

MOTORIK



SAAS PLATFORM

SHAPING THE FUTURE OF MOBILITY



01.

INTRODUCTION



THE TEAM



AMIR ROSENTULER
Executive Chairman



MARCO MARLIA
Chief Executive Officer



ANDREA SERVO
Chief Financial Officer



FABIO GURGONE
Chief Technology Officer



YAIR PINYAN
SVP of R&D



ETIENNE JACQUET
VP Corp. Dev & IR



JOE SANCHEZ
Chief Revenue Officer



JEAN-PIERRE DIERNAZ
Chief Strategy Officer



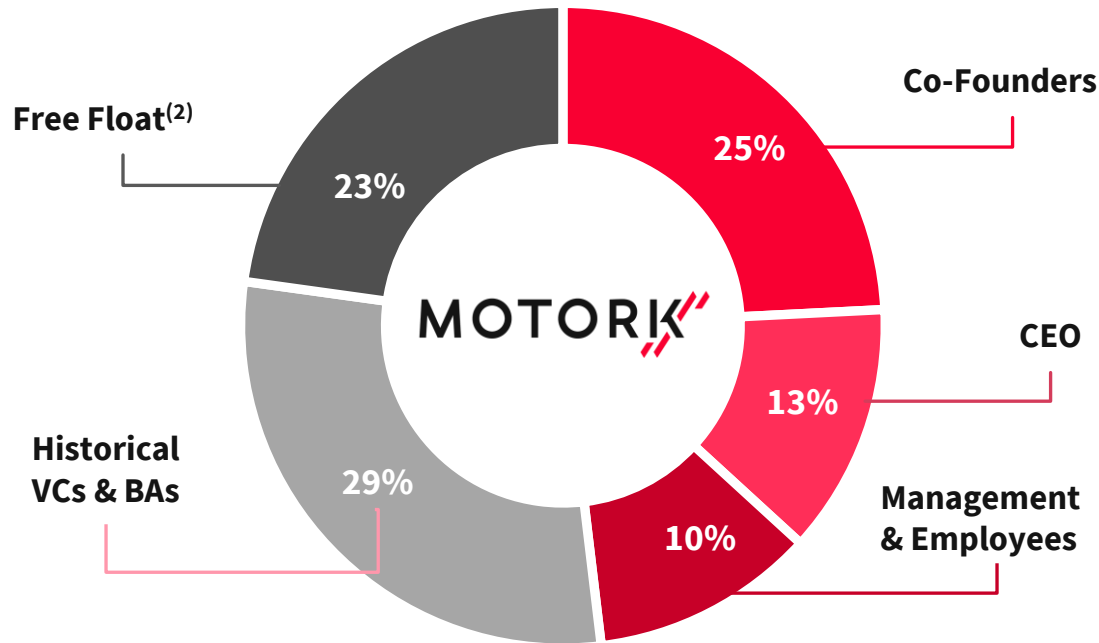
LUISA CORVINO
Chief HR Officer



ASAF POLTURAK
Chief of Staff

MANAGEMENT LED COMPANY

SHAREHOLDING STRUCTURE – % SHARE CAPITAL⁽¹⁾



- Co-founders, management and employees owning c. 48%
- VCs notably including 83North and Zobito
- €75 M IPO in November 2021 Euronext Amsterdam
- No selling shareholders at IPO
- 23% Free Float on a diluted basis

(1) On a fully-diluted basis, including Management and Employees vested only SOP (40.4m outstanding shares, and 43.0m on a fully-diluted basis)

(2) Includes new IPO institutional investors

THE MOTORK JOURNEY, JUST THE BEGINNING

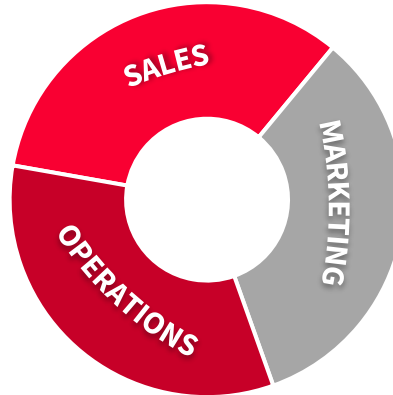
Began as a Product

2013



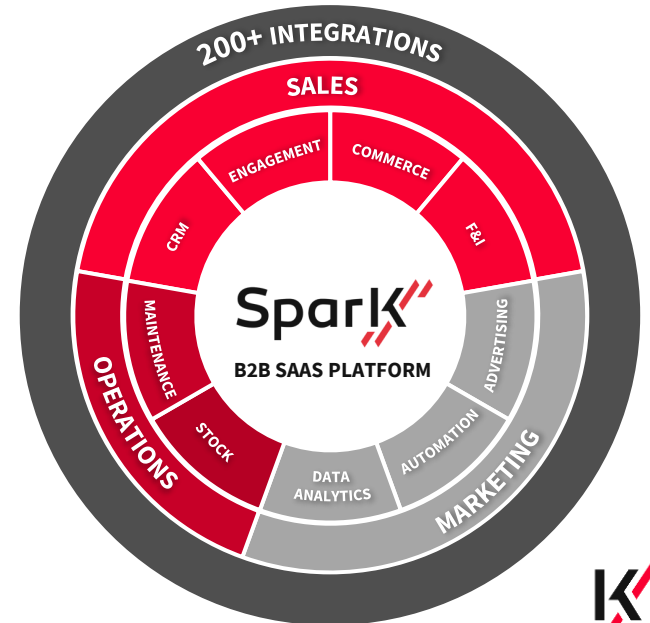
Became a Suite

2016

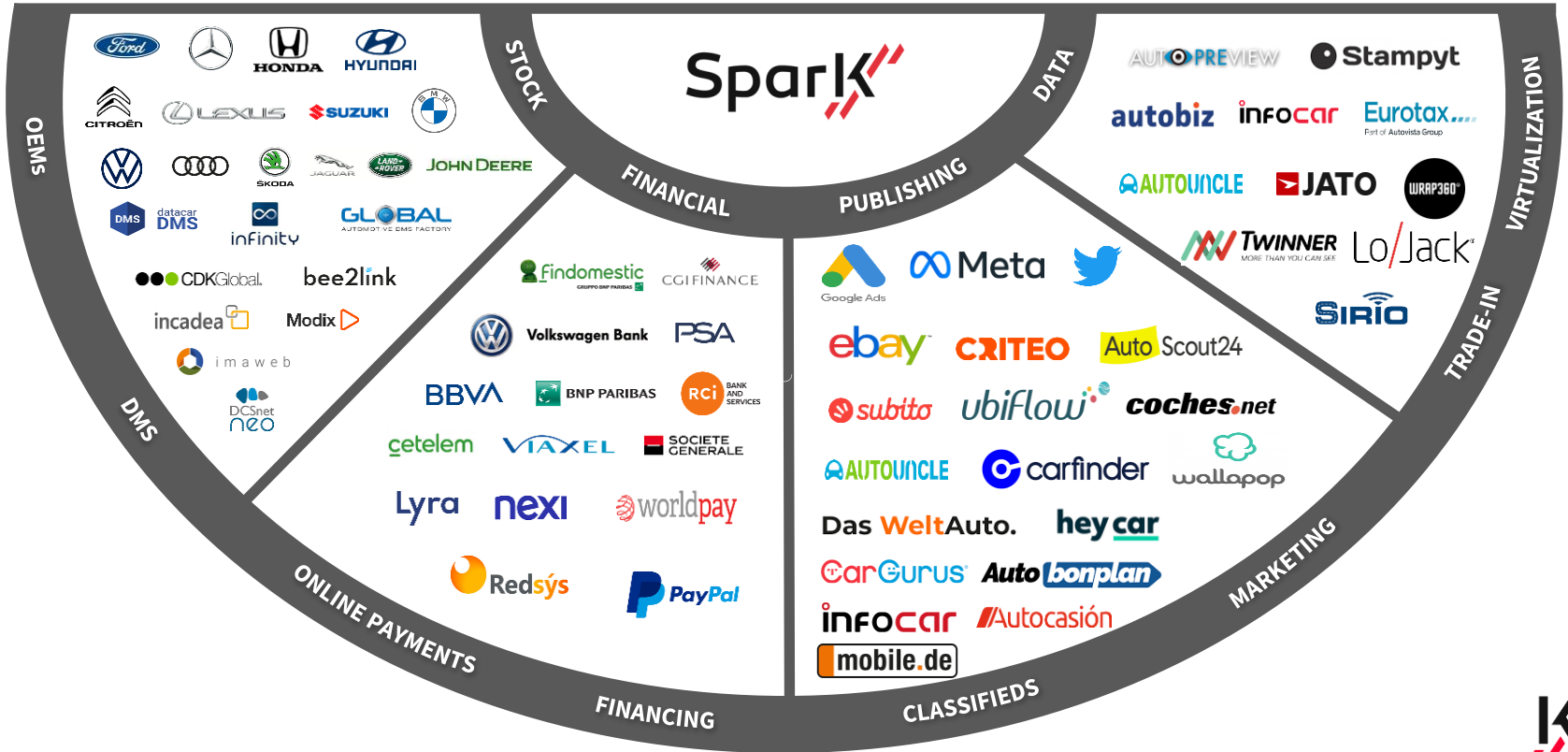


Becoming a Platform

2022



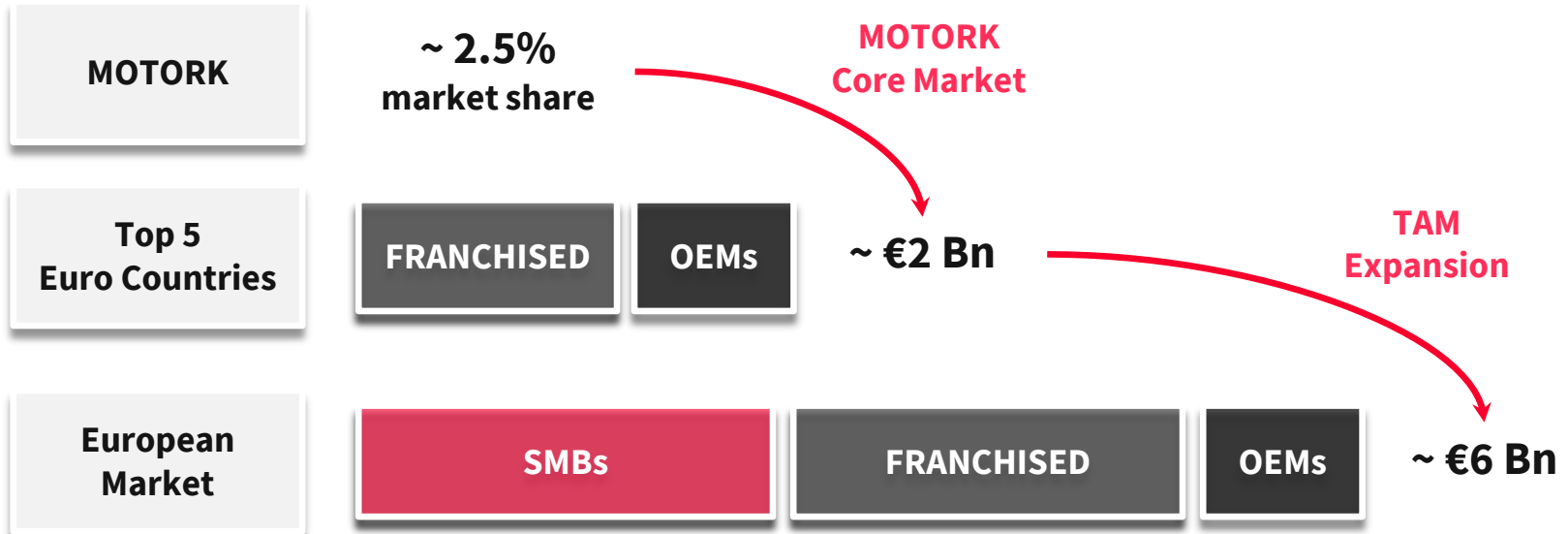
OPEN, SCALABLE AND INTEGRATED PLATFORM



Note : Non-exhaustive list of APIs

HUGE ADDRESSABLE MARKET

MOTORK ADDRESSABLE MARKET - CALCULATED BASED ON CURRENT MTRK PRICING



Source: Management estimates based on publicly available information and ACV potential; Euro 5 : Germany, France, Italy, Spain, UK.(1) ICDP European Car Distribution Handbook 2020; (2) GIPA 2020 Déclarations enseigne / press, 2021, ZDK Anzahl KFZ Betriebe in Deutschland von 1980-2020;

MULTIPLE LEVERS OF CONTINUED GROWTH



Innovate

Extend product categories

Maintain healthy R&D investments levels

Embrace future industry trends (AI / VR / Web 3.0)

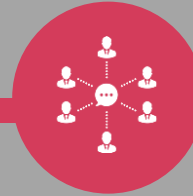


Land & Expand

Unlock value from our base

Increase multi-product adoption with Spark

Strengthen focus Enterprise customers



Consolidate

Acquire market shares

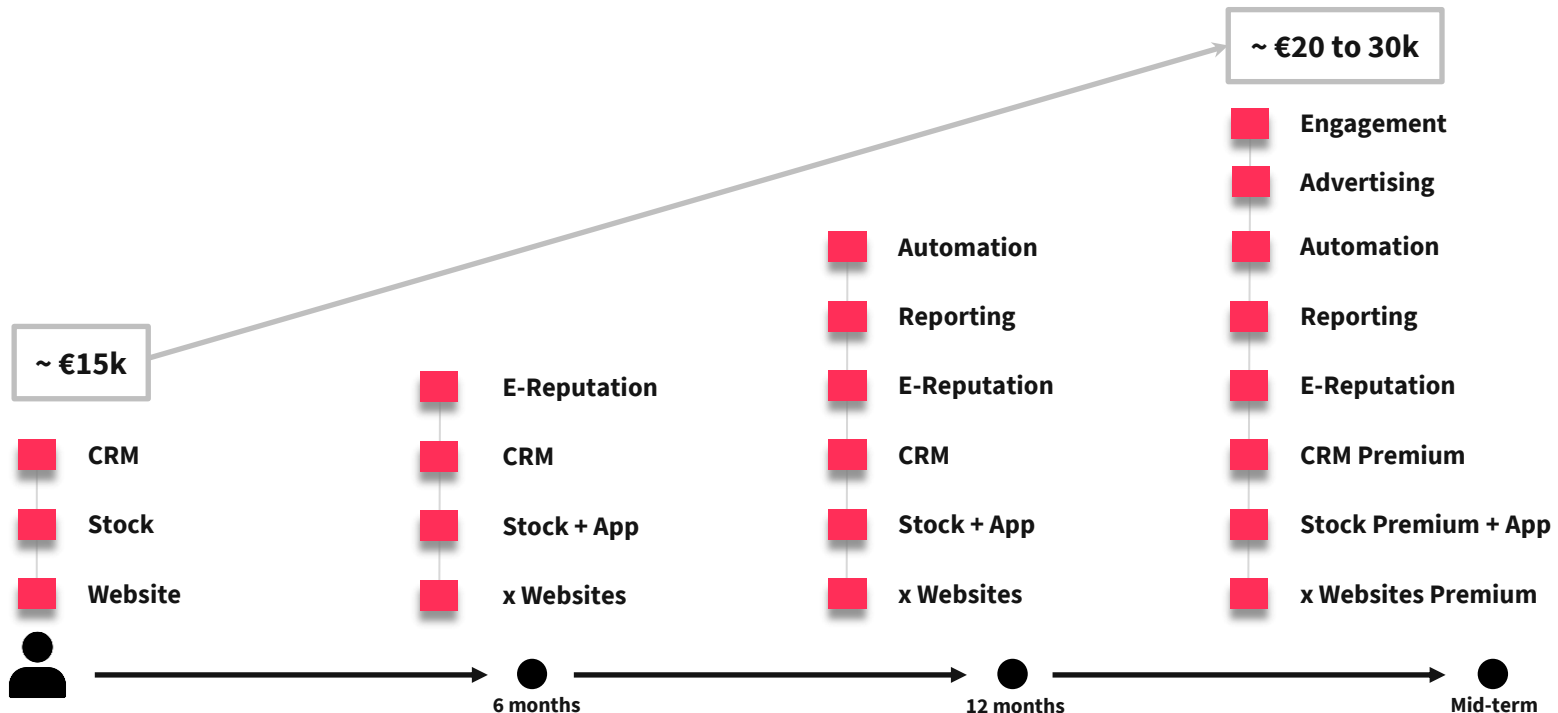
Enter new markets

Consolidate European Leadership

CONTINUE DOING MORE WITH OUR CUSTOMERS

SPARK PLATFORM – ILLUSTRATIVE CUSTOMER DEPLOYMENT

Average Contract Value Evolution (ACV) – in K€ per year per Customer



(1) ACV is defined as the average recurring revenue contract value that is paid by customers between January and December of each year

KEY FOCUS ON ENTERPRISE

LEVERAGING ENTERPRISE TRACK-RECORD⁽¹⁾



(1) Illustrative - non exhaustive list

FOCUS AND MOMENTUM ON ENTERPRISE

■ Pipeline

~ 50 Leads
All time high

■ ACV per deal

From '000k to €m

■ Reach potential

Up to 20
countries

■ Sales cycle

9 to 18 months

■ MTRK retention

High

CONTINUED MOMENTUM

Jan. 2022

WebSpark

GLOBAL DEALER CERTIFIED
WEBSITE PROVIDER



ŠKODA

INTERNATIONAL NETWORK

April 2022

PredictSpark

EUROPEAN AUTOMATED
MARKETING AI PROVIDER



EUROPEAN NETWORK

Dec. 2022

WebSpark

DEALER CERTIFIED
WEBSITE PROVIDER



FRENCH & BENELUX
NETWORKS

Dec. 2022

LeadSpark

DEALER CERTIFIED
CRM PROVIDER




GERMAN NETWORK

LONG LASTING RELATIONSHIPS ACROSS EUROPE

FEW OTHER EXAMPLES OF LONG STANDING TRUSTED PARTNERS

2020

LeadSpark

 **SDF**


**DEALER CERTIFIED
CRM PROVIDER**

550 LEADSPARK LICENSES

EUROPE

2018

LeadSpark




**DEALER CERTIFIED
CRM PROVIDER**

120 LEADSPARK LICENSES

IBERIA

2016

WebSpark







**DEALER CERTIFIED
WEBSITE PROVIDER**

110 WEBSITES

ITALY

KEEPING THE PACE WITH M&A

	2021		2022		
			FranceProNet		
Country	Spain	France	France	Benelux	Germany
Rationale	Market Share	Product	Market Share	New Country	Country Expansion
Synergies	Up & X-Sell	X-Sell	SaaS Migration	X-Sell	Up & X-Sell
Customer Base	1,000	100	164	530	725
ACV ⁽¹⁾	€1.7k	€12.5k	€8.2k	€3.0k	€1.9k
ACV Upside	+++ Price increase	+++ Push x-sell	+ Top clients to nurture	++ X-sell existing base	+++ Price increase

(1) ACV is defined as the average recurring revenue contract value that is paid by customers between January and December of each year

M&A IS A KEY GROWTH DRIVER

TYPICAL M&A TARGET

Key criteria



Low Growth



Profitable



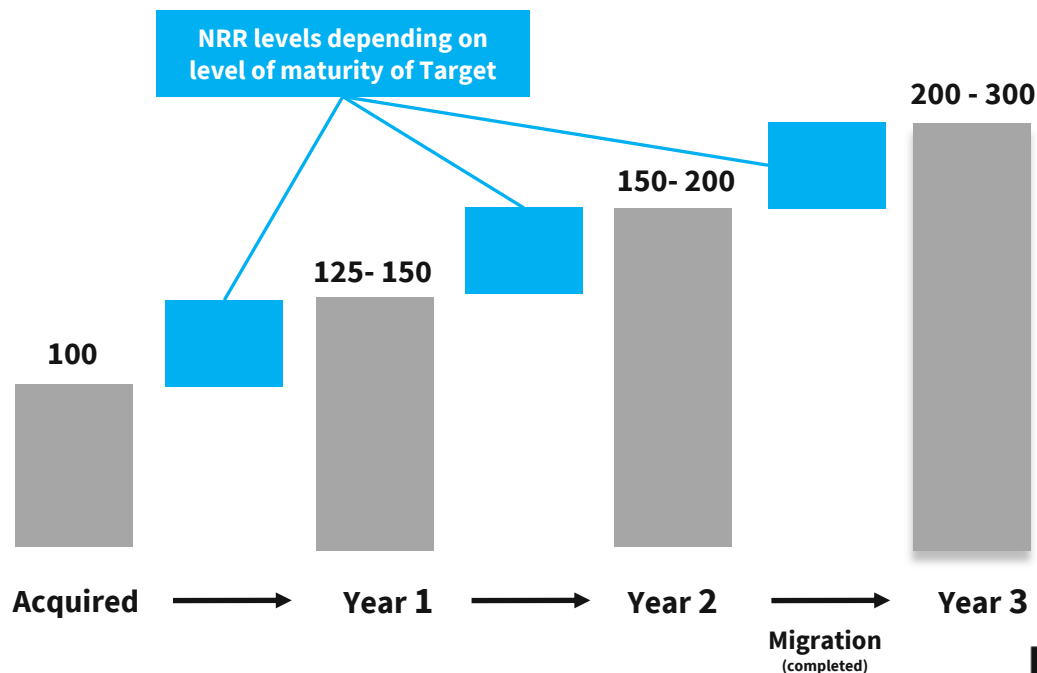
Single Product



Entrepreneur

UNLOCKING VALUE FROM M&A TARGETS

ARR - Value through Migration (illustrative - basis 100)



LARGE AND FOCUSED PIPELINE OF OPPORTUNITIES

Typology of Deals	# Targets	Geographies	Revenues	Rationale
Market Share	12	IT, FR, GER, NL, SP, UK, EE	€1 to 5m	Increased footprint
Products	6	FR, DE, CH, UK	€1 to 2m	Make or Buy analysis
Transformational	3	UK, Europe	€50m+	European leadership
Vehicle Inspection	4	UK, FR, GER	€3 to 10m	Reinforce or enter new category
Sales & Aftersales	8	UK, DACH, EE, Nordics	€1 to 15m	Reinforce or enter new category
F&I	3	UK, Europe, Benelux	€10 to 20m	Reinforce or enter new category
Valuation & Data Analytics	3	FR, SP, IT, DACH	€10 to 20m	Reinforce or enter new category

02.

KEY FINANCIALS



STRATEGIC HIGHLIGHTS



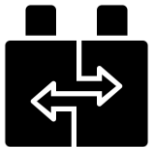
Team

- Investing in future growth
- Strategic focus : R&D and S&M
- Critical mass achieved



Innovation

- Continued innovation
- Major product launches
- Healthy R&D investments



M&A

- Accretive M&A strategy
- Geographical expansion
- Integration synergies

+150

Spark

carflow

webmobil24.com

FY 22 KEY FIGURES

Operational	Financial	Outlook
High Retention⁽¹⁾ 122% NRR	Superior Growth +40 % Organic ARR⁽³⁾	Committed ARR⁽³⁾ + €5.2 m as of Dec.22
Low Churn 4.5%	High Pace Expansion +78 % Total ARR	Strong Pipeline Growth Retail & Enterprise
Record ACV⁽²⁾ € 17.8 k	Cash EBITDA ⁽⁴⁾ Neg. €15.6m	Continued M&A Live discussions

(1) Defined as the percentage of the recurring revenue retained from existing customers between January and December, including upsell, cross-sell down sell and churn

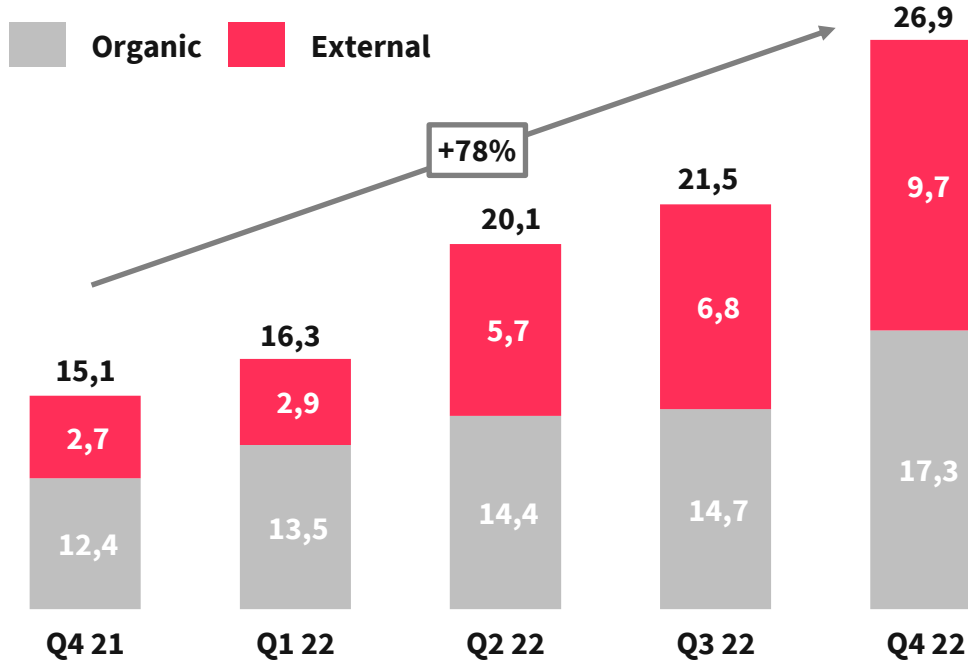
(2) ACV is defined as the average recurring revenue contract value that is paid by retail organic customers between January and December of each year

(3) Annual Recurring Revenues ("ARR") is defined as the yearly subscription value of the customer base at the end of the reporting period ; Committed ARR refers to signed contracts to be delivered and billed

(4) Cash EBITDA is adjusted EBITDA less change of contract assets and R&D capitalization as a proxy of free cash flow

RECORD ARR DEVELOPMENT

FY 22 ANNUAL RECURRING REVENUES (“ARR”) – (€M)

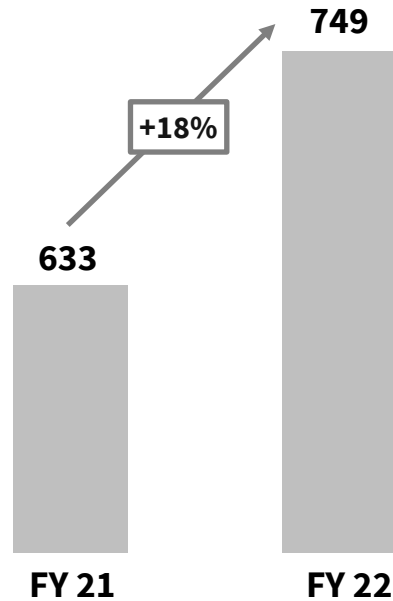


- Consistently growing ARR at high pace
- FY22 ARR up 78% vs. FY21, of which 40% organically
- Solid contribution of M&A highlighting the value creation potential of the Group external growth strategy
- Success of the strategic initiatives launched over the year
 - Strengthened focus on Enterprise
 - Continued accretive migration of recently acquired companies
 - Commercial launch of the Spark platform

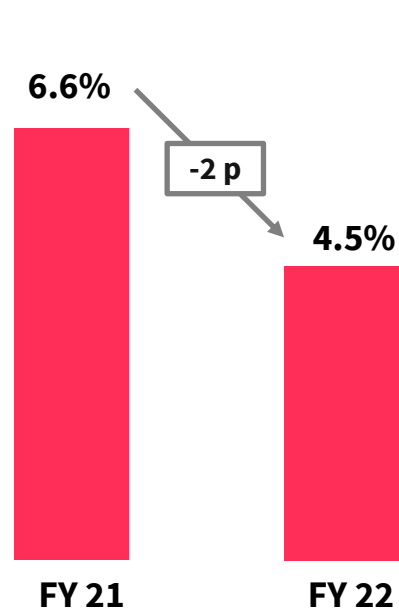
Note : Annual Recurring Revenues (“ARR”) is defined as the yearly subscription value of the customer base at the end of the reporting period

BEST-IN-CLASS ORGANIC RETAIL KPIs

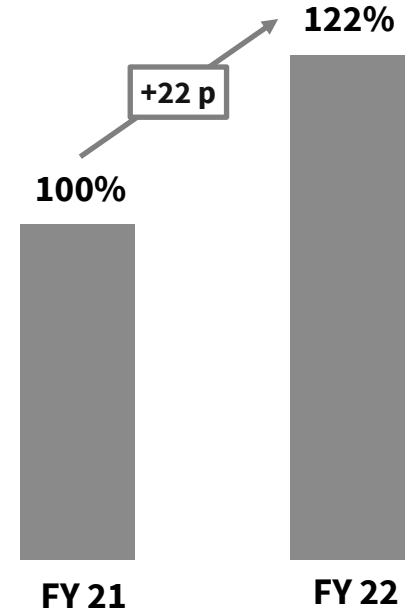
RETAIL ORGANIC CUSTOMER ⁽¹⁾ – (#)



ARR CHURN – (%)



NRR ⁽²⁾ – (%)



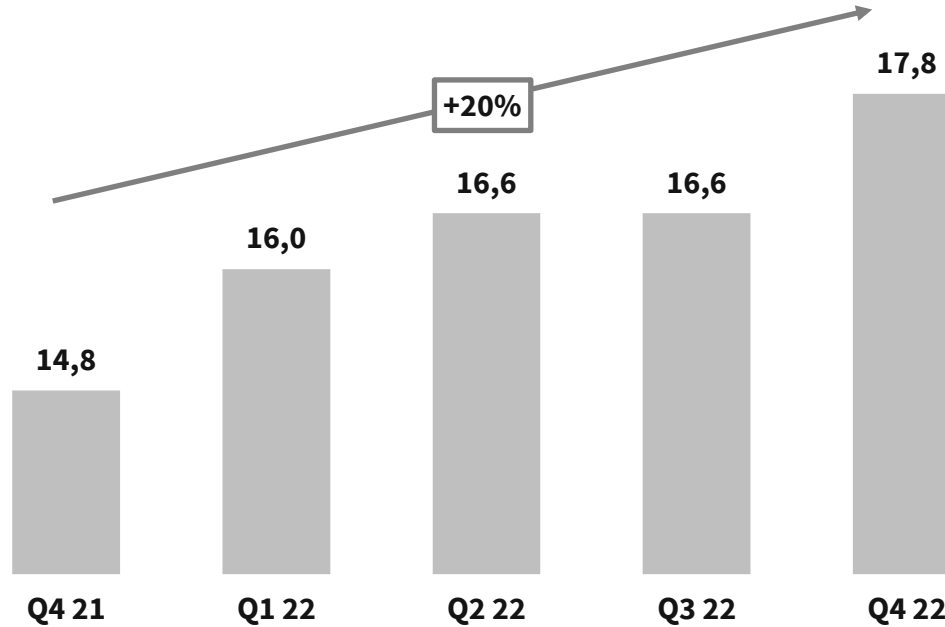
(1) Excluding customers from recently acquired companies (Dapda, FranceProNet, Fidcar ,Carflow and Webmobil24)

(2) NRR stands for Net Revenue Retention and is defined as the percentage of the recurring revenue retained from existing customers between January and December, including upsell cross-sell, downsell and churn

ACCELERATION IN MULTI-PRODUCT ADOPTION

FY 22 ANNUAL AVERAGE CONTRACT VALUE (“ACV”) – (K€ / YEAR)

Retail Organic Perimeter – excl. M&A



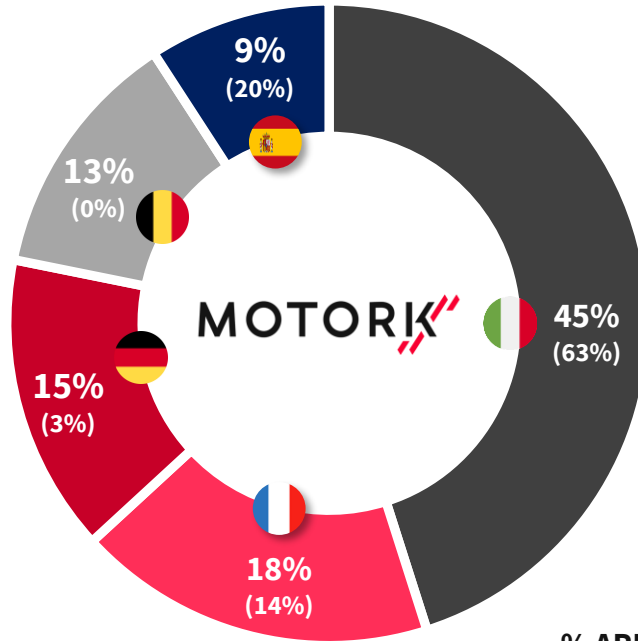
- ACV reached record €17.8k in Q4 22,
- Up 20% against €14.8k in the same period last year
- Growth in multi-product adoption fueled by continued new product launches
- Trend in ACV also supported by the commercial launch of the SparkK platform offering in H2 22

Note : ACV is defined as the average recurring revenue contract value that is paid by retail organic customers between January and December of each year

EUROPEAN FOOTPRINT EXPANSION

FY 22 ARR GEOGRAPHICAL BREAKDOWN

Excl. Enterprise - % ARR FY 22 / (% ARR FY 21)



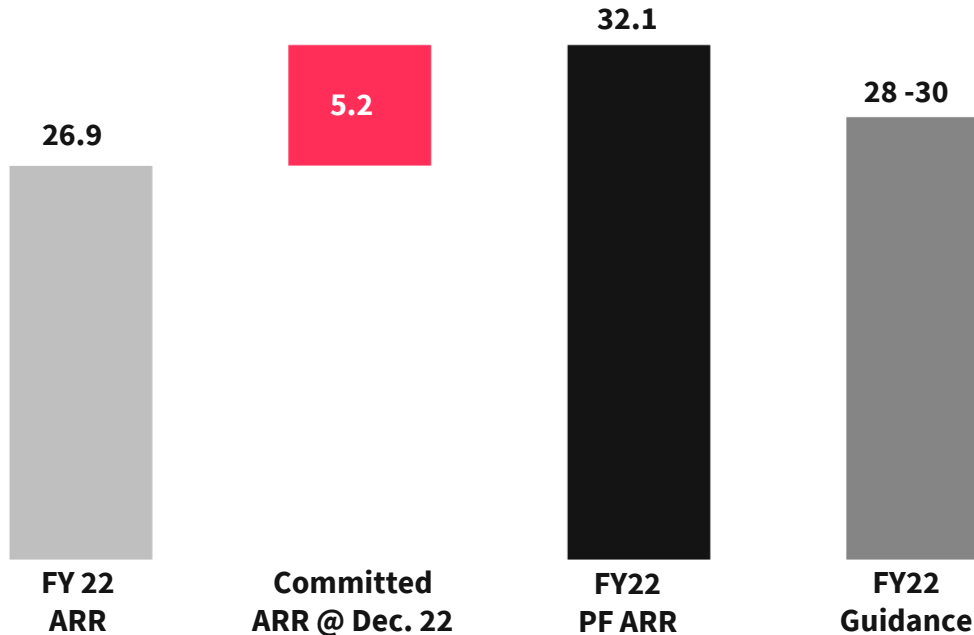
% ARR FY 22 / (% ARR FY 21)

- Early strategic decision to become a pan-European player
- Continued European expansion strategy through both through organic and M&A developments
- Extended footprint offers customers a unique counterpart to handle large, complex and multi-country deals
- Beyond Italy, other European countries now account for than 55% of generated ARR

Note : Annual Recurring Revenues ("ARR") is defined as the yearly subscription value of the customer base at the end of the reporting period

ENDING THE YEAR STRONG, SOLID MOMENTUM AHEAD

FY 22 ARR BRIDGE - (€M)

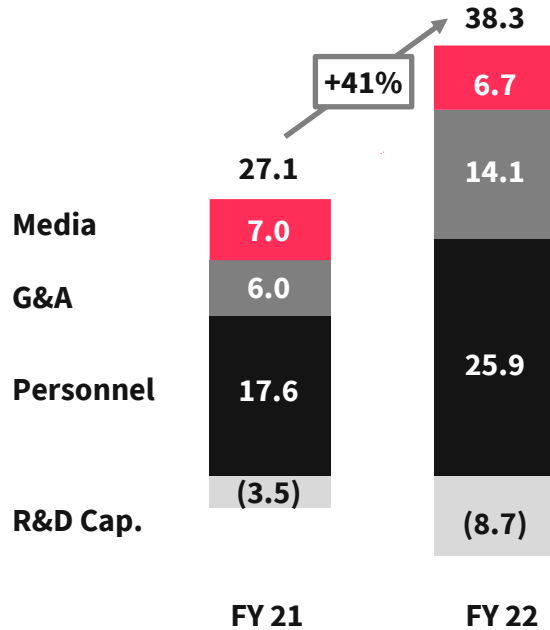


- FY22 reported ARR slightly short of the €28-30 m guidance for the year
- Committed ARR as of Dec2022 of €5.2 m, including backlog such as contractual price increase and enterprise deals providing solid foundations for the coming year
- Factoring for committed ARR, notably incl. several signed but not yet billed Enterprise deals, FY 22 PF ARR to reach €32.1m
- Large pipeline of Retail and Enterprise opportunities providing high visibility for FY 23

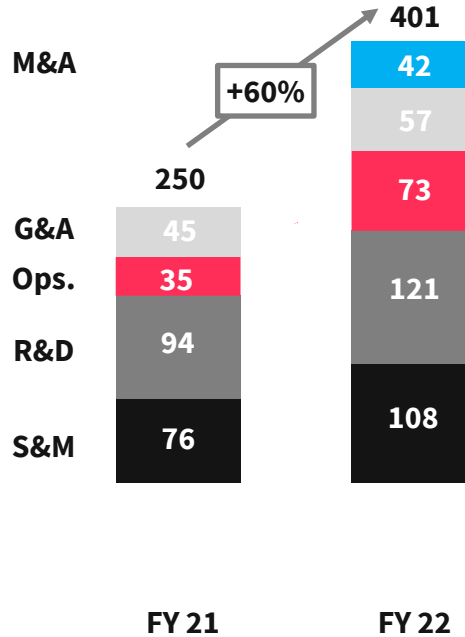
Note : Annual Recurring Revenues ("ARR") is defined as the yearly subscription value of the customer base at the end of the reporting period

FY 22 : A YEAR OF INVESTMENT

FY 22 OPEX BREAKDOWN - (€M)



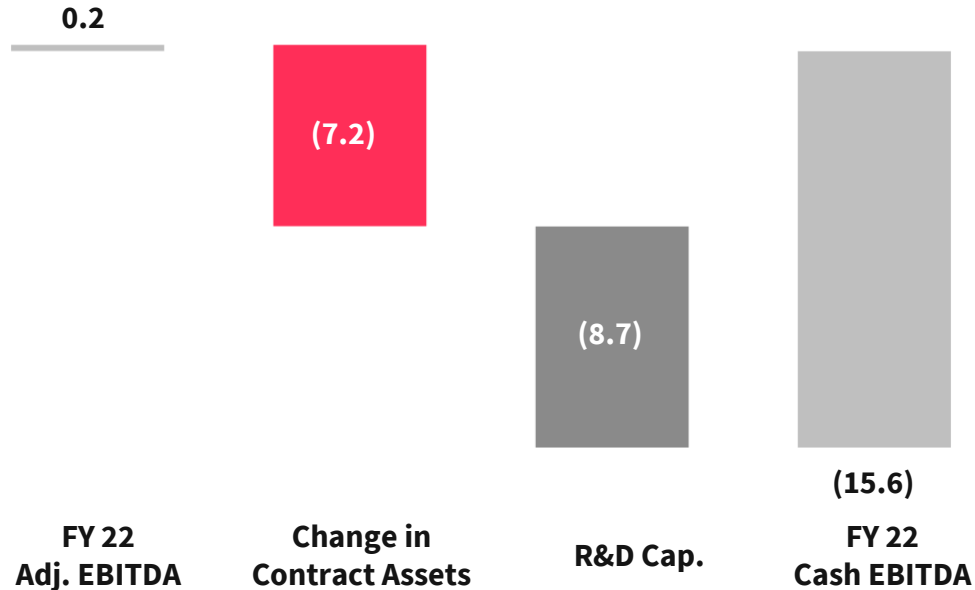
FTEs EVOLUTION - (#)



- Significant investment strategy in FY 22 to achieve critical mass in terms of R&D and S&M teams
- Team reached c. 400 FTEs by year-end 2022 (vs. 250 in FY 21)
- Increase in Opex over FY 22 mostly function of required investments to secure the foundation for continued sustained growth
- Opex level in FY22 factors as well on a full-year basis both Personnel and SG&A costs related to the 5 recent acquisitions

FOCUS ON CASH EBITDA

FY 22 EBITDA - (€M)



- Reported Adjusted EBITDA of €0.2m in FY 22
- Adjusting for 1/ Change in Contract Assets (non-cash) and 2/ the R&D capitalization related to investments made in the Platform, Cash EBITDA lands at negative €15.6m in FY 22
- Negative Cash EBITDA in function of the important strategic investments made over FY 22

FY 23 OUTLOOK



ARR⁽¹⁾

- Continued growth at scale
- €5.2 committed ARR as of Dec. 22
- Solid Pipelines (Retail + Enterprise)

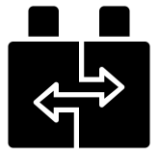
ARR
€39 to 43m



Cash EBITDA⁽²⁾

- Operating leverage from FY 23 onwards
- Critical mass achieved in strategic areas
- M&A synergies

Cash EBITDA
-€6 to -8m



M&A

- Pursue accretive M&A strategy
- Strategic countries or products
- Live discussions

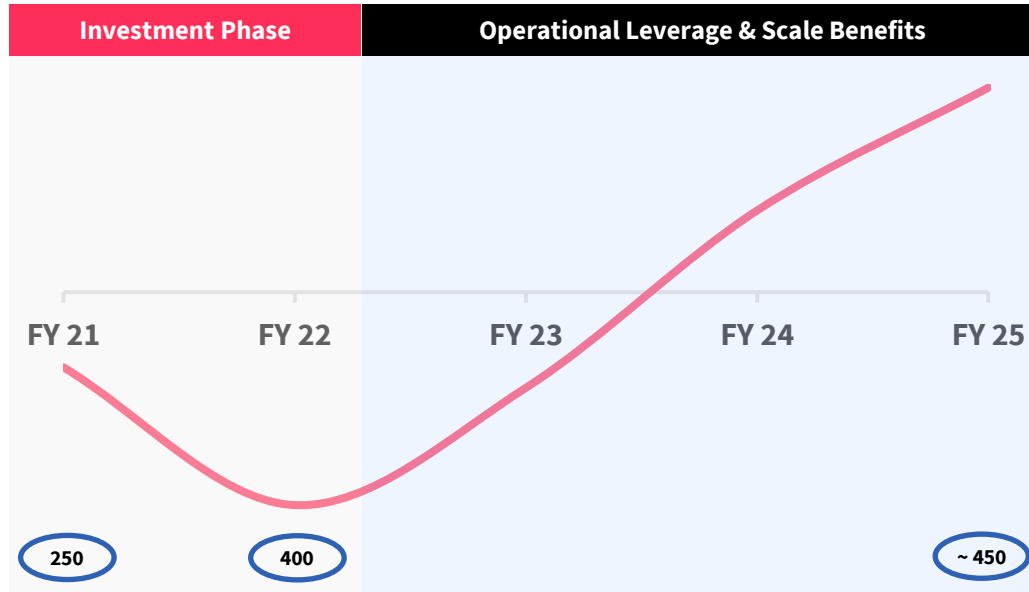
Acquisitive

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(2) Cash EBITDA is adjusted EBITDA less change of contract assets and R&D capitalization as a proxy of free cash flow

GROWTH MODEL, OPERATING LEVERAGE

CASH EBITDA TRAJECTORY⁽¹⁾ - (€M)



- Group' strategy to continue focus on investments over FY 22
- The Group believes it has now reached the appropriate size to seize the vast and growing market opportunities
- No additional major investments required to pursue sustained growth at scale
- Substantial operating leverage anticipated from FY 23 onwards
- Cash EBITDA anticipated to be in positive territory by 2024

(1) On an organic basis based on FY 22 perimeter

FTEs