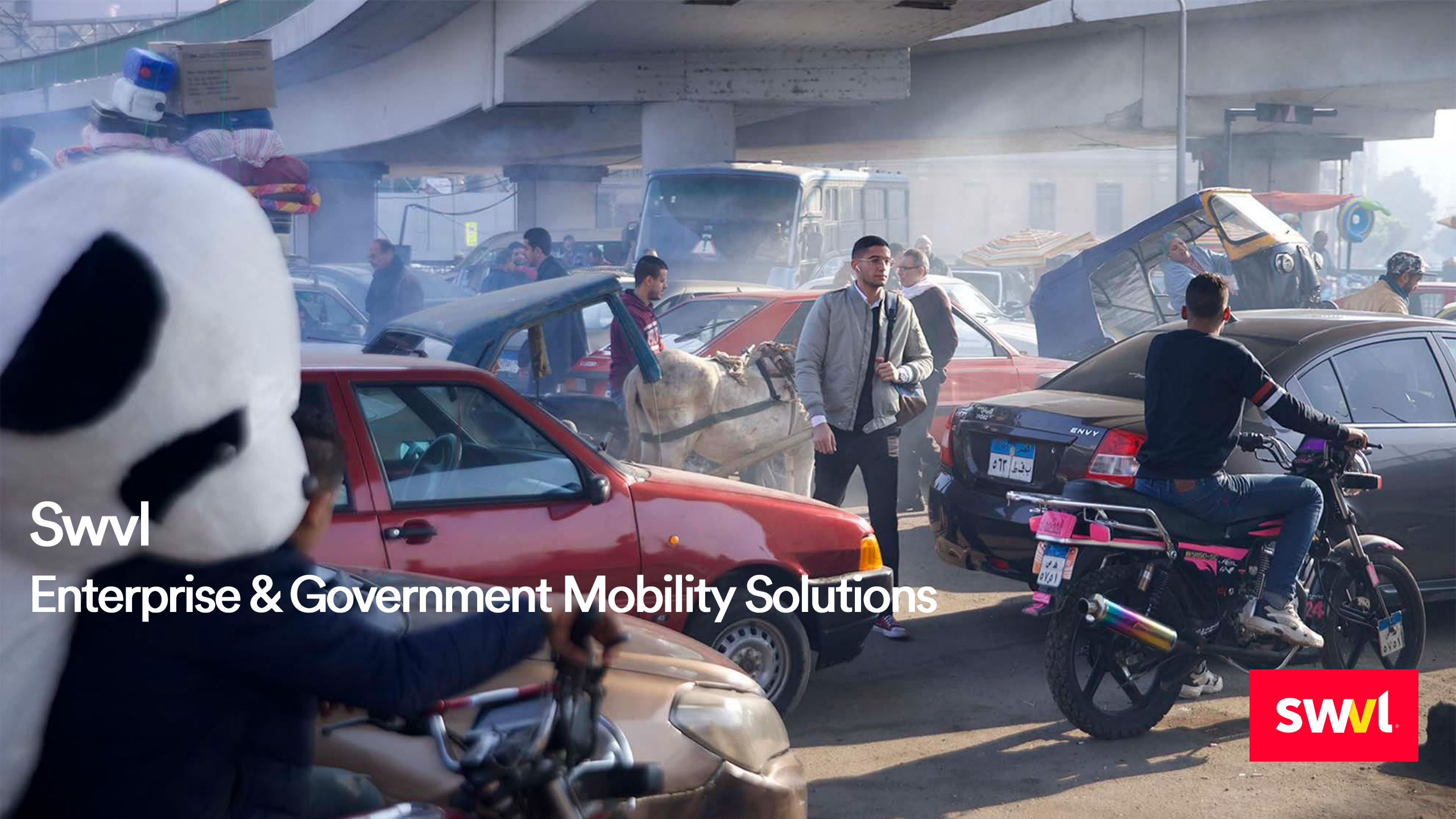


Swvl

Enterprise & Government Mobility Solutions

Forward-Looking Statement Disclaimer

This presentation contains express or implied forward-looking statements pursuant to U.S. Federal securities laws and within the meaning of the Private Securities Litigation Reform Act of 1995. Statements that are not statements of historical fact may be deemed to be forward-looking statements. These forward-looking statements and their implications are based on the current expectations of the management of Swvl Holdings Corp and its subsidiaries (the "Company") only and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. You can identify these statements by the fact that they do not relate strictly to historical or current facts. You can find many (but not all) of these statements by the use of words such as "approximates," "believes," "hopes," "expects," "anticipates," "estimates," "projects," "intends," "plans," "will," "would," "should," "could," "may," "in the process of" or other similar expressions in this presentation. These statements are likely to address our growth strategy, financial results and product and development programs. For example, the Company is using forward-looking statements when it discusses the benefits of its products and services, the potential for its product expansion and service offerings, the intended expansion of its business into the U.S. and UK markets, and the process of building a collection of patents across its technology.

No forward-looking statement can be guaranteed, and actual future results may vary materially. Factors that could cause actual results to differ from those discussed in the forward-looking statements include, but are not limited to: assumptions about our future financial and operating results, including revenue, income, expenditures, cash balances, and other financial items; our ability to execute our growth, and expansion, including our ability to meet our goals; current and future economic and political conditions; our capital requirements and our ability to raise any additional financing which we may require; our ability to attract clients and further enhance our brand recognition; our ability to hire and retain qualified management personnel and key employees in order to enable us to develop our business; trends and competition in the new media integrated content marketing industry and the digital advertising industry; and other assumptions described in this presentation underlying or relating to any forward-looking statements.

Except as otherwise required by law, the Company undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. More detailed information about the risks and uncertainties affecting the Company is contained under the heading "Risk Factors" in the Company's annual report on Form 20-F for the fiscal year ended December 31, 2023 filed with the U.S. Securities and Exchange Commission (the "SEC"), which is available on the SEC's website, www.sec.gov., as well as its subsequent filings with the SEC.

Company Overview

Swvl Overview

A growing and profitable tech business that has been disrupting the growing mass mobility market

Company Overview

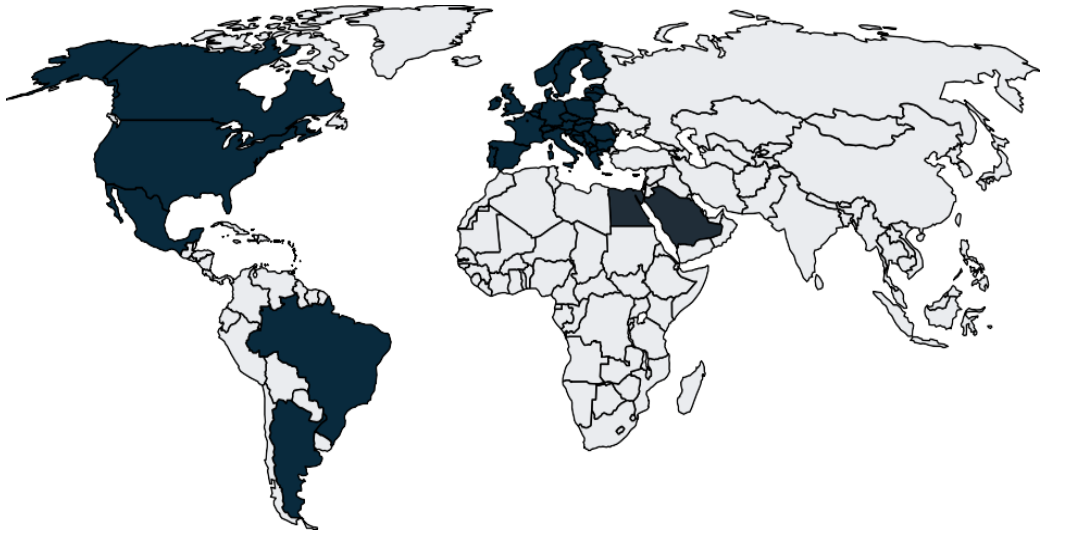
Swvl Holdings Corp ("Swvl") is a technology-driven disruptive mobility company that provides reliable, safe, cost- effective and environmentally responsible transit solutions, listed on the U.S. stock exchange (NASDAQ: SWVL)

Swvl provides Transport-as-a-service (TaaS), empowering corporates, schools, municipal transit agencies and other customers by providing efficient, accessible and reliable transport solutions

Powered by a suite of proprietary, patent pending, technologies that includes a self-evolving, machine-learning algorithm used to identify latent demand, optimize routing, predict rider demand, set pricing and provide a seamless user experience for customers and driver

Swvl's clients include corporates, educational institutions and governments. The Company currently has operations in Egypt and Saudi Arabia and recently sold its Latin America and European businesses to focus in the short term on U.S. expansion

Market opportunity



Projected TAM[1] 2027E:$76.3b

Middle East **2027E: $5.4b**	**Europe** **2027E: $22.5b**
Latin America **2027E: $2.8b**	**North America** 2027E: $45.6b

The Swvl Value Proposition (i/ii)

Swvl provides an asset-light turnkey solution that addresses the transit needs of customers

TaaS Offering

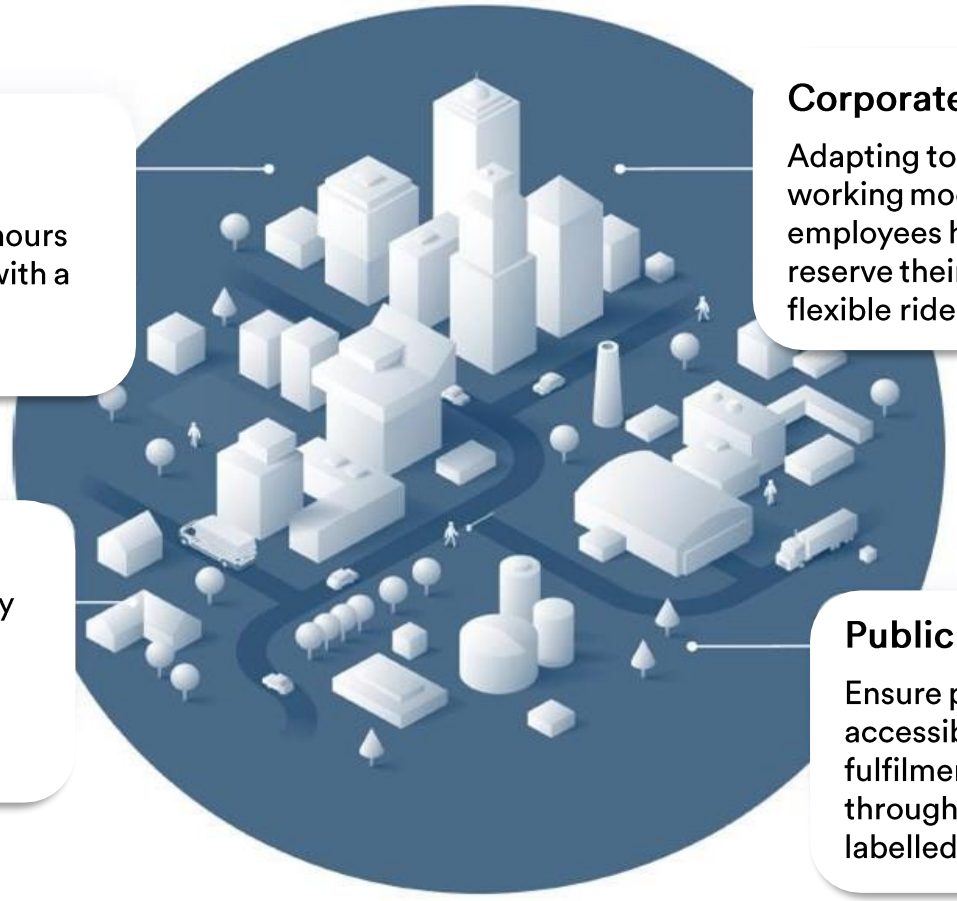
Swvl's TaaS offering is a transformative mass transit service that enables customers to transport employees, students and public commuters without having to invest in vehicles

Swvl's proprietary platform also optimizes collection and drop off routes, resulting in efficiencies that can achieve a significant reduction of transport costs.

Swvl partners with vetted 3rd party vehicle suppliers, creating an asset light transportation solution that is flexible and provides the customer with a fleet that meets their needs

The TaaS offering is a turnkey transportation solution that includes service design and optimization, technology implementation, marketing support, 24/7 assistance, insurance, fleet operator vetting and management

Customer Segments



University

Adapting to students' dynamic commuting hours and study schedules with a flexible routing model

Corporate

Adapting to corporate hybrid working models where employees have the ability to reserve their seats within flexible ride schedules

School

Providing parents the ability to track daily school trips while helping schools optimize their transit operations

Public Transit

Ensure punctuality, accessibility and ride fulfilment for the city through a suite of white-labelled solutions

The Swvl Value Proposition (i/ii)

Addressing pain points for their clients, enabling more efficient operations

Transport solutions are a significant cost for businesses

Swvl solves this by...

1. **Removing the need to acquire and maintain vehicles,** by offering TaaS
2. **Providing a proprietary platform** to automate manual processes and remove the administrative burden for clients
3. **Designing efficient routes and maximising utilisation,** lowering total employee transport costs

Transport solutions are rigid and fragmented

Swvl solves this by...

1. **Providing flexible options that** allow users to select slots to suit their schedules
2. **Filling gaps in fragmented markets,** by working with transit agencies to understand needs in local regions
3. **Scaling with clients,** using proprietary tech to map demand patterns and leveraging trusted partners to deliver tailored solutions

Transport solutions may be unsafe or impractical

Swvl solves this by...

1. **Providing 24/7 customer support** for users and drivers
2. **Providing real-time, in-app ride visibility,** empowering users and providing family members peace of mind
3. **Vetting 3rd party operators,** ensuring Swvl is a safe and trusted mode of transport for users

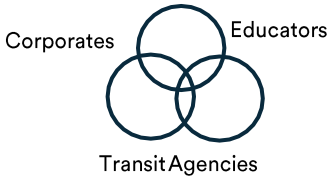
Client success stories[1]

- amazon: **30%** reduction in transport costs
- **80%** reduction in manual efforts
- TMB: **+38%** higher coverage over a wider area
- **20%** improvement on students' arrival time
- FRESENIUS MEDICAL CARE: **5:1 decrease** in invoicing requirements
- TMB: **90%** decrease in wait time
- **+75%** fleet utilization
- amazon: **99%** fulfilment and reliability

Swvl's Business Model: Overview

Swvl's TaaS offering: an end-to-end mobility solution for day-to-day transport needs

Customer Segment



Three main customer segments:

Corporates:

Businesses looking to provide reliable, environmentally responsible transport for their employees. Subcategories include white-collar and blue-collar corporates, health care institutions and airlines

Educators:

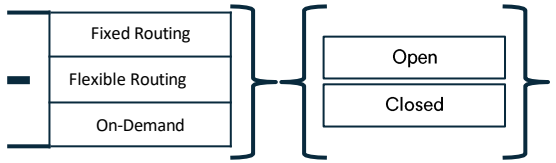
Schools and universities looking for safe, reliable transport options for their students

Transit Agencies:

Municipal agencies seeking to fill gaps in public transit for their local communities

Demand-side contracts are typically 1-5 years. New clients generally start with a 1-year contract and Swvl provides incentives to encourage longer terms thereafter

Product Offering



Three baseline product offerings:

Fixed Routing:

Ability to create an optimized network of fixed routes and timings based on fixed demand data (reassessed every few months)

Flexible Routing:

Ability to create an optimized, dynamic network with more flexibility on reservation timings and locations within a defined agreement

On-Demand:

Ability to create a demand responsive routing model, where fleets move within a defined zone, based on real-time data inputs

The bespoke nature of these offerings are associated with varied cost. Clients can opt for a closed network for exclusive use at a higher price point, or have an open route at a lower price point

3rd Party Operator

Swvl does not acquire vehicles or hire staff to fulfil their product offerings. Rather, the Company engages with local 3rd party fleet operators across its respective regions

Three types of 3rd party operators:

Individuals:

A driver who typically operates one vehicle

Suppliers:

A company that owns a fleet of vehicles

Contractors:

A middle-man who aggregates a number of suppliers to fulfil a high-volume request

e.g. to provide 400 vehicles within in a week

New operators undergo a screening process including driver vetting and vehicle checks, as well as onboarding training. On-going performance is managed by tracking punctuality, fulfilment rates and user ratings

Customization & Pricing

Swvl tailors their baseline products to suit the needs of the client. Features include:

Customer Service:

Swvl offers 24/7 customer support and aims to integrate their platform with each clients' existing operating systems in order to deliver a more seamless user experience

Bespoke Platforms:

For example, a Parent App to give parents real-time visibility over the safety of their children as they travel to and from school

Vehicle Type:

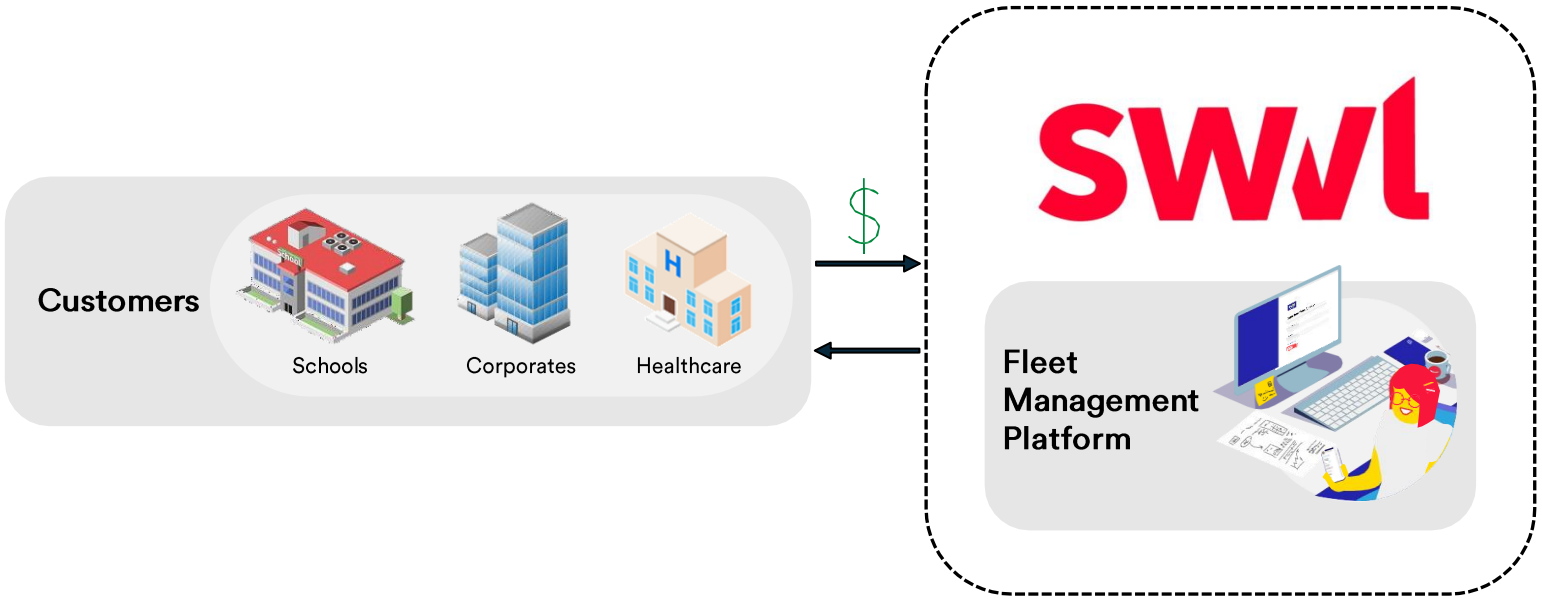
Swvl has flexibility to fulfil a variety of needs from premium vehicles to mass-transit buses

Due to the variability of product offerings and customization, pricing varies depending on client demands . Some options include: a subscription- based model by vehicle; co-payment model; or cost per mile per month

Swvl's Business Model: Overview

Once onboarded, clients are able to set trip demands through the platform. Trips are paid on a monthly basis.

Swvl x Clients



Relationship between Swvl and clients

- New clients are onboarded onto Swvl's platform. This involves setting up branding (if required), finalising payment terms and an extensive platform showcase
- Swvl then provides access to their platform, through which clients are able to create trip demands, set trip parameters and track a variety of trip-related data points

Payment flows

- Swvl's customers pay a fixed amount per vehicle per month
- The platform is able to provide an estimate of cost per trip. Costs per mile vary extensively, depending on distance, location, time of day, client type etc.
- Contracts are settled monthly, with a lag of between 30 and 60 days

Swvl's Business Model: Leg 2

If a bid is successful, transit operators provide transport for the client and are paid within 30 days

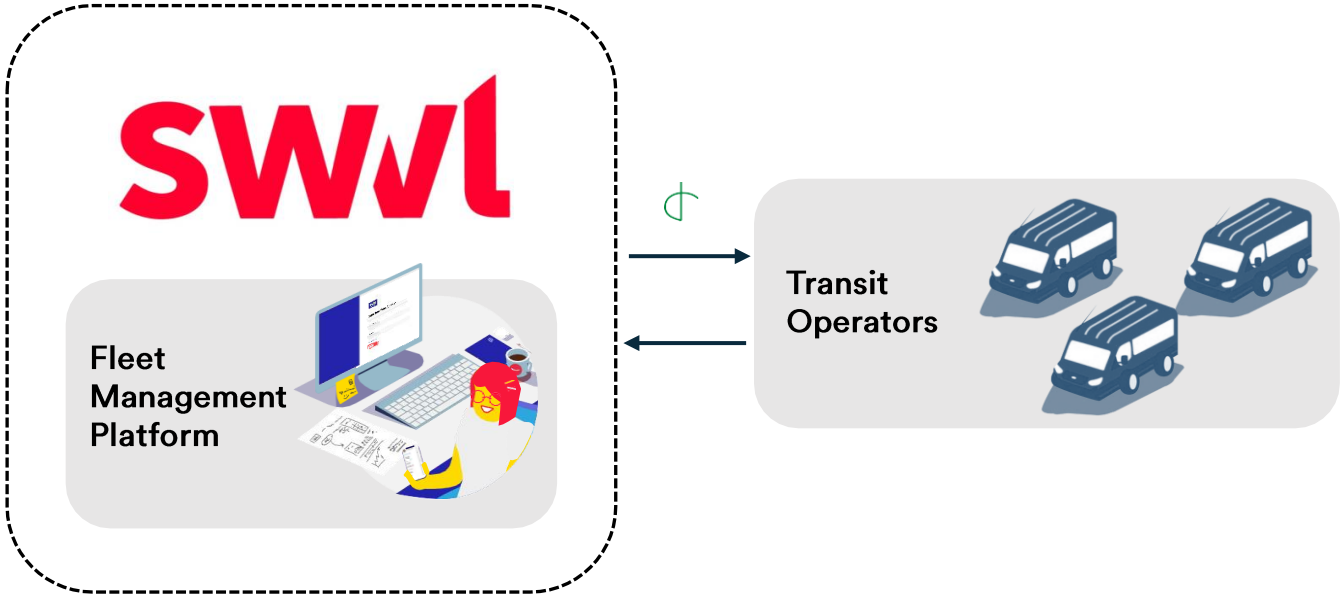
Swvl x Operators

Relationship between Swvl and transit operators

- Swvl works with many local transit providers, to ensure client trip demands are met
- Swvl acts as an aggregator for all transit operators through the platform. Swvl negotiates directly with suppliers, choosing the provider that offers the lowest rate while meeting all the technical specifications of the client
- Once finalised, the chosen transit operator provides the trips to Swvl's client

Payment flows

- Swvl's customers pay a fixed amount monthly. Swvl takes a 20 - 30% cut of the overall price with the TaaS offering
- Costs per mile vary extensively, depending on distance, location, time of day, client type etc.
- Payment to transit operators are typically made within 30 days of the trip taking place



Key Clients

Customers include education institutions, corporates, health care organizations, and public transport agencies[1]

	Education	Corporate White-Collar	Corporate Blue-Collar	Health Care
Clients	KAUST, The American University in Cairo, ESLSCA University	MARS, we, Holiday Inn, NBK, adidas, SABB, etisalat by e&	G4S, ABB, amazon, BOSCH	AXA, Allianz, Pfizer, Air Force Specialized Hospital New Cairo
Tech Suite	Fixed Routing[2]	Flexible Routing[3]	Fixed Routing[2]	Flexible Routing[3]
Use Case	Safer and more affordable form of transportation for students	Reduce required parking space to accommodate employees	Expand employee catchment area to address labour shortages	Provide a reliable form of transportation for recurring medical events such as dialysis procedures

1) Fixed Routing: Ability to create an optimized network of fixed routes and timings based on fixed demand data

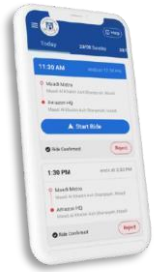
2) Flexible Routing: Ability to create an optimized, dynamic network with more flexibility on reservation timings and locations within a defined agreement

Customized Products

Swvl has built an interface for clients to manage their network and an application for riders to gain access

School Product

Driver App



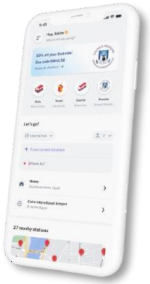
Dual mode (Nanny Persona)

Additional safety measures

Operation Console

Additional network level safety measures for the operator

Rider App



Parents can login & track the rides

Ability to subscribe for entire semester

Ability to book in advance

Corporate Product

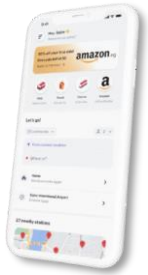
Operations Console

Operator can manage shifts

Provides the ability to design a flexible network

Application set-up different flexible routings

Rider App



Through the application users can reserve seats

Has the functionality to make bulk reservations

Technology Stack

Technology Ecosystem - TaaS

Swvl's technology is at the center of providing its TaaS solution - it works directly with transit operators that provide the vehicles and with customers to ensure transit needs are met

TaaS Offering

Customers

Schools

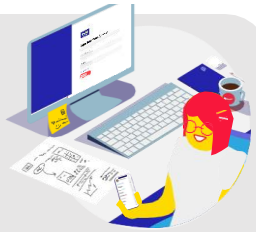
Corporates

Healthcare

End User

swvl

Fleet Management Platform



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Supplied Fleet

Transit Operators

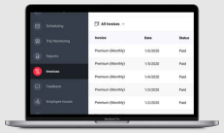
Technology Ecosystem - SaaS

The same proprietary software platform that is used within Swvl's TaaS offering can be licensed out to 3rd party transit operators, enabling these customers to effectively manage their fleets

SaaS Offering

Platform Features

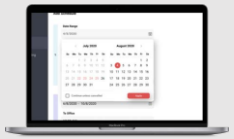

Trip monitoring


Invoicing


Fixed and dynamic routing systems


Pricing and revenue management systems

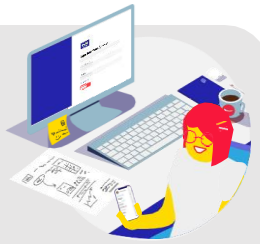

Network planning and analytics


Scheduling


White-labeled rider and driver application

swvl

Fleet Management Platform



Customer: Transit Operators

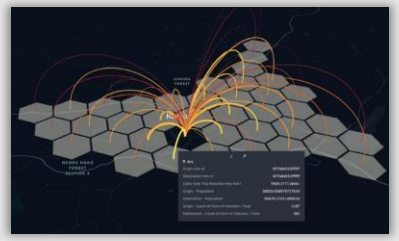
End User

Platform Capabilities

Swvl's machine learning algorithm can predict transport demand, design routes that maximise customer utility while simultaneously saving on the cost of delivery

1 Ability to predict and identify latent demand

Predicting demand to provide cost-effective networks



Map the City

Swvl's platform divides cities into hexes, the basic unit of analysis to build an effective transit network

Predict and Identify Latent Demand

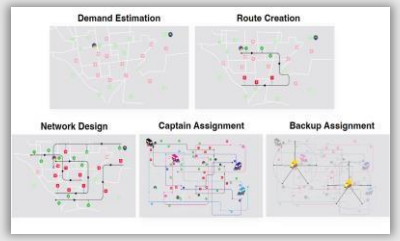
Regression analyses are performed on App or user-provided search data to identify major demand pairs

Optimize Existing Areas and Capture Latent Demand

Swvl's algorithm will then identify which hexes require stations based on either determined demand (provided by the customer) or probabilistic demand (estimated by Swvl's platform)

2 Create routes around demand clusters

Automated route creation maximises demand conversion and user utility



Create Routes Around Demand Clusters

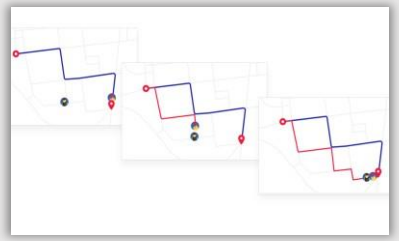
A machine learning (ML) algorithm identifies key pockets of latent and existing demand while optimizing routes to:

- Increase demand conversion rates
- Minimize network-wide cannibalization
- Reduce the walking distance to stations
- Identify the most effective time to deploy vehicles

Stand-by vehicles are also placed along networks to limit the impact of vehicle breakdowns/no-shows

3 Create dynamic routes

Dynamic routing improves user experience by providing greater convenience



Dynamic Routing

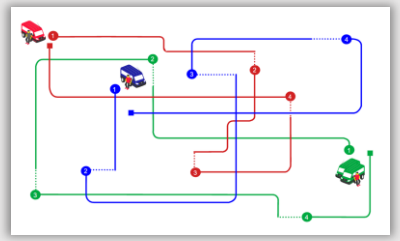
Swvl's proprietary computational technology, "Dynamic Routing",
can:

- Adapt vehicle routes in real-time and create virtual stations to capture additional demand
- Optimizes the walk-to-station distance and the travel time

- Convert virtual stations to permanent stops if doing so will keep the current route within the customer's prior travel time and walk-to-station budgets
- Determine tolerable travel time budgets for riders and ensure no breach of the promised ETA to customers

4 Design cost-effective plans

Routes are automated to maximise demand conversion



Plan stitching tool creates thousands of plans per week while continuously decreasing the cost per KM and increasing ROI

- Swvl's machine learning algorithm "stitches" multiple routes
  into a plan which is designed for driver convenience

- This is achieved by planning a journey's endpoint as close as possible to the subsequent ride, which ensures that vehicle return on investment is maximised

1) BCG Commercial Report (2021)

Technology Patents

Swvl is in the process of building a collection of patents across the capabilities of its technology, focused around the following themes

Latent Demand Prediction

Swvl's technology computes and predicts the demand for mass transit solutions within a city

Efficient Route Design

Swvl's technology stitches routes together in a manner that boosts occupancy rates

Optimal Virtual Stations

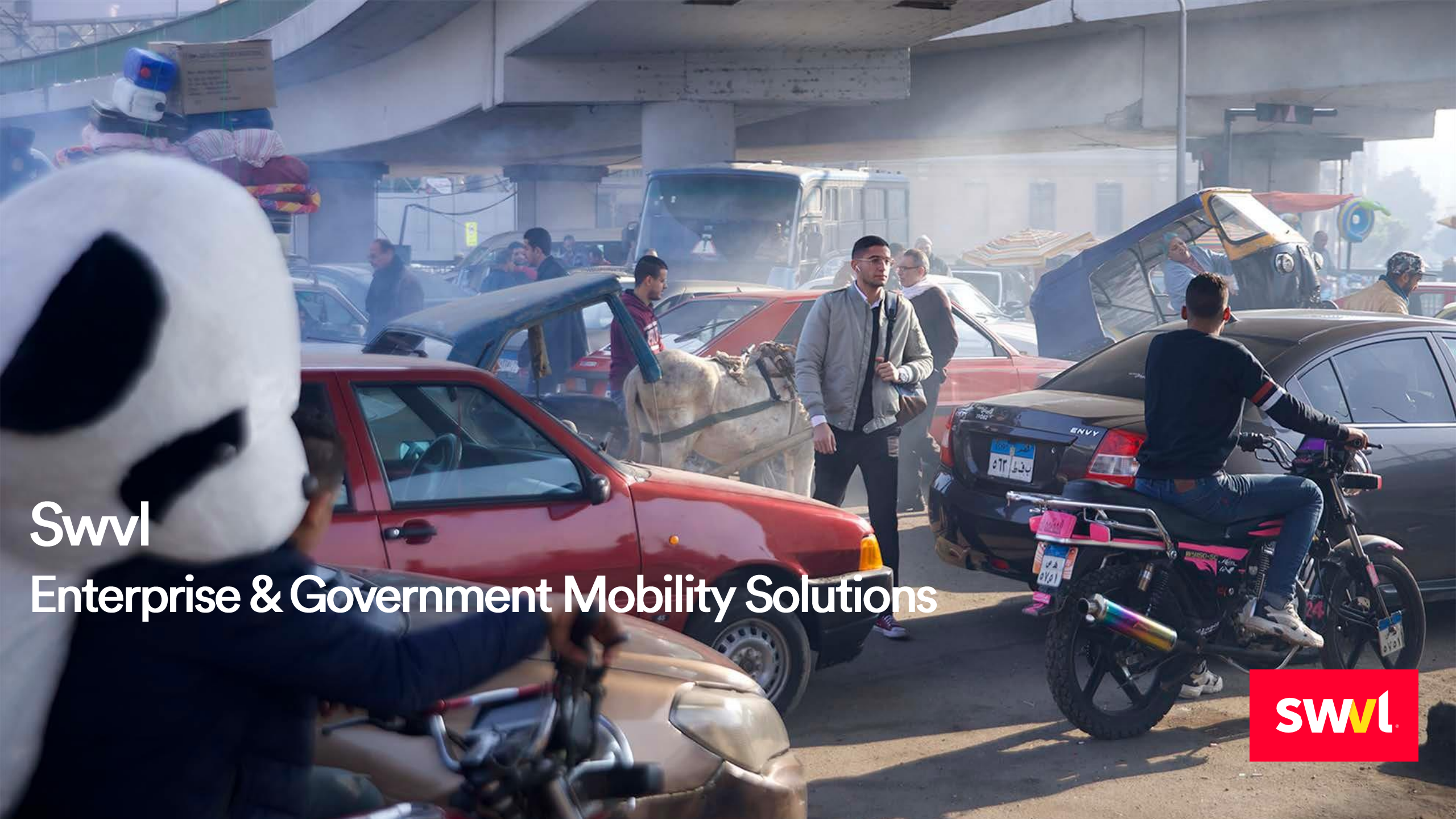
By creating virtual stations on the fly, the Company's technology can minimize walking distance to stations for users

Effective Vehicle Dispatch

Swvl's platform can dispatch vehicles to ensure the greatest level of demand is captured, while simultaneously establishing optimal points to place emergency vehicles to minimize disruptions

Accurate Trip Pricing

The revenue generated per vehicle is maximized through Swvl's technology



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