

popmove
for Bold Award



Project request

This category recognizes startups, individuals or companies who are bringing the very best mobility solutions, public transport, and other intelligent transport systems and applications and have the potential to make a profound impact on the modern world. This award highlights some of the most ambitious, innovative, and successful sustainable mobility solutions.



Why popmove

Because popmove has the ambition to rewrite the rules of mobility, to lead the change and become the "new normal" of the car.

Because our dream has always been to revolutionize the relationship between cars and people.

Popmove is the car you want, when you want it and for as long as you want. The first subscription that breaks down the constraints and barriers of any offer in the current car market.

Because we want a sustainable mobility that aims to reduce the quantity of the circulating car fleet through a smarter and shared use of vehicles.

Because we have always been obsessed with presenting the product of the future.

Scenario & Mission

Key investment highlights.

1. Italy is Europe #3 car market (€61bn) with 7,5m vehicles sold per year, of which **73% are used vehicles**.
2. Market is ripe for **digital disruption**.
3. **Over 600k vehicles** per annum could move to subscription.

Hurry has 3 key assets:

- Unique brand and technology to lead market change.
- Remarketing auction experience to maximise asset turnover and minimize residual value risk.
- First class team combining automotive marketing, product innovation and market leading execution.



Market is moving digital.

The automotive market is undergoing a radical transformation. The most remarkable one is the way people want to access and exercise their consumer choice, moving away from the limits of the traditional brick&mortar interaction to an online and fully digital experience.

93% Research online.*

62% Starting buying process online.*

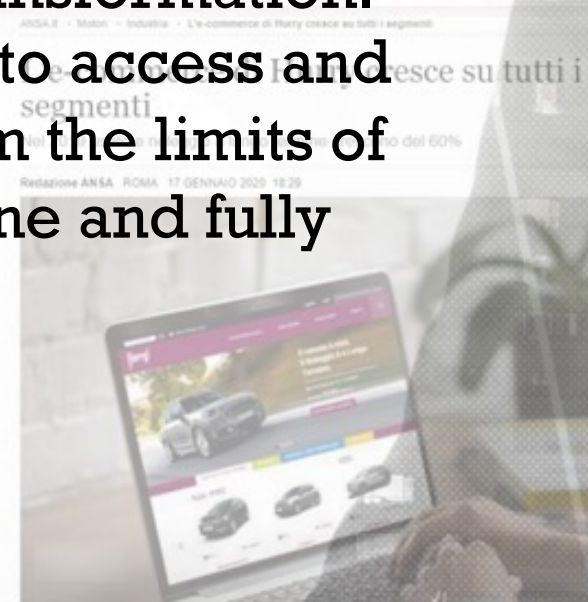
-50% Increasing intention to buy used cars online is pass from 64% vs 32% in the last year.***

529k Car sold with one click in Europe in 2030.**

19mio Unique users just in Italy.**

*Accenture Research 2019: 10.000 people survey including Italy, Germany, US:

**Autoscout

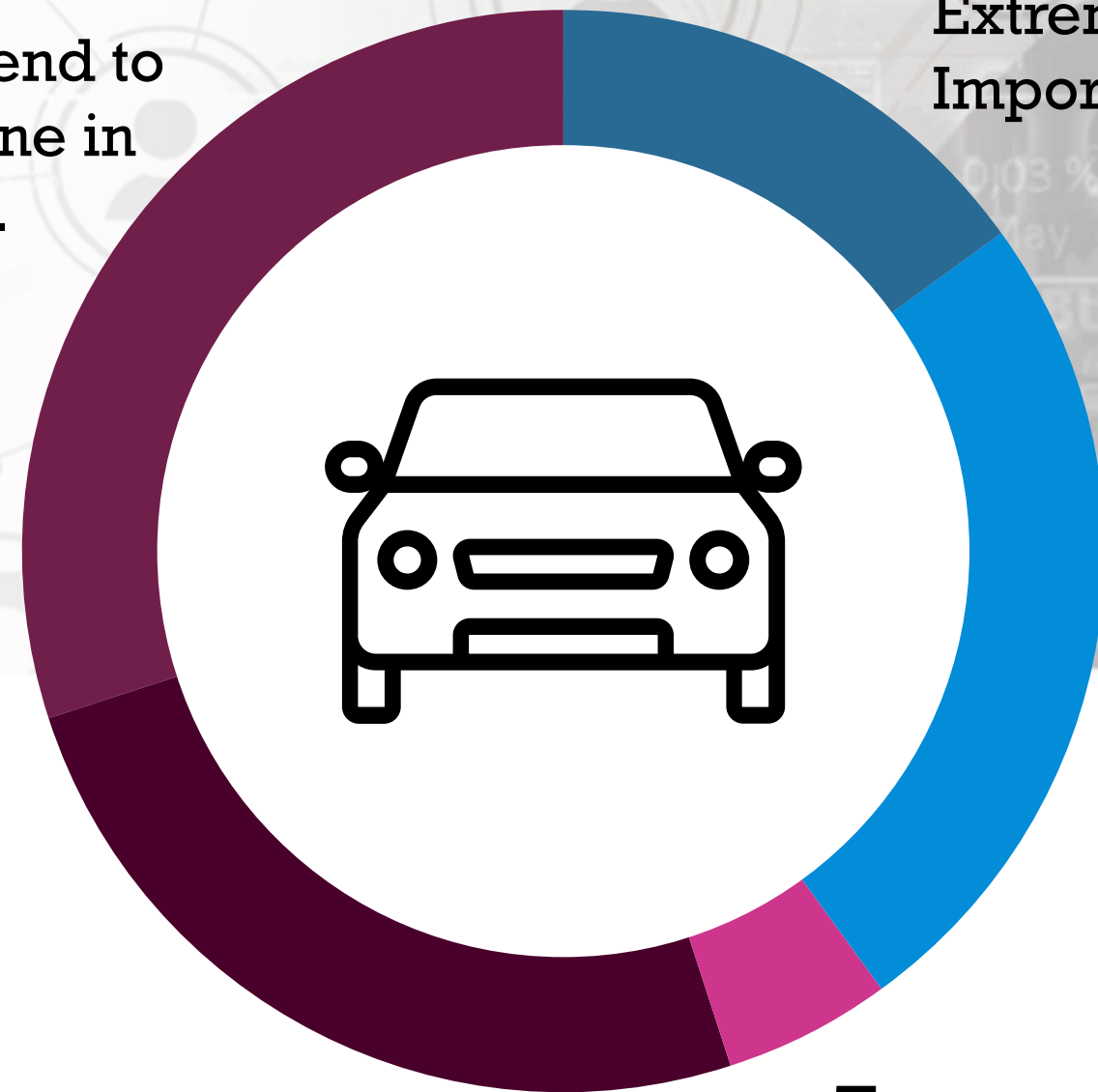


The next step is ownership on demand

Millennial's tendency towards cars dis-ownership is arising.

30%

I do not intend to purchase one in near future.



15%

Extremely Important.

25%

important but not a big priority.

25%

I might purchase one if I really need it, but indifferent otherwise.

5%

I do not feel strongly about it.

25%

NLT e Short Term
Vs total registrations.

10%

Of rentals between 24 days/months.

50K

Italians who are considering mid term as **best choice**.

The transformation of the automotive industry will be driven to a large extent by younger, technically savvy generations.

Differences between Long, Mid, and Short term are increasingly more blurry.

The emerging model. Flexi and Subscription services.

16
million

Us and Europe could be part of subscription services by 2025.*

6
million

Subscription in Us in 2025.*

10%

Of all new vehicle sales will come from subscription services.*

24%

Of British drivers would be more likely to subscribe to a car subscription service than buy a new car within the next year, with millennials representing the customer segment most likely to be on board with the idea.**

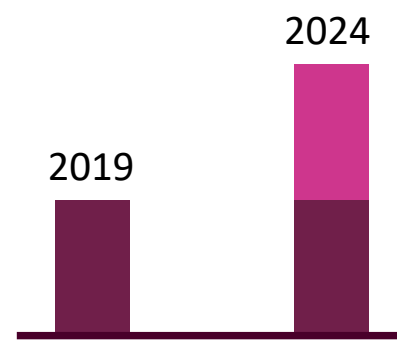
100%

Of increasing for subscription market in last 5 years.

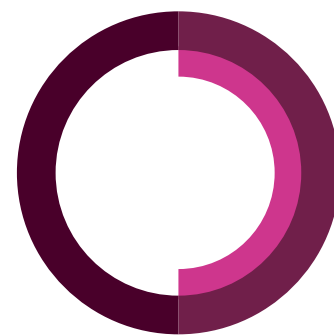
Subscription services. A forecast.



The market will be **ACCELERATING** at a CAGR almost 64%.



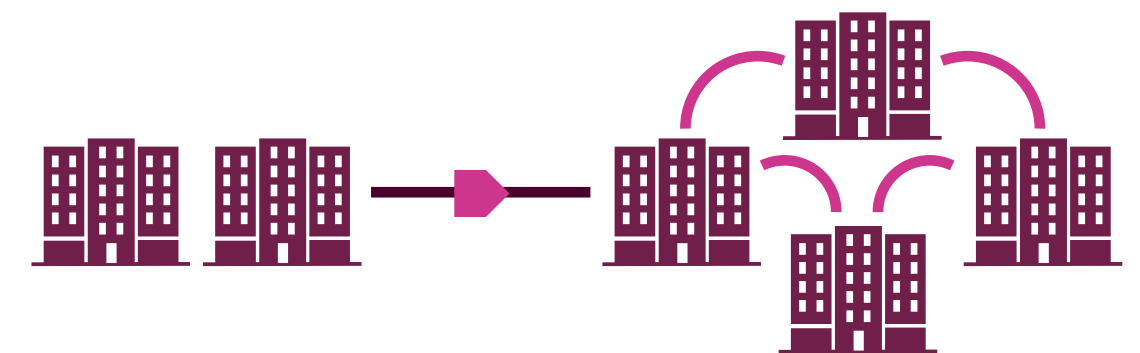
INCREMENTAL GROWTH \$9.15 bn.



49% of the growth will come from **NORTH AMERICA**.



The year-over-year growth rate for 2020 is estimated 62%.



The market is **FRAGMENTED** with several players occupying the market share.



– our mission

Excel in the
innovation of the
automotive and
mobility sector.

Drive the car evolution
from a mere **product** to
a service designed
around users and their
needs.

A hand with the index finger pointing upwards towards a digital interface. The interface consists of a horizontal row of five rounded rectangular buttons. The fourth button from the left is highlighted with a bright white glow, while the others are dimmer. The background is a gradient from light orange on the left to dark purple on the right.

– our aim

Provide people with
a simple, flexible and
totally digital
experience, accessible
to everyone and
customisable according
to one's own needs.

**Overcome the obsolete market
rigidities that still represent an
access barrier.**

IN JUST ONE CLICK.

Product

popmove: the car
you want, when you
want it, for as long as
you want it.

popmo

– popmove forever changes the car into a service.

A mainstream product, that pulls down the structural barriers of the automotive world. First of all, those of the Long Term Rental.



An **annual subscription** that enables to access a greater flexibility and a set of services, with **2 subscription plans**, managed via the App.

01

basic

Car delivery.

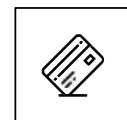
02

premium

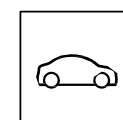
Car delivery and collection, option to subscribe to additional vehicles.



Freedom to choose the car you want for as long as you want: from 1 month to 5 years.



Upfront monthly payment with **credit card and light credit check**.



Rent to buy: option to purchase the car at a pre-established price.



Give it back and change it when you want.



No advance payment.



Sharing: option to share the vehicle to reduce dramatically the monthly payment.



A rental with **decreasing monthly payments**.



Delivery times from 3 to 15 days.

– popmove. Revolutionary point.

- Our uniqueness

The widest choice of car models.
The car you want, for real.

Decreasing monthly payments.
The more you use it the more convenient.

Sharing. The more people share the less the monthly payment, the more you save.

Purchasing option convenient and transparent. Residual value minus the monthly subscriptions paid so far.

- Our assets

Hurry!'s ecosystem.
Multi-player, multi-offer, multi-channel.

Years experience in transforming the car as a service rather than a simple financial product.

Proprietary platform, systems, technology. Ready, tested, certified, running.

A consolidated remarketing system. Platform, channels, network.



popmove, the new normal of mobility.



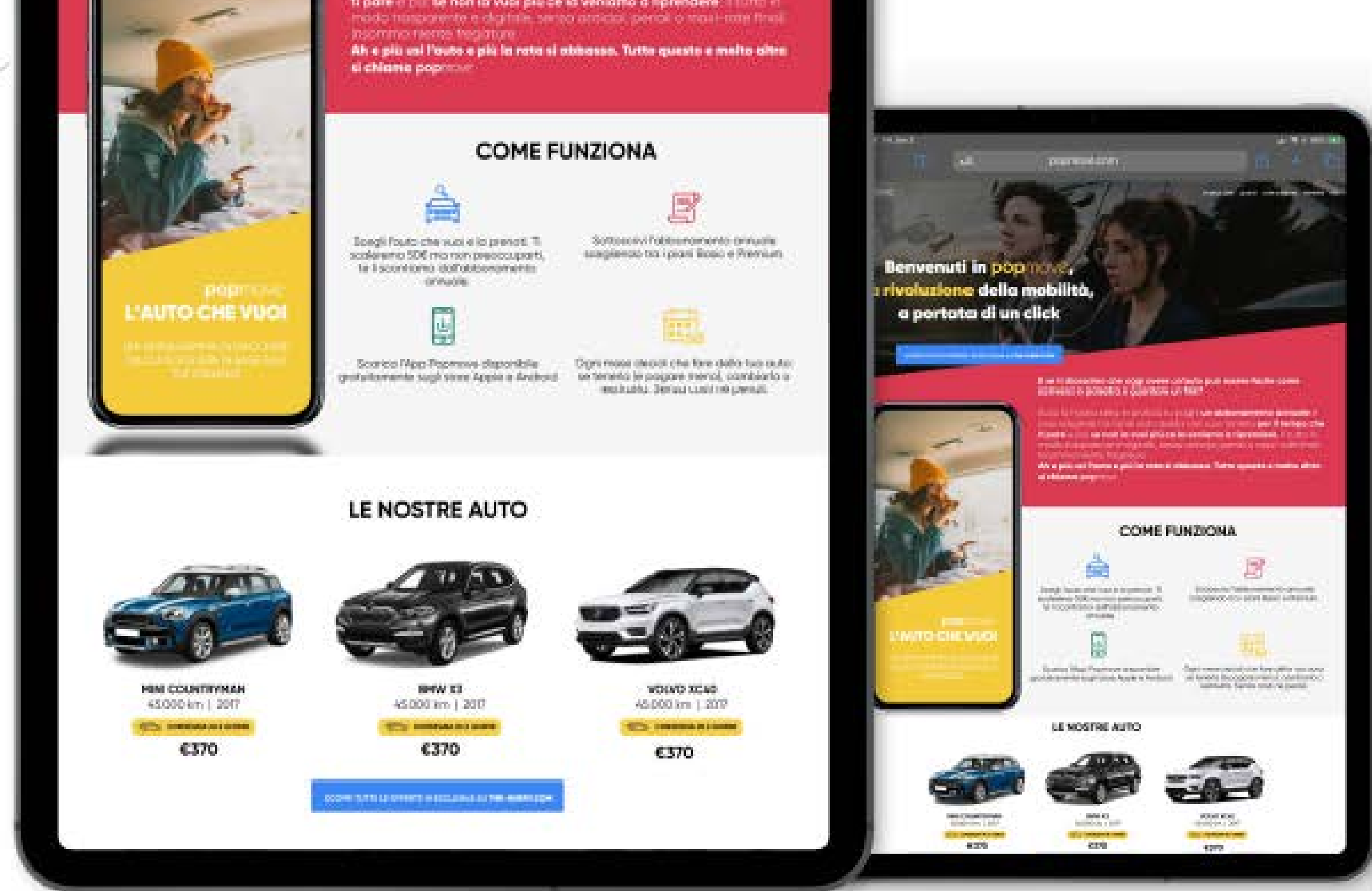
Move on from the car
to the mobility as a
service: easy, flexible,
and convenient.



**To create a genuine consumer
product** that pulls down the
barriers of traditional market
propositions that otherwise risk to
render Long, Medium, and Short
Term rental disconnected niches.



To create a new standard
within the consumer
markets: used and new
vehicles.

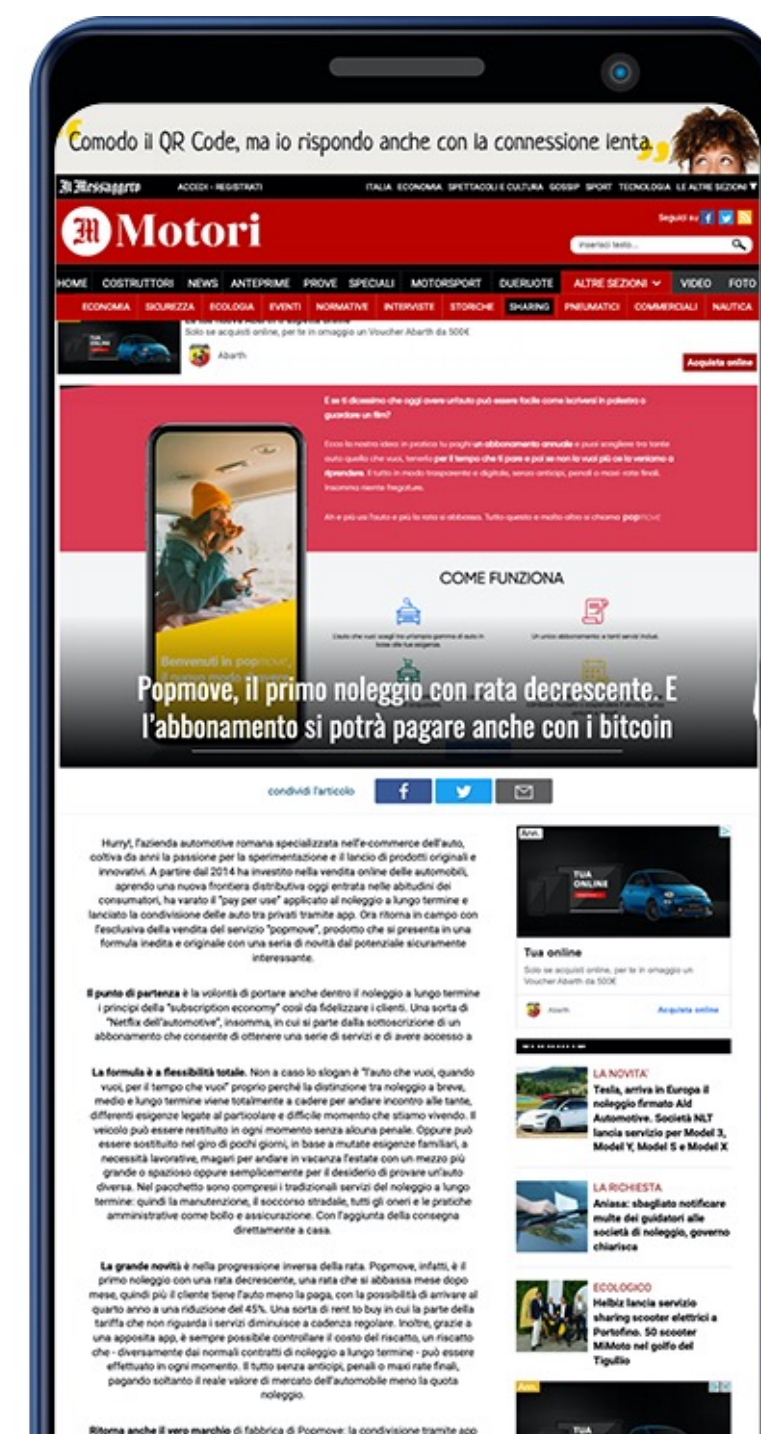
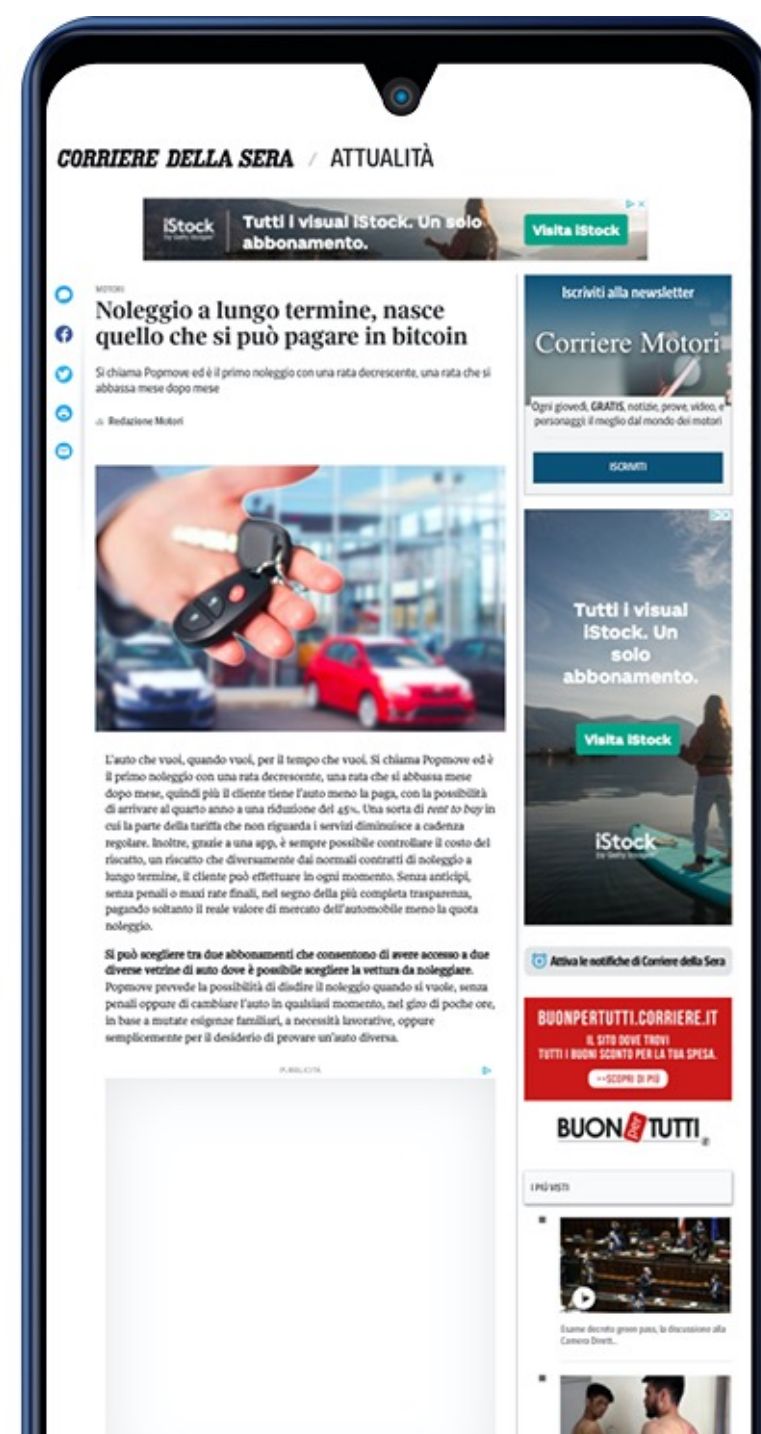
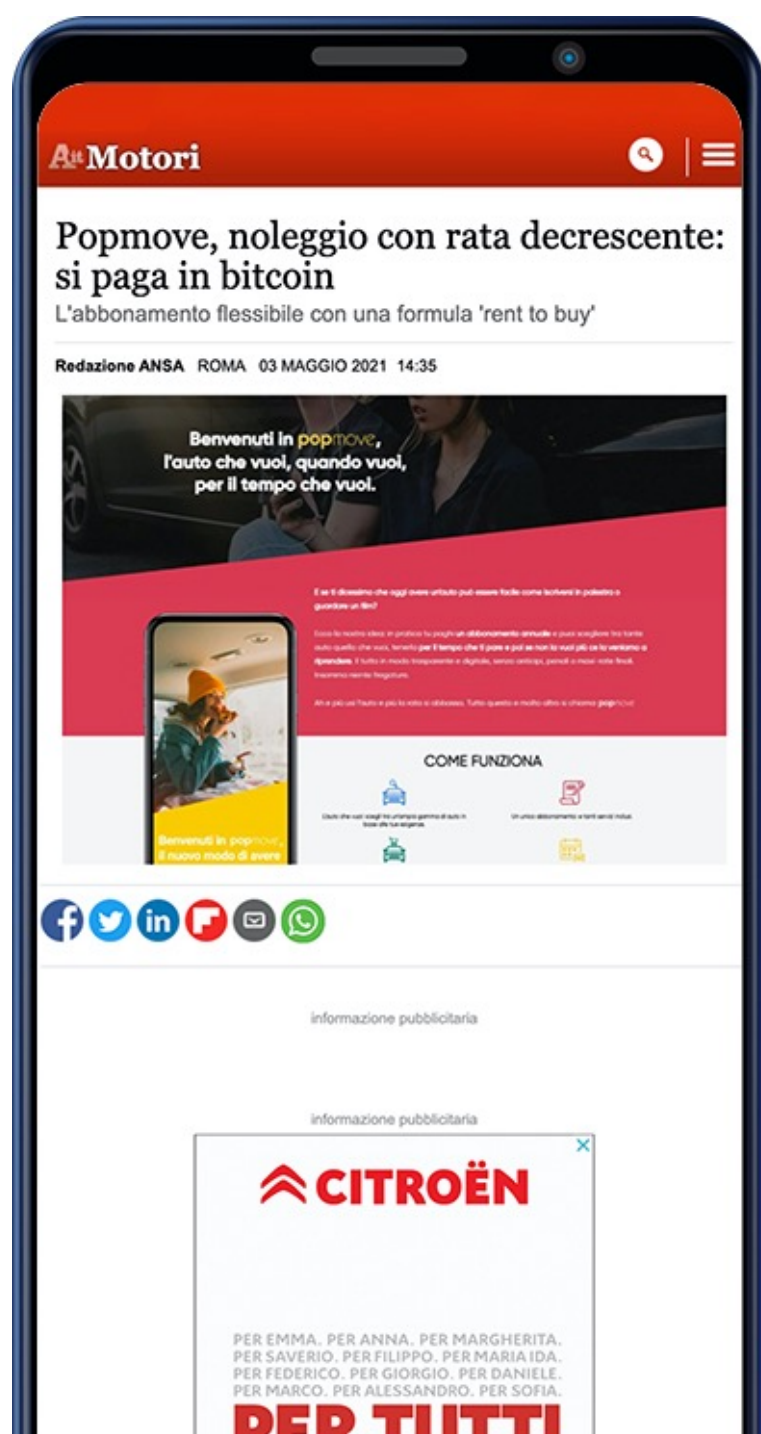


ABOUT US...

https://motori.ilmessaggero.it/sharing/popmove_il_primo_noleggio_con_rata_decrescente_e_l_abbonamento_si_potra_pagare_anche_con_i_bitcoin-5938195.html

https://www.repubblica.it/motori/sezioni/attualita/2021/05/03/news/la_netflix_del_noleggio_e_lasci_la_macchina_quando_vuoi-299220347/

https://motori.corriere.it/motori/attualita/21_maggio_03/noleggio-lungo-termine-nasce-quello-che-si-puo-pagare-bitcoin-cee2ff0a-abec-11eb-85bf-b7fbcf91bb8d.shtml



thanks.

popmove.com