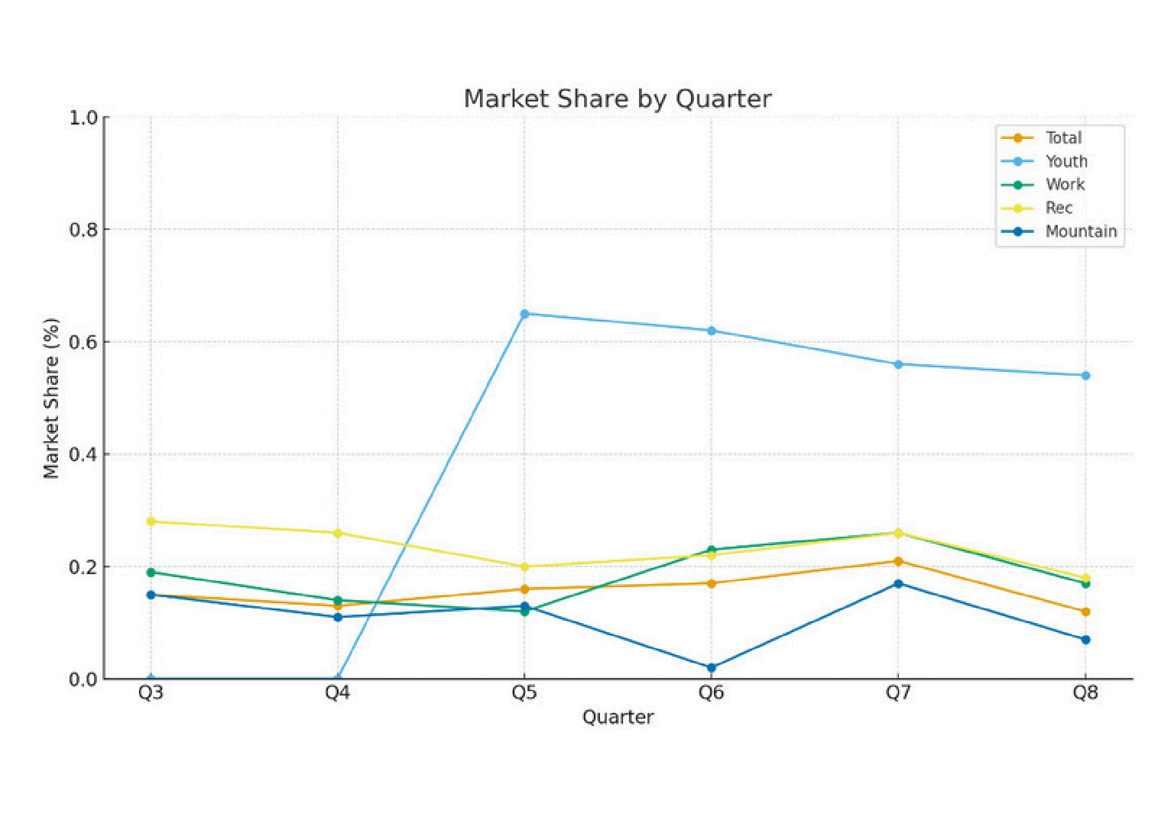
Marketplace Final Presentation

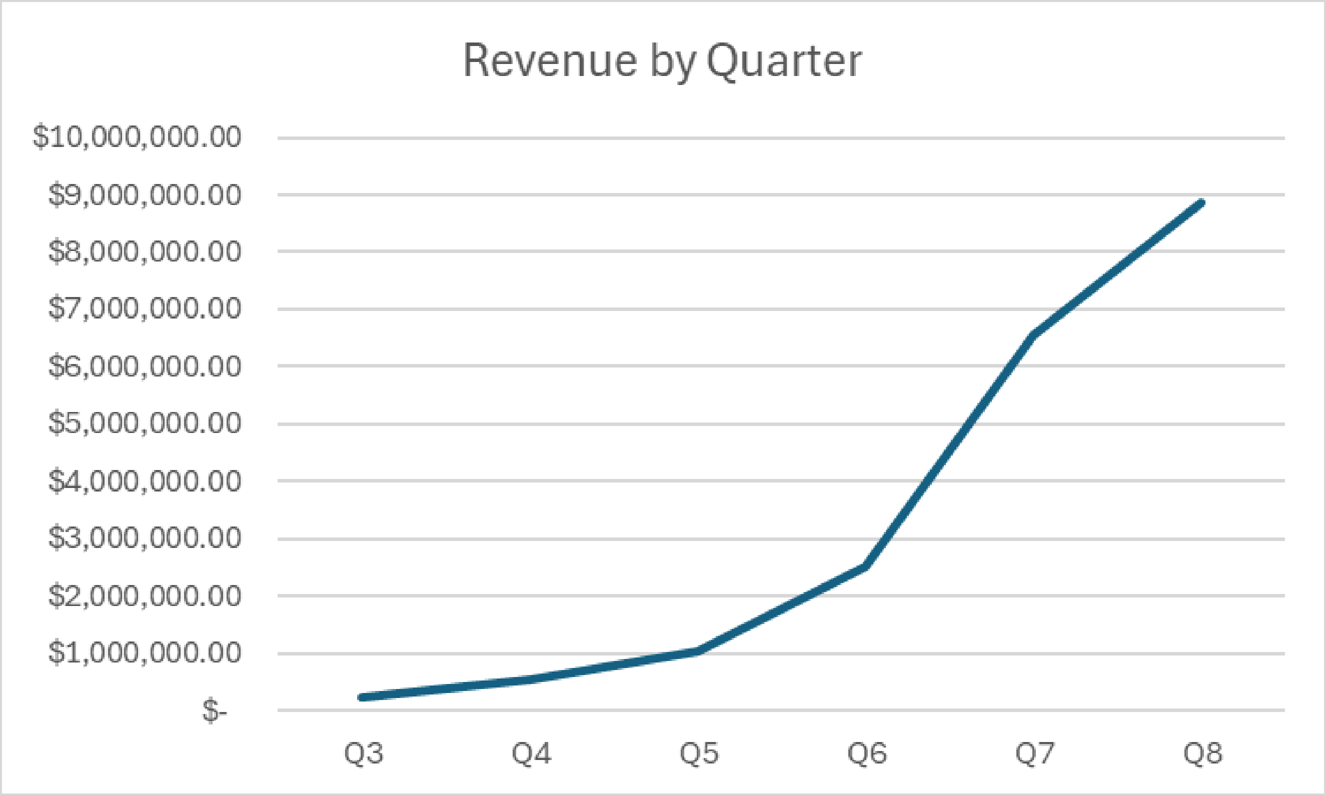
VOL RIDES

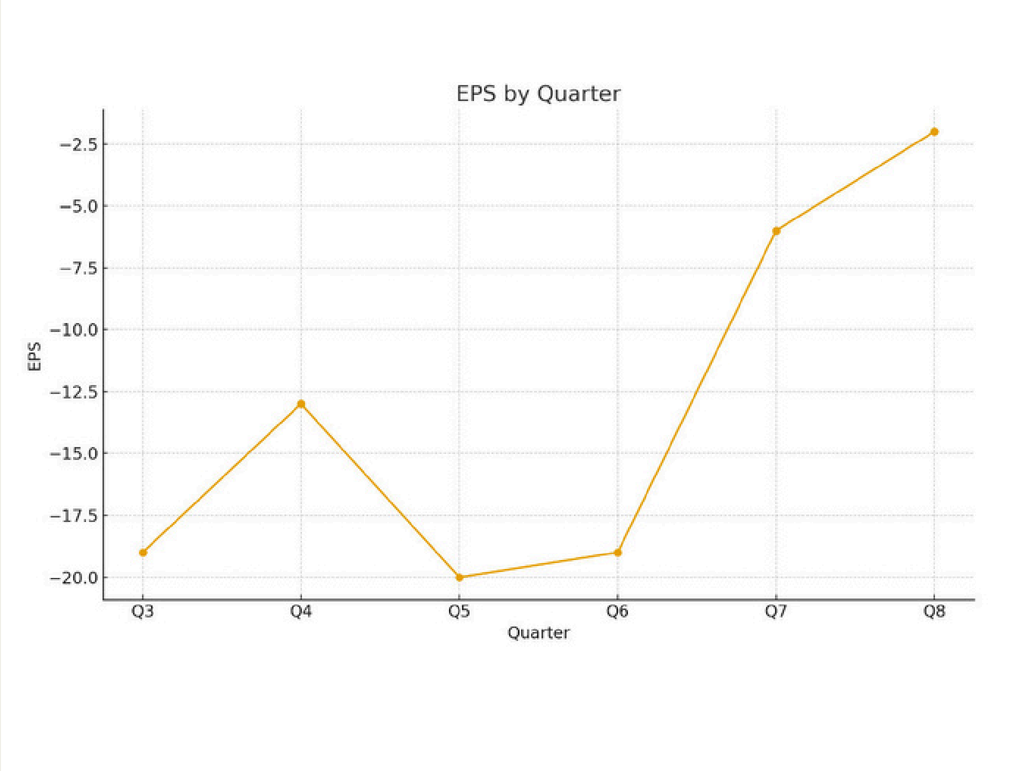
Margaret Bibb VP Manufacturing, Erin McCarty VP Sales, Emma Houser VP Marketing, Jack Wilson VP Finance/Accounting, Alaina Brenczewski VP Human Resources, Keegan Diak VP of Businesss Analytics

November 20, 2025

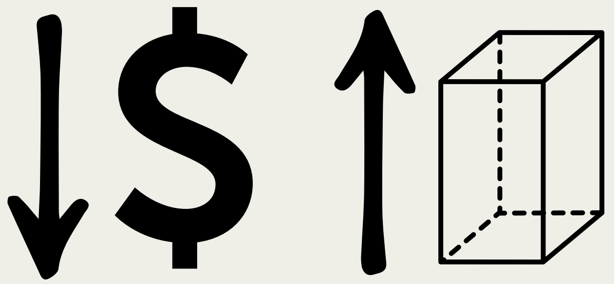
Marketplace performance & positioning

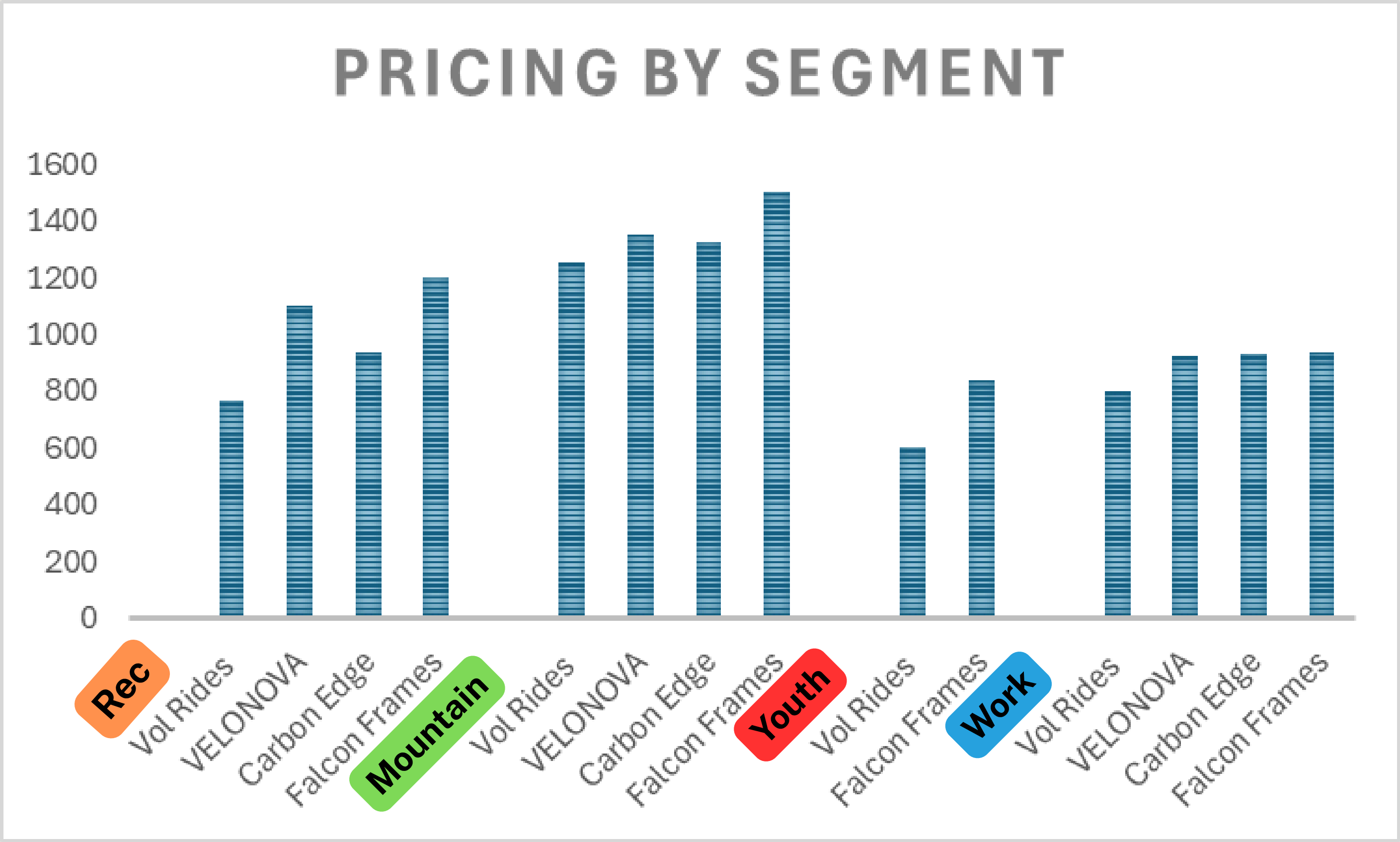


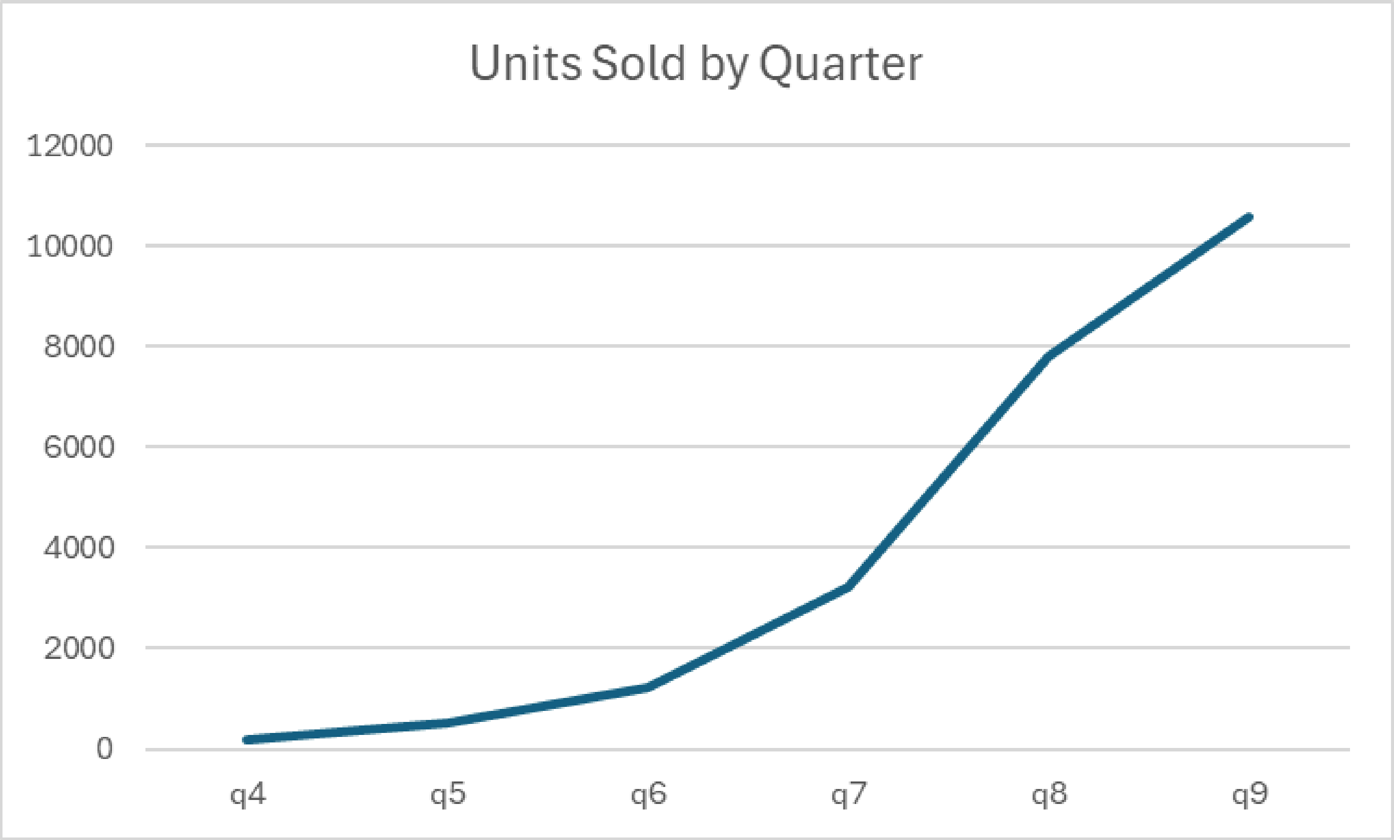




Overall strategy







Q4

Brand	Gross Margin
EZrides	28,386
IronRides	9,534
EZRides+	52,596
IronRides Elite	36,705
Total	**127,221**

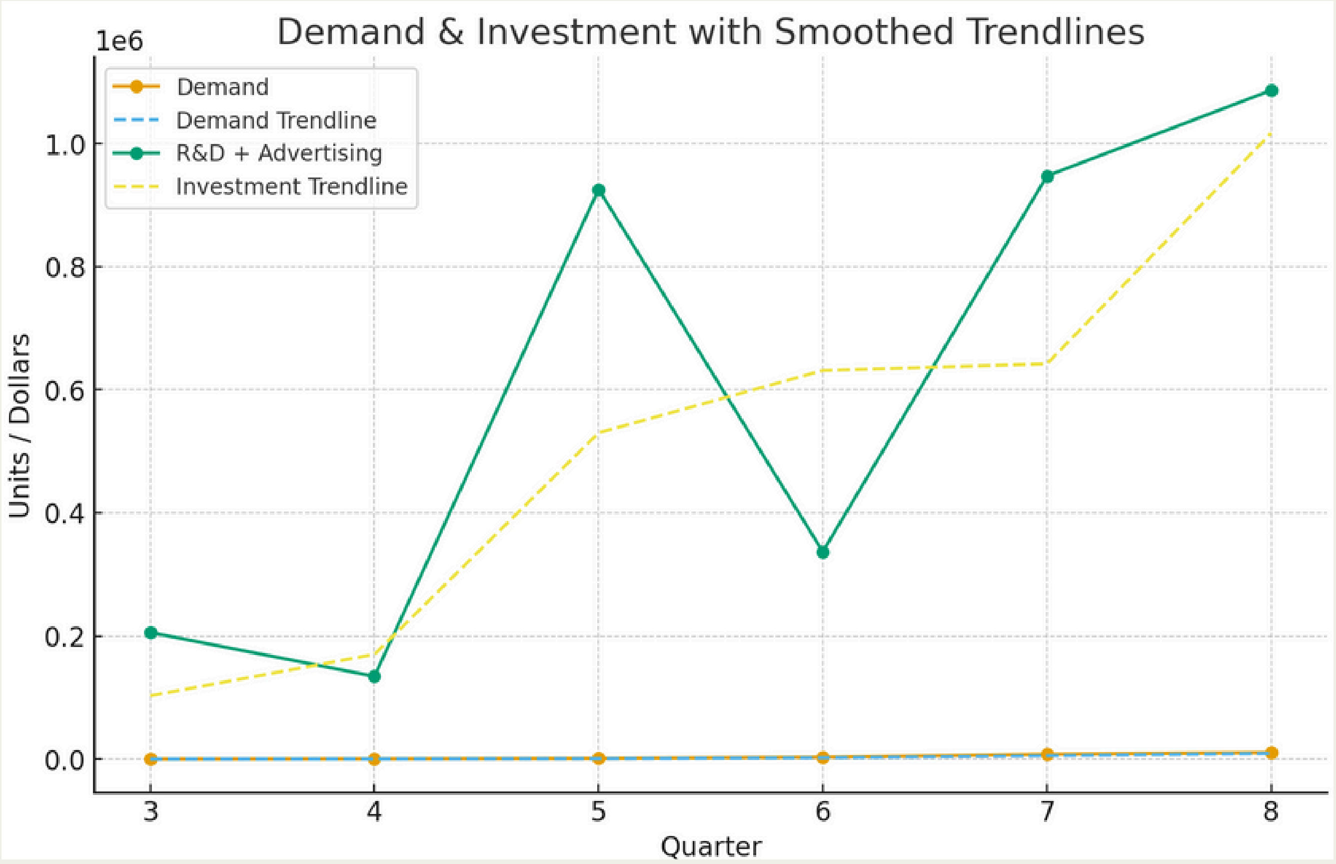
Q6

Brand	Gross Margin
EZrides	82,084
IronRides	0
EZ Rides+	220,241
IronRides +	126,072
Joy Rides	100,623
Total	**529,020**

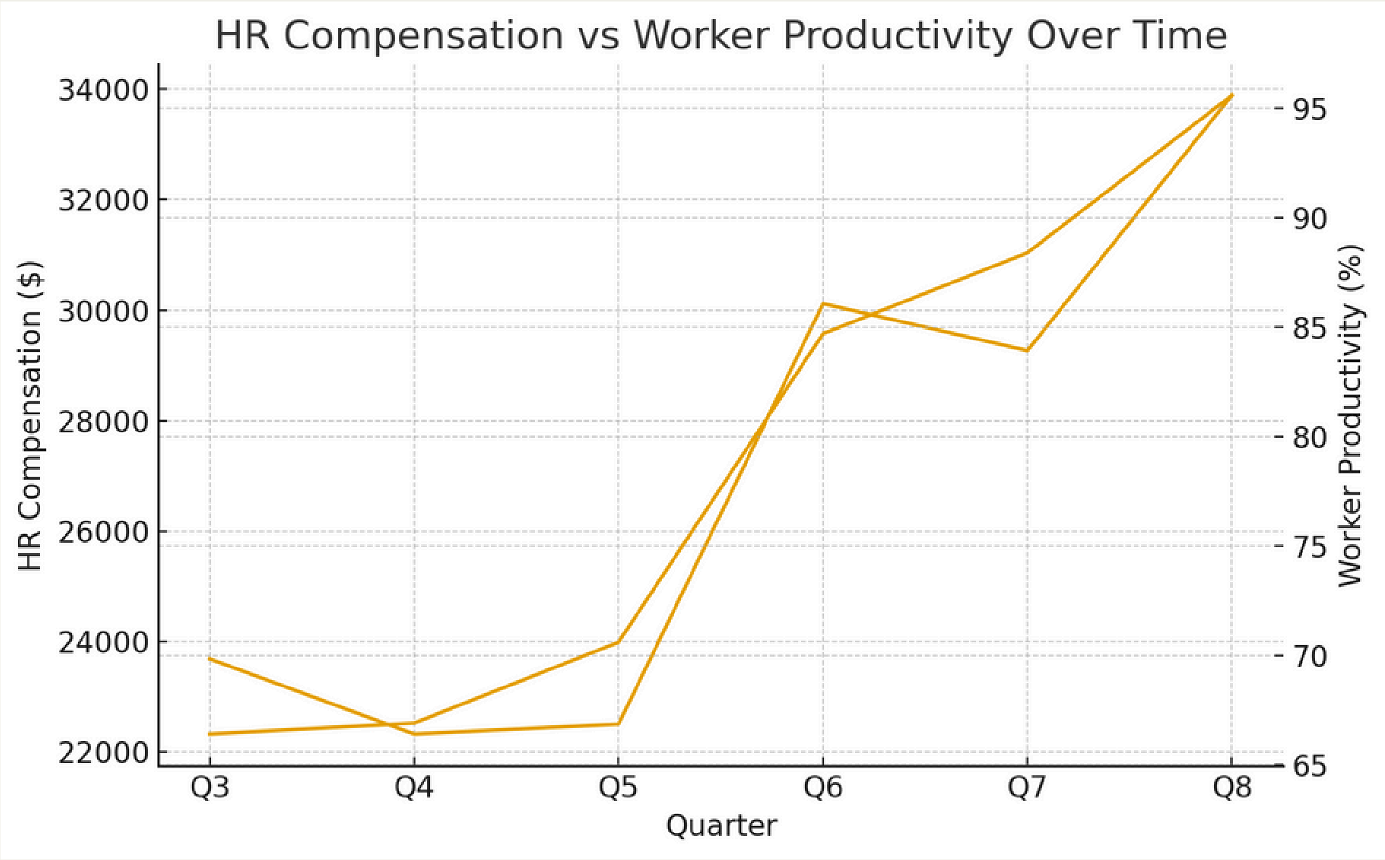
Q9

Brand	Gross Margin
EZrides	471,448
IronRides	0
EZ Rides +	1,201,093
IronRides+	0
JoyRides	289,879
Pro Rides	622,014
Tough Rides	842,803
Free Rides	421,835
Elevate Rides	62,094
Total	**3,911,167**

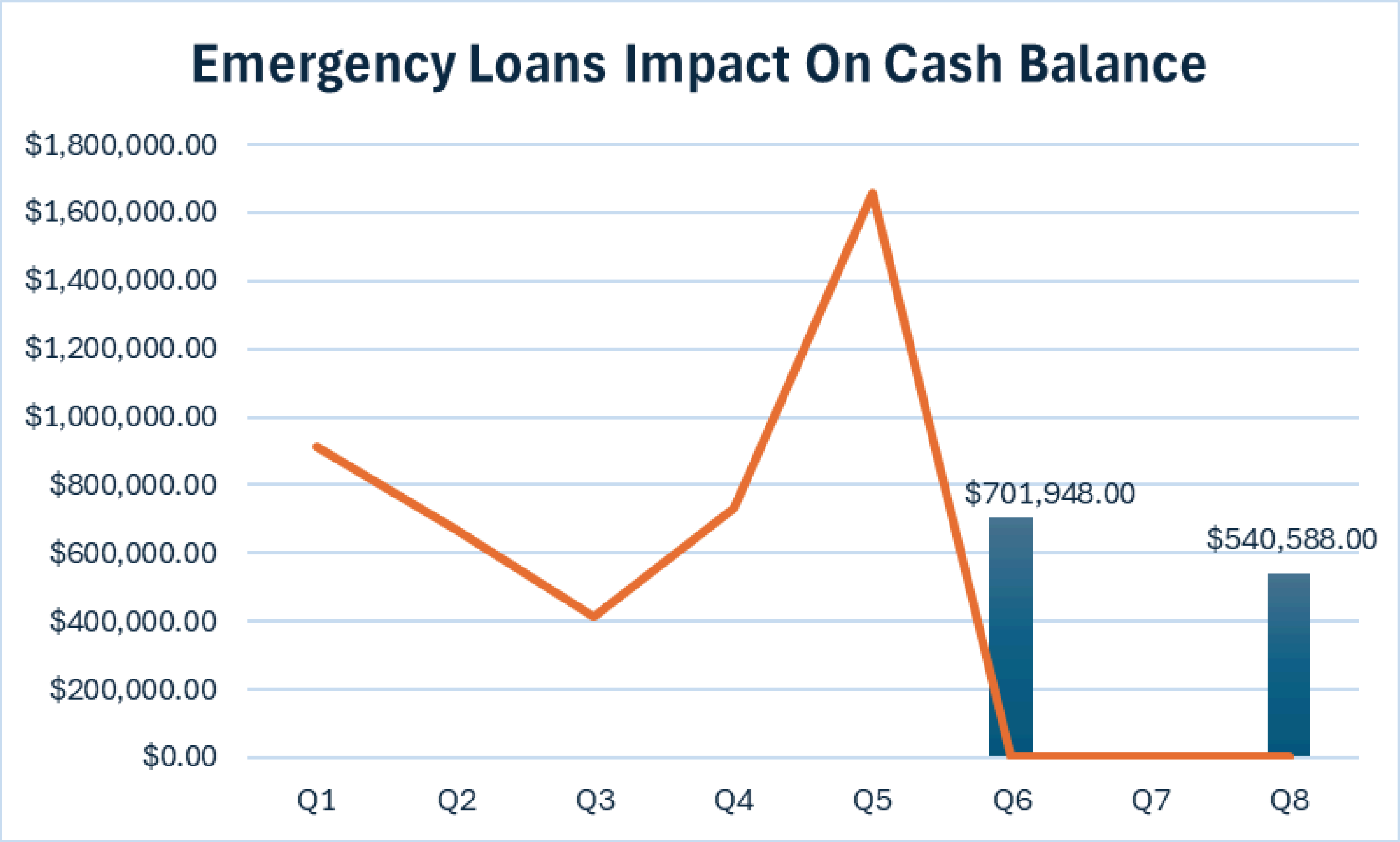
Lessons Learned



Research and Advertising Spend



HR Compensation and Worker Productivity



Emergency Loans(Financial Discipline)

Future Implications

Q&A

OpenAI. (2025). ChatGPT (Version GPT-5.1) [Large language model]. Generated visualization of VolRides demand and investment trends (Q3–Q8). https://chat.openai.com