



ANYTIME : ANYWHERE

The World's Shared Mobility Platform

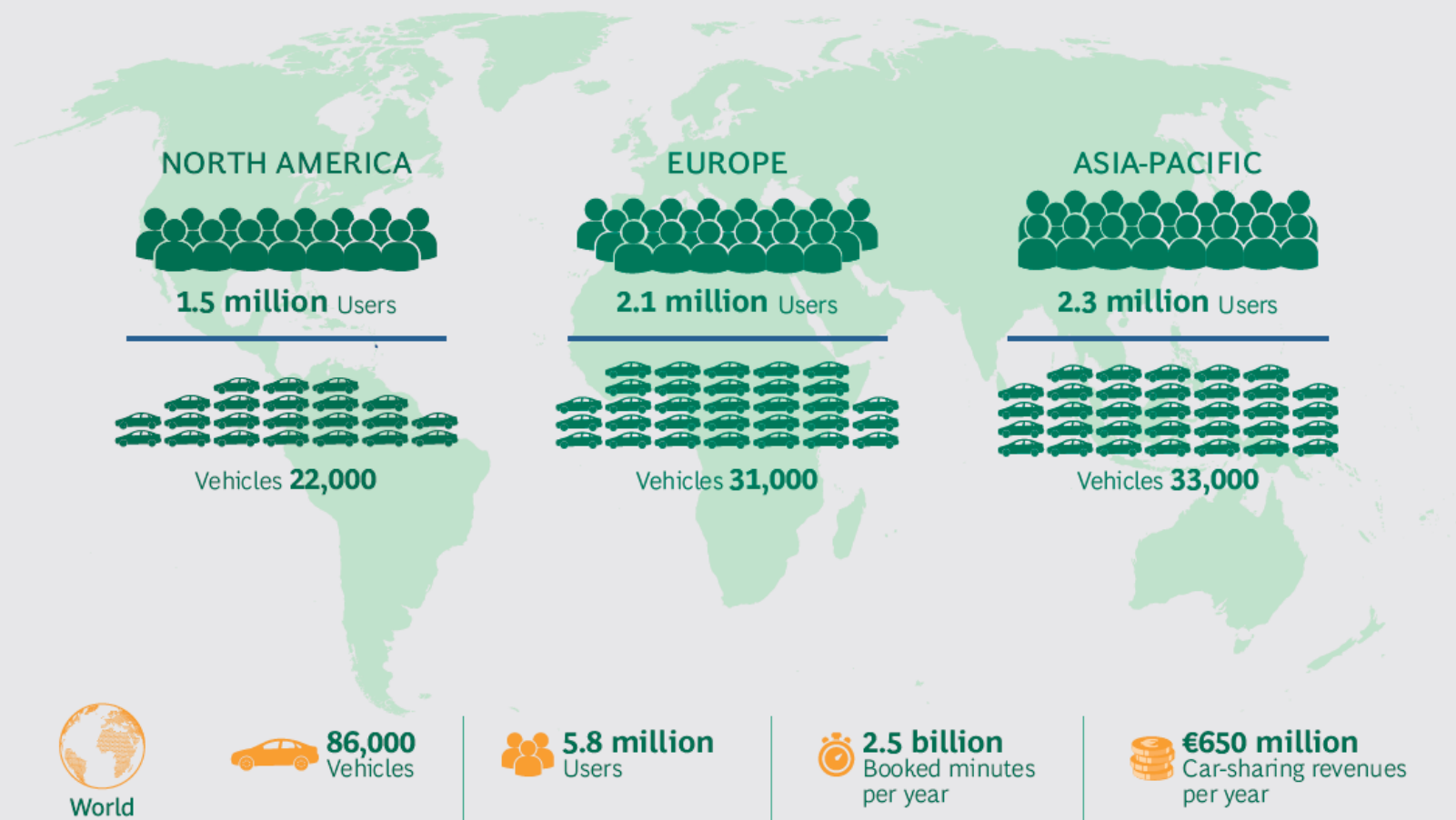


WHERE IS CARSHARING HEADING?

CARSHARING IN 2015:

5.8M USERS
86,000 CARS
€650M
REVENUE

EXHIBIT 1 | More Than 80,000 Car-Sharing Vehicles Were in Operation in 2015



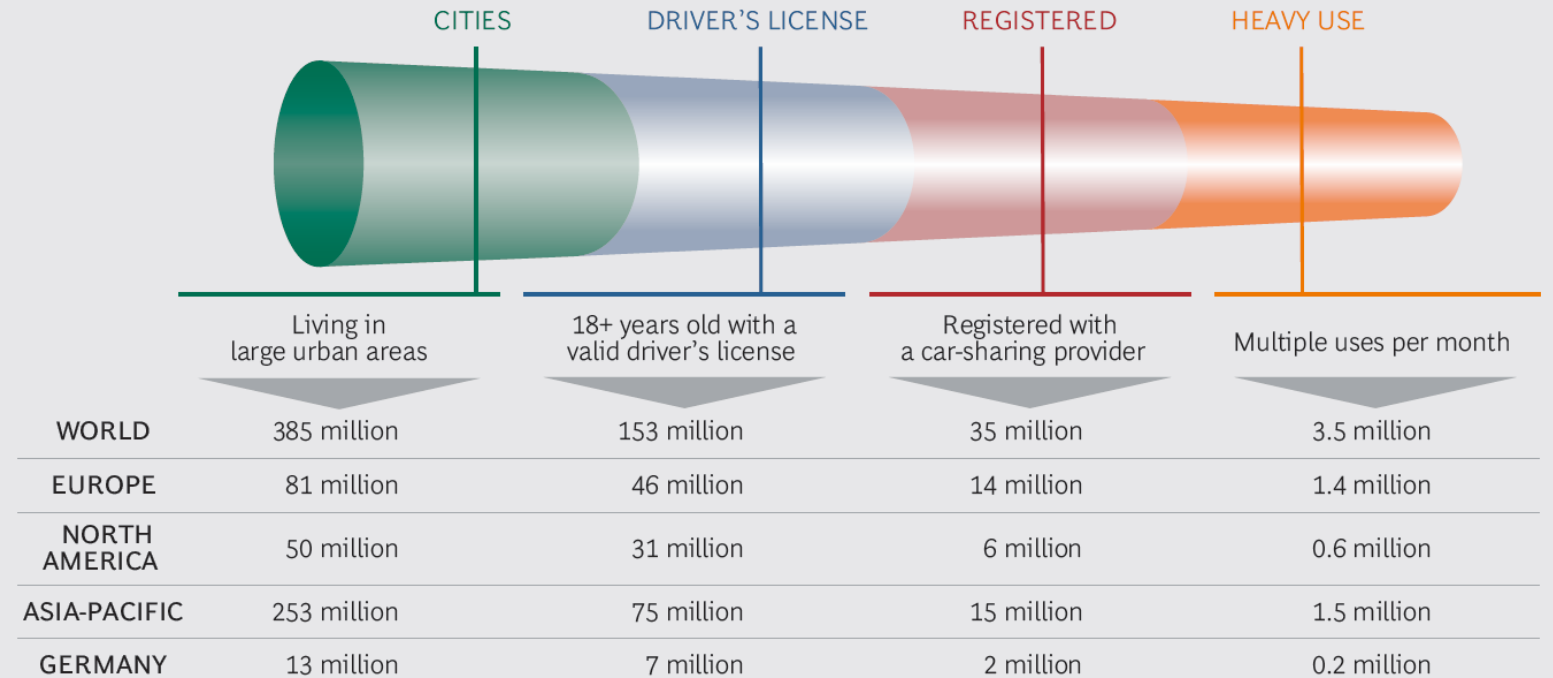
Sources: BCG research; press search.

Note: North America = Canada and the US; Europe includes Russia and Turkey; Asia-Pacific = Australia, China, Hong Kong, Japan, Malaysia, New Zealand, Singapore, South Korea, and Taiwan.

CARSHARING IN 2021:

35M USERS
510,000 CARS
€3.9B
REVENUE

EXHIBIT 4 | Approximately 35 Million Drivers Will Use Car-Sharing Services by 2021



Sources: Statista; BCG analysis.

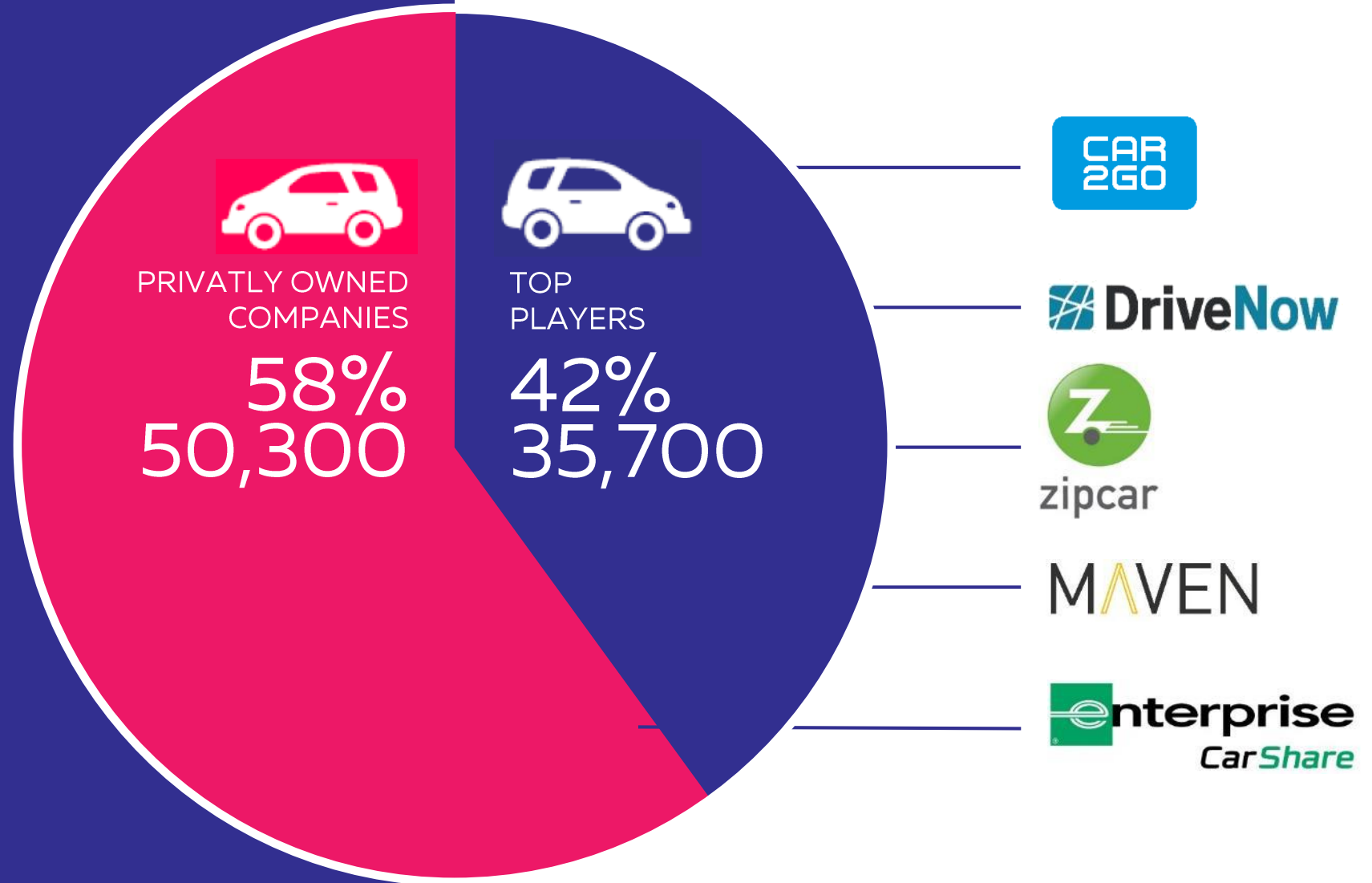
CAR MANUFACTURES OWN/INVESTED IN CARSHARING COMPANIES



CAR RENTALS COMPANIES OWN/INVESTED IN CARSHARING COMPANIES



42% OF THE CARSHARING MARKET IS OWNED BY TOP PLAYERS IN 2015

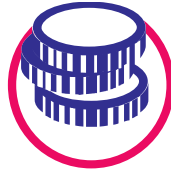


INDEPENDENT CARSHARING OPERATORS RISK STAYING BEHIND DUE TO:



BASIC TECHNOLOGY

Due to lack
of resources



HIGHER OPERATING COSTS

Cars, leasing, gas,
marketing, credit
card fees, etc



MISSED REVENUE

Opportunities
from travelers



LACK OF INFORMATION

Best practices,
global tenders

INDEPENDENT CARSHARING OPERATORS KNOW THEIR MARKET BEST

1

SPEAK THE LANGUAGE,
KNOW THE CULTURE

2

HAVE CONTACTS IN PR,
LEGAL, CITIES...

3

KNOW TRAVEL NEEDS

AS A CARSHARING OPERATOR, WE WERE FACED WITH THE SAME ISSUES

CAR2GO
Anytime, Anywhere

CARSHARING OPERATOR SINCE
2008

DBSI HOLDING GROUP
20,000 EMPLOYEES

Owns global telematics and radars software
and hardware companies, as well as the largest
road side assistance in Israel



ANYTIME : ANYWHERE

GoTo GROUPS CARSHARING OPERATORS,
UNDER A GLOBAL BRAND AND TECHNOLOGY
AND TAKES THEM TO

THE NEXT LEVEL!



GoTo HELPS CARSHARING OPERATORS GROW BY GIVING THEM:



1. TECHNOLOGY

Round trip, one way, free floating and corporate carsharing solution



2. OPERATIONAL KNOWHOW

9 years experience of carsharing operations



3. GROUP BENEFITS

Discounts in vehicles, insurance, credit card fees and more



4. GLOBAL BRAND

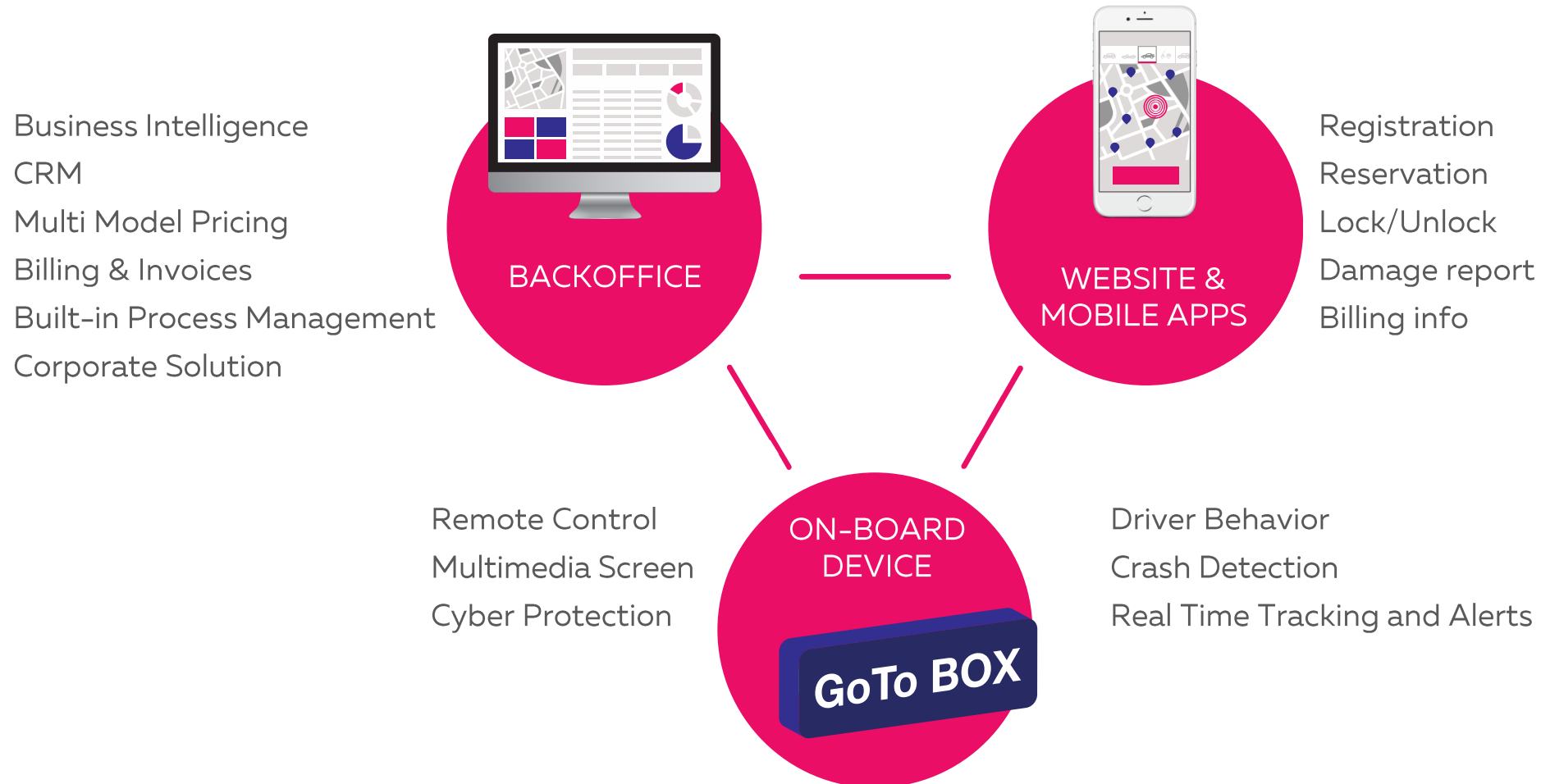
Additional revenue from new users

GoTo's TECHNOLOGY IS INSTALLED IN THOUSANDS OF CARS

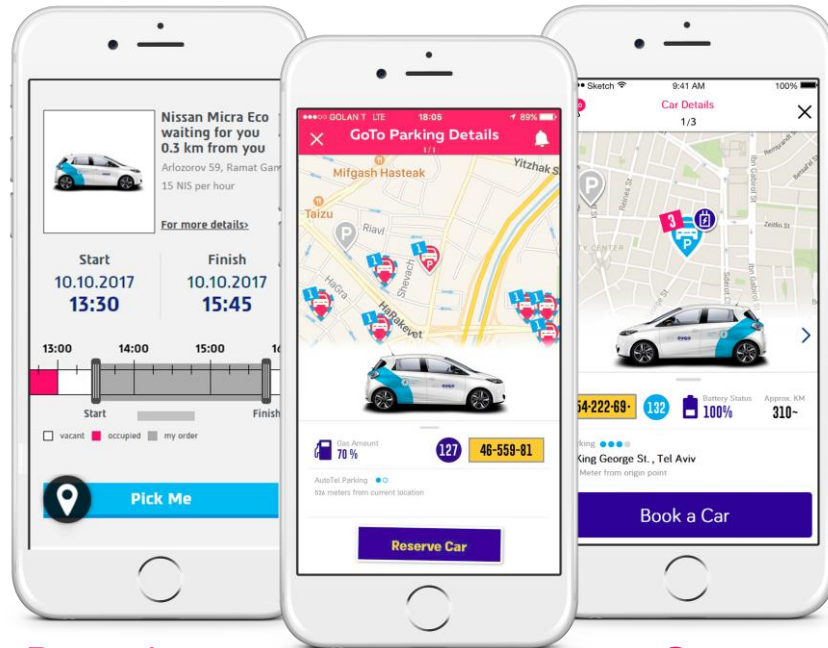


1. TECHNOLOGY

GoTo HAS THE BEST END-TO-END CARSHARING TECHNOLOGY



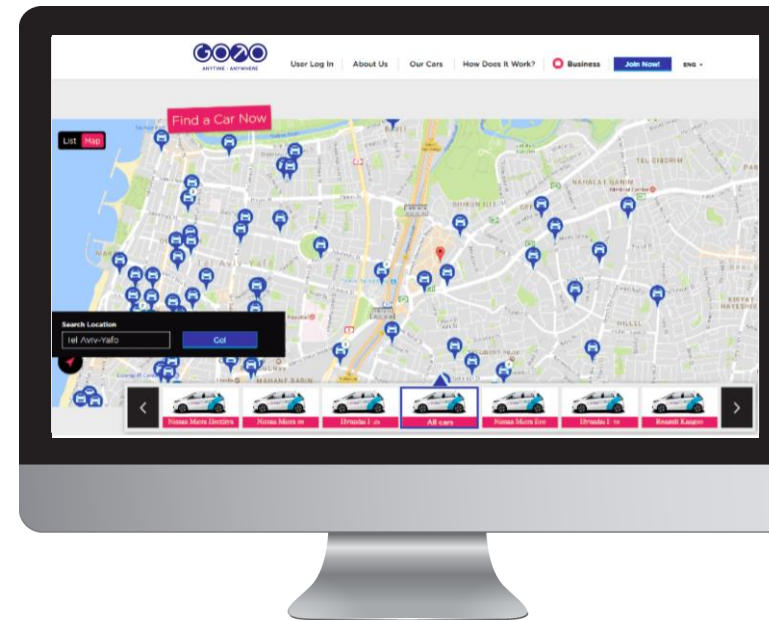
GoTo OFFERS ALL TYPES OF CARSHARING SOLUTIONS



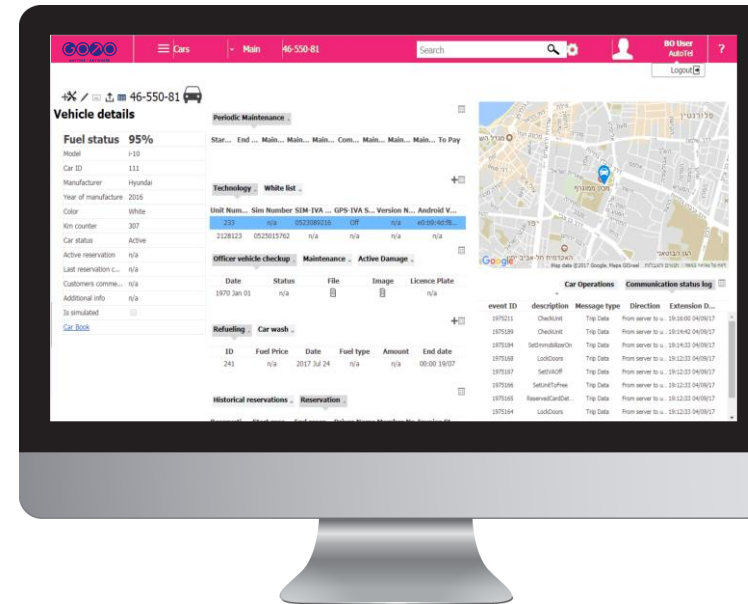
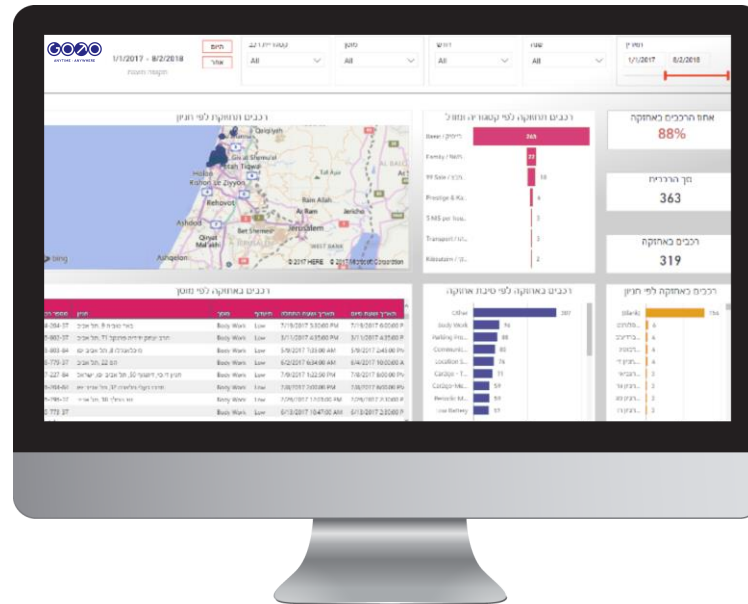
Round trip

Free floating

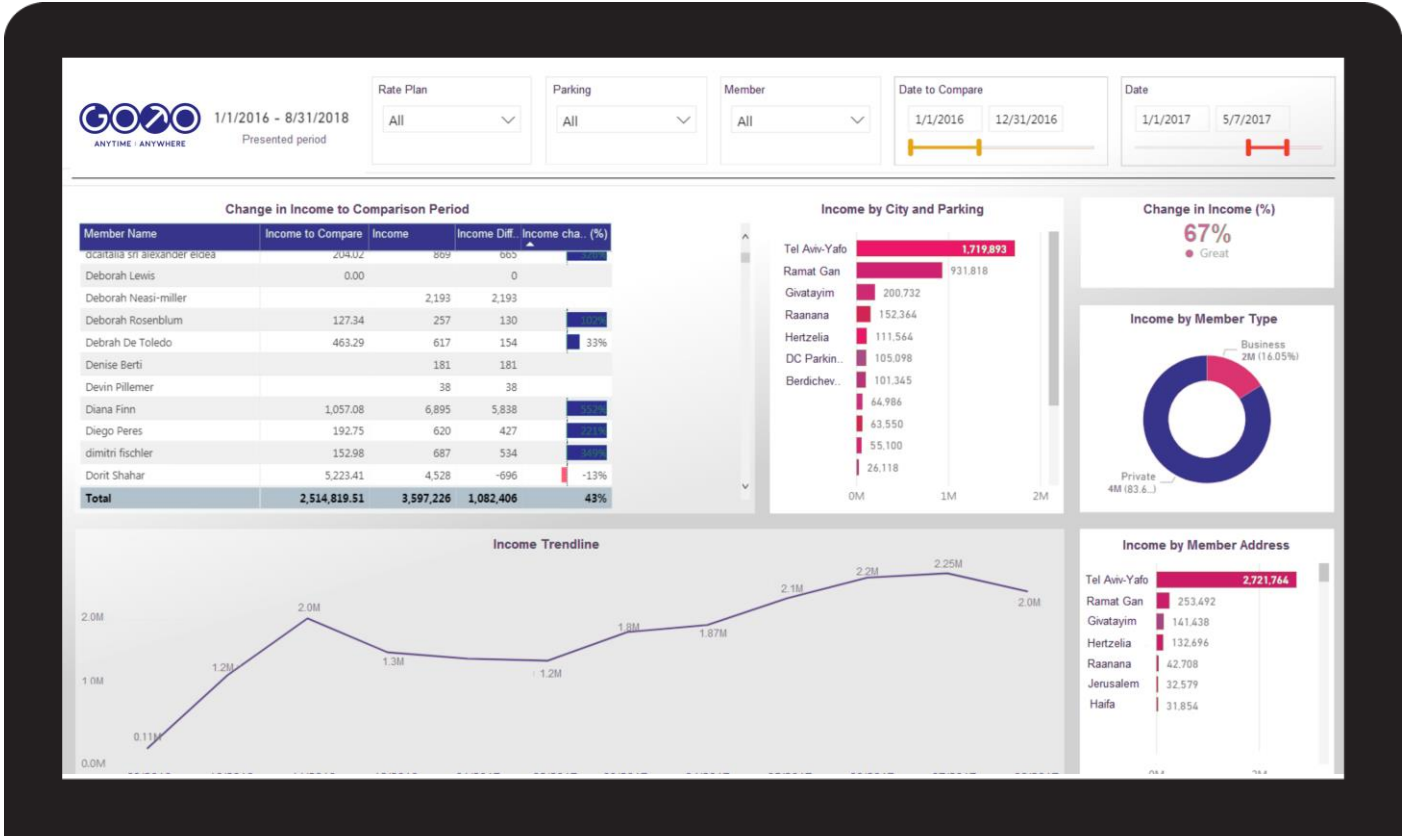
One way



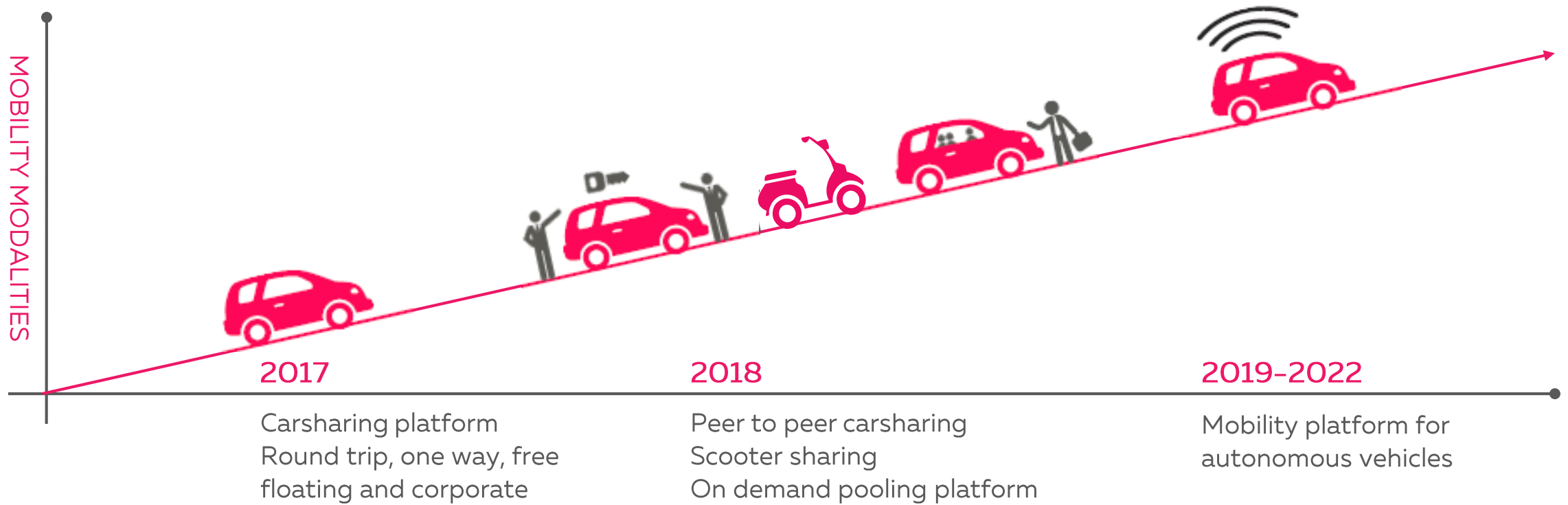
GoTo OFFERS THE BEST BACKOFFICE, CRM, BILLING AND PROCESS MANAGEMENT



GoTo's ADVANCED ANALYTICS TOOL HELPS CARSHARING OPERATORS MAXIMIZE PROFITS



GoTo'S SHARED MOBILITY MODALITIES HELP CARSHARING OPERATORS GROW



2. OPERATIONAL KNOW-HOW AND TRAINING

GoTo OFFERS TRAININGS ON HOW TO LAUNCH, GROW AND OPTIMIZE CARSHARING OPERATIONS

1

ONLINE TRAINING

2

FIELD VISITS TO SEE
HOW CARSHARING
OPERATION WORKS

3

KNOWLEDGE SHARING
SESSIONS AMONG GoTo
PARTNERS

3. GROUP BENEFITS

GoTo'S GROUP BENEFITS HELP OPERATORS SAVE MONEY ON:



CARS



INSURANCE



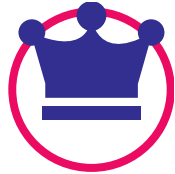
GAS



CREDIT CARD
FEES

4. GLOBAL BRAND

GoTo's GLOBAL BRAND INCREASES CARSHARING OPERATORS' PROFITS



PRESTIGE

App is well referenced,
Global PR



HIGHER NEGOTIATION POWER

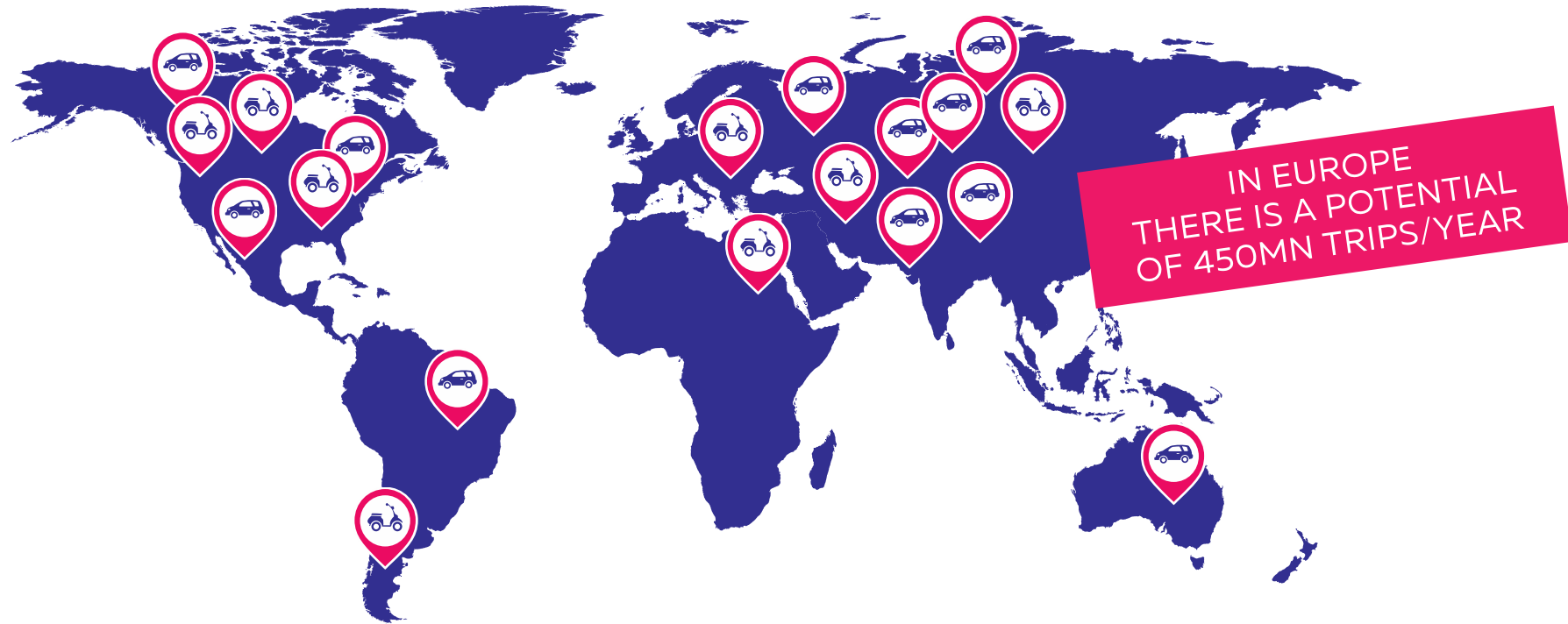
One voice and large size
means better prices and
treatment



GLOBAL PARTNERSHIP

Global presence and large
numbers nail deals with
city transport apps

GoTo's GLOBAL BRAND BRINGS ADDITIONAL PROFIT FROM NEW USERS



GoTo users can rent vehicles from operators in other cities!
Thanks to the same technology, money transfer is made easier! Both operators win!

GoTo'S TECHNOLOGY KEEPS CARSHARING OPERATORS AHEAD OF THE GAME

TECHNOLOGY	CARSHARING TECHNOLOGY COMPANY	GoTo
Round Trip	Specialize in only 1 type of carsharing	Included
One Way	Specialize in only 1 type of carsharing	Included
Free Floating	Specialize in only 1 type of carsharing	Included
Peer-to-Peer	No	Included, coming in 2018
Shared rides	No	Included, coming in 2018
On Demand Pooling	No	Included, coming in 2018
Mobility platform for autonomous vehicle	No	Included, coming in 2019

GoTo'S GLOBAL BRAND HELPS CARSHARING OPERATORS GROW

GLOBAL BRAND	CARSHARING TECHNOLOGY COMPANY	GoTo
Training and know how	No	Included
Additional revenue from new users	No	Included
Group benefits	No	Included

GoTo's TEAM COMES FROM THE TECHNOLOGY AND MOBILITY WORLD



19 yrs exp.

GIL LASER
CEO

C-level executive
@CAR2GO, Pioneer



12 yrs exp.

SHIRLY KALUSH
COO

Global entrepreneur
@BlaBlaCar, SaferTaxi



17 yrs exp.

YONATHAN SHALEV
CTO

Coding master
@Matrix, Internet Gold



19 yrs exp.

GILAD DANIEL
ARCHITECT

Architect genius
@Matrix, Netwise



40 yrs exp.

YOSSI BEN SHALOM
ACTIVE CHAIRMAN

Investor and chairman
@DBSI

FULL STACK TECH TEAM AND 24/7 CUSTOMER SUPPORT

GoTo LAUNCHED AT WOCOMOCO CONFERENCE, SIGNED WITH MALTA AND LAUNCHED IN HAIFA



Shirly Kalush presenting GoTo at the Wocomoco shared mobility congress



Gil Laser signed with the government of Malta to launch GoTo in 2018



Showcasing GoTo's Electric Vehicle service in Haifa during the Smart Mobility Event



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LETS GoTo THE NEXT LEVEL
TOGETHER!

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