



Hyper Localised Micro-Mobility Solutions

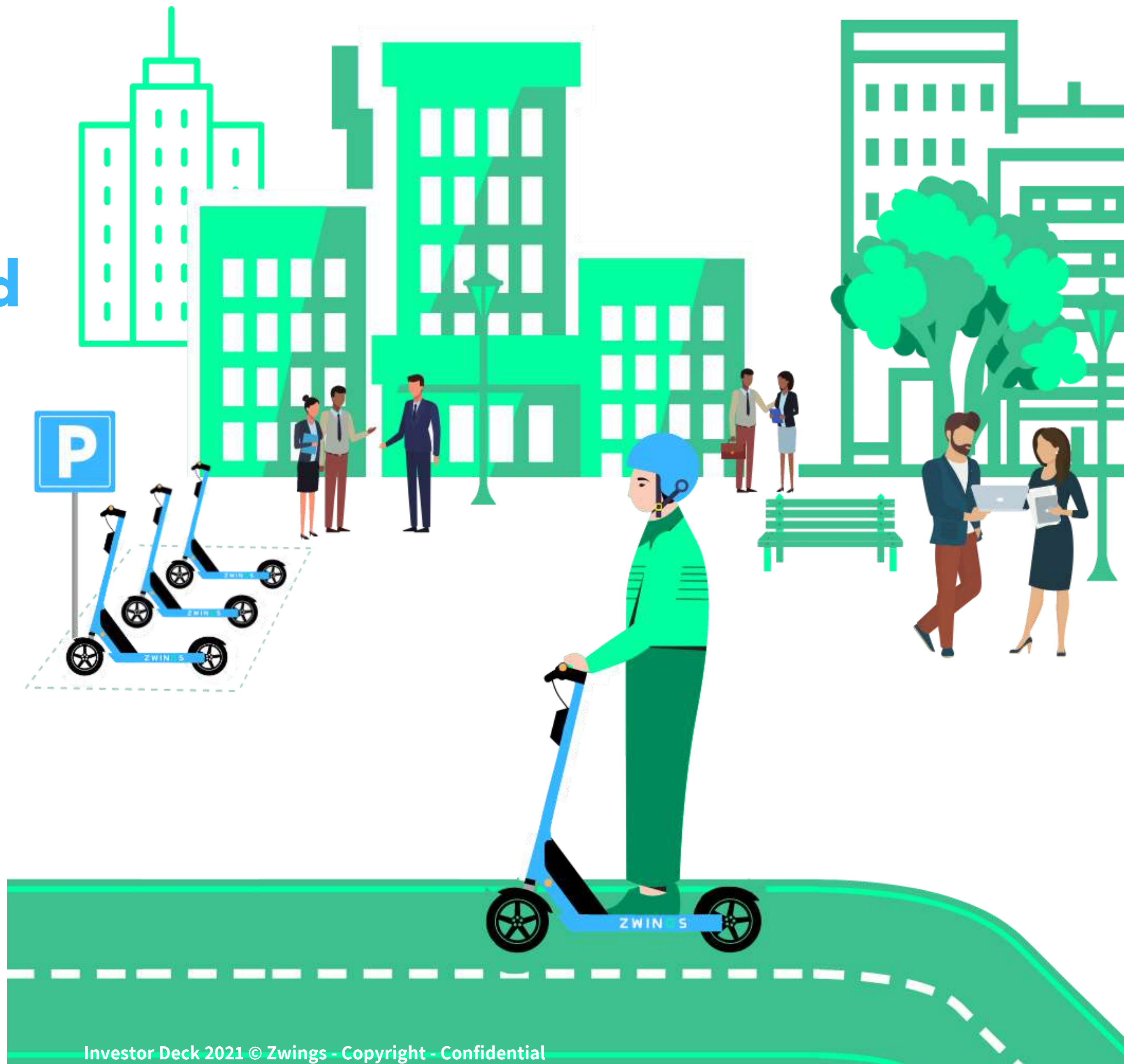
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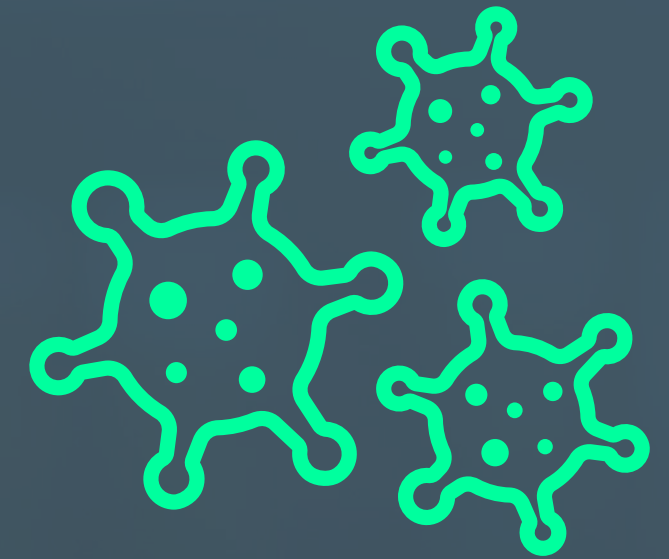
THE BIG OPPORTUNITY



Zwings has proven we can operate lucrative rental schemes from towns and small cities. There are over 260 target towns and cities in the UK.

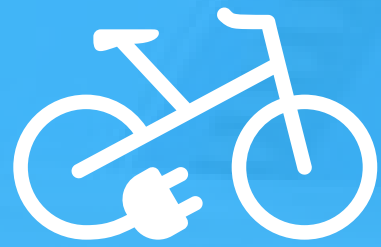


60% of all car trips are between 1 to 3 miles. More and more councils and businesses are looking to bike and e-scooter initiatives to reduce unnecessary car usage in their towns and cities.



COVID has led to a 60% increase in cycling and scooting uptake YoY. A £250 million emergency fund has been allocated to local authorities to invest in micromobility and walking initiatives

WHAT PROBLEMS ARE WE SOLVING?



Social distancing is critical. Organisations are investing in transport solutions



Real estate developers are legally obliged to install bike focussed initiatives in all new developments (Section 106 law)



Physical and mental health and fitness has never been so important. Councils are opening up more funding to support their communities



Corporates feeling the pressure to act on their CSR to help their staff to commute post lockdown



Travel expenses: £1900 spent annually on transport per person. There needs to be a more affordable alternative



Universities and hotels require more innovative amenities to differentiate themselves from competition.

ZWINGS ARE LEADING A REVOLUTION



NHS staff in Gloucestershire to get free e-scooter rides

CITYLAB

When Commuting Comes Back, the E-Scooters Will Be Ready

Yeovil E-Scooter trial is top performing in the UK

The Great British E-Scooter Revolution

E-scooters could be free to use for jobseekers as part of £1.75 million plan to revitalise Newcastle

MICROMOBILITY

Zwings introduces free e-scooter rides for key workers in Newcastle-under-Lyme

NEWCASTLE-UNDER-LYME

ZWINGS SUPPORTING NEWCASTLE-UNDER-LYME COMMUNITY

E-SCOOTERS LAUNCHED ON KEELE CAMPUS

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LUCRATIVE MARKET OPPORTUNITY

Currently, only 33 cities and towns have e-scooter rental schemes in their local area. Following the widespread popularity of rental e-scooters demand is surging.

260

cities/towns that could have rental e-scooters by 2024

35m

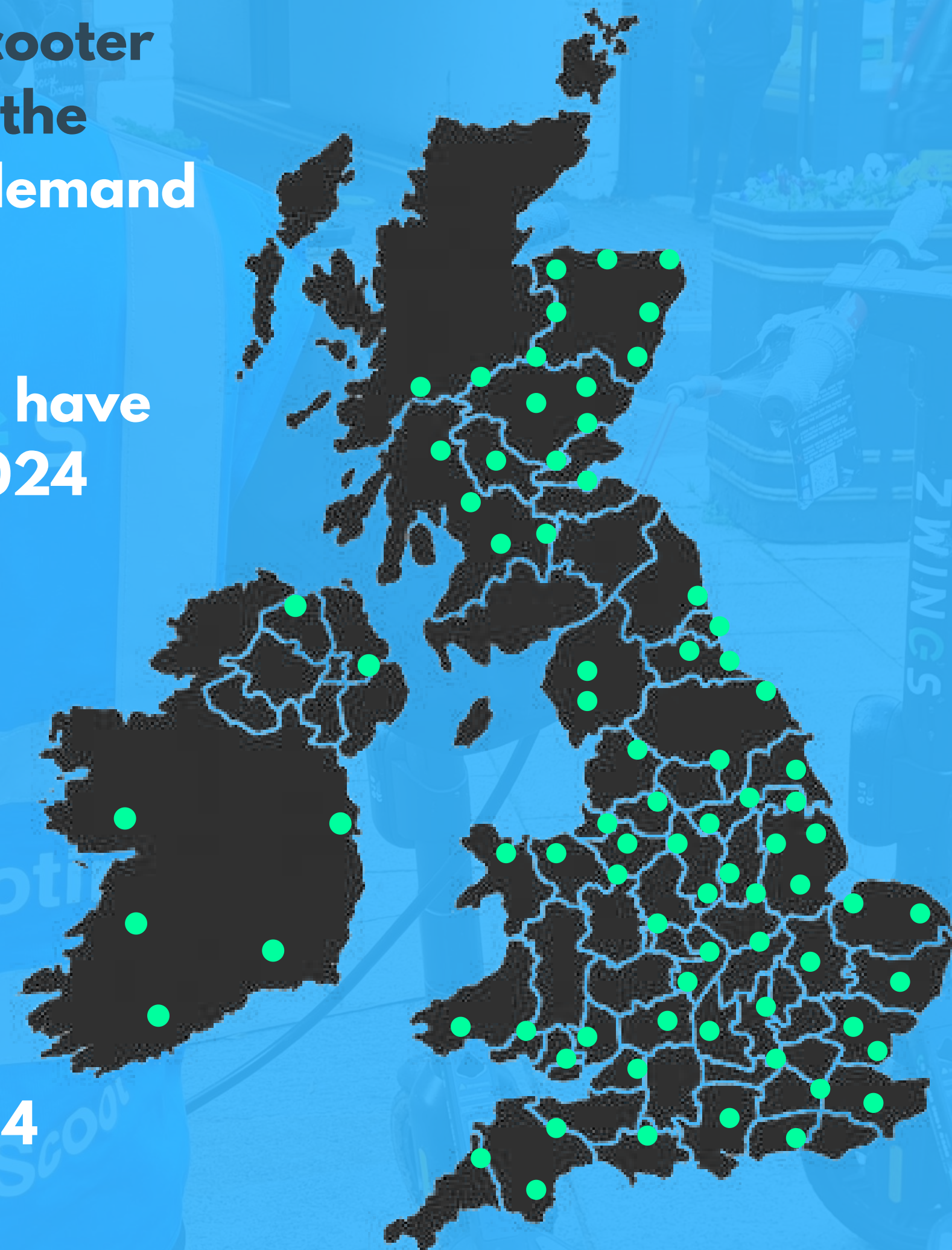
total population reach in UK alone

80,000

e-scooters deployable

£330m

Market revenue in 2024



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1. OUR STRATEGY



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INTRODUCTION TO ZWINGS

- **Britain's leading** micro-mobility rental scheme operator for 2nd/3rd tier towns / cities, universities, offices, hotels, the NHS and business parks.
- Following the recent legalisation of e-scooter rental schemes, a **£1 + billion market** suddenly opened up. We have since **beaten all of the major competitors** to win highly prized contracts with cities to install schemes.
- Diversifying our revenue streams expansion into the **food delivery market**, **long term advertising partnerships** and private bike fleets for offices and hotels.
- **Factors of differentiation include:** early mover advantage, homegrown (British) appeal, hyper-localised business model, new technologies, B2B subscriptions, parking solutions and data science modelling.
- **Selected from 131 companies** to join SIMULATE, a **world class mobility accelerator** programme which has provided direct access to contract opportunities, government cash grants and industry leading transport consultants (for free).



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ZWINGS' COMPETITIVE ADVANTAGES

British (homegrown) advantage

In this market the most important thing is relationships. Being a 'homegrown' operator gives us an advantage for winning tenders, as councils have clearly shown a preference for British companies.

Transport is Localised

The 'copy and paste' expansion approach used by major operators has failed in the UK. Towns and cities are looking for a more thorough approach with local knowledge that Zwings can provide. Zwings is focused on 2nd / 3rd tiers cities where competition is lower but there is still a huge population.

Market leading hardware and software

Zwings is working with the market leading software developer and vehicle manufacturers. We have a number of unique app features (e.g. Gamification) that have allowed us to stand out.

A B2B focus for additional revenue

Zwings is building a B2B network, within our locations, who pay contracted monthly subscription fees. We can secure local advertising partnerships to diversify our revenue streams and gain access to their customer network.



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MULTIPLE REVENUE STREAMS

B2G - (City authorities)



Rental Income

'Riders 'pay as you go' (£1 to unlock + £0.15 per min) or an all inclusive monthly pass

Parking Penalties

Collection of parking penalties from misuse of bike/scooter

Government Grants

Councils can pay large cash grants for our sustainable transport

B2B - (Corporate Opportunity)



Fleets for businesses & Food delivery

Monthly subscription or upfront purchase for a turnkey bike and e-scooter fleet rental scheme

Corporate Sponsorship

Local and national brands e.g. Nandos can display their ads on the rider's map with discounts

Digital advertisement

Sponsors branding our bikes and scooters

DIGITAL ADVERTISING



We can afford to charge lower prices than our competitors through targeted advertising with local and national brands e.g. Nandos eager to display their logo on our map for 10's of thousands of people to see.

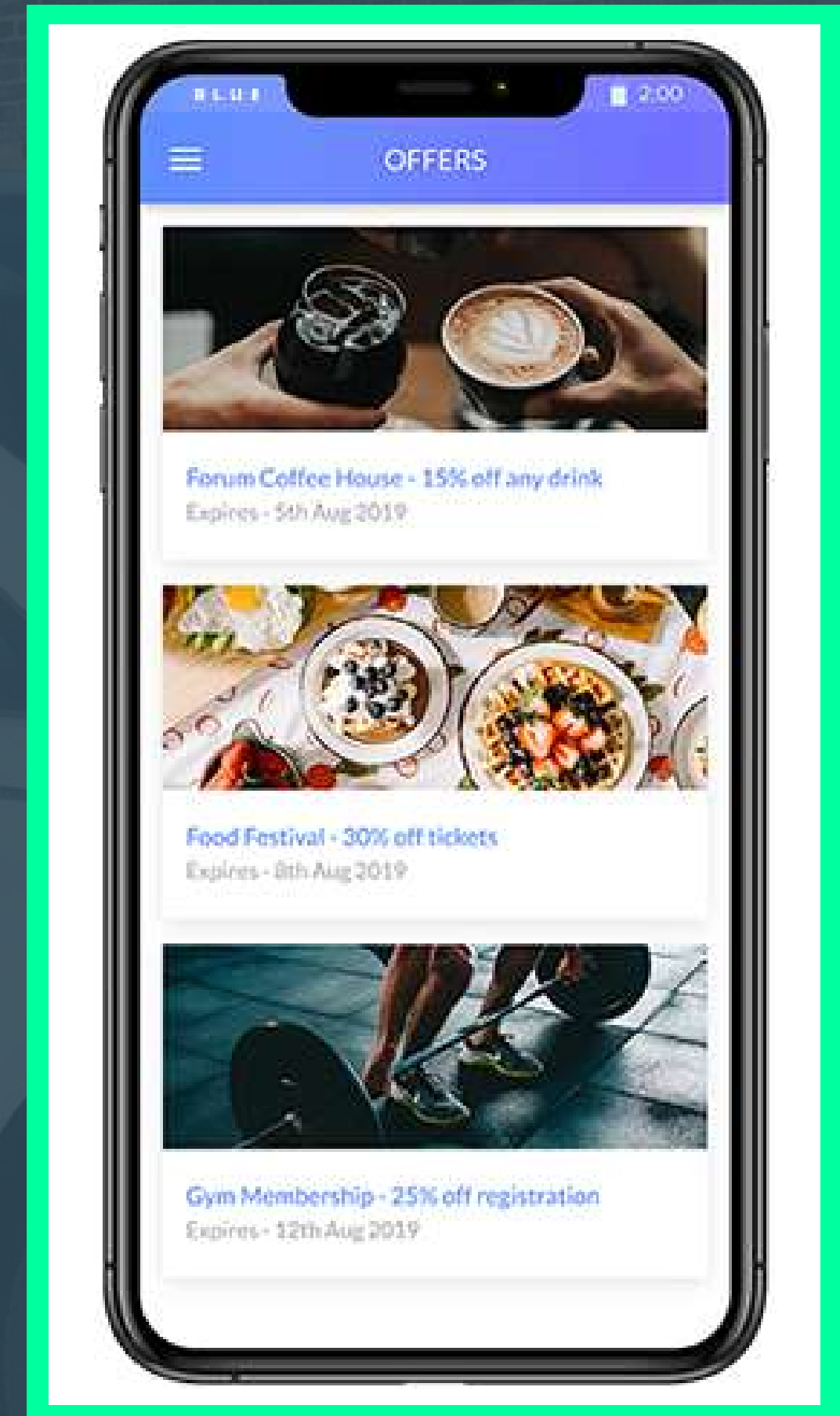


It's a win, win, win for everyone!

- 1) Riders receive free scooting and access to discounts with their favourite brands.
- 2) Zwings becomes more competitive in tenders.
- 3) Our advertisers enjoy access to a rapidly growing user base on the Zwings app (40,000 active users by July 2021).



Targeted appropriate ads which are well received
based on user's precise location and interests



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2. GROWTH



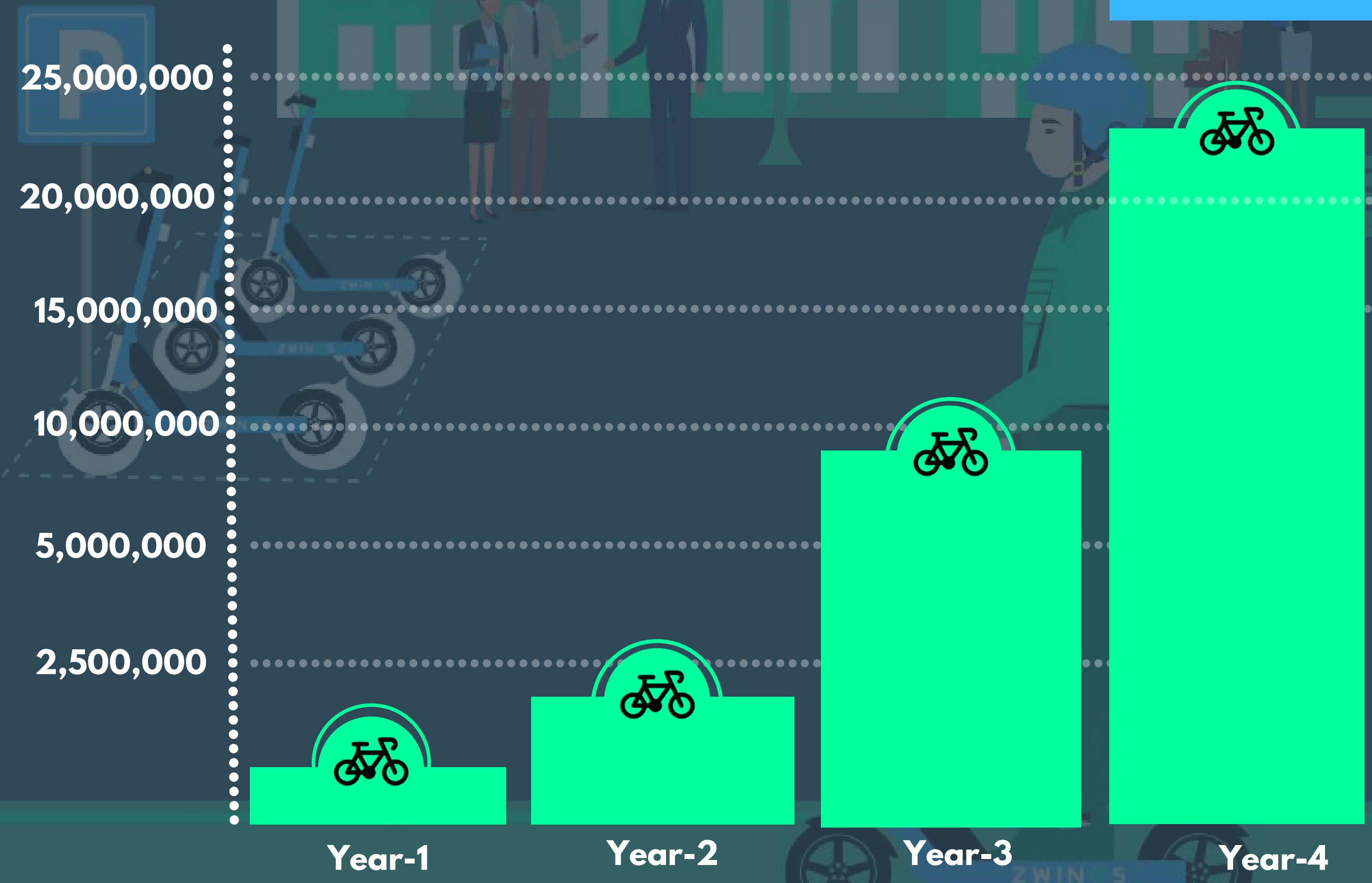
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ZWINGS EXPANSION

Cities/ Towns	7	15	27	40
E-scooters Deployed	700	2200	3500	7000
Users	50k	90k	200k	370k
	Year-1 (21-22)	Year-2 (22-23)	Year-3 (23-24)	Year-4 (25-26)

REVENUE GROWTH

Year 1 Apr 20 - March 21	£330,000
Year 2 Apr 21 - March 22	£2,075,000
Year 3 Apr 22 - March 23	£9,134,000
Year 4 Apr 23 - March 24	£23,364,000



3. TRACTION



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OUR TRACTION

- 300 e-scooters - Gloucester & Cheltenham worth over **£600k** in year 1 rental income (previously forecasted to be only **£350k**) or **£3.8 million over 3 years**.
- 100 e-scooters - The government accelerator programme has lead to a prized contract in Newcastle Under Lyme. This operation is live. We expect to generate **£250k** in 12 month revenue.
- 100 e-scooters - Yeovil contract worth **£450k** in year 1 (previously forecasted **£250k**) and **£2.5 million over 3 years**.
- TBC - 250 e-scooters - in Sunderland & South Tyneside. Whilst we had been formally selected, the city authority delayed the launch until March and has had to reopen the tender to other competitors. Prospective 12-month revenues of **£400k** in year 1 if we are selected for this contract.
- **£31k B2B** e-bike fleet for a property developer between Edinburgh, Dundee and Glasgow to help residents and employees travel between sites.
- **£3K B2B** contract with the NHS to provide bike fleets to hospitals.



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TRACTION OCT - DEC 2020



4 towns & cities

launched. 4 more to launch



Average trip length:

2.3 miles

(global average 1.4 miles)



220 e-scooters

500 more to deploy in 2021



Average length of journey:

25 min

(global average: 15 min)



31,000

rides



4.9* out of 5

Zwings App rating:



15,000

users



£4.08

Average revenue
per trip excl. VAT:



63%

Gross profit margin

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STRONG CLIENT REFERENCES

SIMULATE ACCELERATOR PROGRAMME

Jake Harrison - Programme Manager at Amey representing Staffordshire County Council:

"Zwings have been excellent in engaging with the local community in Newcastle-under-Lyme and have co-ordinated a successful strategy working with local groups, including vulnerable groups and the safer roads partnership, in a timely and open way. The collaborative mindset of Zwings as an operator has led to an extremely successful integration of e-scooters as a service into the ecosystem in Newcastle."

SOUTH SOMERSET DISTRICT COUNCIL

Cara Naden - E-scooter Trial Manager and Environment Case Officer at South Somerset District Council

'After a competitive tender process for our E-scooter trial with the DfT, we selected Zwings due to their clear passion for delivering a service that would be designed to best support our entire community, including the safety of both riders and vulnerable groups, their environmental commitments from using renewable energy to recharge the e-scooters to using an electric van for their service vehicle to support our environment strategy aims for carbon neutrality, employing local people and being a UK based operator we recognised that they were already very familiar with our country.'

THE UNIVERSITY OF GLOUCESTERSHIRE

Jon Furley - Sustainability Operations Manager at the University of Gloucestershire

"Zwings have demonstrated a very strong customer and stakeholder focus in every conversation that I have had with them, providing excellent suggestions for improvements and resolving any problems quickly and effectively. The combination of their customer focus plus a well designed product (good app, remote battery charging, local in town support) has led to a successful rollout and a significant improvement to low carbon, covid safe travel options within Cheltenham and Gloucester.'

A TEAM OF INDUSTRY EXPERTS

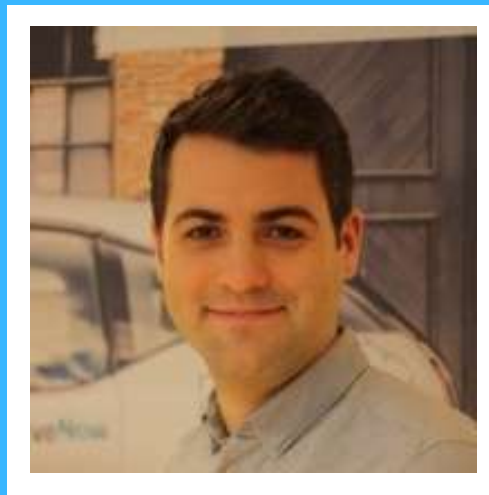
Joe Lewin
Founder & CEO

- Previously scaled a F & B start-up and secured contracts with Facebook, Rolls Royce and IBM. He grew the company to reach 130 staff and 11 locations between UK + US



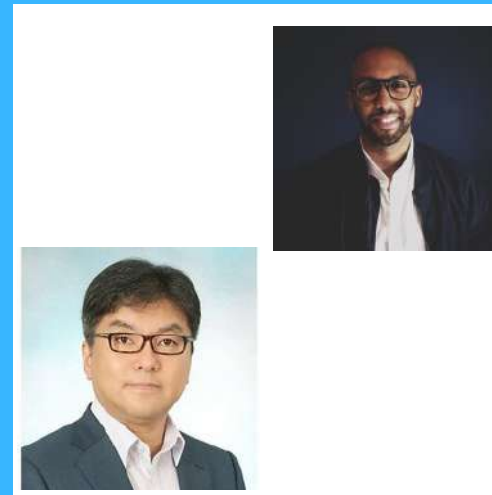
Stephen Bee
COO

- Former UK Managing Director of the carsharing operator SHARENOW. He led the growth of the company to become the 2 largest in the UK.



Ali Neveu & Jeff Kim
Non Exec Directors

- Ali brings industry experience from Uber and Scoot Networks.
- Jeff Kim is the European Vice President for Humax Digital. They invest and scale mobility companies.



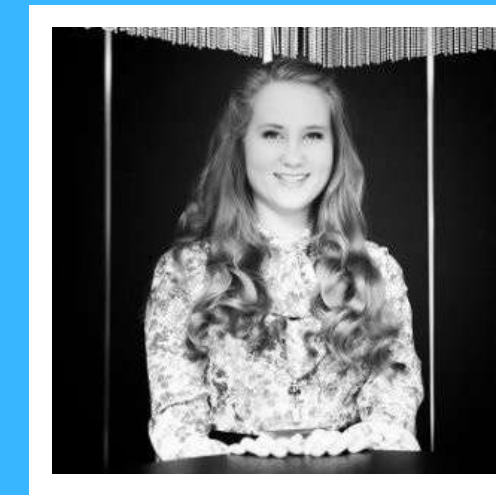
Alex Bowes
Head of Expansion

- Alex graduated from The University of Oxford and is an experienced business developer. He leads our engagement with local authorities and B2B clients.



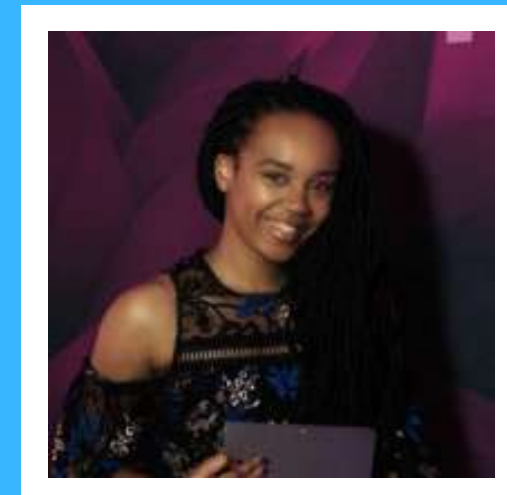
Darya Skobeleva
Marketing Manager

- Darya has an MBA in International Business, and 8 years of marketing experience at Microsoft and Lime.



Yana Madubuko
Customer Services

- Yana has finessed the delivery of customer service with 3 years experience at Bolt and Karhoo.



4. INVESTMENT



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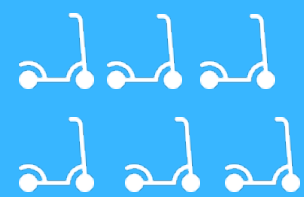
INVESTMENT OPPORTUNITY



We are raising funds to fulfil our contracts with city authorities and to expand into the young but extremely fast growing B2B and food delivery segments. We want to install more vehicles and to provide the support infrastructure around these. This means your investment will rapidly convert into revenues.

Seeking £1.2 million. Zwings has previously raised £550K from a diverse panel of highly experienced investors.

12 MONTHS INVESTMENT SPEND PLAN



Stock of e-bikes and e-scooters:
£480,000



Office and warehouse rent
£40,000



Marketing
£60,000



Legal
£15,000



Key hires
£200,000 p/a



Company Expenses
£62,000

Any remaining funds will be allocated as operating capital and to keep an extended runway for growth.

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THE PROBABLE EXIT

- SPIN was acquired by Ford for £75 million when they were only operational in 9 cities, and are now valued north of **£200 million**. Scoot and Circ were also acquired by competitors.
- We are **regularly described** by VCs and analysts as an attractive acquisition prospect as we have deep partnerships with desirable locations. Zwings makes an attractive "add-on" to the larger operators who secured only 1 to 2 locations or failed completely to gain entry to the **highly prized British market**. e.g. Tier, Helbiz and Bird.
- There is now a **high barrier to entry** to our market as the remaining 223 cities and town councils will only want to work with the handful of operators with UK-based experience. Zwings offers a very strong reputation, client relationships, brand value, vehicle assets, large customer base, B2B partners, and extensive local knowledge.

10+ ACQUISITIONS IN OUR MARKET BETWEEN 2018-20

This bike sharing company just got bought for \$2.7 billion

Bolt Acquires Gotcha

Skip Scooters acquired by Helbiz

Bird just bought its way into San Francisco by purchasing scooter rival Scoot

Lime acquires Jump to put its red bikes back in London

Bird gobbles up another rival scooter startup, this time in Europe

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Thank you.
Please get in touch
to ask questions.

Joe Lewin - CEO
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EXAMPLE B2B CLIENT ROI

Opportunity for B2B clients to generate profitable revenue

- Example of a 10 e-scooter deal in a 12 month contracted subscription that we would sell to a single hotel.
- The hotel would charge their guests **£13 for 1/2 day rental.**
- Assuming that for 50% of the month the e-scooters are being rented out to guests
- Hotel can be **profitable month on month** of e-scooter rentals.

**Monthly cost
hotel pays to
Zwings for 10
e-scooters**
£980 a month

**Expected
Rental
Revenue
received by
The hotel**
£1976 a month

**Monthly
Profit to the
hotel**
£996 a month

Hotel's ROI
101%
**Annual Profit:
£11952**