

HELBIZ

Founder: Salvatore Palella, Founder and CEO

Year Founded: 2015

Headquarters: New York, NY

Number of Employees: 200+ around the world

Website: www.helbiz.com

Funding to Date: \$30 million

Ownership

- **Founders: 65.5%**
- Finbeauty: 14.2%
- Monaco Mobility (Silva Investments): 5.6%
- Quantum: 5%
- Copernicus Asset Management: 3.5%

Helbiz Is...

Helbiz is a technology company that offers micro-mobility solutions for the world's busiest cities. With more than 200 employees, the company is the market leader in Italy and is continuing to expand and hire local personnel to run its operations around the world. Launched in 2015 and headquartered in New York City, the company operates e-scooters, e-bicycles and e-mopeds in over 20 cities around the world including Alexandria, Arlington, Atlanta, Jacksonville, Miami, Milan, Richmond, Rome and Washington DC.

Core Values

The three pillars that define Helbiz are our focus on mobility, innovation, and sustainability.

Mobility: We firmly believe that e-bikes, e-scooters and all other shared electric vehicles represent a decisive and well-established step in the evolution of short-range personal transport.

Innovation: We meticulously build tools to enhance our operations, creating innovative and efficient processes that guarantee an outstanding customer experience.

Sustainability: Our micro-mobility solutions enable cities to reduce the carbon footprint of urban transport, while improving quality of life through convenience, better user cost, and decongesting traffic. Helbiz solutions not only minimize city traffic (which ultimately reduces pollution), but serve as a means to better understand the dynamics of city mobility. The Helbiz team works 24/7 to ensure a level of service that complies with public regulations and the strictest road safety requirements. Safety and reliability remain the key priorities that continuously drive Helbiz.

Key Differentiators

- Helbiz offers the most diverse fleet of vehicles to meet different needs. It is the only company to offer e-scooters, e-bicycles and e-mopeds all on one convenient, user-friendly platform.
- Helbiz ensures seamless and secure operations because all vehicles are maintained by Helbiz employees and not handled by third party contractors.

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- Helbiz is committed to the safety of its riders. The Helbiz app is equipped with rider safety information such as instructions for use, how to conduct a safety check and helmet rules. All Helbiz vehicles are fully insured for the protection of its riders.
- Helbiz partners with municipalities to support the development of regulatory standards and to ensure that guidelines are then met. For example, Helbiz is working with the Italian Minister of Transportation and government agencies across the country including Milan, Torino and Pisa. Furthermore, Helbiz is engaged with regulatory bodies in the United States, Singapore and the United Kingdom.
- Helbiz technology is unparalleled. Its proprietary software enables precise and accurate geofencing, while its connected ecosystem enables transparency, direct insight and seamless scalability for cities and municipalities.

Extensive Global Partnerships

Attention to intermodality, sustainability and the user experience enables Helbiz to be a valuable partner for companies operating in transportation, public and private services, accommodation and events. Leaders in these industries are looking for "turnkey" smart mobility solutions to scale their businesses and enhance their relationships with customers.

Companies that have already signed strategic international partnerships with Helbiz include:

- Alipay, Ant Financial
- Enel
- Elite Model Management
- EPAY, Euronet
- Miami FC
- SamsungPay
- Telepass
- Trenitalia
- Yolo Insurances

Where We Operate:

North America	
City	Start Date
Alexandria, VA	August 2020
Arlington, VA	August 2020
Atlanta, GA	November 2020
Jacksonville, FL	Q1 2021
Kelowna, BC	Q1 2021
Miami, FL	November 2019

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Richmond, VA	December 2020
Washington, DC	January 2020

Europe	
City	Start Date
Bari, Italy	July 2020
Cesena, Italy	July 2020
Florence, Italy	Q1 2021
Latina, Italy	October 2020
Milan, Italy	December 2019
Modena, Italy	December 2020
Naples, Italy	September 2020
Palermo, Italy	Q1 2021
Parma, Italy	September 2020
Pescara, Italy	July 2020
Pisa, Italy	October 2020
Ravenna, Italy	August 2020
Rome, Italy	May 2020
Turin, Italy	December 2019
Verona, Italy	October 2019

Executive Team

Salvatore Palella, Chief Executive Officer

Mr. Palella has served as our Chief Executive Officer and a member of its board of directors since 2016. Mr. Palella, a serial entrepreneur, founded Helbiz in 2015, at the age of 29, with a mission to solve first- and last-mile transportation issues in cities around the world through an innovative and scalable transportation rental platform designed for the sharing economy. At the age of 19, he founded his first business, a company that specialized in the production and distribution of vending machines for fresh-squeezed orange juice, which officially ushered him into the international corporate world. In October 2018, Mr. Palella launched Helbiz as the first shared electric scooter service in Italy and paved the way for the legalization and formalization of the Italian national shared micro-mobility decree.

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Giulio Profumo, Chief Financial Officer

Mr. Profumo has served as our Chief Financial Officer since July 2018. Prior to joining Helbiz, Mr. Profumo worked at Rothschild & Co. in Mergers and Acquisitions Advisory from June 2017 to July 2018. From June 2015 to April 2017, Mr. Profumo served as an investment banking analyst at Citigroup. Prior to Citigroup, Mr. Profumo held multiple roles at Huawei Technologies including Corporate Development Manager and Telecommunications Financial Analyst. Mr. Profumo holds a master's degree in finance from Luiss Guido Carli University in Rome.

Jonathan Hannestad, Chief Operating Officer

Mr. Hannestad has served as our Chief Operating Officer since December 2017. Prior to Helbiz, Mr. Hannestad was Creative Director at Pierce Media & Associates, a full-service media agency. During his Business Administration and Entrepreneurship studies at the University of Buffalo, Mr. Hannestad began developing his own tech company in the Payment and Food spaces. Through this company, he was introduced to Mr. Palella and Helbiz in 2016 when he joined as the company's first team member before officially becoming the Chief Operating Officer. Mr. Hannestad is responsible for developing and designing the Helbiz brand and global image, which is recognized as a symbol of innovation, sustainability and minimalistic design. In addition to spearheading design for Helbiz, Mr. Hannestad is responsible for the development and execution of the overall Helbiz product strategy and leads the internal design and software teams to create great products, which power the company's global operations.

Stefano Ciravegna, Chief Strategy Officer

Mr. Ciravegna has served as our Chief Strategy Officer since 2016. Prior to Helbiz, Mr. Ciravegna served as Co-Founder and Head of Strategy at Gallant CS since 2012. Mr. Ciravegna received his master's degree in finance from NYU Stern School of Business and completed the Oxford Fintech Program at the Saïd Business School at the University of Oxford.

Nemanja Stancic, Chief Technology Officer

Mr. Stancic led the team that developed the first iteration of the Helbiz application. In April 2019, he officially joined the company as Chief Technology Officer. Previously, Mr. Stancic worked for successful startups and Fortune 500 companies. Mr. Stancic was recognized by Microsoft for two years in a row as a Most Valuable Professional and was also awarded for his work from companies and organizations including IEEE and Oracle. Today, he leads the development team for Helbiz in New York, Belgrade and Milan, consisting of a total workforce of nearly 100 employees.

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