# Investor Presentation

**April, 2022** 



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**Investor Presentation** 

# Company Overview



## We are Cepton

Our mission: Deploy high performance, mass-market lidar to deliver safety and autonomy across multiple industries



#### **Global Team**

- HQ: San Jose, CA
- Center of excellence: Detroit, MI
- Regional offices: Germany, Japan, Canada, China
- 151 team members, 65 Engineers, 22 PhDs

#### Customers

- 100+ customer projects<sup>(1)</sup>
- Active engagement: 10/10 top OEMs<sup>(2)</sup>
- 160+ opportunities in pipeline

#### **Partners**



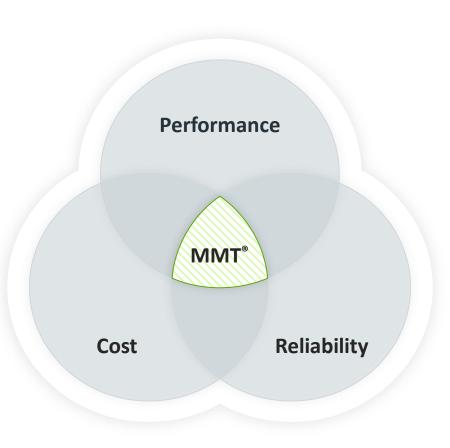
Global Tier 1 Auto Supplier



# **Cepton's lidar value proposition**

Achieving optimized balance for performance, cost, and reliability

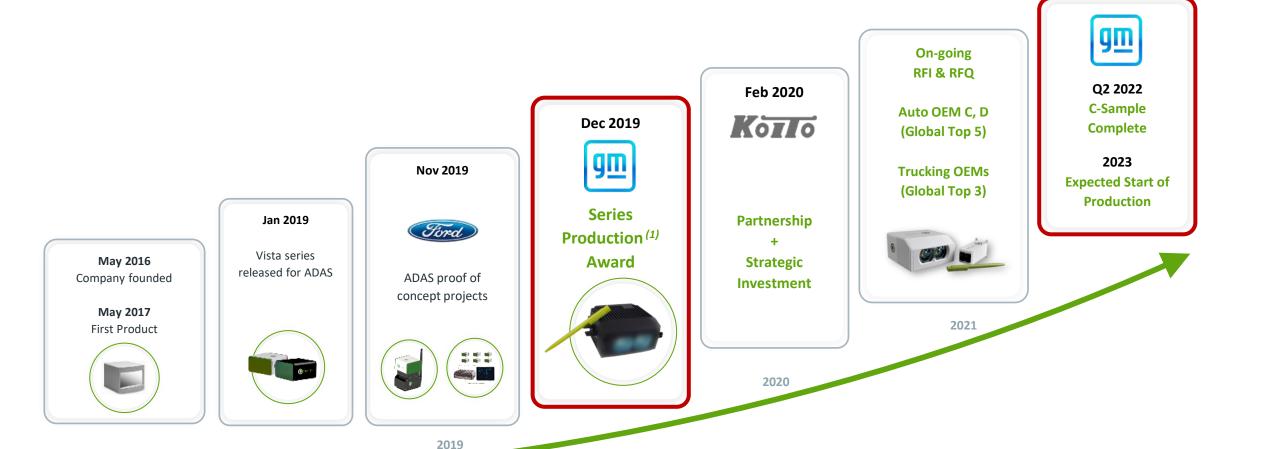
- 1 Proven design and technology
- 2 Superior performance
- 3 Cost advantage
- 4 Compact form factor
- 5 Volume scalability
- 6 Auto-grade reliability
- 7 Leading Tier 1 partner







# Strong track record of commercial success and innovation





2016

# Product leadership validated by world class customers and partners





### **Landmark Tier 1 Partnership**

- World's #1 automotive exterior lighting Tier 1 supplier(1)
- 3+ year relationship; \$100M total investment (\$50M Series C, \$50M PIPE)
- Expands from traditional lighting to ADAS technology
- Supports auto-grade certifications and manufacturing



Seamless vehicle integration to enable mass market adoption High volume lidar manufacturing



# Founder led team of lidar industry pioneers

Visionary team with decades of collective experience across advanced lidar and imaging technologies



Jun Pei, PhD CEO and Co-Founder

- Technology specialist in optics and electronics
- Founded AEP Technology, developing advanced 3D optical instruments
- Ph.D. in Electrical Engineering from Stanford











Mark McCord, PhD CTO & Co-Founder

- Led Advanced Development at KLA-Tencor
- Former Associate professor at Stanford
- Ph.D. in Electrical Engineering from Stanford











**Hull Xu** Chief Financial Officer

- Former Vice President of Finance and Strategy of Cepton Technologies, Inc.
- Seasoned investment banker and electrical engineer
- MBA from Haas School of Business, UC Berkeley, Masters in Electrical Engineering from Stanford









### **Business Team**



Mitchell Hourtienne VP of Business Dev.





















Liqun Han, PhD **SVP of Operations** KLΛ



**Development Team** 

Dongyi Liao, PhD **SVP of Applications** 







Henri Haefner Marketing Director Velodyne Lidar



Klaus Wagner Marketing Director **INOVIZ** 



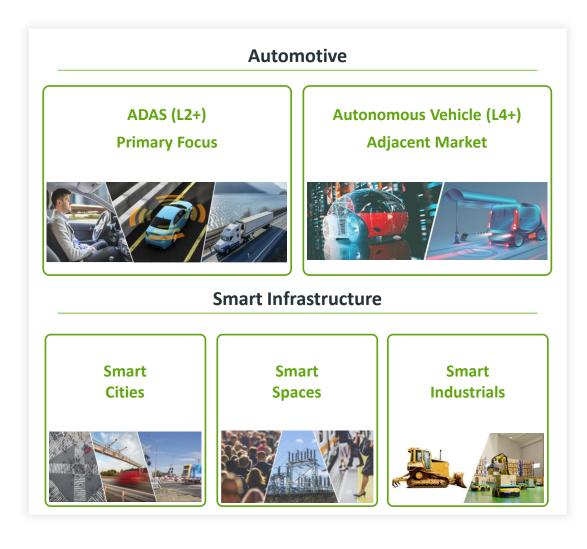
**Dennis Chang** VP of Manufacturing **≋ENWARE** BRÓMIC

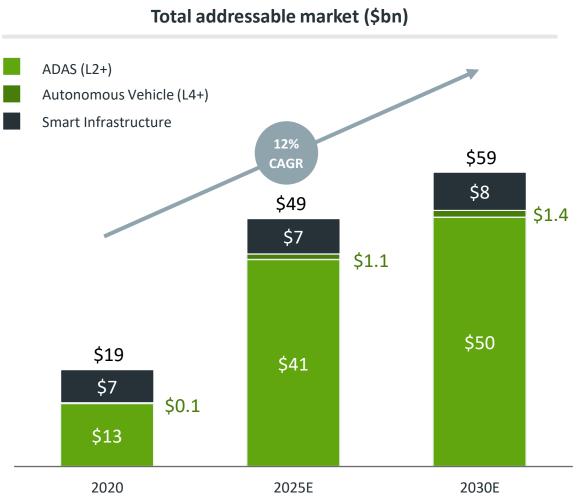


Hao Wang, Ph.D. Director of Q & R SORAA



# **Key target markets - ADAS represents the largest opportunity**







# **GM Ultra Cruise – a strong validation for the entire LiDAR industry**

Cepton is proud to support GM's UC program



### **Key Highlights**

Ultra Cruise works through a combination of cameras, radars and LiDAR,... Ultra Cruise also incorporates an integrated LiDAR behind the windshield.

Ultra Cruise will join GM's lineup of hands-free advanced driver-assist systems on **select models in 2023**, with Cadillac being the first to introduce the technology.

GM Investor Day Press Release, Oct 6, 2021

"The perception system uses 3 kinds of sensor, ...cameras, radar -- like Super Cruise, and we've also added lidar on the vehicle...Both GM and Cruise have studied lower content systems like vision only and believe they will not meet our performance and safety standards"

Doug Parks - EVP of Global Product Development, Purchasing & Supply Chain Oct 6, 2021



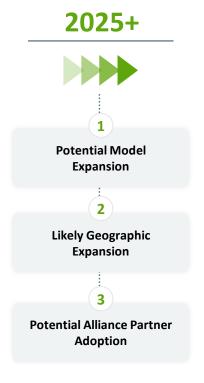
# **GM ADAS lidar series production award overview**

Expected deployment on multiple vehicle models associated with 3 major vehicle platforms

2023 3 Major Platforms at Launch 4 Target Vehicle Models (Awarded) Model #2 Model #1 Model #3 Model #4

2024 **4+ Target Vehicle Models** (Awarded) Model #5 Model #6 Model #8 Model #7

2025 **Anticipated 4+ Target Vehicle Models** (In Design / Planning) Model #10 Model #9 Model #11 Model #12



### Secular tailwinds could drive further growth in lidar attach rates



Growing customer expectations for built-in advanced safety features



Attractive price points for ADAS and anticipated transition to feature subscription models



Expected acceleration of EV transition enables hardware upgrades for L2+ ADAS lidar



# Largest Known L2+ ADAS lidar series production award in industry

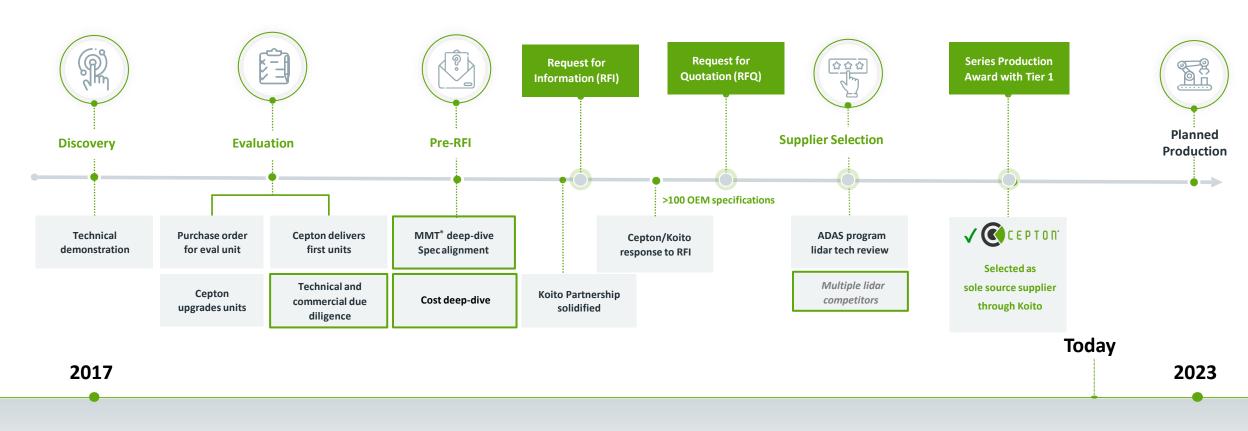
Significant anticipated global sales volume and extensive affiliate opportunities





# The journey to the ADAS series production award with GM

Strong and established relationship with GM following 3+ years of rigorous engagement







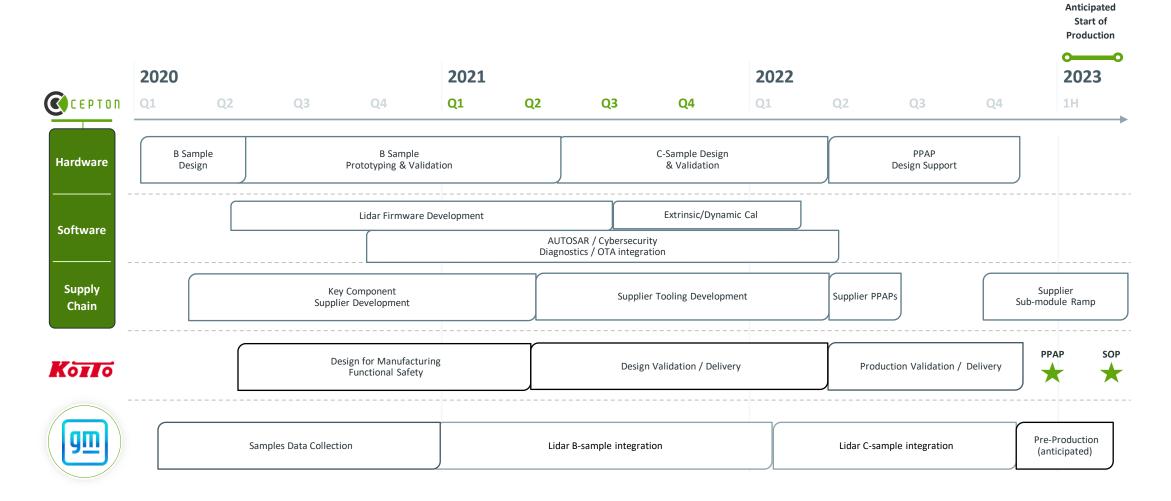








# Anticipated series production target timeline at GM





# Multiple platform win results in significant barriers to entry

Long design timeline and significant development investment

# **Embedded in Vehicle Design**

ADAS function designed around Cepton lidar (optimized placement, compact design, low power) and specs

# Development & Validation

Rigorous 3+ year design cycle

# Scalability & Lower Cost

Planned mass volume production will enable lower costs across various programs



# Manufacturing & Supply Chain

Embedded in OEM supply chain ecosystem for awarded vehicle platforms and models

GM series production award positions Cepton for potential affiliate and new OEM programs



# Cepton's superior lidar design choices

A balanced design approach to achieve a highly competitive performance to price ratio

### **ILLUMINATION**

#### What type of laser to use?

Performance	✓	High brightness & efficiency with low power consumption

Cost ✓ Low cost and broadly available

**Reliability** ✓ Automotive grade and broadly available

#### Cepton's choice



905 nm Wavelength; Edge Emitting

#### Other choices

1550nm Fiber Laser × High cost & power, not auto-grade, high absorption by water

~15xx Tunable Laser × Reliability (unproven for automotive), high cost, complexity, water absorption

~850nm VCSEL × Low range / inadequate power

### **DETECTION**

#### How to measure distance to objects?

Performance ✓ Long range detection

Cost ✓ Low cost and broadly available

Reliability ✓ Automotive grade and broadly

available

Cepton's choice

## (

**Direct Time of Flight (TOF); Si APDs** 

#### Other choices

- FMCW × High complexity, high cost, lower frame rates
- **Histogram TOF** × Higher noise, poor range, complexity
  - InGaAs APD × High cost, not autograde
- **SPAD / SiPM** × Sun noise, range limitation, maturity

### **IMAGING**

#### How to form 3D images?

Performance ✓ High optical efficiency, wide field of view

**Cost** ✓ Low cost

**Reliability** ✓ Frictionless, longevity, tolerant to harsh conditions

#### Cepton's choice



MMT<sup>®</sup>

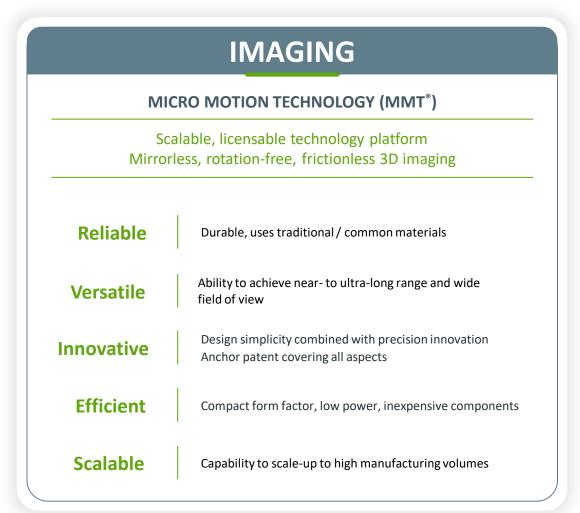
#### Other choices

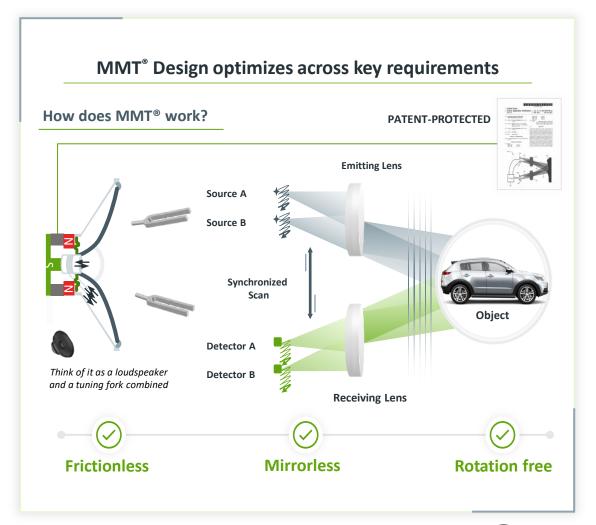
- Flash × Poor range, high power, limited field of view
- Sequential Flash × Weak range, field of view tradeoff
- Mechanical Rotation × High complexity/cost, low reliability
- MEMS / Galvo Mirror × Low reliability, high cost
  - Other Mirror × Range/optical inefficiency, complexity



# **Breakthrough MMT® for lidar imaging**

Patent-protected, innovative lidar technology







# Cepton's proprietary lidar engine ASIC

Lidar functionality embedded in miniature system-on-chip (SOC)

### ILLUMINATION | DETECTION

#### SINGLE-CHIP LIDAR ENGINE ASIC

Feature-rich, powerful data processing SoC for lidar Combines **illumination** control and **detection** functions

Reliable

Off-the-shelf, mature silicon process technology, manufactured by a top silicon foundry

**Powerful** 

Lidar illumination control combined with sophisticated detection engine

**Innovative** 

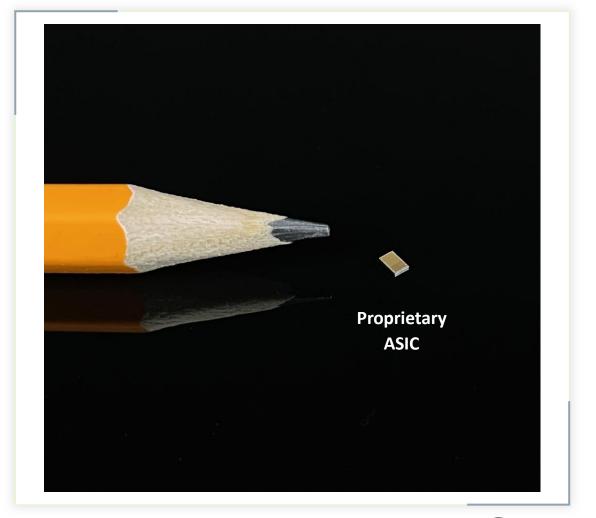
State-of-the-art signal processing maximizes range and minimizes noise

**Inexpensive** 

Low cost, low power design, seamlessly integrated into proprietary micro-optical array

**Available** 

Already shipping in automotive B-sample lidars





# Cepton lidars: among smallest, most compact for ADAS

Cepton lidars are ideally suited for OEM implementation and integration

### **Behind windshield**



- Easier portability across platforms
- Existing cleaning mechanism
- Potential for integrated sensor farm
- Superior road vision

### Headlamp





- Compact design for easy placement
- Elegant, hidden integration
- Existing cleaning mechanism
- Dual sensor design for cut-in detection

### **Vehicle Body**



- Common placement area
- Minimal new real-estate needed
- Easily embeddable / non-intrusive
- Flexible placement for application



Compact size adapted for space constraints



Power efficient



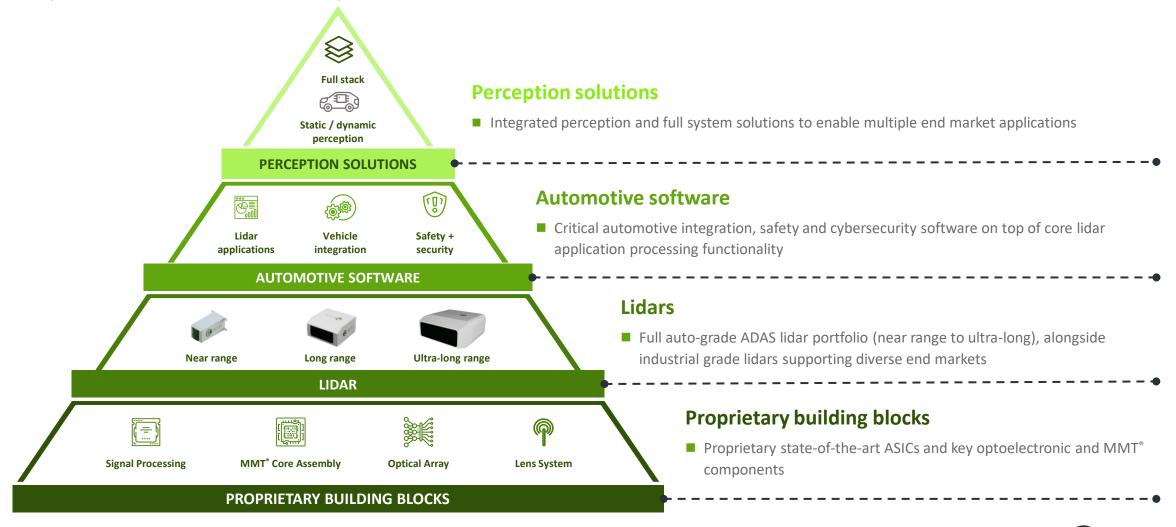
Mature and scalable design for manufacturing





# Cepton's end-to-end lidar solution platform

Comprehensive ADAS lidar solution portfolio across hardware and software





# 2022 product and technology milestones

### Lidar Hardware

### **Long Range**



- Complete C-Sample validation
- Complete D-Sample validation
- Transfer mfg. process to Koito
- Tape out additional ASIC for enhanced performance and cost reduction
- Ship lidar modules for saleable OEM vehicles

### **Near Range**



- Complete B-Sample design
- Complete evaluation with multiple Top-10 automotive OEMs
- Complete evaluation with multiple top global trucking OEMs
- Advance engagements with automotive & smart logistics customers



Video

Cepton lidar in action









### Software

### **Automotive Software**

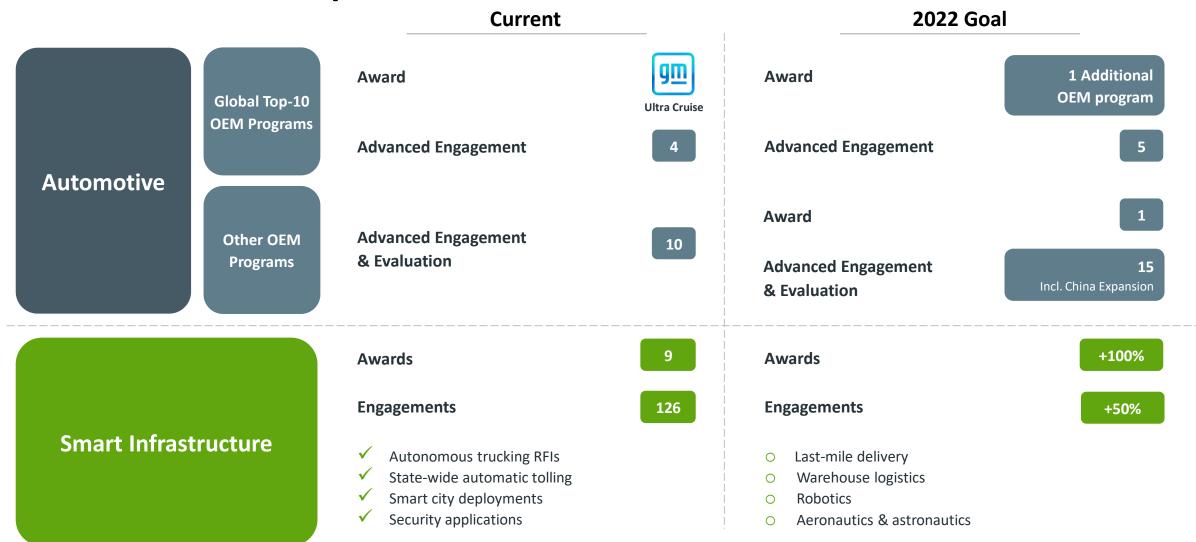
- Complete AUTOSAR implementation
- Complete ISO26262 / ASIL-B functional safety readiness
- Over-The-Air update support

### **Perception Software**

- Automotive perception software evaluation by 3
   Top-10 automotive OEMs
- Perception stack API available to developer community
- Perception ASIC design complete



# 2022 commercial update





**Investor Presentation** 

# **Financial Overview**



# Revenue ramp driven by production awards and strong pipeline



# High visibility, diversified revenue plan

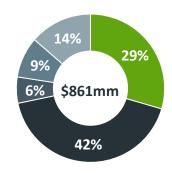
### **Pipeline Today**

Automotive

43

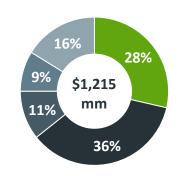
engagements

### **2025E Expected Revenue**



High visibility: \$616mm (72%)

### 2026E Expected Revenue



High visibility: \$780mm (64%)

### Smart

Infrastructure

126

engagements





**Smart Infrastructure** 

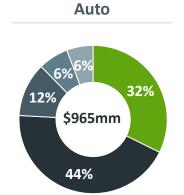
Awarded

Advanced engagement

Evaluation stage

Early engagement

Future engagement





**Smart Infrastructure** 

#### Note:

- High visibility potential revenue = automotive awarded + automotive advanced engagement and smart infrastructure production partners + smart infrastructure advanced engagement.
- Automotive engagement stages: 1) Awarded: Series production win achieved, expected revenue reflects expected terms of award; 2) Advanced engagement: Advanced stages of proof-of-concept projects or RFQ and/or affiliates/alliance partners of customers that have awarded Cepton series production wins for particular vehicle models.
- Smart Infrastructure engagement stages: 1) Production partners: lead partners with planned ramps and/or partnership contracts; 2) Advanced engagement: partners with ongoing pilots / POCs in advanced stages.



# **Investment highlights**



### Highly competitive price-for-performance lidar solutions, based on patented MMT°

- Patented design built from the ground up for commercialization at scale
   Architecture that enables price points supporting mass market adoption

### Awarded largest ADAS lidar series production to date

- Anticipated start of production in 2023Award designation positions Cepton as a potential market leader

### Partnership with Koito, world's #1 Tier 1 auto lighting supplier (1)

- Accelerates product development and enables economies of scale
   Accelerates OEM series programs with top OEMs

### Anticipated rapid scaling with high potential revenue visibility

- High visibility potential revenue expected to constitute ~64% of 2026E revenue, supported by 160+ pipeline opportunities
   Diverse profile with total TAM ~\$60bn, smart infrastructure business scaling ahead of auto

5

### **Compelling financial profile**

- Anticipated high growth at scale and attractive targeted profitability with target EBITDA margin 40%+
   Capital efficient model leveraging Tier 1 and SI relationships, and contract manufacturing



### Founder-led, industry pioneer team

- Proven experience and track record in advanced lidar and imaging technology
  - Robust technology & product roadmap to rapidly move down cost curve

