

COWBOY.

Series C



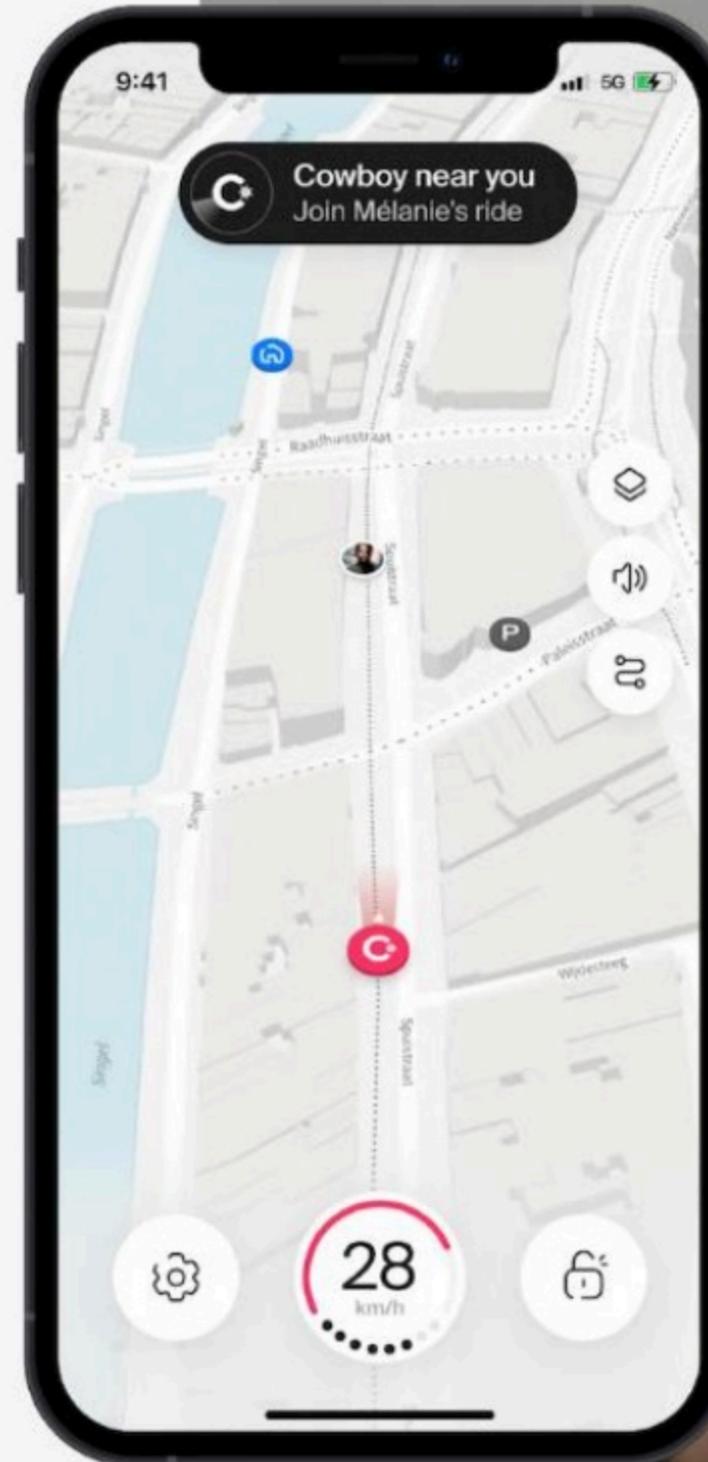
COWBOY.

Introduction

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We believe in a world with freedom in urban mobility

Our mission is to power riders to map their own paths



60% of car trips are below 5 miles



Slow

The average speed of traffic in large European cities is now < 10mph. That's the same speed as the horses and carts of a century ago.

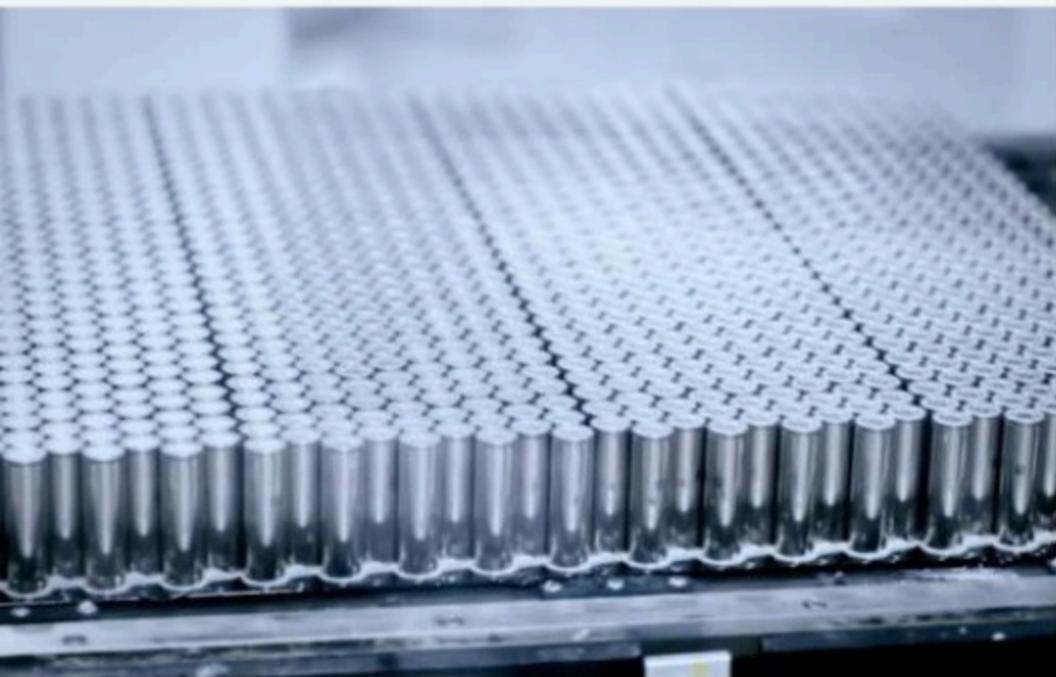
Stressful

The average American commuter spends 42 hours per year stuck in rush-hour traffic. To save a minute of time spent in traffic, people would be willing to trade five minutes of any other leisure activity.

Unsustainable

In 2050 2.5 billion personal vehicles will need to emit as much as 50 million did in 1950 – a reduction in emissions per vehicle, including manufacturing, of 98%.

Perfect timing



Technology

Light and durable Li-ion batteries are becoming cheaper and more accessible, notably thanks to the advances of electric cars.

Infrastructure

Cities like Paris, Amsterdam, Brussels and New York are investing massively in cycling infrastructures.

Sustainability

22% of global greenhouse gas emissions are attributed to the transportation sector.

"The vehicle of the future has two wheels, and is a bike."

WIRED



2x Faster

e-bikes move people 2x faster than cars in large cities.



Healthier

e-bikes provide a psychological boost and a meaningful workout.



10x Cleaner

e-bikes have a carbon footprint per mile 10x smaller than a car.

Cowboy at a glance

100,000 Riders

By 2023

Multiple revenue streams

Across bike sales, accessory sales and subscription services

Red Dot Best of the Best

Red Dot Design Award Winner
Best of the Best in 2019 & 2021

\$80m Series C

Backed by world-class investors like Index Ventures and Tiger Global

12 Countries

Across Europe and the US



70+ NPS

Customers love us



Why Cowboy wins

1 Superior Product

Technology leveraged to create the best ride-feeling and connected experience.

2 Strong Brand

Aspirational and trusted brand combined with world class customer service (70+ NPS).

3 Massive Opportunity

Huge TAM of \$800bn+ supported by generational shift in user habits.

4 Network Effects

Connected experience provides runway for strong conversion and network effects.

5 Built to Scale

Proven go-to-market strategy matched with robust manufacturing and supply chain.

6 Compelling Business Model

Fast user growth and strong unit economics, with increasing average revenue per user.

7 Experienced Management

Visionary, experienced and founder-led management with proven ability to drive future growth.

COWBOY.

Strategy

Four key pillars set Cowboy apart

Hardware

Best of the Best

Red Dot Winner 2021

Software

Integrated App

Leader in the industry

Services

Recurring Revenue

Theft insurance and Cowboy Care
maintenance Subscriptions

Direct-to-Consumer

70+ NPS

76 NPS test ride experience
70 NPS after sales experience

Hardware

Cowboy 4



COWBOY.



red dot winner 2021
best of the best

Hardware

Iconic design



reddot winner 2021
best of the best

Hardware

Automatic transmission



reddot winner 2021
best of the best

Hardware

Removable battery

COWBOY*



reddot winner 2021
best of the best

Hardware

Wireless charging



reddot winner 2021
best of the best