



A BRAND-NEW
MICRO MOBILITY
SOLUTION
FROM PORTUGAL

FOR A BETTER WORLD

April 2024



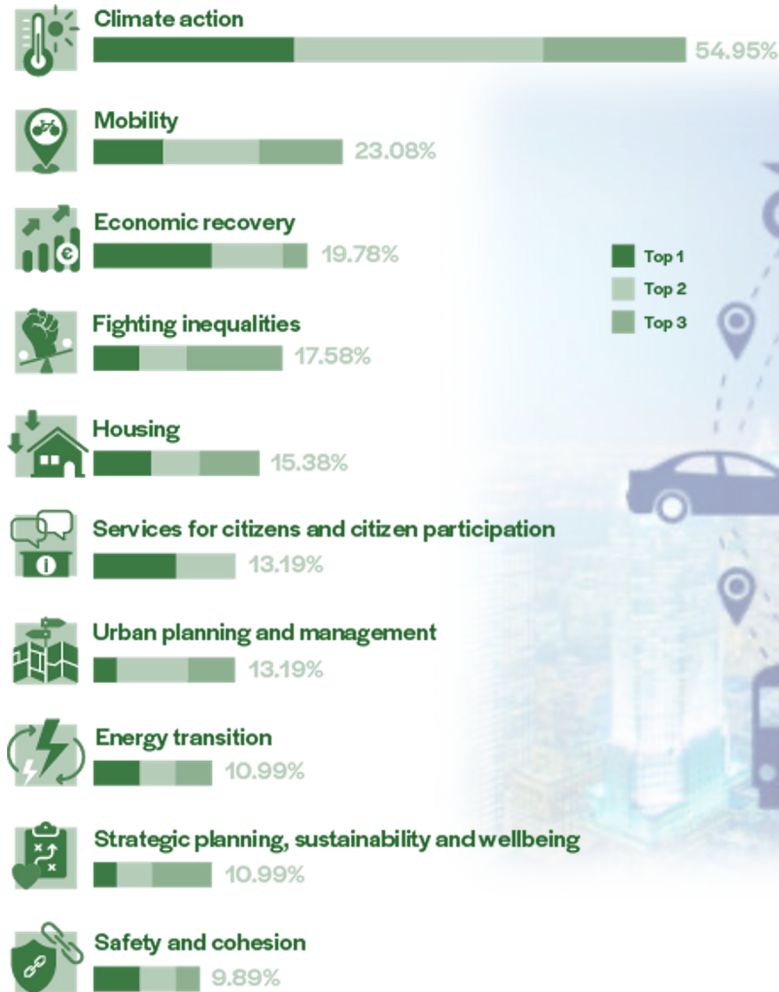
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STRATEGIC FRAMEWORK

STRATEGIC FRAMEWORK



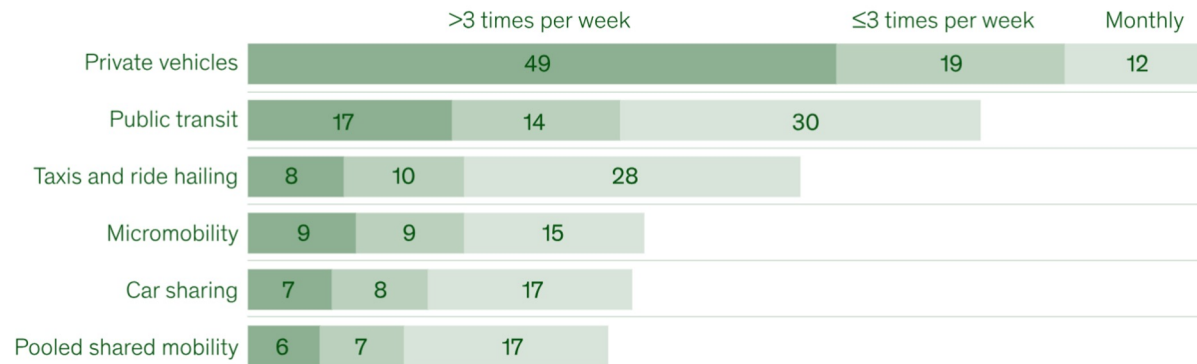
More than half (55%) of European mayors say that tackling the impacts of climate change is their biggest objective, including working together on climate neutrality, implementing the European Green Deal and investing in sustainable transport.

Local challenges are also top of their agenda for the months ahead, **with mayors focusing on plans to improve transport and housing**, and tackle emerging new challenges, such as energy poverty.

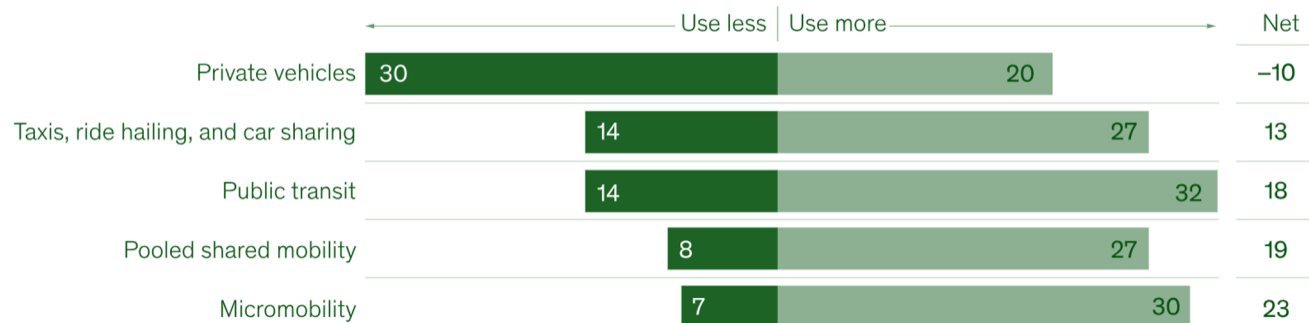
Source: Eurocities Pulse 2023. 92 mayors from 28 Eurocities countries responded to the survey, which provides an analysis of the major trends, challenges and priorities that shape urban affairs.

STRATEGIC FRAMEWORK

Current use of transportation modes, % of respondents



Planned future use of transportation modes, % of respondents



McKinsey & Co. Research

Over a quarter of consumers living in urban areas say they are thinking of getting rid of their private vehicles entirely, replacing them with other means of transport in the future.

Based on McKinsey survey results, **sustainability** considerations, **travel efficiency**, and improved **inner-city livelihoods** play central roles in consumers' change of mobility choices; cost, less so.

McKinsey believes that three transport mode categories show the greatest disruption potential:

shared autonomous shuttles;
micromobility solutions, such as e-kickscooters, (e)mopeds, and (e)bicycles;
 minimobility alternatives.

STRATEGIC FRAMEWORK



The concept of a 15-minute city (or neighbourhood) is simply the idea of making it a target that most things that people need are within a **15-minute walk or cycle of their home.**

The policy, which has gone through lots of iterations, and been implemented in different places across the globe, has however recently hit the press, after moves by Oxford city council to reduce traffic in the city was conflated with a proposal for making Oxford a 15-minute city.

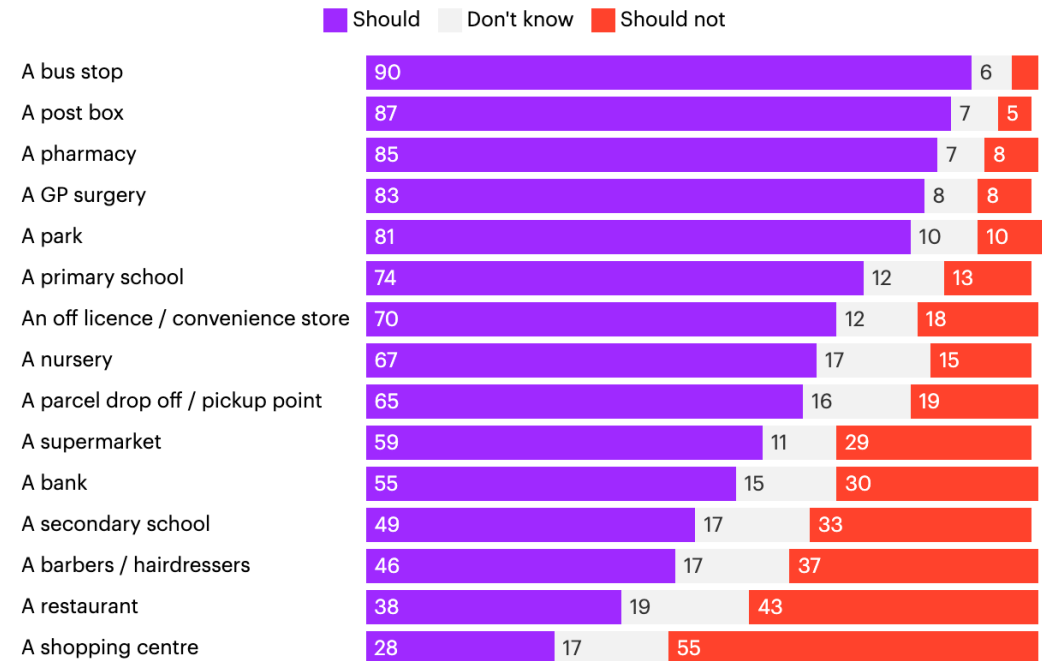
But what do Britons think of the idea?

New data shows that a majority of the public (62%) would support their local authority making it a target to make their area a 15-minute neighbourhood.

Source: UK Gov, Mar.2023

Bus stops, post boxes and medical facilities are the most important amenities to have within a 15 minute walk according to Britons

And if the local authority did adopt this target, do you think each of the following should or should not be included as amenities to have within a ****15 minute walk**** of every home in your neighbourhood? %



MONEY



50%
of public space is taken up by roads

Today cities are built for cars not people. We need to reclaim urban spaces for people to live, work, meet up and play in



€ 130 bn
EUR / year lost due to congestion

We need to change urban travel patterns, increase the efficiency of the transport system and further encourage the shift to lower emission transport modes

SAFETY



67%
of road accidents happen in cities

Most fatal or serious traffic accidents involving vulnerable road users in the EU happen in urban areas



1 year
year of our lives are spent commuting

More efficient transport and less time commuting can reduce pollution in cities and improve people's quality of life

TIME

WELLBEING

Source: EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), 2024

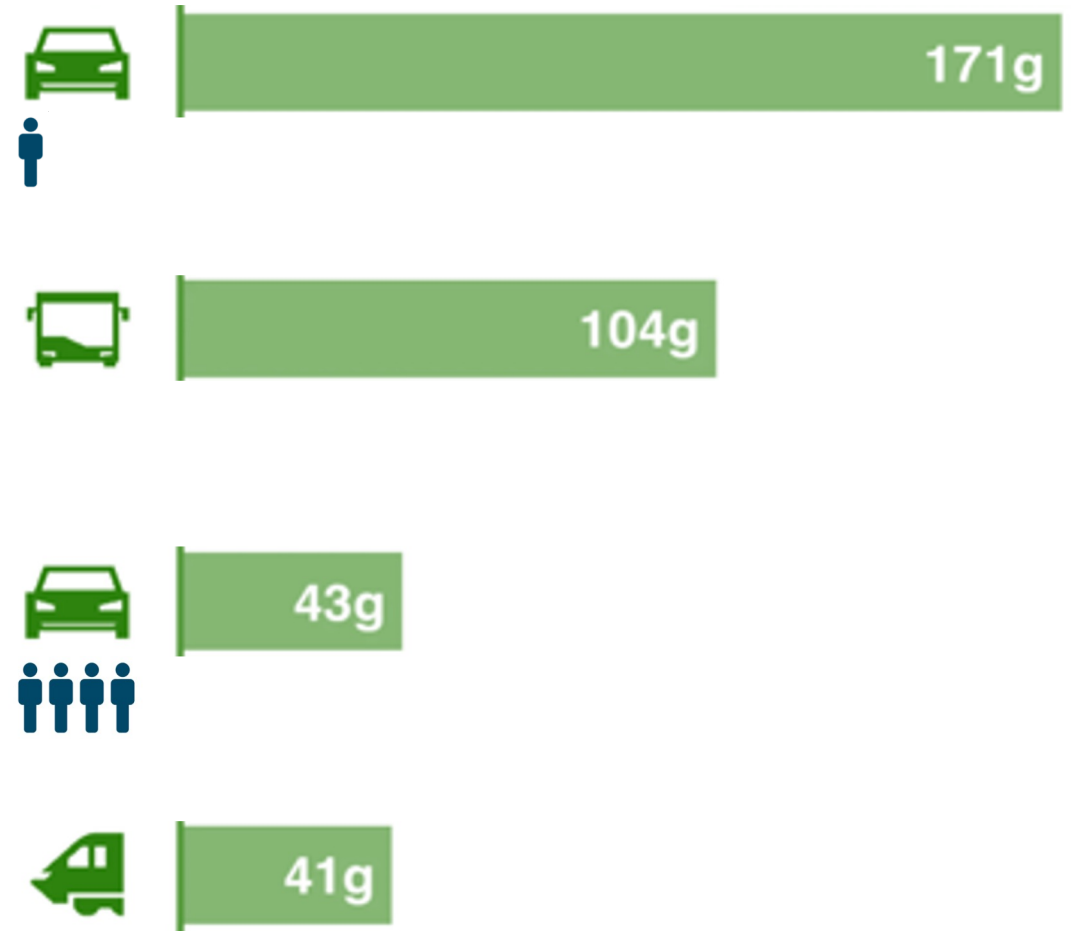


23%

of Europe's GHG emissions are produced by transport

Vehicles are the biggest cause of air pollution in our cities. We need to accelerate the transition to low- and zero- emission forms of transport

CO2/km emissions per passenger



STRATEGIC FRAMEWORK

“What is the Difference Between an Electric Moped, an Electric Scooter and an Electric Bike?”

Vehicle	Average Speed	Average Weight	Seat?	Pedals?	License?
E-moped	45 km/h	130 kgs	Yes	No	Yes
E-scooter	25 km/h	6-8 kgs	No	No	No
E-Bike	25 km/h	25-30 kgs	Yes	Yes	No

STRATEGIC FRAMEWORK

THE KICK SCOOTER'S WORLD

Kick Stand Up



Seated Kick



THE BIKE'S WORLD

Moped Bike



Light Electric Bike



LIGHT e-MOPED

Secure
Stable
Robust
Autonomy

Cycle Lane Compatible
No License Required



STRATEGIC FRAMEWORK

FRAGILE

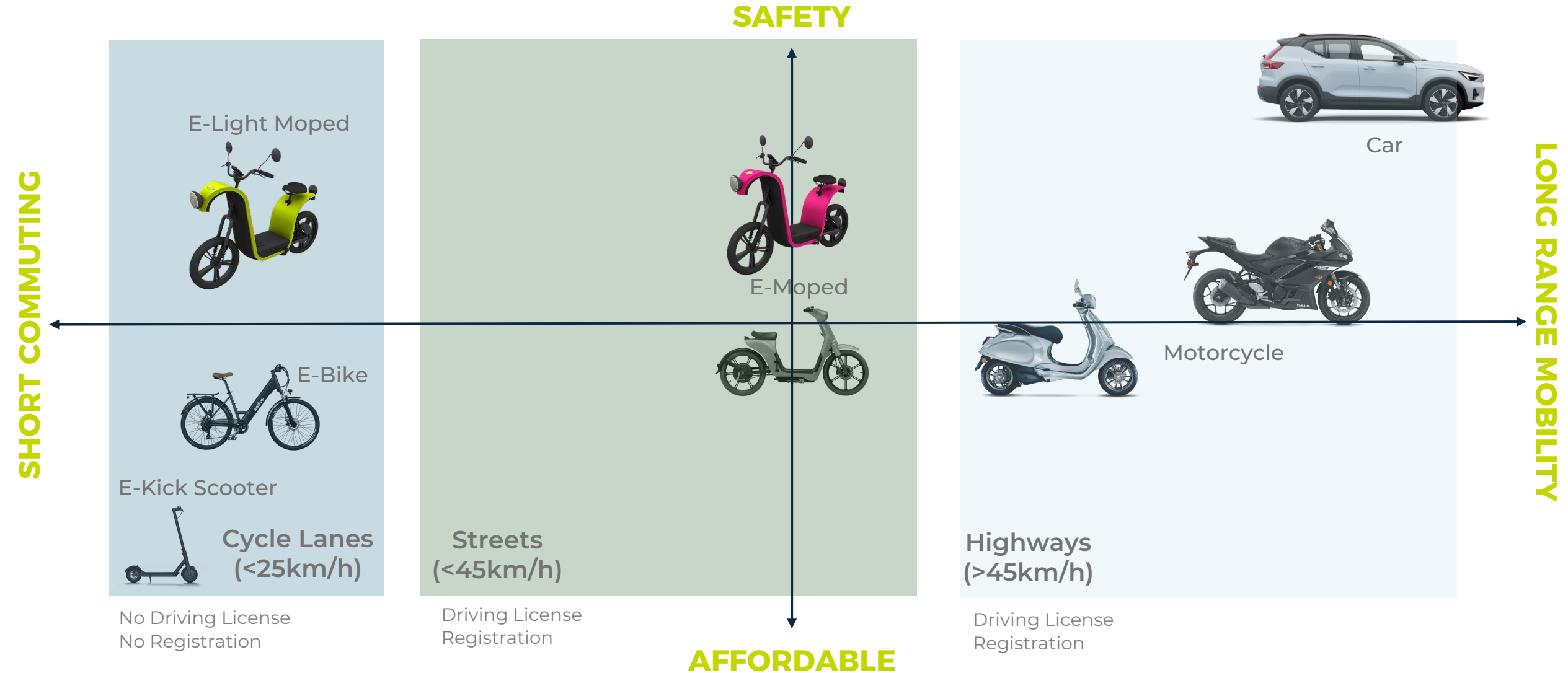
SAFER

THRILL AND FUN

FUNCTIONAL



STRATEGIC FRAMEWORK



STRATEGIC FRAMEWORK

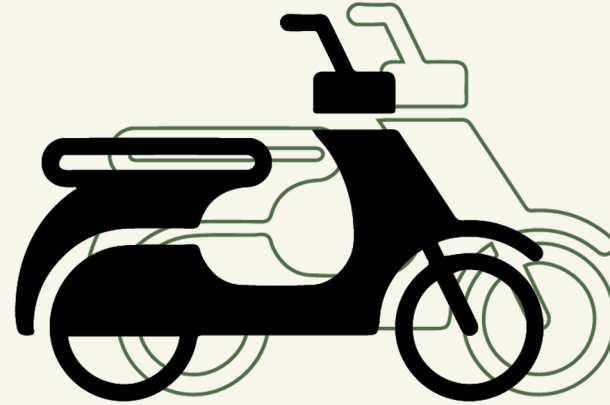
TARGET PROFILE

- Urban people
- People with a sensibility for design and style, and looking for a safe and stable mobility solution
- For preferential use on city trips without worrying about lack of autonomy
- People with environmental, social and financial sustainability concerns
- People looking to arrive at their destination with a “clean” image, effortless, even on short trips in hot cities
- People concerned about vehicle weight
- People who privilege ownership of the vehicle (cleanliness, consistent use, customization).



It's mine!

So much better
than a scooter...

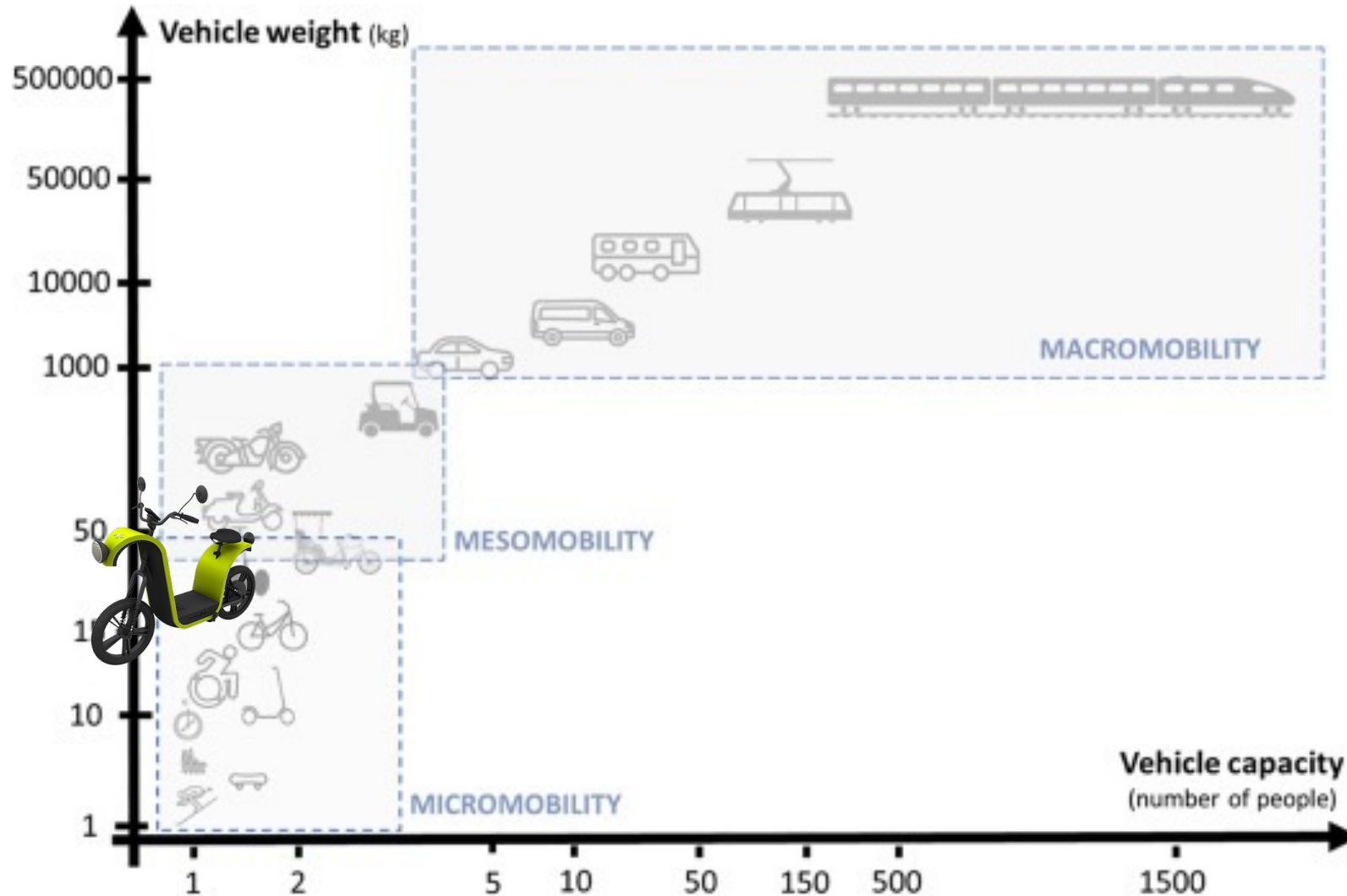


Lighter & stylish
than a motored...

Smother
than an e-bike...

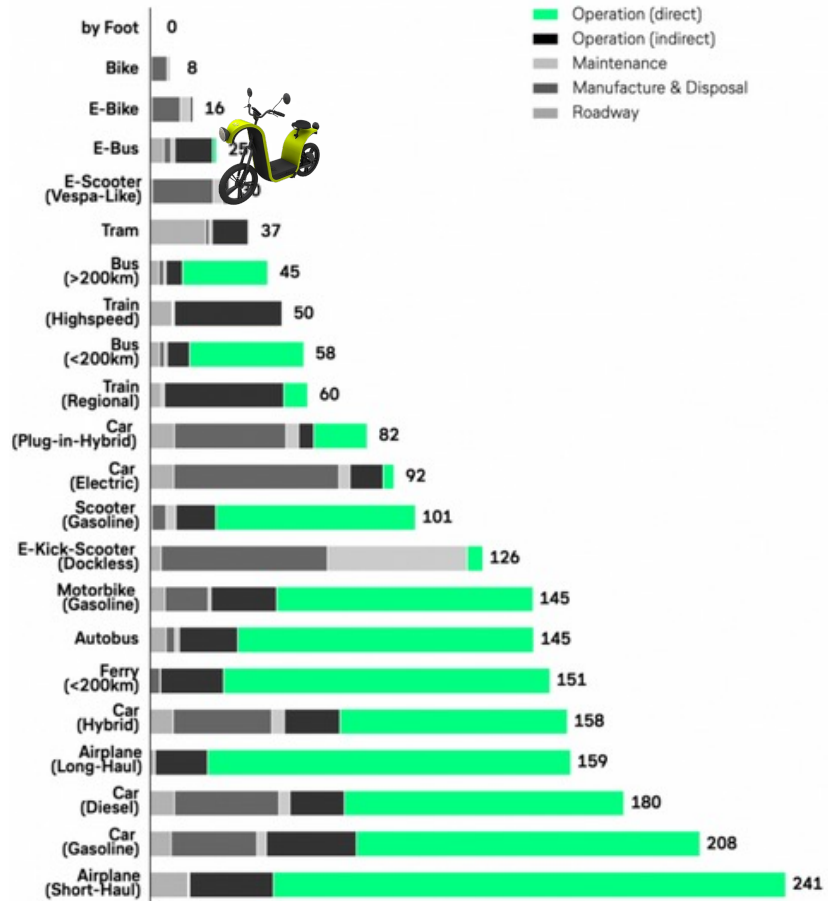


STRATEGIC FRAMEWORK



STRATEGIC FRAMEWORK

AVERAGE CARBON EMISSIONS BY TRANSPORT MODE BROKEN DOWN BY CATEGORY (g per 100km)



Maria Bike fits into a **category of zero-emission micro mobility vehicles**, with great **lightness in transportation and handling**, and with the use of sustainable, **environmentally friendly materials**.

This corresponds to the **market trend in urban mobility**, in line with the trends identified in market studies, which **anticipate the adoption of this type of transportation over the next 5 to 10 years**.

STRATEGIC FRAMEWORK

PURPOSE

Urban life means quality of life, for a more sustainable world.

VISION

Urban individual transportation with available technology that allows fast and simple displacements, accessible and environmentally friendly.

MISSION

To give all urban citizens the opportunity to move in a simple, safe, and accessible way, contributing to the reduction of emissions into the atmosphere in their daily journeys.

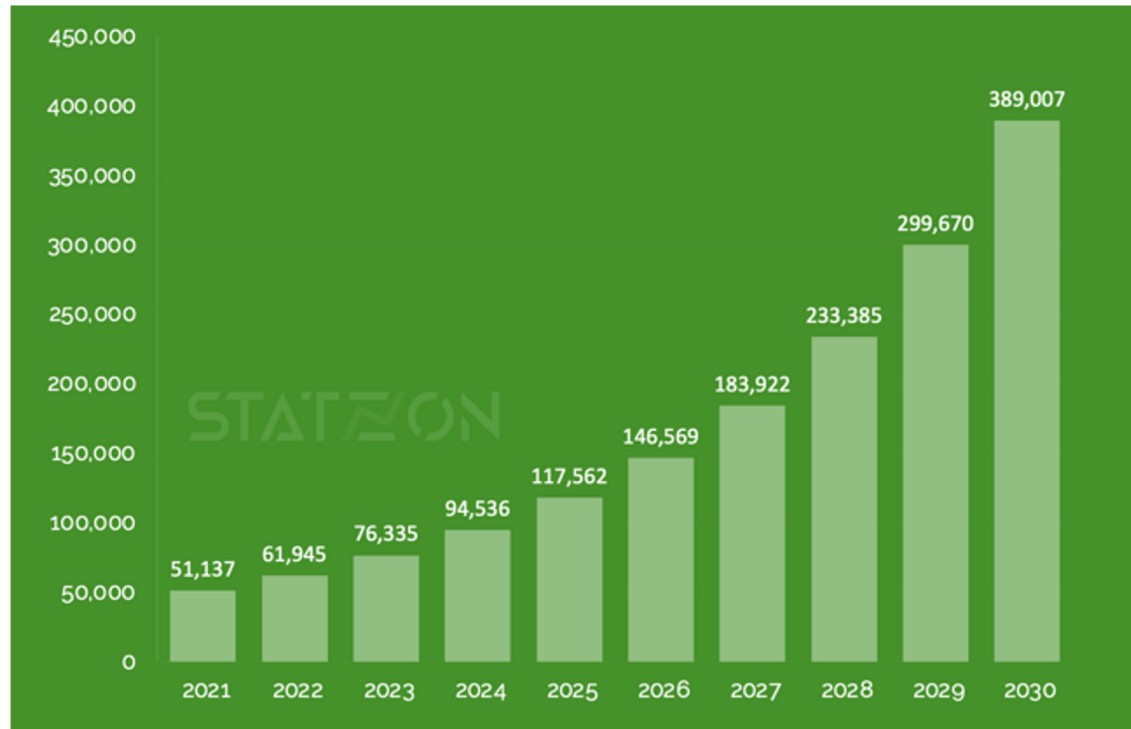
VALUES

Commitment to the environment, priority to scientific and technological development in service of urban mobility.
Respect for the planet and for people.

THE MARKET

THE MARKET

E-Scooter WW Market Value (M USD) 2021-2030



Source: Statzon/ Next Move Strategy Consulting

Asia Pacific has the largest market share (**48,1%**) in the global electric scooter market. The electric scooter market in this region was valued at USD 29.8 Bn in 2022 and is expected to reach USD 162 Bn by 2030 at a CAGR of 23%.

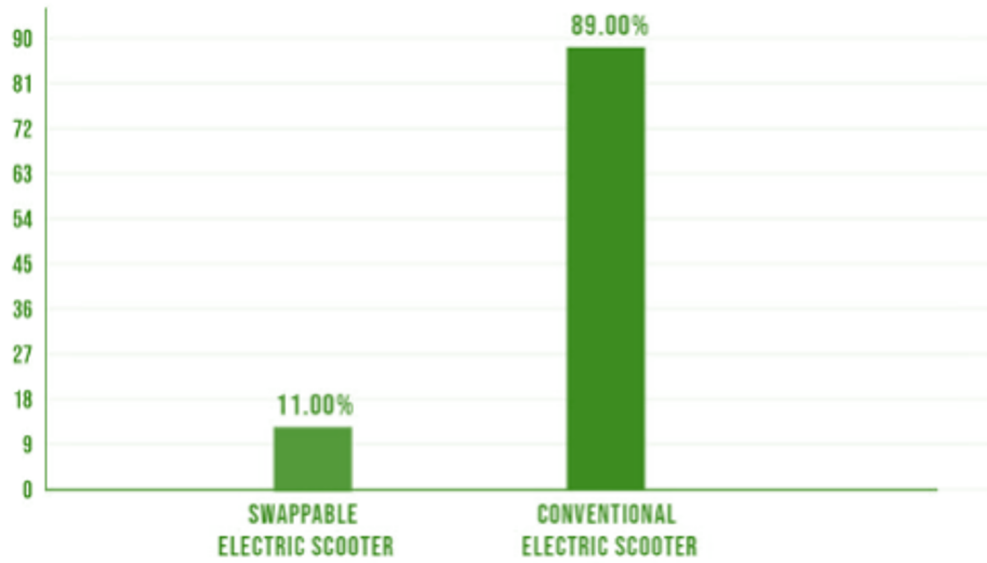
Europe is the second biggest region in the global market (**24,1%**), worth USD 14.9 Bn in 2022.

This region will experience the most robust growth at **30% CAGR** during the forecast period.

By 2030 Europe's market value will hit USD 125 billion, expanding its **market share to 32% by 2030**.

The adoption of electric vehicles remains at the forefront of many European countries' agendas toward **reducing carbon emissions**. Just as the sales of electric cars are soaring in this region, there is also a boom in the sales of electric scooters.

THE MARKET



Source: precedentresearch.com

The better swappable electric scooter segment is expected to increase in market share in the forecast period (up to 2030).

The electric scooter's swappable battery is designed to make it simple for users to pull the battery out to charge, switch it out in the battery change station, or quickly remove and replace the battery pack to inspect the battery's condition.



THE MARKET – Unique Selling Points (USP's)

Market Standard Models



No Differentiation
MotorCycle Approach
Traditional Scooter
Basic Technology



Bold, modern and ergonomic design

Lighter
More Autonomy

Cutting-Edge
Technology App

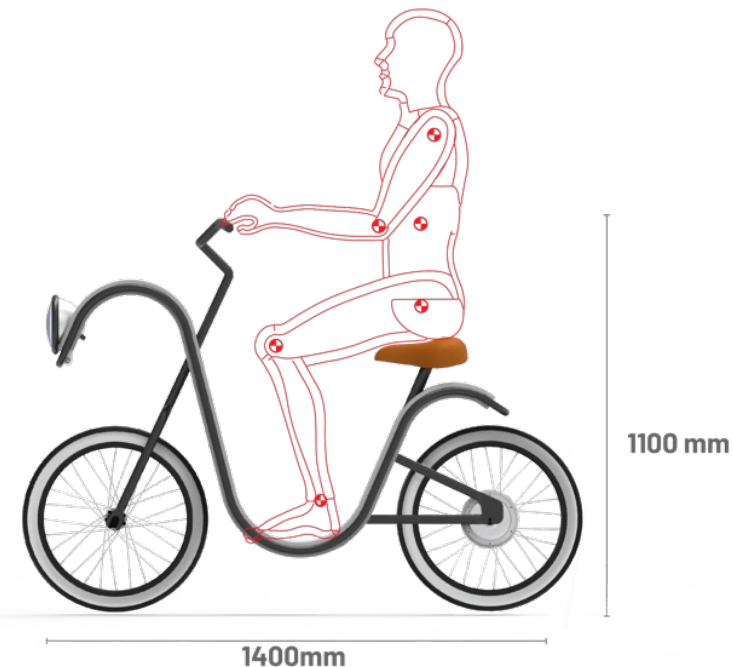
Secure and
Trustworthy

Light Materials with
Sustainable Responsibility

THE MARKET – Unique Selling Points (USP's)



means
DESIGN



THE MARKET – Unique Selling Points (USP's)



means
TRUST



BRAKES

Automatic Brake Tuning System

USABILITY AND PROTECTION

Easy to Drive (even in adverse weather conditions)

ROBUST AND SOLID TYRES

More Stability with Larger and Thicker Tyres

SUSPENSIONS

Adapted to a smoother driving experience

THE MARKET – Unique Selling Points (USP's)



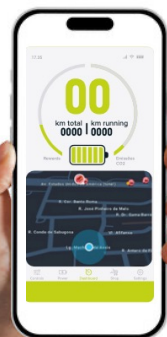
means

TECHNOLOGY



**LCD Display
Enhanced Display Technology**

1. Serial Number
2. Date/Time;
3. Battery Control (charge level);
4. Speeds;
5. Lock/Unlock functionality;
6. Current travel time;
7. Current distance traveled;
8. Battery temperature peaks;



**Bluetooth and IoT Technology
Ultimate App**

THE MARKET – Unique Selling Points (USP's)

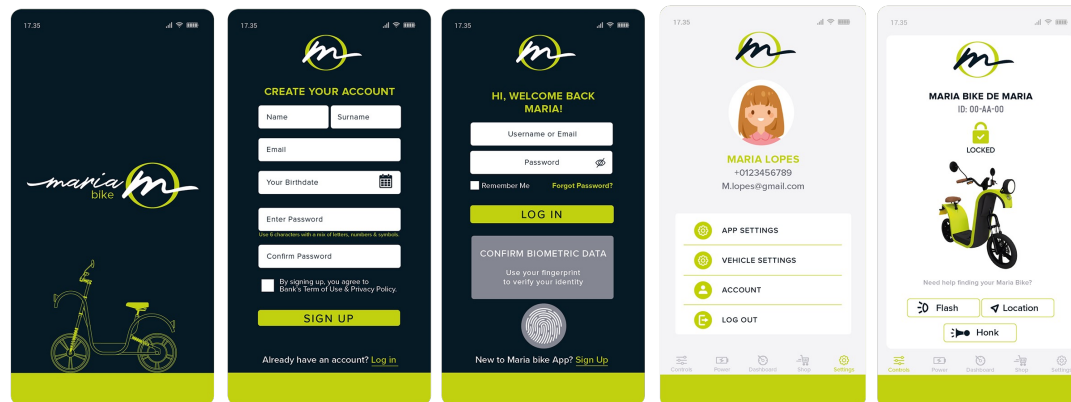


means

**DIGITAL
UX/UI**



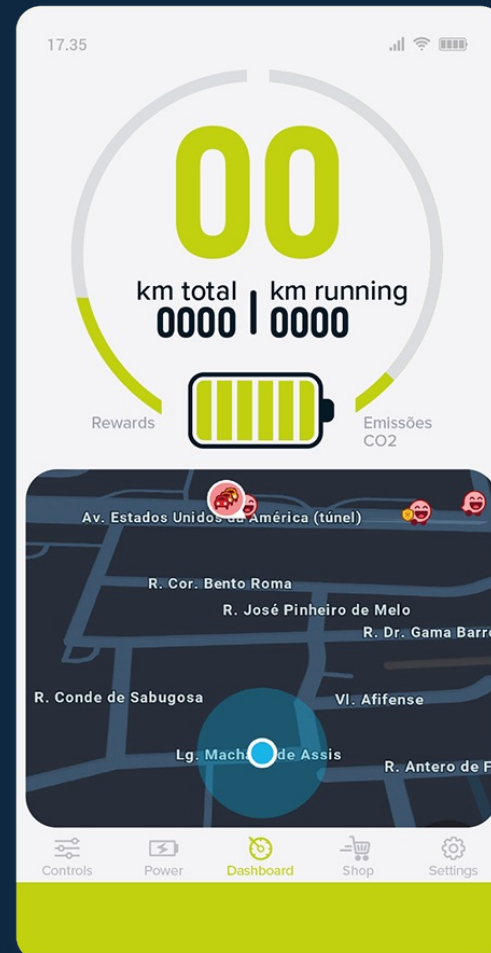
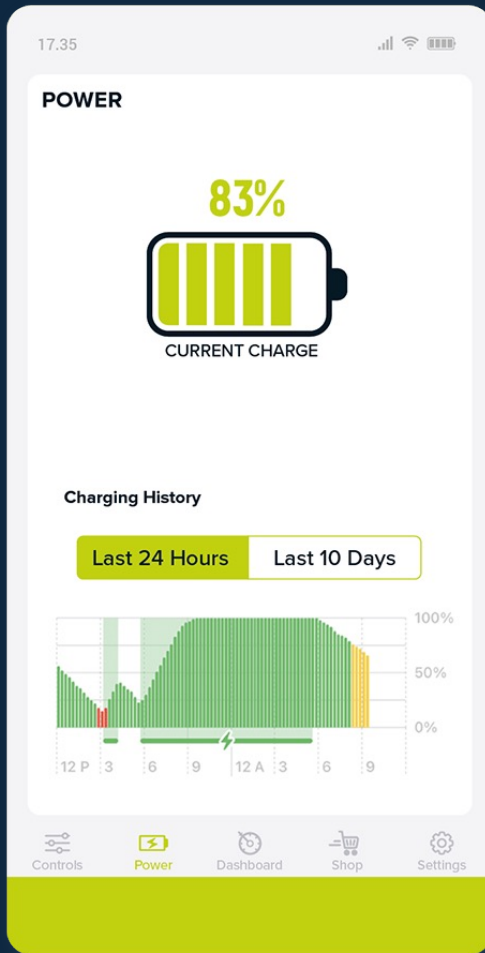
Bluetooth and IoT Technology with Blockchain



Smartphone IOS and Android App, connected to the charging system, speedometer, battery life, and geolocalisation.

APP

SIBS Partner
in Payments



APP that incorporates the calculation of the environmental footprint generating Carbon Credits along the way;

Mobile application as the key to MB;

Connection of the app to the wireless charging system, speedometer, battery life, battery regeneration and geo-localisation;

Connection to the digital world, allows simple and direct online shopping;

Connects with other public space monitoring platforms

Supports MBike Crypto Currency / Environmental Credits. Powered by SIBS (*)

(*) Protocol already signed with SIBS

THE MARKET – Unique Selling Points (USP's)



means

SUSTAINABILITY



Sustainable materials
Development of a new material based on Bio-composite

Circular Economy
50% is currently reusable for new products.

Carbon credit
The mobile app calculates the carbon credit footprint.

THE MARKET – Competitors



Yadea Group Holdings Ltd.
 World's Leading Electric Two-Wheeler Brand
 Anual Sales 2022 = 14 Mn units
 Portugal – Lusomotos, Lda.
 46 revendedores



1.090 Eur – 3.090 Eur
 (in Portugal)



AIMA Technology Group Co. Ltd
 Anual Sales 2022 = 8 Mn units



AIMA DanDan



AIMA X613



AIMA Dream Maker

1.200 Eur – 2.010 Eur
 (in China)



Zhejiang Luyuan Electric Vehicle Co. Ltd.
 Anual Sales 2023 = 2.1 Mn units



1.280 Eur – 2.230 Eur
 (in China)

THE MARKET – Competitors



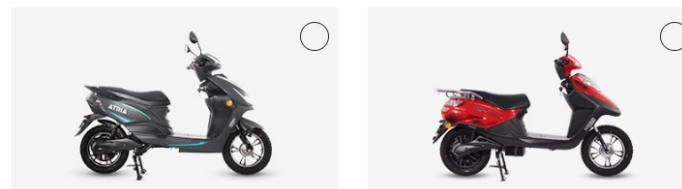
NIU Technologies Inc.
 Listed in NASDAQ:NIU
 Anual Sales 2023 = 1 Mn units
 Portugal – NP Mob, Lda.
 Porto, Lisboa, Leiria, Portimão, Açores



2.299 Eur – 3.999 Eur
 (in Portugal)



HEROELECTRIC
 Hero Electric Ltd.
 Anual Sales 2023 <1 Mn units



1.115 Eur – 1.800 Eur
 (in Índia)



Alan Motors
 Anual Sales 2023 N.A.
 Portugal - Lisboa



1.890 Eur – 2.490 Eur
 (in Portugal)

INNOVATION WITH A PREMIUM PRICE



SUSTAINABILITY

DESIGN

TECHNOLOGY

TRUST

DIGITAL UX/UI



INNOVATION

Premium Price >>> +10-15%

MODELS AND FEATURES

Lm



- Light Moped
- Basic Model
- Usable in Bike Lanes
- First Step in Mbike's User Experience
- Maria Bike App

Mp





- Moped
- Premium Model
- For Open Road
- Requires Driving License
- More Functionality
- For more Advanced Users
- Better Autonomy
- Maria Bike App

Sm



- Sharing Moped
- For Sharing Operators Only
- Usable in Bike Lanes
- More Autonomy
- Premium Batteries
- Hard Drive Brakes
- High Spec'd Suspensions
- GIRA App

THE MARKET – Competitors

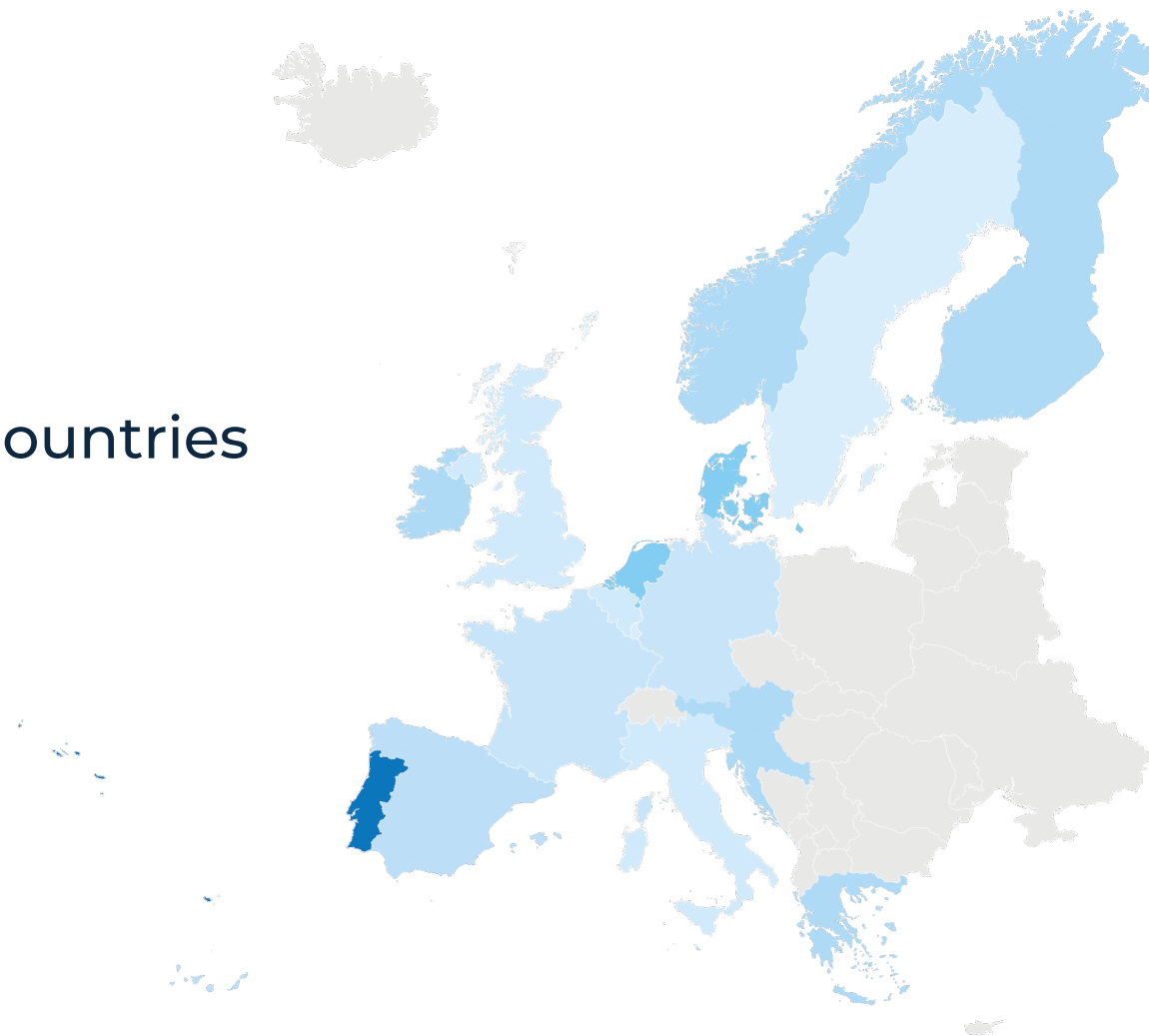
Brand/Model								
	Bee S1	Bee U1	NIU MQI+Sport	NIU UQI GT	YADEA U3	MARIA BIKE Lm	MARIA BIKE Mp	MARIA BIKE Sm
Price	1.890 Eur	2.490 Eur	2.299 Eur*	2.399 Eur*	1.090 Eur*	2.175 Eur	2.860 Eur	2.756 Eur
Motor	350 W	2200 W	1800 W	1500 W	350 W	350 W	1000 W	350 W
Battery	48v 20Ah Lith ion	60v 32Ah Lith ion	60v 31Ah Lith ion	48v 31Ah Lith ion	48v 12Ah Lith ATL	48v 30Ah Lith ion	48v 30Ah Lith ion	48v 30Ah Lith ion
Max. Speed	25 km/h	45 km/h	45 km/h	45 km/h	25 km/h	25 km/h	45 km/h	25 km/h
Autonomy	60 km	60 km	40 km	40 km	40 km	80-100 km	80-100 km	80-100 km
Consumption	N/D	N/D	N/D	N/D	2.0 Kwh/100 km	N/D	N/D	N/D
Max Load	200kg	267kg	269 kg	227 kg	26 L	150kg	150kg	150kg
Time to Full Charge	6-8 H	N/D	7H	7H	6H	6-8 H	6-8 H	6-8 H
Weight	39 kgs	75 kgs	99 kgs	75 kgs	41 kgs	32 kgs	32 kgs	35 kgs
Breaks	Ft and Rear Drum	N/D	N/D	N/D	Ft and Rear Drum	Ft Disk, Rear Drum	Ft Disk, Rear Drum	Ft Disk, Rear Drum
Tires	No cam 90/90-12	No cam 90/90-12	N/D	N/D	2.50-10/2.50-10	Cam 20 inch	Cam 20 inch	Cam 20 inch
Size	1730*695*1280	N/D	1800*740*1130	1910*740*1120	1530*660*1020	1400*260*1100	1400*260*1100	1400*260*1100
Homologation	1 person	1 person	2 persons	2 persons	1 person	1 person	1 person	1 person
Specs / License Requirements	Electric Bike L1e-A No Registration No Driving License Ok Cycle Lanes	Equiv 50cc L1e-B	Equiv 50cc L1e-B *plus license costs 335 Eur	Equiv 50cc L1e-B *plus license costs 335 Eur	Electric Bike L1e-A No Registration No Driving License Ok Cycle Lanes *plus license cost N/D	Electric Bike L1e-A No Registration No Driving License Ok for Cycle Lanes	Equiv 50cc L1e-B	Electric Bike L1e-A No Registration No Driving License Ok for Cycle Lanes

MARKETING PLAN & BUDGET

MARKETING PLAN AND BUDGET

GEOGRAPHIC TARGETS:

- Portugal and Spain
- Western and Central EU Countries
- UK
- Scandinavia



MARKETING PLAN AND BUDGET

DISTRIBUTION STRATEGY

PHYSICAL:

CITY BIKE SHARING OPERATORS >>> GET AGENTS IN THOSE CITIES

CAR AND MOTORCYCLE AGENTS >>> GET AGENTS IN MAIN CITIES



MARKETING PLAN AND BUDGET

DISTRIBUTION STRATEGY - PHYSICAL

E-BIKE SHARING OPERATORS
for



MARIA BIKE
Sm Model



PORTUGAL: 5 CITIES
(Soltrafego – Ignition Partner)

Go to the
Agent...

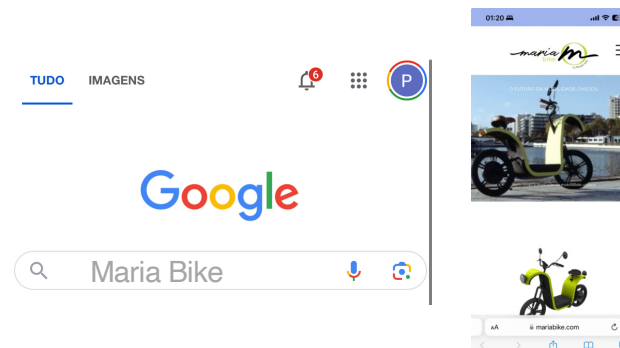


Wow
Look at that!



...Or...

Go
OnLine



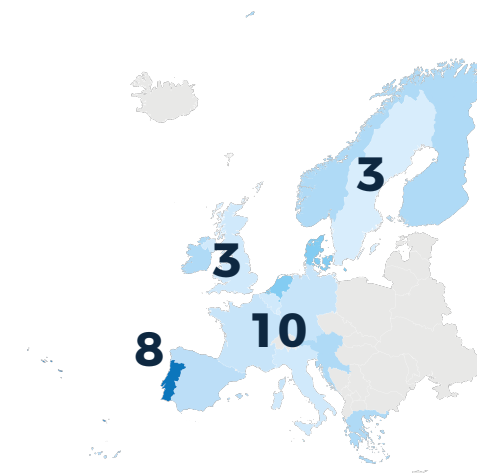
MARKETING PLAN AND BUDGET

DISTRIBUTION STRATEGY - PHYSICAL



# Sharing Ops	Year 0	Year 1	Year 2	Year N
PT – Soltrafego	1	2	5	8
EU – ShareOp	0	0	3	10
UK – ShareOp	0	0	1	3
Scand - ShareOp	0	0	1	3

The goal is to get 1 local agent per sharing operator city (out local ignition partner is the sharing operator):



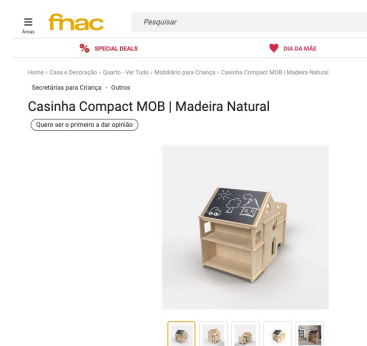
MARKETING PLAN AND BUDGET

DISTRIBUTION STRATEGY - DIGITAL

OnLine
www.mariabike.pt



Market Places



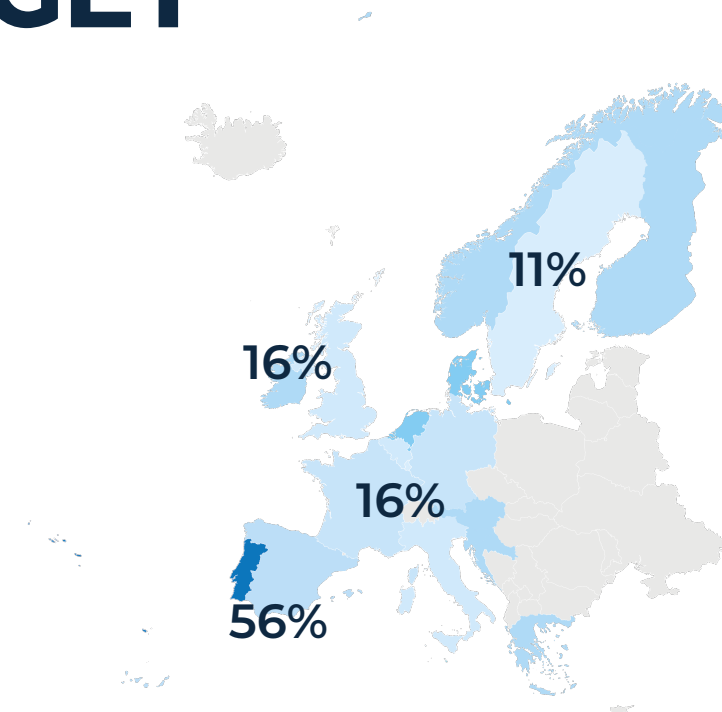
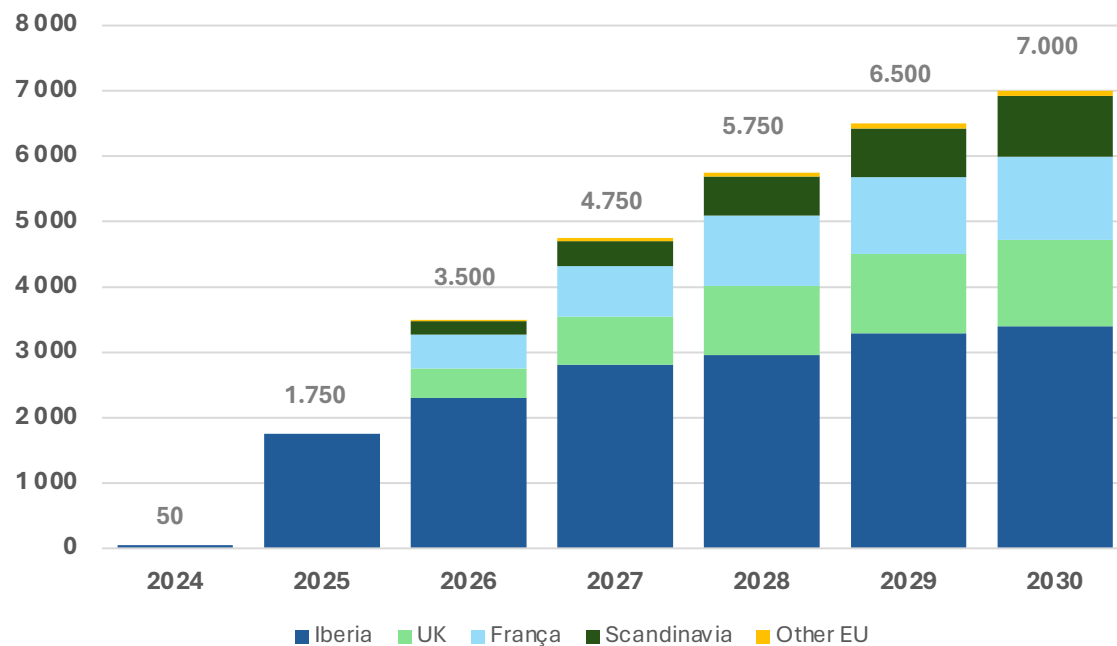
Phygital
Corners
(Corner Malls)



MHS has already experience with market places (e.g. compact mob products)

MARKETING PLAN AND BUDGET

TARGET SALES & DISTRIBUTION



Geographic Targets:

- Portugal and Spain
- Western and Central EU
- UK
- Scandinavia

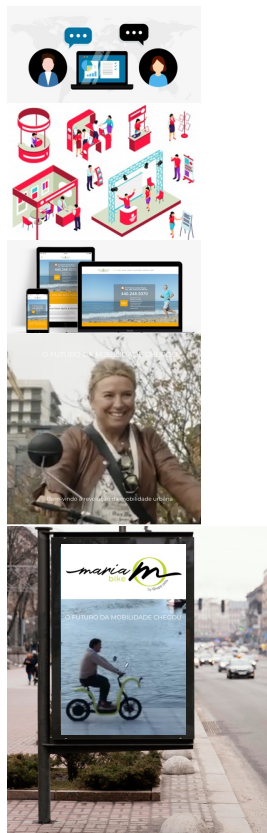
MARKETING PLAN AND BUDGET

DISTRIBUTION STRATEGY

	Year 0 (units)	Year 1 (% tot sales)	Year 2 (% tot sales)	Year N (% tot sales)	Commission (% RRP)
Sharing Operators	50	30%	20%	15%	20%
Agents	0	20%	25%	30%	15%
Online Sales Website	0	10%	10%	10%	0%
Market Places	0	15%	20%	20%	15%
Corner Malls	0	20%	20%	20%	15%
Other	0	5%	5%	5%	10%
TOTAL	50				

MARKETING PLAN AND BUDGET

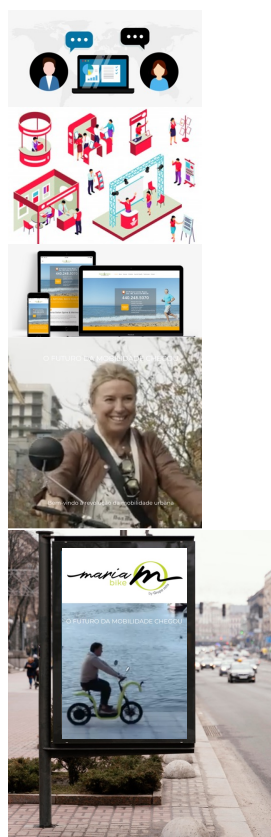
COMMUNICATION



	Pre-Launch	Launch	Awareness	OnGoing
	Year 0	Year 1	Year 2	Year n
PR	+++	++	+	
Events/Fairs	+++	++	+	
Website	++	++	+	+
Social Media	++	++	++	++
Influencers	++	++	+++	++
PoS		++	+++	+++
Outdoor/Mupis		++	+++	+++

MARKETING PLAN AND BUDGET

COMMUNICATION (Eur)



	Pre-Launch	Launch	Awareness	OnGoing
	Year 0	Year 1	Year 2	Year n
PR	18.000	18.000	27.000	
Events/Fairs	40.000	100.000	30.000	
Website/Adwords	5.000	15.000	10.000	
Social Media	10.000	60.000	60.000	
Influencers	15.000	50.000	50.000	
PoS		50.000	100.000	
Outdoor/Mupis		100.000	132.000	
TOTAL	88.000	393.000	409.000	Tgt: 5-8% of Sales Budget



BUSINESS & FINANCIAL PLAN

INCOME STATEMENT

MHSI, Lda

Income Statement

(€ Thousands)

	2023A	Projected							
		2024	2025	2026	2027	2028	2029	2030	
Sales Volume (units)		50,0	1 750,0	3 500,0	4 750,0	5 750,0	6 500,0	7 000,0	
Revenue									
Gross Revenue		130,0	3 796,9	7 637,7	10 636,3	13 133,0	15 142,9	16 633,9	
Cost of Sales		47,6	1 703,4	3 475,0	4 810,4	5 939,6	6 848,6	7 522,9	
Gross Margin		0,0	82,4	2 093,5	4 162,7	5 825,9	7 193,4	8 294,3	9 111,0
S,G & A	196,8	958,3	1 711,7	1 989,4	2 232,0	2 430,1	2 670,9	2 787,1	
EBITDA	(196,8)	(875,9)	381,8	2 173,4	3 593,9	4 763,3	5 623,4	6 323,9	
		-674%	10%	28%	34%	36%	37%	38%	
Depreciation		172,9	461,5	612,2	672,7	793,8	854,4	854,4	
Subsidies		124,5	229,8	280,5	280,5	280,5	280,5	280,5	
EBIT	(196,8)	(924,3)	150,1	1 841,7	3 201,7	4 250,0	5 049,5	5 750,0	
Interest Expense		(0,4)	(18,3)	11,4	(9,9)	(38,1)	(88,0)	(171,5)	
EBT	(196,8)	(923,9)	168,4	1 830,3	3 211,6	4 288,0	5 137,5	5 921,5	
Current Income Taxes		(194,0)	12,4	213,3	674,4	900,5	1 078,9	1 243,5	
Deferred Income Taxes		0,0	23,0	171,0	0,0	0,0	0,0	0,0	
Total Income Taxes	0,0	(194,0)	35,4	384,4	674,4	900,5	1 078,9	1 243,5	
Net Income	(€ 196,8)	(€ 729,9)	€ 133,1	€ 1 445,9	€ 2 537,1	€ 3 387,5	€ 4 058,6	€ 4 678,0	

Margins

Gross Margin		63,4%	55,1%	54,5%	54,8%	54,8%	54,8%	54,8%
EBITDA Margin		(673,8%)	10,1%	28,5%	33,8%	36,3%	37,1%	38,0%
EBIT Margin		(711,0%)	4,0%	24,1%	30,1%	32,4%	33,3%	34,6%
Return on Equity		(23,4%)	3,3%	27,8%	34,0%	32,1%	28,3%	25,0%
NPV	€ 7 064,7	15%						
IRR		133%						

CASH STATEMENT

MHSI, Lda

Cash Flow Statement

(€ Thousands)

	2023A	2024	2025	2026	Projected		2029	2030
					2027	2028		
Operating Activities								
Net Income	(196,8)	(729,9)	133,1	1 445,9	2 537,1	3 387,5	4 058,6	4 678,0
Depreciation & Amortization		172,9	461,5	612,2	672,7	793,8	854,4	854,4
Subsidies		(124,5)	(229,8)	(280,5)	(280,5)	(280,5)	(280,5)	(280,5)
Deferred Income Taxes		(194,0)	23,0	171,0	0,0	0,0	0,0	0,0
Changes in working capital	(49,4)	73,6	(774,3)	(883,7)	(674,3)	(556,9)	(455,1)	(335,4)
Operating Cash Flow	(246,2)	(801,9)	(386,5)	1 064,9	2 255,1	3 344,0	4 177,5	4 916,6
Investing Activities								
CAPEX	(210,1)	(1 930,2)	(2 109,8)	0,0	(847,8)	(847,8)	0,0	0,0
Investing Cash Flow	(210,1)	(1 930,2)	(2 109,8)	0,0	(847,8)	(847,8)	0,0	0,0
Financing Activities								
Revolver Issuance / (Repayment)								
PRR Subsidies Receival / (Repayment)	629,0	1 092,5	1 013,3	0,0	0,0	0,0	0,0	0,0
Common Shares Issuance/ (Buy-Back)	17,8	2 535,0						
Other Changes in Equity	(172,0)							
Financing Cash Flow	474,8	3 627,5	1 013,3	0,0	0,0	0,0	0,0	0,0
Change in the Cash Position	18,4	895,5	(1 483,1)	1 064,9	1 407,3	2 496,2	4 177,5	4 916,6
Beginning Cash	0,0	18,4	913,9	(569,2)	495,7	1 902,9	4 399,2	8 576,6
Ending Cash	18,4	913,9	(569,2)	495,7	1 902,9	4 399,2	8 576,6	13 493,2
		1 086,8	-107,8	1 107,8	2 575,7	5 193,0	9 431,0	14 347,6

WORKING CAPITAL SCHEDULE

RUNNING: BASE SCENARIO

MHSI, Lda

Working Capital Schedule

(€ Thousands)

		2023A	2024	2025	2026	Projected 2027	2028	2029	2030
Days per Year	(days)		366	365	365	365	366	365	365
Income Statement Items									
Gross Revenue	(€ k)		130,0	3 796,9	7 637,7	10 636,3	13 133,0	15 142,9	16 633,9
Cost of Sales	(€ k)		47,6	1 703,4	3 475,0	4 810,4	5 939,6	6 848,6	7 522,9
S,G & A (less Operating Labour)	(€ k)		401,9	693,5	739,5	796,5	862,4	920,3	983,4
Operating Labour	(€ k)		556,4	1 018,2	1 249,8	1 435,5	1 567,7	1 750,6	1 803,7
Days In									
Accounts Receivable	(days)		45,0	45,0	45,0	45,0	45,0	45,0	45,0
Inventories	(days)		150,0	150,0	150,0	150,0	150,0	150,0	150,0
Accounts Payable	(days)		60,0	60,0	60,0	60,0	60,0	60,0	60,0
Other Liabilities	(days)		30,0	30,0	30,0	30,0	30,0	30,0	30,0
Account Balances									
Accounts Receivable	(€ k)		16,0	468,1	941,6	1 311,3	1 614,7	1 866,9	2 050,8
Inventories	(€ k)		19,5	700,0	1 428,1	1 976,9	2 434,3	2 814,5	3 091,6
Accounts Payable	(€ k)	10,2	73,7	394,0	692,8	921,7	1 115,1	1 277,1	1 398,3
Other Liabilities	(€ k)		45,6	83,7	102,7	118,0	128,5	143,9	148,2
Net Working Capital	(€ k)	(10,2)	(83,8)	690,5	1 574,2	2 248,5	2 805,4	3 260,5	3 595,8
Change in Working Capital	(€ k)	€ 10,2	€ 73,6	(€ 774,3)	(€ 883,7)	(€ 674,3)	(€ 556,9)	(€ 455,1)	(€ 335,4)

PRR INVESTMENT PLAN - DETAIL

CAPEX INVESTMENT - PRR

PRR - TOTAL INVESTMENT / REIMBURSEMENT PHASING

PRR - ACTUAL VALUES

	Type	Total Investment			Reimbursement Phasing				PRR - ACTUAL VALUES						
		2023-2024	2025	Total	2023	2024	2025	REIMBURSED	2022	2023	2024	2025	TOTAL	Pending	
60%	IDT - Custos com instrumentos e equipamento	Capex	226,5	323,6	550,0	75,9	60,0	194,1	330,0	0	75,9			75,9	254,1
60%	IDT - Custos com matérias primas e materiais	No	190,4	34,6	225,0	31,1	83,2	20,8	135,0	0	31,1			31,1	104,0
60%	IDT - Custos com patentes	Capex	37,5	37,5	75,0	10,4	12,2	22,5	45,0	0	10,4			10,4	34,7
60%	IDT - Custos com pessoal (Equipa IDT)	Capex	252,8	297,2	550,0	75,9	75,8	178,3	330,0	0	75,9	47,1		123,0	207,0
60%	IDT - Custos com investigação contratual	Capex	343,2	206,8	550,0	75,9	130,0	124,1	330,0	0	75,9			75,9	254,1
60%	IDT New - Custos com promoção e divulgação dos resultados	No	25,0	50,0	75,0	10,4	4,7	30,0	45,0	0	10,4			10,4	34,7
60%	IDT New - Custos com viagens e estadas no estrangeiro	No	18,0	17,0	35,0	4,8	6,0	10,2	21,0	0	4,8			4,8	16,2
50%	IP - Ativos corpóreos	Capex	679,5	1070,5	1750,0	201,2	138,5	535,3	875,0	0	201,2			201,2	673,7
50%	IP - Ativos incorpóreos	Capex	76,6	32,6	109,2	12,6	25,8	16,3	54,6	0	12,6			12,6	42,1
50%	IP - Consultoria	Capex	93,1	69,1	162,3	18,7	27,9	34,6	81,1	0	18,7			18,7	62,5
50%	New IP - Ativos corpóreos	Capex	121,0	40,0	161,0	18,5	42,0	20,0	80,5	0	18,5			18,5	62,0
50%	New IP - Ativos incorpóreos	Capex	100,0	32,5	132,5	15,2	34,8	16,3	66,3	0	15,2			15,2	51,0
50%	New IP - Custos salariais decorrentes da criação de emprego associada	No	250,0	0,0	250,0	28,8	96,3	0,0	125,0	0	28,8			28,8	96,3
60%	DP - Consultoria	No	90,2	90,2	180,5	24,9	29,2	54,1	108,3	0	24,9			24,9	83,4
60%	DP - Deslocações e estadas	No	15,8	19,3	35,0	4,8	4,6	11,6	21,0	0	4,8			4,8	16,2
60%	QI - Participação em feiras e exposições no exterior	No	65,3	79,8	145,0	20,0	19,1	47,9	87,0	0	20,0			20,0	67,0
<i>Não Alocado</i>						0,0	0,0	0,0		0	0	12,6		12,6	-12,6
			2 585	2 401	4 985	629	790	1 316	2 735	0	629	60	0	689	2 046

CAPITAL STRUCTURE - ACTUAL

The current structure is composed by the Management Team

Current Shareholder Structure 2023

MHSI - Publicidade, Lda		509709494	
Participantes	NIF	Quota	%
Atlantic Cumplicity, Unip. Lda	515 977 993	16 020,00	90%
MHS	502 087 196	1 780,00	10%
		17 800,00	100%

Shareholder Structure - Pending Registrations N +1

MHSI - Publicidade, Lda		509709494	
Participantes	NIF	Quota	%
Atlantic Cumplicity, Unip. Lda	515 977 993	44 170,61	39%
MHS	502 087 196	64 106,41	56%
ESG	517 674 610	5 698,79	5%
		113 975,80	100%

SPV:

MHSI, Lda

NIF 509 709 494

Factory Hub - Estrada Nacional nº 228 19, Covais 3360-312 Travanca do Mondego

INVESTMENT & FINANCING STRUCTURE

Total Investment	5 385 468,50
I&T	2 420 468,50
Inv. Produtivo	2 565 000,00
Other Work Cap Needs	400 000,00

Investment Source

PRR	2 734 781,10	51%
I&T	1 452 281,10	60%
Inv. Produtivo	1 282 500,00	50%

Equity	5 385 556,90	100%
Management Team / Founders	2 865 556,90	53,2%
		0,0%
Venture Capital	1 600 000,00	29,7%
Private Equity	920 000,00	17,1%

Total Equity	5 385 556,90
---------------------	---------------------

Equity	4%	190 775,80
Management Team / Founders	68,5%	130 775,80
Venture Capital	5,2%	10 000,00
Private Equity	26,2%	50 000,00

Other Instruments	51%	2 734 781,10
--------------------------	------------	---------------------

Financing		
Fin. Short term	0,0%	0,00
PRR Line	58,1%	2 734 781,10
Subsidies and Incentives	0,0%	0,00
Bonds		
1 ^a Issue	0,0%	0,00

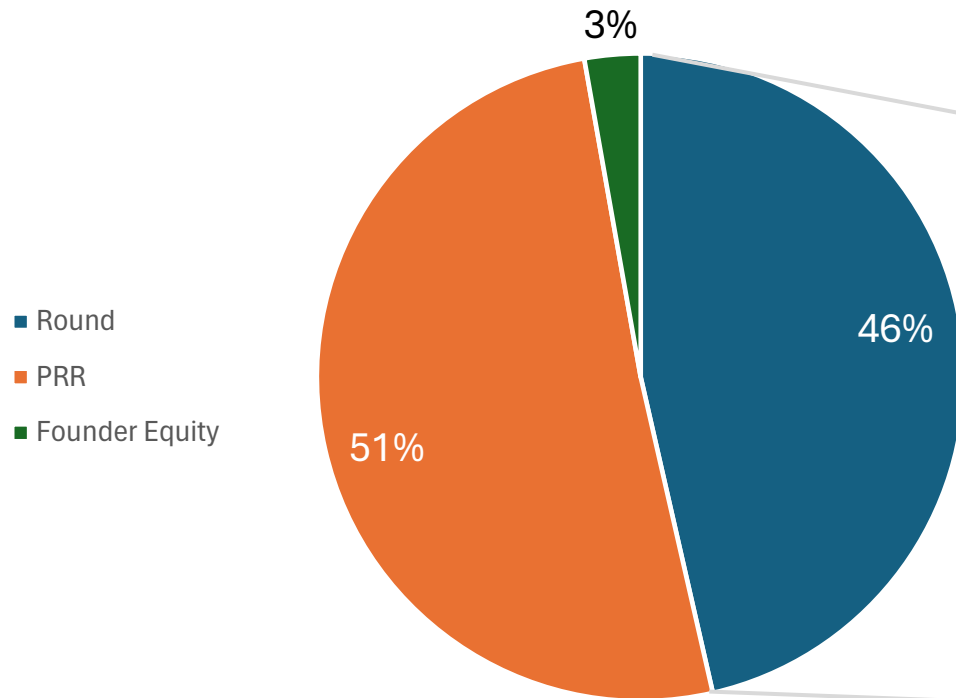
Other Capital Instruments / Securities	2 460 000,00
Venture Capital	1 590 000,00
Private Equity	870 000,00
Total	5 385 556,90

FUND RAISING / 1ST SEED ROUND

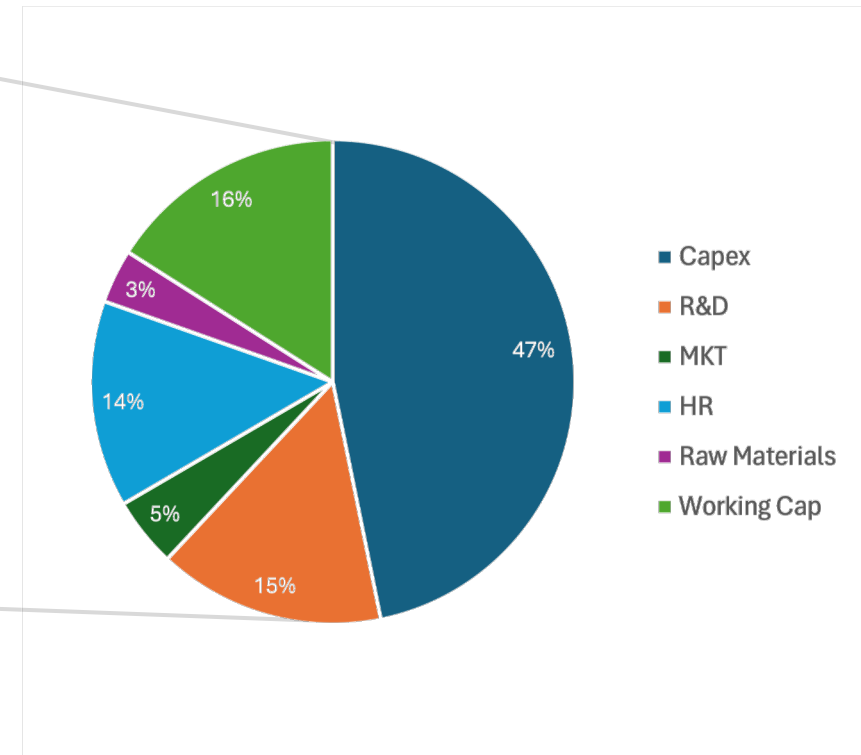
	Total Equity		Capital		Other Capital	
	2 520 000,00	100%	190 775,80	100%	2 460 000,00	100%
Management Team / Founders	0,00		130 775,80			
Venture Capital	1 600 000,00	63%	10 000,00	5%	1 590 000,00	65%
Private Equity	920 000,00	37%	50 000,00	26%	870 000,00	35%

Note: TERM SHEET CONDITIONS - A & B SERIES – to be defined

2,52M€ for 20% of Equity



Total Investment: 5,39M€



Seed Round: 2,52M€

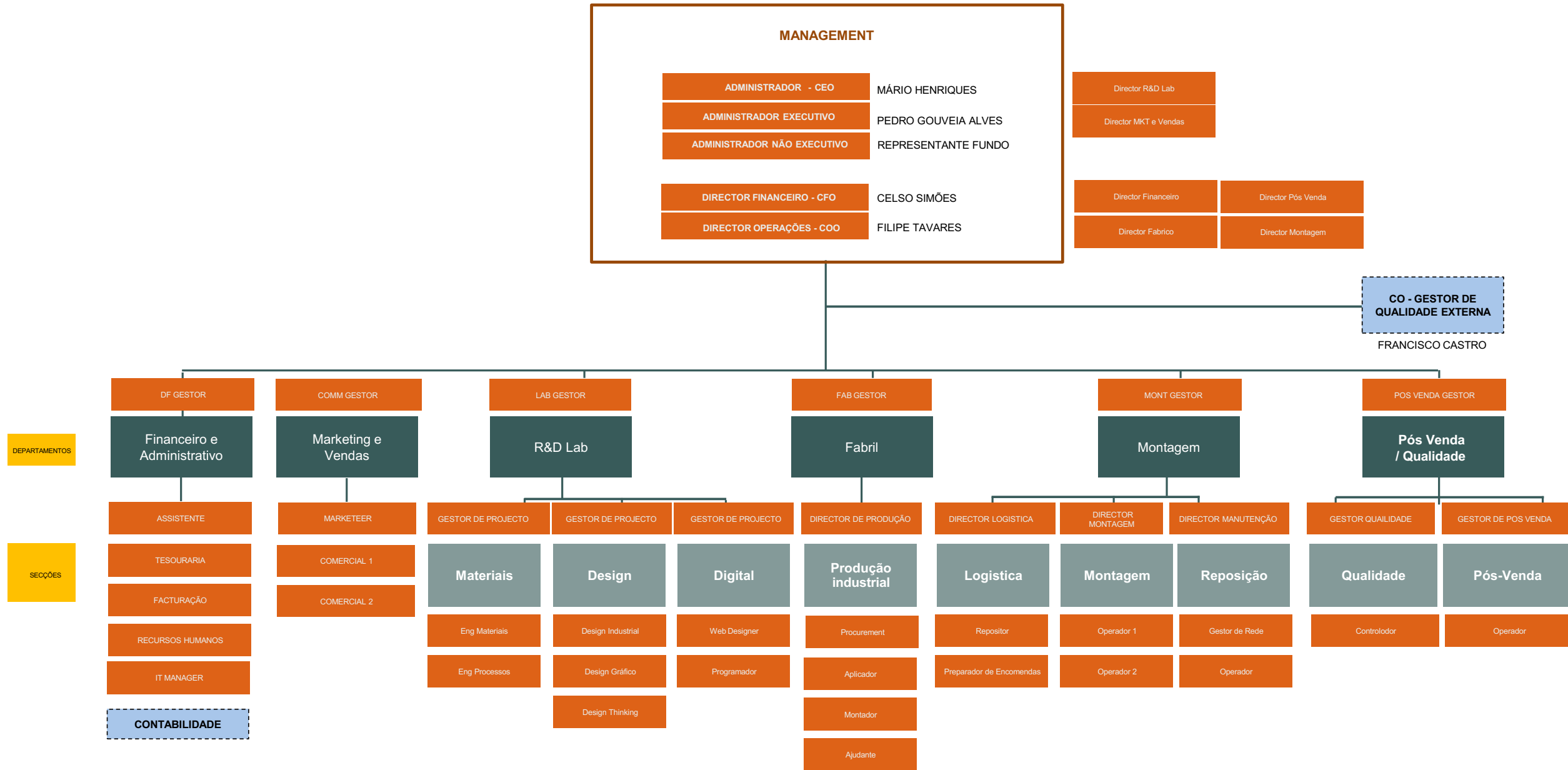
FUTURE SHAREHOLDER STRUCTURE

Future Shareholder Structure		N +2	
MHSI, Lda	509 709 494		
Participantes	NIF	Quota	%
Atlantic Cumplicity, Unip. Lda	515 977 993	60 970,61	32,0%
MHS	502 087 196	64 106,41	33,6%
ESG	517 674 610	5 698,79	3,0%
Venture Capital		10 000,00	5,2%
Private Equity		50 000,00	26,2%
		190 775,80	100%
Other Capital Instruments		2 460 000,00	100,0%
Atlantic Cumplicity, Unip. Lda		0,00	0,0%
MHS		0,00	0,0%
ESG		0,00	0,0%
Venture Capital		1 590 000,00	64,6%
Private Equity		870 000,00	35,4%



ORGANIZATIONAL STRUCTURE

ORGANIZATIONAL STRUCTURE



TEAM'S BLURBS

MARIO HENRIQUES

Age: 46, Born and Resident in Lisboa, Portugal

Mobile: +351 918 700 744 E-Mail: mj.henriques@mhs.pt

LinkedIn: <https://www.linkedin.com/in/mariojshenriques>



Mario graduated in architecture from Universidade Lusiada and Università di Firenze in 2002, a master's degree in urban planning in 2006 from UPC, Barcelona and, for several years, was an external researcher at the Lusiada University of Lisbon.

Mario has also a post degree in Leadership and Management at ISEG, 2009.

From 2004 till 2006, Mario worked in studios of architecture at Barcelona and from 2007 started working full time in Grupo MHS leading his own projects: from conceptual design to production and construction managing to product management, in different markets and different brands, as the director of Innovation and new projects. During that period, Mario created and helped develop brands such as Grupo MHS, Se7e Life Design, CompactMob and MarketStore.com, creating new services and new product solutions which were truly differentiators in its own markets.

Mario was founding partner of Metric Hand System, an architectural design company in 2008 and of MHSi, Mobility and New urban products company with Maria Bike's project.

PEDRO GOUVEIA ALVES

Age: 54, Married, Born and Resident in Lisboa, Portugal

Mobile: +351 962 853 971 E-Mail: pedro.gouveia.alves@gmail.com LinkedIn: <https://pt.linkedin.com/in/pedro-alves-esg>



Pedro has a career as a manager in the financial sector, c-level, with over three decades of experience in strategic marketing, operational marketing, planning, and management control. Strongly oriented towards goal formulation and achieving results. Leader of multidisciplinary teams, focusing on empowering people and developing skills aimed at generating value for organizations. Several articles published in the domains of strategic management, marketing, and personal development skills.

Experience in developing and mentoring entrepreneurs and SME managers in different sectors of activity. Great diagnostic and strategic formulation capacity for the development and growth of business companies.

Degree in economics (Catholic University of Lisbon), master's in marketing (ISG, Lisbon), and master's in finance (ISCTE, Lisbon) with specializations in strategy (INSEAD, Fontainebleau), corporate governance (INSEAD, Lisbon), sustainability applied to the strategic formulation of companies (Harvard Business School), and sustainable investment (Harvard Business School).

Consultant in different business projects, leading strategic management, and sustainability consulting work in various companies.

TEAM'S BLURBS

DRAFT CFO

CELSO SIMÕES

Age:, Born and Resident in, Portugal

Mobile: E-Mail:

LinkedIn: <https://pt.linkedin.com/in/...>

- **Bachelor Degree in Economics with a flexibility, strategic thinking in a fast-paced environment**

- **Skills**

- Communication
- Decision-making
- Leadership
- Management
- Problem-solving
- Time management
- Data skills

- **Main Tasks & Responsibilities**

- Financial Reporting
- Maximize profits while mitigating financial risks and losses.
- Manage investment portfolios and conducting audits.
- Support expansion by raising capital or taking a private company public.
- Develop financial strategies for mergers or acquisitions.
- Analyse market trends and generating economic forecasts.
- Ensuring compliance with laws and regulating agencies.
- Recording of company-wide transactions.
- Reporting on expenditure and projections.

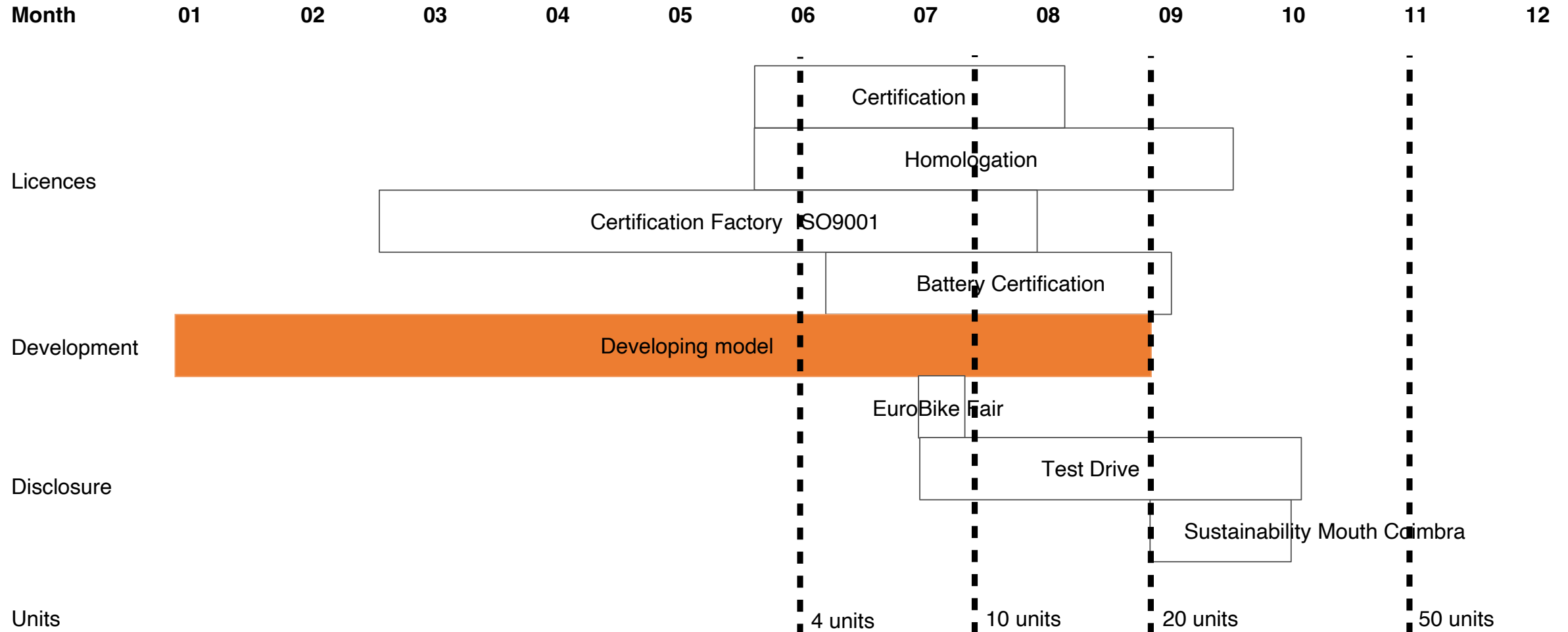
- **Deepen Your Understanding of Financial Technologies:** Invest time in learning about emerging financial technologies, such as blockchain, AI in financial analysis, and advanced data analytics tools, to drive efficiency and provide strategic insights.
- **Master Regulatory Compliance and Risk Management:** Stay abreast of global financial regulations and enhance your risk management strategies to protect and optimize your company's financial health.
- **Develop Strategic Leadership Skills:** Attend leadership development programs or executive education courses to refine your ability to guide cross-functional teams and influence company-wide decisions.
- **Expand Your Expertise in Sustainable Finance:** Understand the principles of ESG (Environmental, Social, Governance) investing and reporting to align your company's financial strategies with sustainable practices.
- **Strengthen Your Data-Driven Decision-Making:** Utilize advanced data analysis courses and tools to interpret complex financial data and make informed strategic decisions.
- **Network with Industry Leaders and Peers:** Join CFO forums, roundtables, and professional associations to exchange insights, trends, and best practices in financial leadership.
- **Embrace Continuous Learning:** Dedicate time to read the latest financial literature, research papers, and case studies to keep your knowledge current and comprehensive.
- **Focus on Communication and Negotiation Skills:** Enhance your ability to communicate complex financial concepts to stakeholders and negotiate effectively by participating in specialized workshops or training.
- **Adopt a Global Financial Perspective:** Gain a deeper understanding of international finance and currency management, particularly if your company operates on a global scale.
- **Invest in Personal Development:** Seek executive coaching or mentorship to gain personalized feedback and develop a well-rounded approach to your leadership style and financial management.

PROJECT ACHIEVEMENTS

05 2024

Product launch

In the Portuguese market using an internet platform in the second half of the year;



ANNEXES

1. Annex I – Certifications
2. Annex II – Company ID and Financial Statements
3. Annex III – Financials 2023
4. Annex IV – Non-Debt Certificates
5. Annex V – PRR Investment Plan
6. Annex VI – SIFIDE Submission
7. Annex VII – The Plant

ANNEX I – Certifications



- Certificado Portugal - IMT



- Certificação Espanha - IDIADA

- Homologação - IDIADA



- Declaração de Idoneidade da ANI / Certificado ANI



- Incentivo pela introdução no Consumos de veículos de emissões Nulas (VEN2023)



- Certificação para Fundo Ambiental

Ongoing

Pending

ANNEX II – Company ID and Financial Statements

Elementos de Identificação

- Identificação do Promotor
- RCBE
- Certidão Permanente Actual
- Estatutos e Parassocial **To be Validated**

Elementos 2022

- Modelo 22 e IES
- Balancete Analítico a 31.12.2022

Elementos 2023

- Balancete Analítico a 31.12.2023
- Balanço e DR – Fecho
- Declarações de não divida AT e SS

ANNEX III – Financials 2023

MHSI - PUBLICIDADE, LDA

DEMONSTRAÇÃO INDIVIDUAL DOS RESULTADOS POR NATUREZAS

Período findo em 31 de Dezembro de 2023 (Modelo ME)

RUBRICAS	Montantes expressos em EURO	
	PERÍODOS	
	2023	2022
RENDIMENTOS E GASTOS		
Vendas e serviços prestados		
Subsídios	266 010,49	
Fornecimentos e serviços externos	(146 529,67)	(94 065,42)
Gastos com o pessoal	(145 548,02)	
Outros rendimentos e ganhos		104,50
Outros gastos	(28 776,95)	(,22)
Resultados antes de depreciações, gastos de financiamento e impostos	(54 844,15)	(93 961,14)
Gastos/reversões de depreciação e de amortização	(13 199,41)	
Resultado operacional (antes de gastos de financiamento e impostos)	(68 043,56)	(93 961,14)
Juros e gastos similares suportados	(398,83)	
Resultado antes de impostos	(68 442,39)	(93 961,14)
Imposto sobre o rendimento do período		
Resultado líquido do período	(68 442,39)	(93 961,14)

A Gerência

O Contabilista Certificado


MHSI - PUBLICIDADE, LDA

BALANÇO INDIVIDUAL EM 31 DE DEZEMBRO DE 2023 (Modelo ME)



RUBRICAS	Montantes expressos em EURO	
	DATAS	
	31-12-2023	31-12-2022
ATIVO		
Activo não corrente:		
Activos fixos tangíveis.....	106 084,20	
Activos fixos intangíveis.....	93 960,55	
	200 044,75	
Activo corrente:		
Clientes.....		21 997,69
Estado e outros entes públicos.....	64 825,44	
Outros créditos a receber		
Diferimentos.....		
Outros Ativos correntes	5 870,40	8 137,27
Caixa e depósitos bancários.....	18 421,87	1 098,76
	89 117,71	31 233,72
Total do Ativo	289 162,46	31 233,72
CAPITAL PRÓPRIO E PASSIVO		
Capital próprio:		
Capital subscrito.....	17 800,00	17 800,00
Outros instrumentos de capital próprio.....	65 400,00	4 000,00
Resultados transitados.....	(104 318,12)	(10 356,98)
Outras variações no capital próprio.....	362 989,16	
	341 871,04	11 443,02
Resultado líquido do período.....	(68 442,39)	(93 961,14)
Total do capital próprio	273 428,65	(82 518,12)
Passivo		
Passivo não corrente:		
Passivo corrente:		
Fornecedores.....	9 518,55	112 661,84
Estado e outros entes públicos.....	5 446,12	
Outras dívidas a pagar	769,14	1 090,00
	15 733,81	113 751,84
Total do passivo	15 733,81	113 751,84
Total do Capital Próprio e do Passivo	289 162,46	31 233,72

ANNEX IV – Non-Debt Certificates



AT
autoridade
tributária e aduaneira

Serviço de Finanças de PENACOVA - [0825]

CERTIDÃO

Vitor Carlos da Silva Simões Figueiredo, Chefe de Finanças, a exercer funções no Serviço de Finanças de PENACOVA.

CERTIFICA, face aos elementos disponíveis no sistema informático da Autoridade Tributária e Aduaneira (AT), que o(a) contribuinte abaixo indicado(a) tem a sua situação tributária regularizada, nos termos do artigo 177º-A e/ou nºs 5 e 12 do artigo 169º, ambos do Código de Procedimento e de Processo Tributário (CPPT).


A presente certidão é válida por três meses e não constitui documento de quitação, nos termos dos nºs 4 e 6 do artigo 24º CPPT, respetivamente.

Por ser verdade e por ter sido solicitada, emite-se a presente certidão 10 de Maio de 2024.

IDENTIFICAÇÃO
NOME: MHSI - PUBLICIDADE LDA
NIF: 509709494

Elementos para validação
Nº Contribuinte: 509709494
Cód. Validação: OMLNCNXPJUI



O Chefe de Finanças,



(Vitor Carlos da Silva Simões Figueiredo)

Para validar esta certidão acesse ao site www.portaldasfinancas.gov.pt, seleccione a opção "Validação Doc." e introduza o nº de contribuinte e código de validação acima mencionados. Verifique que o documento obtido corresponde a esta certidão.

SEFMP041_W12

DECLARAÇÃO

Nome da entidade contribuinte MHSI - PUBLICIDADE LDA

Firma/Denominação MHSI - PUBLICIDADE LDA

N.º de Identificação de Segurança Social 25097094944

N.º de Identificação Fiscal 509709494

N.º da Declaração 036847628ASCD24

Data de emissão 2024-05-10

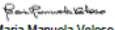
MHSI - PUBLICIDADE LDA
COVAIS TRAVANCA DO MONDEGO
TRAVANCA DO MONDEGO
3360-312 TRAVANCA DO MONDEGO

Declaramos, que a entidade acima identificada tem a situação contributiva regularizada perante a Segurança Social.

Esta declaração não constitui comprovativo de pagamento de contribuições, nem de outros valores e diz respeito à situação contributiva apurada até à data de emissão, não prejudicando o posterior apuramento de dívidas.

A declaração é válida pelo prazo de 4 meses, contado a partir da data de emissão.

A Diretora de Segurança Social



Maria Manuela Veloso


Elementos para verificação da autenticidade da declaração:
Número de Identificação - 25097094944
Código de Verificação - SCN3NA2957H58H5

Para verificar a autenticidade desta declaração acesse a Segurança Social Direta, no menu "CONTÁ, CORRENTE-SITUAÇÃO CONTRIBUTIVA" e introduza o Número de Identificação e o Código de Verificação acima indicados. Verifique se o documento obtido corresponde a esta declaração.

Artigo 208.º do Código dos Regimes Contributivos, aprovado pela Lei n.º 110/2019, de 16 de setembro na sua versão atualizada

N.ºs 1 e 3 do artigo 82.º do Decreto Regulamentar n.º 1-A/2011, de 3 de janeiro, na sua versão atualizada

Artigo 04.º do Decreto Regulamentar n.º 1-A/2011, de 3 de janeiro, na sua versão atualizada



Mod. GC1/2022 - D/988

CENTRO DISTRITAL DE COIMBRA • RUA ABEL DIAS URBANO, N.º 2 - R/C - 3004-519 COIMBRA
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ANNEX V – PRR Investment Plan

Mapa de financiamento
Cobeneficiário

Rubrica	Valor 2022	Valor 2023	Valor 2024	Valor 2025	Total
Capitais próprios	-	1 052 921,05	830 676,59	367 089,73	2 250 687,37
Capital		1 052 921,05	830 676,59	367 089,73	2 250 687,37
Prestações Suplementares de Capital					
Autofinanciamento					-
Financiamentos	198 141,12	1 125 927,96	1 021 874,26	388 837,78	2 734 781,12
Financiamento de Instituições de Crédito					-
Empréstimos por Obrigações					-
Financiamento de Sócios/Acionistas	-	-	-	-	-
Suprimentos Consolidados					-
Outras dívidas a Sócios/Acionistas					-
Fornecedores de Investimentos					-
Locação Financeira					-
Apoio	198 141,12	1 125 927,96	1 021 874,26	388 837,78	2 734 781,12
Não reembolsável (INR)	198 141,12	1 125 927,96	1 021 874,26	388 837,78	2 734 781,12
Outros					-
Financiamento Total	198 141,12	2 178 849,01	1 852 550,85	755 927,51	4 985 468,49
Investimento total	198 141,12	2 178 849,01	1 852 550,85	755 927,51	4 985 468,49



Maria Jany Soares
2022.09.12

ANNEX VI – SIFIDE Submission



Reconhecimento da Idoneidade em matéria de Investigação e desenvolvimento

Submetida em: 2024-05-09

Submetida por: **Mário Sousa Henriques**

A. Caracterização Geral da Empresa

Marca/Nome Comercial
MHSi

Morada
Estrada Nacional N228, 19 - Covais

Código Postal **Localidade**
3603-312 Penacova

Denominação Social
MHSi - Publicidade Ida

**Início de
Atividade**
2011-01-01

Atividade Principal
Fabricação, montagem, transformação e reconstrução de
motociclos, triciclos com motor, ciclomotores e
velocipedes com motor auxiliar, de velocipedes, triciclos
de carga.

CAE
Fabricação de motociclos

NIPC **NISS**
509709494 25097094944

Domínio ENEI
Tecnologias de Produção e
Indústria de Produto

Telefone **Email**
918700744 mj.henriques@mhs.pt

Responsável pela Empresa

Nome Mário Sousa Henriques

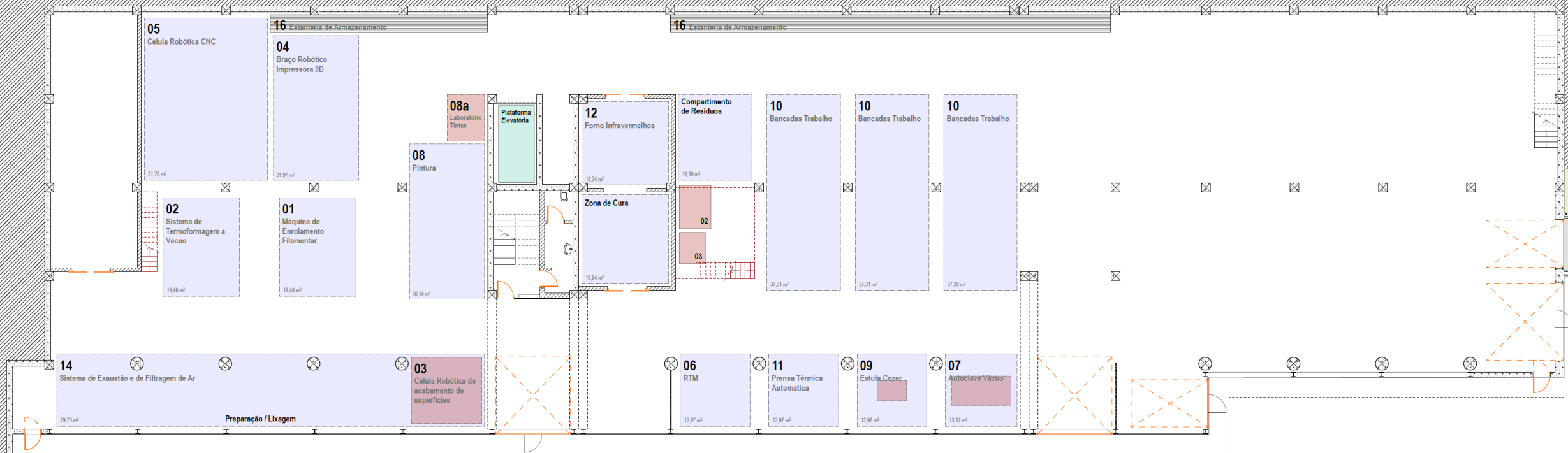
Email mj.henriques@mhs.pt

Telemóvel 918700744

Capital Acionista

Nº de Contribuinte	Nome ou Entidade	Nacionalidade	% do Capital	Volume de Negócios	Nº de Trabalhadores
515977993	Atlantic Cumplicity	Portugal	90,00 %	0,00 €	0
502087196	MHS, Lda	Portugal	10,00 %	900.000,00 €	10

ANNEX VII – The Plant



// EQUIPAMENTOS

Piso -2

- 01 Máquina de Enrolamento Filamentar
- 02 Sistema de Termoformagem a Vácuo
- 03 Célula Robótica de Acabamento de Superfícies
- 04 Braço Robótico / Impressora 3D
- 05 Célula Robótica CNC
- 06 RTM
- 07 Autoclave Vácuo
- 08 Sistema de Cabine de Pintura
- 08a Laboratório de Tintas
- 09 Estufa de Cozer
- 10 Bancadas de Trabalho
- 11 Prensa Térmica Automática
- 12 Forno Infravermelhos

Piso -1

- 13 Compressor / Secador de Ar
- 14 Sistema de Exaustão e de Filtragem de Ar
- 15 Laboratório / Sala Limpa / Armazenamento Frio

Piso 0

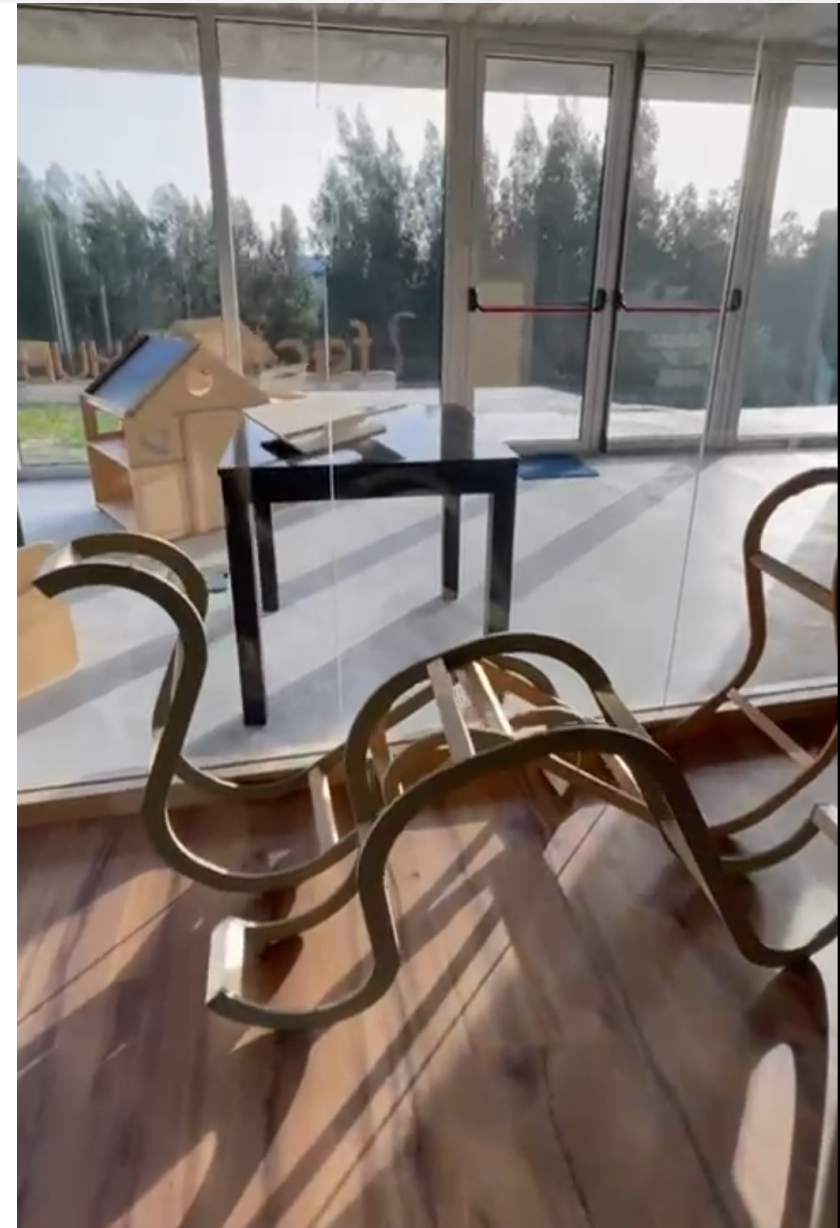
- 16 Estanteria de Armazenamento
- 17 Sistema de Linha de Montagem
- 18 Paletizadora Robótica

PLANTA DO PISO -2
ESCALA 1:100

ANNEX VII – The Plant



ANNEX VII – Offices





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