

Deller

Electric bikes

**Compact, light, eco
and user friendly
transport for modern
cities and sports**



Do you find any of these double wheeled products to be really good and user friendly?

Problem: None of modern double wheeled vehicles fully correspond customers' needs & requirements:



Electric bicycles



Scooters



City bikes



Sport bikes

Low weight



High performance



High reliability



Easy driving



Cheap maintenance



Easy storage



Low fuel prices



Eco friendly (no CO2 emissions, noise, etc)



a list can be extended...

AND WHAT ABOUT THIS game changing product combining best of petrol bikes and electric bicycles?

Low weight	●
High performance	●
High reliability	●
Easy driving	●
Cheap maintenance	●
Easy storage	●
Low fuel prices	●
Eco friendly (no CO2 emissions, noise, etc)	●

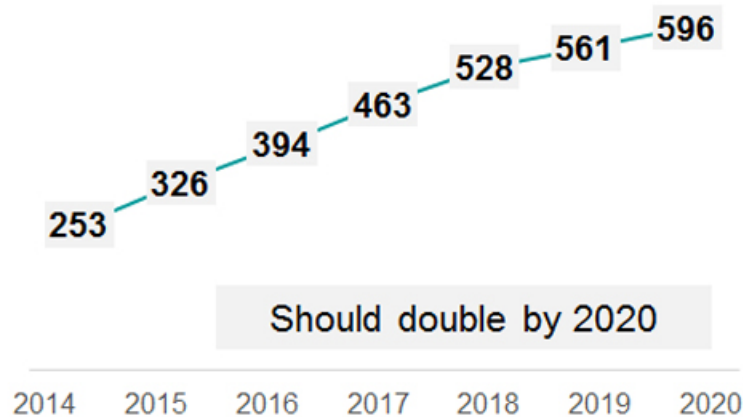
We develop, design and commercialize a compact, light, eco and user friendly electric bikes following customers` needs for...

MODERN CITIES & SPORTS!

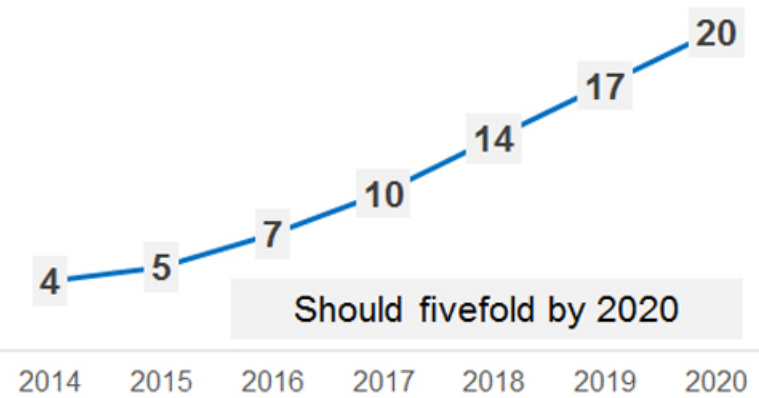


Market estimations: two market segments will donate major demand for our product in Russia and abroad

Sales - bikes, pitbikes & scooters, \$ million



Sales - electric bicycles, \$ million









Targeted market

- > High market dynamics (low penetration)***
- > Growing real incomes***
- > Difficult transport situation especially in big cities***

Russian market volume by 2020 - \$760 million with about 15-20% share of electric bikes

Global market volume - \$70-75 billion by 2020

We are 1,5-2 lighter and cheaper than competitors with same or exceeding driving range

COMPARISON WITH COMPETITORS	Modern electric bikes are heavy weighted, low mileage range and expensive					
						
	Deller EMC100	ZERO FX ZF2.8	ZERO FX ZF5.7	ZERO S ZF8.5	Brammo Enertia	KTM Freeride E
TYPE COUNTRY OF ORIGIN	Multipurpose Russia	Cross USA	Cross USA	Supermotard USA	Road USA	Cross Austria
TOP SPEED, km/h	150	137	137	154	95+	
POWER, kW ACC TIME, 0-100 km/h	30 3,8	20 4,3	33 4	40	13	22
WEIGHT, kg	75	100	120	161	150	95
DRIVING RANGE	200 km	56 km	130 km	165 km	130 km	55 km
CHARGE TIME, h BATTERY CAPACITY, kW*h WHEELBASE, mm	2 7,2 1340	2,5 2,0 1420	5,0 1420	7,9 7,5 1406	7.5 1,5 1407	1,5 2,1 1418
PRICE	\$5,500	\$9,495	\$9,495	\$13,995	\$10,995	€10,000

OUR SOLUTION: fast, light, cheap & long-range

Business model: develop one platform - sell various products. Adjust your bike to current situation.

Deller
Electric bikes



Development of Dellers multipurpose electric bike platform for urban driving and sports, outsource production, self assembly and quality control.

Major revenue – bikes sales. Highest margin on spare and turning parts.

<i>Size / Purpose</i>	<i>ADULT</i>	<i>KID</i>
<i>URBAN</i>	Deller Urban	—
<i>SPORT</i>	Deller Sport	Deller Sport Kids

**Individuals
Bike rentals
Bike schools and sport clubs**

**Spare and tuning parts, accessories
– design or upgrade your own
customized Deller's bike.**

**Deller's holders
Bike shops
Bike service centers**

**Franchise for after sales service
– ensure quality control throughout
life cycle of your bike.**

Bike service centers

Targeted market share for Deller's products by 2020: 60-65% in Russia, 2-3% globally, export portfolio 50-60% of total sales

Target customer group



SPORTSMEN



KID'S SPORT



SCOOTER DRIVERS



MOTORCYCLISTS



CYCLISTS

Marketing approach

First sales

Distributing positive opinions in relevant media & on-line communities

Free product placement of the first Deller's bike in sport schools&clubs

Trainers network

Stylish and SMART - word of mouth advertising can reach even a President

Discounts for bike rentals

Same shops placement – feel the difference

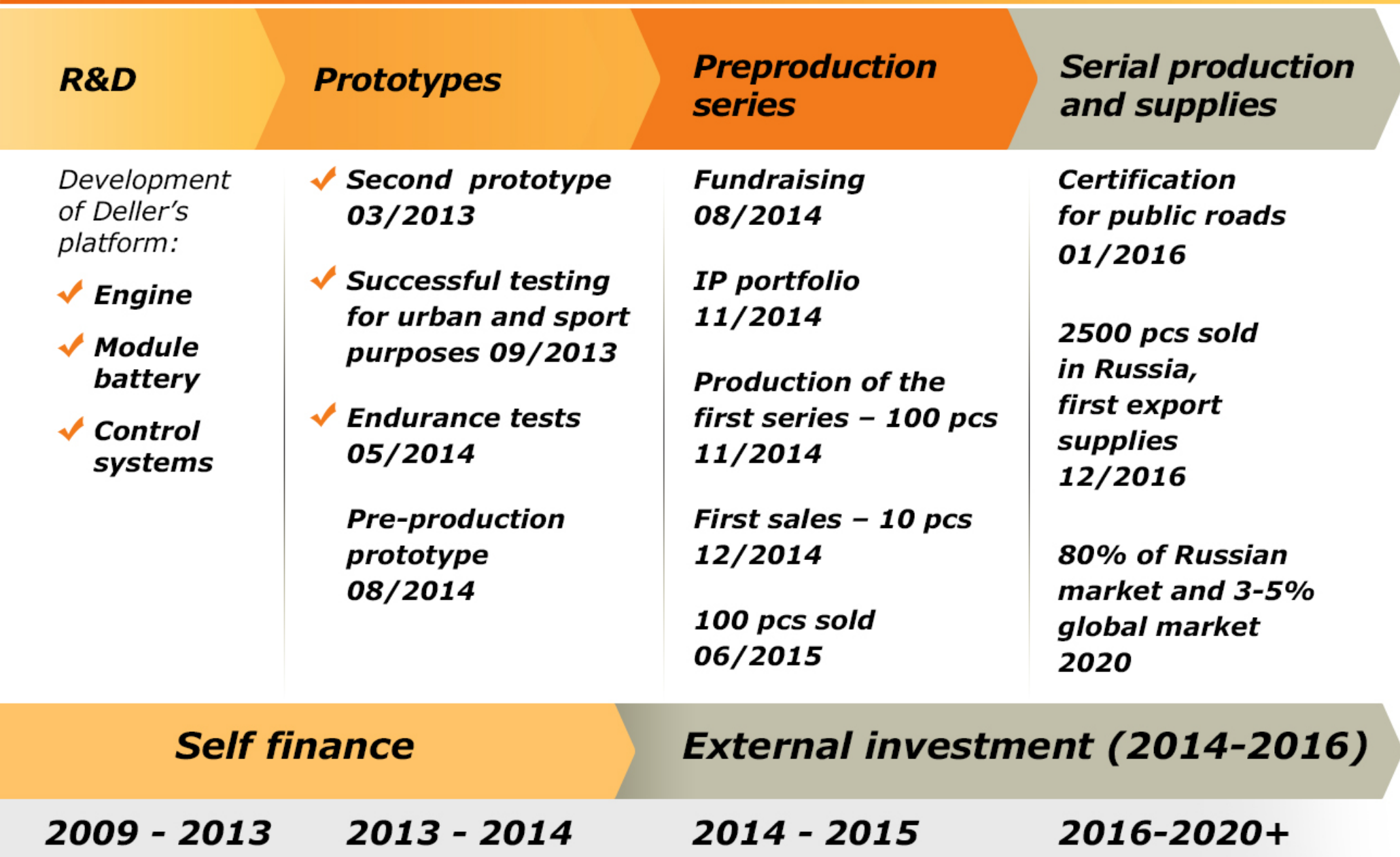
Sales channels

Partnership with large network bikes and bicycles retailers - 75% sales

Direct partnership agreements with bike rentals – 10%

Direct sales - on-line Deller's Shop with show & test room - 15%

Project status and milestones



Investment stages

2014

20 millions RUR

**Preparation for the production
Production – 100 pcs
First sales**

2015

30 millions RUR

**Production – 1100 pcs
Sales – 650 pcs (Russia)
Marketing campaign 1**

2016

150 millions RUR

**Production – 3400 pcs
Sales – 2500 pcs (Russia + export)
Certification for public roads
Marketing campaign 2**

Total investments - 200 millions RUR

Conditions - equity participation.

Pay back period – 5 years (2018) or ~ 15 000 pcs sold (total)

Annual sales 2020: 40 000 pcs

We are ready for the next step...

- ✓ ***Equipped manufacturing and assembly base – 500 sq. meters, production staff, 1000 sq. meters warehouse.***
- ✓ ***Subcontractors defined (7 companies, including Chinese suppliers), testing procurements completed, prices for 80% components agreed.***
- ✓ ***Potential customers for preproduction series are defined.***
- ✓ ***Preliminary negotiations and test drives are conducted successfully.***



Deller
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DELLER's team today



Vladimir Petrov

Founder, Project leader and Chief Engineer.

Serial Entrepreneur, 2 successfully launched in early 2000th and currently operating companies (automotive industry).

Holds patents (energy efficiency).



Vladislav Zaytsev

Chief Business Development Officer.

8 years experience in project and technical management (airport solutions, automotive industry).



Konstantin Laptev

Chief Operations Officer (manufacturing & quality control).

8 years experience in small batch production (machinery).

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Founder

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