

EXHIBIT B

Offering Page found on Intermediary's Portal

[VISION](#)[PERKS](#)[TEAM](#)[FAQ](#)[DISCUSSION](#)[SIGN UP TO
INVEST](#)

The past you love. The future we need.

Zero Labs is pioneering the world's first scalable platform to electrify existing combustion vehicles.

We have signed reservations and inquiries for over 75,000 conversions, representing a potential revenue of over \$3.6 billion. Join us as a Zero Labs shareholder and be part of pioneering this \$63 billion market.

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Exclusive Early Investor Benefits

Get up to a 20% discount on your first vehicle purchase.

[VIEW PERKS](#)

Stay up to date with the latest, and learn more about the opportunity to invest in Zero Labs.

[Submit](#)[WHY INVEST](#)

Zero Labs is on a mission to electrify millions of valuable existing combustion vehicles with the world's first truly scalable solution.

World-class team from companies like Tesla, SpaceX, Rivian, Singer Vehicles, Boeing, WPP, Apple, Sony, Romeo Power, and Faraday Future.

Founding team invested 7 years and millions of their own money on development, off road testing, 4,000 proprietary designs, software, and hardware.

Over 75,000+ signed platform reservations and inquiries representing an immediate addressable market of over \$3.6B in potential revenue. ¹

Huge \$63B market opportunity. ²

Proven product-market fit with many customer vehicles already delivered.

Potential to revolutionize the \$589B combustion-based automotive repair and maintenance aftermarket. ¹⁰



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rd



LUXE Digital: "Zero Labs Electric Ford Bronco: premium automobile perfection",



Motortrend: "faster, more efficient, more luxurious, and far better built than the average restomodded Ford Bronco. Who says you can't have it all?"



Esquire: "Zero Labs have managed to nail the perfect restomod balance between authentic original style and shiny modern luxury",

Designboom: "The soul of the past with a clean energy spirit: Zero Labs reveals Classic Electric Land Rover",



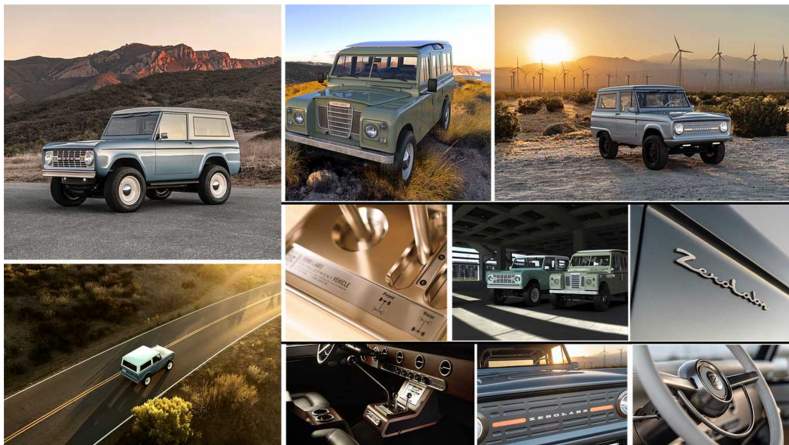
Fast Company: "Is this Ford Bronco the most beautiful electric car yet? Probably."

VISION

Upcycling the world's most beloved vehicles

06:18

We're unlocking a new global automotive industry by converting classic cars to EVs. We've been shipping our electrified classic cars since 2021, now we're ready to scale massively with our ZLABS modular platform that can electrify nearly any vehicle.



Classic Pickups



Classic 4x4 SUVs



Muscle Cars



2 Door Coupes

LATEST NEWS

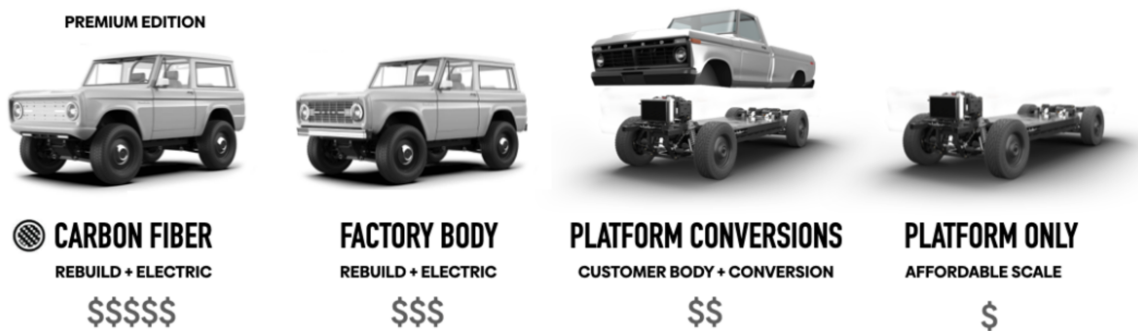
Top Gear review: Our best put to the test.

NEW Classic Ford Bronco: FULL Carbon Fibre + 600bhp



Premium Carbon Fiber VS Platform Conversion. What's the difference?

Tesla initially introduced the premium priced model S/X as a showcase of the remarkable potential of premium electric vehicles, subsequently leveraging this technology to facilitate the development of the more accessible Model 3/Y. Likewise, Zero Labs has introduced the Carbon Fiber editions to prove the extraordinary potential of classic vehicles in today's modern market, with the intent of downstreaming our technology to advance the affordability of scalable factory steel and platform conversions.



MARKET OPPORTUNITY

Bridging the gap between EVs and the classic car market is a \$63B² opportunity

Our 75,000+ signed platform reservations and inquiries only scratch the surface of what's possible. Globally, there are approximately 500 million automotive enthusiasts who own 100 million high value historic cars worldwide today and each year 2 million more vehicles are classified as "classic" amounting to a staggering value of \$1.4 trillion. Moreover, the market overlap is promising, with the EV market projected to reach \$457.60 billion in 2023 and \$858.00 billion by 2027, exhibiting a compound annual growth rate (CAGR) of 17.02%. Current demand for our solution is outstripping our capacity, and your investment can help us capture this market potential and provide a scalable future for this massive market.

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TRACTION

\$3.6B in addressable revenue¹ from signed platform reservations and inquiries

We have 75,000+ platform reservations and inquiries already. By investing today you grow alongside us as we scale.

CUSTOMER demand validation
currently, we only make 0.01% of demand

75,000+¹Signed Platform Reservations and
Inquiries**42,500+**Platform Requests From
Qualified Dealers**\$3.6B+**¹Requested Potential
Sales

Signed LOI's and reservations from

✓ Direct Conversion Customers

✓ Direct Full Vehicle Customers

✓ Off Road Specialty
Manufactures

✓ OEM Startups

✓ Global B2B Service Partners

✓ Global Direct Resellers

✓ Legacy OEM Product
Partnerships

✓ Global Power Companies

✓ US Independent Auto Shops

✓ Funded EV Startups

✓ Private Commercial Fleet
Owners✓ Global Independent Auto
Shops

PROBLEM

The 99.5% Market Blind Spot

The EV market is booming. But 99.5% of today's cars have no clean energy solution. Sweeping 1.6 billion existing cars into landfills and erasing more than a century of personal history is a horrible loss to mankind. Solving this problem is an opportunity for our investors.

✓ Carbon emissions must fall by 45% by 2030 ³✓ Making a new car produces 35 tons of CO2 and 440 gallons of toxic waste ³✓ 21 million cars are sent to landfills each year ³

00:45

2,000,000,000

Combustion vehicles in the world by 2035⁴

Solve largest problem in transportation. What do we do with our past?

99.5%

STILL POWERED BY FOSSIL FUELS

Change Was Inevitable






- 80% of the energy from the combustion is wasted as heat, noise, and emissions ⁵
- 83% of global transportation CO2 is from automotive ⁶
- 1.6B vehicles don't have a clean energy solution ⁷

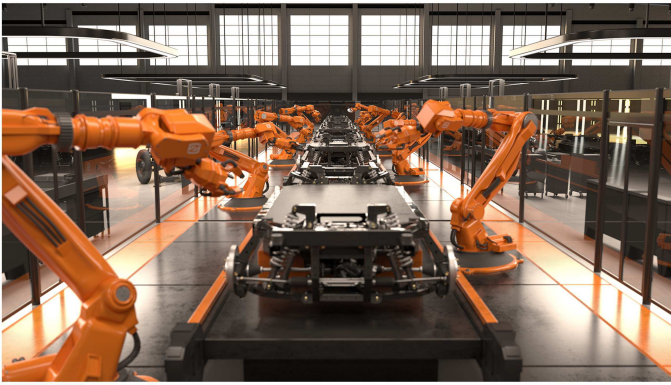


SOLUTION

We already sell many of the world's best-rebuilt classic electric vehicles directly to our customers.

Now our proven ZLABS modular platform allows aftermarket partners to quickly and safely electrify hundreds of millions of vehicles for their own customers. Increases efficiency by 250% and power by 400% compared to original motors.

-  Combines modern EV performance, safety, and balance with classic vehicle structures
-  Ready-made platforms available for various popular vehicle formats
-  No advanced knowledge of high-voltage electrical, battery engineering, or computer science required for installation
-  235-mile battery range with DC fast charging capability
-  Affordable target price range of \$35,000 to \$55,000



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PRODUCT

Designed for scale manufacturing **ZLABS™ Classic** **Electric Platform**

The world's first platform for scalable electrification of existing vehicles.



Installation Time

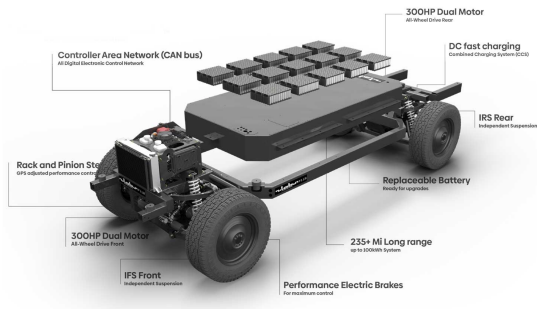
As little as 1 day

Product

Modular Upgradable Tech Stack

Scale

Manufacturing can be fully automated and developed in multiple locations to serve local markets



Performance

Replaceable 235 mile battery
250% more efficient than motor swaps
400% more power than original motors
DC Fast charge
Connectivity (Wi-Fi/5G)
Over the air updates

Moat

4000 proprietary designs custom full-stack architecture

Price

\$35,000-55,000K USD@ 45% Gross Margin

Volume Target

100,000 Platform Units/Yr

ZLABS™ Conversion Basics

Here's how it works:

Step 1



Step 1. Remove

Remove: Disassembly and preparation for production. Removal and proper disposal of hazardous materials. The bad stuff.

Gross Emissions Polluter

Step 2



Step 2. Replace

Replace: Custom all electric platform upgradable battery and HV power systems. All power. No emissions.

Zero Emissions Vehicle

Step 3



Step 3. Recharge

Recharge: Finally, a clean energy vehicle you and your family to enjoy for decades.

Zero Emissions Vehicle

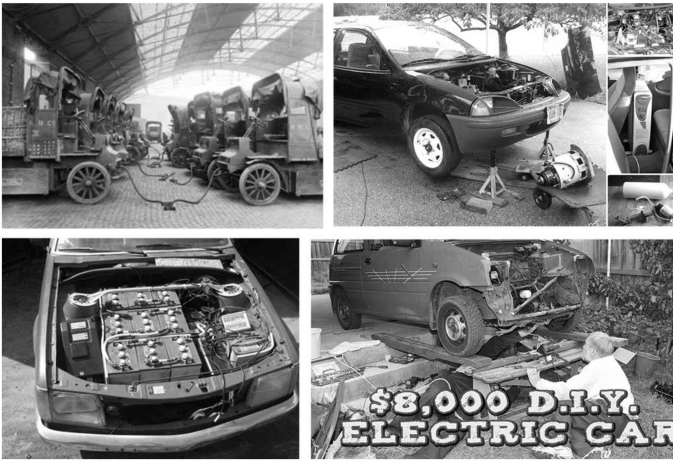
PROVEN COMPETITIVE ADVANTAGES

A fully integrated electrification solution never seen in the market before

With several years proven performance and delivery, over 4,000 proprietary designs and systems, we're 3+ years ahead of the competition. DIY electric conversion kits are time-consuming, requiring specialized knowledge and produce significant limits in range and performance. New EV platform startups target new cars or industrial sectors only. This is a blue ocean opportunity for investors to help us empower the existing combustion engine aftermarket.

WHY THE OLD WAYS NEVER SCALED

142 Years of Electric Conversion



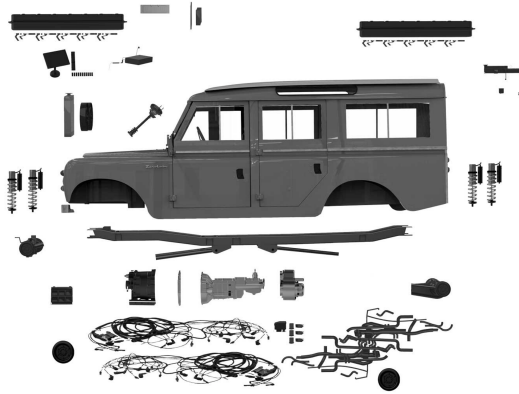
Installation Time	6-24 Months each
Product	Separate Parts. Requires custom installation and new design for each project
Performance	45% Efficiency. Smaller Motors. Smaller Batteries. Significant Wear and Tear of moving parts
Range	60-80 Mile Range
Requirements	Expert Knowledge in Multiple Systems Required
Control	Old Steering and Brakes. No Monitoring Off Balance Center of gravity
Safety	Battery Management Only
Upgradable	No

WHY OUR DIFFERENCE MATTERS

Current EV conversion difficult to scale

Classic Electric Startups
DIY EV Conversion Supply





Complex, Slow, Unsafe, Low
Performance, Hard to Upgrade



Simple, Fast, Safe, High
Performance, Upgradable

CONNECTING THREE GROWING MARKETS

Global electrification is growing

THREE MARKETS HAVE URGENT ELECTRIFICATION DEMANDS



Customer electric
market by 2025

\$856B⁸
+17.02% CAGR



Global automotive
after market by 2030

\$589B¹⁰
+4.0% CAGR



Classic market
growth by 2028

\$51.3B⁹
+8.7% CAGR

GROWTH

2X

SINCE 2021

ANOTHER

3X

BY 2025

BUSINESS MODEL

Build a total market solution that addresses all vehicles, not just new ones

- ✓ Selling the ZLABS Classic Electric Platform to over 1 million independent auto shops.¹¹
- ✓ Producing complete Classic Electric Vehicles for D2C sales.
- ✓ Recurring revenue streams include: Merchandise, Upgrades, Partner Services, Military, Emergency Services, In-network resale, Agency Services, Car club and storage services and Tier 1 Parts Sales.



This approach allows us to tap into high-margin markets (45% gross margins) while scaling globally. As we grow our brand, we'll have the opportunity to add more revenue streams, including upgrades, parts sales, merchandise, and more.

CUSTOMER MODELS

Address two **immediate** customer markets



\$856B Direct Customer Market⁸

\$559B Commercial Aftermarket¹⁰

Save the Planet or Identity**Adapt or Die**

Global interest for both and Classic Vehicles
tend to overlap especially for UHNW Individuals

175,000 independent auto shops, 1M+ globally in the world.*

ROADMAP

Our Roadmap to Making 100,000 Platform Units a Year

**2016-2019**

- ✓ Built first two fully redesigned classic electric vehicles: 2 classic electric Ford Broncos
- ✓ Built marketing assets and launched the company
- ✓ Established key partnerships

**2016-2019**

- ✓ Generated \$3M in revenue for early R&D customer vehicles
- ✓ Publicly launched platform
- ✓ 15 paid R&D customer vehicles in development for feedback and market proof

**2023-2025**

- ✓ Scale manufacturing
- ✓ Build out scale production facility
- ✓ Deliver all early R&D customer vehicles
- ✓ Have 50 production models signed by Q4 2023
- ✓ Generate \$42M in revenue by 2024
- ✓ Complete development for supply chain manufacturing

**2026-2030**

- ✓ Launch a decentralized supply chain for localized manufacturing capabilities to increase safety, reduce costs, and scale faster
- ✓ Increase upgrades and additional product lines to increase customer LTV Prepare for launch in Europe, the Middle East, and Australia
- ✓ Help drive the world to a zero-emissions future by continued solutions for existing vehicles

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WHY NOW

The Perfect Timing: Increased Demand, Government Mandates, Infrastructure Support; Decreased Cost, Growing labor market ready to make change.

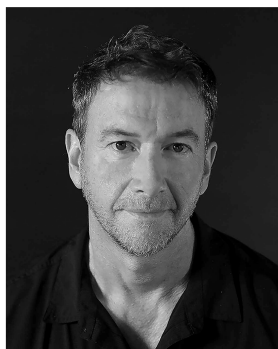
This is the first time in history a solution like this is completely viable. It's creating a ground-floor investment opportunity that won't last long. Electric vehicles are quickly growing in popularity. Awareness around climate change is fueling the urgency to transition to electric cars and building of charging infrastructure. And we're already ahead of the competition with a massive market opportunity ahead of us.

INVEST NOW

- ✓ Global Electric Vehicle demand to \$856B market by 2025 ⁸
- ✓ EV Costs per kWh coming down ¹³
- ✓ Global Classic Vehicle Market to \$46B market by 2025 ⁹
- ✓ Growing charging and infrastructure support ¹⁴
- ✓ Climate Spending \$4.2T Market by 2030 ¹²

TEAM

Our team spent decades engineering brands in transportation and technology.



Adam Roe

CEO, Founder, Lead
Investor

Seasoned entrepreneur
with broad technology &
global marketing expertise.



SPACEX



RIVIAN

Singer

BOEING

WPP



SONY



ROMEO
POWER TECHNOLOGY



Faraday Future

PERKS

Exclusive Investor Benefits

Zero Labs Automotive is selling private shares in our company today. In the future, we intend to go public through IPO, SPAC, or direct listing. In addition to your Class B Common Shares, you'll receive perks for investing in Zero Labs Automotive.

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TIER 1

INVEST FROM

\$1,000

INCLUDES

- ✓ One vote to help increase the chances your favorite make/model is next in line.

TIER 2

INVEST FROM

\$5,000

INCLUDES

- ✓ One free reservation for ZLABS conversion platform
- ✓ Power up 5 votes to help increase the chances your favorite make/model is next in line.

TIER 3

INVEST FROM

\$10,000

INCLUDES

- ✓ One free full vehicle reservation; and
- ✓ Power up 10 votes to help increase the chances your favorite make/model is next in line.

TIER 4

INVEST FROM

\$50,000

DISCOUNT

Get a 5% discount on your first vehicle purchase;

INCLUDES

- ✓ Skip The Line: One Premium reservation for ZLABS conversion platform;
- ✓ Power up 50 votes to help increase the chances your favorite make/model is next in line; and
- ✓ VIP Events: Receive exclusive invitations to product launches, industry conferences, or networking opportunities to interact with the team and industry figures.

TIER 5

INVEST FROM

\$100,000

DISCOUNT

Get a 7% discount on your first vehicle purchase;

INCLUDES

- ✓ Skip The Line: One Premium reservation for ZLABS conversion platform;
- ✓ Skip The Line: Standard to purchase Complete Classic Electric Vehicles and ready-for-sale vehicles;
- ✓ Power up 100 votes to help increase the chances your favorite make/model is next in line; and
- ✓ Follow-on Investment Opportunities: Participate in follow-on investment rounds to support company growth and potentially enhance returns.

TIER 6

INVEST FROM

\$250,000

DISCOUNT

Get a 10% discount on your first vehicle purchase;

INCLUDES

- ✓ Skip The Line: Standard Reservation to purchase Complete Classic Electric Vehicles and ready-for-sale vehicles;
- ✓ Early Access to join our Licensed Authorized Partner program with training, including early releases and volume discounts (commercial partners only);
- ✓ Power up 250 votes to help increase the chances your favorite make/model is next in line;
- ✓ Partner Planning Events: Exclusive invitations to partner events, such as trainings, product launches, industry conferences, or networking opportunities to interact with the team and industry figures (commercial partners only);
- ✓ Executive Access: Engage in personalized meetings or conference calls with key executives or founders to provide feedback and gain deeper insights.

TIER 7

INVEST FROM

\$500,000

DISCOUNT

Get a 20% discount on your first vehicle purchase;

INCLUDES

- ✓ Skip The Line: Priority Reservation to purchase Complete Classic Electric Vehicles and ready-for-sale vehicles;
- ✓ Early Access to join our Licensed Authorized Partner program with training, including early releases and volume discounts (commercial partners only);
- ✓ Power up 500 votes to help increase the chances your favorite make/model is next in line;
- ✓ Partner Planning Events: Exclusive invitations to partner events, such as trainings, product launches, industry conferences, or networking opportunities to interact with the team and industry figures (commercial partners only);
- ✓ Early access to test drive and purchase new models
- ✓ Executive Access: Engage in personalized meetings or conference calls with key executives or founders to provide feedback and gain deeper insights.

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FAQ

Frequently asked questions

Why invest in startups?	^
How much can I invest?	^
How do I calculate my net worth?	^
What are the tax implications of an equity crowdfunding investment?	^
Who can invest in a Regulation CF Offering?	^
What do I need to know about early-stage investing? Are these investments risky?	^
When will I get my investment back?	^
Exceptions to limitations on selling shares during the one-year lockup period:	^
What happens if a company does not reach their funding target?	^
How can I learn more about a company's offering?	^
What if I change my mind about investing?	^
How do I keep up with how the company is doing?	^
What relationship does the company have with DealMaker Securities?	^
What's your share price?	^
What is the minimum investment size?	^
What kind of shares are you issuing?	^

How much are you raising?	^
What is the current valuation of the company?	^
Why Should I Invest?	^
How Will ZeroLabs Make Money?	^
How Do I Know People Will Buy This Solution?	^
Are There More Opportunities Ahead?	^
Why Didn't A Bigger Company Do This Already?	^
How do you plan to use the proceeds from this funding round?	^
What perks do I get for investing?	^
Can I attend a live webinar?	^
How do I get a return on my investment?	^
How long are you expecting the company to operate before needing another round?	^
What is the exit plan for the company?	^
Will you be paying out dividends to investors?	^
What is this company?	^
Why should I invest?	^
How do I know they haven't peaked and there are more opportunities ahead?	^

What does Zero Labs do, are you competing with new EV automakers?	^
Complete-Builds or Platforms, what is the difference?	^
This is more expensive than a Tesla or similar new EV.	^
Are you competing with new EV automakers?	^

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Enter your email

SIGN UP

- VISION
- PERKS
- TEAM
- FAQ



Equity crowdfunding investments in private placements, and start-up investments in particular, are speculative and involve a high degree of risk and those investors who cannot afford to lose their entire investment should not invest in start-ups. Companies seeking startup investment through equity crowdfunding tend to be in earlier stages of development and their business model, products and services may not yet be fully developed, operational or tested in the public marketplace. There is no guarantee that the stated valuation and other terms are accurate or in agreement with the market or industry valuations. Further, investors may receive illiquid and/or restricted stock that may be subject to holding period requirements and/or liquidity concerns.

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Sources:

1. The reservations are not contracts for sale and are used to represent an estimated potential for Serviceable Addressable Market if 100% of the current reservations sign a contract for sales, but there are no costs to enter a reservation or to abandon the reservation. The potential revenue described is to demonstrate addressable market potential only, and not calculated in our revenue projections. This possible figure could decrease, or grow with changes in the reservations, but there are no commitments associated with reservations.

<https://www.zerolabs.com/nofeeagreement>

Paid Reservation <https://www.zerolabs.com/reservation2023>

2. <https://www.goodcarbadcar.net/>

<https://www.statistica.com/en/>

<https://www.persistencemarketresearch.com/>

<https://www.cnn.com/2021/11/03/world/classic-car-electric-ev-c2e-climate-spc-intl-hnk/index.html>

<https://www.verifiedmarketresearch.com/product/electric-classic-car-market/>

3. <https://www.un.org/en/climatechange/net-zero-coalition>

<https://www.unep.org/resources/emissions-gap-report-2022>

<https://www.ipcc.ch/2022/04/04/ipcc-ar6-wgiii-pressrelease/>

4. https://www.greencarreports.com/news/1093560_1-2-billion-vehicles-on-worlds-roads-now-2-billion-by-2035-report

<http://www.navigantresearch.com/research/transportation-forecast-light-duty-vehicles>

<https://www.notion.so/zerolabs/STATS-AND-SOURCES-2023-5587179b062e491d80ba9a1fcdde3c5a>

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https://www.greencarreports.com/news/1118534_fact-of-the-week-internal-combustion-cars-still-waste-70-to-88-percent-of-energy

6. <https://www.cbo.gov/publication/58861#:~:text=Motor vehicles accounted for 83,most other modes of transportation>

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8. <https://www.statista.com/statistics/1224527/ev-market-size-worldwide-segment-forecast/>

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<https://automotiveaftermarket.org/aftermarket-industry-trends/automotive-aftermarket-size/>

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12. <https://www.whitehouse.gov/omb/budget/>

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