Mobito

Data Exchange Management Platform

mobilizing enterprise data

Seed Round, 2022

Investor Deck

The Mobito Proposition

Multi-billion € Opportunity	Unique platform Positioning	Growing targeted traction	Winning Team
• **Early positioning** in a fast growing market • **€4.8+ billion 2025 EU Market**, **33% growth** of Mobility Data Transactions in Europe	• Innovating on **b2b data exchange management** platform technology • Building **leading coverage** of raw mobility data • Offering **derivative data intelligence products**	• **80** registered companies in Data Marketplace • **€330k** in 2022 expected Marketplace GMV, 18% margin • Launch of our first data product and **€50k signed revenue** from 1st client	• **Industry insiders** with experience in building successful tech companies • **8 members** in 3 countries • Backed by **Imec.Istart, MORO Global** and **industry CEOs**

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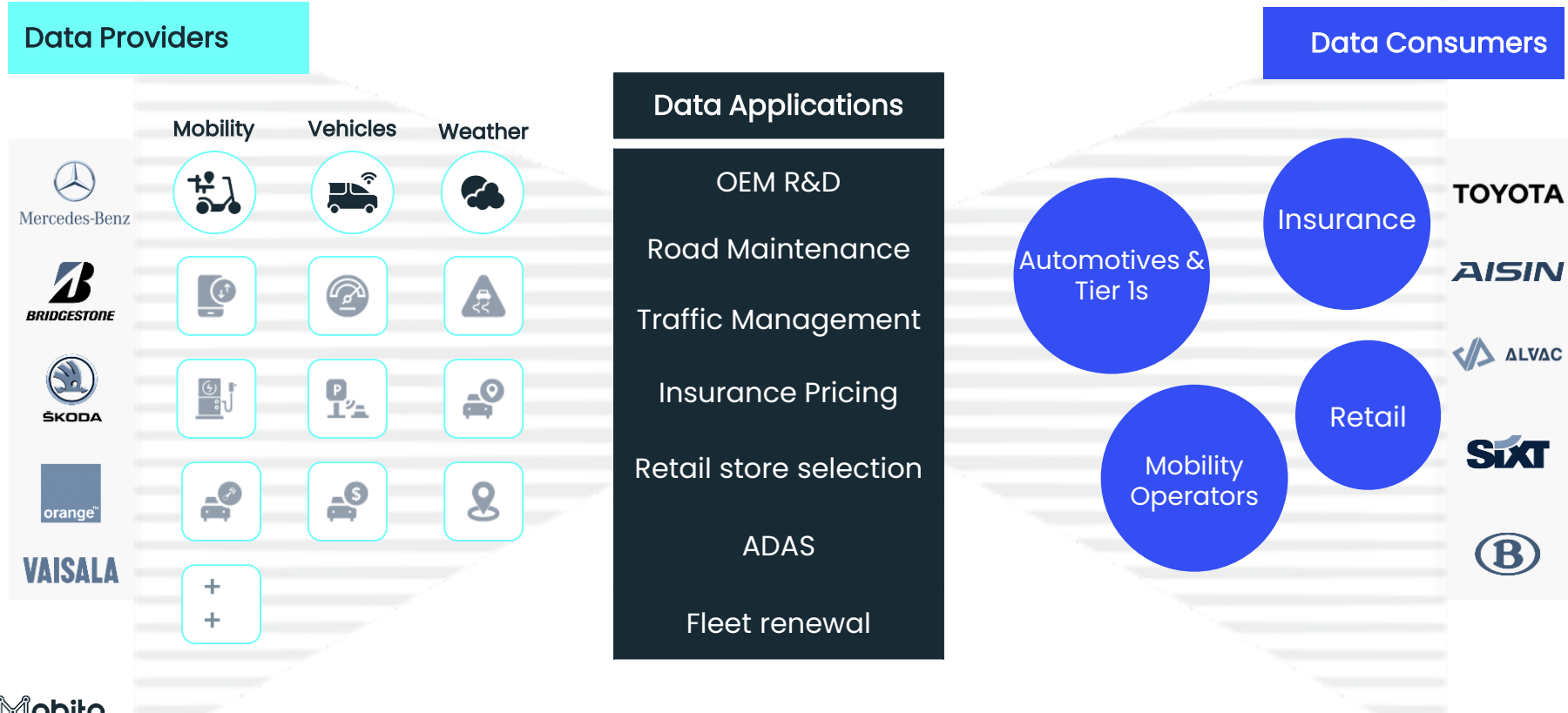# Widespread adoption and use of external data by companies will transform our lives

We are on a mission to **make data serve humans**

Safety

Sustainability

Efficiency

Inclusiveness
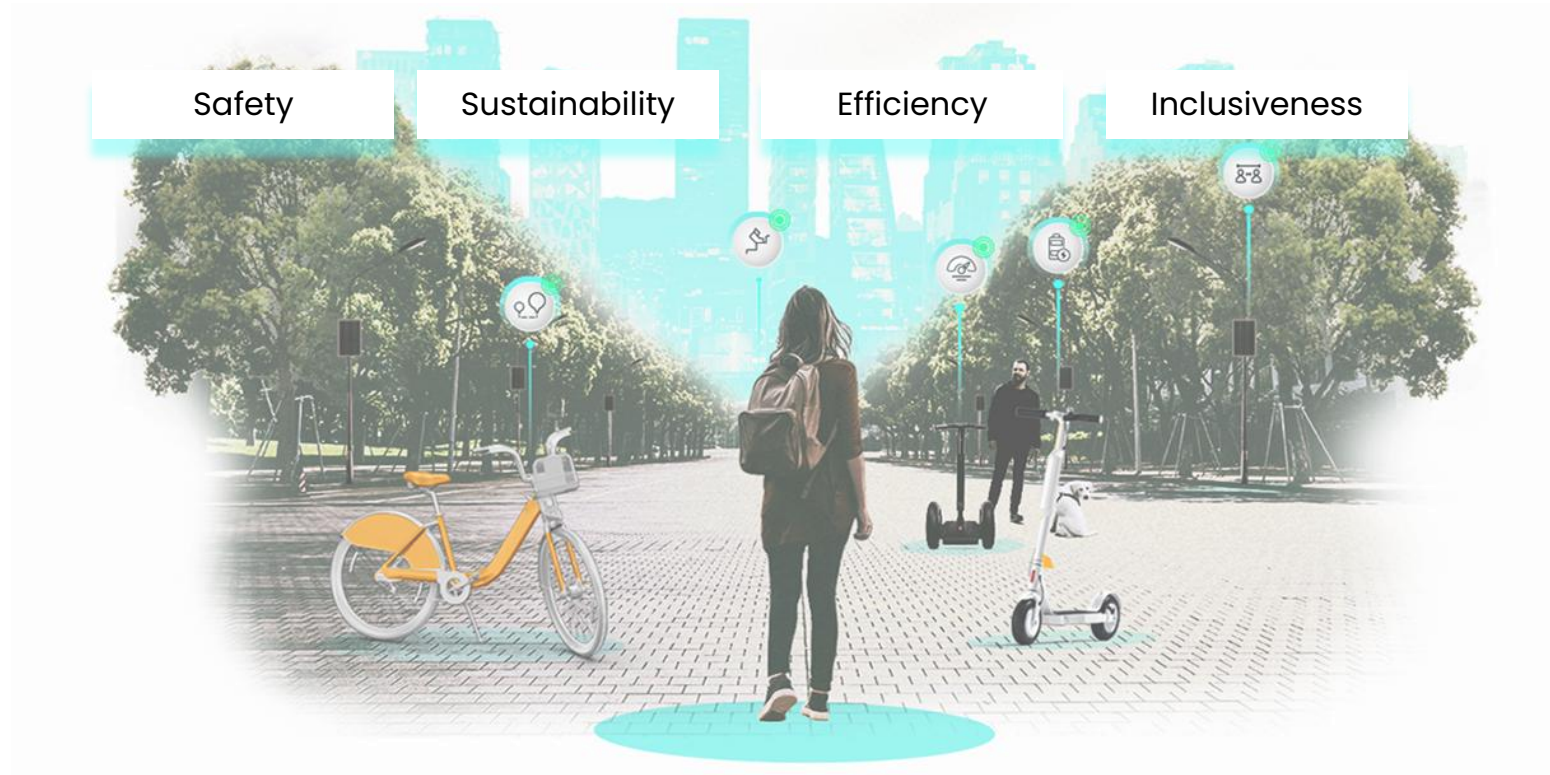
We orchestrate **the exchange of mobility data and intelligence**

building our position as the preferred data partner to Mobility Stakeholders

Data Providers

Data Consumers

Mobility Vehicles Weather

Mercedes-Benz

BRIDGESTONE

ŠKODA

orange™

VAISALA

Data Applications

OEM R&D

Road Maintenance

Traffic Management

Insurance Pricing

Retail store selection

ADAS

Fleet renewal

Automotives & Tier 1s

Insurance

Mobility Operators

Retail

TOYOTA

AISIN

ALVAC

SiXT

B

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This is the **Data Economy decade**

new data availability, regulation and enterprise needs are forming the Data Economy

Legal Push

GDPR DGA Data Act

Regulations on data sharing restrictions and obligations

Enterprise Needs

92%

79%

of data professionals want **increased use of external data**

of companies are **investing more in data acquisition**

2025 EU Mobility Market Size

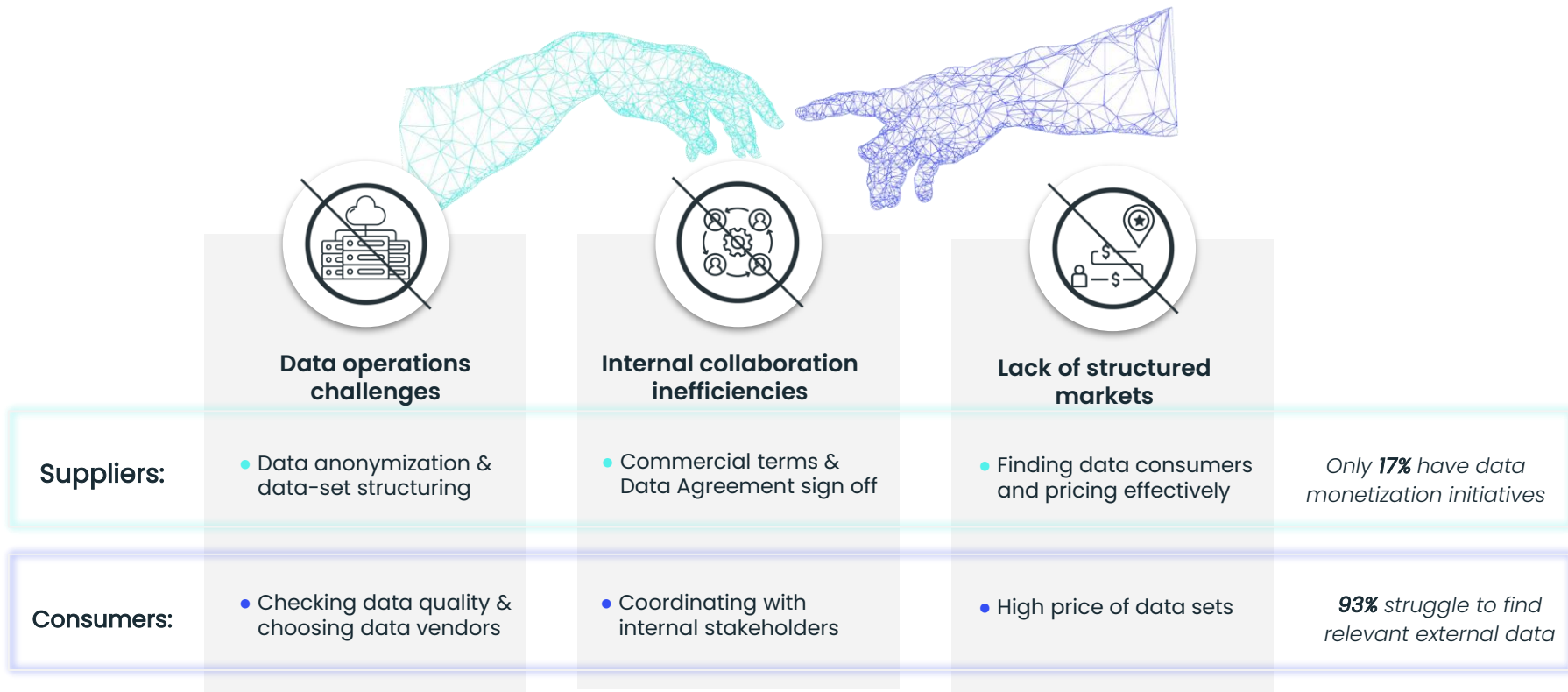**Mobility Data Transactions Market Size** €4.8 billion

€91 million **Data Exchange Platform Tools Market Size**

*in million	EU size in 2025	Growth
Vehicle Data & Insights	€1,396	38.50%
Mobile Phone Data & Insights	€2,679	15.60%
Other target Data Categorie	€720	35.54%
Total Mobility Data & Insights Markets	**€4,794**	**33.07%**
Data Exchange Management Market Size	**€91**	**32.90%**

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Companies are **struggling to manage their data exchanges**

leading to underutilised data opportunities, costly processes and decaying business models

	Data operations challenges	**Internal collaboration inefficiencies**	**Lack of structured markets**	
Suppliers:	• Data anonymization & data-set structuring	• Commercial terms & Data Agreement sign off	• Finding data consumers and pricing effectively	*Only **17%** have data monetization initiatives*
Consumers:	• Checking data quality & choosing data vendors	• Coordinating with internal stakeholders	• High price of data sets	***93%** struggle to find relevant external data*

* Mobito Technology and Bath University. Mobility Data Survey. 2022
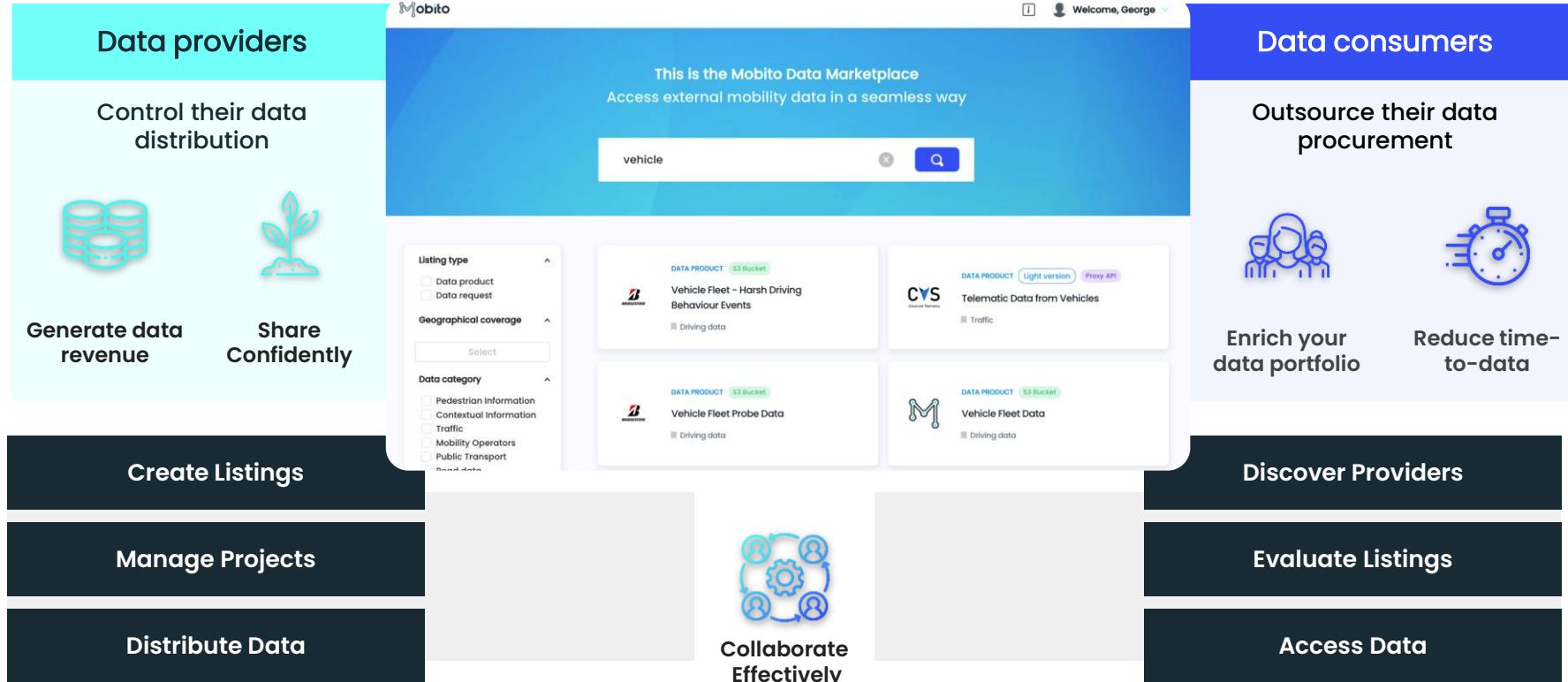** State of external data acquisition
*** BARC survey. "Data Monetization – Use Cases, Implementation and Added Value"
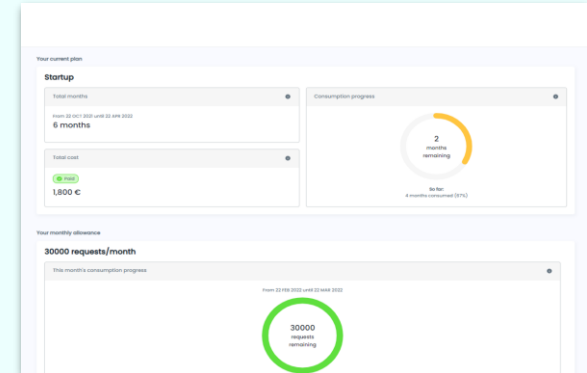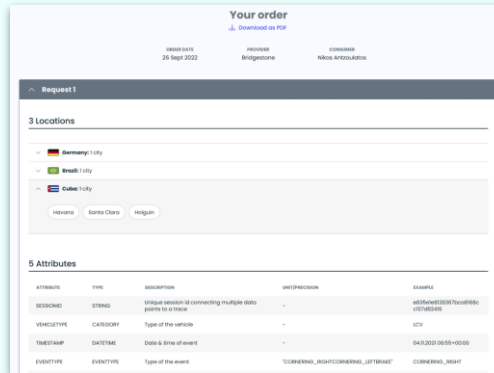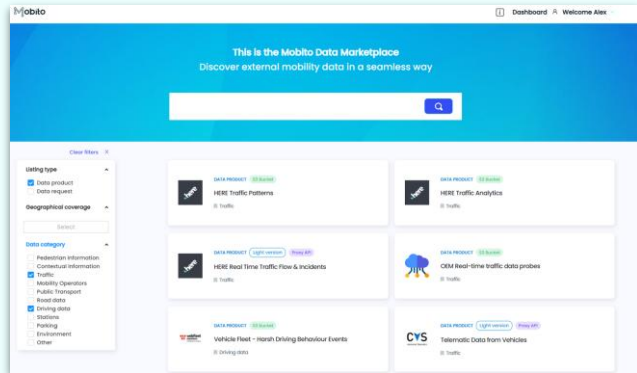
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Our Solution: Mobito's **Mobility Data Exchange Management Platform**

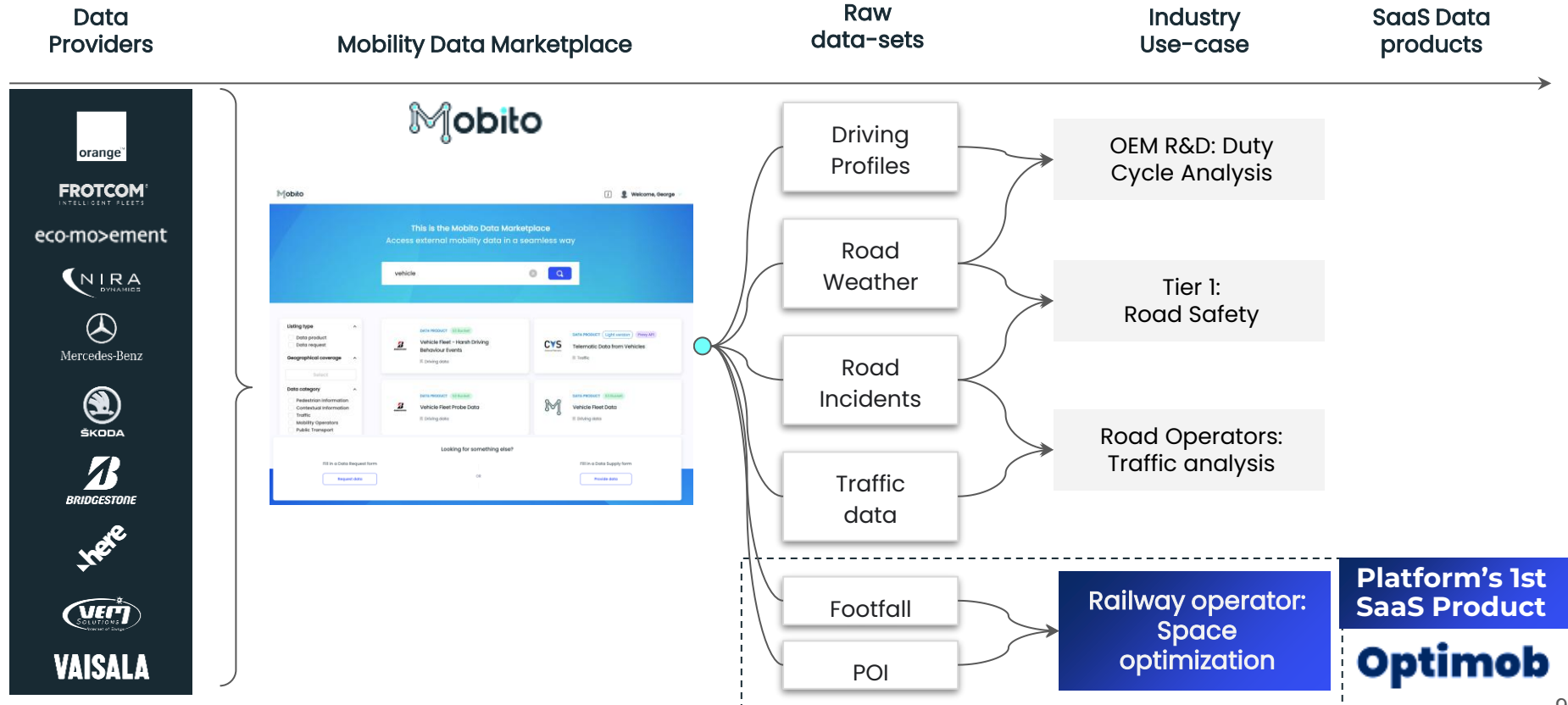### offering a streamlined and controlled way to facilitate end-to-end data exchanges

Data providers

Control their data distribution

Generate data revenue

Share Confidently

Create Listings

Manage Projects

Distribute Data

Data consumers

Outsource their data procurement

Enrich your data portfolio

Reduce time-to-data

Discover Providers

Evaluate Listings

Access Data

Collaborate Effectively

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This is the Mobito Data Marketplace
Access external mobility data in a seamless way

vehicle

Listing type
Data product
Data request

Geographical coverage
Select

Data category
Pedestrian Information
Contextual Information
Traffic
Mobility Operators
Public Transport

DATA PRODUCT · S3 Bucket
Vehicle Fleet - Harsh Driving Behaviour Events
Driving data

DATA PRODUCT · Light version · Proxy API
Telematic Data from Vehicles
Traffic

DATA PRODUCT · S3 Bucket
Vehicle Fleet Probe Data
Driving data

DATA PRODUCT · S3 Bucket
Vehicle Fleet Data
Driving data

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Innovating and evolving enterprises' **data exchange processes**

DATA CONSUMER FLOW

1	2	3	4	5
Discover mobility data	**Evaluate data providers**	**Commercial & Legal Agreement**	**Trial** / **Project Scaling**	**Data Vendors Management**
Search Data Catalogue	Access Complete Data Specifications	In-platform Data Licencing	Data Integration	Billing
Publish Data Requests	Compare Data & Volume Coverage	In-platform commercial agreement	Clarifications/ Adjustments	Contracts Renewal
	Sampling & visualisation	Invite & Allocate members roles	Data dumps, Subscriptions, Streaming	Monitor Consumption

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Expanding Value Delivery from **Data Access to Data Intelligence**

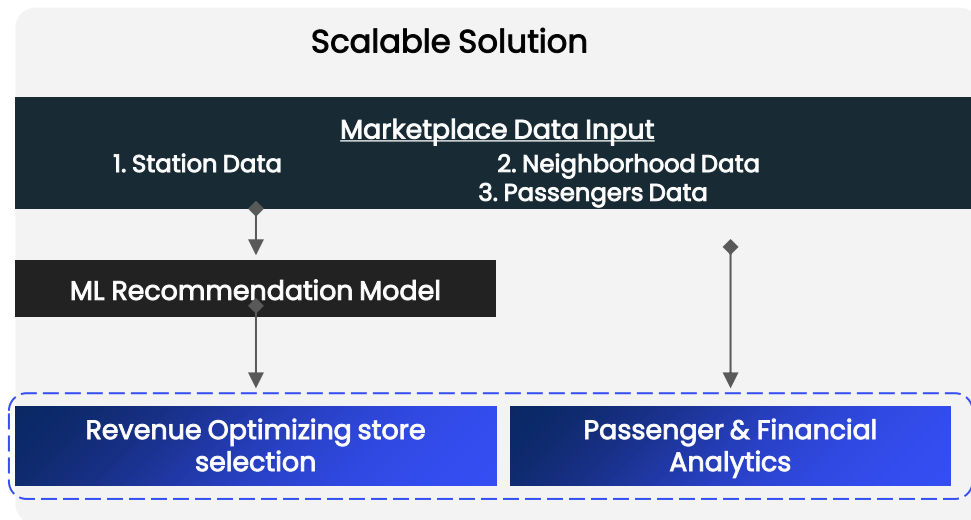through a platform that facilitates Raw Data Exchange (DaaS) and offers derivative intelligence (SaaS)

Data Providers	Mobility Data Marketplace	Raw data-sets	Industry Use-case	SaaS Data products

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Seeding the platform with the first Data Intelligence offering: Optimob

delivering localised commercial recommendations and analytics

Strategic Drivers for Optimob

✦ Seed platform expansion to hosting & offering SaaS Products
✦ Create demand for Marketplace Data

Scalable Solution

Marketplace Data Input

1. Station Data   2. Neighborhood Data
3. Passengers Data

ML Recommendation Model

Revenue Optimizing store selection

Passenger & Financial Analytics

Commercial validation

- Deployment to 10 main BE train stations
- 50,000 euros 12 month saas contract

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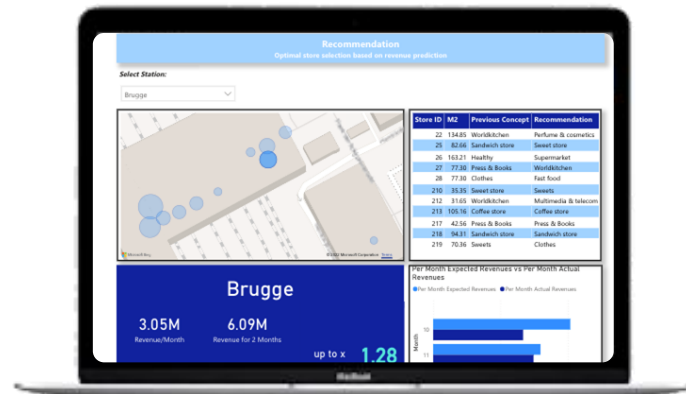
The **Master Plan**

building self-reinforcing platform for generation and delivery of raw data and intelligence products

Layer 3

Intelligence offering:
Host 3rd party
SaaS data products

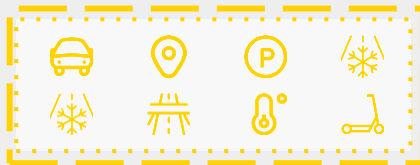Fleet deployment | Map-matching geodata | Road risk hotspots | **Optimob**

Layer 2

Data Network growth:
Grow 2-sided data
marketplace

Layer 1

Infrastructure tools:
Data Exchange
Management Platform

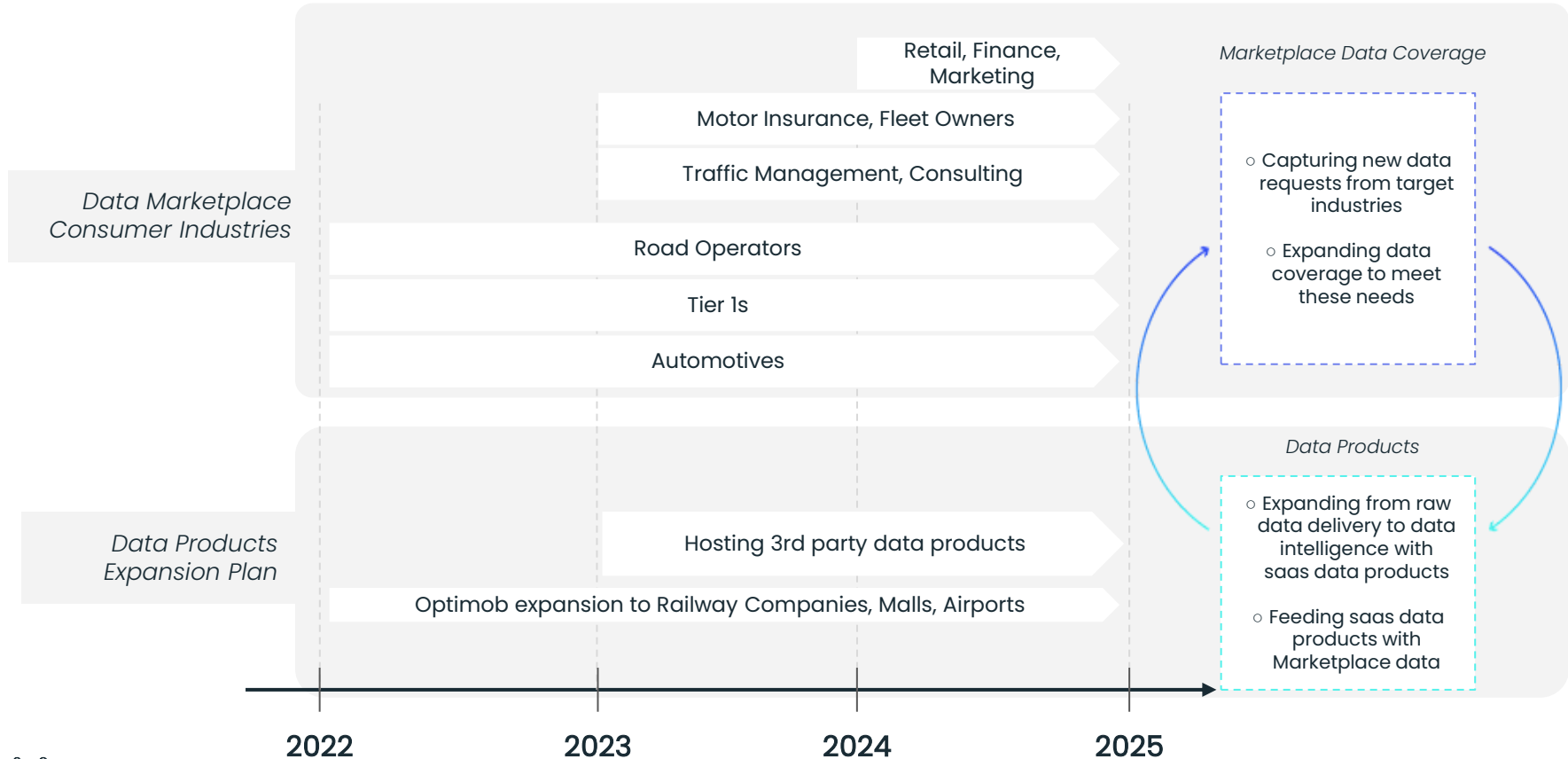*Create listings* | *Manage Projects* | *Distribute Data* | *Access Data* | *Evaluate Providers* | *Discover Listings*

Business Expansion Timeline

growing mobility use-cases until 2024 and then expanding beyond

Data Marketplace Consumer Industries

Retail, Finance, Marketing

Motor Insurance, Fleet Owners

Traffic Management, Consulting

Road Operators

Tier 1s

Automotives

Marketplace Data Coverage

- ○ Capturing new data requests from target industries
- ○ Expanding data coverage to meet these needs

Data Products Expansion Plan

Hosting 3rd party data products

Optimob expansion to Railway Companies, Malls, Airports

Data Products

- ○ Expanding from raw data delivery to data intelligence with saas data products
- ○ Feeding saas data products with Marketplace data

2022   2023   2024   2025

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Building the only **integrated, multi-data, smart data exchange** platform for mobility

B2B Data Exchange Management Tools

Integrated Mobility Data & Intelligence

Harbr_

DAWEX

here

otonomo

Datarade

Parkopedia

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Delivering **two-sided, end-to-end data exchange** platform functionalities

	Mobito	here	Datarade	DAWEX	otonomo	Harbr_
Data intelligence products	✓	✓			✓	
Multi-category raw mobility data	✓	✓	✓			
In-platform custom data requests	✓					
Data Exchange Management tools	✓			✓	✓	✓
Data Integration	✓	✓		✓	✓	✓
Data Access Policies	✓			✓		✓
Promotional Tools	✓		✓			

Freemium Data Marketplace Business Model

monetizing value of platform transactions (commission) & advanced data exchange tools (premium subsc.)

Freemium Data Marketplace Model		*Free*	*Premium (WIP)* *3,000 / month*
Data Consumers & Providers	Team members	3	Unlimited
	PII Data Encrypted Use Cases		✓
	Data Exchange commission	18%	16%
	API data masking tool	✓	✓
	Pricing recommendation tool	✓	✓
Data Providers	Mobito promotional engine		✓
Data Consumers	Search and Register data requests	✓	✓
	Enhanced Data Evaluation		✓
	Geo-querying datasets		✓

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Strong **market validation**

Populated data supply with anchor partners, growing data consumer accounts and generating repeat business

1) Data Marketplace Last Twelve Months

22 — Integrated Data Providers
including automotives & a telco

80 — Registered Enterprise Accounts
from enterprise accounts

60,000 euros

Value of Data Transactions LTM
in expanding projects

2022 Expected Marketplace GMV

€330,000

MICHELIN

STELLANTIS

2) "Optimob" Data Product Last Twelve Months

8

Deployed in 8 Train Stations
Incorporating proprietary data

50,000 euros

1st Data Product Subscription
with national railway operator

2022 Expected Optimob Revenue

€75,000

DSB

Partners

TOYOTA · Mercedes-Benz · ŠKODA · webfleet solutions a Bridgestone company · ALVAC · B · AERIS WEATHER · WEATHER SOURCE · here · VEM SOLUTIONS · eLICHENS · LocaUs · Ualabee

orange · FROTCOM INTELLIGENT FLEETS · NIRA DYNAMICS · VAISALA · ARIADNE MAPS crowd analytics · teragence · Xouba · eco-mo>ement · d · appyway · the good seat
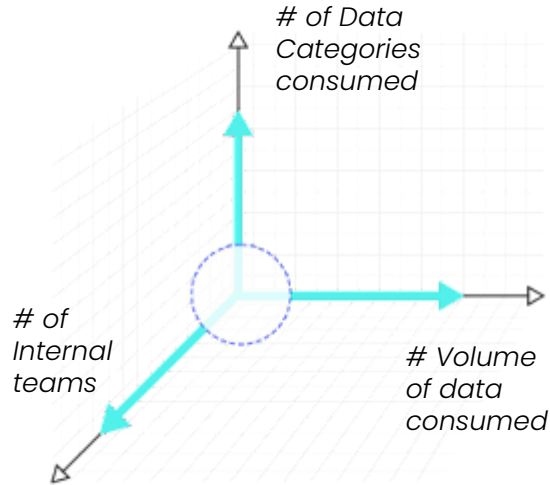
Data consumers **Account Size growth**

standard selling process progressing from flexible trials to long term subscription-based data access

Expansion of Client Account Size in 3 dimensions	**Example of account growth in volume and cross selling**

# of Data Categories consumed

# of Internal teams

 # Volume of data consumed

Samples	Trial Phase	Subscription Phase	Subscription & Internal cross selling in different departments
2 weeks of historical data	3 Months of historical data in 1 Geography	6 Months of near real time data in multiple geographies	Yearly access to near real time data from multiple categories in multiple geographies
Free	**9,000 €**	**28,000 €**	**100,000+ € p.a**

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Raising **€1.0 - €1.5 million Seed Round**

to automate and scale platform data exchanges and position as key mobility data Marketplace

Fundraising

Seed Round

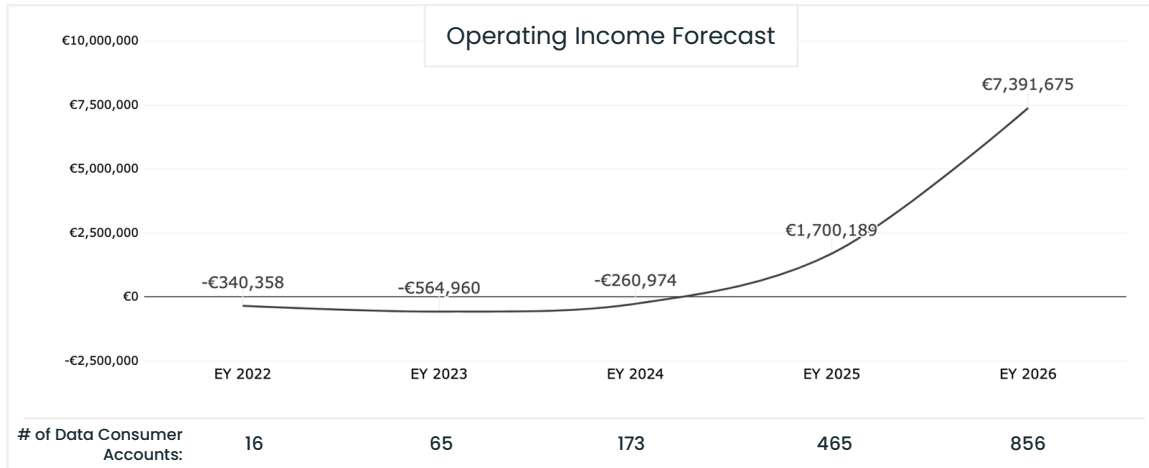€ 1.5 million

imec istart — €540k
Pleiades — IoT Greek Innovation Cluster — €144k Grant

€300k

| 2020 | 2021 | 2022 | 2023 | 2024 |

Use of Funds

Tech Salaries	45%
Non-Tech Salaries	36%
COGS	10%
Marketing & Partnerships	5%
Other	5%
Total	*100%*

Operating Income Forecast

	€10,000,000	
	€7,500,000	€7,391,675
	€5,000,000	
	€2,500,000	€1,700,189
-€340,358	-€564,960	-€260,974
€0		
	-€2,500,000	

	EY 2022	EY 2023	EY 2024	EY 2025	EY 2026
# of Data Consumer Accounts:	16	65	173	465	856

EY 2024 Key Targets

1. **173** Data consumer accounts
2. **€7,800,000** Annual GMV
3. **24** Premium Subscriptions
4. **39** Team members

Product **Roadmap**

automating and enhancing data and intelligence matchmaking with platform tools

Data Provider			Data Consumer		
Create Listings	**Manage Projects**	**Distribute Data**	**Discover Providers**	**Evaluate Listings**	**Access Data**

Masterplan

Step 1 & Step 2

Create Listings	Manage Projects	Distribute Data	Discover Providers	Evaluate Listings	Access Data
Light & Full Listing Guided Creation	Monitoring Usage Analytics	Data Masking & Access Control	Catalogue search & Publish Requests	Standard Trial Access	Monitor Consumpt. Analytics
Pricing Recomm. Tool	Structured Comms	Pull API / S3 / Streaming	Geo-coverage Search Engine	Matching Index score	Automatic Alerts
Mobito Promotional Engine	Team collaboration tools	Mobito API Layer	Standard Data Schema	Data Quality Metrics	Checkout automation
	License Agreement Builder	PII Data Encrypted Use Cases	Personalised catalogue curation	Comparison module	Geo-querying datasets

Step 3

Create Listings		Distribute Data			Access Data
SaaS Data Products Listing		Geospatial intellig. dashboard			Rules-based Access

Completed	In development	Roadmap

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The right team: **Data & Mobility expertise** with **venture successes**
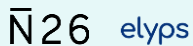
building a strong company culture of delivering and excellence

George

Co-founder, CEO

- Ex - N26, Revolut, Elyps
- U. Chicago & HEC: Alternative data expert

N26 elyps

Marios

Co-founder, Director

- Ex -Toyota, Laboo
- Founder of Moro: Venture building company

TOYOTA MORO

Alex

Product & Ops

- Ex -Toyota
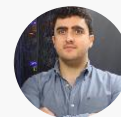- 7+ years in Logistics and Automotive

TOYOTA

Barbara

Tech Lead

- Ex - Vivante and Qivos
- 10+ yrs building software & tech teams

Extended Team

John
Data Security

Faye
Agile Coach

Nikos
UX

Business Team

+ 1 Junior Business Dev. FTE

Tech Team

+ 2 Software Dev. FTEs
+ 1 Data Scientist FTE

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Hands on Advisory Committee supporting key Business Areas

offering technical, industry and institutional expertise

Costas Courcoubetis	**Vasilis Papakonstantinou**	**Constantine Demetriou**	**Stephen T'Siobbel**	**Tom Verrept**
Technology	Mobility	Business	EU Data Institutions	Insurtech & Mobility
Presidential Chair of Data Science at CUHK Shenzhen	Tech founder @ Mobiltron & Chairman of accelerator @ MITEF	Mobility Consultant @ Hardt Hyperloop & Alchemist Accelerator	Ex Tom Tom & Current Ertico Data Standards Expert	Ex Head of Innovation at AXA & Chief Product Officer at Mobly

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Join us in unlocking the value of mobility data

George Cambanis
Managing Director
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