

Strategy update

6 November, 2025

Stockholm



V O L V O

Agenda

01.

Introduction

**Håkan
Samuelsson**

President and
CEO

02.

Winning
customers
who stay

**Erik
Severinsson**

Chief
Commercial
Officer

03.

Our bridge
to a fully
electric
future

**Michael
Fleiss**

Chief Strategy
& Product
Officer

04.

Cost savings
and synergies
in practice

**Francesca
Gamboni**

Chief Industrial
Operations
Officer

05.

Break

06.

Why SPA3
is transfor-
mative for
our
business

**Anders
Bell**

Chief
Engineering &
Technology
Officer

07.

Pathway to
higher
profitability
and cash flow
generation

**Fredrik
Hansson**

Chief Financial
Officer

08.

Ending
remarks

**Håkan
Samuelsson**

President and
CEO

09.

Q&A

**Lunch &
mingle**

Introduction

Håkan Samuelsson, President and CEO

Executive Management Team



Håkan Samuelsson,
President and CEO



Fredrik Hansson,
Chief Financial Officer



Helen Hu, General
Counsel & Chief
Corporate Affairs Officer



Erik Severinson,
Chief Commercial
Officer



Francesca Gamboni,
Chief Industrial
Operations Officer



Hanna Fager,
Chief People Officer

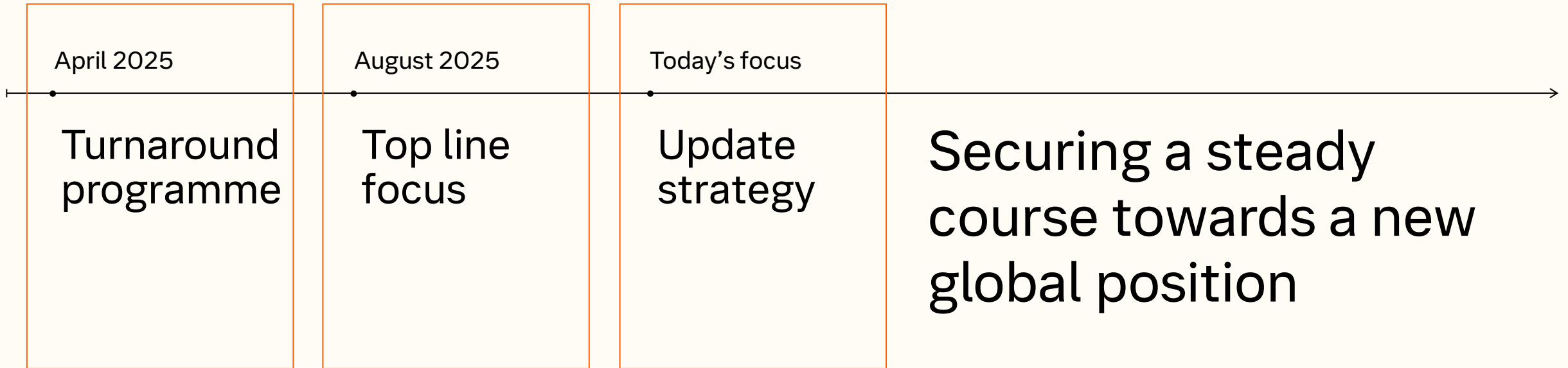


Anders Bell,
Chief Engineering &
Technology Officer



Michael Fleiss,
Chief Strategy &
Product Officer

How to put Volvo Cars back on track?



Three key challenges to resolve if you want to stay in business

01.

Electrification

02.

End of
globalisation

03.

Hyper
competition

Unique
opportunities
for all three

01. Electrification is the future

– Primarily better cars



- Accelerate – let competitors slow down
 - EVs – range, charging time and price similar to ICE cars
 - Bridge solutions – Generation 2 plug-in hybrids necessary
 - Core compute enables one software for all cars – lower cost and better experience
- Common architecture and synergies enable us to create better products

02. End of globalisation

– Regionalising a strong global brand



- Regional empowered and agile organisation – build where we sell
 - Adapted products and marketing to regional requirements
 - Transparent regionalised offering – what is included? What is the real price? When can I get it?
- A strong global brand for the three main regions

03. Hyper competition

– Chinese brands will capture a large share of the global industry



- We have unique synergy opportunities for cost savings and to create attractive competitive cars
 - Modular global architecture and common parts, but East/West software
 - New, leaner sales and distribution concept
- Unique collaboration with Geely is becoming a clear strength

Let's go a bit deeper



Winning customers who stay

Our path to profitable growth

Erik Severinson, Chief Commercial Officer

What makes us different?

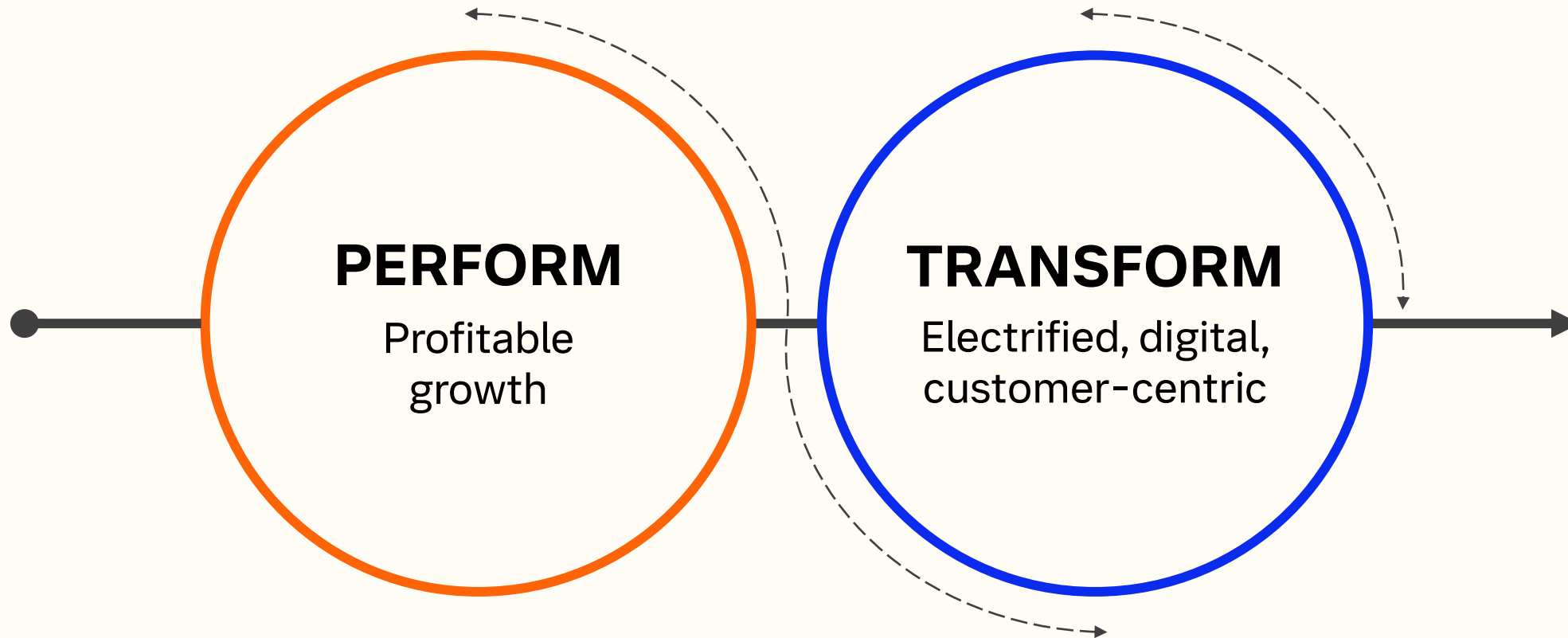
Freedom to Move By Sweden For Life.

Our mission is crystal clear, and founded on nearly 100 years of human-centric thinking.

- **Safer cars**, as the world becomes more automated
- **Lead on electrification**, to be part of the solution to climate change
- Cars that use advanced tech to **improve lives**, as everyone else strives for simply 'the latest tech'
- All wrapped in beautiful **Scandinavian design** that strips away complexity and makes you feel good



The commercial turnaround





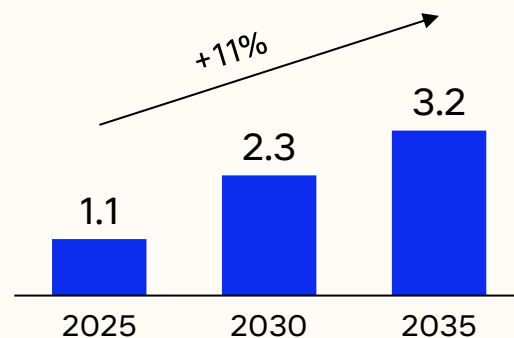
We will grow
profitably
through
electrification

The future is electric, but the pace to electrification differs by region

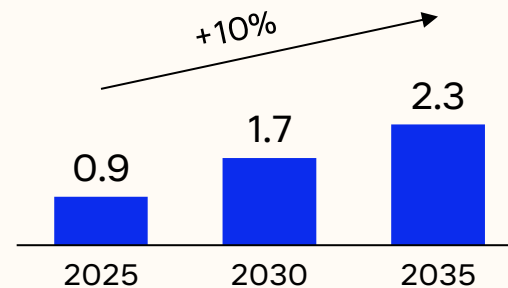
BEV share

Premium market

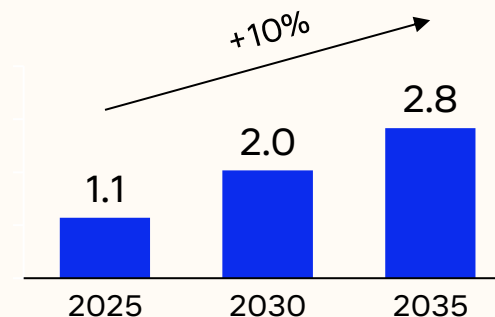
■ BEV
Mn. Cars



EUROPE



US & CANADA

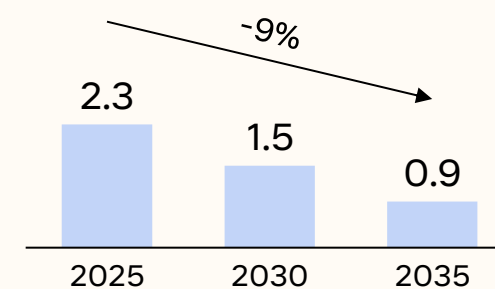
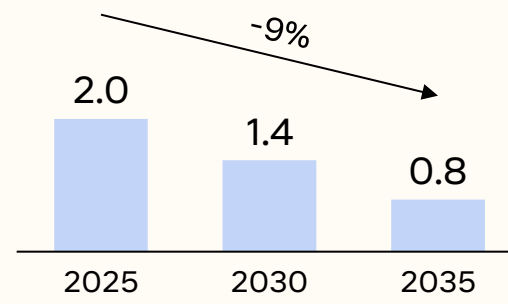
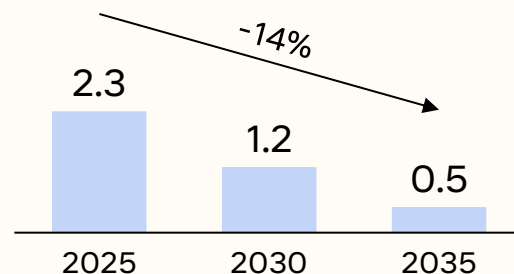


CHINA

Non-BEV share

Premium market

■ ICE/PHEV
Mn. Cars



We have a competitive offer for every customer

Volvo Cars' premium market share large SUV, Europe YTD 2025

18%

PETROL
XC90



22%

PHEV
XC90



23%

BEV
EX90



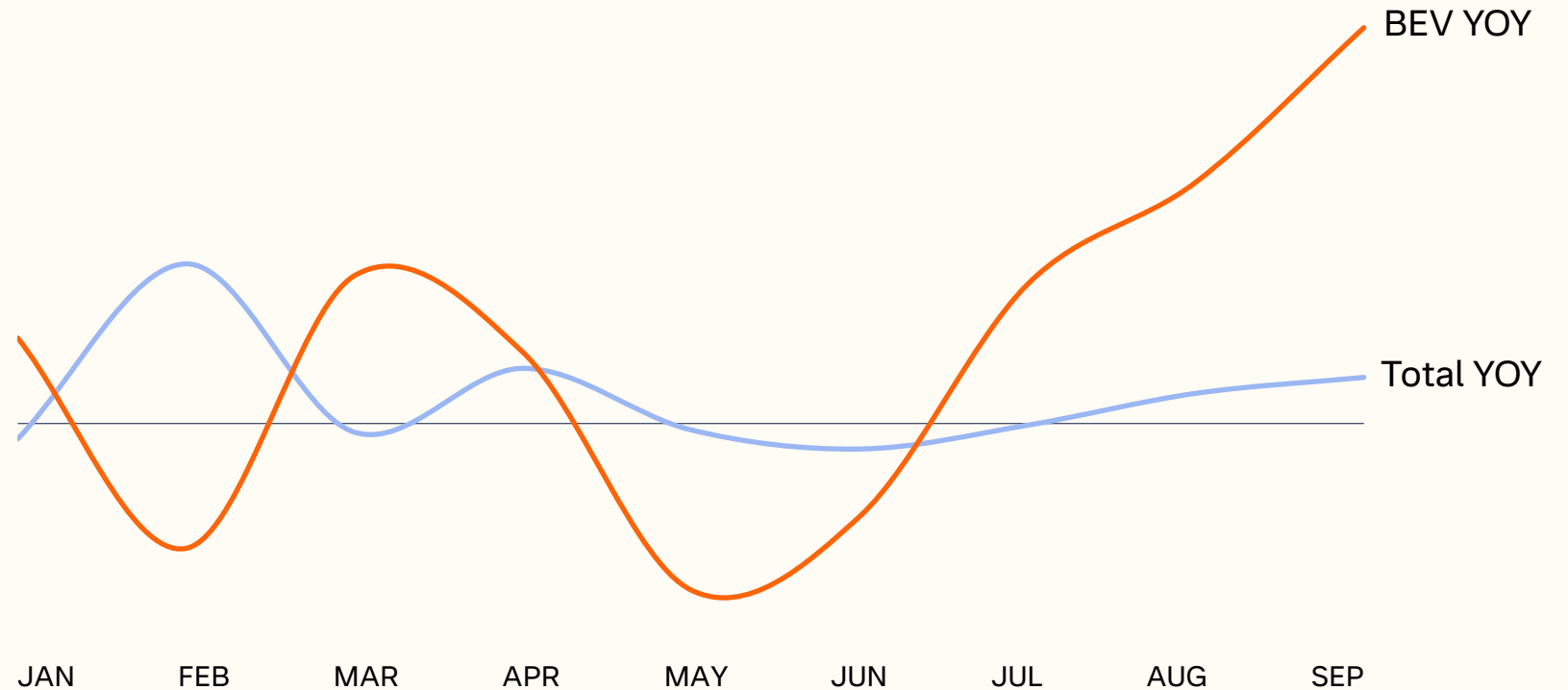
We are strong on SUVs

– with EX60 set to fill a big gap

30 cluster		40 cluster		60/70 cluster		90 cluster	
	EX30		XC40		XC60		XC90
	EX30 Cross Country		EX40	200% increase addressable BEV segment* 	JAN 21 EX60		EX90
*Addressable BEV segment: • 920,000 (existing BEV products) • 2.8m (existing BEVs + EX60)					XC70		

BEV is our key driver for growth

Year-on-year growth in retail orders in Europe 2025



We have solved the top customer concerns for buying a BEV with the EX60

A BEV is a better car...

...but there are three things we need to solve

Our answer

Lower running costs

Range anxiety



Can go as far as an ICE car

Better performance

Charging



Charges as fast as your average stop

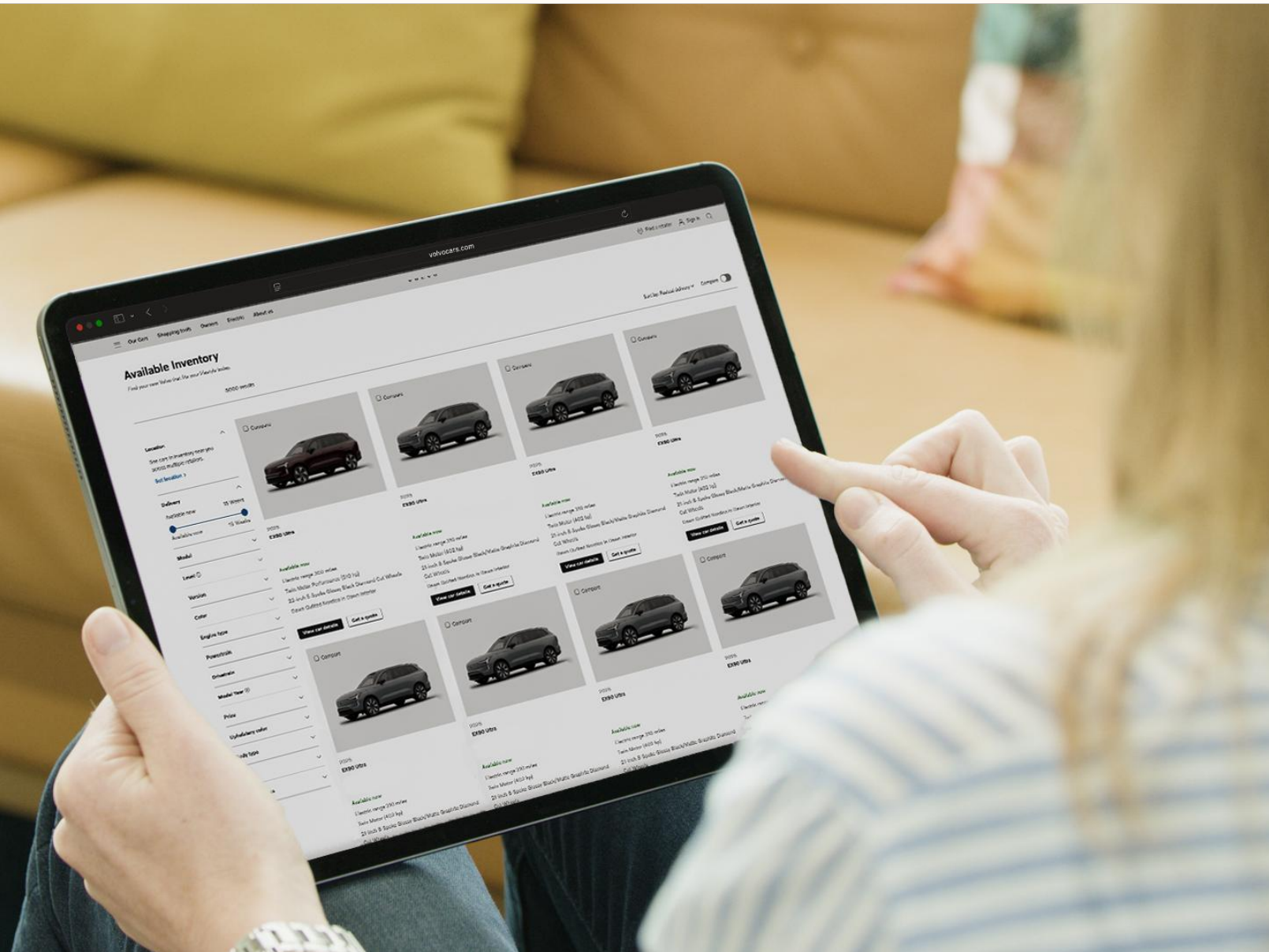
More space and comfort

Price



Priced as a PHEV – with better margin

More sustainable



A customer-centric sales model

Designing our offerings to what customers want

Customers want to know:

01.

What is included?

Our answer:

Simplicity

All-inclusive offer

02.

What will it cost?

Our answer:

Transparency

Online purchase option with
transparent pricing

03.

When will I get it?

Our answer:

Precision

Including instant delivery option

A convenient new way to buy a car online, starting in Sweden, together with our partners

WHAT'S NEW

No hassle

January

Provide **simplicity** and **transparency** on the complete ownership offer:

Clear, consumer-friendly monthly price with all-inclusive option including energy

Instant delivery

Q1 – Q2

Freedom and **precision** in delivery time meeting customer expectations:

Immediate delivery option or tailor-made product built to order

Future of buying

Continuous implementation

Car shopping being reshaped through AI:

Faster, more transparent and conversational purchase decisions

~7,000 current Care by Volvo customers in Sweden as a starting point



Attracting
more people
to the Volvo
brand – at
lower cost

A new approach to marketing

Targeting specific consumer groups, with key influencers in halo locations

Halo product marketing strategy

Digital and signal-based optimisation connected to online purchase offers



Targeting up to
20% reduction
in marketing
spend per car



Large potential in transforming the commercial system

Our ambitions

Growth

+2-3 p.p.

Profit

- Through electrification
- Product line-up, including a bridge to electrification
- Brand strength, 100 years of heritage

Commercial excellence

+1 p.p.

Profit

- Lower commercial cost of sold car
- Up to 20 % reduced marketing spend per car
- Simplified car offer
- Improved customer delivery precision

Commercial excellence

-10%

Inventory

- Reduced inventory levels through faster customer deliveries
- Enabled by:
- Central stock (off-balance)
 - Simplified offer structure (fewer variants)
 - Efficient order-to-delivery process (AI-supported)

Our bridge to a fully electric future

Michael Fleiss, Chief Strategy and Product Officer

In a nutshell

01.

Fully electric is our future – we are ready when our customers are ready

02.

A longer bridge to electrification with compelling long-range hybrid products

03.

Increase Geely synergies

04.

A more regionalised approach

05.

Core compute enables one-track software for BEVs and hybrids



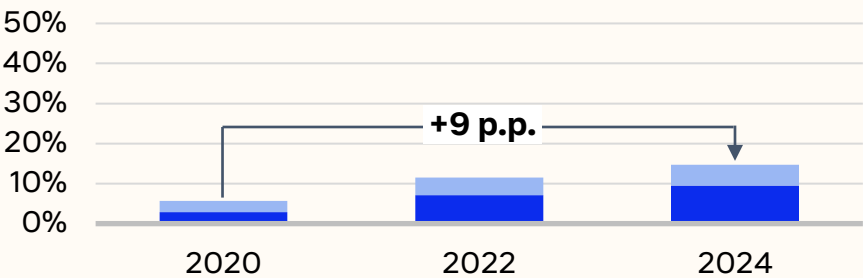
The world is moving
to electrification,
creating an
opportunity for us.

Transforming to electric faster than other premium legacy OEMs

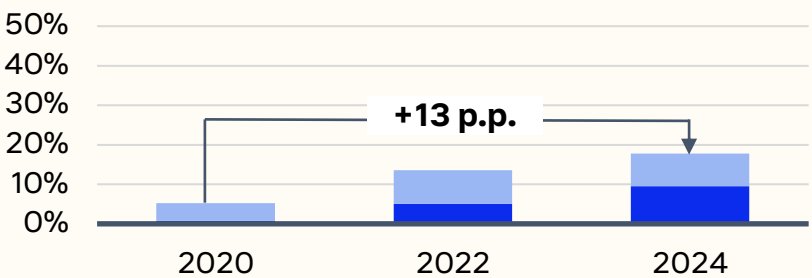
Electrified share of volume

BEV PHEV

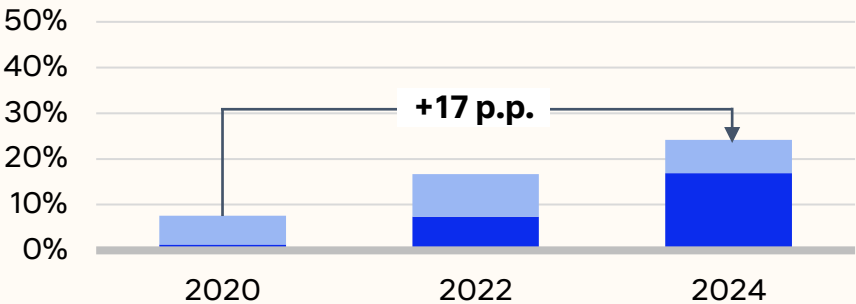
Competitor A



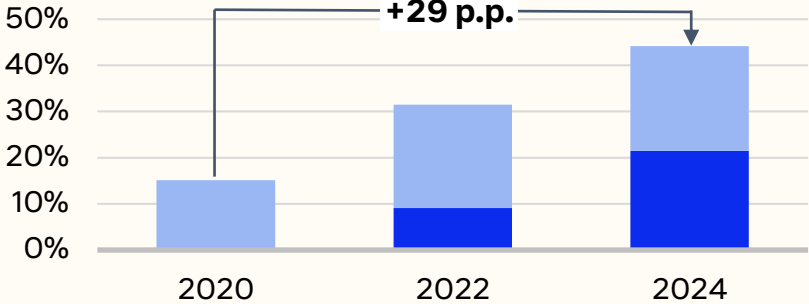
Competitor M



Competitor B

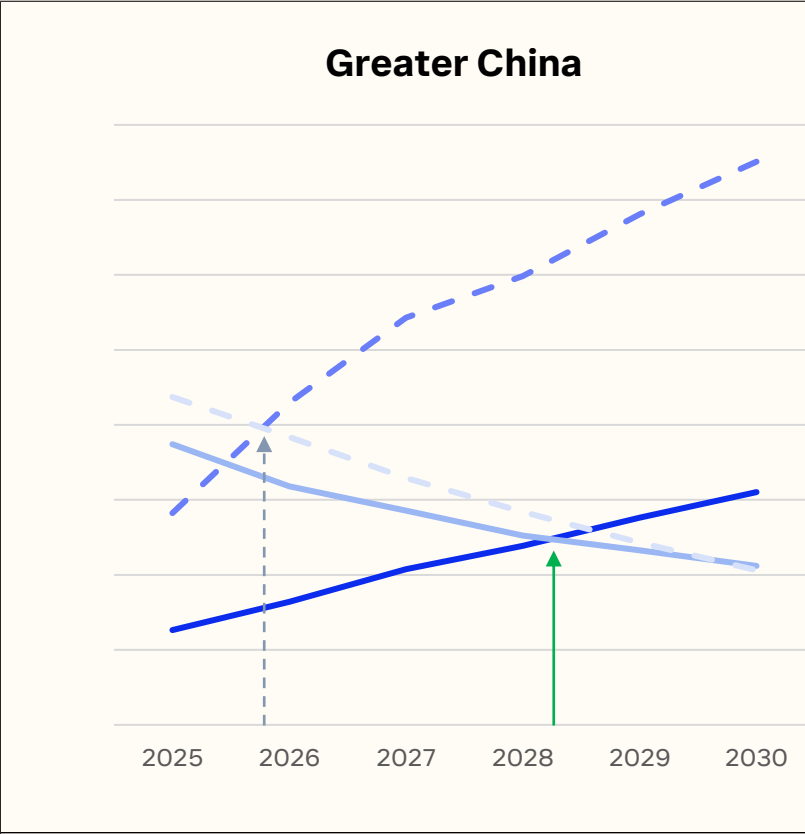
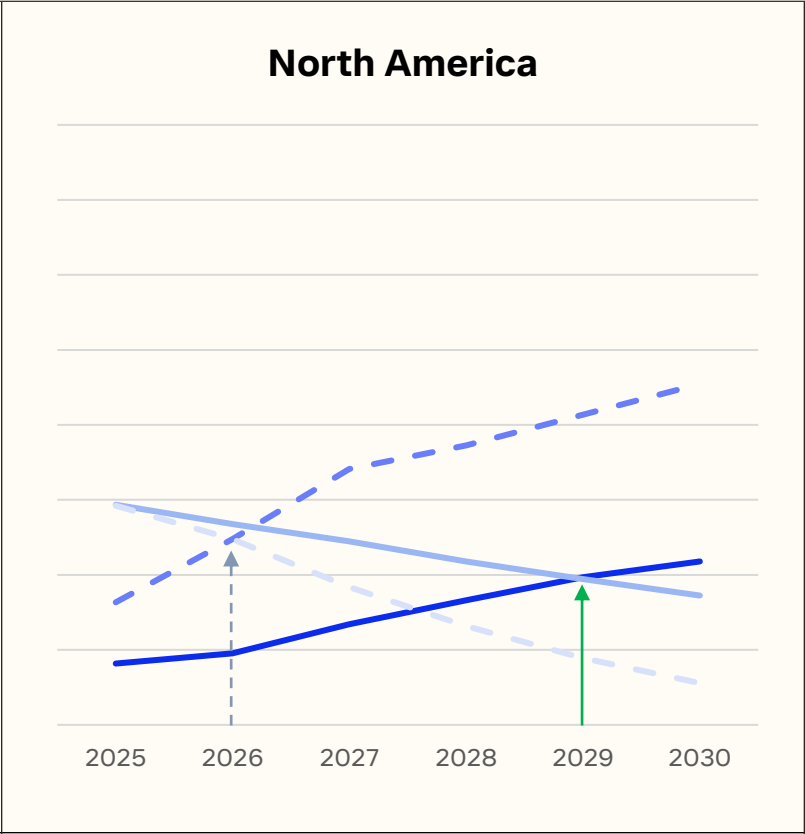
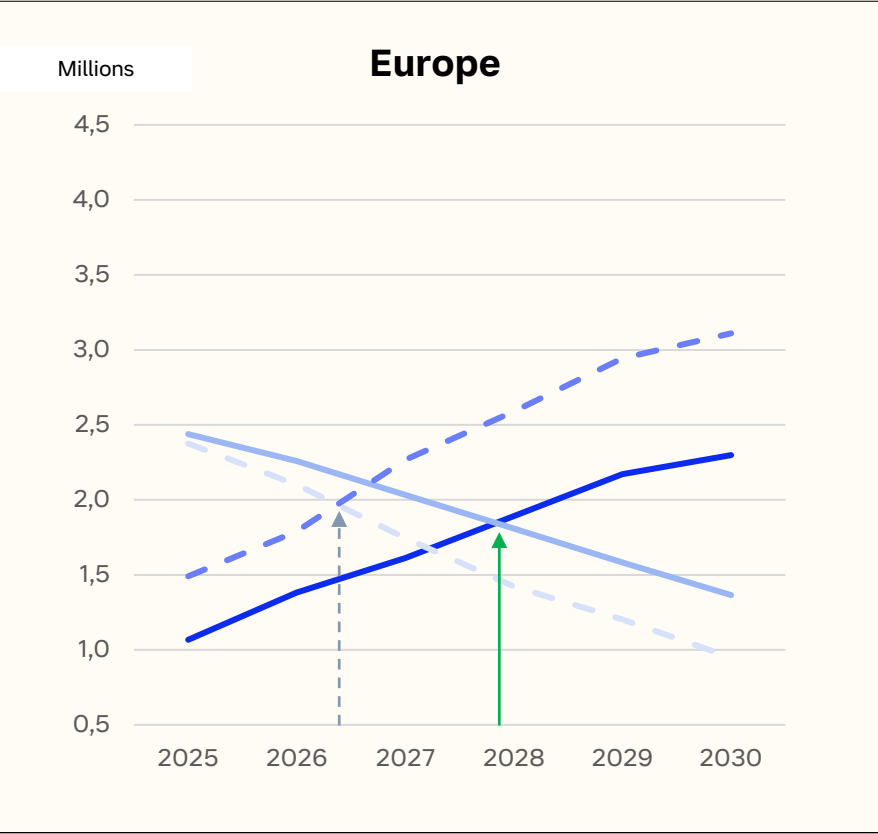
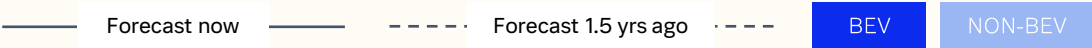


Volvo Cars



The transition to electrification is a fact, but the tipping points have moved out in time

Premium incl. Tesla



We are ready to go fully electric when our customers are



EX30



EX40



EC40



ES90



EX90

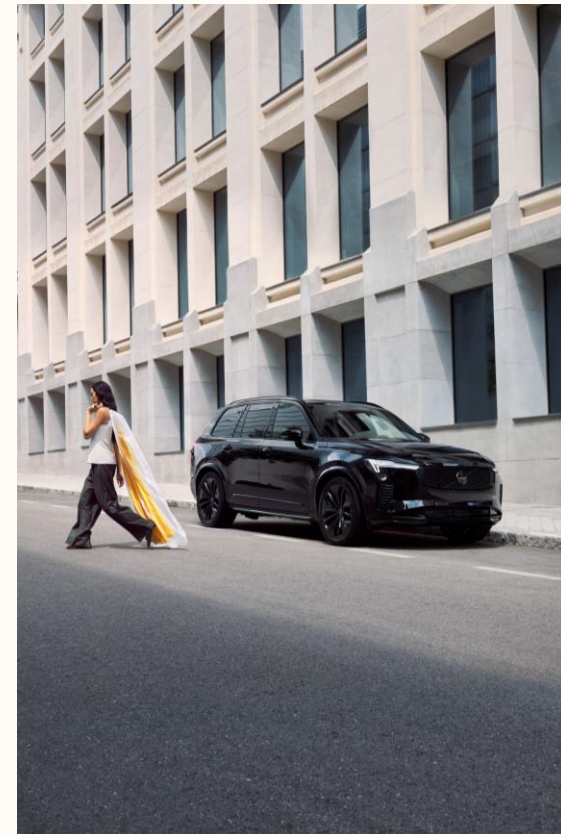


EX60

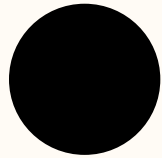


We will build a
longer bridge
to transition from
20% BEVs today to
100% in the future

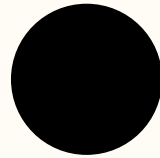
...through affordable, efficient investments into upgrading our most profitable and popular SPA1 and CMA products...



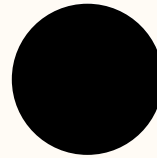
In short: we are evolving and transforming our powertrain offer with customer demand



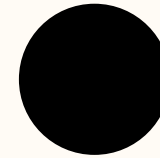
Pure ICE



MHEV



PHEV

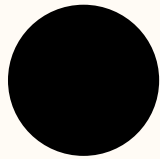


BEV

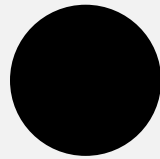
In short: we are evolving and transforming our powertrain offer with customer demand



Pure ICE

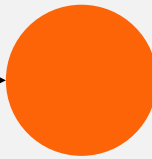


MHEV

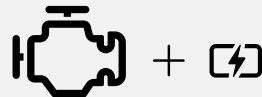


PHEV

Gen 1 PHEV



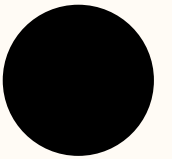
Upgraded
PHEV



Gen 2 PHEV



Electric car
with back-up
engine



BEV



We will do this
while strengthening
our margins



Increased collaboration with Geely will be key to further reduce costs and get products to market quicker

We have done this before, with success

XC40/EX40

One of our best-selling products, built on a platform developed by a joint venture together with Geely



EX30

The introduction of the award winning fully electric EX30 was made possible by using a competitive small-car platform from Geely, tapping into the B SUV segment



XC70

The newly revealed long-range plug-in hybrid with up to 200 km of pure electric range (CLTC testing cycle)





We are increasing the cooperation between Geely and Volvo Cars, focusing on hardware

- Standardised modules
- Reduced complexity
- Safeguarding quality and safety
- Improved profitability

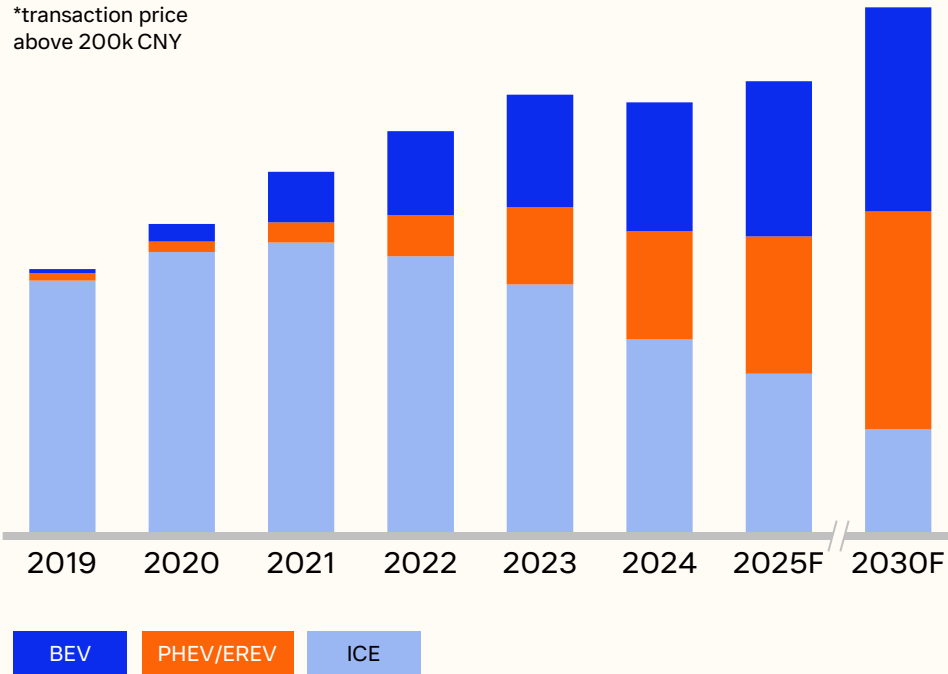


A more regionalised
product strategy for a more
regionalised world

The XC70 is a hybrid that exemplifies our overall strategy

China premium market development – The NEV segment (BEV, PHEV/EREV) will outperform ICE supported by incentives

*transaction price
above 200k CNY



Source: Geely Group (incl. CAM and Insurance database)



The XC70 is a hybrid that exemplifies our overall strategy

Electric car with a
back-up engine

1,200 km without charging or
refuelling



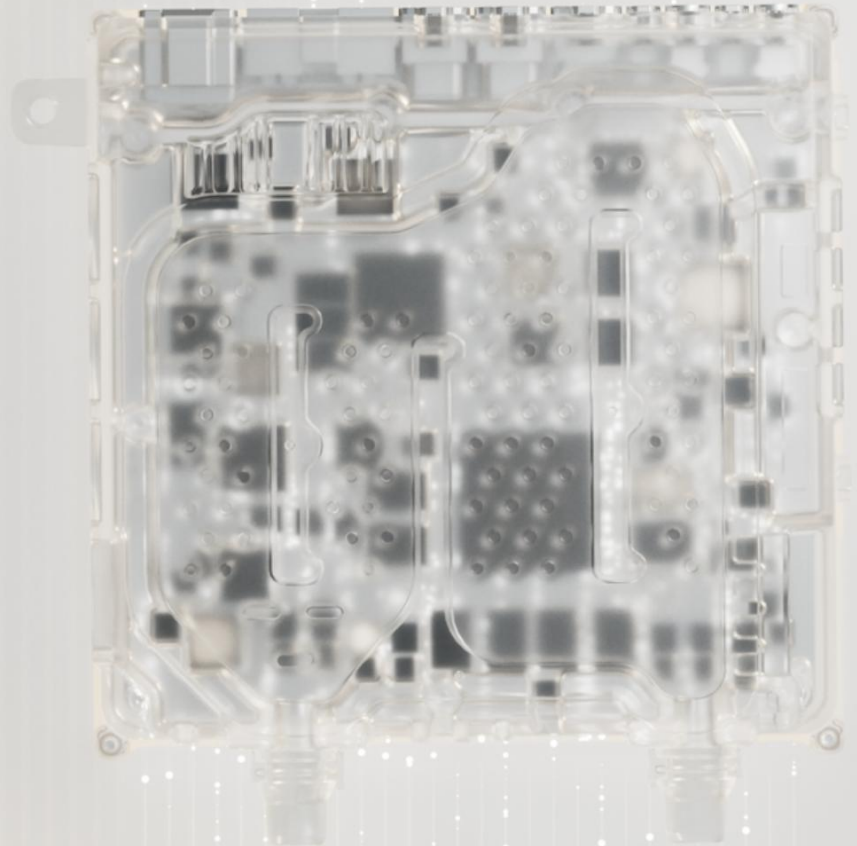
Collaboration with
Geely

Component sharing
= lower cost + quicker to market

Regionalised
product

Developed for China market
with China tech





True software-defined vehicle

One-track software.
One core computer.
BEVs AND Hybrids!



Current hybrid and long-range plug-in hybrid models



Current fully electric models



Future models

In a nutshell

01. Fully electric is our future – we are ready when our customers are ready
02. A longer bridge to electrification with compelling hybrid products
03. Increase Geely synergies
04. A more regionalised approach
05. Core compute enables one-track software in BEVs and hybrids

Cost savings and synergies in practice

Francesca Gamboni, Chief Industrial Operations Officer



Delivering results – on cost efficiency

 Now, our synergy superpower
takes us further, faster

Geely synergies in practice

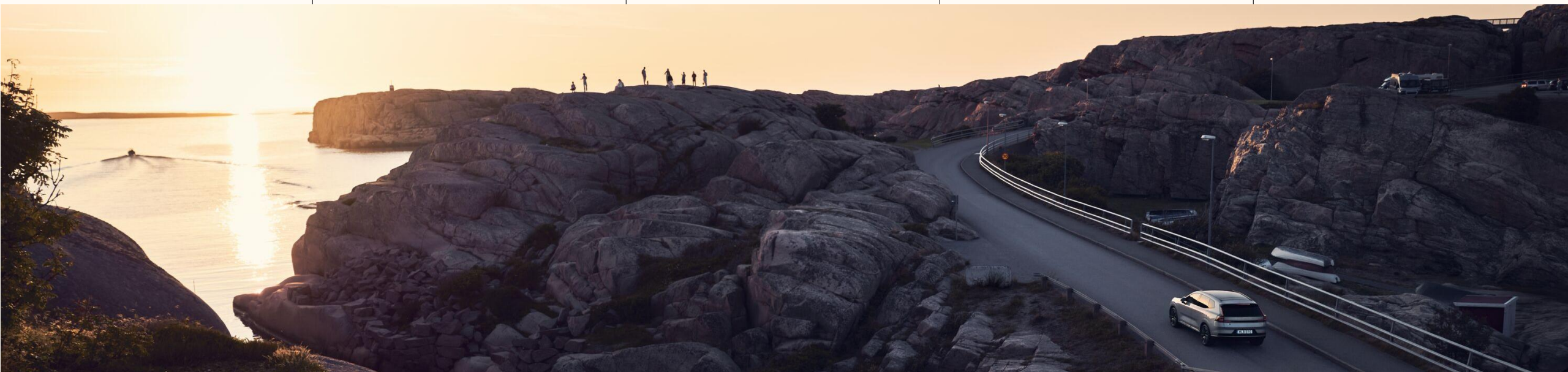
➤ Leveraging scale

➤ Cost benchmarking

➤ Culture & best
practice sharing

➤ Increased
commonality

➤ Building resilience



Leveraging scale

➤ Joint negotiations and common supplier panel

Today

500

Own suppliers

130

Common suppliers

75%

Common suppliers
share of spend

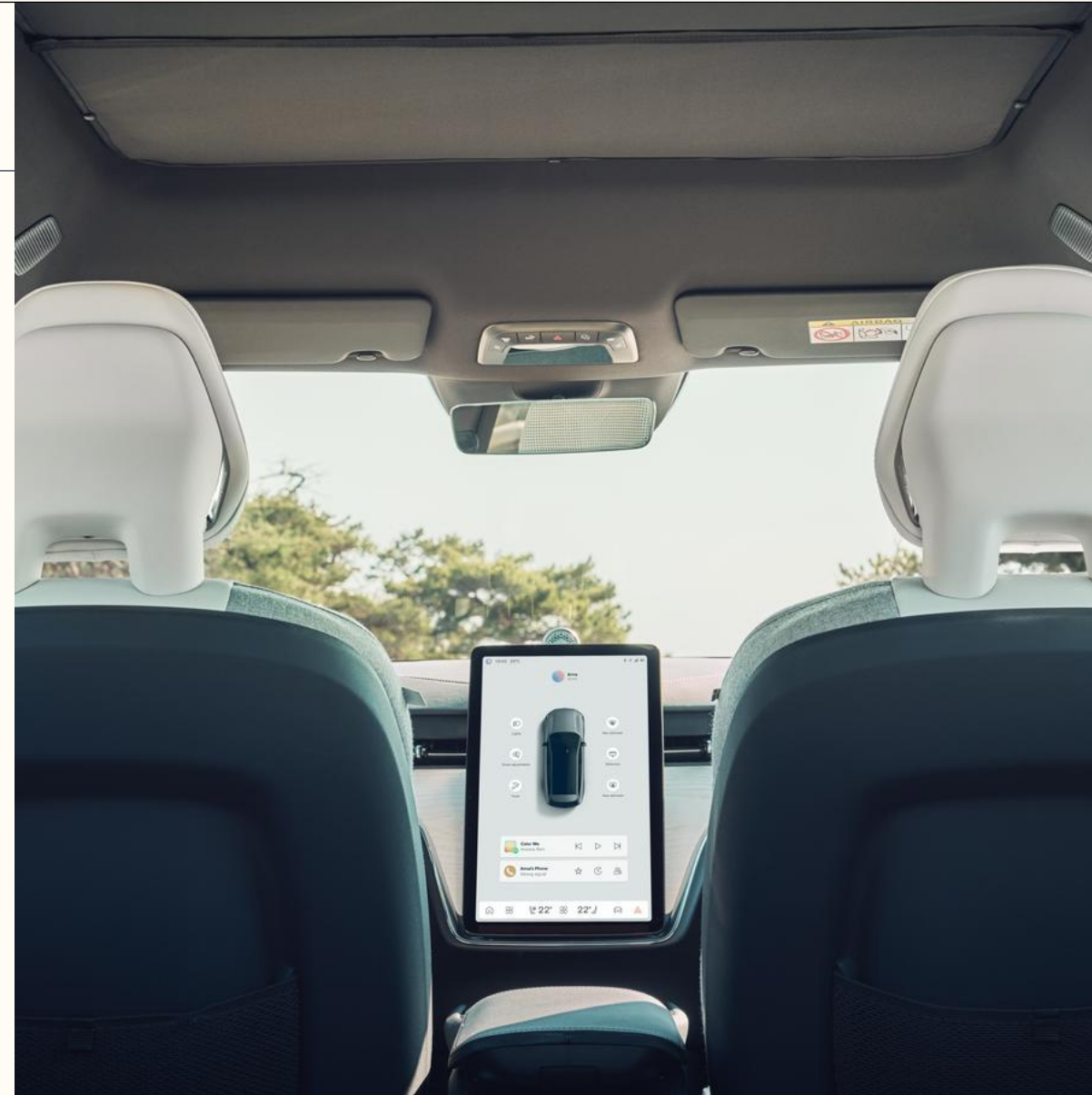
Ambition

+50%

Common suppliers

Up to 8%

Savings from joint negotiations



Accelerating impact

➤ Cost benchmarking



➤ Culture & best practice sharing



➤ Increased commonality



➤ Resilience



Building competitiveness

› Strategy

Commodity business plans and supplier strategies



› Execution

Joint supplier negotiations and supplier panel



› Steering framework

Match pairs, ensuring one procurement



Step change ahead – structurally reducing costs



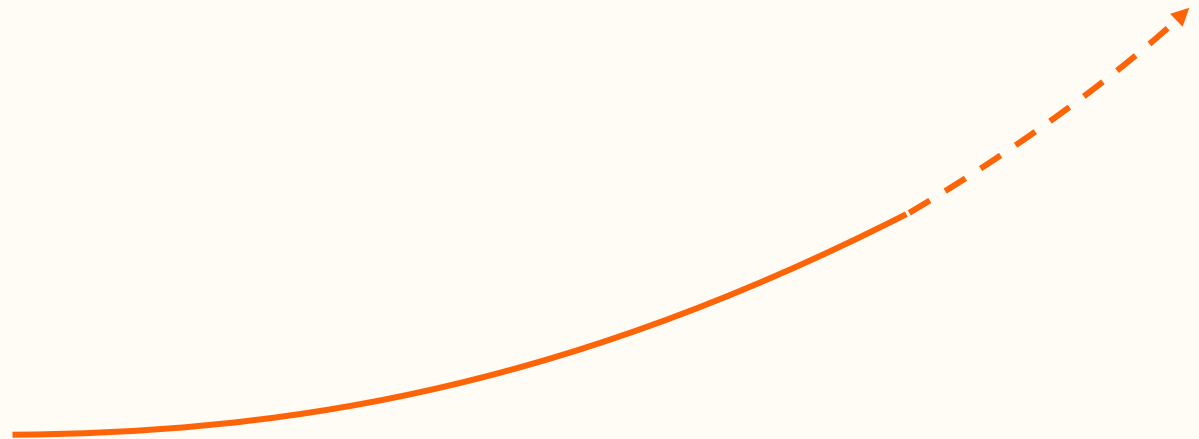
We are just in the beginning
of our harvesting journey

➤ 2-3% EBIT contribution

COST REDUCTIONS



TODAY



TIME

Break

We will be back online in 10-15 minutes

Why SPA3 is transformative for our business

Anders Bell, Chief Engineering & Technology Officer

SPA3: a game-changer

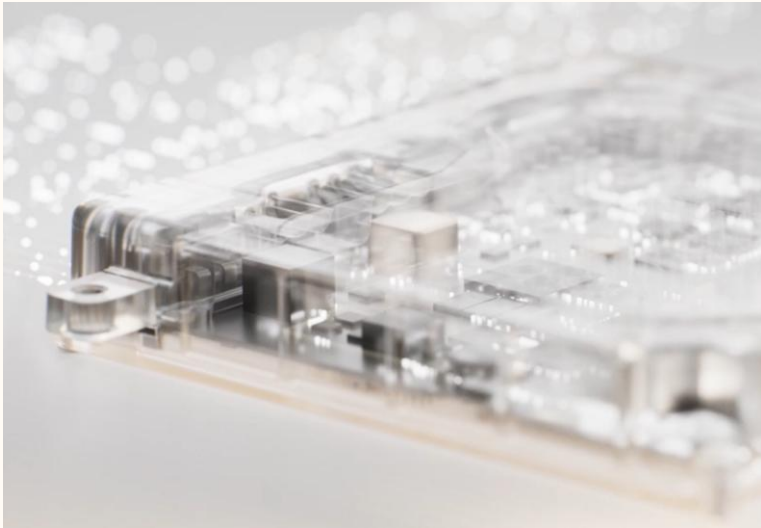
- ✓ On time
- ✓ On cost
- ✓ On quality



SPA3: Areas of evolution

01.

Uncompromised, scalable BEV architecture



02.

Cutting-edge BEV technology, vertically integrated



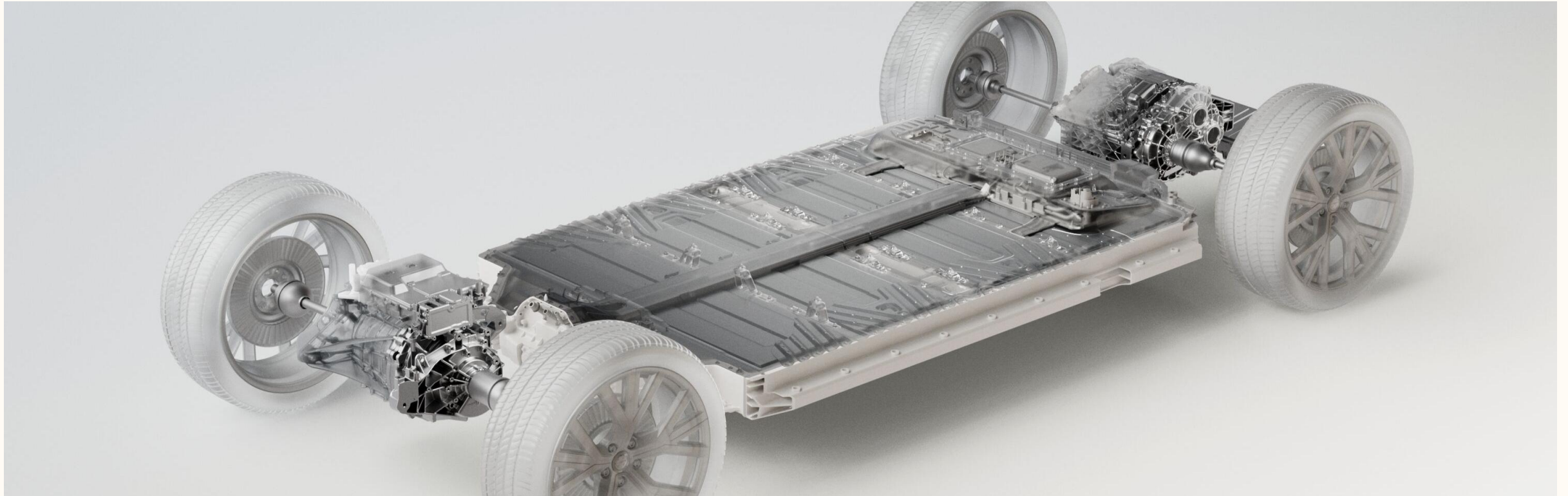
03.

Fully software defined (one-track software)

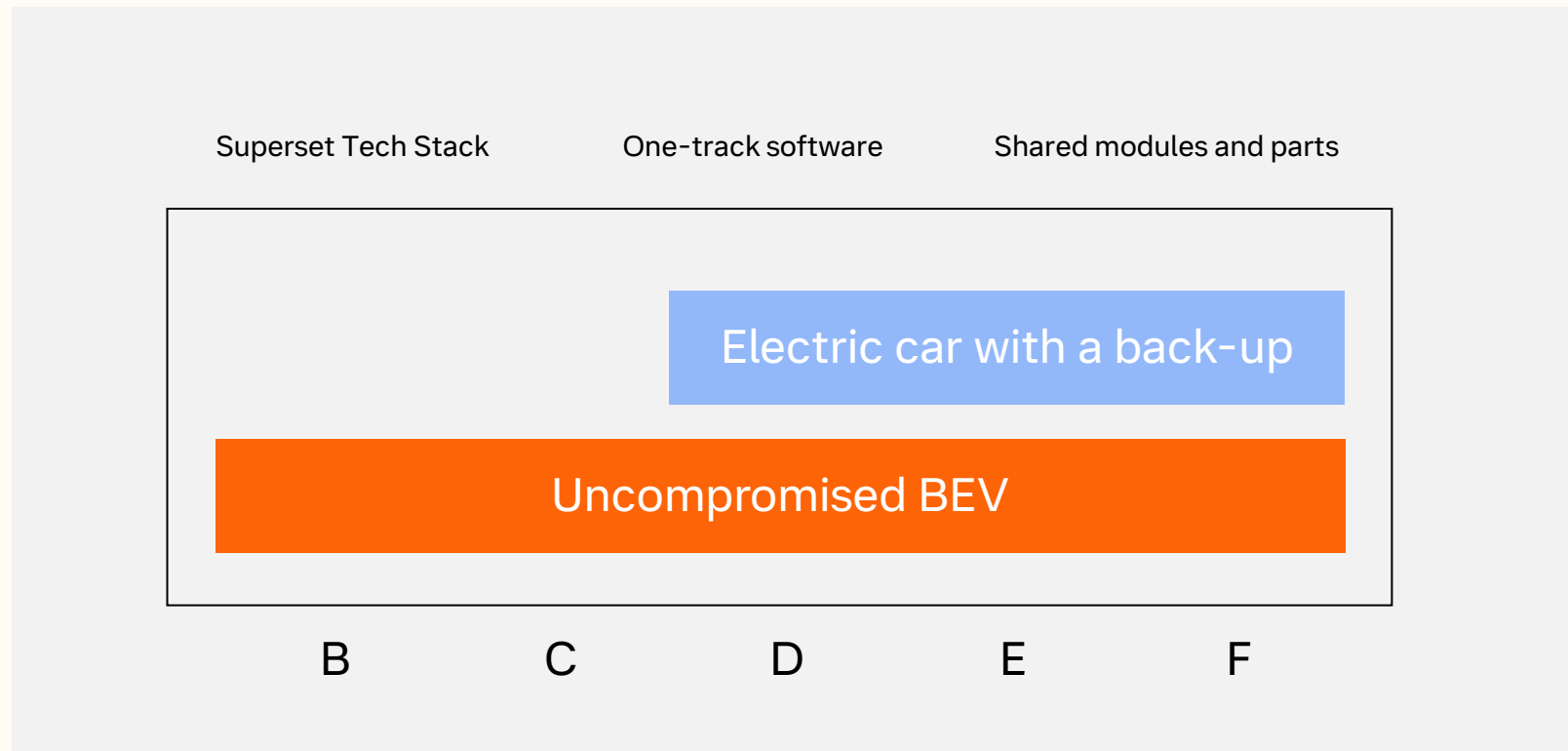


01.

We believe SPA3 is the best EV platform in the world. As our first **uncompromised EV architecture**, it brings previously unseen benefits.



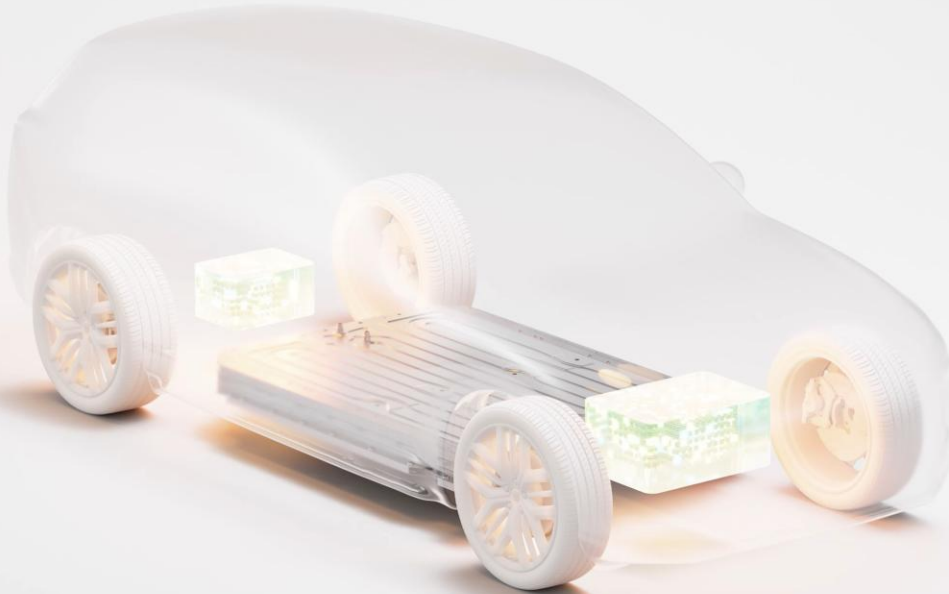
Converging to one tech stack and one-track software



Peak effectiveness in:

- Cost
- Scalability
- Modularity
- Upgradability
- Manufacturing

The uncompromised BEV platform rewrites the rules for automotive scalability



Unified setup for:

- 01. Battery
- 02. E-machine
- 03. HVAC
- 04. Chassis
- 05. Electrical

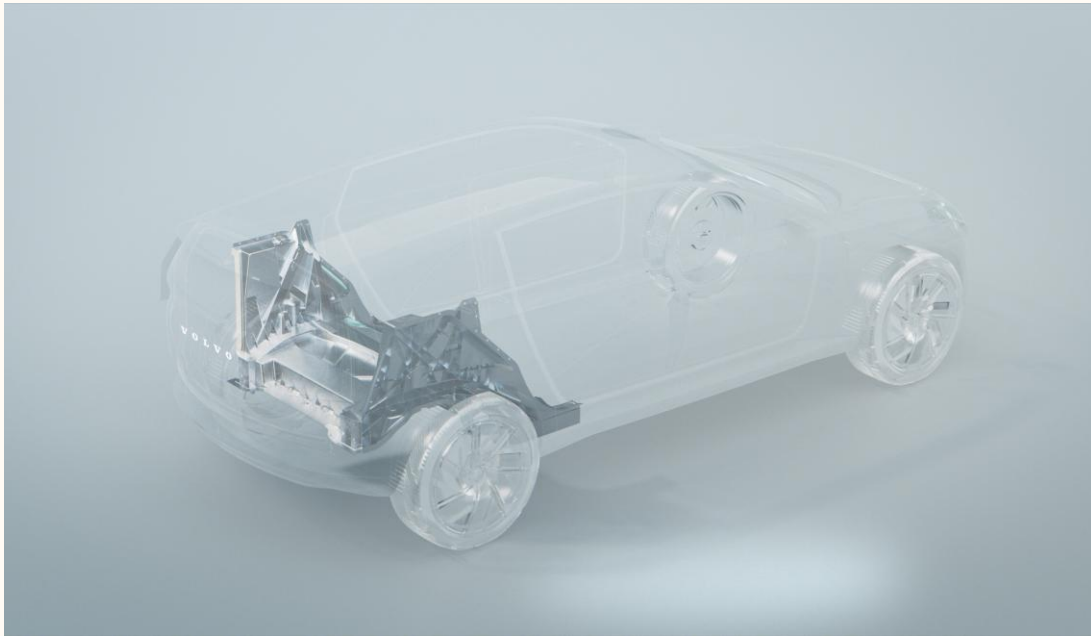
02.

We are launching **cutting-edge BEV tech** that changes the game on product efficiency, customer benefits and cost.

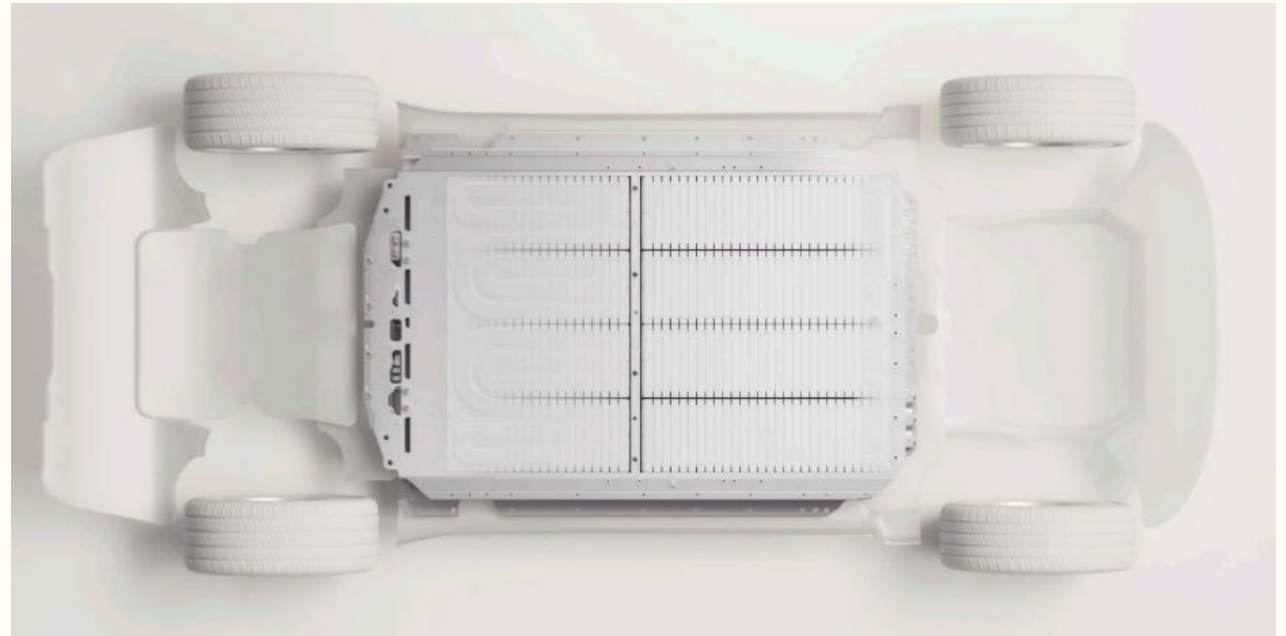


Mega casting and cell-to-body give us a competitive advantage

One cast vs. ~100 welded parts
-35% rear floor cost

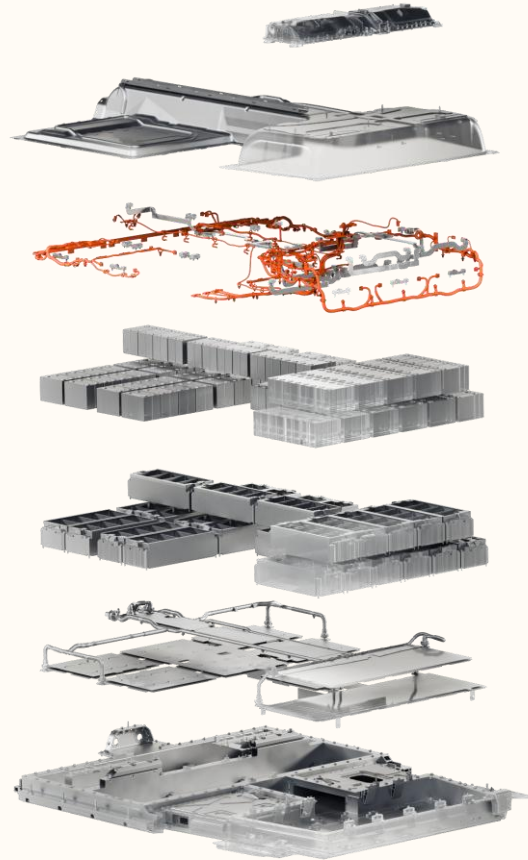


In-house design and assembly of integrated batteries
-25% cost



Total battery system evolution

GEN1 (2020)



-15%

Cost/kWh

+10%
Energy density

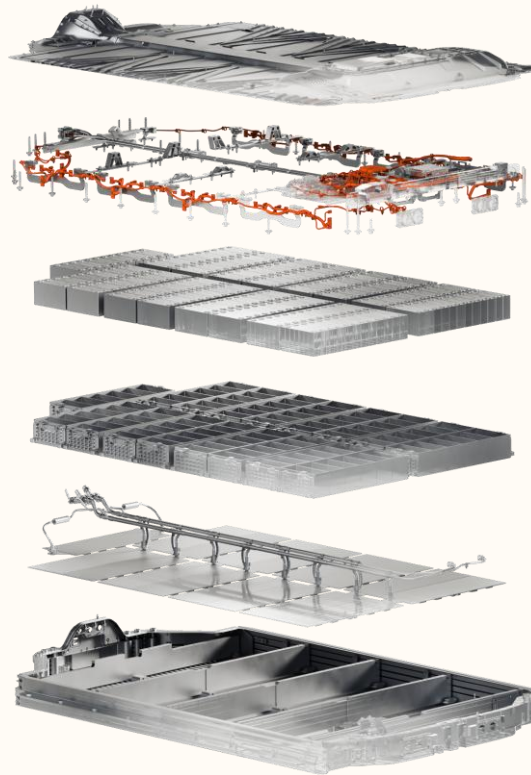
+30%
kWh

-30%
kgCO₂/kWh

-40%
Charging time



GEN2 (2024)



-25%

Cost/kWh

+20%
Energy density

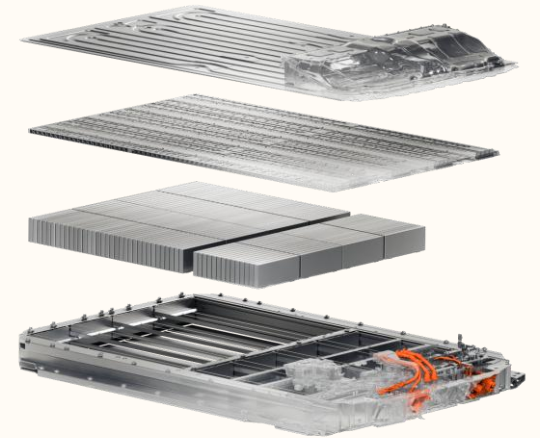
+10%
kWh

-40%
kgCO₂/kWh

-15%
Charging time

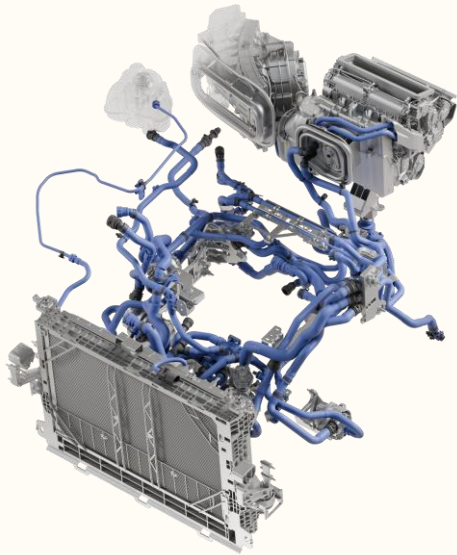


GEN3 (2026)



Thermal system evolution

GEN2 (2024)



-20%

Cost

-35%

Hose length

-30%

CO₂ footprint

-24%

Weight

+50%

Battery cooling capacity

-33%

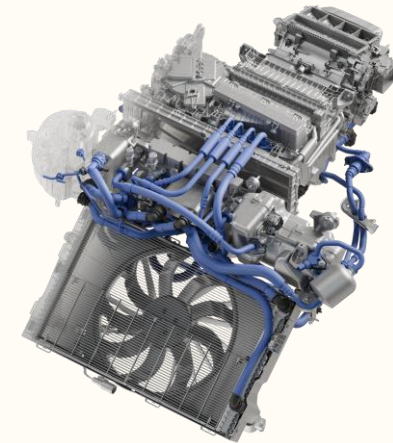
Energy consumption

95 to 99%

Air filtering capacity PM2.5

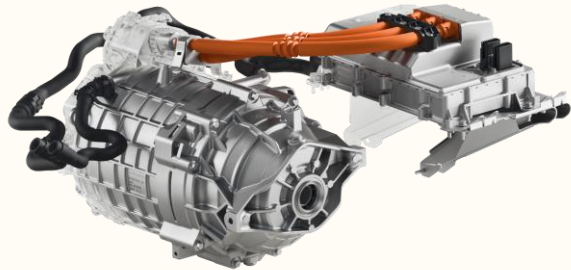


GEN3 (2026)



Electric drive evolution

GEN1 (2021)



-16%

Cost (AWD)

+45%
Torque

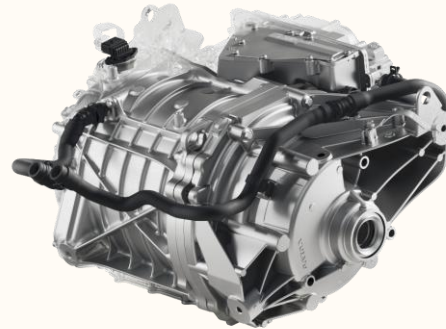
+30%
Power

+2%
Weight

+6 p.p.
Efficiency



GEN2 (2023)



-18%

Cost (AWD)

0%
Torque

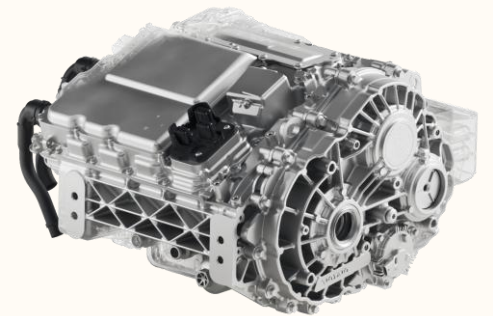
+35%
Power

-11%
Weight

+1 p.p.
Efficiency

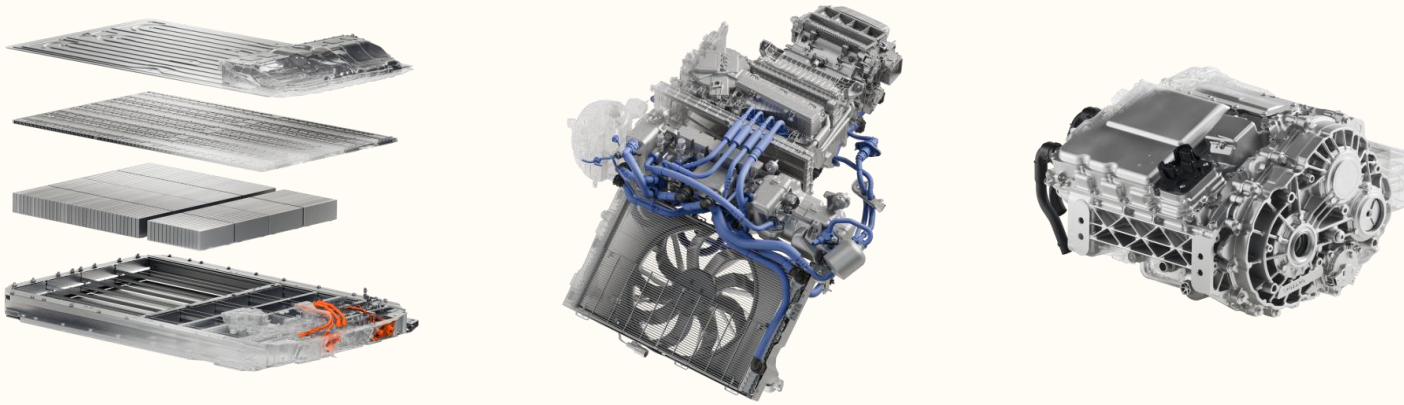


GEN3 (2025)

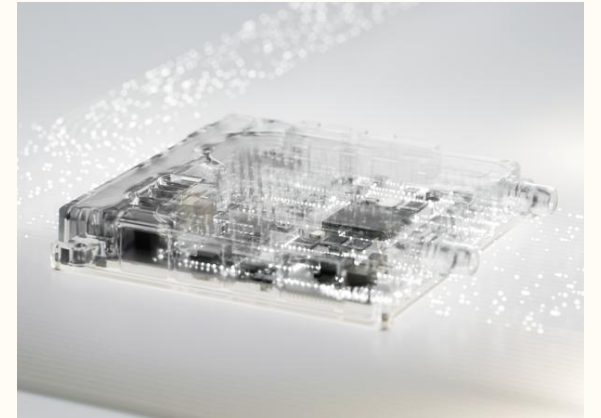


Vertical integration and horizontal optimisation are crucial to our strategy

In-house hardware



In-house software

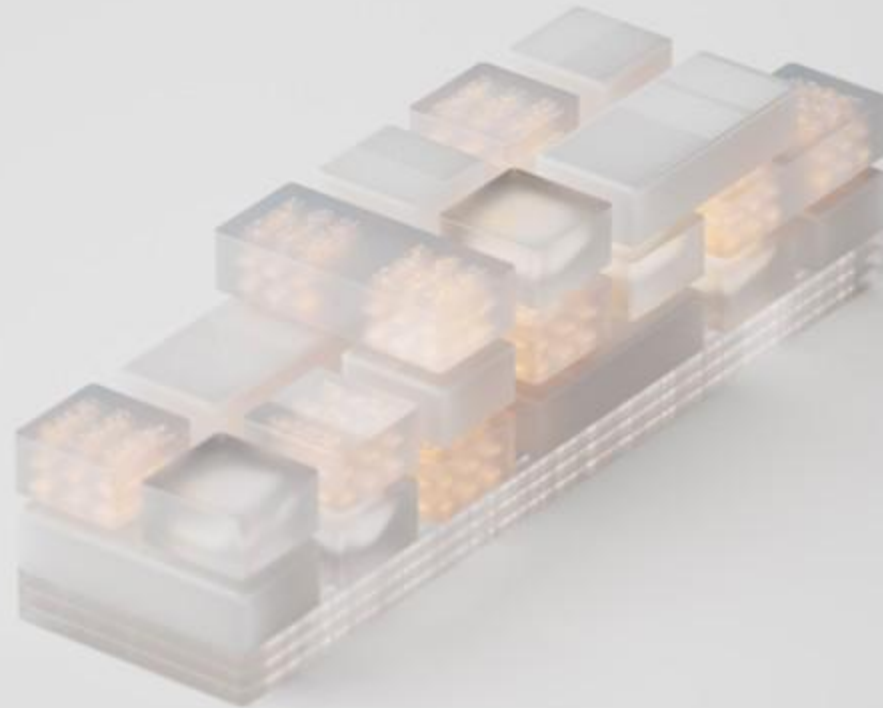


03.

SPA3 underlines our leadership in **software defined vehicles**

- Better customer experience
- Better quality
- Lower cost

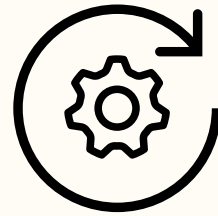
One software stack means all engineering efforts can be focused on a single direction to power all our products



Our SDV capabilities can deliver huge potential benefits to the customer...

➤ SDV platform

Core computer
User experience computer
Advanced zone controllers
Consolidated ECU capabilities
Connectivity computer
AI-powered user experience



One-track software

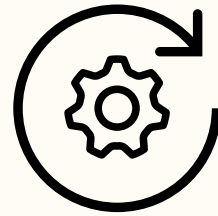
➤ Customer experience

Safer cars
More efficient cars
Ecosystem integration
Excellent driving experience
Innovative functions
Outstanding user experience
Faster, better-quality software updates

...and to our business

➤ SDV platform

Core computer
User experience computer
Advanced zone controllers
Consolidated ECU capabilities
Connectivity computer
AI-powered user experience



One-track software

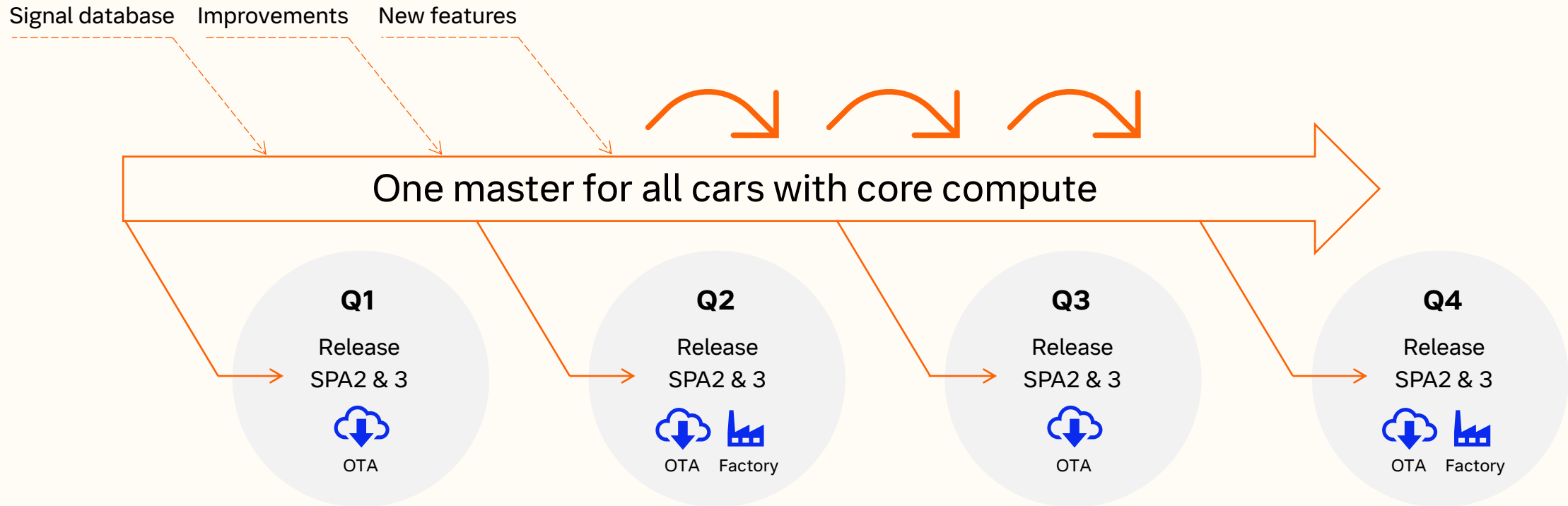
➤ Business benefits

First-rate cars for our customers
that we can improve faster during
their lifecycles

Lower costs

Accumulative (and faster)
development for the future

One-track software is transformative for time and cost efficiency – and user experience



In a nutshell

01.

SPA3 is **game-changing** – and it is **on time, and on cost, on quality**

02.

As an **uncompromised BEV architecture**, SPA3 delivers peak effectiveness in all the key areas – and is scalable across all segments

03.

We are launching **cutting-edge BEV tech** that changes the game on product efficiency, customer benefits and cost...

...with **vertical integration and horizontal optimisation** at the core

04.

Our latest cars are truly **software-defined**, delivering huge benefits to customers and our business...

...while **one-track software** is transformative for cost efficiency and user experience



The result: we are confident the EX60 will beat its main competition in key areas

			VOLVO					
		Unit	Volvo EX60	Volvo EX60	Audi Q6 e-tron Quattro	Audi SQ6	BMW iX3 50 xDrive	Mercedes-Benz GLC 400 4MATIC
Car Dimensions	Length/Width/Height	mm			4771 / 1939 / 1685	4771 / 1965 / 1665	4782 / 1895 / 1635	4845 / 1913 / 1644
	Wheelbase	mm			2889	2893	2897	2972
	Weight, unladen, with driver (EU)	kg			2400	2425	2360	2535 ⁴⁾
Electrical System	System Voltage Class	V			800	800	800	800
Battery	Cell Format				Prismatic	Prismatic	Cylindrical	Prismatic
	Battery Size (Nom./Useable)	kWh			100 / 94.9	100 / 94.9	No info / 108.7	No info / 94
Electric Drive	Configuration for AWD (Front/Rear)				ASM / PSM	ASM / PSM	ASM / EESM	PSM w.DCU / PSM 2-sp.
	Combined Power	kW			285 ²⁾	380 ¹⁾ ²⁾	345	360
	Combined Torque	Nm					645	800
Charging	DC Max Power	kW			270	270	400	330
	DC Charging time 10-80%	min			21	21	21	22
	DC, max added range & energy in 10 min	km / kWh			255 / 38.8	250 / 38.8	372 / No info	305 / No info
	AC Max Power	kW			11	11	11 / 22 (opt.)	11 / 22 (opt.)
Range	WLTP	km			534-623	560-597	679-805	568-715
Energy Consumption	Energy consumption (WLTP)	Wh/km			170-198	175-186	151-179	149-189
Vehicle Performance	Acceleration 0-100 km/h	s			5.9	4.3 ³⁾	4.9	4.3
Towing Capacity	Max. trailer load, braked (12%)	kg			2400	2400	2000	2400

Note: The data presented may contain inaccuracies and is subject to change

¹⁾ In launch control mode (otherwise 360 kW)
²⁾ Audi doesn't provide combined torque data, but states torque max in front: 275 Nm, and in rear: 580 Nm
³⁾ In launch control mode (otherwise 4.4 s)
⁴⁾ Kerb weight (EU)

Pathway to higher profitability and cash flow generation

Fredrik Hansson, Chief Financial Officer

Recap: Our pathway

Electrification

Positioned to grow and recover market share in fast-growing BEV and PHEV segments globally

Regionalisation

Regionalised commercial and product offerings in key regions

Profitability

Executing the SEK 18 bn cost and cash action plan, delivered faster than planned results



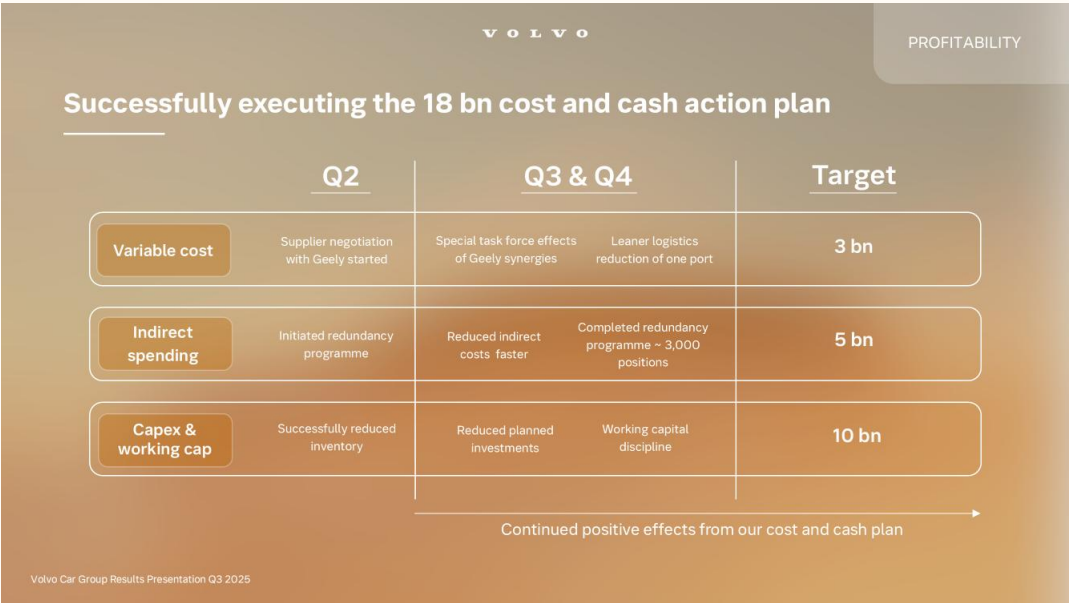
Use opportunities to grow profitably
– well-positioned as the world electrifies



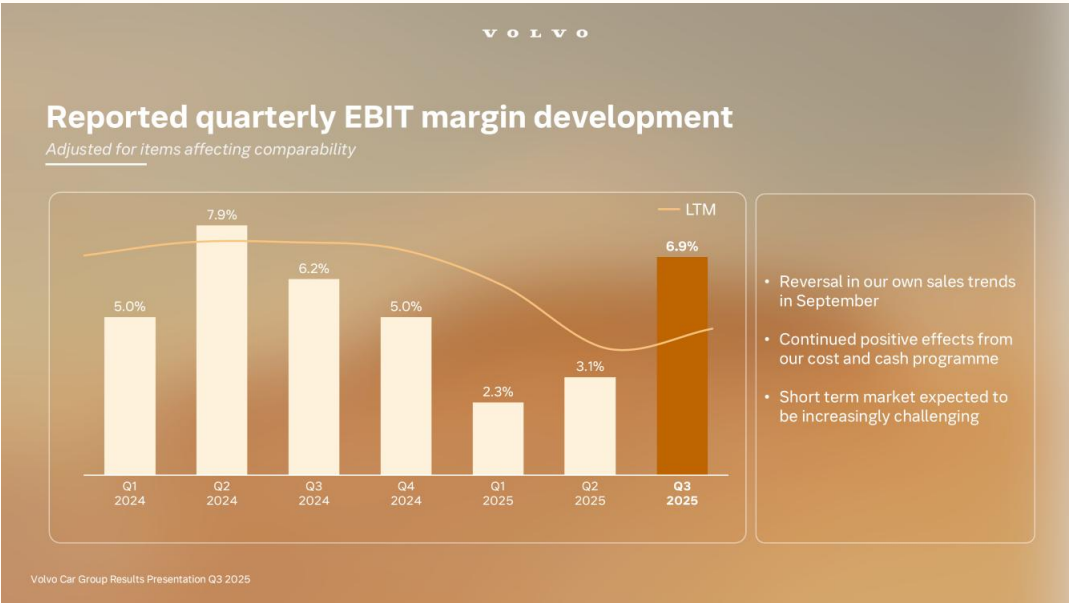
Bring down spend to secure profitability
– cost and cash programme and beyond

Executing on near term 18 bn cost and cash action plan

Successfully executing on the cost and cash action plan



Reported quarterly EBIT margin development



Our strategy builds a company for long-term value creation

> 8%
EBIT

Strong
positive cash flows

Our strategy builds a company for long-term value creation

> 8%
EBIT

Strong
positive cash flows

Sizing the strategic EBIT improvement

2-3%

Profitable
electrified growth

- Expanded offer and proven track record of 2-3x electrified market share
- SPA3 – We believe to be the best BEV platform in the world
- Extended bridge to electrification – 2nd generation PHEVs

> 8%

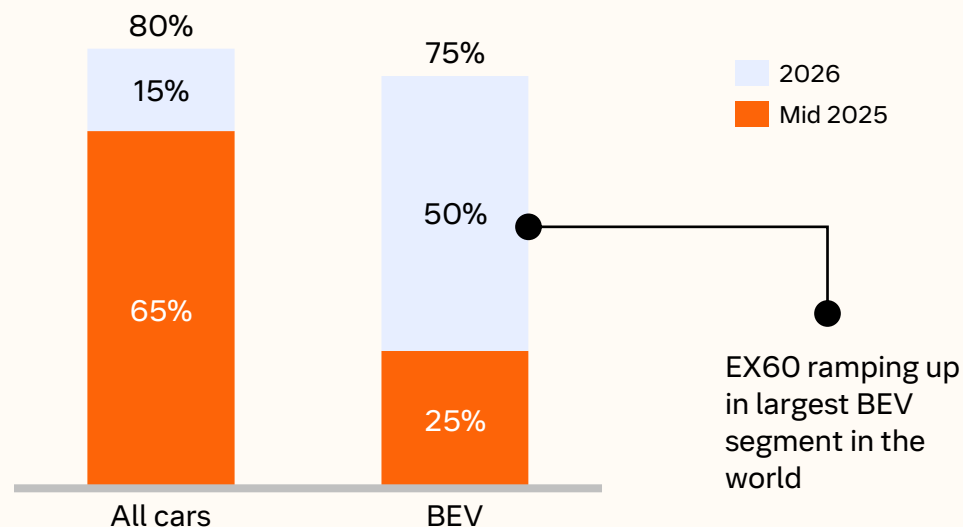


Structural long-term profitability

Positioned for profitable electrified growth

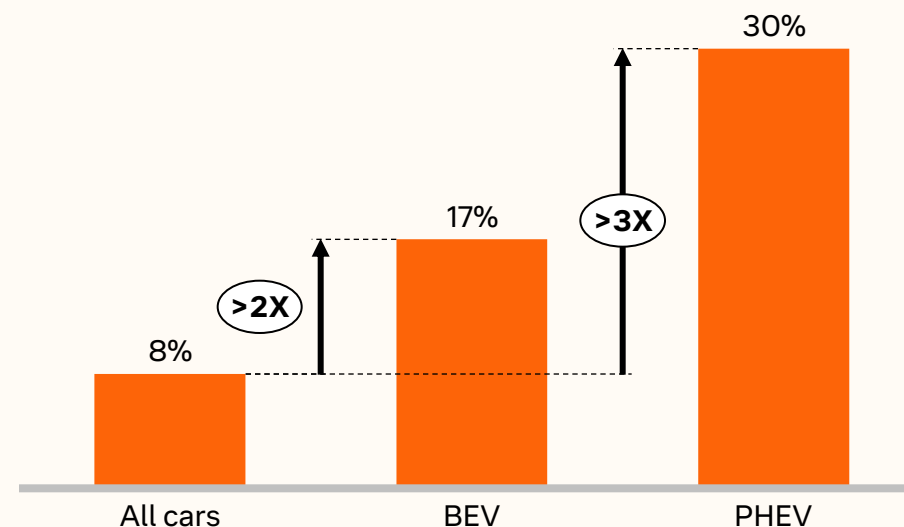
Expanding addressable market in 2026-27

Share of premium where Volvo Cars has offer in segment



Proven track record with 2-3x electrification market share

Market share 2025 YTD – premium served segments



With what we believe is the best EV platform in the world

Technical specifications that make us smile

Strategy update 2025 / SPA3: a game changer

The result: we are confident the EX60 will beat its main competition in key areas

Volvo EX60, and some competitor data is still preliminary and may be subject to change

		Unit	Volvo EX60	Volvo EX50	Audi Q6 e-tron Quattro	Audi SQ6	BMW iX3 50 xDrive	M-B GLC 400 4Matic
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	Wheelbase	mm			2899	2899	2897	2972
	Curb Weight (EU)	kg			2400	2425	2360	No info
Electrical System	System Voltage Class	V			800	800	800	800
Battery	Cell Type				Prismatic	Prismatic	Cylindrical	Prismatic
	Battery Size (Nom./Useable)	kWh			100 / 94.9	100 / 94.9	~113 / 108.7	No info / 94
Electric Drive	Configuration for AWD (Front/Rear)				PM / ASM	PM / ASM	ASM / EESM**	PM w. discon. / PM 2-sp
	Combined Power	kW			285	380	345	360
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Vehicle Performance	Acceleration 0-100 km/h	s			5.9	5.9	4.3	4.3
Towing Capacity	12% incline	kg			2400	2400	2000	2400

* Preliminary data
** Electrically Excited Synchronous Motor
*** Audi doesn't provide combined torque data, but states torque max rear: 580 Nm and front: 275 Nm



86

SPA3 platform – priced as PHEV but better margins



Sizing the strategic EBIT improvement

2-3%

Profitable
electrified growth

- Expanded offer and proven track record of 2-3x electrified market share
- SPA3 – We believe to be the best BEV platform in the world
- Extended bridge to electrification – 2nd generation PHEVs

2-3%

Geely synergies
& variable cost
reductions

- Execution of structured cost efficiencies
- Hardware collaboration with the 3rd largest BEV player in the world
- More local China products

> 8%



Structural long-term profitability

Unique access to China cost, scale and technology

Geely ranking #3 globally
in BEV market share

Best selling BEV players YTD 2025

1.	BYD	14.2%
2.	TESLA	12.7%
3.	GEELY	10.2%

Enabling global
hardware
synergies...

75%

Common suppliers
share of spend

... and scale in
Eastern technology
for China

AD/ADAS

Infotainment

AI

+ local products
with shared
components



XC70

More to come...

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1-2%

Indirect cost reductions

- Fixed cost discipline
- One-track software and hardware complexity reduction – enabling engineering efficiency
- Delivering on the commercial turnaround

> 8%



Structural long-term profitability

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(2-3)%

Depreciation & amortisation

- Past product investments
- Infrastructure investments made in electrification and SDV platform

> 8%

Structural long-term profitability

Sizing the strategic EBIT improvement

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Our strategy builds a company for long-term value creation

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EBIT

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positive cash flows

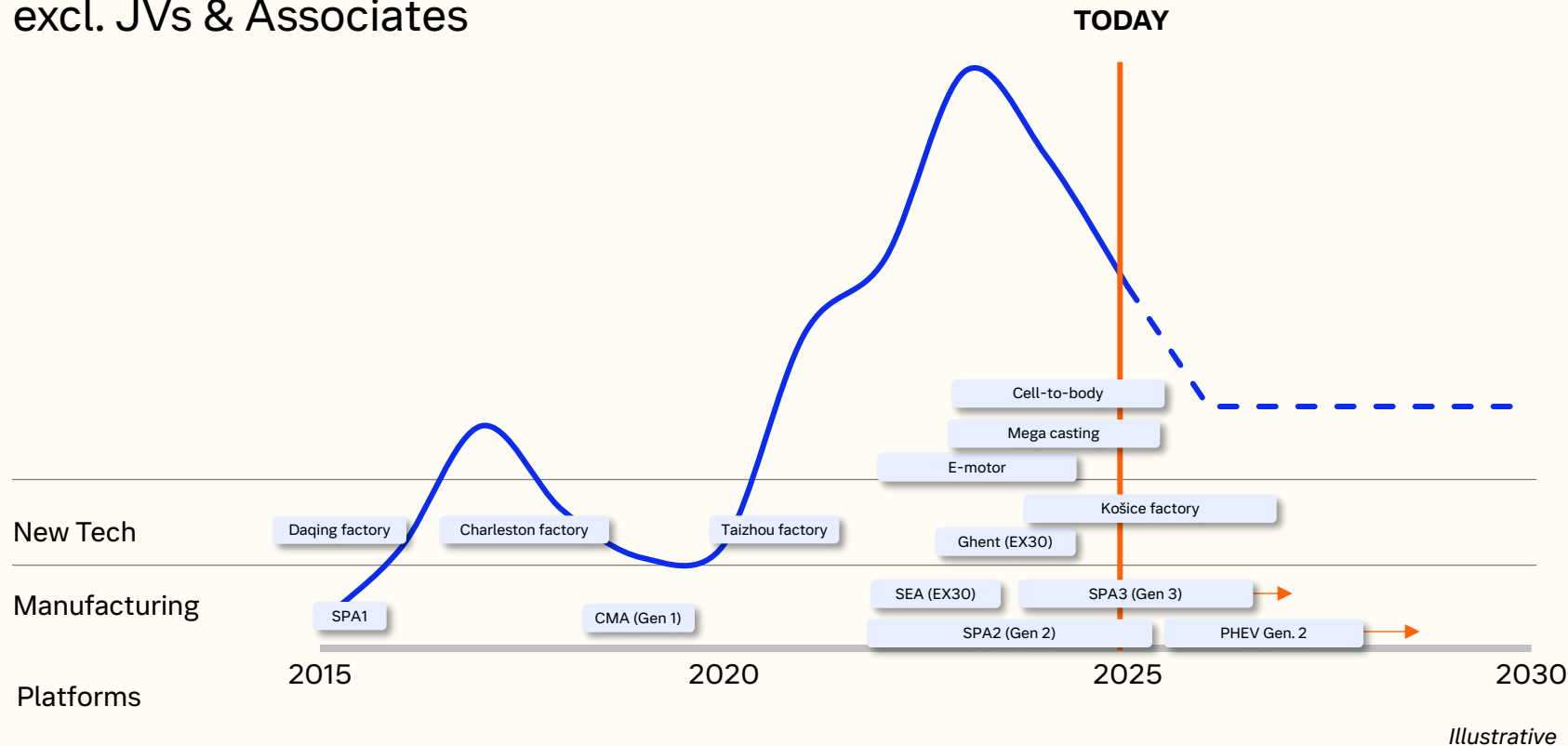
Finalising one-off infrastructure investments, lasting decades

		Investment	Completion
Košice plant	BEV dedicated plant in EU	\$\$\$\$	2027
Cell-to-body	Inhouse assembly of integrated batteries	\$\$	2026/27
Mega casting	One cast vs. ~100 welded parts	\$	2026/27
E-motors	Efficient and optimised	\$	2025
SDV platform	First working on-the-road full software defined vehicle	\$\$	Done

➤ Significant cost benefits

Entering harvest period with affordable investment frames

Total investing cash flow
excl. JVs & Associates



Enabled by

- Finalising one-off infrastructure investment
- Structurally lower investments – one-track software
- Access to high tech, low-cost China for China technology through Geely

Our strategy builds a company for long-term value creation

> 8%
EBIT

Strong
positive cash flows

Ending remarks

Håkan Samuelsson, President and CEO

Volvo Cars' unique benefits

01.

Electrification is an opportunity and a driver for growth

02.

We will remain a strong global brand in a regionalised world

03.

Unique access to China cost structure and ecosystem

04.

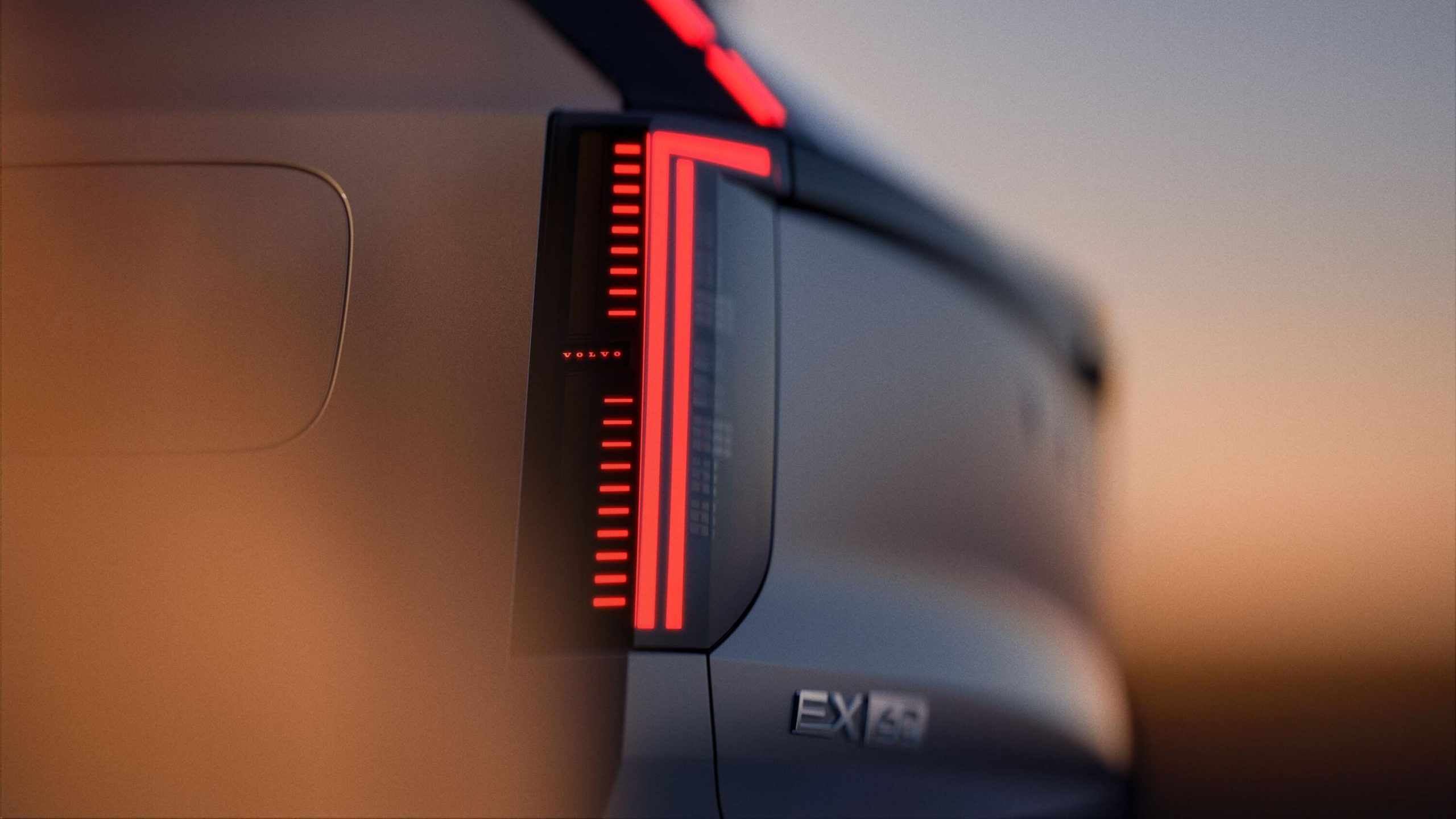
Affordable BEVs with SDV and core compute ready

05.

Infrastructure for future in place – back to affordable investment frames

06.

Meeting customer expectations



VOLVO

EX90

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