

A yellow and black Proxym motorcycle is the central focus of the image. It is parked in what appears to be a warehouse or a storage area, with various boxes and equipment visible in the background. The motorcycle has a bright yellow fuel tank and side panels, with black accents and the 'PROXYM' brand name visible. The background is slightly blurred, emphasizing the motorcycle.

**PROXYM GROUP**

**Revolutionizing Urban Transport  
in Central Africa**

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**Investor Deck**

By Lionel SANDJONG, CEO

**February 2025**

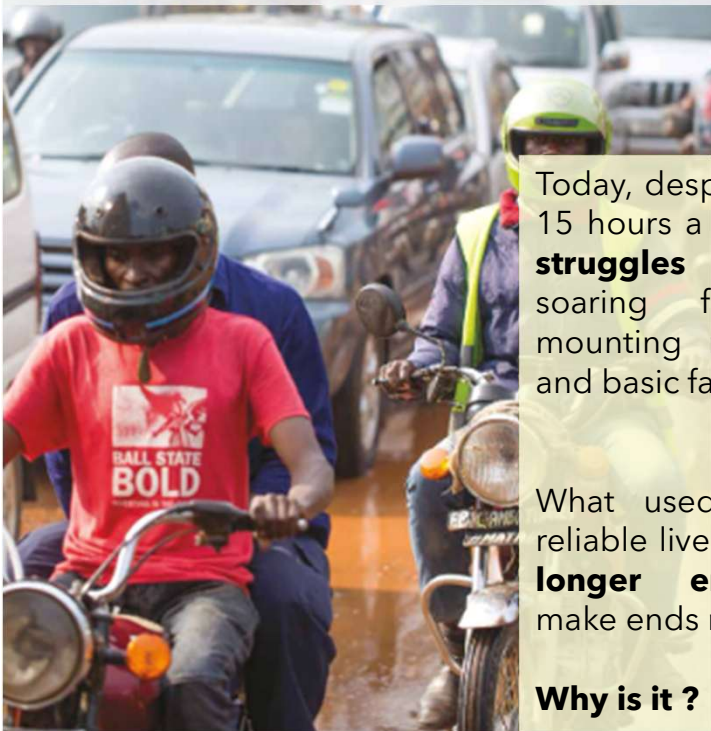
**Strictly Confidential**

# A Problem Worth Solving

## Perkiss' Struggle: The Price of Mobility

Age: 34 | Father of 4

Profession: Mototaxi Driver for 9 Years



Today, despite working 15 hours a day, Perkiss **struggles** to cover soaring fuel costs, mounting repair bills, and basic family needs.

What used to be a reliable livelihood is **no longer enough** to make ends meet.

**Why is it ?**



### Rising Maintenance Cost

Maintenance is a significant financial drain for drivers, cutting deeply into their net profits. Post-COVID inflation has further driven up the cost of spare parts, making this challenge unsustainable.



### Rising Cost of Fuel

Fuel costs in Cameroon have surged by 36% in average between 2023 and 2024 alone, slashing driver incomes and making transportation less affordable.



### Environmental Degradation

ICEs expansion generate more GHG and urban air pollution, contributing to over 60% of urban air pollution and worsening respiratory and cardiovascular issues.



### Road Safety Crisis

Long working hours lead to fatigue, risky driving, and high accident rates. In Douala, moto-taxis account for 26% of emergency room visits, endangering both drivers and passengers.

# Our Solution for the drivers and the population

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PROXYM introduces:

- **Locally** manufactured **electric motorcycles** powered by **150km-range** batteries
- a **battery-swapping network** mainly powered by **renewable energy**



## Cost-Saving Alternative

Our electric motorcycles eliminate high fuel costs and reduce maintenance expenses with reliable brushless motors. Powered by off-grid solar energy, each driver saves more, works less, and increases his net income by over \$600 per year



## Reliable and Interoperable System

A fast battery-swapping network ensures 24/7 uptime, enabling drivers to maximize productivity. The network is powered by renewable energy, eliminating dependency on the unreliable local grid

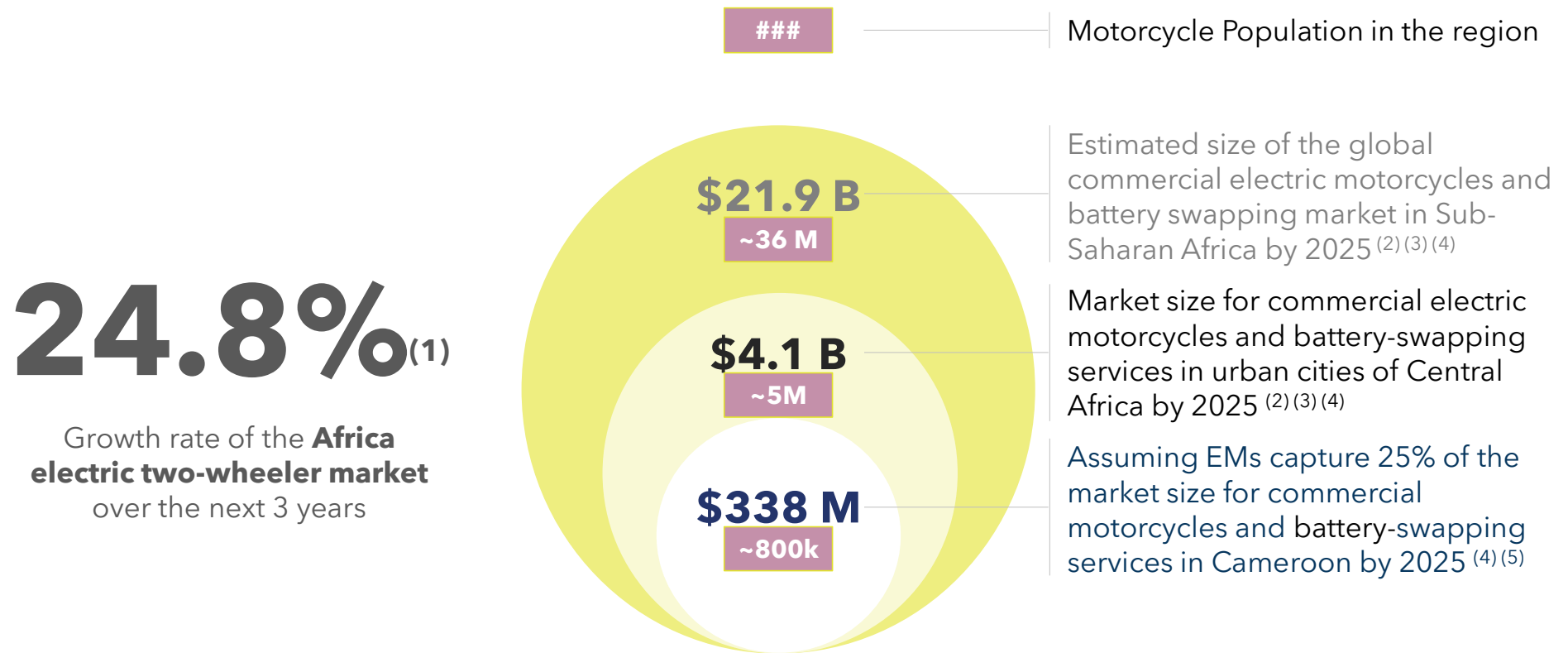


## Environmental and Social Well-being

Our solution reduces greenhouse gas emissions, air and noise pollution, and driver fatigue, creating safer roads and healthier urban environments while boosting economic growth for low-income populations



# A \$21.9 Billion Opportunity Awaits



(1) <https://www.marketsanddata.com/industry-reports/africa-electric-two-wheeler-market>

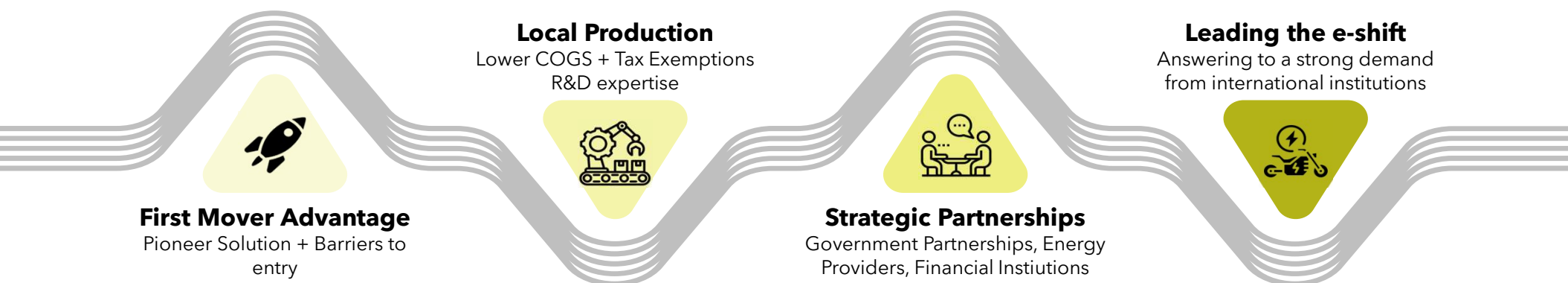
(2) Volume of motorcycles in Africa: 5M in 2010 to 27M in 2022

(3) Assuming a 30% e-motorcycle penetration

(4) Average of \$1773 generated per commercial e-motorcycle annually (No Lease-To-Own model)

(5) Mass-market motorcycles in 2022: 5M in central Africa and 500M in Cameroon

# Why PROXYM? Why Now?



## We Outpass the Competition !

	bee	GOZEM	max.ng	BAJAJ	TVS	PROXYM
Lease to Own model	✓	✓	✓	✗	✗	✓
Local Manufacturing	✗	✗	✗	✗	✗	✓
African Presence	✗	✗	✓	✓	✓	○ <sup>(1)</sup>
E- Motorcycles production	✗	✗	✓ <sup>(2)</sup>	✗	✓	✓
Motorcycle Producers	✗	✗	✗	✓	✓	✓
Battery Swapping Infrastructure	✗	✗	✗	✗	✗	✓

**33%**

**Surge in Gasoline Prices in Cameroon from 2018 to 2024**

**50%**

**Reduction in Excise duty for E-motorcycles spare parts**

**0%**

**Customs duty for solar panels, batteries and other components**



# Diverse Revenue Streams: Scaling Growth, Driving Impact

## Revenue Lines



Subscription-based  
lease-to-own models  
ARR/EM<sup>(1)</sup>: \$ 1,750



Battery-swapping fees  
ARR/EM<sup>(1)</sup>: \$ 1,610



Sales of e-motorcycles  
and batteries



Carbon Credit Sales<sup>(2)</sup>

## Profit Maximization Strategies

### Revenue Growth Streams



- Lease to own model and increased sales of e-motorcycles
- Partnership with existing financing solutions for mototaxis like BEE and GOZEM
- Increase in the number of charging stations around the city
- Interoperability among different motorcycle brands of swapping network
- Geographic expansion to other countries, using Douala as blueprint model

### Cost Saving Strategies



- Local manufacturing to take advantage of cheap experienced local labor and lower maintenance costs for both motorcycles and batteries
- Economies of scale through high volume production and renewable energy cost-efficiency model
- Fleet management optimization to enhance our logistics and find ideal distribution routes
- Recycling of batteries to increase cost efficiencies and drive margins up

# Changing Lives, One Ride at a Time

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## Economic & Social

- ❑ Over **\$600** increase in driver net savings per year
- ❑ **Lower accident rates** driven by reduced fatigue from drivers



## Environmental

- ❑ **70%** reduction in greenhouse gas emissions - **4.5 tCO<sub>2</sub>** eliminated per mototaxi per year
- ❑ Improved air quality and noise reduction enhance **urban livability**



## Community

- ❑ Increased **job opportunities**, skill development and inclusive economic growth through local manufacturing
- ❑ **Gender inclusivity** by opening doors for women to participate in a traditionally 100% male-dominated market