# Moqous

**Moqous Company Introduction** 

# "Bike that knows you"

A big data-powered personal mobility company offering customized products and shared mobility services.

MOQOUS is a smart mobility company established in 2019, achieving an average annual sales growth rate of over 300%. We were founded with the vision of providing mobility solutions that anyone can enjoy, anytime and anywhere. Through our differentiated lifestyle offerings, we deliver the values of creativity, freedom, and connection.

As a fabless company specializing in design, development, and product innovation, MOQOUS produces a range of mobility devices including e-bikes, bikes, and e-boards. We are committed to continuous growth, innovation, and action — leading the way in Mobility + Ubiquitous, a concept that transcends the boundaries between online and offline worlds to connect everything seamlessly.



# HISTORY

2025.01 2025.02 2025.04 2025.06 2025.07	Participated in CES 2025 – Los Angeles Selected as a Premium Lifestyle Product (K-Lifestyle Brand) Designated as a Gyeonggi-do Core Material, Parts & Equipment Company  Selected as a Global IP Star Company Chosen for the Global Small Giants 1,000+ Program Recognized by the Korea Invention Promotion Association for IP Product Innovation Certified for Excellence in Quality – Bucheon City Secured Series-A Investment of KRW 1 Billion from Investment Fund	2022.01 2022.02 2022.03 2022.08 2022.10	Certified as an Innovative Product Based on Excellent Patent Relocated R&D Center to Incheon Startup Park Participated in Global Corporate Collaboration Program Selected as a Promising Energy Company (Gyeonggi-do) Selected as a National Innovative Company 1000 (Advanced Manufacturing & Automation) Excellence Award at the 2022 Green Venture Startup IR Demo Day
2024.01 2024.07 2024.08 2024.10 2024.12	Selected as an Incheon Legend 50+ Company Secured Pre-A Investment of KRW 300 Million from IB-BDC Fund Selected for the TIPS (Tech Incubator Program for Startups) Participated in the Hong Kong Mega Show Relocated Corporate R&D Center to Ulsan Selected as an Export Frontier Company	2021.04 2021.05 2021.06 2021.10	Silver Award – Geneva International Exhibition of Inventions 2nd Prize – SKKU Startup Competition Governor's Award – Regulation-Free Zone Challenge SportsUp Demo Day (MCST & KSPO) Tech Transfer MOU – POSCO & Samsung Best SME – Gyeonggi Province
2023.01 2023.05 2023.06 2023.08 2023.09 2023.10 2023.12	Participated in the U.S. CES Consumer Electronics Show Successfully Completed Kickstarter Crowdfunding for Bicycle Project Participated in VIVATECH 2023 – Paris, France Participated in EUROBIKE 2023 – Frankfurt, Germany Designated as a G-PASS Company Participated in SPORTEC 2023 – Tokyo, Japan Participated in IFA 2023 – Berlin, Germany Successfully Completed Makuake Crowdfunding (JPY 300,000 Raised) Changed Corporate Name from Bokyong Co., Ltd. to MOQOUS Co., Ltd. Selected for MOTIE Industrial Convergence Innovation Program – POP-CYCLE Selected as a Supported Company by Incheon Technopark	2020.03 2020.04 2020.05 2020.06 2020.10	Corporate R&D Center Certified (Koita No. 2020111476)  Venture Company Certification (No. 20200401051)  Registered Manufacturing Plant (No. 282002020468097)  Acquired ISO Quality Certification (Q309120)  Seed Investment – K-VIC (KRW 56M)  Established Bokyong Co., Ltd. (Patent-Based Manufacturing Startup)



# MISSION / VALUE / TARGET

# Mission

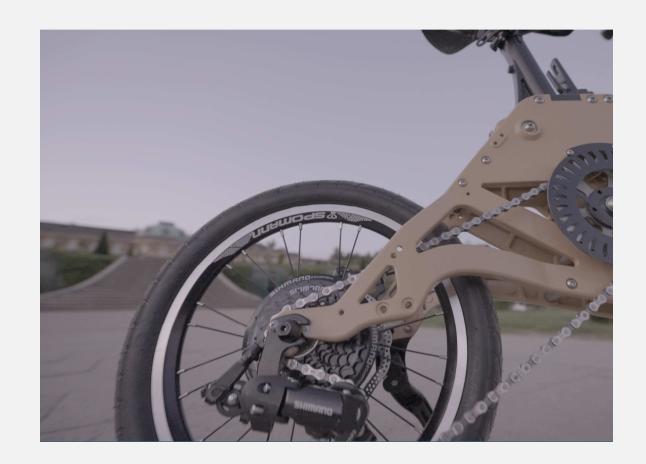
We create an advanced structure that connects people, time, and energy.

# Value

We value becoming an eco-friendly company through ESG-driven management, technologies, and products. By offering a differentiated lifestyle, we deliver the values of creativity, freedom, and connection.

# Target

Our goal is to advance into an integrated mobility platform that seamlessly connects IoT, BOT, AI, and Big Data technologies.



VISION We lead the expansion from personal mobility sales to a station-based sharing ecosystem, building a MaaS platform and V2X services..



Offline Dealership Expansion

Launching experiential outdoor pop-up stores and expanding to 1,500 offline dealerships for branding and marketing.



**Mobility Lineup Diversification** 

Expanding into electric kick scooters, UAM, electric strollers, carriers, and lithium-ion battery pack solutions.



Form Factor Extension



MaaS Platform Development

Developing a MaaS platform integrating mobility riding, public transport, and carbon credit mileage into one connected ecosystem.

VISION We lead the expansion from personal mobility sales to a station-based sharing ecosystem, building a MaaS platform and V2X services..



Camping Market Expansion

Entry into the camping gear and component market Camping wagons, apparel, and lighting products



POP-STATION

Mobility Rental Revenue
Station Advertising / In-App Advertising /
In-App Payment



**Component Expansion** 

Hard Cases / Carry Bags / Extensions
Front Bags / Helmets / Shoes / Tumblers

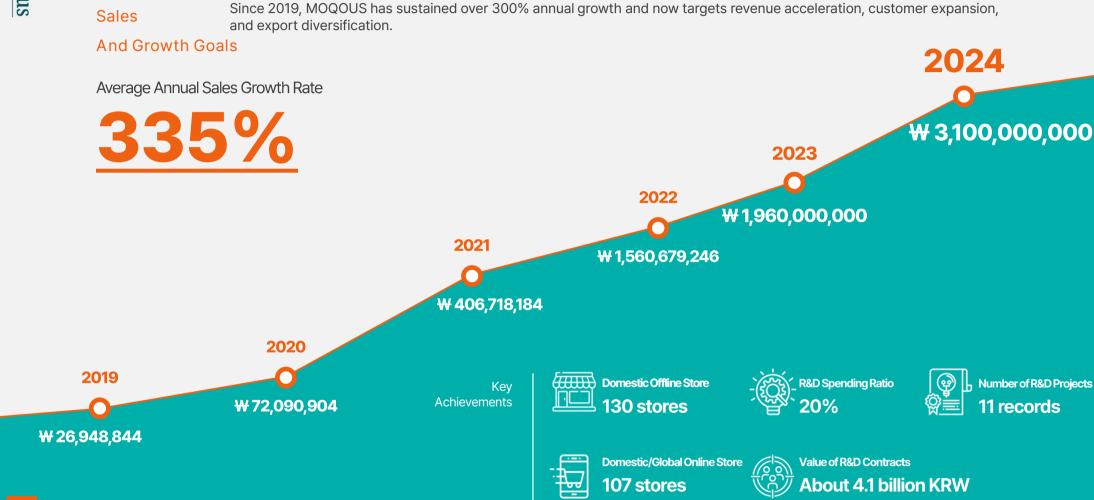


V2X Service Development

Smart Seat Collision Prevention Service based on API integration of station and mobility GPS data with public infrastructure.

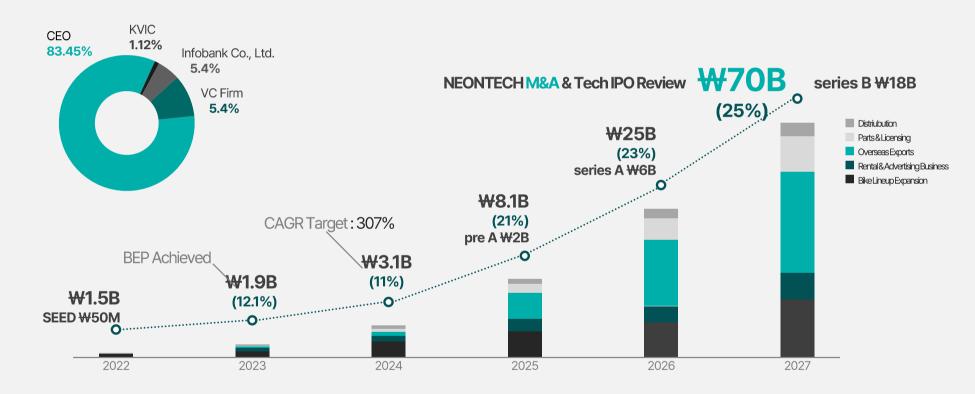
# **COMPANY STRUCTURE**





# Brand Growth Goals

Through K POP-CYCLE, MOQOUS aims to become a leading mobility brand representing Korea. By enhancing marketing and branding capabilities, the company seeks to expand its domestic market presence, diversify export destinations, and enter the shared mobility ecosystem — establishing a foundation for future M&A and IPO growth.



## Patent

# & Certification

Based on its proprietary technologies, MOQOUS holds a strong portfolio of patents — including innovative bicycle frame structures and integrated charging stations for smart mobility.

The company owns multiple domestic patents as well as patents registered in China and the United States.



# New Technology Certification

선기술 인증서
기술 명: Bible & +-bible+ 7+8법 순대어당 프레인 제조 - 조명 기술
회 수명: 주니티나 지수 이 교 자 : 경기는 보다 기술 기술
회 수명: 주니티나 지수 이 교 자 : 경기도 부모시 경인도 194, 3수 1호
안수면로: 제1257로
송료기선: 2020년 9월 22일부터 2022년 9월 21일부터 에 대 기술은 단생기술력신 측인명, 제15조제2에 따른 선기술로 단상합니다.
2020년 9월 22일
산업통상자원부장관

MOQOUS continuously invests in R&D to drive innovative product development.

The company has been recognized for its new technologies and breakthrough products, and continues to develop new solutions that integrate advanced technologies into the mobility experience.





















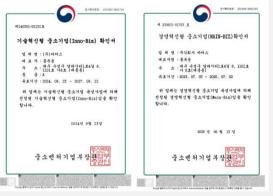
# Business Certification

MOQOUS has been certified as an INNOBIZ and MAINBIZ company, recognized as a leading small and medium-sized enterprise (SME) for technological innovation and business excellence in Korea.

The company is officially accredited by government agencies including the Ministry of SMEs and Startups, Public Procurement Service, and local governments such as Incheon Metropolitan City and Daegu Metropolitan City.























# Specialized Equipment

The driving force behind the creation of POPCYCLE and E-POPCYCLE lies in MOQOUS's advanced manufacturing, inspection, and assembly facilities. Equipped with state-of-the-art systems — including both Korean and Japanese machinery — the company is dedicated to producing the highest-quality mobility products. MOQOUS operates a manufacturing and assembly plant with more than 30 units of casting, processing, inspection, and assembly equipment, ensuring precision and consistency throughout the production process.

















# BIKE THAT KNOWS



# **Product**



Folding Type

Sliding Mechanism

Folding Efficiency

78%

Materia

Aluminum Alloy, Carbon

Wheel Size

16"

Weight

12kg

# **Bike that knows you**

A slide-folding bike that folds easily without lifting — no dust, no mess. Featuring a sleek die-cast frame and 14 customizable color options for a personalized riding experience.

# **Product**



Bike that knows you

The E-POPCYCLE features a powerful BLDC in-wheel motor and three adaptive riding modes, delivering a smarter and more convenient riding experience.

olding Type

Sliding Mechanism

Folding Efficiency

78%

Materia

Aluminum Alloy, Carbon

Wheel Size

16"

Weigh

14kg

# Products to be released



Folding Type

Sliding Mechanism

Folding Efficiency

78%

Materia

Aluminum Alloy, Carbon

Wheel Size

16"

Weigh

14kg



Folding Type

Trifold

Folding Efficiency

71.5%

Materia

Aluminum Alloy, Carbon

Mhaal Siza

16"

Weigh<sup>1</sup>

12kg

# ESS Mobility Shared Signage STATION









# **POPUP STORE**



Netmarble G-TOWER

기간: 2025.07.28~08.01



Starfield - Ilsan (KINTEX)

기간: 2025.08.14~08.26



Starfield - Jukjeon

기간: 2025.08.22~09.04



Hyundai Dept - Pangyo

기간: 2025.09.16~09.25

# POPUP STORE



Hyundai Dept - Chungcheong

Period: 2025.10.01~10.12

10 COMING SOON

Hyundai Dept – Ilsan (KINTEX)

Period: 2025.10.17~10.23

11 COMING SOON

Hyundai Dept – Trade Center

Period : Nov. (Scheduled)

11 COMING SOON

Lotte Dept - Yeongdeungpo

Period : Nov. (Scheduled)

# **POPUP STORE**

COMING SOON

11-12 COMING SOON

12 COMING SOON

**COMING SOON** 

Sinsegae Dept - Gangnam

Period : Nov. (Scheduled)

Sinsegae Dept - Hanam

Period : Nov. - Dec. (Scheduled)

Lotte Dept - Apgujeong

Period : Dec. (Scheduled)

### Company Name Mogous. Inc

Main Business Smart Mobility / ESS Station / Industrial Rol

Biz. Reg. No. 701-81-01440
Telephone 032-721-7334

Head Office Address 4-gil, Alphacity 1-ro, Suseong-gu, Daegu, Republic of Korea

Factory Address 81, Aenggogae-ro 654beon-gil, Namdong-gu, Incheon, Republic of Korea

/ebsite www.mogous.kr