



## ABOUT FIIDO

Fiido is a global brand at the forefront of intelligent sports technology. Founded in 2017, it has been adhering to the brand concept of sports empowered by innovation, disrupting the industry with product creativity and offering a sensational riding experience catered to specific use cases.

Fiido invests heavily in R&D to bring leading cycling products to customers worldwide, combining excellent design and the ultimate experience in technology to reshape the landscape of riding and mobility. Having established a firm foothold in the e-bike space, Fiido is ready to expand its portfolio to e-scooters and more, while continuing to build intelligent sports technology products with worldwide recognition.



# 2017

Fiido was founded and released the first product in the D series, gaining momentum



# 2018

Annual production capacity reached 100,000, establishing a presence in Europe, the Americas, and SEA.



# 2019

A Dedicated R&D center was built, earning 20+ innovation patents.



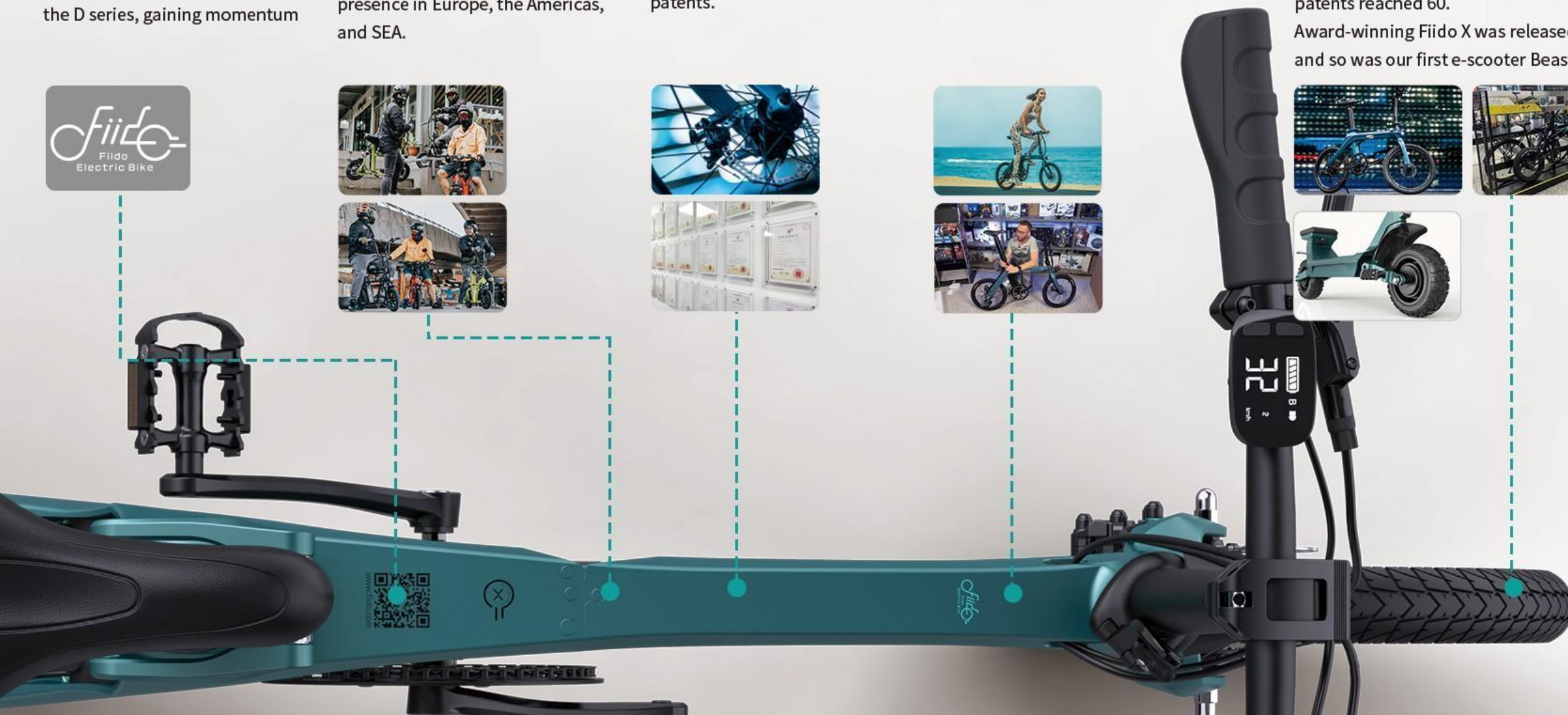
# 2020

D11 was released and led the minimalist design trend



# 2021

Annual production capacity reached 400,000 The number of patents reached 60. Award-winning Fiido X was released, and so was our first e-scooter Beast.







## Brand Concept

Sports Empowered by  
Innovation

&

## Current Product Positioning

All-encompassing  
Intelligent Two-  
wheeler Technology  
Products



## Product Portfolio

# All-encompassing two-wheeler technology

### Regular E-bikes

Meeting the needs of commuting, leisure, sports, short-distance trips, cargo carriage, and more.

### E-scooters

Meeting the needs of commuting, off-roading, fun, and more.

### Accessories

Offering spare parts for a variety of customized use cases.

### E-bikes for Kids

Investing in kids to build trust in e-cycling.

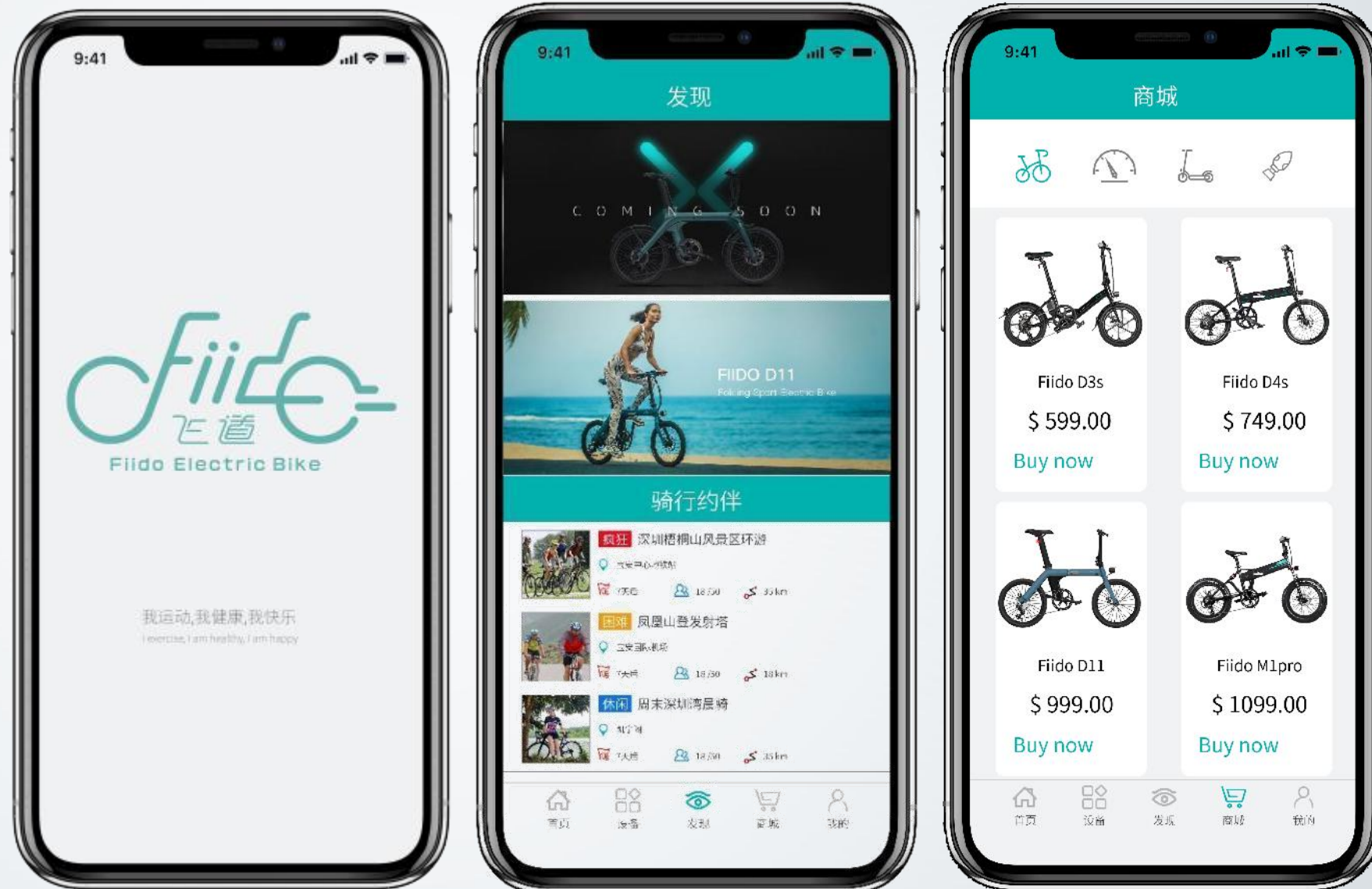


Find fellow cyclists

Build a community

Our APP will launch at end of 2022.

It is designed to enable users to find fellow cyclists and build our digital ecosystem to enhance the intelligent riding experience.



# Market Scale

3

Product Categories

14

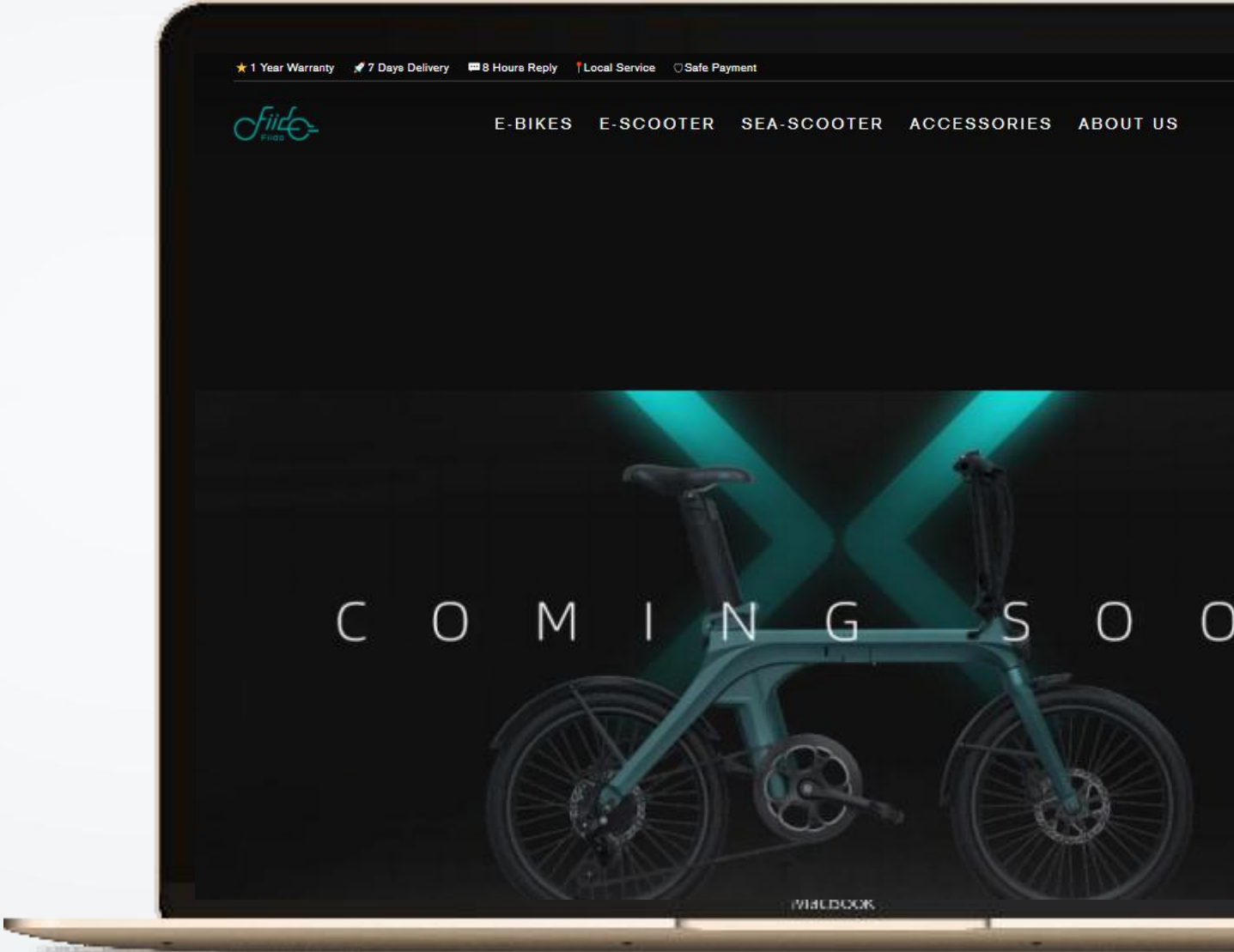
Products on Sale

60+

Innovation Patents

35W

Units Sold



## R&D Strength

Industry veterans with  
intelligent hardware design  
expertise spanning the entire  
Value chain

**Deep experience in  
intelligent hardware**

Industry-leading R&D team  
with more than 60 innovation  
patents

**Product innovation  
in riding**

Continuous 200% YOY growth in  
R&D spending with a team of 15,  
with an accumulated 3 million USD  
investment.

**Continuous and heavy  
investment**

*fiido*  
E12  
Fiido Electric Bike



## Supply Power



**15000m<sup>2</sup> production area**



**Over 200 employees.**

**More than 30 staff members at R&D and QC**



**3 production lines.  
Monthly production capacity reaching 30,000 units.**



# Global Followers





# 360 Media Exposure



**300,000+**

Monthly Visitors



**Owned media**

Newsroom, Content marketing, and Brand journalism.

**100,000+**

Monthly Visitors



**Shared Media**

Social media mentions, Review platforms, and Forums

**10,000,000+**

Views



**Earned media**

Press coverage, Influencer mentions

**5,000,000+**

Impressions



**Paid media**

Digital advertising, E-mail marketing, paid media partnerships, Radio, TV

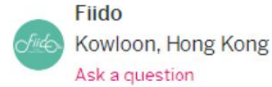




CLOSED

## FIIDO D11 - 100km Cycling Urban Folding eBike

Futuristic Frame | 12.9kg Ultra Light | Removable Seatpost Battery



**\$8,181,813** HKD by 1,149 backers

\$7,324,635 HKD by 1,049 backers on Aug 15, 2020

♥ FOLLOWING



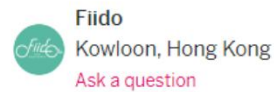
- Launched two wildly successful crowdfunding projects two years in a row.



INDEMAND

## Fiido X - 130KM Folding Electric Bike

The future starts here: Magnesium Alloy Frame | Torque Sensor | Removable Battery



**\$11,960,690** HKD by 1,406 backers

\$11,772,433 HKD by 1,388 backers on Sep 12, 2021

♥ FOLLOWING



- Fiido X became the first Ebike crowdfunding project exceeds the 1-million mark on IGG in 2021.

- Fiido X successfully topped the list of the most discussed e-bike products of IGG in 2021.

# Global Presence

## EUROPE

Fiido has become one of the most popular E bike brands in the European market. With En15194, CE and other certifications, Fiido has built its name among offline distribution channels, having a presence at Costco, Kaufland and other major retailers. Meanwhile, the warehouse in Europe supports our customer service and delivery initiatives in Europe.



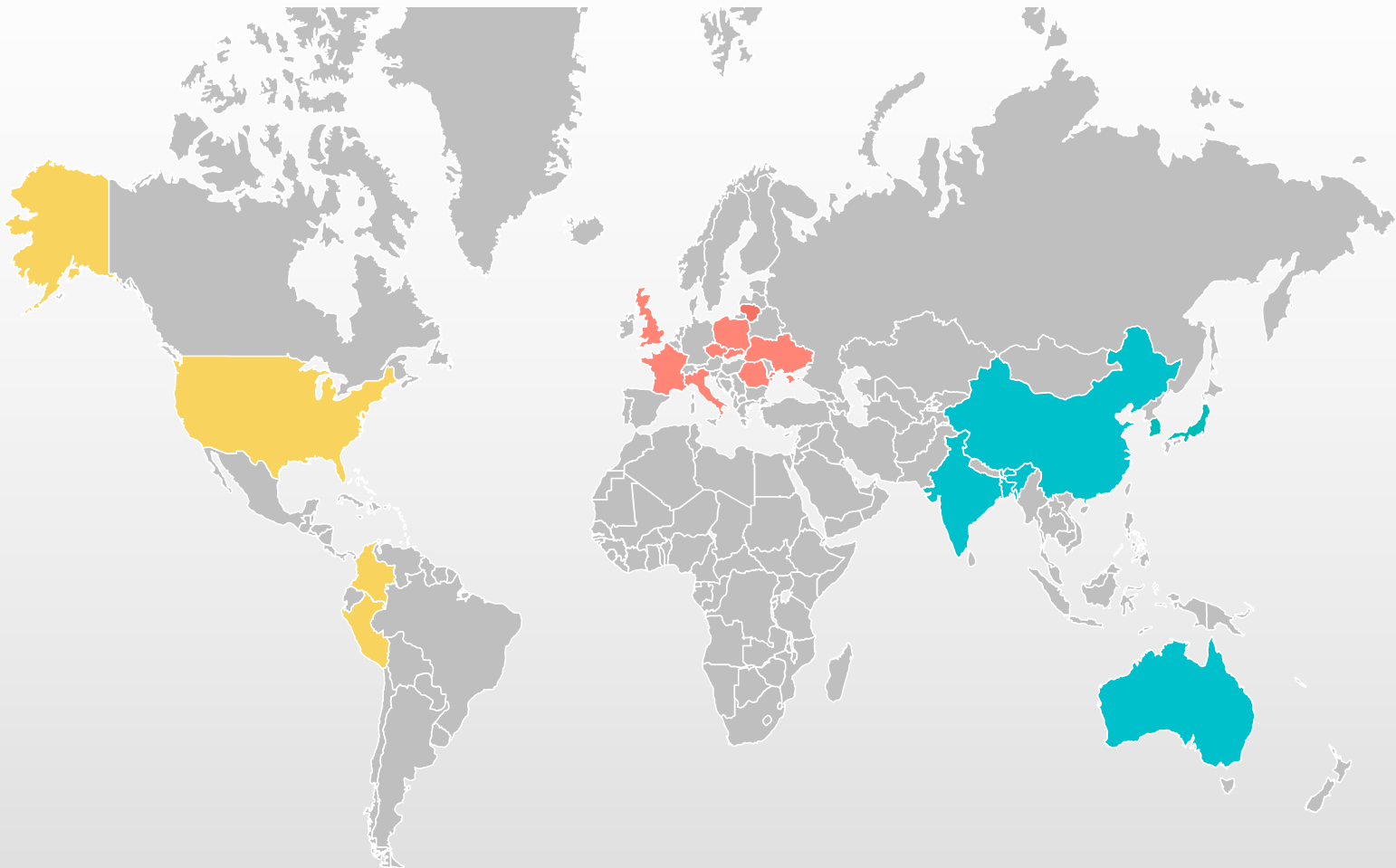
## Asia & Pacific

With the joint effort of Fiido and its channel partners, Fiido products have become widely popular in Asia Pacific, topping the e-bike brand lists in some countries and areas.



## America

Fiido has entered both North and South America and seen success.



## Awards

2021 has seen a breakthrough for the product innovation efforts at Fiido. At the time this is written, Fiido has won major design awards worldwide and more are coming.



GOLDEN  
PIN  
DESIGN  
AWARD



product  
design  
award



A'DESIGN AWARD  
& COMPETITION







THANK YOU

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