



Revolutionizing EV Charging in Saudi Arabia

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6993 Abi Bakr As Siddiq Al Nuzha Dist. RIYADH 12473 2464

Intro

In alignment with global and local trends toward clean energy and reducing reliance on petroleum, and in support of Saudi Arabia's Vision 2030, we launched MOTEVS to drive sustainable mobility by building accessible EV charging infrastructure, promoting the adoption of electric vehicles, and contributing to reducing pollution and protecting the environment.



“The First Saudi Electric Vehicle Brand Launched by HRH Crown Prince”



Mohammed Bin Salman

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



Of all vehicles on the road,
30% will be electric powered
by 2030



Challenges Faced by EV Drivers in Saudi Arabia

The problems:

1. Difficulty finding reliable, available charging stations.
2. Lack of real-time data for charger functionality and availability.
3. Limited charging network coverage, leading to range anxiety.
4. Growing EV adoption creates urgent demand for scalable infrastructure





A Comprehensive EV Charging Solution

The solution:

1. Real-time charger status and availability.
2. Seamless route planning to minimize range anxiety.
3. Prepayment, auto-invoicing, and real-time session monitoring.
4. Integrated EV marketplace for certified chargers and accessories.
5. Scalable infrastructure aligned with Vision 2030





Capitalizing on EV Growth in Saudi Arabia

Total Addressable Market (TAM) SAR 562 Billion globally by 2030

Serviceable Available Market (SAM) SAR 550-800 Million annually in Saudi Arabia by 2030

Serviceable Obtainable Market (SOM) SAR 86-123 Million annually with realistic market share of 15-20% by 2030

Electric Vehicle (EV) Charging station Locations

- **Public Areas**

- Public Parking lots
- Parks and recreational areas
- Airports
- Universities & Schools
- Hospital



- **Private locations**

- Corporates
- Factories
- Residential areas.
- Malls and shopping centers.



- **Specialized Service center**

- EV charging
- EV Tire service center
- Automatic Car wash



EV charging station types

- **Medium-speed AC charging stations**, which are considered simple and easy solutions to serve electric vehicle drivers, making them available in all locations due to their affordable price and ease of installation..

- **Fast charging stations using DC technology**, which are essential for achieving longer driving ranges and faster charging speeds, making them suitable for the concept of mobility fleets and reducing travel time during the day. These are called fast charging stations.



Charging Point Operator CPO & CPO Management

A Charge Point Operator (CPO) manages a network of charging stations, ensuring seamless operation, maintenance, and pricing. Using the Open Charge Point Protocol (OCPP) on our chargers, we maintain full control over each station via a connected platform, allowing us to monitor performance, analyze energy usage, and gain insights into user behavior.

Payment options:

- Via a mobile application that will be available on Android and iOS.
- Using 4G network, Wifi or RFID/NFC card.
- Initial free charging.



About Motevs

- **Authorized Supplier & Installer** for 4 leading EV charging manufacturers.



- **11 Chargers SASO approved** starting from 11 KW up to 180 kw.



- **Saudi Electricity Company approved** EV charging installers for All modes of charger

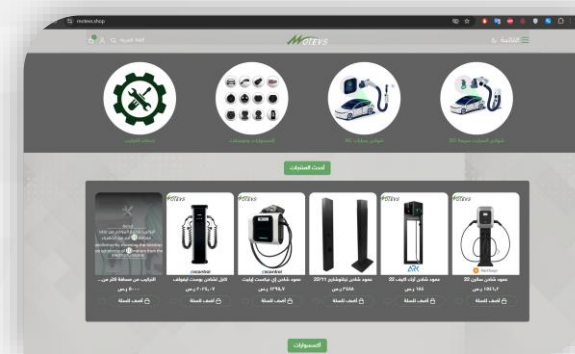


- **#1st** EV charging solutions showroom in Saudi Arabia.

- **#1st** online store for EV charging solutions in Saudi Arabia

- AC & DC Chargers
- EV charger's accessories
- Installation Services

- Excellent experience in civil and electrical works.



Motevs.shop



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Installation Projects & MoUs

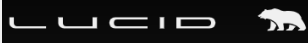
❖ Hotels :

- Radisson Blu Hotel, Riyadh Convention & Exhibition Center 
- Hilton Hotel 

❖ Government:

- Directorate of Border security 
- Royal Saudi Air Defense Forces 

❖ EV Dealership:

- BYD Clients 
- LUCID Clients 

❖ Gas Stations

Signed MoU Agreement:

- Petrogen (70 Gas stations) 
- Petrolize (30 Gas stations) 
- PureIN (80 Gas stations) 

Ongoing discussions:

- Transit (50 Gas stations) 
- Gulf (140 Gas stations) 
- Liter (90 Gas stations) 
- Petroone (100 Gas stations) 

❖ Municipalities Ongoing discussions



Motevs Charging station



شاحن موفلز بفندق راديسون بلو
مركز الرياض للمعارض والمؤتمرات،
طريق الملك عبدالله، الرياض

Motevs charger at Radisson blu hotel,
Riyadh Exhibition Center,
King Abdullah Rd, Riyadh



شاحن موفلز بمحطة بيتروجين
حي الفلاح، جدة

Motevs charger at Petrolize gas station Alfalah
Dis Jeddah.



شاحن موفلز بمحطة بيتروجين
طريق مكة المكرمة الفرعي، حي العرفاء، الطائف

Motevs charger at Petrogen gas station
Makkah Road, Al-Arfa Dist., Taif



شاحن موفلز بعنوان القهوة
حي الملقة، الرياض

Motevs charger at Coffee Address , Al Malqa
District Riyadh



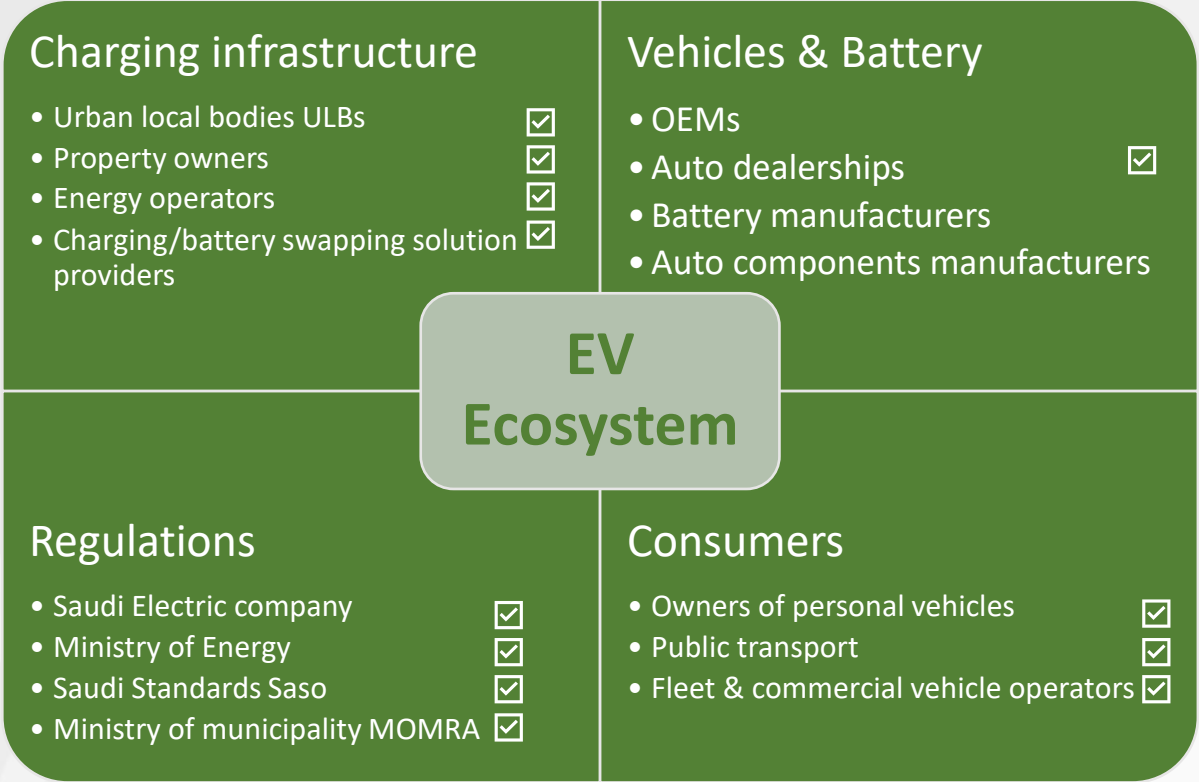
شاحن موفلز بمحطة بتروليز
حي الفلاح، جدة

Motevs charger at Petrolize gas station Alfalah Dis.
Jeddah



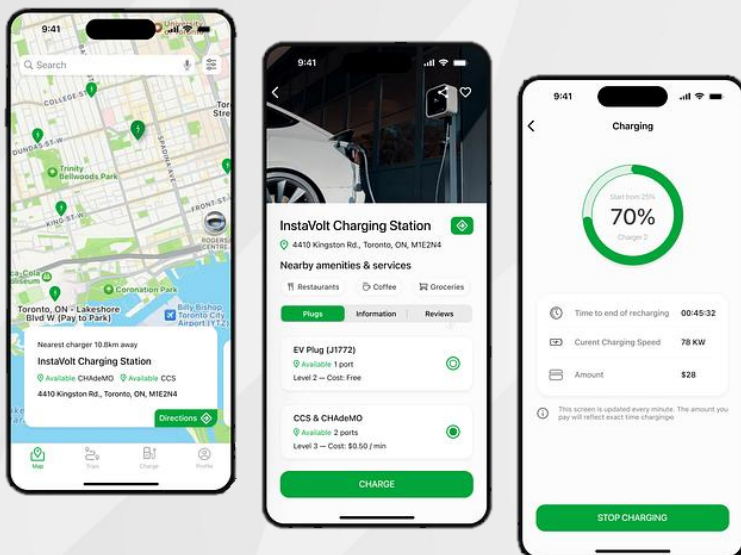
Coverage of Saudi EV ecosystem

We have extensive knowledge and expertise across most aspects of the EV ecosystem, particularly in charging infrastructure, regulatory compliance, and consumer engagement.



What's next for Motevs?

Ultimate Mobile App for EV owners



Largest CPO in Saudi Arabia



Motevs Revenue Streams

1. Sales of DC & AC EV chargers

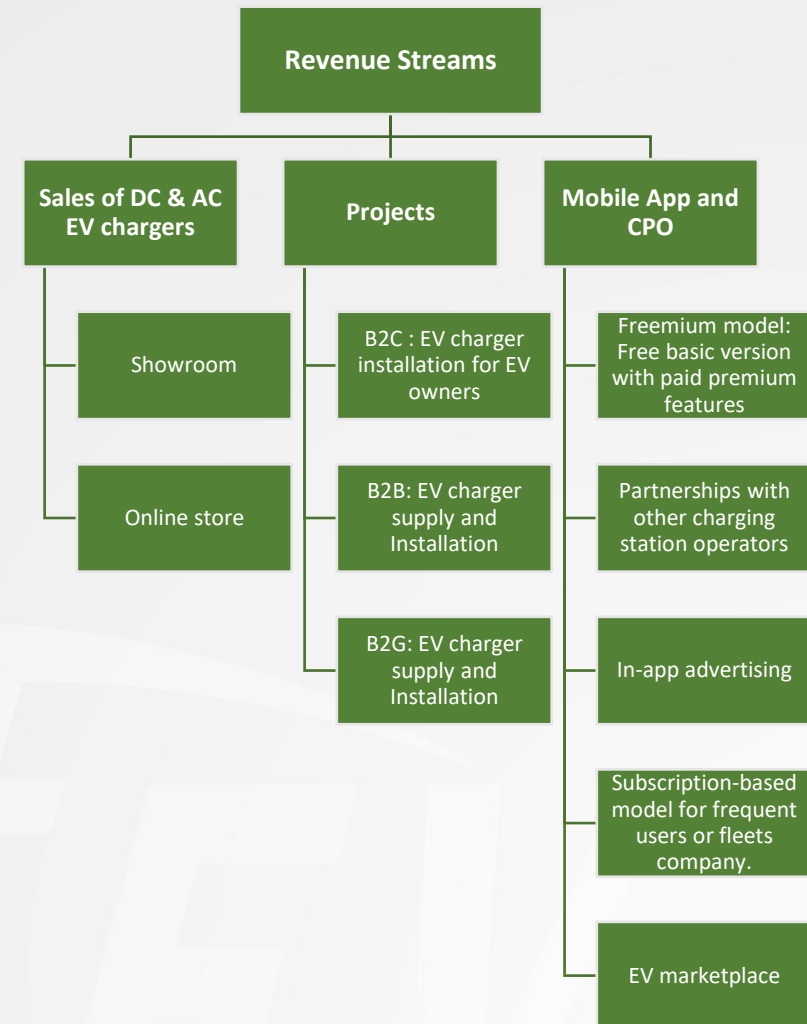
- Showroom
- Online store

2. Projects:

- B2C: EV charger installation for EV owners
- B2B: EV charger supply and Installation
- B2G: EV charger supply and Installation

3. Mobile App and CPO

- Freemium model: Free basic version with paid premium features by using our own MOTEVS EV charging network later (currently our network is ongoing by partnering with 2 gas stations companies) Managed by the app
- Partnerships with other charging station operators (commission on bookings or charges).
- In-app advertising from EV-related brands (e.g., Car dealerships, charging stations, car accessories).
- Subscription-based model for frequent users or fleets company.





Target as CPO (# of EVs/Year)

EV charging stations by 2030
across the kingdom:

**9600+ Charging
point**

as following:

- **+4400** Dual AC Chargers.
- **+ 370** Dual DC Chargers.

Forecast	AC Charging		DC Charging	
	Plugs/Points (Parking lot) (Accumulated)	EV charging Stations (Accum.)	Plugs/Points (Parking lot) (Accum.)	EV charging Stations (Accum.)
2025	507	245	44	22
2026	1,241	620	105	53
2027	2,480	1,240	211	105
2028	4,082	2,041	347	173
2029	6,194	3,097	526	263
2030	8,849	4,424	752	376

Competitor Matrix & Unique Value

Unique Value Proposition: · Based on the EV driver's location, user can easily find:

- The nearest and available charging stations.
- Real-time data on station availability, charger type, charging speeds, and pricing.
- Route planning feature optimized for charging needs.
- Marketplace for EVs.

Factors	Our Business	Competitor 1 Electromin	Competitor 2 Eviq	Competitor 3 E-fill by AsX	Competitor 4 iCHARGE	Competitor 5 Shahnat
Logo						
Approved Installer by Saudi Electric company	✓	✓	✗	✓	✓	✗
Saudi standards EV charger supplier	✓	✓	✓	✓	✓	✓
CPO	✓	✗	✓	✓	✓	✓
Mobile App	✓	✓	✓	✓	✗	✗
Real-time app service	✓	✗	✗	✗	✗	✗
Marketplace	✓	✗	✗	✗	✗	✗



The Team



Mohamed Khalid Gubara
Founder & CEO.

- BEng. in Electronics & Telecommunications.
- MBA from Swiss business school.
- PMP certified from project management institute.
- +11 years of experience in multimillion telecom projects.



Nasser Mohamed Alsayari
Co-founder & Sponsor

- BSc. in information systems from KSU.
- PMP certified from project management institute.
- Co-Founder of Maxorb company & other companies in Telecom business.
- +25 years of experience in business management.



Khalaf Zaid Alshamari
Co-founder & Sponsor

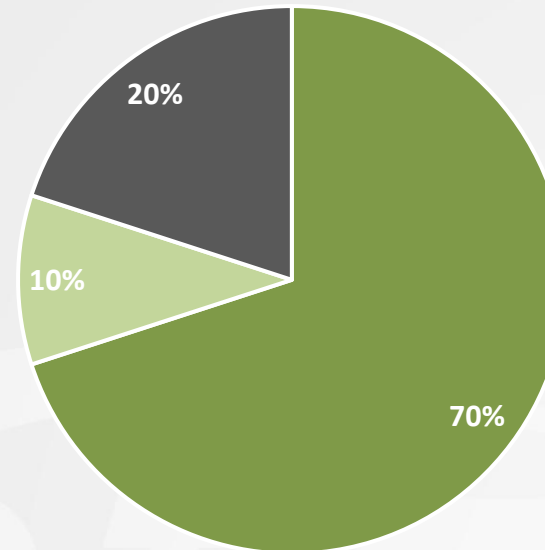
- BEng. from KFUPM.
- MSc. in project management from Stevens institute.
- Founder of ASAAR consulting office & co-founder of Maxorb company and CEO.
- +25 years of experience in business management & Consultation services.



Funding details

**Required Fund for
Motevs CPO 2025-
2026**

Seed Round (SAR 15M)



■ Initial CapEx for AC/DC chargers.

■ App development and IT infrastructure.

■ Marketing, salaries, and operations.

Financial Projections (2025-2027)

Key Highlights

Revenue Growth:

2025: SAR 1M (Project Revenue).

2026: SAR 2.5M (+150% growth).

2027: SAR 34.85M (Projects + CPO Revenue).

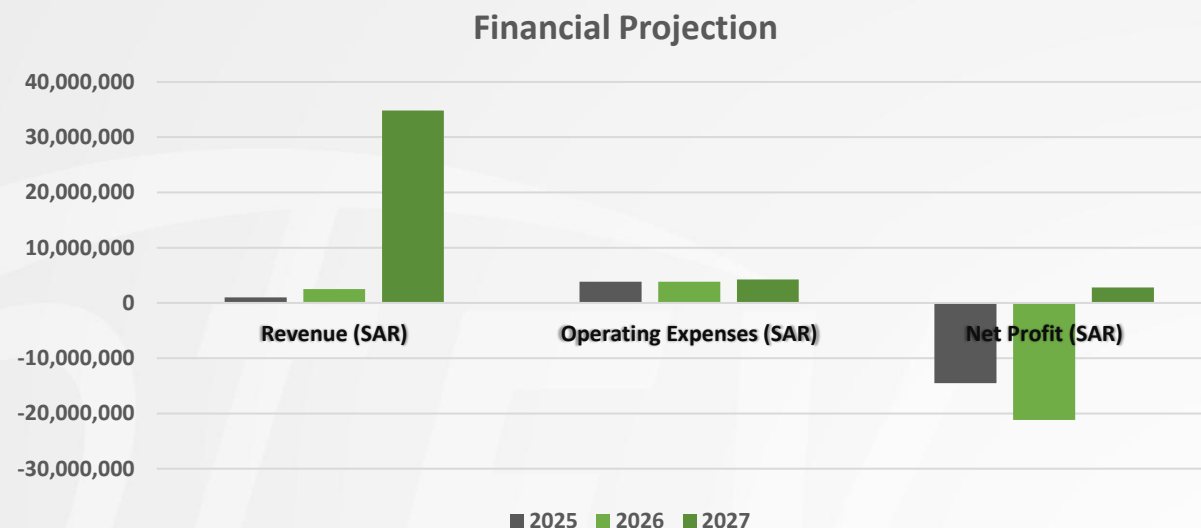
Controlled Expenses:

Operating expenses maintained at SAR 3.85M annually for 2025–2026, with a slight increase in 2027 to SAR 4.235M.

Profitability by 2027: Net Profit of SAR 2.775M in 2027.

ROI increases sharply as charging station utilization scales.

Year	Revenue (SAR)	Operating Expenses (SAR)	Net Profit (SAR)
2025	1,000,000	3,850,000	-14,510,000
2026	2,500,000	3,850,000	-21,161,000
2027	34,850,000	4,235,000	2,775,000



Future for MOTEVs CPO & Mobile App

❖ Reverse Vending Machines (Waste to Energy).

❖ Carsharing

Carsharing or car/EV sharing is a model of car rental where people rent cars for short periods of time, often by the hour.

❖ Solar EV charging

- No civil or electric work
- No electric bills
- Few or no permits





Thank you..

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