



**ENERGICA**

EXPERIENCE • INNOVATION  
DISRUPTION • TRAINING

**INNOVATION  
EXPERIENCE**

FIM Enel MotoE™ World Cup



**ENERGICA**

SINGLE  
MANUFACTURER

**motoe™**



# Global High-Performance Electric Motorcycle Market



## A BOOMING MARKET

41.80% CAGR during 2017-2021

\*Source: Technavio, Nov. 2019

The market will be **ACCELERATING** at a CAGR of over

**35%**



INCREMENTAL GROWTH

**28,123 units**

2019 2024

The year-over-year growth rate for **2020** is estimated at

**33.98%**

The market is **MODERATELY FRAGMENTED** with various players who occupy the market share



**39%**

of the growth will come from **EUROPE**

One of the **KEY DRIVERS** for this market will be the **TECHNOLOGICAL ADVANCES IN HIGH-PERFORMANCE ELECTRIC MOTORCYCLE**



\*Source: Technavio, Nov. 2019



Batteries weight decline key to sales pick-up.

**Energica MY2020 5% lighter**



E-scooters and e-bikes key part of the micro-mobility rise.

**+ new breed of customers**



**5,812 electric motorbikes** (2W electric vehicles - moped <4kW excluded) registered in EU in 1H2019, **+ 82% increase** YoY (ACEM reports)

\*\*Source: UBI Banca report , Oct. 2019

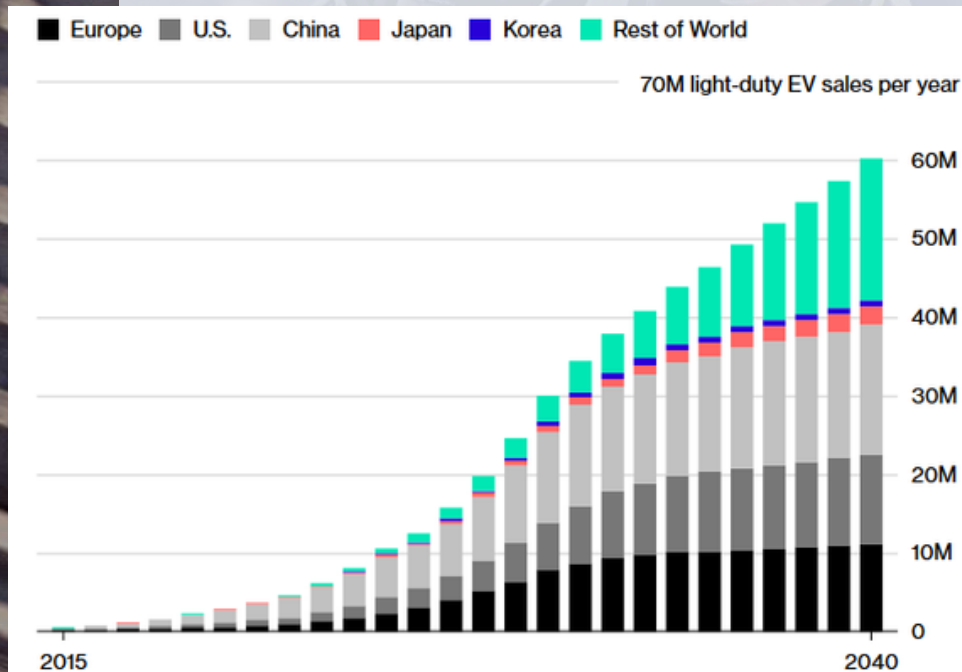




# Global EV Market



Passenger EV sales to rise from **2 million** worldwide in 2018 to **28 million** in 2030 and **56 million** by 2040



Bloomberg is forecasting electric car market share to reach **11% by 2025, 28% by 2030, 43% by 2035, and 55% by 2040.**

In 2018 China sold **~1 million electric cars, or ~50% of all global light electric car sales.**

\*Source: Bloomberg, Dec. 2019



US: in **2019 Q4** Tesla achieved record production of almost **105,000 vehicles** and **record deliveries of approximately 112,000 vehicles.**

In 2019, Tesla delivered approximately **367,500 vehicles, 50% more than the previous year.**

\*\*Source: Tesla, Jan. 2020

Tesla accounts for **1 out of every 6¼ global plug-in vehicle sales.** The Tesla Model 3 alone accounts for **1 out of every 8 global plug-in vehicle sales, 13% of the global market.**

\*\*\*Source: CleanTechnica, Dec. 2019





# Consumer Targeting

## WHO GOES ELECTRIC?

- A wealthy individual (annual income >\$200K);
- Focused on the environment;
- Tech and trends lover;
- That wants to diversify itself from the mass-market.



USA

Northern Europe

(Germany, Switzerland, Netherlands, Norway, Denmark)

Middle East



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**+68,800**

Charging units in USA

**DC**

Fast ⚡  
Charge

**3,525**

CCS/Combo Charging outlets in USA

\*Source: Green Car Report, Aug. 2019



**144,000**

Charging units in Europe

**DC**

Fast ⚡  
Charge

**+7,000**

CCS/Combo Charging Points in Europe

\*\*Source: ACEA, Sept. 2019

# Charging in EU and US

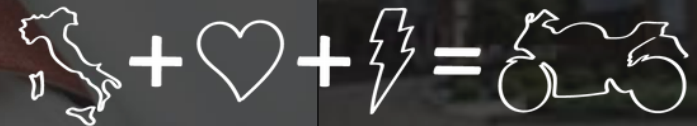


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# Energica Milestones

## TIMELINE OF KEY EVENTS



**PROUDLY MADE IN MODENA**

Born in the Italian Motor Valley

**2009**

start Electric  
Motorcycle project  
(CRP Group)

**2010**

eCRP - the electric  
racebike wins  
European Electric  
Championship

**2011**

First participation at  
EICMA

**2013**

Energica EGO launch

**2014**

Born Energica Motor  
Company Srl  
and Worldwide Demo  
Tour (USA+ EU+ MC)

**2015**

Energica Eva  
unveiling

**2016**

Stock Market and  
new Energica HQ

**2017**

Third model Eva  
EsseEsse9 and  
MotoE statement

**2018**

Energica Ego Corsa  
unveiling + demo laps  
and Record First Half  
2018 Sales

**2019**

First edition MotoE  
races, first edition  
MyElectric Academy  
and sales development



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# Energica Milestones

## 2019 TIMELINE

### JAN

MotoE Barcelona summit.  
New US dealers

### FEB

International Uncover press event.  
MCN London Show

### MARCH

Energica record orders.  
MotoE - fire at Jerez.  
New US dealers

### APRIL

New US dealers.  
Partnership with Octo Telematics.

### MAY

Record first half 2018 sales.  
#MYElectric Academy launch.  
New EU dealers.  
Nico Rosberg's Green Tech Festival

### JUNE

MotoE Test Valencia  
#MYElectric Academy training

### JULY

MotoE inaugural race at Sachsenring.  
Energica Customer day @ Laguna Seca.  
My Electric tour 2019

### AUG

MotoE 2nd race at Red Bull Ring.  
New EU dealers

### SEP/OCT

MotoE: 3/4 races in Misano.  
Green Rush Exp with Allianz & DHL.  
Krone E-Mobility Austria.  
Nico Rosberg MY2020 delivery

### NOV/DEC

Eicma 2019: MY2020 unveiling.  
MotoE last race Valencia.  
Ego Corsa&MY2020 Press test.  
New international dealers



# MotoE, a new racing era

ENERGICA SINGLE MANUFACTURER FOR FIM ENEL MOTOE WORLD CUP

Energica bring their know-how on the **stage of MotoGP**, relishing the electric power of their **state-of-the-art Ego Corsa machines** on five iconic venues in front of hundreds of thousands of fans in attendance – as well as millions watching at home. Close battles, adrenaline from start to finish and some of the fastest riders in the world make the FIM Enel MotoE World Cup a must see, with **Energica being the absolute star of this new era of motorcycle racing.**

## Brand Visibility Boost, a huge Impact:

**400 ml people reached only on television** (MotoGP streaming, Sky Italia, BeIn Sport, Canal+).

**698,243 users** reached on MotoE section inside MotoGP website

## MotoE 2020 Races:

(to be confirmed after COVID-19 pandemic period)

Jerez, Spain  
Assen, The Netherlands  
Spielberg, Austria  
Misano, Italy  
Valencia, Spain

FIM Enel MotoE™ World Cup



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MANUFACTURER

**motoe™**



SETE GIBERNAU



7



MATTEO FERRARI  
2019 MotoE World Cup champion



BRADLEY SMITH



# Business Model

VALUE CHAIN CONTROL WITH FOCUS ON R&D AND SALES FORCE FROM US TO ASIA

## 1. VALUE CHAIN CONTROLS

R&D, purchase and supplier selection, design, assembly and quality control, distribution and marketing.

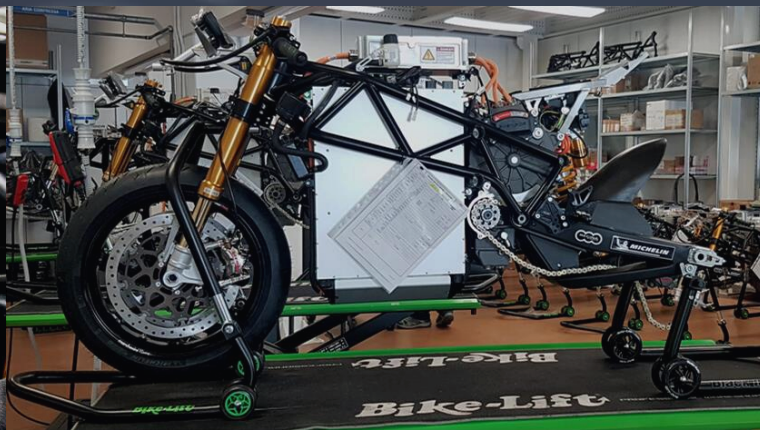
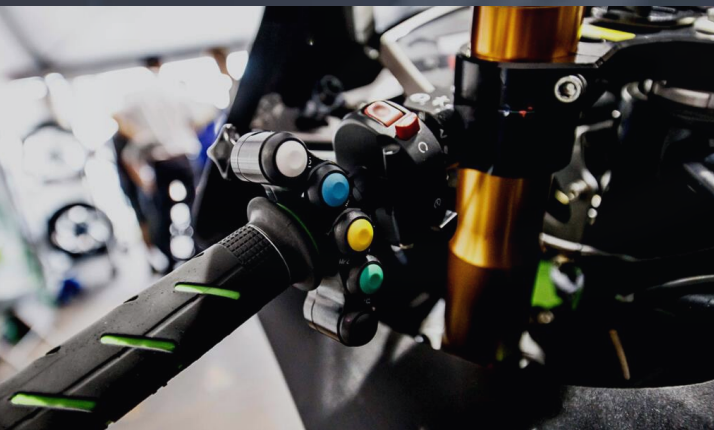
## 2. INNOVATIVE SOLUTIONS

coming up from R&D investments, some of which already patented:

- VCU control unit
- Supply Unit
- e-ABS

## 3. SALES

The sales network also keeps growing : over 50 dealers, +30% in the last 12 months



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# Sales Network

OVER 50 DEALERS AROUND THE GLOBE  
GROWTH +30% IN THE LAST 12 MONTHS

- **Over 50 Energica Dealers in three continents including USA.**
- **Energica Motor Company Inc., U.S. subsidiary** for Energica Motor Company SpA. Goal is to grow to 25+ U.S. and Canadian dealers by the end of 2020.
- **Asian Expansion:** agreements signed with Hong Kong. and Japan





# Core Technology

## KEY FEATURES OF ENERGICA MOTORCYCLES

### DC FAST CHARGE EXCLUSIVE

400 km (249 miles) city range (40 min charging up 80% SOC); or Level 2 charging at 67 km (41.5 miles) per hour

### VEHICLE CONTROL UNIT

#### PATENTED

Battery, inverter, charger, motor and controls constantly monitored and managed by VCU with 1.1 million total lines of code: completely designed/developed by Energica

### MOTOR EXCLUSIVE

Permanent Magnet AC Oil-Cooled, 3-Phase  
Straight-cut gears generate distinctive jet-turbine sound  
Oil-cooled motor means no overheating, so top speed and max torque can be fully sustained (unlike air-cooled motors)

### BATTERY PACK

#### Lithium-polymer

Capacity: 11.7 kWh nominal, 13.4 kWh max  
18.9 kWh nominal, 21.5 kWh max

Designed and engineered with strategically placed sensors, to insure not only optimal performance, but also provide maximum safety.

### KEY FEATURES MY2020

Top Speed Limited: 240km/h Ego+, 200 km/h Eva Ribelle & Eva EsseEsse9+  
Torque: 215 Nm Ego+ & Eva Ribelle / 200 Nm Eva EsseEsse9+  
Horsepower: 145 HP Ego+ & Eva Ribelle / 109 HP Eva EsseEsse9+  
Supply Unit: 21.5 kWh

eABS **PATENTED**  
Energica e-ABS

### RIDE-BY-WIRE

Ensures perfect riding experience with 4 Engine maps, 4 Regenerative brake settings, 6 Traction control presets plus Cruise Control

### New **ENERGICA CONNECTED RIDE**

New long range connectivity developed with Octo Telematics



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# Strategy

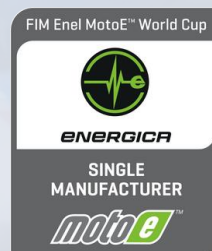
EXTENSION OF CAPACITY' PRODUCTION AND NEW STRATEGIC PARTNERSHIPS



R&D activities



Sales Network  
Development



Brand awareness through MotoE and  
by attending several international  
exhibitions



Strategic  
partnerships Dell'Orto and  
Octo Telematics



Energica and Dell'Orto SpA, a historic manufacturer of electronic fuel injection systems, signed an agreement for the development and production of a new type of **Power Unit for small-size** (power range 4/11kW) and medium size (power range up to 30 kW) electric motorcycles (EV).



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# Financials

SIGNIFICANT AND PROGRESSIVE INCREASE OF VOLUMES

- The company forecasts to reach a 2019 revenue of **€3,25m** with a growing turnover of **over 50% compared to 2018 (€2,2m, already 4 times higher than 2017 €0,5m)**.
- Energica has started the new year by registering **order book**, as January 8th, **for about Euro 1.4 million, equal to over 40% of expected year-end turnover 2019**.
- 2020-2022 industrial plan has been approved before the COVID-19 pandemic period, while also defining the turnover target from the sales of the current year, which is **expected to be growing by 100%**, and a **positive EBITDA in 2022** also thanks to the production efficiency determined by the increased volumes and the optimisation of the supply chain.
- The order backlog, despite market conditions and the production department closure from March 25<sup>th</sup> to April 28<sup>th</sup> (COVID-19 pandemic period), shows a further increase of over 125% compared to the 2019 turnover vehicles sales, reaching €2.9 million.
- In addition, the Company delivered 23% of the orders received before the pandemic closure. The goal is to deliver the remaining part within the month of July. The ongoing and future orders will be processed in the upcoming months.
- The growth of the brand is also confirmed in the US territory from which 41% of the current order backlog originates.
- The Company growth has sped up during 2019, with a substantial **extension of the distribution network of more than the 30% in the last 12 months** – and it is constantly growing.
- To promote the growth path, the Company signed with Negma Group on April 15<sup>th</sup> an agreement for the subscription of a capital increase of 500 thousand euros and a convertible bond, up to 7 million euros.
- For further insight on the financials and the Company profile, please visit <https://www.energicamotor.com/it/>



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Nico Rosberg, F1 World Champion,  
with his new 2020 Ego



# Why Energica

## THE GAME CHANGER IN A BOOMING MARKET

### UNBEATABLE RIDING RANGE & RECORD PERFORMANCES

Energica technological advancement had an important boost with MotoE™.

The **MY2020 models** are **5% lighter, more powerful (+7,5% for Ego and Eva and +10% for Eva EsseEsse9)** and have a **+200% higher urban riding range.**

Record torque (215Nm) and power (107kW) levels for the EV market

#### MY2020 range

##### Ego

Torque 215 Nm - Power 107 kW  
Max Speed limited at 240 km/h

##### Eva

Torque 215 Nm - Power 107 kW  
Max Speed limited at 200 km/h

##### Eva EsseEsse9

Torque 200 Nm - Power 80 kW  
Max Speed limited at 200 km/h

### BOOMING MARKET

#### Global High-Performance Electric Motorcycle Market:

41.80% CAGR during 2017-2021

#### EU Market:

+ 82% increase YoY (ACEM reports)

#### Electric Car market:

to reach 11% by 2025, 28% by 2030, 43% by 2035, and 55% by 2040.

### 10 YEARS PROVEN EXPERIENCE. ON PRODUCTION SINCE 2016

Born in **Modena, Italian Motor Valley**, in 2014 as a spin-off of the **CRP Group**, inheriting more than 45 years of experience in the hi-tech industry (F1, motorsport, aerospace, marine, defence etc.)

Energica is **listed** on the stock exchange market **AIM Italia** since 2016.

### MOTOE 2019-2021 SINGLE MANUFACTURER

Energica is the single manufacturer chosen by **Dorna** (the company holding the rights of MotoGP and World Superbike) for the first 3 years of the FIM Enel MotoE™ World Cup.

A racing version of Energica Ego, **Ego Corsa**, is used by teams that race the FIM Enel MotoE™ World Cup.



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# The Leaders of Energica

## MEET OUR TEAM

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**FRANCO CEVOLINI**

President



**LIVIA CEVOLINI**

CEO



**GIAMPIERO TESTONI**

CTO



**ANDREA VEZZANI**

CFO

For a decade, we've developed electric motorcycles, first for the track and then for the street. Electric is the real revolution ongoing NOW in automotive market. Be part of it.

Energica, game changer since 2009.



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# Have you ever tried?

Energica. EVen More.



#Energica #MyElectric



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