

INDUSTRY

Transport Technology - Kerbside as a Service platform enabling Mobility as a Service

CUSTOMERS

Governments, EV Infrastructure, Deliveries, Fleet Operators, Vehicle OEM's and all private / commercial drivers.

DEMAND

Cities - needs digital infrastructure to meet global EV and Net Zero targets. **Fleets/Drivers** - need better kerbside access and navigation

USE OF FUNDS

Hiring, Product Development, Marketing and strategic M&A to fund business to cash flow positive.

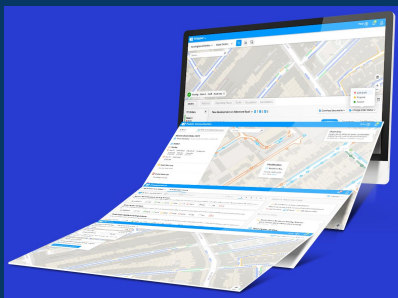
Series B - FOLLOW ON OPPORTUNITY

AppyWay has just closed £9m of a £20m Series B from West Hill Capital. The remaining £11m will be used for organic growth and one strategic acquisition target. **£20m total raised to date (inc Series B first close)**

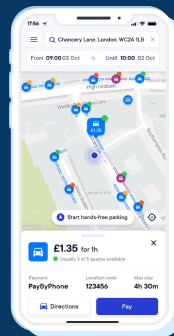
TEAM

Accomplished management team, 40 strong workforce experienced in smart parking and intelligent mobility innovation. Heavyweight board includes Cisco, Hyundai, Aviva, Amazon & Sumitomo

Helping Cities Thrive from the Kerb Up Reducing Carbon Emissions for Greener Travel



For Cities: Intelligent kerbside and smart parking platform that digitally transforms and manages and monetises all parking and loading assets
Model : SAAS



For Drivers: Seamless kerbside access and compliance via real-time and predictive availability, bookings & payments. Apps & API's
Model : DAAS & Payments.

HIGHLIGHTS:

Mature Technological Development
Significant investment in technology, securing AppyWay's position as the **ONLY** holistic end-to-end data capture and analytics solution.

Strong UK Organic Growth
Replicating the live platform adoption to open up UK wide data set selling into fleet, logistics providers and OEMs. Connecting councils direct to connected vehicles.

International Scalability
Roll out to further UK cities and global expansion to strategic investors portfolio companies.

Smart City Govtech > Carbon Zero targets
Digital infrastructure empowering cities to reduce carbon emissions and enable cleaner and greener travel.