



## PRESS RELEASE

### SECOND STOP OF THE "ETIOCA ROAD SHOW - 2023 WORLD TOUR" IN BARCELONA IN THE CROWDED PARKING OF EL PRAT AIRPORT WINNING THE ATTENTION OF TAXI DRIVERS

Etioca Management presented an ecosystem of services for mobility and the community

Barcelona, 16 January 2023. ETIOCA holding, an international company based in Gibraltar, has reached **Barcelona** for the second stop of the "**ETIOCA ROAD SHOW - 2023 WORLD TOUR**". **In the crowded car park of the Josep Tarradellas Barcelona-El Prat airport, the working prototype "Miner"**, designed and developed in Italy, in Turin, arrived last Saturday and stayed again Sunday, for its first outing on the road in Spain. To present the peculiarities of the project to the many taxi drivers present, **Mark Ishakov, Israeli entrepreneur and inventor** who founded and developed Etioca in recent years and the **CEO Roberto Fiorello**, who highlighted the value of the **ETIOCA ecosystem**, based on a technology and a platform that offer innovative solutions and services for alternative and sustainable mobility.

Etioca Taxi "Miner", the first project of the ETIOCA ecosystem, arrives after five years of analysis of the needs of the taxi sector and urban mobility trends: it is a vehicle designed for taxi drivers given to them for use, without advances and with daily electric charging (battery swapping), daily washing of the vehicle, insurance and ordinary and extraordinary maintenance. ETIOCA "MINER" is aimed at a new generation of entrepreneurs-taxi drivers who are no longer forced to buy a car but can get it for use by ETIOCA.

The Barcelona stage of the "ETIOCA ROAD SHOW - 2023 WORLD TOUR" was an important appointment to meet taxi drivers and representatives of their associations. *"It was a constructive discussion - declares Mark Ishakov founder of ETIOCA Holding - which allowed us to enrich our knowledge of the world of taxi drivers to continue the evolution of "Miner" from prototype to vehicle ready to go into production. This Road Show allows ETIOCA 's management and designers to bring taxi drivers closer by acquiring their expectations and requests for a highly performing vehicle"*.

*"We intend to guide cultural and social change - Mark Ishakov points out - towards sustainable mobility, offering solutions that protect the environment and increase the quality of life of future generations. The ETIOCA ecosystem has the basis for guiding the transition towards mobility electricity at the service of the urban communities of the future that aim to reduce emissions and traffic in cities, introducing sustainable, functional and shared vehicles"*.



In the coming days and weeks numerous meetings will be organized both with the representatives of the Spanish institutions and of the next cities reached by the "ETIOCA ROAD SHOW - 2023 WORLD TOUR" to deepen the knowledge of the ETIOCA ecosystem: an innovative business model that moves the gears of six integrated and independent sectors: DESIGN, INDUSTRIAL POLE, SERVICES, USERS APP, FINTECH and MEDIA, representing a solid basis on which the strategic plan that creates economic and financial value is articulated.

"ETIOCA ROAD SHOW - 2023 WORLD TOUR" is also the occasion to present a new generation of **service vehicles** built on "Anna", the platform based on a modular architecture from which Miner was developed, but which allows different configurations of vehicles, not only taxis but also **work vehicles (last miles delivery), ambulances, emergency vehicles, security and defense vehicles, to make all forms of road transport sustainable.**

During the meetings with the taxi drivers many fundamental points of analysis emerged: the safety of the drivers and passengers; the possibility of recharging through the battery swap, the autonomy (350 km range). The taxi drivers present in the El Prat Airport car park also met with the ETIOCA management on the economic aspects and on the rates which include different usage packages. Starting from 0.36 euro cents per km for the use of the vehicle given in use up to further packages that include additional services, such as battery change and daily vehicle washing, insurance, maintenance and replacement of the vehicle in the event of a car stop.

At the moment, taxi drivers have the possibility to fill in a pre-order form available on the website [www.etioca.com](http://www.etioca.com). to register with a simple €100 transaction. This amount allows them to manage the feasibility of the order, which is then returned to future drivers on the ETIOCA debit card, on the same day as the vehicle is delivered, starting in 2024.

Taxi drivers who sign up for the pre-order will be registered in the ETIOCA application making it possible to reduce customer waiting times through geolocation and entry into the network of ETIOCA APP users, who will also be able to use the "ETIOCA ECO" cryptocurrency (1 Echo equals 1 km travelled). Through this integrated system, each taxi driver will have the opportunity to receive a cash back as a reward for having contributed to "mine" each new ETIOCA digital currency. ETIOCA's Fintech and Media system allow the taxi driver to increase the current turnover by 20%.

*"A disconcerting fact emerged from the meeting with the taxi drivers in Barcelona - declares Roberto Fiorello, CEO of ETIOCA Holding - every day the approximately 10,000 taxi drivers of the Catalan city travel more than half of their working time (1,250,000 km for this city) "empty" without passengers, releasing 250 tons of CO2 into the air. ETIOCA "Miner", the first electric taxi with its network and users dedicated APP, aims to drastically reduce "empty" rides and emissions".*



In the next few weeks "ETIOCA ROAD SHOW - 2023 WORLD TOUR" will still be in Spain to meet the taxi drivers of Valencia, Madrid, Marbella and for the second time Barcelona to meet local and government authorities, last mile delivery executives, police forces, defense forces and even delivery and post service representatives.

Alongside ETIOCA Holding is the Government of Gibraltar, through the Minister of Economic Development Sir Joe Bossano, who has included the ETIOCA project in the National Economic Development Plan for the next 5 years, with a total investment of 500,000,000 Pounds.

The business model, generated by the management of ETIOCA, provides for the centrality of financial services and technologies, to support each specific mobility project.

ETIOCA is a solid and successful industrial and financial operation, studied by the international managers of the company, which holds the **worldwide manufacturers license, WMI (Worldwide Manufacturers Identifier)**, which allows unlimited production of vehicles, using a technology that is already available and with a development plan for zero impact vehicles.

**By the end of 2024, the first 10,000 ETIOCA Taxis will be in circulation. Annual production in 2025 will be 45,000 units and will reach 100,000 units annually in 2027, with an initial investment of US\$400 million to reach US\$1.2 billion over the next 3 years.**

**90,000 PRE-ORDERS are under discussion in Italy, Spain, Israel, Latvia and to speed up production times an agreement with a strategic Italian partner for the use of a production plant is in an advanced stage of negotiation.**

"ETIOCA ROAD SHOW - 2023 WORLD TOUR" is also **an opportunity to meet the financial and productive world in view of the next listing on the Nasdaq.** ETIOCA Holding has appointed as consultant Chardan, an independent global investment bank based in New York. This is an important step that will fuel the Etioca revolution for sustainable mobility and that will attract Family Offices and investors interested in profitable business models.

*"The ETIOCA ecosystem has a very high value of sustainability and financial ethics" - declares Roberto Fiorello, CEO of ETIOCA - "our business model will offer a wide range of services and vehicles that will guide the global electric transition we are experiencing. The management of ETIOCA is ready to meet with private and institutional investors to define a privileged agreement before the M&A with the existing SPAC listed on the Nasdaq market by the end of the year".*

During the "ETIOCA ROAD SHOW - 2023 WORLD TOUR" the Spanish institutions and the financial community will also be made aware of a charity project linked to ETIOCA "Miner", as explained by Mark Ishakov: *"The charity project we are pursuing has the intent to support children around the world who live in disadvantaged conditions. The program envisages that per each vehicle (1 taxi - 1*



child) put on the road, an amount capable of supporting and best educating a child in need will be monthly allocated from zero to 18 years old.

Supporting will mean guaranteeing the child growth and a good upbringing and education. We are working with the Israeli Keren Hayesod Foundation (engaged in assistance and fundraising projects for 102 years) and with other recognized charities throughout the world. The effect of our actions will be visible in the long run, as we will have future adults raised in equal and healthy environments. The newborns will not be affected by the typical conflict arising from the differences between generations that we have witnessed to date. ETIOCA intends to represent an important milestone towards a cleaner and more aware future for the next generations”.

## THE ETIOCA ECOSYSTEM

The Etioca business model, conceived in 2015 by its Israeli founder and current CEO **MARK ISHAKOV**, is a unique ecosystem of electric vehicles equipped with a complete range of services that create cash flow to support the evolution of mobility for well-being and education of future generations.

**The ETIOCA ECOSYSTEM moves the gears of six integrated and autonomous sectors: DESIGN, INDUSTRIAL POLE, SERVICES, USERS, FINTECH and MEDIA, representing a solid basis on which the strategic plan that creates economic and financial value is articulated.**

### DESIGN

The extraordinary experience of **GIORGETTO GIUGIARO**, designer of the Century, together with **FABRIZIO GIUGIARO**, with over 30 years in the car design system, will be available to the ETIOCA world: their know-how and their extraordinary expertise will contribute to the development of a new mobility architecture, starting from the concept already created by Etioca. Together they intend to create a **specific R&D center** capable of developing the design up to its production.

*“I joined the project that I consider extraordinary and revolutionary - says Giorgetto Giugiaro - already in '76 I tackled the theme of a new taxi for New York which remained in the prototype stage. I am happy to contribute today with Fabrizio to the development of this concept integrated into a global ecosystem”.*

*“We contribute to the ecosystem - says Fabrizio Giugiaro - bringing our experience in product development starting from the current concept on the "Anna" platform which will see us engaged in designing cutting-edge vehicle types”.*



## ETIOCA INDUSTRIAL POLE

The Industrial Pole is made up of various factories for the production of its own vehicles and for those requested by partner companies or customers.

**Etioca “Miner” will be the first born of the “ANNA” generation, a platform based on a modular architecture that allows different vehicle configurations.** In the near future "Anna" will give life to a new range of service vehicles: taxis, work vehicles, school shuttles, emergency vehicles, security (fire brigade and police) and defense vehicles. The Etioca Industrial Pole will be built in various locations, providing for a pilot plant (the definitive choice will be made in the coming months), an assembly plant, a production plant and a Giga Factory around which the suppliers' plants will also be built.

## SERVICES

The Etioca Ecosystem is also made up of a complete range of services to improve the travel experiences of drivers and passengers: electric recharging stations (battery swap), car wash stations, on-board food and drink sales, after-sales assistance.

## USER

The user is constantly connected to a dedicated, highly technological APP that allows passengers to book short and long-haul trips. The ETIOCA APP informs drivers about reservations and allows them to supervise the workflow. A tool that allows taxi drivers to concentrate on their work without further stress and to make as many trips as possible per day. With revenues from rides, on-board services and advertising panels, ETIOCA drivers can increase their turnover.

## FINTECH

The financial platform of the Etioca Ecosystem is called ETIOCA FINTECH, for a circular and sustainable economy, with an English DLT license that allows, among the various financial services, the mining process of ETIOCA cryptocurrencies. **ECO, the Etioca currency, is generated by each km actually traveled on the road.** All economic transactions are managed through the ETIOCA Fintech system, allowing international bank transfers, financial loans, payments to and from customers and business partners. The use of a proprietary cryptocurrency guarantees the transparency of transactions and aims to increase stability and avoid any type of speculation. It is also possible to activate the cash back option for both the driver and the user.



## MEDIA

Thousands of Etioca Taxis around the world will also represent a new **OUTDOOR MEDIA CHANNEL**. Integrated LED screens will project ADV and institutional campaigns or public service messages for citizens. Dynamic advertising panels with ETIOCA LED technology are placed on the sides and above the vehicle. The new media channel will be managed internally, following the recent acquisition by Etioca of Between Comunicazione, a public relations and advertising agency based in Turin, with over 20 years of experience in business and product communication. *"We started as suppliers - says Marco Molineri CEO and co-founder of Between - and then we fell in love with the project and without even realizing it, we became partners of ETIOCA. The agency will plan advertising campaigns and global communication activities as well as relations with the media and institutions".*

## MINER TECHNICAL FEATURES

"Miner", the first working prototype of ETIOCA TAXI, guides the processes towards sustainable mobility, responding to the needs of citizens and city administrations oriented towards controlling emissions, encouraging comfortable vehicles aimed at not making citizens use their own cars for short and medium-range journeys, all with the consent of a new generation of taxi drivers who will no longer buy the car but will receive it for use, paying only for the actual mileage travelled.

The **driver's seat** is isolated, fully equipped and guarantees safety and protection.

This vehicle is easy to access, without architectural barriers and has **7 modular passenger seats, plus one for passengers with disabilities** who can board without assistance, using an automatic lifting platform. "Miner" allows the convenient transport of oversized items for leisure time such as bicycles, skis and snowboards.

"Miner" travels with an electric motor that delivers 120 kW (163 horsepower) and reaches a limited speed of 150 km/h. The length is 4.95 meters, the width of 1.95 meters and the height is 2.01 meters, the wheelbase of 3.5 meters, with two-wheel drive.

The weight of the vehicle is close to two tons and, having a low center of gravity, it boasts comfortable handling and safe road holding.

The vehicle is recharged with **rapid battery swapping at dedicated stations**. The batteries, with a capacity of 100 kW/h, guarantee up to 350 km of autonomy (in the WLTP city cycle) and various configurations are available. ETIOCA leads the electric transition, but without the anxiety of recharging.

Many other features are available on board, such as digital screens for managing services, a payment terminal, a taxi shop, a minibar, chargers for all types of smartphones and an online route map.



Based on recent knowledge about the pandemic, **each vehicle will be sanitized automatically when all passengers have left the cabin**, through a mixed system of ultraviolet light and disinfectant nebulizer. In addition to changing the batteries, the driver can also wash the vehicle daily at dedicated service stations.

**Informations on ETIOCA:**

ETIOCA holding is an international company based in Gibraltar, founded by Mark Ishakov, Israeli citizen and inventor, successful entrepreneur. Roberto Fiorello is the CEO of the company. ETIOCA has created a unique ecosystem of electric vehicles with a full range of services that offer an unprecedented travel experience for drivers and passengers. The company combines circular economy, digital innovation and sustainability to provide disruptive solutions for safer, cleaner, smarter and more inclusive mobility. [www.etioca.com](http://www.etioca.com) to find out more.

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