



RELOAD MOTORS

Hydrogen Motorhome

Factsheet





RELOAD MOTORS

Reload H₂ Camper

Reload Nomad H₂ Camper – The world's first hydrogen camper designed specifically for digital nomads. It takes into account the pros and cons of conventional campers and adds features important in the era of gadgets and meta-verses.

- Fully IT-connected
- DLT secured
- Digital Upgradeable

Small and mobile, giving freedom of movement – whether inside a city or outdoors. Specifically equipped for digital nomads, it gives them an opportunity to work or just relax comfortably, privately & safely.

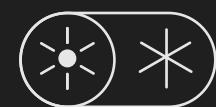
It is the first camper that follows ESG principles and DLT fundament.



Substantially
lower CO2 footprint



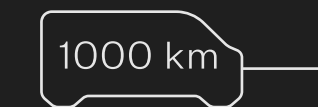
Low energy grid
dependency



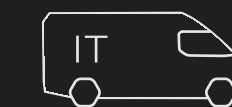
Lower temperature
sensitivity of range



Refueling time



Max. range



Fully IT-connected
DLT secured
Digital Upgradeable





RELOAD MOTORS

Reload H₂ Camper

Luxury Motorhome Concept

- Advanced and modern design
- Innovative and secure DLT-ecosystem
- Fascinating user experience
- Unique ownership business model

We are creating a new world in the RV market and creating pressure in the classic car market. Despite its progress, we are creating a comfortable and understandable mobile home, not just for the digital elite.



studiosyn

Especially for the manufacture of interior design, we invited a well-known German design bureau StudioSYN to cooperate, which developed 5 variations of the interior filling of the Reload Nomad H2 Camper.



Designed by Reload Motors

- Software
- Hardware
- Exterior
- Interior

Solar Panels

Upper level of the vehicle software, multimedia cluster, Integration to Reload digital ecosystem

Software

Upper level of the vehicle software, multimedia cluster.

Connectivity

Integration to Reload digital ecosystem.

Pneumatic pop-top

Pneumatic roof increases the space in the camper.

Interior Design

In collaboration with **StudioSYN**

In collaboration with well-known* German design bureau StudioSYN.



Chassis Enhancement

Light chassis modernization for the hydrogen powertrain.

H₂ Reload Power Train

Up to 1000 km of driving without refuelling.

- Fuel Cell
- H2 ballons
- Battery

Custom Wheels

Offroad-ready as option.

Front fenders, bumper & radiator grille

Minor exteriors enhancements give a unique look & style

* – 2020 Best of the Best Automotive Brand Award Winners for HYMER VisionVenture

Camper Business Model

Fractional Purchase

Opportunity to pay not only for the entire car, but also for its functional units and even to receive these units for free via our mobile App.

Upgrades & options by Pay-as-you-go model

No ugly subscriptions. More than 40 selected options at pay as you go model when drivers pays when use it while driving or in stand by mode as desired. We have opened access to the demo version of the MVP software ecosystem at reloadmotors.app

Fractional Ownership

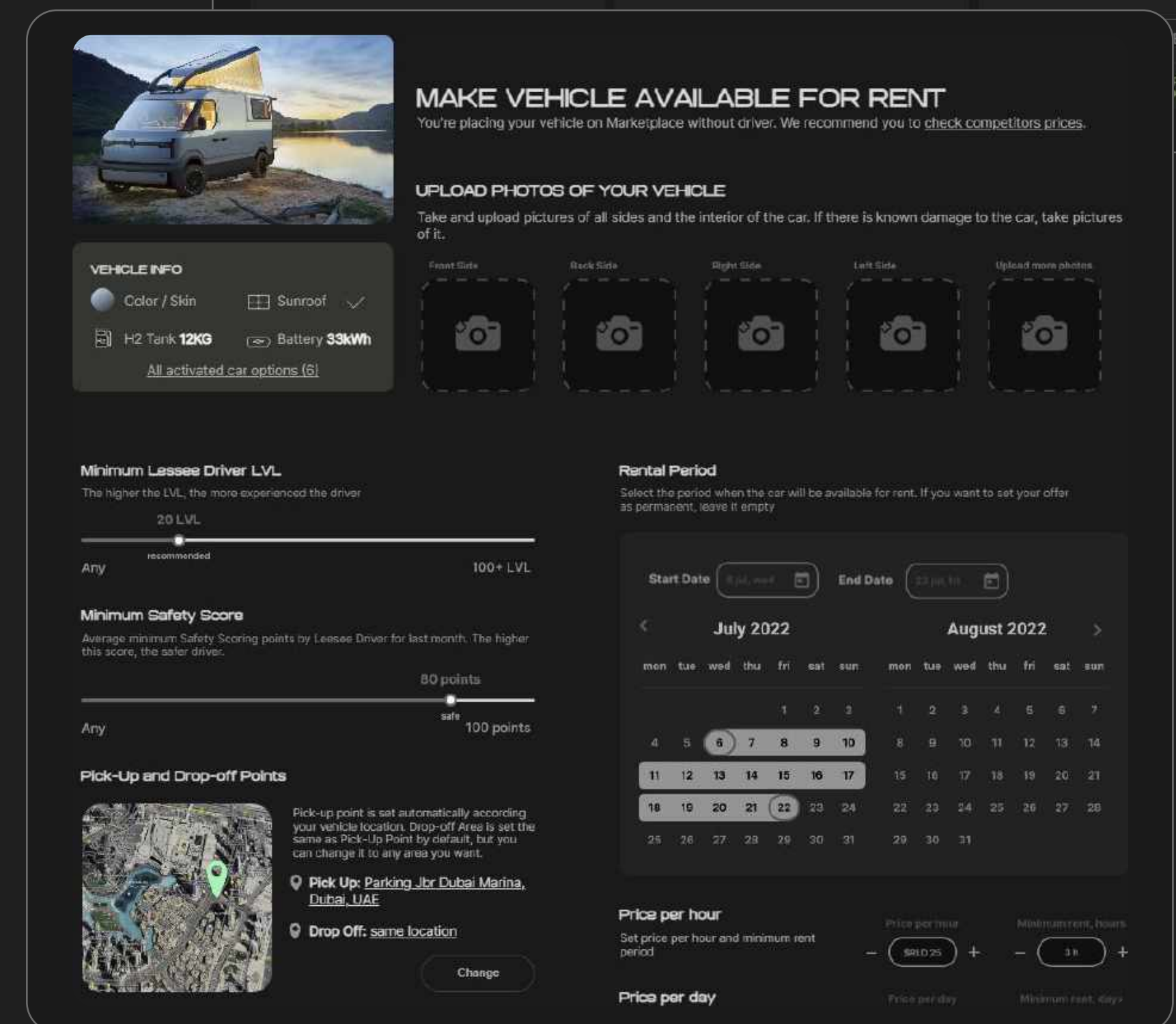
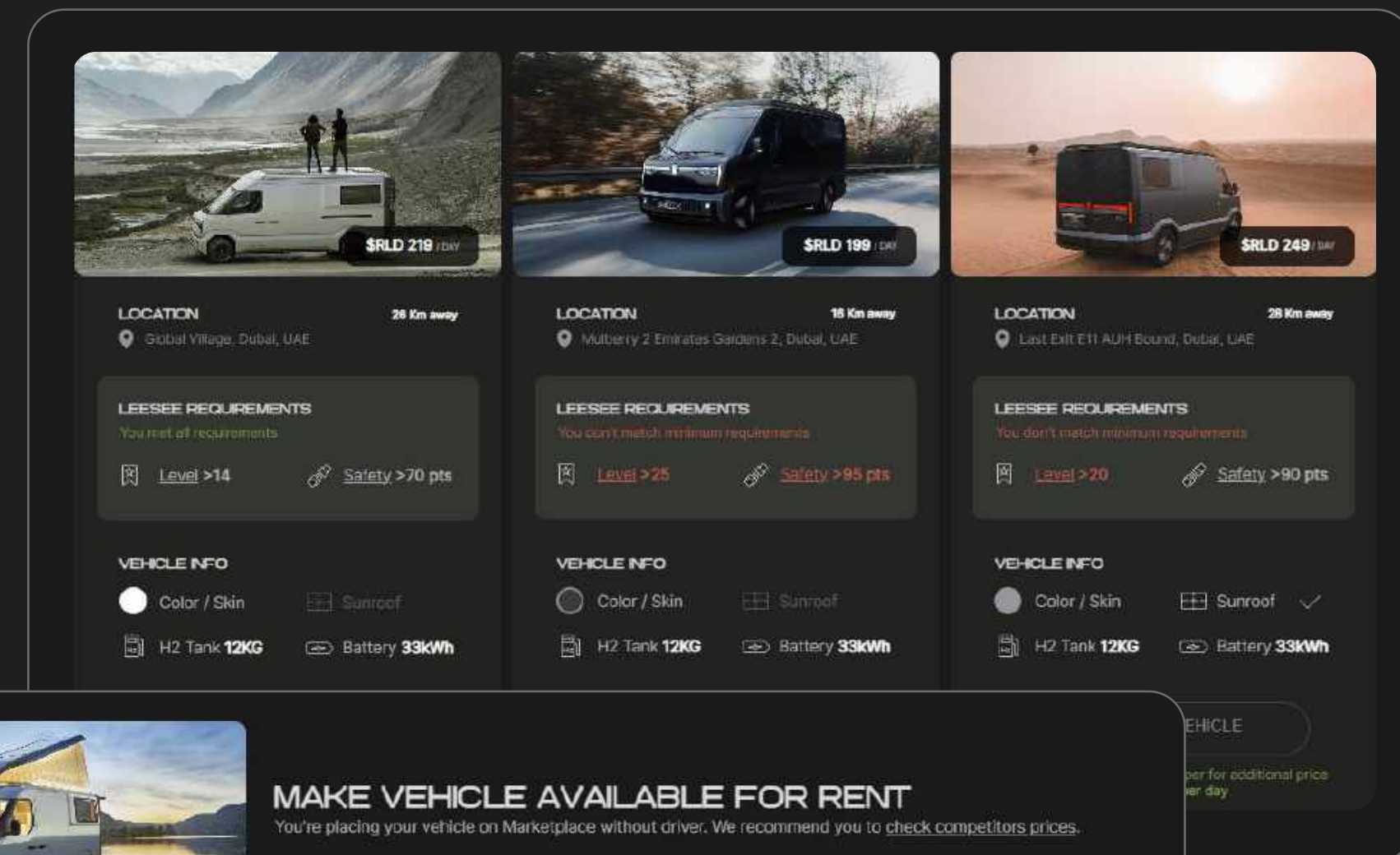
One car can be owned by several owners. For example: three friends dumped on one car, and according to the shares of ownership they use it (time / day based, as they choose)

Monetization of time spent driving

For the first time, the driver will be able to monetize his time spent behind the wheel of a Reload car. By completing mobile App tasks and driving safely, the driver receives upgrades, functional unlocks that can be sold at any time as NFTs.

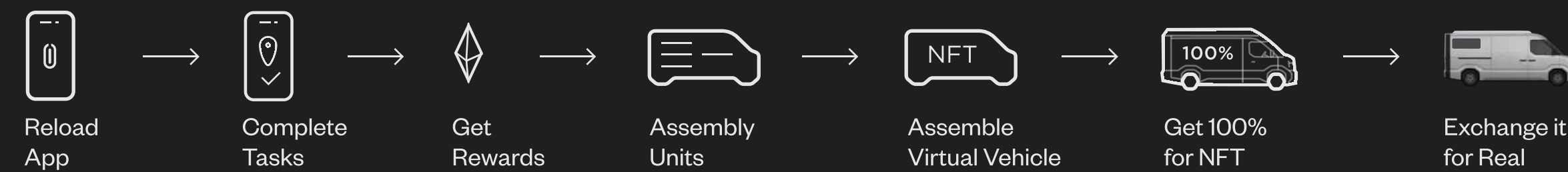
New View for Rentals and Leasing

The Camper owners will be able to make it available for rent through the Reload Marketplace. With ability to set minimum requirements for the renter: their safety level, driving experience, and other requirements that guarantee the safety of their car.



GTM Strategy

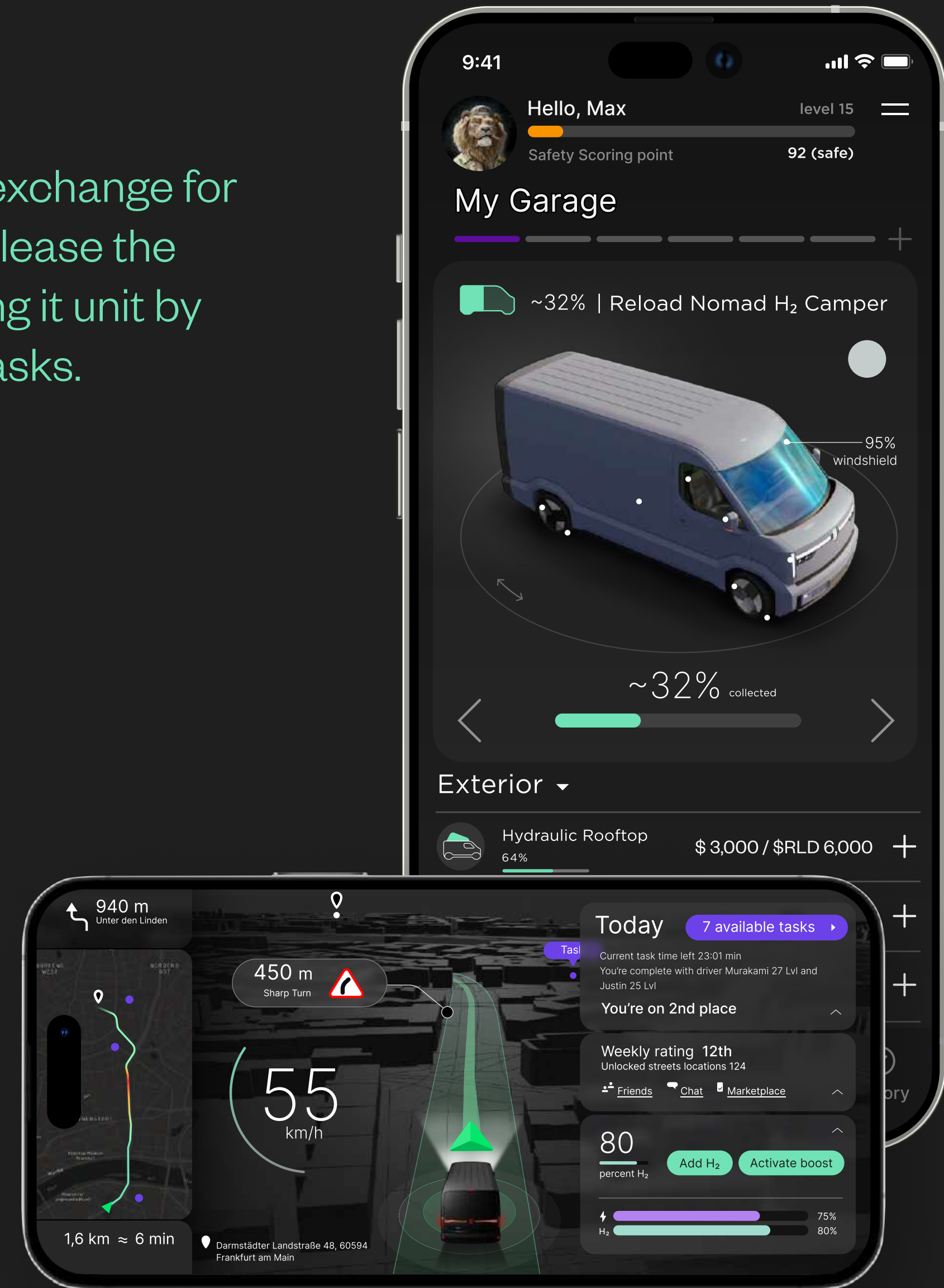
As part of our go-to-market strategy, we provide a physical product in exchange for time spent in our App. Before the Nomad H2 Camper release, we will release the entertainment App that will allow users to get virtual Camper assembling it unit by unit behind the wheel of **absolutely any vehicle** by completing simple tasks.



Reload App will allow users to get Virtual Camper assembling it piece-by-piece in playful form being on the road or sitting at home and completing simple tasks and quests.

The app will visually show the proportion of the vehicle you own and tell how to increase it.

Once user assembled 100% of **Virtual Vehicle** user be able to exchanged for a real one.



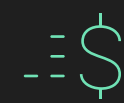


How our GTM Strategy will work



First Reload Camper buyers

Users who assemble a camper will be our first customers. The in-game economics are balanced with our production costs. It's possible to build a camper for free, but it requires a lot of time, activity and effort on the part of the user to create some value for Reload, our partners or the community.



Early cashflow generation

The in-game economy will allow users to swap and sell extra digital car parts to each other, creating an incentive to invest in building a digital copy of the camper. In this way, we'll get our first revenue stream with the release of the mobile app.



\$RLD Payment EcosystemToken

\$RLD will be issued by the Reload Digital AG, under laws of Switzerland. This is the main financial instrument of mutual settlements within the Reload H2 Nomad Camper and the entire ecosystem, including the purchase, sale, lease, in-app purchases, car digital upgrades and DAO voting. Main Payment Wallet.



Reload brand awarness

The mobile app has many viral mechanics that will not only promote the app itself, but also tell the world about the Reload brand and its innovative products.



Reload community

Being open to dialogue with users will help us build a community and a camper fanbase. Thanks to the community, we can get early feedback and avoid potential mistakes in the development of our products. In addition, the community will provide us with content and services that will make life easier for the users of the Reload Camper.

RV competition

	Reload Nomad H ₂ Camper	Class B campers of other brands
INTERIOR	Modern hi-tech interior design (First Class top tier airplane level)	Most campers have an outdated, oldschool ugly design
ESG	Zero emission. Hydrogen.	Most campers run on diesel fuel
DRIVING RANGE	Up to 1100 km (almost x2 times more)	Up to 600 km
FEATURES & OPTIONS	Pay-as-you-go & subscriptions only when features needed	For an extra charge
RENTING & LEASING	Rent out your or lease camper in a click at Reload Marketplace	Only in some rental companies
DLT SECURITY	All deals and transations secured by blockchain	Not available
DRIVER'S SAFETY AND MINDFULNESS	AI monitors the driver's condition and driving safety	Not available
NFT FRACTIONAL OWNERSHIP	Possibility of joint ownership of the camper	Not available

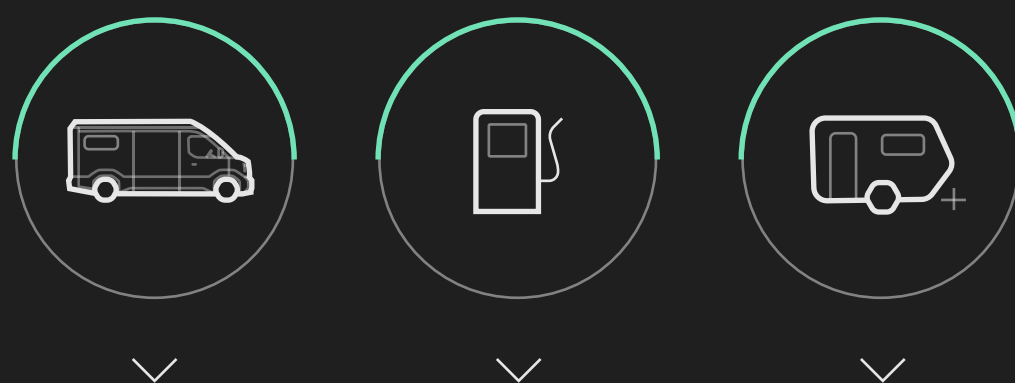
Most campers available on the market are stuck in the 90s.

We offer a modern and innovative product that meets the requirements of the GenZ and future generations.

Recreational Vehicle Market

Global RV market size **57.3 Bln** in 2021
By 2031 projected 117\$ Bln

RV shipments hit an all-time high 600,240 wholesale last year



Market Share
(2021): >60%

Global motorhome
RV segment

Market Share
(2021): >50%

Gasoline
segment

CAGR
(2022-28): >9%

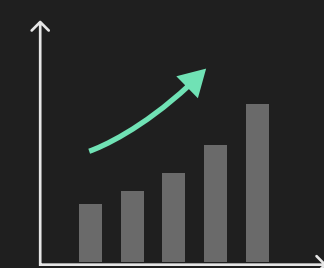
Towable RV
segment

Regional Analysis



North America
Market Value (2021): >25 BN

Europe
CAGR (2022-28): >11 %



CAGR
(2022-28):
>10%

2021 > \$70 BN

2028 > \$135 BN

Crypto & Nomads Markets

Crypto / NFT users

1 Bln

Crypto owners
predicted to reach by
the end of 2029

62.1%

Of all crypto investors
are Millennials and
GenZ-ers

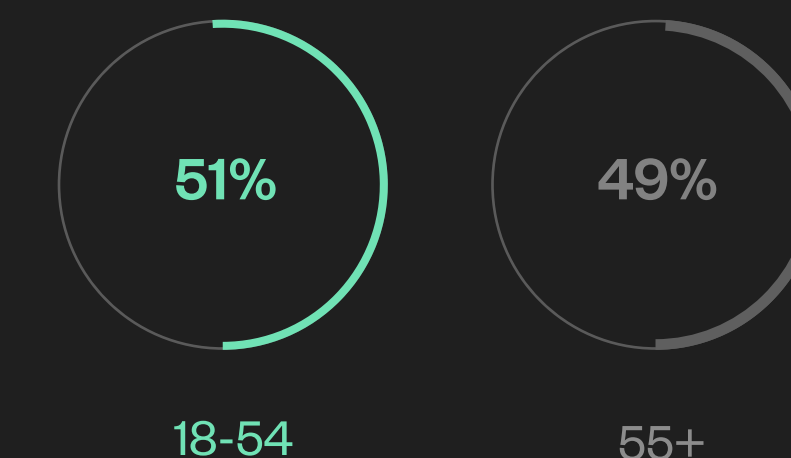
18-34

years old
Majority of people
interested in NFTs

5%

global worldwide
crypto adoption rate

Age RV customers, crypto adopters,
digital nomads



Digital Nomads

35 000 000

Digital nomads worldwide

32 years old

Average age of a digital nomad

21%

Live in car/van/camper
Majority of digital nomads live
in hotels (51%)

\$787 billions

global digital nomad community's
economic value

Crypto-based products 2025 revenue forecast

TAM | SAM | SOM

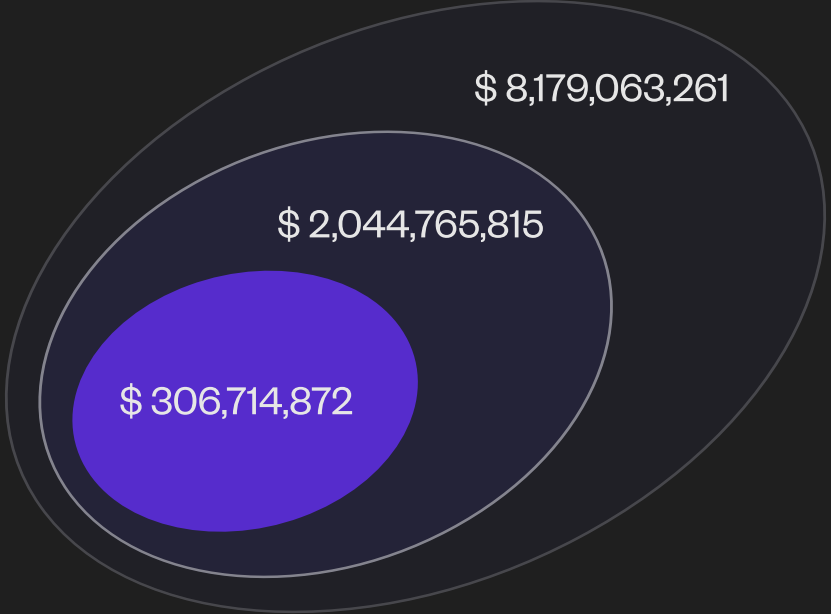
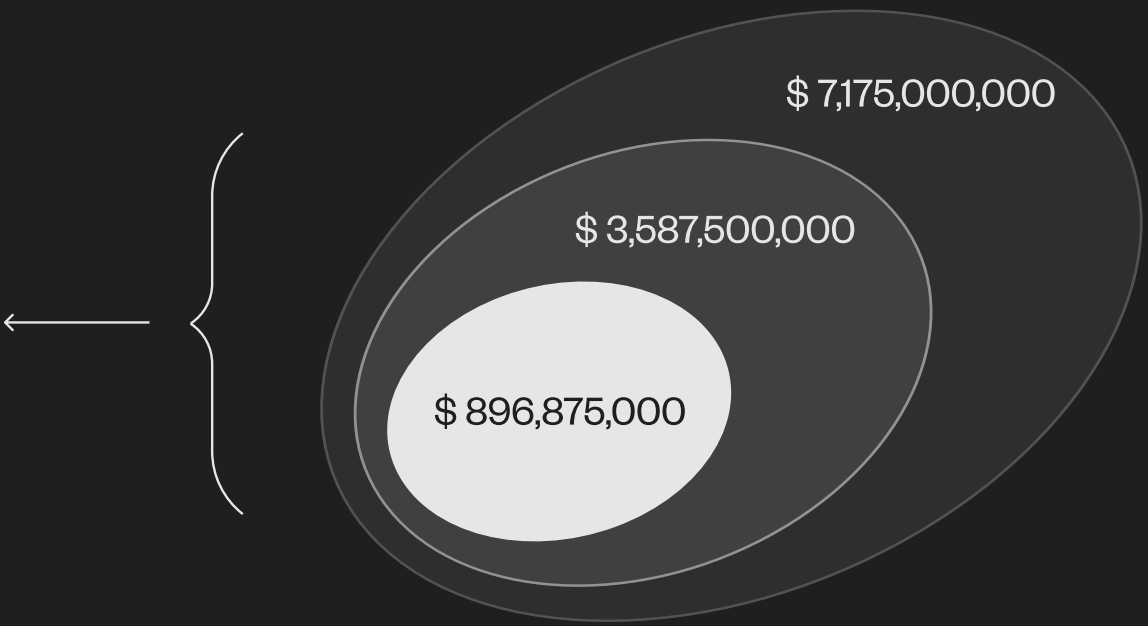
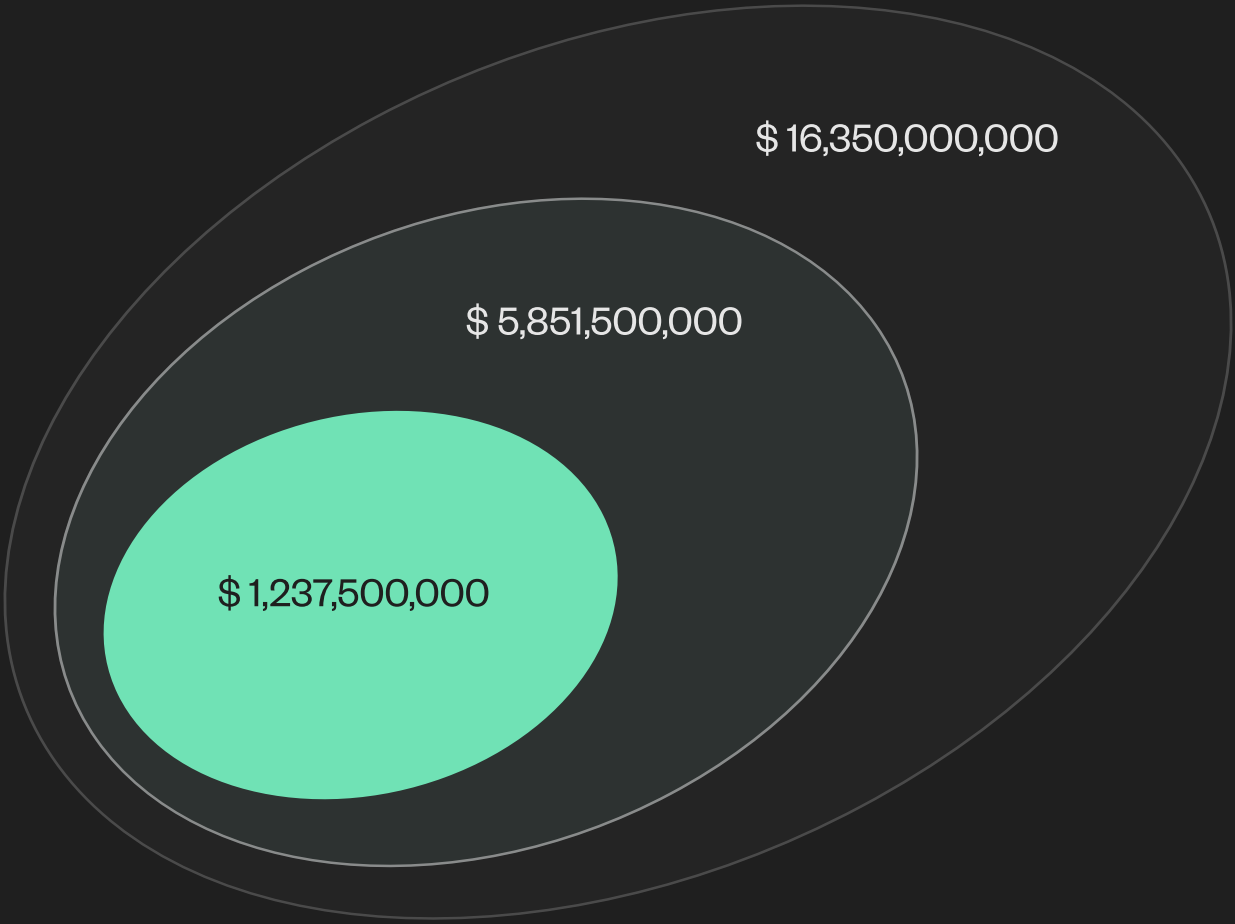
Target customers:

B2C, Digital Nomads, Licensed Drivers, Crypto Enthusiasts.

Target markets:

MENA, APAC, US, EU

Key user segments



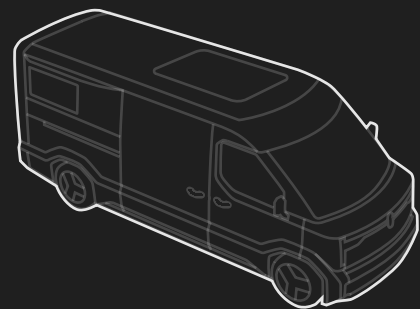
- Total Addressable Market**
All licensed drivers, e-scooter and other vehicles drivers, passengers
- Serviceable Available Market**
All drivers and passengers experienced in the use of mobile applications
- Serviceable Obtainable Market**
Drivers and passengers interested in games and crypto-projects

- Crypto community**
potentially the most profitable segment of users.
Main source of income: direct monetization (NFT and utility token purchases, in-app purchases)
Target SOM: \$896,9M
Sources: crypto.com crypto market sizing forecast 2022, Chainsys State of Web3 report

- Licensed Drivers**
potentially the largest segment of users.
Main source of income: indirect monetization (advertising, partner tasks, etc.) and direct monetization (in-app purchases).
Target SOM: \$306,7M
Sources: Statista, NHTSA



Class B camper owners



Class B campers are small, streamlined and ready to roll. Maneuverable and more economical than Class C campers, Class B offer living space best suited for small groups.

42%

Young families

45%

Millennials and GenZ-ers

34%

first-timers

25%

of campers in the U.S. are under the age of 18.

Why Digital Nomads are the future of RVing?

35 Mln

Digital nomads worldwide now

21%

Live in car / van / camper

\$787 Bln

global digital nomad
community's economic value

32 years old

Average age of a digital nomad

Why Class B?



Drivability

Class B campers are driven like regular cars. They are easy to maneuver and can be parked anywhere without fear of being towed to a impound lot. No special driving license category required.



Versatility

Class B campers are very easy to use, just like regular cars, making them versatile and ideal vehicles for digital nomads.



Camping choices

Because Class B campers are compact, you'll have more camping options when you're traveling in a Class B RV.



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