Carly

Car Subscription

Driving towards an Electric Future

Coffee Microcaps Investor Conference

31 October 2023

Disclaimer

The material herein is a presentation of non-specific background information about the current activities of Carly Holdings Limited (Carly Holdings or the Company). It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Carly Holdings, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Carly Holdings. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Carly Holdings.

Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.

Forward-looking statements include, but are not limited to, statements concerning Carly Holdings' planned strategies and programs and other statements that are not historical facts. Although Carly Holdings believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Carly Holdings should be considered as speculative in nature.

The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Carly Holdings ASX:CL8.

Market Opportunity

The Company

Carly has an early mover advantage in the rapidly developing **Car Subscription and Electric Vehicle markets**

Major shareholders & strategic partners include leaders in the automotive industry **SG Fleet, Hyundai, Turners Automotive and RACV**

The only ASX-listed company **focusing on the car subscription and EV opportunity**

The Ideal Solution

Australia's first flexible car subscription service launched in March 2019

The use of a car without the burden of long-term debt or ownership. **A monthly recurring payment covers all expenses, just add fuel or electricity**

A flexible alternative to **finance or outright purchase for individuals and businesses**

Large Opportunity

38% of Australians would consider subscribing to a car rather than purchasing or leasing[1]

69% of Gen Z & 50% of Millennials indicated a preference for car subscription[1]

US$100 billion global market by 2032[2]

1 Carly commissioned Omnipoll survey (June 2020)
2 Global Market Insights

Market Opportunity

Key Segments

Established positions in key segments

- **Consumer**
- **Business**
- **EVs**
- **Software licensing**

Direct & Partnership Models

Carly generates income from its own fleet of vehicles and by supporting other industry players to access the car subscription market

Direct - Carly is scaling its own subscription vehicle fleet and has secured $13.2m in asset finance to expand the fleet

Partnership – OEMs and automotive dealers rely on Carly technology and expertise to operate their own subscription services

Strong Growth

Consistently delivering strong growth

September 2023 Quarter Results

106%
increase in Subscription Revenue

78%
increase in Total Fleet Size

vs Sep Qtr 22

Carly

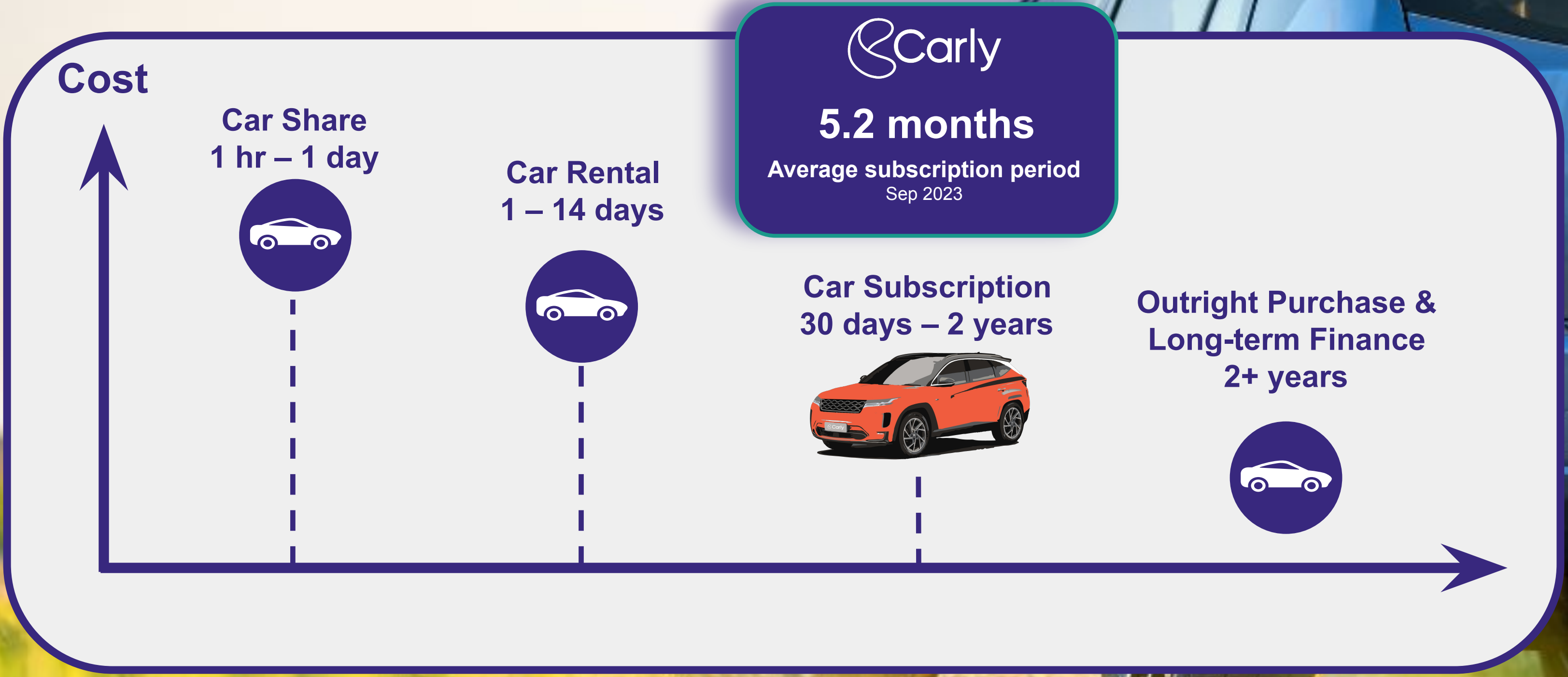
What is a Carly Car Subscription?

A fast, flexible and low-risk way for individuals and businesses to access quality new and used vehicles online for 30 days+

- ✓ one simple monthly subscription fee
- ✓ includes registration, insurance, maintenance and roadside assistance
- ✓ exclusive car use
- ✓ no break fees and no upfront deposits
- ✓ minimum 30 day term (cancel with 30 days notice)
- ✓ ability to switch the vehicle to suit changing needs
- ✓ **not** a long-term financial commitment or debt

The subscriber simply covers the cost of fuel or electricity

Subscription Fills a Major Gap In the Mobility Market

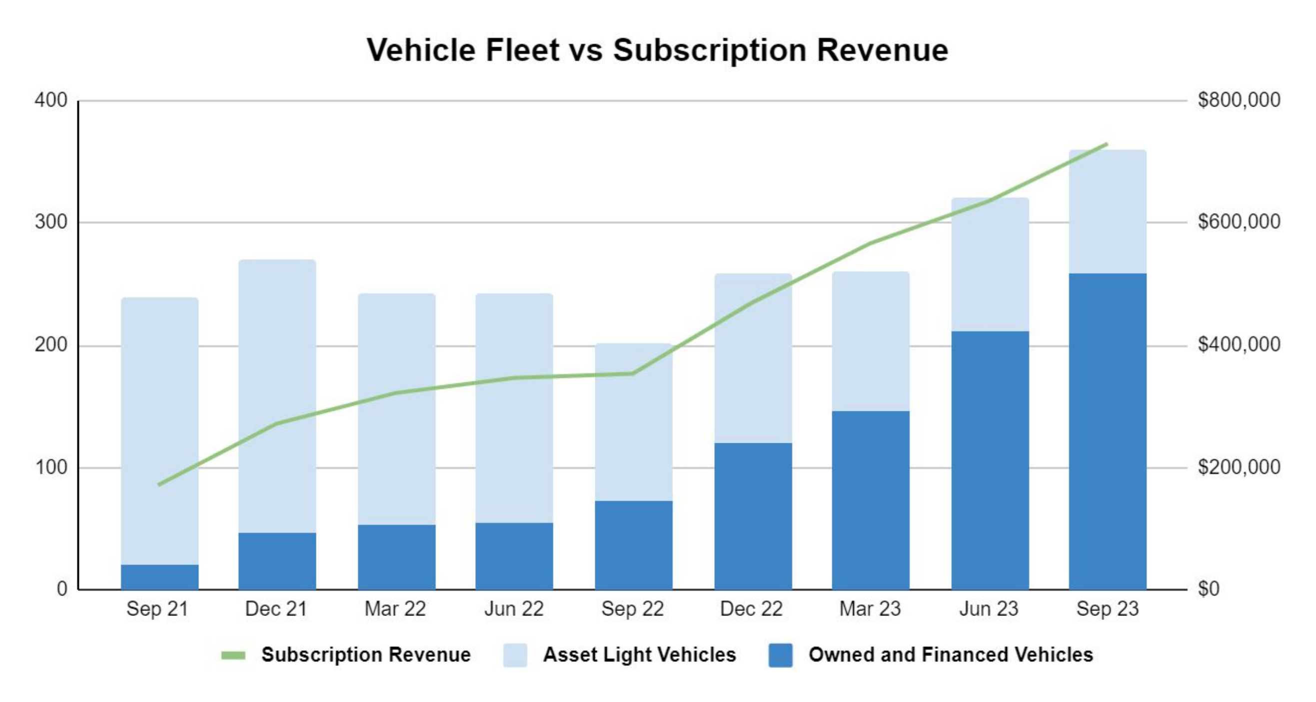


September Quarter 2023 Results vs Sep Qtr 2022

Revenue is growing at a faster rate than fleet size while costs are under control

Total Fleet Size	Subscription Revenue	Cash Receipts	Net Cash Used - Operating
+78%	+106%	+41%	-36%
359 Vehicles	$729,000	$1.13 million	$380,000

Increase in Owned Fleet Driving Revenue Growth



How Did We Achieve These Results?

Increased the proportion of owned vehicles, achieved high vehicle utilisation and retained customers for 5+ months

The Carly Opportunity – EV & More!

Carly

Carly aims to be the No.1 Car Subscription company and support the transition to EVs

Objectives	No.1 Car Subscription Company in Australia	No.1 Consumer Market	No.1 Corporate & Government Market	No.1 Electric Vehicle Subscription	No.1 Choice for Auto OEMs & Dealers
Achieved So Far	Well established on East Coast Early entrant to EV market Access to asset finance to grow fleet Strategic partners	Strong online presence Low cost of acquisition Referral partnerships Retention period 5+ months	Strategic investor SG Fleet Refers customers requiring vehicles for 1 – 12 months sgfleet	Strategic relationship with Hyundai Delivering the incredible Ioniq 5 and Ioniq 6 EVs HYUNDAI	Powering subscription services for leading automotive OEMs and dealers Turners Subscription HYUNDAI

Carly

The Carly Opportunity – EV & More!

Carly aims to be the No.1 Car Subscription company and support the transition to EVs

Objectives	No.1 Car Subscription Company in Australia	No.1 Consumer Market	No.1 Corporate & Government Market	No.1 Electric Vehicle Subscription	No.1 Choice for Auto OEMs & Dealers
Update October 2023	Fleet size exceeds 350 vehicles 106% increase in Subscription Revenue vs Sep Qtr 2022	2MMM & 2DayFM radio campaign commenced 25/10 Employee benefits program - over 990,000 potential contacts	Corporate Sales team established Expanded SG Fleet corporate offerings	CHARGEFOX charging bundled with EV subscriptions	Carly*NOW* dealer subscription agreements signed

Capitalise on the immediate EV subscription 'try before you buy' opportunity and longer term 'subscription as the norm'

The Electric Vehicle Opportunity

Carly is an enabler for the transition to electric vehicles, creating:

‘try before you buy’

opportunities to remove uncertainty about new technology and accelerate adoption

Subscription is an ideal, low risk way for businesses and consumers to trial electric vehicles in real life situations

Automotive manufacturers & dealers have partnered with Carly to make electric vehicles available without the burden of long term financial commitment

Beyond the initial early adoption phase, Carly is preparing for a future where subscription for EVs becomes the norm, much as it is for other new technology such as mobile phones and software

Carly secured the Kona, IONIQ 5 & IONIQ 6 through our Hyundai partnership

Free Charging bundled with EV Subscriptions

CHARGEFOX is Australia's largest and fastest growing EV charging network offering access to over 1,500 chargers Australia-wide

In November 2023 Carly will launch a bundled EV charging offer with electric vehicle subscriptions, making the transition to EVs easier for our retail, business and government customers and supporting Carly's 'try before you buy' EV proposition

Carly EV subscribers will receive free charging credits that they can use at any of the 1,500+ Chargefox chargers across Australia

Advertising & Referral Campaigns Expanding

Digital Campaigns Optimised

Carly has optimised its paid digital campaigns to be the No.1 positioned car subscription provider on Google

Radio Campaigns

Radio advertising commenced on the TripleM and 2DayFM networks in October targeting the 25 - 50 M/F audience

Referral Partnerships

Carly has secured referral relationships with key partners including SG Fleet, Chargefox, employee benefit programs and student organisations which provide exposure to well over 1 million Australian consumers and businesses

Content Marketing

As an early mover in the car subscription industry, Carly is is seizing opportunities to educate the market via articles on leading digital news publications

Carly business customer

Lust Liquor, Sydney

Carly

Corporate Focus

Carly has established a corporate sales team to expand into the business, government and not-for-profit sectors

The use cases for car subscription are similar for both retail and business customers - flexible access to vehicles at reasonable prices for 30+ days

In addition to the referrals provided by SG Fleet, Carly is now directly targeting business customers and has resourced the team with industry professionals with a strong network of relevant contacts and relationships

Carly*Now*

Car Subscription for Australia's 3,000+ dealers

Carly*NOW* is a unique online app that enables dealerships to subscribe any vehicle in their inventory to any of their customers within minutes.

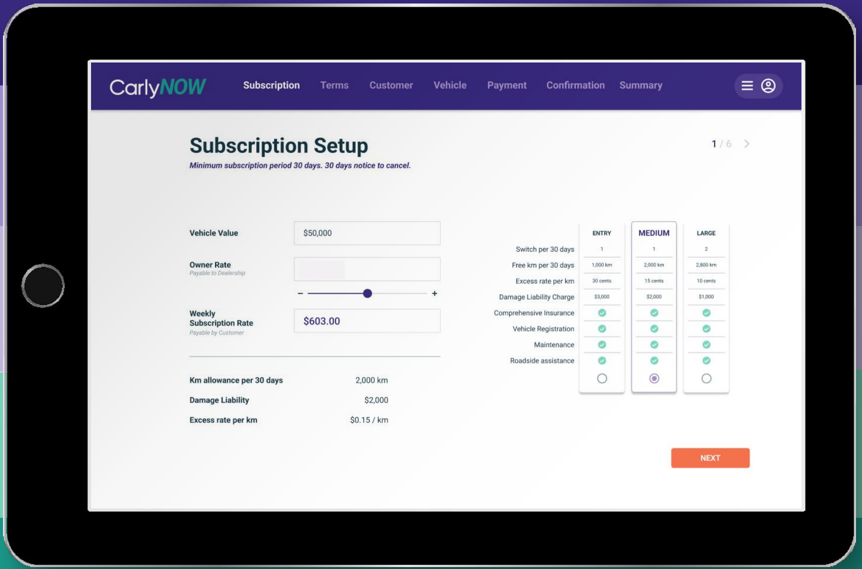
Simply enter customer and vehicle details, choose a price and Carly does the rest!

Carly*NOW* gives Carly the first mover advantage with an 'immediate and no integration required' solution that opens up the opportunity to leverage the vehicles, locations and customer base of Australia's 3,000+ automotive dealers

Another way that Carly is becoming an indispensable partner to large automotive industry players accessing the car subscription market.

Carly*Now*

Carly



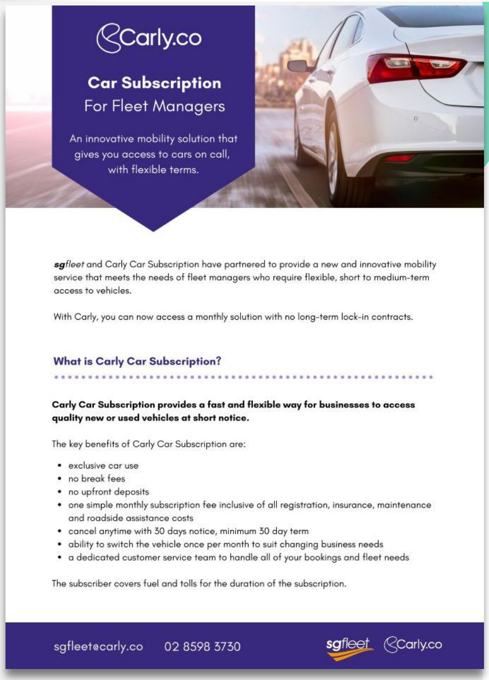
Fast
Dealers can convert a prospect into a subscriber in minutes

Maximise
Maximises the revenue potential of existing foot traffic

Simple
Simple, easy to use online platform that requires no integration

Immediate
Offers an immediate solution to vehicle delivery delays and customers who are not ready to buy

Easy
Carly manages customer service, payments, ID verification and insurance


Carly.co

Car Subscription

For Fleet Managers

An innovative mobility solution that gives you access to cars on call, with flexible terms.

sgfleet and Carly Car Subscription have partnered to provide a new and innovative mobility service that meets the needs of fleet managers who require flexible, short to medium-term access to vehicles.

With Carly, you can now access a monthly solution with no long-term lock-in contracts.

What is Carly Car Subscription?

Carly Car Subscription provides a fast and flexible way for businesses to access quality new or used vehicles at short notice.

The key benefits of Carly Car Subscription are:

- exclusive car use
- no break fees
- no upfront deposits
- one simple monthly subscription fee inclusive of all registration, insurance, maintenance and roadside assistance costs
- cancel anytime with 30 days notice, minimum 30 day term
- ability to switch the vehicle once per month to suit changing business needs
- a dedicated customer service team to handle all of your bookings and fleet needs

The subscriber covers fuel and tolls for the duration of the subscription.

sgfleet@carly.co 02 8598 3730 sgfleet Carly.co

Strategic Relationship

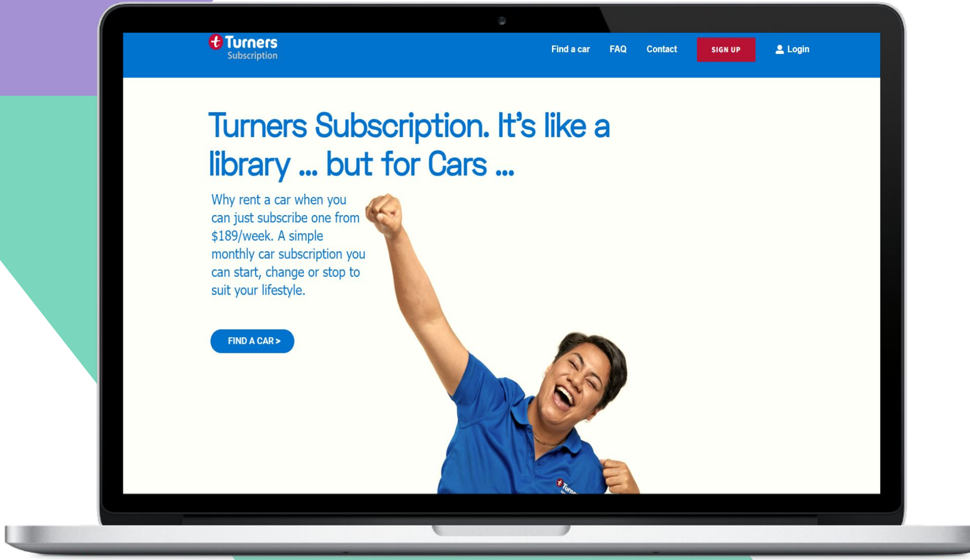
SG Fleet

- Carly's 2nd largest shareholder
- A dominant player in fleet management and leasing, managing over 250,000 vehicles
- **Demand** - SG Fleet refer their retail, business & government customers who need vehicles for shorter periods to Carly for subscription services
- **Supply** - SG Fleet provide Carly with asset–light and leased vehicles

Strategic Relationship

Turners Automotive New Zealand

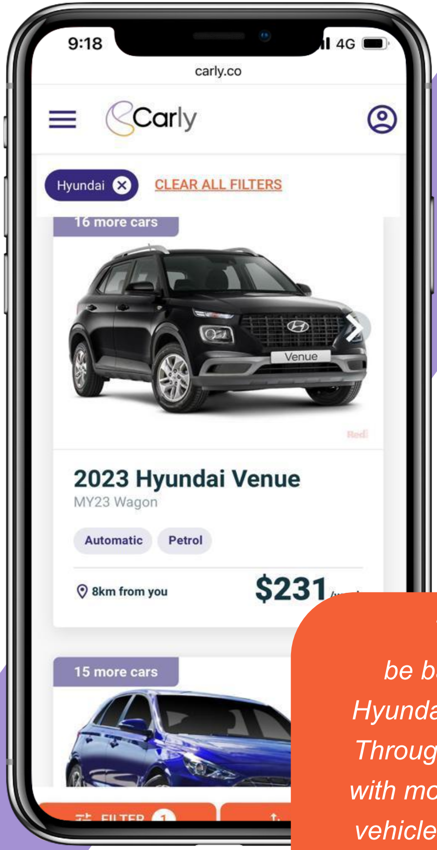
- Carly's 3rd largest shareholder
- Turners Automotive is the largest seller of cars in New Zealand
- Turners recognises the value in offering car subscription in addition to selling cars
- Turners Subscription, *powered by* Carly, generates a licensing revenue stream for Carly
- EV & hybrid vehicles > 40% of subscription fleet



Turners + Turners Subscription

Strategic Relationship
Hyundai Australia

- Working with Carly to offer a **co-branded subscription** offering for its vehicle range
- Includes **Electric Vehicles**
- Provides a **new way for consumers to access Hyundai vehicles**
- Delivers **both supply and demand** for Carly
- Latest addition - the incredible IONIQ 5 & IONIQ 6 electric vehicles



The future of personal mobility will not be based solely around vehicle ownership and Hyundai will adapt to changing consumer demands. Through this partnership we will provide consumers with more choice, and an alternative to purchasing a vehicle, which for some drivers may better suit their ever-evolving lifestyles.

JW Lee,CEO, Hyundai Australia

Carly's Competitive Advantage

- 10+ years industry experience
- Strategic relationships
- Online customer acquisition
- Mass market proposition - Business and consumer
- Aligned with growth of EV market
- Product is not a long-term financial commitment or debt
- Direct and partnership revenue
- Indispensable partner to large automotive industry players
- Owned fleet supported by asset-light fleet
- AI & machine-learning powered Peerpass verification platform
- ATO Product Ruling

Why invest in Carly?

Carly is creating **new ways to access vehicles** that consumers and businesses are demanding in a global market forecast to grow to US$100 billion p.a. by 2032

Carly is the only **ASX-listed** business 100% focused on the sizeable car subscription & EV opportunity in Australia and New Zealand

01

A Proven Business Model

Carly has demonstrated that it can grow its fleet in a tight supply environment, rapidly acquire customers at low cost and retain those customers for 5+ months on average

02

Securing the Pathway to Profitability

Carly has identified large consumer, business, EV and automotive industry partnership opportunities and demonstrated early success in each area

03

Scaling Direct and Via Strategic Partnerships

Carly has secured up to $13.2 million in asset finance to grow its own vehicle fleet and secured key strategic partnerships to support rapid revenue growth

Carly

Subscribe To Your Next Car

Thank you

Sign up to our investor newsletter

W: https://investors.carly.co/

E: shareholder@carly.co