

ESKOOTR CHAMPIONSHIP

World's First Micromobility Racing Series

INTRODUCTION

eSC is not just a new championship; we are an entirely new sport and entertainment format for a new generation.

eSC inspires and promotes a more sustainable and enjoyable way of traveling through our cities.

Sporting competition has accelerated performance improvements for every mode of transport. eSC will become an innovation lab with real world micromobility relevance to safety, sustainability and technology.

eSC is on a mission to reimagine racing and refresh its significance to influence, inform and inspire.

2022
ROUND 2 / STON / SUIZ / ZERLAND
eSkootr
Championship

The global micromobility market is expected to reach \$500BN by 2030

The micromobility economy is growing exponentially and will be an integral part to the way that people live their lives in urban cities moving forward.

eSC is committed to being at the forefront of this innovation and supporting cities in shaping the way that micromobility is implemented.



\$300bn to \$500bn*

Predicted forecast of the shared micromobility market by 2030.

4x adoption rate**

Rapid adoption, estimated to be four times faster than that of e-bike sharing schemes, surpassing 20m users in Europe.

60% of trips < 8km*

50-60% of all passenger miles travelled in China, the EU and USA are less than 8km (5 miles), which could be replaced by micromobility.

12%**

Percentage of e-scooter riders that have replaced cars, taxi or ride hailing.

Source:

* "Micromobility's 15,000-mile checkup" – Mckinsey 2019

** "Micromobility: Moving cities into a sustainable future" – EY2020

WHY ESC ?

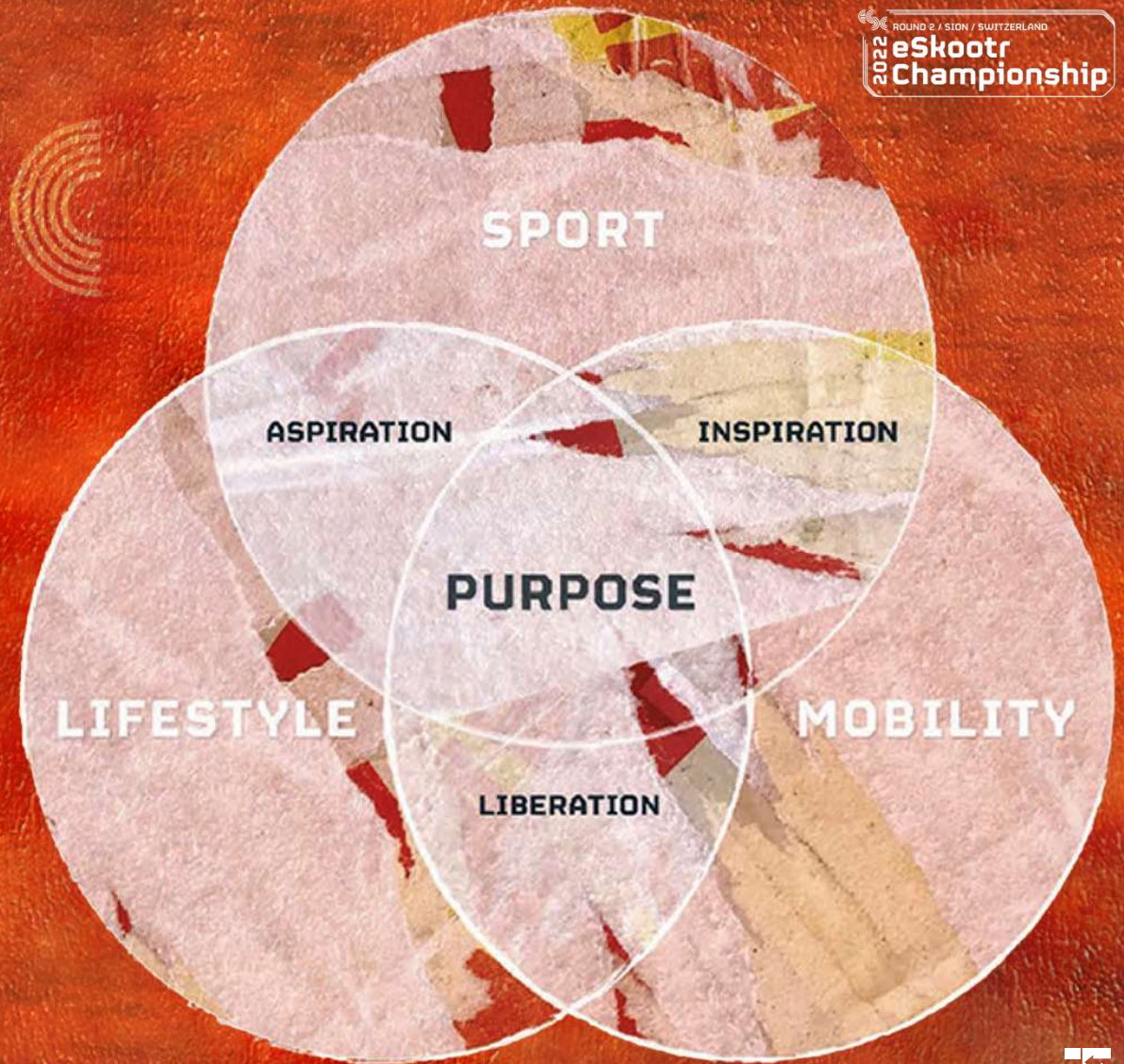
Bringing a new, accessible sport to inspire a new generation in city centre locations

eSC is focused on a responsible approach to revolutionising sustainability

Using sport as a lab to drive the development of safety infrastructure and technology

Creating experiences both physically and virtually for fans and micromobility users and enthusiasts

eSC will be at the forefront of inclusivity in sport



A NEW WAY IN SPORT_

GLOBAL RACING SERIE

REIMAGINING

GLOBAL RACING



RACING FORMAT

30 riders

15 heats on race day

10 teams

6 riders per race

5 minutes of racing per heat

1 rider / **1** team winner per round

\$1m prize money

RIDERS TO WATCH

**JORDAN
RAND**

23

FIGURE SKATER - 28 YRS OLD

**BRADLEY
SMITH**

38

MOTOGP RIDER 2013 - 2020

LAP 1/4

HEAT 1

THE ESKOOTR S1-X IS REVOLUTIONISING RACING

100+ KM/H

2x6 KW TWIN MOTOR
TWO WHEEL DRIVE

1.33 KWH BATTERY
CAPACITY

41KG

45°+ LEAN
ANGLE

200A MAX
CURRENT



WILLIAMS | ADVANCED
ENGINEERING

Developed the recyclable, custom designed battery pack

Bcomp[®]

Unique, sustainable (flax-based) bodywork material

YMT

Official tyre partner providing all weather, race specific tyres and developing a natural rubber tyre

ycom[®]

Technical partner leading the eSkootr design

CREATING A NEW SPORT MEANS NEW SPORTING HEROES

eSC Riders will make up the most diverse range of athletes of any sport and will be distributed across teams through a draft system.

Young, relatable stars

The riders age range varies from 18 – 35 similar to the eSC target audience

Varied sporting backgrounds

as varied as skiing, surfing, motorcycles, BMX, scooter and stunt riders

Inclusive

Truly gender-neutral racing across all teams and races



OUR TEAM FRANCHISE PROVIDE À GLOBAL BRAND PLATFORM

There will be 10 professional team franchises in the Championship and will be owned by a combination of green technologies, micromobility companies, two- and four-wheel motorsport, celebrities and sports stars.



Level playing field on all infrastructure including the eSkootr from season 1



3 x riders per team in every Championship Round



Each team will have dedicated professional engineers, mechanics and a team manager



All teams will have their own commercial strategy and brand identity

A FULLY INTEGRATED MICROMOBILITY EVENT

We are bringing a new lifestyle event into city centre locations that showcase the ultimate micromobility destination.

Our event weekends will include:

- eSkootr Championship race
- Mobile and safe race setup
- Entertainment and content for all ages
- Sustainable event delivery

A LIFESTYLE EVENT IN THE HEART OF CITIES

Example location: Vienna, Austria

eSC Experiential

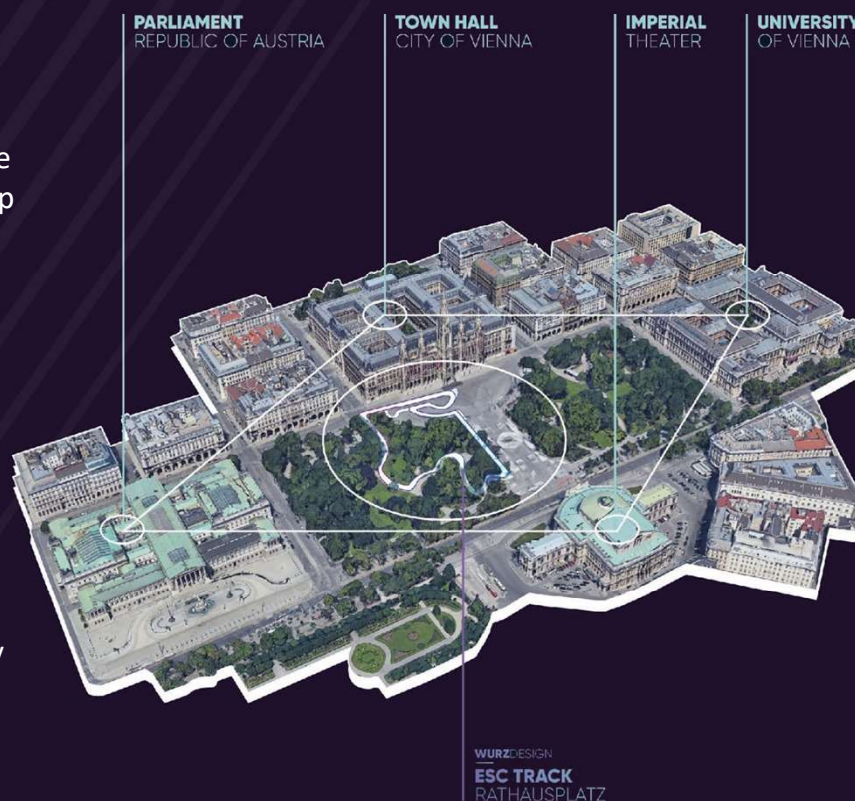
Digital and interactive eSC experience
Push scooter course and vertical jump test

Family Zone

Playground and push scooter course
Educational area for parents and children

Global Stage to Local Talent

Curated cultural offering for each city
Showcasing local art, music, dance, photography



eSC Fan Zone

Official event DJ and live show zone
VIP and hospitality areas

The Marketplace

Locally sourced food & beverage
vegan options and zero food waste

Event Facilities

Visible renewable energy source
Fully accessible event facilities



Round 1 May 13/14

UK

Round 2 May 27/28

SWITZERLAND

Round 3 Jun 17/18

FRANCE

2022

RACE CALENDAR

Round 4 Jul 15/16

ITALY

Round 5 Sept 16/17

SPAIN

Round 6 Oct

USA

ACTION-PACKED WEEKEND OF EVENT CONTENT

MON-WED	THU	FRI	SAT	SUN
Racetrack build	Racetrack reveal	Doors open	Doors open	Family on Track Day
Broadcast compound build	Schools / community outreach	Live music	Live music	Build-out
	Media Afternoon – riders, talent, local stakeholders	Rider introduction	Rider introduction	
	Micromobility Forum Event	Racing block 1	Racing heats	
		DJ and live performance	Live performance	
		Racing block 2	Quarter / semi finals	
		DJ and live performance	DJ live build-up	
		Racing block 3	The final	
		Winners' presentation	Winner's podium	
		Close and afterparty	Postrace-party	

YEAR-ROUND ENGAGEMENT

ESC AUDIENCE

ESC is a sport that is accessible and has real world relevance, catering to a global audience.

Our audience will consist of:

- General sports fans
- Global businesspeople
- Critical youth – the future generation
- eSports and gaming fans
- Micromobility users
- Green technology interested

REGARDING OUR AUDIENCE

We are creating a sport that is accessible and relevant, one that caters to a broad and globally distributed demographic.

TOTAL ADDRESSABLE MARKET (TAM):
2.6bn



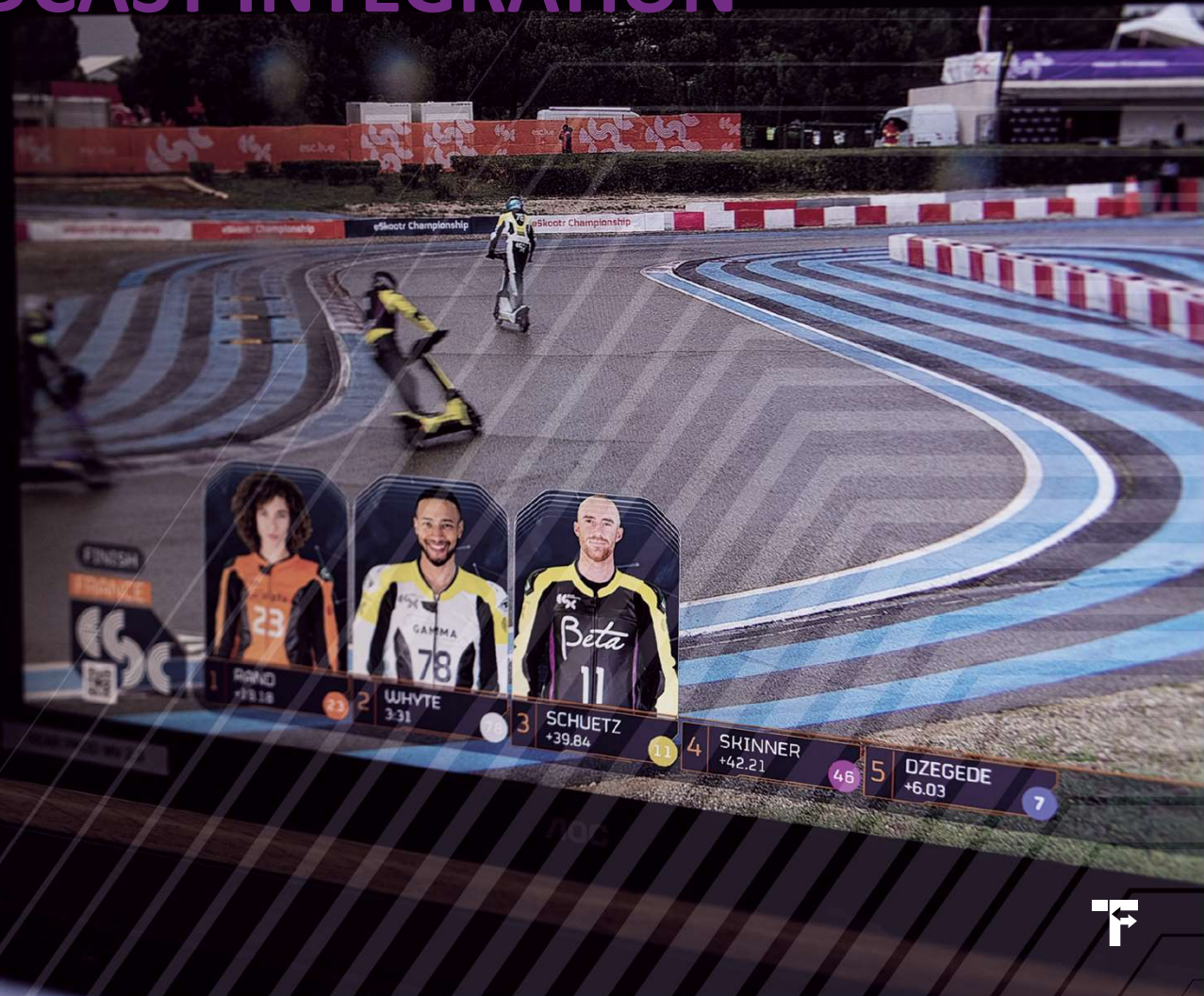
TECH-DRIVEN BROADCAST INTEGRATION

Groundbreaking tech-enabled racing broadcast production

Reflecting the theme of innovation our coverage will be groundbreaking and our riders will become stars and influencers.

We will push the boundaries off track as much as we will on track – delivering content in new ways, using:

- AR drones
- immersive studio
- companion app
- interactive games creating continuous engagement opportunities for the audience in between events.



GLOBAL BROADCAST DISTRIBUTION

We will produce a range of live, as-live and flanker assets which can be tailored for different partners and markets. Our distribution will include:

- Global live distribution on free-to-air partners in event markets
- Supporting global live streaming partners and an eSC OTT platform housing content
- Social media first content approach hitting that valuable Gen Z audience.

With potential riders such as Olympic Snowboarders Jenny Jones & Hedwig Wessel, the UK's most decorated male Olympian of all time in Track Cyclist Jason Kenny, cyclist Fabio Wibmer with 15 videos over 100m views on YouTube and Boxer Anthony Joshua, and with MotoGP star Bradley Smith as rider coach, the benchmark is already set.

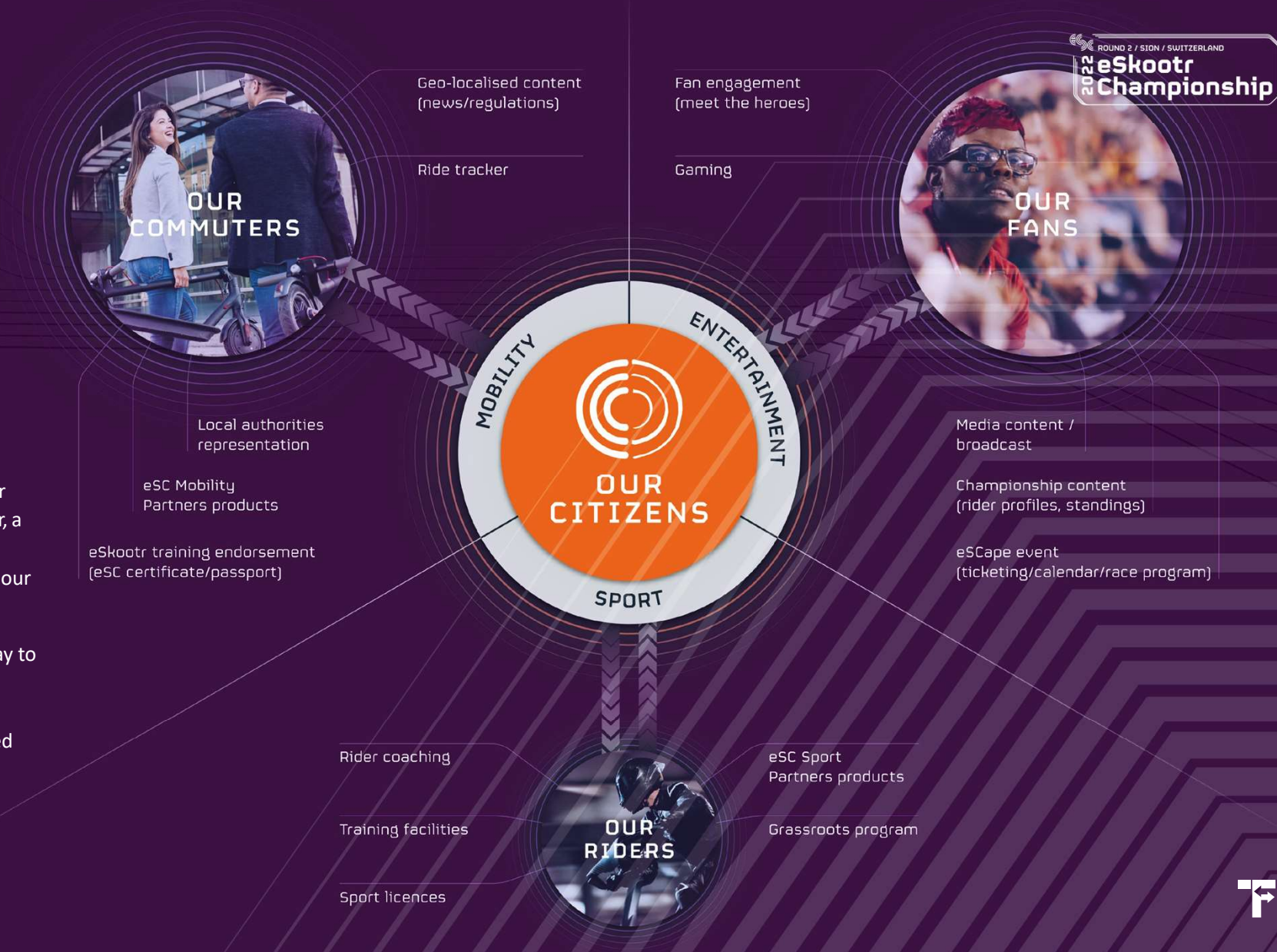
ESC CITIZEN

A centralised data-driven platform

Citizens is our community-centric digital eco-system.

Empowering and engaging our community, Citizens is a unifier, a movement bringing everyone together: our riders, our fans, our commuters, our partners.

eSC Citizens will be the gateway to exclusive content, OTT, merchandise, grassroots infrastructure and other related commercial offerings



LEADING THE WAY ON MICROMOBILITY SAFETY

eSC Commission

The eSC Commission is an Advisory Board established to create best sporting practice for our new category of racing.

The Commission leads on safety, sustainability, sporting governance and public policy issues for eSC, as well as research, educational and development programmes.

The Commission also leads on eSC's mission for wider social relevance and impact, including the transfer of innovations and technologies from racing to the real world of micromobility.

Commission for Micromobility and Sport

Through its working groups, the eSC Commission is developing the sporting, technical and safety rules for the eSkootr Championship.

It's also developing a new regulatory and governance framework for this new category of sport under the auspices of an independent not for profit - the Commission for Micromobility and Sport.



SUSTAINABILITY AS PART OF OUR DNA

Sustainability is part of our DNA and is embedded in our events. We are part of the UNFCCC Climate Neutral now programmes, founding signatory of the Net Zero Carbon event and our sustainability strategy and activations are aligned with with the UN Sustainable Development Goals.

**CLIMATE
NEUTRAL**
MEASURE
REDUCE
OFFSET
NOW

NET ZERO CARBON EVENTS

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

7 AFFORDABLE AND CLEAN ENERGY

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

17 PARTNERSHIPS FOR THE GOALS

#RACING WITH PURPOSE

Sustainability objectives

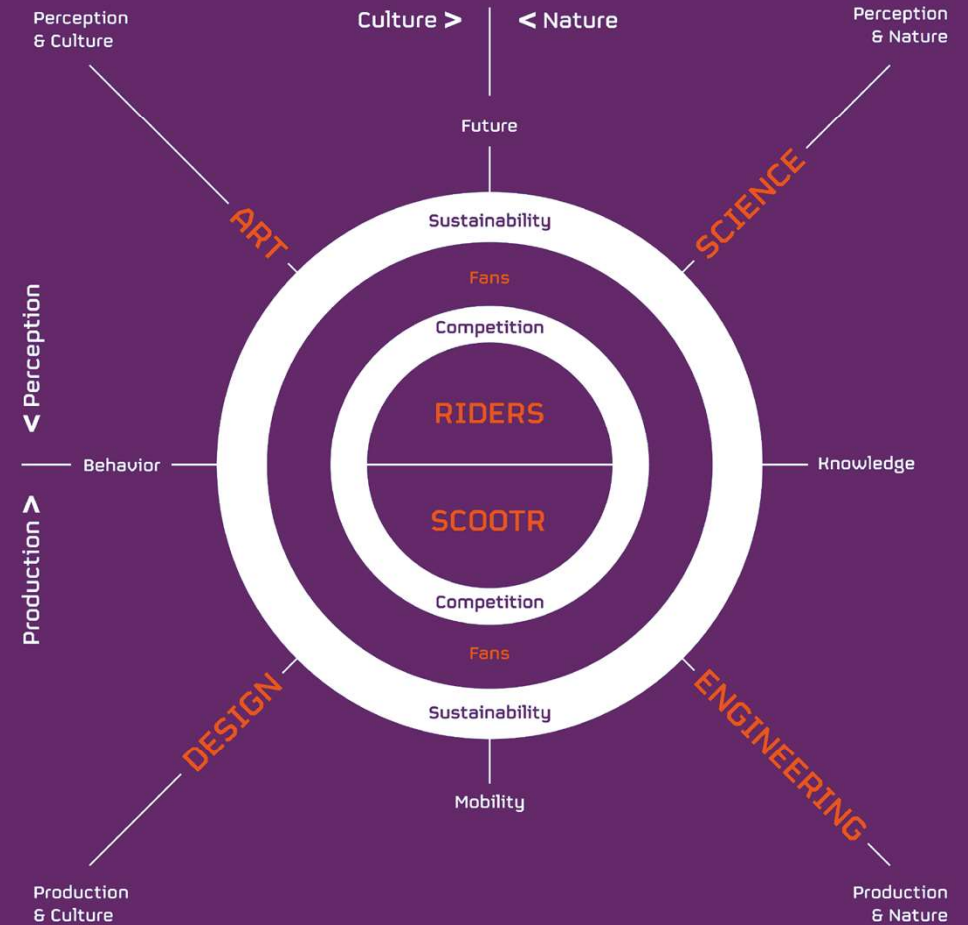
- 1 Innovations in eScooter design to have real world environmental relevance.
- 2 Cradle to grave life cycle assessment, battery technology and recycling, new bodywork materials and high performance tyres form part of our circular economy focus.
- 3 Multi stakeholder partnership approach to developing environmental and safety best practice in micromobility manufacturing and service provision.
- 4 Consumer information and education programmes to help influence the attitudes of new generation of mobility consumers.
- 5 Environmental commitment core to Championship's mission, operational performance and road map to net zero carbon future.



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MICROMOBILITY FORUM EVENT

ROUND 2 / STON / SWITZERLAND
2022 eSkootr Championship



The micromobility forum event is a one day thought leadership event focused on the challenges and opportunities of new mobility. It will be integrated into other VIP and delegate event activities/experiences.

The primary B2B and B2G themes of the event will focus on developing more liveable cities, smart / connected cities and new micromobility.

The forum will explore how sport can act as a catalyst for social good, providing a platform for sporting bodies, championships and franchises to align and showcase key collaborative messages.

eSC uses industry knowledge to curate the content of the event on behalf of the host, whilst also acting as the network facilitator and multi-stakeholder partnership builder.

Providing the focus for local collaboration and development of the event legacy programme, the output of the forum's content will be integrated into the wider policy narrative and outreach of eSC programmes in the market.



Commission for Micromobility and Sport

EDUCATION PROGRAMMES

Road Safety: Children's Education Programme

The eSC Commission will use the fan zone to deliver bespoke road safety education programme for each host city including:

- Kickscooter training for children aged 5-11 years old and electric scooter training for 12 years+
- Branded helmets as takeaways for anybody who completes the training
- Delivery of a school education roadshow where relevant to the host city
- Using eSC Riders to promote the activation and provide training demonstrations

Sustainability: Plastic Pollution and Circular Economy

A sustainability and environmental programme can be curated to focus on electronic waste, plastic pollution and circular economy. This programme can be delivered pre, during or post event and could include:

- Education on the impact of electronic waste through an electronic waste rally, organised with local businesses to conduct recycling at the event
- A plastic clean-up post-event to bring attention to both the issue and the event, with the possibility of turning the collected plastic into caps
- Educational workshop during the event on plastic pollution including a children's entertainment zone to also cater for families
- Innovation workshop to explain circular design and circular economy in a fun, engaging approach
- Fan activities to explain key sustainability issues bespoke to each host city



ESC IN PARTNERSHIP WITH CIVI SOCIETY



eSC Global Charity Partner

eSC is aligning a mission for 'racing with purpose' with global NGO partners across road safety, sustainability and diversity advocacy programmes.

We also want our new sport to become a platform and focal point for host cities to engage with these causes in local communities to promote positive change.

Our 'think global and act local' approach will help to deliver a long-lasting legacy to host cities whilst also aligning with a global agenda for advocacy action.

Bespoke Host City Objectives

As part of our global charity partnership, we will work with local charities in the market of every host city to understand their specific needs and requirements to curate a strategic plan in line with their challenges and objectives.

Event Legacy Plan

Sustainable activations should leave behind a positive legacy to the local community in all eSC host cities. eSC will use its global charity partnership to work with local charities on key issues in their neighbourhoods to inform the event legacy plan.



NOTRE EQUIPE



David Crettenand

Docteur en électrochimie reconnu, David dirige son entreprise RedElec Technologie SA qui valorise une technologie qu'il a brevetée. Cette cleantech est industrialisée dans le monde entier pour l'industrie du jeans et de nouvelles applications sont en développement pour la préservation de l'eau. Il est député au Grand Conseil valaisan, a dirigé le TEDx Martigny et est engagé dans plusieurs associations économiques pour défendre une vision de développement durable.



Arnaud Mévillot

Economiste d'entreprise ESCEA et diplômé en gestion des risques d'entreprise, Arnaud est consultant et formateur en gestion holistique des risques. Fort d'une expérience de plus de 20 ans au service d'entreprises en Suisse et à l'étranger comme risk manager, il a créé la société ARM Risk Management Sàrl, basée à Sion et spécialisée dans la gestion des risques au sens large du terme. Arnaud est également Sénateur au sein de la Jeune Chambre Internationale de Sion.



Damien Revaz

Avocat spécialiste FSA droit de la construction et de l'immobilier, Damien exerce son activité au sein du Cabinet Olivier Vocat & Damien Revaz à Martigny depuis 2001. Très engagé en politique, il fut le Président de la commune de Saint-Maurice de 2009 à 2020 et il est actuellement Député au Grand Conseil du canton du Valais. Damien est également membre de conseils de direction, de fondation, et d'administration.



Samuel Romailer

Diplômé fédéral d'expert en finance et controlling et titulaire d'un CAS en Management du changement, Samuel est actuellement directeur et responsable du bureau de Sion de la société Mazars SA. De 2008 à 2021, il a également été Président de la direction de la banque Raiffeisen Sion et Région. Samuel est aussi Président de l'association valaisanne des experts en finance et controlling ComptaVal, et Vice-président de Pro-Economy VS.



Eric-A. Balet

Retraité du Groupe Téléverbier SA dont il a été le CEO entre 2003 et 2017, Eric préside actuellement Board Management Systems SA, une société active dans les bases de données spécialisées. Il pilote à ce titre diverses PPE en tant qu'administrateur. Licencié en droit, il a mené une carrière de journaliste à la Tribune de Genève entre 1982 et 1993, avant de diriger les Remontées mécaniques de Vercorin. Député suppléant au Grand Conseil entre 1997 et 2005, il a fonctionné comme président du groupe Tourisme. Vice-président des Remontées mécaniques suisses jusqu'en septembre 2021, il est encore membre du comité de Suisse Tourisme.



Amanda Morard

Active dans la création de site Web et le développement de logiciel depuis plus de 10 ans dans une société locale, Amanda est également indépendante et accompagne les entreprises dans leur stratégie digitale. Elle est également membre de la Jeune Chambre Internationale de Sion et très active dans la promotion du Valais sur les réseaux sociaux.



Marion Mabillard

Avocate-stagiaire à Sion, Marion est diplômée d'un Master en droit de l'Université de Lausanne. Elle est également députée-suppléante au groupe PLR du Grand Conseil valaisan.



Magda Elsadek

De formation initiale en management d'événements, marketing et communication, Magda a débuté sa carrière dans le monde corporatif. Elle n'a ensuite cessé d'évoluer à travers les mondes, passant de la création de plusieurs entreprises (PuraWorka, The Spark), à divers engagements auprès d'ONGs et d'organisations inter-gouvernementales et de multiples missions de consulting en développement d'entreprises en Afrique.

SPONSORSHIP ELEMENTS 1/5

The sponsorship elements below are for races both on Saturday 28th of May 2022 and Sunday 29th of May 2022

SPONSORSHIP ELEMENTS	EVENT TITLE PARTNER 1 Partner	PLATINUM PARTNER 2 Partners	GOLD PARTNER 3 Partners	SILVER PARTNER 5 Partners	BRONZE PARTNER 10 Partners
General					
Local exclusivity in product category	✓	✓	✗	✗	✗
Communication					
Naming right of the Event title	✓	✗	✗	✗	✗
Naming right of the Track name	✗	(optional)	✗	✗	✗
Opportunity to participate to minimum one media conference with the organization committee	✓	✓	✗	✗	✗
Presence in the national digital communication (DC) of the event and usage rights of various unique content features ¹	All DC	All DC	High presence	High presence	High presence
Presence in the Event brochure	Double page	page	½ page	¼ page	¼ page
Website- Partner page	✓	✓	✓	✓	✓
Website Banner	✓	✓	✗	✗	✗
Website – Live stream	✓	✓	✗	✗	✗
Integration in the social media posts	✓	✓	✓	✓	✗
Screen time within the Broadcast production	1 min	30 sec	✗	✗	✗
Logo presence in event media and communication	✓	✓	✓	✓	✓

SPONSORSHIP ELEMENTS 2/5

SPONSORSHIP ELEMENTS	EVENT TITLE PARTNER 1 Partner	PLATINUM PARTNER 2 Partners	GOLD PARTNER 3 Partners	SILVER PARTNER 5 Partners	BRONZE PARTNER 10 Partners
Visibility at the event site					
Significant presence and consumer engagement opportunities in the fan zone ²	✓	✓	✓	✗	✗
Significant presence in the Transition Festival and its digital companion App ³	✓	✓	✓	✓	✓
Track side branding ²	15%	10%	5%	✗	✗
Start Ramp and central tower branding ²	15%	10%	5%	✗	✗
Over track bridge branding ²	✓	✗	✗	✗	✗
High visibility and one booth on the access to the fan zone ²	✗	✗	✗	5m x 5m	5m x 5m
Backdrop at the main stage	✓	✓	✗	✗	✗
Screentime at the main stage	10x 30 sec	10x 15 sec	10x 8 sec	✗	✗

SPONSORSHIP ELEMENTS 3/5

SPONSORSHIP ELEMENTS	EVENT TITLE PARTNER 1 Partner	PLATINUM PARTNER 2 Partners	GOLD PARTNER 3 Partners	SILVER PARTNER 5 Partners	BRONZE PARTNER 10 Partners
Activation					
Naming rights for fastest lap pricing	(optional)	(optional)	(optional)	✗	✗
Track activities ⁴	✓	✓	✓	✗	✗
Presentation space in the fan zone (promotional booth) ²	150 m ²	100 m ²	50 m ²	25 m ²	15 m ²
Participation in pre-event road show	✓	✓	✓	✓	✓
Story telling / Workshop with one of the founders /Ambassadors member within the own enterprise	✓	✗	✗	✗	✗
Hospitality					
VIP Lounge Hospitality tickets	20	20	15	10	6
VIP Hospitality tickets for B2B VIP Gala	20	10	10		
VIP Hospitality tickets for After Race Party	20	20	15	10	6
Tickets for After Race Party	20	20	10	10	10
Garage walk	20	20	10	10	6
Grid Walk before start	20	20	10	5	6
Grandstand tickets	20	10	10	6	6
Usage of ESC rights					
Use of event logo and defined event images	✓	✓	✓	✓	✓

SPONSORSHIP ELEMENTS 4/5

Medium to long term partnership

- Sponsoring partners engaging for 3 editions (2022 to 2024) benefit from a reduction of 20% of the applicable sponsoring value for the 1st edition and the priority to potentially upgrade their sponsorship
- Sponsoring partners engaging for 5 editions (2022 to 2026) benefit from a reduction of 30% of the applicable sponsoring value for the 1st edition and the priority to potentially upgrade their sponsorship

¹ National digital communication and digital presence during the before, during and after event

300'000 CHF will be invested to produce a range of live, as-live and flanker assets which can be tailored for different partners and markets, with Global live distribution on OTT, Free to Air partners in event markets and a social media first content approach hitting that valuable Gen Z audience.

We will do things which have never been done before, using AR drones, an immersive studio, companion app and interactive games creating continuous engagement opportunities for the audience in between events.

Our partner will be authorized to use these videos and photos materials for their communication through social medias.

Before, during, and after the event we will make profit of the unique content features to promote the event, the Transition Festival and our Partner in broadcast content and digital channels.

More the riders will become stars and influencers promoting the event, the city and the partners.

SPONSORSHIP ELEMENTS 5/5

² Event Branding Opportunities

Strategic placements around the racetrack (at add. costs)

TV Branding. Visible on TV.

- Over-track bridge
- Central Tower
- Start ramp
- Track side
- Finish platform

Spectator Branding. Not visible on TV.

- Safer-wall signage
- Fence signage
- Wayfinding signage
- Grandstand brandings
- Video wall structure branding

³ Transition Festival

Take advantage of track time. Entertain fans / clients and create experience for your consumer base.

Fan zone display

- We encourage our partners to get creative and engage with our fans in the fan zone.
- The Fan Zone is an entertainment area aimed at the whole family. Fans and clients will have the opportunity to get up close with a range of fantastic displays and activities brought to them by the e-scooter, its teams and partners. The Fan Zone is also home to the driver autograph session and podium celebration.

⁴Tailor-made Track Activation Opportunities and Fan zone display

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ESCAPE THE RUSH ENJOY THE RIDE

Change is collaborative. If you are interested
in becoming an eSC partner please contact us



@esc_live



esc.live



eskootr.live



esclive