



# ELDRIVE

## **The Gamechanger: Eldrive's Bold Roadmap**

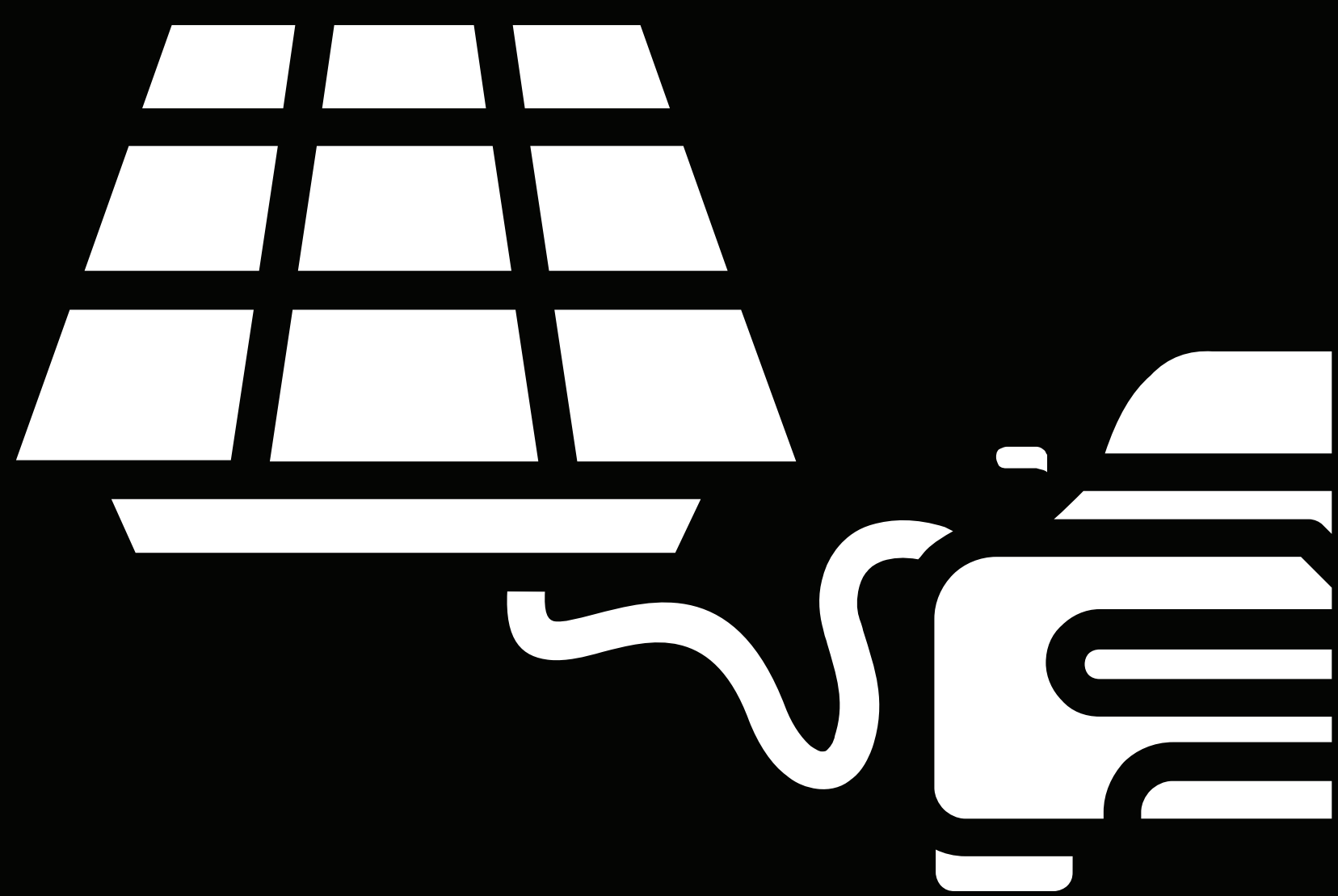


# ABOUT ELDRIVE

**Founded in 2020**, Eldrive began as a solar energy solutions provider in Armenia's B2B sector. We quickly became the leading partner for large-scale solar installations, serving a diverse range of clients including state-owned enterprises, factories, hotels, hospitals, and shopping centers. This positioned Eldrive as a trusted force in Armenia's green energy transition.

**In 2024**, Eldrive identified a high-growth opportunity in the electric vehicle market. We launched our first Chinese EV showroom in Armenia, rapidly emerging as the market leader in Chinese EV sales, thanks to a blend of local market expertise and strong partnerships with leading Chinese manufacturers.

**In 2025**, building on our momentum, Eldrive made a bold strategic move to diversify and scale. We opened 9 new business outlets, with 2 more planned for the year, embracing an innovative, risk-resilient business model to shape the future of sustainable mobility.



**Head Office:** Yerevan, Armenia

**Active Operations:** Armenia, Georgia, United Arab Emirates

**Planned Expansion (2025):** Bulgaria, Côte d'Ivoire

**Customer Reach:**

Armenia, Russia, Georgia, Azerbaijan, Bulgaria, Romania, UAE, Oman, Saudi Arabia, Côte d'Ivoire, Algeria, Nigeria



# MISSION AND VISION

## Our Mission

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To accelerate the shift to sustainable, smart, and accessible mobility and energy solutions by becoming the leading regional hub for Chinese electric vehicles, autoparts, and green technologies, while delivering trusted, full-cycle services across sales, logistics, installation, after-sales, and support infrastructure.

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## Our Vision

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To build a pan-regional ecosystem that connects innovation from China with opportunity in emerging markets, positioning Eldrive as a trailblazing brand in the EV, renewable energy, and smart mobility sectors across the Caucasus, Gulf, and Africa. We aim to be not just a company, but a platform for transformation — through technology, partnerships, and sustainable growth.

FROM EV SHOWROOMS AND SOLAR SYSTEMS TO LOGISTICS, MARKETING, AND BROKERAGE — ELDRIVE INTEGRATES EVERY STEP OF THE JOURNEY.



# OUR IMPACT

Since 2020, Eldrive has evolved from a solar energy pioneer into a regional force in electric vehicles, green tech, and integrated services — delivering innovation, cross markets.



## 2024 Milestones:

12,000 Chinese EVs sold through Eldrive's network — not only in Armenia but also sold to Georgia, Russia, UAE, Oman, Saudi Arabia, Côte d'Ivoire, Algeria, Nigeria, and Black Sea European countries-Bulgaria, Romania, Albania

Recognized as a regional hub for Chinese EV distribution, backed by strategic supplier relations

Strengthened positioning as Armenia's leading player in Chinese EV sales and green energy solutions.



## 2025 Ambitions:

Target: 20,000 EV sales across the region

Launch of 9 new business outlets — now operational across Armenia, Georgia, and the UAE

Planned entry into Bulgaria and Côte d'Ivoire

Rapid scaling of our auto-parts business, service garages, solar systems, logistics, marketing, and brokerage services

Eldrive isn't just growing — it's building the platform that powers the EV transition across borders.

BYD SEAL



# CHINESE EV REGIONAL HUB – GEORGIA

## The Gateway to the South Caucasus and Beyond

Strategically located in Natakhtari, just 20 km from Tbilisi and 160 km from the Russian border, Eldrive's customs-licensed Regional Hub is the most logistically efficient location for storing and distributing electric vehicles across the region.

### Key Distances:

- 160 km from Russian border
- 20 km to Tbilisi
- 250 km to Yerevan
- 350 km to Baku
- 400 km to Poti port
- 2-3 days from Poti port to Burgas Port

With a receiving and loading capacity of 2,000 vehicles per month, the hub is trusted by top Chinese EV manufacturers and suppliers who rely on Eldrive to handle export, logistics, customs clearance, storage, and regional sales — all under one roof.

### Strategic Advantages

- ✓ Full-cycle regional distribution center
- ✓ Strategic corridor for Russia, Armenia, Azerbaijan, Georgia and Eastern Europe countries
- ✓ Online platform for B2B clients with real-time access to stock, prices, and online contracting — enabling seamless order management
- ✓ Accelerates delivery times and simplifies operations for suppliers
- ✓ A proven model for seamless EV entry into the South Caucasus

ELDRIVE HANDLES THE COMPLEXITY — MANUFACTURERS FOCUS ON PRODUCTION, SUPPLIERS FOCUS ON TIMELY SUPPLY.



# CHINESE EV AUTOPARTS HUB – UAE

## Jebel Ali: The Regional Nerve Center for Autoparts Distribution

Located in the Jebel Ali Free Zone (JAFZA) — one of the most advanced logistics zones in the world — Eldrive's Chinese EV Autoparts Hub serves as a critical gateway for efficient multinational distribution of EV components across the Middle East, the South Caucasus, and beyond.

### Strategic Reach

- UAE (domestic supply)
- Oman
- Saudi Arabia
- Iran
- Armenia
- Georgia
- Azerbaijan
- Eastern Europe countries

### Operational Highlights

Located in Jebel Ali Free Zone, Dubai

Optimized for regional export and redistribution

Serving both dealer networks and large-scale buyers

Bridging Asia and the Middle East/Caucasus via a trusted B2B platform

Fast. Reliable. Globally connected. Eldrive's UAE hub keeps Chinese EVs moving.

This well-positioned warehouse enables fast, duty-free handling and regional re-export of spare parts, with streamlined customs and superior supply chain infrastructure. It is trusted by leading Chinese manufacturers seeking reliable, cost-effective distribution into high-demand markets.





# ELDRIVE EV SHOWROOMS

## ARMENIA & GEORGIA



### The Leading Destination for Chinese Electric Vehicles in the Region

Eldrive operates flagship EV showrooms in Yerevan and Tbilisi, offering a curated lineup of premium Chinese electric vehicles from the most in-demand brands on the market. We are the go-to provider for individuals, corporate clients, government fleets, and regional dealerships.

#### Who We Serve

- ✓ Private customers
- ✓ Corporate & fleet buyers
- ✓ Government institutions
- ✓ Partner dealerships across multiple countries

#### Top-Selling EV Brands

BYD – The global EV leader with innovation and reliability  
Lixiang (Li Auto) – Smart extended-range vehicles with luxury design  
Zeekr – High-performance EVs blending tech and design  
Hongqi – China's premium automotive flagship

With deep inventory and fast fulfillment through our regional hub, we provide:

- Market-leading prices and dealer support
- 24-hour delivery within Armenia, Georgia and Azerbaijan
- 2–3 day delivery to Eastern Europe (Bulgaria, Romania, Albania, etc.) via Port Burgas, the main Black Sea gateway
- End-to-end logistics and after-sales assistance.

#### Showroom Locations

- 📍 Yerevan, Armenia – Davit Bek Street 20/7
- 📍 Tbilisi, Georgia – Iumenishvili Street 3

DRIVE IT. STOCK IT. DELIVER IT. ELDRIVE POWERS EV ACCESS ACROSS THE REGION.



# AFTERSALES EXCELLENCE – AUTOPARTS & SERVICE GARAGES



## Keeping the EV Experience Smooth, Reliable, and Supported

At Eldrive, the customer journey doesn't end with the sale — it's just the beginning. Our aftersales ecosystem ensures that every EV owner, fleet operator, and dealership partner receives ongoing, expert support through our dedicated autoparts network and advanced service centers.

### Eldrive Autoparts Shops

Our stores offer a full range of spare parts for all the most popular Chinese EV models in the market — including BYD, Lixiang, Zeekr, Hongqi, and more.

- Genuine and OEM-certified parts
- Fast availability and direct supply from our regional hubs
- Wholesale and retail options

### Service Garages

Our garages are staffed by highly experienced EV specialists and equipped with the latest in diagnostics and service tools.

- Advanced diagnostic software tailored to Chinese EVs
- EV battery, motor, and system maintenance
- Transparent service, fast turnaround

### Why It Matters

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- Full lifecycle support for every vehicle sold
- Confidence for individual and institutional buyers
- Integrated supply chain = faster service, lower costs

WITH ELDRIVE, YOUR EV IS NOT JUST SOLD — IT'S SUPPORTED FOR LIFE.



# ELDRIVE LOGISTICS – BUILT FOR EFFICIENCY, TRUSTED BY THE MARKET

## Optimizing EV Transportation Across Continents

As Eldrive's vehicle and parts business expanded, so did the need for reliable, cost-efficient, and high-capacity logistics. What started as an internal necessity quickly evolved into a full-scale logistics company serving a broader regional demand for trusted EV transport solutions.

### Born from Need, Built for Scale

Established to handle Eldrive's growing vehicle distribution needs  
Now serving external partners and the wider market

Specializing in EV and automotive logistics

## Where We Deliver

South Caucasus: Armenia, Georgia, Azerbaijan

Eastern Europe: Bulgaria, Romania, and more

Russia

Middle East: UAE, Oman, Saudi Arabia, Iran

Africa: Côte d'Ivoire, Algeria, Nigeria

## What Sets Us Apart

Proven expertise in transporting EVs across complex trade corridors  
Optimized shipping routes, customs experience, and multimodal transport  
Flexible and fast delivery across regions  
Strategic coordination with suppliers, showrooms, and end customers

WE DON'T JUST MOVE CARS. WE MOVE MARKETS.



# SOLAR ENERGY SOLUTIONS

## — WHERE ELDRIVE BEGAN

### Powering Progress with Clean, Scalable Energy

Eldrive's journey began in 2020 with a bold commitment to accelerate Armenia's transition to renewable energy. As a pioneer in B2B solar installations, we became the leading partner for solar system projects across both public and private sectors — laying the foundation for our green tech ecosystem.

#### What We Offer

Design, installation, and maintenance of industrial-scale solar systems

Tailored solutions for factories, hotels, hospitals, shopping centers, and state-owned facilities

Full project lifecycle support: from technical audits to long-term performance monitoring

#### Our Impact

Hundreds of successful projects across Armenia

Trusted by major corporations and government institutions

Integral to reducing CO<sub>2</sub> emissions and energy dependency

A proven green energy partner with deep engineering expertise

#### Why Clients Choose Eldrive

Turnkey execution, technical precision, and regulatory compliance

Experience with large-scale commercial installations

Transparent budgeting, fast timelines, and lasting performance



BEFORE WE MOVED VEHICLES, WE MOVED ROOFTOPS. SOLAR REMAINS A CORE PILLAR OF OUR COMMITMENT TO A CLEANER FUTURE.



# FREE BORDERS B R O K E R A G E

## REGIONAL TRADE, SEAMLESSLY HANDLED

### Full-Spectrum Customs & Brokerage Services for Regional and International Trade

As Eldrive's multi-sector business expanded, it became essential to build an internal solution that could handle growing complexity across borders. This led to the creation of Free Borders — a fully licensed brokerage agency that provides comprehensive customs services not only for Eldrive's ecosystem, but also for external clients across industries.

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#### What We Handle

Import and export customs clearance for all product categories  
Specialized expertise in electric vehicles, EV autoparts, and solar components  
Documentation, permits, certifications, and customs representation  
Support for multimodal shipments (road, rail, sea)

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#### Who We Serve

Eldrive's internal businesses across EV, energy, logistics, and distribution  
Regional and international partners seeking fast, transparent, and compliant trade  
Exporters and importers across Armenia, Georgia, UAE, Russia, Eastern Europe, and Africa

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#### Why Free Borders?

Licensed customs professionals with multi-country expertise  
Trusted network of agents at ports, customs offices, and free trade zones  
High accuracy, accelerated clearances, and real-time tracking  
Customs strategy consulting to reduce cost, risk, and delays

FREE BORDERS CLEARS MORE THAN GOODS — WE CLEAR THE PATH TO GLOBAL BUSINESS.



# LOORJ PROJECT

## CREATIVE BY NATURE, STRATEGIC BY DESIGN

### The Agency Behind the Brands That Move the Region

The market is full of marketing agencies — but few deliver original thinking, business-aligned strategy, and execution that actually works. At Eldrive, where business development and disruptive ideas are in our DNA, we saw the opportunity to build something different.

That's why we created Loorj — our in-house professional marketing agency, crafted to support Eldrive's fast-moving operations, and now extended to businesses seeking high-impact, smart marketing solutions.

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#### What Loorj Offers

- Brand strategy & positioning
- Creative advertising & content production
- Visual identity, naming, and packaging
- Market research & competitor analysis
- Tailored marketing campaigns for bold brands

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#### Why Loorj?

- Born inside one of the region's fastest-growing business groups
- Rooted in real business objectives, not buzzwords
- Built to solve modern marketing challenges with fresh, actionable ideas
- Already trusted by Eldrive — and now trusted by others

LOORJ ISN'T JUST AN AGENCY. IT'S A GROWTH PARTNER FOR COMPANIES THAT THINK BIG.

THIS PRESENTATION WAS PROUDLY CREATED BY THE TEAM AT LOORJ.



# ELDRIVE – ONE VISION, MANY ROADS

## FROM ENERGY TO MOBILITY. FROM ARMENIA TO THE WORLD.

What started as a solar pioneer has evolved into a regional ecosystem powering the future of transportation, energy, trade, and innovation.

At Eldrive, we don't just grow — we build, connect, and lead across every layer of the value chain.

### Electric Vehicles

Showrooms, hubs, logistics, and service — connecting China to the Caucasus, Middle East, and Africa.

### Autoparts & Aftersales

Full lifecycle support with trusted Chinese brands, expert garages, and real-time distribution.

### Solar Systems

Powering industry with renewable energy since day one.

### Free Borders Brokerage

Seamless customs solutions — import and export, all sectors, all borders.

### Logistics Network

Optimized EV transport across continents, driven by experience and precision.

### Loorj Project

Creative and strategic branding — helping bold businesses stand out and scale up.

ELDRIVE IS NOT ONE COMPANY. IT'S A PLATFORM FOR PROGRESS.  
ROOTED IN ARMENIA. POWERED BY INNOVATION. CONNECTED TO THE WORLD.



# LET'S DRIVE THE FUTURE TOGETHER

We appreciate your time and interest in Eldrive's vision. Whether you're a partner, client, or innovator — we're always ready to connect and collaborate.



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