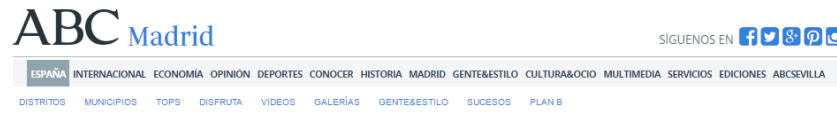




moti
www.motitworld.com

The Challenge to Modern Cities

The environmental and noise pollution caused by traffic are one of the main challenges affecting modern cities.



TITULARES DEL DÍA Las seis noticias que debes conocer hoy, viernes 27 de mayo

Madrid

El nuevo protocolo contra la contaminación del Ayuntamiento de Madrid entra hoy en vigor

» Entre las principales novedades, la nueva norma rebaja los umbrales de contaminación y deja un día entre el aviso de activación hasta la efectividad de las medias, para que los madrileños puedan buscar alternativas



Mayoral candidates call for tighter controls on London traffic pollution



temas del día Hacia el 26J Venezuela Hogar Social Madrid Ocupaciones Banc

Inicio / Sociedad

Los atascos diarios en las ciudades españolas son responsables del 10% del cambio climático

- 1 Los trayectos urbanos de personas emiten unos 30 millones de toneladas de CO₂ al año, casi la mitad de todo el sector del transporte
- 2 Derivar un tercio de los desplazamientos en coche hacia el transporte público sacaría 9 millones de automóviles y rebajaría las emisiones a la mitad, según un análisis de Greenpeace
- 3 Frenar los gases de efecto invernadero lleva aparejado contener la contaminación del aire por la que Europa tiene abiertos expedientes sancionadores a Madrid y Barcelona



WORLD | LATIN AMERICA

Mexico City Doubles Driving Ban as Pollution Persists

Authorities order two out of every five private vehicles off the road amid heavy smog



Paris car ban imposed after pollution hits high



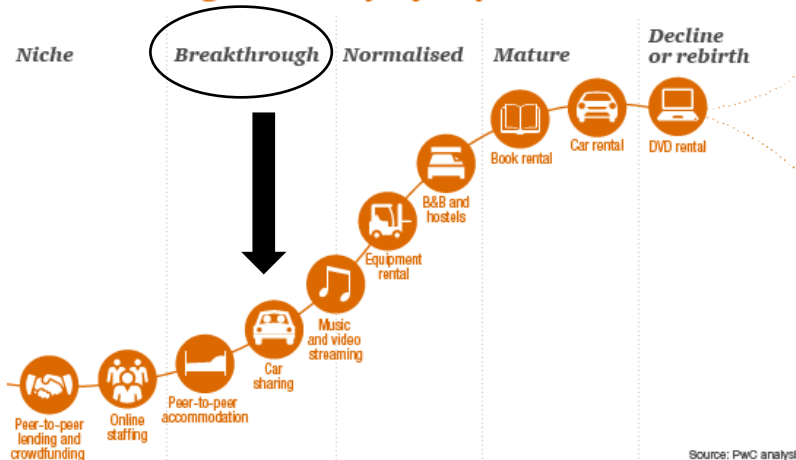
SALUD • 3,4 millones de muertes prematuras en todo el mundo

Alerta mundial por la contaminación en las ciudades de todo el planeta

The Opportunity: Sharing Economy

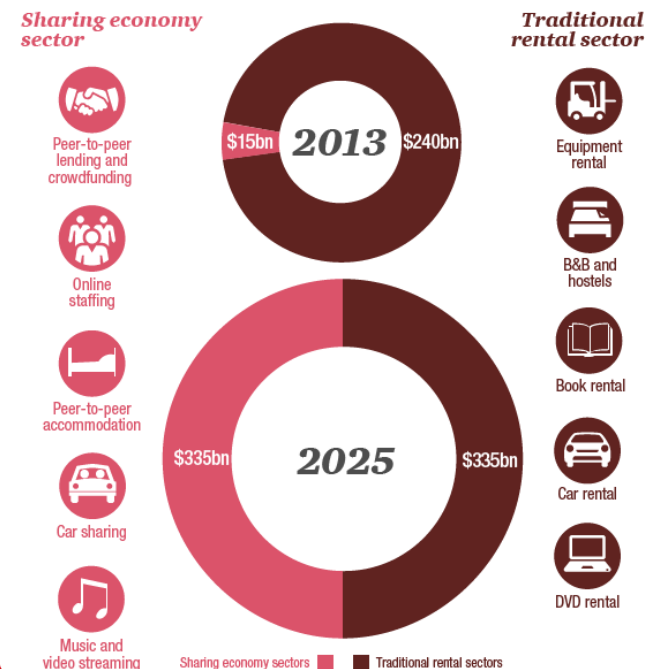
Sharing Economy, based on a progressive but rapid change in the behavioral paradigms of consumers, is transforming the competence map in several industries (appearance of new competitors and redistribution of the market). The mobility industry is leading this transformation.

The sharing economy life-cycle



S-curve based on industry reports, company revenue data and subject-matter expertise

Sharing economy sector and traditional rental sector projected revenue growth



The Opportunity: Vehicle Sharing

- Vehicle Sharing is revealing itself as a key factor in the development of the future cities because of its obvious advantages in the context of modern customer requirements.

- **Flexible:** *'whenever and wherever you want'*
- **Economic:** *"pay per use, no fix costs"*
- **Comprehensive:** *'a complement to the public transport'*

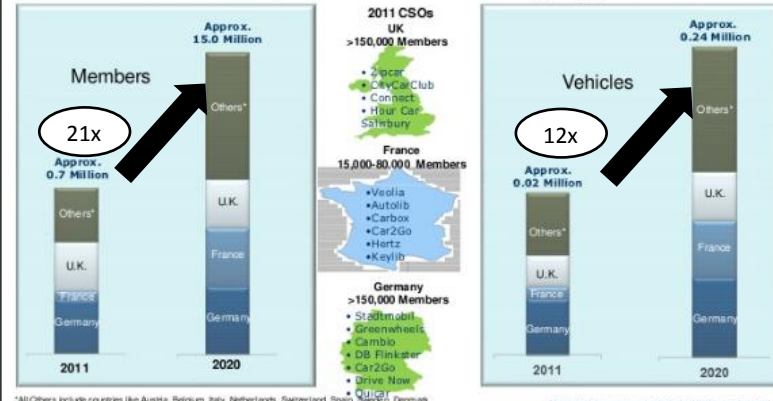
Carsharing Analysed In-depth as a Part of Global Mega Trends that will Impact Mobility in the Future



Overview of the European Market for Traditional Carsharing

Traditional carsharing in Europe is expected to reach nearly 15 million members and 0.24 million vehicles by 2020, according to Frost & Sullivan scenario

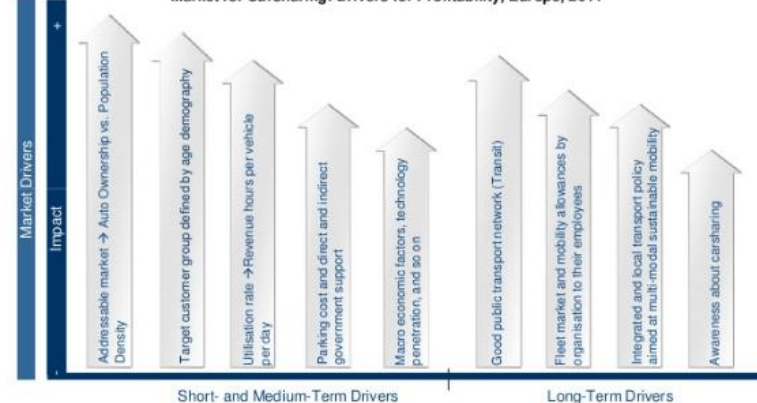
Market for Carsharing: Overview of Traditional Carsharing, Europe, 2011 and 2020



Drivers for Profitability - Traditional Carsharing

Addressable market with high utilisation rate and low parking cost is the key element for increased profitability of CSOs

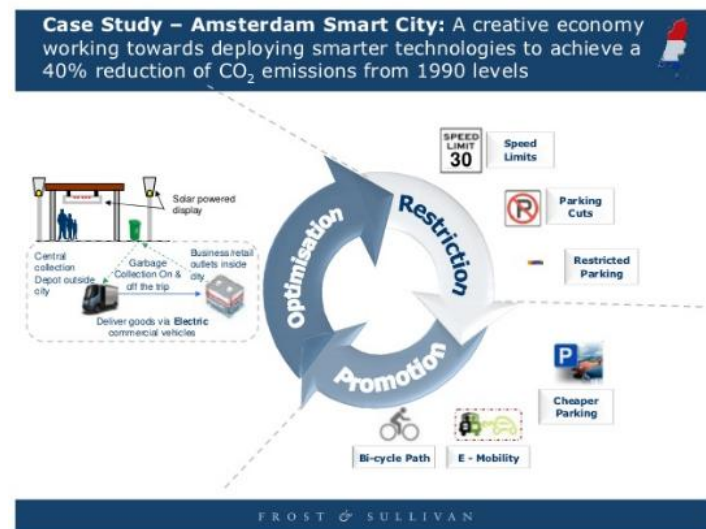
Market for Carsharing: Drivers for Profitability, Europe, 2011



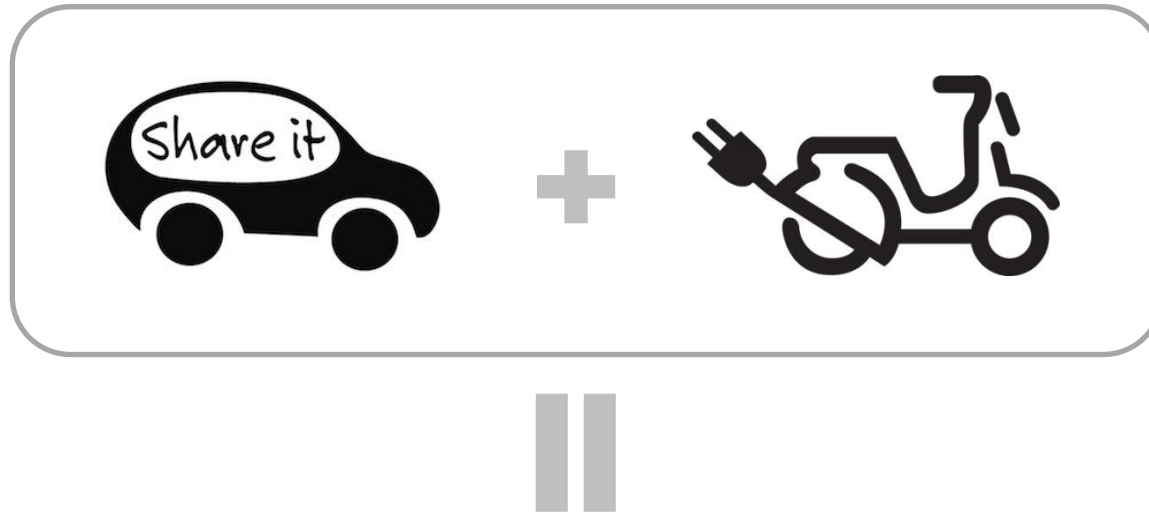
The Opportunity: Electric Motorbikes

The electric motorbikes are, in comparison with other vehicles, the perfect solution for the urban mobility.

- **No emissions**
- **Less space occupation** (driving and parking)
- Enough **range** for the daily use
- **Similar performance** to the traditional motorbikes in the urban environment
- Capable of ride **gradients and long distances**
- **Suitable** for all kind of trips and customers
- Low **maintenance** and high **efficiency**
- **Fast and simple** recharging process



The Perfect Solution: Electric Motorbike Sharing

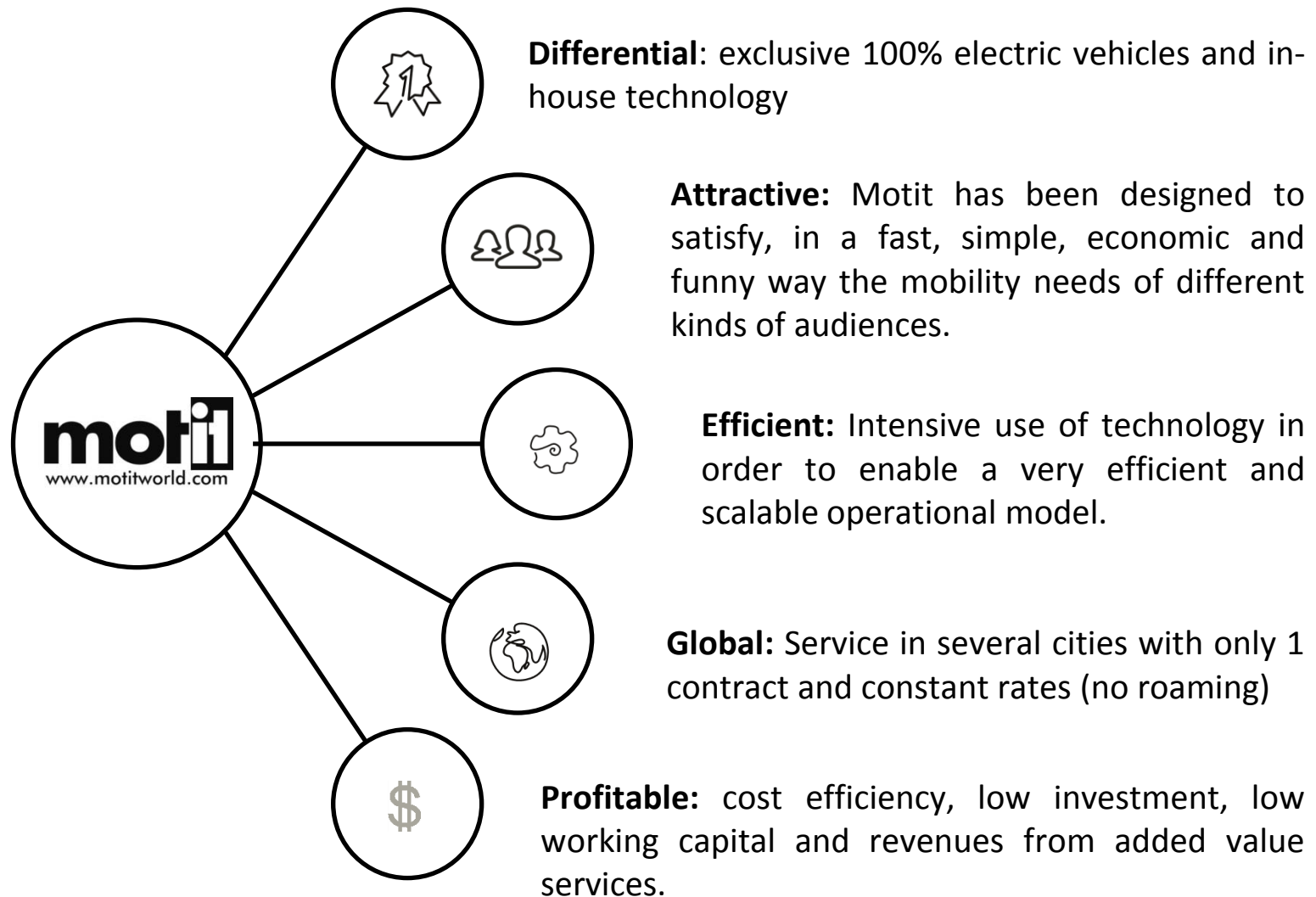


An Electric Motorbike sharing service (motosharing) is the perfect solution in order to noticeably reduce the number of private vehicles, making possible a sustainable, as well as efficient and attractive, urban mobility

Motit: Our Vision



In this context, Motit is the most ambitious initiative of motosharing which, as an alternative to the current urban mobility, will change the landscape of our cities.



How does it work?

- Once the destination reached, the customer parks the motorbike, switches it off and finishes the booking through the app.
- The customer only pays for the time used.
- The motorbike is left available for the next customer.



SIGN UP

- The potential customer downloads the app in the smartphone.
- The customer signs up through the app introducing personal data, driving license and bank card.



DROP OFF

- The customer activates the motorbike through the smartphone and drives freely around the city towards his destination.
- The motorbike has 2 courtesy helmets in the trunk.



BOOKING

- The customer requests a motorbike around him or in a location
- Motit offers motorbikes and customer select one of them



DRIVE



PICK UP

- The motorbike is parked where the previous customer had left it.
- The customer is guided by the app to the place where he will find the motorbike.

Motit is a new mobility experience for you and your city



Customer-oriented

- The most convenient motorbike
- Immediate sign-up and booking. No paperwork nor offices.
- 2 options: free trip or exclusive tours.
- Common rates for all the cities. No roaming.
- Transparency and service commitment



Efficient

- The best rates for each moment of the day.
- Minute packs to guarantee the best prices.
- The lowest franchise of the market.
- No managing costs.
- No signing up fees nor permanency.



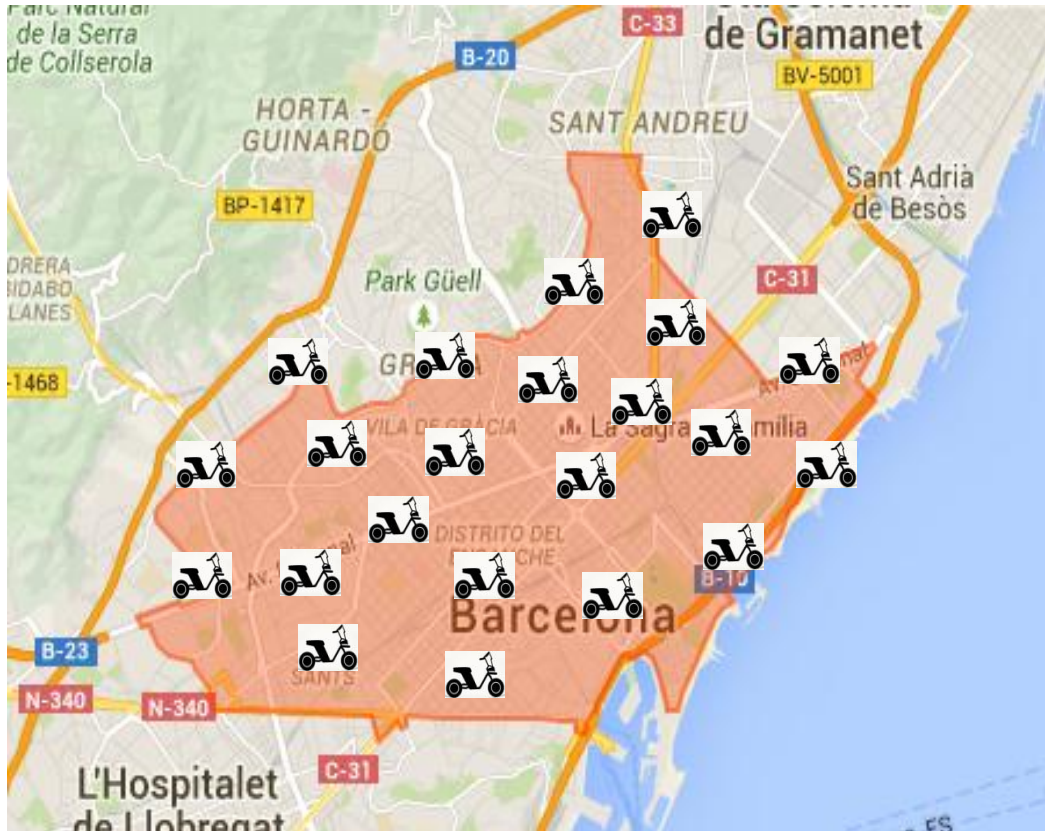
Sustainable

- 100% electric vehicles
- Local production and providers.
- Social initiative support.
- Equal opportunity and youth support.
- Compliance of the commercial obligations

Service Area



Motit defines, by software, a service area in each city according to the specifications of the city and the size of the fleet.



- Service area is where the motorbikes are picked up and returned by customers..
- Customer can for sure go out of the service area during the reservation
- If the customer parks and tries to finish the booking outside the area he will be informed about it and about the penalty fee that he could be charged .
- Service area can be easily modify according to the needs of the service and the available motorbikes.

No need for docking stations, no parking restrictions

Booking Options

Motit offers 2 booking options which can be chosen according to the needs of each customer and/or moment:



TRIPS

- Ask for a motorbike in a point of the city and use it freely.
- You can do the number of intermediate stops that you need in your trip.
- You will only pay for the minutes you have used the motorbike once the booking is over.



TOURS

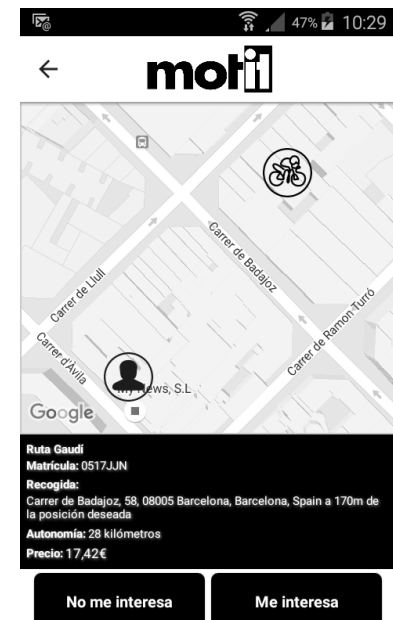
- Choose the tour option if you want to unveil the most emblematic spots and monuments of the city and the GPS navigator will guide you.
- The tour has a maximum duration that will allow you to visit every POIs.
- You will pay a fix price.

Booking Options: Tours

Motit offers an innovative and sustainable experience of tourism.

This booking option gives the operator a source of additional profitability:

- No incremental costs
- Fleet optimization: exploitation of low use time slot
- Less price sensitive and predisposed to innovation audience
- A growing touristic sector



Motit vs Car2Go & Bike Sharing: Customer vision(I)

Motit goes one step further in comparison to 2 successful business models that have appeared in the last years.

Then, from a customer point of view



Faster trips (no traffic jam) and no parking
Cheaper
Simpler (no keys, no parkings...)



No matter long distances or uphill.
Vehicle completely integrated in the traffic of the city



No need to have a motorbike driving license
Protected of unfavorable weather
More than 2 people and bulky luggage



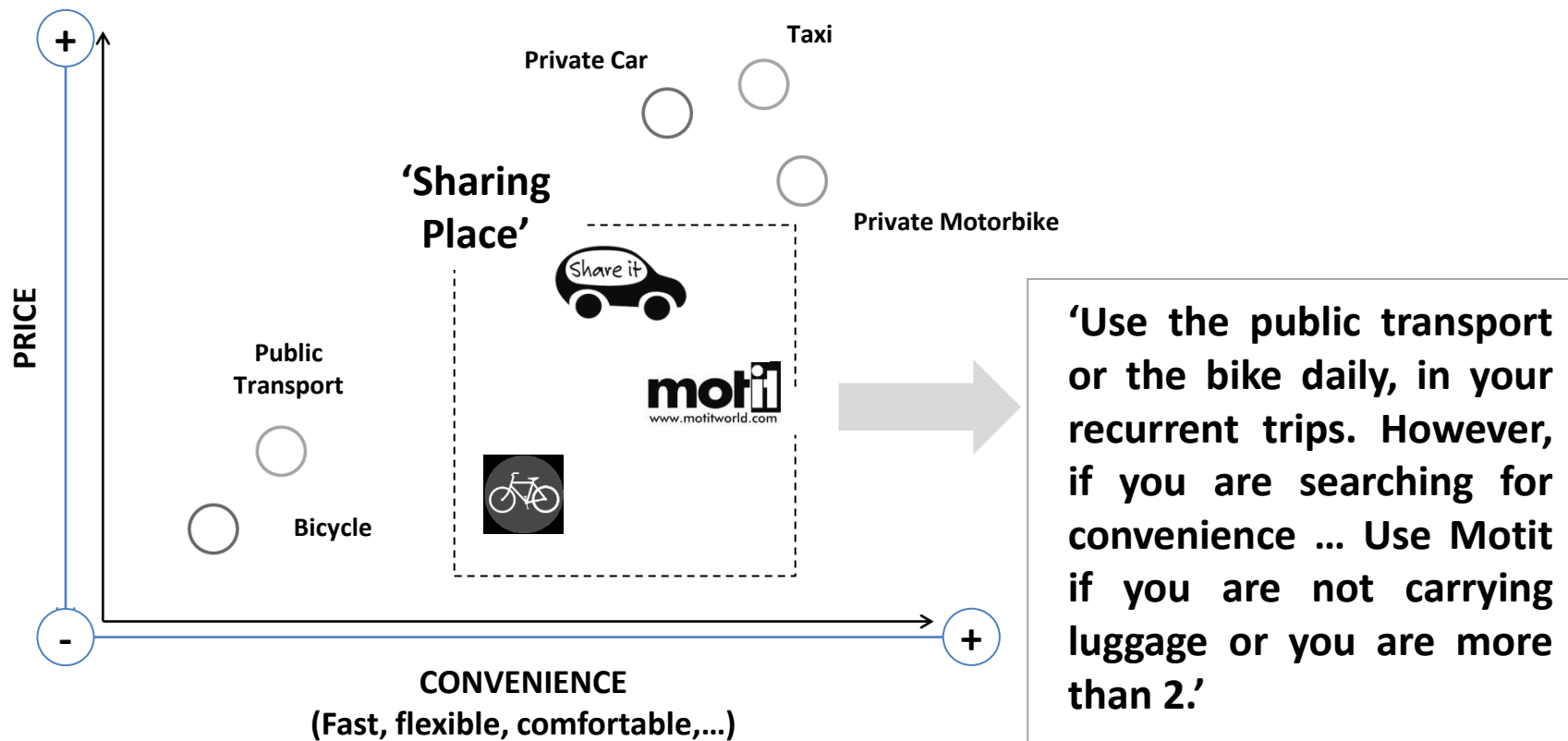
No need to have a motorbike driving license
Strongly subsidized price

If you know have a motorbike licence and you do not have unusual needs...

If you want to be punctual and to enjoy a quiet and effortless trip, and you are predisposed to pay a little bit more...

Motit vs Car & Bike Sharing: Customer vision (II)

The 3 sharing modalities complement and reinforce each other in order to offer, together with the public transport, an efficient alternative to the private/single transport.



Motit vs Car & Bike Sharing (II): Operator vision

Motit goes one step further in comparison to 2 successful business models that have appeared in the last years.

Then, from the operator point of view



A noticeably lower investment per vehicle

No payments for street occupation

A much more simpler and efficient operating management (maintenance, recharging...)



No need for docking infrastructure

No need for an expensive movement of fleet and maintenance

Better control of the fleet

No vandalism or antisocial behavior



Guaranteed public subsidies

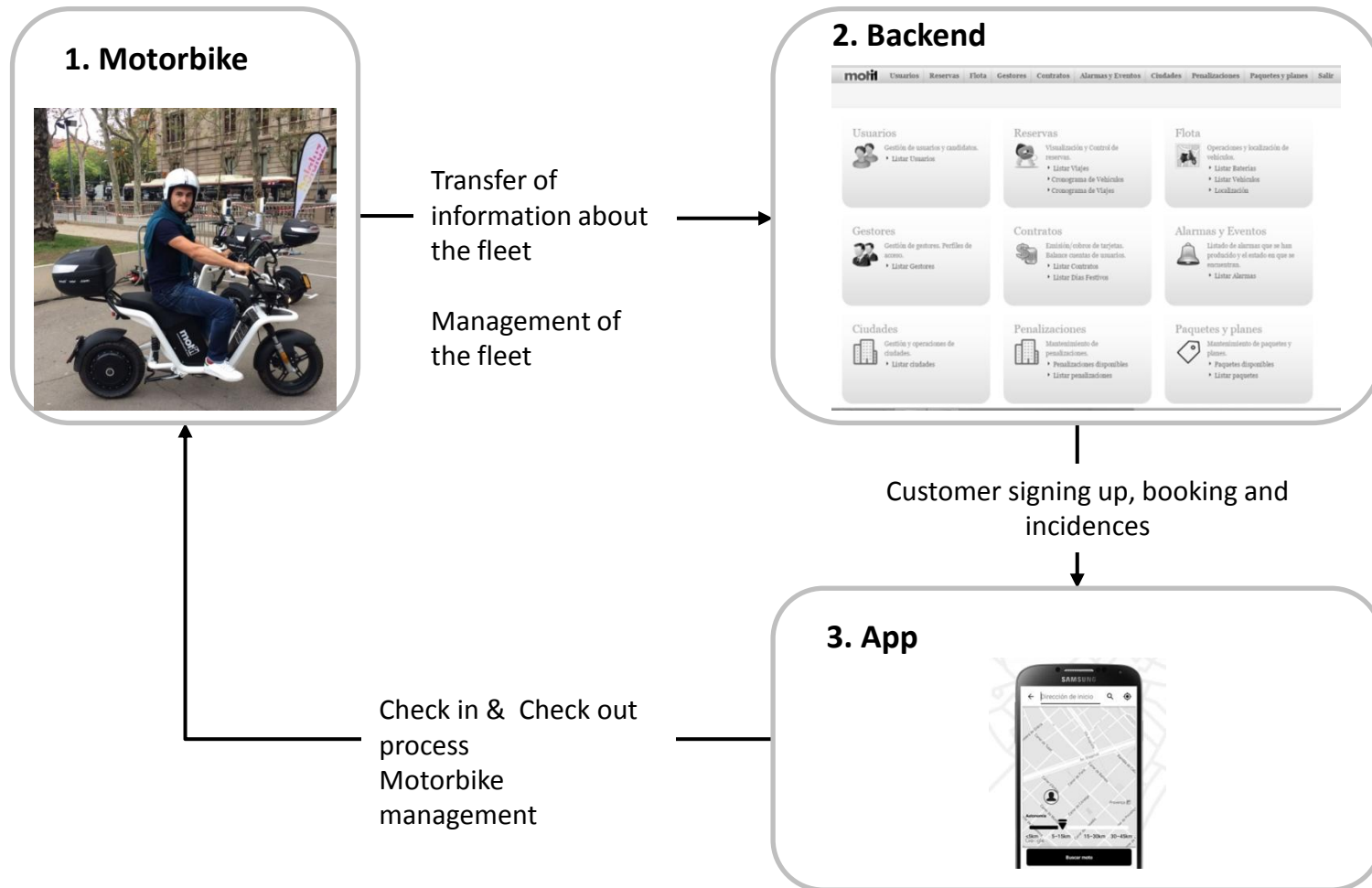
Motit is a more efficient and scalable business model

Motit is a simpler business model which does not required public support or authorizations

Technological solution



Motit has developed in-house the 3 key elements for a successful a sharing initiative.



Communication diagram

The 3 elements (motorbike, backend and smartphone) communicate with each other through stable and secure communication protocols.

1. Motorbike



Multitasking display to motorize up to 20 parameters of the vehicle

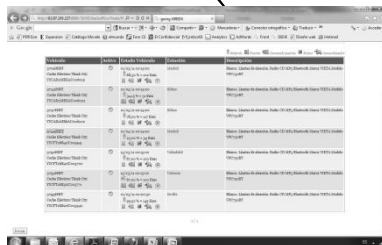
4G Communication, Bluetooth and WIFI incorporated in the vehicle.

EXCLUSIVE GALILEO POSITIONING SYSTEM

SSL Protocol
(Secure Sockets
Layer) of secure
communications



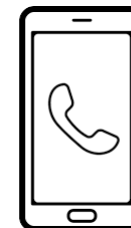
2. Backend



Electronic key that identifies the user
with an active booking



3. App



1. Motorbike



Our motorbike has been designed for an intensive use and secure, fun and suitable for all audiences.

- ✓ Exclusive design (high visibility)
- ✓ Up to 70 km/h / + 60 km of autonomy
- ✓ Manufactured under EU providers and regulations
- ✓ Top quality of safety components (brakes, shock absorbers...)
- ✓ Easy to drive in the urban traffic even for inexperienced users
- ✓ Removable battery (the motorbike is always available)
- ✓ No plastics (less damage in accidents, no aging)
- ✓ No maintenance
- ✓ Exclusive digital display

1. Motorbike: The best driver experience

SAFE

Brake discs assure a very direct response and sensational touch which increase safety in emergency situations.

The wide tires provide stability during driving.

Low weight (92,5 kgr + battery) and limited width limit injuries in case of accident.

Regenerative brake

MANAGEABLE

The CORE is extremely easy to handle due to it's height, weight distribution and driving position (height to the seat: 780 mm)

Ideal vehicle for non-experienced or "light/small" drivers

Reverse drive

COMFORTABLE

Wide handlebar makes driving easy and placid

Set-up of the motor assures the smoothest & and most progressive acceleration

Reduced width allows easy get on/off

High quality seat by SHAD means comfort for driver and passenger (no water, no slipping,

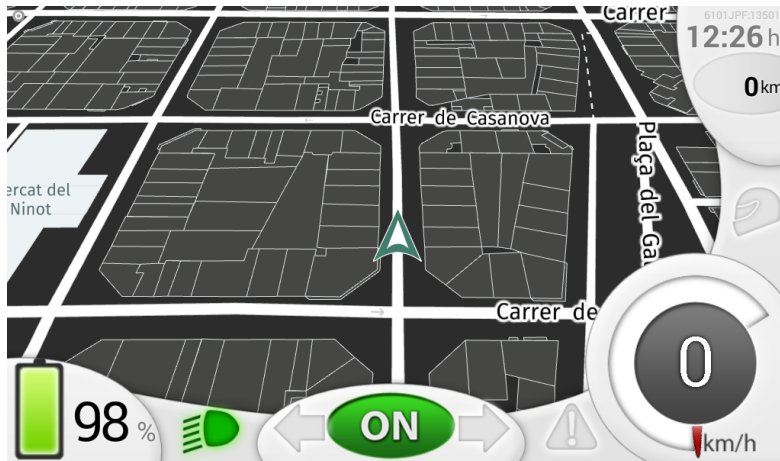


1. Motorbike : Multitasking digital display



Motit incorporates a unique digital display with exclusive technology.

- ✓ Android language
- ✓ 4G communication, WIFI and Bluetooth
- ✓ HERE navigation (Audi Group license)
- ✓ Reduced cost and high impact resistance
- ✓ Energy supply from the main battery
- ✓ Customized design of the information
- ✓ Integrated navigation
- ✓ Possibility of messages from the operator
- ✓ Remote updating
- ✓ Accident and theft inertial devices
- ✓ Possibility to incorporate other capabilities /features (i.e. acoustic and pollution detection)



No need for additional, external devices

2. Smartphone app

The Motit App allows the customer a complete, intuitive and agile management of personal data, bookings and the motorbike.

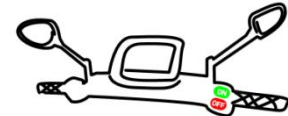


Management of personal data



Booking management

Motorbike activation



Helmet access

Incidence report



Navigation



3. Operations Backend

The proprietary backend has, besides its basic functions, exclusive capabilities that lead to a differential operating system.



Customers



Bookings



Fleet

Basic
functions

- Customer account management

- Tracking of bookings

- Management of vehicle data

Distinguishing capabilities
(examples)

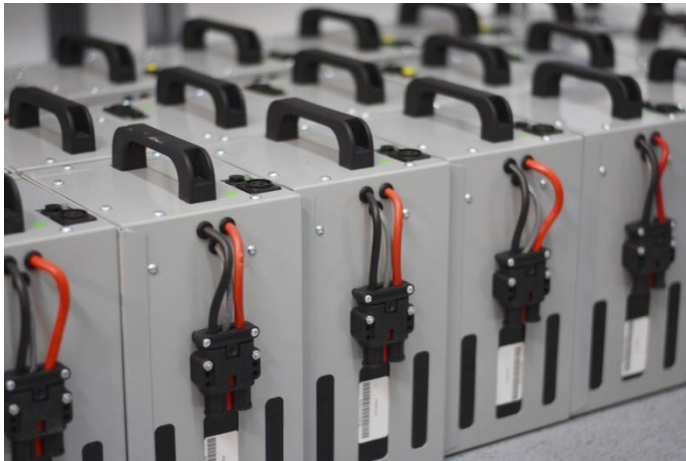
- Customers characterized by their driving license type.
- Customers categorized according to 16 typologies according to their behavior.
- Different status of customers
- Delivery of messages to the motorbike display during the booking
- Automatic managing of customers' penalty fees
- Automatic emailing

- Different options of bookings
- Minute packs as incentive
- Different options of promotions
- Different options of pricing
- Detection of several alarms during the booking/trip
- Tracking of the required autonomy vs real trip
- Tracking of the distance the customer has walked to reach the motorbike
- Tracking of the motorbike demand in terms of location and time.

- Management of maintenances (wheels...) and legal issues (insurance, MOT...)
- The vehicle is characterized according to its typology
- Periodic notifications of the status of the motorbike according to several parameters.
- Remote check in/out
- Tracking of the efficiency of the batteries
- 15 categories that identify the reason why the motorbike has been automatically retired from service

Motit's backend is a multi-city and multi-user system

Batteries and charging stations



- ✓ Easier, faster and safer plugging and unplugging
- ✓ Full electronic protection of batteries during charging
- ✓ Control of the charging status (LEDs)
- ✓ CANBUS connection
- ✓ Better preservation of the batteries (no batteries or chargers on the floor, no hits,...)
- ✓ Optimal charge of the batteries, thus extending their lifetime
- ✓ Charging time = 2 hours. This time can be adjusted according to the needs of the service.



Fleet maintenance model

The Motit Technical Service assures the availability of the fleet (365x24) through a maintenance automatic procedure that includes battery swapping



The spare batteries are charged in battery stations located in our facilities.

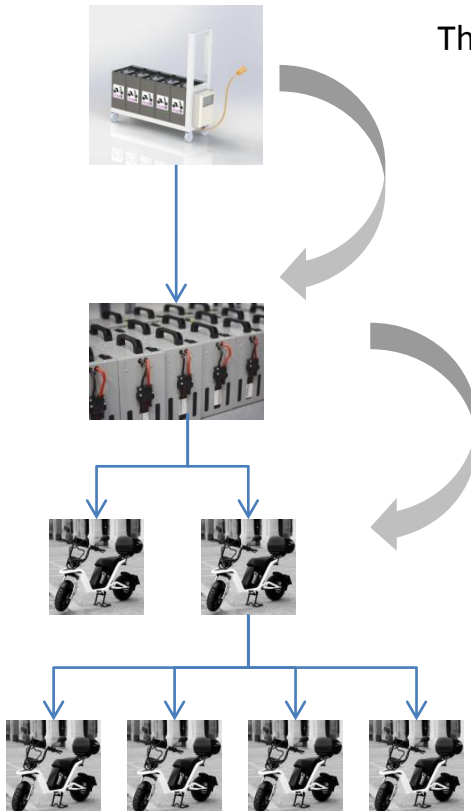
Through the Motit Backend the motorbikes that need a revision and/or a change of battery can be selected according to a previously arranged criteria that can be redefined whenever is needed.

The information is sent to the maintenance App of the technicians.

The spare batteries are loaded in cargo electric motorbikes that will be driven by the technicians

The technicians ride to each motorbike and use the maintenance App to check the vehicle, clean it, change its battery and activate the motorbike again.

The final result of the revision is processed by the maintenance app whichh retires the motorbike if necessary and schedules the next operation.



Motit partners with top providers in each sector. Thus, the best quality service is guaranteed as well as efficiency and security of the operations.



High security payment gateway.



Motorbike communication services



lineadirecta.com

Motorbike insurance that provides the highest coverage of the sector



High security hosting servers that guarantee the storage of the information

Efficiency and scalability (1/2)

Motit allows to operate a business model characterized by scalability and high cost efficiency.

Customer Service

The App is intuitive and intensive in customer support.

Minimum incidence ratio

Contact trough online channels is promoted.

Administration

Full automatic processes along the value-chain of the business

Information for decision-making

Easy management of traffic penalties, accidents and repairs

Low stock of spare parts

Fleet managing

Automatic processes

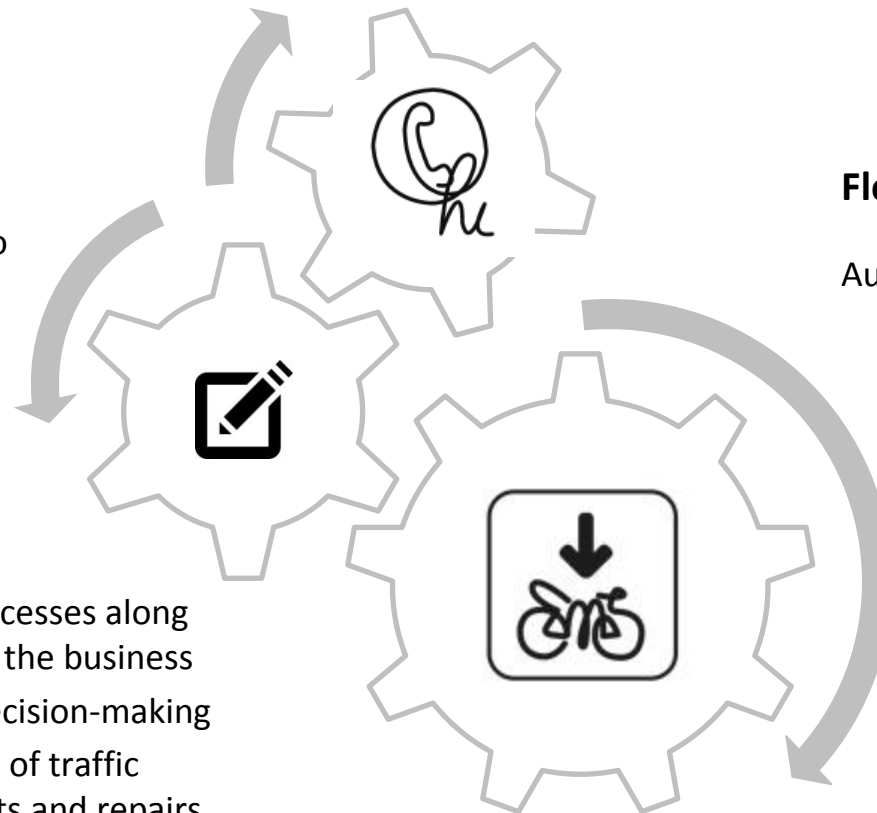
Remote control of the motorbike

Maintenance and battery swapping

Assignment and retirement of motorbikes from service

Full control of the motorbike status (more than 10 different alarms)

Monitoring of batteries



Motit assures the minimum cost of fleet operation

- ✓ Only tires and brake pads require scheduled maintenance
- ✓ Easy and fast cleaning. No water needed
- ✓ High durability (no plastics affected by scratches or sun)
- ✓ No transmission belt
- ✓ Easy and fast replacement of parts (lights, fenders,...)
- ✓ Low cost of minor parts (mirrors, lights,...)
- ✓ Easy access to all the components of the motorbike
- ✓ Simplicity of mechanic and cabling (basic training and capabilities of the technicians)
- ✓ Maximum quality of “use-affected” parts (buttons,...)
- ✓ Motorbike not available for private customers. No thefts of parts, batteries, ...

“Little more than a bicycle”



Corporate image/identity



Our motorbikes and technicians are the best showcase of our brand image and the values that we want to transmit.



Hishest Brand Impact



- ✓ Unique, minimalist and functional design. Easy to be recognized in urban traffic
- ✓ Young, fresh and tech image
- ✓ Personalization through corporate chassis



Sources of added value



The availability of thousands of customers and motorbikes allow Motit to explore new sources of income that go beyond the ones derived from the use of the motorbikes.

ILLUSTRATIVE
EXAMPLES

Thousands of motorbikes

- Motorbike sponsorship
- Supply of information in real time (pollution, noise, traffic jam...)



Thousands of drivers

- Commercial information shown in the display
- POIs during the tours
- Audioguides
- Cross-selling and partnerships
- Accesories sale

Expansion: Franchise Agreements

After successfully launching the service in the cities of Barcelona and Madrid, Motit has taken up positions to expand the service to other cities through franchise agreements with local partners.



Barcelona



Milan



Scooter Sharing: la Rivoluzione Ecologica di Motit



European Projects

Motit has been appointed as partner of multiple European projects related to sustainable mobility



mobility based on electric
connected vehicles in urban
and interurban smart,
clean environments



To sum up



- **Motit is:**
 - An initiative that takes position thanks to its distinguishing, structural and sustainable capacities, as a benchmark in the motorbike urban sharing, a high growing potential market.
 - An innovative concept that meets the real and growing needs of the modern societies and that is based on a solid and efficient business model.
 - A mobility solution strongly based in local, national and European institutions.
 - A scalable business model that can be easily implemented in a number of cities.
 - A business model that generates competitive advantages for the first mover and the global operator.
 - An efficient managing of the operating risks thanks to the technological investment and the experience acquired.
 - A talented human team that is highly motivated and that has distinguishing capacities and experience.



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