

TORSUS®

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PULSAR EXPO COMPANY

**Creates iconic TORSUS off-road vehicles
and is a world-leading supplier
of vehicles to International Tech Aid Programs**



'TORSUS IS BUILT FOR THE WORLD'S TOUGHEST JOBS'

Vakhtang Dzhukashvili
CEO & Founder



What we make & what we stand for

We are blazing a trail with off-road vehicles on a global scale. Our expert engineering and advanced design technology enable us to deliver a new way of transporting customers and their cargo. Anywhere. Any time. In any conditions.

Disaster relief, emergency support and challenging natural conditions will always need dependable transportation solutions.

Are we heading towards a mobility and logistics ecosystem? 60% of executives agree that in future we will no longer differentiate between the transportation of humans and goods.” is an extraction from the Global Automotive Executive Survey 2019 of KPMG.

We are delighted to see that the relevancy of the actual development language was implemented into our strategy several years ago.

Now, the Torsuses are super-ready to deliver both personnel and cargo on the most comfortable level to the most remote areas. In the same vehicle.



TORSUS IS ENGINEERED RUGGED



TORSUS is completely focused on being the global leader of the fastest-growing large vehicle market
by **pioneering technology solutions**, providing clear **product differentiation** and **authentic brand values**.

TORSUS designs,
develops and manufactures
the **world's toughest**
heavy-duty off-road buses.

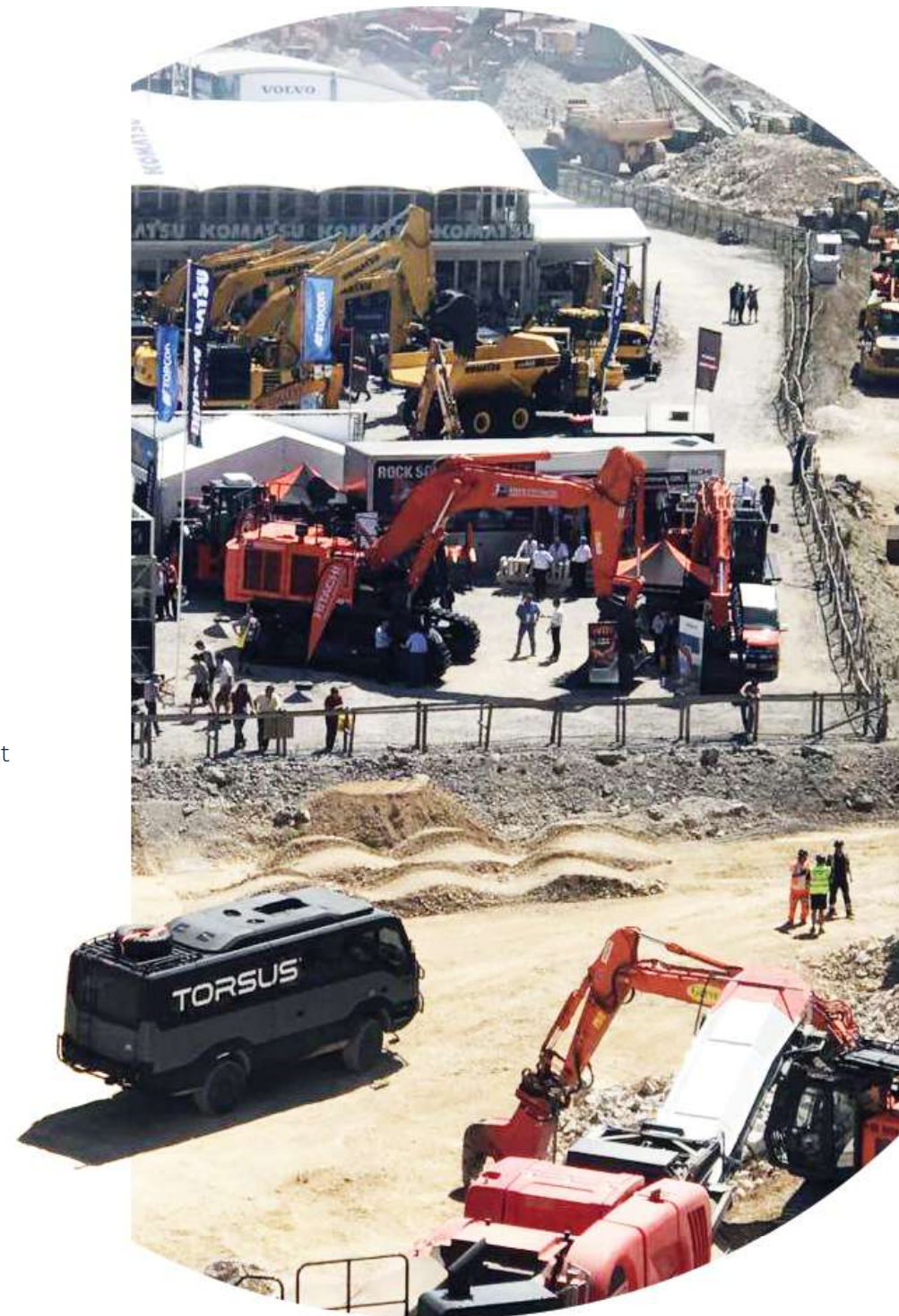
Engineered to deliver in all conditions. Based
on a heavy-duty MAN chassis and powered by a MAN
engine or based on VW Crafter 35 4Motion.
Using Michelin off-road tyres and Line-X™ anti-scratch
coating. With huge personnel and equipment payload,
extreme 4x4 off-road capability, high ground clearance
and massive torque, nothing stands in its way to bring
people and gear on-site. TORSUS: Built for the world's
toughest jobs.

We stand for what we do
and **our customers stand for us**

TRUSTED BY OUR CUSTOMERS

End users and their businesses prioritised. Thanks to our work, business transparency and proven customer experience, Pulsar Expo has has been endorsed by the world's most demanding customers. **High-importance institutions already onboard include:**

- **United States Department of State** (via INL, RSPO, US Embassies worldwide)
- **European Commission**
- **United Nations Development Program**
- **United Nations Office for Project Services**
- **United Nations Women**



In **2016, Pulsar was announced** to be the **largest vehicle supplier** for external actions.



A vehicle **built**
for the world. TORSUS.

Uncompromising quality, indomitable strength
and extreme durability of our products is what makes
TORSUS one of a kind. Designing vehicles for wide
variety of purposes, redefining the limits
and capabilities of the off-road is our mission.

TORSUS is currently represented by dealers in:

- 

UKRAINE
- 

POLAND
- 

GERMANY
- 

CHILE
- 

PERU
- 

AUSTRALIA
- 

UAE
- 

BRAZIL
- 

KAZACHSTAN
- 

Other markets
are to be entered.



TORSUS



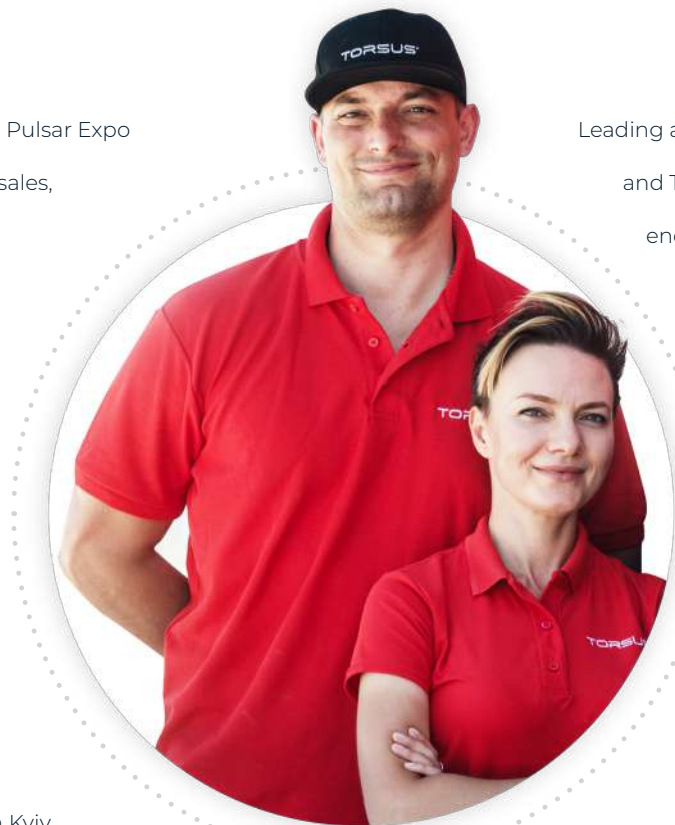
**VEHICLES
BUILT FOR THIS**

OUR TEAM

FOUNDERS

Vakhtang **Dzhukashvili** CEO

Leading and responsible for all operational areas of the Pulsar Expo and TORSUS business. Key focus areas include; global sales, supplier, partner and customer relationships, vehicle manufacturing and engineering. More than 10 years experience in international trade and leadership positions in many different locations and functions. Vakhtang also specialises in leading complex international supplier arrangements to governmental organisations worldwide. Earlier in his career, Vakhtang was a business leader, advisor and project manager for several Ukrainian and European trading companies responsible for leading cooperation with domestic and international customers. Vakhtang holds a master's degree in Finance from Kyiv National Economic University.



Yuliya **Khomych** Director of Strategy, Head of Legal

Leading all legal matters and business strategy for Pulsar Expo and TORSUS. Yuliya has gained more than 15 years experience in the fields of Capital Markets, Corporate Finance, M&A and International Trade. Prior to joining Pulsar Expo, Yuliya had been a partner in several highly regarded law firms, in investment banking (Dragon Capital), commercial banking (Swedbank) and with the global international law firm DLA Piper. Yuliya graduated in 2003 with a master's degree in Private International Law from Kyiv National Taras Shevchenko University, Institute of International Relations. Yuliya has been an Advocate since 2011.

Yuliya **Khomych**

Director of Strategy, Head of Legal

EMPLOYEES

Our global team consists of individually selected **professionals across many countries and regions.**



Peter **Zaiček** Production Director


Peter is the Director of Production and works out of the production facilities in Slovakia. He manages the production team and ensures the smooth running of vehicle manufacturing, supply chain sourcing, assembly and all operations including Quality. His skills and experience ensure efficiency in the production and output of vehicles.

HOW THE JOURNEY BEGAN

Our journey started in 2008
under the leadership of Vakhtang Dzhukashvili
and Yuliya Khomych.

TORSUS is independently owned and self-financed
by its founders with the corporate HQ located in Prague,
Czech Republic. The Pulsar Expo Research and
Development centre and Manufacturing facilities are
in Slovakia.





Pulsar Expo s.r.o.
Czech republic

The central European bases of Czechia
and Slovakia allow quick and convenient transportation
of vehicles and parts throughout the European Union
and to the major European ports, allowing for ease
of export anywhere in the world.



Pulsar Expo Ukraine
Sales Office, Logistics

100%



Pulsar Expo Turkey
Components procurement,
Coordination of production

100%




Pulsar Expo Slovakia
Production + RB LAB

Branch



2008



Our journey started in 2008 under
the leadership of Vakhtang Dzhukashvili
and Yuliya Khomych – both are still
directors



2010

Signing contract for fleet sales
in Ukraine for brands: Skoda, VW,
Honda, Hyundai, Kia, Renault, Ford,
others



2012

Achieve main automotive supplier
status to lease companies and B2B
including Governmental Sector



2014

Start of International Technical Aid
business in area of standard
and converted vehicles



2017



Start of TORSUS PRAETORIAN
project. Restructure of the company,
new design approach, new R&D centre,
registration of new trademark and tech-
nologies. International growth of the
company.



2019



Start of new TORSUS TERRASTORM project.
Growing international brand awareness, new market-
ing strategy, set-up of volume production facilities,
phased building of international distributor network.
TORSUS TERRASTORM development continues and
makes production debut setting the new class stan-
dard.

FROM HEART OF EUROPE **TO THE WORLD**

FINANCIAL CENTRE, STRATEGIC MARKETING



Prague, Czech Republic

The global HQ operates out of Prague, Czech Republic.

All operational matters that take place here include strategic business management, implementation of key projects and finance are covered.

SALES, LOGISTICS, ITA



Kyiv, Ukraine

Established in Kyiv, in 2015, the team here oversees management of a growing number of the company's projects -mainly international Technical Aid Supplies, in Ukraine and CIS territories.

PROCUREMENT CENTRE, MINIBUS R&D



Istanbul, Turkey

Taking advantage of the high quality of the Turkish labour market and manufacturing facilities, we have a components sourcing specialist based in the country. Also, Turkish production offers a brief reaction time when the bulk vehicle order comes. - it is the time flexibility, reliable chain of suppliers and the reasonable cost what makes Turkey our stable point.

ENGINEERING & R&D CENTRE



Horné Srnie, Slovakia

Located in Horné Srnie, TORSUS has its own dedicated manufacturing facility including Engineering and Production teams. Slovakia is one of Europe's leading automotive manufacturing centres with multiple OEM facilities in operation within the country. These include Volkswagen, Skoda, Jaguar Land Rover, PSA Group and KIA. Slovakia is the heart of the central European automotive industry with a strong skills base and strategic location.

OUTSOURCED PRODUCTION



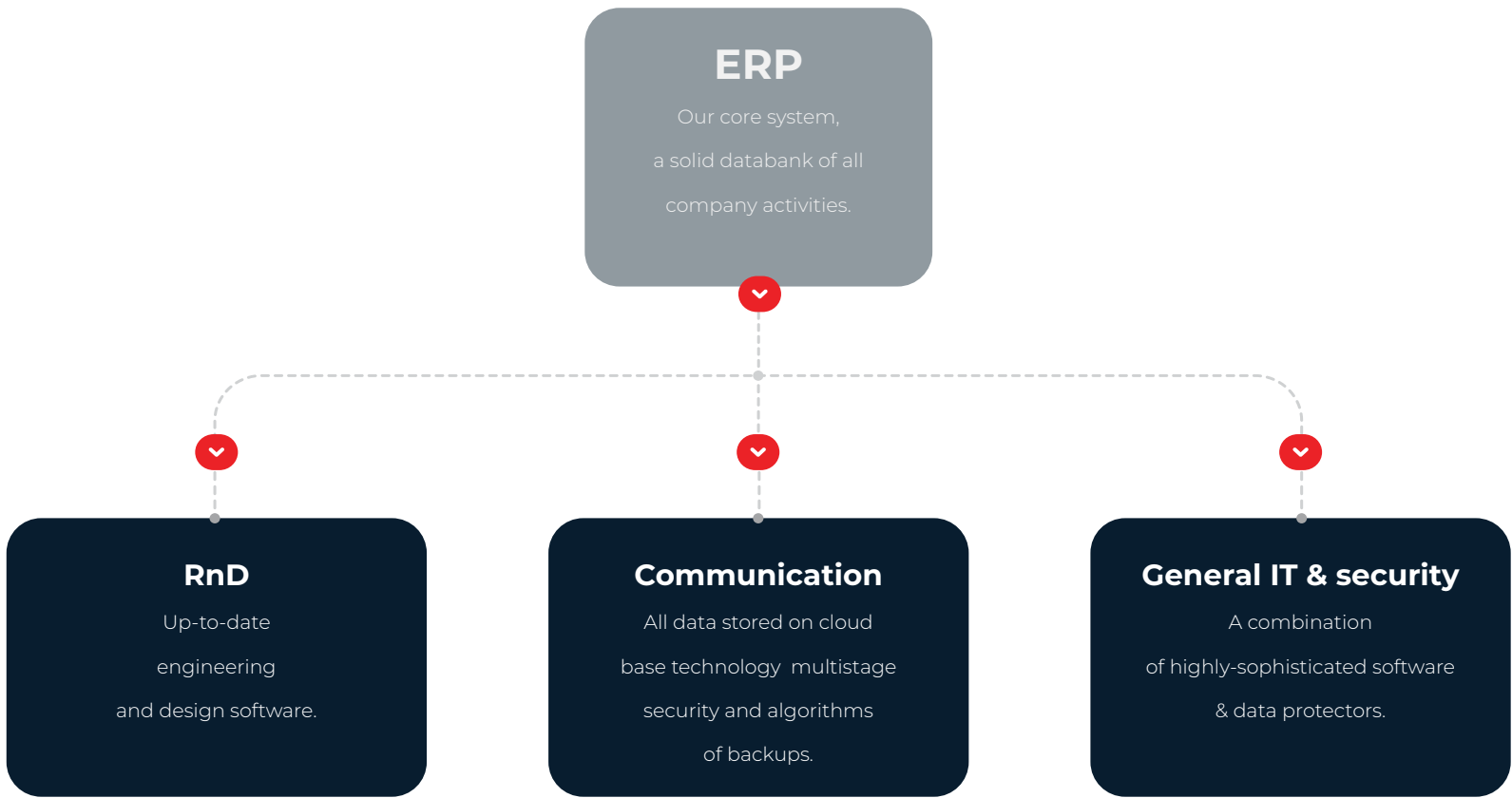
EUROCAR, Solomonovo, Ukraine

On the very western Ukraine (Carpathian region) lies VW/Škoda production factory. Most modern approaches, European technology, high-robot systems and a number of other exceptional features makes no limits in productional number. Also, the strategic position very close to the Slovak border makes the language barrier not present.

INTELLIGENT SOFTWARE BASED COMPANY



In order to ensure smooth multiple-located production, we run several essential databases and modules. Having them all cross connected, the whole software intelligence allows any responsible person to perform any operation at any time from any device. From anywhere of the world.



REGISTRATION OF TRADEMARKS™



Our strategic brand identifiers have been **successfully registered**
as trademarks in the markets where our presence and market position are strongest.

Nomenclature Torsus, Praetorian and Terrastorm are **fully licensed** - our intellectual property is well protected against the IP piracy.

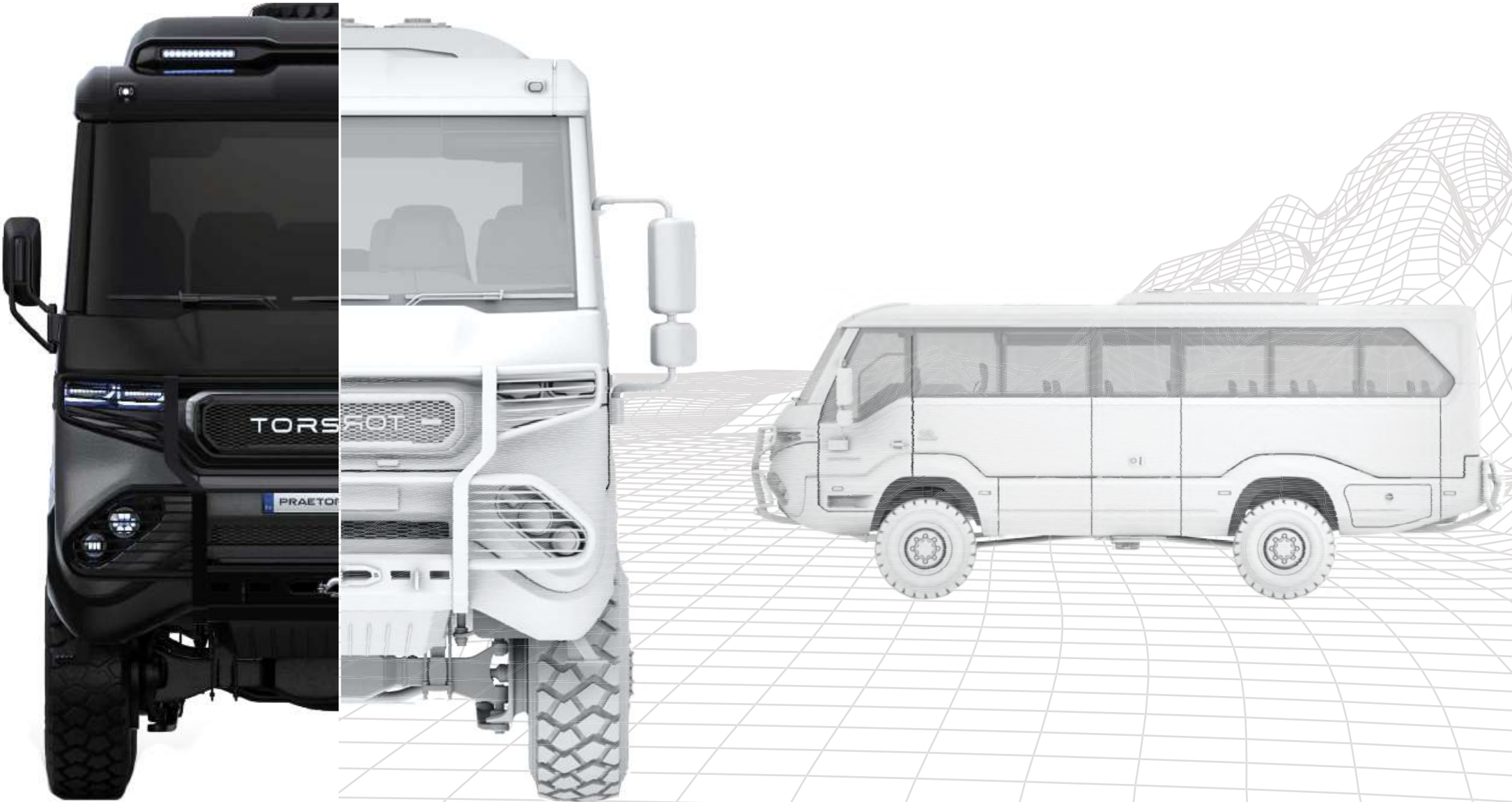


PATENTS

REGISTRATION OF SHAPE

Our ground-breaking technologies are patented with some innovations still patent pending.

As the business rapidly evolves, securing exclusive rights of the advanced design features and propriety technology will be given highest priority to ensure TORSUS maintains its advantage over the global competition.



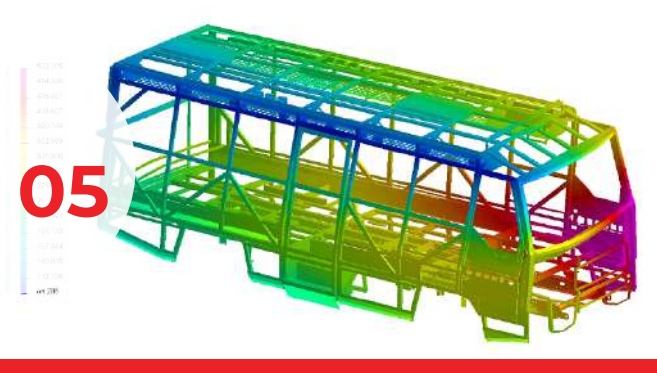
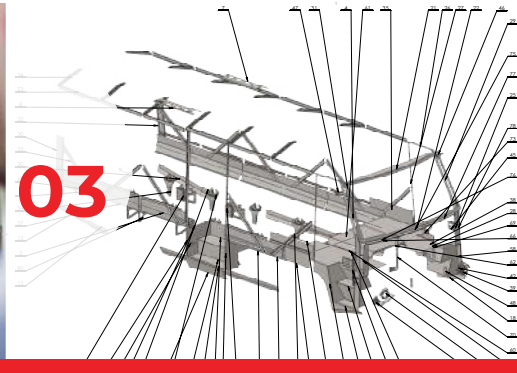
BEHIND THE VEHICLES



ENGINEERING

Step by step to the perfection.

“When it comes to seeing the items from the all available angles, there is no such useful feature as 3D modeling.”



SKETCHING OF IDEAS

Distinctive & unique + function & capability Torsus look relies on our team of highly-professional designers.

CREATING OF 3D MODEL

The team convert the sketches to a full 3D model created allowing the designers to visualise space requirements

CREATION OF TECHNICAL ELEMENTS/COMPONENTS

The stage in which the products starts to exist -
- the engineers and designers create all the technical elements for each product that will allow other departments to craft and build.

CREATION OF PRODUCTION PROCESSES

The assembling manual is done at this point - the teams from engineering and design join up to ensure that design and engineering is optimised for the production.

3D COMPONENTS SIMULATION

At this point in the process, all singular elements of the 3D model are examined to determine they are correct for production.

FINAL CHECKING AND TESTING (STATIC, DYNAMIC, TENSION,..)

All elements are assessed ahead of the testing phase where each element is put through its paces to ensure its integral structure is prepared to take on anything.

OUR MODELS



PRAETORIAN

‘World’s toughest off-road heavy-duty bus’



PRAETORIAN

The world's toughest off-road
heavy-duty bus (M3G category)

Technology

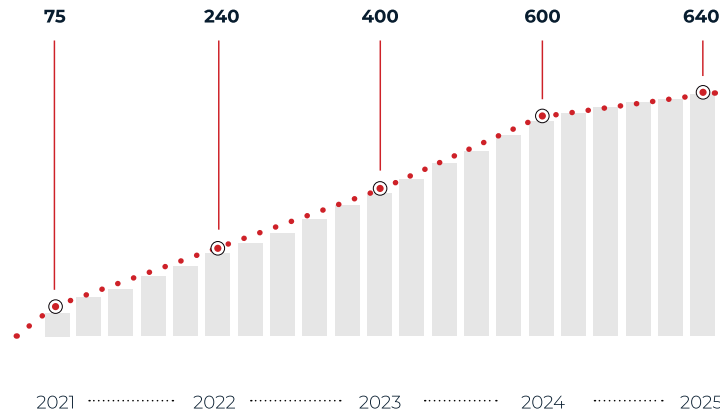
MAN TGM Chassis, 4x4 off-road capability, various gearboxes, capable of carrying up to 37 people and wading through water up to 900mm deep.

Applications

Available in many versions, Praetorian can be used from adventure tourism to border surveillance.. There is a specification for every need. Always reliable.



Production volume
forecast



Assault



Ambulance



Expedition



Firefighter



Motorsport



Rally



Safari



Skibus

TORSUS®

TERRASTORM

'The world's toughest off-road minibus'



TERRASTORM

Best European M2G class bus

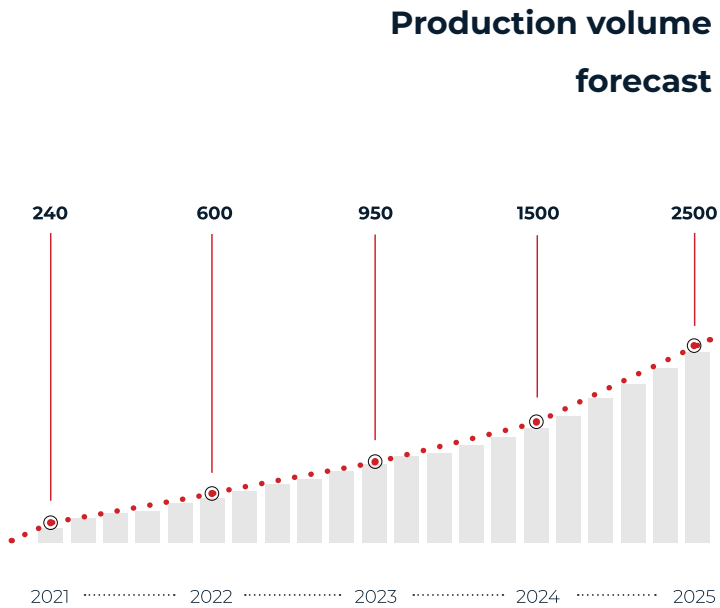
Based on **Volkswagen Crafter** 4Motion or **MAN TGE**

Technology

Based on Volkswagen / MAN chassis, engineered with maximum 4x4 capability with automatic 8-speed gearbox with rear lock differential. Capable of carrying up to 19 passengers.

Applications

From freedom seeking campers through delivering cargo in remote places to saving lives. Terrastorm does it all with dozens of factory modifications.



Adventure



Ambulance



Cargo



Coach



Mines



RV.78



Safari



Special

CREWLINER

'Extreme quality and comfort experience'



CREWLINER

First-class quality on-road M2 minibus

Recognized by OEM, Crewliner is already available on VW and MAN distribution networks over the world.

Technology

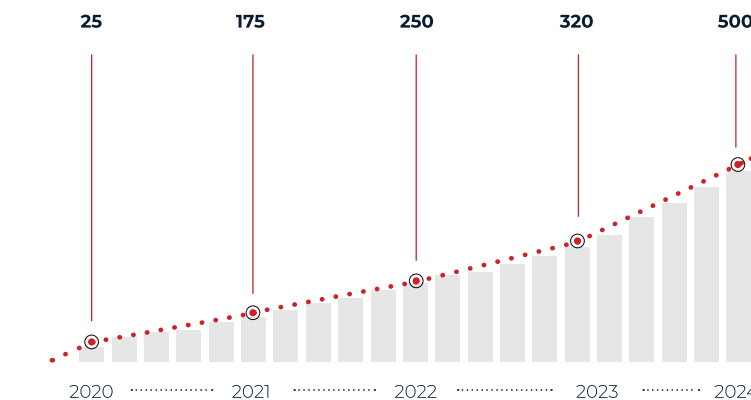
“Based on Volkswagen Crafter 35/50 / MAN TGE, 6-speed manual gearbox with rear wheel drive, 177 horsepower and up to 19+1 comfort seats Trend 800, allowing various configuration changes in the passenger compartment

Applications

From airport transfers to crew busses, Crewliner sets new standards in its class with top-notch level of interior design and quality.



Production volume forecast



COMMERCIAL VEHICLES WILL NEVER BE BORING ANYMORE

Customers get more than the world's toughest off-road vehicles



Certification

- Full ECVWTA certificated
- Homologation in country of End User
- Cooperation with TUV / IDIADA / DEKRA



Finance tools

- Leasing / Credit
- Reasonable cost
- Export Bank Programs



Uncompromising quality

- Most durable in class HD chassis
- Highest Standards Comfort Interior
- High End Telemetric (RIO)



Safety

- All possible active and passive safety feature
- Reinforced body
- Possibility of additional protection



Emotional

- WoW effect (for industries where it is needed)
- Durable look (where it is needed)
- Global footprint



Variability

- RHD or LHD
- EURO III – VI
- Dozens of modifications

MARKETING



MARKETING

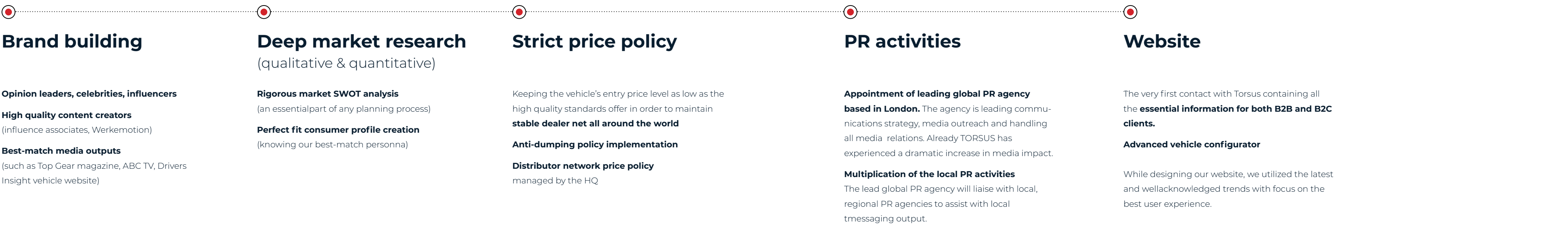
Up to date web page with adaptation for markets (distributor/dealer level) and ability for connection to ERP – at production

Crystal reputation (No Bad Press) and only WoW Effect with Hype

Cooperation with Journalist globally (More than 200 articles Globally in variety languages and dozens of videos in TV, YouTube)

Cooperation with Journalist globally

Our whole marketing strategy stands on **four + one principles.**



WHAT THE MEDIA SAYS

World's toughest critics love our vehicles

“Everyone should go to school on a heavy-duty off-road bus

Top Gear

“Dozens of practical applications reveal themselves beyond being the transport of choice for Dwayne Johnson's stag do

CAR

“The mountain' of campers is an off-roading bus that seats 35

“Torsus Preatorian: the F-150 Raptor among the buses

“Torsus: The world's first heavy duty 4x4 off road camper



TECHBLOG



Mining Magazine

InsideHook

DESIGN AWARDS



Slovak national design award



reddot winner 2020

Red Dot award



German Innovation award



BIGSEE
PRODUCT DESIGN
AWARD
2019

Big See Design award

RED DOT AWARD 2020



reddot winner 2020

With history dating back to 1950's, the Red Dot Award has been internationally recognized and valued as a **high-significancy seal of quality for the innovative design.**

In 2019, we were pleased to get a nomination, in 2020 we were honored to **win the Product Design Award category.**

Pieces of coverage:

328

Total number of both online and offline coverage within the Torsus brand.

Estimated coverage views:

20.6M

The estimated number of our specific page coverage received during its lifetime.

Online readership:

8.89B

The total combined number of people who visit the websites containing the Torsuses coverage.

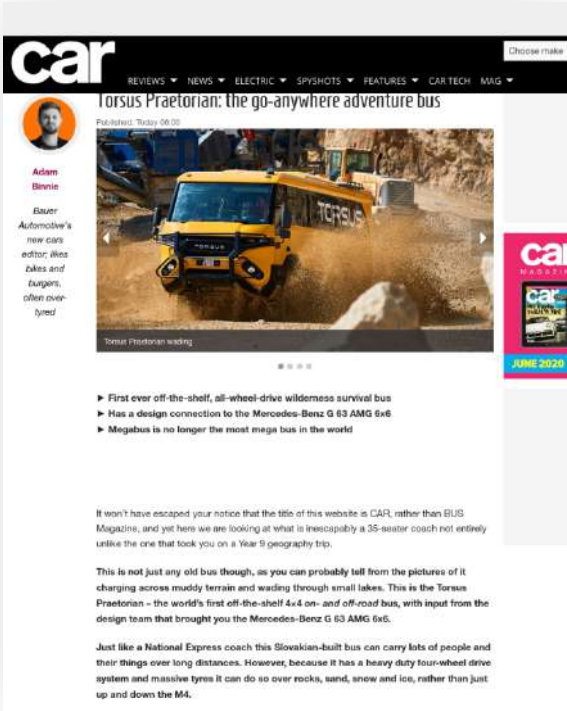
Social shares:

4.78K

Facebook: 4.59K

Twitter: 101

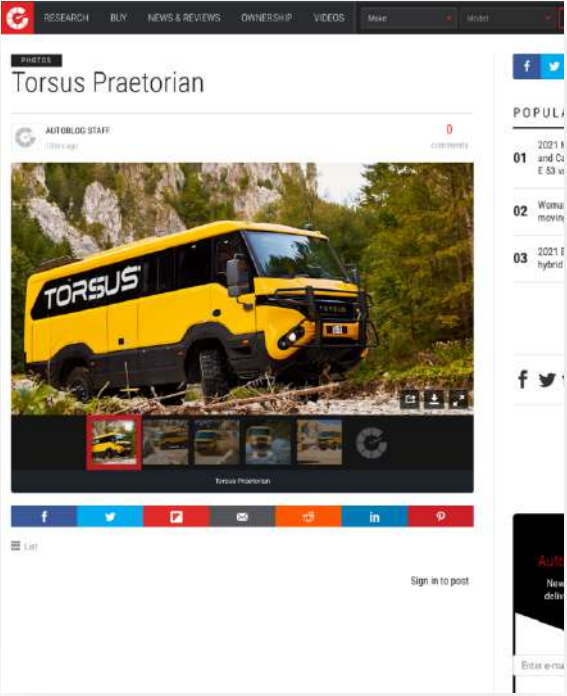
Pinterest: 81



Car



TopGear



AutoBlog

TEASER

It goes without saying that good product sells itself.

Before the official launch of Terrastorm, only the teasing news hit around **3.4 million views**.

Every-time we publish something new, it gets a lot of attention.

Pieces of coverage:

110

Total number of both online and offline coverage within the Terrastorm release

Estimated coverage views:

3.39M

The estimated number of our specific page coverage received during its lifetime

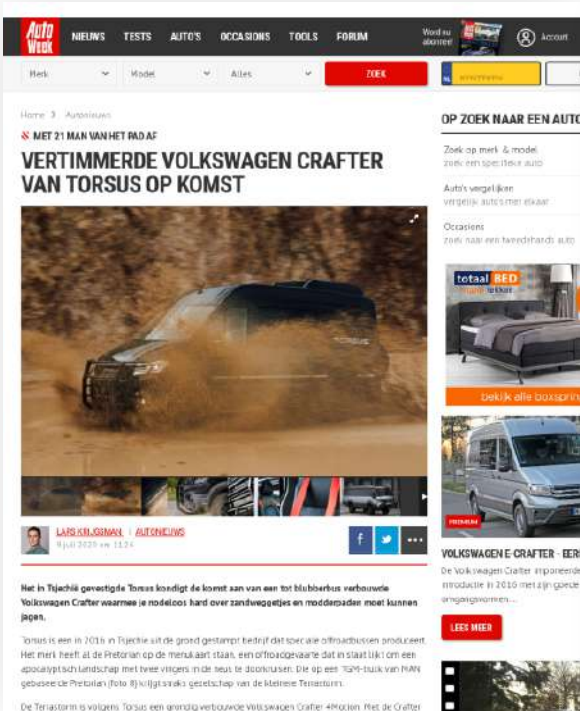
Online readership:

1.08B

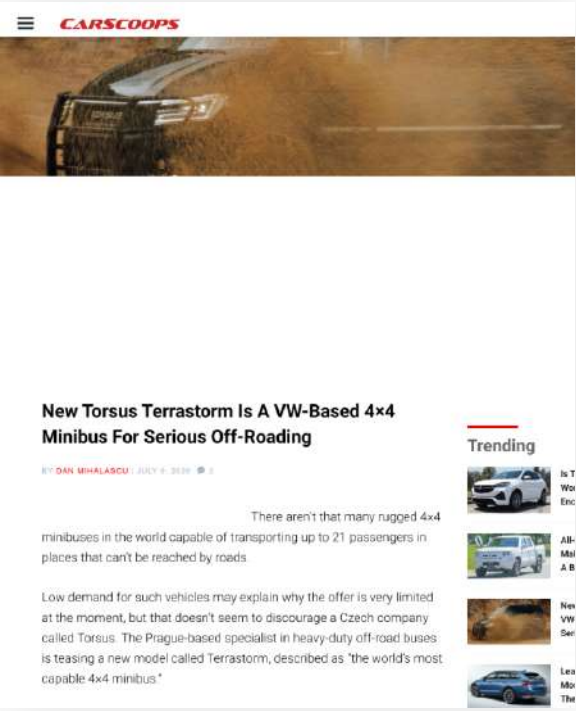
The total combined number of people who visit the websites containing the Terrastorm coverage



TopGear



AutoWeek



Carscoops

LAUNCH PR

Our latest release of Terrastorm hit all global automotive media

as **“the toughest minibus”** with indisputable wow effect and positive feedback.

Pieces of coverage: **240**

Total number of both online and offline coverage within the Terrastorm release

Estimated coverage views: **18.7M**

The estimated number of our specific page coverage received during its lifetime

Online readership: **4.8B**

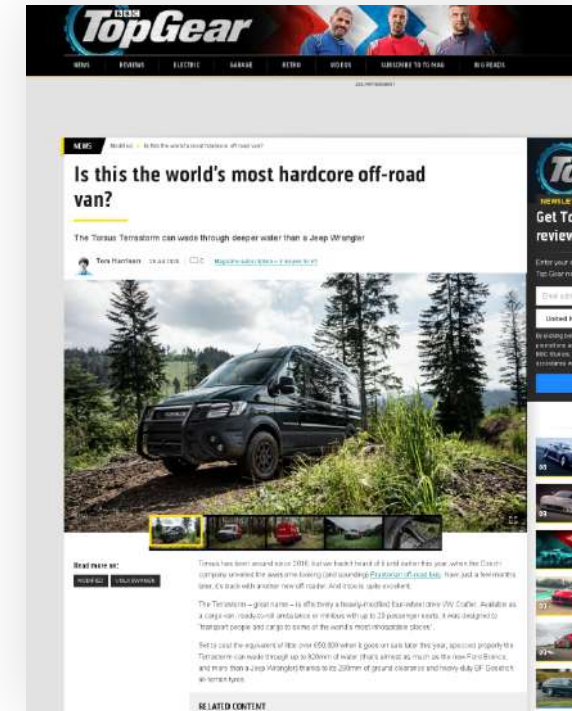
The total combined number of people who visit the websites containing the Terrastorm coverage

Social shares: **1.76K**

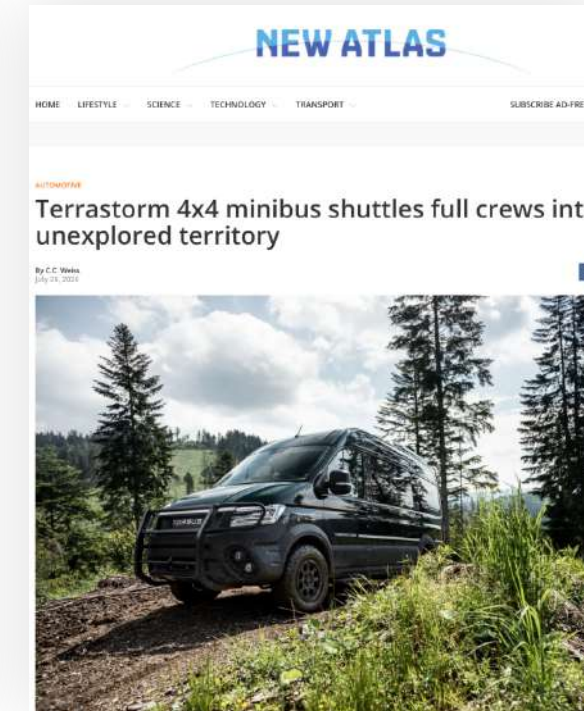
Facebook: **1.73K**

Twitter: **22**

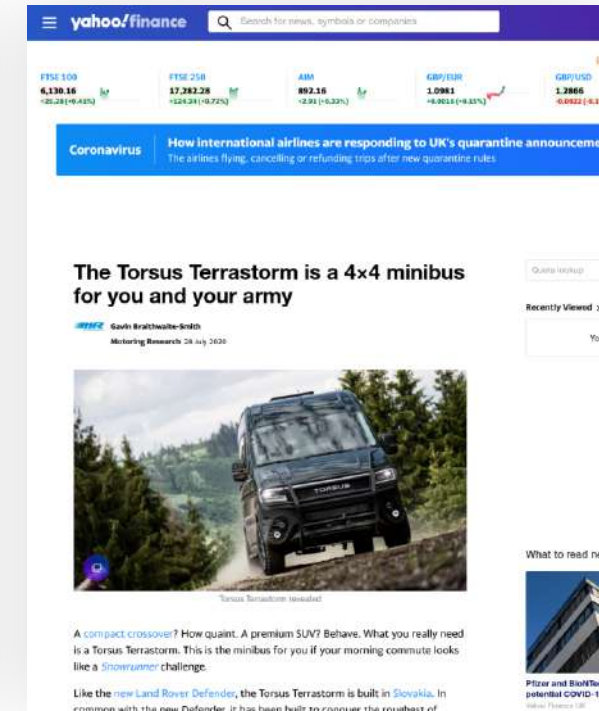
Pinterest: **15**



TopGear



New Atlas



Yahoo! Finance



Pulsar Expo is a proud partner
of Volkswagen and MAN.

With the use of the official dealership network of Volkswagen and MAN worldwide, there is the opportunity and potential to sell up to 7500 vans annually. All vehicles are certified to European standards and can be exported to all countries of the world - except the USA which awaits the negotiations aiming at the successful certification process. Both right-hand and left-hand drive are available. Full manufacturer warranty support is included. Also, having a high standard relationship with MAN and VW offers us an instant access to the internal development, prioritized service and sales advantages. As we build vehicles that last, we build partnerships that last at least the same.



STRONG & GROWING GLOBAL SALES NETWORK



High impact brand marketing

Our approach to marketing is to create a unique TORSUS brand impact while delivering at all levels of the sales funnel. We optimise our spend and target potential customers with precision and compelling messages. This progressive and proven strategic approach ensures better connections with potential customers and builds awareness whilst maintaining our loyal customer base within the markets all around the world.



Dealership - Pulsar Expo sales planning and conditions

The dealers act as retailers of TORSUS products with a fixed profit margin and the responsibility to service and maintain all TORSUS products. Based on sales and customer satisfaction performance dealers will benefit from additional investment and could increase their sales margins. All dealers will abide by the Pulsar Brand Book and will adopt its standards in order to receive verified dealer status.



Three continents
distribution



Full marketing
assistance



Fixed
profit margin

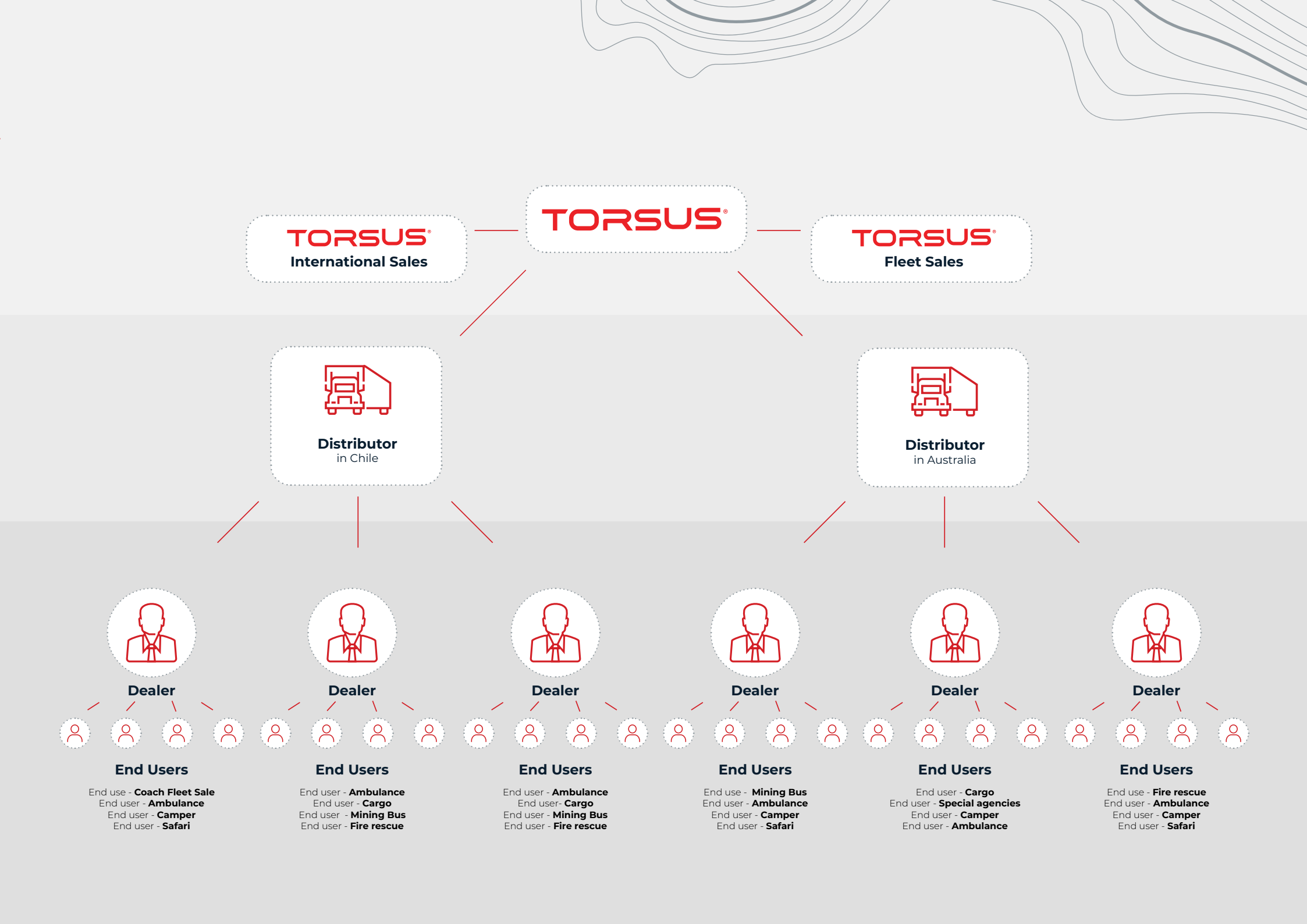
Dealer support

To fully support our TORSUS dealer partners and help market our vehicles to customers, Pulsar Expo has developed a full range of marketing materials including; brand guidelines, website templates, brochures, sales materials, technical specifications, vehicle display videos, social media, PR and advertising all available to use from downloadable templates and customiable with their own details.

STRONG & GROWING GLOBAL SALES NETWORK

Distributor network

We rely on the clever distribution network in each country in order to fulfill the demand of dealerships and end users. Then, distributors play the key role to satisfy the local needs and they predict the progress of the order flow from all client types. It is that simple, it is that effective.



STRONG & GROWING GLOBAL SALES NETWORK

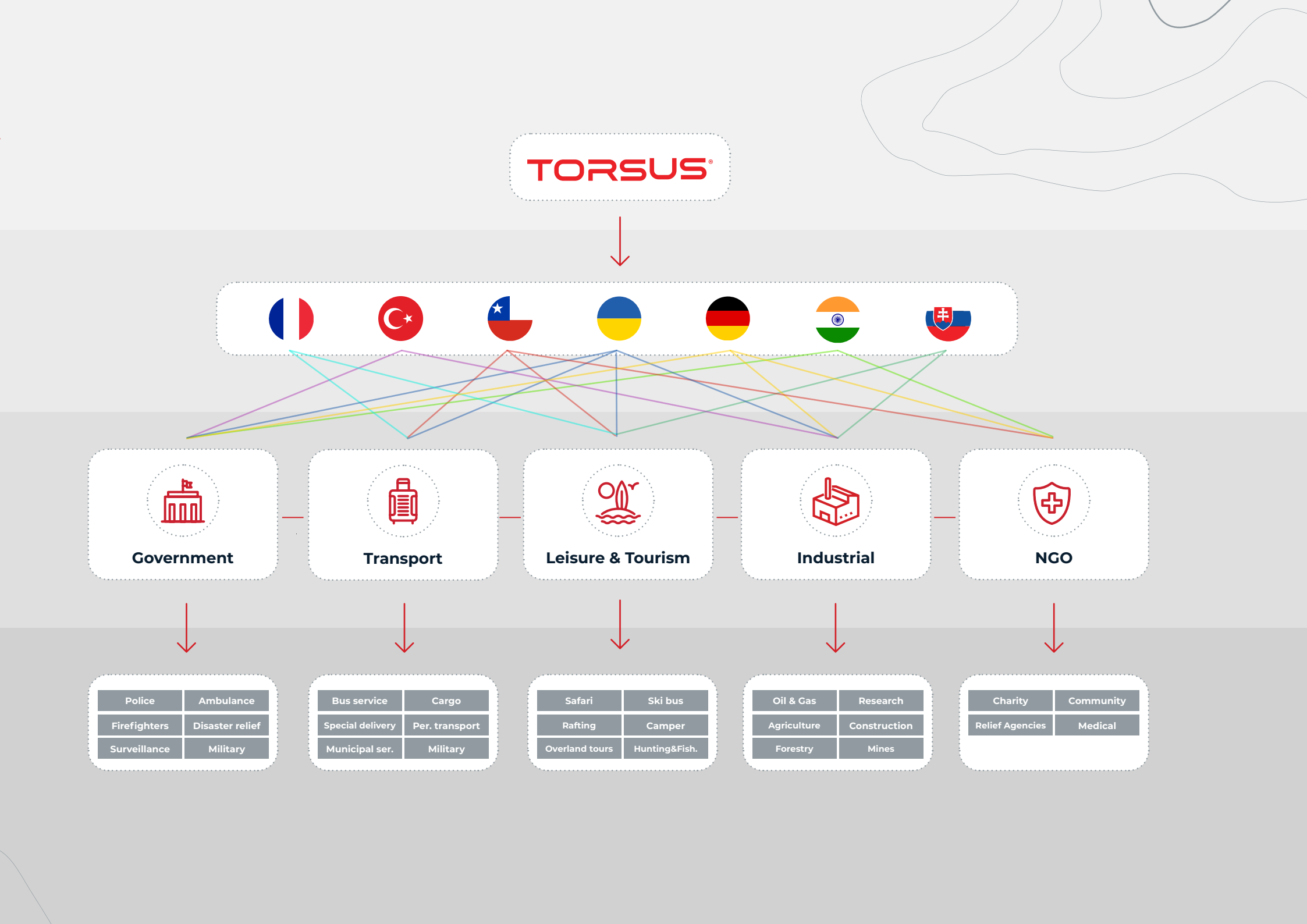
Risk Management

We predict, we analyze, we take action in advance. The market opportunity is endless. It is not only about different countries but about different segments as well. If a specific segment in one country needs TORSUS vehicles, there is a high probability for the same demand in another country. Moreover, we can deliver to multiple unrelated segments from tourism industry to medical evacuation.

The flexibility of car manufacturing is a valuable asset and know-how of the TORSUS brand.

We can enter any market in the world with a vehicle that will suit right in.

We are open globally with unlimited potential.



TORSUS IS

Breaking new ground by designing, developing and manufacturing the world's toughest off-road buses. In the iconic PRETORIAN it makes the world's most capable heavy-duty off-road bus and the new TERRASTORM signals the brand's fearless ambition to grow further into the global heavy duty 4x4 minibus market. Founded in 2016 TORSUS is a global company and team with its HQ in the Czech Republic and manufacturing in a purpose-built factory in Slovakia. It operates and sells in global markets to customers in heavy industry, utility and government service sectors. In addition to the core operations TORSUS produces special vehicle variants according to customer specification – no limit is set on versatility. TORSUS never lets you down: warranty and service back-up is provided in all markets with the fastest response times in the sector. Working in partnership with MAN and VW on key chassis and powertrain technology ensures that every TORSUS has ultimate durability, reliability, serviceability, value and, of course, toughness engineered in.'

Vakhtang **Dzhukashvili**
CEO, TORSUS



OUR MARKET



OUR COMPETITORS

In all respects, we value all the competition we have. Although, is there any?

We combined all the best features from the market, added our own solutions and created **TERRASTORM**

- engineered rugged, getting the impossible job done



Compared to
Trucks

- convenient in TCO / cheaper initial price
- low running costs / much lower consumption
- no need for special license / training
- optimal payload capacity with optional seats
- variety of factory modifications
- rollover protection
- comparable off-road capability



Compared to
(specially prepared) Pick-ups

- better initial price
- bigger working space / same consumption
- better payload capacity with optional seats
- possibility to organize working place



Compared to
(specially prepared) SUVs

- better payload capacity with more optional seats
- same off-road capability and durability
- same fuel consumption / costs



Compared to
standard 4x4 Minivan

- same fuel consumption / costs
- no special driving skills required
- much better off-road capabilities (tires, suspension, road clearance, water fording,) approach angles, etc)
- better durability due to mass production
- cheaper price than individual conversions
- warranty on full body and world wide service

Competitors & What we offer



● **Iveco Daily 4x4**

- We offer
- Lower price
 - Range of GVW
 - Lower TCO



● **MAN. Model TGL, TGM**

- We offer
- Lower price
 - Factory metal body
 - Range of GVW



● **Russian GAZ Group**

- We offer
- Much higher quality
 - EU certification
 - Global service availability



● **Fuso Canter 4x4**

- We offer
- Better quality
 - Powerful engine
 - Factory metal body



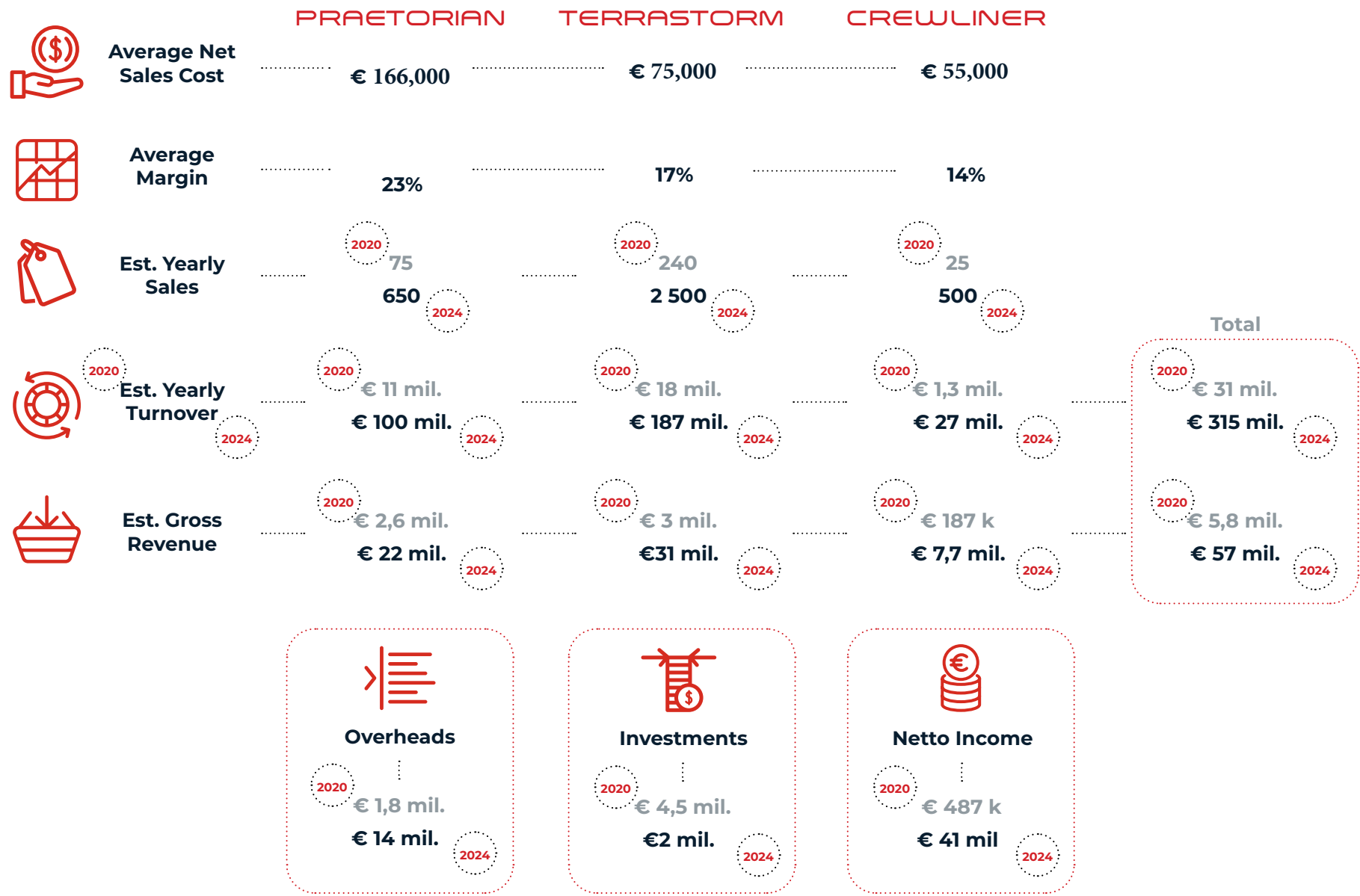
● **HYUNDAI HD Series 4x4**

- We offer
- Better quality
 - Better 4x4 system
 - Factory metal body

WHERE WE ARE GOING



FINANCIAL OVERVIEW



LEASE OPTIONS

Lease options

Financing or leasing Torsus can not be easier.

A range of attractive and highly competitive options are available and designed to suit everyone's needs.

A number of leasing options provided by independent finance providers are available allowing you to drive away in the newest **TORSUS** model.



Is leasing better for me?

You want:

- ☐ To drive a new car every 2-3 years
- ☐ Lower down payment
- ☐ Lower monthly payments
- ☐ Car always under warranty
- ☐ To drive only limited mileage



Is financing better for me?

You want:

- ☐ Complete ownership of the car
- ☐ The freedom to customize the car
- ☐ To drive the car for a long time
- ☐ To drive unlimited mileage
- ☐ Warranty for 5 years or 500.000km
- ☐ Sell the car anytime it is paid off

TORSUS

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+420 226 002 328

marketing@torsus.eu

www.torsus.eu

“I founded TORSUS in 2016 with the clear goal to pioneer 4x4 capability and set new standards in the heavy-duty 4x4 bus sector.

Now, with TERRASTORM we have moved the game on. We keep pushing because we know that what you do to.”

Vakhtang **Dzhukashvili**
CEO, TORSUS



* All images displayed are for illustrative purposes, representing initial concepts and standard design configuration.

TORSUS®

LET'S GROW TOGETHER

Revolutions always start silently.





www.torsus.eu

TORSUS®