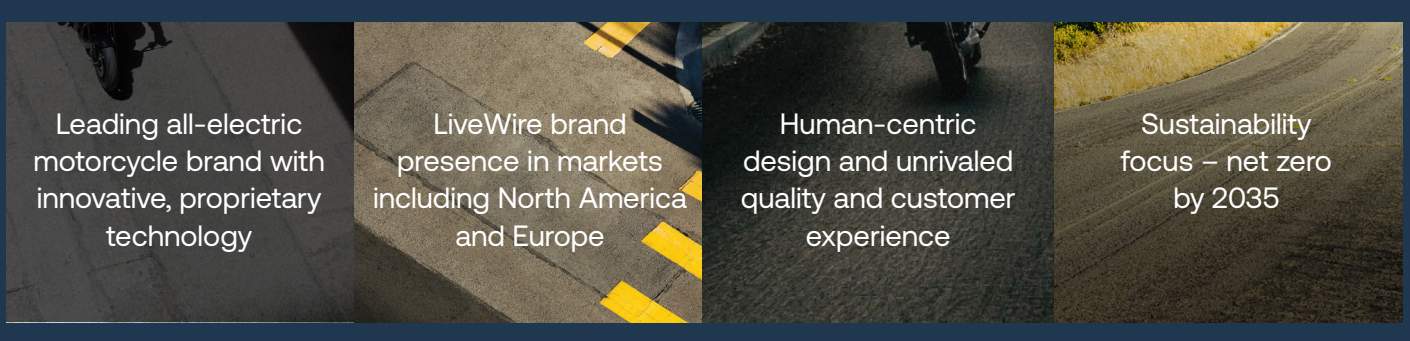
LiveWire

THROUGH A MERGER WITH AEA-BRIDGES IMPACT CORP. AND STRATEGIC INVESTMENT FROM HARLEY-DAVIDSON AND KYMCO, LIVEWIRE TO BECOME

First Publicly Traded EV Motorcycle Company in the US

Pure-Play EV Brand with First-Mover Advantage



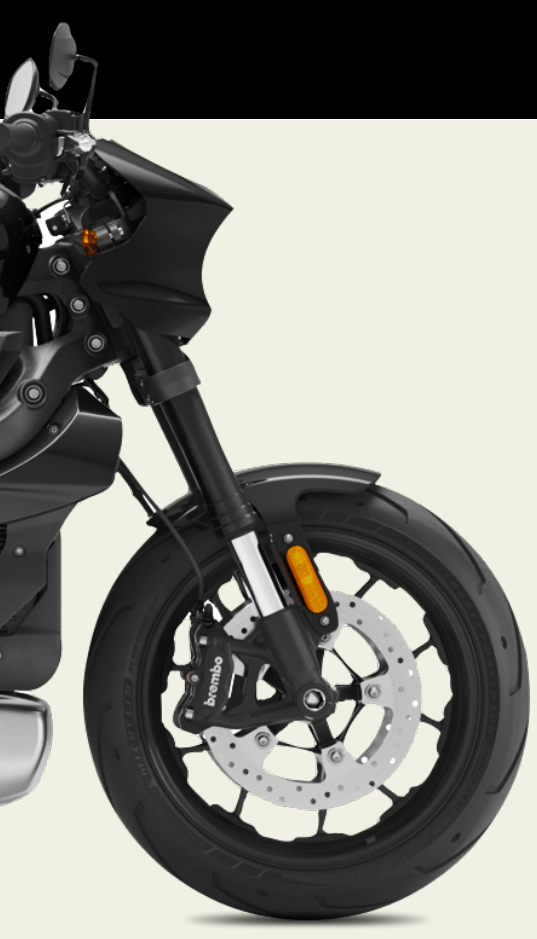
2021[1]		2026		
$33 MN	387	$1.8 BN	100,961	Expected to achieve profitability
Revenue expected	Units expected	Revenue expected	Units expected	

Investors

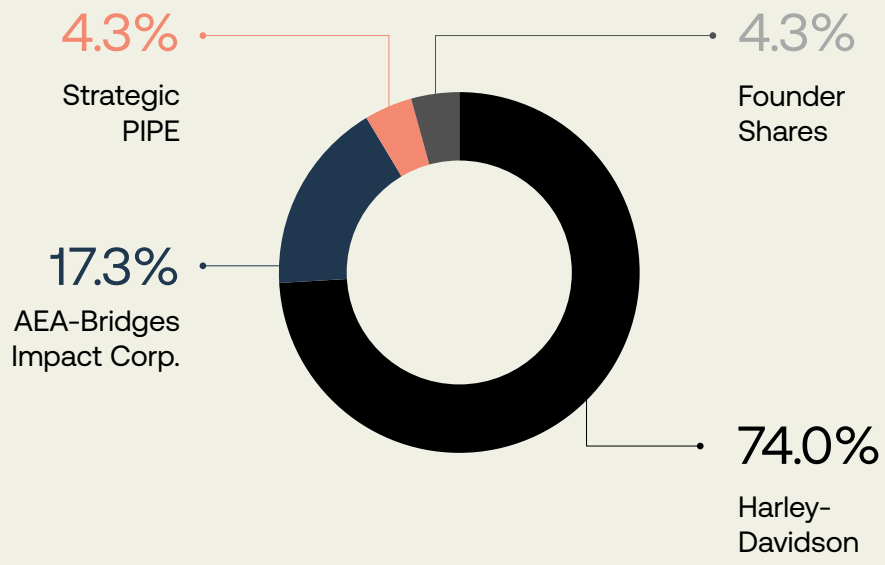
AEA Bridges Impact Corp
ESG-focused SPAC
$400 MN
Cash held in trust

Harley-Davidson
World's most desirable motorcycle company
$100 MN
PIPE investment

KYMCO
Global powersports group
$100 MN
PIPE investment



Ownership Stake[2]



A Technology Leader Defining the Next Generation of Sustainable 2-Wheel Transportation

- Accelerated go-to-market model
- Leading the transformation of motorcycling
- Differentiated expertise in key technologies
- Mission-driven leadership team with a strong track record
- Backed by world-class partners
- Product roadmap to drive rapid growth
- Rapidly growing market

Compelling Transaction for Harley-Davidson and LiveWire

- Strategic clarity to focus on *The Hardwire*
- New capital allocation flexibility enables investment in core business and EV
- Future technology applicable to core segments

- Pure EV brand for the next generation of riders
- Dedicated focus on rapidly growing 2-wheel EV market
- Funds strategic plan
- Appeals to and aligns with priorities of ESG-minded investors



EXPECTED COMPLETION, FIRST HALF OF 2022

$2.31 BN
Post-money equity value

$1.77 BN
Enterprise value

$545 MN
Cash proceeds[1]

LIVEWIRE LEADERSHIP

Jochen Zeitz
Chairman and Acting CEO

Gina Goetter
Acting CFO

Ryan Morrissey
President

[1] 2021 Units and Revenue include the impact of both H-D branded LiveWire motorcycle shipments as well as LiveWire ONE motorcycle shipments to provide a full-year comparison.
[2] Assuming no redemptions.

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