

HELBIZ

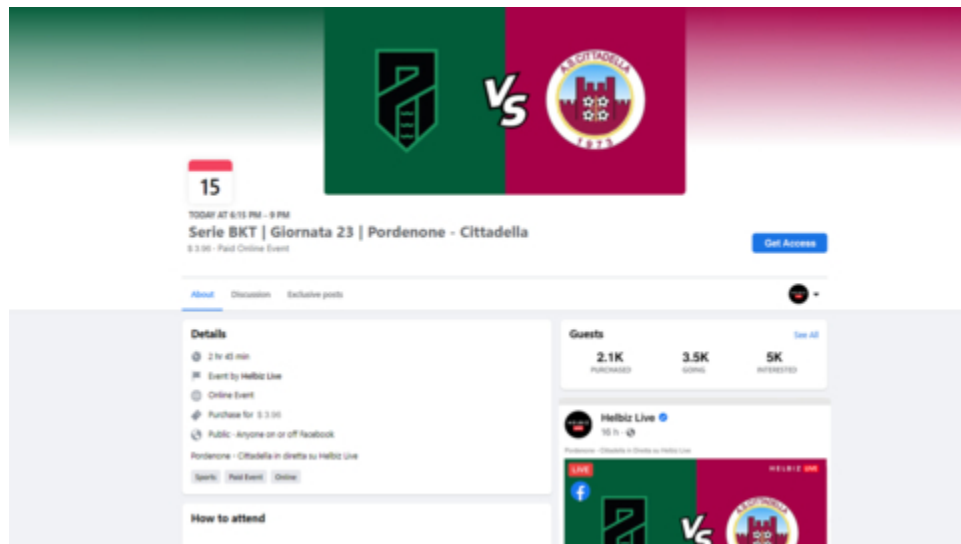
Helbiz Media Brings Serie B Matches Live on Facebook

February 16, 2022

For the first time, Serie BKT matches will be available as a Paid Online Event on the Helbiz Live Facebook page

NEW YORK--(BUSINESS WIRE)--Feb. 16, 2022-- Helbiz (NASDAQ: HLBZ), global leader in micro-mobility and the first in its sector to be listed on Nasdaq, today announced an agreement between **Helbiz Live** and **Facebook**, the social media platform owned by Meta, which will allow viewers to watch **Serie B Championship matches** through Facebook's Paid Online Events feature — a pay-per-game model that doesn't require a subscription. The new service will be available in the United States, Italy and Serbia.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220216005259/en/>



Helbiz Live — the OTT platform for streaming sports and entertainment managed by the media division of the Helbiz Group, Helbiz Media — continues its expansion path, offering this innovative service to Facebook's audience. Starting Saturday, February 19, Serie B matches can be live streamed on the [Helbiz Live Facebook channel](#), at a fixed cost of **\$3.96 per match**.

It's the first time ever that a premium sports property - such as the Serie B Championship - is offered in the Italian Market through the Facebook Paid Online Events service.

"Helbiz Live continues to grow its sports and entertainment content, providing users with streaming access at any time, in any place, and on any device. This collaboration with Facebook allows everyone to enjoy Serie B matches, without the commitment of a subscription, which

Helbiz Media brings Serie B Matches Live on Facebook (Photo: Business Wire)

could be a good option for customers at this stage of the Championship" said **Matteo Mammì, CEO of Helbiz Media**. "The Serie B championship represents a hotbed of talent and fans will now have the opportunity to catch their favorite team or tune in quickly to a trending game, at an affordable price."

Kike Levy, Sports Partnerships Lead, Southern Europe, Facebook, said: "As more of our sports partners look for innovative ways to reach fans and drive revenue, we're pleased to offer Paid Online Events as a ready-made solution for clubs, athletes and organisations alike. By hosting Serie B Championship matches on Facebook, fans across multiple countries will be able to follow their teams from wherever they choose to tune-in from. We're delighted to have Helbiz Media using the tool, and look forward to seeing more organizations do the same."

Paid Online Events were launched to allow Page owners to create an online event, set a price, promote the event, collect payment and host the event, all in one place. The tool allows businesses and creators to reach audiences beyond borders, and connect with fans and audiences by combining marketing, payment and live video. Facebook will not collect any fees for paid online events purchases until 2023.

About Helbiz

Helbiz is a global leader in micro-mobility services. Launched in 2015 and headquartered in New York City, the company offers a diverse fleet of vehicles including e-scooters, e-bicycles and e-mopeds all on one convenient, user-friendly platform with over 40 licenses in cities around the world. Helbiz utilizes a customized, proprietary fleet management technology, artificial intelligence and environmental mapping to optimize operations and business sustainability. Helbiz is expanding its urban lifestyle products and services to include live streaming services, food delivery, financial services and more, all accessible within its mobile app. For additional information, please visit www.helbiz.com.

Forward-Looking Statements

Certain statements made in this press release are "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "anticipate", "believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements reflect the current analysis of existing information and are subject to various risks and uncertainties. As a result, caution must be exercised in relying on forward-looking statements. Due to known and unknown risks, actual results may differ materially from the Company's expectations or projections. The following factors, among others, could cause actual results to differ materially from those described in these forward-looking statements: (i) the failure to meet projected development and production targets; (ii) changes in applicable laws or regulations; (iii) the effect of the COVID-19 pandemic on the Company and its current or intended markets; and (iv) other risks and uncertainties described herein, as well as those risks and uncertainties discussed from time to time in other reports and other public filings with the Securities and Exchange Commission (the "SEC") by the Company. Additional information concerning these and other factors that may impact the

Company's expectations and projections can be found in its periodic filings with the SEC, including its Annual Report on Form 10-K for the fiscal year ended December 31, 2020 and amended on May 21, 2021, the quarterly reports and Prospectus subsequently filed. The Company's SEC filings are available publicly on the SEC's website at www.sec.gov. Any forward-looking statement made by us in this press release is based only on information currently available to Helbiz and speaks only as of the date on which it is made. Helbiz undertakes no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise, except as required by law.

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