WHERE IT ALL STARTED...

Your Mobility, Your Time, Your Protection

ALL - IN - ONE
WHERE WE ARE NOW...
THE WORLD WE WISH TO LIVE IN

CIRCULAR

INCLUSIVE

ETHICAL CONSUMPTION

SUSTAINABLE

ACCESSIBLE

PEOPLE-CENTRIC

DIGITAL AND SIMPLIFIED
THE GLOBAL SCENARIO

Mobility

4.9 millions
italian users who have subscribed to sharing mobility in last year

350
Sharing mobility services in Italy

50%
Zip codes areas with at least 1 mobility service

10+
Digital apps needed to access sharing mobility

14%
Average annual growth rate of mobility services in Europe

Digital economy

3.4 billion
euros of in-store payments from smartphone or wearable devices nearly doubled in 2020

22 millions
new registered users on loyalty & cash back programs in EU

40%
Average usage rate on loyalty & cash back programs in EU

€1.8B
VC Insurtech investment in Europe in the first five months of 2021, a 13x increase vs. 2016.

+ 31%
Increase of digitalization in Insurance in 2021 in Europe

Legislation on Sustainability

In the post pandemic era, choices have been made and new directions have been taken on a global scale

Sources: Osservatorio Mobility 2021, Forbes, Bloomberg, Dealroom.co, McKinsey “The productivity imperative in insurance”, “The great acceleration”
THE COMPLEXITY OF MOBILITY

COMPANIES
- MOBILITY AS A VALUE
- MOBILITY WELFARE

DIGITAL FRAGMENTATION
- DIGITAL JAMMING
- DIFFICULT ACCESS TO NEW MOBILITY SERVICES

NEW PLAYERS
- MULTI-UTILITIES
- LOGISTIC
- DELIVERY

MOBILITY PROVIDERS
- Klick Scooter Sharing
- Scooter Sharing
- Bike Sharing
- EV Car Sharing
- Bus Sharing
- Public Transport

PARADIGM SHIFT

AUTOMOTIVE INDUSTRY BECOMING MOBILITY COMPANY

URBANIZATION
- urban regeneration
- traffic flows regulation
- social housing
- smart cities
- sustainable way of living
OUR VISION

A world where every community can move for free using shared, optimized and sustainable mobility

OUR MISSION

To create a digital ecosystem to link people’s consumption with every form of mobility, making it aggregated, sustainable, accessible and free.
...WE DO IT THROUGH AN APP
Gaiago Model

1. **Planning**: A brand new ecosystem for integrated, sustainable, inclusive and free mobility.
2. **Production**: GaiaGo’s Digital platform for the integration of optimized and integrated mobility.
3. **Distribution**: Integration between communities, mobility providers and new players.
4. **Consumption**: Connection between advertisers and communities in GaiaGo’s Marketplace.
5. **Collection**: Conversion between users’ consumptions and actions on GaiaGo’s marketplace.
6. **Redistribution**: As a reward for their actions on GaiaGo’s marketplace, we redistribute every user mobility time for free.
OUR VALUE PROPOSITION

To link consumption behaviors with mobility and give rise to a digital distribution platform for insurance, through mobility
HOW GAIAGO WORKS
GaiaGo development team engages with the community, analyse and optimise their mobility needs by collecting data & insights and create a custom project.

GaiaGo’s operational team deploys an electric fleet with charging stations, either owned by the community or mobility operators.

In addition, the community has a bulk of mobility hours to spend for their mobility.

The community has now downloaded the app and they can either access their existing mobility hours, purchase or obtain new ones on the marketplace. They can book their GaiaGo vehicle in the building, and or use their mobility wallet to access any other mobility provider that is aggregated on the app.

Every time users purchase from retailers and in the GaiaGo’s marketplace - using a payment system method available in our network - they collect mobility hours through a cash-back tool.

Likewise, advertisers can purchase GaiaGo mobility hours on the Marketplace and offer them to the GaiaGo community through the platform in order to drive promotion and sales of their products and services.
OUR B2B2C APPROACH

1. We first engage the **B2B segment** and design a custom project.

2. Then we acquire, engage and educate the **user base** on sustainable mobility.

3. We launch and nurture the **community**.
**TARGET MARKETS**

<table>
<thead>
<tr>
<th>Sport</th>
<th>Corporate</th>
<th>Real Estate</th>
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<tbody>
<tr>
<td>GaiaGo as a digital tool that brings sponsors, sports associations and clubs in continuous connection with the audience and their fan base, before, during and after every sport event.</td>
<td>GaiaGo as a welfare mobility platform that integrates all forms of public and private mobility and makes them available to the corporate community, allowing the employer to control and optimize corporate mobility costs</td>
<td>The very first inclusive and sustainable mobility model that links together mobility, people’s consumptions and urban regeneration programs, contributing to achieve environmental credits for sustainability certifications (LEED – BREEAM – WELL)</td>
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INTEGRATION WITH MOBILITY
We buy mobility hours and we distribute them to our communities.
COMMUNITY ENGAGEMENT
HOW DO WE ENGAGE

Our aim is to enable people to take action through mobility, to **unleash their potential** and make a change.

We want to make our service **simple** and harness the power of **digital tools** to bring our **ecosystem** into their lives and in their living environments. Why? To strengthen the bond with the brand, share and educate on **sustainability values**, create and nurture the relationship between the members.

MOBILITY IS AT YOUR DOORSTEP

SHARE YOUR JOURNEYS!

GO VISIT YOUR NEIGHBOURHOOD!

WANT AN ICE CREAM?

GO GET IT
WHAT WE DO TO ENGAGE

We raise awareness

- Awareness:
  - B2B events and webinars
  - Email Marketing
  - Existing clients as testimonials
  - Press releases to increase awareness and engage with the B2B

Share our values within the community

- Education
  - The GaiaGo experience: shared mobility courses and challenges
  - Live demonstrations with end users

Engage members by stimulating actions

- Engagement
  - We build custom, creative, high tech mobility hubs
  - Push notifications and gamification
  - We put the end users at the center of our communication: he becomes the protagonist of every video and content.
  - We lunch initiatives and involve our mobility partners to drive usage

Nurture the community by fostering usage and increasing retention

- Nurturing
  - Key people endorsement
  - Feedback and insights
  - In-App rewards
CONNECTION WITH CONSUMPTION
1. Advertisers and end users purchase mobility hours on the marketplace.

2. Advertisers promote products and services and theirs & GaiaGo’s platform.

3. Communities engage with advertised products and services.

4. Communities consume mobility hours and drive sales of products and services.
OUR TECHNOLOGY: STATE OF THE ART

Features:

- Fleet Management System
- Mobility Insurance
- Vehicle reservation
- Payment systems Integration
- API integration with mobility operators
Features:

- Promo and editorial content: conditional advertising
- Cash-back
- Gamification
- Earn credits on the marketplace
- Spend credits on GaiaGo’s mobility network
- Payment systems integration
- Insurance distribution platform powered by Upgrape
CASE STUDIES: GAIAGO FOR SPORT & SUSTAINABILITY
CASE STUDIES

**LIVE**

**Sport community**

*Urania Basket*

GaiaGo and Urania enabled the city Milan to move for free

*N. Users: 400*

*Potential users: 10,000*

*Mobility: provided by sharing mobility providers*

**Welfare Mobility**

*Edileco*

GaiaGo brought a welfare mobility solution connected to the territory

*N. Users: 70*

*Potential users: 200*

*mobility: 2 electric cars*

**UPCOMING**

**Urban regeneration and social housing**

*REDO Milano*

GaiaGo, as a standard of mobility in urban regeneration projects, will launch its platform for a social housing community of 1650 residents.

*N. Users: 1,650*

*Potential users: 5,000*

*mobility: 8–10 cars*

**UPCOMING**

**Welfare and Community mobility sharing**

*SES*

GaiaGo will bring optimised mobility in Sicily and nationwide

*N. Users: 2,000*

*Potential users: 8,000*

*mobility: 10 cars*
GaiaGo aim to become the standard mobility platform for urban regeneration projects and the first platform to integrate environmental energy certifications (Leed, Well, Bream). GaiaGo want to reduce parking footprint, improve the building’s performance through certification credits and positively influence people to move sustainably.

This year GaiaGo team has won the Crescenzago and Ex-Macello projects in Milan!
COMMUNICATION ACTIVITIES
In 2020:

+11 interviews
+10 printed articles
+55 web articles

Unicorn Battle event, October 2020
Board of Innovation, June, 2021
TGCOM24, 18/02/2020
GaiaGo and Urania Basket make Milano move for free

Il Sole 24 Ore, 18/02/2020
Sorgenia launches the first mobility sharing for employees thanks to the GaiaGo platform

Milano Arch Week, May 2019 and Sept 2020

Nonsoloambiente event, June 2021
WHY NOT NOW?