

919

FUTURIST DAY

Everyone's AIEV, You Decide

FF's Second Brand Strategy and Global Automotive Industry Bridge Launch Event

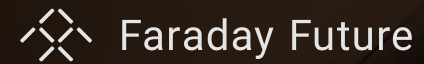


Faraday Future



John Shiling

Director,
Communications and Public
Relations



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Forward-Looking Statements

This presentation includes “forward looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words “estimates,” “projected,” “expects,” “anticipates,” “forecasts,” “plans,” “intends,” “believes,” “seeks,” “may,” “will,” “should,” “future,” “propose” and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements, which include statements regarding a second brand (FX) and the Global Automotive Industry Bridge Strategy, are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company’s control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Important factors, among others, that may affect actual results or outcomes include, among others: the Company’s ability to secure the necessary funding to execute on the FX strategy, which will be substantial; the Company’s Global Automotive Industry Bridge Strategy, which is subject to numerous risks and uncertainties; the Company’s ability to continue as a going concern and improve its liquidity and financial position; the Company’s ability to pay its outstanding obligations; the Company’s ability to remediate its material weaknesses in internal control over financial reporting and the risks related to the restatement of previously issued consolidated financial statements; the Company’s limited operating history and the significant barriers to growth it faces; the Company’s history of losses and expectation of continued losses; the success of the Company’s payroll expense reduction plan; the Company’s ability to execute on its plans to develop and market its vehicles and the timing of these development programs; the Company’s estimates of the size of the markets for its vehicles and cost to bring those vehicles to market; the rate and degree of market acceptance of the Company’s vehicles; the Company’s ability to cover future warranty claims; the success of other competing manufacturers; the performance and security of the Company’s vehicles; current and potential litigation involving the Company; the Company’s ability to receive funds from, satisfy the conditions precedent of and close on the various financings described elsewhere by the Company; the result of future financing efforts, the failure of any of which could result in the Company seeking protection under the Bankruptcy Code; the Company’s indebtedness; the Company’s ability to cover future warranty claims; the Company’s ability to use its “at-the-market” program; insurance coverage; general economic and market conditions impacting demand for the Company’s products; potential negative impacts of a reverse stock split; potential cost, headcount and salary reduction actions may not be sufficient or may not achieve their expected results; circumstances outside of the Company’s control, such as natural disasters, climate change, health epidemics and pandemics, terrorist attacks, and civil unrest; risks related to the Company’s operations in China; the success of the Company’s remedial measures taken in response to the Special Committee findings; the Company’s dependence on its suppliers and contract manufacturer; the Company’s ability to develop and protect its technologies; the Company’s ability to protect against cybersecurity risks; and the ability of the Company to attract and retain employees, any adverse developments in existing legal proceedings or the initiation of new legal proceedings, and volatility of the Company’s stock price. You should carefully consider the foregoing factors, and the other risks and uncertainties described in the “Risk Factors” section of the Company’s Form 10-K filed with the SEC on May 28, 2024, as amended on May 30, 2024, and June 24, 2024, as updated by the “Risk Factors” section of the Company’s first quarter 2024 Form 10-Q filed with the SEC on July 30, 2024, and other documents filed by the Company from time to time with the SEC.

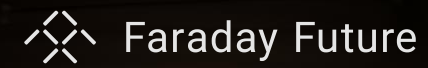
Market and Industry Data

This presentation also includes market and industry data that the Company has obtained from market research, publicly available information and industry publications. The accuracy and completeness of such information are not guaranteed. Such data is often based on industry surveys and preparers’ experience in the industry. Similarly, although the Company believes that the surveys and market research that others have performed are reliable, such surveys and market research are subject to assumptions, estimates and other uncertainties and the Company has not independently verified this information.



Matthias Aydt

Faraday Future Global CEO



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Faraday Future 业务更新

从项目型转为运营驱动的公司

举办首届投资者社区日

FF ieFactory是公司核心资产

Nasdaq Listing Compliance Regained



Business registration in RAK

Moving into office and engineering workshop area



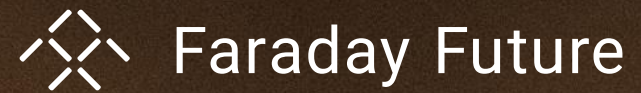
ش.م.ع. - ذ.م.ع.م
فارادای فیوتشر میدل ایست

FARADAY FUTURE MIDDLE EAST FZ-LLC



FF 91 2.0 交付更新

FF Dual-Brand Strategy



U.S. AIEV Mass Market: Blue-Ocean Opportunities

CN NEV

53.9%

New energy vehicles' penetration rate in August 2024

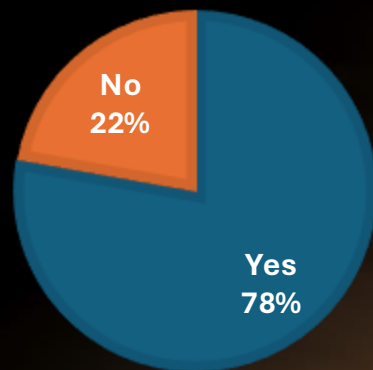
US NEV

18%

New energy vehicles' penetration rate in Q1 2024

IS THE U.S. EV MARKET PERFORMANCE FALLING BEHIND?

■ Yes ■ No



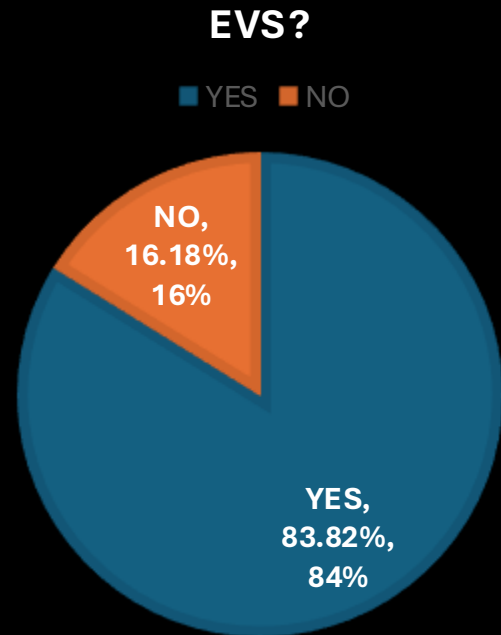
Based on Phase 1 Result of "Everyone's AIEV, You Decide" Co-Creation Campaign

- Extremely low penetration for new energy vehicles (NEVs)
- Insufficient supporting infrastructure
- Incomplete domestic supply chain
- Narrow product selection
- High AIEV price
- Insufficient market competition
- Inadequate government support

Major Pain Points of U.S. Consumers

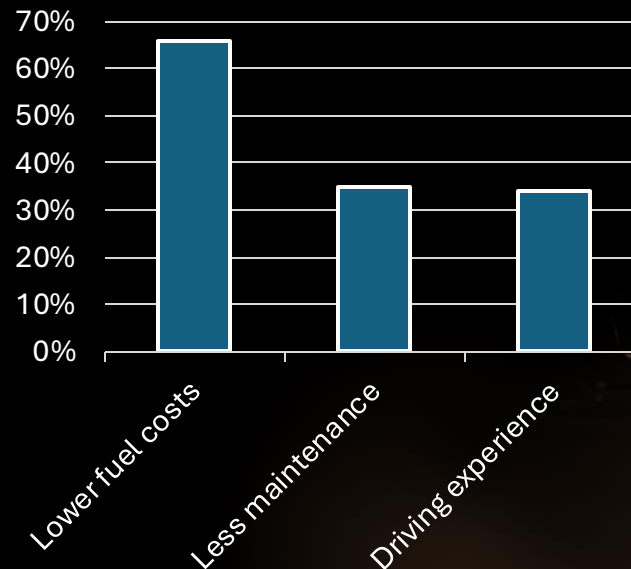
Lack of AIEVs with excellent price-to-performance ratio
No Range-Extended AIEVs priced under \$30,000

DOES THE U.S. MARKET NEED RANGE-EXTENDED EVs?



Based on Phase 1 Result of "Everyone's AIEV, You Decide" Co-Creation Campaign

TOP REASONS TO CHOOSE AN EV AS NEXT VEHICLE



Reference: 2024 Global Automotive Consumer Study by Deloitte

- High vehicle prices
- Limited vehicle options
- Range anxiety
- Poor intelligent cabin experience
- Overpriced and limited autonomous driving services

Faraday Future  **Second Brand**

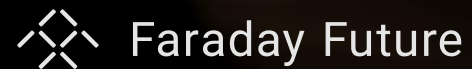
Mutual Empowerment

Creating a Complete AIEV Ecosystem Covering Both Spire and Mass Markets

 Faraday Future

Global Automotive Industry Bridge Strategy

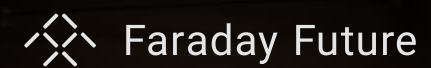
Collaboration for Cost-Effective, High-Performance
AIEV Products in the U.S with Global Partners





YT Jia

Founder, Chief Product and
User Ecosystem Officer



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Faraday X | FX

FF's Second Brand

Brand Slogan

Co-create, an AIEV for everyone

Faraday X (FX), inherits the DNA of Faraday Future (FF)
while also taking on a distinct mission.

Dual-Brand Strategy Genes

Inheritance & Differentiation

Faraday Future | FF

Faraday X | FX

Ultimate AI
TechLuxury

Market Positioning

Accessible AI
TechLuxury

Spire Community

Target Audience

Hardworking People

All-Ability aiHypercar

Product Philosophy

AIEV with Extreme
Price-Experience Ratio

Transcending Time

Time Value

Democratizing Time

Open-Source and Open-Platform, Co-Creation and Sharing

Brand Objectives

Accelerate the Adoption of AIEV in the U.S.

Bridge the Global Automotive Industry

Become the Toyota of the AIEV Era



ICE Era



Faraday X

AIEV Era

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Faraday X | FX Brand Interpretation

- Reflects the Logic of the Math Function: $y = f(x)$
 - X represents users, partners, the industry, and all the more limitless possibilities
 - FF not only stands for FF, but also for the mutually empowering, open-source collaboration between FF and the “X” as we co-create value

Dual-Brand Strategy Genes

Inheritance & Differentiation

Faraday Future | FF

Faraday X | FX

Ultimate AI
TechLuxury

Market Positioning

Accessible AI
TechLuxury

Spire Community

Target Audience

Hardworking People

All-Ability aiHypercar

Product Philosophy

AIEV with Extreme
Price-Experience Ratio

Transcending Time

Time Value

Democratizing Time

Open-Source and Open-Platform, Co-Creation and Sharing

Target Audience

Born for the hard-working people who find perseverance in mundane life, the people who work hard and love their life.

Brand Value

AI Equality & Time Equality
Help users balance family and personal life Work and Leisure



Faraday X | FX

Global Logo Design Co-Creation Campaign Officially Kicks Off

Faraday X AIEV Inc. Officially Established

Independently executes FX's strategy and develops its products



Faraday&Future Inc.
The FF Brand

Faraday X AIEV Inc.
The FX Brand

Faraday X | FX Product Strategy

Faraday X | FX

Five Key Innovative Initiatives for Faraday X AIEV Development



Open-Source and Open-Platform, User-Definition, Co-Creation and Sharing



Creating New Category: RE-AIEV



Global Automotive Industry Bridge Strategy



Fully Leveraging FF's Legacy to Empower FX



Light and Swift, Premium Quality

The First of FX's Five Key Initiatives

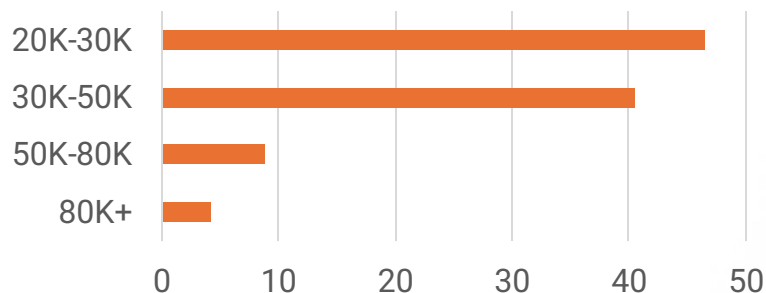
Open-Source and Open-Platform, User-Definition, Co-Creation and Sharing

Nearly **10,000** responses collected by 9/19.

Survey results reveal three key gaps and high demand in the U.S. market:

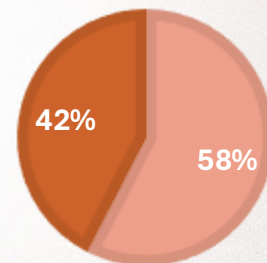
1. Vehicles priced \$20,000 - \$50,000, especially \$20,000 - \$30,000;
2. REEV technology and models;
3. Intelligent Cabin and 3rd aiSpace

Which Price Range Best Fits Your Budget for Your Next AIEV?



WILL YOU CONSIDER BUYING AN FF REEV?

Absolutely Maybe



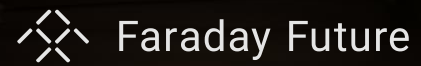
Based on Phase 1 Result of "Everyone's AIEV, You Decide" Co-Creation Campaign



Max Ma

VP

Corporate Strategy, Product & Mobility
Ecosystem



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The First of FX's Five Key Initiatives

Open-Source and Open-Platform, User-Definition, Co-Creation and Sharing

The World's First AIEV that Belongs to Everyone and Defined by Everyone

Everyone is a Product Manager of FX

The First of FX's Five Key Initiatives

Open-Source and Open-Platform, User-Definition, Co-Creation and Sharing

The Second Phase of Everyone's AIEV, You Decide Begins

"The Product For All" Definition Tool

The screenshot shows a web interface for the 'Everyone's AIEV, You Decide' tool. The main heading is 'Everyone's AIEV, You Decide - Guidelines'. Below this, there is a section titled 'FX for Everyone Product Definition Co-Creation Tool'. The text explains that everyone is a product manager and that the tool is for selecting a product type. A blue wireframe car is shown. The interface includes a 'Step 1: Select Your Product Type' section with a table of options:

FX 5 Base MSRP \$20,000	FX 5 Premier MSRP \$30,000	FX 6 Basics MSRP \$40,000	FX 6 Premier MSRP \$50,000
RE-AEV <input checked="" type="radio"/> B-AEV	RE-AEV <input type="radio"/> B-AEV	RE-AEV <input type="radio"/> B-AEV	RE-AEV <input type="radio"/> B-AEV

At the bottom, there is a 'Next Step' button and a note: 'The product has been selected, please proceed to the next step.'



EN



CN

Scan the QR code
September 19-October 31

The First of FX's Five Key Initiatives

Open-Source and Open-Platform, User-Definition, Co-Creation and Sharing

“Everyone’s AIEV, You Decide” Incentive Plan

- A percentage of survey participants will be selected to become FX Developer Co-creation Officers
- If your suggestions are integrated into the final vehicle model, you'll receive priority pre-order access and a \$100 deposit reward.
- You'll be categorized into three tiers based on contribution.
- The top tier will receive a \$10,000 co-creation reward, applicable towards purchasing your own FX vehicle.

The Second of FX's Five Key Initiatives

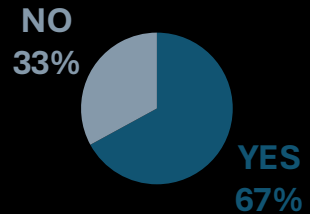
Creating New Category : **RE-AIEV** (Range Extended AIEV)

Our analysis and survey feedback suggest:

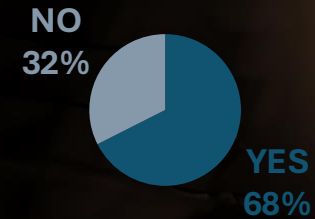
REEV to completely replace PHEV

REEV + BEV to completely replace ICE + PHEV

**CAN REEVs REPLACE THE
NEED FOR PHEVs IN THE
U.S. MARKET?**



**WILL REEV CO-EXIST WITH
BEV FOR A LONGER PERIOD
OF TIME?**



Based on Phase 1 Result of "Everyone's AIEV, You Decide" Co-Creation Campaign

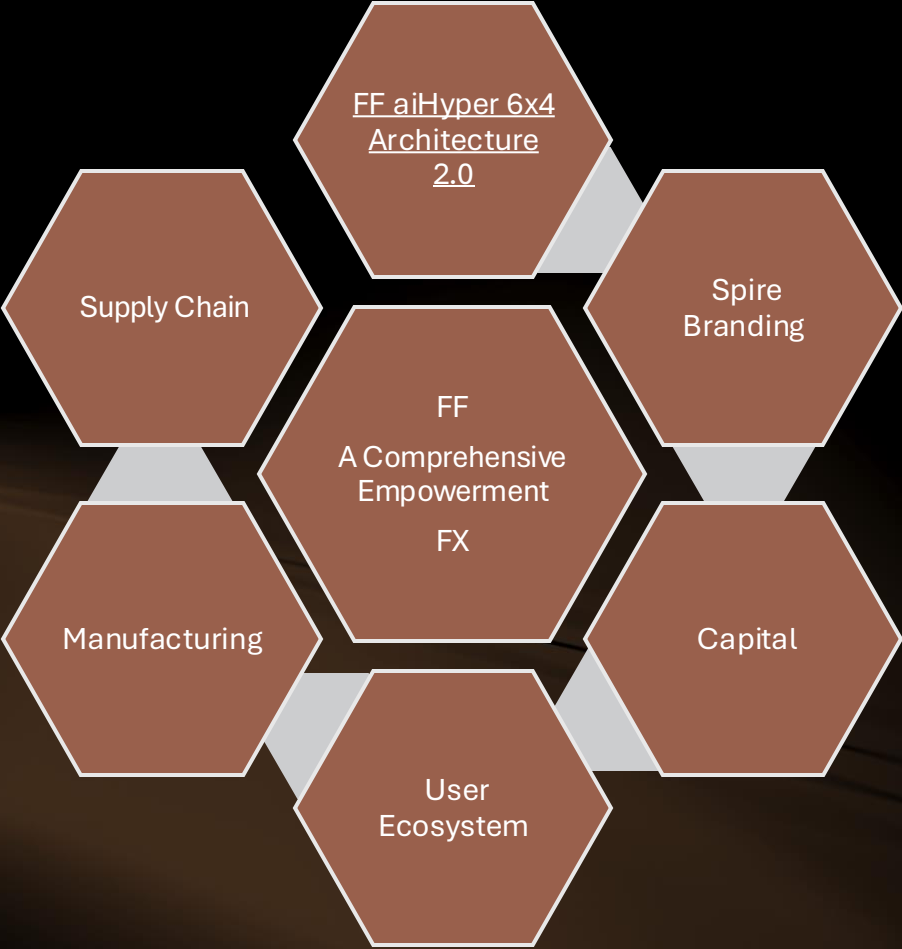
The Third of FX's Five Key Initiatives

Global Automotive Industry Bridge Strategy

A crucial element for FX's success

Integrating global supply chains including China's

The Fourth of FX's Five Key Initiatives



Faraday X | FX

Channeling FF's decade-long spire capacity into a breakthrough foundation for FX

The Fifth of FX's Five Key Initiatives

“Light and Swift, Premium Quality”

Light

1. Capital
2. Asset
3. Sales
4. Marketing

Swift

1. Decision-making
2. Execution
3. Production
4. Iteration



FX has established relationships with

4 OEM Partners
Two Strategic Framework Agreements + Two Memorandum of Understanding

The Launch Plan for FX's First Batch of Products: Rolling out **2** hit models in the first phase step by step

Product Name: **FX 5**

Available in Both **Range Extended / Battery Electric** Powertrains

Pricing	\$20,000 - \$30,000
Product Slogan	Co-Create Your AIEV with Extreme Price-Experience Ratio
Product Position	A Large-Space Sporty AIEV for Everyone
Target audience	The first AIEV for every hardworking individual
User Value	Balance both work and life

FX Brand Slogan: Co-create, An AIEV for Everyone

FX Product Philosophy: Twice the Performance, Half the Price

The Launch Plan for FX's First Batch of Products: Rolling out **2** hit models in the first phase step by step

Product Name: **FX 6**

Available in Both **Range Extended / Battery Electric** Powertrains

Pricing	\$30,000 - \$50,000
Product Slogan	Co-create Your AI Home on the Road
Product Position	An Extra-large, Luxury AIEV for the Family
Target audience	Top choice for families seeking a mobile AI space
User Value	Offering perfect blend of personal and family needs

FX Brand Slogan: Co-create, An AIEV for Everyone
FX Product Philosophy: Twice the Performance, Half the Price

The Launch Plan for FX’s First Batch of Products: Rolling out **2** hit models in the first phase step by step

FX 5

Product Name

FX 6

Available in Both **Range Extended / Battery Electric** Powertrains

\$20,000 - \$30,000	Pricing	\$30,000 - \$50,000
Co-Create Your AIEV with Extreme Price-Experience Ratio	Product Slogan	Co-create Your AI Home on the Road
A Large-Space Sporty AIEV for Everyone	Product Position	An Extra-large, Luxury AIEV for the Family
The first AIEV for every hardworking individual	Target audience	Top choice for families seeking a mobile AI space
Balance both work and life	User Value	Offering perfect blend of personal and family needs

FX Brand Slogan: Co-create, An AIEV for Everyone

FX Product Philosophy: Twice the Performance, Half the Price

Faraday X | FX

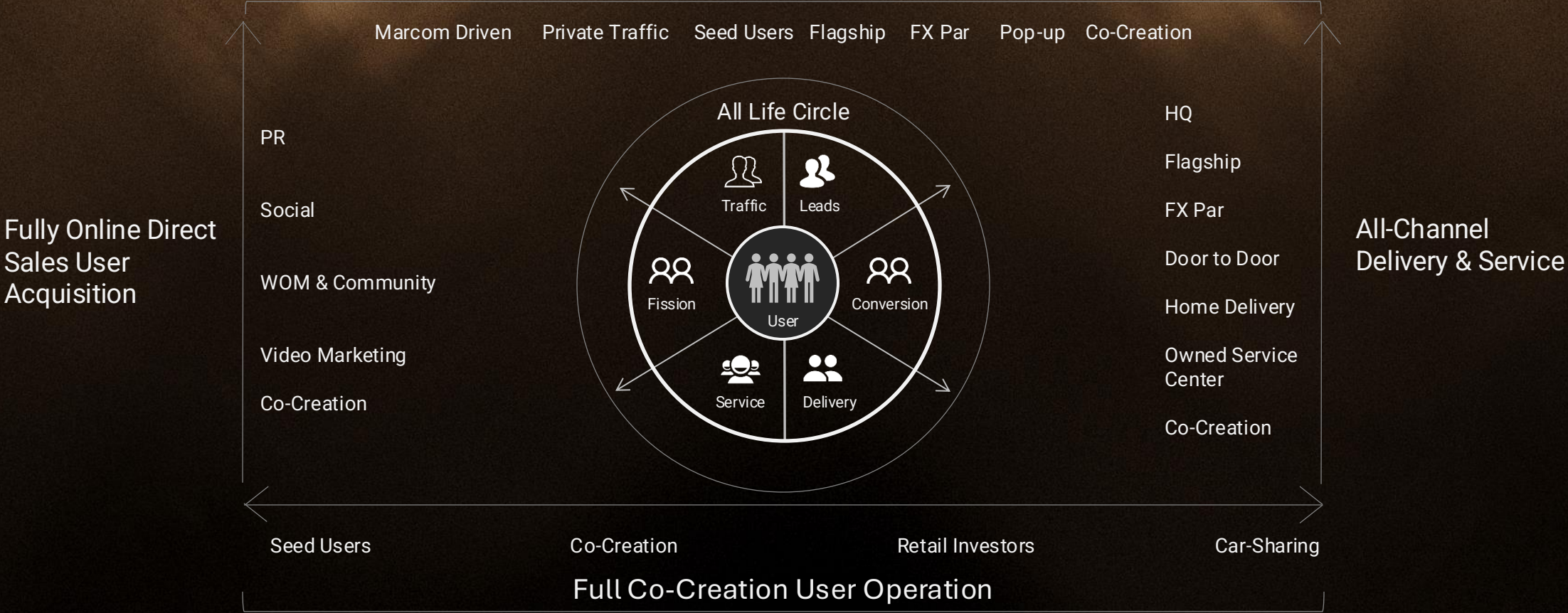
First Vehicle Rolls Off the Line

End of 2025

Estimated

User Ecosystem established with Light Models and Fully Online Direct Sales

All-Channel Sales Conversion



Asset-light, marketing-light, sales-light, and driven by full co-creation

Faraday X | FX Value Propositions

To Industry

Accelerating the
Growth of the U.S.
AI EV Industry

To User

Empowering
Everyone to Co-
Create an AIEV with
the Extreme Cost-
Experience Ratio

To Partner

Setting sails into the
untapped AIEV blue
ocean market
together

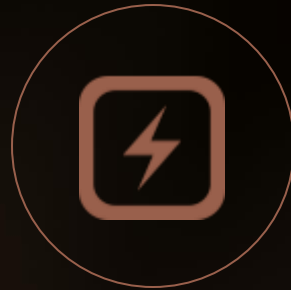
To FF & Investors

Seize the historical
opportunity of AIEV
development, drive
growth in sales,
revenue, cash flow
Spur exponential
growth in AI
transformer Large
Model capabilities

US AIEV Market: 4 Main Pain Points



High
Purchasing Cost



Range Anxiety &
Insufficient Charging
Infrastructure



Intelligent Cabin
Hardly Found



Limited Autonomous
Driving Solutions

US AIEV Market: FX's Solutions



Extreme Price-
Experience Ratio
AIEV



Introduction of Brand-
New Category:
RE-AIEV next To AIEV



3rd aiSpace
Empowered by
FF Technology



Open-Source
Autonomous Driving

Path Towards the Extreme Price-Experience AIEV

Product Definition

Co-created
User Defined

Development & Engineering

Empowered by FF
aiHyper 6x4
Technology
Architecture, with
support of partners

Supply Chain

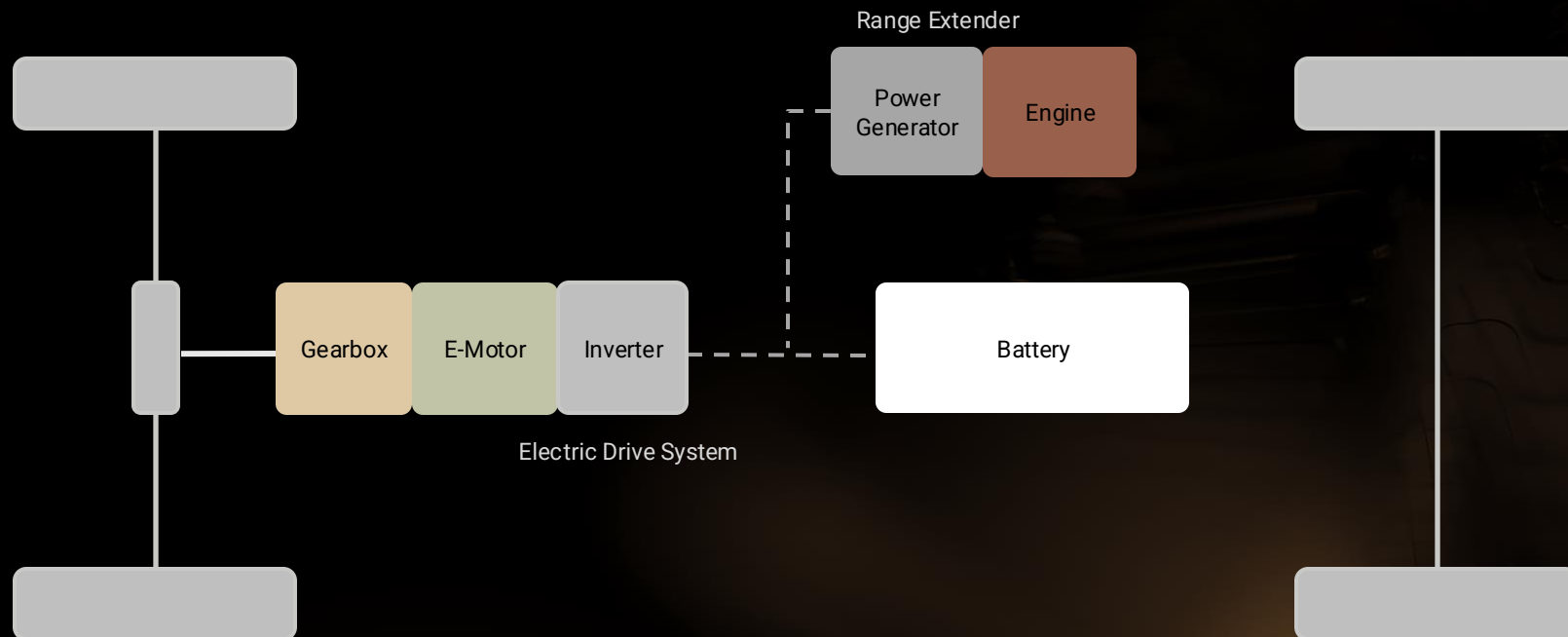
Leveraging “Global
Automotive Bridge
Strategy”, with
great cost
advantages

Manufacturing

FF ieFactory in
Hanford, California,
with flexibility of
volume expansion

The Range Extended AI EV Platform, Next to FX's AIEV Platform

A **fully electric drive system** with an additional range extender to boost driving range, while keeping the most smoothest driving .



An illustrative Diagram of Range Extended AI EV Platform

5 Key Benefits with Range Extended AI EV Technology

Intelligent System

Charging Anywhere and Anytime

Zero Range Anxiety

Cost Saving Opportunity

Performance of Pure Electric Driving

Empower the \$30,000 Model with Core Technologies Used in the \$300,000 FF 91



Legacy Gasoline Vehicle Cabin

- Driver: focused, limited intelligence
- Passenger: transportation only



Electric Vehicle Cabin

- Driver: focused, certain intelligence
- Passenger: transportation only



AI Electric Vehicle Cabin

- Driver: intelligent and personalized
- Passenger: completely new user scenarios with personalization

Requirements of 3rd aiSpace under AIEV Era

AIEV Era requires a fully integrated, AI-powered intelligent cabin & deeply personalized mobile living space

AI agents

Multimodal Input
Interaction and
Proactive Support

Extended Life and Working Scenario

Living, Working,
Entertainment,
Social and Beyond

Everyone being passenger

Effortless and
Enriched
Transportation

Large Space

Larger Wheelbase
for the Same
Price Segment

High Quality Interior

Luxury Interior Now
Affordable Via Global
Automotive Bridge
Strategy and its
Supply Base

Can an Open-Source Autonomous Driving Solution Become Android of Phones?

U.S. Market

- Technology Breakthrough with End-to-End Autonomous Driving (AD)
- Significant investment in computing and data prohibiting a great AD solution developed by any OEM independently
- Except for Tesla, there is no offering of offering advanced AD solutions and experiences

Opportunities

Option 1: Adoption of open platform provided by Tesla

- Reduction of cost and time
- Limited support from Tesla

Option 2: Open-Source Solution

- Data driven end-to-end AD solution with participation and contribution of major OEMs
- Co-create, Co-share, and joint benefit, benchmarking Android for Phone industry
- Significant reduction of upfront investment and cost, while protecting autonomy of everyone OEMs.

Expected Production Capacity & Estimated Phases

Phase 1

Up to 10,000

Phase 2

20,000 – 50,000

Phase 3

120,000 +

Vehicles/year

FF ieFactory in Hanford

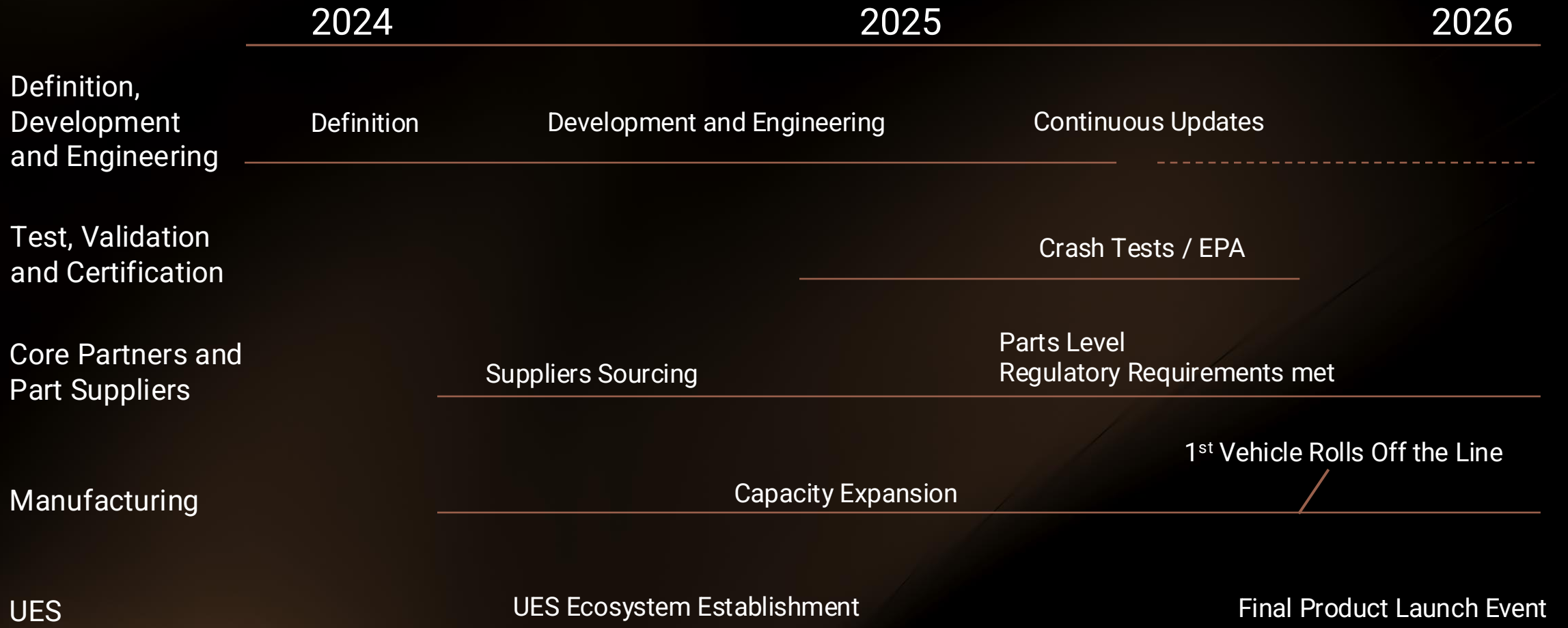
New Production Facilities

Upgrade and Maximize Production Capacity

Utilizing Existing Capacity in the US, Minimum investment, faster time to the market



Path Towards the First Vehicle Rolls Off the Line



Faraday X | FX Company Global Recruitment

Global recruitment of top talents for
Faraday X AIEV Inc.

Co-create, an AIEV for everyone



Final Round of Public Voting on
Whether to Change our Nasdaq Ticker from FFIE to FFAI

FFIE _____ **FFAI**

Key Takeaways

- We will be rolling out two hit models in the first phase step by step: FX5 (\$20,000-\$30,000) and FX6 (\$30,000-\$50,000), two types of powertrains and propulsions: range-extended AIEV (RE-AIEV) and battery AIEV (B-AIEV)
- FX has established relationships with four OEM partners, having already entered into two strategic framework agreements and two memoranda of understanding as we are working toward completion of further applicable related agreements.
- Faraday Future's second brand--Faraday X|FX , Brand Slogan: Co-create, an AIEV for everyone
- We are targeting for the first vehicle to roll off the line by the end of 2025
- The FX model for vehicle production anchors on five key initiatives: Open-Source and Open-Platform, User-Definition, Co-creation and Sharing; Global Auto Industry Bridge Strategy; Creating the new category: RE-AIEV; Leveraging FF's Legacy to Empower FX; and the Light and Swift, Premium Quality
- Unveiled the FX for All Product Definition Co-Creation Tool, the second phase of the "Everyone's AIEV, You Decide" campaign, with contribution awards of up to \$10,000.
- The goal of the FX brand is to accelerate the adoption of AIEVs in the U.S., to bridge the global auto industry, and to integrate high-quality and cost-effective supply chains from around the world, including China. By doing so, FX aims to become the Toyota of the AIEV era.
- Faraday X AIEV Inc. registered in the US. This entity will be responsible for driving FX's overall strategy and execution independently.
- Launched final round of public voting on whether to change our Nasdaq ticker from FFIE to FFAI

Thank You



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Faraday Future

Q & A