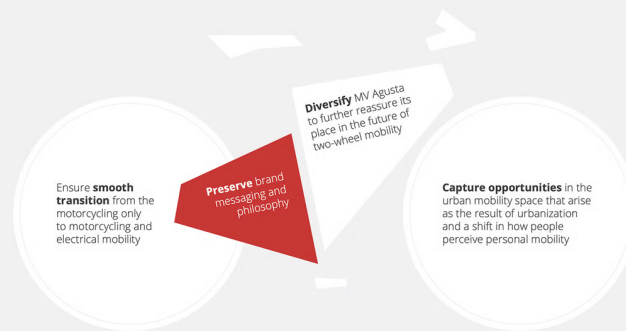




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# MV Agusta Art of Mobility Sales Deck

## Key objectives and goals of MV Agusta Mobility



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## City E-Bikes

Our range of city e-bikes is composed of 8 models

- Main features:
- Lightweight (range: 15,4 Kg - 19 Kg)
  - Stylish design
  - Top-quality components

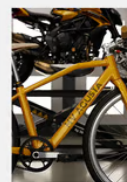
The model range includes two limited editions: RC Edizione Limitata, inspired at Reparto Corse, and SV Edizione Limitata, recalling Superverloce motorcycle style.



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## Contents

- 01 About us
- 02 Current product range
- 03 Limited editions & collaborations
- 04 Analysis of the market
- 05 Future product range
- 06 Future pipeline extension
- 07 Dealers network
- 08 Marketing & sales strategy



## It is in our DNA

We know from the history of the Agusta motor that to design and create is to create the wonder of a mobility as a brand extension and philosophy.

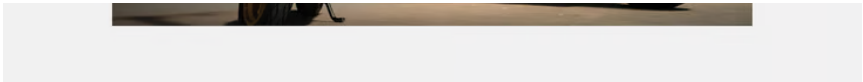
We apply the Agusta DNA to mobility, the engineering and manufacturing skills, know-how and a constant driving passion for style and quality.

We are creating a new vision of a brand, a new era of mobility, a new era of personal mobility, a new era of personal mobility, a new era of personal mobility.

## Where we come from



We combine passion and expertise to design a new era of electric mobility



## E-scooter

Rapido Serie Oro is an e-scooter inspired by the most iconic MV Agusta motorcycles to shape the future of e-mobility with design excellence and cutting-edge technology.

**Main features:**

- 650W Motor
- Double disc brakes
- Magnesium frame
- Display 3.5"
- NFC key

**Key features:**

- Battery indicator
- Battery charge status
- Speed (km/h) and odometer
- Lights
- Paddle power

**Rapido Serie Oro**  
E-scooter



## MV Ride app

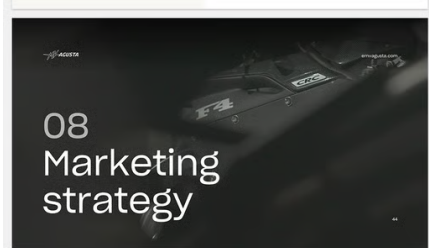
**Overview**  
With smartphone already locked into the road, it will keep your riding safe and smooth.

**Dashboard**  
Always get next step your motor and speed. Shows you what your gearbox with each step.

**Navigation**  
Get directions, and with guide to your favourite spots with on-pipe mounts the nearest light.

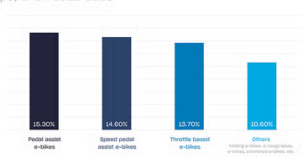


## 08 Marketing strategy



## Market insight by type

Europe, CAGR 2022-2028



| Type                       | CAGR 2022-2028 |
|----------------------------|----------------|
| Partial assist e-bikes     | 15.30%         |
| Speed pedal assist e-bikes | 14.60%         |
| Throttle assisted e-bikes  | 13.70%         |
| Others                     | 10.60%         |

Source: Statista, based on data from Statista, 2022-2028

## 02 Current product range



## Product line-up

| City E-bikes                                          | Off-road E-bikes                                                                             | E-scooter        |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------|
| AMPS 4<br>AMPS 10<br>AMPS 160<br>AMPS 180<br>AMPS 250 | LUCKY EXPLORER 40000<br>LUCKY EXPLORER 45000<br>LUCKY EXPLORER 50000<br>LUCKY EXPLORER 55000 | RAPIDO SERIE ORO |

## Price positioning



## City E-Bikes

Our range of city e-bikes is composed of 5 models.

**Key features:**

- Lightweight frame (aluminum alloy)
- 28" wheels
- 28" wheels
- 28" wheels
- 28" wheels



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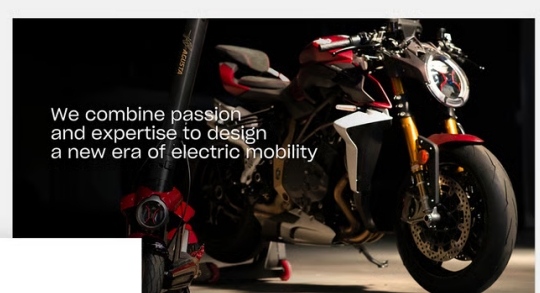
Europe, CAGR 2022-2028



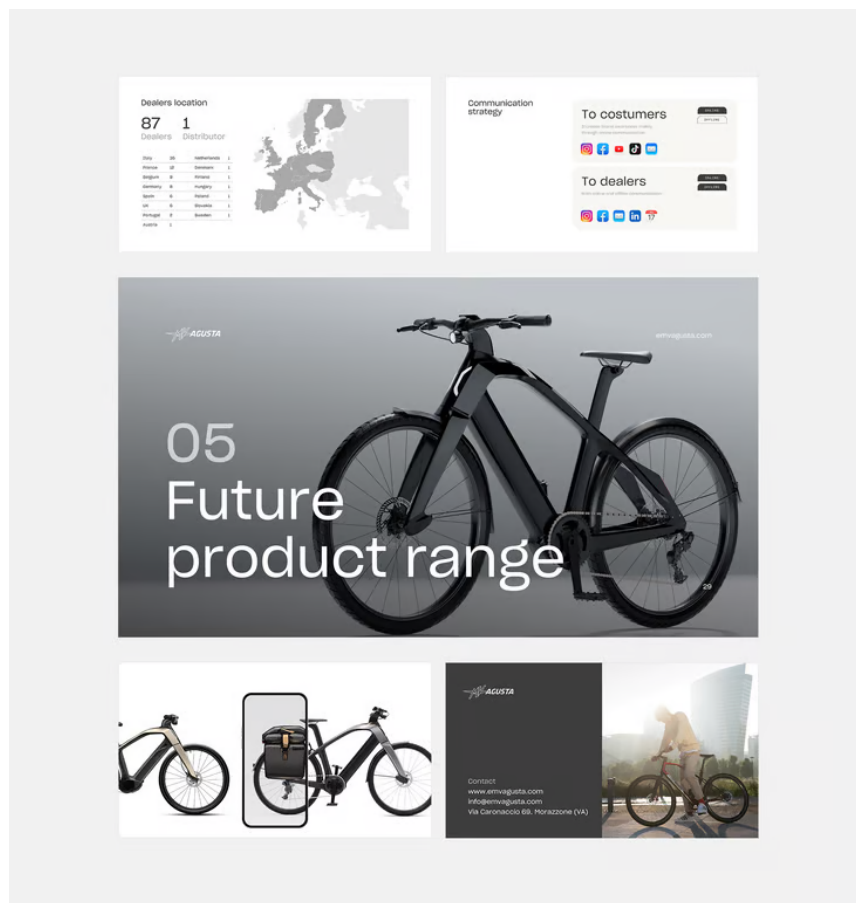
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