



## Partnership Announcement

Urban Movement Labs is proud to announce our partnership with Zeti, a company revolutionizing transportation finance to deliver sustainable and accessible options by leveraging the power of real-time data. We look forward to exploring opportunities to bring Zeti's services to the Los Angeles region.

Zeti's platform utilizes operational data to enable the efficient and scalable financing of clean, connected vehicles on a pay-as-you-drive basis, making clean vehicles more accessible. Their services are helping to:

- Accelerate the adoption of clean vehicles to improve the proliferation of clean transportation.
- Improve cash flow and transparency for vehicle operators of sustainable transport.
- Deliver improved risk-adjusted returns to financiers.

Sitting at the intersection of fintech, mobility, and sustainability, Zeti accomplishes this by leveraging technology to reduce margin erosion caused by traditional financing models. This way, financiers of vehicles and associated infrastructure receive better risk-adjusted returns. This process also results in more transparent and straightforward pay-as-you-use financing for vehicle operators to maximize cash flow whilst also enabling the adoption of electrified vehicles with lower operating costs.

Founded within the last 12 months, Zeti has gained traction and is today responsible for approximately 14 million USD of commercial EVs being financed and managed by Zeti in the UK, enabling the avoidance of 2 million kg CO<sub>2</sub> and 5,000 kg of NO<sub>x</sub> annually. We look forward to exploring ways of bringing these solutions to stateside. Zeti also won the Los Angeles New Mobility Challenge 2020 and was selected for Accenture's prestigious Fintech Innovation Lab accelerator.

"Zeti is excited to be the fintech partner to Urban Movement Labs and help accelerate the adoption of sustainable transport in LA. By working with UML's partners, Zeti's digital platform will mobilize institutional capital at scale to finance zero-emission vehicles while improving cash flow and cost transparency to the vehicles' operators via pay-as-you-drive billing." said Daniel Saunders, Founder and CEO at Zeti.

"Working with Zeti is a great opportunity to accelerate the adoption of sustainable transport technologies in Los Angeles through innovative financing. The Urban Movement Labs team is excited to start this partnership and get the best out of the possibilities that Zeti provides for both our other UML sponsors and the broader landscape of transportation technology companies in and around Los Angeles," said Sam Morrissey, Executive Director at Urban Movement Labs.

To find out more about Zeti, head to [www.zetigroup.com](http://www.zetigroup.com)