

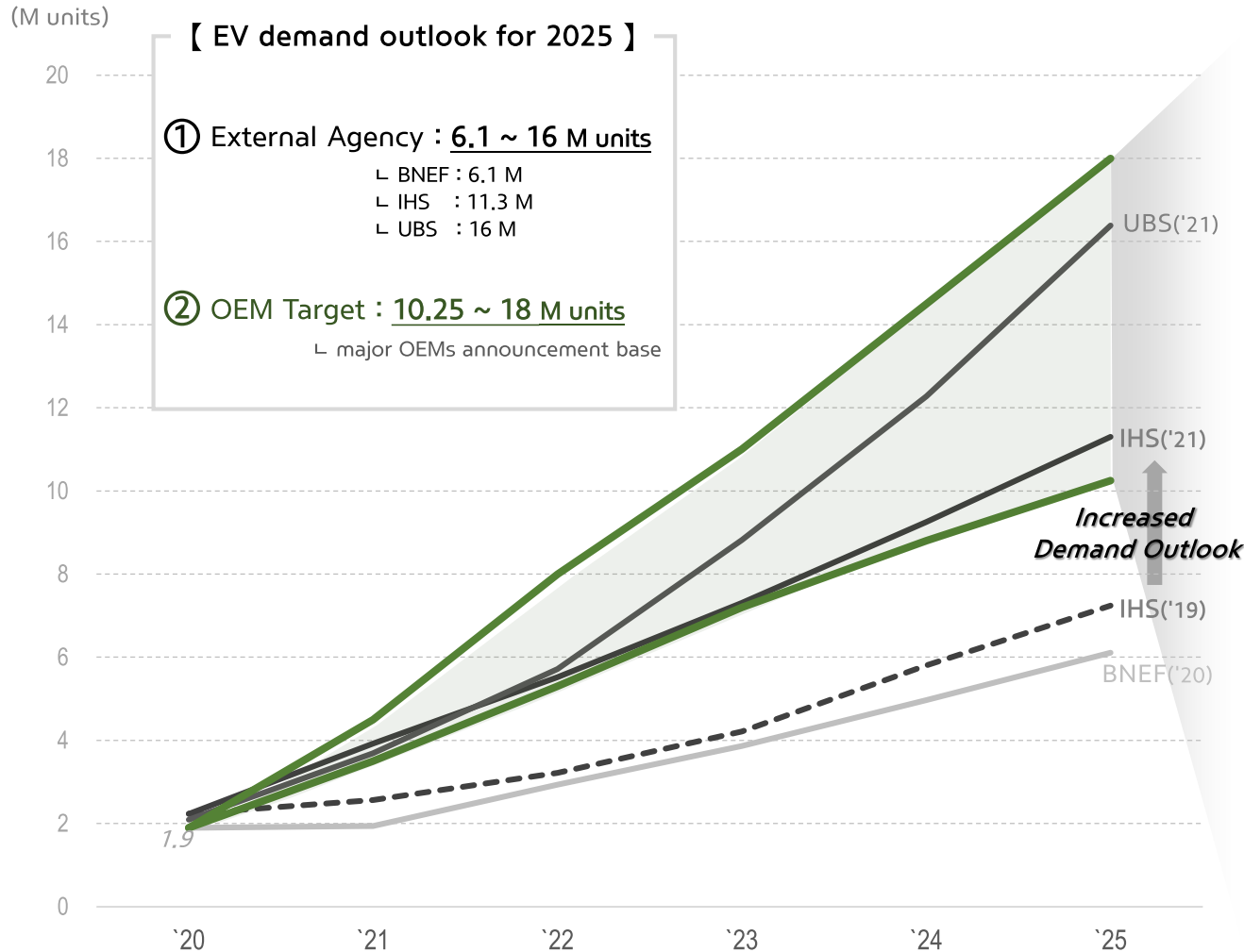
# Mid-to long-term EV Strategy

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April 2021

# 1. Global EV Demand Outlook

As EV market expands, major OEMs are accelerating electrification strategies



## Electrification Strategies for Major OEMs



### 『ACCELERATE』 Strategy ('21)



By 2030

Cumulative EV Production : **26M + α**

EV Portion in Europe : 35% → **70%**



**80%** Adoption of Prismatic Battery

Cost Reduction for PE system by **50%**



### 『Group Electrification Strategy』 ('21)

↳ Barclays Conference 2020 / CES2021



2035

**'Zero' ICE Model Line-up**

By 2025, launch of 30 EV models



**Ultium Battery (Partnership with LGES)**

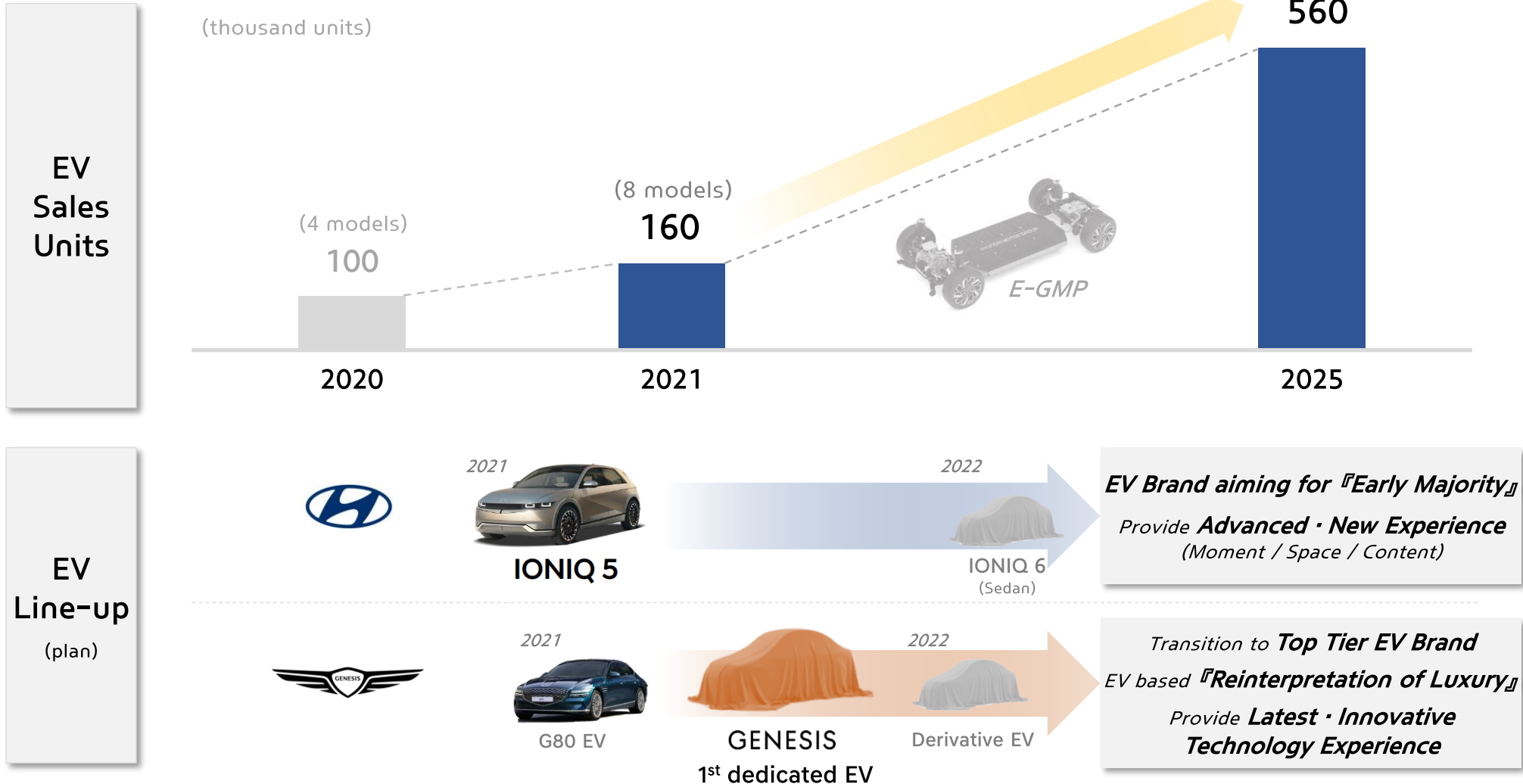
↳ 3rd Generation Platform (BEV3)

**Apply to all models → Secure Scale**

# 2. Hyundai / Genesis EV Strategy



Diversify EV line-ups from Sedan to SUV based on 『E-GMP』



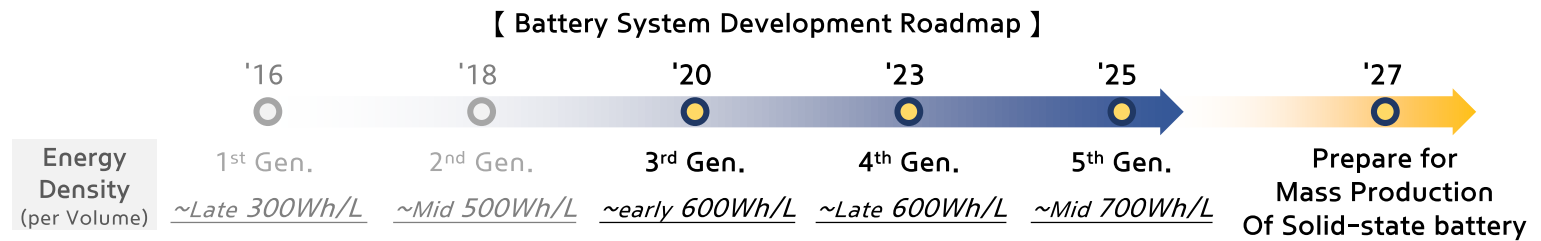
# 3. Enhance Core EV Competitiveness

## Continuously strengthen core EV competitiveness by differentiated USP

(Driving Range / Charging Time / V2L, etc.)

**Driving Range (AER)**

- Expand EV driving range by raising energy density of current Li-ion battery cell and adoption of next generation battery



**Charging Time**

- Domestic : expand fast charging infrastructure nationwide (Expansion of Partnership)



- Europe : Promote supply of 22kW standard charger in order to respond to growing market demand



**V2L → V2X**

- Provide innovative experience related to the ecosystem by expanding and developing current V2L function to V2G / V2V / V2H, etc.



V2G (Vehicle to Grid)  
V2H (Vehicle to Home)  
V2V (Vehicle to Vehicle)  
⋮  
➡ Develop  
EV-to-other Energy Solution

Source : Off Grid Energy Independence.com

# 4. EV Competency Enhancement Strategy



**Actively respond to EV demand by securing competitiveness of key components, providing innovative charging experience and enhancing product value**

Enhancement Plan	Content
<p>① Secure Competitiveness of Battery/Motor System</p>	<ul style="list-style-type: none"> <li>▪ <u>Optimize cost and performance</u> with 『Next-generation PE System』 of integrated EV battery / Motor system                             <ul style="list-style-type: none"> <li>- Optimize specification of battery / motor system to maximize commonization benefit</li> <li>- Standardize cell/module considering expansion of line-up</li> <li>- Promote optimal sourcing plan to maximize effectiveness of integrated development of battery and motor system</li> </ul> </li> </ul>
<p>② Advance EV Charging Experience</p>	<ul style="list-style-type: none"> <li>▪ <u>Improve quality of charging experience</u> by expanding charging infrastructure globally                             <ul style="list-style-type: none"> <li>- Develop charging solution in domestic apartment and standardize charging quality</li> <li>- In Europe, provide advanced charging experience through partnership with IONITY</li> <li>- In North America, plan to provide fast charging infrastructure experience with EA and other local charging solution companies <small>↳ Electrified America</small></li> <li>- In Korea, develop new initiative with “E-Pit” establishment experience</li> </ul> </li> </ul>
<p>③ Formulate Go-to-Market Strategy in Emerging EV Markets</p>	<ul style="list-style-type: none"> <li>▪ <u>Secure market leadership</u> by responding to EV demand in emerging market (India/Indonesia, etc.)                             <ul style="list-style-type: none"> <li>- Formulate go-to-market strategy given government policy / demand growth trend</li> <li>- Optimize development and procurement of key components and system suitable for emerging markets considering model line-ups / local production</li> </ul> </li> </ul>