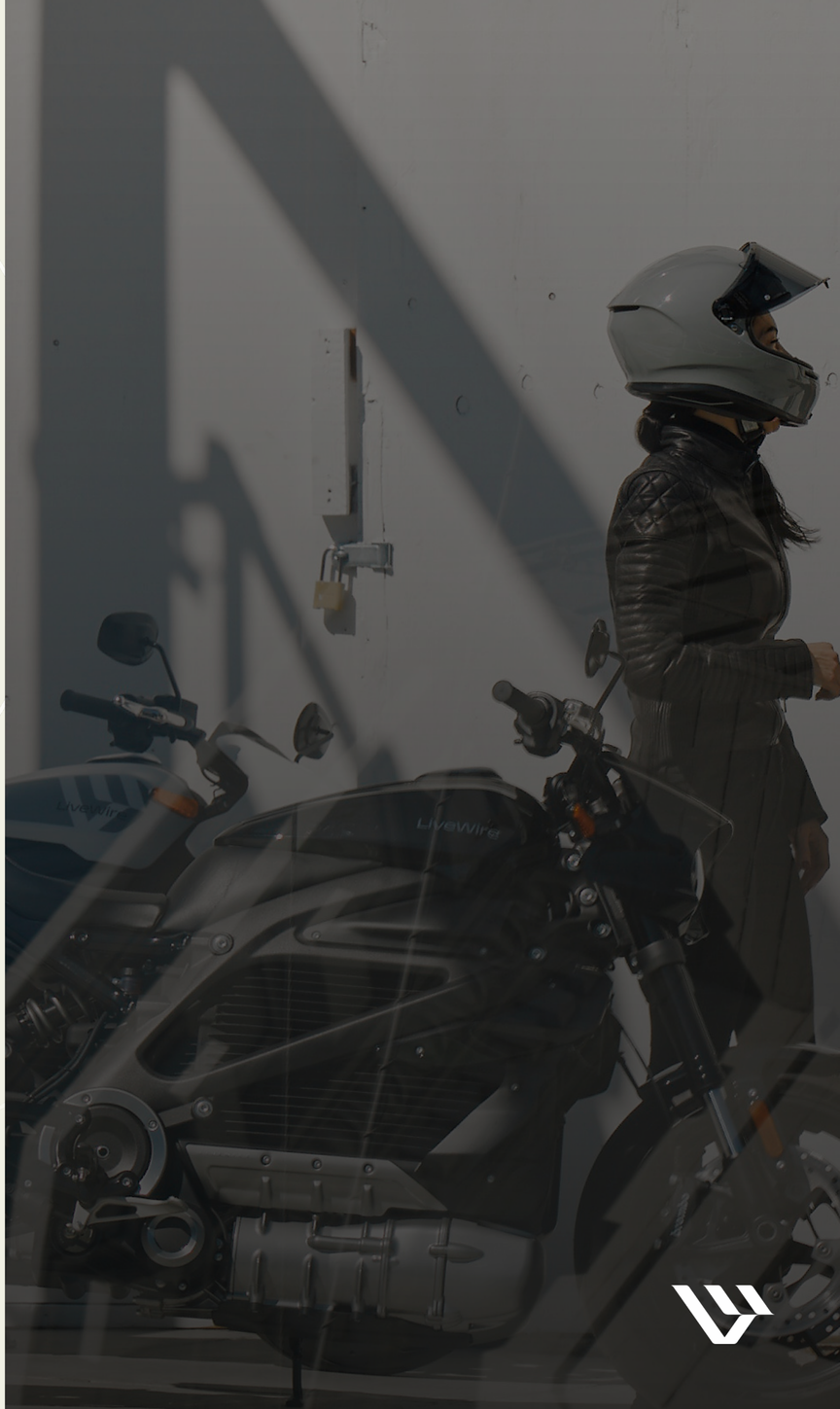
— Expanding range of compelling products

— Transformative riding experience

— Integrated software solutions

LiveWire Uniquely Positioned Versus Traditional OEMs and Startups





Based on product in market, expected time to market, and results in market.

Embraced By Early Adopters and High-Profile Riders

— Patented haptic heartbeat tech connects rider and motorcycle
— Immediate, linear power eliminates traditional shifting
— No heat or vibration, and silent at idle



First Production Model Built on Arrow S2 Architecture



PROPRIETARY CORE TECHNOLOGIES

The ARROW Architecture

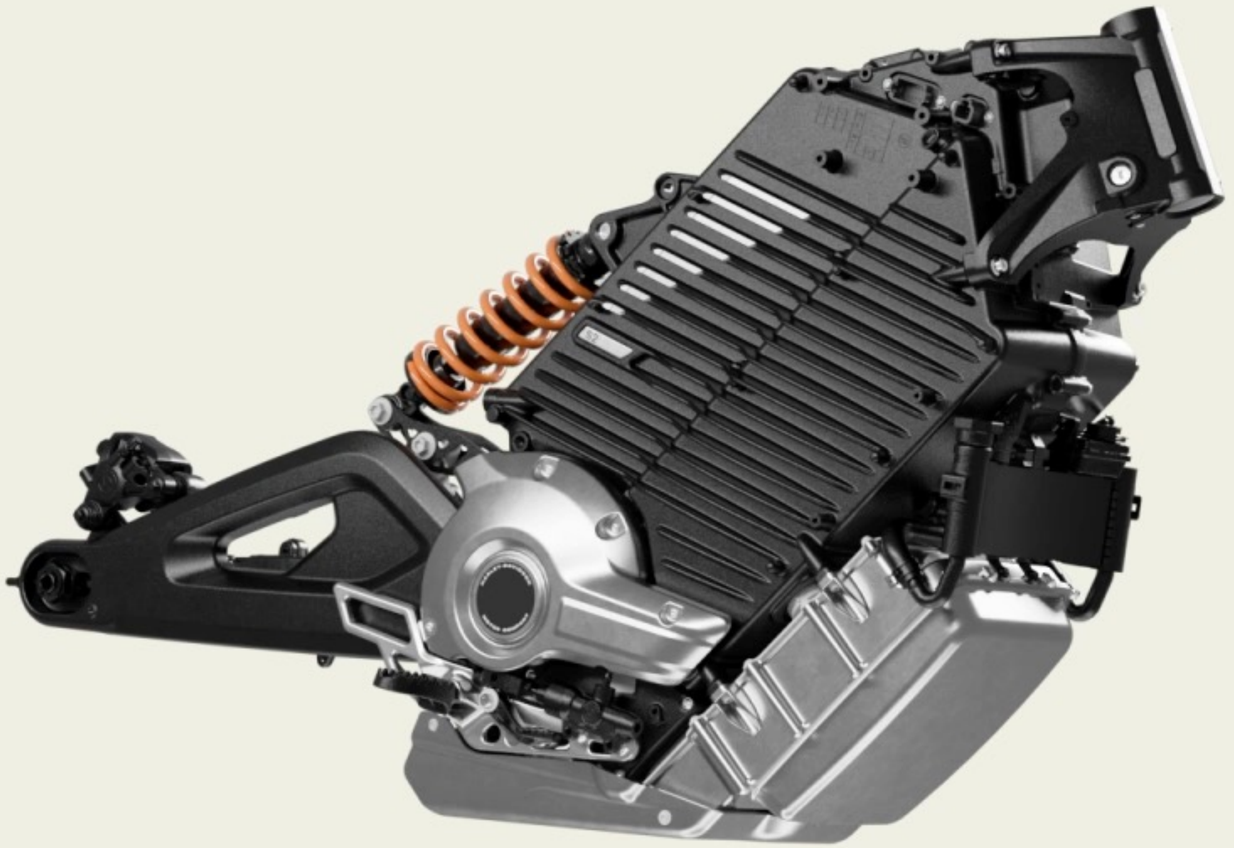
Scalable modular architecture at the foundation of the LiveWire Portfolio

Proprietary development, in-house from the ground up

Designed to eliminate unnecessary material, weight and cost

Optimized vehicle and EV system software, updated over the air

-- Debuts on the first entry on the S2 Platform --



BATTERY PACK

-21700 cells, popular in the industry and seeing heavy investment in chemistries from top players

-Structural pack, eliminating need for extra material

POWER ELECTRONICS

-Integrated power electronics unit bringing together the Inverter, Onboard Charger and Vehicle Controller

-Optimized DC-DC design

-Internal high-voltage connections

MOTOR

-Direct drive design; no secondary gear reduction

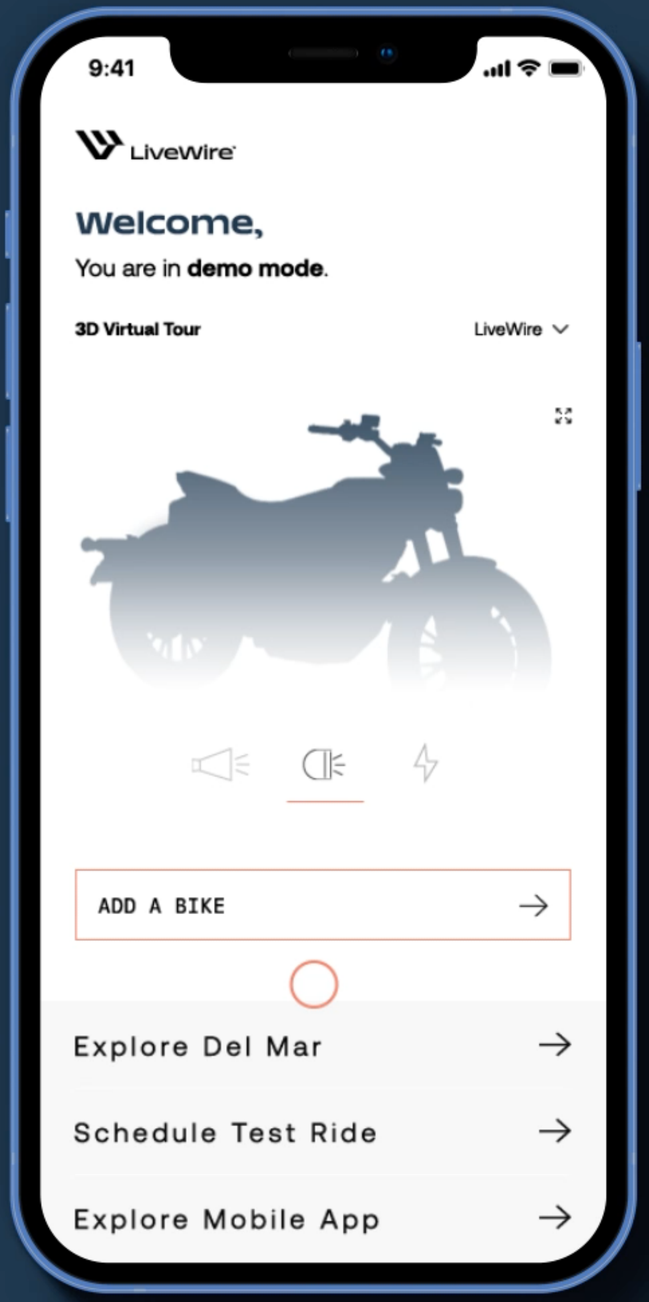
-Increases efficiency & torque; reduces space & noise

-Suspension bolted directly to the motor eliminating need for an extra frame

PROPRIETARY CORE TECHNOLOGIES

The Connected Customer Experience





- Connected App
- Over-the-Air Updates
- Customizable Ride Modes
- Built-in Cellular Connectivity & GPS
- Advanced Control Technology

GO-TO-MARKET

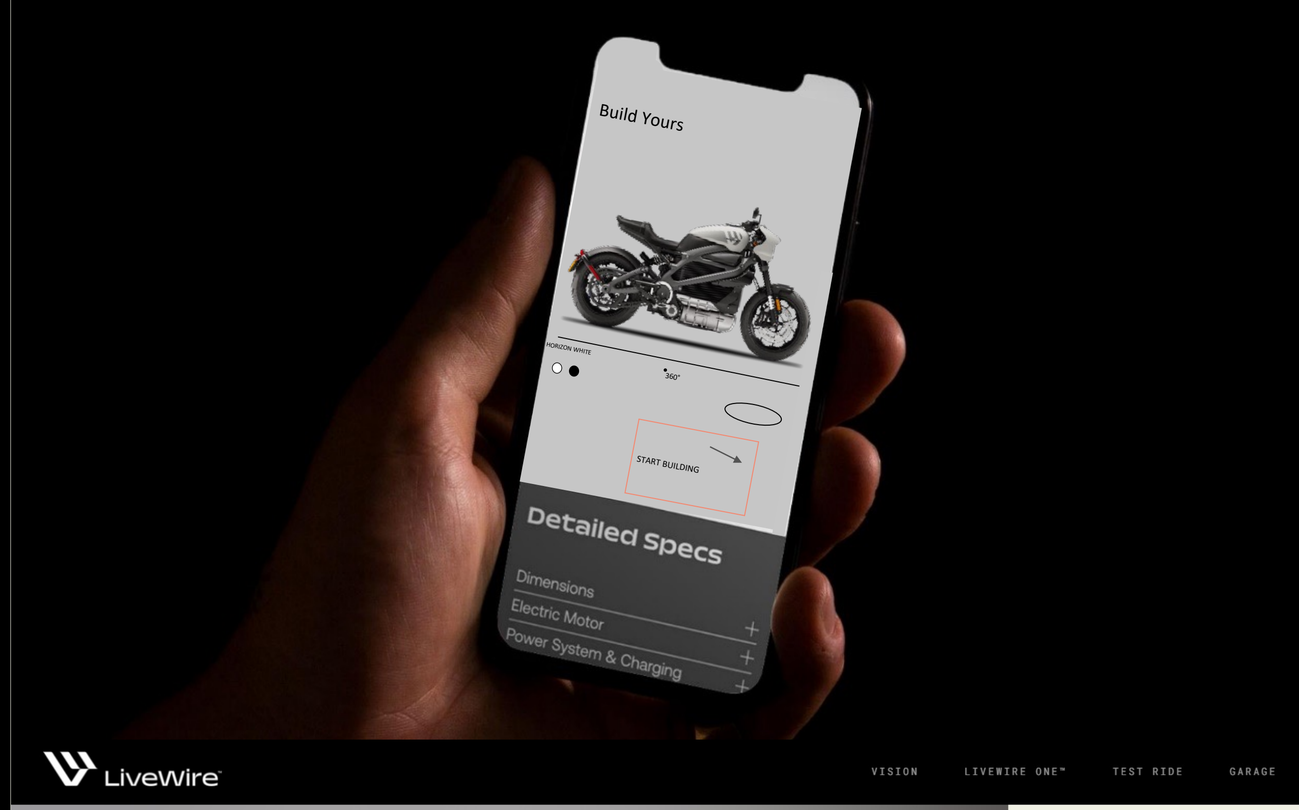
Combining the Best of Digital and Physical

DIGITAL FIRST: FLEXIBLE PATHS TO PURCHASE

— Scale central platform that forms the digital-first foundation of the consumer journey

— Replacing the fragmentation of hundreds of individual digital front-ends by centralizing development into a single environment to support our retail partners

— Unlocks the experience customers expect from a modern retailer and the efficiency to boost the channel economics





GO-TO-MARKET

LiveWire Retail Network Expanding Quickly in Priority Markets

LEVERAGES HARLEY-DAVIDSON'S DEALER NETWORK

- Selected from ~1,400 global locations
- Partner network expanding to cover priority markets in top metro areas

PARTNERS MEET KEY CRITERIA

- Alignment – committed to LiveWire mission
- Location – presence in a priority market
- Capabilities – EV retail and service expertise
- Performance – strong sales track record

SUPPORTED CENTRALLY WITH LIVEWIRE CAPABILITIES

- Brand building and lead generation
- Digital front-end
- Customer and retailer support personnel

PRIORITY MARKETS

U.S. + CANADA

- US includes nation-wide sales and support capabilities and coverage of the top MSAs





EUROPE

- Top 5 potential markets include DE, FR, NL, CH & UK



APAC

- Top potential markets include Japan, South Korea, China, ANZ

EXPANDING RETAIL NETWORK

- Every major U.S. market (>5M)
- 80%+ of mid-tier U.S. markets (1-5M)

MODERN RETAIL EXPERIENCE

- Digital first, supported by the Gurus
- Test rides and sales onsite
- Local service through expert technicians

HOME DELIVERY

Providing white-glove delivery experiences through our retail partners and e-comm focused logistics providers



LIVEWIRE SEATTLE

BACKED BY WORLD-CLASS PARTNERS

Harley-Davidson and KYMCO Strategic Support Creates Rapid Scale for LiveWire Without Asset-Intense Investments

Brand Association

Strategically linking to the Harley-Davidson brand



Technical Services

Leverage Harley-Davidson's technical expertise and KYMCO's digital / IoT capabilities

Distribution & Retail

Local presence for test rides, sales, delivery and service, leveraging Harley-Davidson's ~1,400 global dealers



Manufacturing

Harley-Davidson and KYMCO support global at-scale manufacturing while minimizing investment



Financial Services

Integrated access to a full suite of custom financing and insurance products during purchase

LiveWire™
FINANCIAL SERVICES

Supply Chain

Harley-Davidson and KYMCO's supply chains generate economies of scale, purchasing efficiencies in priority markets



LIVEWIRE GROUP

Two Powerful Brands



Expanding the Motorcyle Product Portfolio

Attainability

Market Size



LIVEWIRE ONE

A statement defining the possibilities when electric comes to motorcycling



SYSTEM 2 (S2)

Extending the Arrow Architecture to a range of middleweight applications



SYSTEM 3 (S3)

Scaling down the Arrow architecture to a platform of premium, lightweight 2-wheelers



PRODUCT PORTFOLIO

Multiple Growth Vectors Beyond Motorcycles

LiveWire Motorcycle-Related Solutions

Software and Subscriptions

Innovative solutions to riders with powerful software capabilities



Financing and Protection

LiveWire FINANCIAL SERVICES

Consumer financing with a custom menu of solutions that leverages Harley-Davidson Financial Services

General Merchandise

Building the brand through complementary apparel and equipment products



Parts and Accessories

Service, upgrades and compelling options for customization



Adjacent Segments

Extending the Arrow architecture and EV systems to more distant 2W segments and related powersports categories





PRODUCT PORTFOLIO

STACYC: The Premier Electric Bikes for Kids

Attracting new riders and building brand allegiance

- The brand that defines the space
- Steep trajectory with a clear path to continued growth

Scaling retail / distribution network

- Access to 1000+ bike, powersports and motorcycle dealers in U.S.
- Demand growing in Europe

Taking the brand into new segments

- Meeting customer demand for bikes for older kids outgrowing the first models
- Model opens up several high-potential growth vectors





For investor-related questions, please contact the LiveWire Investor Relations team at InvestorRelations@LiveWire.com

