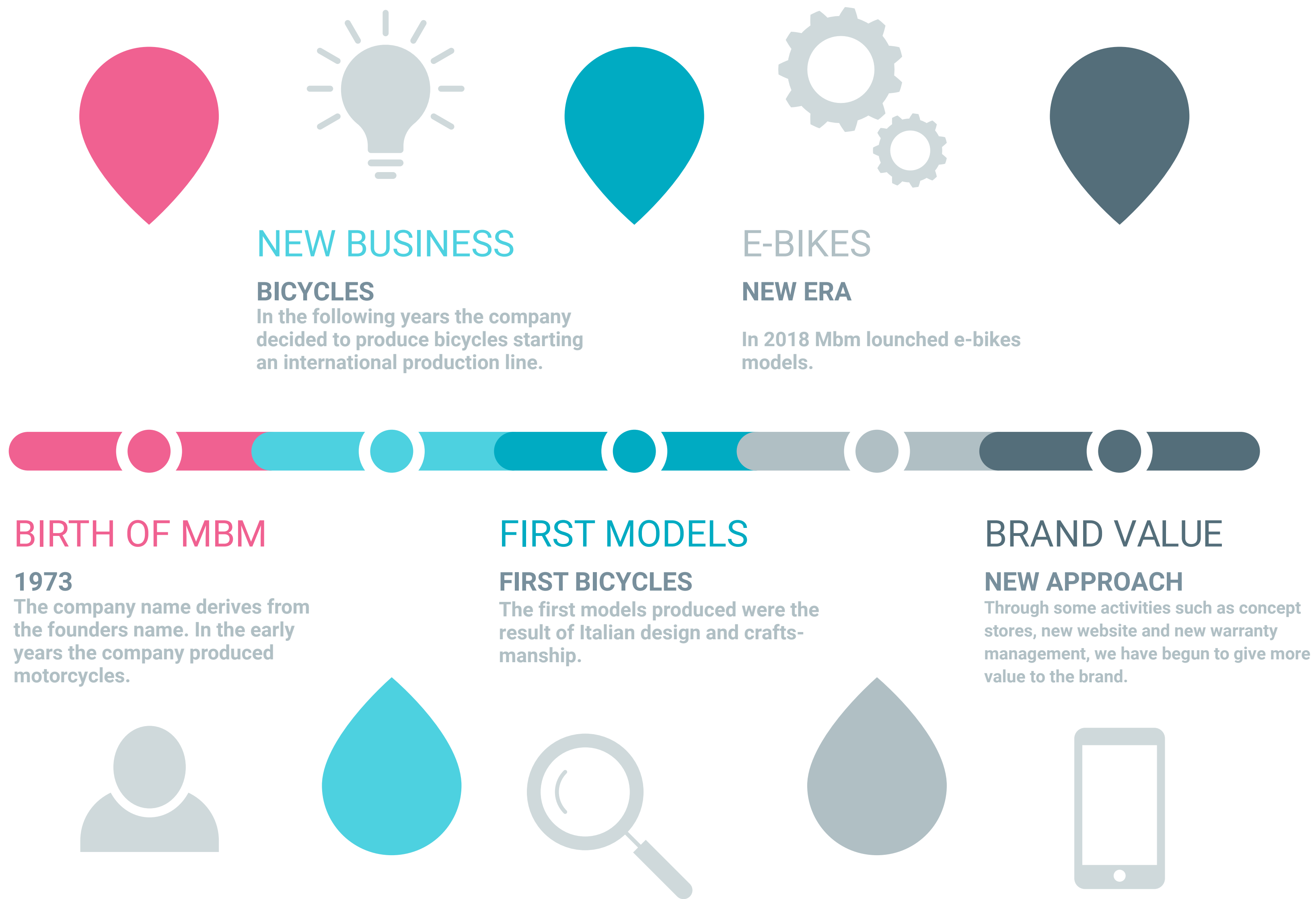




INDEX

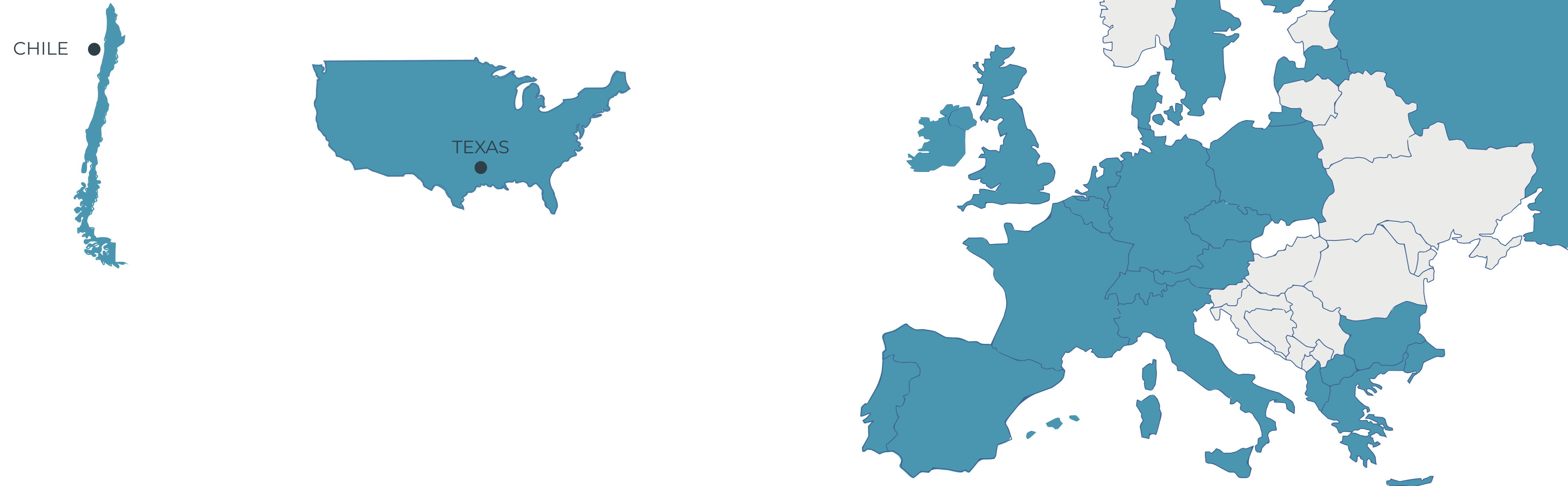
• <i><u>Company presentation</u></i>	<i>3</i>
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• <i><u>MBM - Concept Store</u></i>	<i>8</i>
• <i><u>MBM - Social media growth</u></i>	<i>10</i>
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COMPANY PRESENTATION - Our history



COMPANY PRESENTATION - Brand expansion

● Countries in which we are located



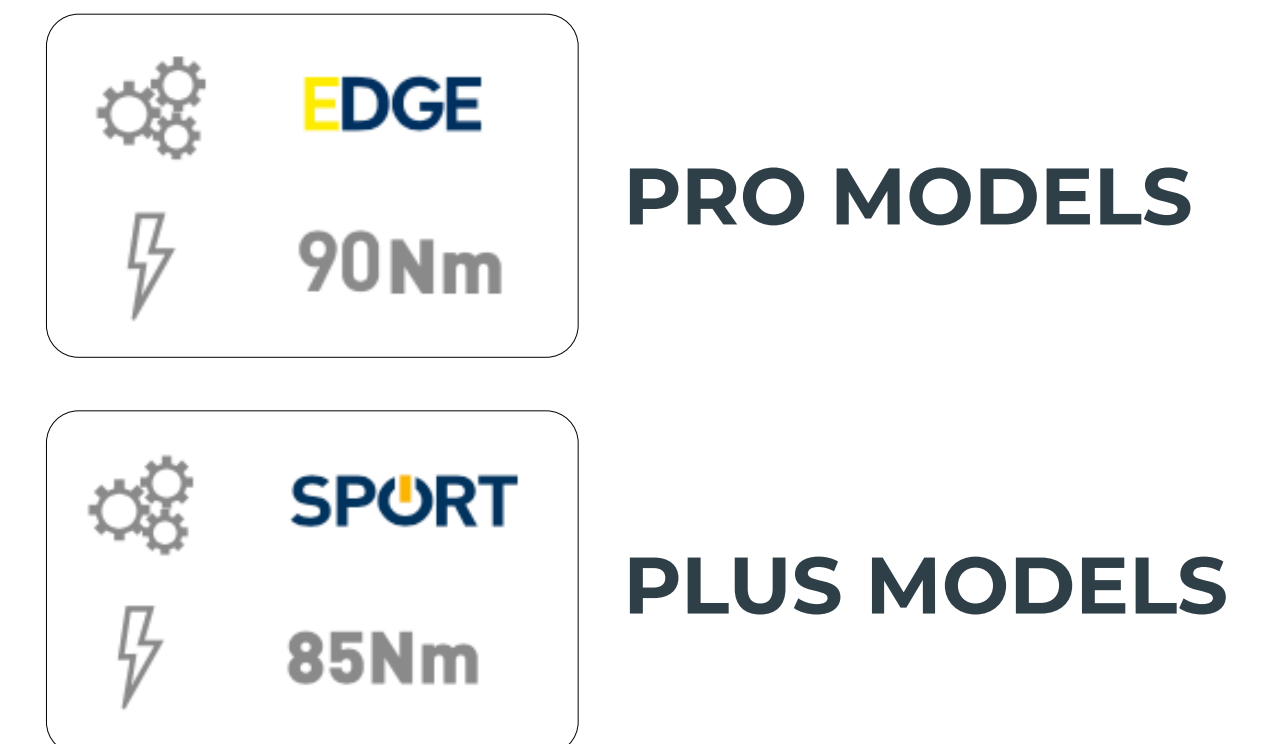
Ten years ago, the company began a crucial process: the internationalization.

Following the transition of the company from father to son, the primary objective is to make MBM products known and appreciated also outside Italy.

MARKETING ACTIVITIES



- Starting from this year we have decided to **unify** the names of our **ebike models**.
- The choice to use the **same names** is due to the fact that the market has learned about our **brand** and **models**, having invested in these names.
- All names have been registered:
Pro identifies the premium
Plus the intermediate models.
- **All markets** are protected by these names, so we will not have any **problems** with any disputes due to **improper use of the name**.



HYPERION

HYPERION_{plus}

HYPERION_{pro}

KAIROS

KAIROS_{plus}

KAIROS_{pro}

Sinopø

Sinopø_{plus}

Sinopø_{pro}

orøbus

orøbus_{plus}

orøbus_{pro}

K E R E S

K E R E S +

MBM Concept Store



DRIVE THE WORLD
(PALERMO)



CICLI ZALTRON
(VICENZA)

- With the aim of **increasing** the **value of the brand** we have created the new **concept stores**. **Concept stores** are shops or corners of shops entirely dedicated to **Mbm products** to highlight our e-bikes.
- At the moment **9 concept stores** have been set up in **Italy**, 3 in **Greece** and one in **Belgium**.
- **Our goal** is to set up others both in Italy and in the rest of the world.
The new structure of the **MBM concept store** includes all the following elements and can be obtained with a **contribution of € 2,600**.



CONCEPT STORE MAP

MBM - Why become a concept store?

ADVANTAGES OF THE CONCEPT STORE

Customer commitments

Minimum set-up to always have in the store

- ▶ 1 E-bike of your choice with **Oli Sport motor**
- ▶ 1 E-bike of your choice with **Oli Move Plus motor**
- ▶ 1 E-bike of your choice with **Oli Move One motor**
- ▶ 1 E-bike of your choice with **Oli Edge motor**
- ▶ 1 **La Rue**
- ▶ **Spare parts** pack
- ▶ **Test** e-bike

Distributor commitments

- ▶ It will have to guarantee the visual of the **concept**
- ▶ periodically **send photos** of the concept store
- ▶ Trade union with Mbm for **business management**
- ▶ Involve the customer in all **new projects**

Customer benefits

- ▶ Ad hoc B2C **advertising** campaigns
- ▶ Concept store on the **website map**
- ▶ Guaranteed **products**
- ▶ **Exclusive** area
- ▶ Partner for **all projects**

FURNITURE OF THE CONCEPT STORE

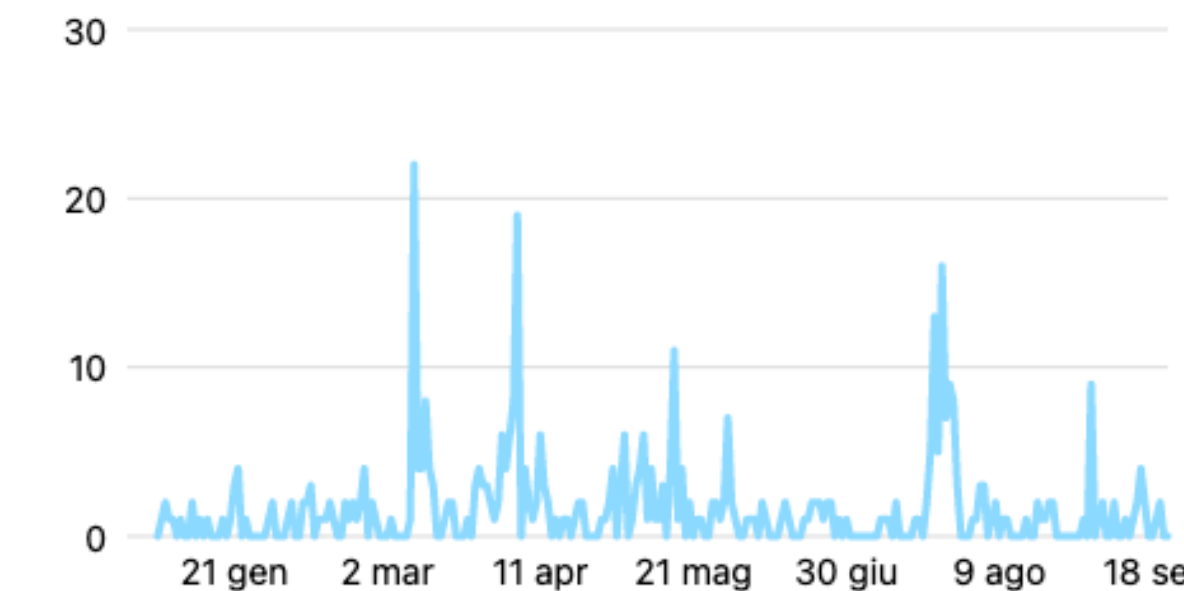
- Logo structure 2.00 x 2.20 x 0.40 m
- Led
- Printed Pve
- Platform 1.90 x 0.50 x 0.40 m
- Bike holder
- Platform with led
- Black moquette + logo
- Totem with tablet

MBM - Social media growth

Nuovi "Mi piace" e follower

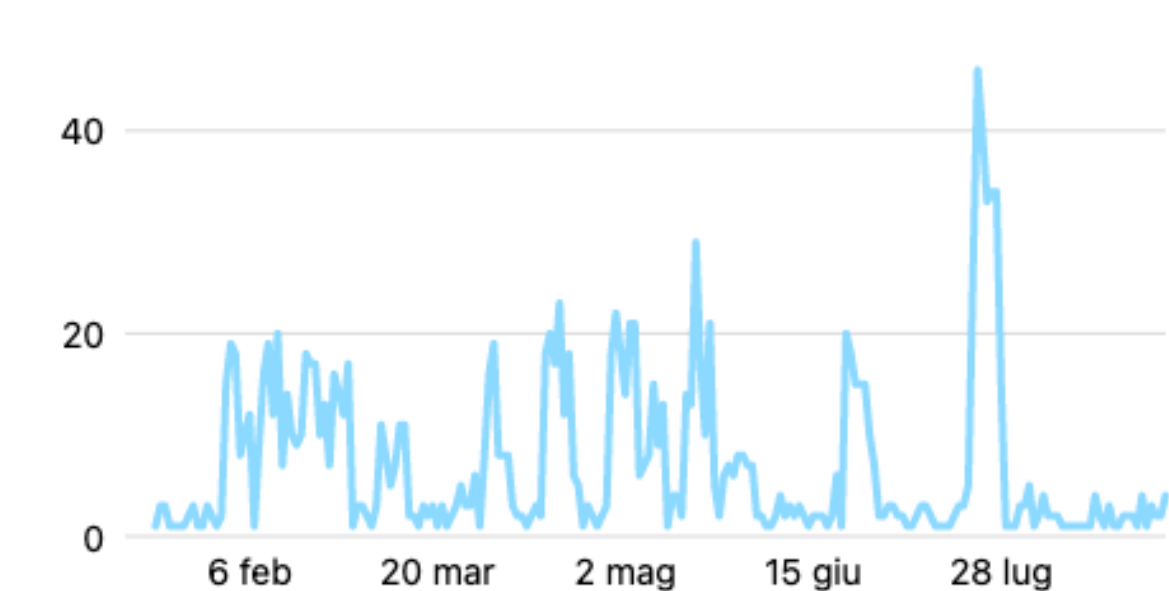
Nuovi "Mi piace" sulla Pagina Facebook ⓘ

431 ↑ 210.1%



Nuovi follower di Instagram ⓘ

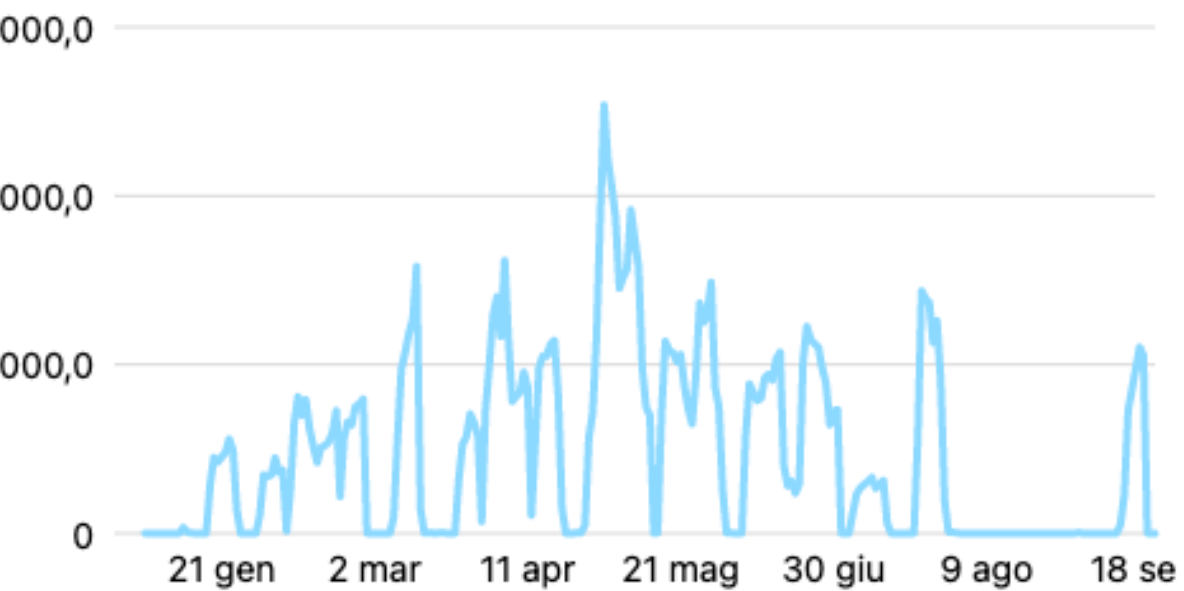
1520 ↑ 18.900%



Copertura

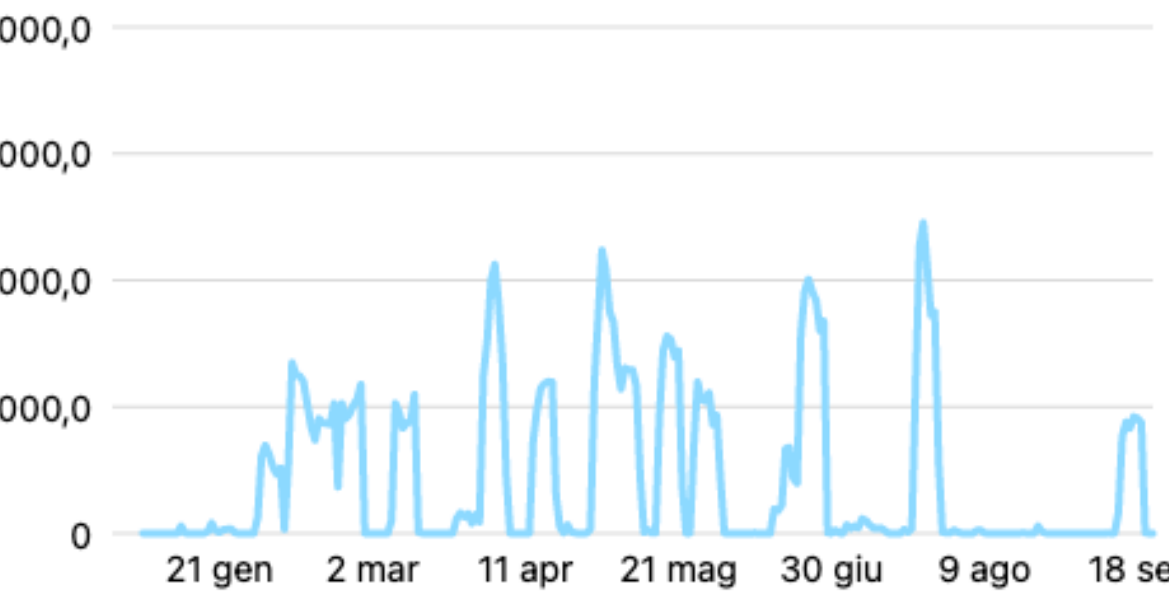
Copertura della Pagina Facebook ⓘ

1.151.480 ↑ 605.9%



Copertura di Instagram ⓘ

299.441 ↑ 659.7%



YEAR 2022

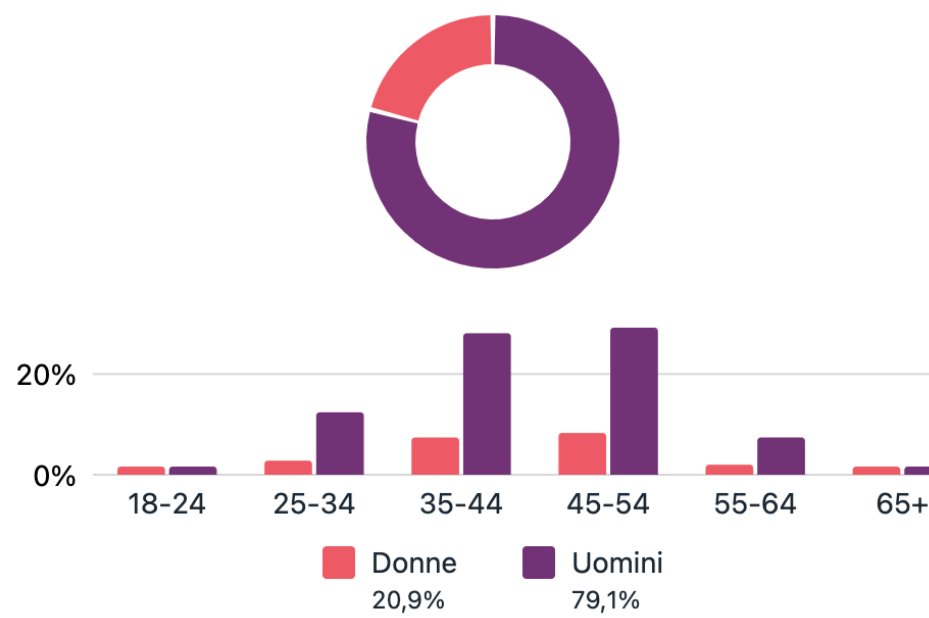
Social media data

- During 2022 our social media profiles, thanks to the activities carried out, have seen a great **growth in followers**.
- There were **numerous interactions** and requests for informations.
- There has been an **increase** in messages sent by users.
- Various activities were carried out, such as **adv, sponsored posts and collaborations**.

"Mi piace" sulla Pagina Facebook ⓘ

10.663

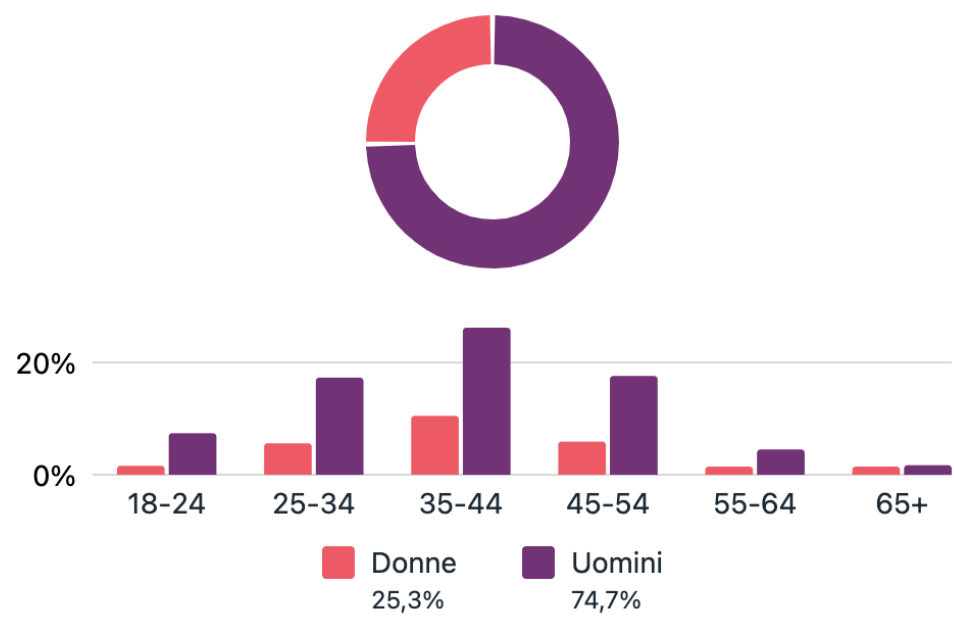
Età e genere ⓘ



Follower di Instagram ⓘ

4555

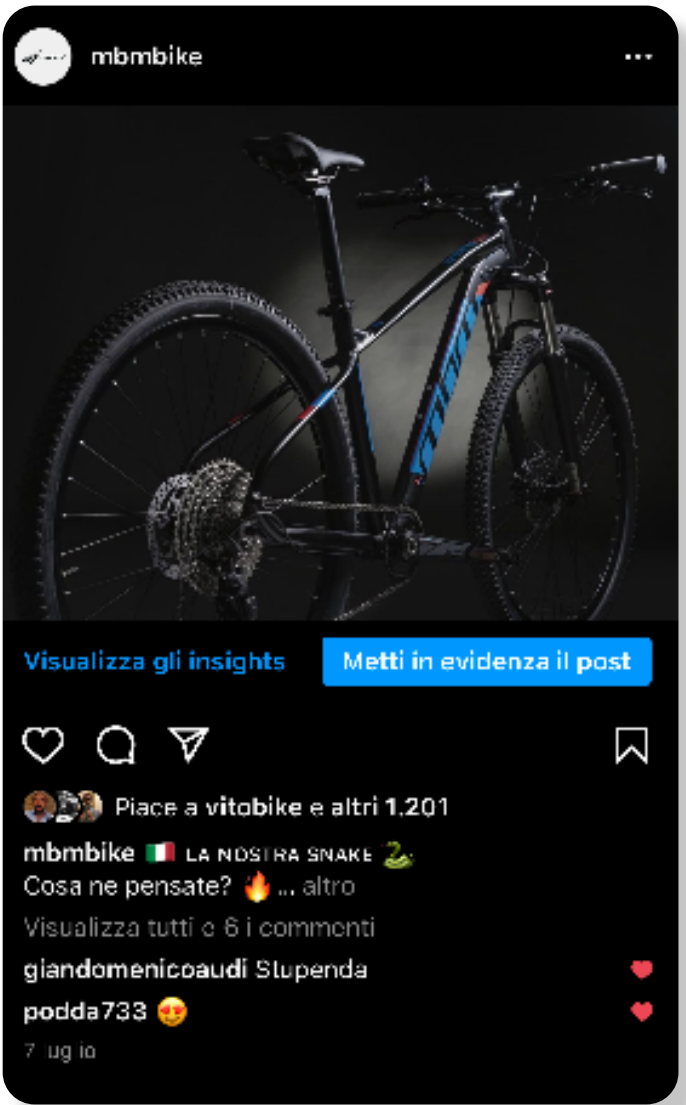
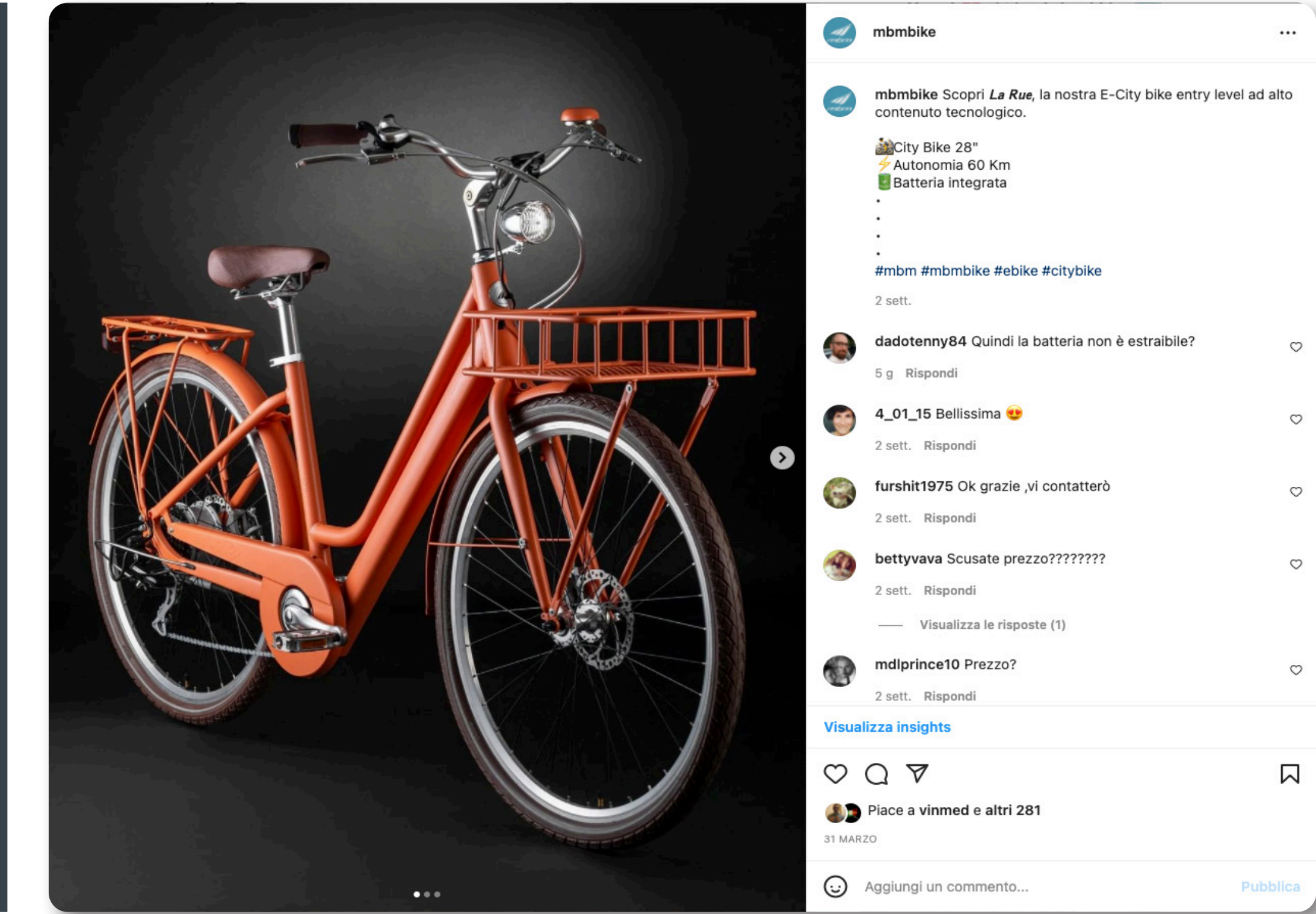
Età e genere ⓘ



YEAR 2022

MBM - Social media guidelines

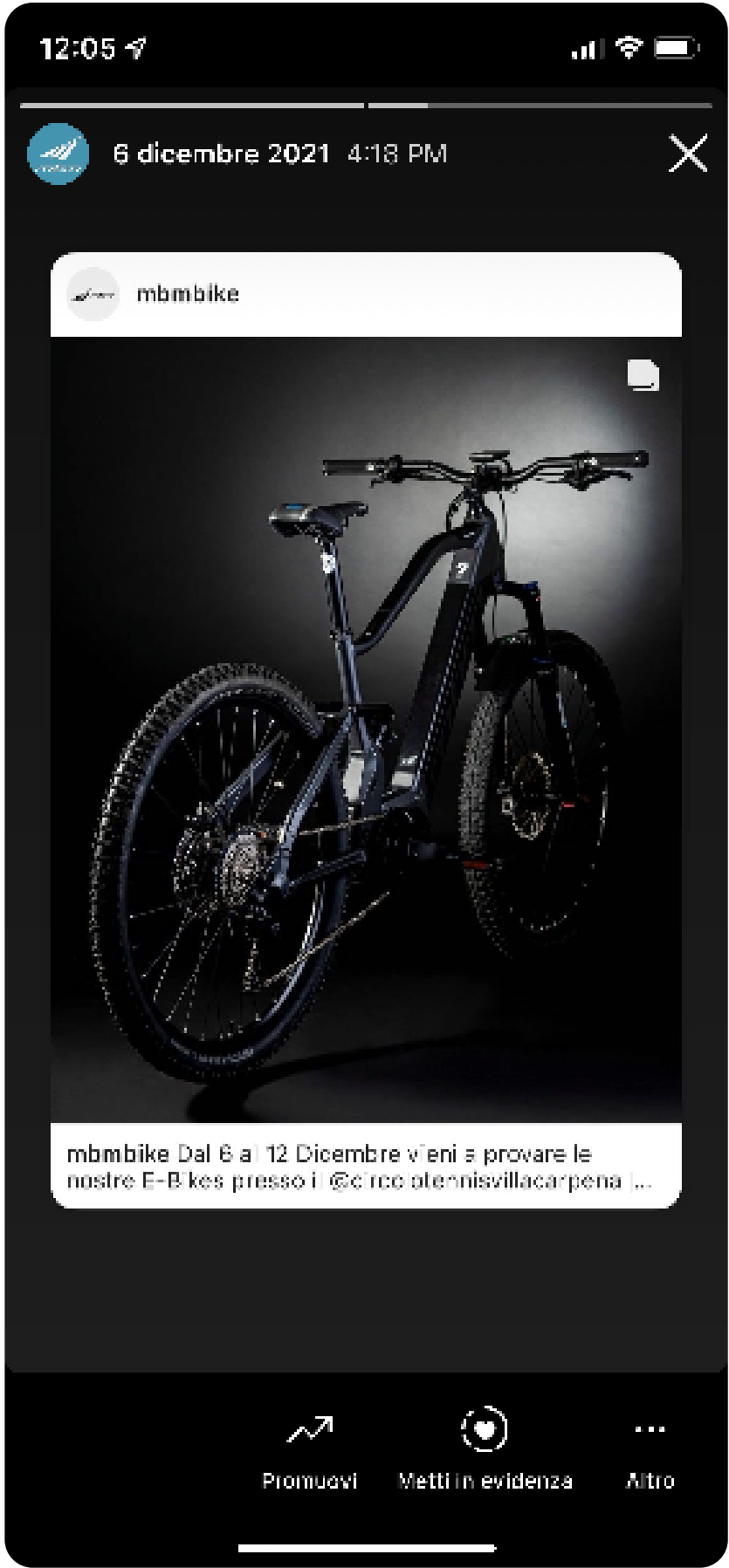
- Create account with name **mbmbike_country** (ex. **mbmbike_uk**; **mbmbike_es**; **mbmbike_fr**)
- Tag **@mbmbike** on Instagram and Facebook in every post
- Request lifestyle and still life photo folder from **d.gozzi@ciclimbm.it**
- Use **profile picture** provided in the pictures folder
- Do not use **low resolution** photos
- Don't make the descriptions **too long**
- Use hashtag **#mbm #mbmbike**
- **Suggested hashtags** #italianbike #ebike #citybike #mtb #foldingbike #bikelife
- Refer to the **@mbmbike page**



Post example:

- Short description (add some technical specifications such as motor and battery)
- Nice photo of the product (find these photos in the folder to request)
- Simple hashtags

Social media guidelines - Stories



REPOST OUR POST IN YOUR STORIES



PRODUCT DETAILS

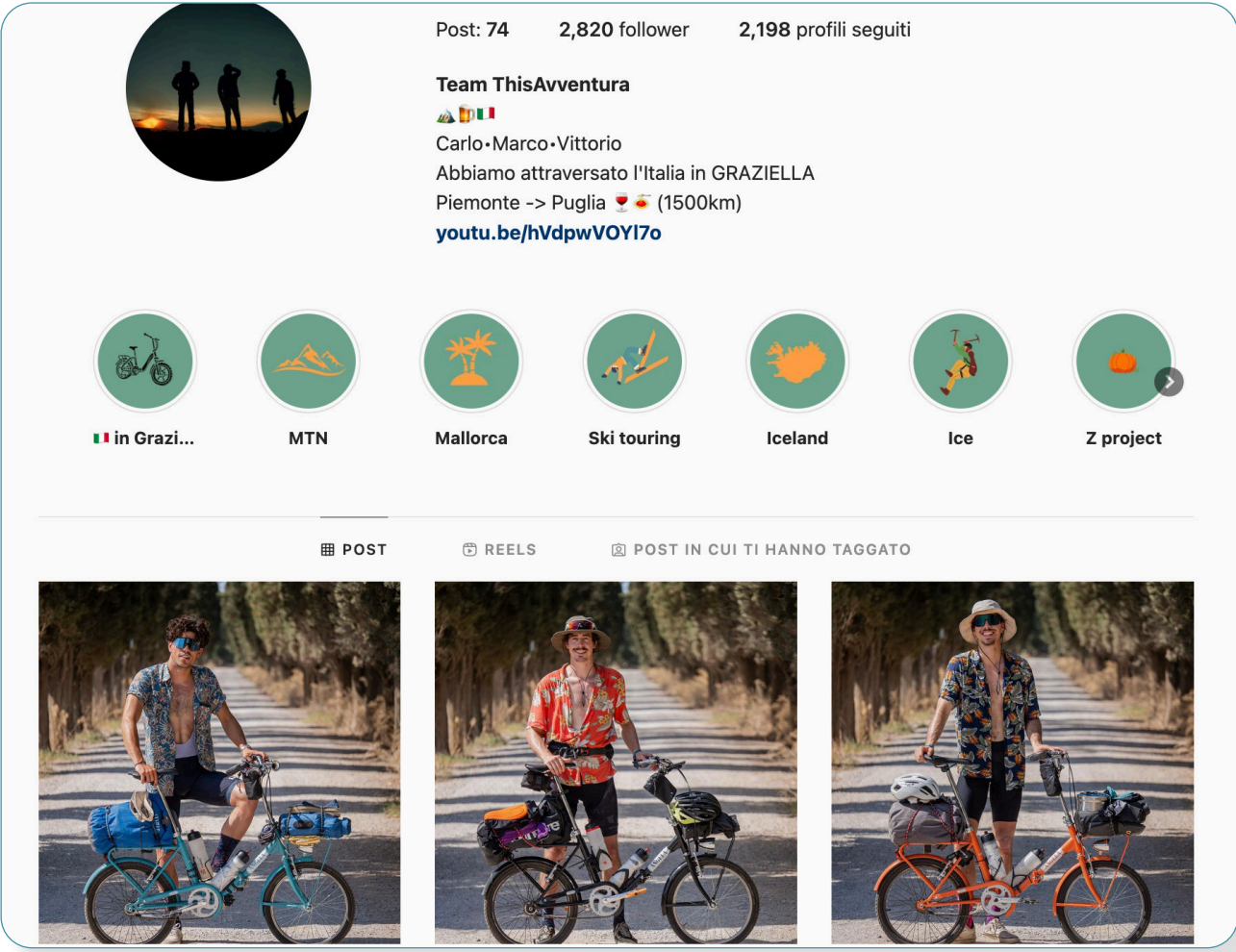


PHOTOS SENT BY CUSTOMERS



GRAPHICS

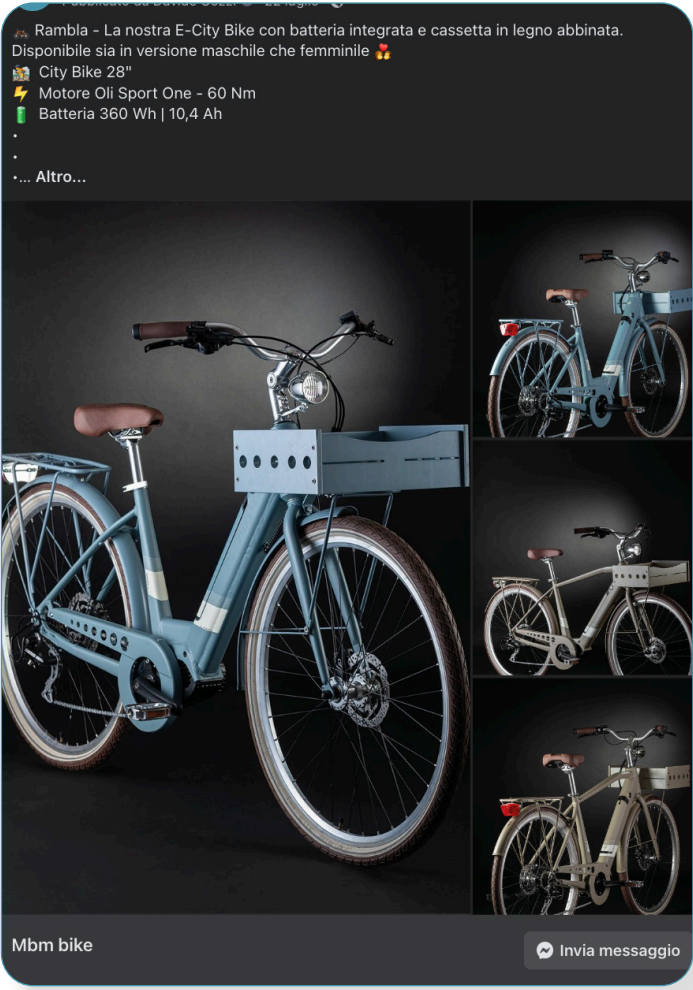
MBM - Social media activities



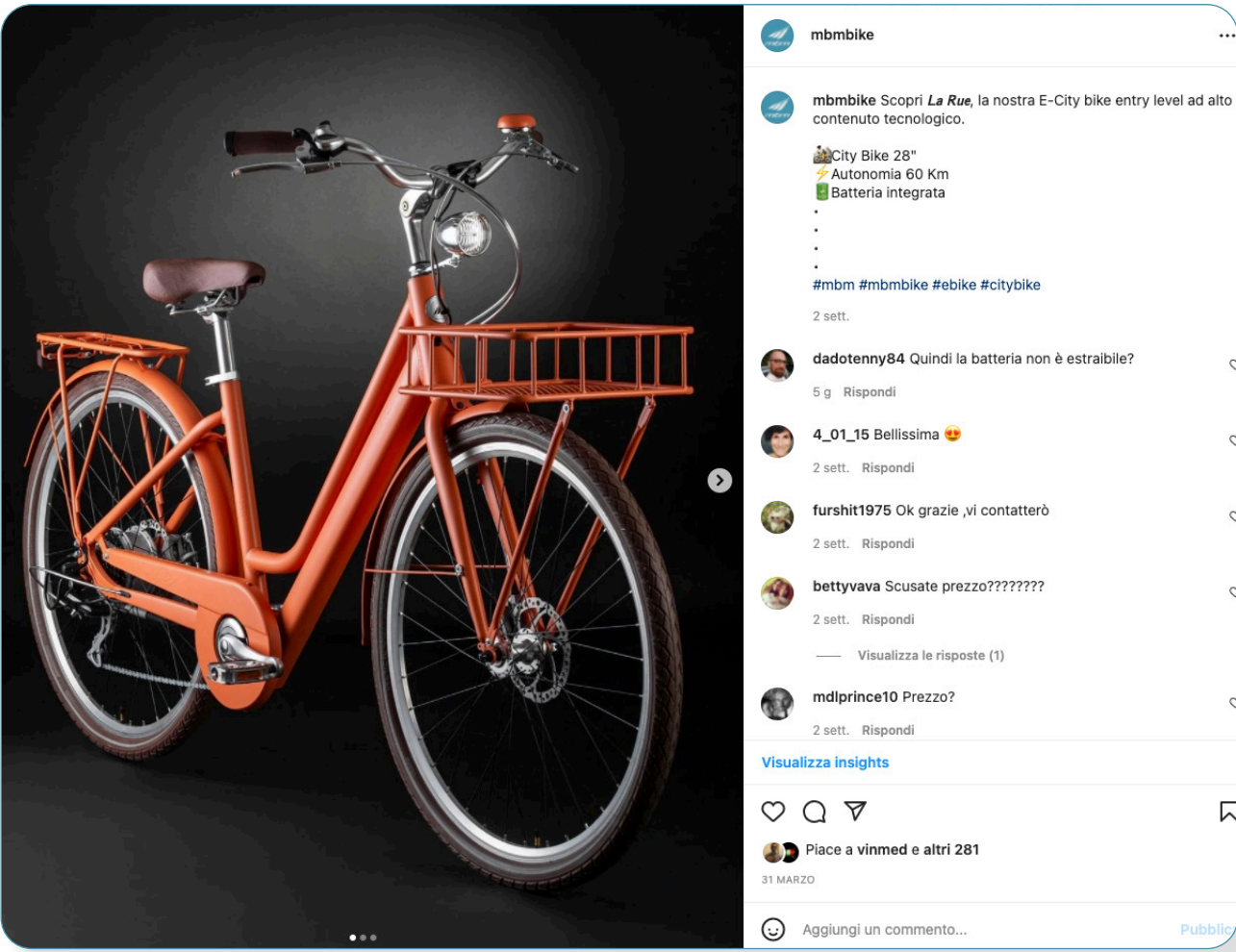
COLLABORATION



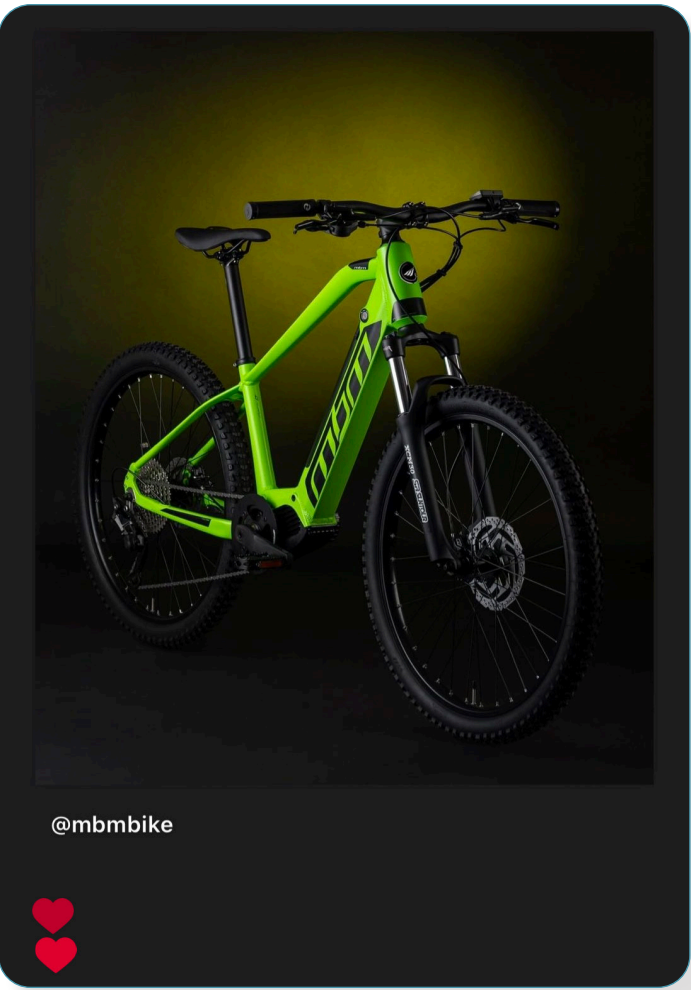
STORIES ADV



SPONSORED POST



COMMUNITY INTERACTION



PRODUCTS PROMOTION



POST PICTURES OF YOUR STORES

MBM - National fairs



- One of MBM's **goals** is to participate in **national fairs** with the **support** of national distributors, in order to increase our brand awareness.
- During the **fairs** we provide to the distributor with various **equipment** such as: **exhibitors, ebike models, elements of the concept store, spider 4x4** and more.
- It is **important**, if the fair allows it, that visitors do an **ebike test**, so that they can try the **product and feel**.





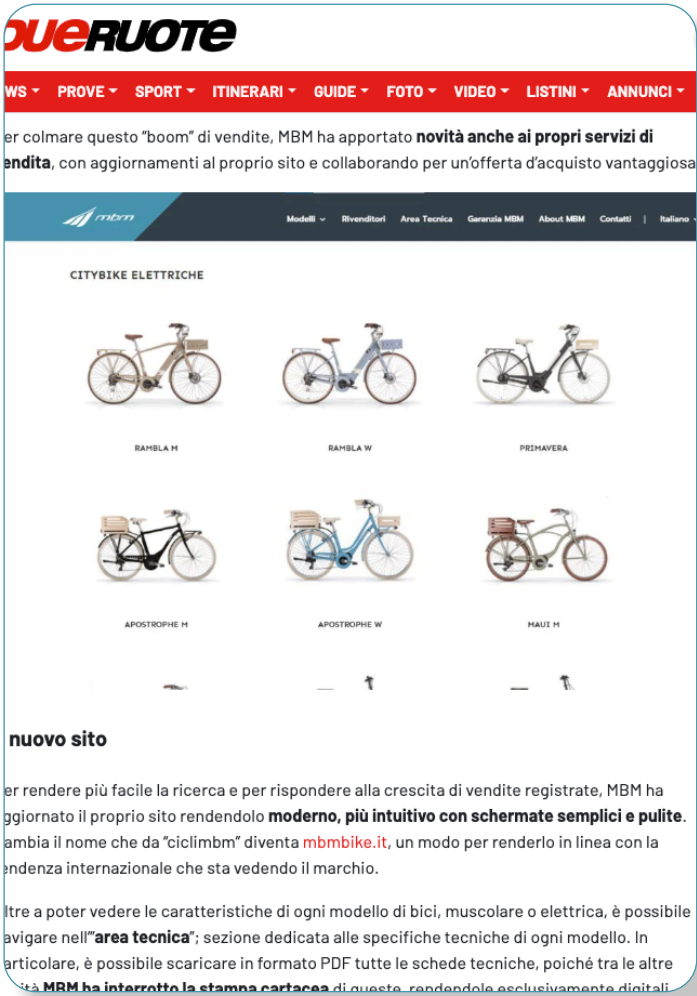
FORBES



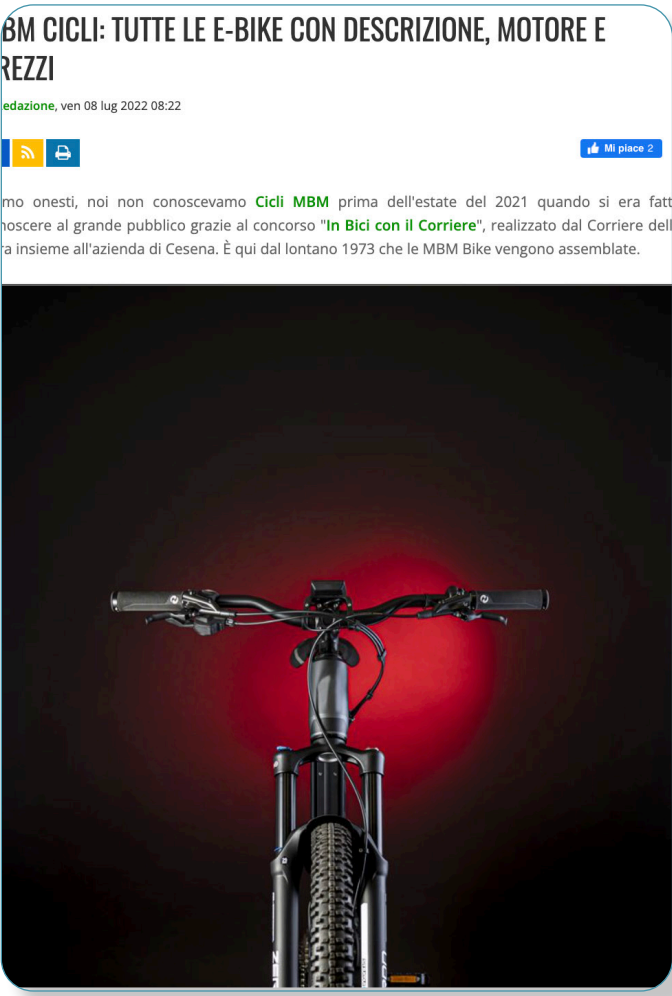
CORRIERE DELLA SERA



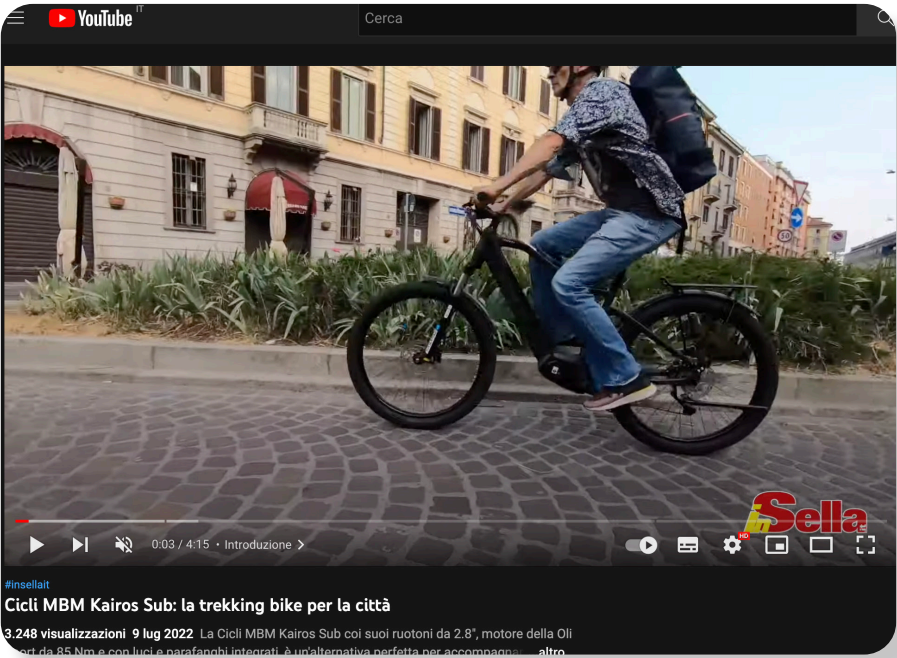
BIKE



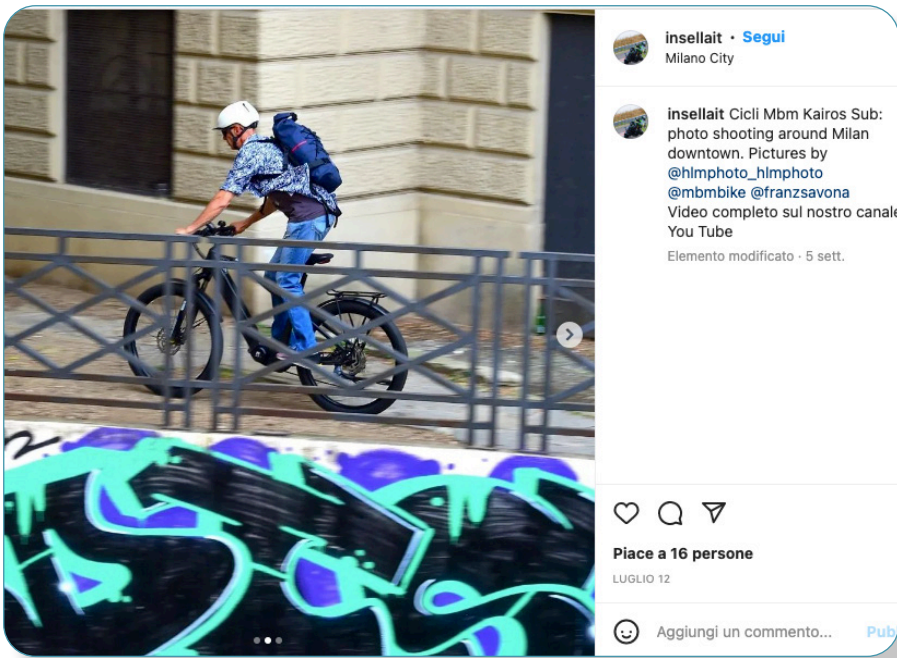
DUE RUOTE



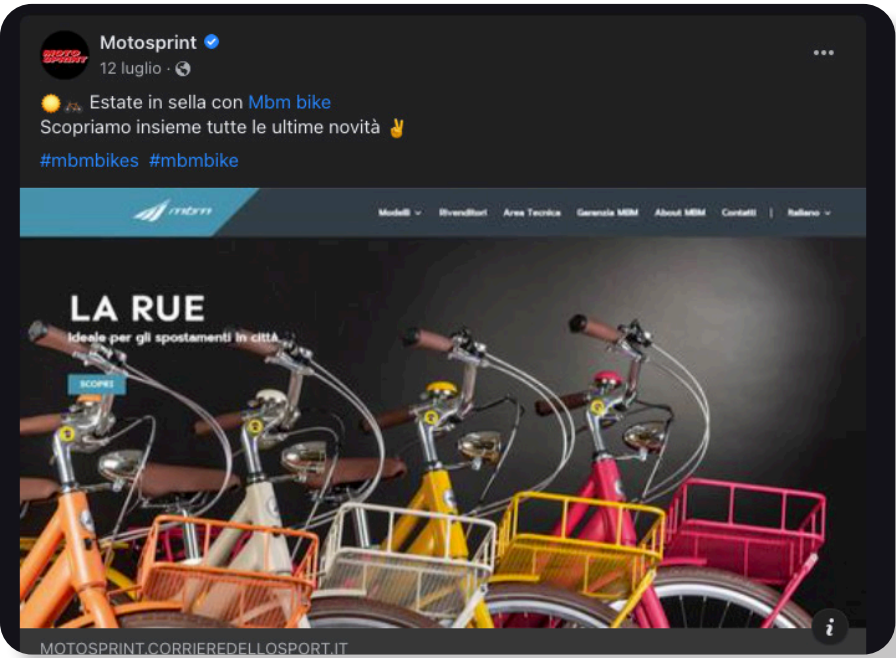
CORRIERE DELLA SERA



INSELLA - YOUTUBE

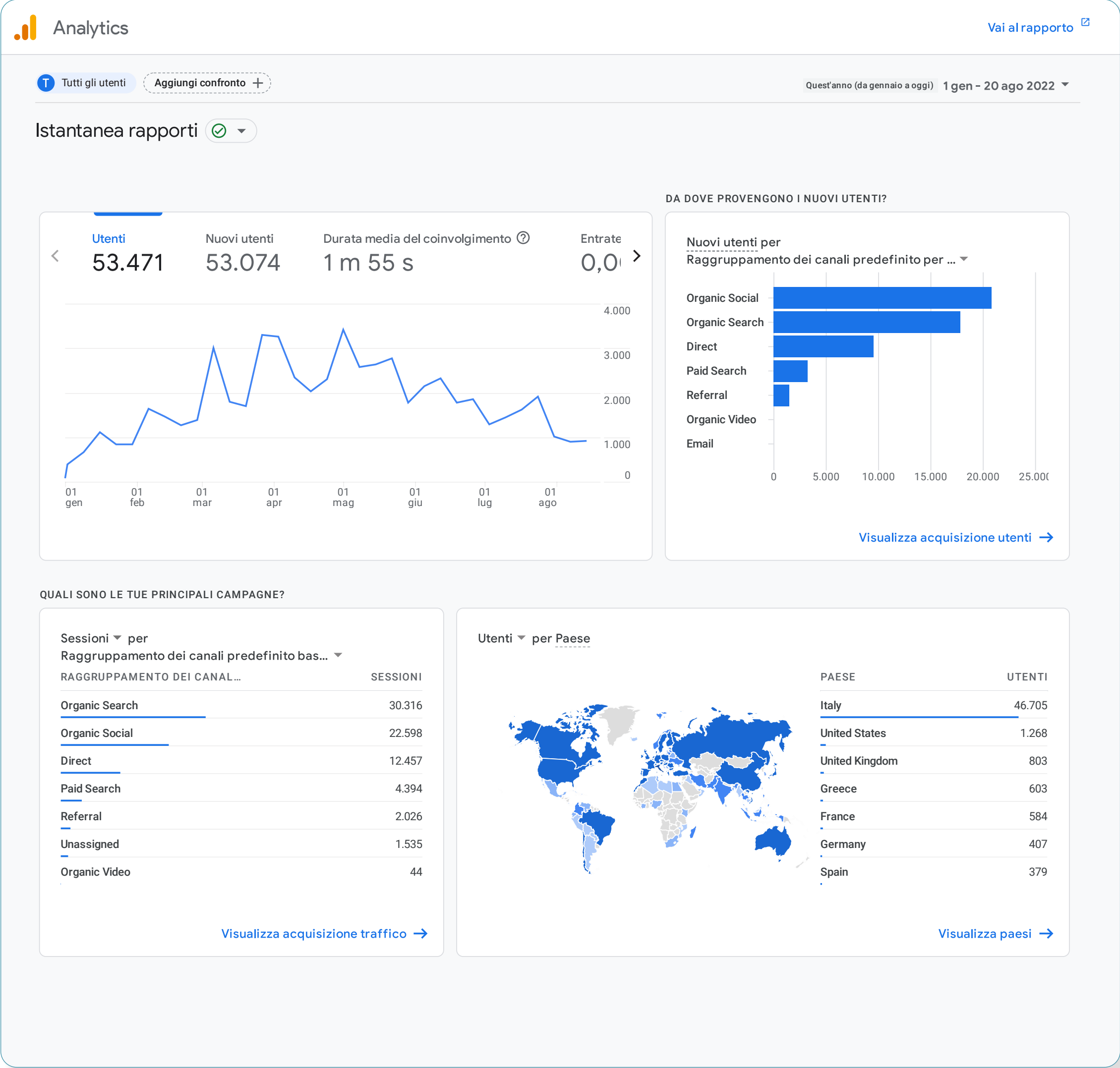


INSELLA - INSTAGRAM



MOTOSPRINT - FACEBOOK

- During this year we have created numerous **contents** with newspapers, both online and on paper.
- We made newspaper articles, **ebike test videos on youtube**, posts on their social profiles.
- All these contents are created with the help of a **press office**.

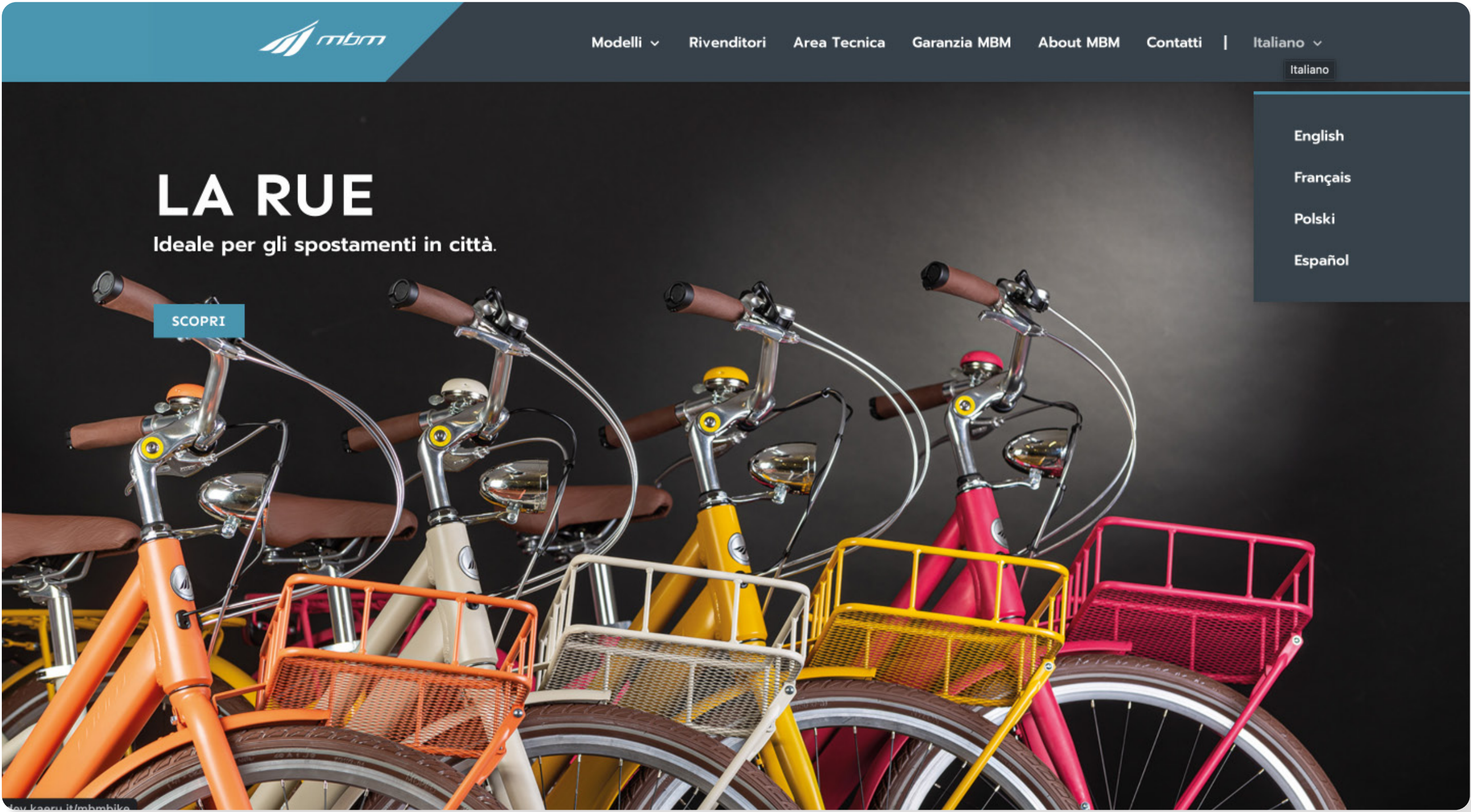


Website data

- At the beginning of 2022 we launched the new **Mbm website** which allowed us to **improve our image** and reach a large number of users all over the world.
- The results were excellent, during the months from March to June **we reached 10,000 monthly views** on our site.
- The final consumer by using the **“Resellers” page**, making it easier to find information on dealers/distributors near them.
- The **website** will soon be updated with **new models** and these will be highlighted.



MBM - Website update new languages





ZNAJDŹ
NAJBLIŻSZEGO
SPRZEDAWCĘ

– NASZE ROWERY –

Nasza *misja* jest prosta: oferowanie rowerów dostosowanych do wszystkich potrzeb.

Rower miejskie, trekkingowe, modele vintage, składane, rowery górskie lub elektryczne. Do wyboru, do koloru. Każdy z naszych rowerów jest inny i niepowtarzalny w swoim stylu, wyjątkowy dzięki atrakcyjnemu designowi oraz komponentom wysokiej jakości.

New languages

With the aim of keeping the **website** update, we have translated it into **3 new languages: *French, Polish and Spanish.***
This will make it easier to consult.

MBM WARRANTY



MBM - Warranty web portal

ACTIVATE YOUR WARRANTY

Name *

Last Name*

State *

▼

Province

▼

Email *

Purchase date *

gg/mm/aaaa

Dealer *

Serial Number *

Proof of purchase *

Scegli file

Nessun file selezionato

The identification code is printed on the label placed in the battery sled and on the battery itself. Any exceptions are indicated in the manuals available on the site. The service is only available for E-Bikes.

☐

Treatment of personal data * I have read and accepted the general conditions relating to the processing of my personal data.

SEND

WHY ACTIVATE THE WARRANTY?

Activating your MBM WARRANTY guarantee is important, that's why.

By registering your MBM Bike product you will receive a preview of practical information that will allow you to always keep the bicycle in the best conditions and reminders in case of defective components so as to act promptly.

Furthermore, the registration will allow an even faster management of the practices should a problem arise, so as to get back on the saddle as soon as possible.

For electric bicycles only, registering the product in the portal extends the battery warranty by an additional 3 months.

CARE AND MAINTENANCE

Taking care of our products is simple, just follow these few tips and your bike will accompany you for a long time.

CARE AND MAINTENANCE

FIND A DEALER

Cicli MBM has an extensive sales network nationwide. Find on the map the closest dealer!

FIND A DEALER

Warranty web portal

- In order to guarantee the correct validity of the **guarantees**, from May 2022 we apply a **code** to each ebike, this will be scanned and entered in our **online database**.
- When the **customer** fills out the form, he must enter the code found on his bicycle, at this point we can know when the guarantee is: **active, valid or expired**.
- The data entered by the **customer** are saved on our database, this allows us to have **direct contacts** with customers and to be able to do **marketing activities**.
- In case that the customer should have a **problem** with his ebike, he must communicate his **code** entered in the **warranty portal** to his dealer. At this point the dealer will interface with **Mbm** and assistance will be provided after our check on the **validity** of the guarantee.

mbm®

Home Garanzie Seriali Utenti Prodotti

Seriali

Attivi (2820) | Eliminati (26)

+ Nuovo

Filtri

Cerca:

Codice	Prodotto	Inserito da	Inserito il	Garanzia	Actions
ITA22000001	TITANIA F I 48 I MATT BLACK	Ebike Inserimento	2022-03-21 11:23:33	N	Elimina
ITA22000002	E500 - FUNK URBAN U I 36 I MATT BLACK	Ebike Inserimento	2022-03-21 17:24:16	N	Elimina
ITA22000003	TITANIA F I 48 I MATT BLACK	Ebike Inserimento	2022-03-22 09:46:49	N	Elimina
ITA22000004	E809U.1 - EREBUS M I 50 I MATT BLACK	Ebike Inserimento	2022-03-23 15:32:28	A	Elimina

BACKEND

MBM INTERNATIONAL MEETING 2022

19

MBM - Warranty customer experience

- Login to mbmbike.it/en/warranty/ or scan the **QR code** found on the keychain
- Consult the manual in the technical area
- Fill out the form with the **required personal data**
- Enter the **serial number code** of your ebike
- The serial number code is printed on the label placed in the battery sled and on the battery itself.
- Upload the image of your **proof of purchase**
- **Accept** the processing of personal data
- You will receive a **confirmation email** with the summary

ACTIVATE YOUR WARRANTY

Name *

MBM

Last Name*

BIKE

State *

Italia

Province

Forlì-Cesena

Email *

mbm@mbmbike.it

Purchase date *

gg/mm/aaaa

Dealer *

TEST

Serial Number *

ITA22000001

Proof of purchase *

Scegli file Nessun file selezionato

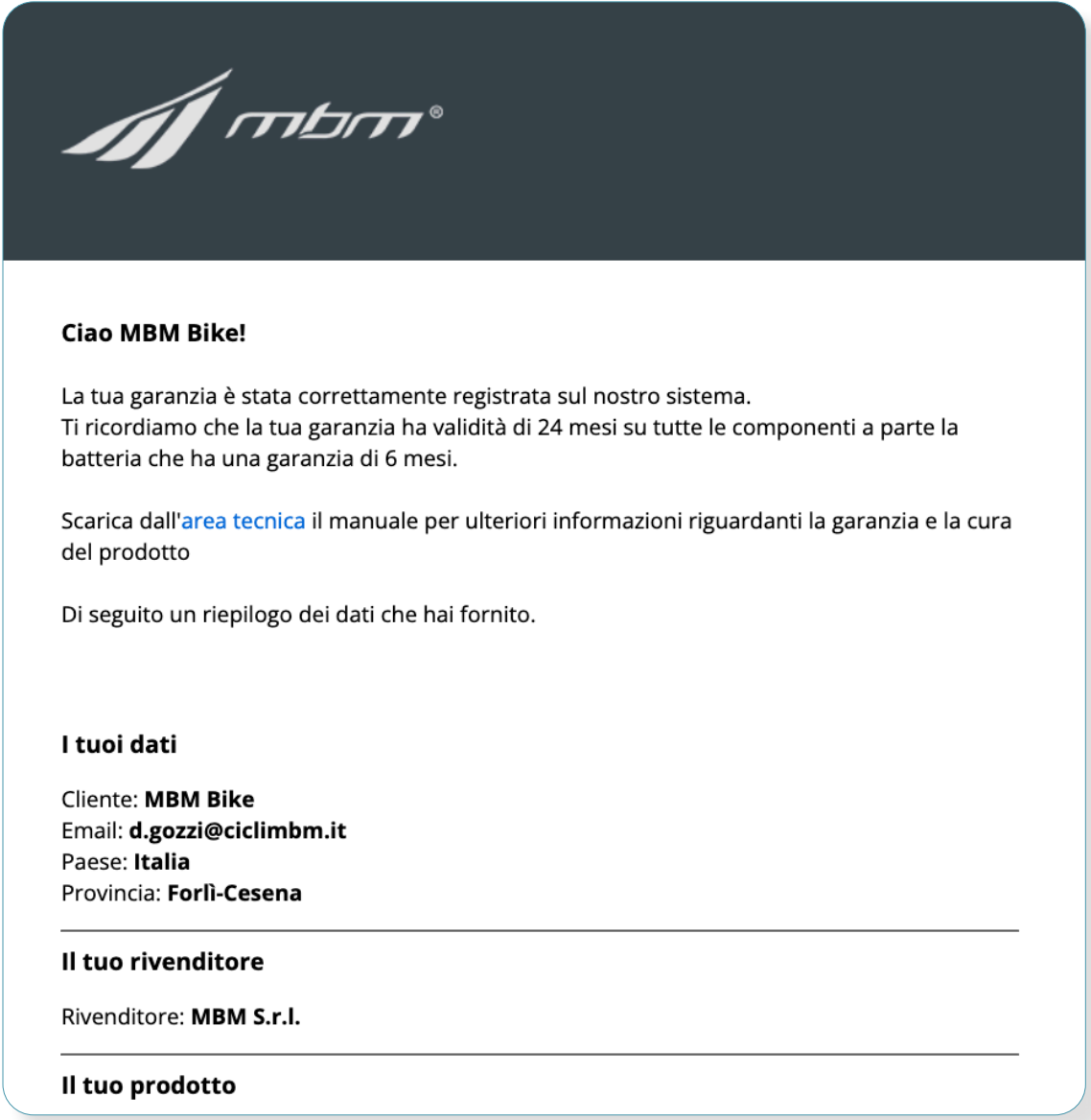
The identification code is printed on the label placed in the battery sled and on the battery itself. Any exceptions are indicated in the manuals available on the site. The service is only available for E-Bikes

☒ Treatment of personal data *

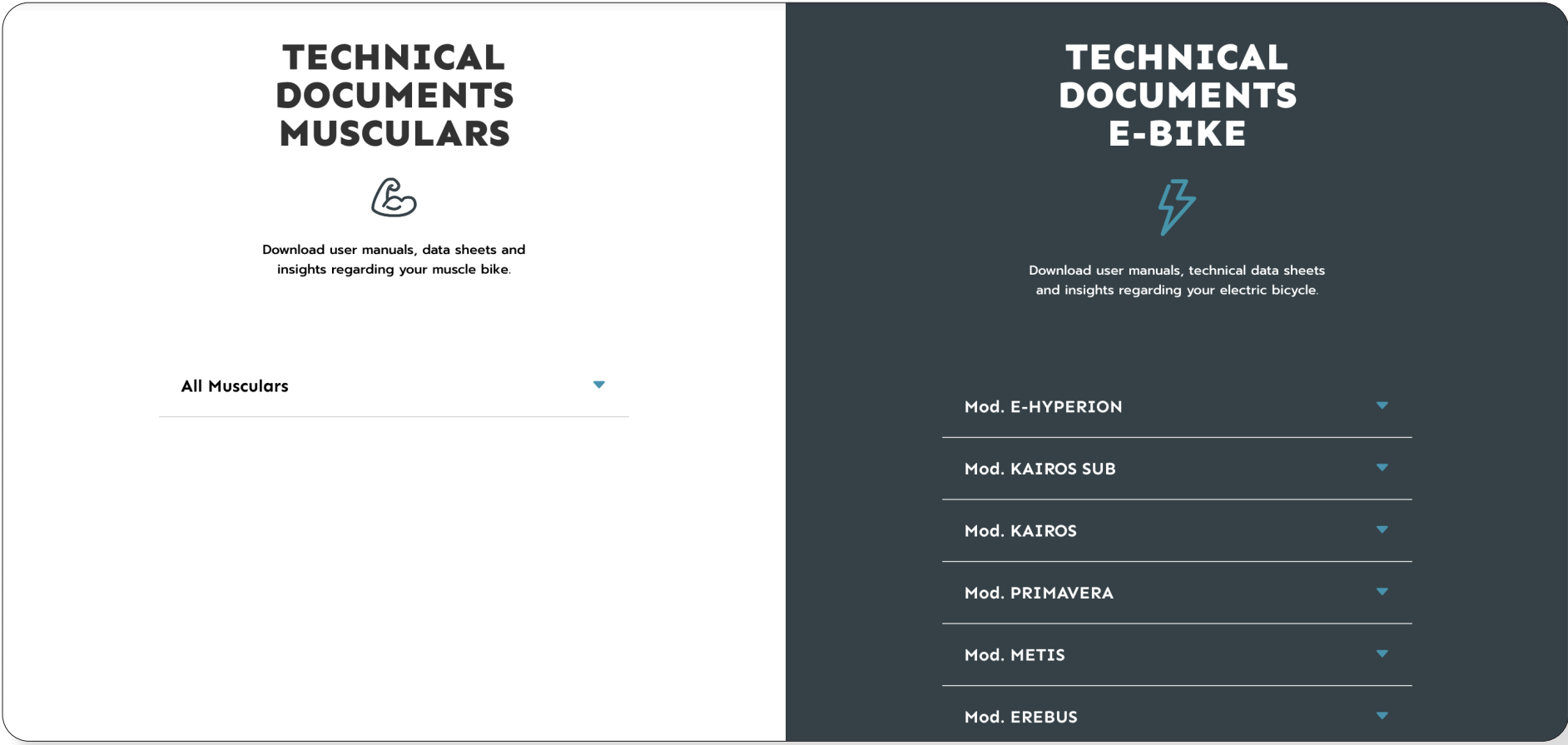
I have read and accepted the general conditions relating to the processing of my personal data.

SEND

FORM



CONFIRMATION EMAIL



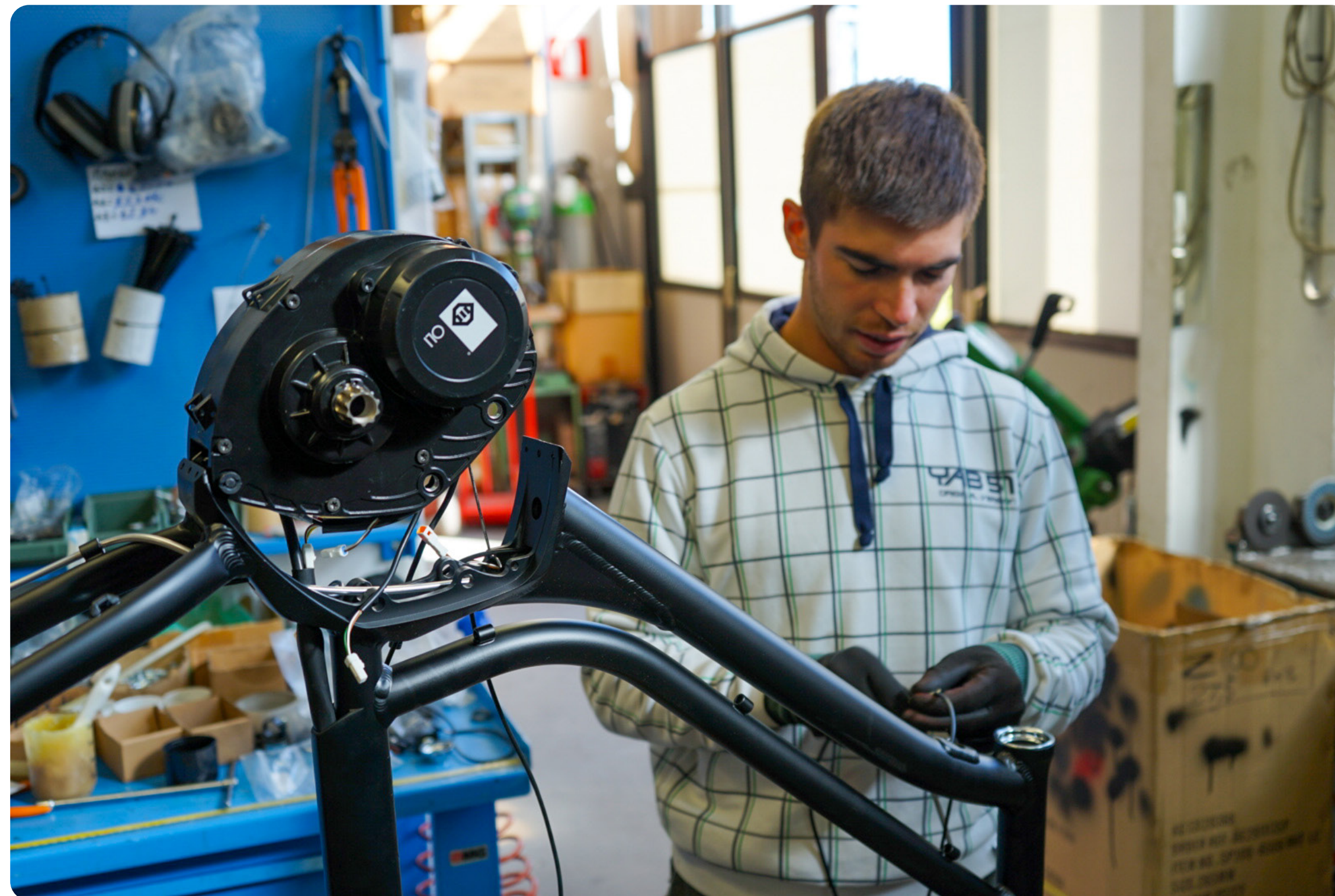
TECHNICAL AREA

MBM - Service plus | 30€ FOR YOU

Service Plus is a collaboration offered by **OLI** for assistance activities on engines and displays under warranty assembled on **MBM e-bikes**.

OLI manages the entire **assistance process** relating to motor and display problems on MBM branded **e-bikes** directly with the local dealer closest to the customer, through the **Zen-Desk platform** and telephone assistance.

OLI will contact resellers for **training** and sending the diagnostic cable so that the dealer can be trained and prepared to provide **first level assistance**.



If it is necessary to replace the motor **under warranty** (the motor only, not the display) OLI undertakes to pay the dealer the amount of € 30 as a **refund** for the replacement, under these conditions:

- The **warranty conditions** of the e-bike in question are confirmed and proven by MBM.
- The dealer declares and signs to MBM that the OLI engine has been **regularly maintained**, used in compliance with the regulations in force and has not been tampered with in any way.
- ▶ **MBM** confirms and recognizes the role of the retailer in question as a reliable first assistance center worthy of support.

GOALS



MBM - Goals by country

Strategy:

- Each distributor is asked to invest in **marketing activities** a percentage of the turnover which will be defined **for each country**.
- **Mbm** will contribute to support your **marketing investments** previously **shared** with the company.
- **Mbm contribution:** after establishing the budget, every 6 months Mbm will offer **marketing support** in the form of exchange of goods, after having carried out **checks on the activities** carried out by the distributor.

Minimum goals:

- Open **social media pages** following the instructions in the presentation.
- Open at least one **concept store** in one of the most representative cities of the country.
- Participate in the **most important** national fair.

Desired goals:

- Have a **press office**
- Have a **social media manager**
- Have a dedicated **ebike customer service**
- Test bike** tour



-
- As a **marketing strategy** to increase the **value of the brand** we have chosen to link the brand to the **world of tennis**, so we like that every partner country could do the **same thing**.
-

- Racing team sponsorship.

Bike test: to allow you to carry out ebike tests, you can buy ebike models at a **discounted price** and a **spider 4x4 + flags** (as in the photo)

- Racing events sponsorship.

- National fairs



MBM - Merchandising



T-shirt



Cap



Beach towel



Work apron



THANKS FOR YOUR ATTENTION