




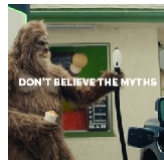

WHY VELOZ

Veloz is a nonpartisan, 501 (c)(3) national nonprofit. We assemble the best, brightest and most powerful players in the EV space. Our theory of change positions Veloz as the premier partner to help consumers and the industry overcome the most common barriers to zero-emission vehicle adoption. To build EV consideration and confidence nationwide, we need to drive consumers to comprehensive EV education and resources from a third-party trusted brand: ElectricForAll.org. Our public education campaign, Electric For All, has the recognition, proven success and integrated resources to activate EV adoption on a national scale.

WHY NOW

Momentum indicates that early majority consumers will begin to adopt EVs in mid-to-late 2025. More than ever, we need a unified voice that can cross industries and connect with Americans. While billions are being invested in manufacturing, incentives and infrastructure, pennies are being invested to prepare the next wave of EV drivers. Veloz is inviting you to participate at the forefront of our next EV education campaign to maximize creative, messaging, production, and outreach strategies. We are more effective and efficient together, and Veloz is excited to lead the way.

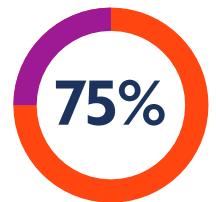
Veloz campaigns are at the cutting-edge of education

<p>2018 OPPOSITES ATTRACT</p> 	<p>2019 KICKING GAS</p> 	<p>2021 40 MILLION REASONS</p> 	<p>2022-2023 MYTHS BUSTING MYTHS</p> 	<p>2025-2027 COMING SOON</p> 
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25% Recognition among the priority communities

+14% EVs are more affordable than you think

+17% Charging an electric vehicle is fast, easy and convenient



The ad makes me more likely to consider an EV

Source: Veloz Myth Busting Myths Ad Tracker, August 2023

MORE EFFECTIVE & EFFICIENT TOGETHER

TRUSTED VOICE

Working cross-industry, providing an unbiased, nonpartisan source that can push back against misinformation.

NATIONAL BUYING POWER

Veloz can secure highly efficient media buying rates and added value across markets and media partners.

CREATIVE SAVINGS

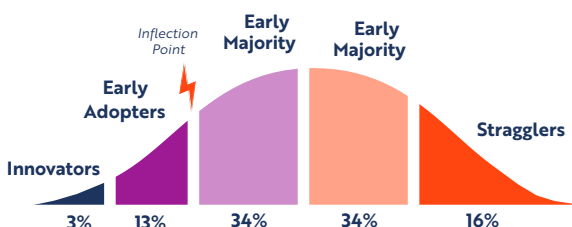
Shared creative development and production ensures more money goes to paid media, reaching more Americans.

CAMPAIGN LOCALIZATION

Campaigns are adapted based on local market, data and audience insights.

EVs are a journey of trust and change.

Funding for research, awareness, education, and resources are needed at today's inflection point to push EV adoption into its early majority.



Working with Veloz can speed up adoption.

Only **32%** of EV considerers will go through with purchase in the next 2 years.

But overcoming misperceptions can move **94%** of EV considerers to purchase sooner.

Sources: E Source 2023, Cox Automotive Path to EV Adoption Study May 2024

MULTI-YEAR NATIONAL CAMPAIGN

Veloz’s next campaign will build upon imperative awareness, education, and resource pillars to inspire and influence attitudes that ultimately lead to EV adoption. Now is the time to capitalize on the commitment and momentum of private and public sectors as EV options, technologies, and incentives rise through 2027.

MESSAGING LAYERS

DRIVE EV AWARENESS & EDUCATE ON WHY EVS

PROMOTE EV BENEFITS & DISPEL MYTHS THROUGH CONTENT

BE INCLUSIVE OF MULTICULTURAL AND UNDERSERVED POPULATIONS

CREATE EV COMMUNITY CONNECTIONS THROUGH STORYTELLING & EVENTS

DIRECTLY CONNECT EV PROSPECTS TO LOCAL RESOURCES & INCENTIVES

67% of consumers don't know who to trust for unbiased information on EVs.

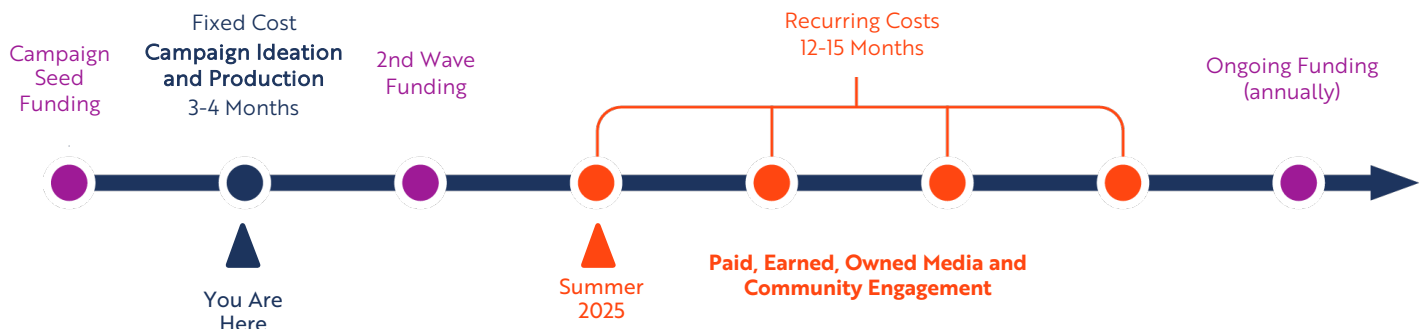
Source: E Source Electric Vehicle Residential Customer Survey 2023

TOGETHER WE CAN BUILD TRUST & AMPLIFY IMPACT

Within the next 10 months, Early Majority consumers will start having the buying power to transition to EVs. We need to empower these consumers to make the change through knowledge, innovation, data, and resources.

Veloz has access to top industry data and proprietary AI tools to maximize reach of the Early Majority and meet them in their journey to EV with customized media and messaging that resonates best.

NATIONAL CAMPAIGN FUNDRAISING TIMELINE



OUR GOAL

Raise \$30 - 50MM+ to accelerate EV adoption annually

Your Role: Join forces with Veloz to amplify impact through more effective, efficient, and consumer-trusted marketing and education efforts.

What does a campaign partner investment afford annually?

MAKE AN IMPACT



	\$250K	\$500K	\$1MM	\$2MM	\$5MM	\$10MM+
TELEVISION						•
AUDIO STREAMING						•
CONNECTED TV					•	•
CUSTOM CONTENT/INTEGRATIONS				•	•	•
DIGITAL DISPLAY/NATIVE/RICH MEDIA			•	•	•	•
ONLINE VIDEO		•	•	•	•	•
SOCIAL MEDIA		•	•	•	•	•
SEARCH		•	•	•	•	•
ELECTRICFORALL.ORG	•	•	•	•	•	•
EARNED, OWNED & PR SUPPORT	•	•	•	•	•	•
CAMPAIGN CREATIVE, PRODUCTION, EXECUTION & MANAGEMENT	•	•	•	•	•	•
CAMPAIGN ASSETS & LOCAL TOOLKITS	•	•	•	•	•	•
ELIGIBLE ASSET INCLUSION IN PRODUCTION*	•	•	•	•	•	•
ELIGIBLE FOR VELOZ PREMIER MEMBERSHIP BENEFITS	•	•	•	•	•	•
*Asset inclusion depends on campaign needs and investment level *Multi-Cultural paid media included						
ESTIMATED DELIVERIES		IMPS: 44MM REACH: 31% FREQ: 3x	IMPS: 76MM REACH: 35% FREQ: 4x	IMPS: 114MM REACH: 40% FREQ: 6x	IMPS: 259MM REACH: 56% FREQ: 7x	IMPS: 584MM+ REACH: 71% FREQ: 12x