
T U C A
INNOVATIONS INC.

CORPORATE
PRESENTATION
2022

CSE: TUGA
OTC: TUGAF
FRA: DQ5



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INVESTMENT HIGHLIGHTS



TUGA
INNOVATIONS INC.

TUGA IS AN INGENIOUS ENTRY INTO A LARGE NEW VEHICLE SEGMENT

TUGA is ground-up designed as a sector-leader.

Early adopters achieved excellent financial market valuations & keen investment interest.

Potential to generate ongoing revenue across multiple sales cycles.

Software updates, subscription fees, new body styles, colors & accessories plus dedicated partner support network ensures trailing revenues.



TUGA URBAN SOLUTIONS // COMMUTE // DELIVER // TAXI // FLEET

SIGNIFICANT GROWTH

can be achieved via active international market support and government incentives.

ESG DEMAND

Societal and environmental consumer needs drive interest and platform adoption.

TUGA NETWORK

concept allows qualified operators low cost, high return participation in regional sales, marketing and aftercare opportunities as part of a rapid market entry strategy.

PROOF-OF-CONCEPT

demonstrates safe, stylish, fun-to-drive practicality targeting urban fleet operators and modern commuters everywhere.

OUR TEAM

brings expertise and professionalism ideally positioned to rapidly launch & commercialize TUGA.

PROVEN INVESTMENT THESIS

The very few publicly traded sector start-ups have already achieved significant market capitalization.

EXIT STRATEGY

Major players such as Toyota and Polaris have already invested heavily in the sector. It is plausible other majors will follow and opt for a fast-track solution.

THE TIME IS RIGHT

Well conceived electrically powered urban transportation options are urgently needed now.



TUGA
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*The best way to predict
the future is to invent it.*

~ ALAN KAY



TUGA INNOVATIONS INC.

Digital transformation has profoundly impacted how we work, our relationships to devices, created new business models, and even re-shaped how humans interact. We are at the intersection of a rapidly changing world of possibilities and opportunities. TUGA Innovations embraces change in the conception, design, and production of specialized vehicles to improve the global urban mobility experience.

TUGA combines a forward looking approach to urban mobility with the possibilities of digital technology. We're introducing a new class of vehicle to a new class of driver.

We make driving easier. Travel from point A to point B within and between cities. When you arrive, parking is super-easy.

You drive smarter. An environmentally aware experience. The computing power and software resembles a computer on wheels more than a traditional vehicle.

Amazing platform flexibility. Ability to change body styles and functions. For commuting, delivery, taxi, fleet, or leisure applications. A single platform can transform based on need.

Comfort and safety. With seating as comfortable as a car, yet safer and more protected than a motorcycle. The patent-pending retractable rear axle offers stability when extended and agility when retracted.

Something for everyone. Our target is urban dwellers and the service providers that connect our modern cities. Aimed at both public and private organizations, including vehicle sharing operations, delivery operators, municipalities, transportation system providers and many, many others.

Global markets. There are no barriers to global adoption. From the Americas to Asia, Australia to Europe, Tuga offers solutions to a growing problem around the world.

TUGA combines sophisticated transportation and information systems into a uniquely innovative urban vehicle mobility solution.

- **Big data integration** incorporates, Safety, Performance, Environmental, Comfort, Maintenance, Repair, Utilization and Navigation data for a truly advanced real-time 'heads-up' experience.
- **Flexible design** utilizes a single unified chassis with interchangeable bodies styles and functionalities.
- **Enjoy the comfort of a car** with more protection than a motorcycle. Uniquely suited for individual leisure or commuter users, fleet operators, small businesses, or municipal operations.
- **Extraordinarily narrow width** and retractable/expandable rear axle provides increased agility and stability.

What new technology does is create new opportunities to do a job that customers want done.

~ TIM O'REILLY





MARKET OPPORTUNITY



TUGA
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Growth driven by consumer demand, environmental necessity and government incentives.

The 8 million electric vehicles on the road internationally in 2019 are expected to increase to 50 million by 2025 and almost 140 million vehicles by 2030.¹

EV sales are expected to reach almost 14 million vehicles in 2025 and 25 million vehicles in 2030.¹

India's government announced last year that only electric two and three-wheel vehicles would be allowed by 2025² and their charging infrastructure is being expanded to support this.

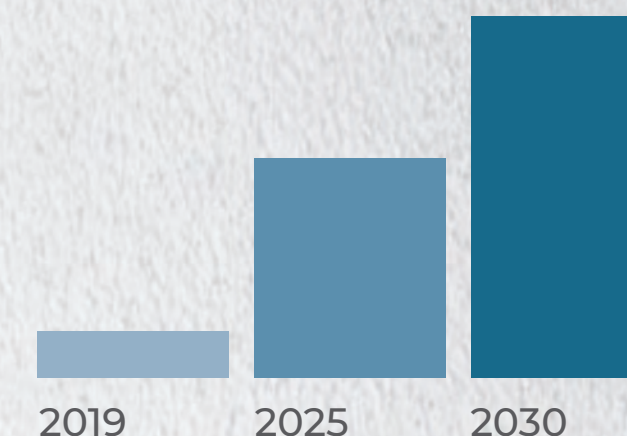
As of 2018 India has about 1.5 million battery-powered, three-wheeled rickshaws on its roads. Some 11,000 new ones hit the streets each month, creating a US \$1.5 billion market.³

1. International Energy Agency, Global EV Outlook 2020

2. CNN Business, March 25, 2020

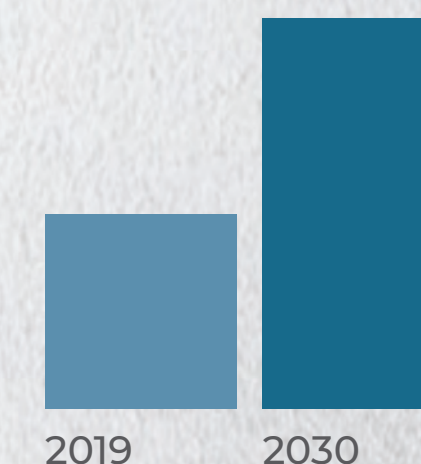
3. Bloomberg. Retrieved 28 October 2018

ELECTRIC VEHICLES



2 AND 3-WHEELED EV'S

Projected to increase from approximately 300 million in 2019 to 490 million globally in 2030. Annual sales reach almost 55 million units in 2030.



LDV'S (LIGHT DUTY VEHICLES)

Light Duty Vehicles (LDV's) are considered a separate market, much of which could be filled by TUGA vehicles configured for delivery, ride share, taxi and rental markets.

- The sales of electric LDVs are projected to increase from 2.2 million in 2019 to almost 25 million by 2030.



Demand will likely outpace current EV production levels for at least the next 10 years.

Between 2019 and 2027, the size of the global electric vehicle market is expected to increase almost five-fold to reach an estimated global market size of some \$803 billion USD by 2027. This translates to a notable compound annual growth rate (CAGR) of more than 20 percent between 2019 and 2027. ¹

EV sales are expected to reach almost 14 million vehicles in 2025 and 25 million vehicles in 2030. ²

For comparison, the combined annual production of GM, Ford, Toyota and VW is 30.8 million vehicles.

¹ Statista, March 2021

² CNN Business, March 25, 2020

Countries around the world have set aggressive targets for phasing out ICE's (internal combustion engines) and incentivizing EV's.

CHINA

25% EV's by 2025

JAPAN

20-30% BEV's by 2030

KOREA

33% BEV/FCEV's by 2030

PAKISTAN

90% EV's by 2040

DENMARK

1 Million EV's by 2030

FRANCE

660,000 BEV's by 2023

GERMANY

7-10 million BEV/FCEV's by 2030

IRELAND

500,000 EV's by 2030

ITALY

4 million BEV's by 2030

NORWAY

100% Zero Emission Vehicle sales by 2030

UK

50-70% EV by 2030

CANADA

825,000 ZEV's by 2030

US

3.3 Million ZEV's by 2030

Global EV Outlook, Electric Vehicles Initiative (EVI) of the International Energy Agency, June 2020

HEV: hybrid electric vehicle

PHEV: plug-in hybrid electric vehicle

BEV: battery electric vehicle

ZEV: Zero Emission Vehicle

FCEV: fuel cell electric vehicle



MARKET DRIVERS



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Government incentives will continue to drive sales around the world.

As of 2019, the U.S. government had 645,000 vehicles that were driven 4.5 billion miles and consumed 375 million gallons of fuel. About 35% of those vehicles were operated by the U.S. Postal Service, according to the General Services Administration (GSA).

The Biden administration has announced plans to replace the government's current fleet of cars and trucks with electric vehicles assembled in the U.S.¹

The Federal government in the US offers tax credits of 10% up to \$2,500 for 3-wheeled electric vehicles, and individual states like Oregon and California offer subsidies up to \$5,000.²

The Indian government has budgeted \$1.5B US in subsidies towards helping buyers acquire 500,000 3-wheeled e-vehicles.³

In Norway, the country with the largest per-capita penetration of EV's, there are many government incentives in place including; zero purchase/import taxes; exemption from 25% VAT; no annual road tax; no charges on toll roads or ferries and free municipal parking, among many others.⁴

In short, many governments are actively encouraging buyers to look at EV's as an alternative to ICE vehicles.

1. The current standards require a vehicle's parts be at least 50% from the U.S.

2. IRS, 30D(g) subsidies

3. The Economic Times of India, Feb 11, 2021

4. Norwegian Electric Car Association website, 5/28/2021





INTRODUCING TUGA



TUGA
INNOVATIONS INC.



*The word
“TUGA” is deeply
related to the
Portuguese soul.*

*It's a friendly saying
meaning a regular
Portuguese person
who is proud.*

TUGA's vehicles are being designed to deliver the perfect solution with **safety, features, function and style** to satisfy demand around the world.

A stylish, efficient urban commuter vehicle built on a **flexible, modular platform** that can be configured for the commuter, delivery, taxi, rental and ride share markets.

The **140km** per hour top speed is fast enough for the highway and the **160km** range is well beyond the average daily driving distance of 83km.¹

1. U.S. Department of Transportation's Federal Highway Administration



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*The people who are crazy enough to
think they can change the world are
the ones who do..*

~ STEVE JOBS



UNIQUE FUNCTIONALITY + FEATURES

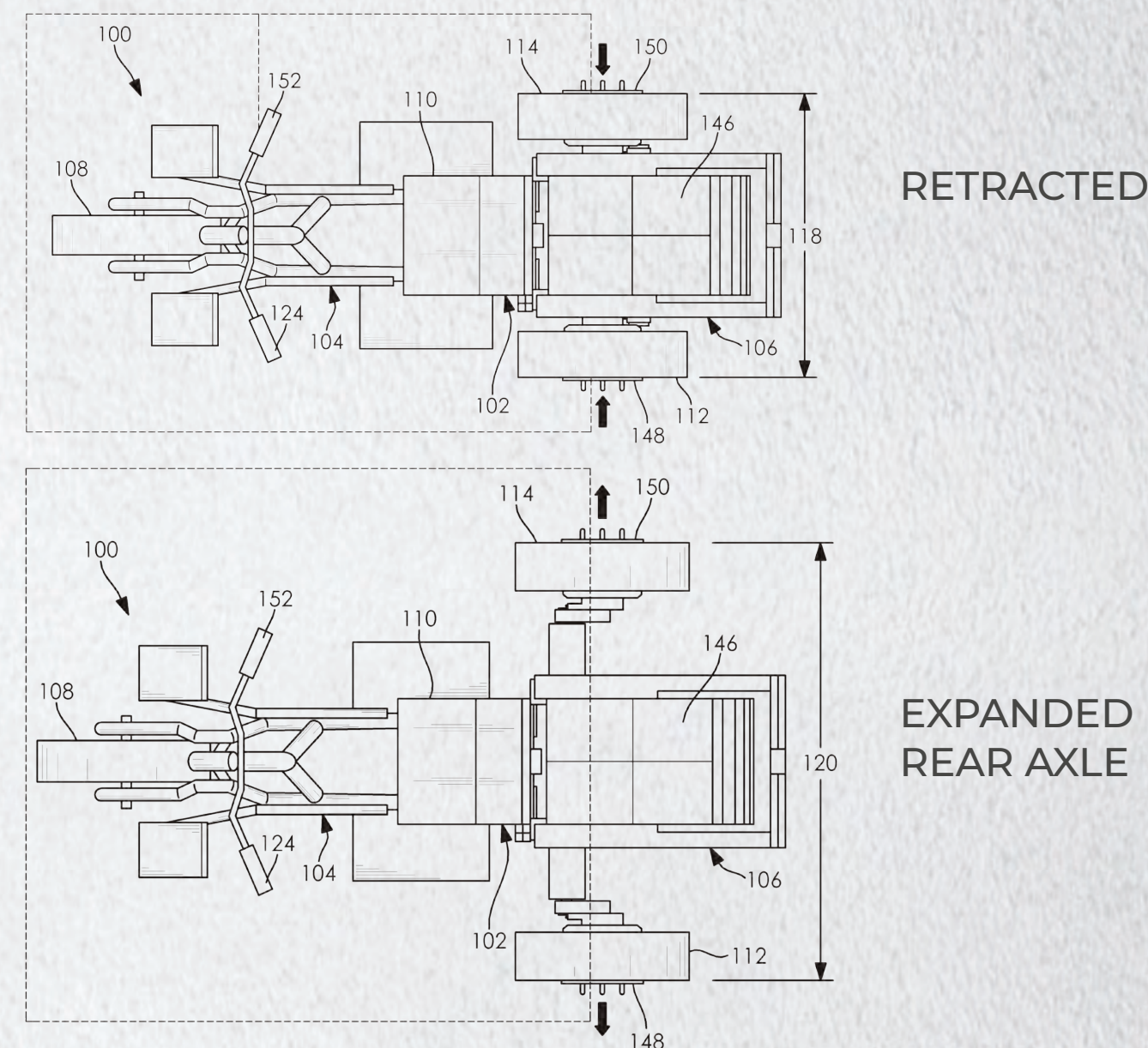


TUGA
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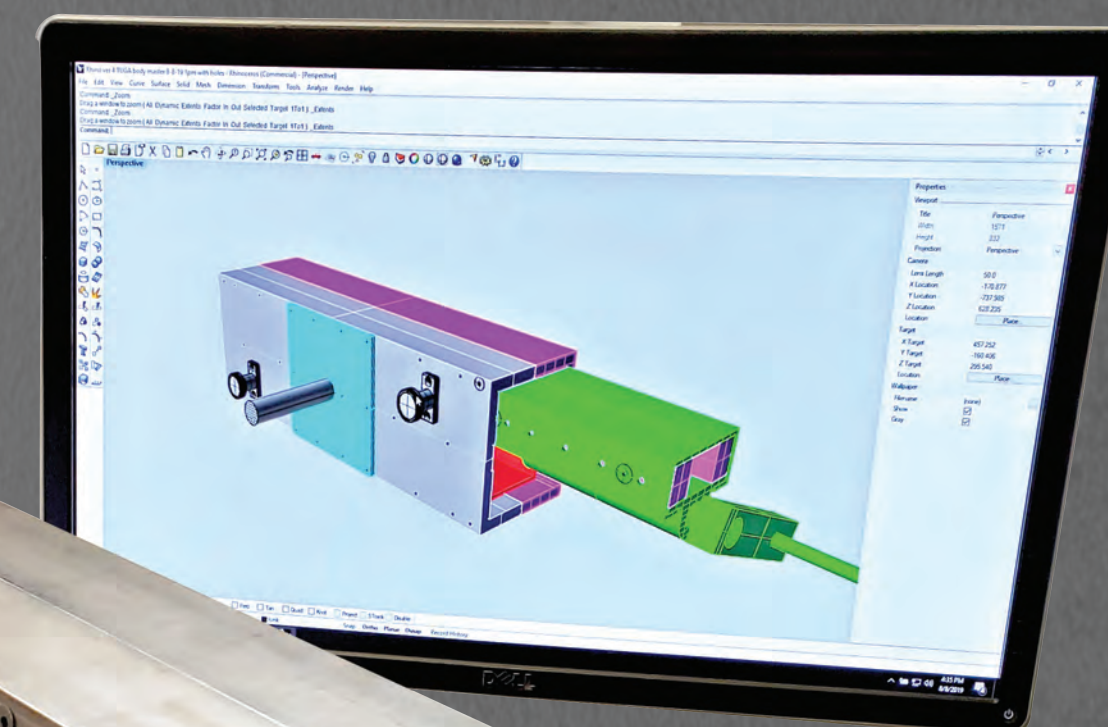
Fully electric, with modular body components, this multi-purpose vehicle is designed to be stable, agile, and fast.

Unique to Tuga, the **expanding rear axle** provides enhanced stability and smoothness at cruising speeds and one of the narrowest footprints for lane splitting* and ease of parking. Our innovative extendable chassis option offers enhanced rear seat access and added cargo space.

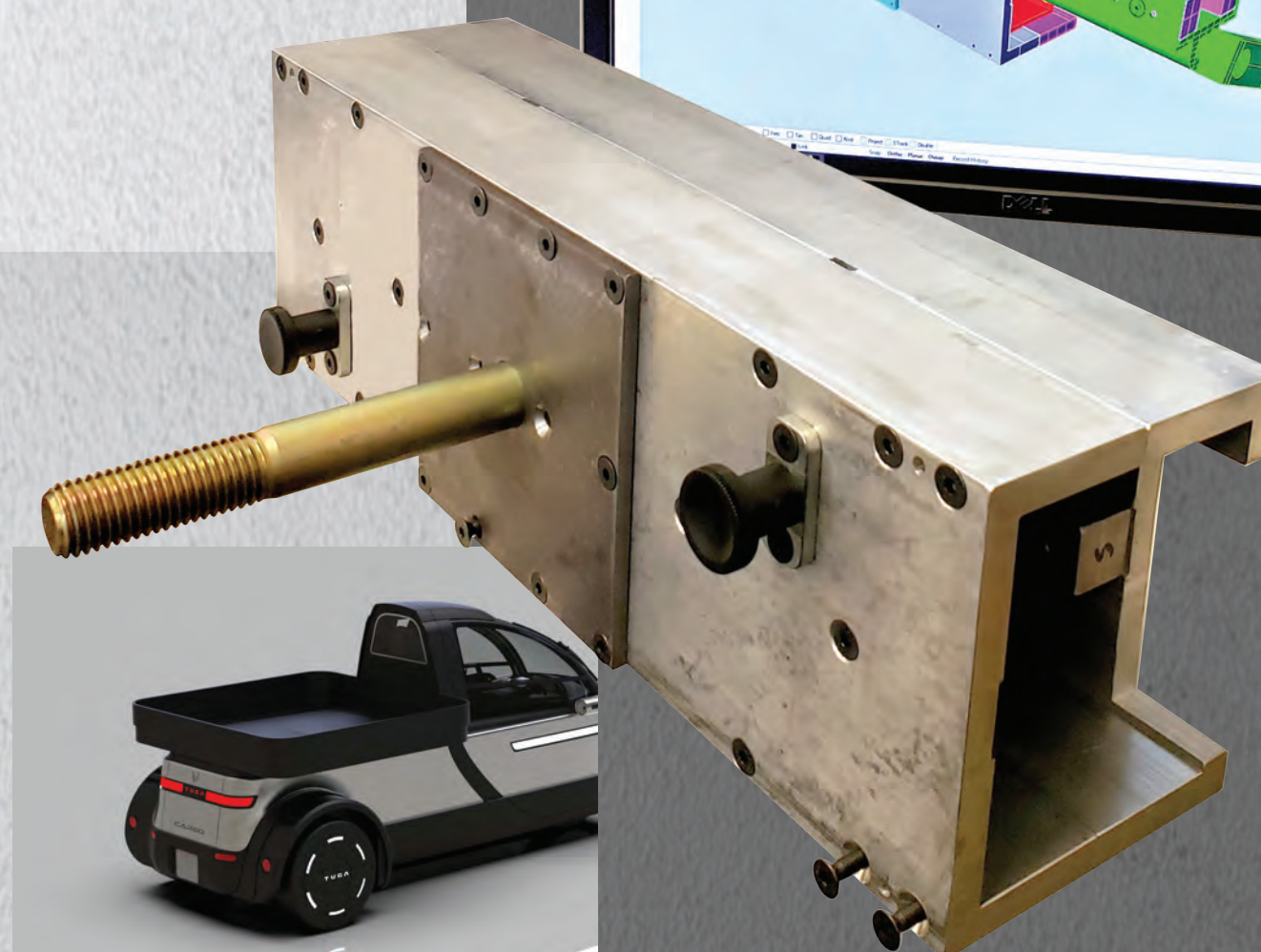
PATENTED ILLUSTRATIONS



Key design elements are being engineered, prototyped, tested and patented.



MODULAR COMPONENTS



*Lane splitting is maneuvering between lanes or rows of slow moving or stopped traffic moving in the same direction. This allows riders to save time, bypassing traffic congestion, and may also be safer than stopping behind stationary vehicles. -- https://en.wikipedia.org/wiki/Lane_splitting



Featured Tech Packages Include:



SAFETY

Anti-collision detection and avoidance features



PERFORMANCE

Improve driving experiences from statistical data



ENVIRONMENTAL

Environmental data enables cleanest, eco-friendly route navigation



COMFORT

Digital dashboard and high visibility electronic displays



MAINTENANCE, REPAIR AND UTILIZATION

Augmented reality provides contextual instructions for easier maintenance, repair and utilization

Digital Innovation Drives Pre-Sales

Pre-sales channels will generate sales leads by employing the latest technologies to find, engage, and capture early-adopters and urbanites seeking innovative transportation solutions.

3rd party retail sales tie-ins

Virtual Reality (VR) and Augmented Reality (AR) will play an increasingly important role as “connected cities” become common.

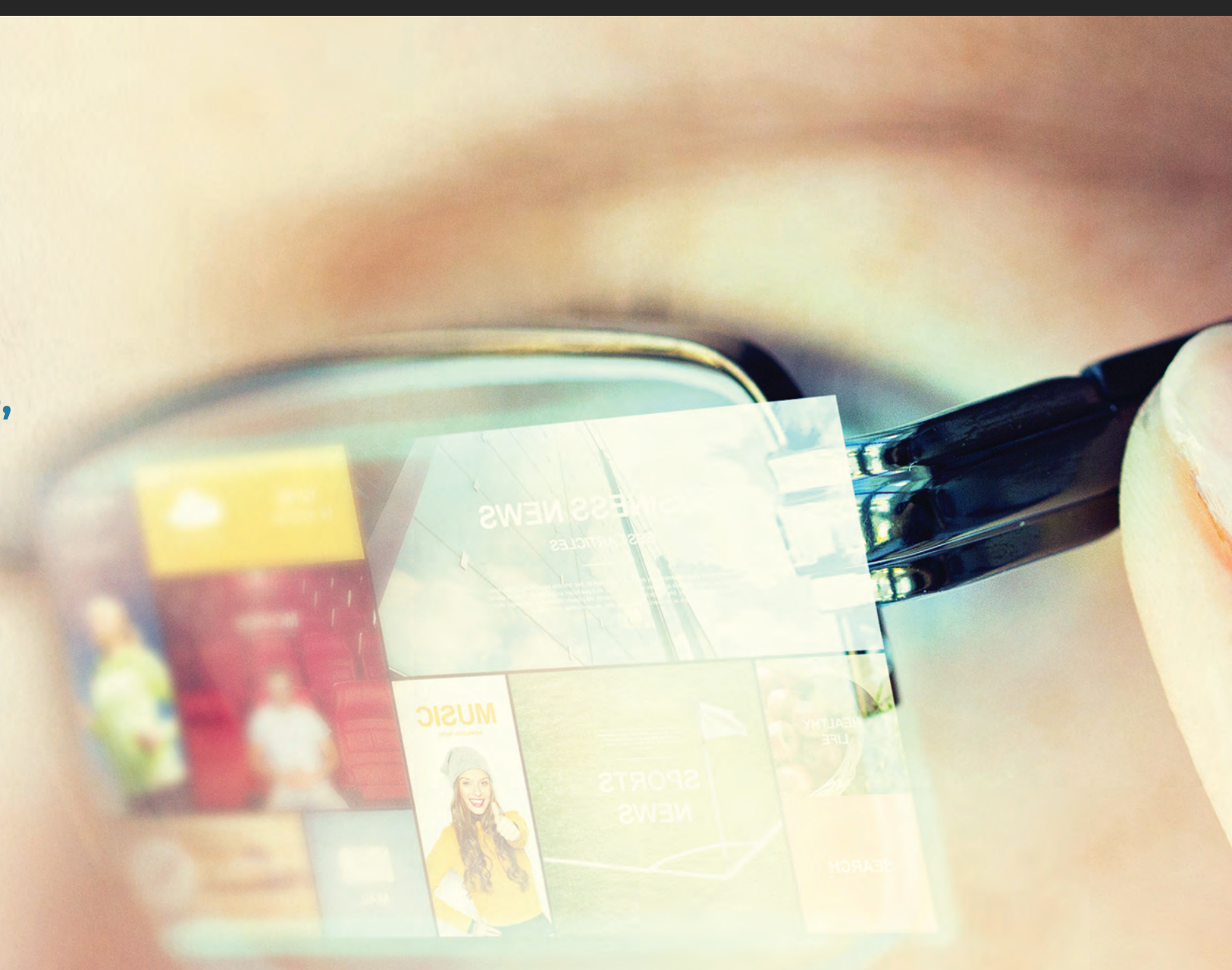
Cutting-edge sales tools

Virtual experiences will be available online to generate excitement, interest and enthusiasm as part of advertising & marketing efforts.

Partner marketing

From virtual driving experiences to loyalty recognition and contests, AR/VR plays a mighty role in the product roll-out roadmap.

***Note:** The company is in the development stage. Tuga prototype(s) remain subject to testing and regulatory approval before commercial sales will commence.*



**Join the
Connected
Urban Mobility
Future with Tuga
Innovation**



THE FUTURE OF CONNECTED MOBILITY



With global 5G cellular exploding, cross-promotional partner marketing with national mobility cellular providers could introduce Tuga to hundreds of millions of potential customers.

Proposed digital integration specifications

Network:

- LTE, TDD, FDD, GSM/EDGE
- UMTS/HSPA+/HSDPA, CDMA EVDO Rev A
- 5G Sub-6: Bands n1/2/3/5/7/8/12/28/41/66/71/77/78
- 5G mmWave: Bands n260/n261
- eSIM

Wireless & Location

- Wi-Fi 2.4 GHz + 5 GHz 802.11a/b/g/n/ac 2x2 MIMO
- Bluetooth® 5.0 + LE, A2DP
- NFC
- Dual band GNSS (L1 + L5, E1B + E5a, B1I + B2a)
- GPS, GLONASS, Galileo, QZSS, BeiDou, Navic

Media and Audio

- Stereo speakers
- 3 microphones
- Noise suppression

Camera

- 12.2 MP dual-pixel
- 1.4 μm pixel width
- Auto-focus with dual-pixel phase detection
- Optical + electronic image stabilisation
- $f/1.7$ aperture
- 77° field of view

Sensors

- Proximity/Ambient light sensor
- Accelerometer/Gyrometer
- Magnetometer
- Barometer
- Spectral and flicker sensor
- Air temperature, particulate analysis

From Car shows to Consumer Electronics Shows... to Pop-up Events streetside or in shopping malls... TUGA raises visibility by crossing boundaries.

Display

- 19.5:9 aspect ratio
- FHD+ (1080 x 2340) Flexible OLED at 432 ppi
- Always-on display
- Touchscreen
- Wearable heads-up display option
- Rear seat display option
- Smooth Display (up to 90 Hz)
- 1,000,000:1 contrast ratio
- HDR support
- Full 24-bit depth for 16 million colours



MANUFACTURING AND SUPPORT



TUGA
INNOVATIONS INC.

Why re-invent the wheel?

Wherever possible, management's experience in the auto manufacturing sector has sourced existing OTS* parts to minimize development cost and maximize margins going forward.

Production can be outsourced/licenced/ramped up around the world close to the markets where demand is highest.

Aftercare offers independent service operators access to the licensed TUGA Network. Certified training and parts supply join sales referrals and marketing support as part of a network incentive program.

*Off-The-Shelf





OPERATIONAL COMPETENCE



TUGA
INNOVATIONS INC.

—
TUGA's team
brings together automotive
industry design and
manufacturing expertise.

—
Designed intelligently
to utilize Off-The-Shelf
(OTS) parts, manufacturing
efficiencies are being
incorporated to
maximize margins.

—
Architecturally-inspired
exteriors create a prestige
image while delivering
a vehicle suitable for all
climates, and all markets.





OUR VISION

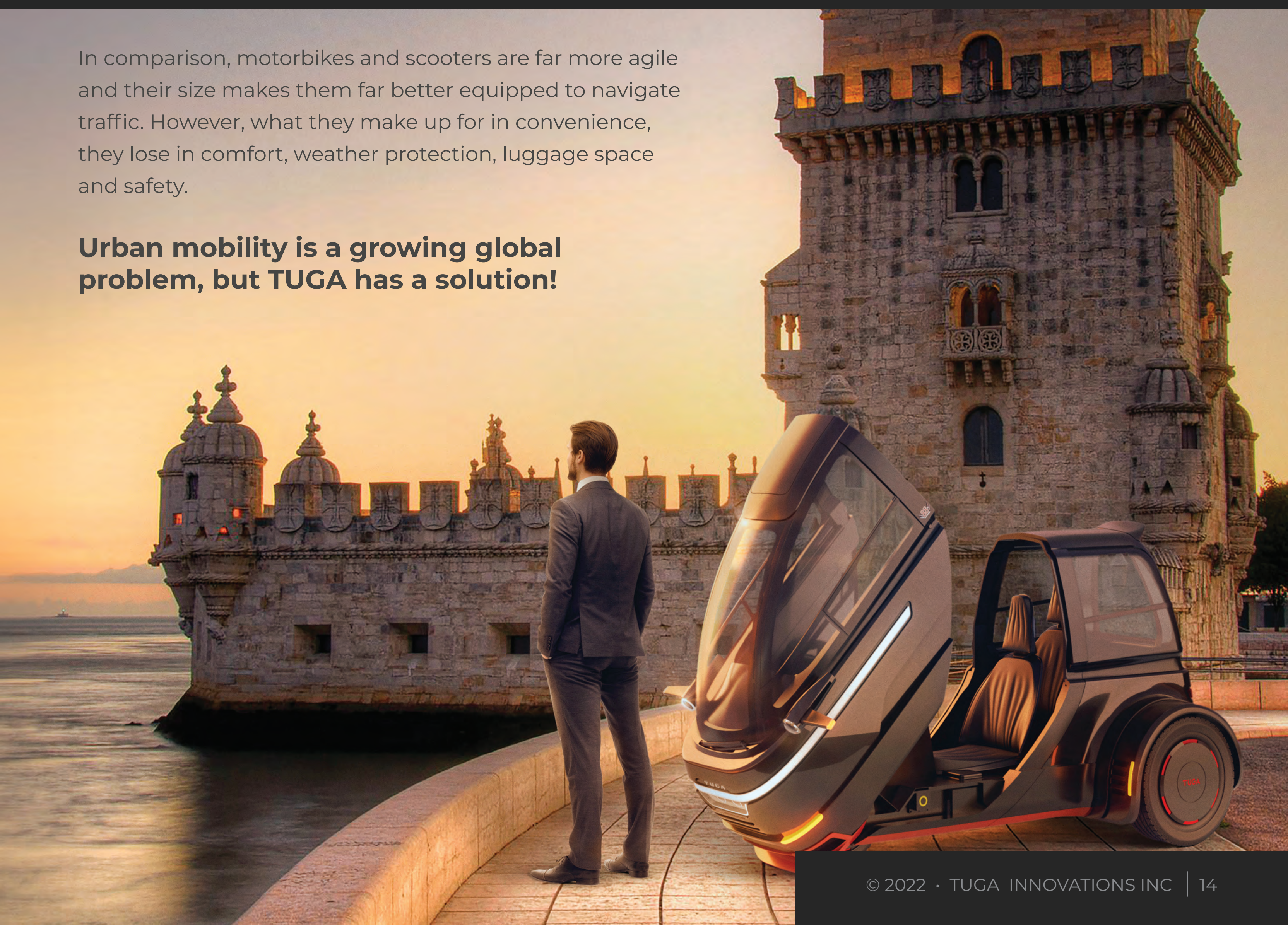
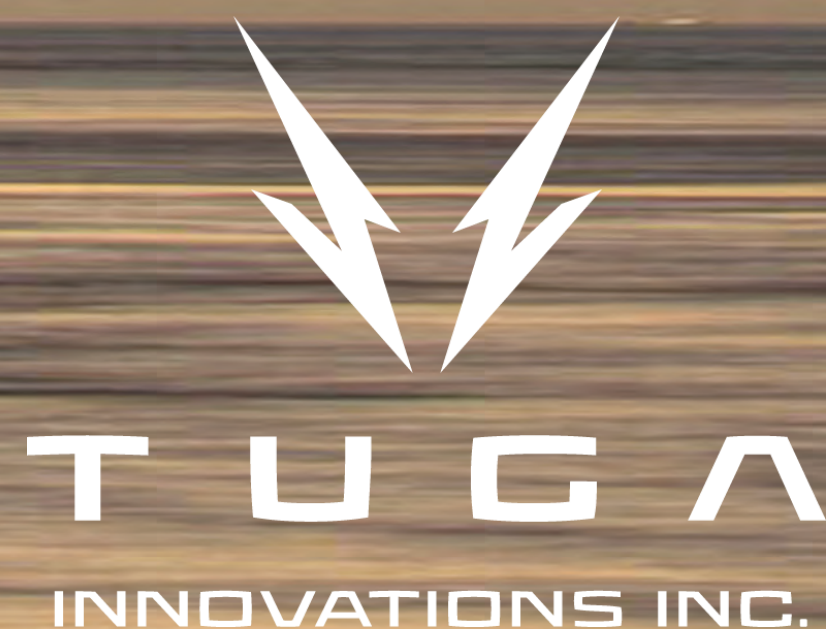
People on Earth have a huge problem to face: World Population.

In 2050, there will be 9.8 billion people, and most will live and work in cities and megacities.

Many urban workers struggle with mobility and sustainability issues that can lead to anxiety and health concerns. The current system isn't getting better and in many parts of the world urban transportation is collapsing. It is not uncommon for people who commute to work to spend up to four hours per day driving. Over the course of their working life this could amount to up to 7.5 years of commuting time.

In comparison, motorbikes and scooters are far more agile and their size makes them far better equipped to navigate traffic. However, what they make up for in convenience, they lose in comfort, weather protection, luggage space and safety.

Urban mobility is a growing global problem, but TUGA has a solution!





URBAN CONGESTION SOLVED

1

Traffic congestion.

Vehicle traffic is overwhelmingly congested around the world.

2

Solutions not band aids.

Global taxpayers want individual, personalized solutions, not poorly conceived mass transit mega projects.

3

Sustainable growth.

Ongoing demand for eco-friendly ESG* oriented automotive solutions drive long term growth for light-duty urban vehicle electrification.

4

Massive markets exist.

SE Asia, South America, Africa, India, and much of Europe already embrace small form transport.

5

Low hanging fruit.

Regulatory, production and cultural acceptance is far less complex in jurisdictions that already permit motorcycle-styled vehicles.

6

Connectivity to a large mobile marketplace.

Digital-to-automotive solutions introduces a sophisticated alternative to younger urbanites.

7

Proven Investment thesis.

The very few publicly traded sector start-ups already achieved significant market capitalizations.

8

Exit Strategy.

Major players such as Toyota and Polaris have already invested heavily in the sector. It is plausible other majors will follow and opt for a fast-track solution.

9

The time is right.

Well conceived electrically powered urban transportation options are needed right now.





John Hagie

CEO, CO-FOUNDER & BOARD CHAIR

Founded Red Wave Marketing Services to help start-ups define their Go-To-Market strategies and activities. John has extensive sales and marketing experience across varied sales motions (major accounts, channel, franchise sales) selling hardware, software and services within different geographies.



César Barbosa

VP, CO-FOUNDER & DIRECTOR

César Barbosa is a talented Architect who has had a lifelong passion for Classic Cars. Since 2008, he has dedicated his life to Urban Mobility Solutions launching several companies in Brazil and Portugal. His inspiration has brought the concept and design of the TUGA vehicle to life. He is leading our work in Portugal including work on body designs and integration with drones and eVTOLs connecting Urban Air and Terrestrial Mobility.



António Câmara

INDEPENDENT DIRECTOR

António Câmara is a Professor at the New University of Lisbon. He was a Visiting Professor at Cornell University (1988-89) and MIT (1998-99). In 2000 he co-founded Ydreams, pioneering research on virtual and augmented reality and geographical information systems. He was the company's CEO until 2015, developing over 1,500 projects in 40 countries for 50 Fortune 500 companies. YDreams Group includes three public companies: YDX, Ynvisible and Azorean.



Faizaan Lalani

CFO, SECRETARY, DIRECTOR

Mr. Lalani is an accounting and finance professional with over 10 years of experience covering audit, financial reporting, corporate finance and operations management. Mr. Lalani previously worked in the audit and assurance group at PricewaterhouseCoopers LLP, Canada, where he obtained his CPA, CA designation.



Lucas Leonardi

DIRECTOR

Mr. Leonardi is currently the Automotive Global Accounts Team Director at Amazon Web Services EMEA based in Paris, France. He brings over 25 years of sales & product marketing experience in software and related software as a service industry endeavour. Lucas is recognized as an agile strategist with entrepreneurial leadership and managerial skills in international and multicultural environments.



COMPETITIVE LANDSCAPE



TUGA
INNOVATIONS INC.

	TUGA	SOLO	ARCIMOTO	TRIGGO	AKO	I. ROAD	POLARIS SLINGSHOT	VANDERHALL
								
ALL WEATHER	✓	✓	✗	✓	✓	✓	✗	✗
2 OR 3 WHEEL	✓	✓	✓	✗	✗	✓	✓	✓
WIDTH	125 CM - 85 CM	146 CM	155 CM	148 CM - 86 CM	103 CM	90 CM	198 CM	175 CM
SPEED	145 KM/HR	95 KM/HR	120 KM/HR	90 KM/HR	90 KM/HR	60 KM/HR	201 KM/HR	169 KM/HR
RANGE	150 KM	128 KM	160 KM	160 KM	230 KM	-	128 KM	-
TILTING	NO	NO	NO	YES	YES	YES	NO	NO
ELECTRIC	YES	YES	YES	YES	YES	YES	FUEL	NO
MSRP	\$15,000 - \$25,000	\$18,600	\$17,900	-	-	-	\$24,900	\$34,900
MARKET CAP	~\$9.3 M	~\$93.6 M	~\$110.6 M	PRE-IPO	PRIVATE	~\$226.7 B	~\$6.7 B	PRIVATE \$7.5 M ANNUALLY
52 WEEK HI/LO	\$1.12 - \$0.11	\$4.10 - \$1.22	\$18.77 - \$2.64	-	-	\$213.74 - \$149	\$147.73 - \$100.52	-
EXCHANGE	CSE/OTC/FRA	NASDAQ	NASDAQ	WSE	-	NYSE	NYSE	-
TICKER	TUGA/TUGAF/DQ5	SOLO	FUV	-	-	TM	PII	-
HQ	VANCOUVER, BC	VANCOUVER, BC	EUGENE, OR	POLAND	LITHUANIA	AICHI, JPN	MEDINA, MN	PROVO, UT



CAPITALIZATION



TUGA
INNOVATIONS INC.

TUGA Innovations Outstanding Share Data	
SECURITIES DESCRIPTION	23-MAR-2022
Common Shares - Issued & Outstanding	44,495,021
Warrants Issued	35,459,436
Finders Warrants	531,650
Performance Warrants	30,000,000
Stock Options	230,000
Restricted Share Unit	668,524
Common Shares - Fully Diluted	111,384,631

CORPORATE PROFILE

Tuga Innovations, Inc.

409 Granville Street, Suite 1000

Vancouver, BC V6C 1T2 Canada

Email: info@tugainnovations.com

Trading Symbols:

CSE: TUGA

OTC: TUGAF

FRA: DQ5

CUSIP: 89904W

ISIN: CA89904W1095

WKN: A3C86Y

Date/place formed: April 7, 2021, Vancouver, BC

Fiscal Year End: July 31

Industry category: Consumer Products - Autos and Parts

CONSULTANTS

Auditors: Crowe MacKay LLP

Transfer Agent: Odyssey Trust Company



SUMMARY

TUGA is an ingenious entry into a large new vehicle segment



TUGA is ground-up designed as a sector-leader.

Early adopters achieved excellent financial market valuations & keen investment interest.

✓ Active international markets and government incentives are poised for significant growth.

✓ Societal & environmental (ESG*) consumer demand will drive broad interest & platform for adoption.

✓ Large automotive players have demonstrated sector interest and may offer a timely exit strategy.

✓ TUGA Network allows qualified operators low cost, high return participation in regional sales, marketing & aftercare opportunities as part of a rapid market entry strategy.

It's a whole new way to launch a vehicle around the world.

Digital bandwidth consumptive, subscriber-based concept targets cellular mobility service providers as partners.

✓ Our demonstrated proof-of-concept is safe, stylish, fun-to-drive and specifically designed for urban fleet operators and modern commuters everywhere.

✓ TUGA's expert & professional team is ideally positioned to launch & commercialize TUGA.

Potential to generate ongoing revenue across multiple sales cycles.

Software updates, subscription fees, new body styles, colors & accessories plus dedicated partner support network ensures trailing revenues.

Coming to a street near you!



* Environmental, Societal and Governmental





TUGA

INNOVATIONS INC.

FREEDOM TO MOVE

INVESTORS@TUGAINNOVATIONS.COM

PHONE: 1-415-799-7911

