

An aerial photograph of a dense, lush green forest, viewed from directly above. The trees are packed closely together, creating a vibrant, textured canopy of various shades of green. The lighting is bright, highlighting the individual leaves and the overall density of the forest.

micromobility.com

A single platform for driving forward
shared mobility worldwide

March 2023

Disclaimer

Additional Information and Where to Find It:

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In this Investor Presentation, Micromobility.com relies on and refers to information and statistics in the sectors in which it competes. Micromobility.com obtained this information and statistics from third-party sources believed to be reliable, including reports by market research firms. Micromobility.com has supplemented this information where necessary with its own internal estimates, taking into account publicly available information about other industry participants and its management's best view as to information that is not publicly available. Micromobility.com has not independently verified the accuracy or completeness of any such third-party information.

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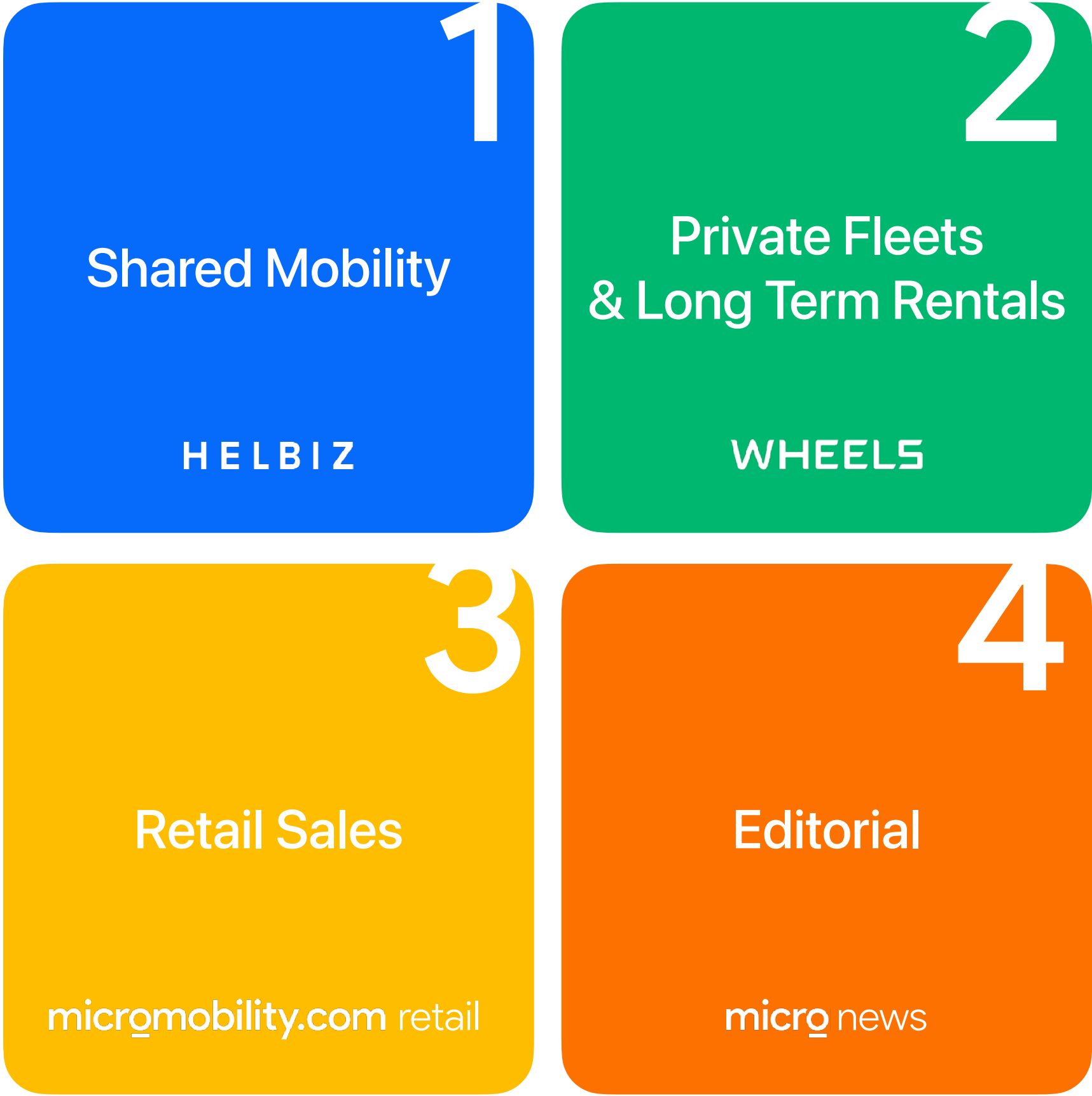
As the new mobility movement shifts from revolution to evolution, success will be defined by collaboration and consolidation across our industry worldwide.

To help achieve our collective ambitions micromobility.com is committed to creating a community of industry change makers on a mission to encourage cleaner and safer mobility choices and more healthy liveable cities.

4 pillars of micromobility.com

micromobility.com

The four core pillars



1 Shared Mobility

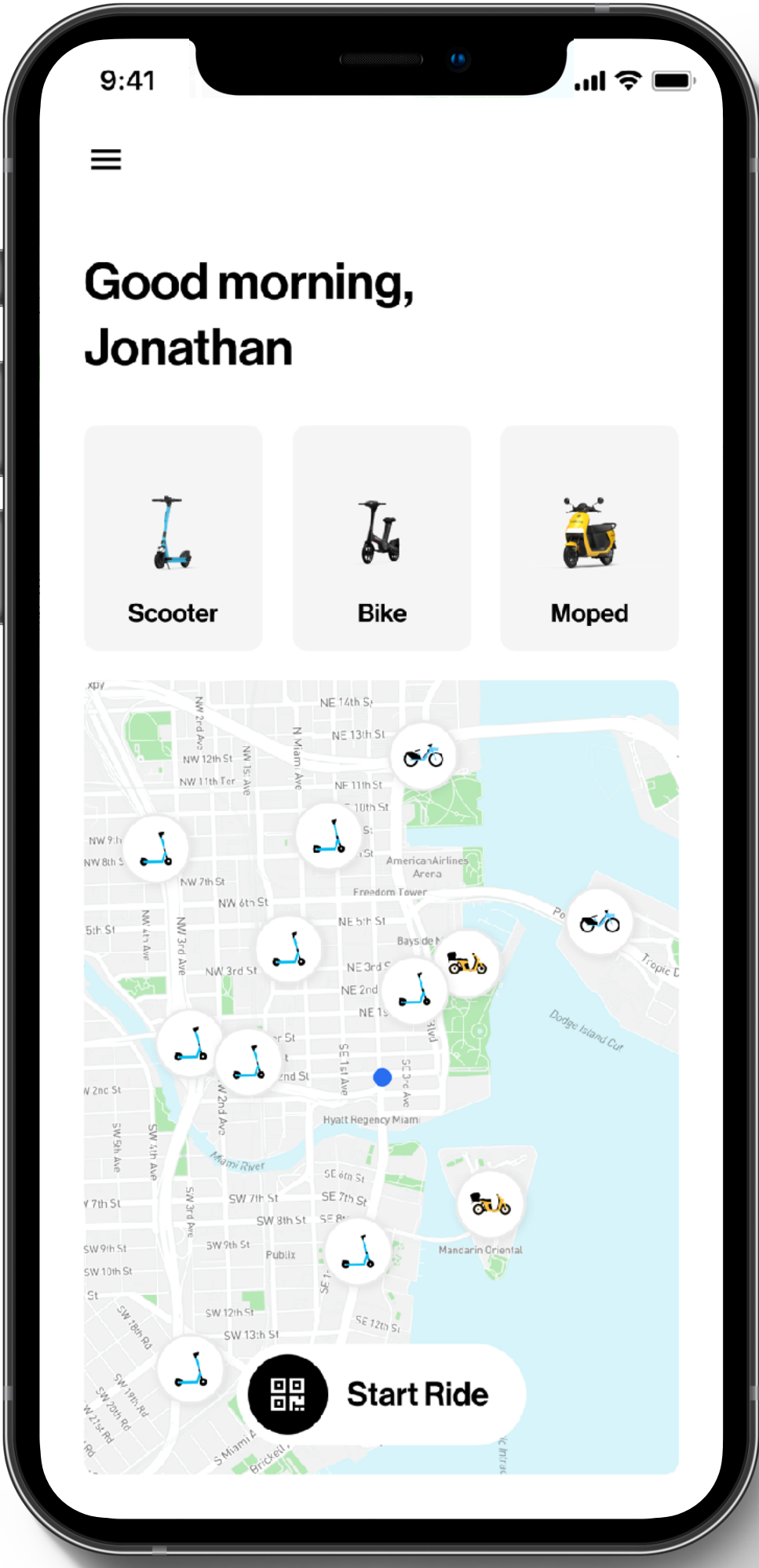
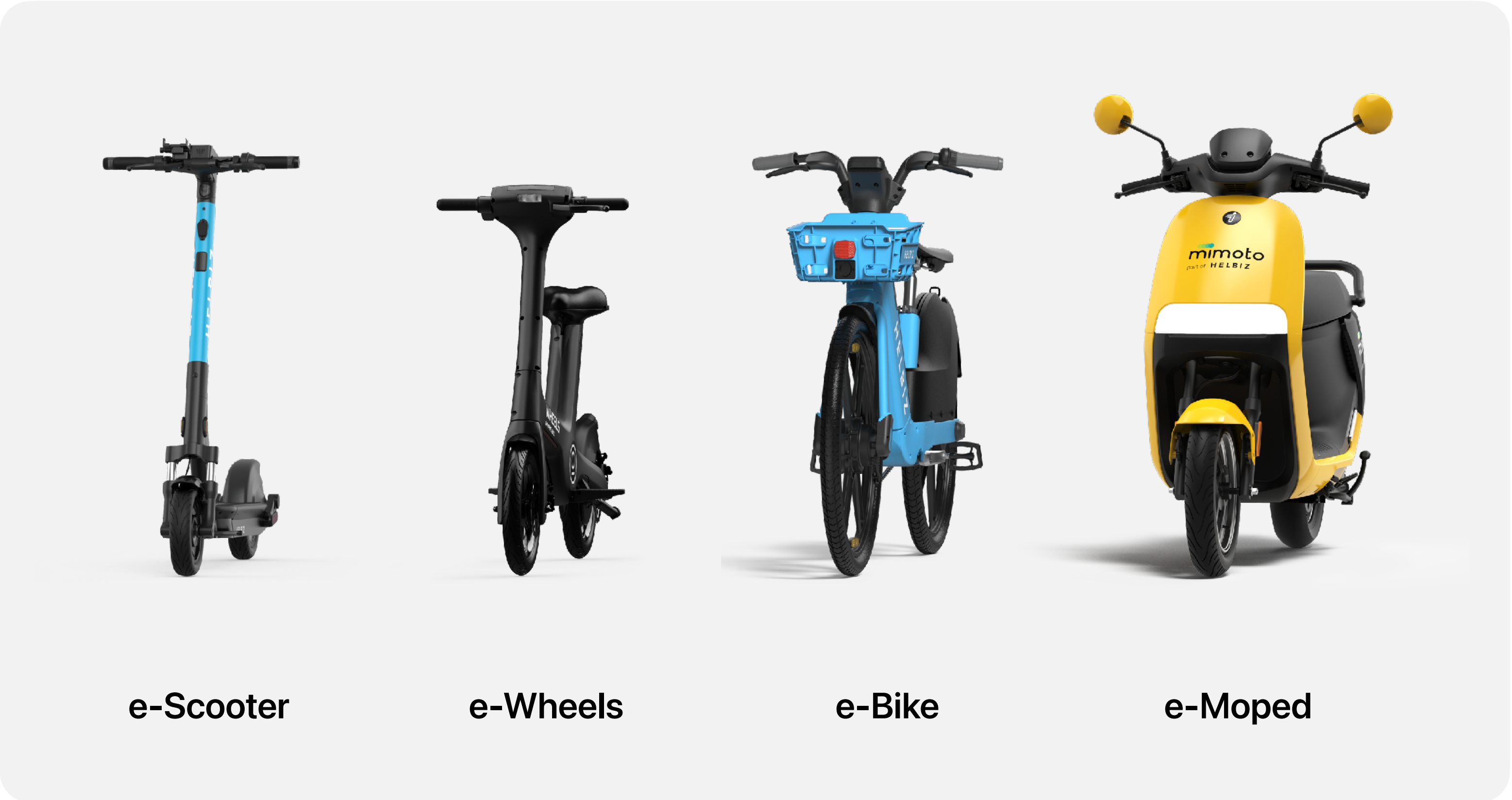
2 Private Fleets

3 Retail Sales

4 Editorial

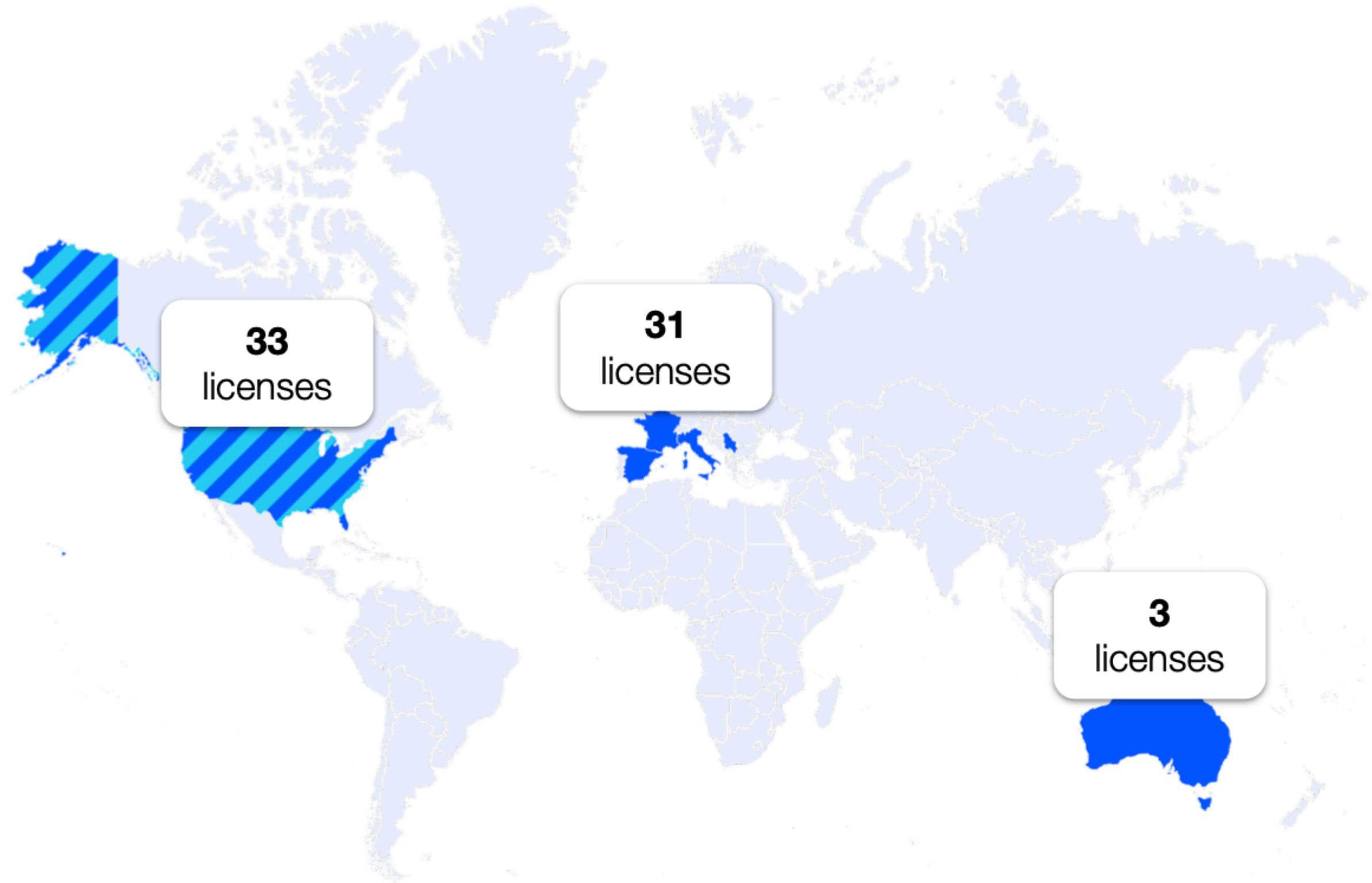
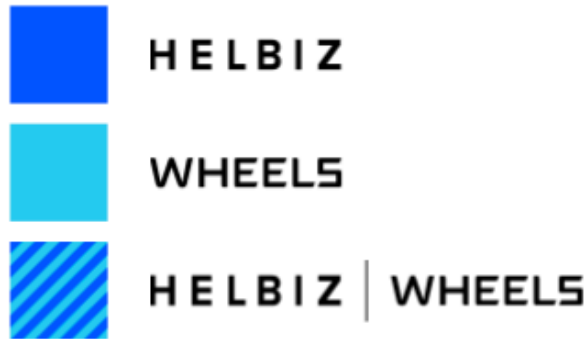
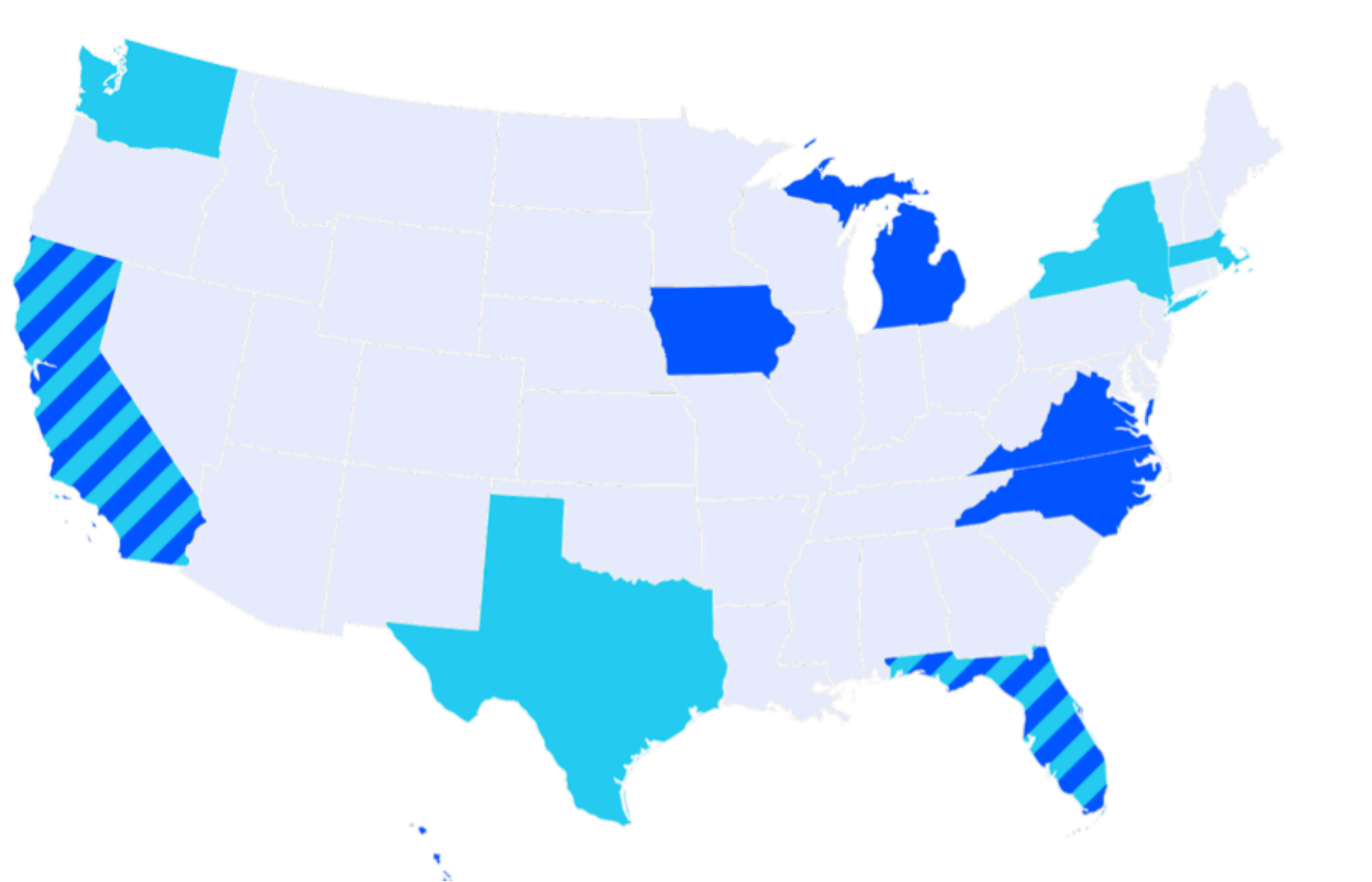
Shared short term rental fleets

Global shared micromobility through a vast array of vehicles, all in the same app



Shared Mobility, Global Coverage

World-wide coverage through over **20.000 electric vehicles** serving a network of around **15M users**



1 Shared Mobility

2 Private Fleets

3 Retail Sales

4 Editorial

Long Term Rentals

Personal smart intra-urban mobility month-to-month

Our long-term rental program is an option for individuals and businesses who need reliable transportation without the financial commitment of purchasing a vehicle.

Key benefits of our program:

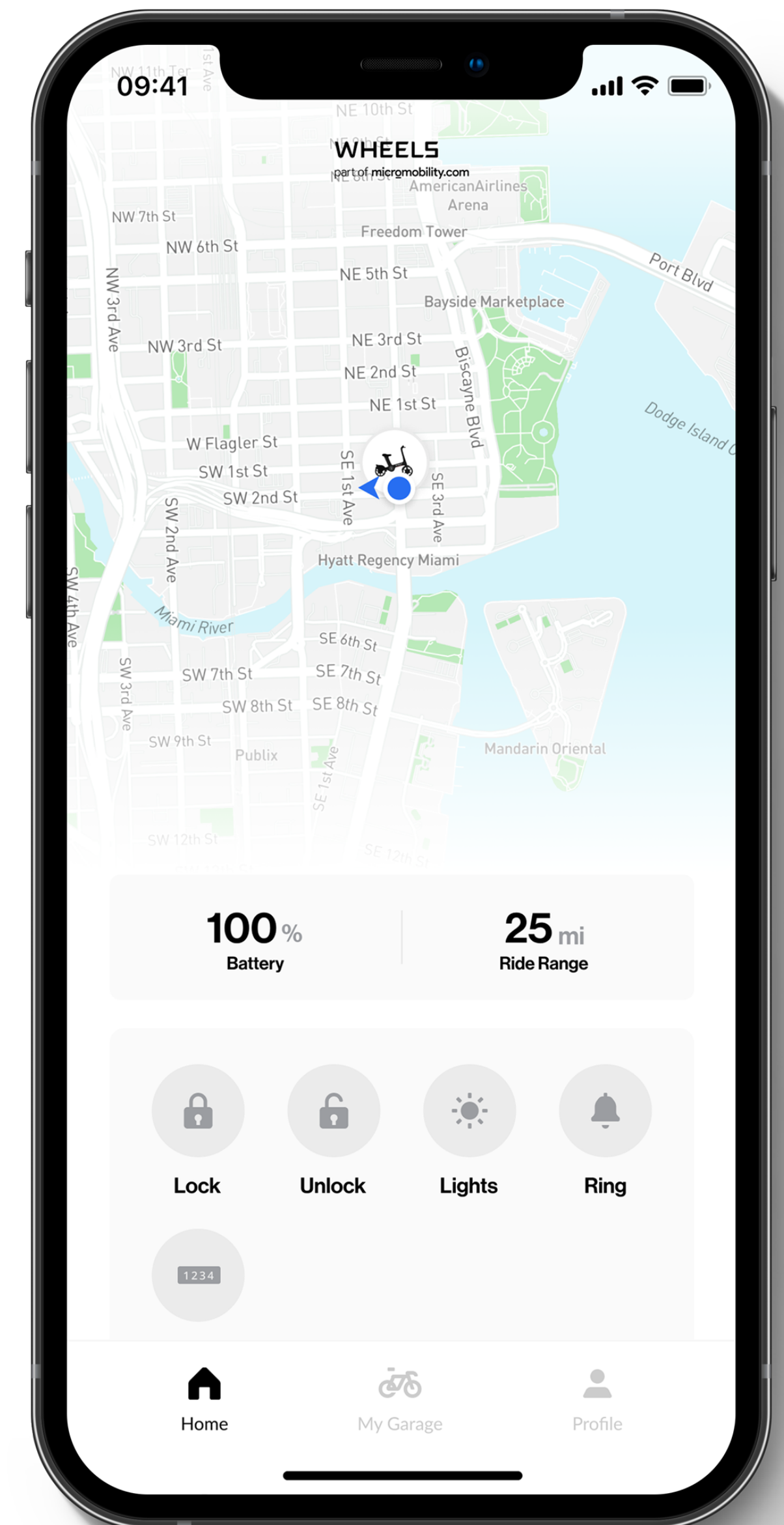
- Flexibility: Enable customers to rent month to month without long term commitments. The freedom of micromobility, paired with the reliability and comfort of a personal vehicle.
- Convenience: We handle maintenance and repairs, freeing up time and resources to focus on what really matters.
- Reduced Risk: Avoid upfront investments and potential unexpected repair costs with our new, efficient, and reliable vehicles.



Private MyWheels

\$129.99 / mo

- City permits not needed to operate
- Shared labor & warehouse cost with mobility & retail in existing operational cities
- Utilize retail locations to boost sales and retention through customer experience
- Dedicated app experience



B2B, Corporate & Campus Fleets

Custom programs built for various use cases chosen by leading corporations globally

University Campuses

Exclusive Micro-Mobility Partner of E&I Cooperative Services to expand Campus' operations in North America bypassing RFP processes with 5,800 member universities



Corporate Fleets

Dedicated access to fleets of e-vehicles to employees of medium & large corporations.

Google is paying for Helbiz Wheels commuter subscription plan for its employees.



Delivery Services

Dedicated, personalized fleets of electric vehicles to companies employing networks of drivers or with delivery needs.

Wheels is the only fully electric vehicle in Uber Eats vehicle marketplace.



1 Shared Mobility

2 Private Fleets

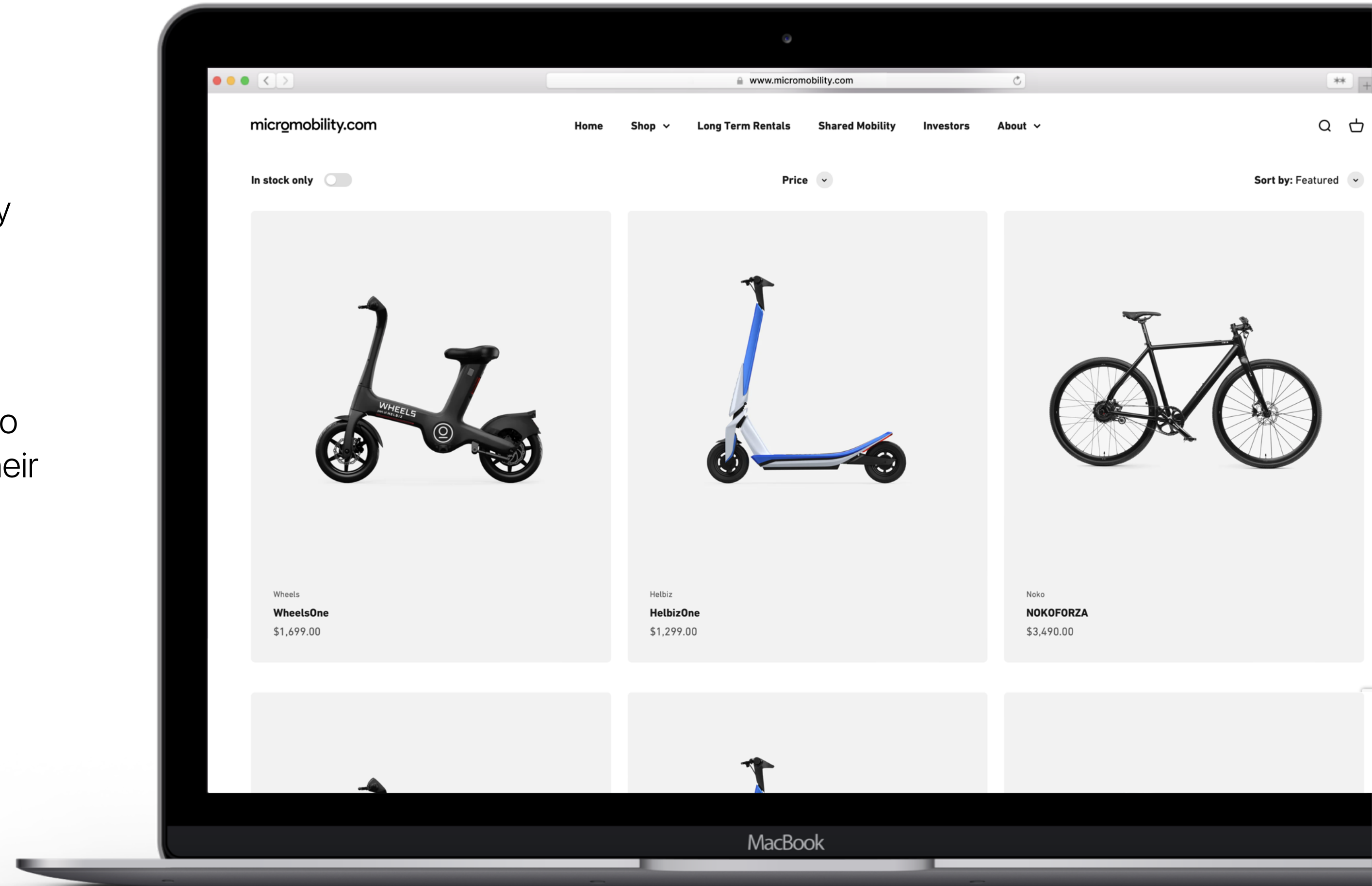
3 **Retail Sales**

4 Editorial

Retail sales & e-commerce

Establishing the first global personal micromobility hub

- Online hub offering a curated array of products from proprietary brands & top-tier industry partners to create the first global personal micromobility hub
- Carefully selected products supported by professional editorial reviews and interviews to respective management executives to allow customers to make informed choices and revolutionize their intra-urban commutes
- Fully electric and sustainable selection of products and accessories to drive the industry towards new environmentally friendly standards

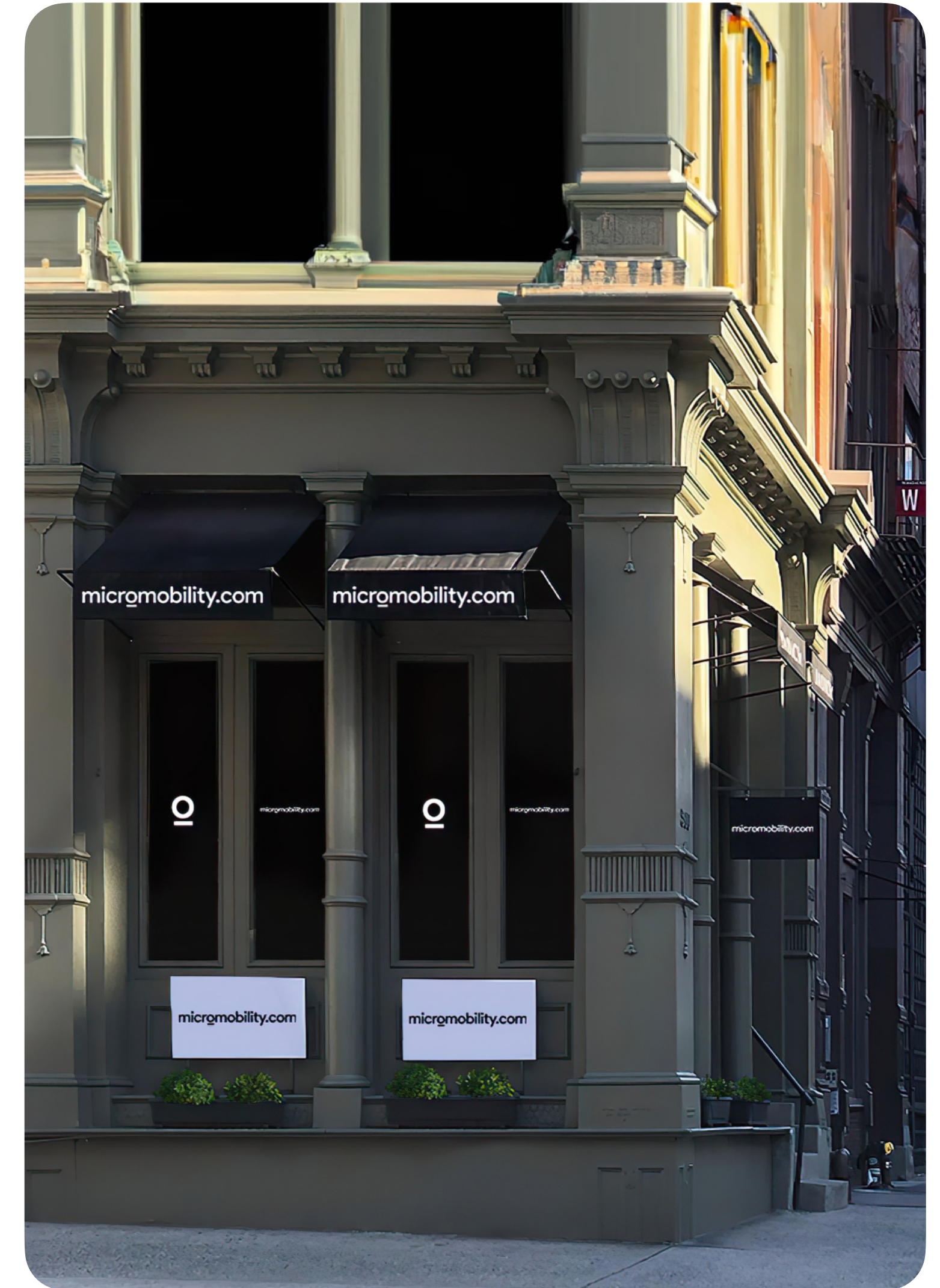


Hybrid Showroom Touchpoints

Hybrid approach to retail utilizing stores and selected warehouses as showrooms and service centers to upsell and boost Long Term Rentals

Physical touchpoint to enhance local presence and foster customer engagement, driving product sales of proprietary and partner vehicles, Wheels' long-term rentals, and activation of subscriptions while also strengthening brand presence, cultivating deeper connections with customers, and showcasing innovative micromobility solutions to a wider audience.

- Enhancing local presence with physical touchpoints to boost sales, rentals, and service activations while strengthening brand and customer connections
- Maximizing Wheels' Long Term Rental availability and customer retention by having a physical touchpoint for subscriptions and assistance in parallel to the Wheels website and App
- Stores and repurposed warehouses for pick-up/drop-off points and maintenance, ensuring end-to-end customer care



1 Shared Mobility

2 Private Fleets

3 Retail Sales

4 **Editorial**

micro news | Editorial Presence

Establishing the voice of the industry

News
(B2G & B2B)

The indispensable source of industry news, insight and intelligence for B2B and B2G decision-makers.

News
(B2C)

The trusted, independent source of consumer news, reviews and test information on the latest products and services in the new mobility market.

Community

A multi-stakeholder network of industry change-makers with an ambitious agenda to grow the sustainable mobility movement.

Industry Events

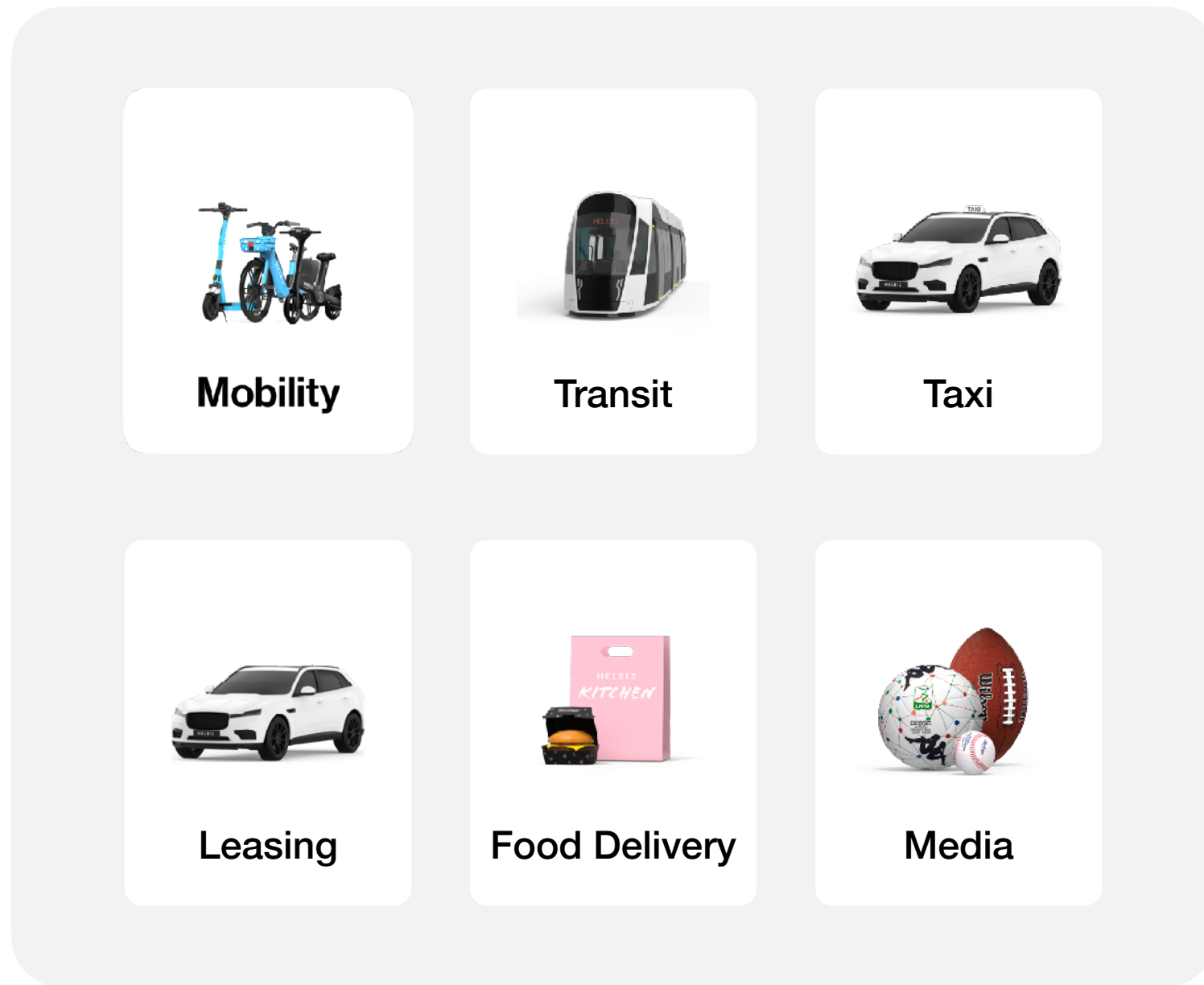
Live and online event platform developed for our global B2B and B2G community.

Content

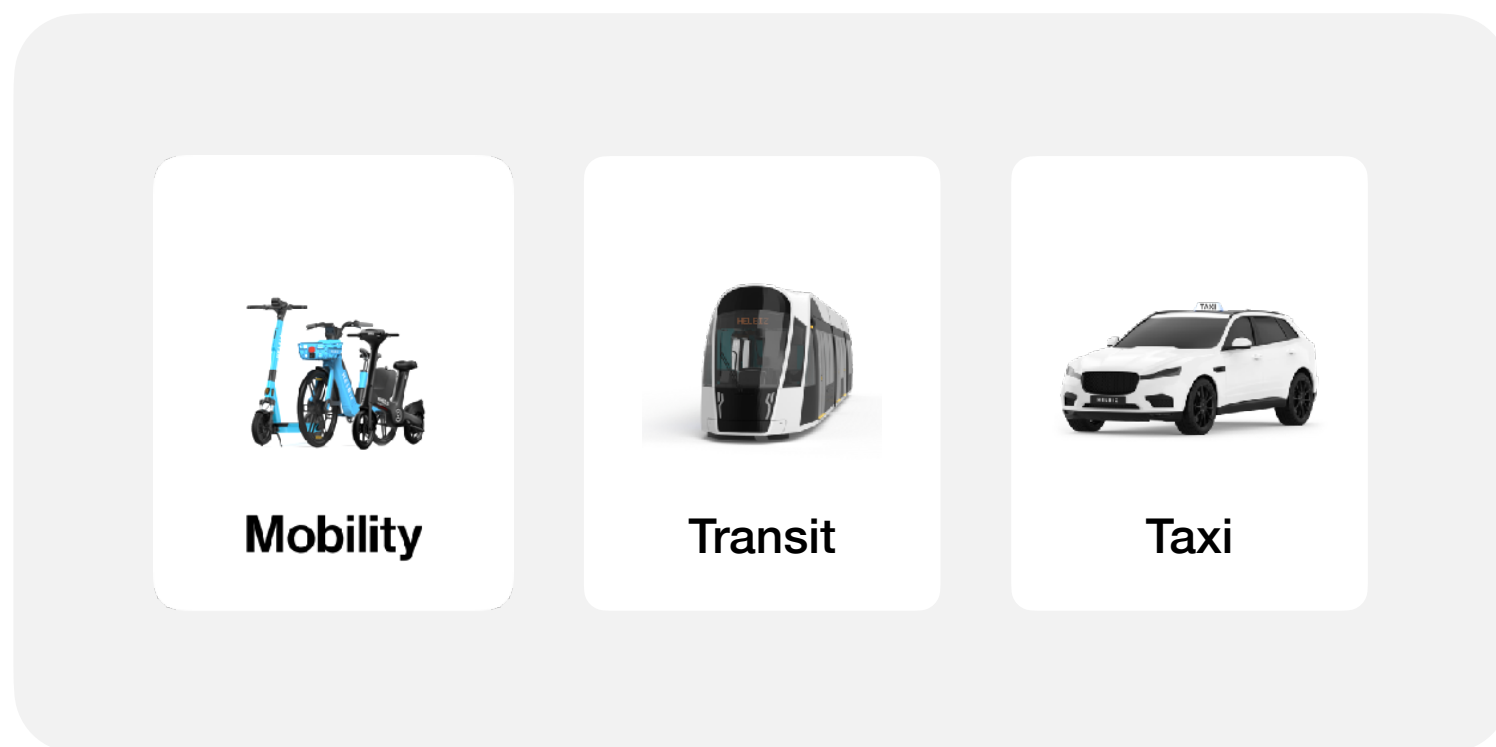
Cause-driven content and creative studio, working to support partner brands on a mission to encourage cleaner and safer mobility choices and more healthy liveable cities.

Company structure

Now



2024



Consolidated resharpended focus on mobility

Spinning off non-core business units, such as Helbiz's food delivery HelbizKitchen, and sports streaming, HelbizLive, by the end of 2023 to bring back a re-sharpended focus on moving people through mobility.

Environmental, Social & Governance



Current Alignment

- 5 GENDER EQUALITY
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 17 PARTNERSHIPS FOR THE GOALS



Future Alignment

- 1 NO POVERTY
- 3 GOOD HEALTH AND WELL-BEING
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Global Management

Selected individuals to drive international growth & strategic operational excellence



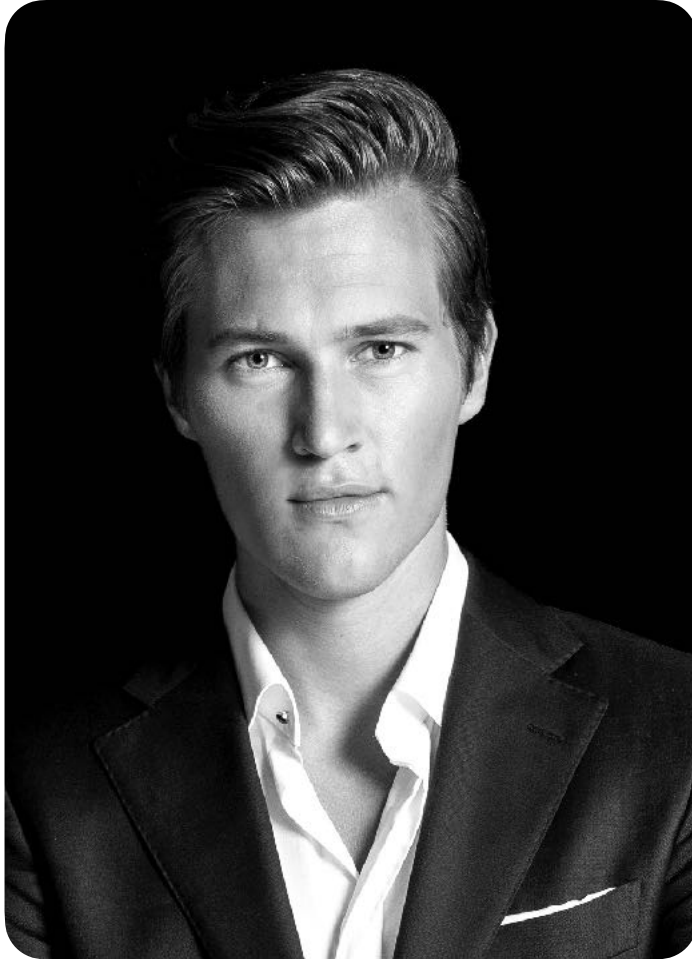
Salvatore Palella
Founder & CEO

Serial entrepreneur with Investment and startup experience.



Giulio Profumo
Chief Financial Officer

Former investment banker at Rothschild and Citigroup with proven investment and startup experience.



Jonathan Hannestad
Chief Operating Officer

Led creation of the Helbiz ecosystem from its inception. Previously founded various software startups.



Nemanja Stancic
Chief Technology Officer

Accredited CTO with extensive portfolio including former 3x MVP at Microsoft.



Ruggero Cipriani
Chief Marketing Officer

Former Marketing Lead of leading fashion and jewelry brands in EU with start-up experience.

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MCOM | Nasdaq Listed

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