

TIME TO RIDE THE FUTURE

Confidential - Introduction to VanMoof
September 2020

VANMOOF
X3



VANMOOF

PREFACE

TIME TO RIDE THE FUTURE

At VanMoof, we want to fuel the shift to cleaner mobility by creating a better alternative to the car. By changing the way we move, we will reshape our urban environment and improve the air we breathe. We dream of green city streets with VanMoof's moving effortlessly around. When we began 11 years ago it was a question "if" our dream would come true, but with our game-changing new VanMoof S3 & X3 and cities investing billions in new infrastructure, our dream is quickly becoming a reality.

Meet the VanMoof S3 & X3. Faster and smarter mobility than ever seen before. Developed by a diehard global team in an 11 year journey totalling over 300,000 development hours, all dedicated to bringing ultimate mobility to as many people as possible around the globe.

Because we're responsible for every step of the journey, our team is incredibly diverse; engineers to customer support, retail to e-commerce, filmmakers to developers, and so much more.

A chain is only as strong as its weakest link, so we're changing the entire process from design and production through to retail and e-commerce, all the way to solving theft and reshaping service. We believe we're only just getting started; our team is going faster and harder than ever, and we'll never stop inventing for the greater good of cities.





Our mission

GET THE NEXT
BILLION ON BIKES

OUR SECRET WEAPON

BACK TO FRONT INTEGRATION

01

BACK END

We design, engineer and source each individual component and control manufacturing



02

FRONT END

We own distribution, point of sale and the customer relationship

THE NEW

VANMOOF S3 & X3



Turbo Boost
Instant acceleration at the press of a button.

Super-smart electronics
Fully integrated 520Wh battery

Powerful motor
Super-charged pedal power.

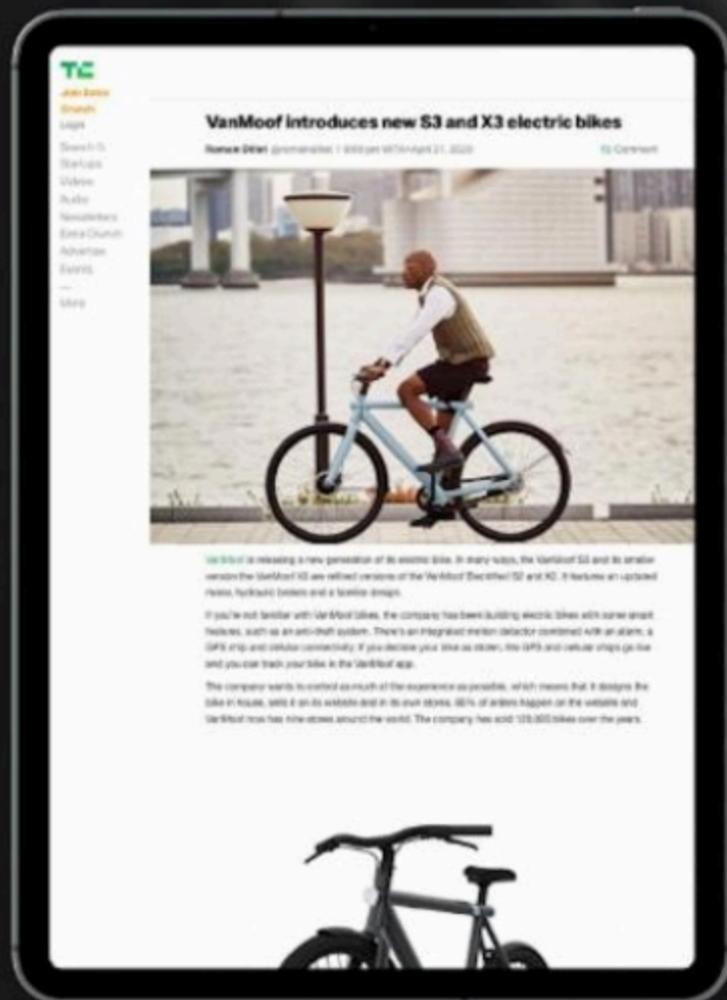
Hydraulic brake system
Precise braking in all conditions.

Integrated Theft Defense
Easy to use, useless to steal.

Electronic gear shifting
For the smoothest ride ever.

Kick Lock
Goodbye keys. Lock your bike with the tap of a toe.

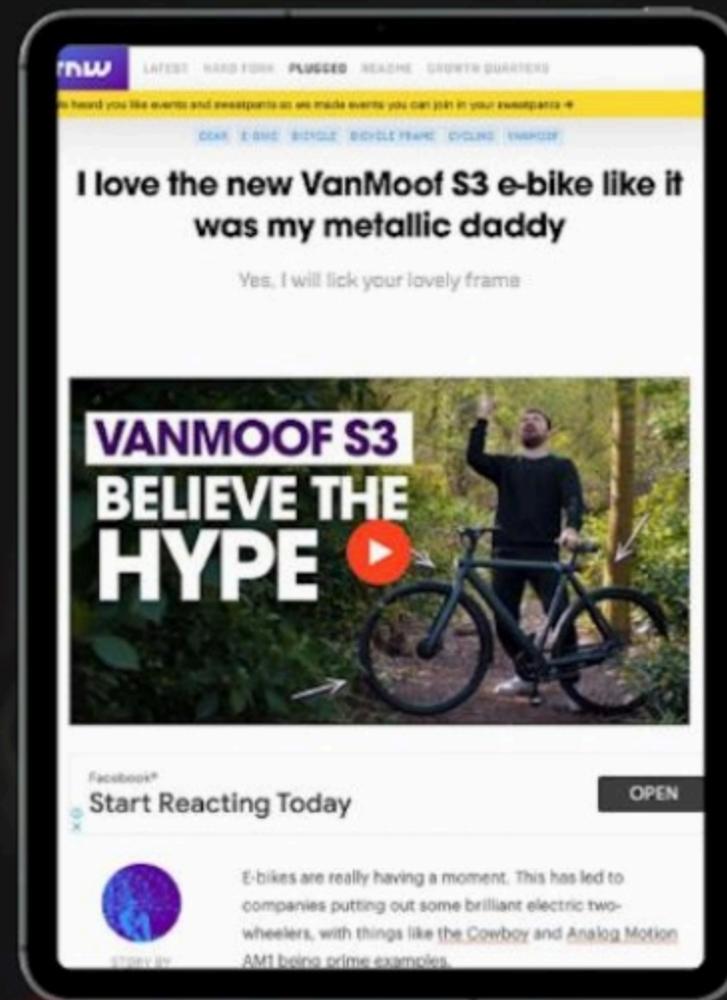
“BETTER THAN THE BEST”



TechCrunch, 50M reads



The Verge, 45M reads



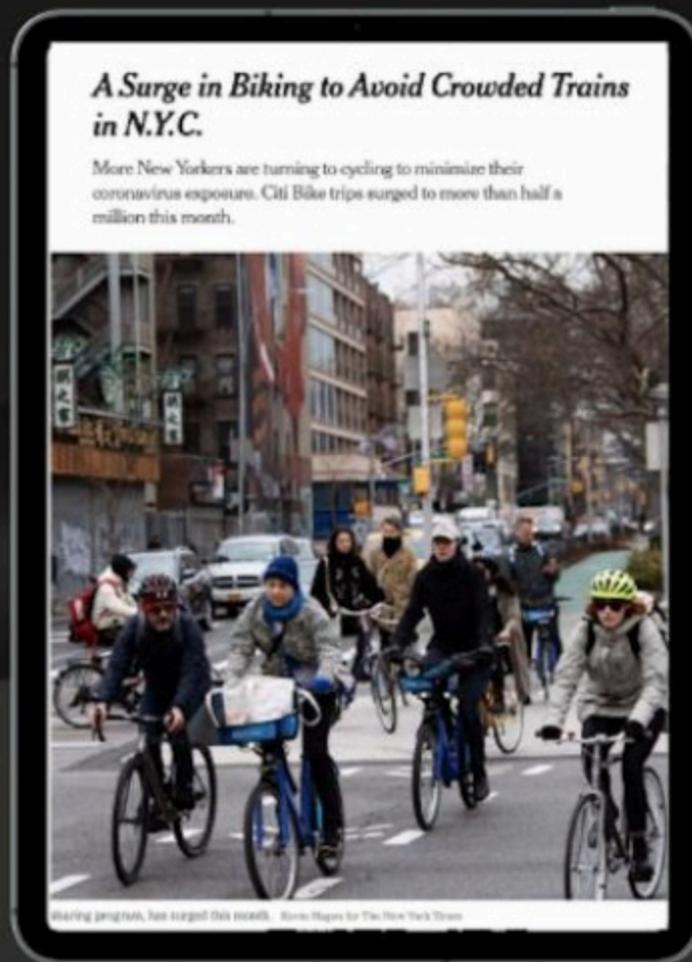
TMW, 9M reads

Covid-19 Market Impact

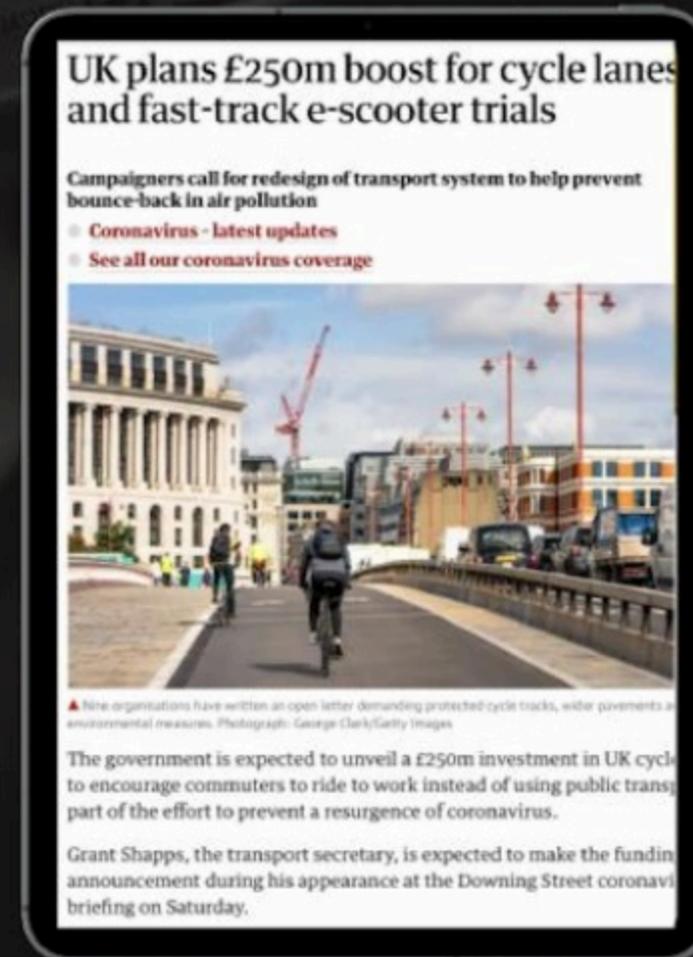
UNPRECEDENTED UPSURGE

With social distancing the new reality, demand for high quality e-bikes is on the rise. This worldwide trend supports **VanMoof's belief in the potential of e-bikes to revolutionize city commuting**, as a safer, more dependable mobility option compared to public transport.

Governments across the globe are responding with new cycle initiatives, even as traditional players struggle with supply chain issues.



NYC turns to bikes instead of public transport



UK plans £250m boost for cycle lanes

THANKS!





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