

A man and a woman, both wearing white helmets, are riding a white GoTo Global scooter. The woman is holding a bouquet of pink and white roses. They are passing a white GoTo Global car with blue and pink chevron graphics. In the background, there is a cafe with outdoor seating and large umbrellas.

GoTo Global

One App. Limitless wheels.

GO▶TO ——— 🛵 🏍️ 🚲 🚗

Disclaimer

The Information included in this presentation does not purport to be comprehensive or to contain all information on GoTo Global Mobility and its subsidiaries (the “Company”), and its business, and is given to you only for the provision of general, concise and preliminary information.

The information included in this presentation does not substitute for reviewing information about the Company and its business included in SHAGRIR GROUP VEHICLE SERVICES LTD financial reports as published on www.magna.isa.gov.il.

This presentation includes forecasts, estimates, assessments, and other information pertaining to future events and/or matters. No representation or undertaking is given regarding the realization or reasonableness of any forecasts regarding the future chances of the Company. The forward-looking information in the presentation, as defined in the Securities Law, 5728-1968, may not materialize, in whole or in part, or may appear differently than expected, or may be affected by factors that cannot be assessed in advance.

This presentation is not an offer nor invitation to buy or subscribe for any securities of the Company. This presentation and anything contained herein is not a basis for any contract or undertaking and are not to be relied upon in such context. The information provided in the presentation is not a basis for the making of any investment decision, nor a recommendation or opinion, nor a substitute for the discretion of a potential investor.

This presentation has been prepared to provide preliminary information about the company to a limited number of prospective sophisticated and experienced investors, to assist them in determining whether they have an interest in investing in the company. No legally binding obligations will be created, implied, or inferred from this presentation.

The information in this presentation, which does not purport to be comprehensive, has not been independently verified as to accuracy or completeness by the Company. The presentation does not constitute or serves as a substitute for an audit, due diligence, or a similar review. It also does not purport to give or serve as a substitute for legal, tax, or financial advice.

With the exception of trademarks owned by the Company and/or trademarks which the Company has rights to use, any trademarks mentioned in this presentation are the property of their owners and are used in the presentation for the sole purpose of understanding the context.

GoTo is truly Multimodal end to end

We deliver a tech platform that offers **private and business customers** shared vans, cars, mopeds, kick-scooters and Ebikes – **all in one brilliant app!**

Moped

One way



Scooter

One way



Car

One way



Car

Round trip



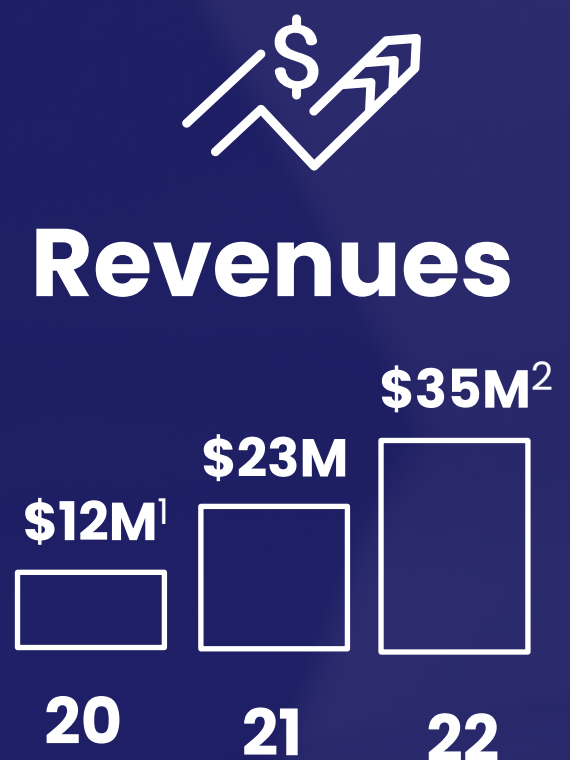
Bike

One way



GO TO


GoTo 2021




~2.8M
Trips


~450K
Registered
Users

~75K
Monthly Active
Users³


~5,800 Assets

620 EV Cars
720 Cars
3,750 EV Mopeds
750 EV Micromobility

~50% from Europe,
Israel is profitable

**GoTo Multimodal Active Users
account for 23% and generate:**

+160%
Rides per User⁴
Vs. monomodal

+140%
Revenue
per User⁴
Vs. monomodal

+170%
Retention⁵
Vs. monomodal

¹ 2020 revenues exclude emmy's #s

² 2022 forecast revenues include adding/growing services in our existing countries, without opening new countries

³ Monthly Active users Q3 2021 average data

⁴ Madrid and Malta avg Multimodal Active users who did at least 1 ride per month

⁵ Madrid and Malta Multimodal Active Users (users that did +1 ride in 2021)

EU cities pushing away private car ownership from city centers

'It's the only way forward': Madrid bans polluting vehicles from city centre

From Friday, only vehicles producing zero emissions will be allowed to drive freely in downtown Madrid - making it a pollution pioneer in Europe

Italy offers city dwellers up to €500 to buy a new bike

A Modest Proposal to Eliminate 11,000 Urban Parking Spots

Amsterdam plans to systematically strip its center of parking spaces in the coming years, making way for bike lanes, sidewalks, and more trees.

By Feargus O'Sullivan
March 29, 2019, 3:53 PM EDT

METROPOLIS

The Liberation of Paris From Cars Is Working

BY HENRY GRABAR SEPT 15, 2021 • 3:05 PM

Cabinet to Impose Toll on Cars Entering Tel Aviv Beginning 2024

Transportation Minister Merav Michaeli voted against the Finance Ministry's proposal, calling it 'a regressive tax'



The opportunity

\$675B Shared Mobility Market by 2025

20% in Europe

Global shared mobility market
(in billion of US dollars)



A blue-tinted photograph of a busy city street. In the foreground, a person wearing a helmet and a backpack is riding a bicycle. To their right, a person with long hair tied back is riding a red kick scooter. Further right, a person with a backpack is walking. The background is filled with other pedestrians, cars, and city infrastructure, all under a blue overlay.

The mobility paradox

Multi-needy
people require
different modes
to cater to
different needs
and occasions!

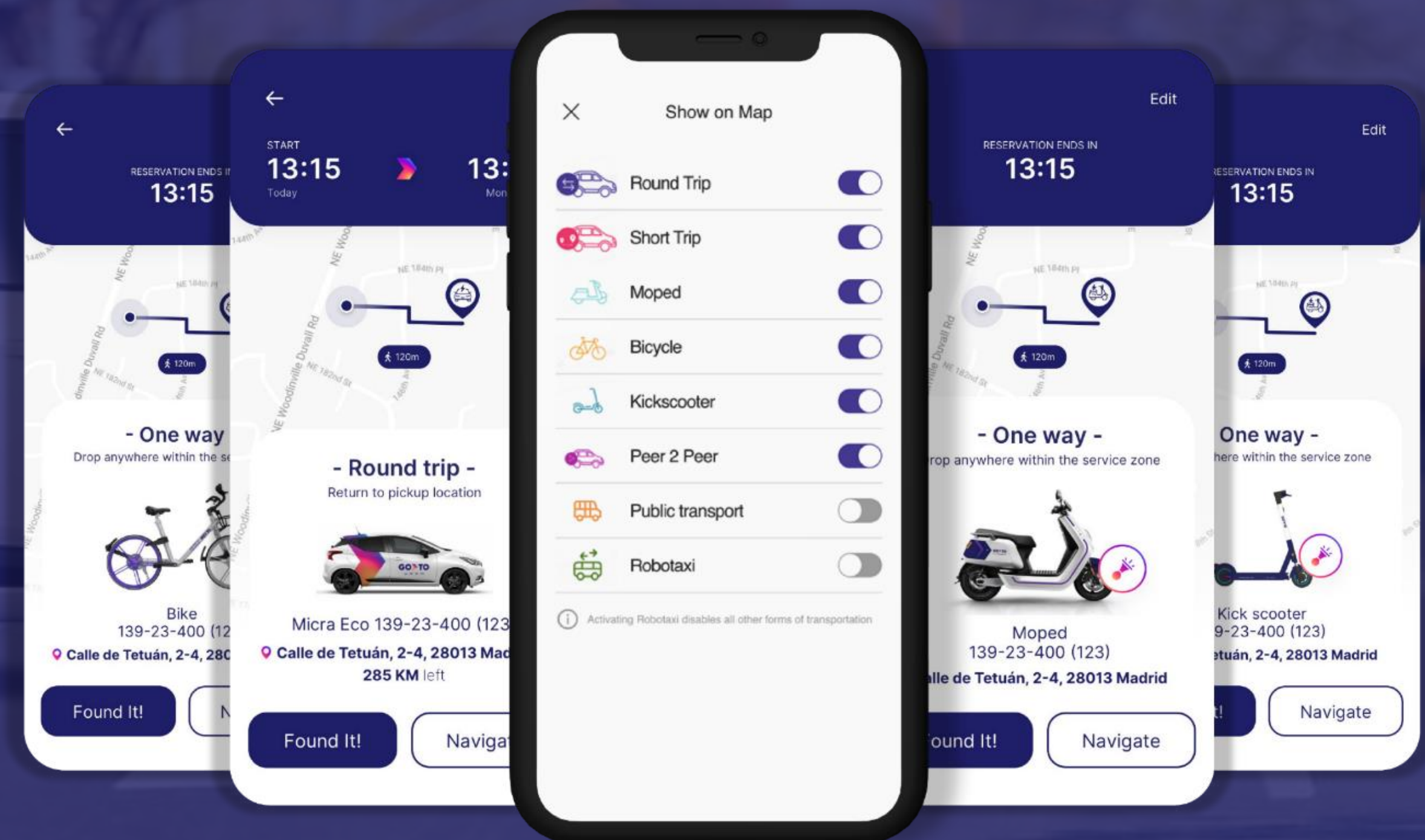




**20 different apps needed
to cater to their needs**



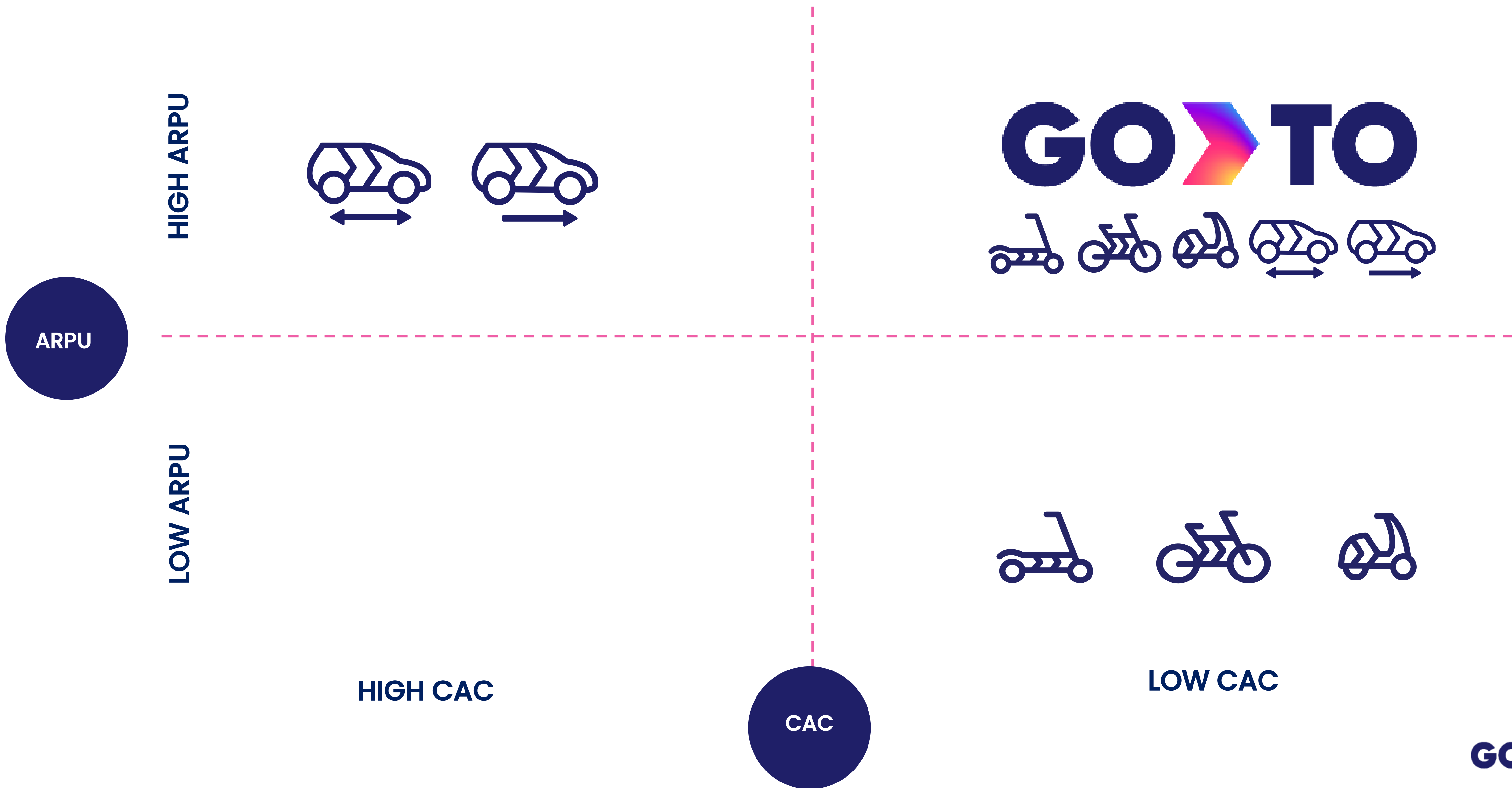
GoTo addresses
diverse user needs
by providing a
one-stop-shop
multimodal
mobility service





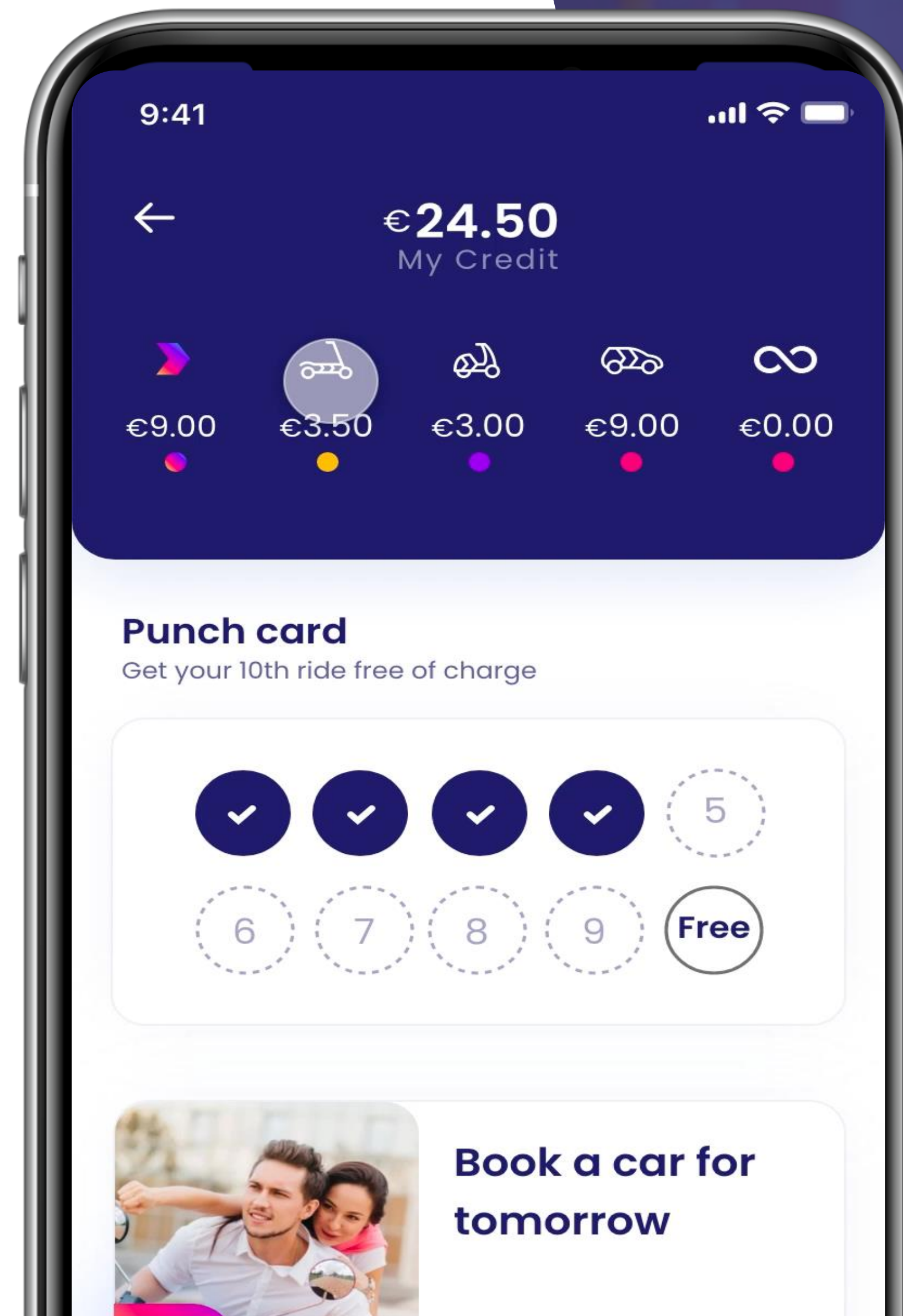
The Mobility Paradox

GoTo solved the mobility paradox!



By the **Mobility** **Wallet GoTo** effectively converts users to multimodality

GoTo's loyalty and rewards keep users in the service.



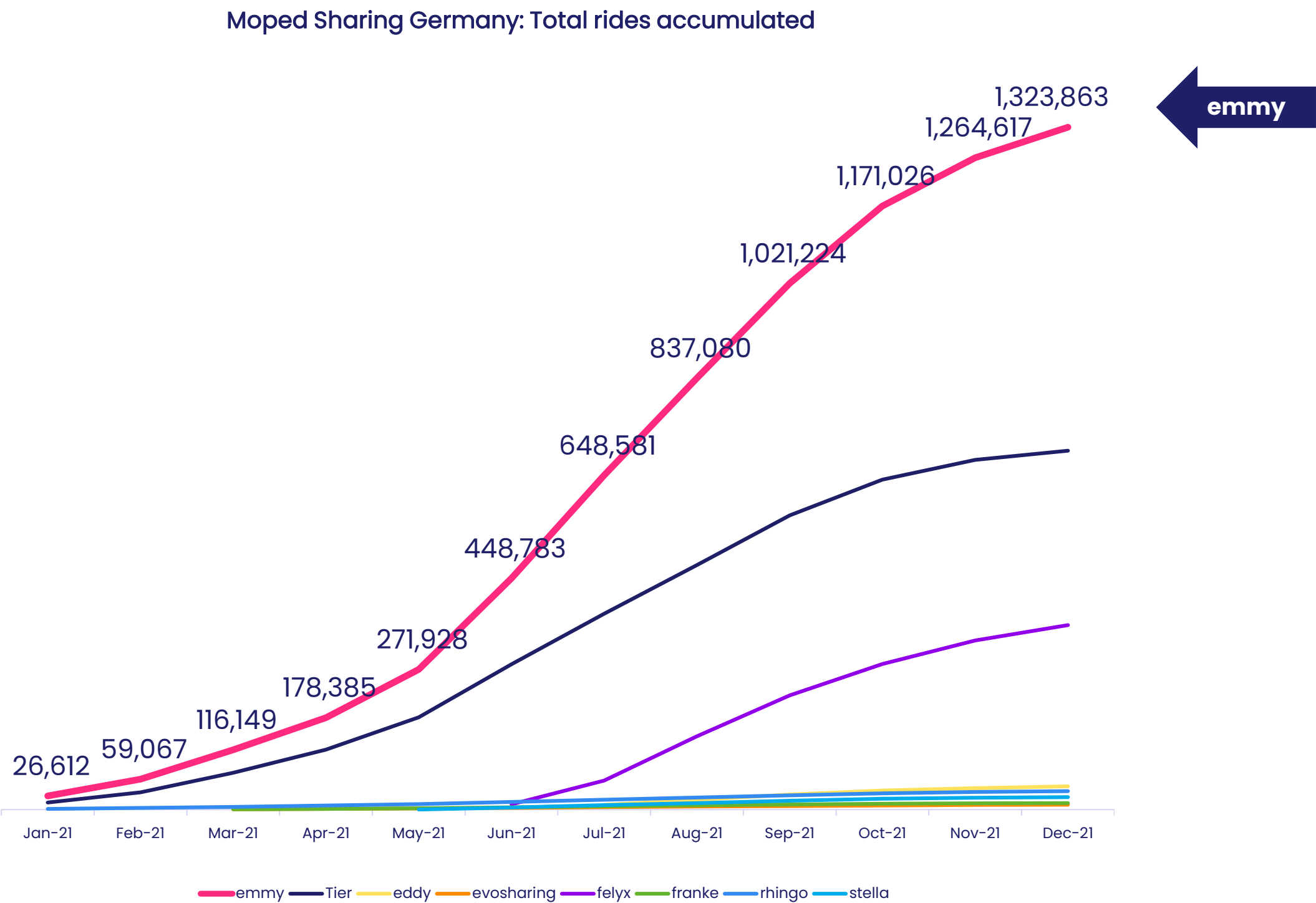
Accelerating Growth into Germany

via the merger with emmy



Emmy – the market leader in the biggest European market

Present in 3 cities, >300K registered users, >3K mopeds



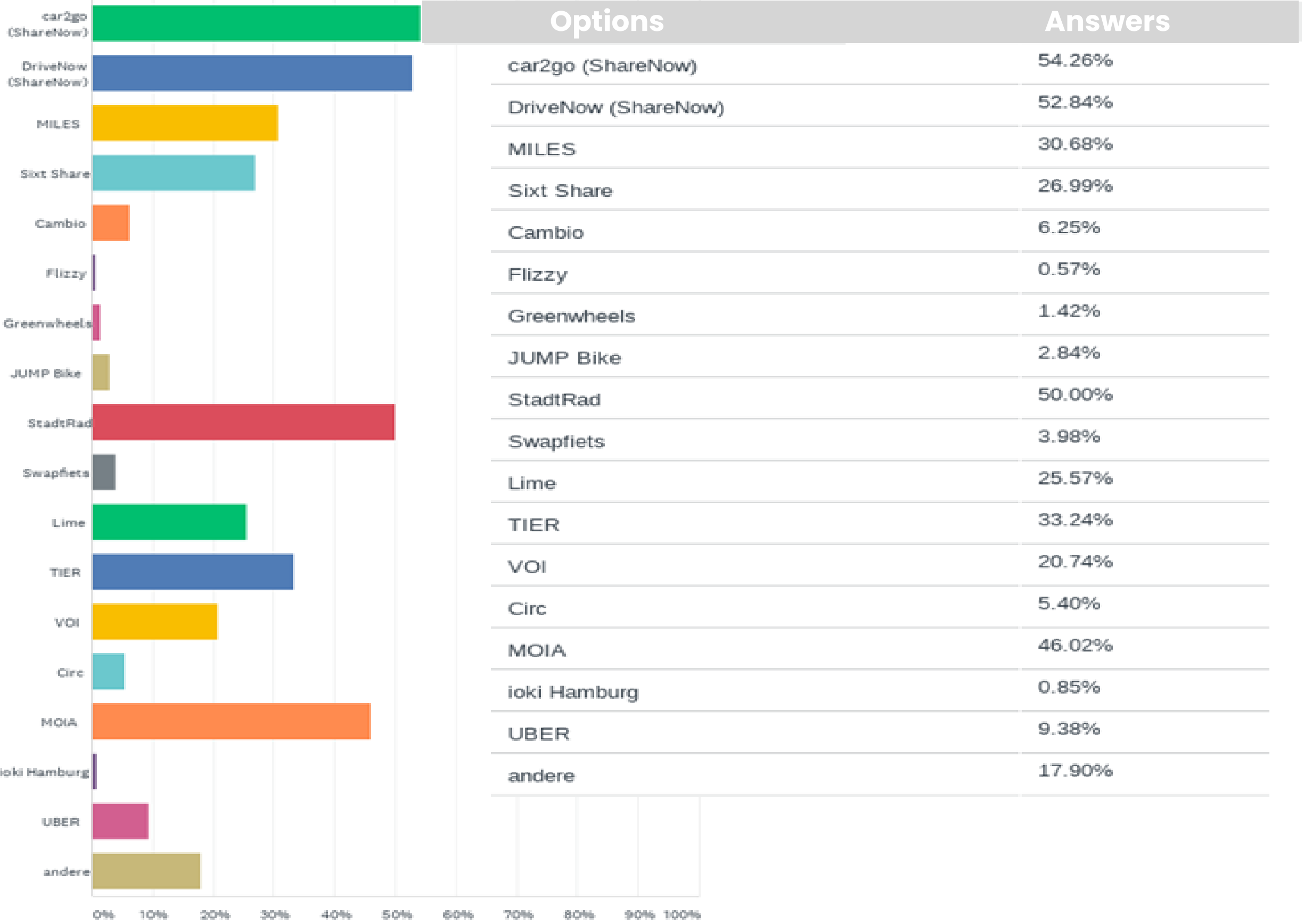
Hamburg
Business area: 77 km²
800 mopeds
65k reg. customers

Berlin
Business area: 120 km²
1.540 mopeds
161k reg. customers

Munich
Business area: 59 km²
700 mopeds
71k reg. customers



Emmy's users are already multimodal!



Survey conducted by Emmy of their users in Hamburg.

Goal: Convert emmy users to multimodality

Monthly ARPU

+300% — \$52²

\$13¹

Moped

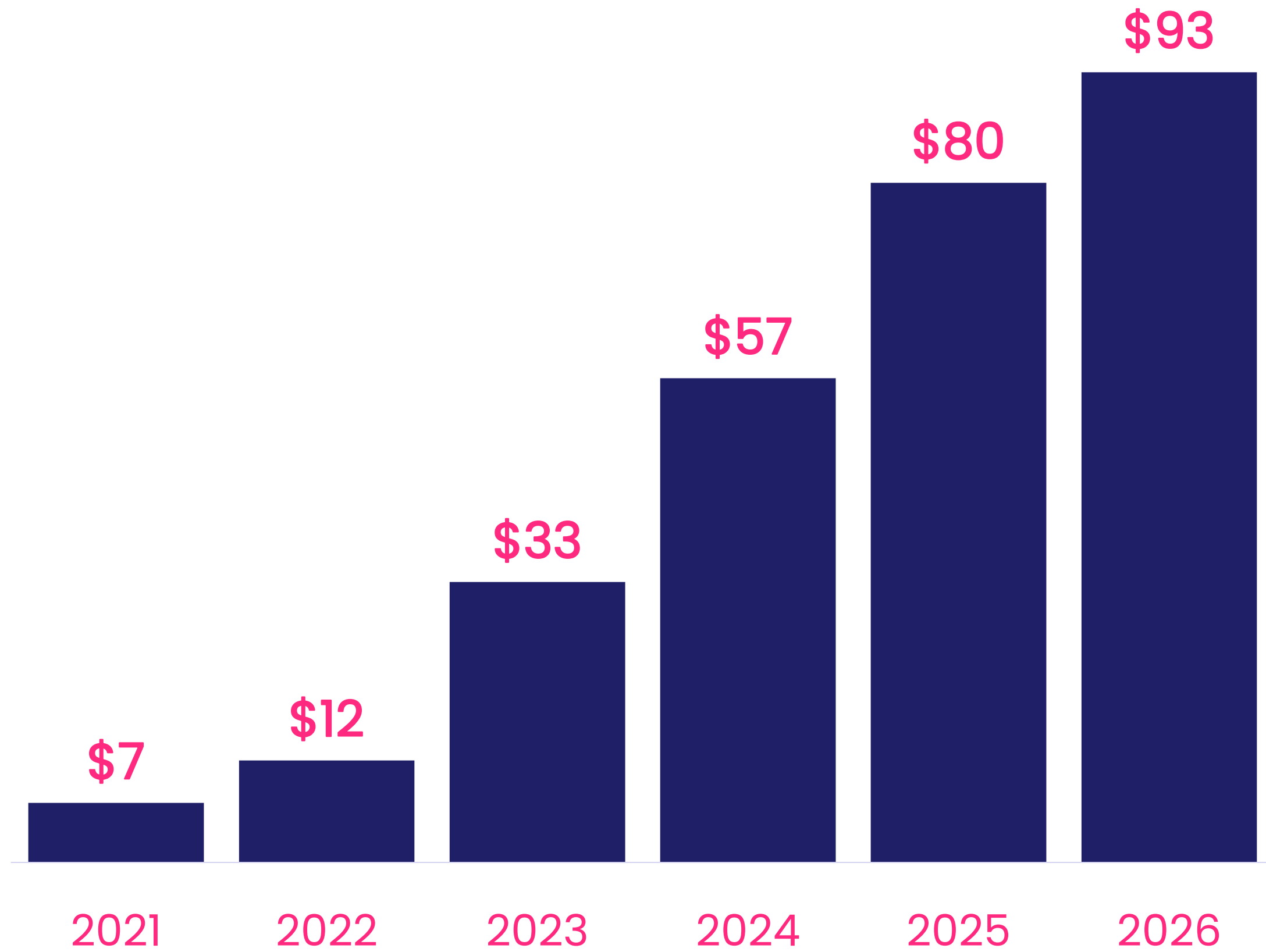
Multimodal



¹Moped ARPU of Emmy Active Riders in Hamburg avg 2021.
²Estimated Multimodal ARPU for once emmy becomes multimodal. It's based on Spain and Malta's conversion ratio from monomodal to multimodal.

\$275M Potential in Converting Germany into Multimodality

Revenue per year GoTo Germany. In M\$



GoTo acquisition of emmy happened in Oct 2021.

Goal: Convert emmy users to multimodality

Monthly ARPU

+300%

\$13¹

\$52²

Moped

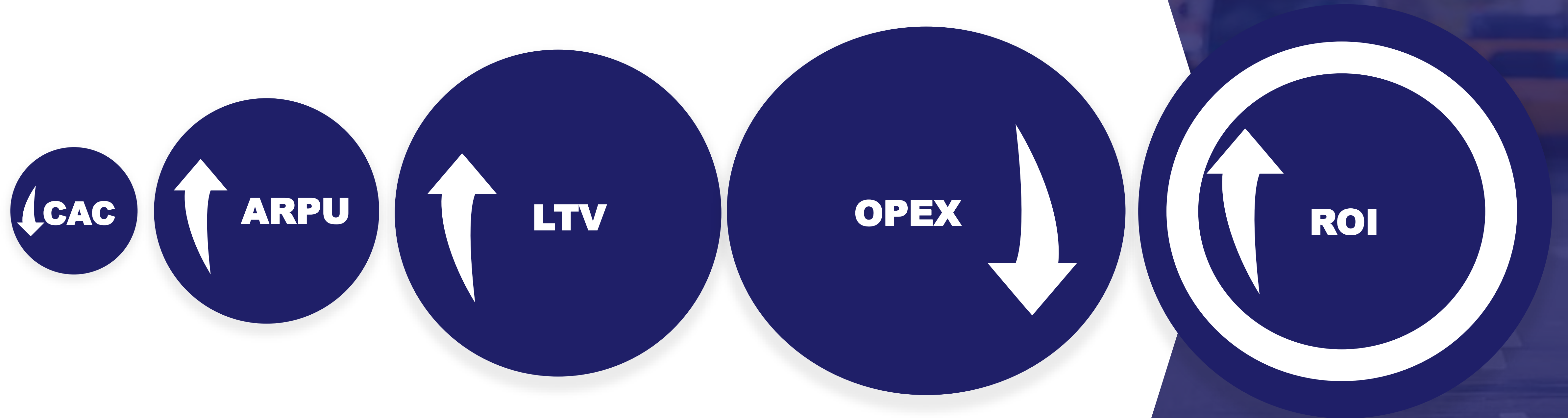
Multimodal



¹Moped ARPU of Emmy Active Riders in Hamburg avg 2021.
²Estimated Multimodal ARPU for once emmy becomes multimodal. It's based on Spain and Malta's conversion ratio from monomodal to multimodal.



Unique multimodal business model



**We are ready
for growth**

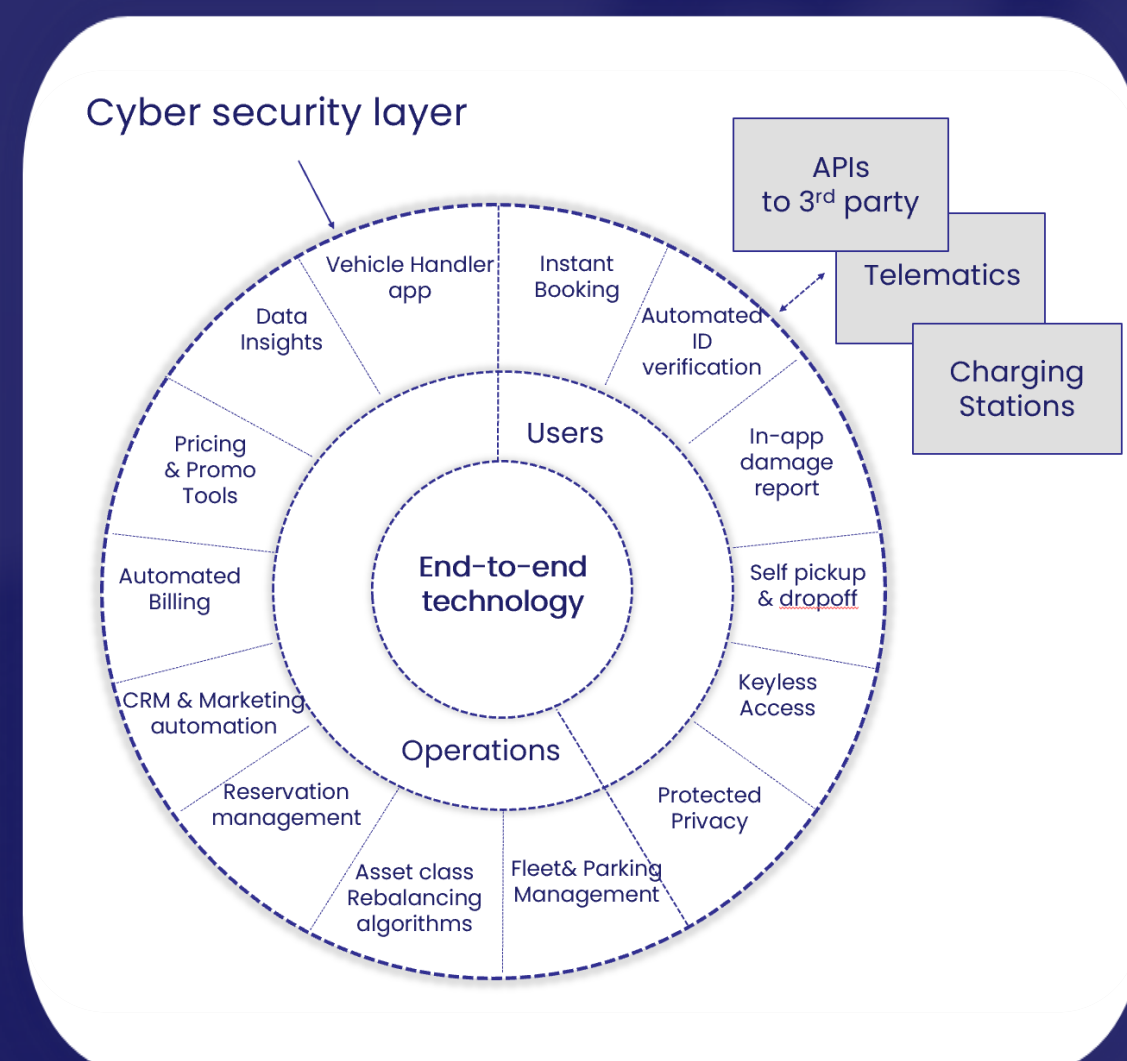


GO2TO

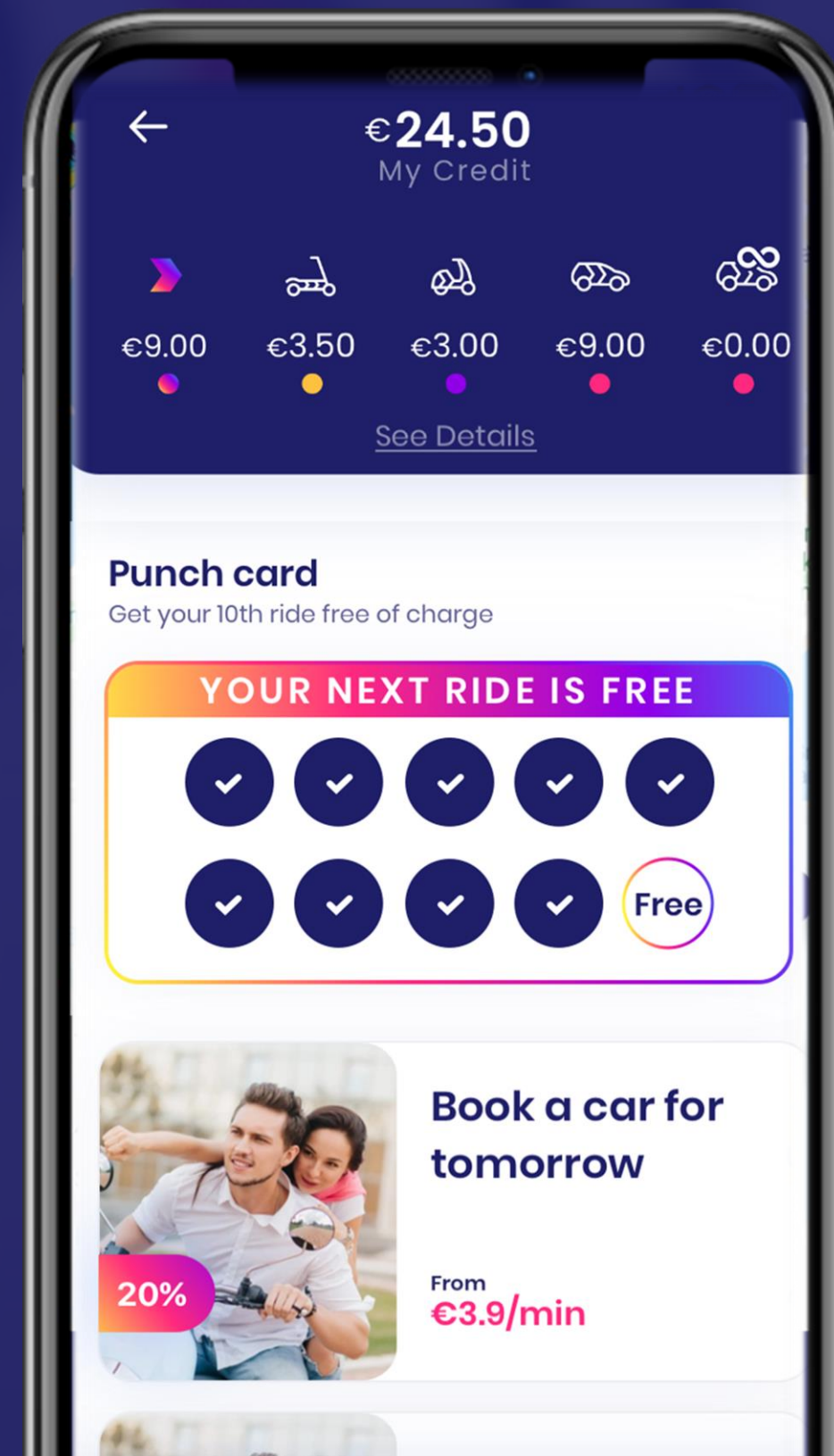
Technology **built for multimodality** from day one

Connecting any vehicle type, enabling user monetization and generating operational efficiency

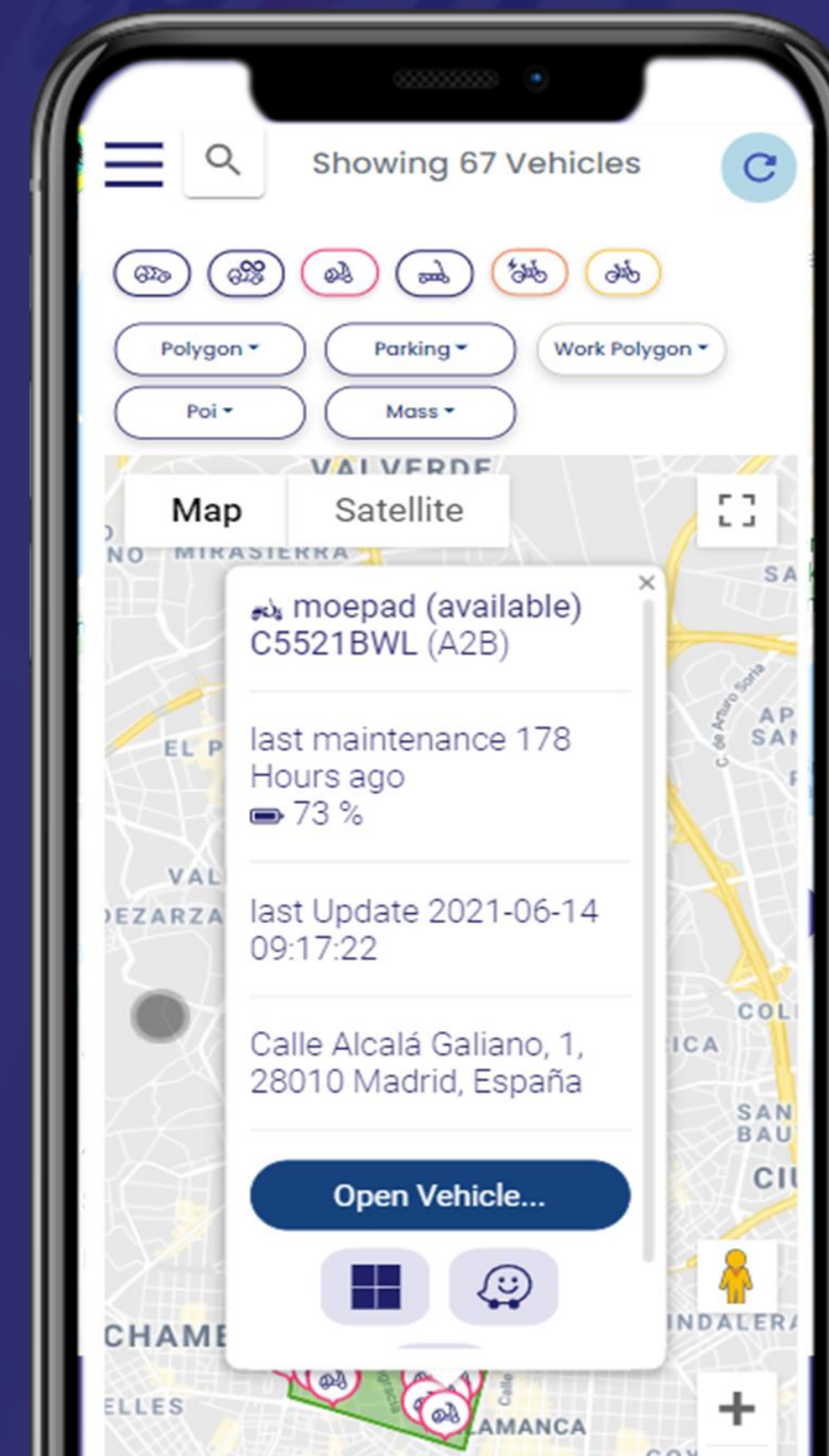
End to End Multimodal Technology



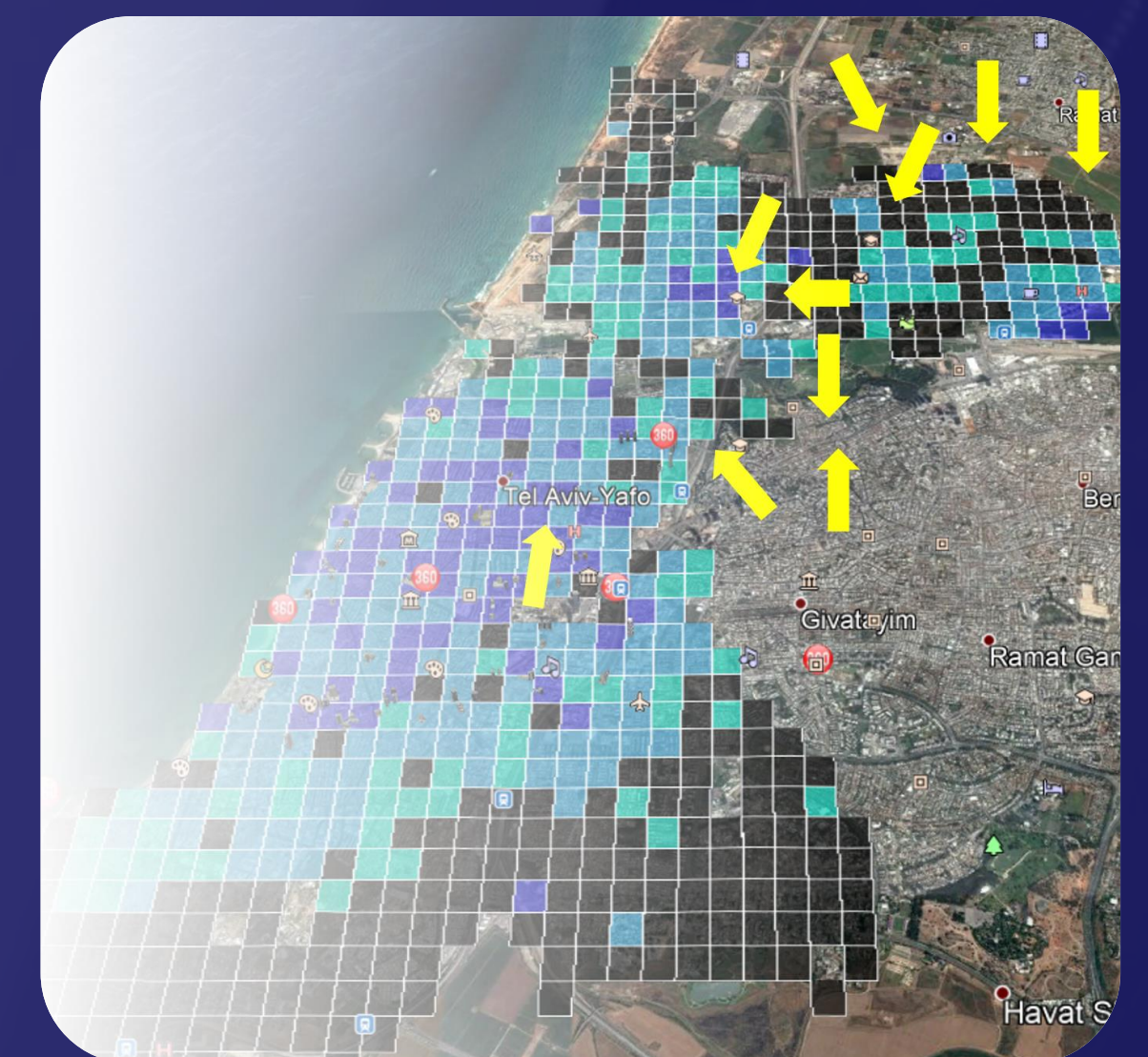
User App & Marketing automation tools



Field Technician App



AI fleet optimization tool



Driven by a **Mobility and Scale Up** experts



Gil Laser / CEO

Former CEO and partner of Pioneer Israel, opened five new business lines and launched 20 additional brands. MBA and MA in philosophy from Tel Aviv University



Shirly Kalush / CSO

Former BlaBlaCar Expansion and Business Development Manager. Launched and managed a taxi hailing app. Has 10 years in mobility, lived and worked in 7 countries and speaks 5 languages. MA from LSE.



Tomer Geller / CFO

Former EY financial executive, experienced in managing large accounting operations at hyper-growth companies. Certified Public Accountant (CPA). MBA from Tel Aviv University



Bertrand Attard / COO

Experienced business leader in advertising, food service, tech and automotive. Held the role of CEO of a McDonald's Developmental Licensee, a Technology Investment company and a Toyota Dealership Group.



Liliya Miringof / CMO

Former head of global marketing at Gett, in charge of EMEA markets, and former Global Marketing Director at Appnext. MBA in marketing and strategy from Tel Aviv University



Yonathan Shalev / CTO

Strong technical leader with over 20 years of experience managing technical teams and building enterprise software products. Leads the development of GoTo in-house tech platform



Roni Liberman / CPO

Product leader with over 20 years experience as Co-founder and VP Product of QuiCargo, A Labs Venture, Pronovo, Pelephone Roni has a BA in Business Administration.



Marie Lindström / CM Spain

Experienced market leader, delivering growth strategies in the beverage industry, where she held diverse positions, most recently as CM of Carlsberg in Mexico and then Spain. Lived in 5 countries and speaks 5 languages.



Gali Taub Sarig / CM Israel

Former Chief Market Place and Growth Officer at Gett (4 yrs) and Director of Marketing at Coca Cola (9yrs). She has an MBA in marketing and a BA in Communications.



Alexander Meiritz / CM Germany

Co-founder and CEO of Emmy moped sharing. MSc in Industrial Engineering and Business from Technische Universität Berlin.



Valerian Seither / CM Germany

Co-founder and CEO of Emmy moped sharing. MSc in Industrial Engineering and Business from Technische Universität Berlin.



Zach Bergerson / CM Malta

Former Director of Operations and Finance of QuiCargo, MBA and BA in Economics and Management. Lived in 5 countries.



Backed by Israeli, American & German Investors

Highly reputable investors coming from the automotive, technology and shared economy world



DBSI / Yossi Ben Shalom

Co-founder of DBSI Private Equity Group ("DBSI") with investments in businesses with exits of above \$1BN. GoTo Chairman



Nazare/ Adam Neumann

Founded the leading co-working company, WeWork, in 2010. It operates in 120 cities with 800 co-working spaces.



Talcar Corporation Ltd. / Gadi Ungar

A leading importer and distributor of international car brands, the Ungar family has vast experience in the maritime and automotive.



DQuadrat / Alexander Schmidt

D² Equity Partner is the private investment vehicle of a Stuttgart-based family of entrepreneurs.



IBB Ventures/ Stephan Schulze

Founded in 1997 IBB Ventures is one of the most active and most experienced VC investor in Germany.



Bonventure / Jochen Herdrich

First investment company in the German-speaking region that focuses on the social impact of companies, founded in 2003.

07/2020

Nazare

Post \$30M.

02/2021

Talcar Corporation Ltd.

Post \$48.5M.

10/2021

emmy merger deal

Post \$120M.

GoTo Success



Jun 2020
Nazare
investment
\$30M post



Feb 2021
Talcar
investment
\$48.5M post



April 2021
New GoTo
Product &
Brand

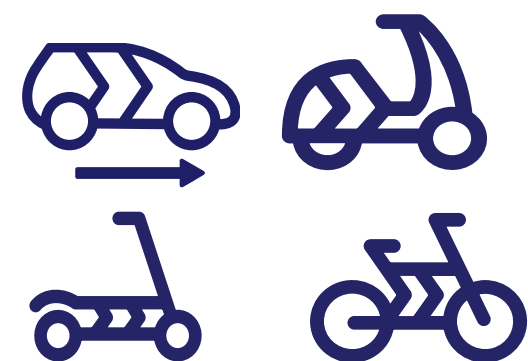


April 2021
Launching in
Spain



Oct 2021
Merging with
Emmy
\$120M post

Dec 2021
\$6.2M
Investment
\$120M pre



~1,200

~2,500

~5,700

GO TO

**Where we are
heading**



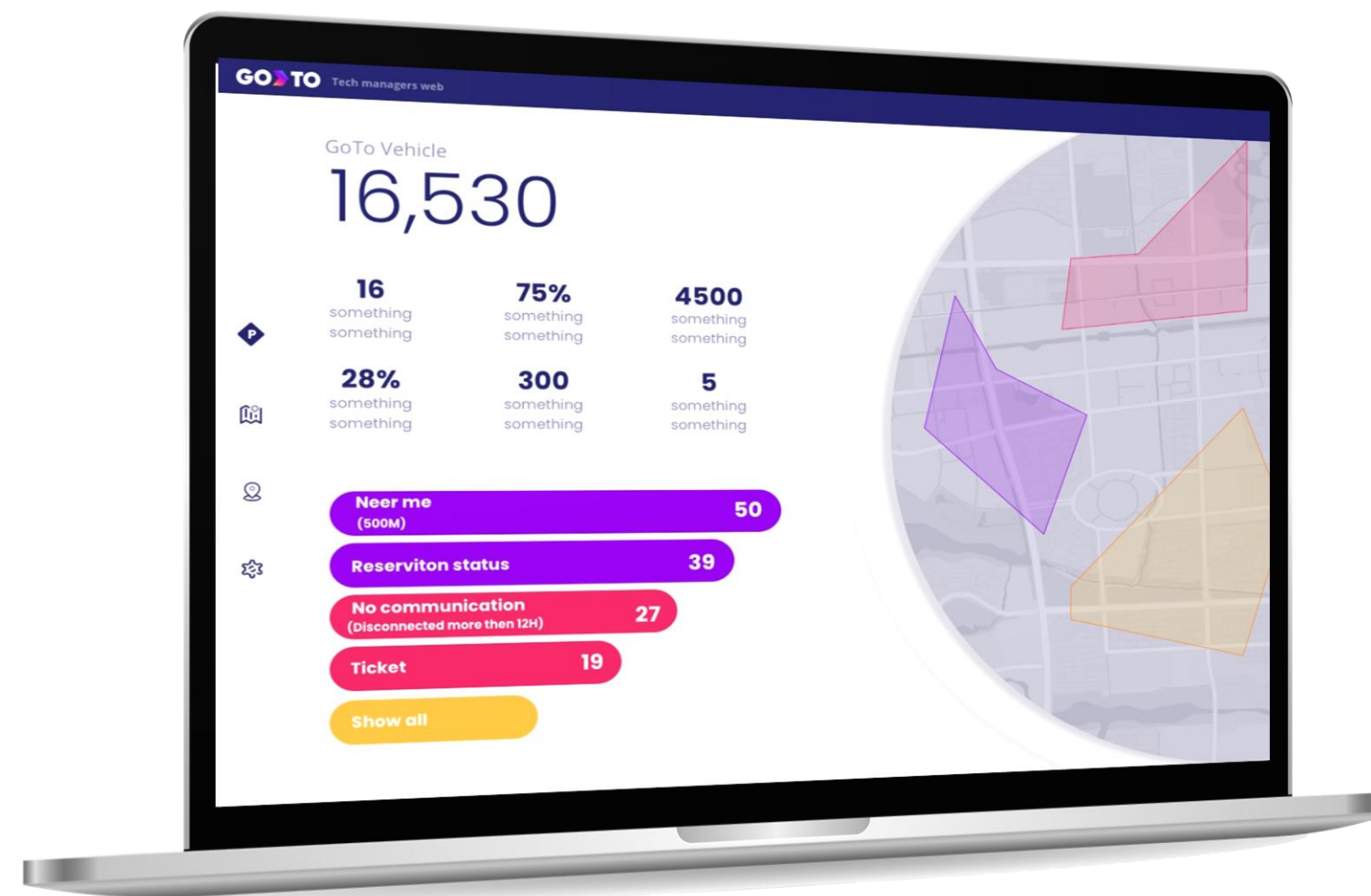
Future growth will come from these 3 levers:

Expanding into new Markets



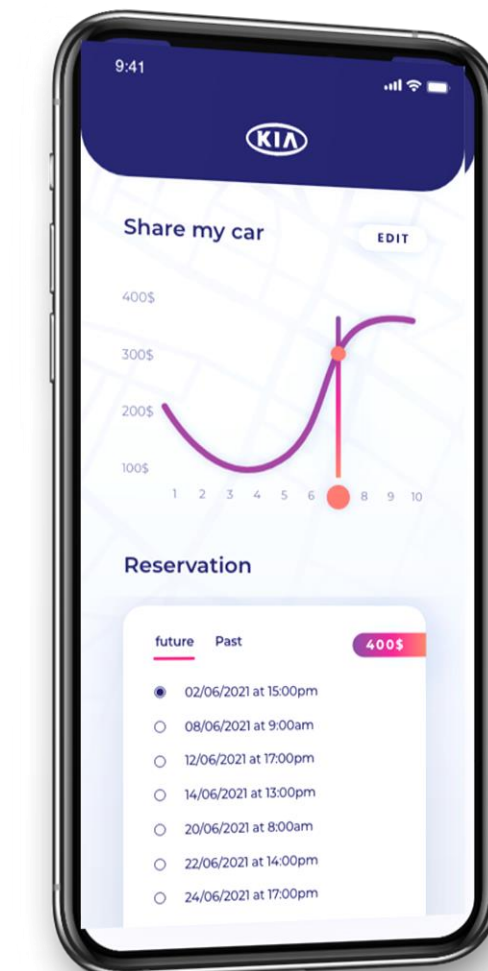
Converting Berlin and Hamburg
into Multimodality and
continuing our expansion

Increasing Fleet Utilization Growing B2B Market



Business mobility suite
Priority & better planning
Usage & sustainability reports

Upselling additional Products & services



Subscription vehicle
Multi asset routing
RoboTaxi

Comparable valuation analysis suggests a valuation range of **7x to 10x LTM Revenues**

Company	Investment Transaction date/Stock Price date	Post Money Valuation/ Stock Market Price in \$M	Revenues LTM in \$M	Valuation /Revenues multiple	Comments	Sources
Bird	Feb 9, 22	978	200	4.9	Did a Reverse Merger SPAC on Nov 2021. Rev figures for 2021 are extrapolation from first 9 months	NYSE: BRDS, Bird Investor Presentation Nov 2021
Lime	Nov-21	N/A	N/A	N/A	Raised \$523m in Nov 2021 in convertible debt from Abu Dhabi Growth Fund, Fidelity Management & Research and Uber. Raised a total of \$1.5BN. Went from \$2BN valuation to \$400M during COVID. Planning to go IPO in 2022.	Crunchbase, https://www.theverge.com/2021/11/5/22764064/lime-electric-scooter-investment-public , https://techcrunch.com/2020/03/27/lime-valuation-variable-costs-and-diverging-categories-of-on-demand-companies/
Tier*	Oct-21	2,000	100	20.0	Raised \$200M in Oct 2021 from Softbank vision fund and more, reaching a total of \$880M raised. Revenue estimates based on market knowledge	Tier scoots off with \$200M, all-equity 'first close' of Series D TechCrunch
VOI*	Dec-21	1,000	80	12.5	VOI raised another \$115m in Dec 2021 by Raine Group and NVN, totaling \$515M raised. Planning to go IPO in 2022. Revenue estimates based on market knowledge	https://www.standard.co.uk/business/scooter-startup-voi-raises-115-million-uk-market-share-plans-ipo-b973107.html
Dott*	Jan-22	N/A	45	N/A	Raised \$70 in Jan 2022 and \$85M in Apr 2021, reaching a total of \$210M raise. Abridn and Sofina led this round as a mix of debt and equity. Valuation and revenue estimates based on market knowledge	Crunchbase, https://techcrunch.com/2022/01/31/european-micromobility-startup-dott-grabs-70-million/
SoCar	Jan-22	2,000	N/A	N/A	SOCAR's is planning to go IPO in H1 22 and estimated valuation is to be \$2.5 billion. SOCAR reached ~\$834 billion valuation after raising \$50.7M in Oct 2020. It raised a total of ~\$275M.	Korean car-sharing startup SOCAR has filed for an IPO TechCrunch
Green Mobility	Feb 9, 22	65	9	7.2	Greenmobility is listed on Danish Nasdaq. Rev figures for 2021 are extrapolation from first 9 months	DKK: GREENM, https://www.greenmobility.com/wp-content/uploads/2021/11/GMQ32021-TradingStatement.pdf
Helbiz	Feb 9, 22	118	12	9.8	Helbiz Reverse Merger SPAC has not been a success. The Company Revenues were to jump from \$4m in 2020 to \$80M in 2021. It finished 1st 9 months of Q3 with \$8.7M in revenues.	Nasdaq: HLBZ, Helbiz Q3 Report https://investors.helbiz.com/static-files/13cdc9e0-a263-43d2-9fb-771285024871
*Rev estimates based on market knowledge				10.89	Total Average V/Revenues valuation multiple	
				7.3	Average Sub Billion player V/ Revenues valuation multiple	

GoTo and NeraTech reverse merger

The situation today in blue, the situation in April (target) in pink





Thank You