



15 June 2021

## Vmoto drives European sales with MotoE agreement

### Highlights

- Vmoto signed a sponsorship and marketing agreement to supply scooters and exhibit its brands at the world class electric motorcycle racing event, FIM ENEL MotoE World Cup ("MotoE") during the 2021-2023 seasons
- Agreement signed with Europe based Dorna Sports S.L, a leader in sports management that holds the rights to manage and commercialise premier sports events, including the FIM Road Racing World Championship Grand Prix ("MotoGP") and MotoE
- MotoE stage seven premier racing events in conjunction with the MotoGP World Championship across Europe each year with an estimated audience of over 158,000 on-track spectators and millions of viewers via live TV broadcast
- The agreement will provide Vmoto with significant exposure to potential B2C customers as well as potential B2B partners
- The European electric scooter and motorcycle market is of strategic importance to Vmoto and is estimated to grow to US\$758.5 million<sup>1</sup> by 2025 equating to the second-largest market after Asia Pacific<sup>2</sup>

Global electric vehicle company, Vmoto Limited (ASX: VMT) (the Company or Vmoto) is pleased to announce that it has signed an agreement ("Agreement") with Dorna Sports S.L ("Dorna") for sponsorship and marketing at MotoE electric motorcycle racing events. Pursuant to the Agreement, Vmoto will supply scooters to exhibit its numerous products at MotoE racing events for the 2021-2023 seasons.

MotoE, part of MotoGP, is a world class motorcycle racing event that uses only electric motorcycles. MotoE hold seven racing events per year in conjunction with the MotoGP World Championship across Spain, France, the Netherlands, Austria and San Marino and these events attract more than 158,000 on-track spectators as well as millions of viewers via the live TV broadcast.

Vmoto's Managing Director, Mr Charles Chen commented: *"I am delighted to be able to announce that we have signed this agreement with Dorna. Marketing and advertising at MotoE events is an excellent opportunity for us to expand our reach to a range of new potential customers and partners."*

Graziano Milone, Vmoto's President of Strategy and Business Development comments: *"I am very happy to have contributed to the realisation of MotoE sponsorship and marketing agreement. Vmoto's high quality and world class products have been welcomed by consumers and businesses internationally especially in Europe and the participation in world class event like MotoE will increase Vmoto exposure to wider markets. "*

### Source:

1. [www.psmarketsresearch.com](http://www.psmarketsresearch.com)
2. [www.marketsandmarkets.com](http://www.marketsandmarkets.com)

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Under the terms of the agreement, Vmoto will be the Scooter Supplier of MotoE at all events during the 2021-2023 seasons. Vmoto will also advertise, exhibit and display the Company's brands via MotoE's official website ([www.motogp.com/en/FIM+Enel+MotoE+World+Cup](http://www.motogp.com/en/FIM+Enel+MotoE+World+Cup)), season report book and Dorna's annual review.

Additionally, Vmoto will provide five branded electric scooters, which will be placed at the circuits and venues where MotoE events are held.

The upcoming MotoE events for 2021 are as follows.

Date	Grand Prix	Circuit
06 June	Catalunya	Circuit de Barcelona-Catalunya
27 June	Netherlands	TT Circuit Assen
15 Aug	Austria	Red Bull Ring
18 Sept	San Marino e della Riviera di Rimini	Misano World Circuit Macro Simoncelli
19 Sept	San Marino e della Riviera di Rimini	Misano World Circuit Macro Simoncelli



Photo: MotoE world class racing event using electric motorcycles

Sponsorship and marketing of MotoE racing events represents a significant opportunity for Vmoto to generate large amounts of additional exposure amongst potential new customers as well as potential future B2B partners.

As a significant and rapidly growing electric vehicle market, Europe is of key strategic importance to Vmoto and the Company is focussed on enhancing its market presence in order to capitalise on the market's rapid growth, which has been driven by recent legislative changes and changes in consumers





and businesses preference to use electric vehicle as environmental friendly transportation and mobility solutions.

The European electric two-wheel vehicle market was estimated to be valued at US\$284.2 million in 2019 and is anticipated to reach US\$758.5 million by 2025, equivalent to a CAGR of 27.6% from 2020 to 2025<sup>3</sup>.

Growing demand for environmentally friendly, high-performance, and low-emission vehicles, along with increased government regulation on vehicle emissions, continue to drive the growth of the European electric two-wheel vehicle market. In response to growing demand, the Company is in discussions with a top European industrial design company with the objective of developing new electric two-wheel vehicle models to further enhance the Company's product range.

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The announcement was approved for release by the Board of Vmoto Limited

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**Vmoto's Social Media**

Vmoto is committed to communicating with the investment community through all available channels including social media. Whilst ASX remains the primary channel for all material announcements and news, all Vmoto shareholders, investors and other interested parties are encouraged to follow Vmoto on website ([www.vmoto.com](http://www.vmoto.com)), Facebook ([www.facebook.com/vmotosoco](https://www.facebook.com/vmotosoco)), Instagram ([www.instagram.com/vmotosoco](https://www.instagram.com/vmotosoco)) and YouTube ([Vmoto Soco](https://www.youtube.com/VmotoSoco)).

**Forward Looking Statements**

Forward looking statements are based on current expectations and are not guarantees of future performance, involve known and unknown risks, uncertainties and other factors, many of which are outside the control of the Company. Actual results, performance or achievements may vary materially from any forward-looking statements. Although the Company believes that assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate or incorrect in hindsight and, therefore, there can be no assurance that matters contemplated in the forward-looking statements will be realised. Accordingly, readers are cautioned not to place undue reliance on forward looking statements, which are current only as at the date of this announcement.

**Shareholders Communications**

Vmoto is committed to communicating with its shareholders regularly and efficiently and encourage shareholders to adopt electronic form of communication channels. Shareholders can update its communications methods by going to [www.computershare.com.au/easyupdate/VMT](http://www.computershare.com.au/easyupdate/VMT).

Source:

3. [www.psmarketsresearch.com](http://www.psmarketsresearch.com)

