



*A dream and a decision
to take a stand, to go beyond
what is known,
innovating, designing, creating,
making a difference for tomorrow,
changing the game
and our world.
A big aim, our unique way,
to shape the future
of urban e-mobility
starting today.*

Platum. *Born in January 2022*



PLATUM

BORN TO SHAPE THE FUTURE OF URBAN E-MOBILITY

Bologna, 01 March 2022 – A new actor comes forth in the ever-evolving field of electric mobility. **Platum, the Platform of Urban E-Mobility, is the Italian R&D, engineering and distribution hub working to shape the future of urban e-mobility** by imagining how people will move and experience the city in the years to come. The way in which urban spaces are made sense of is rapidly changing and cities are set to become ever more e-mobility oriented, continuing opening up not only to e-bikes and e-scooters but also to even newer transport solutions. A forward-looking company, Platum works to be an active subject in defining what these new means will be.

Originally named MT Distribution, **Platum is led by a great heritage and moved by a new soul.** It builds on the solid core and know-how of a bold company that never ceased to push the boundaries of business and evolve, being founded forty-five years ago as a music/video distributor and expanding first in the video game market and, in 2013, entering the e-mobility industry, but it moves MT Distribution's visionary approach even forward by pursuing a more ambitious vision: **rethinking the urban way of life for a more sustainable world.**

Headquartered in the Italian Motor Valley, a territory internationally renowned as the birthplace of some of the most desired automotive brands in the world, Platum naturally breathes **innovation, passion and Italian excellence.** The company's avant-garde spirit thrives on such privileged position, enabling Platum to stand at the forefront of the green mobility revolution.

The company boasts an exciting portfolio of brands and comprehensive line-ups that target different uses and needs. **The 2022 range comprises 55 products between e-bikes and e-scooters, and a wide catalogue of accessories for urban mobility.** Platum's e-bikes and e-scooters are born out of an essential process of research and development that



focuses on safety, reliability and quality first, which generates products that combine excellent properties with technological innovation.

Platum's first proprietary brand is Argento e-Mobility, a project whose aim is to encourage a more active lifestyle and a new way of living the city by providing the broader public with smart, cleaner and healthier transport alternatives for the everyday. Argento e-Mobility is attitude on the move. The brand's e-bikes and e-scooters are designed to stand out and embody the rider's bold character, leaving a long-lasting impression thanks to their strong personality and distinctive soul. Platum also created the **Urban Prime helmets and accessories line**, a proprietary brand offering a wide range of universal items for urban mobility.

Partnerships are a key factor in the growth of Platum's big vision. Thanks to its know-how and pioneering experience, Platum has indeed become a reference point for brands interested in expanding their offer to urban e-mobility market. That is how the **licensed projects with Ducati, Lamborghini, Jeep, Aprilia, VR46, Alfa Romeo and Lancia** were born. The ongoing collaboration with the brands ensures strong partnerships and the development of unique products that deeply interpret the brands' DNA and values.

Driven by the opportunities offered by new technologies, both people and companies are called upon to make a positive impact on society.

*"We are proud of our history and we look forward to write a new chapter that looks at the future of urban e-mobility" states **Alessandro Summa, Platum's CEO**.*

"Today, we believe that the time has come to become part of a much-needed change. At Platum, we speak to people that believe it is possible to move stress-free, taking into account the environment too. It is a new adventure that we hope will become a global movement".

By providing people and businesses with eco-friendly and innovative solutions for their everyday commutes, Platum chooses to rise up to the challenge and play its part.

It is a new beginning and a step towards the future.