

PITCH DECK

MSE

Modern Sustainable Events

Reinventing Urban Experiences



AGENDA

Project Highlights

Project Deep Dive

- Vision & Concept
- Why MSE Now
- Digital Core & Youth Engagement
- Environmental & Social Impact

FUM – Future Urban Mobility | Project details

XUE – X Urban Event | Project details



PROJECT HIGHLIGHTS

Transforming Cities into **Living Experiences**

Why MSE?

In Collaboration with **Filmmaster** Events

FUM – Future Urban Mobility

XUE – X Urban Events

A Scalable, **Global** Format

Financial Overview & Growth Potential

Investment **Opportunity**

Why Invest in MSE?

Financial **Highlights**

Transforming Cities into Living Experiences

MSE is an **innovative urban festival format** that turns cities into sustainable, accessible, and deeply engaging experiential hubs. It reinvents the traditional concept of the fair, bringing it back to life inside the heart of global metropolises, with an **agile, modular, and scalable model**.

At its core, MSE integrates **two complementary formats** that alternate in the same city space, doubling the impact for brands, institutions, and the public:

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FUM – Future Urban Mobility

The international event focused on the future of mobility — cars, motorcycles, micromobility, infrastructures, rail, and smart cities.

XUE – X Urban Events

A flexible cross-sector festival spanning art, culture, sport, fashion, technology, books, gaming, and entertainment.

With this dual identity, MSE turns each host city into a living stage, delivering cultural value, commercial opportunities, and extraordinary visibility.

Why MSE?

Traditional fairs are losing momentum: costly, peripheral, static, and disconnected from today's audiences. **MSE rewrites the rules:**

-  **City-Centred**
Installations and experiences in iconic urban locations.
-  **Accessible**
Free entry for the public, with strong appeal for younger generations.
-  **Cost-Effective**
Streamlined logistics and shared infrastructure.
-  **Sustainable**
ESG-driven design, modular architecture, reduced CO₂ emissions.
-  **Engaging**
Gamification, lead generation, and digital integration.

MSE doesn't just showcase products — it creates experiences.

It is a living ecosystem where brands, citizens, and institutions converge.

In Collaboration with Filmmaster Events

MSE was conceived in collaboration with **Filmmaster Events**, a global leader in large-scale event production.

With over **40 years of experience**, Filmmaster has delivered Olympic ceremonies, Universal Expos, and corporate/institutional events worldwide.

Their expertise in designing immersive, complex, city-scale events has been essential to the development of the MSE concept.



MSE




FUM
FUTURE URBAN MOBILITY

XUE
URBAN EVENT

FUM – Future Urban Mobility



FUM puts mobility back at the centre, in the city centre

It is a new-generation automotive event that speaks the language of innovation, sustainability, and urban culture.

- **Electric & Hybrid Showcase**

Dedicated spaces for electric and hybrid vehicles, micromobility, smart infrastructure, and rail.

- **Education & Safety**

Road safety programs, immersive experiences, and educational workshops for younger audiences.

- **Institutional Alignment**

Strong institutional alignment with ESG and smart city agendas.

- **Global Format**

A festival format inspired by motorsport "circus" efficiency: itinerant, replicable, global.

XUE – X Urban Events

The following week, the same urban stage transforms into **XUE**, a format open to a wide range of content:

■ Art & Design

■ Technology

■ Fashion & Style

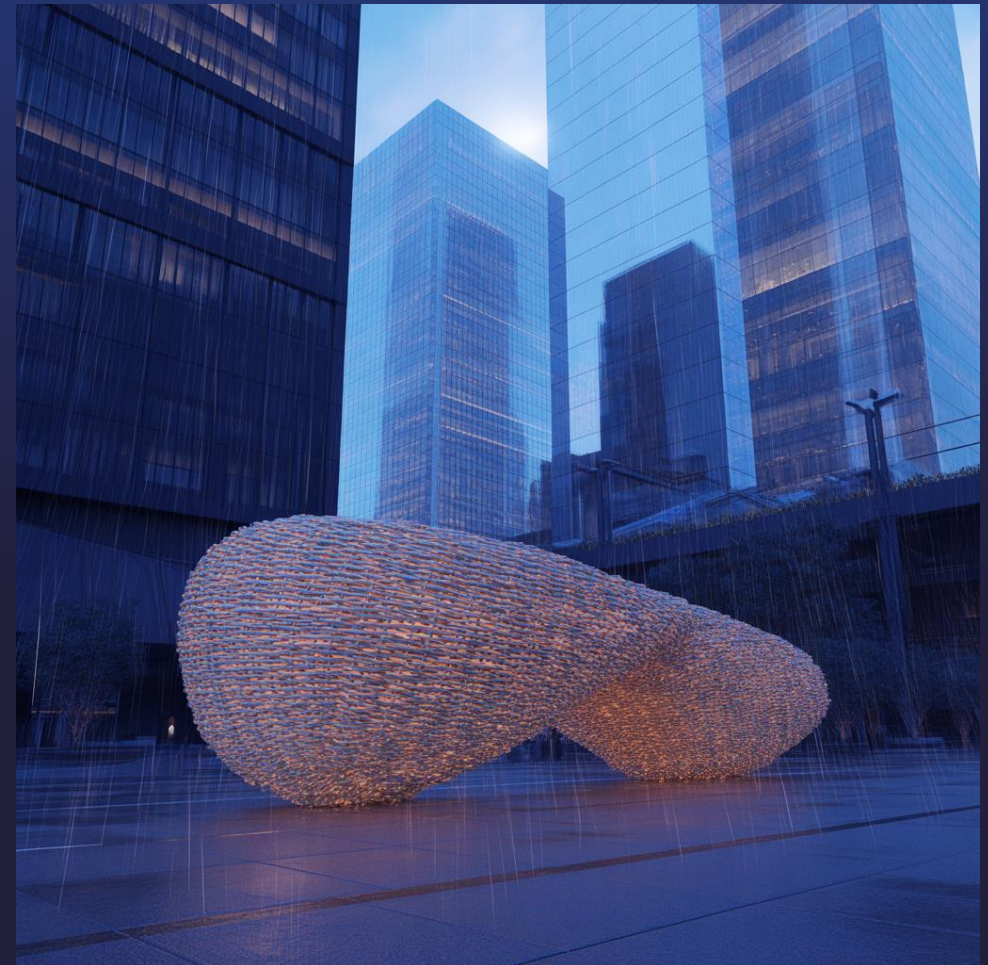
■ Literature

■ Music & Culture

■ Gaming & Sports

XUE's distinctive elements:

- Tailor-made packages developed with local partners
- Adapting to the identity of each host city
- Fully modular, mobile, and customizable infrastructure
- A cultural catalyst that attracts diverse audiences



A Scalable, Global Format

MSE is designed to expand internationally, with a focus on three operational regions: **Europe, North America, and Asia**. Each event becomes part of a global tour, multiplying business opportunities and strengthening brand presence across markets.

01

Repeatable Model

Same infrastructure, replicated city to city for maximum efficiency and cost optimization.

02

Cross-Sector Appeal

Mobility, culture, and lifestyle converge to attract diverse audiences and sponsors.

03

Institutional Engagement

Strategic partnerships with municipalities, governments, and global brands drive success.



Financial Overview & Growth Potential

MSE is built on scalability and profitability, with a **proven financial model**.

Projected Performance (€/000):

€19.2M

Y1 Revenues

EBITDA €2.9M **(15.3%)**

€107.3M

Y3 Revenues

EBITDA €38.1M **(35.6%)**

€213.8M

Y5 Revenues

EBITDA €89.4M **(41.8%)**

Exit Potential: EBITDA multiple 5x | Projected valuation **€447M by Y5**

Investment Opportunity

€1.6M

Seeking investment to accelerate growth and launch the first festivals

Resources dedicated to:

Infrastructure

Modular event architecture and scalable systems

Technology

Digital integration and platform development

Partnerships

Strategic alliances and international expansion

This investment combines:

- Recurring revenues from global tours and brand sponsorships
- Scalable returns from a replicable model
- High upside potential through extraordinary exits

Why Invest in MSE?

- **First Mover Advantage**
No other festival format combines mobility, lifestyle, and culture in a scalable global model.
- **High Growth**
Revenues growing over **10x in five years**.
- **Diversified Audience**
From brands and institutions to the general public.
- **Experienced Founders**
Part of VENTI21 Holding, with deep expertise in automotive, events, and lifestyle sectors.
- **Strong Partnerships**
With leading agencies, design studios, and industrial partners.

MSE – Reinventing the City, Together

MSE is more than an event: it is a new way of experiencing the city.

A space where **innovation**
meets culture

Where **business meets**
community

We are **ready to**
scale

Join us in shaping the future of sustainable urban experiences.

The MSE Team

Financial Highlights

€/000	Y1	Y2	Y3	Y4	Y5
EXPECTED PERFORMANCE					
Revenues	19.200	48.000	107.280	143.040	213.750
EBITDA (value)	2.932	12.762	38.148	52.851	89.410
EBITDA (%)	15,3	26,6	35,6	36,9	41,8
Net Result	2.323	10.189	30.506	42.272	71.532
Cumulative Net Result	2.323	12.512	43.018	85.291	156.823

PROJECT DEEP DIVE

MSE

Modern Sustainable Events

Reinventing Urban Experiences



Vision & Concept

MSE | Modern Sustainable Events - Reinventing thematic festivals with two core formats:



Modular, sustainable, and replicable events designed for cities and people

Twin mission:

reduce costs, increase citizen engagement - especially among younger audiences

Why MSE Now

MSE events are
the **solution to modern demands**

Cities and brands demand
new approaches to public engagement

Decline of traditional expos: expensive, industry-centric, limited public relevance

Cities and brands demand:

- **ESG-aligned, cost-effective** experiences
- **Direct contact** with consumers
- Events that enhance **urban life** and reflect **youth interests**

MSE events are:

- **Free and engaging** for the public
- **Highly customizable** for brands
- **Efficient and scalable** for municipalities

Digital Core & Youth Engagement

MSE **integrates a strong digital backbone:**



Mobile-first platform

For ticketing, booking, and experience scheduling



Gamification

Features and social sharing incentives



Real-time analytics

And feedback loop

Young generations at the center:

- Interactive formats (test drives, augmented reality, music battles)
- Content creator involvement & influencer partnerships
- Accessible venues in urban hotspots





Environmental & Social Impact

Green Logistics

- Sustainable set-up with reusable modular structures
- Carbon-neutral transportation solutions
- Waste reduction and recycling programs

Inclusive Access

- Low-barrier access to culture & innovation
- Free entry to core experiences
- Diverse programming for all demographics

Urban Benefits

- Boost to urban tourism and civic image
- Revitalization of underutilized spaces
- Showcasing city innovation initiatives

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FUM
FUTURE URBAN MOBILITY


URBAN EVENT



**FUTURE
URBAN MOBILITY**



FUM

KEY FEATURES



INNOVATIVE CONCEPT



SUSTAINABLE MOBILITY AND SMART CITY



**OUTDOOR EVENTS FOR VAST AND
TRANSVERSE PUBLIC**



**INTERNATIONAL EVENTS IN THE HEART OF
CITIES**





INNOVATIVE CONCEPT

Future of Sustainable Mobility

FUM is the MSE brand that offers an innovative concept dedicated to the **future of sustainable mobility**.

Inspired by "Circus" Model

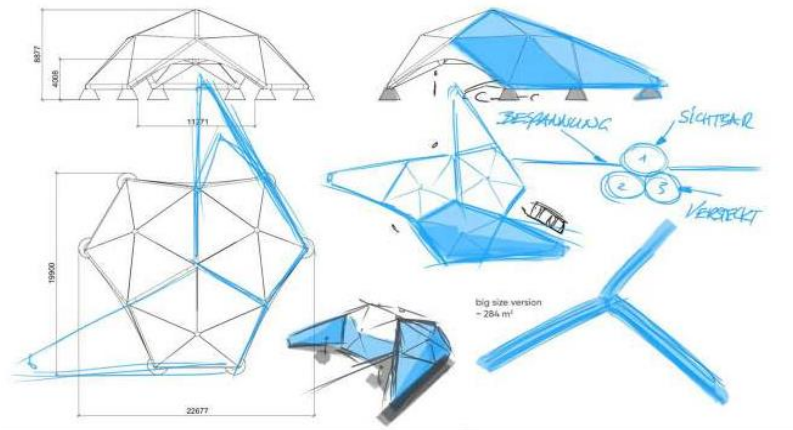
It is inspired by the experience of the organizational model of consolidated efficiency of the **"Circus" that accompany motor sports at the highest levels**.

Complete Exhibition Village

It is an exhibition village already complete with all services, including signage and spaces for events accompanying the exhibition.

Futuristic Design

It consists of **spaces with a futuristic architectural design**, capable of hosting everything that revolves around the concept of the Festival.



SUSTAINABLE MOBILITY AND SMART CITY



Future-Focused

It is an event closely linked to the future of sustainable mobility.



Event Container

FUM is a container of events, exhibitions and experiences that sensitize the visitor to the benefits of smart and careful management of resources.



Technology Showcase

It dedicates ample space to **new technologies**, capable of **reducing CO2 emissions**, and to new **hyper-connected systems** that can contribute to the management of the main critical issues, from traffic to city safety.





OUTDOOR EVENTS FOR VAST AND TRANSVERSAL PUBLIC



Multi-day Event

FUM proposes a multi-day event, modulated according to the needs of the host city.



Inclusive Audience

The Festival is designed to **involve a vast and transversal audience, not only enthusiasts of the sector.**



Road Safety Focus

Great attention is paid to the issue of **road safety**.



Diverse Experiences

In addition to all the numerous **immersive experiences**, are also proposed previews of smart technology trends, roadshows, safe driving courses dedicated to young people, internships, workshops, conferences, entertainment, gaming and much more.



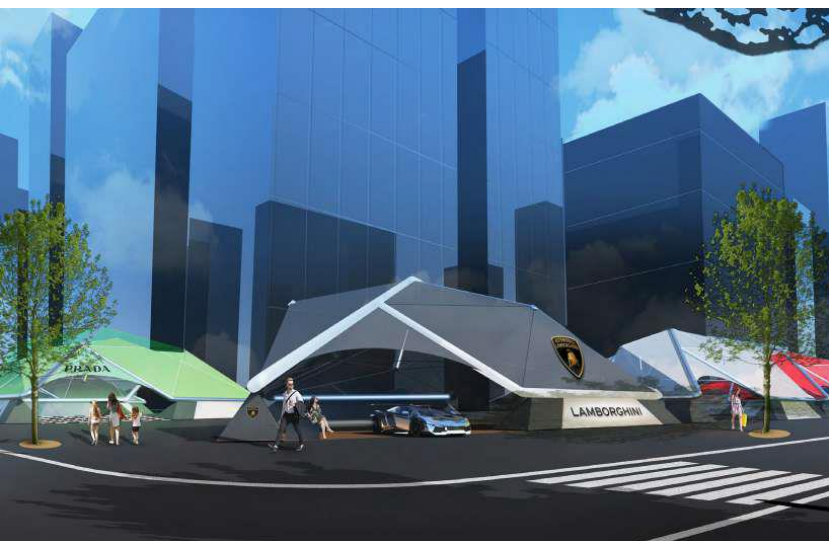
INTERNATIONAL EVENTS IN THE HEART OF CITIES

Global Tour

FUM is a global tour, designed to be hosted in the heart of cities around the world.

Adaptable Design

It is a **perfectly autonomous and independent exhibition village** that adapts to any urban context.





>URBANEVENT





- > GLOBAL THEMATIC TOURS
- > MOBILE AND CUSTOMIZABLE EXHIBITION VILLAGE
- > TAILOR MADE PACKAGE





GLOBAL THEMATIC TOURS

- > XUE is a brand of MSE which offers a **Global Tour** format, which can be replicable in cities all over the world, designed for an audience looking for **experiential thematic events**.
- > It is an 'open' **organizational model**, which **can be aimed at different targets**: from a large and general public, family and young people, to the one strongly characterized by tastes and passions, capable of giving impetus to sectors of particular interest for the territory or to promote local experiences on a global scale.





MOBILE AND CUSTOMIZABLE EXHIBITION VILLAGE

- > XUE creates suggestive events designed for **open environments, equipped with futuristic structures that are easily transportable, light, modular, adaptable to any urban context, without the need to use existing exhibition venues.**
- > It is perfect for **proposing events directly in the heart of cities.**
- > No detail is left to chance but is the result of **preliminary studies on the positioning and on the socio-economic and cultural context** in which the event will be based.





TAILOR MADE PACKAGE

- > XUE offers a **tailor made package, customizable at 360°**, which includes **every aspect of the organization of the event**.
- > From communication to entertainment and food proposals, everything is **adapted to the local context and sensibility, in full respect of the customs and traditions of the host country**.





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THANK YOU

