THE INNOVATIVE & GREEN DELIVERY

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Company purpose

RedE has been thought to provide the urban logistics actors with a **Sustainable**, **Digital** and Dedicated **Full Solution** to optimize last miles operations

E-scooter

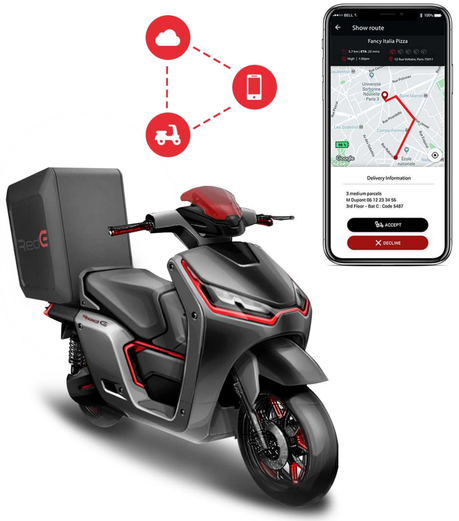
Hardware Publisher :
Engineering of Original E-scooter

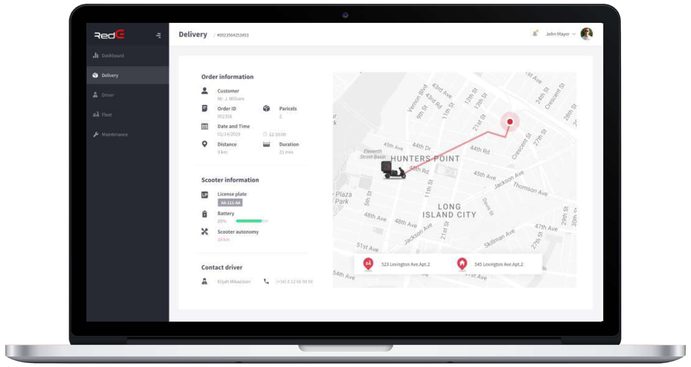
Smart E-scooter

Design & Development :
Engineering of Smart E-scooter

Digital Platform

Software Publisher :
First Delivery Scooter Platform





The following presentation aims to provide you with a full understanding of RedE through…

OUR TRACK RECORD #1

1) The **Leader** of delivery E-scooter **in France** (35% market share)

2) A Cosmopolitan team of **21** people over two countries **(France & China)**

3) + **1,200 E-scooters** sold in only **20 months** through **150 customers** (Amazon, Pizza Hut, La Poste, Frichti…)

4) A Steady **increase** of the revenue and **profitable** : 300k (2017), 900K€ (2018), 1,600K€ (expected in 2019)

OUR IMPROVEMENTS & INNOVATIONS #2

1) From **scratch**, implementing a successful **vertical integration** model : designing , engineering, selling, leasing and maintaining its own E-scooter

2) Mastering the delivery expectations by providing with our **full digital delivery solution**

3) **Filing patents** as to improve security, capacity and sustainability of the E-scooter

4) Providing with the next generation of **sustainable E-scooter** (2 and 3 wheels)

OUR TARGETS #3

1) **Opening UK, ESP, DE** and becoming **leader within 2 years**

2) Rolling out our **fleet management App** in **Q2** - 2020, **#12,000** licenses in **2022**

3) the annual turnover to **64M€ by 2022**

4) Becoming the **Leader in Europe** on E-scooter mobility by 2022

THE MANAGEMENT

Etienne - Chairman
Product & R&D

Valentin - CEO
Sales & Strategy

Matthieu - GM
Operation & International development

Financial & Admin
(2 people)

Eric
CFO: Former of Fermat
15y experience as a CFO

Digital & Tech
(9 people)

Darren
CTO: Former of OFO
5y experience on Bike Sharing

R&D Product
(5 people)

Henry
R&D: Former of Yamaha Japan
15y experience to develop E-scooter for Yamaha

Jackie
R&D: Former of Honda
9y experience to develop E-scooter for Honda

Sales & Marketing
(5 people)

Nicolas
CCO: Former of Deliveroo
3y experience to expand France business

ANGELS

André
CEO A-Venture

Frédéric
CEO Cosmo Connected

First business angels who help the management for sales, marketing and strategy.

ADVISORS

Alain
Former VP Marketing of Sagem

Eric
Former CEO of EuropCar

Bruno
VP Transport TNT

Advisors provide their expertise in their field of competence and facilitate the decision-making process of the board.

RED.E COMPANY - KEY MILESTONES

2015-2016

- R&D
- Partnership with Bosch

2017/S1

- Start of Sales
- 1st **Fundraising**

2017/S2

- National partnership with **Domino's** and **SushiShop**
- Launch of RedE 1.1

2018/S1

- Partnership with **Amazon**
- **UK**'s Partnerships : DPD and Stuart

2018/S2

- 2nd **Fundraising**
- 600 E-scooters in 14 months -> **130% Growth**
- Partnership with Cooltra

2019/S1

- **CES 2019 Golden Award** in Transport & SupplyChain
- Opening **Belgium** Market with TakeAway.com

2019/S2

- National partnership with PizzaHut and CôtéSushi
- Opening **ESP Market** with #MissionBox #JustEat

2020

Be RedE…

"A major innovation that will significantly increase the yield and efficiency of deliveries."

Forbes

"The revolution of the electric scooter !"

Maddyness

RED.E COMPANY - BUSINESS HIGHLIGHTS

Customers

150

Repeat business

80%

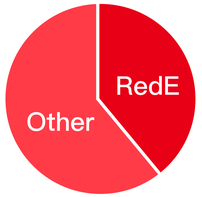
medium fleet size

In 20 months, RedE has built strong partnerships with the main delivery's leaders (Amazon, GeoPost, PizzaHut…)

2019 Turnover

1,600K€

A steady increase in turnover since 2017 (300k€) and 2018 (900k€)
Profitable business since 2017



E-scooters sales

1,200

France's Market Share

35%

RedE is **N°1** on the delivery's market (S1 2019)

Export Sales (2019)

15%

RedE exports since 6 months its products and services trough the main EMEA markets : in Belgium, UK, ESP, Africa

RED.E COMPANY - FULL DELIVERY SOLUTIONS (1/3)

Connected Assistance in Case of Emergency

Removable Battery : up to 280km

iot Smart Controller

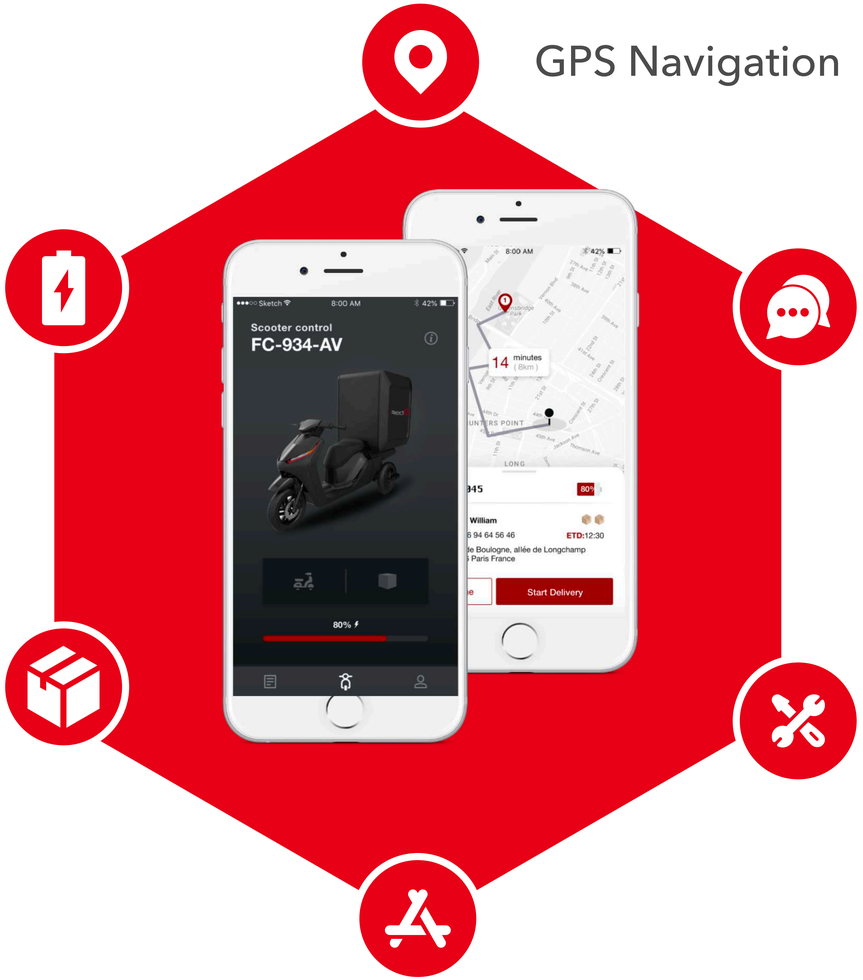
Up to 700L TopBox Volume

Available in 50cc & 125cc

Isotherm Technology

2 & 3 WHEELS E-SCOOTERS

DRIVER NATIVE APP



GPS Navigation

Smart Range Battery Management

Chat with the Dispatcher

Real time Delivery System

Schedule Maintenance

KeyLess App

FLEET MANAGEMENT PLATFORM

More than 350 Co2 tons already saved by the actual RedE Fleet since 2017

Battery & Recycling

- LIFePo Lithium Battery
- Extended Cycle Life Technology
- Fully Integrated Recycling by Corepile

Clean-up & Decongestion

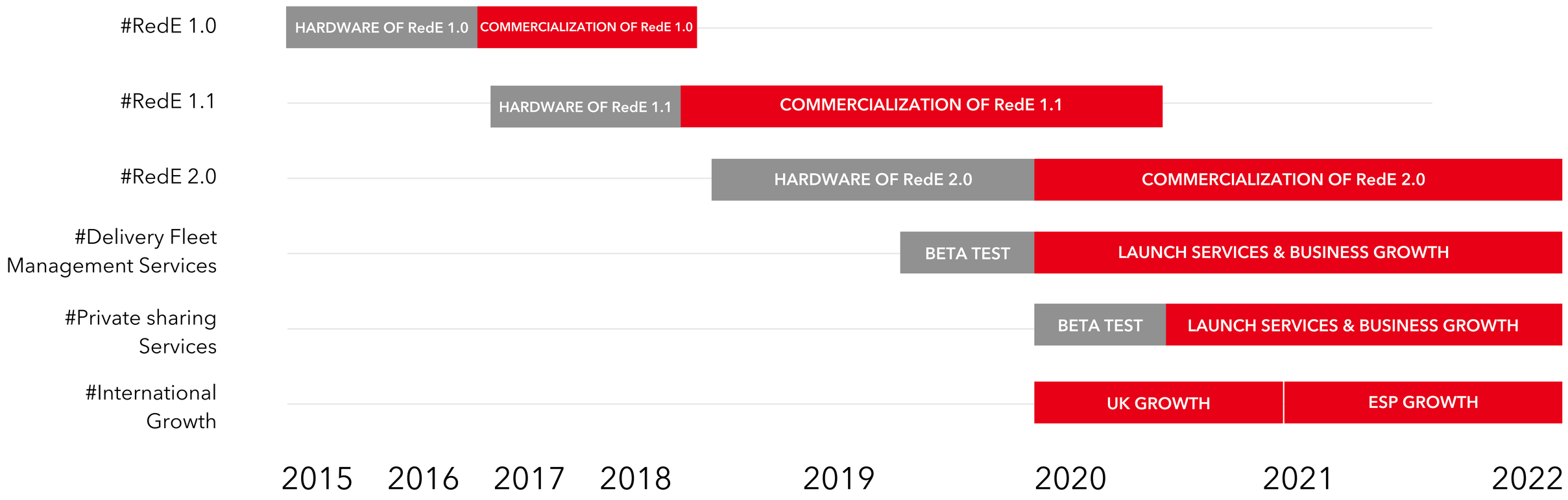
- Stop the fine particles
- Reduce by 2.5 the traffic jam
- Equivalent of the emission of 100,000 vehicles could be saved / year

Standards & Certification

- Battery : EcoCert ISO 26000
- E-scooter Production : ISO 9001
- E-scooter Production : ISO 14001

RED.E COMPANY - FROM HARDWARE TO SOFTWARE

RedE has already financed the **hardware part** with **success** and **profitability**.
RedE needs funds to accelerate its **Services** and **International Growth**.



RED.E BUSINESS - BUSINESS MODEL

Sales Business

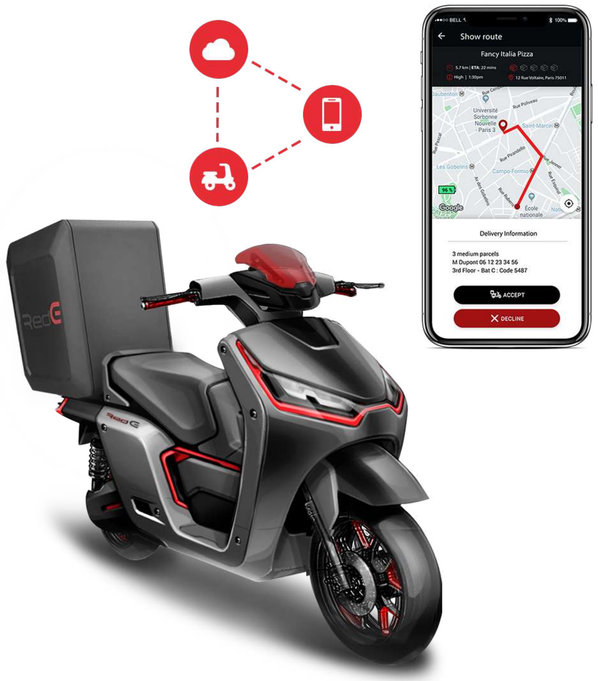
(E-scooters, batteries, infrastructures)

Rental Solutions

(Insurrance, Maintenance)

Accessories

(Spares part, TopBox)



Digital Freemium Model

(Free upfront cost + monthly fees)

Data Management

(Data for mobility and security)

API's Integration

(Service fees)

RED.E BUSINESS - CUSTOMERS

QSR INDUSTRY

SUSHISHOP
Domino's Pizza
FRICHTI
Pizza Hut
NESTOR
Saveurs et Vie
Popchef

EXPRESS DELIVERY

prime now
chronopost
stuart
Vert chez vous
Livraison urbaine éco-responsable
Wing
GEODIS

GROCERY

MONOPRIX
NATURALIA
nelio
epicery®
C'EST FRAIS

CORPORATE

PARIS
MAIRIE DE PARIS

"RedE gives us innovative solution to optimize and create tomorrow's delivery. It could help us to scale on international markets"

Damien BON – Stuart
CEO

"RedE is the ideal partner to support us in our approach of offering 100% green delivery"

Julien SARGIN – Frichti
Fleet Manager

RED.E BUSINESS - CUSTOMERS ACQUISITION

QSR INDUSTRY

SUSHISHOP

Direct Sales :

1. Short sales cycle
2. One by one

What RedE does :

1. Network : Sales + Resellers
2. b2b communication (tradeshow + marketing acquisition)

Undirect Sales :

1. Long sales cycles
2. International prescription

What RedE does :

1. Sales
2. b2b communication (tradeshow + marketing acquisition)

EXPRESS DELIVERY

prime now

Direct Sales :

1. Short sales cycles
2. One by one

What RedE does :

1. Network : Sales + Resellers
2. b2b communication (tradeshow + marketing acquisition)

Undirect Sales :

1. Long sales cycles
2. International prescription

What RedE does :

1. Sales
2. Dedicated pricing deals for Amazon partnership

GROCERY

MONOPRIX

Direct Sales :

1. Long sales cycles
2. One by one

What RedE does :

1. Network : Sales + Resellers
2. b2b communication (tradeshow + marketing acquisition)

Undirect Sales :

1. Short sales cycle
2. One by one

What RedE does :

1. Network : Sales + Resellers
2. b2b communication (tradeshow + marketing acquisition)

CORPORATE

MAIRIE DE PARIS

Direct Sales :

1. Long sales cycle
2. Focus on price and Maas

What RedE does :

1. Dedicated b2g RedE's Team
2. b2b communication (tradeshow + marketing acquisition)

OUR PROSPECTS IN EUROPE

QSR INDUSTRY

Delivery worldwide leader
RedE's Leads : 4k E-scooters
Next Step : Pilot UK, DE

US QSR big company
RedE's Leads : 2k E-scooters
Next Step : Pilot DE

French QSR leader
RedE's Leads : 1k E-scooters
Next Step : Pilot ESP

EXPRESS DELIVERY

Worldwide rental company
RedE's Leads : 8k E-scooters
Next Step : Pilot FR B.U Vans

French postal leader
RedE's Leads : 6k E-scooters
Next Step : Pilot FR

Worldwide US marketplace
RedE's Leads : 4k E-scooters
Next Step : Pilot UK

GROCERY

US grocery company
RedE's Leads : 3k E-scooters
Next Step : Proposal
Negotiation

French grocery leader
RedE's Leads : 1k E-scooters
Next Step : Pilot on subsidiary

Grocery transport provider
RedE's Leads : 1k E-scooters
Next Step : Pilot on 2020

CORPORATE

Big French town hall
RedE's Leads : 2k E-scooters
Next Step : Pilot FR

Big French Collectivity
RedE's Leads : 0,5k E-scooters
Next Step : Pilot FR

#1

EURO 4 / EURO 5 COMPLIANCE

187,796

pro scooters

Global 50cm3 & 125cm3

In 2021, 95% of the European market will move to E-scooter

#2

REPLACE THE VAN

2,307,870

pro vans

Global 2m3 & 4m3

In few years, urban center will be banned for diesel van

RED.E BUSINESS - COMPETITORS

None of our competitors offer **both software & hardware** to optimize the urban delivery
The market needs a **full solution on the shelf to crack last mile delivery**

	Brand	Sales	Leasing	Quality/Price	Accessories	Training	Digital Platform	Driver App
Design & Concept	RedE	✓	✓	✓	✓	✓	✓	✓
	PEUGEOT	✓						
Manufacturer	GOVECS	✓						
	LIGIER AUTOMOBILES	✓			✓			
	Askoll	✓						
Distributor	Cooltra		✓	✓	✓			
	U'mob URBAN GREEN MOBILITY		✓	✓	✓			
	Scootlib LOCATION & SERVICES		✓	✓	✓			
	RPS	✓	✓		✓			

Patents Pending

On Board Diagnostics
BBI System
(Smart Battery Management)
Gyroscope

Distribution & services Partners network

Exclusive sales contracts in already 30 FR cities

Smart E-scooter
RedE

In-house Development

Hardware & Software solution
Proprietary software

Fabless

Partnership with US OEM
Local QC process

RED.E MARKET - CHALLENGES AT STAKE

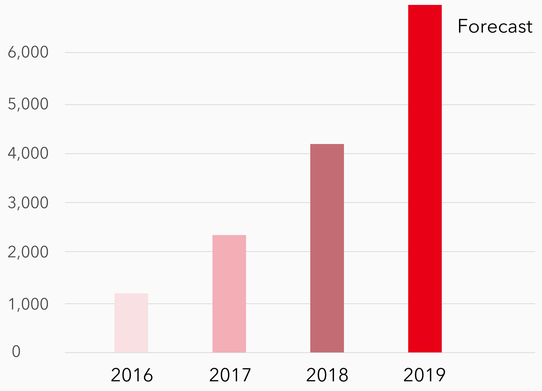
Market Trends	Market issues	Timing
ECOLOGY	**EURO 4 & EURO 5** standard: ban on petrol scooters for delivery.	2020
	Ban on petrol van in the **city center.**	2025 - 2030
	Local authorities' decrees to develop electric fleets	2021
NEW MARKET TREND	Change in consumption patterns : **delivery in 1h or 2h.**	2020

Fast-growing of the E-scooter market

- 4,153 E-scooters sold in FR in Q1 2019
- 15,000 E-scooters in Europe in Q1 2019
- + 68 % in Q1 2019 as opposed to Q1 2018 (in Europe)

- MotoServices

Evolution of sales of E-scooters in FR between 2016 and 2019



BFM Business
L'officiel du cycle

Association Nationale pour le Développement de la mobilité électrique

- Avere 10/05/19

High Fundraisings in Electric Mobility & Logistic

voi.	82,9M€ raised since August, 2018
Cubyn	19M€ raised since January, 2014
unu	17M€ raised since October, 2013
deliveroo	1,5B€ raised since October, 2013

High IPO in mobility

niu.com	500M€ Introduction valuation 2018
JUST EAT	1,77B€ Introduction valuation 2019

OUR TARGETED MARKETS ARE GROWING FAST

QSR INDUSTRY

Home Delivery in QSR has increased by as much as **500%** the last 2 years

90B€ / year in FR

EXPRESS DELIVERY

Same Day Delivery is about +120% per year of Growth since 2016

100B€ / year in FR

GROCERY

+50% per year of Growth since 5 years

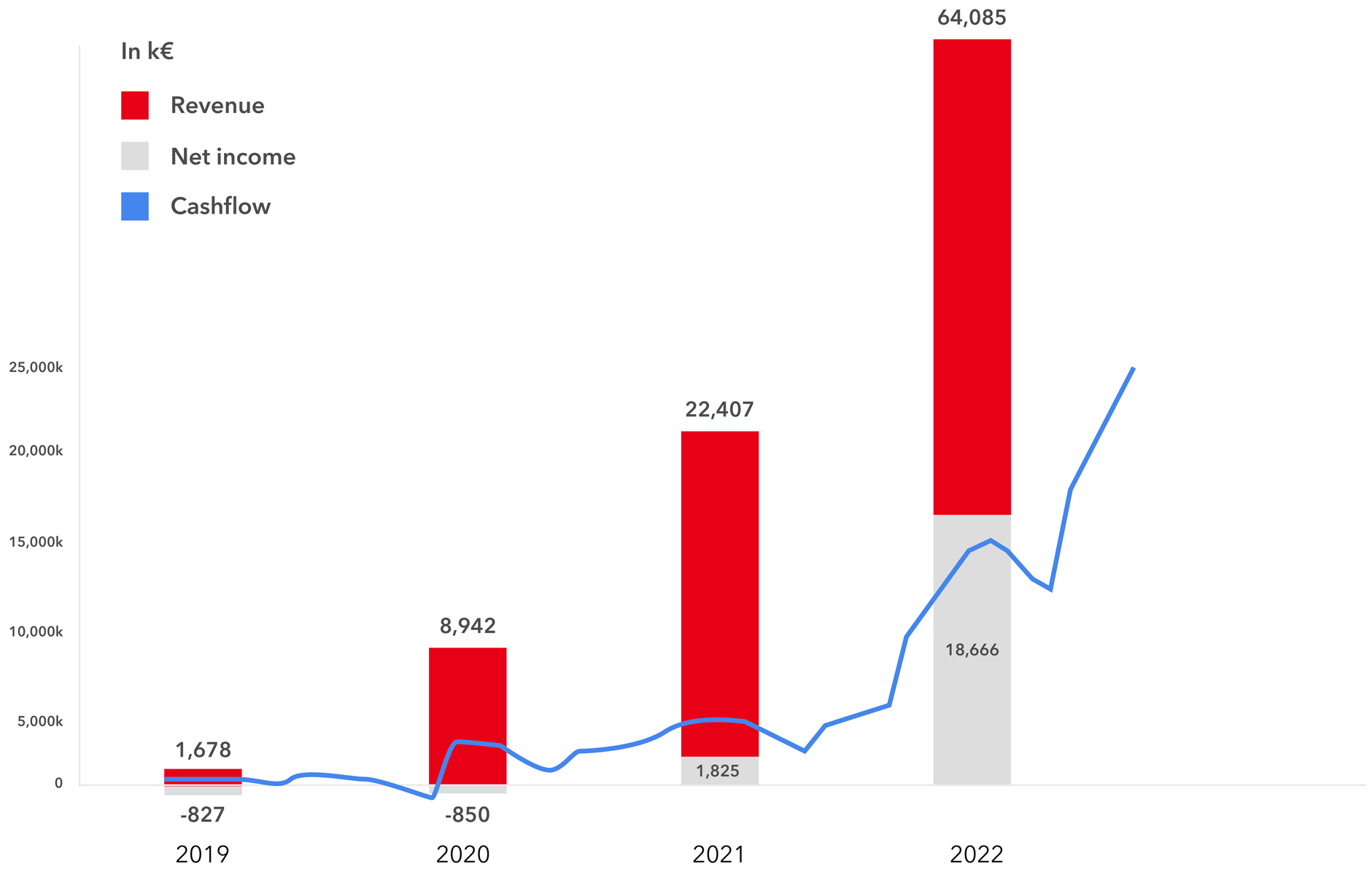
8B€ / year in FR

CORPORATE

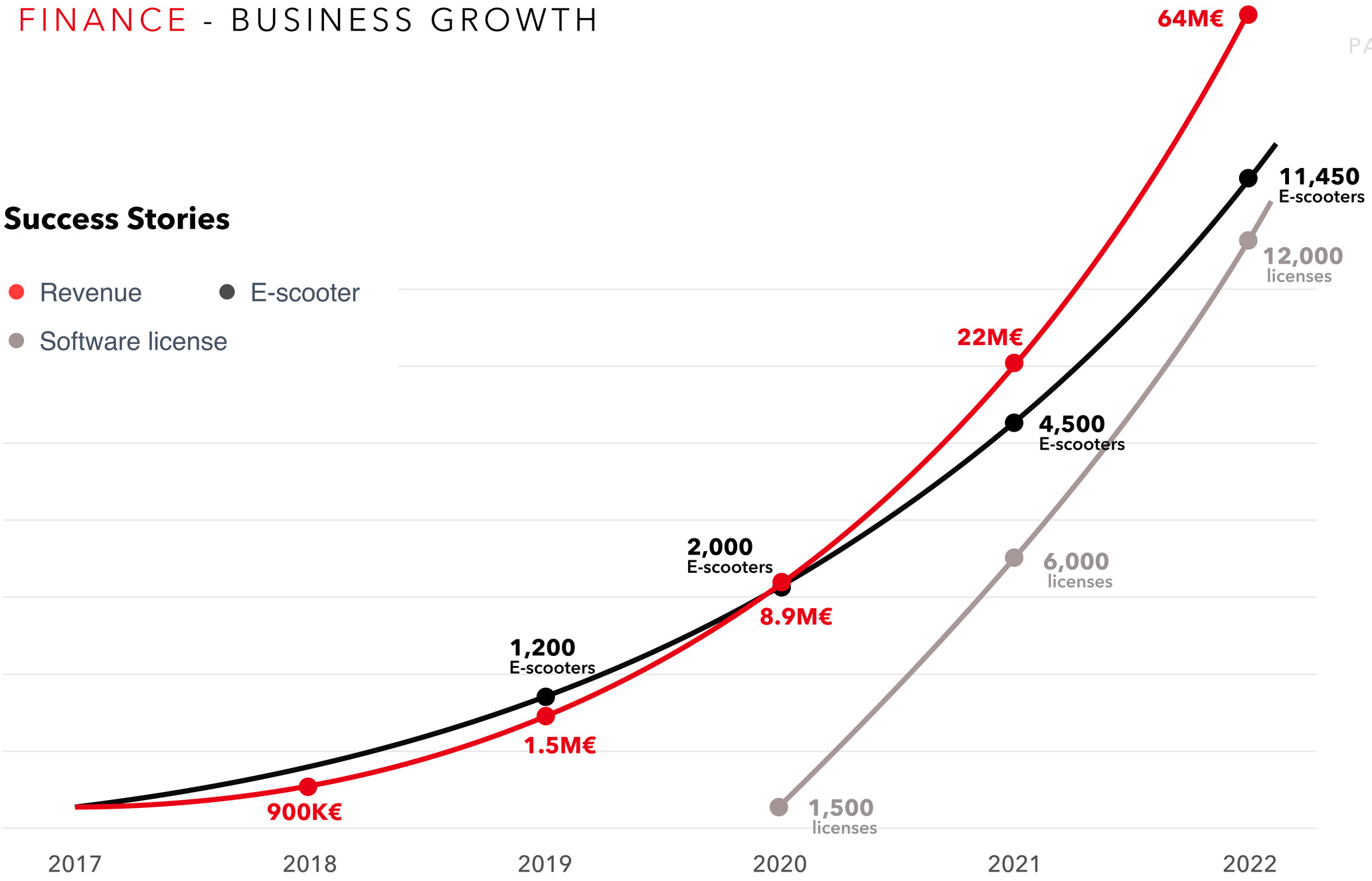
90% of the Corporate Fleet must be **Green in 2021**

Sources: FEVAD, Capgemini, SprintProject et GS1

RED.E FINANCE - FINANCIAL SUMMARY



Success Stories



RED.E FINANCE - FUNDS NEEDS

Up to now : 1.5 M€ raised

PRIVATE EQUITY	BPI	DEBT
750K	360K	350K

ACHIEVEMENTS :

- Leader in FR on b2b market
- 1 Saas Digital platform
- FR distribution network

- 3 offices : Nancy, Paris & Shanghai
- 1,200 E-scooters sold
- 1.6M€ turnover : Profitable business

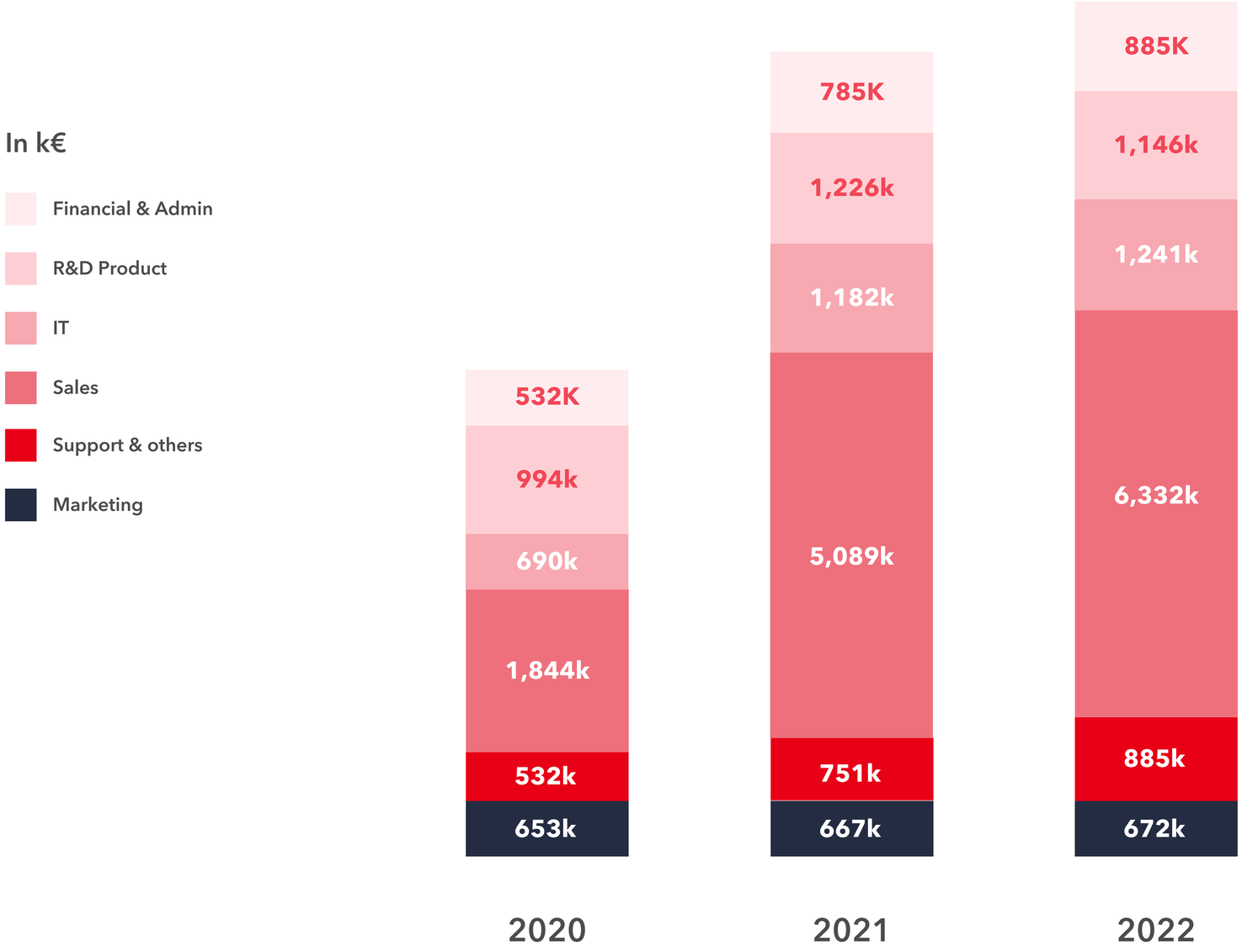
Our needs : 5.3 M€

PRIVATE EQUITY	BPI	DEBT
3,500K	1,500K	300K

TARGETS 2022 :

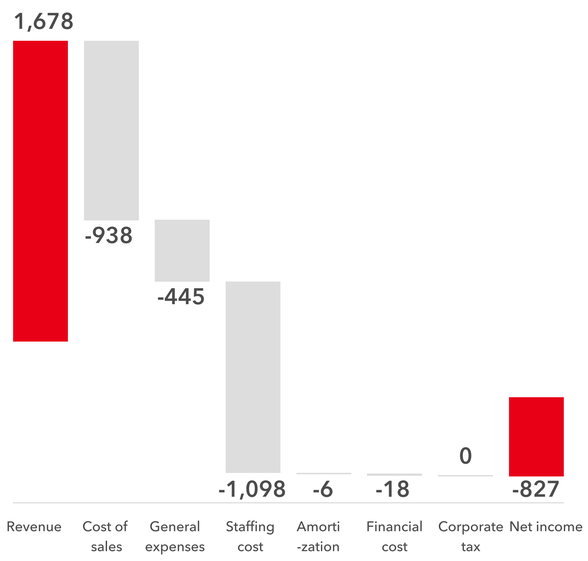
- More than 3,000 customers
- Partnership with Deliveroo
- 1M Co2 tons saved
- Leader in FR, UK, ESP in b2b market
- 19,000 E-scooters + software licences sold
- 64M€ turnover : Profitable business

RED.E FINANCE - FUNDS ASSIGNMENT



2019

P&L CHARTS (In k€)



2018 VS 2019

67.2% 50cc

281.8% services

98.4% rental

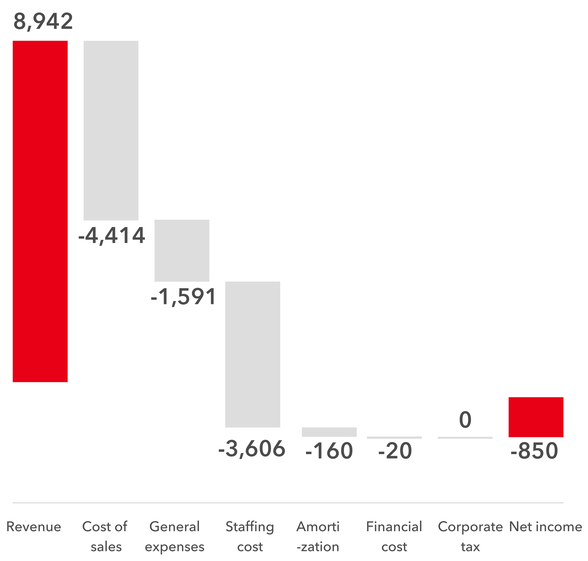
650 E-scooters Sold

-17k Lowest point in Cashflow (in October)

468k Highest point in Cashflow (in March)

2020

P&L CHARTS (In k€)



2019 VS 2020

131.7% 50cc

781.8% services

117.5% rental

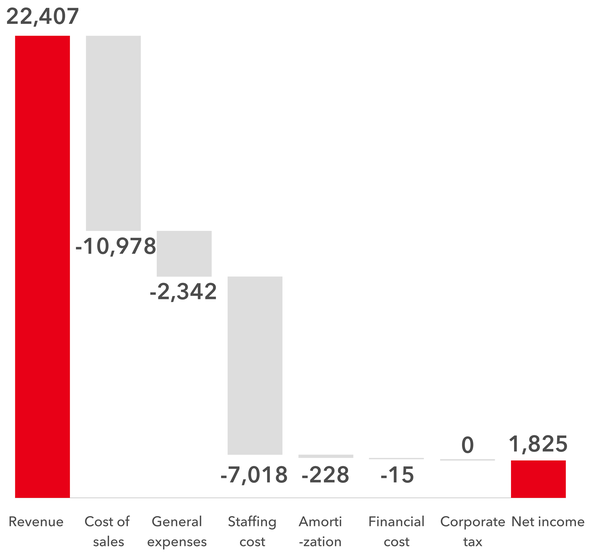
2,000 E-scooters Sold

108 k Lowest point in Cashflow (in February)

2,635k Highest point in Cashflow (in December)

2021

P&L CHARTS (In k€)



2020 VS 2021

50 **131.6%** 50cc

164.4% services

125 **170.6%** 125cc

122.6% rental

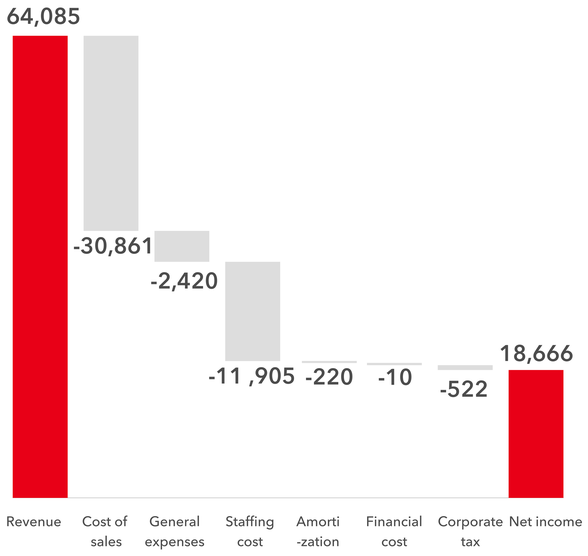
4,500 E-scooters Sold

2,200k Lowest point in Cashflow (in August)

5,030k Highest point in Cashflow (in December)

2022

P&L CHARTS (In k€)



2021 VS 2022

50 **140.9%** 50cc

184.9% services

125 **153.3%** 125cc

38.2% rental

11,450 E-scooters Sold

9,223k Lowest point in Cashflow (in January)

26,026k Highest point in Cashflow (in December)

RED.E GROWTH - INTERNATIONAL ROAD MAP

Belgium

2019

TARGETS :

- Stay Leader
- 6M€ Turnover in 2022

FR

2017

TARGETS :

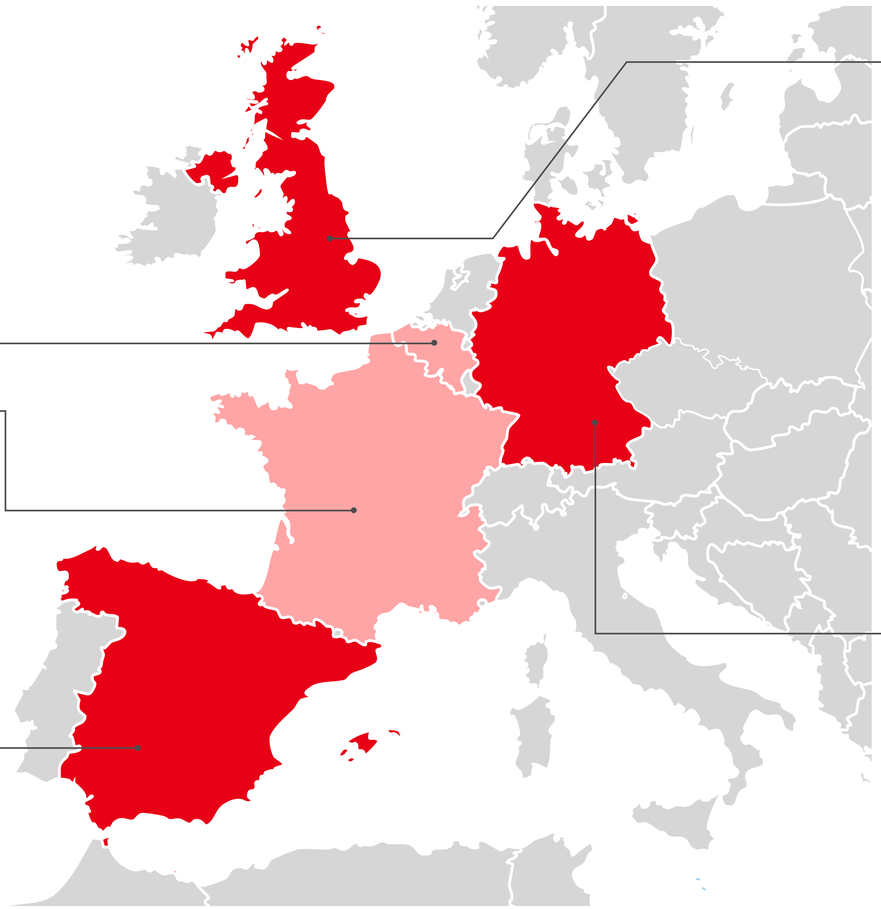
- Stay Leader
- 26M€ Turnover in 2022

ESP

2021

TARGETS :

- Leader in 3 years
- 7M€ Turnover in 2022



UK

2020

TARGETS :

- Leader in 2 years
- 20M€ Turnover in 2022

DE

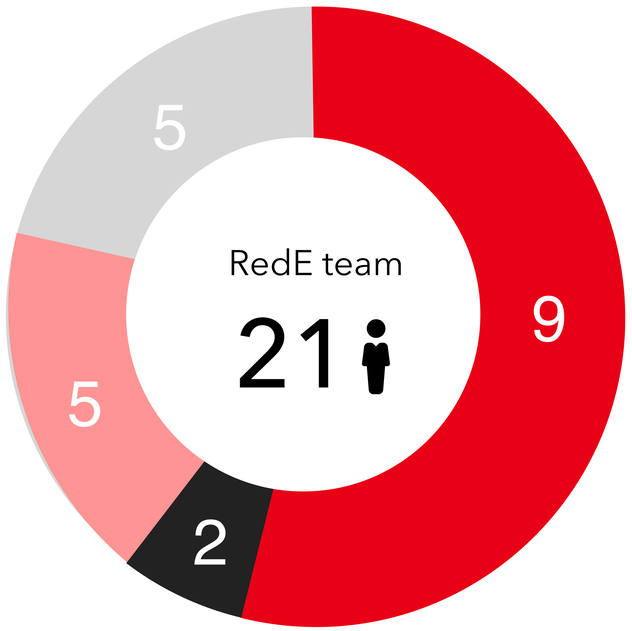
2022

TARGETS :

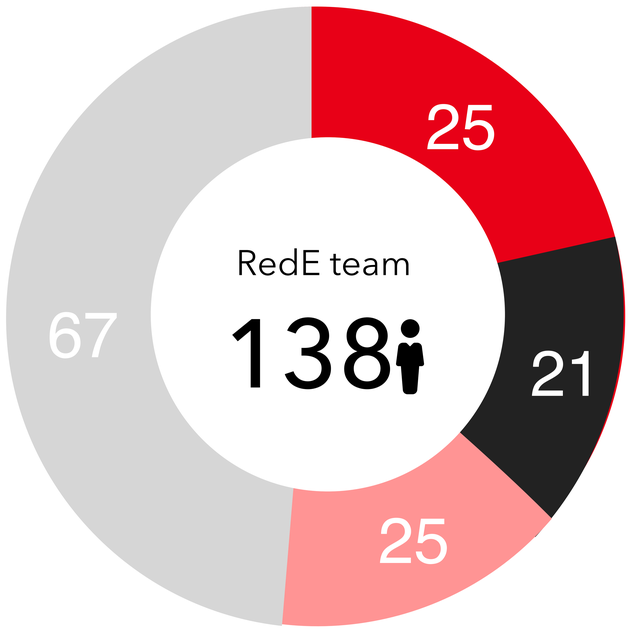
- Leader in 2 years
- 5M€ Turnover in 2022

Team Repartition

Sales & Marketing · R&D Product · Financial & support · IT

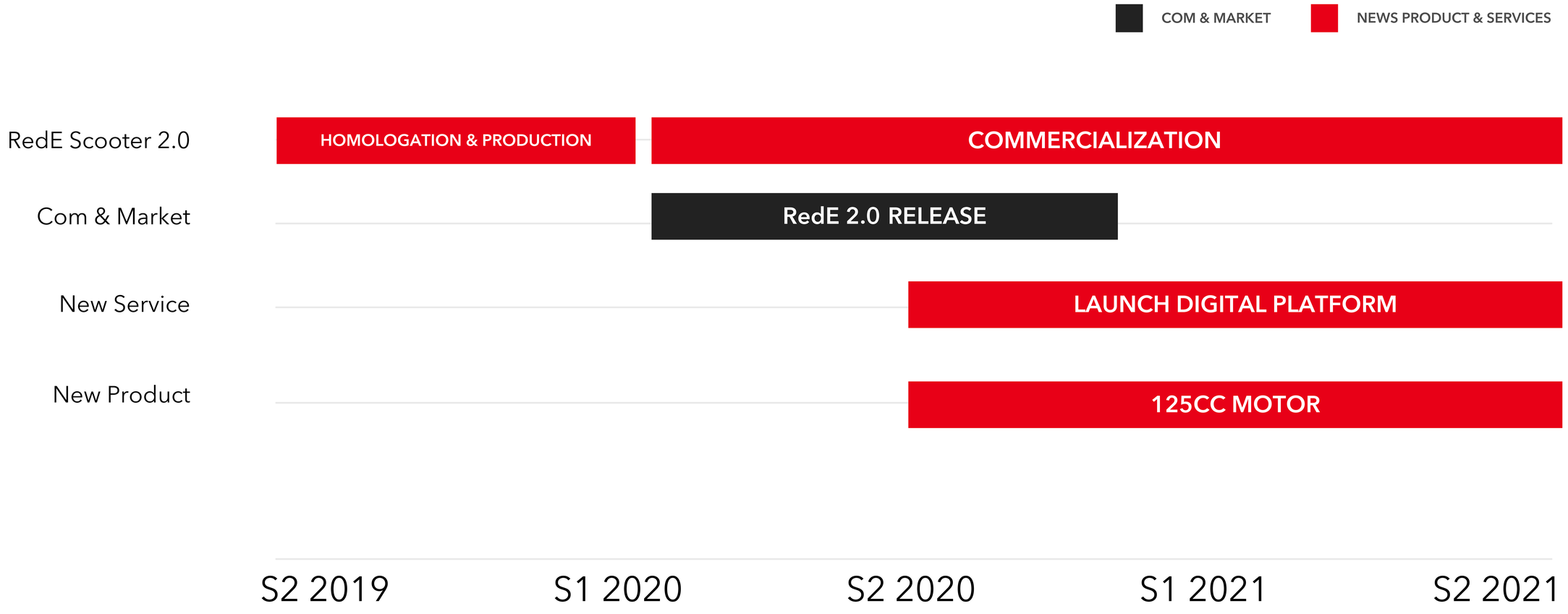


2019



2022

RED.E GROWTH - PRODUCTS & SERVICES ROAD MAP



Q1.2022

"Today, 80% of urban logistics carry less than 1m3".

– FEVAD

SMART E-SCOOTER
THAT REINVENTS
DELIVERY

RedE 3 wheels E-Scooter :
Replace the van for urban logistic.

Q1.2023

"Petrol and diesel will be forbidden in 2040".

– LOM Mobility French Law

Develop the Next Energy Station :
With a strong partnership for a swap system.

Q3.2024

"In 10 years, the scooter Vietnamese fleet increase by 7 to 3,7M scooters"

– France Info

Develop Asia market :
Become leader on Premium local market.

South Asia
2022-2025

Next Step:
- Create JV with in Thailand partnership
- DevelopThailand,Indonesia,Vietnam
- Leader in Premium market

Q4.2024

"Hydrogen is the ultimate renewable energy of the future, billions of dollars are being invested worldwide"

– BBC news

SMART E-SCOOTER
THAT REINVENTS
DELIVERY

RedE Hydrogen E-Scooter :
New alternative renewable energy.

January 2018
Green Reflex

https://www.dailymotion.com/video/x6ctowm

avem
Association loi 1901, agréée environnement
1er site d'information sur le véhicule électrique et hybride

Sushi Shop choisit le scooter électrique RedE pour ses livraisons

TESLA MAGAZINE

https://www.tesla-mag.comles-scooters-electrique-de-flotte

L'Europe et la France en particulier découvrent aujourd'hui ses avantages, alors que la législation Euro 4 de janvier 2017 condamne à brève échéance les scooters 50 cc dont les deux-temps sont jusqu'à mille fois plus polluants qu'une voiture diesel. Ce marché de près de 100.000 scooters deux-temps à remplacer est la cible toute trouvée pour les scooters électriques chinois, comme ceux de NIU, la marque la plus connue du grand public. Mais 30% de ces scooters en voie d'obsolescence sont utilisés par des flottes de livreurs professionnels, pour lesquels une robustesse élevée et un prix de revient au kilomètre minimal sont indispensables. C'est sur cette niche professionnelle que se place le constructeur français RedE (Real Electric Driving Experience), une jeune société de Nancy démarrée par Etienne Mao et Valentin Dillenschneider et soutenue par Pole Capital.

Les Echos

https://business.lesechos.fr/entrepreneurs/idees-de-business/0301440971176-rede-mise-sur-le-scooter-electrique-en-btob-319702.php

Forbes March 2019

https://www.forbes.fr/entrepreneurs/le-scooter-electrique-rede-part-a-la-conquete-des-professionnels/?cn-reloaded=1

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Co-Founder

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