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Hi X,

I hope your week is going well. I am following up to offer you a virtual interview opportunity under embargo with CEER CEO James DeLuca in advance of the CEER World Premiere (set for Sept. 21). Mr. DeLuca is available for **virtual interviews on Monday, September 14**, during the following windows:

- 10:00–11:00 a.m. KSA Time/3-4 AM ET
- 1:30–3:00 p.m. KSA Time/6:30-8 AM ET

Information from this 10-minute conversation is **under embargo until September 21** and will provide an opportunity to speak with CEER's CEO in advance of the unveiling of their flagship EV vehicle lineup.

Mr. DeLuca can speak to:

- His perspectives on the State of the EV industry
- Why CEER has entered the EV market
- CEER's flagship vehicles
- The future of Saudi Arabia's automotive sector
- Saudi Arabia's economic diversification via companies like CEER

This is a great opportunity to learn more about the vehicles virtually, especially if you are not able to travel. Please note that participation in this interview will require signing an NDA as part of the embargo.

Are you interested in this interview opportunity? If so, please let me know which time windows work best for your schedule, along with any specific topics you'd like to discuss with Mr. DeLuca so he can be best prepared to speak with you.

Thanks,
NAME

Hi X,

Sharing a quick reminder about the invitation below for the **CEER** **World Premiere on September 21 in Saudi Arabia.** We're finalizing the attendee list and travel arrangements and are hoping to hear back from you today. Please let me know whether or not you can join us, and we will get started booking your travel and accommodations.

Happy to answer any questions as you consider!

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Best,

Hi X,

Checking in on the invitation below. Are you interested and available to join us for the CEER World Premiere on September 21?

WHAT: Personal invitation to experience the global reveal of CEER's first flagship sedan and SUV.
WHO: CEER, Saudi Arabia's first electric vehicle (EV) brand and manufacturing company
WHEN: September 21, 2026
WHERE: CEER Manufacturing Complex, King Abdullah Economic City, Saudi Arabia

Why attend?

- Be among the first to see CEER's inaugural vehicle lineup
- See the facility where they are designed and manufactured
- Hear directly from CEER leadership about the company's vision and role in shaping Saudi Arabia's automotive industry
- Get exclusive onsite interview opportunities with leadership and CEER experts

Please confirm your attendance by September 3 and we will get started booking your travel and accommodations**.** Happy to answer any questions or provide additional details.

Best,

X

Hi X,

We would like to extend an invitation for you to join us at the **CEER World Premiere in September**. This is an incredible opportunity to experience the company's first flagship vehicles firsthand in the facility where they are brought to life. Please find below a letter from CEER CEO James De Luca with more details provided.

Please let me know **by September 3** if you are interested in joining us for this event. Any feedback is greatly appreciated!

All the best,

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Dear XX,

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Mark your calendar for a landmark occasion in the automotive industry.

We are delighted to invite you to the CEER World Premiere, the global reveal of its first flagship vehicles, scheduled to take place on 21 September 2026 in King Abdullah Economic City, Saudi Arabia.

As Saudi Arabia's first automotive brand, CEER was established in 2022 by His Royal Highness Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister of the Kingdom of Saudi Arabia and Chairman of PIF. CEER is a joint venture between PIF and Foxconn and was created to contribute towards the objectives of Saudi Vision 2030 by developing new sectors and support the diversification of the national economy.

Today, CEER has transformed that bold vision into reality with its first flagship sedan and SUV, designed, engineered, and manufactured in Saudi Arabia. This milestone marks the Kingdom's entry into the global automotive industry and lays the foundation for a thriving domestic automotive sector. Our flagship vehicles combine visionary design, advanced technology, and exceptional performance.

Hosted at the state-of-the-art **CEER Manufacturing Complex (CMC)** in King Abdullah Economic City, the World Premiere will offer you an exclusive opportunity to experience the vehicles firsthand in the facility where they are brought to life. Reflecting the significance of this milestone, the event will be attended by **Their Royal Highnesses and Excellencies**, together with a distinguished group of senior officials, government representatives, and local and international partners, as well as the leadership of CEER.

Please confirm your attendance by responding to this email by **03 September 2026**. A formal invitation with complete details, including location and agenda, will follow.

Should you have any questions or require further information, please do not hesitate to contact us.

Please note that this invitation is personal, non-transferable, and strictly confidential. All information and content contained herein must not be shared or circulated.

We look forward to welcoming you to this historic occasion.

Kind regards,

James DeLuca
Chief Executive Officer

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Top 20 First Look + Launch Follow-Up Pitch

Hi NAME,

I'd like to share a first look from CEER, which includes information about their flagship EVs that are set to be announced in greater detail today at 9:30PM KSA/2:30PM EST. More details can be found in the press release copied below my signature. Additional assets can be found throughout the day at the CEER newsroom.

If you'd like to follow along with today's announcement, you can watch the livestream via YouTube link here.

I will be following up later today with the official global launch release. In the meantime, please let me know if you'd like an interview with a CEER spokesperson in the coming days.

Please let me know if you have any questions.

Best,
NAME

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CEER

HRH the Crown Prince Launches CEER's Flagship Vehicles
Further Strengthening Saudi Arabia's Position in the Global Automotive Industry

- CEER's EXOBOT electric sedan and SUV embody Saudi innovation and national ambition, combining visionary design, advanced technologies, outstanding performance, and an exceptional driving experience.
- Designed, engineered, and manufactured in Saudi Arabia, as CEER's flagship vehicles within a broader vehicle lineup to be launched over the next five years.

Saudi Arabia, September 21, 2026

His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince, Prime Minister and Chairman of the Board of Directors of PIF, revealed EXOBOT, the flagship electric vehicles from CEER, Saudi Arabia's national automotive company. This national milestone reflects Saudi Arabia's strategic direction toward developing an advanced industrial sector aligned with the objectives of Saudi Vision 2030 and further strengthening Saudi Arabia's position in the global automotive industry.

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Marking this occasion, His Royal Highness said: "The launch of CEER's first vehicles represents another step forward in Saudi Arabia's progression to build a sustainable and prosperous industrial ecosystem. It further enables the automotive sector as a key driver of economic growth, through attracting investments, empowering national talent, and expanding the private sector's role to further position Saudi Arabia to become a leading regional and global hub for this industry."

EXOBOT sedan and SUV vehicles represent part of a planned portfolio of seven models that will be launched over the next five years, including midsize and compact vehicles with various propulsion options to serve different customer needs. These vehicles will be manufactured at CEER Manufacturing Complex (CMC), the largest automotive production facility in the Middle East and one of the most technologically advanced in the world. Additionally, EXOBOT sedan and SUV feature a distinctive design inspired by Saudi Arabia's landscape, rooted in its culture, and reflective of its vision. Designed and engineered locally, the vehicles have been developed according to the highest global standards, further strengthening Saudi Arabia's position as a rising force in the global automotive industry.

By 2034 CEER is projected to contribute USD 8 billion (over SAR 30 billion) to Saudi Arabia's GDP, USD 21 billion (over SAR 80 billion) to trade balance improvement, and create quality direct and indirect jobs.

The announcement aligns with PIF's efforts to develop an integrated and competitive local automotive ecosystem, as part of PIF's mandate as a key driver of Saudi Arabia's economic diversification. PIF launched CEER in 2022 as the first Saudi vehicle brand, with the aim to support the development of the national industrial ecosystem, attract investments, create opportunities for the private sector, and increase Saudi GDP.

Follow the livestream of the CEER World Premiere on: https://www.youtube.com/ceermotors

For all news and assets from the CEER World Premiere, head to: https://ceermotors.com/news/

###

Follow-Up (Once Live at 2:30 ET)

Hi NAME,

Following up on today's news from CEER. **Moments ago, CEER unveiled its first electric sedan and SUV, entering the global EV market for the first time.**

You can review the full press release detail below my signature and access high-resolution images and videos via the CEER newsroom.

Interviews with CEER SMEs are available upon request. Please let me know if I can provide any additional information in the meantime.

Best,
NAME

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EXOBOT: Bold, Extraordinary, Saudi

JEDDAH, Saudi Arabia, September 21, 2026 – His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince, Prime Minister and Chairman of the Board of Directors of the Public Investment Fund (PIF), has officially revealed the EXOBOT sedan and SUV. Following the reveal, CEER presented detailed information about the product design and features of the flagship vehicles during its World Premiere at CEER Manufacturing Complex (CMC).

Introducing EXOBOT

EXOBOT represents CEER's first flagship vehicles and marks the beginning of a planned portfolio of seven models by 2030, including mid-size and compact vehicles with various propulsion options to serve different customer needs. These vehicles will be manufactured at CEER Manufacturing Complex (CMC) at King Abdullah Economic City (KAEC), Saudi Arabia. The manufacturing facility is the largest in the Middle East and one of the most technologically advanced in the world.

EXOBOT is available in two distinct body styles – an electric sedan and SUV – each embodies Saudi innovation and national ambition, combining visionary design, advanced technologies, outstanding performance, and an exceptional driving experience.

EXOBOT features a distinctive design inspired by the Kingdom's landscape, rooted in its culture, and reflective of its vision. Designed and engineered locally, the vehicles have been developed specifically to suit the conditions of Saudi Arabia and the region.

EXOBOT marks a transformative step into a new era of mobility and strengthens the Kingdom's position as a leading regional force in the automotive industry.

Visionary Design

A bold Saudi identity, EXOBOT's exterior is characterized by ultra-dynamic proportions and a distinctive wedge profile that conveys a sense of poised acceleration even while standing still. Its form seamlessly blends razor-sharp machined volumes at the front and rear, with elegantly fluid surfaces in the mid-occupant section, creating a biomechanical aesthetic inspired by the ancient architecture of *Hegra*[1]. The front creates a purposeful gesture. This in combination with the sleek horizontal light signature; maximizes visual width, creating huge on-road presence.

Designed with a commanding presence, EXOBOT sedan measures 5.26 meters in length, 2.1 meters in width and 1.43 meters in height and EXOBOT SUV measures 5.02 meters in length, 2.1 meters in width and 1.69 meters in height positioning them among the large passenger vehicle segments.

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EXOBOT features the largest windshield ever produced[2] with a length of 2.4 meters, and is set at a radical 15° inclination, the most inclined in its class. This dramatic forward-sweep of ultra-thin, laminated glass, with an advanced reflective coating, redefines aerodynamics and visibility, shields occupants from the sun and minimizes solar heat absorption.

The bold design is grounded in Saudi historic relevance, with cues that include 32 distinctive bars of signature lights, inspired by the year 1932 when Saudi Arabia unified to become a kingdom.

The vehicle's aesthetic is completed by the unique lightweight forged aluminum wheels, featuring a distinctive triangular motif influenced by *Al-Lahuj*[3] style openings as seen in the architecture across the Kingdom, and adds to the EXOBOT's dynamic and purposeful stance.

Within the cabin, the interior is a sanctuary, with a wealth of innovative features that enhance the driver and passenger experience; intended to create a remarkable and personalized oasis where human comfort and technology exist in perfect harmony.

Inside, a cockpit that sweeps towards the driver is revealed. The sleek, minimized steering yoke places essential controls at the driver's fingertips, allowing seamless changes between multiple driving modes. The unique lower door glass provides instant transition between tinted and opaque settings at a single touch, offering an effortless choice between a bright cabin with expanded view or complete privacy.

Shahin Wing Doors

One of EXOBOT's most striking features is its nearly three-meter-long Shahin Wing Doors, inspired by the graceful flight of the Shahin falcon. Operated remotely via the key fob or activated with a light touch of the discreet door-mounted controls, they open effortlessly in a smooth 60 cm arc to create a wide, welcoming entrance for both front and rear passengers.

Exhilarating Performance

Engineered around a tri-motor all-wheel-drive fully electric architecture, EXOBOT translates instant torque and raw power into precise track-like performance. Continuous torque vectoring and active chassis systems work in harmony to maintain stability, agility, and control in any environment. At its highest specification, EXOBOT unleashes an astonishing 1,111 horsepower and 1,500 Nm of torque for an unmatched driving experience. The lower stance EXOBOT sedan can propel itself from a standstill to 100 km/h in just 2.1 seconds with a top speed of 250 km/h[4]. SUV shifts from a standstill to 100 km/h in 2.4 seconds, has a top speed of 210 km/h[4].

Engineered for the Region

EXOBOT excels in the region's extreme heat, intense sun, and demanding long-distance driving, and has been engineered for peak thermal resilience. With advanced Halo Cooling, EXOBOT delivers industry-leading cooling performance that outperforms benchmarks in extreme climates. In high-heat conditions typical of Saudi Arabia, cabin temperatures are rapidly reduced from 65°C to 32°C within 10 minutes[5]. Solar heat gain is minimized through special foils and heating and demist through triple silver-coated glass and optimized aerodynamic roof airflow that prevents thermal buildup. Combined with dual front and

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rear air-conditioning systems, every passenger enjoys rapid, uniform cooling and complete comfort in all conditions.

Redefining Control

EXOBOT has Steer-by-Wire technology that eliminates the traditional steering column and provides freedom in design, ergonomics, and responsiveness. Steering input is reduced from 400° to 160°, offering the feel of supercar handling. It is also equipped with rear-wheel steering for tighter turning in urban environments, enhanced stability at high speeds, and precision through the corners.

HMI and Connectivity

The sculpted cantilevered center console perfectly blends physical and digital controls, intuitive enough for 'eyes-up' use, yet refined and responsive to the touch.

A 48-inch pillar-to-pillar curved Digital Horizon Display with 8K resolution, 10.4-inch Central Control Screen, and 8-inch Rear Occupant Display, bringing the CEER digital environment to life which was inspired by the cinematic feel of the Riyadh skyline.

No sense is overlooked. EXOBOT's advanced Virtual Voice Assistant delivers a seamless AI experience, understanding and responding fluently in both Arabic and English.

EXOBOT connects seamlessly with the CEER App for real-time, secure access to essential vehicle systems. From monitoring your charging status to pre-conditioning the cabin temperature to remote parking, the CEER App fully transforms the car experience.

Safety Engineered into Every System

Protection is built into every layer of EXOBOT to deliver a cocoon of safety for drivers and passengers. A complete suite of active and passive safety systems, that go beyond global safety standards, include structural cell-to-pack battery technology, specifically designed for this rough and demanding environment; a combination of seven uniquely designed airbags; and enhanced aluminum casting and extrusion space-frame technology integrated into the body and doors.

Intelligent Infotainment

Everything is designed to work together from start to finish, with advanced technology, driver systems and comfort features integrated as one complete experience.

As envisioned, for access, every journey starts with a digital key with smartwatch integration.

EXOBOT blends advanced digital interfaces with thoughtfully placed physical controls for key functions such as gear selection, climate, and volume. The result is a more intuitive experience that prioritizes both innovation and usability.

Sound is experienced differently in EXOBOT. SoundStage Audio technology uses exciters to transform cabin surfaces into part of the audio experience, working alongside dedicated sound components to

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create a rich, 360° immersive cinematic environment. EXOBOT also comes with its own personalized fragrance system, offering three unique scents at a time.

Continual Updates with OTA

EXOBOT continues to evolve long after it leaves the factory with seamless Over-the-Air (OTA) updates. Beyond simple remote updates, OTA technology actively enhances vehicle performance, unlocks brand-new features, and elevates the user experience, and it does this all remotely, without ever requiring a workshop visit. This means every EXOBOT becomes smarter, more capable, and more personalized over time, ready to deliver an even greater experience tomorrow.

Autonomous Capabilities

EXOBOT puts intelligent assistance at the driver's command. From hands-free driving support to automated lane changes to point-to-point navigation based autonomous driving on highways. EXOBOT offers an advanced autonomous ecosystem that acts as a vigilant co-pilot, enhancing safety, reducing driver fatigue, and redefining peace of mind behind the wheel.

Local Commitment That Drives Accessibility

Proudly manufactured in Saudi Arabia, CEER's localization strategy ensures swift accessibility through local production at King Abdullah Economic City, aiming for an order-to-delivery time measured in weeks not months. The brand is committed to achieving 45% of local materials in its vehicles by 2034, backed by a supplier ecosystem that guarantees fast, reliable aftersales service with locally sourced parts. EXOBOT stands as a bold invitation to join a groundbreaking movement driving Saudi Arabia's global automotive ambitions.

EXOBOT Collection

EXOBOT collection will debut with EXOBOT First Edition, followed by EXOBOT PLUS.

EXOBOT FIRST EDITION

A limited edition created for those who understand the value of true rarity, the First Edition is available as a sedan and SUV: two formats with an uncompromising unified specification that won't be repeated.

Powered by a fully electric tri-motor generating 850 horsepower and 1,000 Nm of torque, the all-wheel drive EXOBOT First Edition delivers breathtaking performance, launching the sedan from 0 to 100 km/h[4] in just 2.6 seconds and SUV from 0 to 100 km in 2.9 seconds[4]. And with its impressive 112 kWh battery, you will never be short of range (up to 560 km[6] for the SUV, and 670 km[5] for the sedan). With its advanced 800V architecture it can support ultra-fast charging from 10-80% in under 30 minutes.

The First Edition brings together a distinctive exterior and interior shaped with equal precision. Outside, a unique combination of red painted brake calipers with Black Color Pack. Inside, you'll find black and red Nappa leather seats, each finished with a First Edition emblem debossed into the headrests, bespoke floor mats, and a unique First Edition plaque, to complete the specification.

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To celebrate its exclusivity, every single EXOBOT First Edition will feature a unique numbered plaque that matches the VIN number.

Reflecting its rare status, buyers can choose between two bespoke exterior finishes: Harrat Grey or White Musk, both tailored to highlight its sophisticated aura.

[1] Hegra architecture also known as Al-Hijr, is renowned for its Nabataean architecture, characterized by its rock-cut tombs and decorative facades showcasing decorative elements such as stepped capitals, triangular pediments, and symbolic motifs

[2] The EXOBOT will feature the largest windshield ever produced for a private passenger vehicle

[3] Al-Lahuj refers to the traditional style of architecture of the central region of Saudi Arabia, and particularly the triangular wall openings used primarily for observing, ventilation, and natural lighting.

[4] Subject to vehicle homologation.

[5] Performance measured in a controlled test environment

[6] Under New European Driving Cycle (NEDC) laboratory testing conditions.

General List - Global Release (9:30 KSA Time)

SUBJ: Today: CEER Enters Global EV Market with Debut of First SUV and Sedan

Hi X,

Moments ago, CEER unveiled its first electric sedan and SUV, entering the global EV market for the first time.

CEER's flagship vehicles were inspired by Saudi Arabia's unique natural environment and showcase a range of technologies and engineering features developed with desert climate, terrain and driving conditions in mind.

Vehicle highlights include:

- Falcon-style doors and a pillarless design that provide enhanced access to the vehicle cabin
- Specialized heat-reflective glass technology designed to improve cabin comfort in high-temperature environments
- A dedicated desert driving mode optimized for regional terrain and driving conditions

Technology highlights include:

- Steer-by-Wire technology that eliminates the traditional steering column and provides freedom in design, ergonomics, and responsiveness. Steering input is reduced from 400° to

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160°, offering the feel of supercar handling. It is also equipped with rear-wheel steering for tighter turning in urban environments, enhanced stability at high speeds, and precision through the corners.

- A 48-inch pillar-to-pillar curved Digital Horizon Display with 8K resolution, 10.4-inch Central Control Screen, and 8-inch Rear Occupant Display, bringing the CEER digital environment to life which was inspired by the cinematic feel of the Riyadh skyline.
- Advanced thermal management systems developed for high-temperature environments
- An immersive audio system that uses exciters throughout the cabin instead of conventional speakers
- EXOBOT connects seamlessly with the CEER App for real-time, secure access to essential vehicle systems. From monitoring your charging status to pre-conditioning the cabin temperature to remote parking.

More information is included in the press release below. Image and video assets can be found online at the CEER newsroom.

Interviews may be available upon request. Please reach out with any questions.

Best,
XX

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