



FSM City Mobility

Company profile



March 2022

Company profile



Private owned company
established in 2005.



One of world's **first Bicycle Sharing**
Scheme operators and the largest
in Israel.



Head office and main
workshop in **Tel-Aviv**



Employs about **35**
emploies.



Holds 3 concessions with the
municipalities of Tel-Aviv,
Jerusalem and Hertzlia.



currently in different stages
of **negotiations with 4 other**
municipalities.

Industry overview



Israel's motorization rate :
400 cars per 1000
inhabitants
(46% in the Dan Metropolis)



FSM City Mobility is
operating in the
**Dan metropolis
and Jerusalem**
Israel's most populated area



Congestion
2400
people / sqk.



Inhabitants :
4 million
(expected 5
million by 2030)

Industry overview

1 _____

Israel's public transport system is considered to be not sufficient and not in line with its population growing rates.

2 _____

Israel in general and the Dan metropolis in particular are desperate for an alternative Micro Mobility Solutions.

3 _____

Ministry of Transport's plan is to have



10% of Israel's mileage

by bicycles by 2040

4 _____

Ministry of Transport plan by 2022,



80% of planed **bike paths** will be in place.

5 _____

Max. distance between satellite cities bordering Tel-Aviv



15km / Max. 36 min

ebike trip

6 _____

Presently, the market is served by two concepts:

- Scooters / Lime, Bird, Wind, Leo (Eilat only)
- Bicycles / FSM, GoTo

7 _____

The market is semi regulated were by operators have to obtain a license for operation.

Dan metropolis



30,000 micro mobility rides
per day only in Tel-Aviv



Expected to grow massively
due to new restriction on car
use, congestion fee, reduction
of parking spots



Average ride time 26 Min
manual Bike ,15 Min Ebike



Average income per ride
15 NIS



1st contract in Tel-Aviv for 10 years , 2011-2021



Station base with **manual bikes.**



30,000 subscribers.



Total **1800 bikes** and **185 Docking stations.**



Average riding **time 30 minutes.**



Average rides **per day – 2000**

Last 10 years data



over **14 million** rides throughout Tel-Aviv



400,000 annual subscribers



1.7 million short term subscribers (40% tourists)

2nd contract (extension) for 5 years and 5 years option



Total (min) **1750 bikes**,
Plan to be Mixed 75%
E-bikes 25% manual



Project in process, **currently 650 E-bikes**
and orders in process.

Jerusalem / Jerufun

10 years contract

Total plan
1200 bikes
150 Docking stations

75% E-bikes
35% manual

Project in process,
currently **150 E-bikes**
100 manual and
orders in process.



Herzelia / BZbike

10 years contract

Total
300 bikes
30 Docking stations

50% E-bikes
50% manual

Project will start
working in
April 2022.

Jerusalem / Jerufun

10 years contract

Total plan
1200 bikes
150 Docking stations

75% E-bikes
35% manual

Project in process,
currently **150 E-bikes**
100 manual and
orders in process.



Herzelia / BZbike

10 years contract

Total
300 bikes
30 Docking stations

50% E-bikes
50% manual

Project will start
working in
April 2022.



Additional Information



Company offices **are located at 4 HaKishor Street**, Tel Aviv



The Tel Aviv branch includes a workshop and a control room located in 4 HaKishor Street.



The Jerusalem branch, including a workshop, **is located at Talpiyot area**, Jerusalem.



The company currently **employs 35 people** (6 administrative employees and the rest operations).



The company **has an operational vehicle fleet** (partly owned and partly by operational leasing).

Technical Information – Systems



The system and all its components were developed at the forefront of technology and innovation in the field and sits in the cloud (application, BACK OFFICE billing services, IoT systems and bicycle locking and customer CRM services).



The system, source code and full rights of the IP are owned by the company.



The company has developed a system for managing and operating micromobility systems based on the knowledge and experience it has accumulated in recent years.



The new system is currently working successfully in Jerusalem and Tel Aviv.



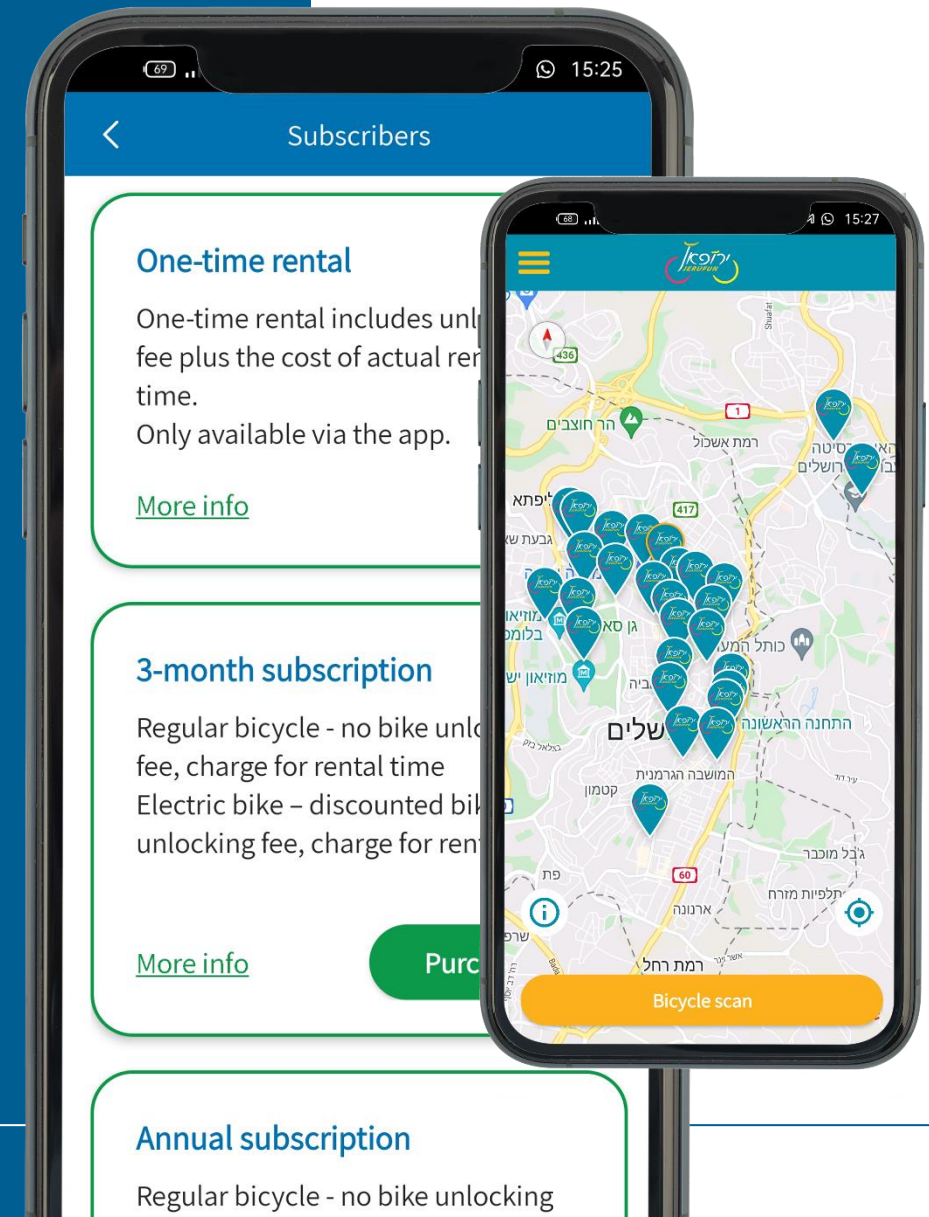
These days, an option is introduced to operate a bicycle in a hybrid method that combines docking stations and the dockless method in the same array.



We are in the testing and development stages of introducing new and additional micromobility vehicles into the arrays.



The system structure allows the system to be distributed worldwide based on operating licenses.



Technical Information – Bicycle Types



The company has developed a standard and electric bicycle with a Chinese supplier that is specially adapted to bicycle sharing systems (the company's exclusive models).



The bicycles were designed to withstand ground conditions, many uses and vandalism.



The bicycles meet all the standards of the Ministry of Transport and the EU Standards Institute.

Helmet Device



Revenue Potential

Electric E-bike rides - Dan metropolis

	Number of daily rides per E-bike			
	2	3	4	5
Annual income - 1500 E-bikes	16,200,000	24,200,000	32,400,000	40,500,000
Annual income - 3000 E-bikes	32,400,000	48,600,000	64,800,000	81, 000,000
Annual income - 5000 E-bikes	54,000,000	81,000,000	108,000,000	135,000,000

According to an average of 15 NIS income for one ride, multiplied by the number of bicycles and the number of rides per bicycle per day

Annual operating costs are calculated according to NIS 1 million per month and NIS 12 million per year

*** Excludes income on ordinary manual bikes.

*** Excludes income from the sale of sponsorships.

*** Excludes revenue from additional services and extensions to additional metropolitan areas .