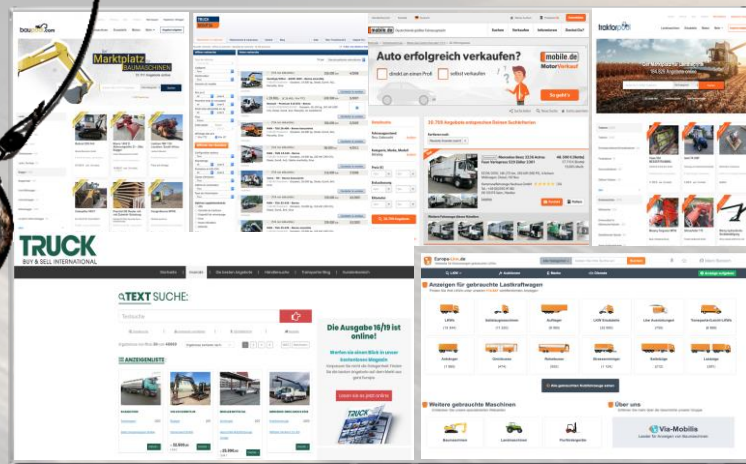


motorido



The REAL marketplace



Our Mission:
The disruption of sales platforms
in combining listings and auctions.

The opportunities in the market



The purpose of this document is to give you a better understanding of the opportunity to invest in motorido.

1.12 TRILLION

In 2018, the European Union motor vehicle manufacturing industry amounted to close to 1.12 trillion euros in revenue

6.6 BILLION

In 2018, the European Union motor vehicle manufacturing industry amounted 6.6 billion euros in exports of intra-Europe trade.

41,7 MILLION

More than 41,7 million light commercial vehicles (up to 3,5 to) are in circulation throughout the EU

2.2 MILLION

The auto industry in the European Union produced around 2.2 million commercial vehicles in 2019.

13,9

The average age of Europe's trucks is 13,9 years. The used truck selling has 5 to 8 owners in average.

12,6 MILLION

Today, there are some 12,6 million medium and heavy commercial vehicles in circulation throughout Europe.

348.6 MILLION

Registered passenger cars are on the roads in Europe in 2020

419.570

New registration of commercial vehicles in Germany in 2021

576.701

Transfer of ownership of commercial vehicles in Germany in 2021

The opportunities in the market



The purpose of this document is to give you a better understanding of the opportunity to invest in motorido.

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More than 41,7 million light commercial vehicles (up to 3,5 to) are in circulation throughout the EU

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12,6 MILLION

Today, there are some 12,6 million medium and heavy commercial vehicles in circulation throughout Europe.

Business concept

- motorido is a highly attractive and freebie new market place for used vehicles and parts
- motorido's universe contains 2 B2B-platforms, 3 B2C-platforms and one SaaS-solution (BIDaX)
- We offer auctions, innovative sales features and services for buyers and sellers of used vehicles
- Specialised marketplaces for different segments allow for targeted marketing
- SaaS-solutions for manufacturers, dealerships and trading partners (BIDaX)
- There is no monetarisation of basic features (classified ads) in order to push growth
- We collect data on transactions and clients to open up new sales channels for automotive and finance industry (vehicle life cycle)



Revenue is generated through extra features and commissions from seller, buyer and industry

Solutions with motorido:

			
Limited Stock (costs)	✓	✓	unlimited
Pictures per Listing	15-30	15-30	unlimited
Videos per Listing	X	X	✓
Listing & Auction	X	X	✓
Digital selling process	X	X	✓
Aftermarket / Spare Parts	X	X	✓
Technical expert reports	X	X	✓ Partner 
Cross Selling	X	X	✓
Lifecycle Data	X	X	✓
Service Book upload	X	X	✓
Target Group advertising	X	X	✓
Warranty products	X	X	✓ Partner 
Predictive maintenance	X	X	✓



- ✓ No risk for seller because of „no-Deal-no-Fee“ **motorido promise**
- ✓ **Fast turnover times** with Motorido Auction Model and innovative sales features
- ✓ Gathering of service & repair history in **Data Lake** to offer „predictive maintenance“ as an asset in the Future.
- ✓ Access for manufacturer to a **big aftersales business** they never had a chance to
- ✓ Access for dealer and manufacturer to a **huge cross- and upselling potential**

bid@truck

bid@part

bid@bike

bid@camper

bid@classic

Financials (Overview)

Assumptions	<ul style="list-style-type: none"> ▪ The projection is only for BIDaTRUCK, BIDaCLASSIC, BIDaCAMPER and BIDaBIKE ▪ Revenue is auction fees, fees for use of special features and commissions from industry. ▪ Platforms are easily scaleable with little IT-costs (in gross profit) or OPEX. ▪ Main driver for growth is awareness through marketing. 																																																
Leverage	<p>Integration of BIDaPART, BIDaX and motorido (used cars < 15 years) and data usage by industry could push the revenue of the below scenario even further.</p>																																																
P&L <u>downside</u> (one of three scenarios)	<p>In EUR <i>Based on completion of financing as planned</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #1a3d54; color: white;"> <th></th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> <th>2024</th> <th>2025</th> <th>2026</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>26.644</td> <td>60.000</td> <td>202.800</td> <td>891.200</td> <td>4.918.820</td> <td>20.338.800</td> <td>51.119.000</td> </tr> <tr> <td>Gross profit</td> <td>26.644</td> <td>58.000</td> <td>102.800</td> <td>559.200</td> <td>4.387.820</td> <td>19.404.800</td> <td>49.529.000</td> </tr> <tr> <td>Marketing</td> <td>4.971</td> <td>15.000</td> <td>165.000</td> <td>800.000</td> <td>1.260.000</td> <td>2.740.000</td> <td>3.720.000</td> </tr> <tr> <td>Staff and OPEX</td> <td>9.037</td> <td>15.000</td> <td>595.000</td> <td>1.750.000</td> <td>2.310.000</td> <td>3.710.000</td> <td>6.190.000</td> </tr> <tr> <td>EBITDA</td> <td>12.636</td> <td>28.000</td> <td>-657.200</td> <td>-1.990.800</td> <td>817.820</td> <td>12.954.800</td> <td>39.619.000</td> </tr> </tbody> </table>		2020	2021	2022	2023	2024	2025	2026	Revenue	26.644	60.000	202.800	891.200	4.918.820	20.338.800	51.119.000	Gross profit	26.644	58.000	102.800	559.200	4.387.820	19.404.800	49.529.000	Marketing	4.971	15.000	165.000	800.000	1.260.000	2.740.000	3.720.000	Staff and OPEX	9.037	15.000	595.000	1.750.000	2.310.000	3.710.000	6.190.000	EBITDA	12.636	28.000	-657.200	-1.990.800	817.820	12.954.800	39.619.000
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Sources of revenue:

- ✓ Advertisement
- ✓ Commision
- ✓ Complimentary products
- ✓ Up / Cross - Selling
- ✓ Aftermarket products
- ✓ Software as a Service (SaaS) / Licensing

Later, after built up of relevant reach: Freemium (free to paid listings)



Strategy	2022	2023	2024
Financials	Series A with min 4 M EUR	Series B with min 10 M EUR	Potential IPO or Exit
Roll out			
Operations	<ul style="list-style-type: none"> • Acquisition of dealers in GAS • Start dito in Benelux • Building organisation and staff in GER and Benelux • Intensify marketing 	<ul style="list-style-type: none"> • Acquisition of dealers in EU • Building organisation and staff in new target markets • Market entry marketing for new markets 	<ul style="list-style-type: none"> • Acquisition of dealers in EU and Turkey • Building organisation and staff in new target markets • Market entry marketing

Targets with an investment

Investment:

- Investment in marketing and staff
 - Acquisition and accounting of dealers in the target sourcing markets (Western and Central Europe)
 - BIDA TRUCK (Prio 1), BIDA CAMPER (Prio 2), BIDA BIKE, BIDA CLASSICS
- Investment in marketing and staff
 - Acquisition of dealers/buyers in the target selling markets (Western and Eastern Europe)
- Investment in Research & Development of the platform structure and server hosting

Acquisition and growth priority depending on the investment volume:

- **Low investment:** growth of the priority platform(s) in Germany per platform through strategy, personnel and competition analyzes
- **Medium investment:** growth of the priority platform(s) in the core countries per platform through country-specific strategy, personnel and competition analyzes
- **Sufficient investment:** growth through acquisition in all platforms through country-specific strategy, personnel and competition analyzes

Increasing the attractiveness of the platforms:

- Develop and / or integrate products with cooperation partners or strategic investors that users of the platform find attractive and increase purchases / usage via the platform: e.g. guarantee products at auctions and fee-based sales (immediate purchase, etc.)
- Automatic conversion to auctions with minimum price of free advertisements (check per branch, for example commercial vehicles)

A selection of actual cooperations and next meetings for further partnerships

MAHLE

Driven by performance

DEKRA
On the safe side.

INTERNATIONALE **LKW WALTER**
TRANSPORTORGANISATION AG

KTM

LIEBHERR

KROSCHKE
Wir machen Mobilität einfach

CreditPlus
Smart money, smart life_

CHECK24

KRONE
Wir transportieren Zukunft

www.bihz.eu Germany

Bihr
Powering your passion

RST ENSINGER Arai BELL MIDLAND

SW-MOTEC

Louis

RIDELINK

CVO
CVO Software GmbH

ExxonMobil

DAF
A PACCAR COMPANY

TÜVRheinland

GAV
Ein Unternehmen der DEVK

EUROMASTER
Reifen. Werkstatt. Service.

HELLA

KOMATSU

mobile
GARANTIE

helvetia

RENAULT TRUCKS

ADAC
Truckservice
GmbH

ADAC

ETMverlag
Der Fachverlag rund ums
gewerblich genutzte Fahrzeug

HTX
Klassiker Öle
eif

HDI

FINANZCHECK.DE

MAN

SCANIA

DEUTSCHER
DOC
OLDTIMER CLUB

AvD
Automobilclub
von Deutschland

SCHAEFFLER

LUK

FAG

**I
INA
A**

TABBERT

Continental

Company valuation in the branch



mobile.de



Advertising for fees
German market leader with
1,49M vehicles over all
1,31M vehicles in Germany

Auto Scout24



Advertising for fees
European market leader with
1,94M vehicles over all
842K vehicles in Germany

CAZOO



Sold in 2020 in UK
20K cars

CLUNO



Series A 2018 = € 7 Million
Series B 2019 = € 30 Million
Since founding = €145 Million



Cazoo bought Cluno in February 2021 and AJAX I bought Cazoo in March 2021

<https://tech.eu/brief/cazoo-and-ajax-i-a-7-billion-spac-merger-and-the-money-kept-rollin-in-from-every-side/>

AUTO 1.com



Founded in 2012,
sold in 2018 for 2,9 Billion
Daily trading in car auction: 3.000 cars



IPO in 02/2021 and now
worth of 8 Billion Euro

motorido Key facts

Offer	Acquisition of ordinary GmbH-shares by increase of equity
Target volume	Up to 4 million Euros
Pre-money valuation	To be negotiated
Shares in %	Depends on negotiation results
Closing planned	Q4 2022
Strategy	<ul style="list-style-type: none"> Short-term: Building and growing the company Long-term: Exit via trade-sale or IPO

BACKUP



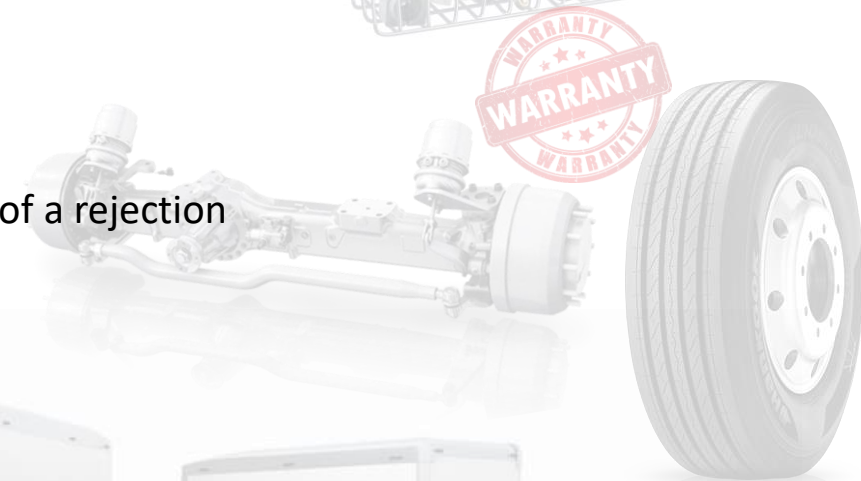
The challenges in the (platform) market

For the sellers:

- Listing of vehicles costs money why dealers do not list their complete stock
- No competition at the vehicle at the same time results in low price offers
- Less details and information about a vehicle ends in low prices and hard negotiations
- The sales process of an online offered vehicle is not digital
- Hidden damages and wearing can/will lead to failures later on
- No service and repair history in vehicle listings at platforms Europe-wide.

For the buyers:

- Digital and binding buying-process („buy it now“ feature)
- Digital negotiation process („make an offer“ or „counter offer“) prevents the fear of a rejection
- Background information on average life-spans, repair cycles etc. of their target
- Warranty products for used vehicles
- Easy access to the spare part search by cooperation-partners



bid@truck

bid@part

bid@bike

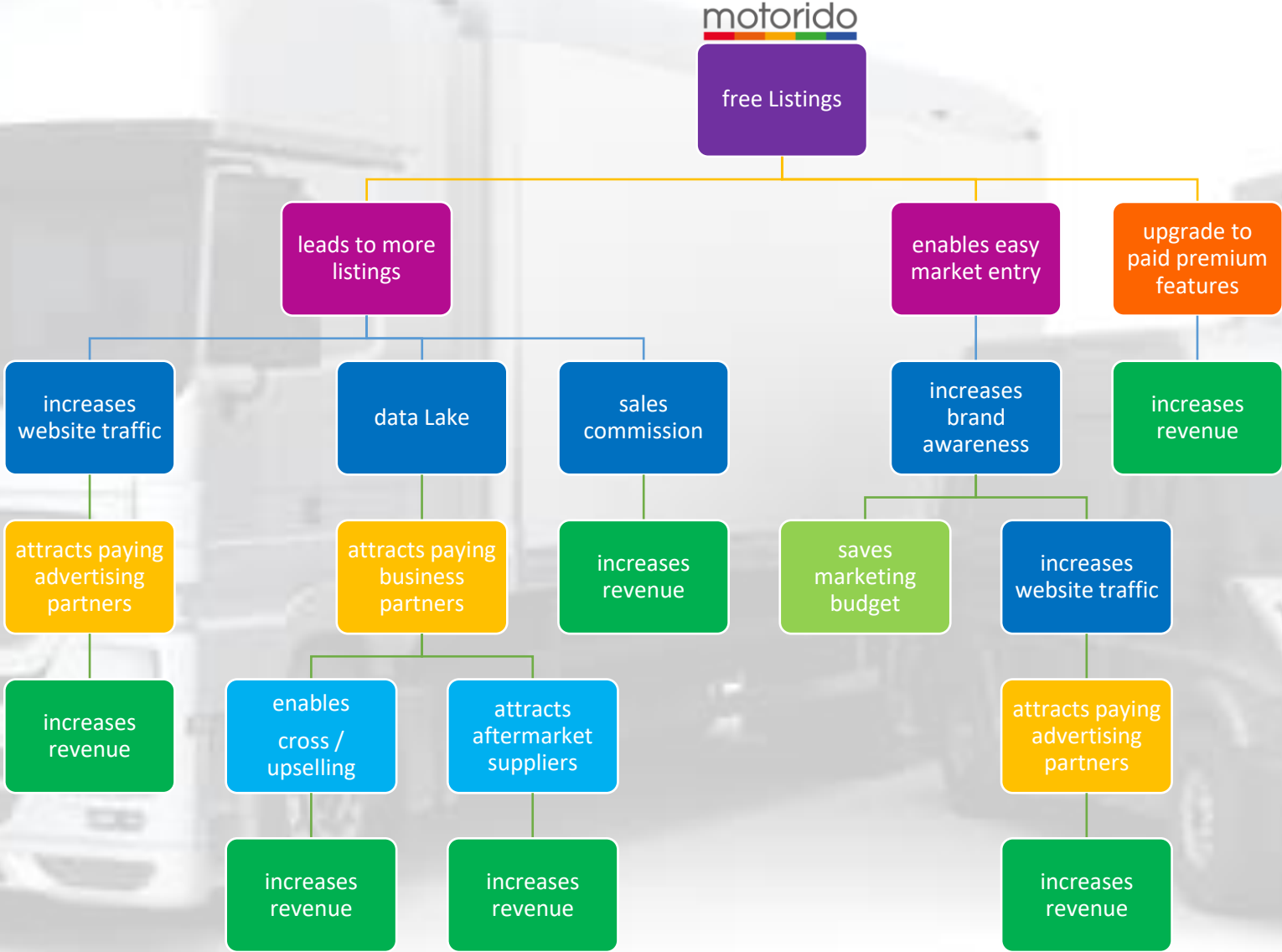
bid@camper

bid@classic

FREE LISTINGS



Business Model



bid@truck

bid@part

bid@bike

bid@camper

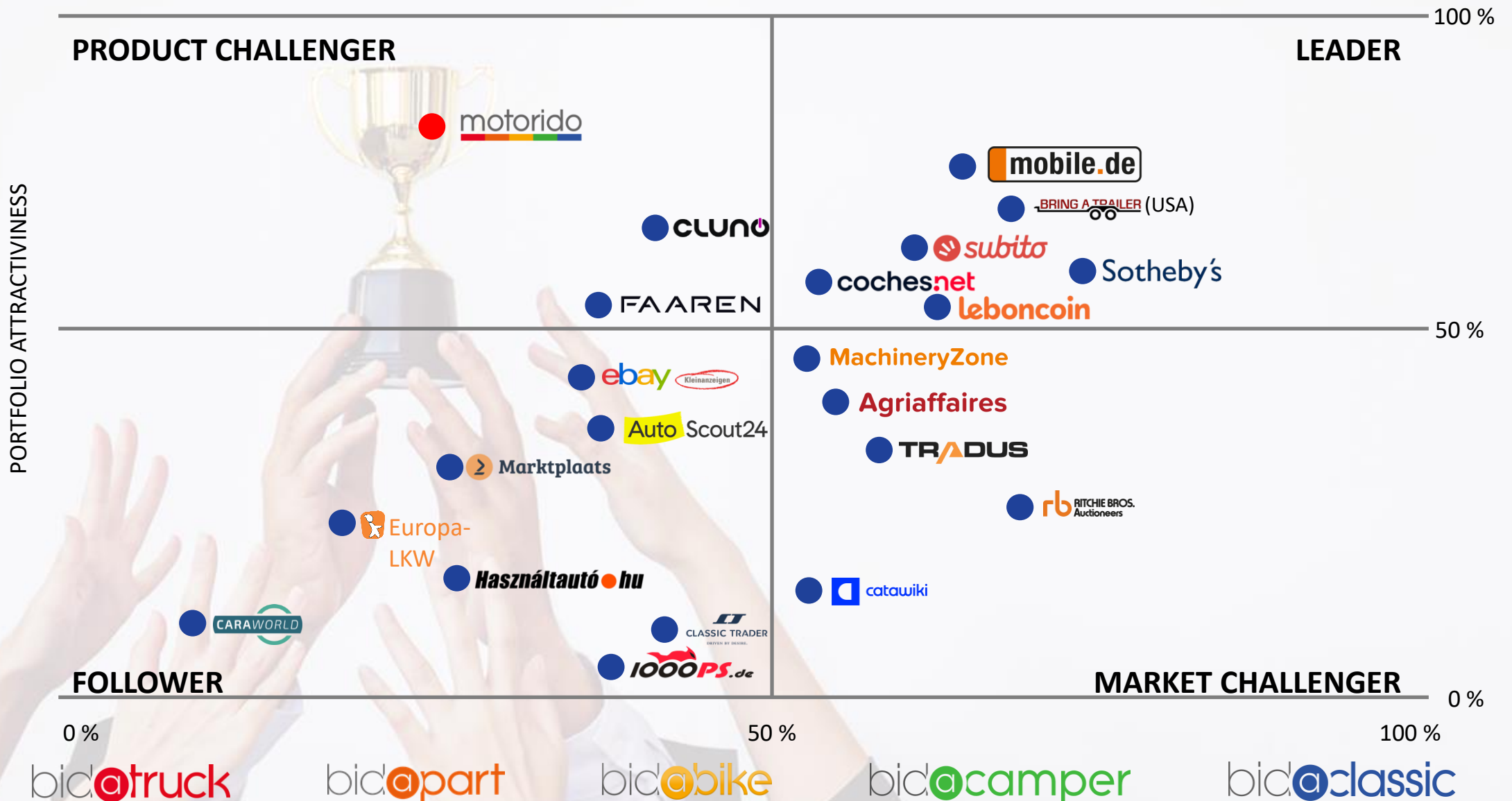
bid@classic

Digitalization will drive the creation of a completely new truck service scenario in the future

Future service scenario and the touchpoints (red) of **motorido**



Competition matrix:





€20.000 selling price
in an advertisement



Customer always comes from below
with an advertisement price!

€20.000 is the negotiating basis

Customer will NEVER pay more than
€20.000.



Customer will pay a maximum of €20.000

An advertisement price is always an
invitation to a downward price negotiation.



Customers will possibly bid more than
€20.000, if they don't know what is the
actually price suggestion of the seller.



The customer will bid a price which the car
is worth for them and that could be more
than the sellers price. In addition, it is in
competition with other interested parties
who want to buy the vehicle and are
therefore in bidding competition.

Motorido has with blind-auctions and
innovative sales features different solutions
to activate the buyers price suggestion.



Meet the TEAM



Torsten Sentis
Sales / Cooperation



Benjamin Geissel
IT



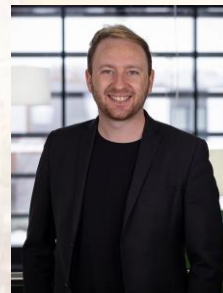
Caroline Schröer
Marketing/Accounting



Christian Reyer
Logistics



Prof. Dr. Dr.
Uwe Gill
Advisory / Legal



Daniel Garnitz
Founder / CEO
Faaren GmbH
Advisory



Joachim Spahl
Advisory
Faaren GmbH
Advisory



Thorsten Horn
Sales dealerships



Guido Schöfisch
Sales dealerships

Highlights

First Mover	Providing automotive industry with sales-relevant data on buyers of used cars and vehicles.
Competition	Ageing platforms with outdated features lead to lost business / customer dissatisfaction for users and provide no integrated data mining for industry.
Market entry	<ul style="list-style-type: none"> ▪ Fee-free posting is add-on for clients and does not compete with pay-for platforms. ▪ Industry partners will help with marketing and reach-out.
Strategy	Winning clients, building data sets and opening the database to industry.
Financials	Amortisation of funding planned in 2024, see slide 19.
Funding	<ul style="list-style-type: none"> ▪ Q2 2022: Business Angels Finance ▪ Q4 2022: Series A aiming at 4 M EUR.

Financials (detailed Overview)

motorido business plan - downside scenario				
cost structure in EUR				
	2022	2023	2024	2025
Third party services				
Price n EUR per transaction	10	10	10	10
Trucks (incl. Machines)	2.000	20.000	88.000	240.000
Camper	0	18.000	77.000	180.000
Classics	0	8.000	33.000	100.000
Bikes	0	15.000	66.000	170.000
Total	2.000	61.000	264.000	690.000
IT and R&D				
IT	60.000	180.000	250.000	350.000
R&D	50.000	140.000	200.000	250.000
Data storage	25.000	150.000	220.000	300.000
Total	135.000	470.000	670.000	900.000
Management and Staff				
Management	100.000	700.000	1.400.000	3.000.000
Staff count	3	8	12	18
average cost p.a.	60.000	60.000	70.000	70.000
Staff	180.000	480.000	840.000	1.260.000
External staff	100.000	300.000	400.000	600.000
Total	280.000	1.180.000	2.240.000	4.260.000
Marketing				
Online	75.000	600.000	1.200.000	1.500.000
Youtube	30.000	300.000	1.000.000	1.500.000
Publications / content	20.000	80.000	120.000	120.000
Magazines	20.000	200.000	300.000	400.000
Other	20.000	80.000	120.000	200.000
Total	165.000	1.260.000	2.740.000	3.720.000
OPEX				
Travel	10.000	110.000	210.000	310.000
Office	15.000	80.000	120.000	180.000
Legal	20.000	70.000	120.000	170.000
Insurances	20.000	70.000	120.000	170.000
Other	200.000	500.000	500.000	500.000
Total	265.000	830.000	1.070.000	1.330.000

motorido business plan - downside scenario				
sales structure				
	2022	2023	2024	2025
drivers				
Vehicles listed				
Trucks (incl. Machines)	10.000	40.000	80.000	120.000
Germany	7.000	20.000	40.000	60.000
Rest of Europe	3.000	20.000	40.000	60.000
Camper	18.000	36.000	70.000	90.000
Germany	9.000	18.000	35.000	45.000
Rest of Europe	9.000	18.000	35.000	45.000
Classics	7.000	16.000	30.000	50.000
Germany	3.500	8.000	15.000	25.000
Rest of Europe	3.500	8.000	15.000	25.000
Bikes	5.000	30.000	60.000	85.000
Germany	3.500	20.000	40.000	50.000
Rest of Europe	1.500	10.000	20.000	35.000
Total	40.000	122.000	240.000	345.000
Percentage of transactions over motorido				
Auctions	1%	3%	6%	10%
Sales by use of specialised features	1%	2%	5%	10%
Transactions executed				
Trucks (incl. Machines)	200	2.000	8.800	24.000
Auctions	100	1.200	4.800	12.000
Sales	100	800	4.000	12.000
Camper	360	1.800	7.700	18.000
Auctions	180	1.080	4.200	9.000
Sales	180	720	3.500	9.000
Classics	140	800	3.300	10.000
Auctions	70	480	1.800	5.000
Sales	70	320	1.500	5.000
Bikes	100	1.500	6.600	17.000
Auctions	50	900	3.600	8.500
Sales	50	600	3.000	8.500
Total	800	6.100	26.400	69.000
Average prices per vehicle in EUR				
Trucks (incl. Machines)	25.000	25.000	25.000	25.000
Camper	25.000	25.000	25.000	25.000
Classics	20.000	20.000	20.000	20.000
Bikes	6.000	6.000	6.000	6.000

motorido business plan - downside scenario				
sales structure				
	2022	2023	2024	2025
Auction revenue in EUR				
Commission per sale	5%	5%	5%	5%
Trucks (incl. Machines)	1.500	1.500.000	6.000.000	15.000.000
Camper	500	1.350.000	5.250.000	11.250.000
Classics	0	480.000	1.800.000	5.000.000
Bikes	0	270.000	1.080.000	2.550.000
Total	2.000	3.600.000	14.130.000	33.800.000
Sales revenue in EUR (only special features)				
Fixed price per sale in EUR	348	348	348	348
Trucks (incl. Machines)	34.800	278.400	1.392.000	4.176.000
Camper	62.640	250.560	1.218.000	3.132.000
Classics	24.360	111.360	522.000	1.740.000
Bikes	17.400	208.800	1.044.000	2.958.000
Total	139.200	849.120	4.176.000	12.006.000
Add-on sales in % of transactions executed				
Insurance	10%	10%	10%	10%
Guarantee	10%	10%	10%	10%
Finance	20%	20%	20%	20%
Spare parts	10%	10%	10%	10%
Commission on ad-on sales in EUR				
Insurance	20	20	20	20
Guarantee	100	100	100	100
Finance	250	250	250	250
Spare parts	150	150	150	150
Revenue form commissions				
Insurance	1.600	12.200	52.800	138.000
Guarantee	8.000	61.000	264.000	690.000
Finance	40.000	305.000	1.320.000	3.450.000
Spare parts	12.000	91.500	396.000	1.035.000
Total	61.600	469.700	2.032.800	5.313.000
Revenue overview				
Auctions	2.000	3.600.000	14.130.000	33.800.000
Sales features	139.200	849.120	4.176.000	12.006.000
Commissions	61.600	469.700	2.032.800	5.313.000
Total	202.800	4.918.820	20.338.800	51.119.000



Status Quo of motorido:



2020 - 2022

27.12.2019

Sale of 5% stake in CR for 100,000 euros. Motorido GmbH is worth 2,000,000 Euros

28.02.2020

Reprogramming of BIDaTRUCK

Through the acquisition of OES for BIDaTRUCK, customers such as Hella, Schaeffler, Continental etc. are visited, who stimulate the need for a platform for overproduction.

The BIDaPART idea is born.

Q1/Q2 2020



Development of the platform inventory, development of a guarantee product for motorcyclists.

Cooperations with industry companies such as. e.g. HDI, Louis, Creditplus, Finanzcheck etc.

The Hella contact introduces their digitization partner in eCommerce (canis lupus GmbH) who lead automotive manufacturers into direct sales.

28.05.2020

Reprogramming BIDaCLASSICS

04.10.2020

Programming of new sales features for BIDaTRUCK and BIDaCLASSICS

Q3/Q4 2020



01.10.2021

Reprogramming of BIDaBIKE

15.10.2021

Start of the first discussions with investors

Acquisition and integration of new cooperation partners

Activation at dealers in Europe.

Programming of 9 national languages in all portals

Inquiries from foreign entrepreneurs who want to set up platforms in their countries.

28.12.2021

Programming of BIDaCAMPER

2021



Status Quo

2022 - whats next?



Development of dedicated country partnerships in the now 4 finished portals (BIKE, CLASSIC, TRUCK and CAMPER)

What's next? 1 to 3 years

- ✓ Growth in the target sourcing and selling markets
- ✓ Outsourcing in EU markets

