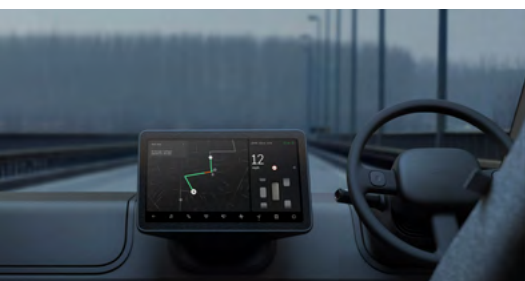


Arrival Electric Vehicles

Social Listening



“Moving people and goods — our vehicles and digital solutions create an integrated transport ecosystem”



“Great to see new disruptive players in that game of commercial vehicles, who are doing the right things. Go ahead and please accelerate...”

SOCIAL LISTENING

OVERVIEW

Although a relatively new player in the Electric Vehicle (EV) market, Arrival's proprietary hardware, vertically-integrated technology, and comparatively low production costs due to automated micro-factories has attracted attention with logistics and transportation companies resulting in lucrative investments (e.g., UPS, Uber). Moreover, Arrival's North America entry is facilitated by the construction of two factories in Charlotte, NC and its innovative design and assembly that produce zero-emission EVs for urban transportation (e.g., public transit bus, shared ride, and package delivery). However, Arrival's EVs, which are primarily designed to support public transportation systems and delivery services hinder their application to a broader market and prevent its mobility technologies from reaching the general population.

KEY FINDINGS

- Arrival is relatively unknown within the U.S electric vehicle market
 - ▷ Less than 10% of overall discussions when compared to Tesla and GM
- Arrival's North American market entry has generated some interest
 - ▷ 48% increase in volume of discussions in the past four (4) months
- Arrival's EVs cater to a niche market (e.g., public transportation and delivery vehicles)
 - ▷ No appeal or utility for the average electric car consumer

DATA ANALYTICS

Analysts collected and analyzed 265,109 data points in English from global conversations between April 11 and July 11, 2021. Data was comprised of, but not limited to 112,678 Tweets, 61,234 Facebook posts, 41,029 News sites, 18,111 LinkedIn posts, 9,345 RSS feeds, 6,910 blogs, 4,627 Instagram posts, 865 TikTok videos, and 732 YouTube comments in English.

SOCIAL LISTENING

SENTIMENT ANALYSIS

Measured public sentiment within social media discussions related to Arrival:

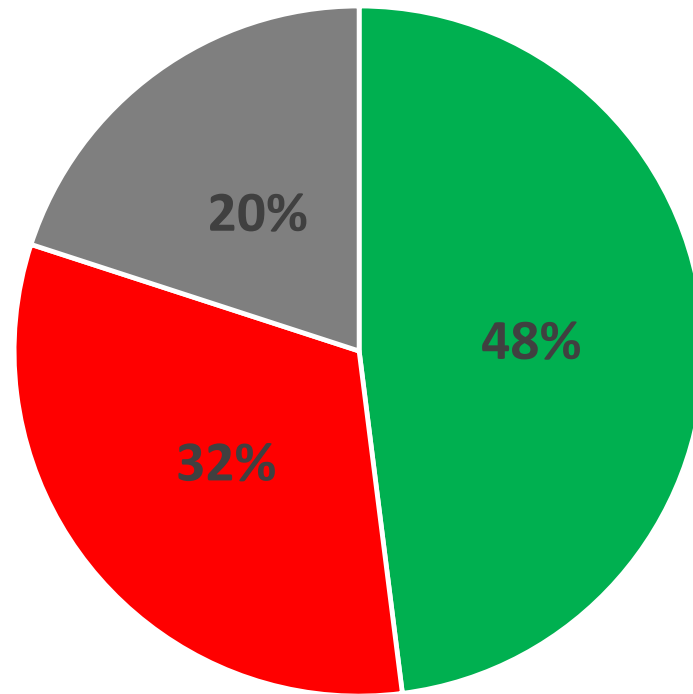
Positive sentiment (48%)

was primarily due to interest in the newly established North American micro factory that will manufacture 10,000 delivery vans for UPS

Negative sentiment (32%)

stems from concerns on robots replacing human labor in “microfactories”

Neutral sentiment (20%) linked to low volume of interactions (e.g. Retweets, Shares, Likes) outside Twitter



TOPIC MODELING

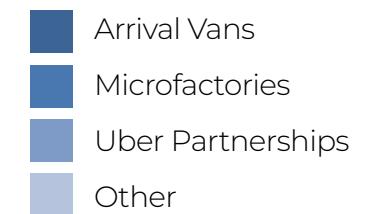
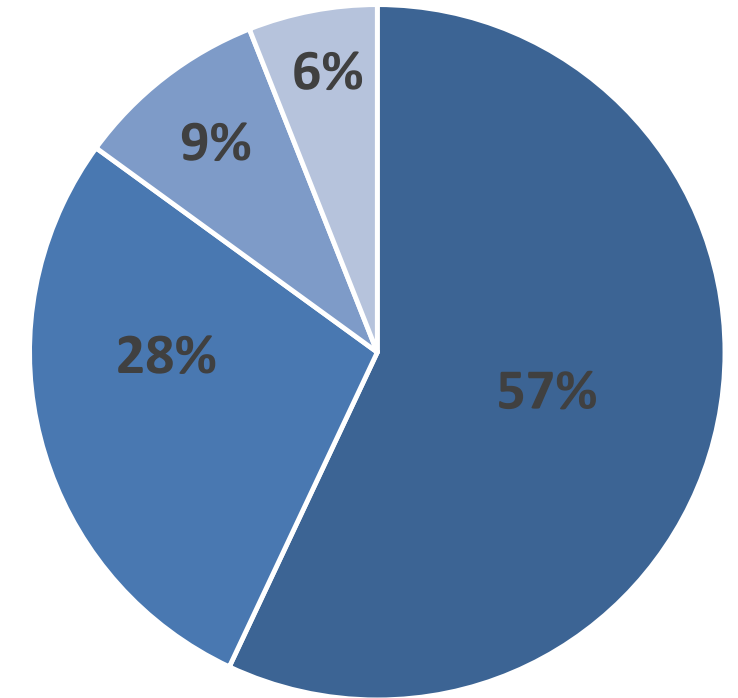
Identified trending topics related to Arrival:

Arrival Vans: 57% expressed interest toward Arrival’s zero-emission [vans](#) specifically targeted for delivery companies (e.g. UPS)

Microfactories: 28% were interested in Arrival establishing automated “[microfactories](#)” where its delivery vans and buses will be assembled by multitasking robots

Uber Partnerships: 9% discussed Arrival’s partnership with [Uber](#) to build affordable, “purpose-built” electric vehicle for ride-hailing

Other 6%



“Are these so called microfactories self sufficient to manufacture a vehicle??”

“Will the Arrival Car vehicles be driven by Ride-Hail drivers only? Or, will UberEats drivers use the Arrival Car as well?”



SOCIAL LISTENING

SENTIMENT BY TOPIC

Measured public sentiment associated with topics associated with Arrival:

Arrival Vans:

Positive sentiment (43%) is related to interest toward zero-emission vehicles

Negative sentiment (24%) emanate from concerns with package delivery times

Microfactories:

Positive sentiment (38%) is associated with interest in automation and from the robotics community

Negative sentiment (43%) is due to concerns from workers on their jobs replaced by robots

Uber Partnership:

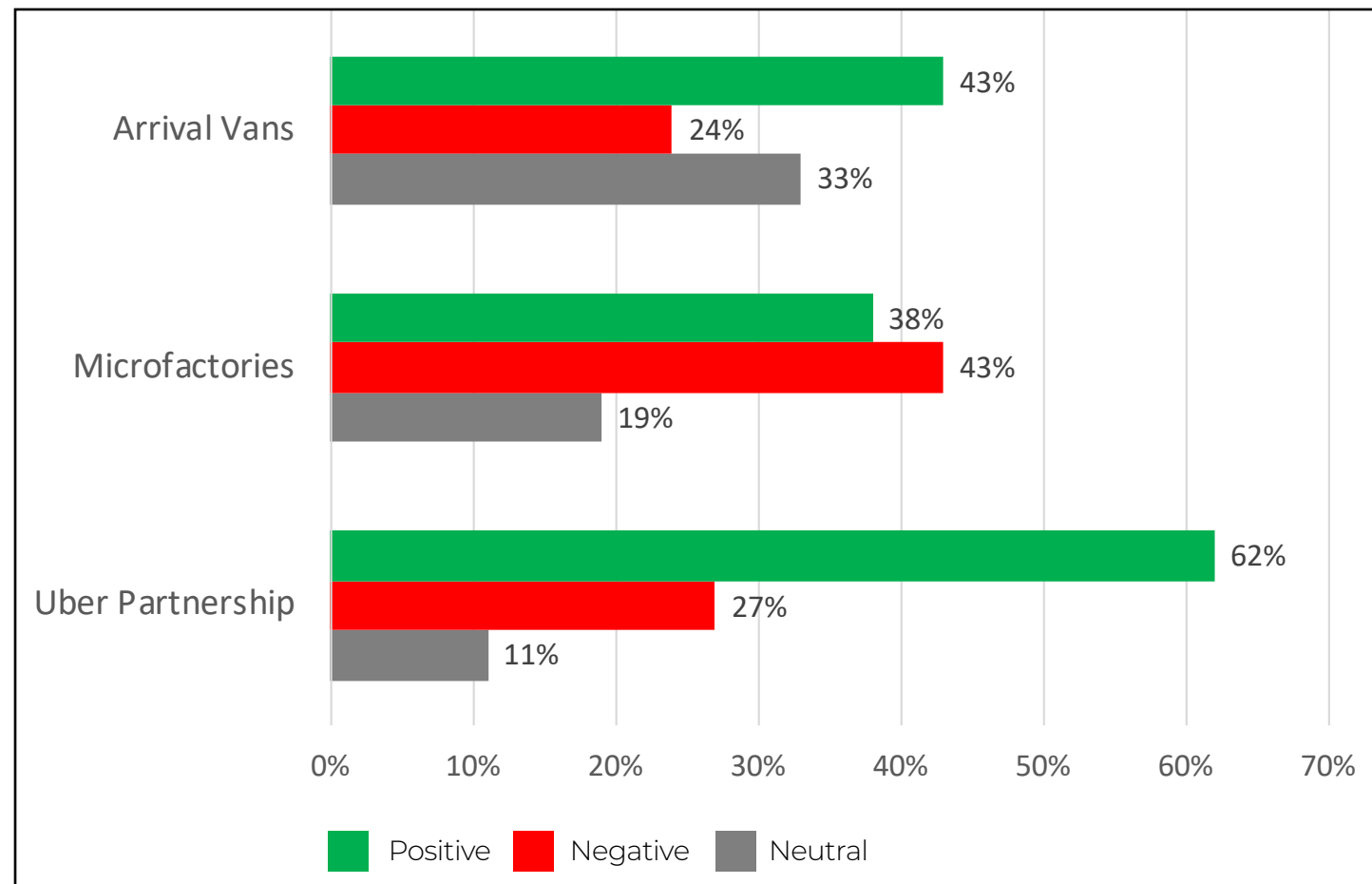
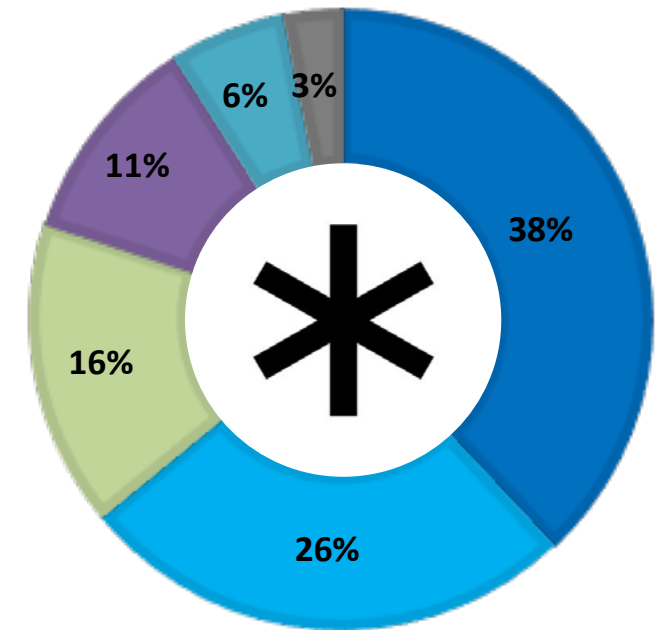
Positive sentiment (62%) is linked to interest among shared ride users

Negative sentiment (27%) stems from concerns on potential increase in shared rides

SHARE OF VOICE

Measured the distribution of discussions related to Arrival within the Electric Vehicle (EV) industry:

- **38%** related to Tesla
- **26%** related to General Electric (GM)
- **16%** related to Nissan
- **11%** related to Volkswagen
- **6%** related to Arrival
- **3%** related to others





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