

Increasing Revenue for Lyft and Its Drivers



CONFIDENTIAL PROPOSAL

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PROGRAM HIGHLIGHTS

The GO GREEN, MAKE GREEN program has a number of benefits for Lyft:

- ✓ Additional source of revenue. No cost or risk to Lyft.
- ✓ Money never flows from Lyft to Xtreme Green, only from Xtreme Green to Lyft.
- ✓ Generates a revenue stream from drivers and their affiliates that could continue to grow even if the driver ceases to work for Lyft.
- ✓ Produces additional revenue from Lyft passengers and friends and associates of those passengers who are not, and may never be, Lyft passengers.
- ✓ Lyft drivers could increase their income by more than \$2,100 in Year 1 and by more than \$8,300 in Year 2
- ✓ For drivers who work for both Lyft and Uber, it will now be possible for Lyft to earn revenue from Uber passengers and their friends and associates!
- ✓ Increased driver retention due to cost savings and additional earning potential for the drivers.
- ✓ Improved mechanical performance and appearance of Lyft vehicles.
- ✓ Drivers can purchase these great products to increase their vehicles' performance and improve their appearance at up to fifty percent off

HOW THE PROGRAM WORKS

There is no effort required of Lyft or its drivers and no disruption of the outstanding service that Lyft is known for. The program is simple and completely turnkey:

- ✓ Lyft drivers use Xtreme Green's eco-engineered automotive products to save money on fuel and maintenance, improve their vehicle's performance, and keep it looking its best with minimal effort. They buy the products at a wholesale price from an Xtreme Green website which we customize specifically for Lyft.
- ✓ All the driver has to do thereafter is to thank passengers for choosing Lyft and hand them a business card at the end of the ride. The business card directs the passenger to an Xtreme Green website where they can purchase the products.

Front of driver's business card



Back of driver's business card



- ✓ Xtreme Green does the rest! We process and ship the orders and then pay a commission to Lyft and to the driver.

FINANCIAL HIGHLIGHTS

LYFT INCOME

Teaming up with Xtreme Green could be a fast and easy way for Lyft to increase its income without cost or risk and without interfering with its regular business activities. Based on assumptions that are detailed in the attached financial projections, the estimated revenues for Lyft are as follows:

With just a conservative number of drivers joining the program, Lyft could earn a net annual profit of \$9 million in Year 1 and \$68 million in Year 2 while the average Lyft driver would make an additional \$2,100 in Year 1 and over \$8,300 in Year 2.

And the more money drivers earn, the easier it will be to attract new drivers, the more hours they would drive and the greater the retention rate.

The more business Xtreme Green helps generate for the driver, the lower the subsidies Lyft needs to provide! In fact, if 50,000 drivers were participating by Year 2, earning an average of \$8,300, that would be a total of \$415 million paid to Lyft drivers and less pressure on Lyft to provide subsidies to its drivers!

"The program is very simple and completely seamless for both Lyft and its drivers. Drivers purchase these proven car care products through a website which Xtreme Green sets up for Lyft. Each driver then gets his or her own website URL and can text a link to passengers together with a thank you for using Lyft and passengers then purchase the products from the website. No selling. No products to handle. No shipping. No money changes hands. Xtreme Green handles all of that. And both Lyft and its drivers make a generous commission on each and every purchase... even those made by UBER passengers!"

"Lyft also benefits financially when drivers purchase Xtreme Green products for use in their own vehicles to improve performance, reduce maintenance and clean, protect and shine the vehicle's exterior."

DRIVER INCOME

As stated above, drivers earn commissions when passengers and referrals purchase these products online. What's important to the drivers is that purchases may occur at any time, 24/7, 365 days per year, whether the driver is driving or not. Since most Lyft drivers work part time, this is a major increase to their income without any additional work on their part.

SPECIAL BONUS TO LYFT

We know there are many Lyft drivers who also drive for Uber. With our business model, Uber passengers who purchase the products would now be generating money for Lyft drivers and Lyft would make an override commission on Uber passengers... and the whole process is automatic and Uber can't do anything to prevent it.

As Lyft drivers start to earn more money working for Lyft, more drivers will be attracted to Lyft thus increasing Lyft's service by offering a wider service area with reduced wait times.

XTREME GREEN BACKGROUND

Based in Orange County, California, Xtreme Green is the consumer products division of ProOne Inc. which markets lubricants and fuel products to commercial and industrial markets. Xtreme Green offers ProOne's proprietary breakthrough automotive products to the consumer market.

ProOne has developed proprietary breakthrough lubrication technology that can be demonstrated to be 50 times more powerful than regular lubricants while at the same time being environmentally friendly. With applications for oil and gas drilling, manufacturing, automotive and trucking, agriculture and mining, this advanced technology offers documented bottom line savings, including reducing wear and extending equipment life, increasing performance, lowering fuel consumption, reducing pollution, and lowering maintenance costs.

The product line includes:

- ✓ Engine Life Treatment, with a Limited Lifetime Engine Warranty
- ✓ Transmission Treatment, for better performance and extended life
- ✓ XPL-101 spray lubricant to treat squeaky doors and 101 other uses
- ✓ Fuel Max+, a state-of-the-art fuel additive for increased power & mileage
- ✓ Waterless Wash & Shine, to clean, shine & protect a vehicle in 15 minutes

Xtreme Green products are sold to consumers by a network of thousands of independent affiliates in the U.S.

ProOne products have been fully tested by leading laboratories and are widely used by 100's of top industrial companies including:

- ✓ Ford Manufacturing
- ✓ Chrysler Manufacturing
- ✓ General Motors
- ✓ Shell Oil
- ✓ Halliburton
- ✓ Schlumberger
- ✓ Aramco

ProOne was awarded the prestigious Golden Global Brand Award in Kuala Lumpur, Malaysia in 2011 for Innovation, technical leadership, excellent quality, and achieving outstanding international environmental protection standards.



TECHNOLOGY AND PRODUCTS



XPL+® (Xtreme Pressure Lubrication) technology reduces friction better than anything else on the market. Traditional lubrication products break down as heat and pressure rise, and migrate away from the source of friction, causing excessive wear at the point of contact. Xtreme Green's advanced friction reduction technology migrates toward heat and pressure, and literally bonds with metal at the point of contact. The benefits include:

- ✓ Lower operating costs
- ✓ Reduced fuel and energy consumption
- ✓ Extended equipment life
- ✓ Increased efficiency

The technology has been certified by leading laboratories and received certifications that very few companies can match, including:

- ✓ EPA Registration
- ✓ NSF Food Grade compliance
- ✓ Ford Tox approval

In a bench cross-axis friction machine test, bearings are subjected to pressure from a spinning race. Using regular motor oil without XPL+, the bearing sustains severe damage at only 4,000 pounds of pressure. With Xtreme Green's exclusive XPL+ technology, there is minimal damage at 200,000





In addition to Xtreme Green’s lubrication technology, Xtreme Green offers advanced fuel technology products which offer extraordinary fuel economy and emission reduction benefits. Xtreme Green’s Fuel Max Plus is a super-concentrated fuel catalyst that creates more efficient combustion to produce more energy, significantly reduce fuel consumption and dramatically lower emissions. The product is sold in a 6-pack box containing six single use bottles, each treating up to 24 gallons of fuel.



Xtreme Green’s fuel technology recently received EPA registration and has been extensively tested by leading laboratories, including world-famous Southwest Research Institute (SWRI), proven to provide significant improvement in fuel economy, emissions reduction, and increased lubricity to protect engines against wear.

Xtreme Green’s environmentally friendly automotive cleaning products help users protect surfaces inside and outside of a vehicle and in the home and garage. Xtreme Green Waterless Wash and Shine is an environmentally friendly, citrus-based formula which saves time, money and the planet’s most precious resource – water. It cleans bugs, road tar, tree sap and bird droppings. Special lubricating agents leave a “just waxed” shiny, protective finish.



Without compromising performance, Xtreme Green products are formulated to be earth-friendly and as safe for human contact and for the environment as possible.



REDUCE ENERGY CONSUMPTION:

Helps optimize fuel economy in engines.

PLANT BASED:

Most Xtreme Green products are plant oil based, i.e. from renewable resources.

REDUCE USAGE OF PETROLEUM-BASED LUBRICANTS:

Xtreme Green automotive lubricants can extend oil change intervals by up to 50%.



SAVES WATER:

Xtreme Green Waterless Wash & Shine cleans, shines and protects a vehicle, without using water.

SAFE FOR HUMAN CONTACT and AQUATIC LIFE:

Xtreme Green products are formulated to be as safe for human contact as possible.

BUSINESS MODEL

Xtreme Green uses a direct sales distribution model whereby registered independent affiliates promote and sell the products directly to the market. Xtreme Green affiliates can purchase wholesale for their own use, or refer consumers to their personalized website to purchase the products or even sign up as a distributor. Xtreme Green affiliates are typically users of the products, and after they personally experience the immediate benefits, they want to share the knowledge with others who then purchase the products or choose to become affiliates.

Xtreme Green has systems in place to support its affiliates and automate the entire sales cycle. Each distributor is provided with a personalized Xtreme Green website. Affiliates then send prospects to their websites to learn about the company, purchase the products, and to join as an affiliate if they so choose. The system automatically calculates commissions to the affiliate. All orders are packed and shipped within 24 hours.

MANAGEMENT AND DIRECTORS

With decades of experience in the automotive performance, protection and lubricants business, Xtreme Green's core management team has developed and marketed specialized lubrication and fuel technologies that are both eco-friendly and superior in performance.

Lawrence Kahn, President, has 25 years experience in marketing with an extensive background in the automotive aftermarket. Mr. Kahn served as Vice President, Product Development and Vice President, Marketing for ArmorAll Products Corporation and also worked extensively with Prolong Super Lubricants where he was responsible for the marketing the Company's products to the retail, commercial and industrial markets. Mr. Kahn has an MBA in Marketing and Finance from MIT's Sloan School of Management.

Timothy Wagner, Senior VP Technology, has extensive experience in sales and marketing of industrial lubricants and has vast technical knowledge of the company's products and its myriad applications. He was with Prolong Super Lubricants for 10 years responsible for developing and managing Prolong's Commercial/Industrial division. Before joining Prolong, he spent 22 years with Procter & Gamble working on "Brand Development" and account management.

Rick Cardin, Board of Advisors is Director of Cambridge Strategy Group, LLC where he is active in international technology transfer. He serves on the Board of Directors or Board of Advisors of CleanTech growth companies, including ProOne, AIP Global Solutions, Global Green Advanced Technologies, and ECO Products Group. He is author or co-author of books on conflict of interest in securities, recycling, and entrepreneurship. Dr. Cardin has been a Director and Principal of the Cambridge Research Institute, an international strategy consulting firm, where his partners were department chairmen at Harvard Business School. Dr. Cardin earned a BA *summa cum laude* from Tufts University and his Doctorate in Finance and MBA with Distinction from Harvard Business School, where he served on the international finance faculty.