

A man and a woman are riding a white GoTo scooter on a city street. The man is wearing a white helmet and a black jacket, and the woman is wearing a white helmet and a pink coat, holding a bouquet of flowers. They are passing a white GoTo car with blue and pink graphics. In the background, there is a modern building with large windows and outdoor seating with umbrellas.

GoTo Global

Pre IPO Investor Virtual Event

10th of March 2022

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.

Meet the GoTo Leadership

The GoTo Leadership team will walk you through the GoTo proven multimodal business model, Proprietary technology and operational set up.



Gil Laser

CEO, GOTO GLOBAL

Experienced CEO with over 20 years experience in management and business development.



Shirly Kalush

CSO, GOTO GLOBAL

Mobility expert with over 12 years experience in shared mobility, ride hailing and carpooling



Danny Deutch

MODERATOR

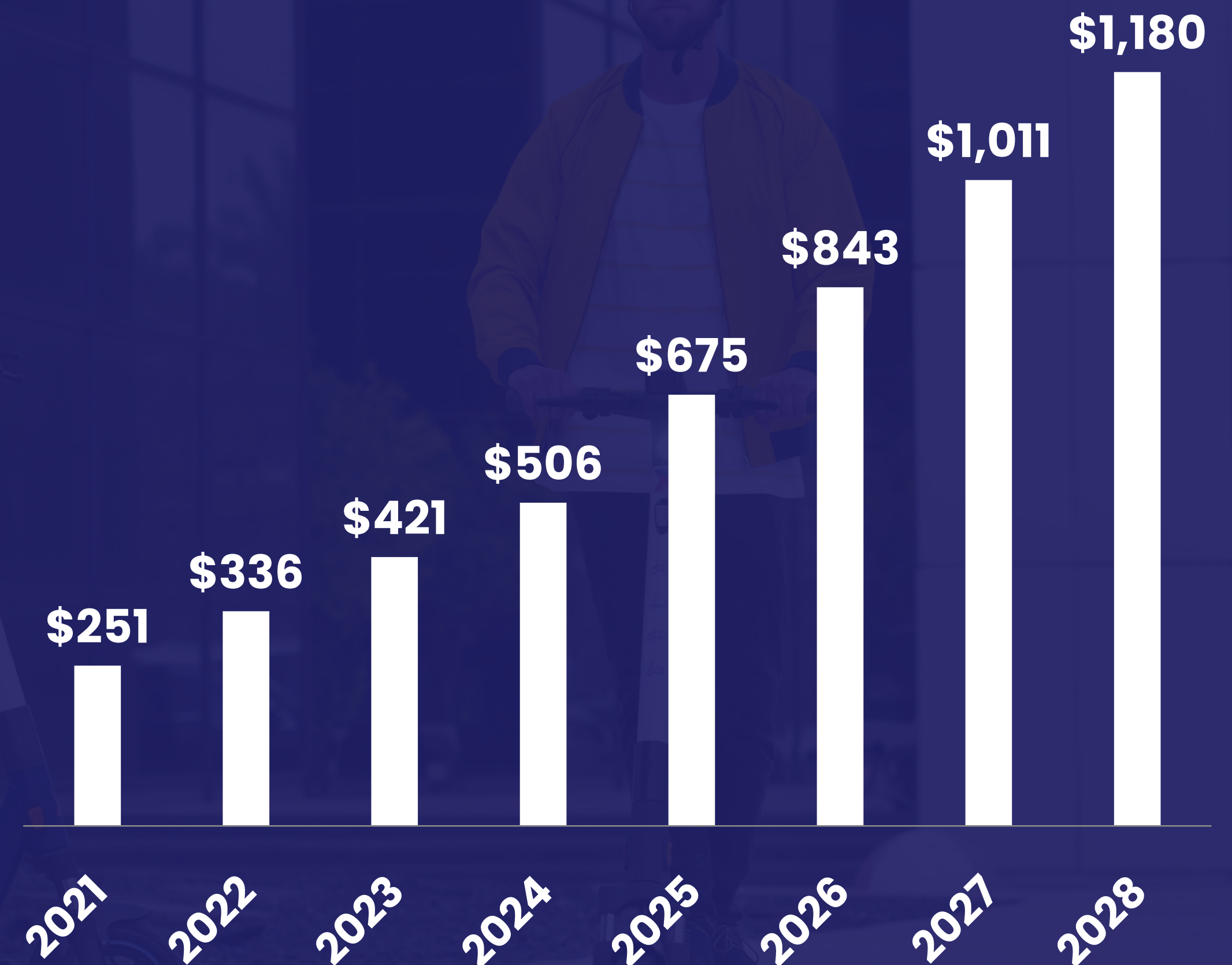
Former Channel 12 journalist, currently managing a business and corporate development consultancy

The opportunity

\$675B Shared Mobility Market by 2025

20% in Europe

Global shared mobility market
(in billion of US dollars)





Vehicle Ownership isn't working

Cities pushing away private cars from city centers

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

**A Modest Proposal to Eliminate 11,000
Urban Parking Spots**

Amsterdam plans to systematically strip its center of parking spaces in the

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**



Sources:
<https://tfl.gov.uk/modes/driving/congestion-charge>
<https://nypost.com/2019/04/08/london-has-started-taxing-older-cars-to-help-fight-air-pollution/>
<https://www.theguardian.com/cities/2018/nov/30/its-the-only-way-forward-madrid-bans-polluting-vehicles-from-city-centre>
<https://www.thelocal.it/20200514/italy-offers-city-dwellers-up-to-500-to-buy-a-new-bike/>
<https://www.bloomberg.com/news/articles/2019-03-29/amsterdam-s-plan-to-eliminate-11-000-parking-spots>
<https://slate.com/business/2021/09/paris-cars-bicycles-walking-david-belliard-anne-hidalgo.html>
<https://www.haaretz.com/israel-news/.premium-cabinet-to-impose-toll-on-cars-entering-tel-aviv-beginning-2024-1.10080993>

Office Buildings are **Built with NO Parking**

Employers seeking mobility solutions for their employees

Apple building: ZERO parking

ההייטקיסטים ישאירו את הרכב בבית? מגדל אפל החדש בהרצליה לא יוסיף אף מקום חניה

המגדל שיכלול 30 קומות ייבנה על שטח של חברת גב-ים וצפוי לאכלס עובדי אפל. התוכנית מהווה תוספת למתחם אפל הקיים, וכדי לעודד את העובדים לא להגיע עם הרכב הפרטי היא לא מוסיפה אפילו מקום חניה אחד

דותן לוי 12:37, 24.10.21



הדמיית המגדל במתחם אפל בהרצליה פיתוח (צילום הדמיה: ישר אדריכלים)

<https://www.calcalist.co.il/real-estate/article/skvvbszif>

Toha 2 building: 1 parking per 100 employees

1,600 חניות ל-20 אלף עובדים: האם המגדל הזה יהפוך לשער החדש של תל אביב

אמות וגב ים ישקיעו 3 מיליארד שקל במגדל TOHA2 בפינת הרחובות יגאל אלון ודרך השלום, תוך שהן בונות על חברות ההייטק, המטרו וקירוי האיילון • "עוד נצטרך להתלבט מה לעשות עם השטח של החניון" • האם ההימור ישתלם? שלוש הערות



הלית ינאי-ליזון 26.10.2021



מגדל TOHA2 / הדמיה: וין פוינט

<https://www.globes.co.il/news/article.aspx?did=1001388674#>

Cities Prioritize Citizens' Leisure vs. Private Cars



12-20-21

The pandemic kicked cars off some streets. 2022 could be the year they're banned permanently

In cities around the world, streets have shifted away from cars, with pedestrians, shoppers, and diners spilling out into newly opened urban space.



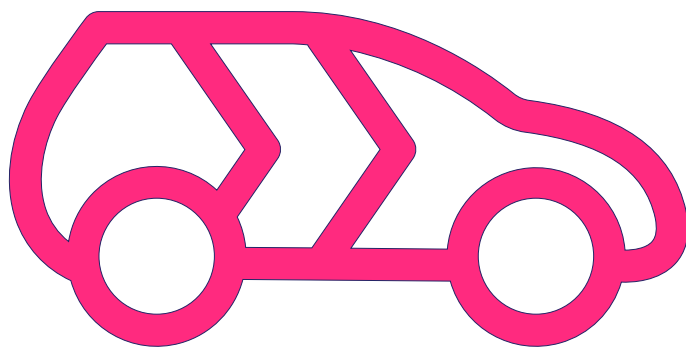
NYC, 2021

Enabling Sustainable Cities and Communities

SDG #11

SUSTAINABLE
DEVELOPMENT GOALS

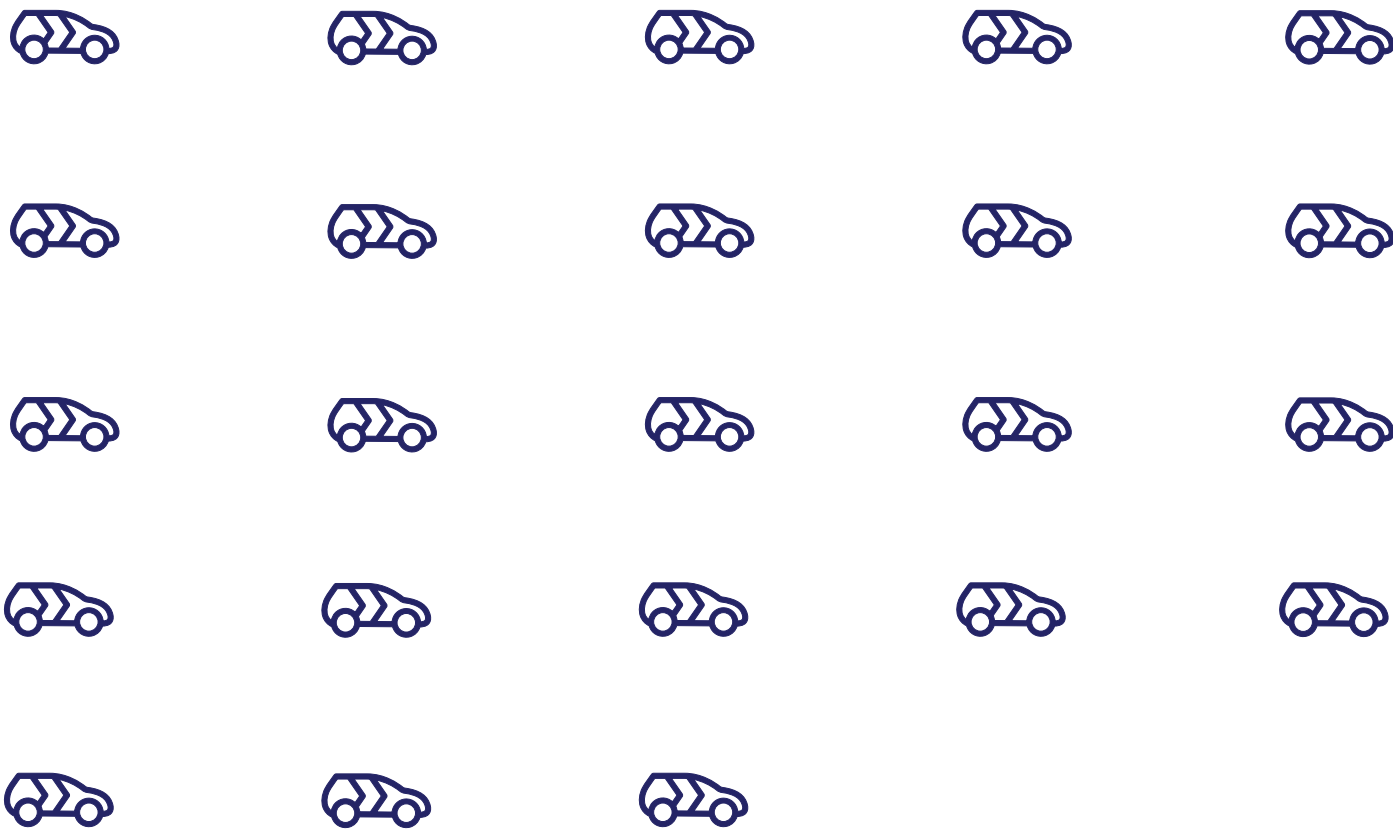
11 SUSTAINABLE CITIES
AND COMMUNITIES



One Shared Vehicle



23 private cars





GoTo Global

One App. Limitless wheels.

GO▶TO ——— 🛵 🏍️ 🚲 🚗

Our Vision

GoTo believes in cities free from congestion and pollution.

Our Mission

To reinvent the wheels, empowering people to own their journeys, not vehicles.



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



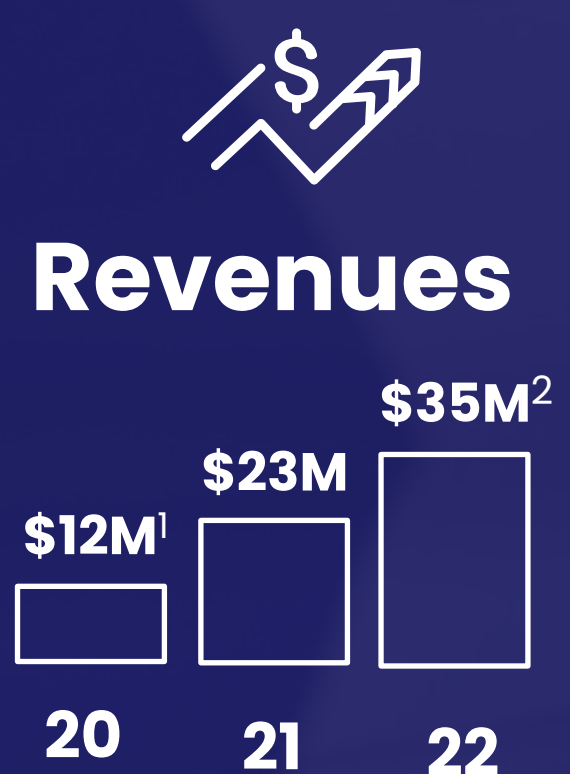
Bike

One way



GO TO

GoTo



~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

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

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

⁴ Madrid and Malta avg Multimodal and Monomodal Active users who did at least 1 ride per month. Data from 04-09/2021

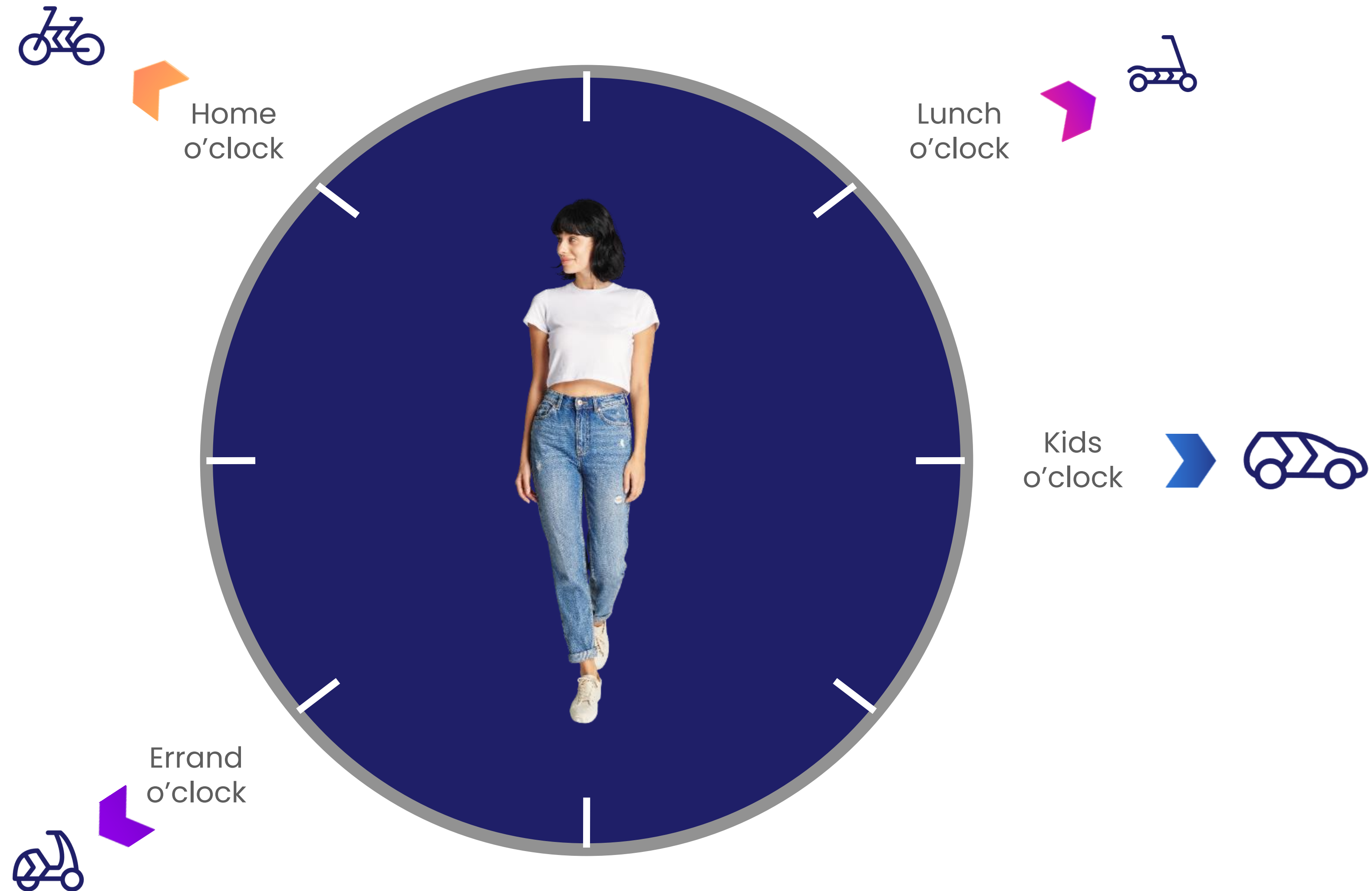
⁵ Madrid and Malta Multimodal Active Users (users that did +1 ride in the period from 04-09/2021)





The mobility paradox

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



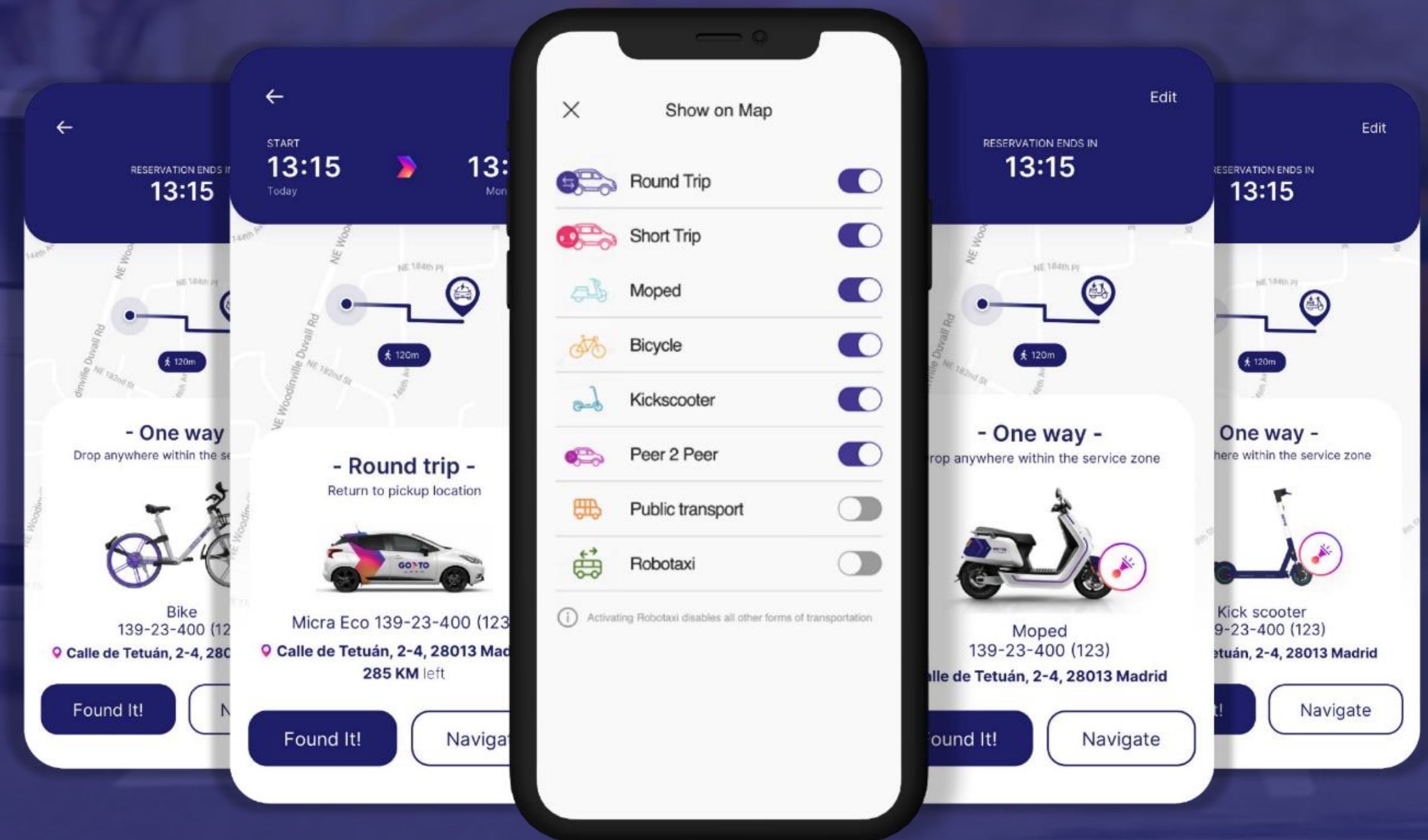
76% of Madrideans want one app for all their mobility needs!

They are tired of needing 20 apps to move around the city



*Survey of ~1,600 Madrideans done by Telling Insights in March 2021

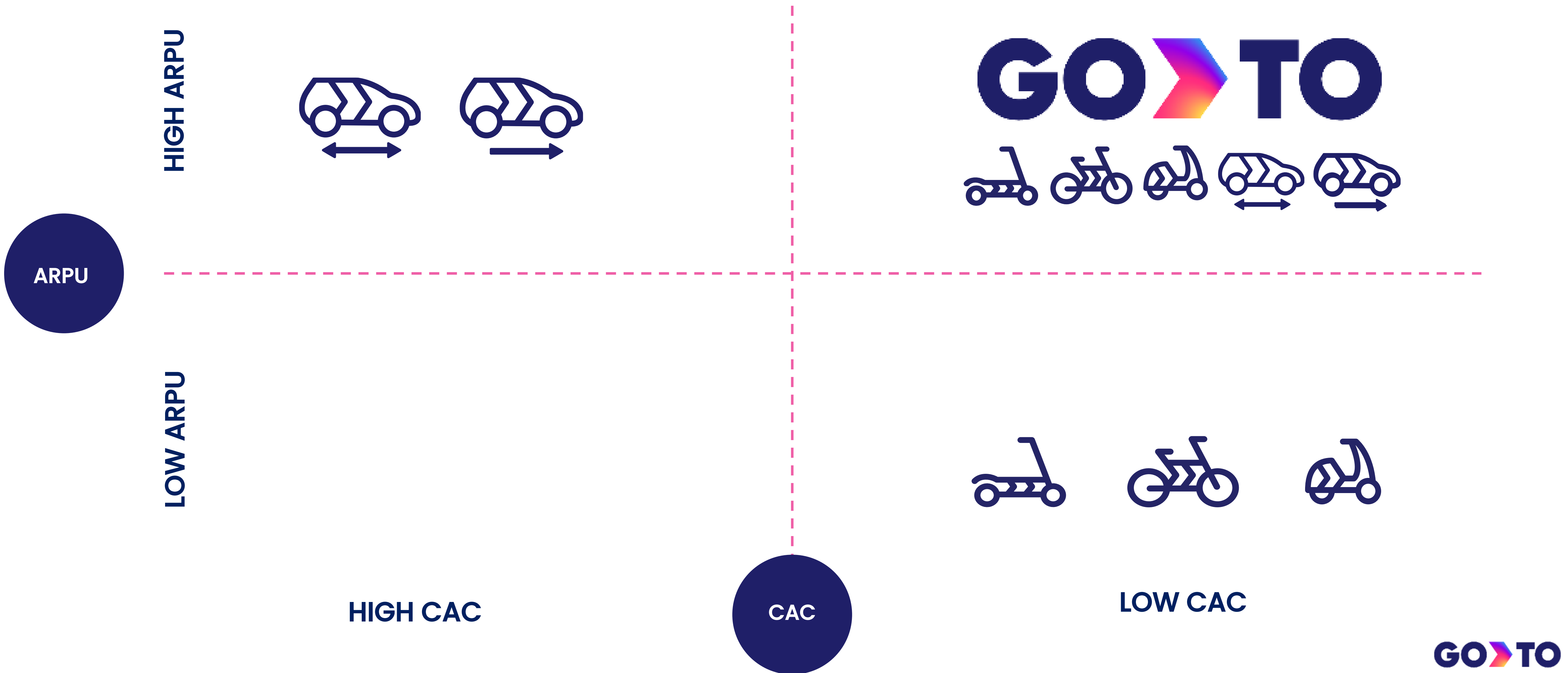
GoTo addresses
diverse user needs
by providing a
one-stop-shop
multimodal
mobility service





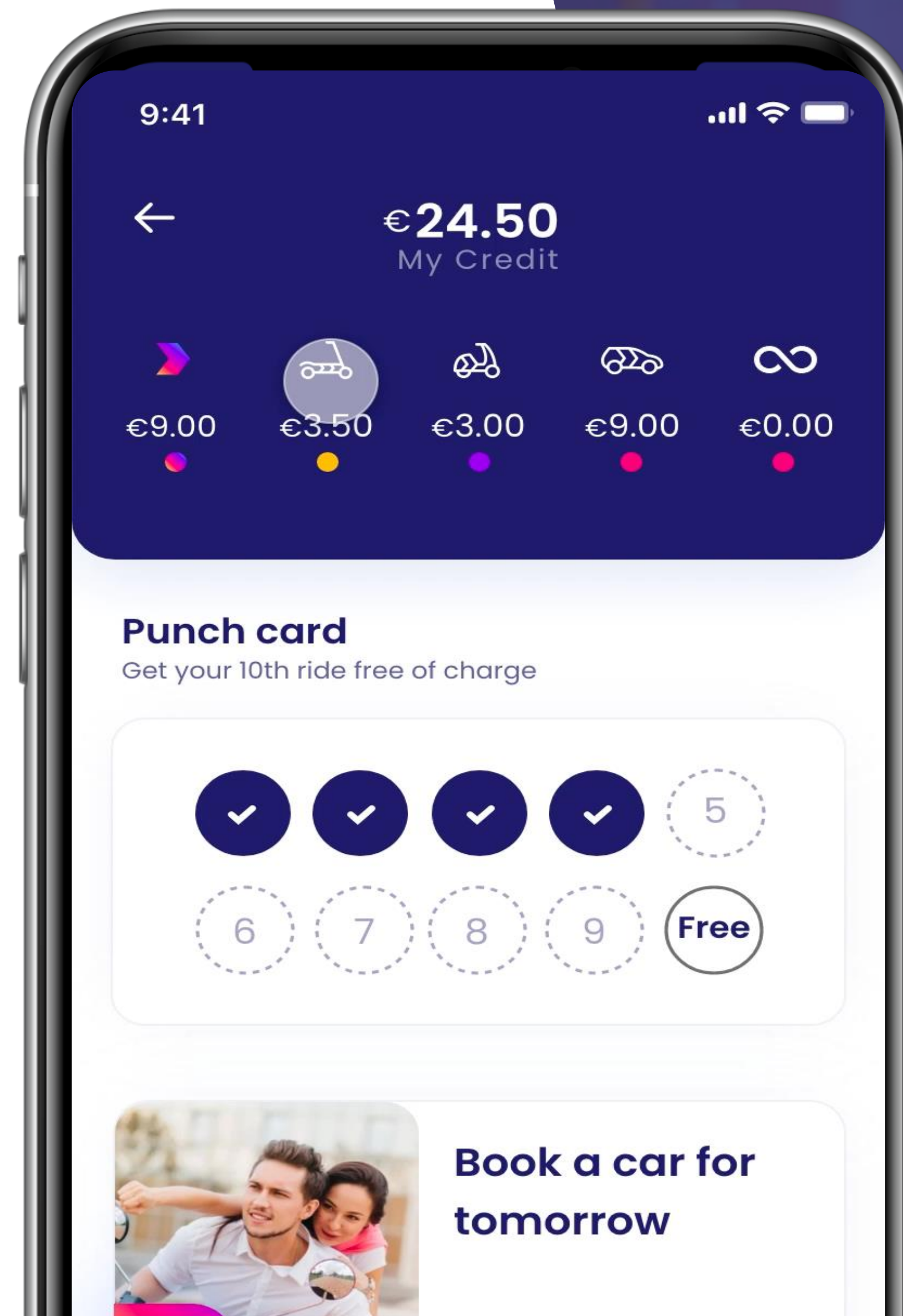
The Mobility Paradox

GoTo solved the **mobility paradox**!



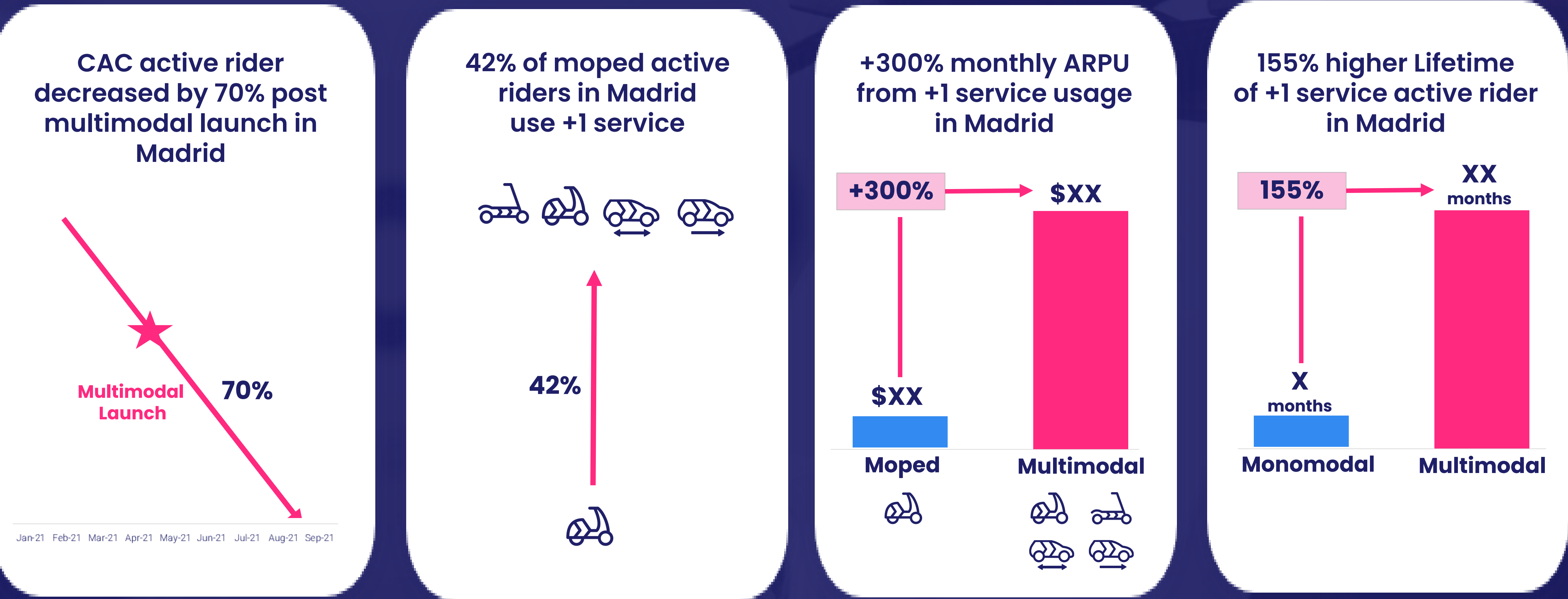
By the **Mobility** **Wallet** GoTo effectively converts users to multimodality

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



Multimodality is Proven!

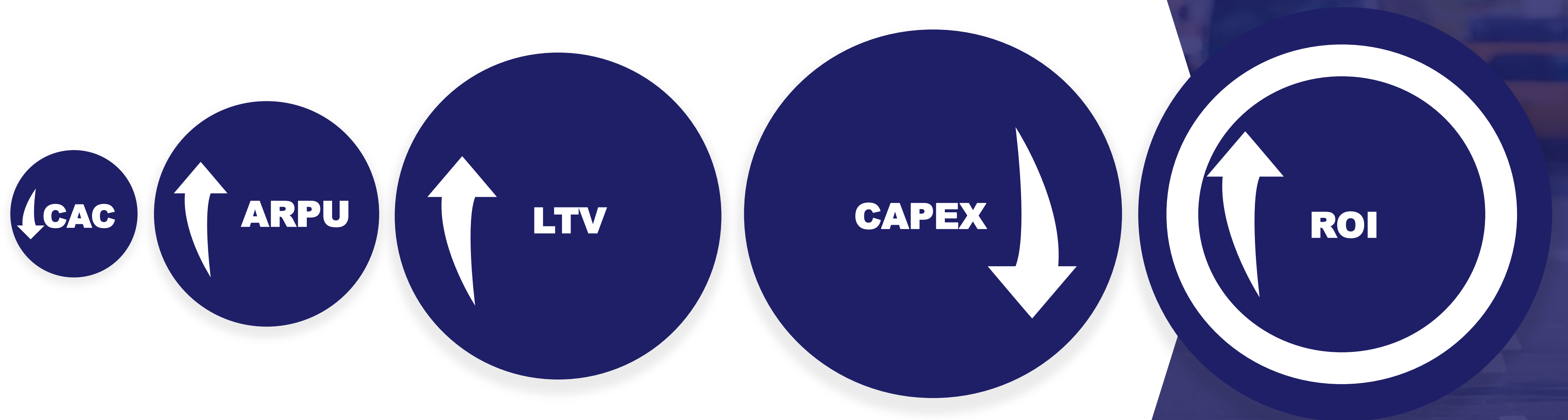
Madrid- Multimodality decreases the CAC, increases the ARPU and increases the Lifetime



Multimodality was launched in Madrid in April 2021 after a few months of round-trip car sharing pilot which began in Nov 2020.

Data of 2743 moped multimodal active riders in Madrid (out of 6258 moped active riders) from 04/21-09/21.
Madrid moped conversion looks at active riders who did at least 1 ride that month- avg 04/21-09/21.
CAC active rider look at the marketing and promotion cost to acquire a rider who did at least 1 ride in the service.
Life Time of active riders looks at riders who did at least one multimodal ride in the months between 04/21-09/21. Active riders Life time is calculated as 1/churn

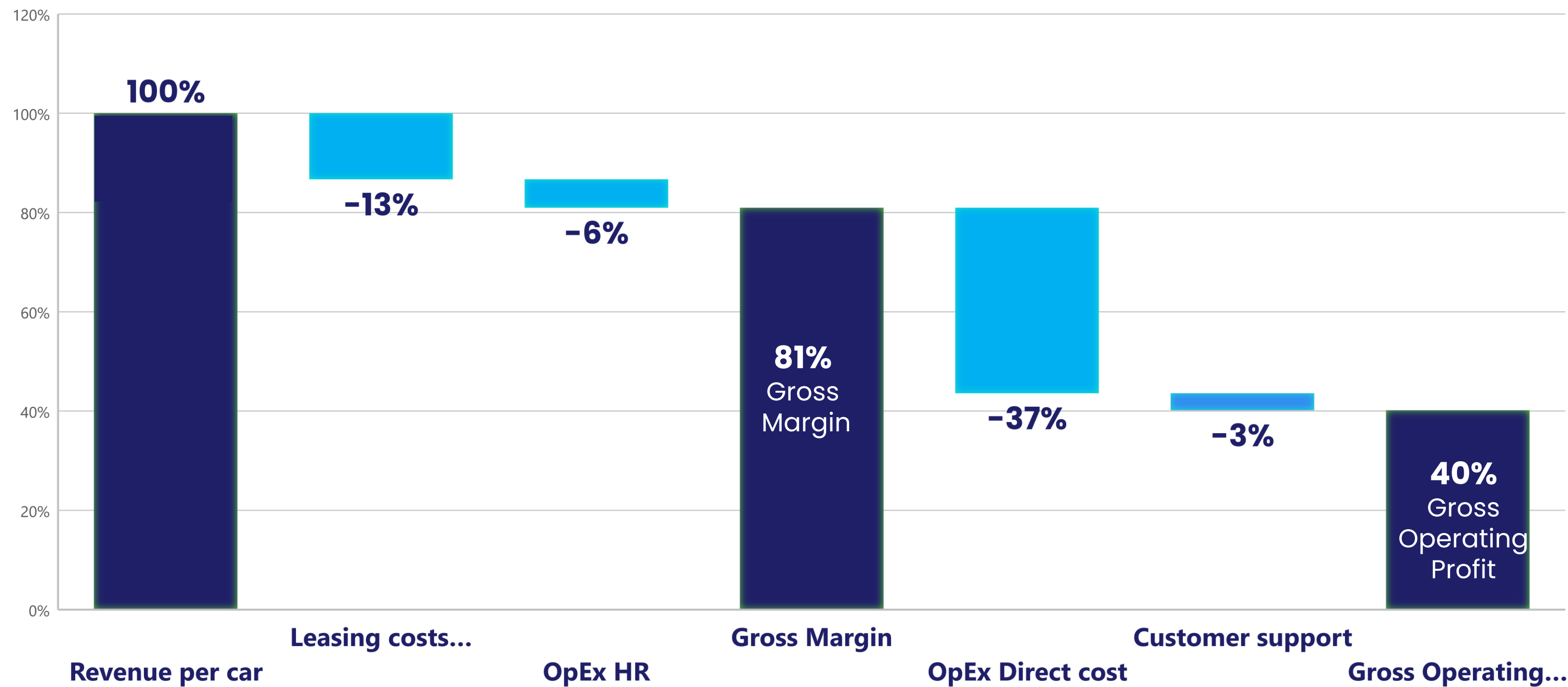
Unique multimodal business model



Proven profitability on RT Cars with 81% gross margin

Round Trip cars, Unit Economic, August 2021, Israel

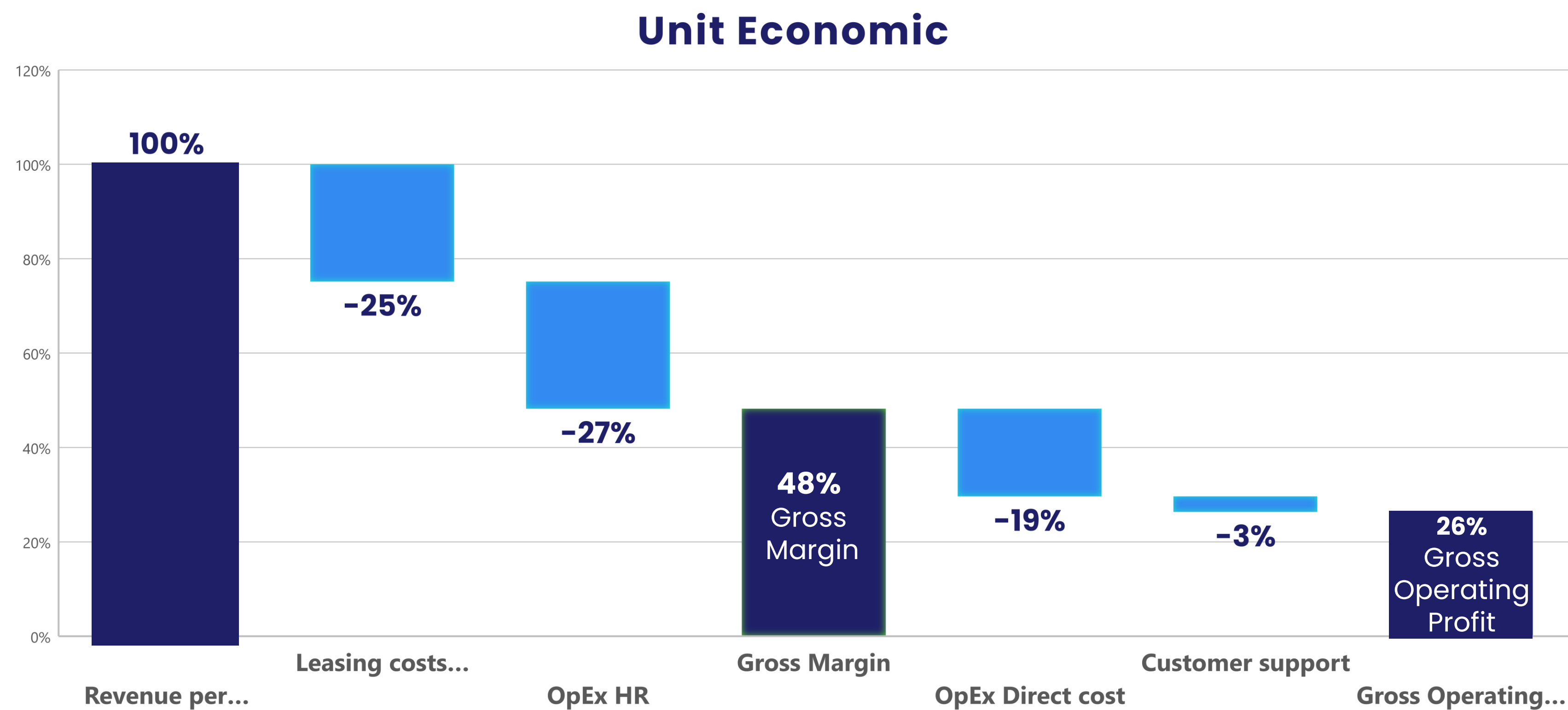
Unit Economic



OpEx Direct Cost: Fuel (Petrol and Electricity), Parking, Insurance costs, Periodical Treatments, Repairs, Fleet Carwash costs, Towing expenses, Battery maintenance, Operation car brandings, car communication (SIM), Billing of software for cars, Write off assets and others, Credit card fees, Fines, employees clothes.
Revenue from rides and membership fee.

Proven profitability on Mopeds with 48% gross margin

Moped, Unit Economic, July 2021 Berlin



OpEx Direct Cost: Electricity, Insurance costs, Periodical Treatments, Repairs, Fleet, wash costs, Battery maintenance, Operation brandings, communication (SIM), Billing of software for mopeds, Write off assets and others, Credit card fees, Fines, employees clothes.

**We are ready
for growth**



GO2TO

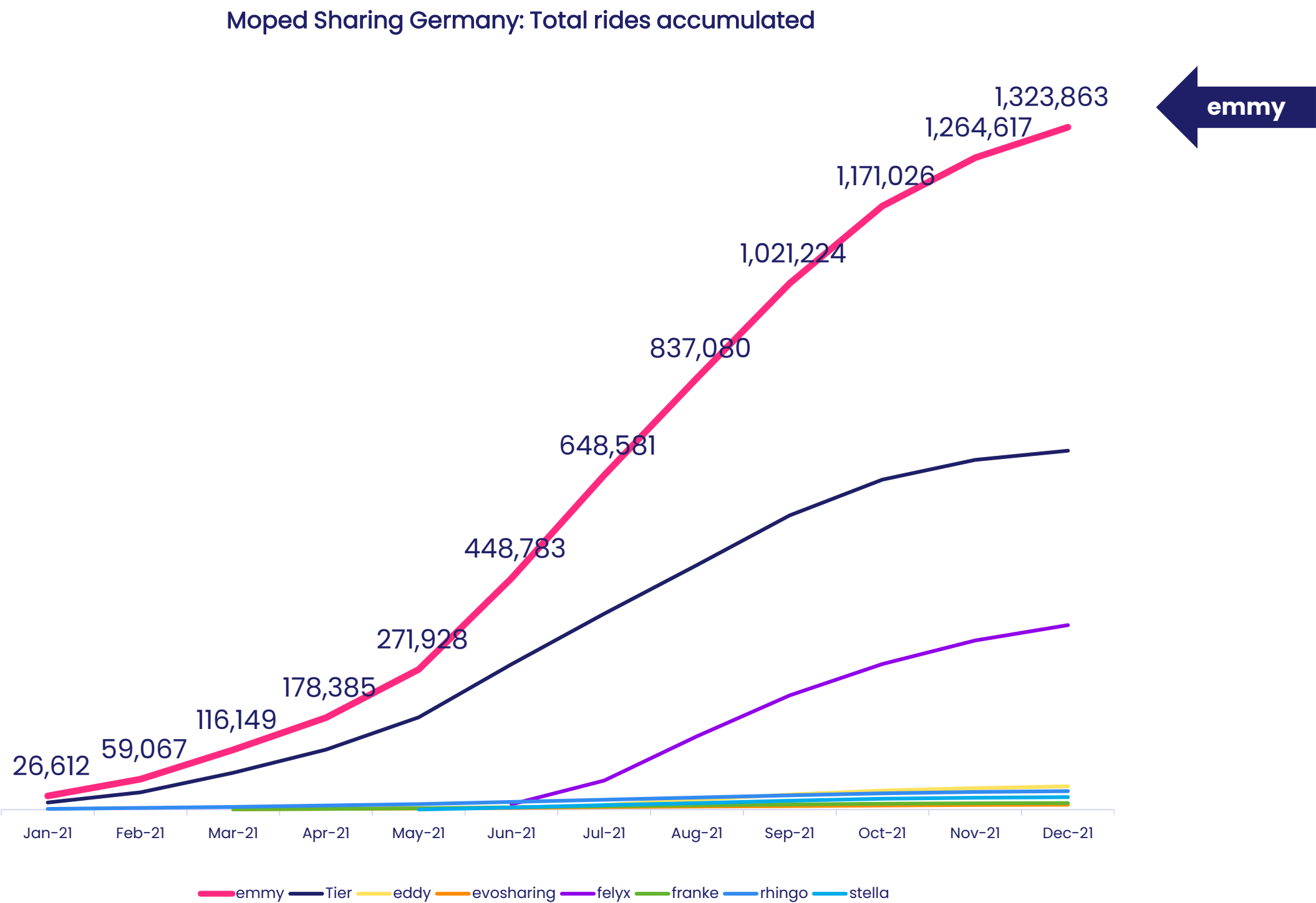
Accelerating Growth into Germany

via the merger with emmy



Emmy – the market leader in the biggest European market

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



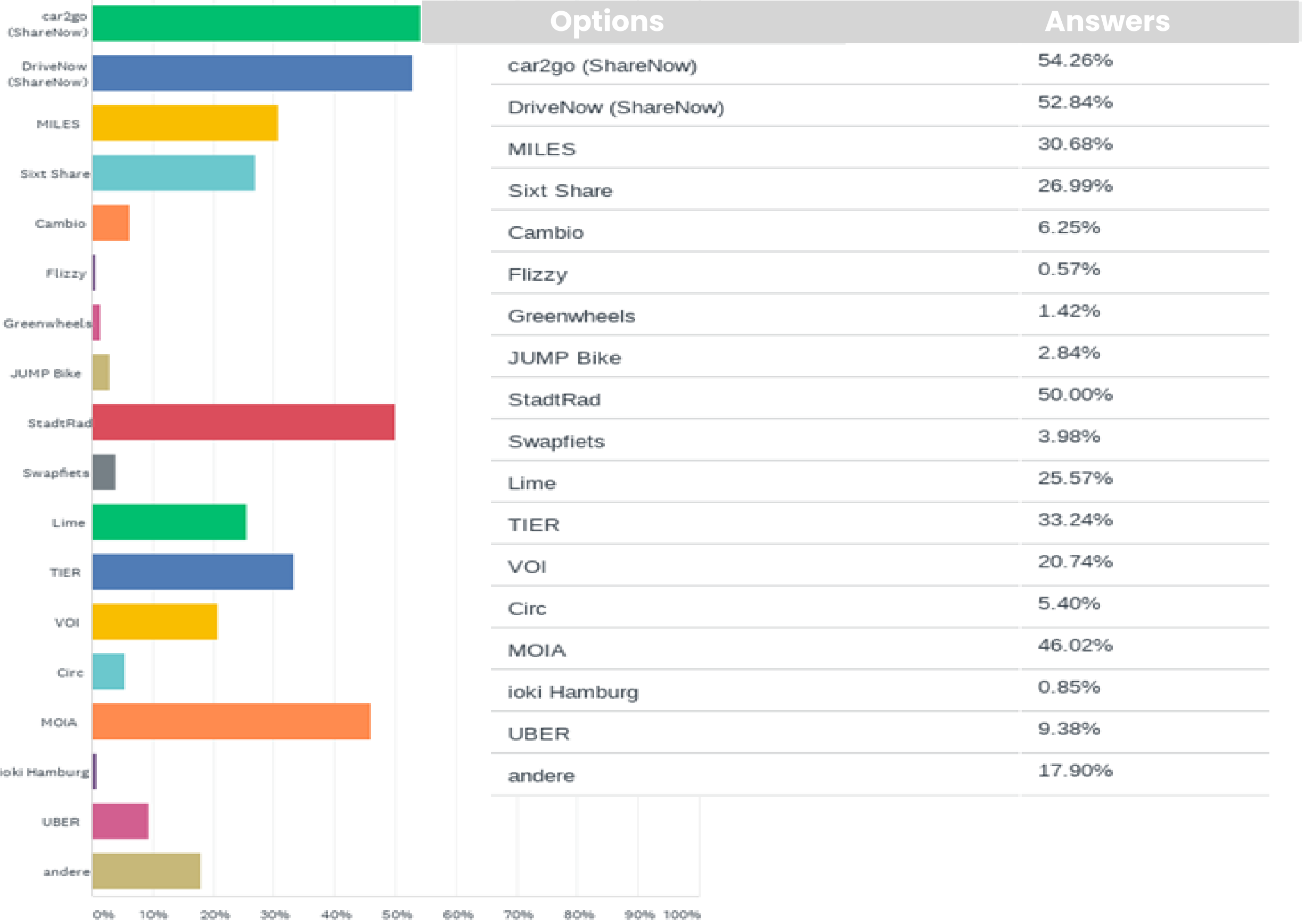
Hamburg
Business area: 77 km²
800 mopeds
65k reg. customers

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

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

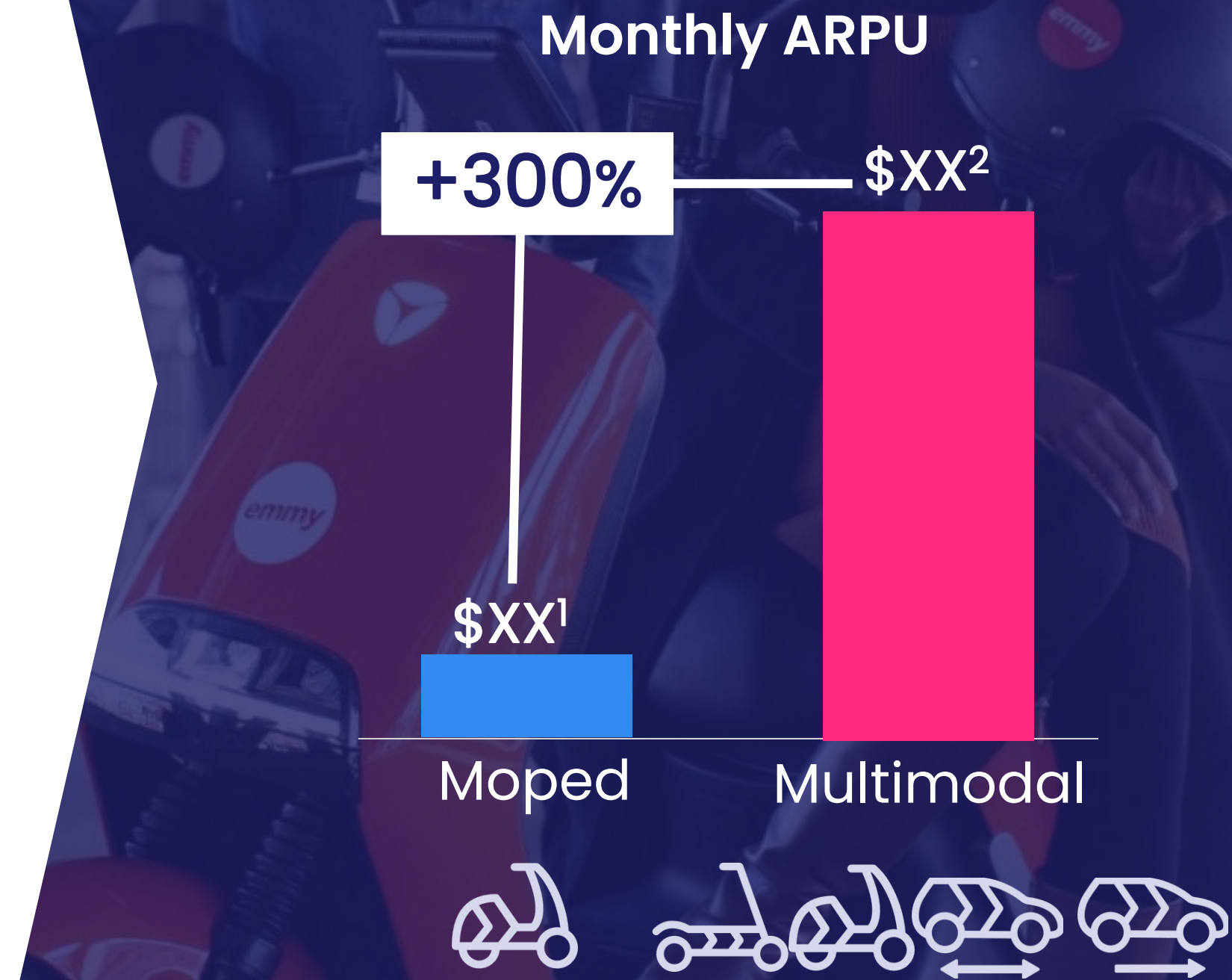


Emmy's users are already multimodal!



Survey conducted by Emmy of their users in Hamburg.

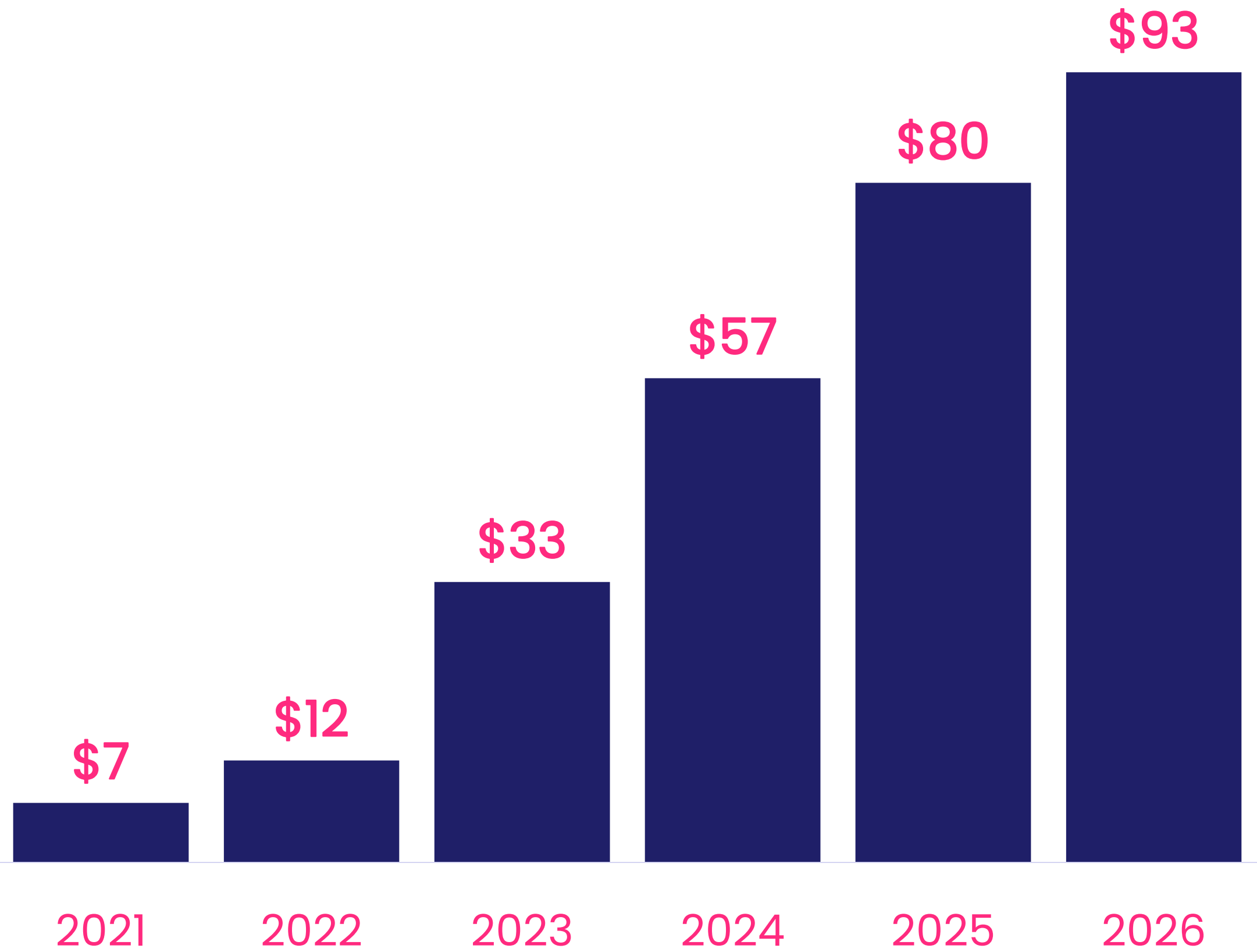
Goal: Convert emmy users to multimodality



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% — \$XX²

\$XX¹

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.

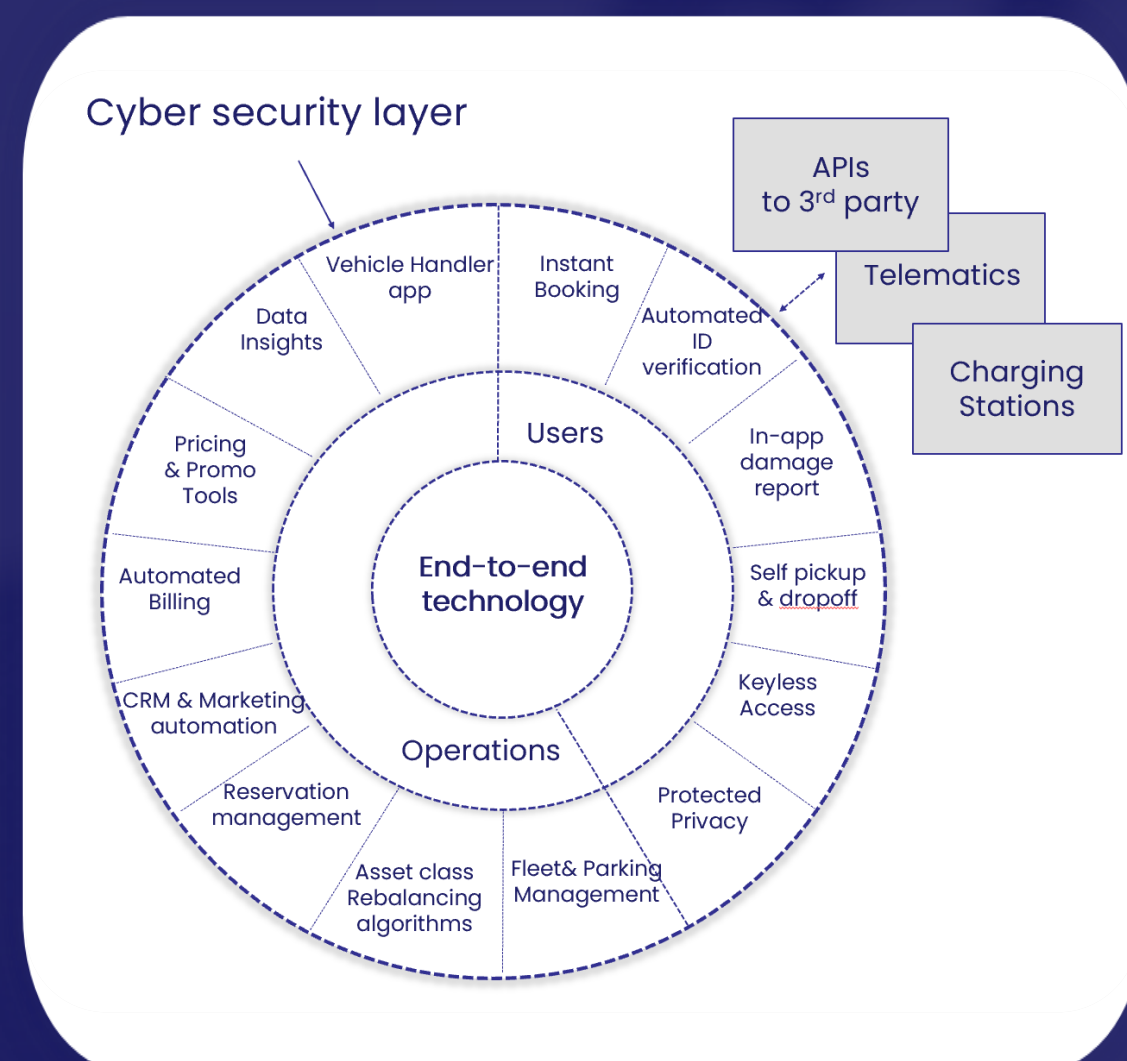
**We got what it
takes to **scale****



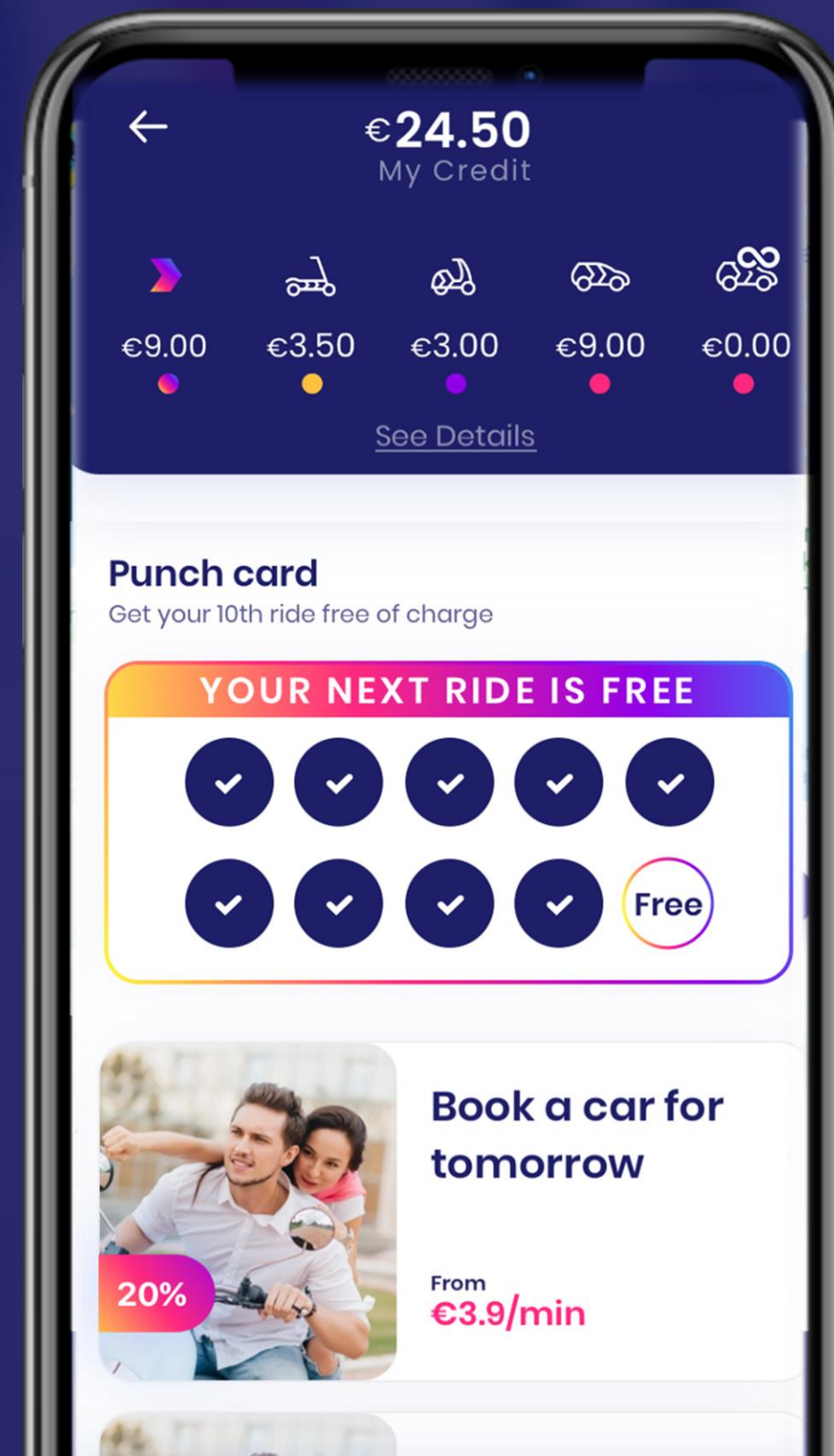
Technology **built for multimodality** from day one

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

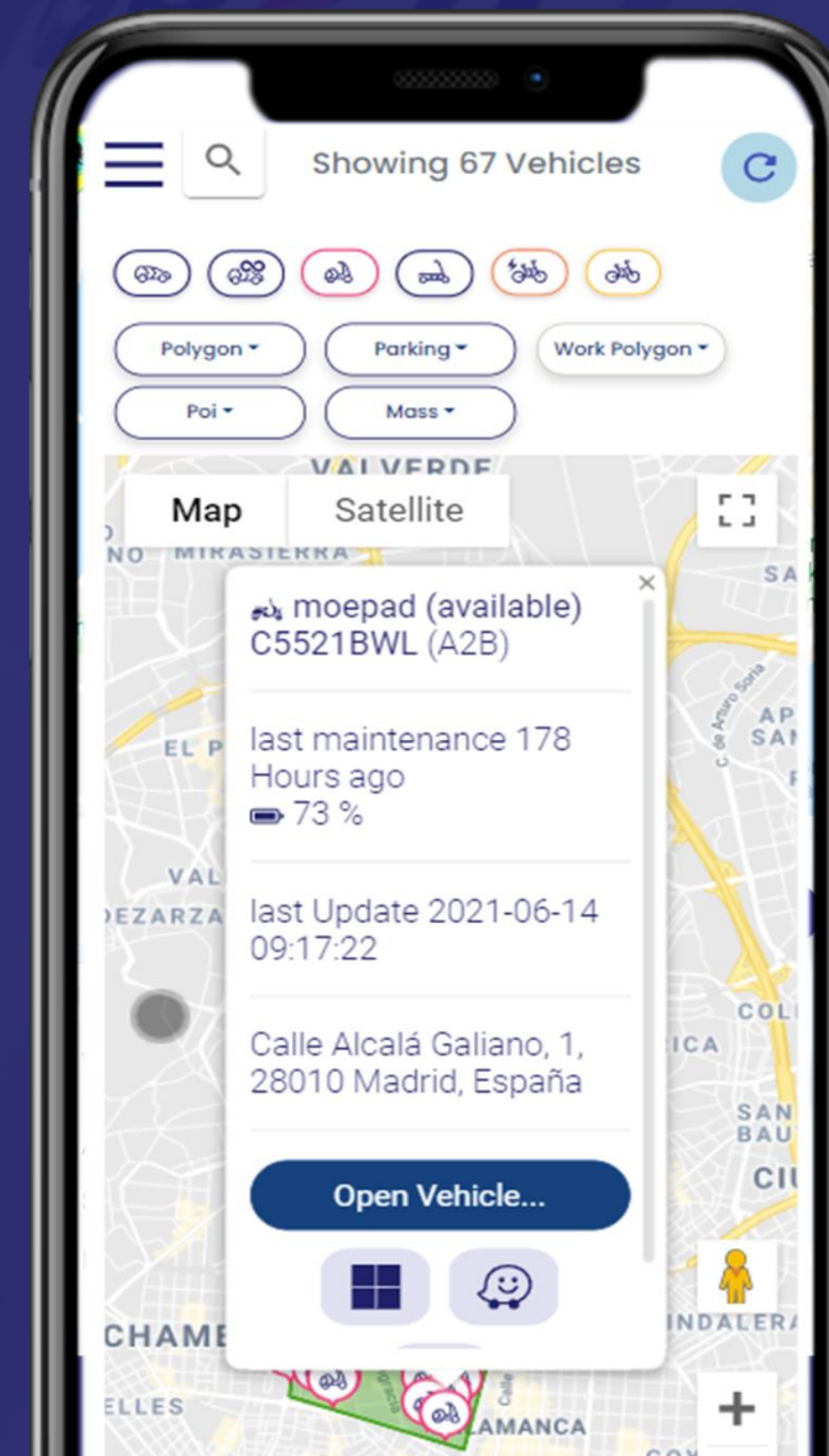
End to End Multimodal Technology



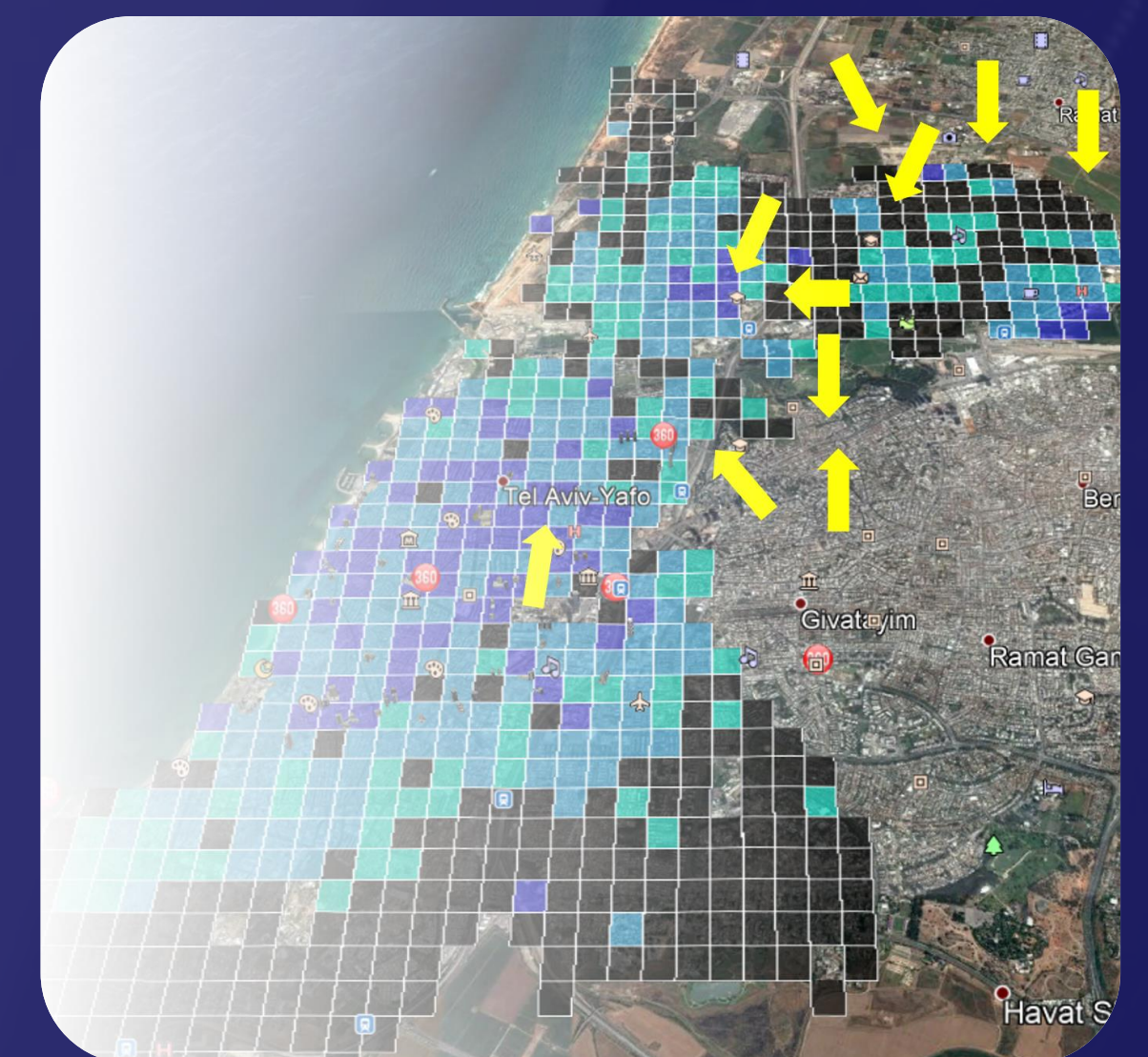
User App & Marketing automation tools



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.

Team coming from:



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

02/2021

Talcar Corporation Ltd.

10/2021

emmy merger deal

**Where we are
heading**



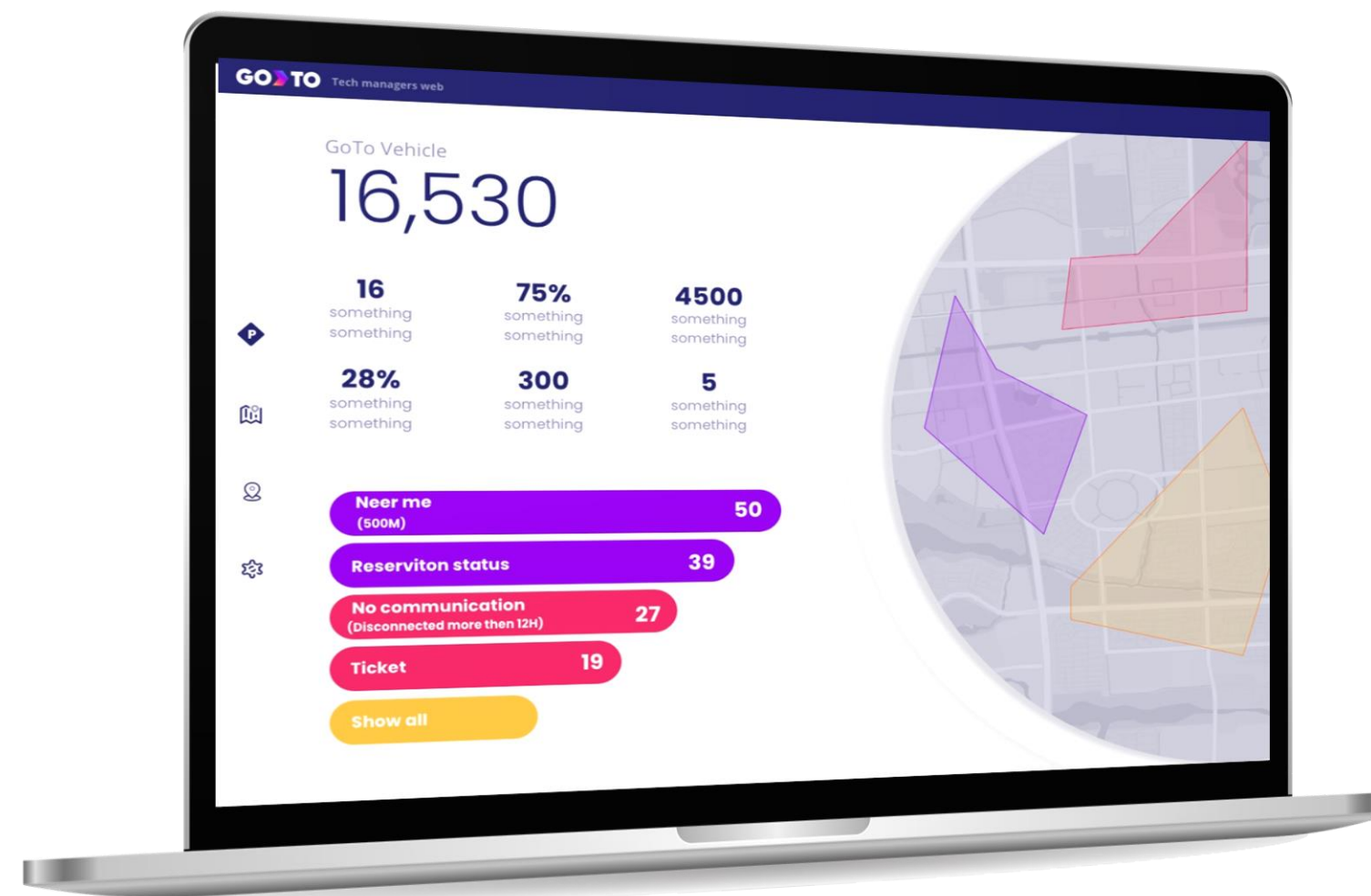
Future growth will come from these 3 levers:

Converting Germany into multimodal



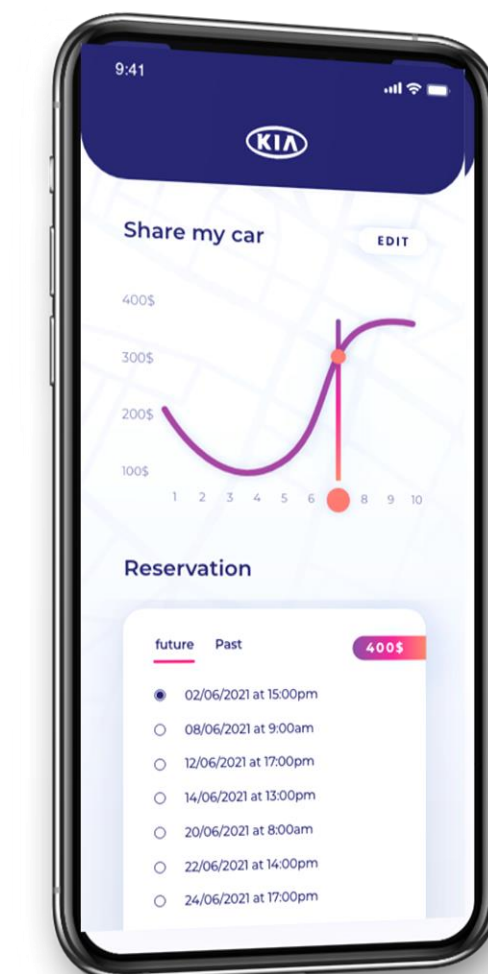
Berlin, Munich and Hamburg

Increasing Fleet Utilization Growing B2B Market



Business mobility suite
Priority & better planning
Usage & sustainability reports

Upselling additional Products & services

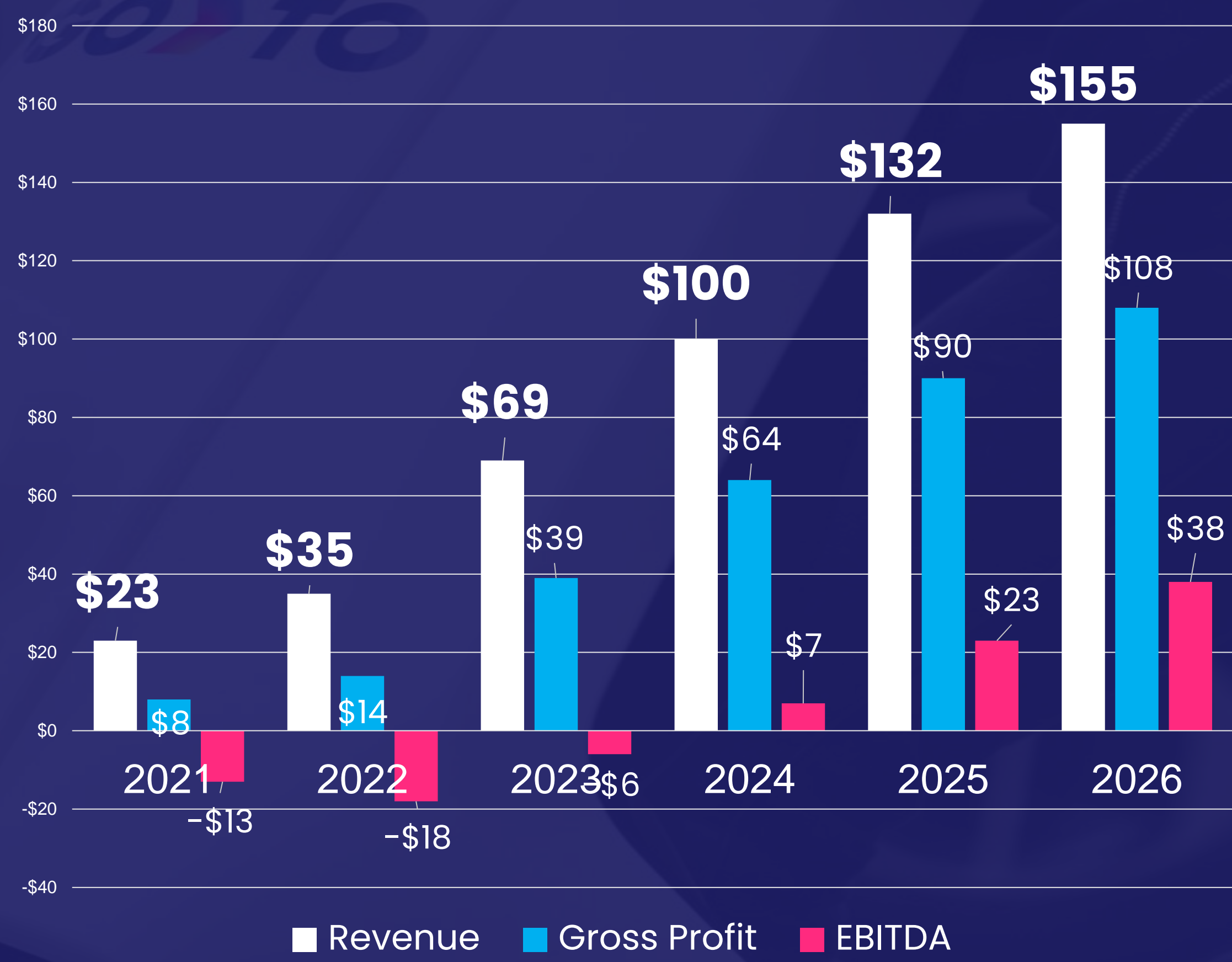


Subscription vehicle
Multi asset routing
RoboTaxi

The Goal: Bringing all cities to profitability and reaching 53% CAGR



Growing Multimodality to new heights, *CAGR 53%*



* 2020 revenues include emmy's revenues

We are going public!

**On Tel Aviv Stock Exchange
(TASE)**

Reverse Merger

The Day Before

GoTo
Shareholders

100%

**GoTo
Global**

(\$120M valuation, Inc. M18\$ Cash)

**GoTo
Malta**

**GoTo
Spain**

**GoTo
Germany**

**GoTo
Israel**

NerTech
Shareholders

100%

**NerTech
Media**

(NRTK.TA)

(\$43M valuation post, Inc.\$13M Cash)

Trinity Audio

Asset for sale valued at +\$30M

*\$15M downside protection

\$13M Cash

Reverse Merger

The Day After

GoTo
Shareholders

74%

NerTech
Shareholders

26%

GoTo
(GOTO.TA)

100%

GoTo Global

\$45M-\$60M cash*
\$163M valuation post

*Before tax

GoTo opportunity:

1. With this round we will have **all the cash needed** (~\$30M) to reach >\$100M in revenues & become **financially independent** in 2024
2. **Realistic valuation of \$102M pre money** > x4 2021 Revenues > upside potential
3. **Additional \$15M–\$30M** without dilution
4. **Merging into a shell company** (no redemption , no extra options)
5. **Preferred share** > converted to ordinary at 1.2 ratio
6. **Dual listing in a foreign stock exchange**
7. **Zero risk process – DD by** top 4 accounting firms



Fair valuation of 4x LTM Revenues as 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/limes-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 \$660M 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/escooter-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. Abrdn 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/GMOQ32021-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-a263-43d2-9ffb-77128502487f
*Rev estimates based on market knowledge				10.89	Total Average V/Revenues valuation multiple	
				7.3	Average Sub Billion player V/ Revenues valuation multiple	



Join Our Ride

shirly@gotoglobal.com

GO TO