

Helbiz | One tap away

Connecting users to what they love

Nasdaq Listed: [HLBZ](#)

March 2022

HELBIZ

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In this Investor Presentation, Helbiz relies on and refers to information and statistics in the sectors in which it competes. Helbiz obtained this information and statistics from third-party sources believed to be reliable, including reports by market research firms. Helbiz 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. Helbiz has not independently verified the accuracy or completeness of any such third-party information.

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Your City one tap away

Mobility Food Streaming



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Q3 2021 update

Revenue

(9M 2021)

\$8.7M
+ 203% YoY

Trips

(9M 2021)

3.3M
+ 152% YoY

Licenses

(Q3 2021)

44
+ 76% YoY

Fleet

(Q3 2021)

10K+
+ 186% YoY

Advertising that makes an impact

Helbiz Media operates as the advertising arm of the Helbiz Ecosystem through which all advertising activities are managed for the group.

- Helbiz Live is the proprietary OTT platform for the streaming of sport, entertainment and lifestyle content



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HELBIZ LIVE

How to ride

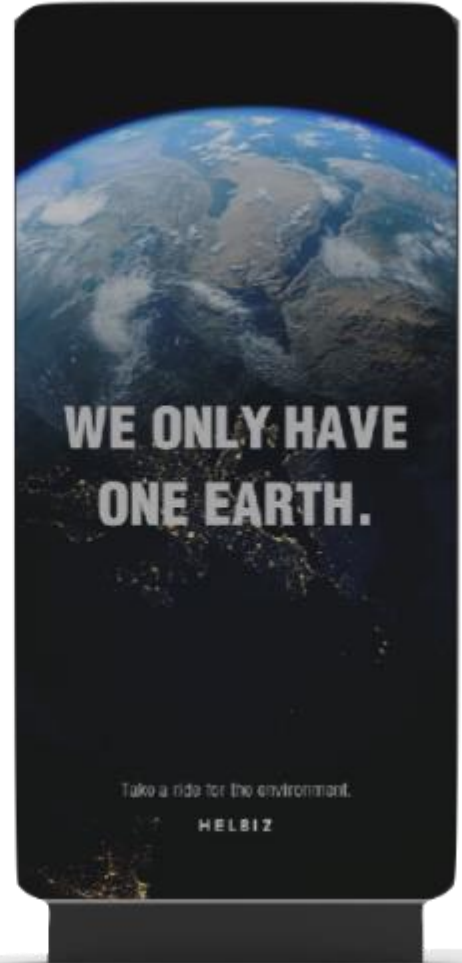
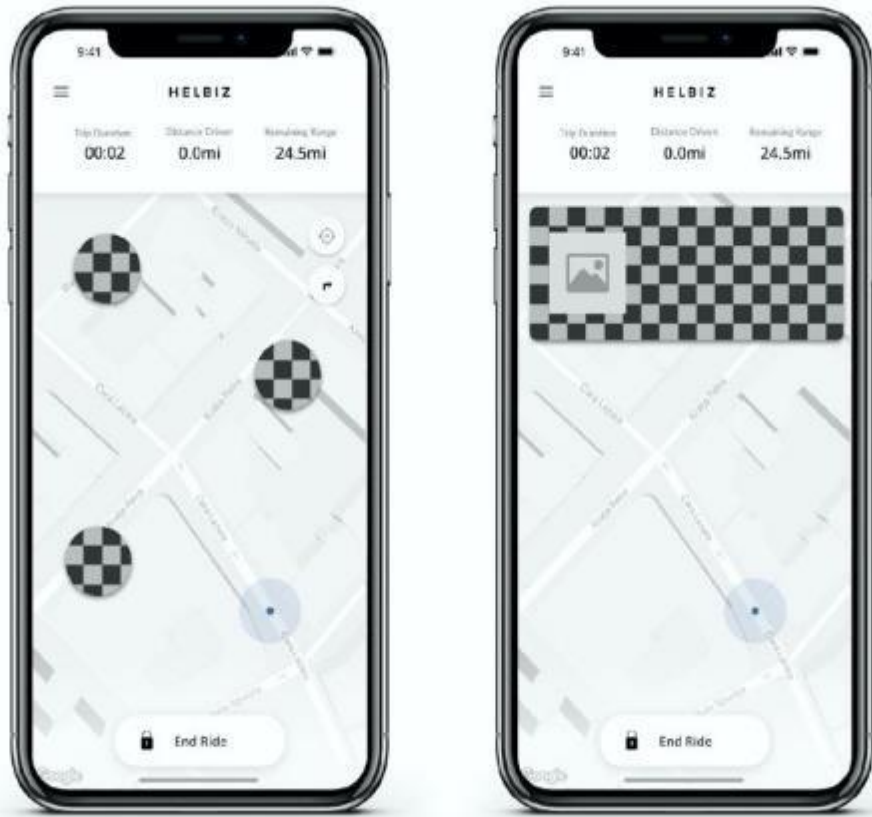
1. Download the Helbiz app
2. Find the nearest Helbiz scooter
3. Kick off and go!

\$1 Unlock
\$0.30 / min



Download the app

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One Subscription To unlock your city

∞ Unlimited

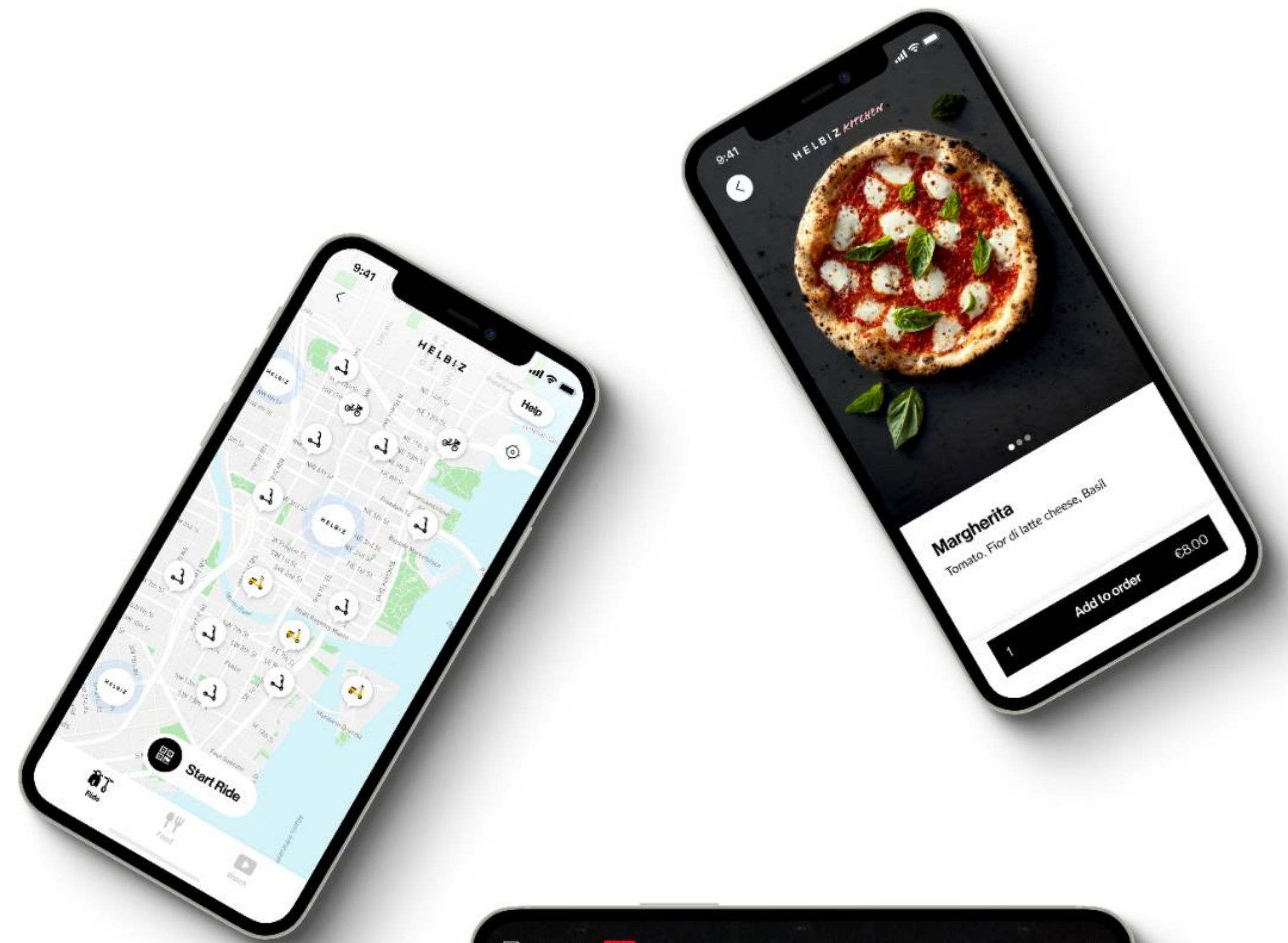
For only \$39.99/mo you can unlock the Unlimited Universe.

**Unlimited Free
Rides**

All Vehicles

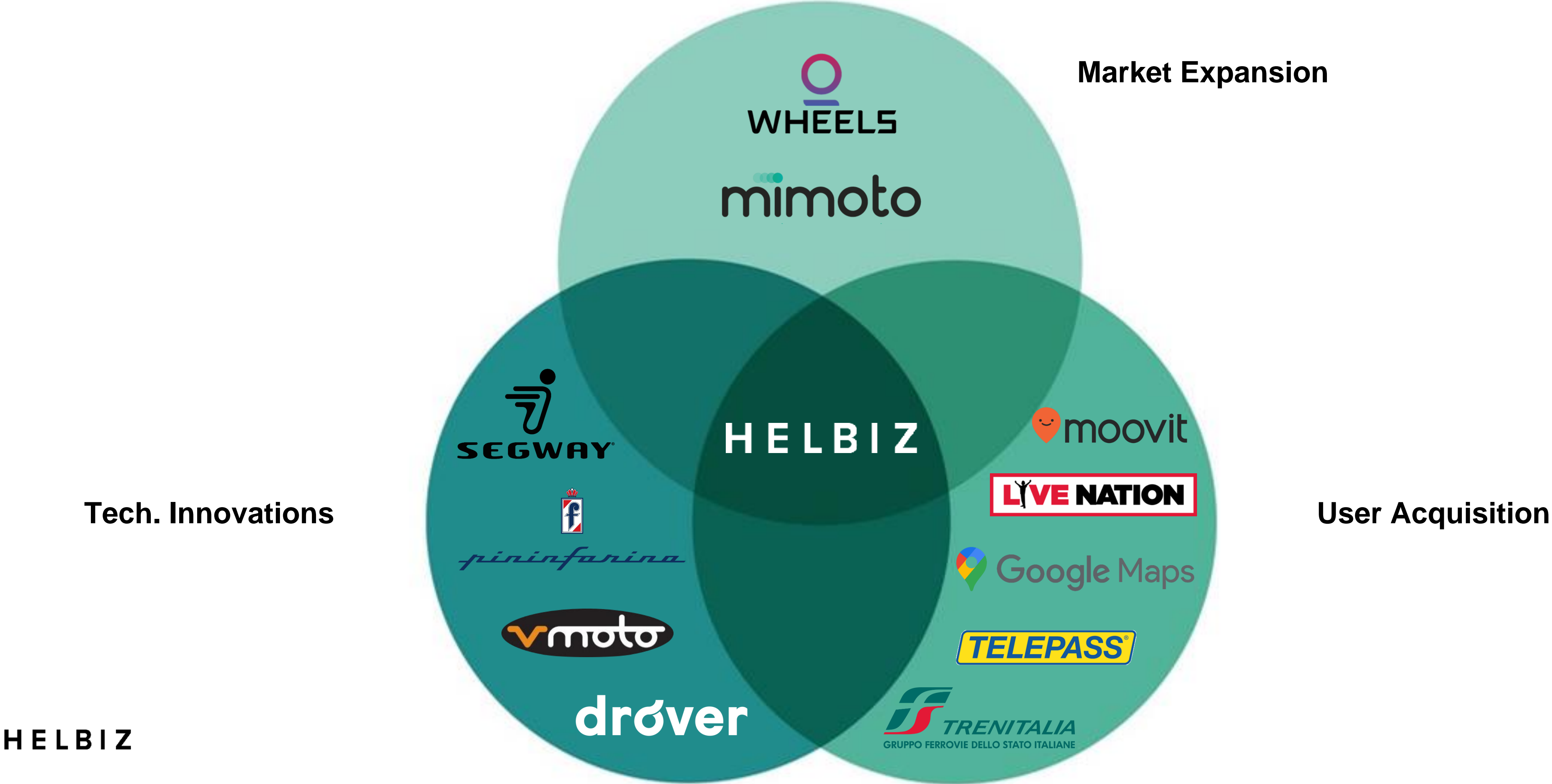
**Free Food
Deliveries**

**Unlimited Video
Streaming**



Partnership Ecosystem

Growth strategy



Environmental, Social and Governance (ESG)



Micro Mobility

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Geographic footprint

Awarded licenses Q3 2021 +76% YoY



Operating license framework



In-house operations

- Robust & reliable in-house driver network
- Flexible and scalable infrastructure
- A hyper local approach, on a global scale
- Licenses & profitability depends on operational efficiency
- All tools used in our operation are built from scratch to work seamlessly together with our core engine & algorithms
- AI powered with a human touch

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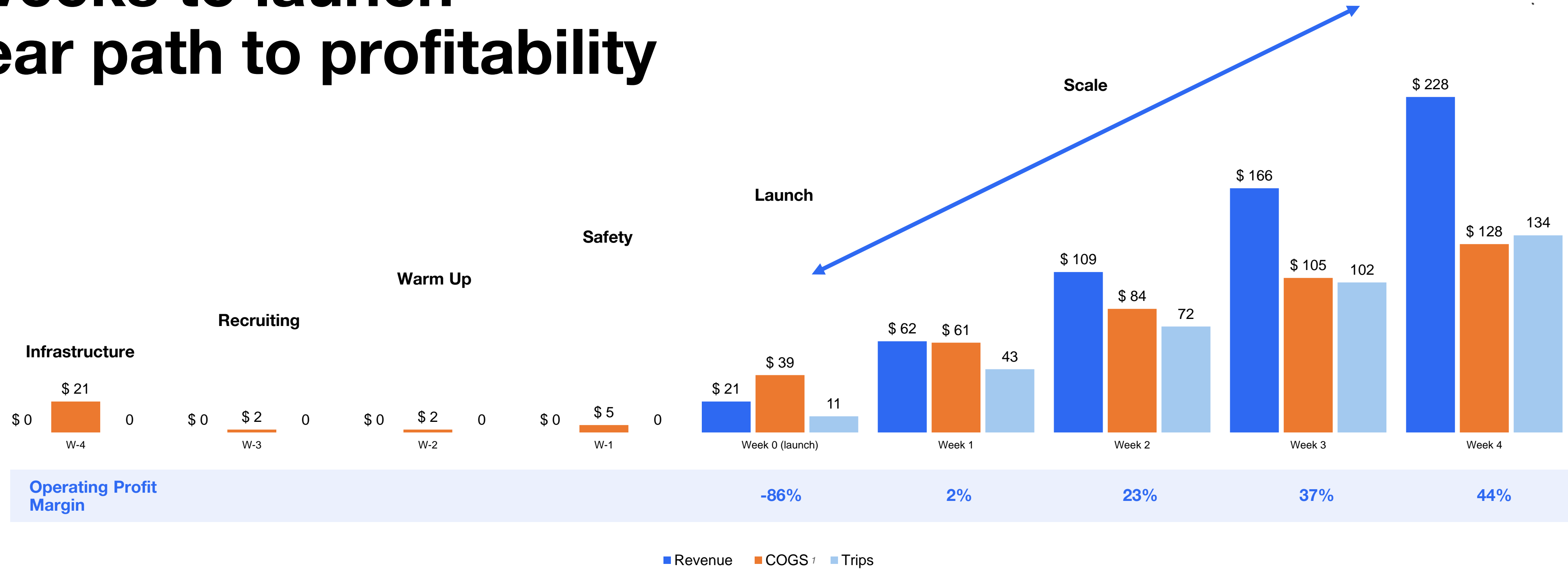
Launch Playbook

Real Case Study based on Tier 2 city Pescara, Italy (Population: 375,000)

In thousands \$



4 weeks to launch Clear path to profitability



A ride for every preference

Demographic & pricing for every vehicle type



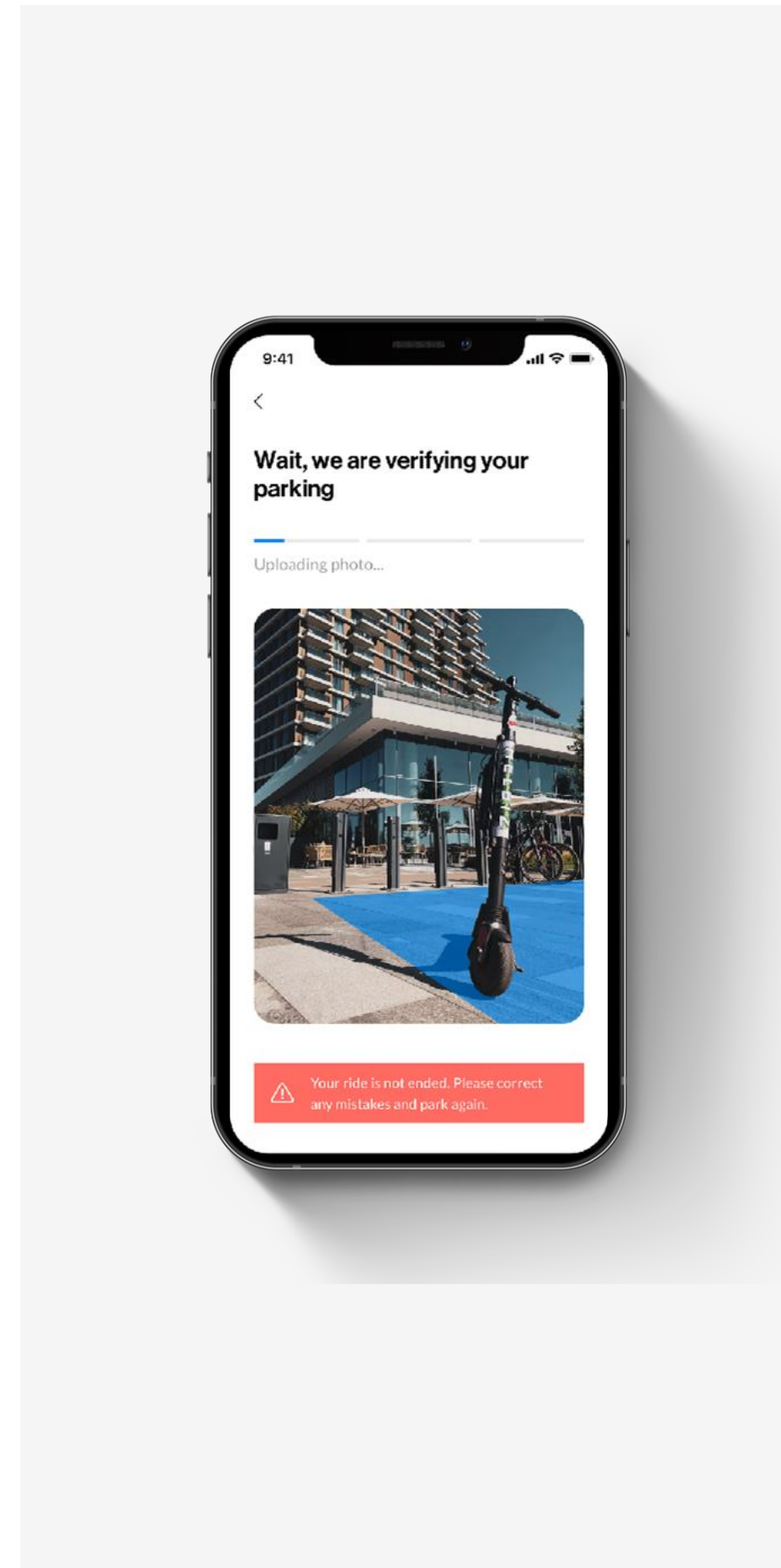
DESIGNED BY
pininfarina

COMING SOON

	E-Scooter	E-Bike	E-Moped
Price	\$1 unlock + \$0.35/min	\$0.25 unlock + \$0.10/min	\$0.26/min
AVG Ride (Km)	1.9 km	3.9 km	6 km
Gender	Male 80% Female 20%	Male 40% Female 60%	Male 60% Female 40%
Age	16-30	25-40	25-55

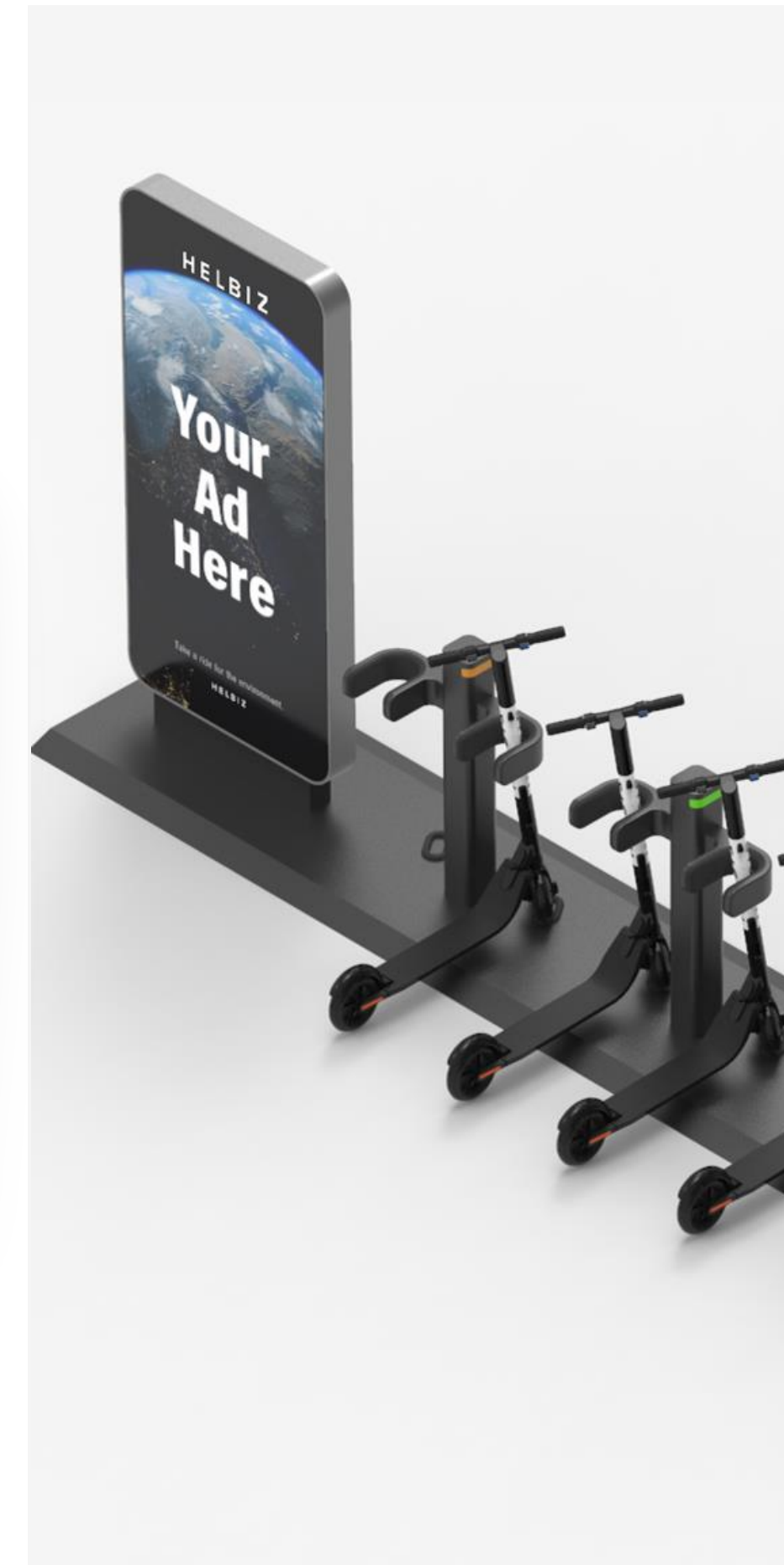
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Tech solutions to prioritize safer streets & parking



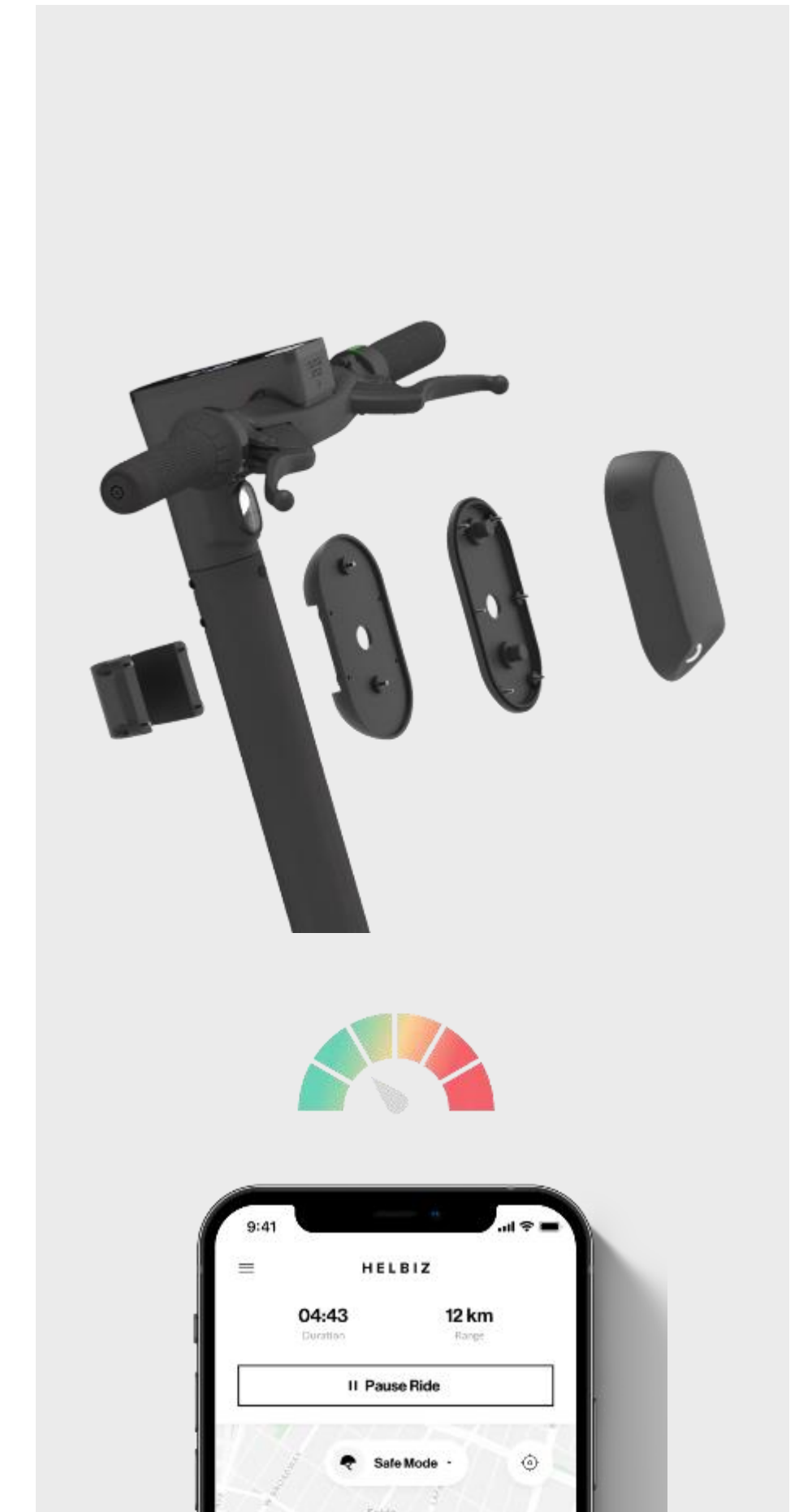
Parking Verification

Analyses a user's Parking Photo in real time to ensure compliance with local regulations



Parking Hubs

A network of charging parking hubs with smart connected LED displays with the ability to play video ads.



Safety System

Camera-based safety systems that can detect and correct dangerous rider behavior, like riding or parking on sidewalks

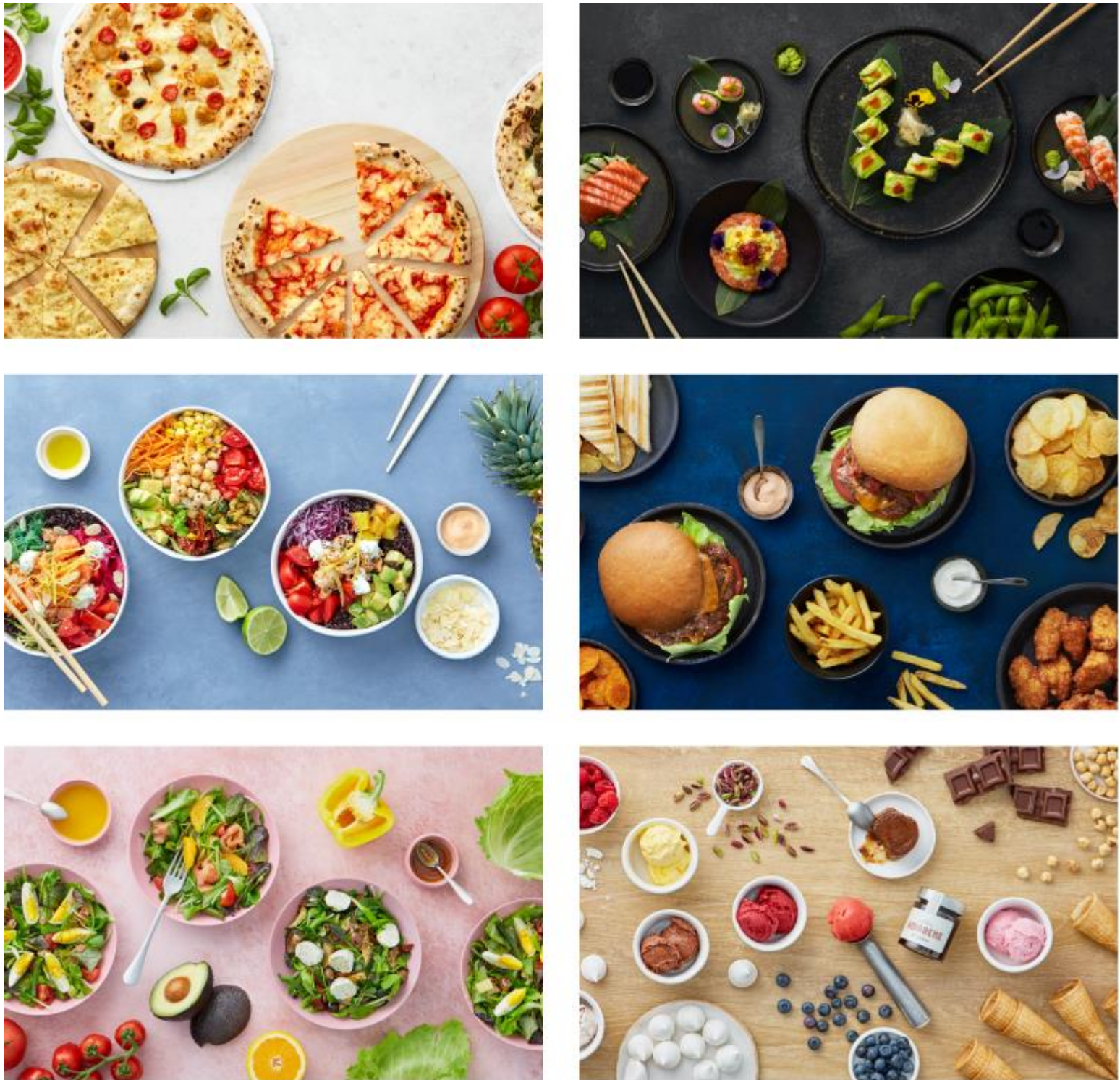
Helbiz Kitchen

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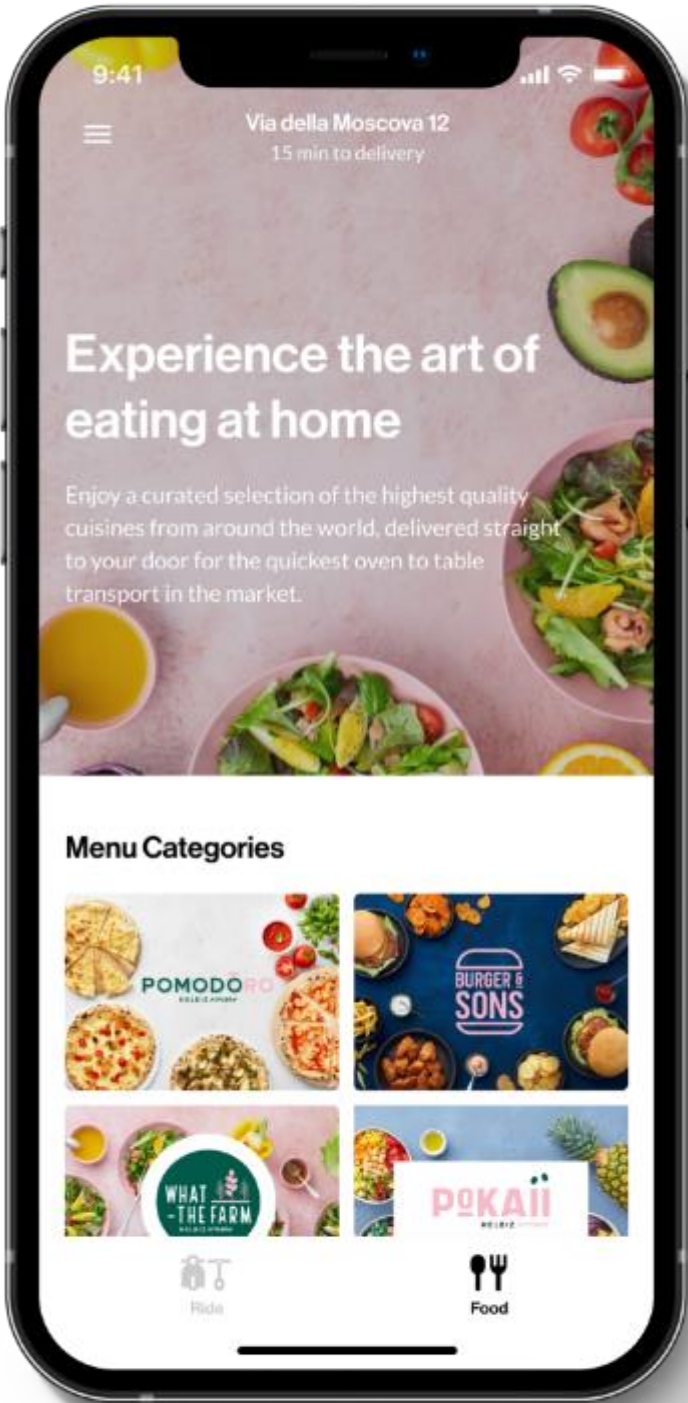
Ghost Kitchen: Model ready for scale



Spaces built for delivery



Delivery-optimized menu items

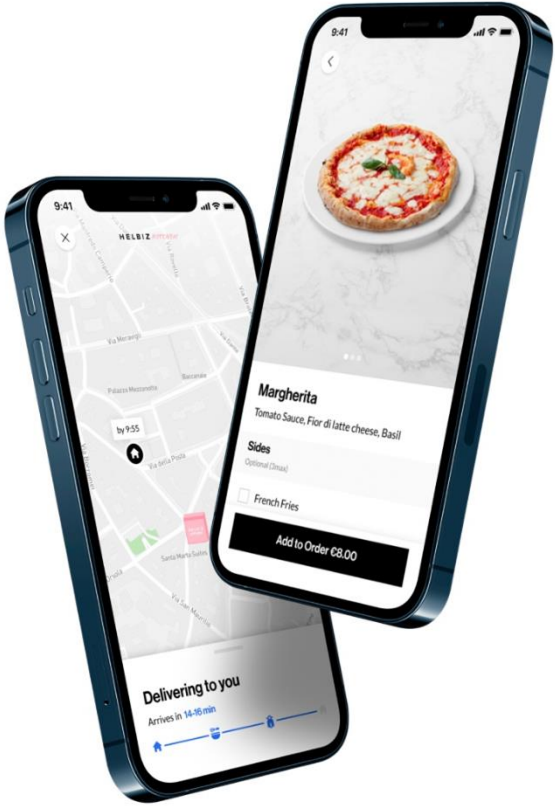


All in one app for seamless delivery

Delivery



Orders are delivered by Helbiz Kitchen Butlers & local delivery partners

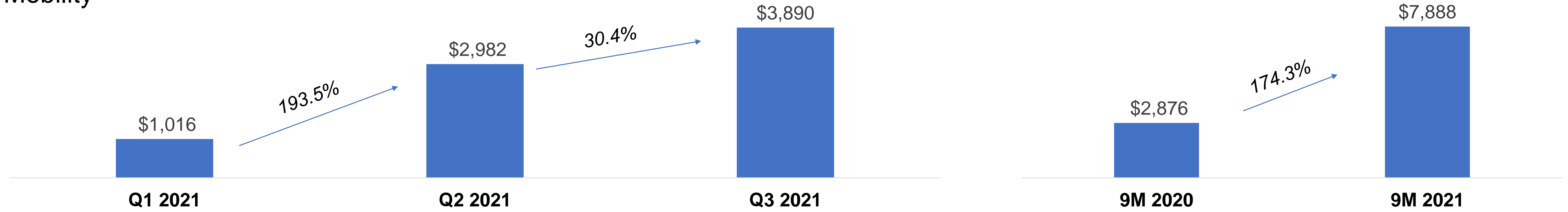


Financials

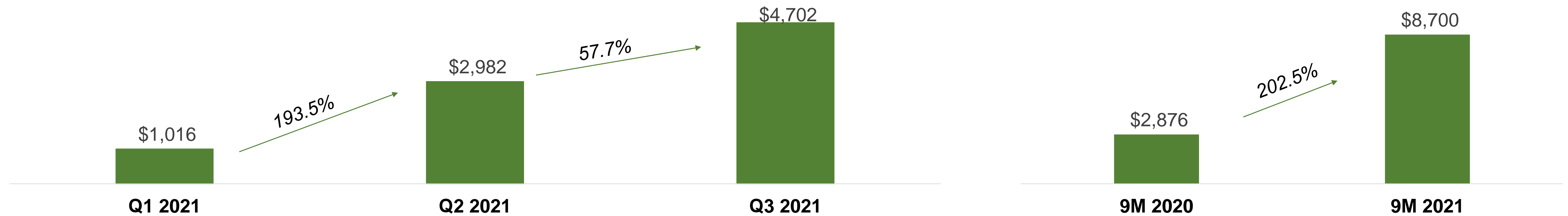
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Historical growth – Revenue ('000)

Mobility



Group



Quarterly P&L - Mobility

	FY 2020A				FY 2021A			
	1Q20	2Q20	3Q20	9M 2020	1Q21	2Q21	3Q21	9M 2021
Gross Transaction Value ('000)	\$ 360	\$ 417	\$ 2,420	\$ 3,197	\$ 1,236	\$ 3,465	\$ 4,480	\$ 9,181
Sharing Rides ('000)	146	137	1,013	1,296	453	1,157	1,654	3,264
Sharing GTV per Ride	\$ 2.47	\$ 3.04	\$ 2.39	\$ 2.47	\$ 2.73	\$ 2.99	\$ 2.71	\$ 2.81
Average Active Vehicles ('000)	564	477	2,198	1,080	2,222	4,576	5,106	3,968
Sharing Rides per Active Vehicle per Day (x)	2.88	3.19	5.12	4.45	2.27	2.81	3.60	3.0
Average Deployed Vehicles	1,110	1,400	4,400	2,303	6,700	10,300	10,200	9,067
Sharing Rides per Vehicle per Day (x)	1.46	1.09	2.56	2.08	0.75	1.25	1.80	1.33
Mobility Revenue ('000)	\$ 304	\$ 354	\$ 2,013	\$ 2,671	\$ 1,016	\$ 2,982	\$ 3,890	\$ 7,888

Full Year P&L - Group

('000)	Year Ended December 31,		
	2018	2019	2020
Revenue	\$ 10	\$ 1,079	\$ 4,418
Operating expenses:			
Cost of revenue	139	2,022	7,870
Research and development	163	445	1,604
Sales and marketing	553	1,404	4,808
General and administrative	1,652	4,589	10,075
Total operating expenses	2,507	8,460	24,357
Loss from operations	(2,497)	(7,381)	(19,939)
Other income (expenses)			
Interest expense, net	(139)	(401)	(2,232)
Gain on extinguishment of debts		292	2,739
Loss on extinguishment of debts		—	(930)
Fair value adjustments		9	(4,062)
Other expenses	5	(228)	(135)
Total other expenses, net	(134)	(328)	(4,620)
Income Taxes		—	(14)
Net loss	\$ (2,631)	\$ (7,709)	\$ (24,573)

Visionary Team

Selected individuals to drive international growth and strategic operational excellence.



Salvatore Paella

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



Stefano Ciravegna

Chief Strategy Officer
Former investment banker and PE manager Goldman Sachs and AIG Global Investments



Emanuele Liatti

Chief Product Officer
Former Strategy and Product Planning at FCA and Product Marketing manager at Pininfarina S.p.A.



Ruggero Cipriani F.

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



Matteo Mammi

CEO of Helbiz EMEA
Former Senior Director of Sky Sport and VP of Sales at IMG Media

Past Companies include:



Board of Directors



Salvatore Palella
Chairman

Serial entrepreneur with investment and startup experience



Giulio Profumo
Director

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



Lee Stern
Independent director

Managing Director at CentreLane Partners
Former Managing Director at Monroe Capital, Director and founding partner at Kohlberg Kravis Roberts and Managing Director at Blackstone / GSO Capital Partners



Guy Adami
Independent director

Original Member of CNBC's Fast Money
Director of Advisor Advocacy at Private Advisor Group



Kim Wilford
Independent director

General Counsel of GoFundMe, Inc.
Former Senior Vice President, General Counsel & Corporate Secretary at WageWorks, Inc.

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