

HELBIZ

Helbiz Media Partners with HiWay Media

September 27, 2021

Multi-year partnership provides technology to stream all Italian Serie B matches worldwide

NEW YORK--(BUSINESS WIRE)--Sep. 27, 2021-- [Helbiz Inc. \(NASDAQ: HLBZ\)](#), a global leader in micro-mobility and the first in its industry to be publicly listed on Nasdaq, today announced a multi-year partnership between **Helbiz Media**, the Company's media arm and exclusive distributor of the Italian Serie B media rights worldwide, and **HiWay Media**, an innovative digital entertainment company. Through this agreement, HiWay Media will provide Helbiz with customized technology to deliver a seamless streaming experience of the Italian Serie B League to global audiences.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210927005434/en/>



HiWay Media offers key connectivity technologies through its proprietary web application infrastructure and solutions. Through its strategic partnerships with leading international operators and providers, HiWay Media ensures unparalleled stability and security for live streaming distribution. The agreement with Helbiz Media marks another great achievement for the League, as it will bring the Italian B Championship to new markets, advancing international growth.

*"This collaboration with Helbiz Media and HiWay Media will provide fans around the world with seamless streaming of all Serie B matches," said **Mauro Balata, President of B League**. "We are proud of the work we are carrying out with both partners to continue expanding the League's audience reach."*

Helbiz Media Partners with HiWay Media to Deliver Seamless Live Streaming Experiences for Serie B
(Photo: Business Wire)

"As the exclusive distributor of the Serie B media rights worldwide, Helbiz Media continues to experience rapid growth," said

Matteo Mammi, CEO of HELBIZ MEDIA. *"Partnering with HiWay provides us with all technical and infrastructural needs to stream Serie B matches for seasons to come, ensuring it reaches a global audience."*

*"At HiWay, we believe in a truly customer-centric approach and due to our scalable encoding and distribution technology, we are able to provide Helbiz Media with the opportunity to optimize their content delivery process to all the international Serie B licensees," said **Giuseppe Sampino, CEO of HiWay Media**. "We are delighted to partner with Helbiz Media to distribute Serie B to millions of fans across the globe."*

ABOUT HELBIZ & HELBIZ MEDIA

Helbiz (Nasdaq: HLBZ) is a global leader in micro-mobility services. Launched in 2015 and headquartered in New York City, the company offers a diverse fleet of vehicles including e-scooters, e-bicycles and e-mopeds all on one convenient, user-friendly platform in 45 cities around the world. Helbiz utilizes a customized, proprietary fleet management platform, artificial intelligence and environmental mapping to optimize operations and business sustainability. Helbiz is expanding its urban lifestyle products and services to include live streaming services, food delivery, financial services and more, all accessible within its mobile app. Helbiz Media is an entity of Helbiz Inc. that was created with the dual mission of developing, managing and offering consumers audio-visual entertainment content, while serving as an advertising hub for the entire Helbiz group and its investors. Helbiz Media has acquired the OTT rights of the Serie B Championship for Italy for the next 3 seasons including 2021-2024. The content service, Helbiz Live, links the world of soccer and entertainment to micro-mobility thanks to Subscription + Cashback for mobility.

ABOUT HIWAY MEDIA

HiWay Media is an innovative and award-winning digital company founded in Milan, Italy, with the mission of helping media rights owners unlock the power of streaming. The company finalized a joint venture with leading production house NVP, combining efforts to offer end-to-end and cutting-edge solutions that simplify every step of the video life cycle: from streaming production to transcoding, digital assets management, content delivery, and OTT development. For more information visit <https://hiway.media>

Forward-Looking Statements

Certain statements made in this press release are "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "anticipate", "believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements reflect the current analysis of existing information and are subject to various risks and uncertainties. As a result, caution must be exercised in relying on forward-looking statements. Due to known and unknown risks, actual results may

differ materially from the Company's expectations or projections. The following factors, among others, could cause actual results to differ materially from those described in these forward-looking statements: (i) the failure to meet projected development and production targets; (ii) changes in applicable laws or regulations; (iii) the effect of the COVID-19 pandemic on the Company and its current or intended markets; and (iv) other risks and uncertainties described herein, as well as those risks and uncertainties discussed from time to time in other reports and other public filings with the Securities and Exchange Commission (the "SEC") by the Company. Additional information concerning these and other factors that may impact the Company's expectations and projections can be found in its periodic filings with the SEC, including its Annual Report on Form 10-K for the fiscal year ended December 31, 2020 and amended on May 21, 2021. The Company's SEC filings are available publicly on the SEC's website at www.sec.gov. Any forward-looking statement made by us in this press release is based only on information currently available to Helbiz and speaks only as of the date on which it is made. Helbiz undertakes no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise, except as required by law.

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