

EMOBILITY EXPERTS
VERY ENERGETIC PEOPLE



EV ELECTRIFICATION FOR SUSTAINABLE PROFITABILITY

AGENDA

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Emobility Experts

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Think Global | Act Local

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Brand Identity | Focus

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Experience | Projects

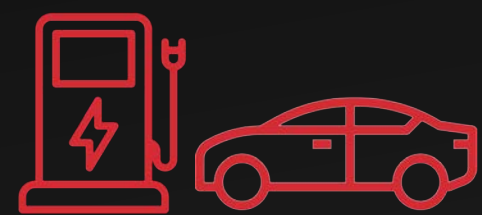
08

Major Deliverables

09

Contact

EMOBILITY EXPERTS IN FIGURES



6 YEARS

Experience of
Electrifying Retailer &
Wholesale



+ 40

International
Partners



+ 500

Retailers
Electrified



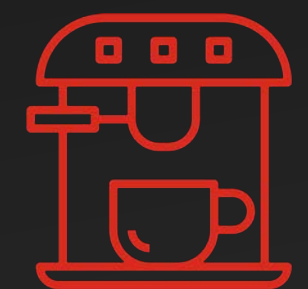
> 40

Countries
Operated



+ 1.000

Electrified
People



> 2.000

Cups of Espresso

OUR MISSION OF EV ELECTRIFICATION

EMOBILITY has been a focus of Emobility Experts right from the start. Since 2013, Emobility Experts are holistically dedicated to the topic of EMOBILITY at all levels of the value chain. Emobility experts help companies to develop their EMOBILITY strategy. This minimizes friction losses and supports sustainable business success.

EMOBILITY generates completely new needs in the areas of automotive sales and service. Losing the connection in those segments can jeopardize business success. However, EMOBILITY also brings new business fields with it, which is about the potential to exploit potential. From our point of view, the automotive wholesale is a major pillar for the success of EMOBILITY.

Together with you and your teams, we want to strengthen the future needs of your company.

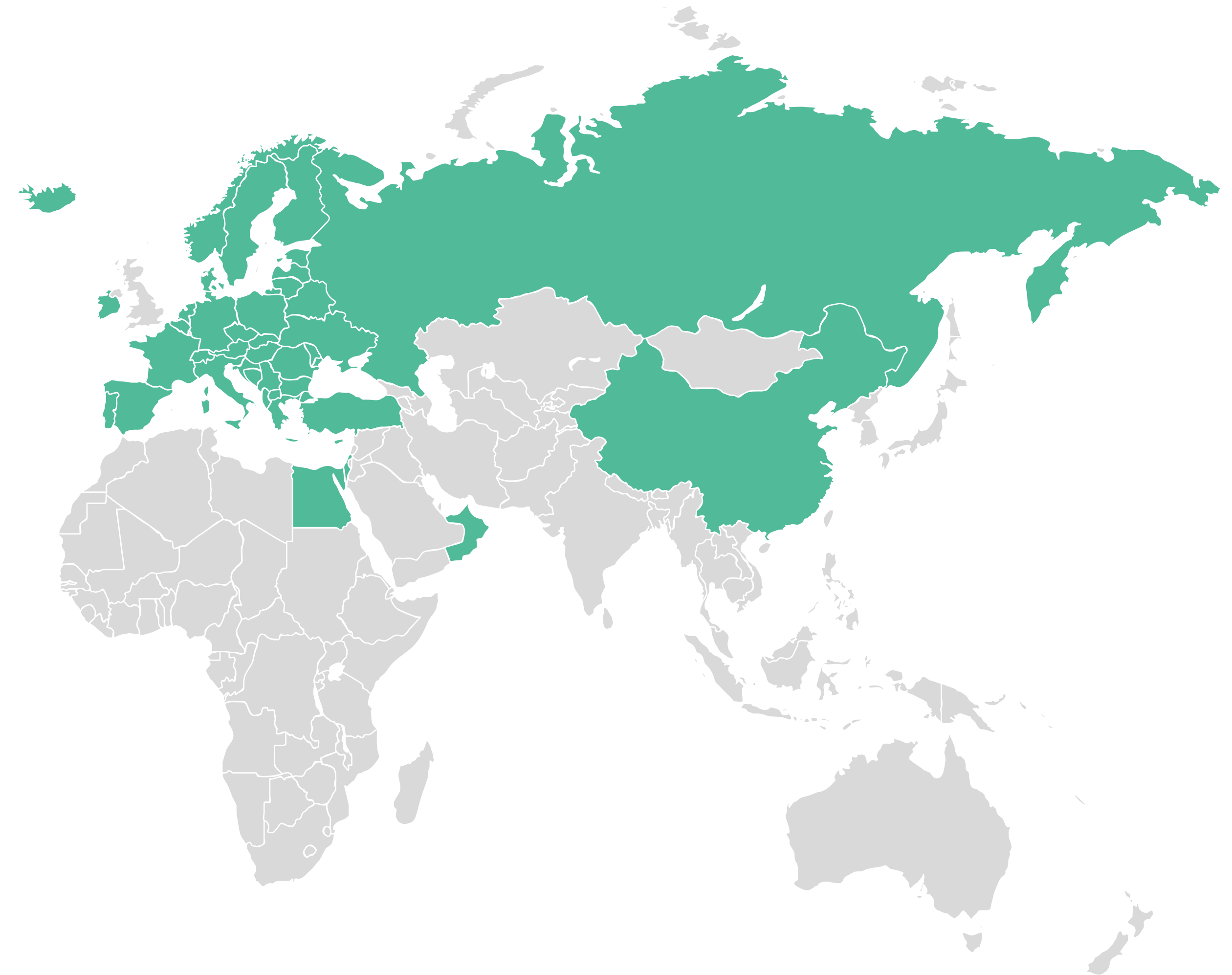
We are happy to use the training sessions of the automobile manufacturers in the field of EMOBILITY that have already been carried out as a basis for the derivation of individual qualification measures in order to secure the long-term success of your company in the field of EMOBILITY.

Our range of services offers manufacturers as well as wholesalers and retailers a combined approach of behavioural, process and innovative system engineering measures. This enables a systematic and sustainable approach.

WE THINK GLOBAL AND ACT LOCAL

With international partners we realize complex projects with high planning and implementation quality. Our distinctive, intercultural competence as well as our flexibility enable us to ideally incorporate the local conditions on site into our projects.

With more than 500 electrified dealers in > 40 markets, our expertise has been extensively proven in the field of EV electrification. We are working in various markets, we are also able to adapt the structures within OEMs and at wholesale level. We are also consulted by state institutions and private companies for emobility projects.



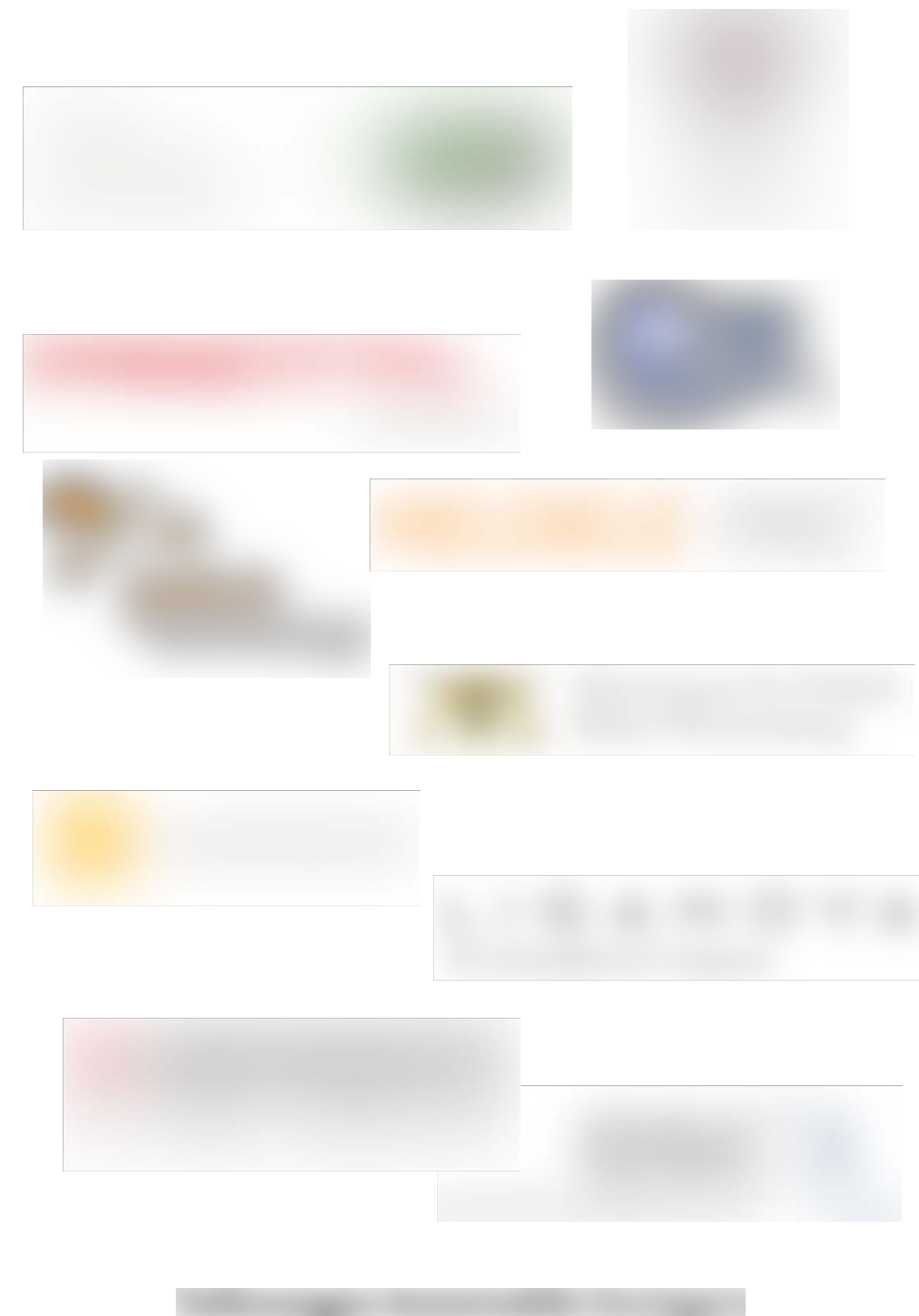
SCALABLE TO YOUR REQUIREMENTS

Brand Identity

- As part of strategic retailer consulting we develop solutions for the challenge in modern car trade
- We make **sensitive projects** sustainably manageable
- We realize **hands-on** solutions in the field of emobility

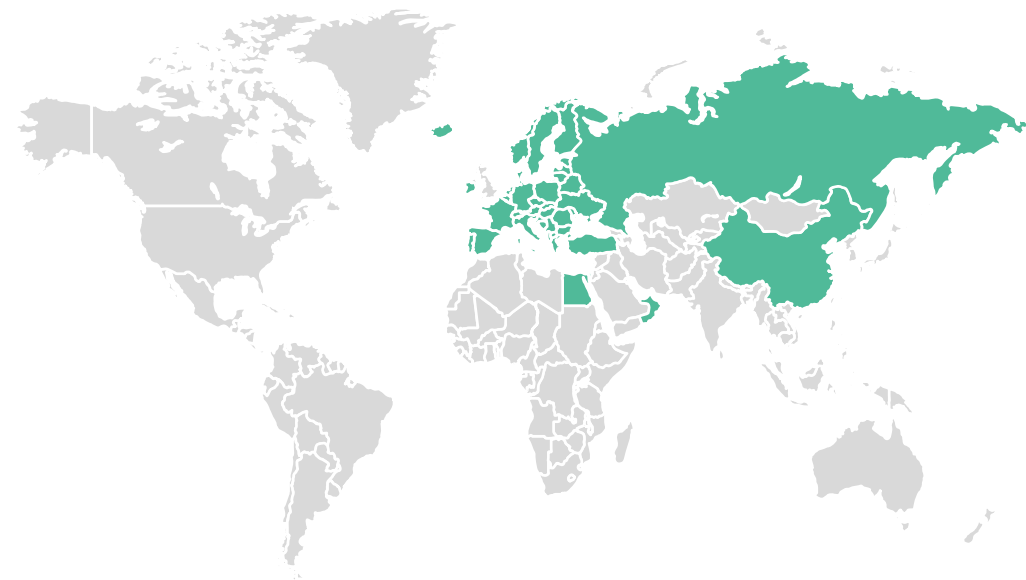
Focus

- Strategy development/OEM strategy adjustment/automotive wholesale networks and supplier
- Analysis, conception, development and **implementation of holistic emobility** projects for OEMs, markets, car dealerships and groups, cities and federal states
- **Product presentation** and product distribution for innovative, technical solutions in the field of emobility
- **Training and coaching activities** (EV ambassador) to support a successful emobility implementation at all levels of the sales and service network on/offsite
- **Actively boosting emobility business case** with accessories/merchandising
- **Workshop tests, mystery shopping and test purchasing** studies in the field of emobility
- Advising emobility system providers (networking, product development, **buy out**)



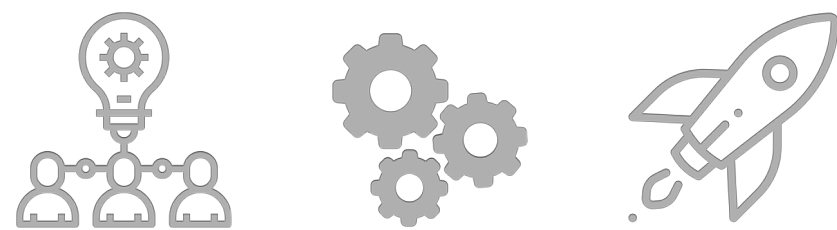
EXPERIENCE AND PROJECTS...(EXTRACT)

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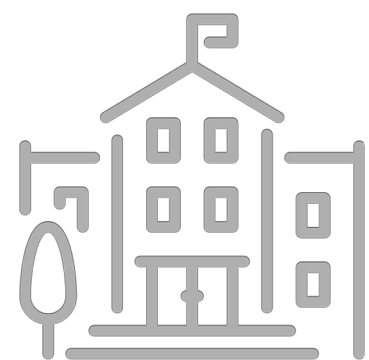
2016 – 2018 Preparation of a premium Retailer network for EV's in Europe

- Definition of EV retailer standards and processes (glide path, fixed, flexible, mobile strategies) and developing glide path (according to sales volumes)
- Sourcing partner to evaluate costs and supply markets
- Charging station evaluation and approval in cooperation with global organization
- Initiate pilots by electrify OEM owned facilities (Training academies, NSCs, experience centers)
- Negotiation with land lords and DNO's for facilities preparation
- Supplier steering in different markets and main contact for EV Manager in markets
- Development of European web shop with brand exclusive discounts
- Development and implementation of EV Coaching program for European retailers. Founded to support EV activation on retailer level.
- Preparation of product training for 1st EV



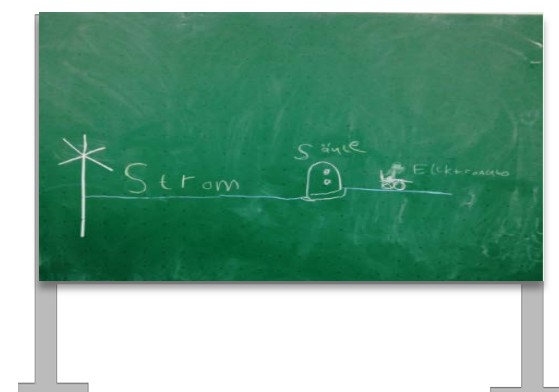
2013 – ongoing Supporting new businesses for start-ups

- Strategy Development, Capital Procurement, Product Optimization and Development, Buy-Out Preparation



2015 – ongoing Partner of SME's, public institutions and ministries

- Combining activities / products to generate added value for all parties involved
- Determining the suitability of commercial fleets in Baden-Württemberg for electromobility
- Derivation of the potential contribution to emission reduction targets and associated costs
- Recommendation of privileges, support instruments and subsidies for the electrification of EV fleets
- Formulation of recommended actions



2015 – ongoing Convincing new target groups for emobility

- Successful establishment of EV Taxis in Baden Württemberg
- Teaching EMOBILITY basic knowledge in schools and public authorities

MAJOR DELIEVERABLES

CONSULTING

For development of corporate strategies at all levels in the field of EMOBILITY.

When taking care of innovative start-ups or if you plan to take on a start-up.

In bringing together the interests of state institutions, the private sector and EMOBILITY users.

TRAINING | COACHING

We know the needs of wholesale.

We know customer expectations for EMOBILITY at all levels.

We develop training / coaching programs for all levels of the value chain in the field of EMOBILITY.

CHARGING INFRASTRUCTURE

We electrify individual retailer or entire regions for a brand.

In strategic and (yet) non-strategic markets. From A-Z with all the necessary components from the charging infrastructure to the qualification of employees at the POS.

Taking into account applicable compliance guidelines..

DISTRIBUTION

For the sales of electric vehicles to major customers through to the marketing of innovative products in the field of EMOBILITY, we offer established processes and channels that we already use successfully.

EMOBILITY EXPERTS

„is an innovative company that has been vertically specializing in EV readiness for many years. Our IT based multi-stage selection process for emobility experts always guarantees the right partner for each individual project.“

CONTACT

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