



NETA Auto Company Profile





contents

- **WHO IS NETA AUTO**
- **NETA AUTO GLOBAL FOOTPRINTS**
- **NETA AUTO IN THAILAND**
- **DEALER RECRUITMENT**

01

Who is NETA Auto?



New Energy Intelligent Vehicle Company Serving the Global Mass Market

- Hozon New Energy Automobile Co., Ltd. (HOZON), founded in 2014, is an innovative tech company that integrates hardware products and software services based on innovative technology R&D, intelligent manufacturing and omni-channel sales services. NETA Auto is an auto brand under HOZON. In April 2017, NETA Auto obtained the vehicle production license approved by NDRC, and in June 2018, the production license approved by MIIT.
- NETA Auto implements a global layout strategy, with the total investment of over RMB 20 billion. At present, it has more than 7000 employees and over 3500 patents for technologies.

World-leading R&D System

Shanghai Global R&D Headquarters, Beijing Design Center and Tongxiang Test Center
Overseas R&D Headquarters in Hong Kong, China
R&D centers in Thailand, the Netherlands and the United Arab Emirates (under planning)

7 000+ employees

6 national-level talents, 16 provincial-level talents, and over 500 employees with intermediate and senior certification, professional technicians accounting for 62%

3500+ patented technologies

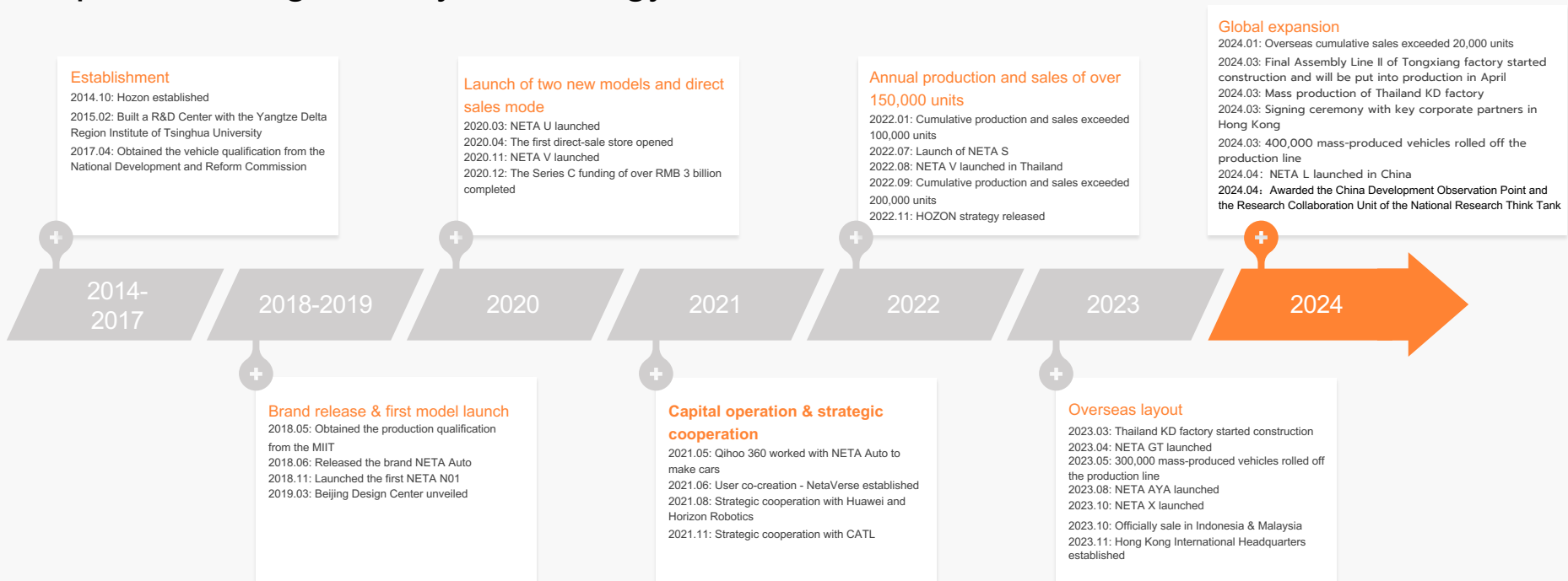
1500+ invention patents, PCT International 100+
International appearance 14
Among them, there are 1000+ intelligent technology patents

Awards and honors

2020 Global Unicorn 500 Enterprises
2022 China Developer Influence Annual List (CSDN)
NETA S has won the International CMF and German Red Dot Design Award, and the MUSE Platinum Award Outstanding Intelligent Driving Technology Application Award

Development History

Ten years, five self-developed models, cumulatively sales 380K
Implements a global layout strategy



Mission and Vision



Original Aspiration
Make intelligent EVs for all

Vision & Mission
Popularizer of smart EV

Value
Tech for all

Brand Attitude
The brave are never lonely,
no matter how far it is

Brand Identity

Blending the meanings of people, tree, spring, and wing, the logo vividly expresses NETA's image as a warm, young, intelligent, and reliable dream-maker



People / Human-centric

Our logo symbolizes NETA's commitment to a people-oriented approach that places consumer needs at the brand's core



Tree / Blooming

The "tree" element embodies vitality and growth, representing our ongoing development and innovative solutions



Spring / Inspiring

The flowing "spring" graphic represents NETA's constant everlasting reemergence of inspiration and creativity



Wing / Sporty

Our logo's "wing" element conveys a sense of vibrancy, freedom, and limitless possibilities for consumers

Leadership Team

Chairman Fang pools experts to build an elite team

Average industry experience of 20+ years, outstanding achievements in management

Fang Yunzhou

Founder, Chairman

- Deputy to the National People's Congress
- Postdoctoral researcher of Tsinghua University
- National-level expert on NEVs
- Member of the National New Energy Vehicle Standards Committee
- Member of the Council of China EV100
- Leading Talent in Strategic Emerging Industries in Anhui
- Executive Chairman of Anhui Chamber of Commerce in Shanghai



Zhang Yong

Co-founder, CEO

- Senior Economist
- EMBA of Tsinghua University
- Second Prize for Outstanding Achievements in Reform and Development of Chinese Enterprises
- First Prize of Beijing Enterprise Management Innovation Achievement
- 70th Anniversary of the Founding of the People's Republic of China - China Auto Innovator Award
- Innovative Person of China Automobile 2021



Core Products

Two platforms cover the mainstream EVs of classes A00-B markets.

Make intelligent EVs for all !

NETA *S*



Intelligent Sports
Coupe

November 2022

NETA *GT*



New Generation Electric
GT Sports Car

May 2023

NETA *X*



Spacious, Comfort, Ultra-Safe

October 2023

NETA *Aiya*



Stylish and Intelligent SUV
for Young

August 2023

NETA *L*



Super Intelligent Extended
Range SUV for Family

April 2024

NETA S

Intelligent Sports Coupe



Track-ready Chassis | Front Double Wishbone/Rear 5-link | Independent Suspension NETA SPACE Intelligent Cockpit
17.6-inch Central Control Screen | 12.3-inch Front Passenger's Entertainment Screen | AI Voice Control
NETA PILOT Advanced Driving Assistance System | 2 x Journey3 High Efficiency ADAS Chip
ADAS Systems including ACC/LKA/TJA/ICA...

NETA GT

New Generation Electric GT
Sports Car



**3.7S Acceleration 0-100 km | 1.337 m³ 17.6 Inch Panoramic Glass Roof
17.6 Inch Ultra-thin 25k Console Screen | 12 Speakers + Sky Sound Effects**



NETA *Aiya*

Stylish and Intelligent SUV
for Young



**Trendy Exterior Colors + 3 Interior Colors | Bionic Styling Design - Sleek and Powerful Captivating
Headlights + Tail light Bar | 401 km Long EV-range | 70 kW High-efficiency Motor De Charging 30%-80%
in 30 mins | All-round Battery Protection | High strength Cage Body | Vehicle-to-Load (V2L)
14.6-Inch Central Control Screen | Advanced Driving Assistance System (ADAS)
Multi-functional Comfort Seats**

NETA X

Spacious, Comfort, Ultra-Safe



**2770mm Long Wheelbase | A Strong Body Structure with 75% High-strength Steel
80% Interior Soft Material | Level 2 Intelligent Driving Assist**

NETA **L**

Super Intelligent Extended Range
SUV for Family



1070km Super REEV-NEDC | 30%Wh/200km Pure electric range | Zero-Gravity-Seats
123 ° maximum angle and one click activation function First equipped CATL Shenxing-L Battery
3C Super Fast Charging and 800,000 km | Long Life Cycle and Ultra Safe

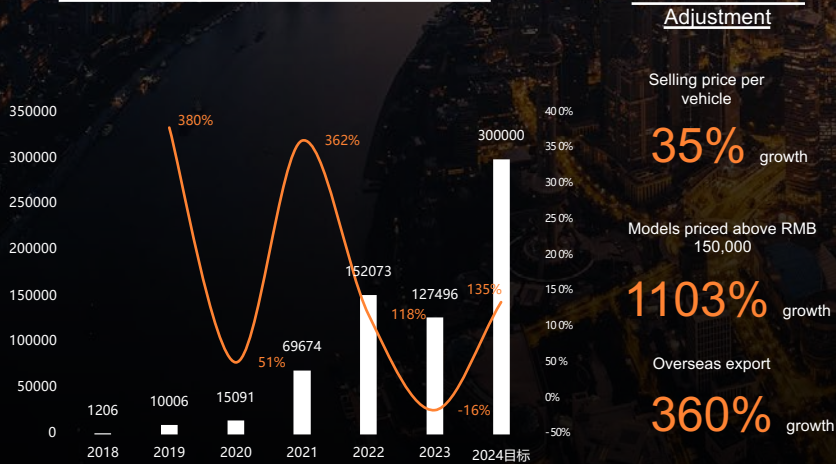
Market Performance

Achieving 400,000 Global Sales by 2023: Steady Growth and Shift to Mid-to-High-End Products

In 2022, NETA Auto topped sales charts among NEV startups. In 2023, single vehicle prices surged by 35%, with sales of models priced above RMB 150,000 skyrocketing by 11 times, and exports increasing by 360%.

From January to April 2024, the sales volume was 33451 vehicles, ranking fifth in terms of sales volume.

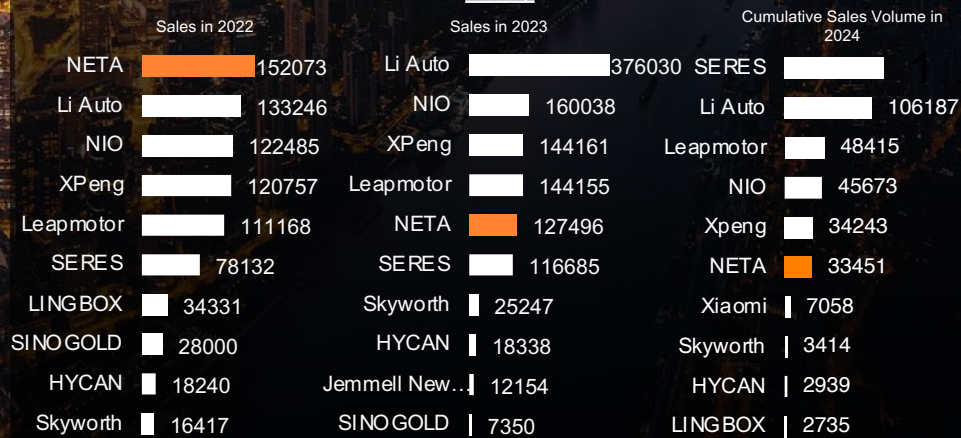
Sales and Target of NETA from 2018 to 2024



Product Structural Adjustment



Sales Ranking of EV Startup



Channel Layout

Channel model driven by both
direct sales and distribution

Synchronous promotion of offline entities and online
platforms

It is planned to achieve nationwide coverage by 2025,
with the channel scale surpassing a thousand outlets

463

Stores

80

Direct sale stores

212

Cities covered

In 2024

600 stores

In 2025

1000 stores



Capacity Layout

Focusing on the production capacity strategy of "one total, two divisions, three overseas, and four supporting", the global deployment is carried out

Through resource integration and optimal allocation, we will realize the global layout and efficient operation of production capacity, expand the international market, enhance the stability and competitiveness of the industrial chain, and improve the scale and efficiency of production capacity

1
OEM

Tongxiang full ecological smart factory

2
Vehicle kit base

Yichun base, Nanning base

3
Overseas KD factories

KD plants in Thailand, Indonesia and Malaysia

4
Parts factories

Wuhu, Anqing, Huainan, Chuzhou



Platform Technology

Shanghai Platform 2.0 - Full-stack Self-developed Intelligent Safe Vehicle Platform

Platform features: ultra safe, super intelligent, highly scalable, distinctive, user-friendly, and eco-friendly

Upgraded platform

- HOZI Skateboard Chassis
- Integrated casting + energy chamber
- 800V HV architecture
- 250 KW SIC all-in-one HOZON electric drive
- Compatible with extended-range and pure-electric platforms

Upgraded architecture

- Central + Regional EEI Architecture
- Cabin-drive integration
- Data platform

Upgraded comfort

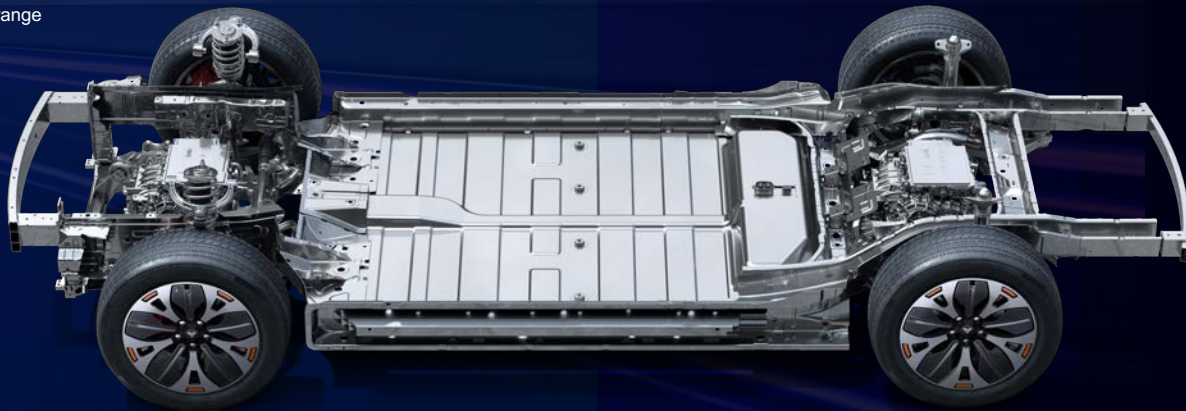
- ISC intelligent suspension + air suspension
- Multi-functional integrated seat
- NETA SOUND SYSTEM

Upgraded intelligence

- AI large model
- 8255 cabin chip
- OrinX chip platform + laser radar
- BEV+ Transformer architecture
- Urban NCP

Upgraded core components

- HOZI Electric Drive 2.0: 250 KW oil cooling three-in-one
- HOZI Extended-range 2.0: HZ2.0 Extended-Range System
- HOZI Thermal Control 2.0: Direct Thermal Management System



Platform Technology

Yunhe Platform - An Intelligent EV Platform for Global Mainstream Market

A0-B

Sedan / SUV / MPV

Multiple

Driving modes

80%

Parts sharing rate

8 months

Shortened new model development cycle

With cutting-edge EEI architecture
matching the latest generation ;
A future-oriented intelligent vehicle platform



Global



Efficient



Safe



Intelligent



Platform Architecture

HOZI CTC Battery Technology Platform - Brand-new Vehicle Platform for the Third Generation of CTC Battery Technology

It adopts central EEI architecture and is equipped with a supercomputing platform, featuring high integration, high efficiency, long battery life, high rate, etc. The production efficiency is increased by 20 times and the development cycle is shortened by 30%

EEI Central Electrical Architecture

Central controller

400 V/800 V Dual-platform

Platform-based design, rapid iteration

Upper and Lower Body Decoupling

Switch between Sedan, SUV, and MPV effortlessly

Fully Self-developed System

Intelligent cockpit, 250 kW high-voltage motor and heat pump

CTC Battery System

Range: 500-1000 km

Chassis by Wire

Ultimate performance experience

Intelligent System

L4/L5 intelligent driving

XPC Supercomputing Platform

1000TOPS

3.5 s

From 0 to 100 km/h

11 kWh

Power consumption per 100 km

200 km/h

Maximum vehicle speed

30 %

Shortened R&D cycle

500 km

Endurance after 15 min charging

1000+ km

CLTC endurance



Intelligent Technology



Industry-leading key technologies such as intelligent driving, intelligent cockpit, and intelligent control

Comprehensively promoting the intelligent strategy of products for the mass market and embodying the values of **Tech for all**

Intelligent driving

NETA Pilot 2.5/3.0/4.0

Platform: ADC610, Orin, TDA4, and J3

Available for: 5 categories and 19 basic driving and parking functions +4 advanced functions

NETA Navigated Pilot (NNP), NETA memory parking (NTP), NETA city pilot (NCP) and NETA magical summon (NMS)

Intelligent cockpit

NETAOS 2.0/3.0

Platform: Qualcomm 8155, 8255

Available for: human-machine co-driving, surrounding celestial sound & acoustics, multi-zone intelligent interaction, AR HUD, visual perception inside and outside the cabin for DMS+OMS+DVR+AVM, OTA updates for cars and AI proactive service scenario engine

Intelligent control

PDCS2.0, XPC supercomputing 1.0

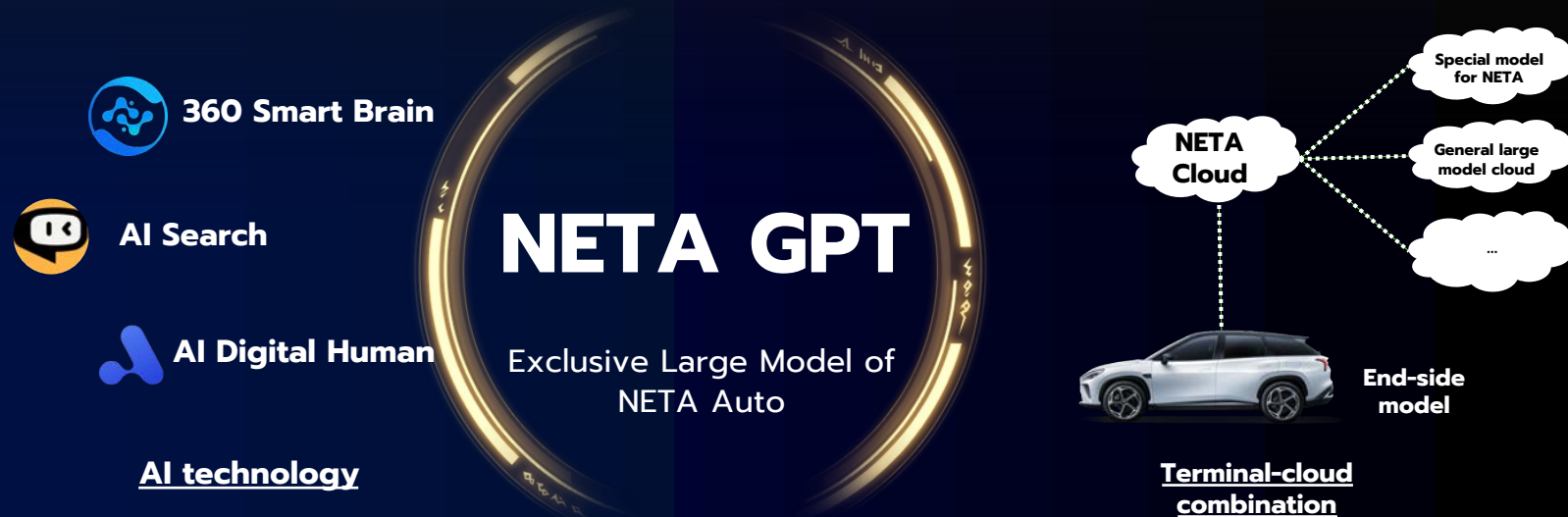
Platform: Infineon TC39x; NXP S32G3, NV Orin

Available for: four-in-one power domain control (VCU vehicle control, eAWD, REX and BMS; central supercomputing (standard version)

AI Large Model

NETA GPT - Equipped with General AI Large Models and NETA Special Large Models

The terminal and cloud deployment schemes are adopted to improve multi-modal cognitive abilities such as language and vision, and enhance the humanized interaction in the cockpit and the autonomous driving experience



One vehicle
effortlessly
plays four
roles

Language
Secretary
Understanding/no
interruption/best thinking

Cockpit Nanny
More
active/considerate/compr
ehensive

Extended Range
Manager
Endurance master/battery
management/intelligent
planning

All-round
Bodyguard
System security/sentinel
mode/driving safety

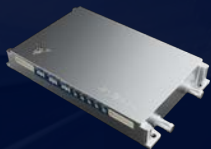
HOZI Technology (Auto parts business)

Released HOZI Intelligent Technology 2.0, laid out six leading technical products in the industrial chain, and transitioned from self-reliance to a gradual path of openness

Vertical integration of the supply chain system and independent development and construction of core components to improve the resilience and risk resistance of the supply chain, and establish a world-class parts group company

HOZI Supercomputing

Super intelligence, high integration, and ultra safety



HOZI Skateboard Chassis

Energy cabin, high integration, versatility, and high precision



HOZI Electric Drive

High efficiency, excellent quietness, long service life, and low energy consumption



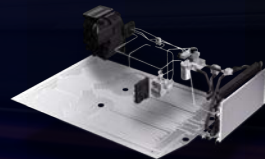
HOZI Extended Range

High efficiency, excellent quietness, intelligence, and high integration



HOZI Thermal Control

Wide temperature range, low energy consumption, high efficiency, and high intelligence



Intelligent seat

High safety, high comfort, multi-function, and multiple scenarios



Three-year planning:

N production bases

Capacity: 3 million units

Output value: RMB 100 billion

Number of employees: 10,000

Tiangong Battery

NETA Auto has adopted a high standard of "heavenly craftsmanship" ("Tiangong" in Chinese) to build the Tiangong Battery with outstanding safety and activeness

The Tiangong battery solves users' main concerns of battery safety, range, and battery lifespan, protecting users in any situation, at any time

Highly integrated design with superior protection

- Highly integrated CTC, with grouping efficiency of 85%
- 900+ battery cell evaluations, accurate selection of battery cells
- IPX8, no thermal spread, ensuring high safety

Rapid and on-demand fast charging method

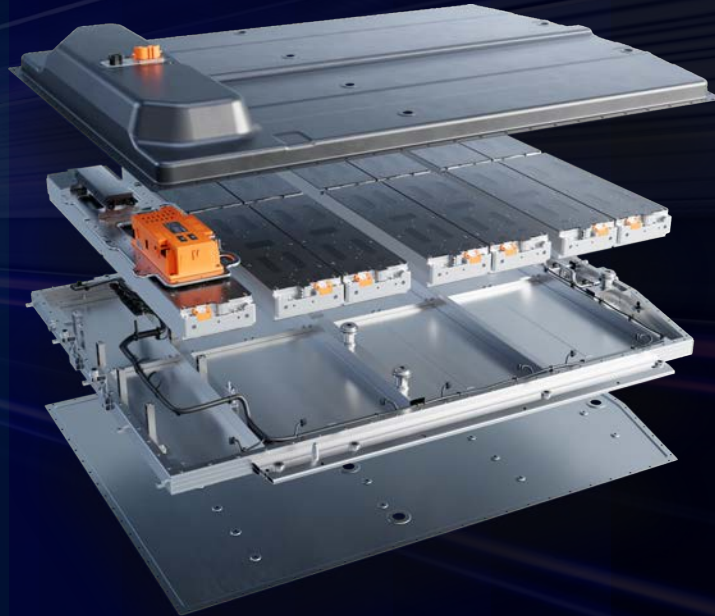
- 800V, low energy consumption and high efficiency
- A peak discharge rate of 5C provides a range extension of 300 km with just a 10-minute charge

Efficient and intelligent constant temperature thermal management system

- Full time-domain/regional constant temperature control
- 95% constant temperature ratio, with temperature difference $<3^{\circ}\text{C}$
- Charging efficiency at ultra-low temperature increased by 40%

Closed-loop battery life cycle management system

- Intelligent algorithm covering all scenarios
- Closed-loop management in full life circle



R&D Model

Adhere to a "self-developed + joint venture/cooperation" mode on core technology, to achieve differentiated technology leading advantages

Cooperate with top suppliers in the industry to build a stable, independent and controllable industrial ecology and create a high-quality and intelligent travel experience for users

Battery, motor and electronic control system

Core self-developed techniques

- Battery: constant temperature management system, Tianshu big data cloud platform
- Motor: "8 in 1" electric drive
- Electronic control: power domain control system

Strategic partners

Battery:



Motor:



Intelligent cockpit

Core self-developed techniques

- Security protection: sentinel mode, remote watch, image desensitization
- Intelligent interaction: audio-visual-motion 3D interactive experience middleground
- Image: DMS/OMS/DVR/AVM perception algorithms
- Navigation: man-machine co-driving, LBS service map

Strategic partners

Hardware and chassis: Intelligent cockpit



High-definition map:



Interior software:



Autonomous driving

Core self-developed techniques

- Full-stack self-developed perception algorithm
- Full-stack self-developed

Strategic partners

Chip and hardware:



IoV security control

Core self-developed techniques

- Data safety protection: NETA Guard
- Car safety: NCAP/E-NCAP/IIHS
- Functional safety: ASIL D



02

NETA AUTO GLOBAL FOOTPRINTS

Global Layout

NETA Auto established its overseas headquarters in Hong Kong and expanded its presence across four major sectors. It has established eight subsidiaries and built three KD factories

In response to the national "One Belt, One Road" policy, we will deepen our efforts in ASEAN, implement localized factory construction, and strengthen cooperation at the industrial and technical levels; At the same time, we will accelerate the expansion to Latin America, the Middle East and Africa



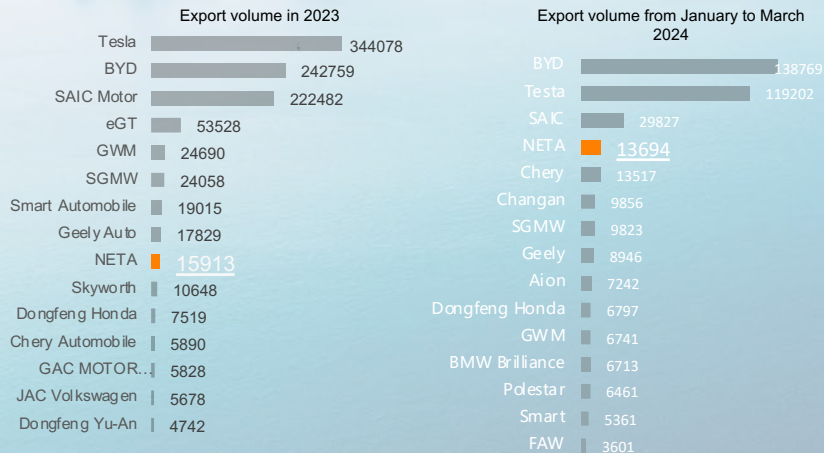
Export Market Performance

NETA Auto rose to the fifth place in terms of the NEV export volume among automobile enterprises and ranked first in terms of export volume among EV startups

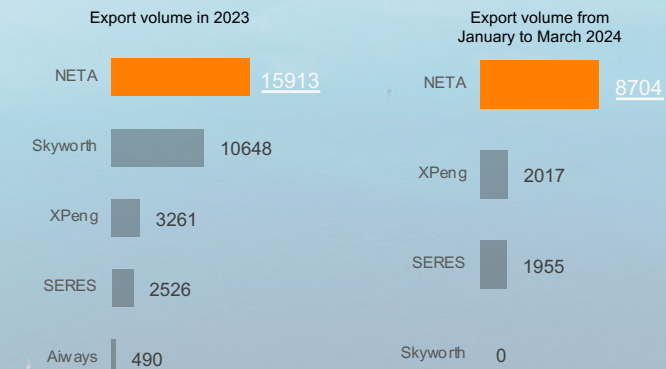
In 2023, 15,913 units were exported overseas, and 13,694 units from January to April 2024, with a total of 33,000 units exported.

3,600 NETA V were shipped overseas, setting a new record for the single-batch export of EV startups

Ranking of NEV Export Volume by Automobile Enterprises



Ranking of NEV Export Volume by EV Startups



Overseas Factories

Global factory and parts supply service system ensures efficient delivery to overseas markets and worry-free after-sales service for users

With the acceleration of its globalization strategy, NETA Auto intends to establish four overseas KD factories and six global spare parts warehouses

Overseas Factories

Thailand Ecological Smart Factory
(mass production in Q1 2024)

Indonesia Smart Factory(mass production in Q2 2024)

Malaysia Factories (to be started in 2024)

Parts Supply

6 regional spare parts warehouses worldwide
3 in China + 1 in Thailand + 1 in Indonesia + 1 in Brazil
The new regional warehouse network provides high-quality original parts support

Channel Layout

NETA Auto will expand its global sales network to encompass 50 countries, with the establishment of 500 overseas sales service outlets

It actively adapts to and promotes the development of local EV ecosystem by working closely with local partners to build a comprehensive sales service network

Number of overseas stores

120

Stores

34

Countries and regions

Overseas channel planning in 2024

500

Stores

50

Countries and regions



Overseas Events

Rapid Implementation of Globalization Strategy by Entering and Further Developing the ASEAN Market

NETA is partnering with local governments and businesses to implement a comprehensive and integrated approach that covers R&D, manufacturing, sales, after-sales, and mobility services. This approach is driving the electrification and intelligent development of the entire industry chain in the world.

Hong Kong



NETA Auto signed a Memorandum of Cooperation with HKSTP in September 2023

Asia-Pacific



Thai Automotive Parts Manufacturers at SUBCON Thailand 2024
Thai Prime Minister Srettha Thavasin met with business representatives



Airlangga Hartarto, Coordinating Minister for Economic Affairs of Indonesia visited NETA Auto booth in August 2023



NETA Auto signed a cooperation agreement with Nepal's CG Motors under the witness of the Prime Minister of Nepal in September 2023

European Union



NETA Auto signed a strategic cooperation agreement with BNP Paribas in October 2023

Middle East



NETA Auto signed a strategic cooperation agreement with Ethmar International Holding (EIH) in October 2023



Face-to-face communication with the Saudi Minister of Industry and Mineral Resources in October 2023

Central and South America



NETA Auto cars were officially shipped to Costa Rica in September 2023

03



NETA Auto in Thailand

Sales Target for the Coming Three Years

Sales target of 300,000 units in 2024 and expected sales of over 1 million units in 2026

The overseas market continues to expand. In 2026, the overseas sales is expected to hit 300,000 units, including 100,000 units in Southeast Asia and 60,000 units in Thailand

	<u>Global Sales</u>	<u>Overseas Sales</u>	<u>Sales in Thailand</u>
2023	130,000 units	20,000 units	15,000 units
2024	300,000 units	100,000 units	30,000 units
2025	700,000 units	200,000 units	50,000 units
2026	1 million units	300,000 units	60,000 units

Thailand Market

NETA Auto established its Thailand subsidiary, with the KD factory scheduled to begin mass production soon. The number of distribution channels was expanded to 50, and the sales volume of pure-electric NETA V ranked Top2.

In the future, NETA Auto plans to establish over 100 distribution channels, More than 95% of the workforce is locally sourced

NETA V was launched in August 2022



RHD

Number of channels: 50

Number of planned channels: 80

Establishment of Thailand Sales Subsidiary

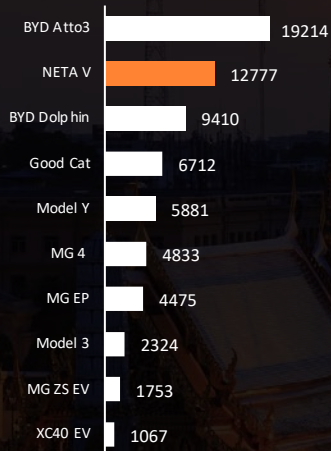
More than 95% of the workforce is locally sourced

Commencement of Thailand KD factory

Mass production in Q1 2024, with an annual production capacity of 30,000 vehicles

Cumulative sales in 2023:
12,777 units

2023 Sales Ranking of PEVs in Thailand



Product Planning in Thailand

- Currently, two models have been launched in Thailand, and NETA X will be introduced in July;
- NETA L and NETA S are developing RHD models ;
- EP21 and EP39 are brand new developing models.

NETA V



Launched

Dimension: 4070*1690*1540
Wheelbase: mm
EV Range: 2420 mm
Power: 384 (NEDC)
Control Screen: 70 kW
ADAS: 14.6"

NETA L



*RHD developing
For 2025 Q4*

Dimension: 4770*1900*1660
Wheelbase: mm
EV Range: 2810 mm
Power: 1070/460 (NEDC)
Control Screen: 145/170 kW
ADAS: 15.6"
 L2

NETA V-II



Launched

Dimension: 4070*1690*1540
Wheelbase: mm
EV Range: 2420 mm
Power: 382 (NEDC)
Control Screen: 70 kW
ADAS: 14.6"
 L2

NETA 40/41



*RHD developing
For 2026 Q1*

Dimension: 4980*1980*1450
Wheelbase: mm
EV Range: 2980 mm
Power: 1160/520/715
Control Screen: (CLTC)
ADAS: 170 kW
 17.6"
 L2

NETA X



Launch Soon

Dimension: 4619*1860*1628
Wheelbase: mm
EV Range: 2770 mm
Power: 400/500 (NEDC)
Control Screen: 120 kW
ADAS: 15.6"
 L2

EP21



*Pre-developing
For 2026 Q2*

Positioning:
 Between V-II and X SUV(HB)

NETA NEW SI(3S/4S)

