



Best-in-class SaaS
platform for industrial
maintenance
management

*Unlock the Power
of Streamlined Maintenance.*



KEY INVESTMENT.

CONSIDERATIONS.

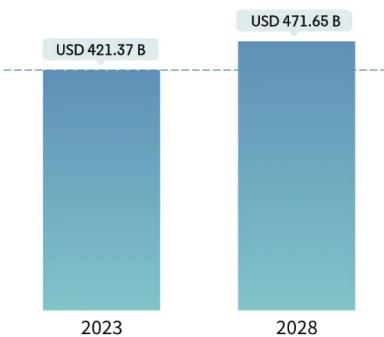
- 1. A massive market opportunity : TAM 420 milliards \$ with a 2.28% CAGR
10% employees worldwide in maintenance.**
- 2. Long-term relationships with loyal customers, ie Saint-Gobain (+95 plants deployed today), l'Oréal, Danone, Safran...**
- 3. Nearly 8M € invested in R&D in 7 years in order to build a pioneering, robust and sophisticated maintenance platform.**
- 4. A quick ROI for the clients. Financial benefits but also social and environmental impact.**
- 5. A winning SaaS / subscription business model with upfront payment. 3000 paying users, more than 430 plants using Mobility Work in 31 countries.**
- 6. Sustained Growth - Turnover X 1,7 in 2 years (1M€ in March 2022 et 1,7M€ projected in Mars 2024).**
- 7. A visionary and determined management team, and seasoned shareholders who master industry processes and maintenance subjects : Nova (Saint Gobain), Rexel, Farinia Group...**

1. A MASSIVE MARKET OPPORTUNITY

WESTERN EUROPE AS THE BIGGEST MARKET

Maintenance, Repair, And Operations (MRO) Market

Market Size in USD Billion
CAGR 2.28%



Période d'étude 2018-2028

Taille du Marché (2023) USD 421.37 milliard(s)

Taille du Marché (2028) USD 471.65 milliard(s)

TCAC(2023 - 2028) 2.28 %

Marché à la Croissance la Asie-Pacifique

Plus Rapide

Plus Grand Marché Europe

Principaux acteurs

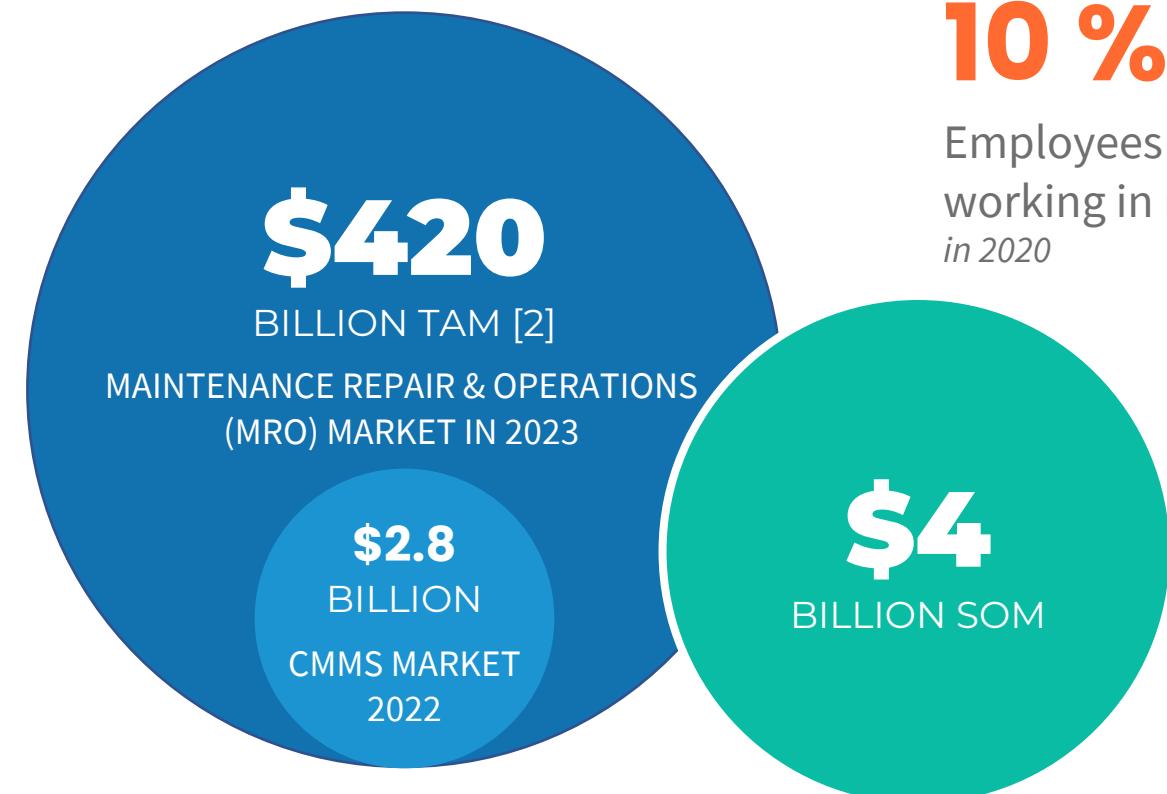


*Avis de non-responsabilité : les principaux acteurs sont triés sans ordre particulier

Sources :

<https://www.mordorintelligence.com/fr/industry-reports/maintenance-repair-operations-mro-industry>

https://www.pole-emploi.org/files/live/sites/peorg/files/documents/Statistiques-et-analyses/E%26S/ES65_Les_metiers_mecanique_electricite_electronique_maintenance.pdf



10 %

Employees worldwide
working in maintenance
in 2020

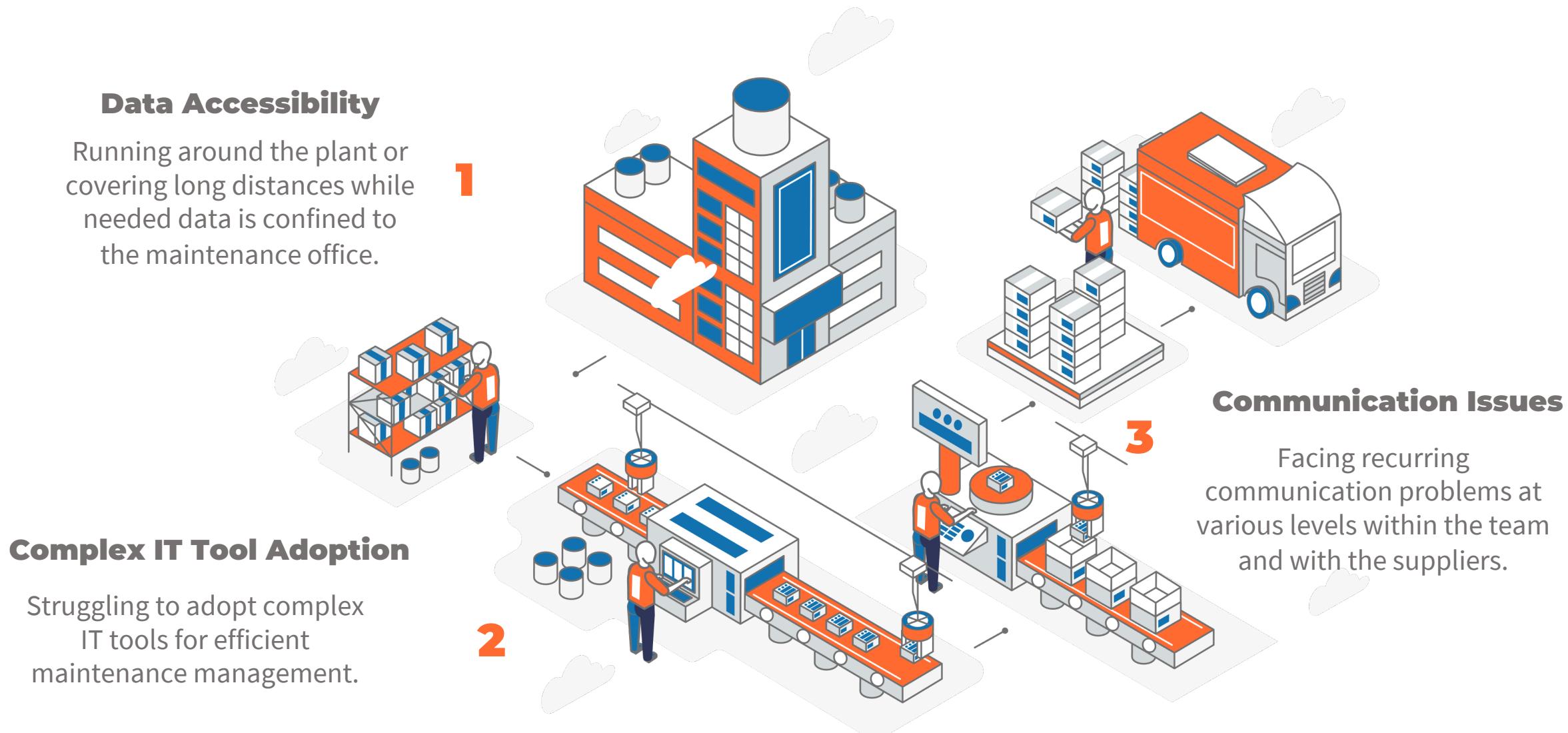
2. LONG-STANDING RELATIONSHIPS WITH LOYAL CUSTOMERS.

BIG ACCOUNTS FOCUS.



3. A LEADING TECH PLATFORM

ADDRESSING MAINTENANCE TEAMS CHALLENGES



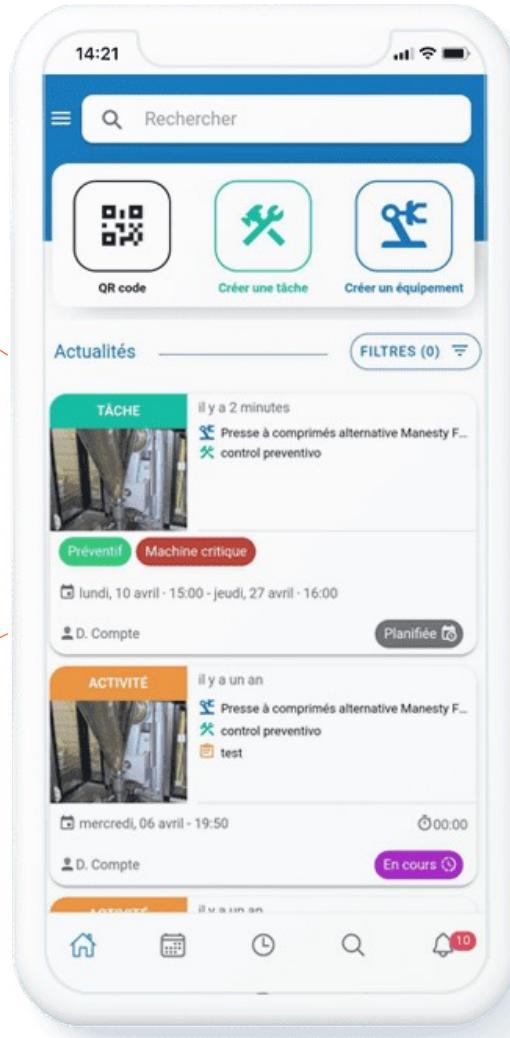
PLUG&PLAY MAINTENANCE MANAGEMENT SOFTWARE :

Plug&Play CMMS

- Easy to deploy, mobile, user-friendly, designed by and for maintenance technicians
- Data collection made easy

Integrated CMMS

- Integration with ERP, MES, IoT, PDCA, BIM, BI...



Collaborative maintenance platform

- Free profiles for intervention requesters and service providers
- Knowledge shared between experts
- Mutualized data

Matchmaking Marketplace : one-stop-shop value-added offer

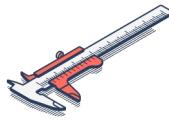
- Products and services catalogues directly available in the CMMS, Suppliers reachable through the app.

COMPETITIVE ADVANTAGES

- 1. Cloud-based Plug&Play CMMS Solution (1 week deployment)**: no installation, no set-up. Massive, easy and quick deployment.
- 2. Integration /API**: Seamless integrations with IT ecosystem (ERP, IOT, MES, BI, PDCA...)
- 3. Mobile-First Approach**: With a mobile-first design, Mobility Work enables technicians and maintenance teams to access and manage tasks anytime, anywhere.
- 4. Real-Time Collaboration**: Facilitates efficient communication and coordination among team members, leading to streamlined workflows and increased productivity.
- 5. Multilingual Capabilities**: translated in 17 languages.
- 6. Vibrant integrated Marketplace**: Provides a marketplace where organizations can connect with suppliers, source spare parts, and optimize procurement processes.
- 7. Driving Operational Excellence**: By leveraging Mobility Work's advanced functionalities, organizations can enhance maintenance management practices and achieve operational excellence.

4. QUICK ROI & POSITIVE IMPACT.

ON PERFORMANCE AND CSR.



50%

time saved in preparing
maintenance operations



15%

time saved in maintenance
operations



10 %

increase in machine
availability



10 %

saved on Spare parts
budget.

& BEYOND

WASTE REDUCTION

SOCIAL IMPACT

- **Re-man** (remanufacturing production means)
- **Re-pair** (lifetime extension of current assets)
- **Re- use** or recycle (obsolete spare parts), reduce waste (spare parts inventories may be shared)

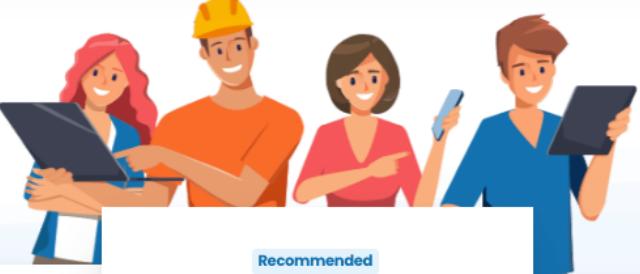
- Team **motivation & satisfaction**
- Improving & modernizing **working conditions**
- enhancing **skills and qualifications**

5. ONTRACK TO A WINNING SUBSCRIPTION MODEL

UNTIL APRIL 2024

License per user : 2 paying profiles and 2 free profiles

1 unique plan per network



Recommended

Starter	Premium	Ultimate
36€ /user/month Excluding VAT Annual billing	61€ /user/month Excluding VAT Annual billing	Let's talk! Annual billing
3 or more licenses <small>i</small>	3 or more licenses <small>i</small>	3 or more licenses <small>i</small>
<small>1 price plan per network</small>	<small>1 price plan per network</small>	<small>1 price plan per network</small>
<ul style="list-style-type: none">✓ Unlimited equipment and work orders✓ Access to history and documents✓ Spare parts management✓ Access to the community✓ Scheduling and analytics	<ul style="list-style-type: none">All Starter features +✓ Tag customization and groups✓ Equipment scheduler✓ Newsfeed filters✓ Unlimited scheduling and analytics✓ Offline mode of the mobile app✓ API (ERP Integration) for Inventory Management	<ul style="list-style-type: none">All Premium features +✓ SLA on availability✓ Data Connector✓ Dedicated maintenance expert✓ SSO - Enterprise Authentication✓ Audit Trail (21CFR11 compliant)✓ BIM integration
Request a quote	Request a quote	Discuss about your project

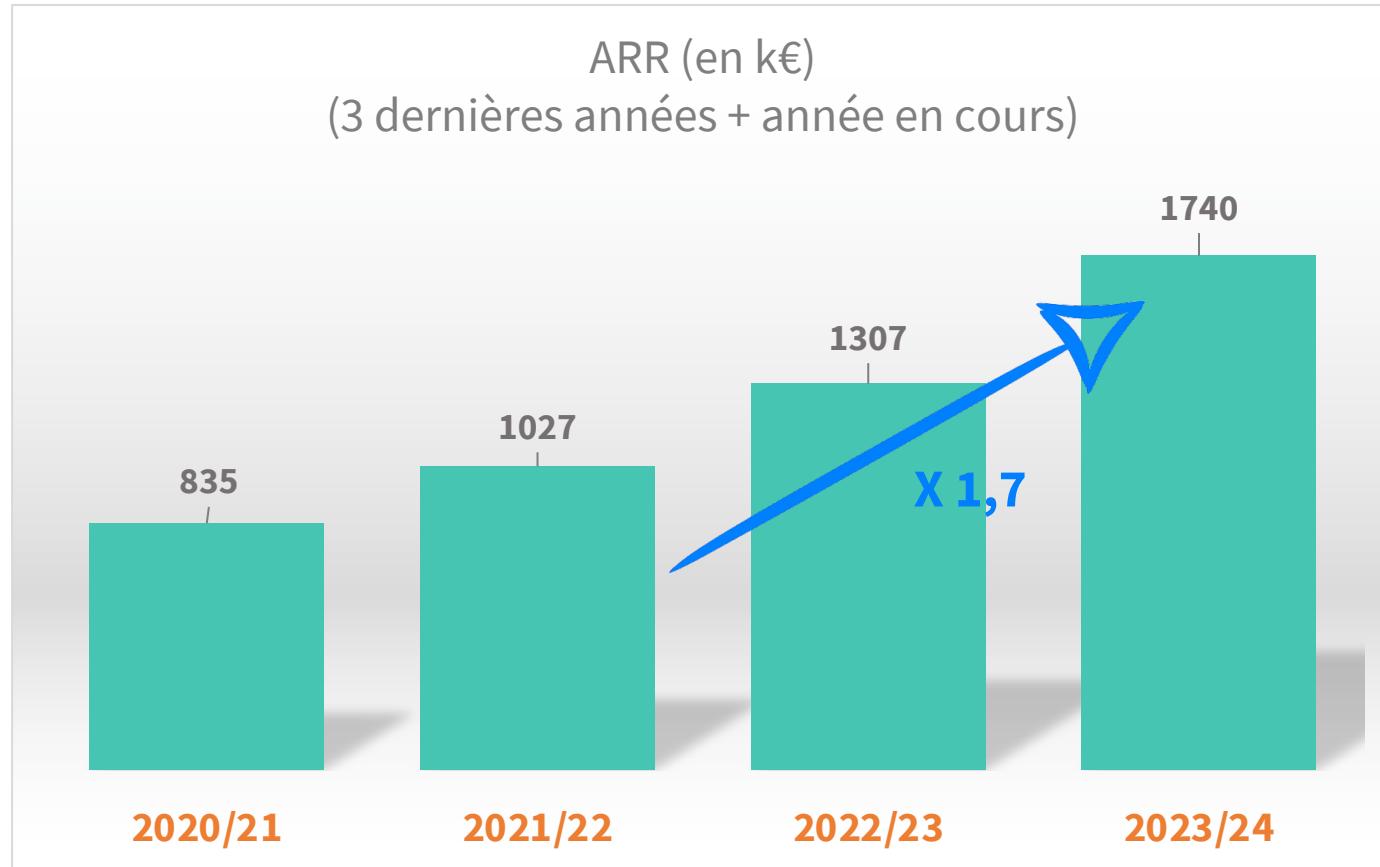
FROM APRIL 2024

- Yearly Subscription
- 1 plan per plant.

OPTION PLAN	STARTER	PREMIUM	ON DEMAND
<p>- up to X maintenance team members / site</p> <p>According to the size of the users' team, a certain pack of license is allocated to the Client.</p>	<ul style="list-style-type: none"> ✓ Unlimited equipment and work orders ✓ Access to history and documents ✓ Spare parts management ✓ Scheduling and analytics 	<p>All Starter features +</p> <ul style="list-style-type: none"> ✓ Tag customization and groups ✓ Equipment scheduler ✓ Newsfeed filters ✓ Unlimited scheduling and analytics ✓ Offline mode of the mobile app 	<p>All Premium features + on demand</p> <ul style="list-style-type: none"> ✓ SSO – Enterprise Authentication ✓ Audit Trail (21CFR11 compliant) ✓ Data Connector ✓ SLA on availability ✓ Phone support with dedicated CSM

6. SUSTAINED GROWTH.

ARR X1,7 IN 2 YEARS



3 000

Paying users

45 000

Total users

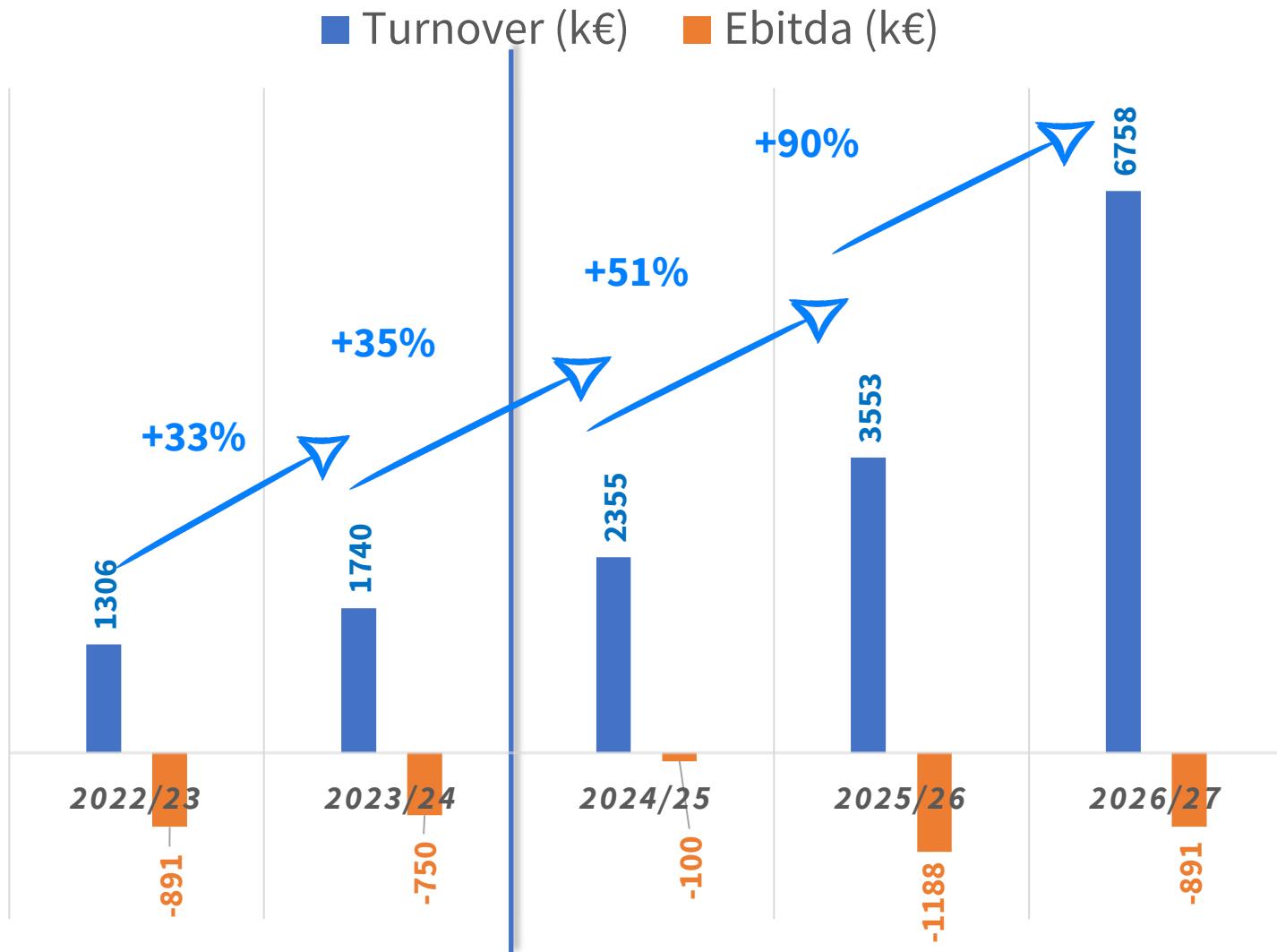
36

countries

1%

churn

REVENUE AND FINANCIAL PROJECTIONS.



SCALABILITY AND GROWTH OPPORTUNITIES

Capture new sites within our large account customers

- Top 10 customers with only 25% penetration rate
- Potential of 1,500 plants

Attract new customer

- Leverage experience with established industries
- Geographic expansion (due to site deployment)
- Sectoral expansion (health, transport, packaging)
- Utilize third-party distribution networks for SMEs
- Encourage virality between users

Leverage our data and user-base

- Integration of machine manufacturers' catalogs and documents
- Integration with Manufacturers' after-sales service
- Enable purchasing of spare parts from distributor marketplaces
- Reports and data analysis on machines
- Integration of third-party solutions

1

2

3

4

5



Increase the average customer basket value on existing sites

- Upsell : Increase in the number of users per site (focus on quality, method, security)
- Upgrade to PREMIUM and ULTIMATE plans for advanced features
- New options
- Enforce new pricing model
- NRR (onboarding / training...)

Reduce lead time (*just starting*)

- Enhance Sales Ops, Lead Qualification, and Nurturing processes
- Streamline Onboarding and enhance Value proposal
- Train teams for improved efficiency

7. HUMAN EXPERTISE.

VISIONARY MANAGEMENT TEAM AND SEASONED SHAREHOLDERS



Morgane Guinot

Founder & CEO

10 y. exp in Online
Marketing & Account
Management
Master of French &
Common Law

[Fastbooking](#), [Farinia Group](#)



Bastien Gautheret

Head of Sales

10 y. exp in Sales | Ex.
Tennis champion,
Sales Teacher
[SILVEO](#), [DiGeiz](#),
Accenture



Boris Guéry

CTPO

15 y. exp in IT, 7 y. as
CTO | Development,
[Dayuse](#), [Mailjet](#)

TEAM

5 Sales & Marketing

11 Product (incl.
Tech, Q&A &

support)

2 G&A

ADVISORS

Charles Guinot (Online Pajak)

Guy Benoliel (35 y. Finances)

Jérôme Girszyn (25 y. Private Equity)

& INVESTORS



Farinia Group



Frédéric Guinot (Evilia)

Yannick Bezard (Ex. EVP Purchasing PSA)

8. OUR FUNDING NEEDS .

2 OBJECTIVES IN THE 2 NEXT YEARS.

Commercial Development

1. Strengthen Marketing & commercial development:

Utilize Business Development agencies
Conduct market studies
Hire additional Account Executives and Customer Success Managers (CSMs), Account Managers for big account relationships and sectoral/international deployments, Build a Marketing team.
Obtain consulting on pricing strategy
Enhance support and onboarding processes
Implement certification and e-learning solutions
Invest in sales operations tools

2. Develop an international partner network

Product Development

1. Improve our CMMS (Computerized Maintenance Management System) value by addressing user challenges in maintenance jobs:

Foster a group and community environment
Enhance expertise valuation capabilities
Implement analytics solutions

2. Enrich integrations of third-party solutions :

ERP (Enterprise Resource Planning)
IoT (Internet of Things)
MES (Manufacturing Execution System)
Business Intelligence

and built data reports based on community data

3. Develop a Matchmaking Private Marketplace:

Enable direct purchase of spare parts based on inventory levels and forecasted maintenance plans through Mobility Work

OPERATION.



INVESTMENT Q2 2024

We are seeking a funding of €3M

B2B Expertise



International Expansion

Investors
Profil

Investment in SaaS Startups

Interest in the Industry

Existing Investors:
Farinia Group, Saint-Gobain, Rexel

NEXT STEPS AND CONTACT INFORMATION

Thank you for considering our investment opportunity. We believe that our CMMS solution has tremendous growth potential and can revolutionize the maintenance industry.

We are excited to take the next steps towards achieving our goals.

For further information or to schedule a meeting,
please reach out to :

MORGANE GUINOT

CEO

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Mobility Work

APPENDIX.



OVERVIEW OF COMPETITORS

MRO VALUE CHAIN SEGMENTS.

CMMS

CMMS are computerized systems for efficient maintenance management, providing features like work planning, asset management, spare parts management, and preventive maintenance.

Key Players : IBM, SAP, eMaint (Fluke Corporation), Carl Software, Fiix, Upkeep, **Mobility Work**

Facility Management

Facility Management involves managing and maintaining physical facilities, such as buildings and equipment. FM service providers offer various services for smooth facility operations.

Key Players : ISS World Services, Sodexo, CBRE Group, Jones Lang LaSalle (JLL), Cushman & Wakefield, Compass Group

OEMs

OEMs are original equipment manufacturers that produce and supply industrial and commercial equipment. They may also offer maintenance and support services for their own equipment.

Key Players : Siemens, General Electric (GE), ABB, Schneider Electric, Honeywell, Emerson Electric

ASM

ASM providers offer asset management services, including real-time monitoring, data analytics, predictive maintenance, and spare parts management. They help businesses optimize asset performance and lifespan.

Key Players : IBM, Schneider Electric, Siemens, ABB, General Electric (GE), SAP

KEY FEATURES

Community-based and collaborative
Mobile and intuitive app, no installation or training
Big Data and analysis for better decision making
Certifications : ISO 27001 | FDA 21 CFR Part 11

STREAMLINED MAINTENANCE.
Manage interventions, spare parts, and documents.

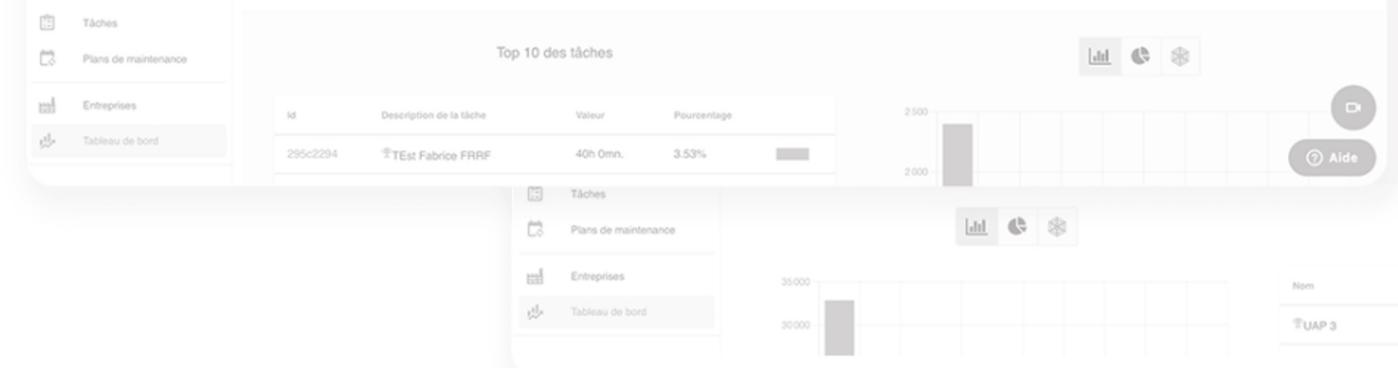
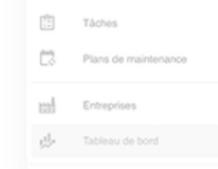
PREVENTIVE & REGULATORY MAINTENANCE.
Plan and schedule tasks for compliance.

SUPPLIER & SERVICE PROVIDER MANAGEMENT.
Streamline procurement.

EQUIPMENT MANAGEMENT.
Track and maintain equipment using QR codes.

REAL-TIME COLLABORATION.
Communicate and share knowledge.

ANALYTICS & REPORTING.
Gain insights for optimization.



OFFLINE ACCESS.
Work anytime, anywhere

ENHANCED SECURITY.
Secure access with SSO authentication

ERP INTEGRATION.
Seamlessly connect with IT ecosystem : (Erp, IOT, MES, BI, PDCA...).

IDEAL CUSTOMER PROFILE:

OUR BEST TARGETS

Industrial Clients

Consumer Goods, Automotive, Mining, Chemical and Pharmaceutical, Energy, Metallurgy, Materials, and Construction

+10/15 users

At least 10 on-site users
Key decision-makers/contacts:
Maintenance Managers, Plant Directors, Industry 4.0 Managers,...

Multi-plants (+8)

8 to 10 factories
Presence in multiple countries compatible with the application's supported languages.
Limited/No CMMS (Computerized Maintenance Management System) equipment

Low maintenance management maturity

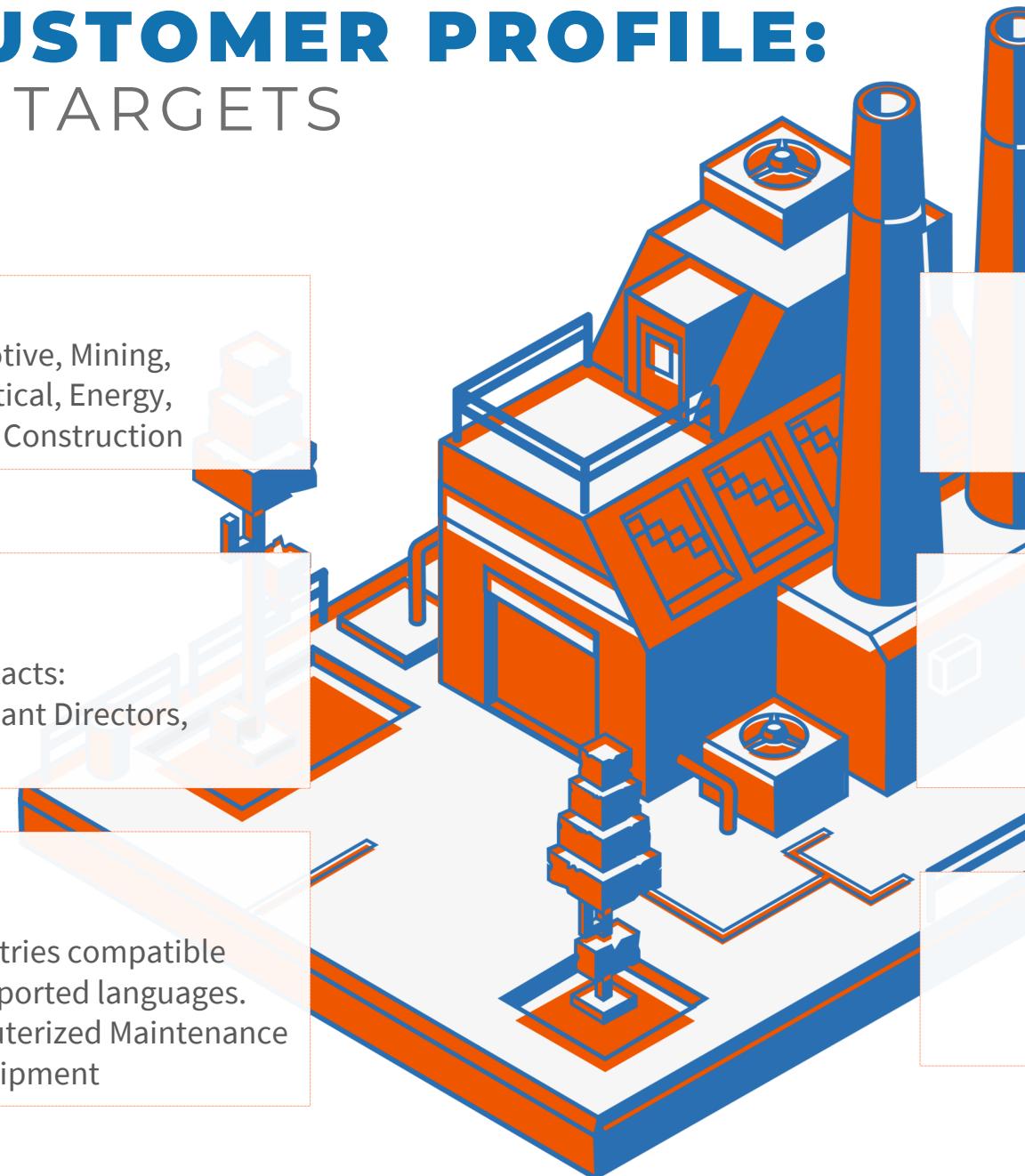
No tendering process
No custom developments

Pilot Plan + Deployment

Pilot factory
Large-scale deployment
Short-term deployment (3 to 6 months)
Project Manager

Budget 8k€ / plant

Minimum €8k / site
Premium package
Annual commitment



MARKET VALIDATION AND TESTIMONIALS

L'OREAL

“ Mobility Work is a game-changer for us: it is a real support for the management of technical teams, it is part of our operational excellence policy and we are really confident about it.



Jérôme Sawicki

Operations Performance
Director

Four years ago, we were looking for a solution to help our technical teams better manage maintenance activities. In line with our strategy around industry 4.0 and digitalization, this solution had to be ergonomic and intuitive, but above all it had to simplify things for the people in the field who use it every day.



Audrey Fievez-Bayart

Performance and Maintenance engineer at L'Oréal

The tool is simple, fast and intuitive to use. After 2 or 3 hours of training, technicians can start recording all their maintenance activities in total autonomy. Mobility Work has allowed us to gain in efficiency, on the one hand by the constitution of failure histories and on the other hand, by the management, planning and execution of preventive maintenance.