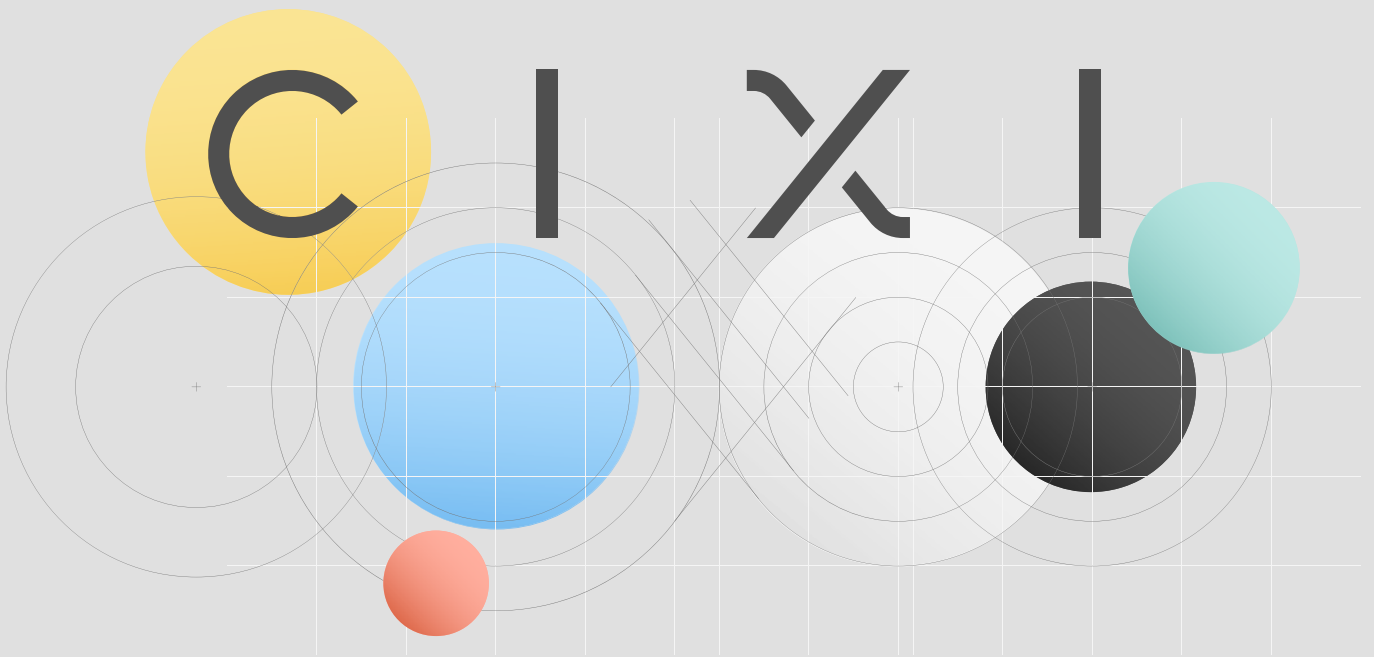


Media kit

November 2023



Active Mobility

One step towards wellbeing, everyday.

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1

A word from the founders

The development of individual motorised transport, such as cars and motorbikes, has revolutionised the way we travel. These vehicles have given us a sense of increased freedom, allowing us to cover large distances quickly and easily. But with this liberty comes a paradox, with drivers finding themselves trapped, living increasingly sedentary lifestyles.

At CIXI, we want to **'reactivate'** daily transport and contribute to the revival of our modern lives. We want to transform these 'passive' journeys that are part of our busy days into moments of conscious effort, so that we lead more active and healthy lifestyles. With our first active vehicle, the centrepiece of which is our patented electronic pedal technology, we are reintroducing daily physical activity by transforming regular transport into **'active'** mobility.

In February 2022, the French National Agency for Food, Environmental and Occupational Health Safety (ANSES) sounded the alarm, stating that 95% of French people over the age of 18 are "at risk of deteriorating health due to a lack of physical activity, or by spending too much time sitting down". **Reintroducing just 30 minutes of moderate physical activity into our day is fundamental to a better quality of life.**

Improving our health and quality of life requires a healthy and clean living environment. Using lower impact vehicles is no longer an option. When ANSES published its report on Outdoor Ambient Air Particles in 2019, it stated “with strong levels of evidence, the health effects of exposure to different emission sources, in particular road traffic”¹. For us to live better and more sustainably, today’s transport must become active and more ecological.

Our active vehicle **VIGOZ**, can travel up to 120 km/h and is approved for use on public roads and motorways. Our ambition? To enable users to seamlessly and naturally integrate these vital 30 minutes of physical activity into their schedule, by simply exchanging their car journeys. Indeed, what better time to be active than on your journey to work, in the morning and evening?

The **VIGOZ** is electric-powered, some of which is generated by user pedal power. It is relatively light (about 550 kg compared to the average 1,200 kg of a combustion engine car²), and so consumes fewer resources in the production process and less energy when used. This also means it requires less user-effort and has a smaller impact on our environment.

We are committed to building a responsible company and so, in addition to the active, safe and energy-efficient vehicles we create, we strive to work with local suppliers and partners.

¹ Other sources of emissions mentioned in particular include the combustion of coal, petroleum products and biomass.

² [ADEME, Car Labelling: Graph - Evolution of the average mass of cars sold in France.](#)



We design and assemble our vehicles at our factory in Poisy, Haute-Savoie, thus contribute to the creation of local jobs and to the development of know-how and expertise in France and Europe.

By integrating physical activity into our daily activities, the **VIGOZ** allows us all to (re)discover the wonder and well-being that comes from physical effort. If our users are able to transform their journey to work into a path of personal development, then CIXI will have succeeded in its mission!

Nina, Carlos, Nicolas and Pierre.
Co-founders of CIXI

Our active vehicle: **The *VIGOZ***

A pioneering
solution for active,
safe mobility, with
pedal speed up to
120 km/h



2 Our active vehicle: The **VIGOZ**

A pioneering solution for active, safe mobility, with pedal speed up to 120 km/h

Our ambition: to transform the passive transportation that is damaging our health into healthier, active travel.

By integrating physical activity into our daily activities, the *VIGOZ* allows us all to (re)discover the wonder and well-being that comes from physical effort. If our users are able to transform their journey to work into a path of personal development, then CIXI will have succeeded in its mission!

A unique riding experience

Equipped with CIXI's **PERS**³ Chainless Pedaling System, the **VIGOZ** enables riders to reach speeds of up to 120 km/h with variable levels of effort. Approved for use on all public roads, including motorways, the VIGOZ has a battery range of up to 160 km of autonomy⁴. Without a mechanical chain or derailleur, its electronic crankset automatically manages the speed according to the rider's desired settings and pedal intensity. Equipped with a mechatronic front end, the vehicle automatically tilts when cornering, ensuring excellent handling and a smooth ride – without requiring any motorbike handling experience.

³ **PERS**: Pedalling Energy Recovery System.

⁴ Depending on the intensity of the electric assistance used.

Customisable effort to suit all riders

Each rider sets their preferred pedal mode in their **PERS**. Based on these initial personal settings, the **VIGOZ** offers customisable effort levels. For example, a low effort level is suited to a person returning to physical activity, while an intense effort level is suited to an athlete wanting to do a proper training session. Depending on the organisation of their day, a rider can choose to go from light effort in the morning to intense effort in the evening.

A comfortable ride in all seasons

With three wheels (two at the front and one at the rear) the **VIGOZ** is streamlined and can accommodate both a rider and passenger. Designed to accommodate all seasons and weather conditions, the bodywork protects the rider from rain or snow, while a heating, ventilation and air conditioning system allows the temperature of the cockpit to be regulated, ensuring comfortable riding in all conditions.

A secure cockpit, to automotive standards

The **VIGOZ** has a chassis and safety features that guarantee cockpit safety for the rider. Although not a regulatory requirement for its L5 category, the **VIGOZ** meets M category certification criteria (i.e. automotive category) for the following three standard tests: (1) rigid frontal impact; (2) frontal impact with offset against a deformable barrier; and (3) side impact with a deformable barrier. It is also equipped with an anti-lock braking system (ABS) to ensure effective braking in emergency situations.

Optimised energy efficiency

The **VIGOZ** cockpit accommodates up to two people. A passenger can sit behind the rider, who is in a near reclining position for more efficient pedalling and greater comfort on the road and over long distances. The **VIGOZ** has three major energy-efficient features:

1. A regenerative braking system, which means the battery is recharged when the rider brakes while cycling.
2. Its relative light weight, circa 550 kg, optimising user effort and reducing energy consumption.
3. Optimised aerodynamics, reducing energy consumption during travel.



Easy battery recharging

The **VIGOZ** is equipped with a lithium-ion battery that can be recharged using a standard 220 v household socket. Its full charge time is 6 hours, making it easy to recharge overnight. This time is reduced to 3 hours when charging from 20% to 80% charge. Its regenerative braking system also improves the vehicle’s range.

Designed and assembled in France

All research and development (R&D) for the **VIGOZ** was carried out in France, at our factory in Haute-Savoie. The vehicle is assembled at our plant in Poisy, and we have focused on working with French and European suppliers when selecting parts and sub-systems that we do not manufacture ourselves. Our philosophy is to encourage and promote the local economy, reducing our impact on the environment by favouring the most direct supply chain.



Series hybrid
PERS technology



Pedal up to 120 km/h
as maximum speed



Highways
compatibility



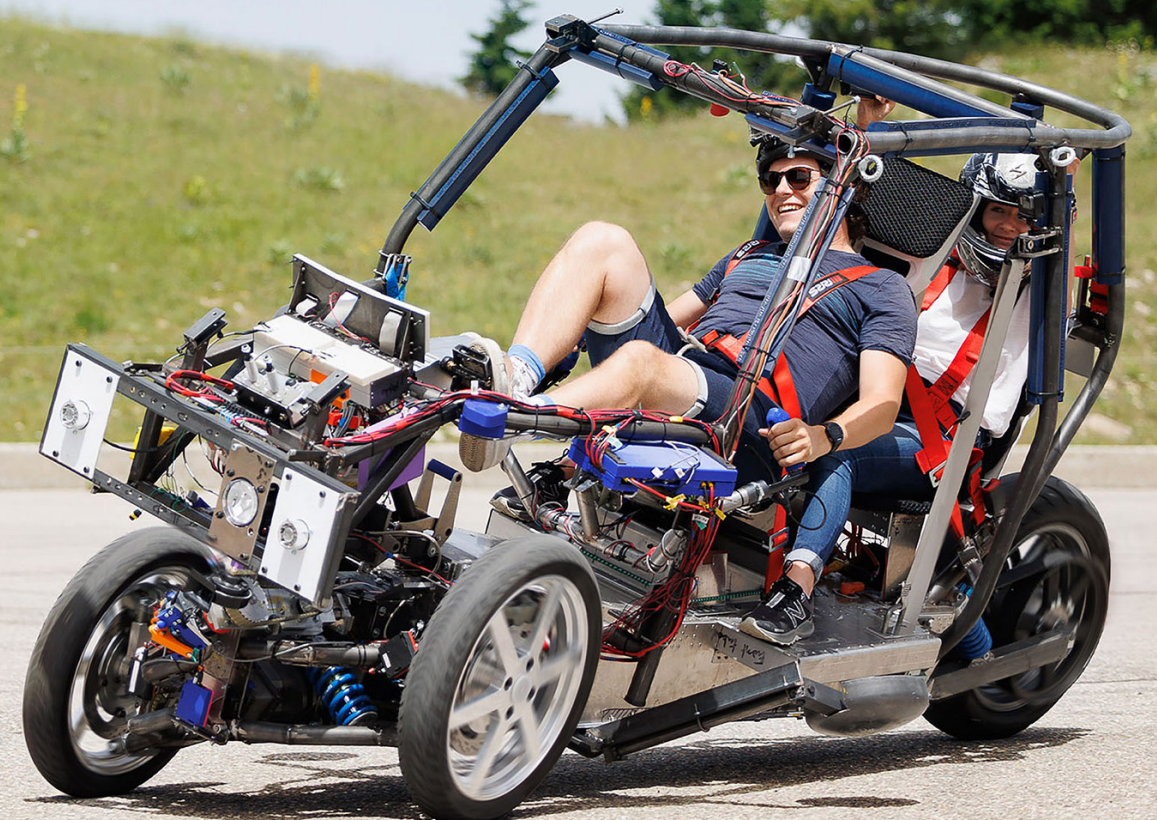
160 km
range



Safe
and weather protected

The *VIGOZ* TRL6 Prototype

Test session carried out during the summer of 2022 at the Semnoz sports complex, in the surroundings of Annecy.



3

Our *PERS** Chainless Pedaling System

* Pedaling Energy Recovery System



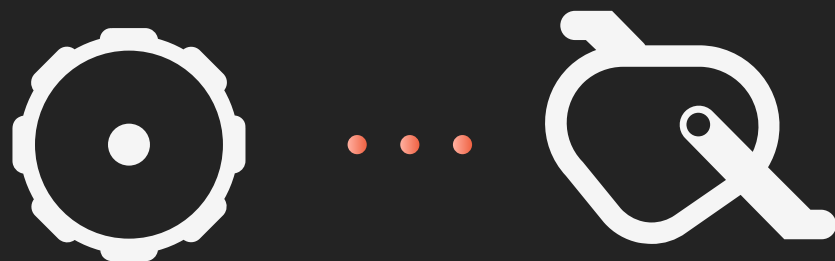
3

Our **PERS***
Chainless
Pedaling System,
making customised
active mobility
possible for all

* Pedaling Energy Recovery System

The principle:

Our team of engineers has developed the **PERS**,
an electronic crankset without a chain or belt.



Offering a tailor-made experience, the **PERS** adapts pedal resistance according to the rider's style. Following a rapid set up and customisation phase, the rider selects their desired effort level (light, moderate or heavy) and the **PERS** takes care of the rest. You don't have to be an athlete to actively travel 20 or 30 km to work – our technology makes active mobility possible for all!

Quality pedalling haptics

Our algorithms guarantee immediate responsiveness and resistance according to the rider's preferred pace, be it climbing hills or riding on the flat.

Regenerative braking to optimise energy consumption

PERS is equipped with a regenerative braking system that recharges the battery when braking, extending the vehicle's range. This regenerative braking also reduces the use of mechanical braking, reducing the need for brake pad maintenance and the pollution generated from brake pad particles.

How PERS works

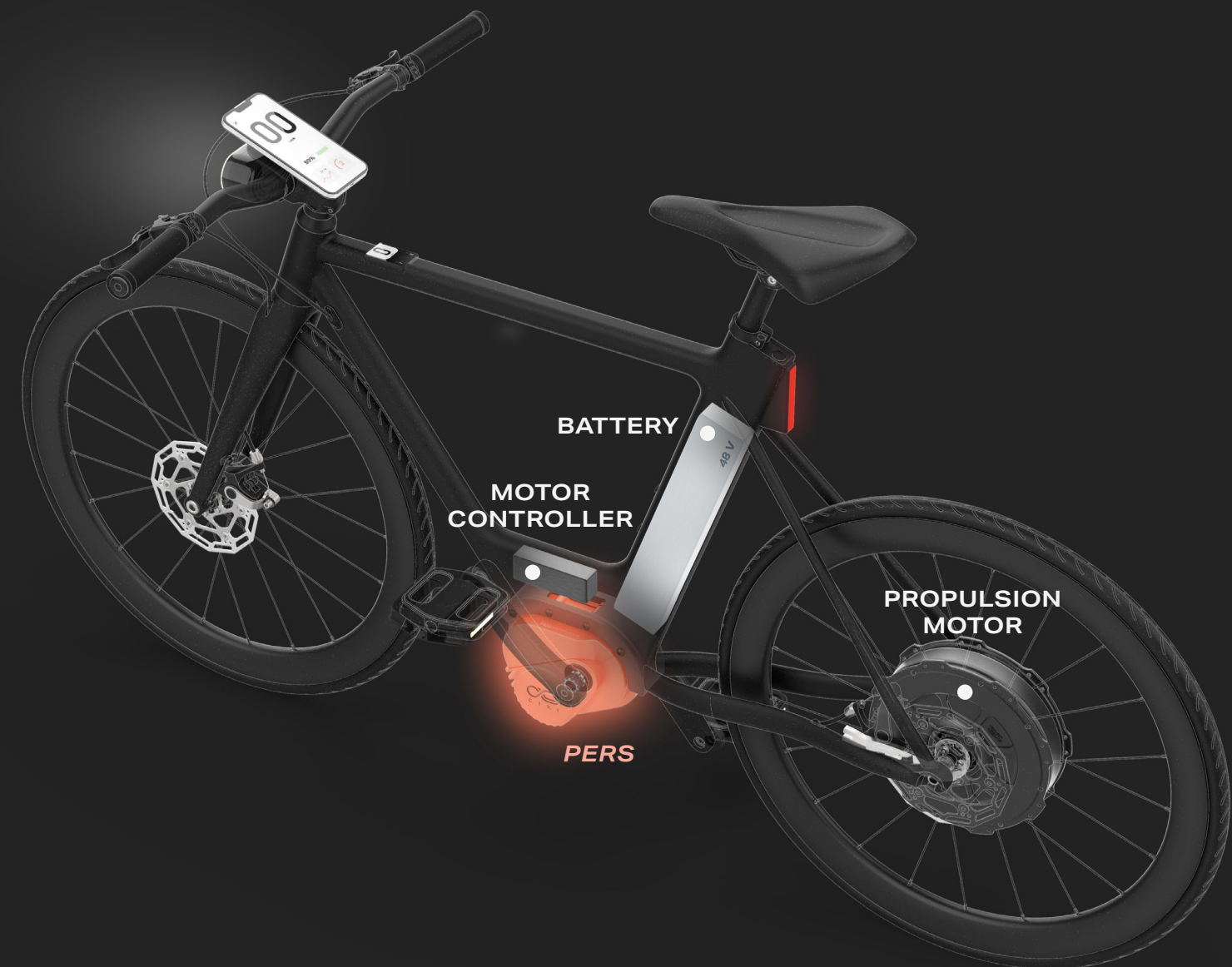
With no mechanical chains or derailleurs and no manual gear changes, PERS makes our vehicles intuitive and easy to use:

- No need to shift gears – **PERS** continuously manages the torque settings for a better driving experience – especially handy in urban traffic.
- By choosing their effort level, the rider can adapt the intensity of their physical activity according to the time of the day, e.g., light activity in the morning so they arrive at work alert but not sweating, and a more intense activity in the evening to release the tensions of the day.



APP - CONNECTIVITY

- Customer-Manufacturer-Bike Direct contact
- Fleet management
- Geolocation
- Locking via APP
- Activity statistics
- Customization of pedaling modes



More durable than conventional systems

A conventional gear system requires regular maintenance and chain changes⁵. Derailleurs, sprockets and chainrings wear out and are subject to external shocks.

Designed without any of these components, the CIXI electronic crankset is more reliable, has a longer life span and requires minimal maintenance. Another important advantage for regular cyclists is that there is no risk of derailment, i.e., no greasy hands or clothing!

A crankset adapted to all vehicle geometries

Thanks to its simple design – no sprockets, cassettes, belts, chains or derailleurs – **PERS** can be easily integrated into any type of bicycle geometry, from a classic urban electric model to a cargo model, and all new forms of intermediary vehicle.



**REVERSE MODE
BY BACK PEDALING**



**REGENERATIVE
BRAKING**



**NO MECHANICAL
TRANSMISSION**



**NATURAL
HAPTICS**



**ENERGY
CONTRIBUTION**



**NO MORE
GEAR SHIFTING**

⁵ On average, 1,500 km for an electric bike and 2,500 km for a mechanical bike.

Active vehicles

Equipped with our
PERS technology



4 Transforming the daily commute into an opportunity for well-being

Regular physical activity is essential for good physical health and to protect ourselves against illness. But not only that! Regular physical activity is also very good for our mental and psychological well-being.

Scientific research has demonstrated the benefits of regular physical activity on psychological factors such as happiness⁷, self-confidence and self-esteem, anxiety and depression. Research has even shown the positive impact of physical activity on cognitive performance, such as memory, problem solving and concentration⁸. We want everyone to benefit from these positive impacts.

By encouraging our riders to pedal rather than use passive means of transport, we are helping them improve their well-being. Simply and effectively transforming daily commutes into moments of inspiration and opportunities for self-development is a worthy mission, and one that is close to our hearts.

⁶ Iwon, Katarzyna, et al. (2021). Elevating Subjective Well-Being Through Physical Exercises: An Intervention Study. *Frontiers in Psychology* 12. doi: 10.3389/fpsyg.2021.702678
⁷ Poiré, E. (2017). Psychological benefits of physical activity for optimal mental health. *Santé mentale au Québec*, 42(1), 147-164. <https://doi.org/10.7202/1040248ar>

5

All-inclusive, flexible subscription model extending the life of each vehicle and reducing environmental impact

Our **VIGOZ** subscription model offers users great flexibility. A subscription can be initiated and terminated at any time (with effect at the end of the current month), allowing users to test our active mobility experience without making a large down payment.

Today, every resource counts on our planet. Optimising the lifespan of products is essential. Our subscription model allows users to benefit from a **VIGOZ** when they need it and to return it at any time. Once returned, the **VIGOZ** is serviced, and refurbished if necessary, so that it is ready to be used by someone else, thus optimising its life cycle.

To ensure fair pricing, we have created two discount systems:

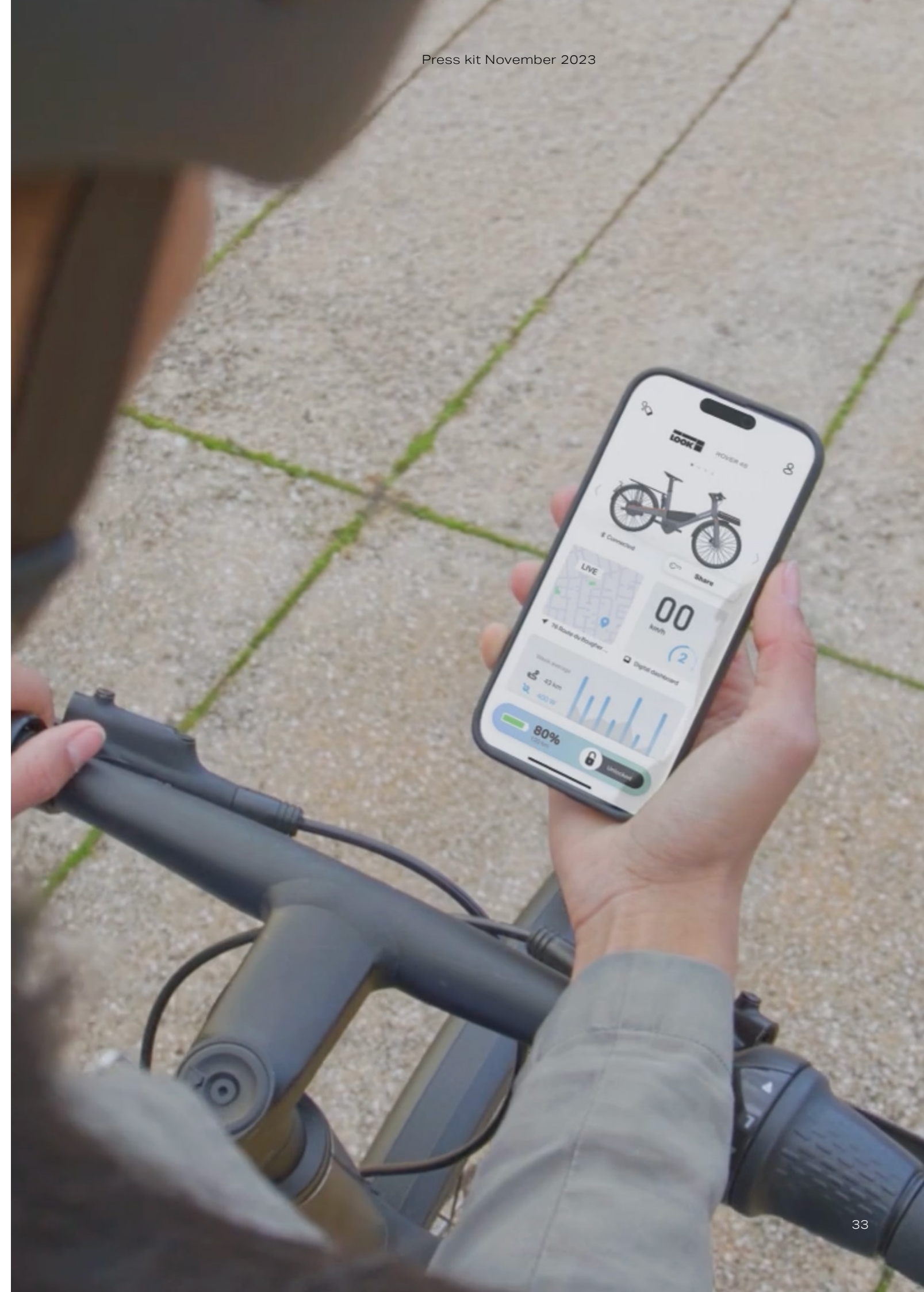
- A discount of 1% per year of membership, valid from the end of the first year and applicable to all CIXI vehicles, as a thank you to customers for their loyalty and for contributing to the company's success;
- A discount linked to the number of kilometres travelled in a vehicle, i.e. rewarding customers who take on already-used vehicles, where the 'production carbon debt' has already been paid off through previous usage.

6

Connected vehicles, simplifying usage and management

A free mobile application for efficient management of your active vehicle

VIGOZ members benefit from a free mobile application that allows them to manage their active vehicle efficiently. Features available include: vehicle locking and unlocking, geolocation, maintenance and safety information, access to CIXI assistance, and trips and physical activity statistics.



7

CIXI's history, from an idea to a team of 65 committed employees

The CIXI adventure begins

Originally from Auvergne, Pierre moved to Paris in 1998. Having abandoned his bicycle as a means of transport because the infrastructure was incompatible, Pierre soon began looking for an alternative, active solution. It was in 2003 that the idea for an active substitute for the car was born.

In 2015, when he moved to Annecy, Pierre met Carlos, an award-winning industrial designer⁸. Together they drew up the preliminary sketches for a new kind of vehicle. One year later, and thirteen years after the idea was first conceived, CIXI was formally established. Nina and Nicolas, mechanical engineers from two of France's most prestigious universities⁹, joined the adventure to lead R&D and to build up a team with the right skills. At the same time, CIXI's industrial design team grew to include international talent.

A company of passionate and committed employees

At CIXI, we are working towards a more active and environmentally friendly form of transport. To achieve our goal, we recruit and train passionate employees, motivated by our common values of excellence, caring and commitment.

⁸ Carlos has won over 30 design awards, including: a Gold Lion in Product Design at the Cannes Lion Festival in 2015, IDEA Gold at IDSA in 2015, Innovation By Design at Fast Company in 2016, and a Grand Prix at NetExplo in 2016.
⁹ Nina is a graduate of McGill University, Canada, and Nicolas of Polytechnique, Paris.

A young team, made up of specialists in mechanics, electronics, firmware and design, that is making it possible for CIXI to design a new type of mobility, for today's world, all from right here in the Alps.



Enabling our teams to grow together in a fulfilling work environment is all part of our approach as a responsible business. To this end, we promote three core values that are important to us:

- Curiosity, and a culture that challenges and encourages excellence. For example, we hold design workshops on key structural phases with all employees, whatever their field of expertise, to encourage cross-fertilisation and to develop a sense of usefulness and engagement.
- Trust, which allows for flexibility and freedom. At CIXI, there is no clocking in and clocking out, and no approvals required for homeworking. Whatever their position, manager or trainee, everyone is free to organise themselves to achieve their project objectives while respecting the company's milestones.
- Autonomy coupled with cooperation, enabling skills development and project success. Managers and employees often set goals and milestones together. The manager is then responsible for developing the skills of their team, and for coordinating the objectives and results of their team with those of other teams. In the same vein, it is the manager who recruits new team members, with the help of the CIXI HR team.

A company that belongs to its employees

At CIXI, we believe that one way of developing a sense of responsibility and belonging is to allow employees to acquire shares in the company. As of their first-year anniversary with the company, they can invest any amount (starting at €3500), making them no longer simply employees, but co-owners of CIXI.

Joining the CIXI adventure means becoming an essential component in the realisation of our project. We are now a company of 65 employees from all corners of the globe, all committed to this vision of a new type of mobility for today's world.

An inspired logo

Our logo is inspired by the Maori symbol **'Pikorua'**.

With its double curved line forming a loop, the 'Pikorua' represents the path of life, its eternal renewal and the interactions between two living entities. In the case of CIXI, the logo expresses the permanent ebb and flow between the soul and the body.

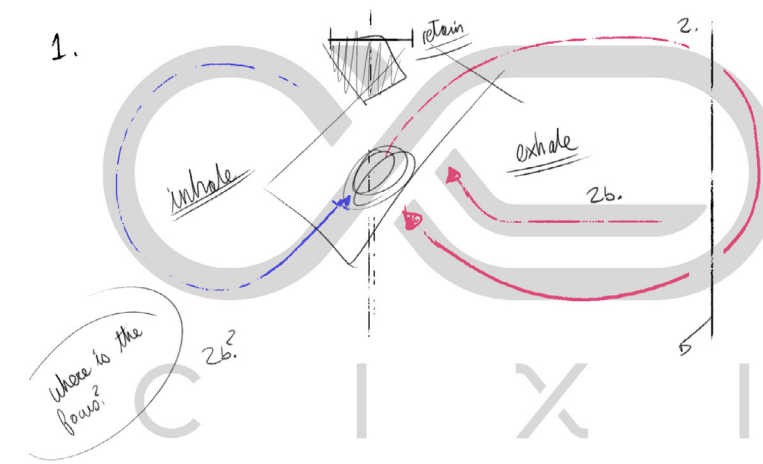
We strongly believe that regular physical activity enhances psychological well-being. We want to make this potential for good health accessible to everyone, by naturally and effectively integrating physical activity into our busy lives.

And an inspiring motto

Being happy is an exercise that needs daily practice. It is CIXI's responsibility to offer:

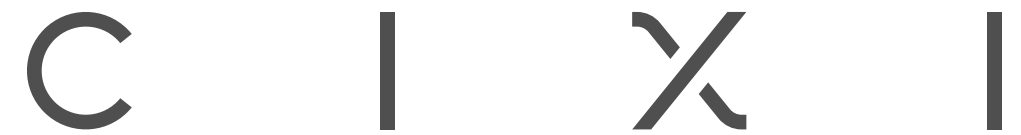
- A working environment that allows its employees to use their days meaningfully and, if possible, joyfully.
- Our customers a source of well-being when making their daily commute.

This is why at CIXI, **'The path is the objective'** – ensuring that every moment is lived in full awareness.



"It was crucial to find a fast, steady, but controlled "breathing technique" to be applied as a rhythm to animate the logo."

Design team



8

Our four co-founders

CIXI was founded by four partners with complementary skills and backgrounds, who share the vision of a healthier and more sustainable transport system.



Pierre FRANCIS, an EDHEC graduate, is an experienced entrepreneur. After a stint as a partner and IT director at an IT services company, Pierre co-founded Vitalliance (2003), a leading French domestic care company, of which he is now Chairman of the Board. Today, Pierre focuses his energy on creating active vehicles, with a vision to enable each and every one of us to effectively incorporate physical activity into our busy lives.

"A company plays an essential role in the quality of life of society. Not only do we spend much of our time at work, but the work we undertake, with our teams and our various professional contacts, gives meaning to our daily lives. It is up to each and every one of us, be we founders, managers or employees, to live this daily reality responsibly and with kindness, thus contributing to a happy and resilient living environment. This is what a company like CIXI is all about."

**Pierre
CEO, CIXI**



Nina OMEROVIC BECCALLI, a mechanical engineer graduated from McGill University, Canada, is passionate about strategy, finance and optimisation. She led several humanitarian projects before joining CIXI in 2018. Nina is primarily involved in the strategic and organisational management of our activities.

“CIXI is helping change our perception of physical exertion, by seamlessly integrating it into our daily lives through active transportation. We succeed in our mission every time we help one of our customers move from a sedentary lifestyle to a more energetic and happy one.”



Nicolas OHLMAN, a graduate of Ecole Polytechnique and ISAE-SUPAERO, structures and coordinates our multidisciplinary teams to develop and industrialise CIXI’s vehicles and technology.

“Most of our teams are committed to the lifestyle offered by our magnificent French Alps. The CIXI adventure allows them to do meaningful jobs, creating solutions that will make it possible for everyone to activate their daily lives, regardless of where they live.”



Carlos Arturo TORRES graduated from the Umeå Design Institute, Sweden. Carlos has 15 years of experience working on a wide variety of design projects, ranging from precision medical instruments to future mobility solutions. He has also won numerous international design awards, including: the Gold Lion in Product Design at the Cannes Lion Festival; IDEA Gold at IDSA; Innovation By Design at Fast Company; and a Grand Prix at NetExplo. Carlos is design director and brand strategy co-leader at CIXI.

“Mobility doesn’t move anymore. The opportunities for making something that can change the world for the better are very few in a lifetime. I believe that at CIXI we are taking pedalling to the next step and potentially changing how people think about health and the future of transportation in a sustainable, human friendly and exciting new way.”

9 Our accreditations



ADEME
ADEME has been supporting CIXI with the technical development of **VIGOZ**, since 2019.



DEEP TECH
CIXI was awarded the Deeptech label by BPI France in 2021.



NTN
CIXI is part of NTN's accelerator program for innovative companies since 2022.



LE COQ VERT
In 2023, CIXI became a member of the community Coq Vert. Launched by Bpifrance in partnership with ADEME and the Ministry for Ecological Transition, Coq Vert brings together business leaders committed to the ecological and energy transition.

10 Key dates

- | | |
|------|---|
| 2003 | Birth of the idea |
| 2016 | Official launch of CIXI |
| 2021 | Filing of key patents for our PERS technology |
| 2023 | Inauguration of the first CIXI factory, in the heart of the Alps |
| 2024 | First customer delivery (bicycle and active vehicle manufacturers) of our electric crankset (PERS technology) |
| 2027 | First customer delivery of VIGOZ |

11 CIXI's local commitment

CIXI has been supporting the local Annecy Nordic ski and biathlon club, the Dragons, since 2021.

The CIXI team is delighted to support this activity and the spirit of the Dragons, and to contribute to the development of balanced, solid and reliable humans.

"It brings us enormous pleasure and pride to watch the Dragons, even the youngest, glide across Annecy's local Nordic ski pistes, whatever the weather. There is such great energy during these training sessions, everyone measuring themselves and their progression in the magnificent natural playground that is the Haute Savoie. It is an amazing way to learn about oneself, about resilience and about team spirit."

Pierre FRANCIS



12

Contacts

We are based in the Grand Annecy area, in the middle of the beautiful mountains of the French Alps.

Don't hesitate to get in touch with us, we're happy to hear from you.



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