

MARCH 2023



MOBILE FUEL DELIVERY

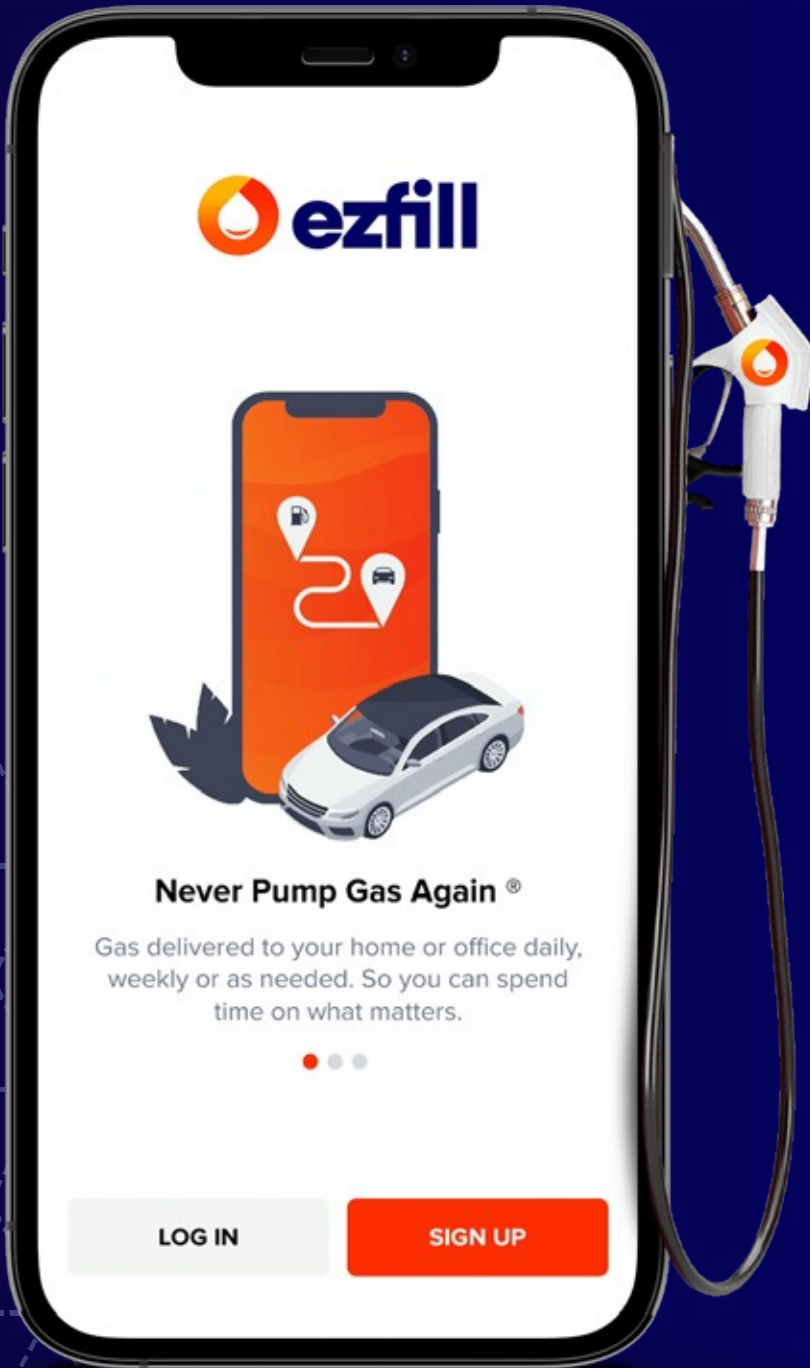
NEVER PUMP GAS AGAIN

DISCLAIMER

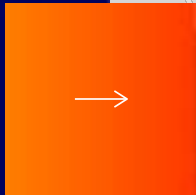


This presentation contains “forward-looking statements.” Forward-looking statements reflect our current view about future events. When used in this presentation, the words “anticipate,” “believe,” “estimate,” “expect,” “future,” “intend,” “plan,” or the negative of these terms and similar expressions, as they relate to us or our management, identify forward-looking statements. Such statements, include, but are not limited to, statements contained in this prospectus relating to our business strategy, our future operating results and liquidity and capital resources outlook. Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Our actual results may differ materially from those contemplated by the forward-looking statements. They are neither statements of historical fact nor guarantees of assurance of future performance. We caution you therefore against relying on any of these forward-looking statements. Important factors that could cause actual results to differ materially from those in the forward-looking statements include, without limitation, our ability to raise capital to fund continuing operations; our ability to protect our intellectual property rights; the impact of any infringement actions or other litigation brought against us; competition from other providers and products; our ability to develop and commercialize products and services; changes in government regulation; our ability to complete capital raising transactions; and other factors relating to our industry, our operations and results of operations. Actual results may differ significantly from those anticipated, believed, estimated, expected, intended or planned. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform these statements.





WHO WE ARE



EZFILL BRINGS THE GAS STATION TO YOU

EzFill is a leader in the fast-growing mobile fuel industry, with the largest market share in its home state of Florida.



INVESTMENT HIGHLIGHTS



INDUSTRY SHIFT

Retail fueling industry, estimated to be \$500 bn, is ripe for innovation



OPPORTUNITY

First-mover advantage in rapidly rising mobile fuel industry



BUSINESS MODEL

Fueling services provided for Fleets, Consumers and Specialty Vehicles



EXPANSION

With Miami as the launchpad, EZFL strategically expanded into 4 new markets in 2022.



MANAGEMENT TEAM

Experienced management team with expertise across Oil & Gas, Operations, Finance and Technology



DELIVERY FLEET

EZFL has a robust network of delivery trucks for all mobile fueling needs





EZFL MARKET OPPORTUNITY

CUSTOMER EXPECTATIONS HAVE CHANGED FOREVER

- On-Demand products are the new standard
- Direct-to-Consumer business services are rapidly capturing market share



TRANSPORTATION

Uber: Market Cap \$60B
Lyft: Market Cap \$6B



MEALS

Doordash: Market Cap \$22B
Grubhub: Market Cap \$7.5B



GROCERIES

Instacart: Valuation: \$20B+
Shipt: Owned by Target



Market cap and valuations change daily.



TRACTION TO DATE



COMMERCIAL

New Accounts in 2022

100 +

RESULTING IN STEADY REVENUE GROWTH



GALLONS
7.8M +

Delivered to date



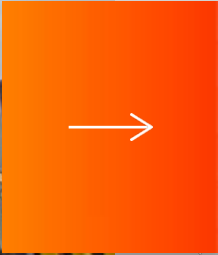
\$27.1M
Revenue to date



CONSUMER

Suscriber Retention

80% +

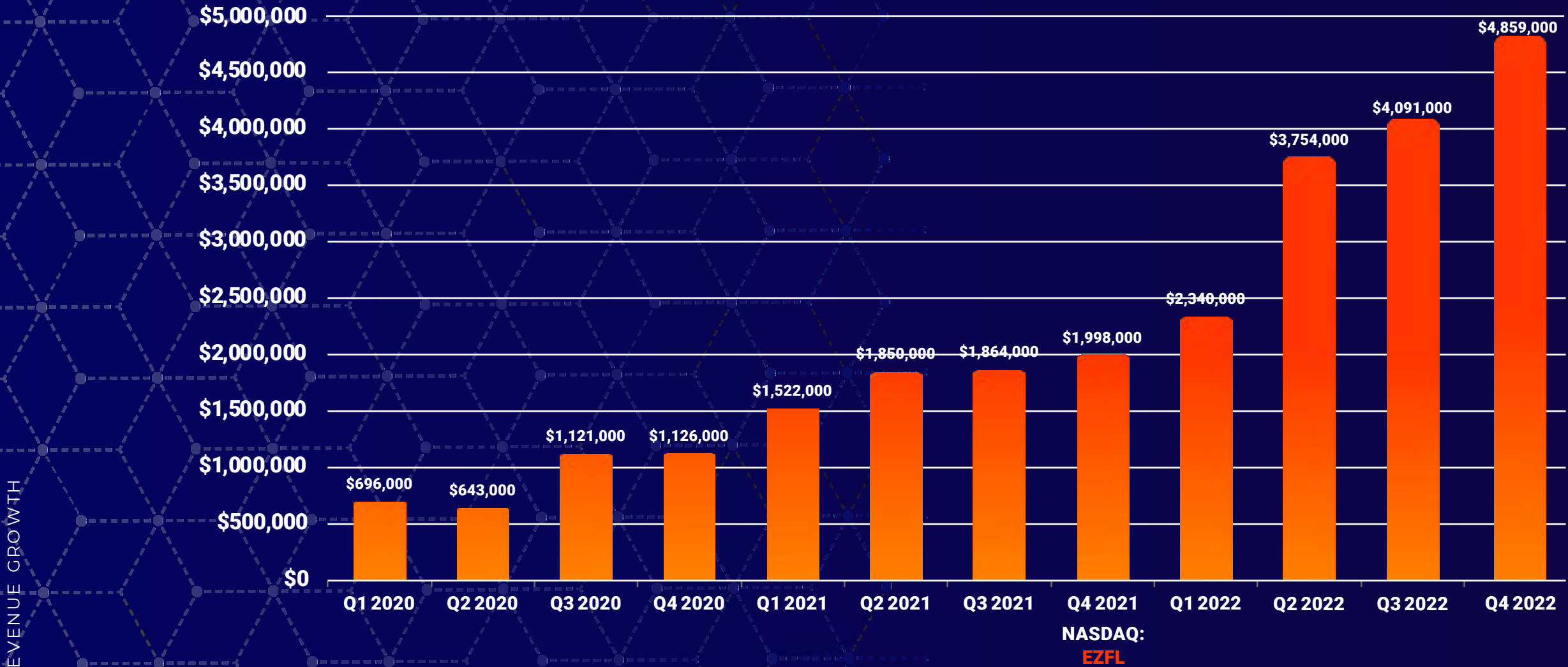


TRACTION TODAY

REVENUE GROWTH

REVENUE TREND

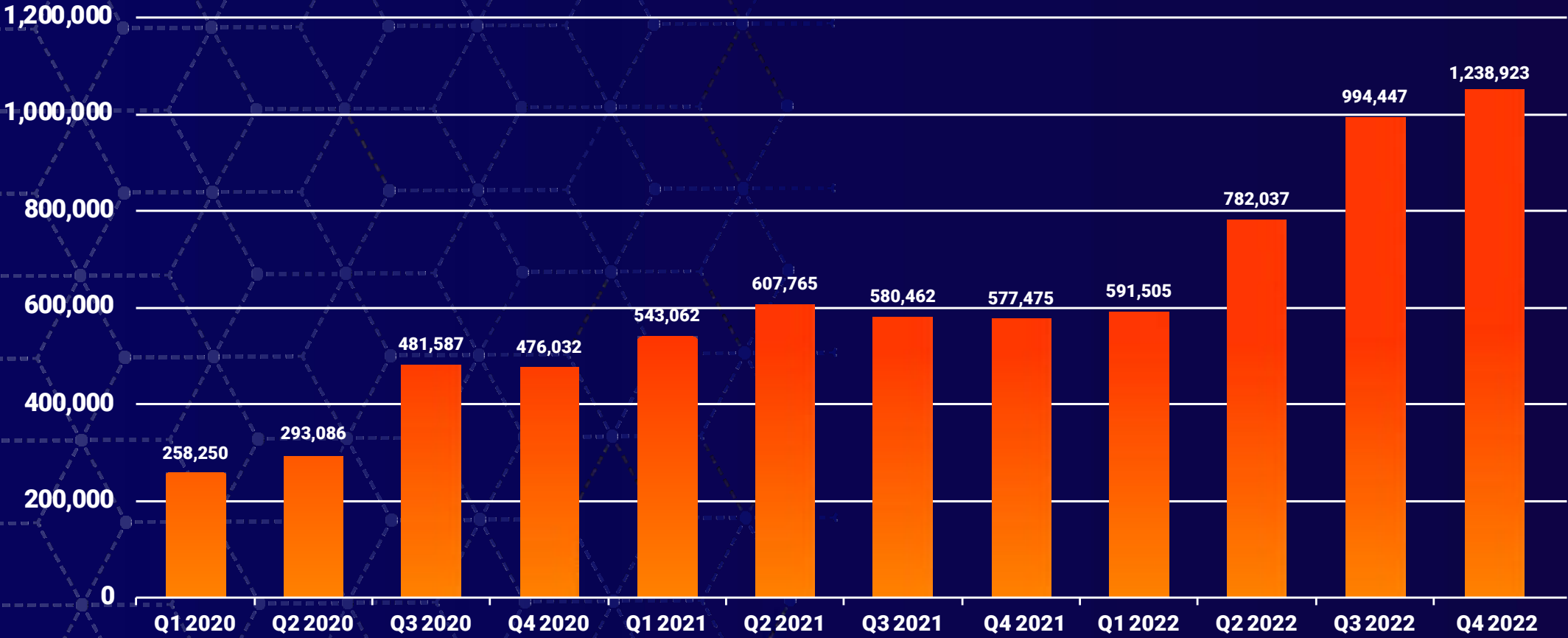
REVENUE BY QUARTER



NASDAQ:
EZFL

GALLON GROWTH

GALLONS BY QUARTER



NASDAQ:
EZFL

REVENUE GROWTH



EZFILL GROWTH IN 2022



NEVER PUMP GAS AGAIN

	2021	2022
REVENUE	\$7.2M	\$15.0M
GALLONS DELIVERED	2.3M	3.6M
FUEL MARGIN PER GALLON	\$0.37	\$0.45
NEW FLEET ACCOUNTS ADDED	14	100 +
NUMBER OF TRUCKS IN FLEET	13	40
NUMBER OF LOCATIONS	1	5

SIGNIFICANT MARKET OPPORTUNITY

“DESPITE THE EVOLUTION OF EV’S, INTERNAL COMBUSTION ENGINE (ICE) VEHICLES ARE GOING TO STAY ON THE ROAD”

Scott Keogh, VW CEO at NADA Las Vegas.

COMMERCIAL



Avg. Vehicle Commutes

23K MILES/YR

Justice of Statistics, 2019

Number of U.S. registered vehicles

121M

CONSUMER



Avg. Vehicle Commutes

12K MILES/YR

Justice of Statistics, 2019

Number of U.S. registered vehicles

276M

GAS AND DIESEL IN 2022

94%
OF VEHICLES

Kellybluebook 12/2022

135B

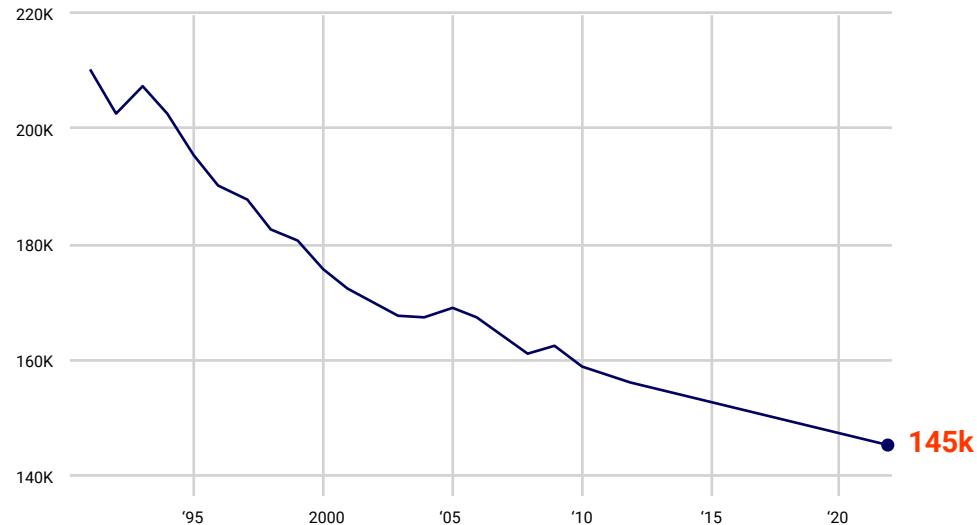
GALLONS/YR

U.S. MOTOR FUEL CONSUMPTION

Energy Info Administration, 2022

Number of gas stations

1991 to 2022



Data: National Petroleum News, NACS; Chart: Axios Visuals

GAS STATIONS' LONG DECLINE

SIGNIFICANT MARKET OPPORTUNITY

NEVER PUMP GAS AGAIN

TARGET CUSTOMERS



COMMERCIAL

COMMERCIAL – Largest % of Revenue. Fleet accounts can sign up with our customer success team and set up a recurring delivery schedule that reliably meets their business needs. Pricing and historical data accessible on customized fleet portal.



CONSUMER

CONSUMERS can download our easy-to-use app and schedule a fuel delivery. Price of fuel is comparable to local market prices and may include an added convenience fee.



SPECIALTY

SPECIALTY segments such as marine, construction, agriculture, among others, provide an opportunity to add additional revenue utilizing the same equipment and resources.



**DIVERSIFIED
CUSTOMER BASE**



**INCREASE ROUTE
EFFICIENCY**



**TRUCK CAPACITY
UTILIZATION**



NEVER PUMP GAS AGAIN

COMMERCIAL

WE FUEL FLEETS WHENEVER IT'S CONVENIENT FOR THEIR BUSINESS



SERVICE BENEFITS

- Increase route capacity
- Reduce driver down time
- Reduce impact on vehicle costs
- Lower emissions through centralized fueling
- Eliminate unauthorized use of fuel cards



CORPORATE CLIENT PROFILE

- Multinational online retailer
- Essential services
- Large online grocer
- Delivery companies
- Rental car companies
- Government agencies



GROWTH INITIATIVES

- Increased sales team
- Launched marketing campaign
- Added 100+ fleet clients in 2022
- Leverage existing fleet customers to enter new markets

COMMERCIAL

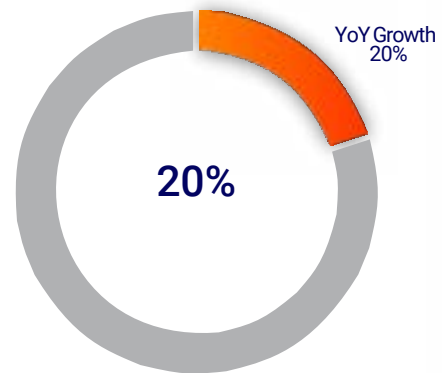


CONSUMER ON-DEMAND OPPORTUNITY

TO INNOVATE A **\$500 BILLION** RETAIL GAS INDUSTRY



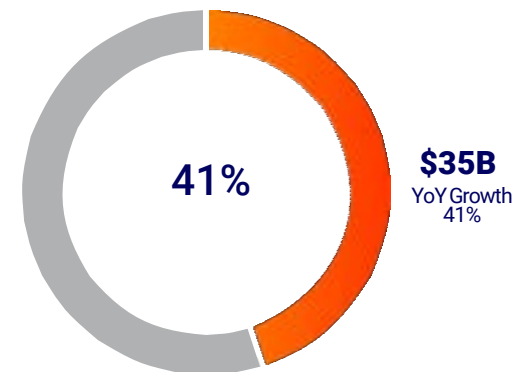
FOOD DELIVERY



\$899B
Annual Revenue



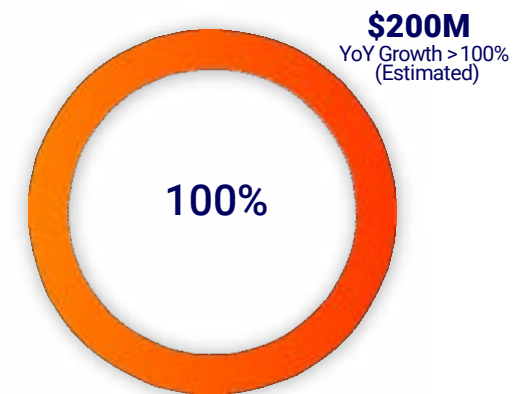
GROCERY SALES



\$1.4T
Annual Revenue



MOBILE FUEL



\$500B
Annual Revenue

CONSUMER

GAS STATION THAT COMES TO YOU... AT THE CLICK OF AN APP

GAS AT HOME



- Single Family Homes
- Condominiums
- Subdivisions

GAS AT WORK



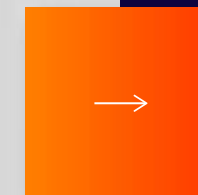
- Corporate Campuses
- Office Buildings
- Jobsites

GROWTH INITIATIVES



- Recently launched brand marketing awareness campaign
- Enhanced on-demand tech platform
- New partnerships with large corporations to enroll employees
- Increasing fleet capacity to meet demand

EzFill clients providing on-demand fueling option for employees:



CONSUMER



SPECIALTY MARKETS

SPECIALTY MARKETS DELIVER A **COMPETITIVE EDGE**

Customized services for the needs of market- specific vehicles, crafts or machinery on-site



- ✓ MARINAS AND BOAT OWNERS
- ✓ CONSTRUCTION SITES
- ✓ HEAVY MACHINERY
- ✓ GENERATORS & RESERVE TANKS



REC 90

OFF-ROAD DIESEL

REGULAR GAS

ON-ROAD DIESEL

DIESEL EXHAUST FLUID



F1 Race in Miami



NEVER PUMP GAS AGAIN

**FUEL DELIVERY****POWERED BY
TECHNOLOGY**

A SIMPLE 4-STEP BUSINESS MODEL

1

ON-DEMAND AND RECURRING ORDERS

User friendly app allows customers to place on-demand and recurring fuel deliveries.

2

DIRECT SOURCING LEADS TO HIGHER MARGINS

Daily purchases, direct from the port or fuel depot, allows for discounted volume pricing.

3

LOGISTICS AND ROUTE OPTIMIZATION

Orders are scheduled for fast delivery within the specified time windows. Delivery routes are optimized.

4

PAYMENT PROCESSING & USER ANALYTICS

Convenient billing with multiple secure payment options. User purchase history and preferences enable retention.

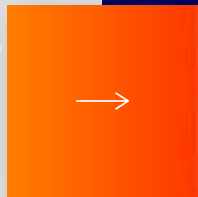
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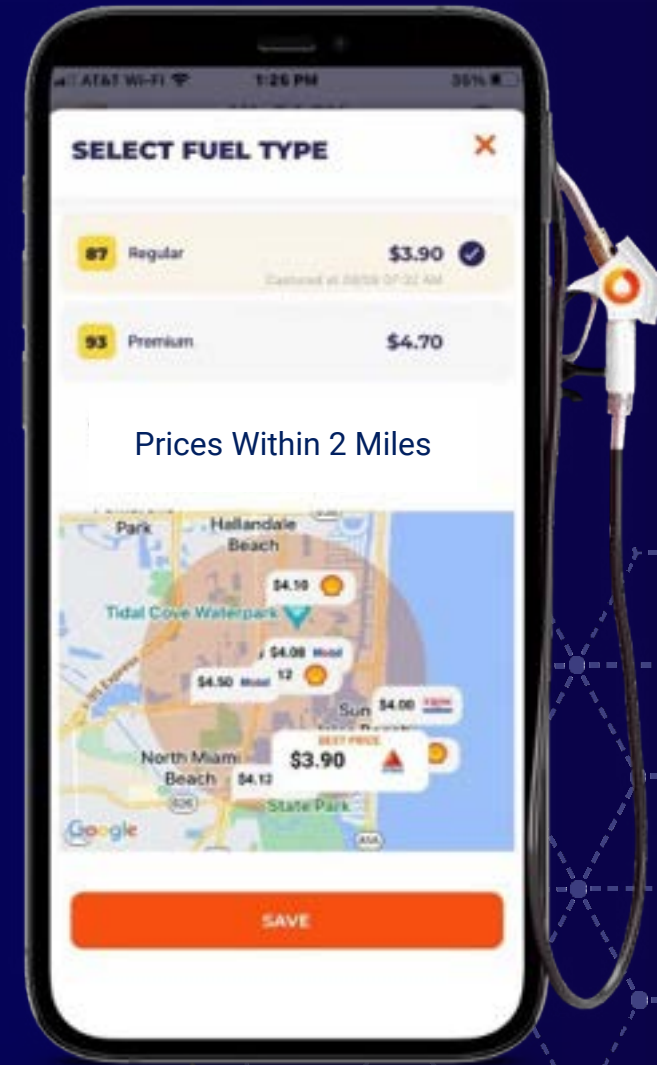
OUR PRICE

EZFILL'S TRANSPARENT PRICING FEATURE HELPS DEFINE A DAILY "CUSTOMIZED FUEL PRICE"

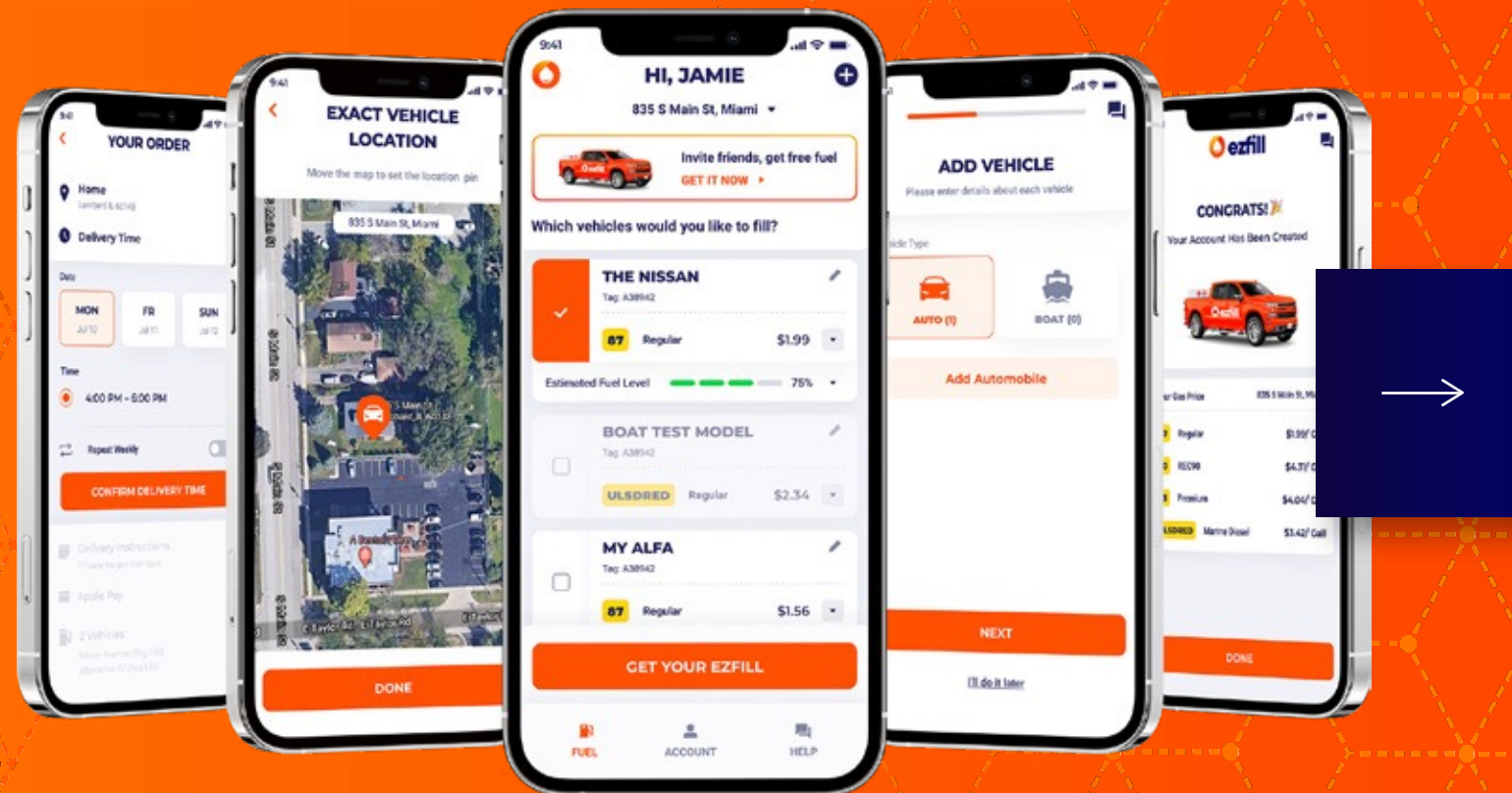
one that will be defined in real-time according to the market value around the customer.



Pricing based on data tracked by OPIS (Oil Price Information Service)



GROWTH STRATEGIES AND MARKET EXPANSION



TECHNOLOGY UPDATE

WE BELIEVE THAT TECHNOLOGY IS WHAT WILL SET US APART.



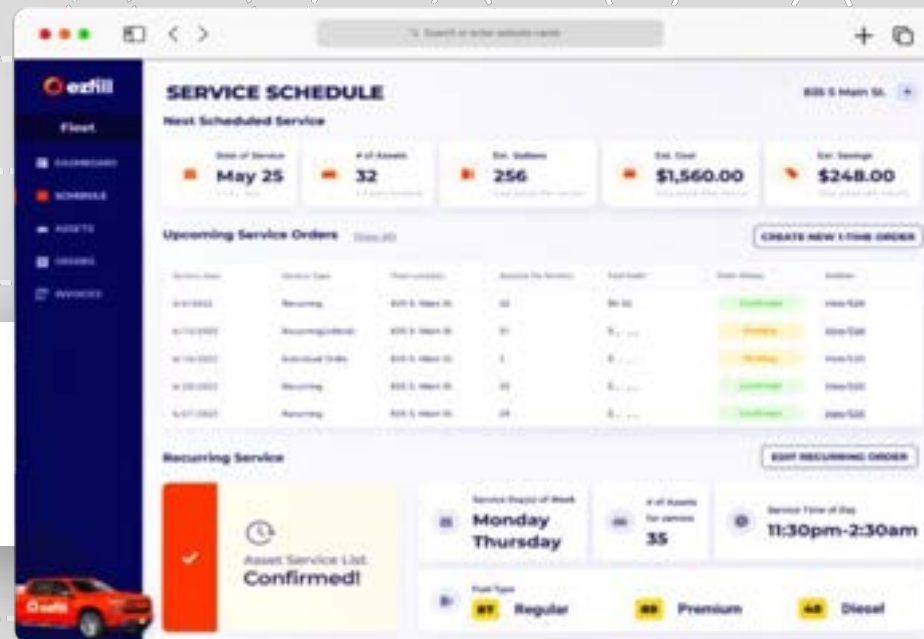
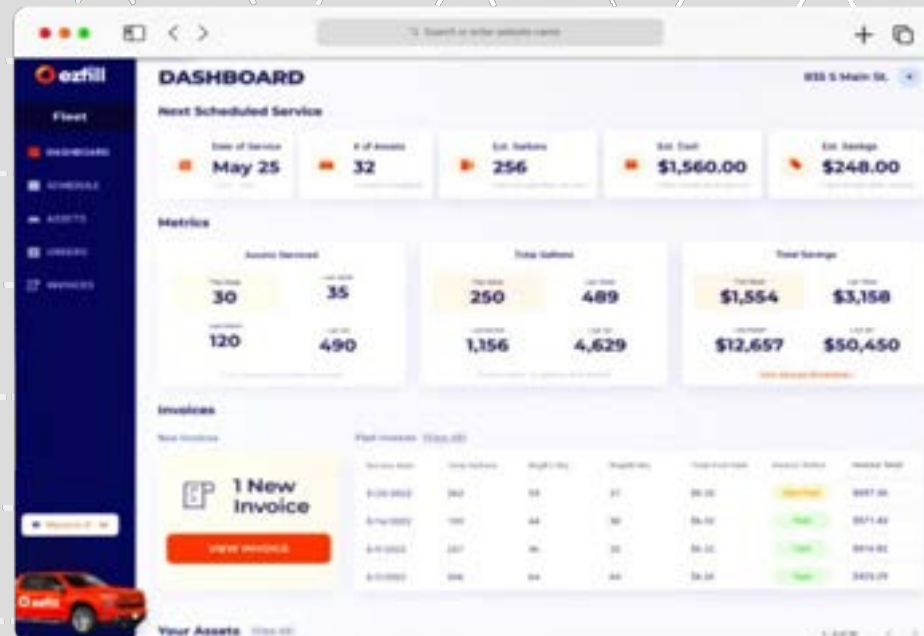
New customer dashboard was recently released to our fleet customers



Will allow fleet managers to efficiently schedule delivery dates and time, track fuel consumption and costs, as well as other analytics many have not had the ability to do in the past with fleet cards



EzFill plans to monetize the fleet portal once fully tested with fleet accounts



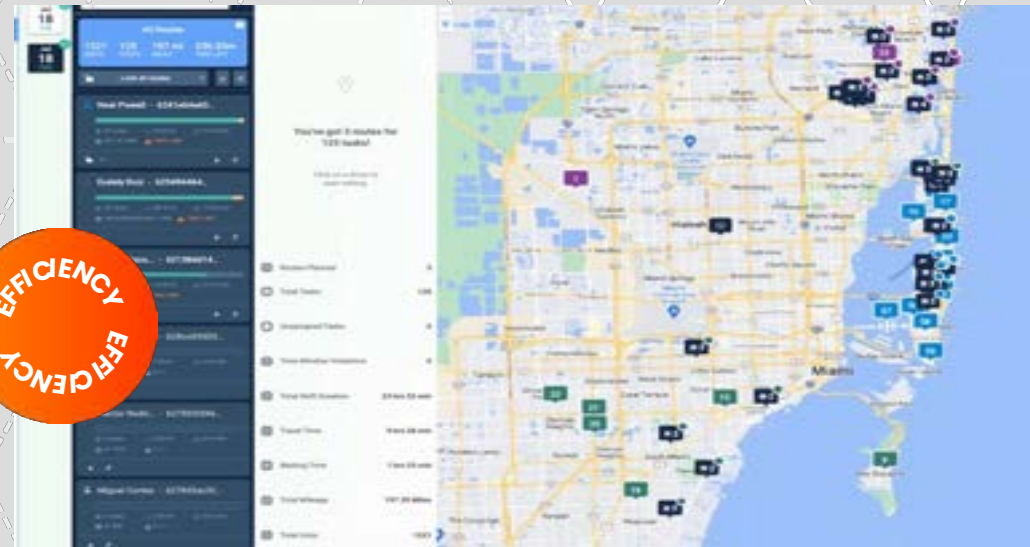
SMART ROUTE OPTIMIZATION

Operations increase efficiencies and minimized driver overtime with our very own newly developed smart routing system that is currently in beta.

- 1 Navigate expectancy on orders across all verticals 24/7
- 2 Ensure accuracy of gallons dispensed across all verticals 24/7
- 3 Maintain accuracy of drivers 24/7
- 4 Streamline projected goals for operational targets
- 5 Execute projected driver efficiencies 24/7

MACHINE LEARNING

- Track trends within all facets such as deliveries, driver efficacy and schedule adherence
- Tools set in place and the forecasts backed by machine learning algorithms
- Decision-making process becomes more streamlined and efficient





GROWTH STRATEGIES

2023 GROWTH PLAN

01 Continued growth in our home state of Florida with new revenue sources and improved margins

02 \$20 billion market just in Florida

03 Follow anchor customers, such as a national grocer, into new markets and build outwards

04 Find supplier and build out drivers and sales team in the new markets

TARGETING KEY U.S. MARKETS



We always have our eyes open for potential acquisitions or partnerships. **We are currently evaluating new revenue streams to expand the relationship with our customer**



EXPANDING BEYOND FUEL



POTENTIAL NEW REVENUE STREAMS



EZ CAR WASH



TIRE MAINTENANCE



WIPER REPLACEMENTS



EZ OIL CHANGE



EV-PILOT: EMERGENCY ROADSIDE ASSISTANCE



FLEET DASHBOARD WITH ROUTING AND TELEMATICS

APPENDIX





MANAGEMENT TEAM

AUTOMOTIVE, OPERATIONS, OIL & GAS AND FINANCE EXPERTISE



MICHAEL MCCONNELL | CEO

Michael is an executive with 32 years of experience in automotive sales finance for Nissan Motors Acceptance Corporation. Before retiring in 2017 as the VP of Operations and Commercial Credit, where he managed over 1,200 employees, Michael was the VP of Sales. Along the way, he chaired the Commercial Credit committee as well as the Pricing and Policy committee. Mike was also the company representative for regulatory and legal matters.



ARTHUR LEVINE | CFO

Arthur brings multinational experience at publicly traded and privately held companies with particular expertise leading startups and emerging growth companies through financings, strategic planning, the IPO process and beyond. After starting his career in a Big Four accounting firm, Arthur gained experience building finance teams, improving internal controls and processes, implementing ERP systems and evaluating complex GAAP, governance and SEC reporting issues. He is a graduate of the The Wharton School of the University of Pennsylvania. Arthur is a Certified Public Accountant.



EITAN FRIEDMAN

VICE PRESIDENT, DIGITAL AND BUSINESS DEVELOPMENT



YEHUDA LEVY

CO-FOUNDER & VICE PRESIDENT, OPERATIONS

BOARD OF DIRECTORS

CHAIRMAN (1)

ALLEN WEISS

Allen had a 39-year career at Disney. His last position was President of Worldwide Operations for Disney's \$10 Billion+/ 95,000 employee Walt Disney Parks and Resorts business. He was responsible for the company's theme parks and resorts including the Walt Disney World Resort, Disneyland Resort, and Disneyland Resort Paris, Disney Cruise Line, Disney Vacation Club, "Adventures by Disney", and the line-of-business responsibility for Hong Kong Disneyland Resort and Tokyo Disney Resort.

He was named "Most Influential Businessman in Central Florida" by the Orlando Business Journal in 2005 and has been designated as a distinguished alumnus by his alma mater, the University of Central Florida, and both UCF and the Rollins College Crummer Graduate School of Business have inducted Mr. Weiss into their Halls of Fame. As a former partner in Apollo Capital Management, Mr. Weiss was involved in company analyses to support potential acquisitions and management. Mr. Weiss had direct involvement in the acquisition of Chuck E. Cheese Entertainment in 2014 and currently serves on their Board of Directors. Mr. Weiss was also involved in the acquisition and negotiations for the sale of Great Wolf Resorts and became the Chairman of the Board of Directors for Great Wolf and later Executive Chairman. Mr. Weiss was also involved in the acquisition of Diamond Resorts International, which closed in Sept. 2016, and ClubCorp and currently serves on their Board of Directors.

EXECUTIVES (1)

MICHAEL MCCONNELL | CEO

OTHER DIRECTORS (5)

JACK LEVINE

Jack has been the President of Jack Levine, PA, a certified public accounting firm since 1984, advising corporations on financial and accounting matters and serving as an independent director on numerous boards. Mr. Levine is currently a director and chairman of the audit committee of SignPath Pharma, Inc., a development-stage biotechnology company, since 2010.

MARK LEV

Mark is the President of Fenway Sports Management (FSM) – a global sports marketing firm that, alongside the Boston Red Sox, Liverpool Football Club, Roush Fenway Racing and New England Sports Network (NESN), make up the Fenway Sports Group (FSG) portfolio of companies. In his capacity as President, Mr. Lev oversees all critical aspects of FSM's business and is ultimately responsible for the firm's growth, profitability and strategic direction. As one of its founding employees, Mr. Lev has played a key role in building FSM from a two-person agency into, what is today, a 35-person firm that serves as the entrepreneurial arm of FSG with revenues in excess of \$30M and with offices in Boston, New York City and Boca Raton, Florida

DANIEL ARBOUR

Daniel Arbour brings more than 16 years of experience building multi-disciplinary high performance work teams and working to ensure corporate and organizational deliverables are established, most recently as the Principal and Founder of Mountain Views Strategy, a high-level management consulting firm. Prior to this, and for more than 16 years, Daniel has held various management and sales positions at Shell Oil Company, including CEO of Shell TapUP, where he was responsible for the new line of business' creation in North America and abroad; becoming the largest digitally enabled mobile fueling start-up in this region focused on delivering growth through the energy transition. Previously, Daniel also held positions General Manager of Sales & Marketing in the US Southwest and Mid-Continent, as well as various operations, pricing, and logistics roles for Shell in the US and internationally.

CHERYL HANREHAN

Cheryl is the former Chief Operating Officer of EzFill Holdings from 2020 to 2022 and will remain as a Special Advisor on the Board. She was recruited by the company's founder to build EzFill's leadership team and strategic direction, overhaul operations and be part of the working group to bring the company to a successful IPO. She was also instrumental in developing the company's truck production and driver recruitment pipeline to facilitate expansion.

LUIS REYES

Luis has deep experience in both public service and private practice. His extensive public service in senior government positions includes service as a senior White House official and aide to the President of the United States; senior positions at the United States Department of Justice, including Deputy Associate Attorney General; Chief of Staff to the Associate Attorney General and as a chief legal counsel to the heads of both the Civil and Civil Rights Divisions. Mr. Reyes private practice provides strategic counsel to Fortune 100 companies regarding litigation with the United States Department of Justice; companies on various anti-trust matters; successful resolution of civil litigation in Federal court involving complex trademark and advising multinational organizations regarding compliance with a large range of regulatory matters including issues involving the FCPA, FATCA, OFAC, SOX, ITAR, the FAR and the Bank Secrecy Act (Anti-Money Laundering).



THANK YOU