

MAY 2022

# Investor Day





Livewire™

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These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside H-D’s, LiveWire’s or ABIC’s management’s control, that could cause actual results to differ materially from the results discussed in the forward-looking statements. These risks, uncertainties, assumptions and other important factors include, but are not limited to: (a) the occurrence of any event, change or other circumstances that could give rise to the termination of negotiations and any subsequent definitive agreements with respect to the Business Combination; (b) the outcome of any legal proceedings that may be instituted against H-D, LiveWire, ABIC or others following the announcement of the Business Combination and any definitive agreements with respect thereto; (c) the inability to complete the Business Combination due to the failure to obtain approval of the shareholders of ABIC, to obtain financing to complete the Business Combination or to satisfy other conditions to closing; (d) changes to the proposed structure of the Business Combination that may be required or appropriate as a result of applicable laws or regulations or as a condition to obtaining regulatory approval of the Business Combination; (e) the ability to meet the applicable stock exchange listing standards following the consummation of the Business Combination; (f) the inability to complete the private placement transactions or the backstop facility contemplated by the Business Combination Agreement and related agreements, as applicable; (g) the risk that the Business Combination disrupts current plans and operations of LiveWire or its subsidiaries as a result of the announcement and consummation of the transactions described herein; (h) the ability to recognize the anticipated benefits of the Business Combination, which may be affected by, among other things, competition, the ability of LiveWire to grow and manage growth profitably, maintain relationships with customers and suppliers and retain its management and key employees; (i) costs related to the Business Combination; (j) changes in applicable laws or regulations, including legal or regulatory developments (including, without limitation, accounting considerations) which could result in the need for ABIC to restate its historical financial statements and cause unforeseen delays in the timing of the Business Combination and negatively impact the trading price of ABIC’s securities and the attractiveness of the Business Combination to investors; (k) the possibility that H-D, LiveWire and ABIC may be adversely affected by other economic, business, and/or competitive factors; (l) Harley-Davidson’s ability to execute its business plans and strategies, including The Hardwire; (m) LiveWire’s estimates of expenses and profitability and (n) other risks and uncertainties indicated from time to time in the final prospectus of ABIC, including those under “Risk Factors” therein, and other documents filed or to be filed with the Securities and Exchange Commission (“SEC”) by HoldCo or ABIC. You are cautioned not to place undue reliance upon any forward-looking statements, which speak only as of the date made. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and H-D, LiveWire, HoldCo and ABIC assume no obligation and, except as required by law, do not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Neither H-D, LiveWire, HoldCo nor ABIC gives any assurance that either LiveWire or ABIC will achieve its expectations.

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This Presentation contains projected financial information with respect to LiveWire. Such projected financial information constitutes forward-looking information, and is for illustrative purposes only and should not be relied upon as necessarily being indicative of future results. The assumptions and estimates underlying such financial forecast information are inherently uncertain and are subject to a wide variety of significant business, economic, competitive and other risks and uncertainties that could cause actual results to differ materially from those contained in the prospective financial information. See “Forward-Looking Statements” paragraph above. Actual results may differ materially from the results contemplated by the financial forecast information contained in this Presentation, and the inclusion of such information in this Presentation should not be regarded as a representation by any person that the results reflected in such forecasts will be achieved. Neither ABIC’s nor LiveWire’s independent auditors have audited, reviewed, compiled or performed any procedures with respect to the projections for the purpose of their inclusion in this Presentation, and accordingly, neither of them expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this Presentation. In preparing and making certain forward-looking statements contained in this presentation, LiveWire and ABIC made a number of economic, market and operational assumptions. LiveWire cautions that its assumptions may not materialize and that current economic conditions render such assumptions, although believed reasonable at the time they were made, subject to greater uncertainty.

### ***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.

### ***Financial Information***

The financial information and data contained in this Presentation is unaudited and does not conform to Regulation S-X promulgated under the Securities Act of 1933, as amended (the “Securities Act”). Accordingly, such information and data may not be included in, may be adjusted in or may be presented differently in, the Registration Statement to be filed by ABIC, HoldCo and LiveWire with the SEC.

### ***Participants in the Solicitation***

ABIC, HoldCo and LiveWire and their respective directors and executive officers may be deemed participants in the solicitation of proxies from ABIC’s shareholders with respect to the proposed Business Combination. A list of the names of ABIC’s directors and executive officers and a description of their interests in ABIC is contained in ABIC’s final prospectus relating to its initial public offering, dated October 5, 2020, which was filed with the SEC and is available free of charge at the SEC’s web site 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. Additional information regarding the interests of the participants in the solicitation of proxies from ABIC’s shareholders with respect to the proposed Business Combination will be contained in the proxy statement/prospectus for the proposed Business Combination when available.

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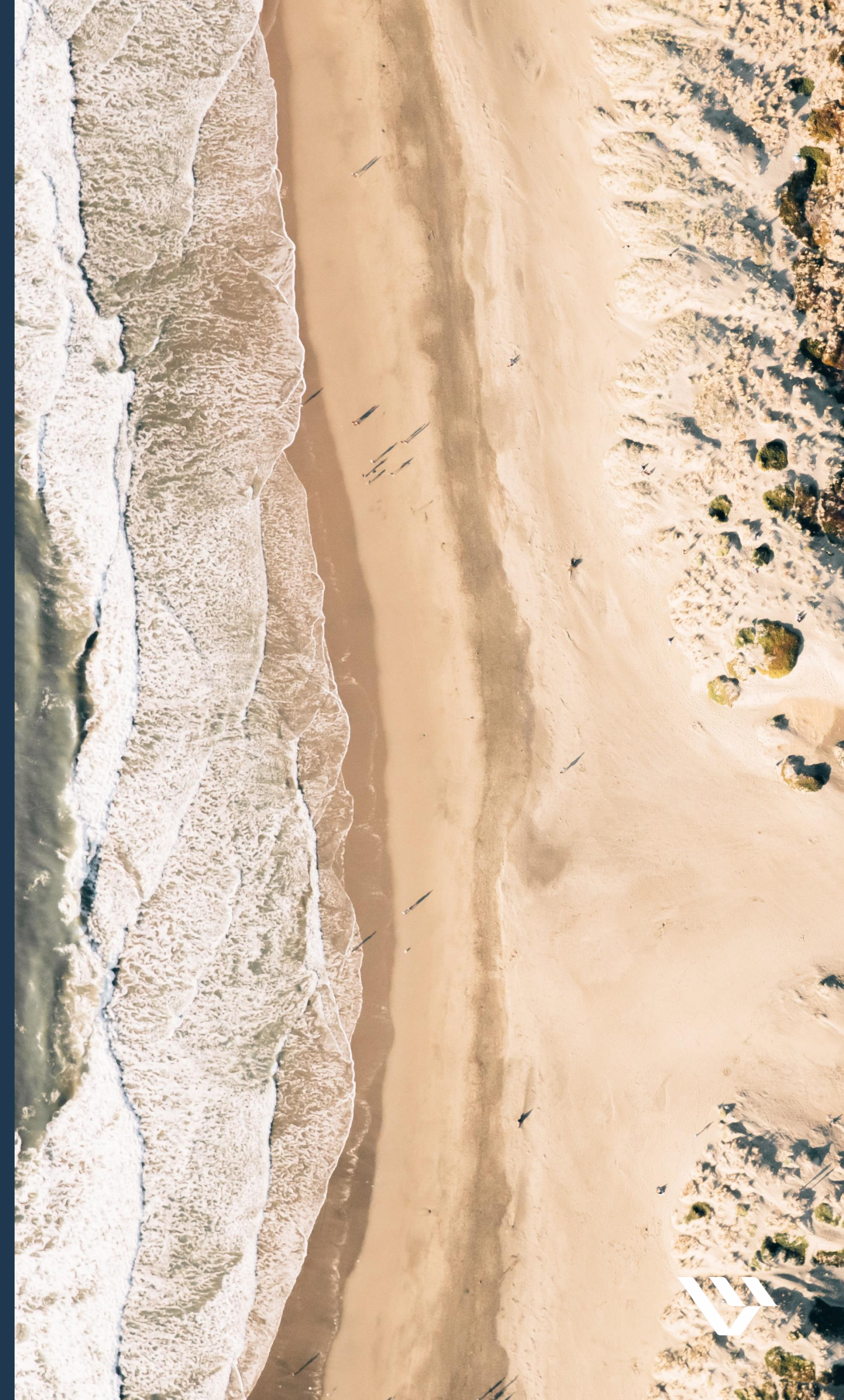
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## KEY INVESTMENT HIGHLIGHTS

- 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





### AGILITY OF AN EV PURE PLAY

- On the Road, Well Past Prototyping
- Decade of EV Engineering Expertise
- Modern Retail Experience

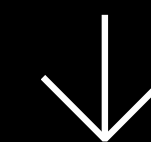


- Developing the ARROW Architecture
- Expanding the Retail Network

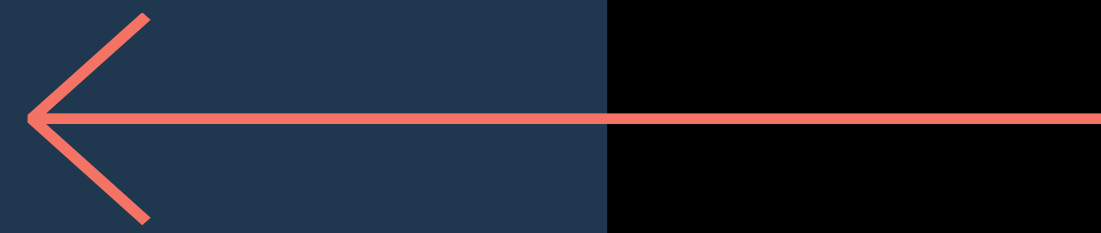


### ADVANTAGE OF GLOBAL SCALE

- Powertrain & Assembly Operations
- Distribution in Every Major Market
- Financial Strength



- Assembling LiveWire ONE
- Ready to Build Del Mar



ENABLING LIVEWIRE'S  
ASSET-LIGHT MODEL



LIVEWIRE GROUP

# Two Powerful Brands

LiveWire  
Group

STACYC

  
LiveWire™



## Creating a Category

Founded in 2016, STACYC is creating a category, starting with our core audience – *the little rippers* and their families

Bringing electric to kids' bikes, the first two products have sold over 100k units

Distribution through STACYC.com and over 2,200 retail stores in the U.S. with plans to expand the existing footprint in Europe





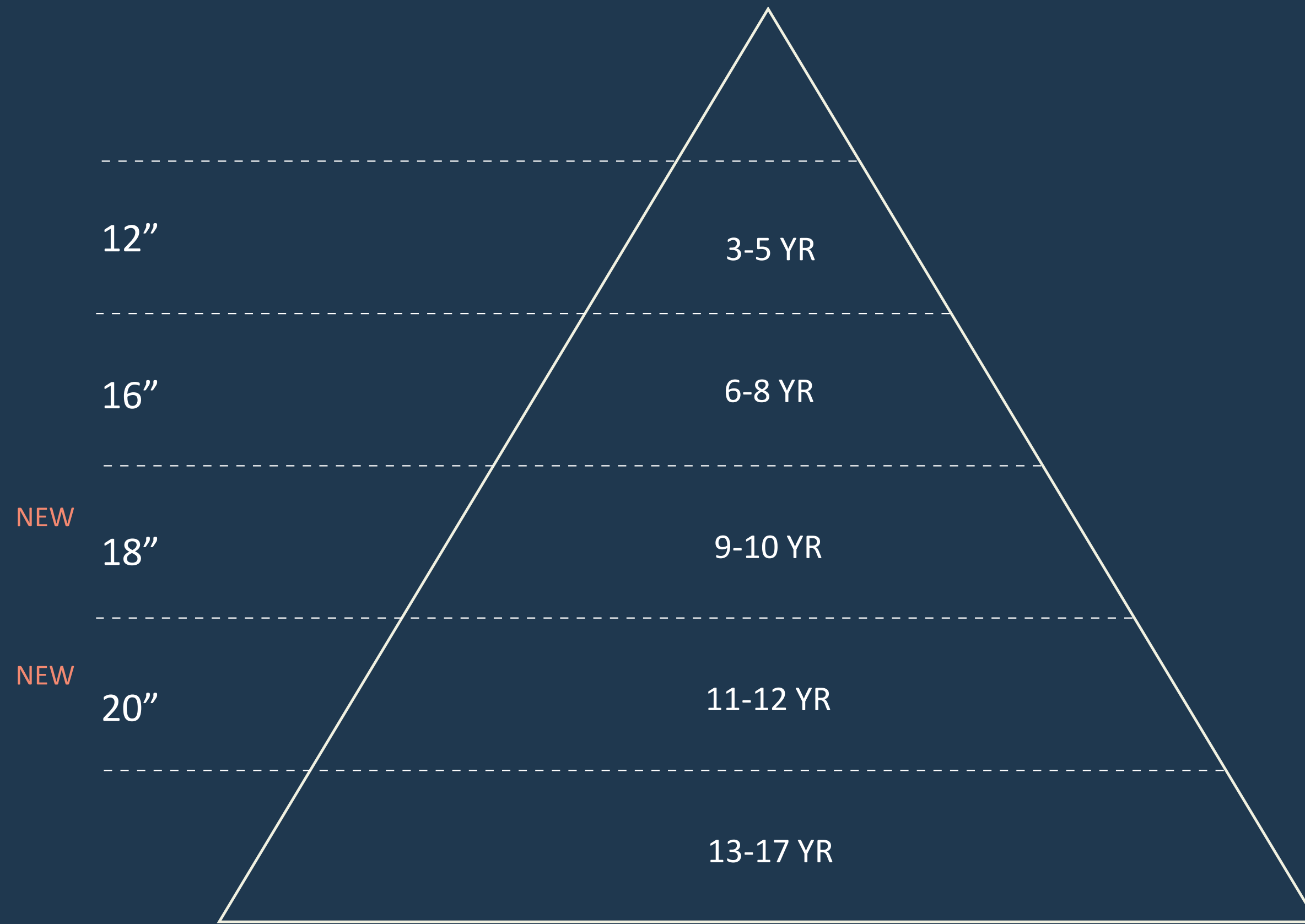
STACYC – 20"  
\$2,300 - \$3,100



STACYC – 18"  
\$2,030 - \$2,650



# Growing the STACYC Family



## ACTION

STACYC helps riders go bigger, sooner - increased confidence unlocks creativity and accelerates competitive development

## OUTDOOR

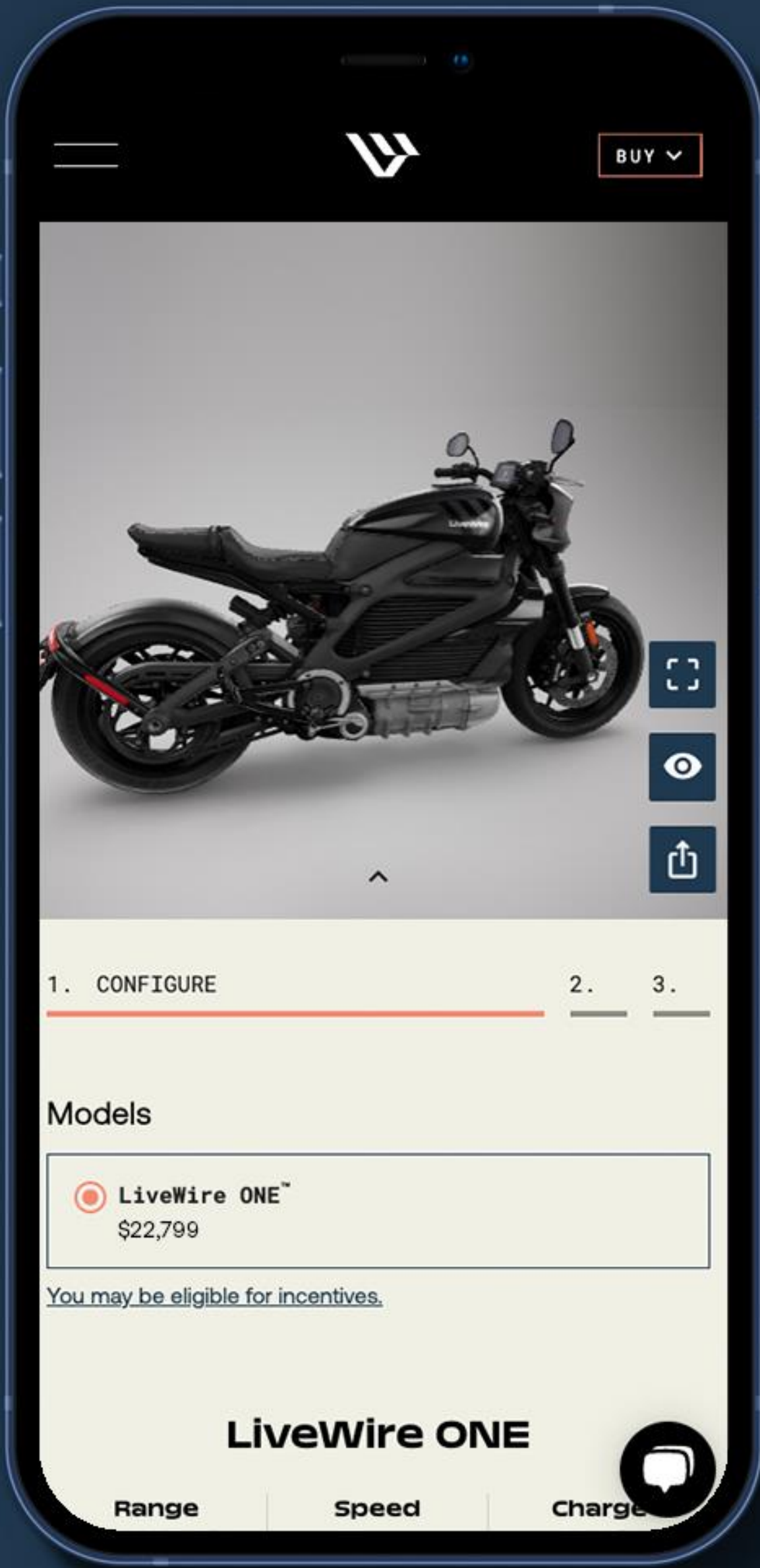
Outdoor riding with STACYC is about family, learning, exploration - growing together and going together



# Two Powerful Brands

LiveWire  
Group





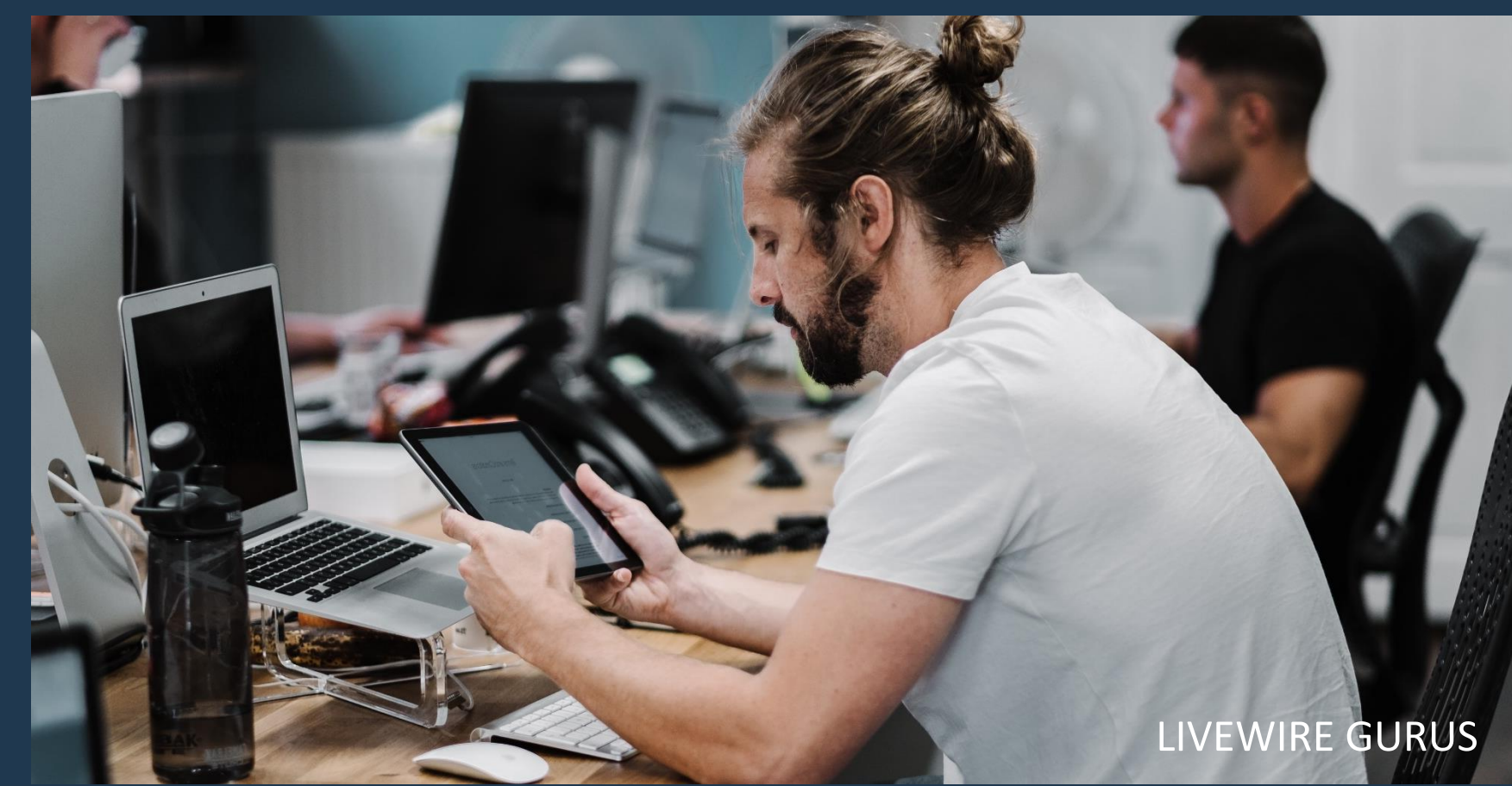
LIVEWIRE ONLINE



RETAIL PARTNERS



EXPERIENCE LIVEWIRE



LIVEWIRE GURUS



REGIONAL EVENTS



HOME DELIVERY

## Target LiveWire Customers

### COME FROM EVERY AGE GROUP

*On average, expected to be several years younger than buyers of similarly priced ICE motorcycles*

### ARE LONG TIME RIDERS, AND FIRST TIMERS

*Must win with experienced riders, while expecting a higher percentage of new-to-sport riders*

### PRESENTED A CHOICE OF ROUTES

- *A brick-and-mortar journey*
- *An omni-channel journey (digital to physical)*
- *A digital-only journey*



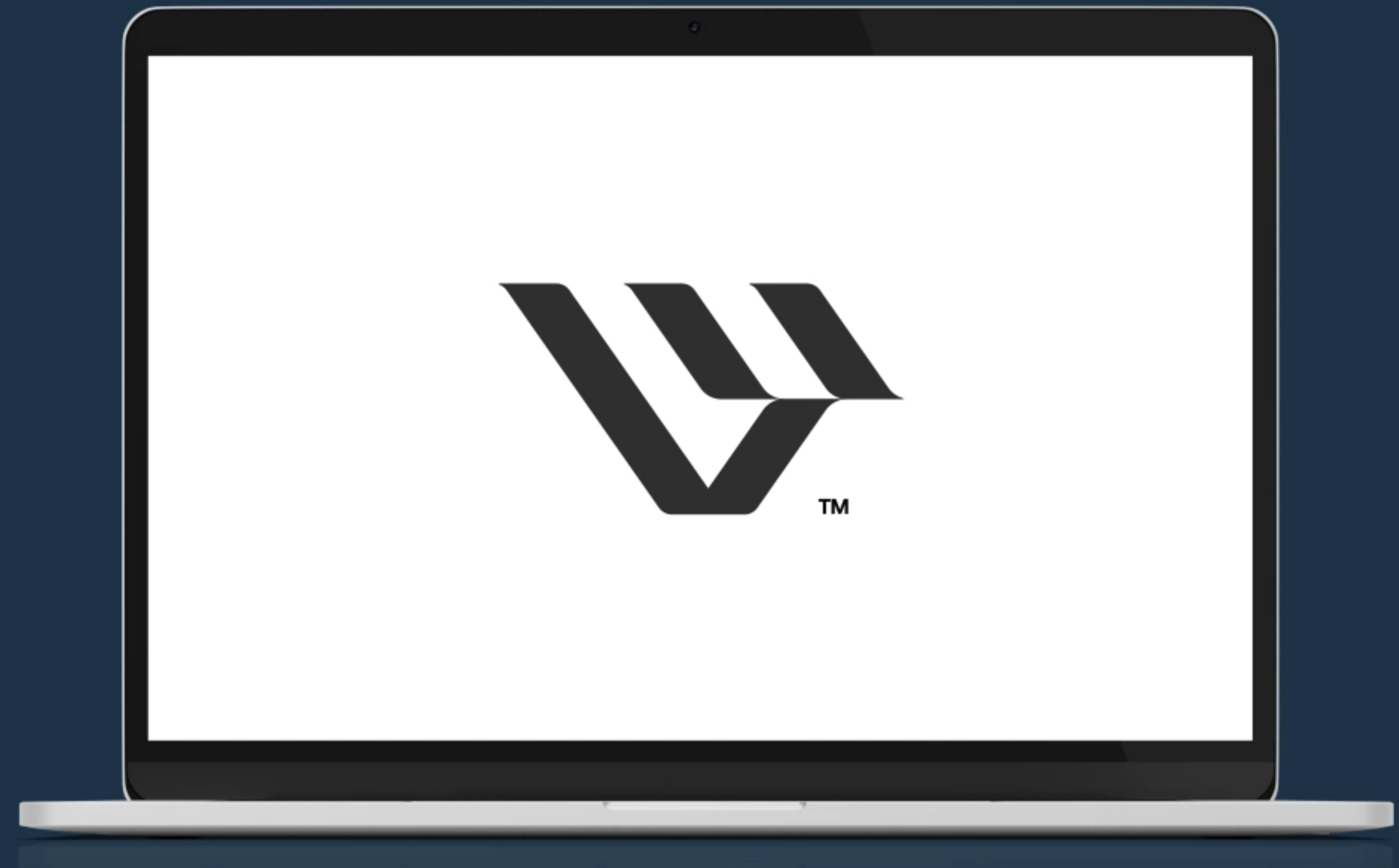
## Digital First

Efficient investment into a scalable digital platform

Puts the experience in the hands of the customer

Yields a rich understanding of customer preferences and behaviors

Built to expand as new products and services come online



EXPERIENCE LIVEWIRE



## RETAIL PARTNER NETWORK

### EXPANDING RETAIL NETWORK

- 60+ contracted U.S. retail partners
- 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



# U.S. Network Expanding Quickly with Europe Coming Online in 2023



## U.S. + CANADA

60+ Contracted Retail Partners  
Canada Expected to Come in 2023



## EUROPE

First-Wave Markets Expected Spring 2023  
Targeting 3-5 Priority Countries  
in Wave 1

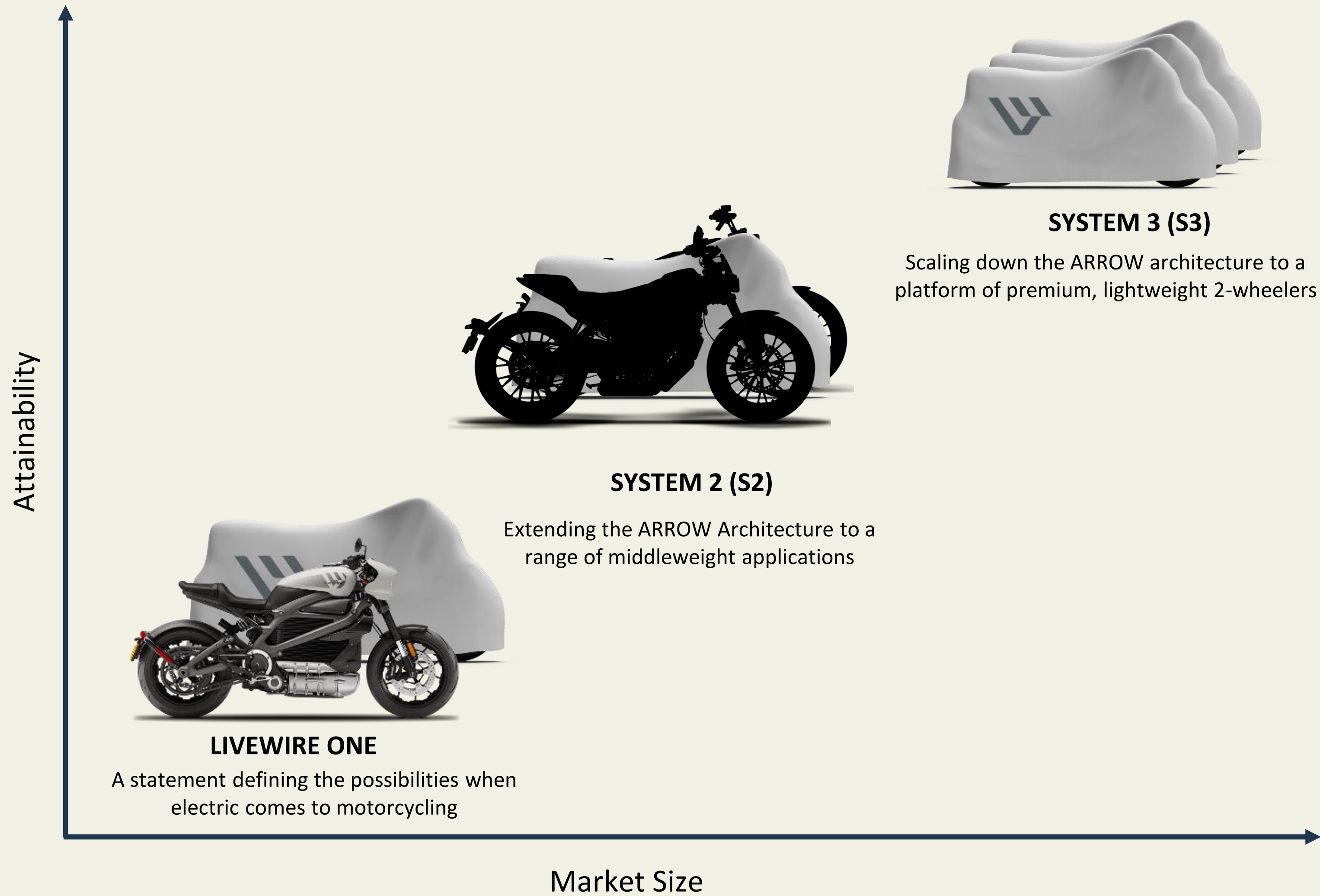


## APAC

Following Europe  
Japan, Australia, and South Korea



# Expanding the Product Portfolio



PROPRIETARY CORE TECHNOLOGIES

## The ARROW Architecture

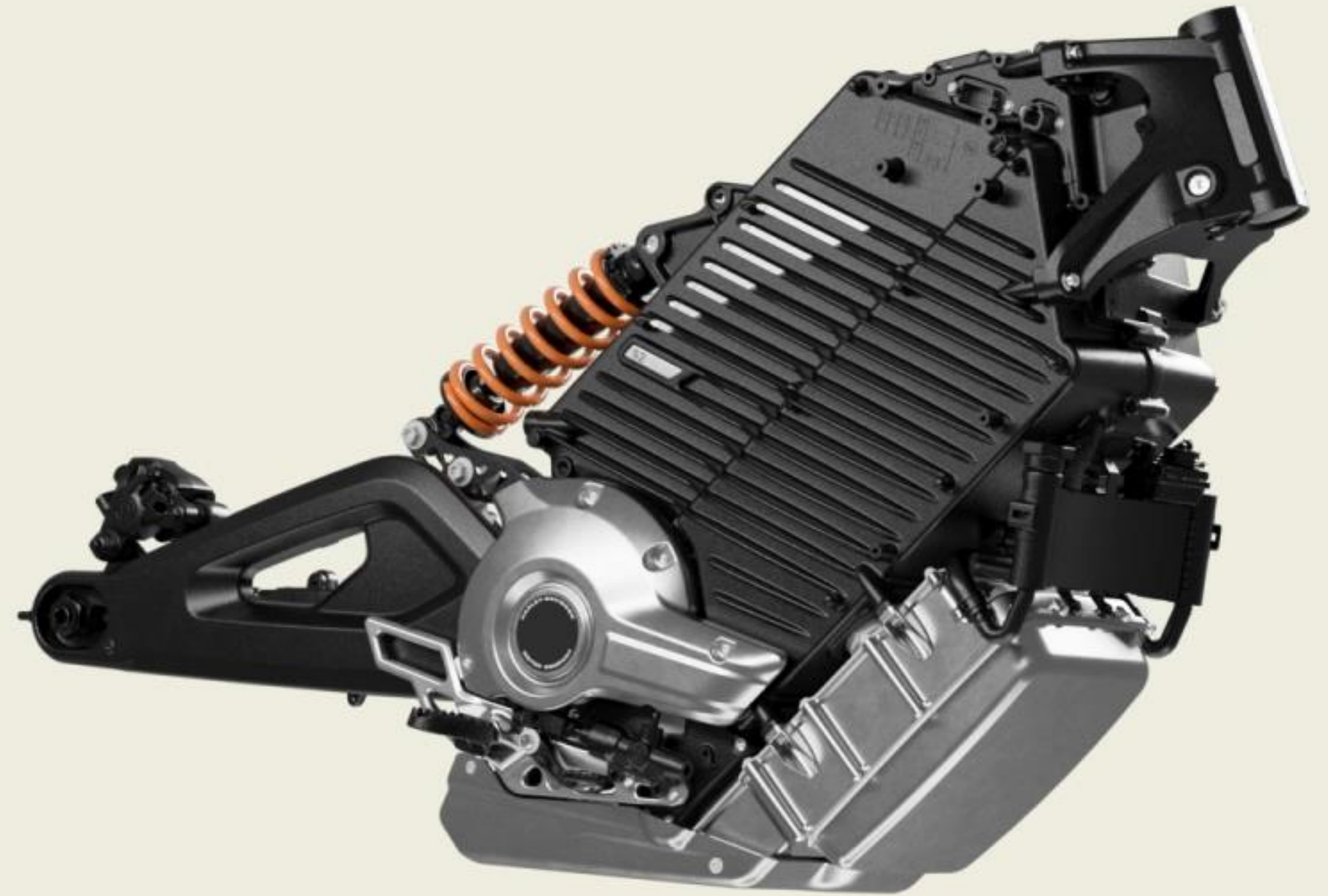
Scalable modular architecture at the foundation of the LiveWire Portfolio

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 EV industry and seeing heavy investment in chemistries from top players
- Structural pack minimizes vehicle mass

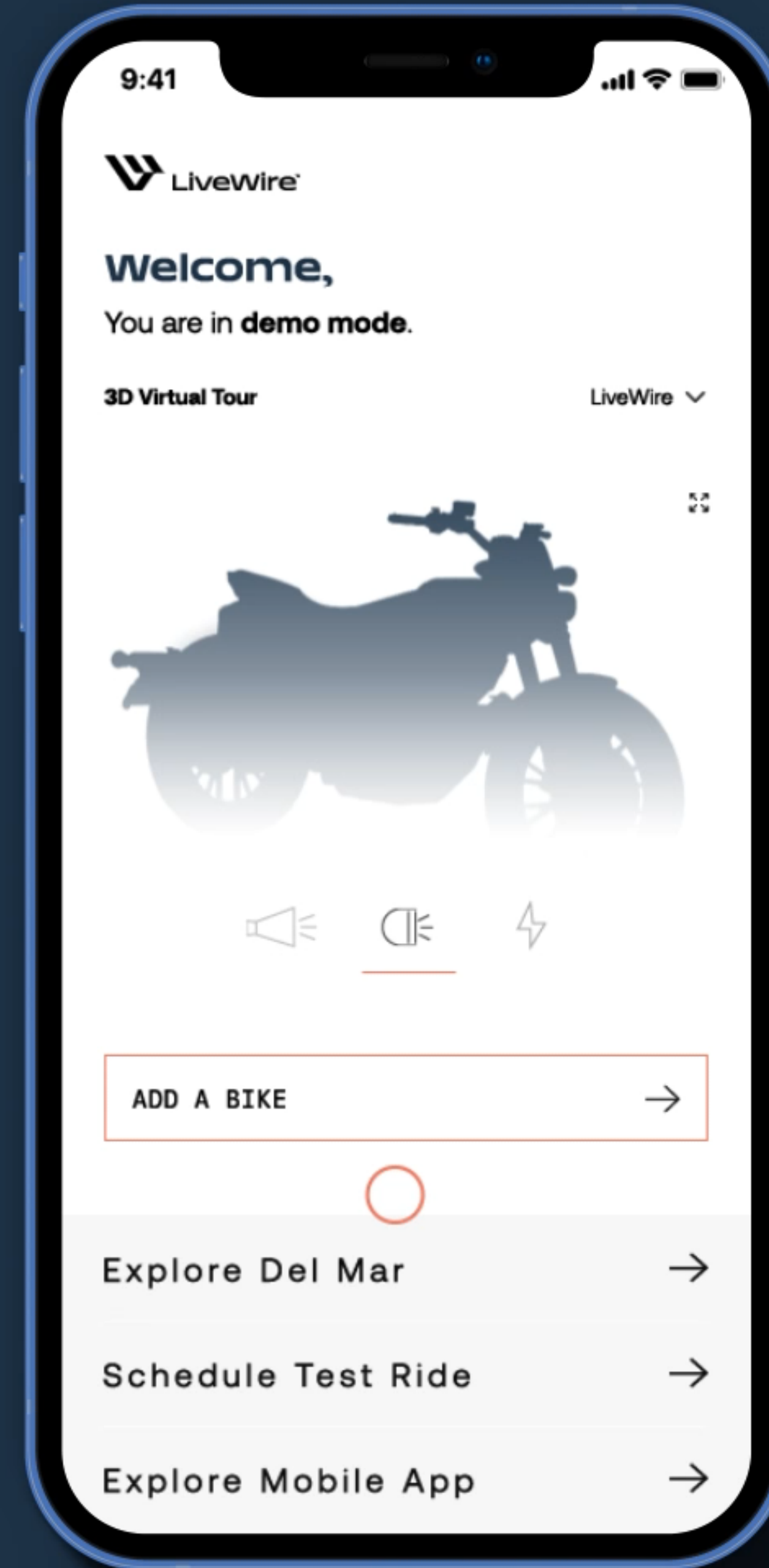
### POWER ELECTRONICS

- 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
- Maximum efficiency & torque; reduced space & noise
- Suspension bolted directly to the motor eliminating need for an extra frame

# The Connected Customer Experience



- ✓ Connected App
- ✓ Over-the-Air Updates
- ✓ Customizable Ride Modes
- ✓ Built-in Cellular Connectivity & GPS
- ✓ Remote Monitoring & Diagnostics



# Harley-Davidson Preparing to Manufacture the First Entry on the S2 Platform

## TEST LABS & EQUIPMENT

*Developed with the assistance of H-D labs & equipment, e.g., the 2.8M pound sound chamber in Milwaukee, WI*



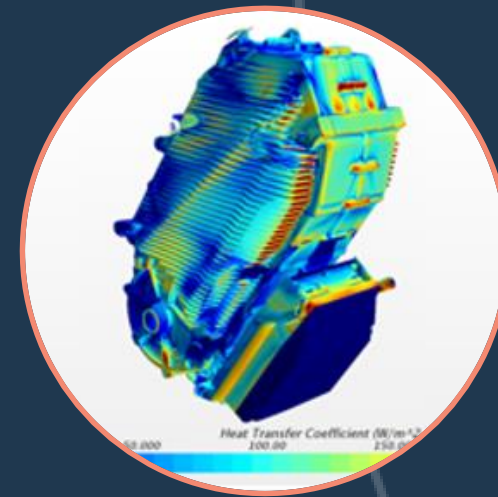
## PROVING GROUNDS

*56 miles of courses on over 4,350 acres at H-D's proving grounds in Yucca, AZ and Naples, FL*



## POWERTRAIN OPERATIONS

*Building the S2 EV powertrain in H-D's 1M square foot facility in Milwaukee, WI*



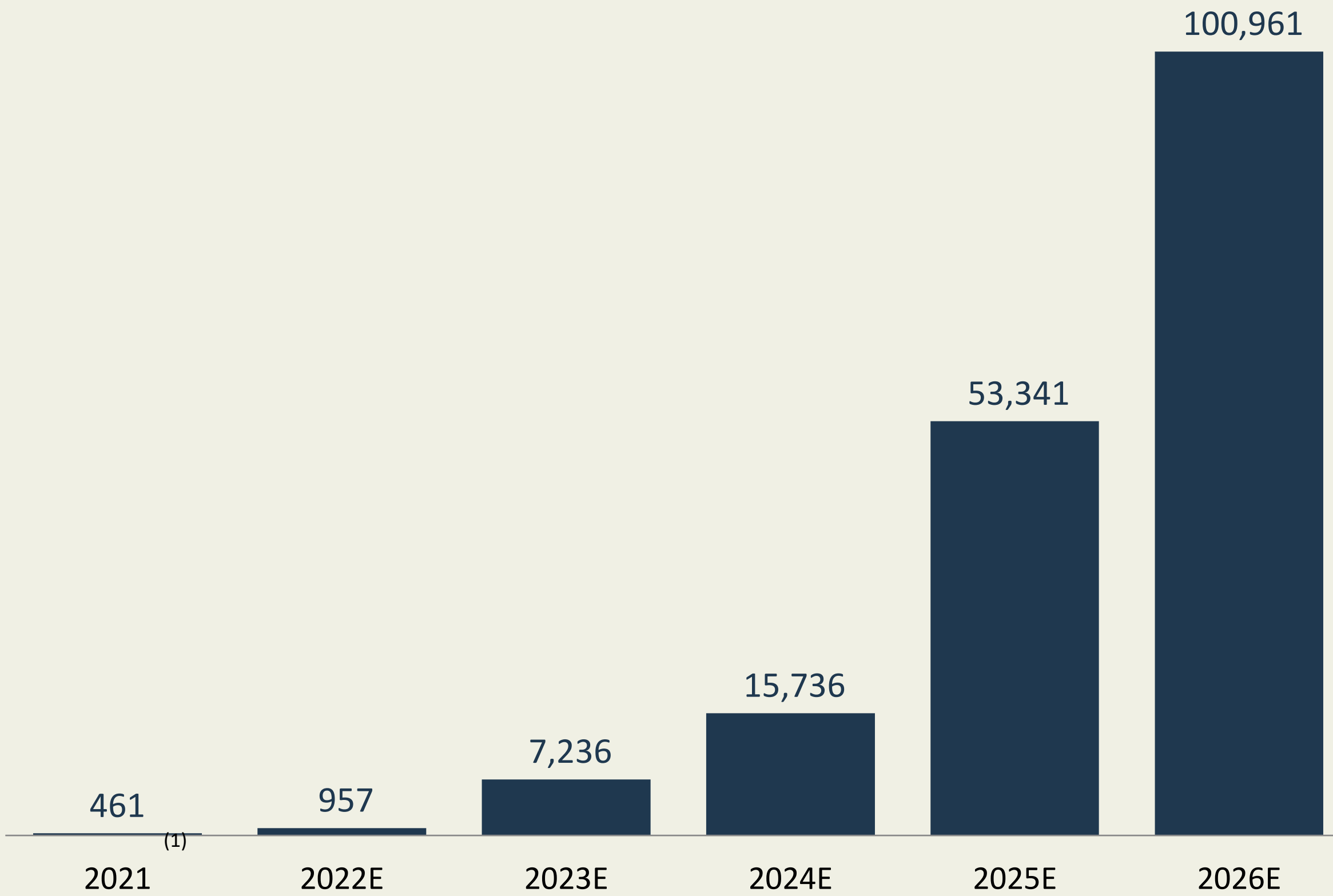
## VEHICLE ASSEMBLY

*Assembled on Line 3 in York, PA at H-D's ~1,500-employee vehicle facility*



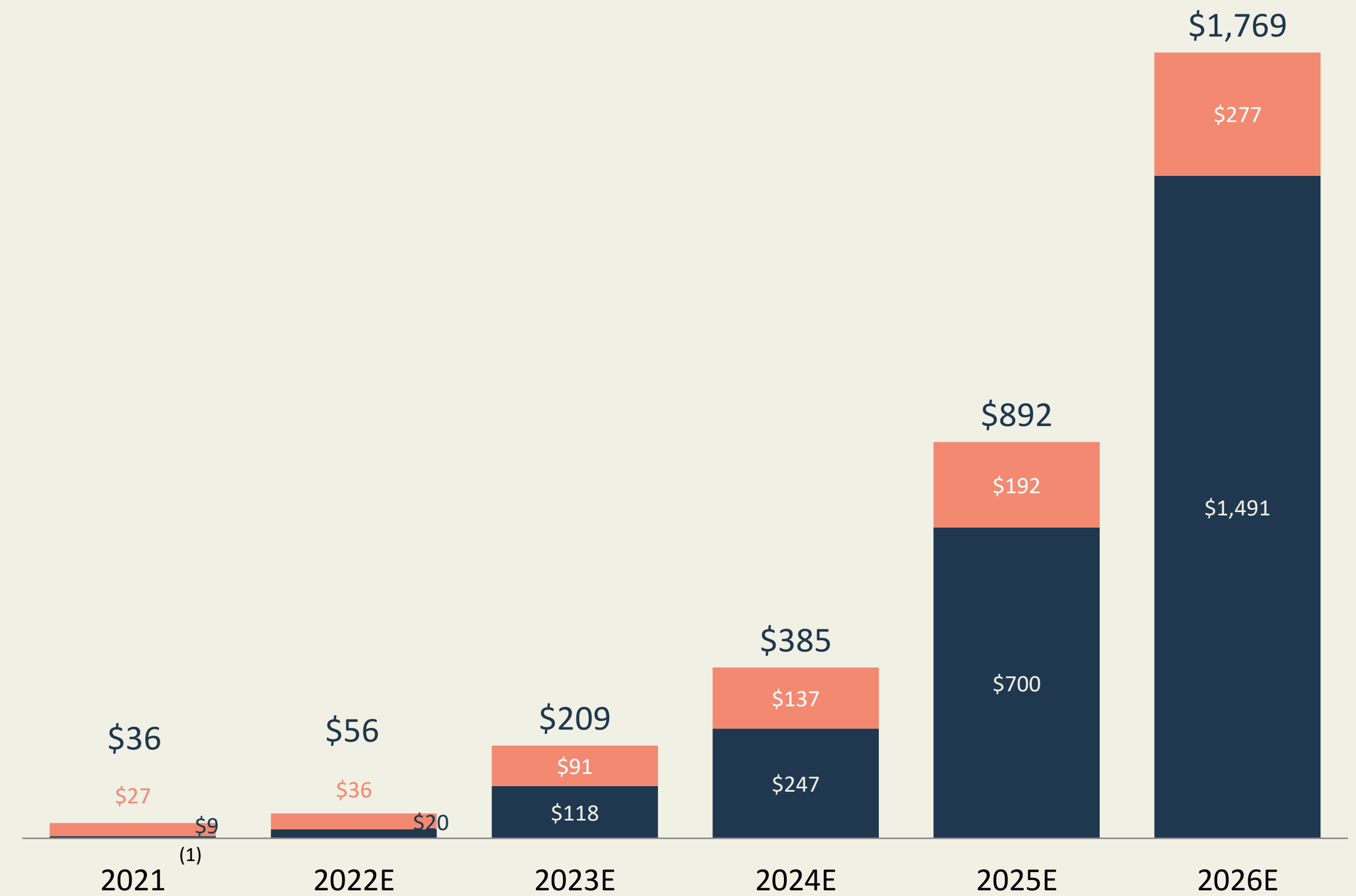
# Projected LiveWire Units & Revenue

## Total Units



## Total Revenue (\$mm)

■ Vehicle Revenue ■ All Other Revenue



Source: Management projections.

(1) 2021 Units and Revenue include the impact of both Harley-Davidson branded LiveWire motorcycle shipments as well as LiveWire ONE motorcycle shipments to provide a full-year comparison. All Other Revenue contains STACYC revenue as well as LiveWire motorcycle related business revenue, including Parts & Accessories and General Merchandise.



Del Mar





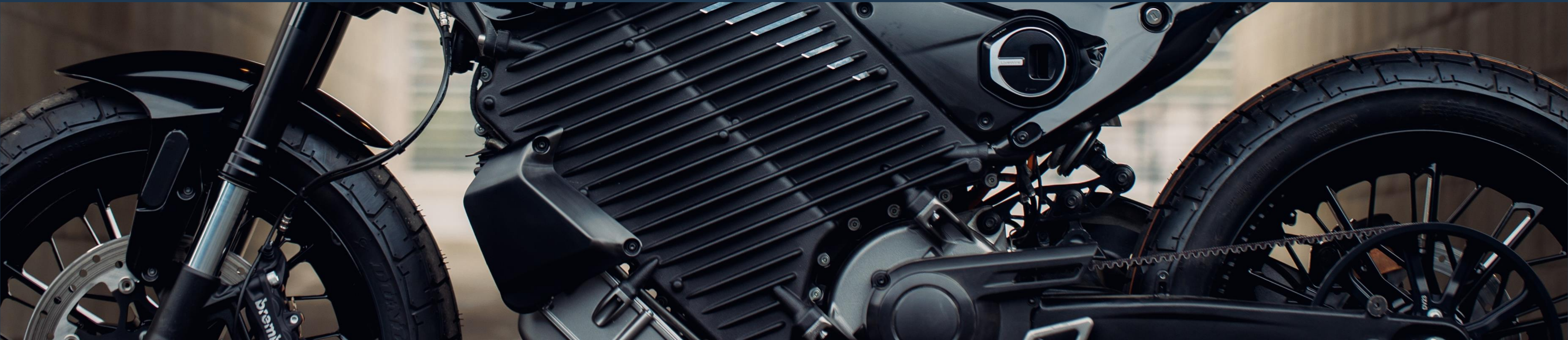
Livewire™

INTRODUCING S2 DEL MAR Launch Edition

Limited to 100

Built to Order

Numbered



80hp or More

430lb Target Weight

0-60 3.5 Seconds or Less

Targeted City Range of 100+ Miles

\$17,699 MSRP

L1 and L2 Charging



Built on LiveWire's ARROW Architecture, Del Mar is the first entry on the S2 platform

Quick and agile, with the smooth, linear acceleration and adept handling riders expect from LiveWire

- 430lb Target Weight
- Updatable Over-the-Air
- L1/L2 charging

Production Edition

- Target Price of \$15,000 USD
- Expected Spring 2023



Q&A



A scenic landscape at sunset. The sun is low on the horizon, casting a warm orange and yellow glow across the sky and the distant hills. In the foreground, a person wearing a helmet is sitting on a motorcycle on a paved road, looking out over the view. The background features rolling hills and a coastline with a beach and ocean.

 Livewire™