

be:mo

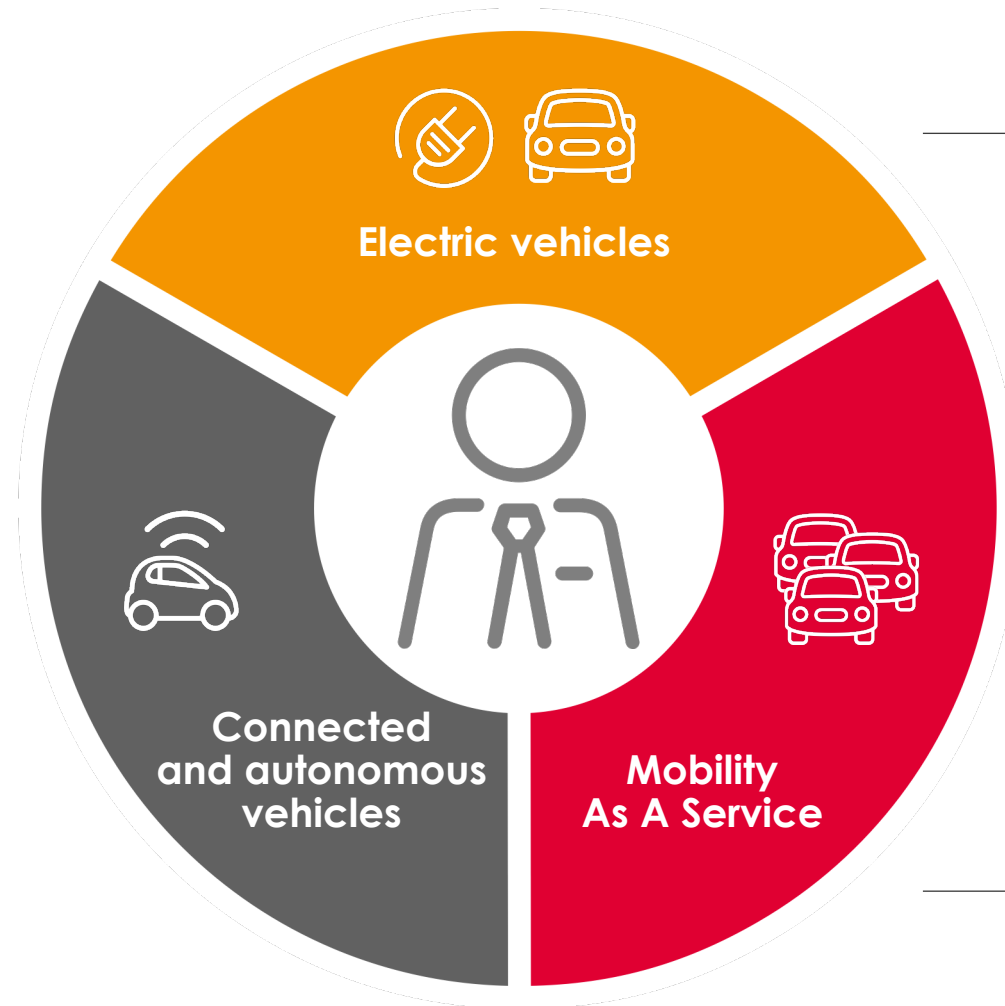
Enabling your transition
to better mobility

BE:MO INTRODUCTION

JANUARY 2020

THE NEW MOBILITY LANDSCAPE

90%
share of
connected vehicles
in the world by 2025
(vs. 35% in 2015)



22%

growth in electric
vehicle sales
in Europe in 2018

~ €1.2T

Size of the global **shared
mobility market in 2030**
(vs. €2.88B in 2013)

Source: KPMG

WHAT WE DO



**Connecting the dots
between mobility ecosystems
& energy services.**



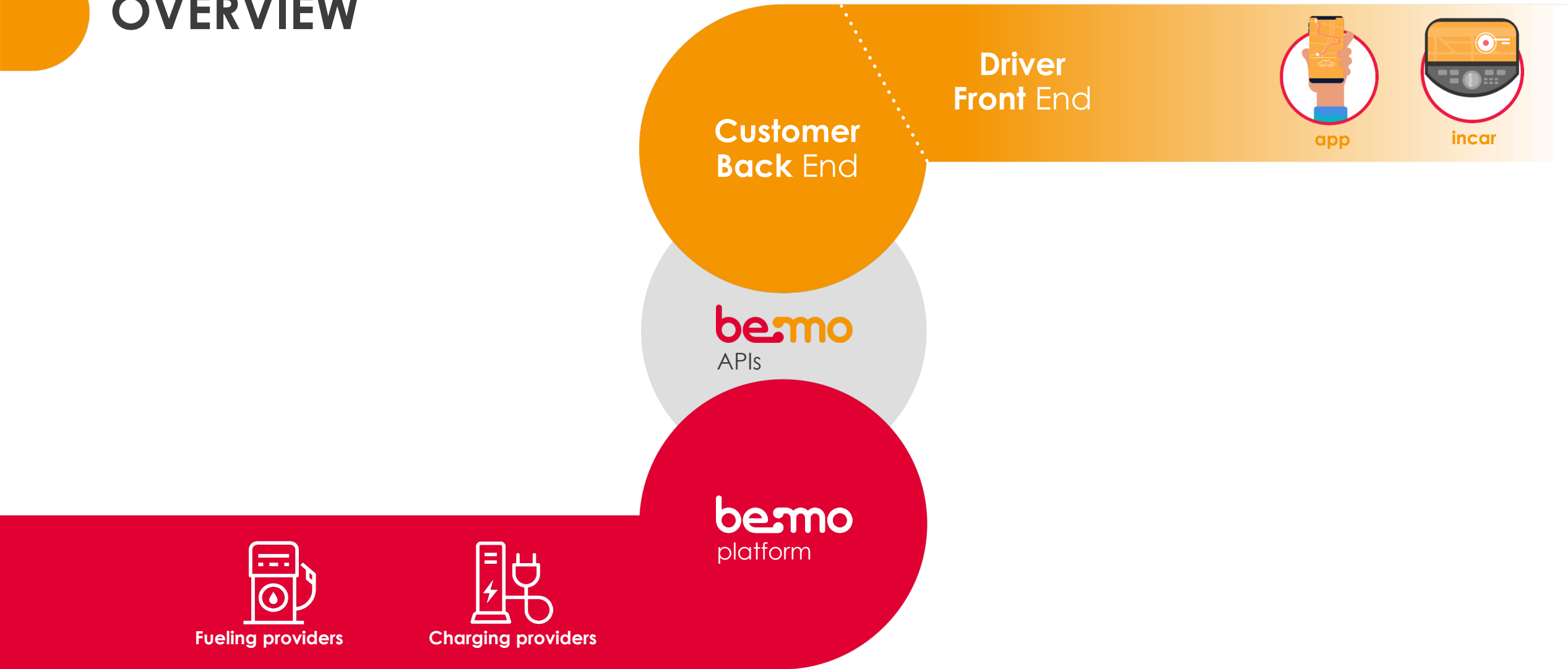


WHO WE ARE



- We are a SaaS platform providing APIs for fueling & EV charging
- We help our customers (OEMs, rental services, carsharing, ...) create awesome experiences for drivers.

OVERVIEW



BE:MO: A SEAMLESS FUELING AND CHARGING EXPERIENCE

BEFORE

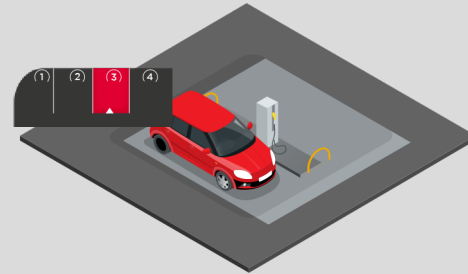
1 TIME TO RELOAD?



2 FIND THE NEAREST STATION AND GET PRODUCT INFORMATION

ON THE SPOT

3 DRIVE TO STATION AND SELECT THE POSITION



4 RELOAD THE CAR AND LET BE:MO SETTLE THE TRANSACTION WITH THE MERCHANT

AFTER

5 CAR RELOADED HIT THE ROAD AND DRIVE SAFELY





OUR SERVICE OFFER

SOFTWARE SOLUTION

Full access to fueling
& charging API

Full access to Be:Mo
Developer platform

Full API documentation

PROFESSIONAL SERVICES

Expert consulting
to help you design and
develop your own connected
solution

IN PROGRESS

TURNKEY SOLUTION
(coming soon)

We provide you with a
turnkey solution (all in one)
that includes an app and
a fully managed service

ONBOARDING SERVICES AND JOINT PRODUCTION

CUSTOMER PROJECT



BE:MO CUSTOMER SUCCESS WORKLOAD



NOW AVAILABLE IN 4 COUNTRIES (FUEL & ELECTRIC) AND COVERING SOON EUROPE

• GERMANY



• NETHERLANDS



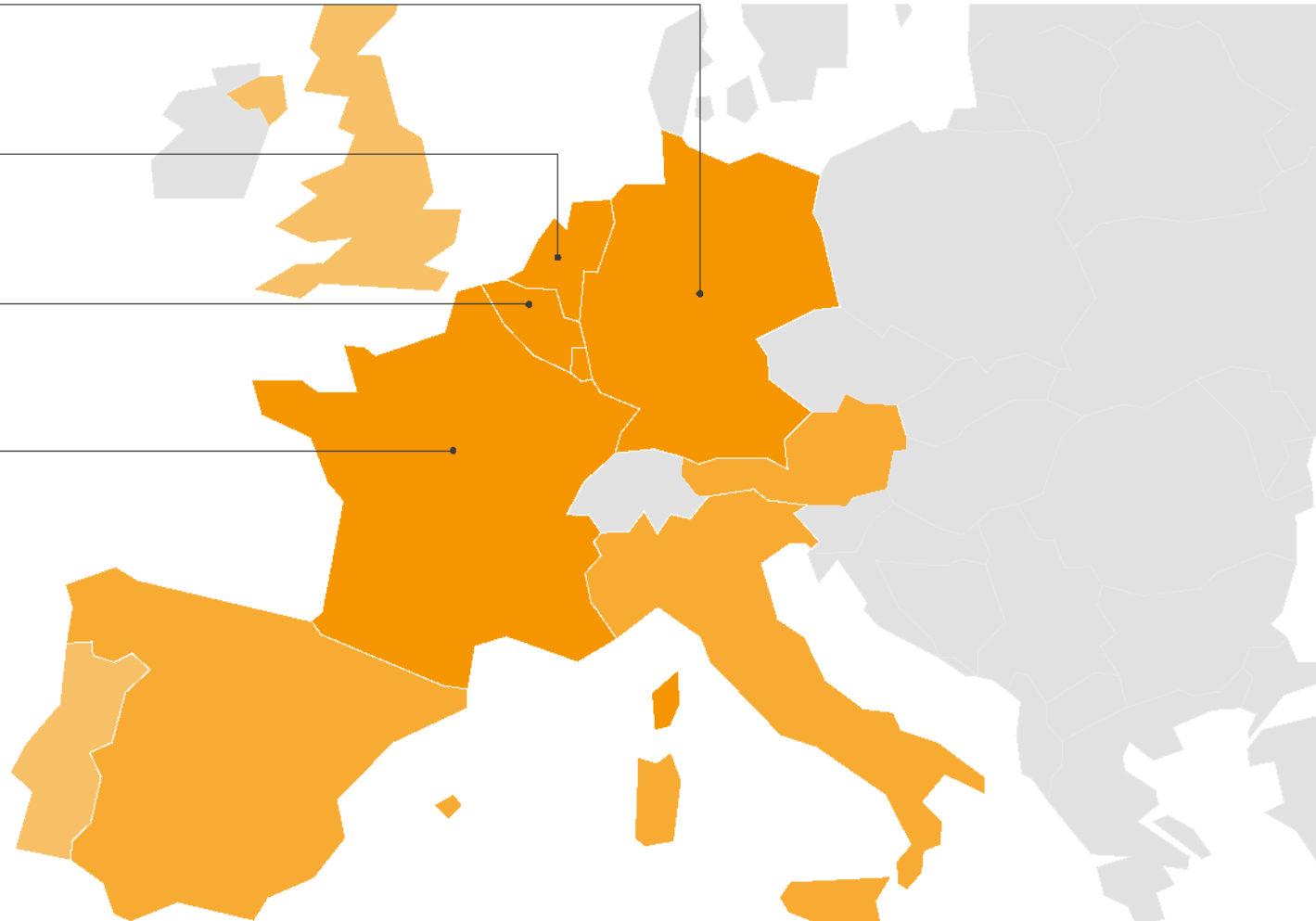
• BELGIUM



• FRANCE



• OTHER COUNTRIES



FUELING NETWORKS

- Access to 4,920 service stations in 5 countries.
- Fuel partnerships outside France under discussion.



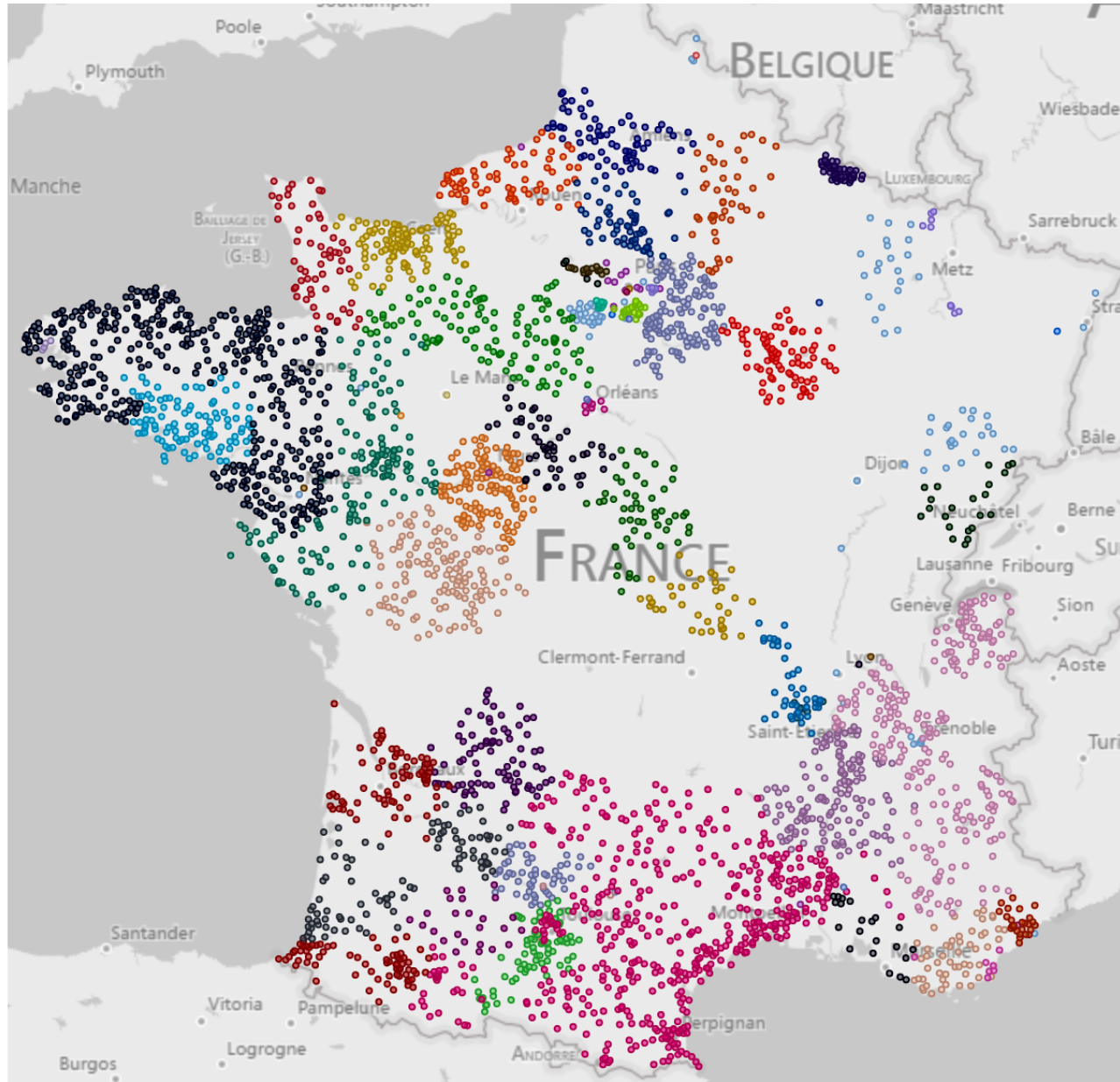
CHARGING NETWORKS

- Access to major charge point operators (CPOs) with remote controlled.
- EV charging stations: more than 65 000 by June and more than 80 000 expected by end 2020.

BE:MO CHARGING PRICING



EV CHARGING PRICING COMPLEXITY



France example:
60 CPOs
56 price models
for accelerated charging provided

MAKE IT SIMPLE!

Before

With Be:Mo

FUELING



Tank capacity X price/liter = Total cost

$$50 \text{ l} \quad \times \quad 1,30\text{€}/\text{l} \quad = \quad 65 \text{ €}$$

Usual charging cost model

90% of 60 Charging Point Operators

V= Volume variable P= Price variable

$$\underbrace{V1 \times P1}_{\text{Flat}} + \underbrace{V2 \times P2 + V3 \times P3 + V4 \times P4 + V5 \times P5 + V6 \times P6}_{\text{Temporal}} + \underbrace{V7 \times P7}_{\text{Energy}}$$

Flat

Temporal

Energy

7 pricing variables + 7 charging variables



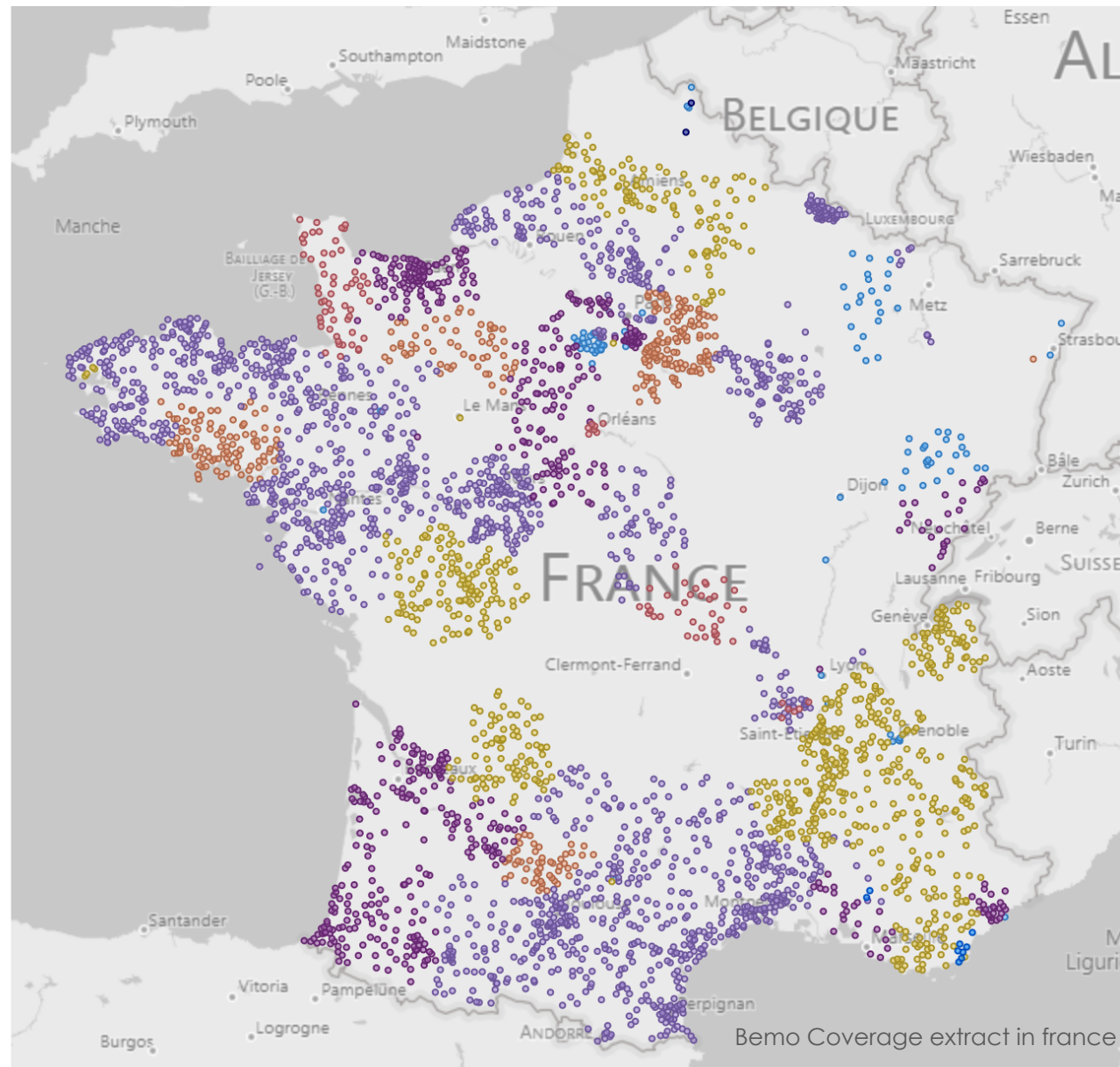
An simple model

Charging needs X price/KwH = Total cost

ie: $37 \text{ KW} \quad \times \quad 0,30\text{€}/\text{KwH} \quad = \quad 11 \text{ €}$



bemo PRICE MODEL

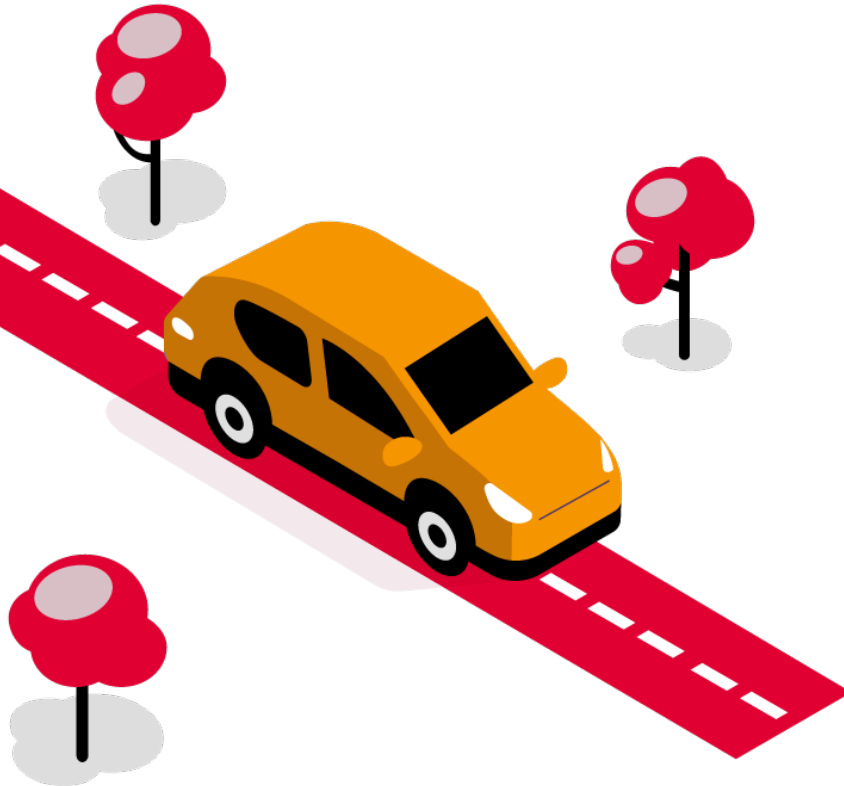


8
price levels

Based on real
consumption
(kWH)

For every
charging
power

THE ONLY FULL DIGITAL FUELING AND CHARGING SOLUTION



- **Universal**

- > We are connecting on the same platform fueling and charging providers.
- > The driver enjoys a seamless driving experience whether he decided to go electric, thermic or hybrid.

- **Simple pricing for EV**

- > We offer a single price model for all charging stations (all operators and all powers).
- > We provide real time information and charge costs based on actual KWH consumption.

- **Simple and scalable**

- > Our APIs are built to scale and can handle millions of requests
- > Our platform is based on web standards and can be easily integrated in various scenarios

OUR ROADMAP

- We are committed to continuously deliver innovation to our customers
- Our car-centric platform will add new services in the future



ABOUT US



2

COMPANIES,
BASED IN PARIS



22

PEOPLE



10

DEVELOPERS

bemo

bemo
>tech_



FOUNDED
IN MAY 2019



TOTAL

WHOLLY OWNED
TOTAL MARKETING
SERVICES AFFILIATES

THE TEAM



Matthieu Codron
CEO, Be:Mo



Marie-Catherine Sadowski
CEO, Be:Mo Tech



Pierre Chenaux
CTO, Be:Mo Tech



Sabina Kazi
VP, Corporate Affairs
Be:Mo & Be:Mo Tech



Fabrice Pochet
VP, Business Development Be:Mo



Christophe Caillette
CMO, Be:Mo



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VP, Customer Success Be:Mo Tech



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Thank you!

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