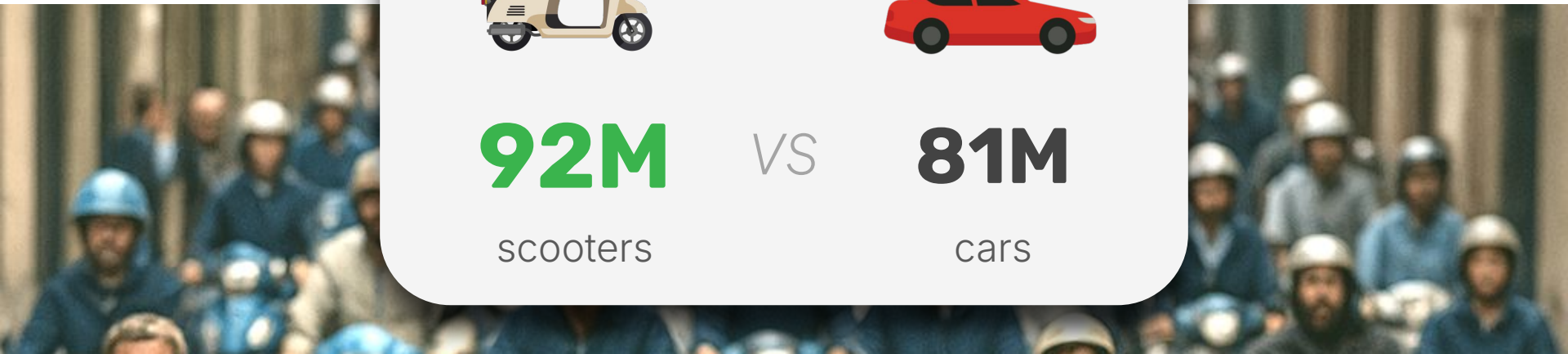
PIXII MOTORS

Leading The Smart eMobility Revolution

pixiimotors.com

Did you know?

More ***Scooters*** than cars are sold yearly worldwide*!*



92M	*VS*	**81M**
scooters		cars

Urban Mobility Today

80%

of scooters used Worldwide are ***Gas-Powered***

Emits ***11x CO2***
6x Nitrogen than cars

High Fleet Operational Cost

25%

of total delivery costs is ***Fuel.***

10%

3rd Party Software Intégration

15%

of cost is for ***Maintenance.***

Existing Electric Scooters

Short Range

Range Anxiety,
the leading concern for
e-scooter adoptions.

Bad Engineering

Low build quality
No smart features:
ioT, AI, SDV

Using smartphones while driving triples accident risk, increases it ***23 times,*** and contributed to a ***12% rise in traffic deaths in 2024.***

21((&26<67(0

MVP

First scooter manufactured in Africa with CE certification and EEC Homologation

Action Plan Strategy

Prove

2025–2027

Validate Pixii Motors ecosystem with the SHADOW scooter

Launch commercial sales and gather extensive market feedback

Establish strategic pilot partnerships with B2B leaders

Scale

2027–2029

Generate $1M ARR

Global expansion of PULSE fleet SaaS

Deploy extensive battery-swap infrastructure across major urban centers

Scale scooter subscription model internationally

Dominate

2030+

License advanced AI technology and Software-Defined Vehicle (SDV) platforms

Form strategic collaborations with global automotive OEMs

Lead and transform global urban mobility solutions

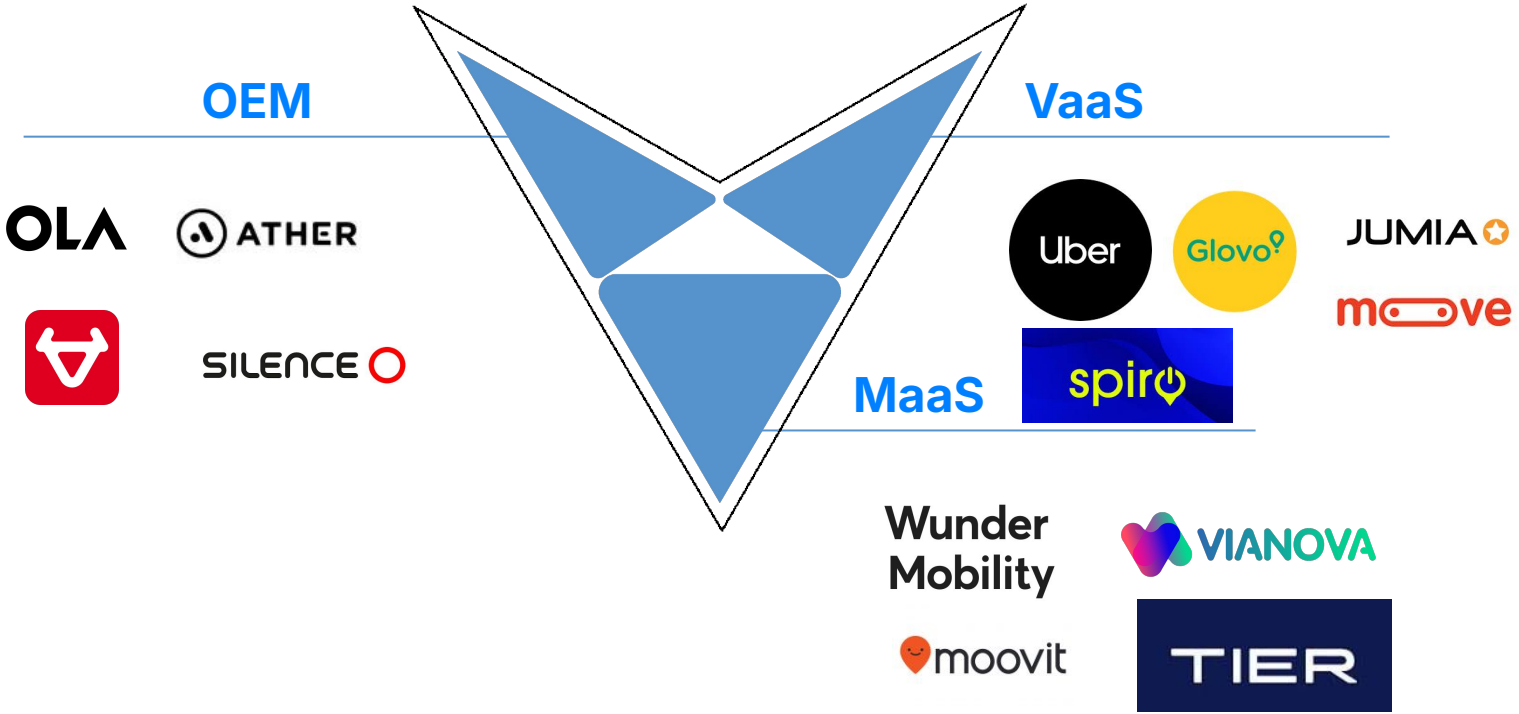
Expand worldwide

Competition: Specific features

We took an in-depth look at the distinctive features of our product, such as full connectivity, integrated dashboard, fleet management, third-party API and navigation.
The aim was to understand what makes it different and how we can leverage these to strengthen our competitive position.

	Integrated Dashboard	Full Connection	Mobile App	Anti-theft	Fleet Management	Smart Assistance	Third-Party API	Built-in Navigation	Blind spot	Swappable Battery Station
PIXII MOTORS	●	●	●	●	●	●	●	●	●	●
ATHER	●	●	✖	●	✖	●	✖	●	●	✖
SILENCE	●	●	●	●	✖	✖	✖	✖	●	●
OLA	✖	✖	●	●	✖	✖	✖	●	✖	✖
niu	●	●	●	✖	✖	✖	✖	✖	✖	✖
PIAGGIO	●	●	●	✖	✖	✖	✖	✖	✖	✖

Merging the best in their fields, in an all-in-one solution



Competitive Analysis

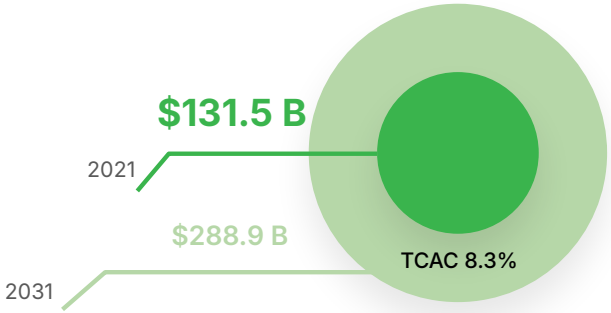
Shadow's Positioning

Features🏆	Shadow🛵	Legacy Premium🏛️	Value Brands💰
Price	**$2 550**	$6,000–$17,000	$1,000–$3,000
Range	**120 km**	100–130 km	40–70 km
Speed	**80 km/h**	45–120 km/h	45–90 km/h
Charging	**2h or Swap**	4–6h (fixed battery)	5–6h (fixed battery)
Connectivity	**5G cockpit + OTA+AI**	Mixed (TFT, apps)	Basic (Bluetooth, GPS)

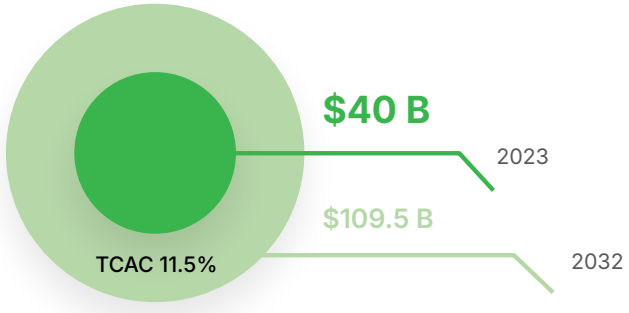
→Shadow offers near-premium specifications at a mid-range price, combining the appeal of both segments while avoiding their typical limitations.

Market size (B2B for validation - B2C for Scale)

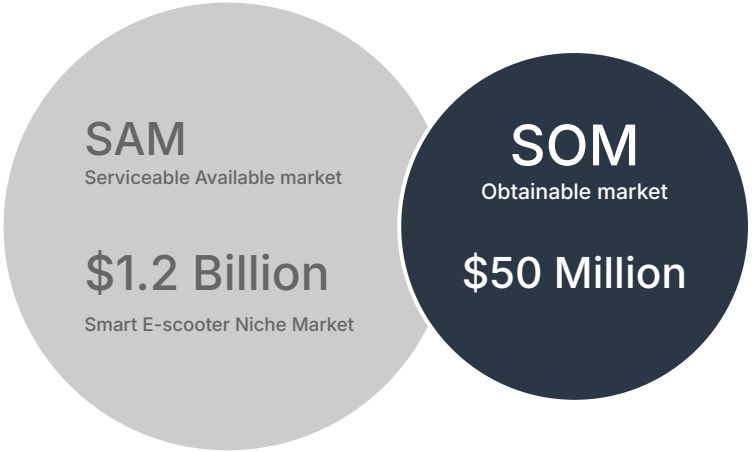
Global market for last-mile delivery



Worldwide market for electric two-wheelers



Market share



B2B

Fleet operators **lease scooters** for Long term with **zero upfront investment** and **fixed monthly costs**.

Subscription

engagement 12-24 Months

B2B - B2B2C

Basic **149$/Month***

3 scooters

12 Months
1 Battery
120 Km Range

*Per scooter

Standard **139$/Month***

5 scooters

12 Months
1 Battery
120 Km Range

*Per scooter

Pro **129$/Month***

10 scooters

12 Months
1 Battery
120 Km Range

*Per scooter

Battery swap subscription

when we reach <100 units per Hub

Standard Plan
(For Small Fleets & Budget-Friendly Ops)
50 swaps/month
$29/Month

Premium Plan
(For Growing Fleets & Heavy Usage)
Unlimited swaps
$49/ Month

Enterprise Plan
(For Large Fleets & Custom Needs)
Customizable Swap Limits
*from **$0.50 / Swap***

+ Fleet Management SaaS

PULSE

Basic **$40/mois**

Standard **$60/mois**

Pro **$80/mois**

3-month trial period

BTS BANK

B2B2C - B2C

ميكروكراد
microcred

$2,550

DIRECT SALES

Cash / Lease

Available colors

with the possibility of Branding your brand

Lunar Gray

British Racing Green

Velvet Red

Off-White

Black

Flexible Sales Model for Large Scale

when we reach 1000 units produced/Yr and Battery Swap extensive Deployment

Buy The SHADOW & Subscribe The Power

Get for $1,399 Without the Battery

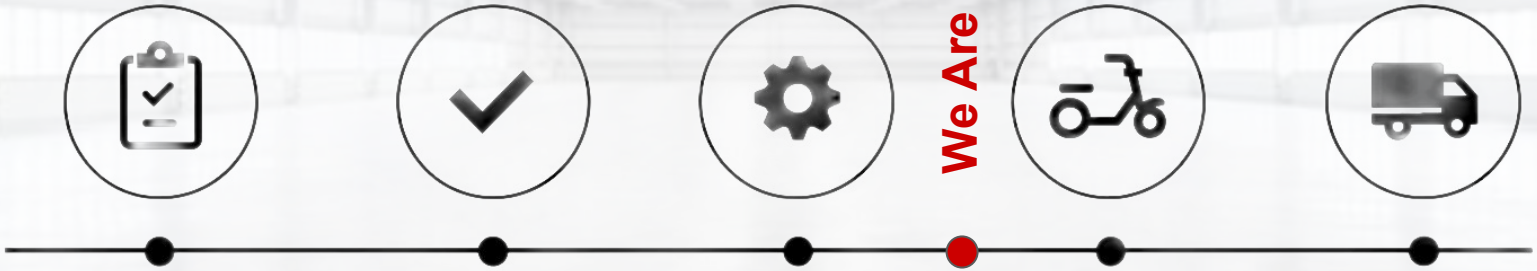
+

Subscribe Unlimited Battery Swaps For $40/Month

Or 10 swaps/Month for $15

High Tech = Lower Prices = Faster Adoption

RoadMap



MVP
Validated & Certified

Q1 2025

Engineering
Finalized

Q2 2025

Full Manufacturing Phase
(launching first batch)

Q3 2025

Starting Delivery of 40 units order confirmed
Launching 20% pre order campaign & Test Drive reservation

Next Month

Further Deliveries
Tunisia and Morocco

Q4 2025

Traction & Validation

- HQ in (Paris, France) and acquired Pixii Motors Tunisia as our manufacturing and R&D center.
- Confirmed Orders from **B2B** for **40 Units, 250+ Pre-Orders** Request From **B2C.**
  B2B generate **$100k**, by converting **30%** of requests B2C we expect to reach **$200k**
- Pilots running in discussions with **last-mile delivery** operators. Glovo Yassir
  To validate the entire Pixii Motors Ecosystem
- Starting **CE Certification** and **European Homologations.** (December 2025) LUXCONTROL
  financed by GIZ Germany $70k / To Sell Our Solution **Worldwide**
- Deploying **Built-in 5G Connection with** orange
- We won the pitch contest and received a **$10,000 grant** and **$20,000** in **interest-free debt.** ORANGE CORNERS

Selected by major accelerators & technical partners

ACTIA NXP NVIDIA INCEPTION PROGRAM Google for Startups aws Qualcomm ST life.augmented

Traction & Validation This Month

EBRD Star Venture

seedstars

Selected, to have access to Funding, Grants, Dept and mentoring

Google Cloud aws

$450K Cloud Grant

CES™
Powered by The Consumer Technology Association®

Secured to Showcase our Tech in **CES Las Vegas Feb'26 With**

NXP

BTS BANK

میکروکراد microcred

Became Official Supplier With MFI's

Achievements !

GITEX AFRICA Morocco

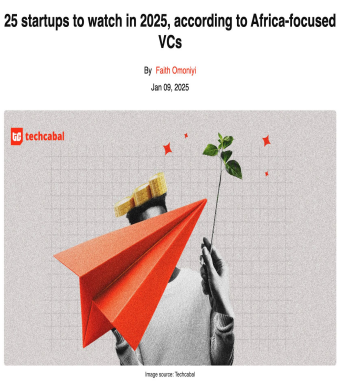
Gitex Asia Universe Winner Gitex 2025- heading to Singapore showcasing on Global Stage

AFRICARENA
THE AFRICAN TECH ECOSYSTEM ACCELERATOR

Best Deep Tech Startup
Tunis Summit 2024

ooredoo

Launching Built-in **5G Event !**



techcabal

Top 25 Africa Startup to follow on 2025" **By VC's**

Participated in major events :

AFRICA TECH SUMMIT NAIROBI
POWERED BY RAENEST

VIVA TECHNOLOGY

web summit
DOHA, QATAR · FEBRUARY 26-29, 2024

Big
bpifrance inno generation

Franco tech

SELECTUSA INVESTMENT SUMMIT
May 11 - 14, 2025

The Team

Anis Fekih
CEO & Cofounder

Former **Airbus A320 airline pilot** and industrial CEO with over 8 years of leadership experience. Anis drives Pixii's vision, strategy, and international expansion, combining operational excellence with product innovation.

Wafa Dhifi
COO & Cofounder

Seasoned executive with 12 years in the **energy and industrial sector**. Wafa brings deep expertise in operations, international logistics, and organizational scale-up. She ensures execution excellence across Pixii's ecosystem.

Imed Mlaweh
CTO

Tech lead and **embedded systems engineer** with a strong background in hardware/software integration. Imed oversees all technical development, from embedded OS to IoT and cloud platforms, ensuring robust and scalable architecture.

Embedded System

Wissem Yaakoubi
Lead Dev.

Ayoub Sakhana
Software Embedded Eng.

Bassem Abidli
Embedded Eng.

Rania Taabouri
Android AOSP Eng.

Web/ Devops/AI

Omar Jamai
Web Developer

Eya Jebali
Full Stack Developer

Oussema Jmaa
Data science Eng.

Product / industrialization/Quality

Mohamed Yakin Hamdi
Mechanical Eng.

Dorra Ben Tourkia
Mechanical Eng.

Ala Eddine El Ayeb
Mechanical Eng.

Azza Hedhli
Quality Mechanical Eng.

Business Dev

Ghofrane Mahmoud
Finance Manager

Mentors & Advisors

Noureddine Hajji

CEO
EY Tunisia - 22 Years

Financial Advisor

Hakim Khelifa (Mentor)

Senior Partner
Africinvest Group - 25 Years

Fundraise and Growth Strategy

Desigan Chinniah (Mentor)

EX, Mozilla Firefox, Paypal, Ebay, Skype

Mentor and Board Advisor

Selim Fekih

DevOps Lead & Architect
Hermès - 7 years

Cloud Architect and Devops Advisor

Omar Guiga

CEO, Co-Founder
Wallyscar-12 years

Automotive Manufacturing advisor

Joseph Nelson (Mentor)

Former Co-founder, Niu Technologies China, NASDAQ

Senior Automotive Designer at Kiska Design Berlin

Automotive Designer

Sofiane Sayahi

R&D Senior Manager
Actia Engineering services - 12 Years

R&D & IP Assistance

Walid Rouis (Mentor)

CEO Actia Worldwide
Actia Engineering services - 15 Years

Automotive Industry

Noureddine ben Othman

Test and Certification Senior Manager
Actia Engineering services - 35 Years

Ex- General Motors USA

CE Certification EEC Homologation

Closing a round of

Already supported by:

madica by Flourish Ventures · DiDO Capital Partners · Business Angels

$ 1.2M

Ops & Admin 30%

- Hiring
- Wages
- Rent
- Utilities
- Legal Fees
- Insurance

Product 54%

- R&D
- Production Pre-Series
- Testing With Early Adopters

Business Dev. 16%

- Sustainable Customer Base
- Partnerships
- Brand Awareness
- Marketing

Deliver early orders, expand pilots, set up initial swap infra, and drive B2B conversions.

Thank You

PIXII MOTORS

Let’s ride the future.

pixiimotors.com