

# CAR SHARING AND MOBILITY SOLUTIONS



# Blue Systems is part of Bolloré group of companies worldwide



## KEY FIGURES

- ▶ +80,000 employees
- ▶ 143 countries
- ▶ \$22.5Bn in total revenue



WORKFORCE BY GEOGRAPHICAL AREA AND PERCENTAGE BREAKDOWN

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# The Bolloré Group – Three Activities

## TRANSPORTATION AND LOGISTICS



**37,000** employees  
Revenue: **\$8.5Bn**

- ▶ A world leader in freight forwarding and logistics.
- ▶ The transportation and logistics leader in Africa.
- ▶ Leader in the distribution of oil fuel in France with a major presence in oil logistics in France and Europe.

## COMMUNICATIONS



**42,000** employees  
Revenue: **\$13.5Bn**

- An integrated group of companies in media, content and communication:
- ▶ Universal Music: a global leader in music industry
  - ▶ Canal+: a major player in pay-TV in France, Africa, Poland and Vietnam
  - ▶ Havas: a global leader in communication
  - ▶ Gameloft: a leader in mobile video games publishing

## SMART MOBILITY SOLUTIONS



**2,500** employees  
Revenue: **\$500M**

- ▶ Smart Mobility Software tools for cities: SaaS, IaaS, MaaS
- ▶ Mobile applications
- ▶ Development and production of LMP batteries
- ▶ Carsharing | Electric cars | Buses and Trams
- ▶ Stationary applications
  - ▶ Bluezone | Bluestorage
- ▶ Solutions and Consultancy
  - ▶ IER | Polyconseil



# BlueIndy Overview

## Network

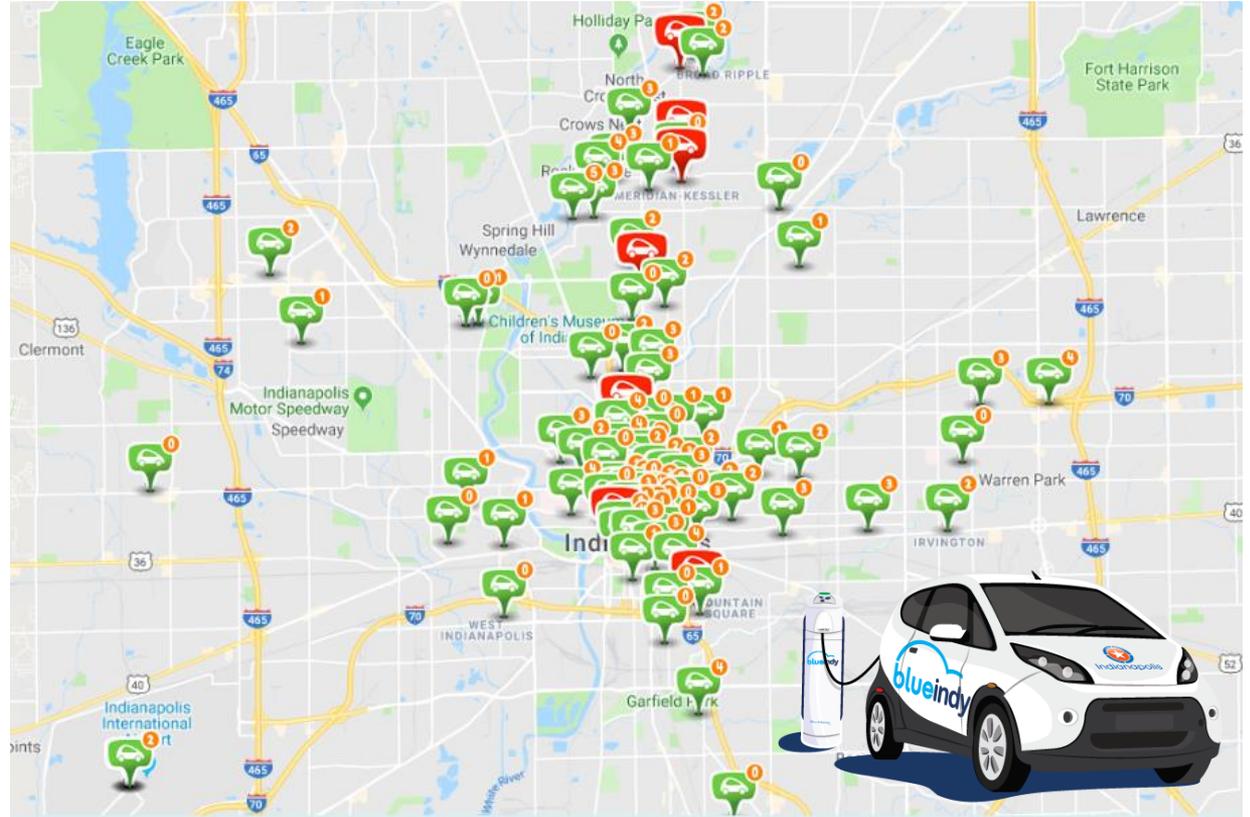
- 92 Stations
- 450 Charge Points
- 200 Cars

## Memberships

- 2823 Active
  - 1560 Yearly
  - 1263 Youth and Student
  - 8500 sold since opening

## Highlights

- 20 charge points at airport
- 8 stations on university campuses
- 5 major Corporate Accounts



# BlueLA Overview

## Network

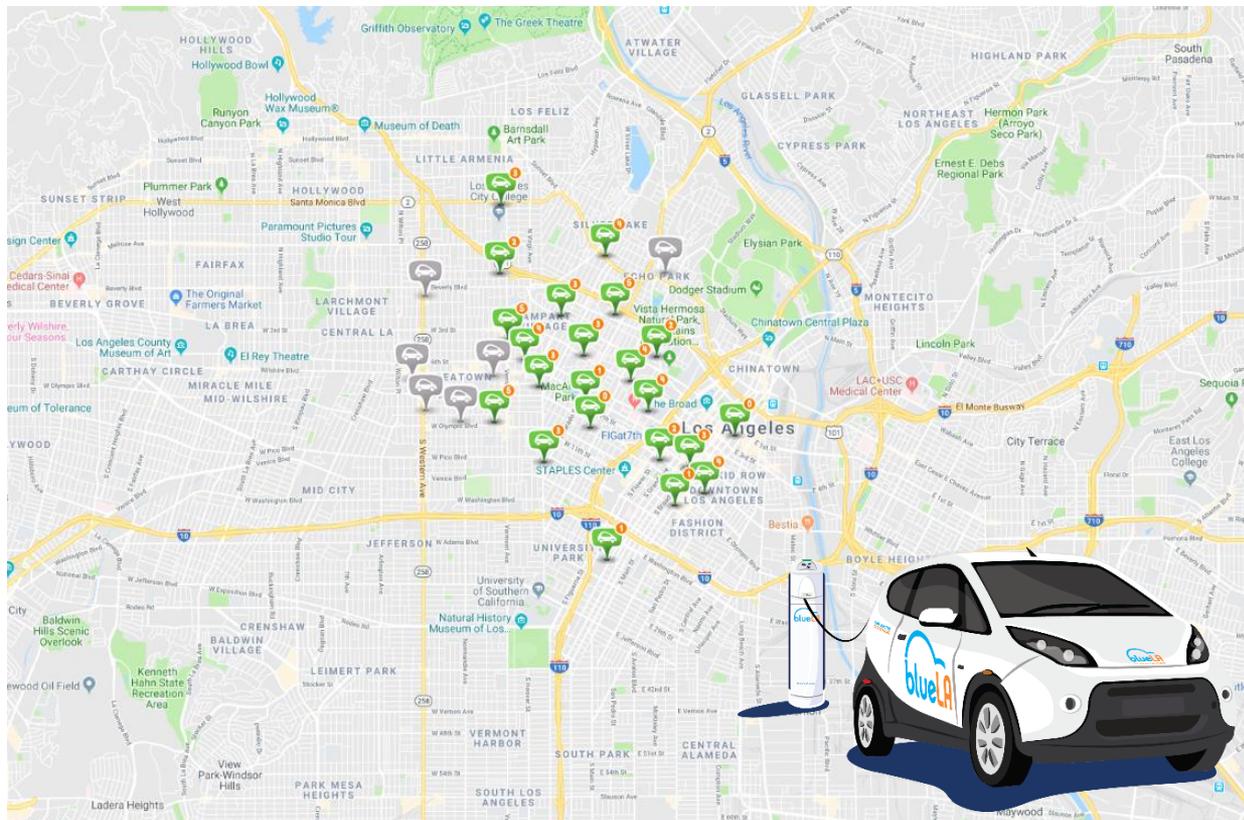
- 26 Stations
- 130 Charge Points
- 80 Cars

## Memberships

- 1731 Active
  - 898 Standard
  - 834 Community

## Phase 1

- 40 Stations
- 100 Cars



# Using the Service

# How the Service Works



## REGISTER

Select a membership plan & Create an account



## ACTIVATE

Pair your card and activate account



## DRIVE

Use your card at any station to pick up a Bluecar

RESERVE  
A CAR  
ON THE  
APP!



## DROP

Plug in the car at any station to end the rental

RESERVE  
PARKING  
ON THE  
APP!

# Membership Offers

**BLUELA is an all electric car sharing service where members are able to pick-up and return any of our vehicles at any of our stations.**

*(Low-income has been initially defined as households earning under \$35,000. This may be adjusted based on household size.)*

## COMMUNITY MEMBERSHIP

**\$1/month**

*(with annual commitment)*

+

**\$2.25 per 15 min**

*(\$2.25 minimum)*



## STANDARD MEMBERSHIP

**\$5/month**

*(with annual commitment)*

+

**\$3.00 per 15 min**

*(\$3.00 minimum)*

## TRIAL MEMBERSHIP

**\$0/month**

*(with no annual commitment)*

+

**\$6.00 per 15 min**

*(\$6.00 minimum)*

**Marketing**

# 2019 System Improvements



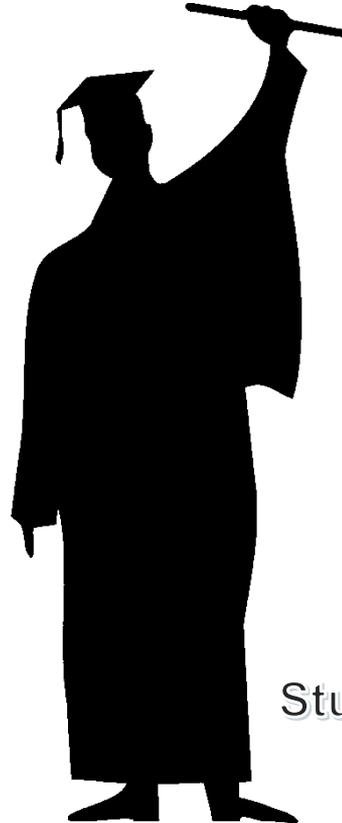
1. **Dynamic Pricing Models**
2. **Enhanced Features to the APP**
3. **Loyalty Program**
4. **Friends and Family Initiative**

# Member Profiles: Single, No Car, 18-35, No Children, #1 Use Shopping



Hospitality Worker

Under Employed  
Or  
Young Teacher



Students



Skilled Laborer

# Smart EV Charging & Carsharing Platform

# Worldwide Expertise in Fixed and Mobile Asset Management

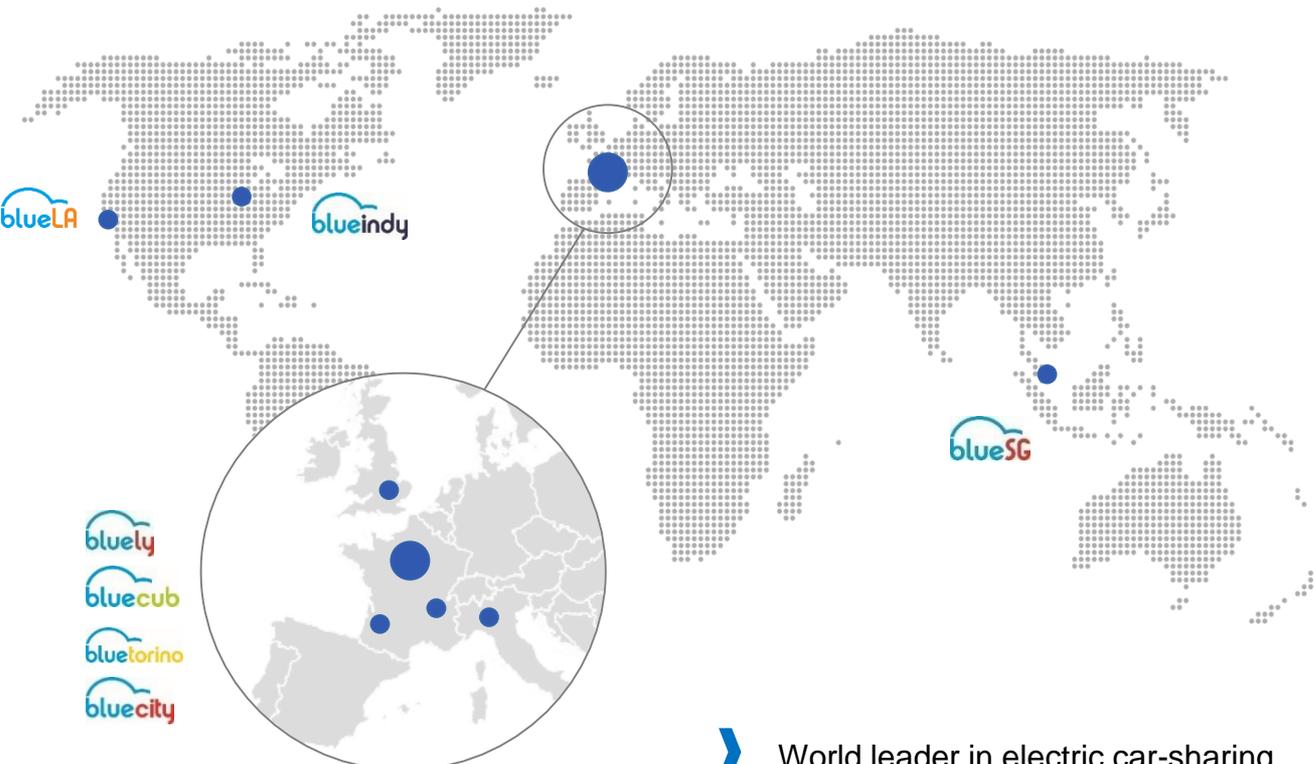
**100,000+**  
Parking bays

**9,000+**  
vehicles & assets

**3**  
continents

**100+**  
cities

**6 M+**  
rentals / year



**>** World leader in electric car-sharing

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# Technology Provider for Mobility Services

## INNOVATIVE SOFTWARE AS A SERVICE (SAAS)

### Car-sharing



Solution for existing and new car-sharing operators

### Fleet management



Solution for asset management

## PROFESSIONAL SERVICES

### Project management

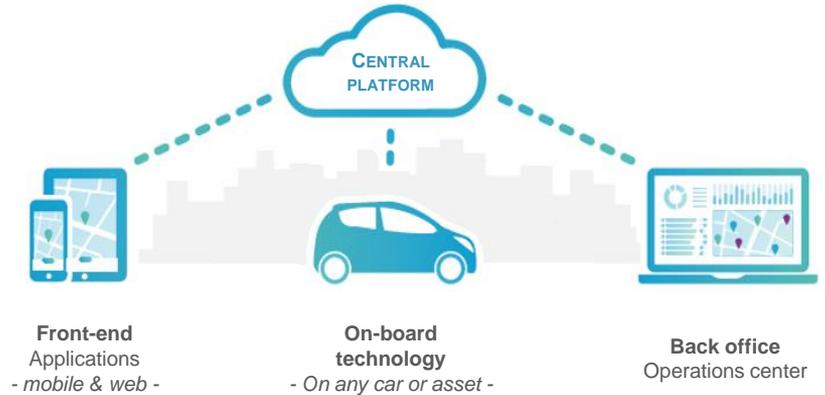


End-to-end assistance  
And system set-up

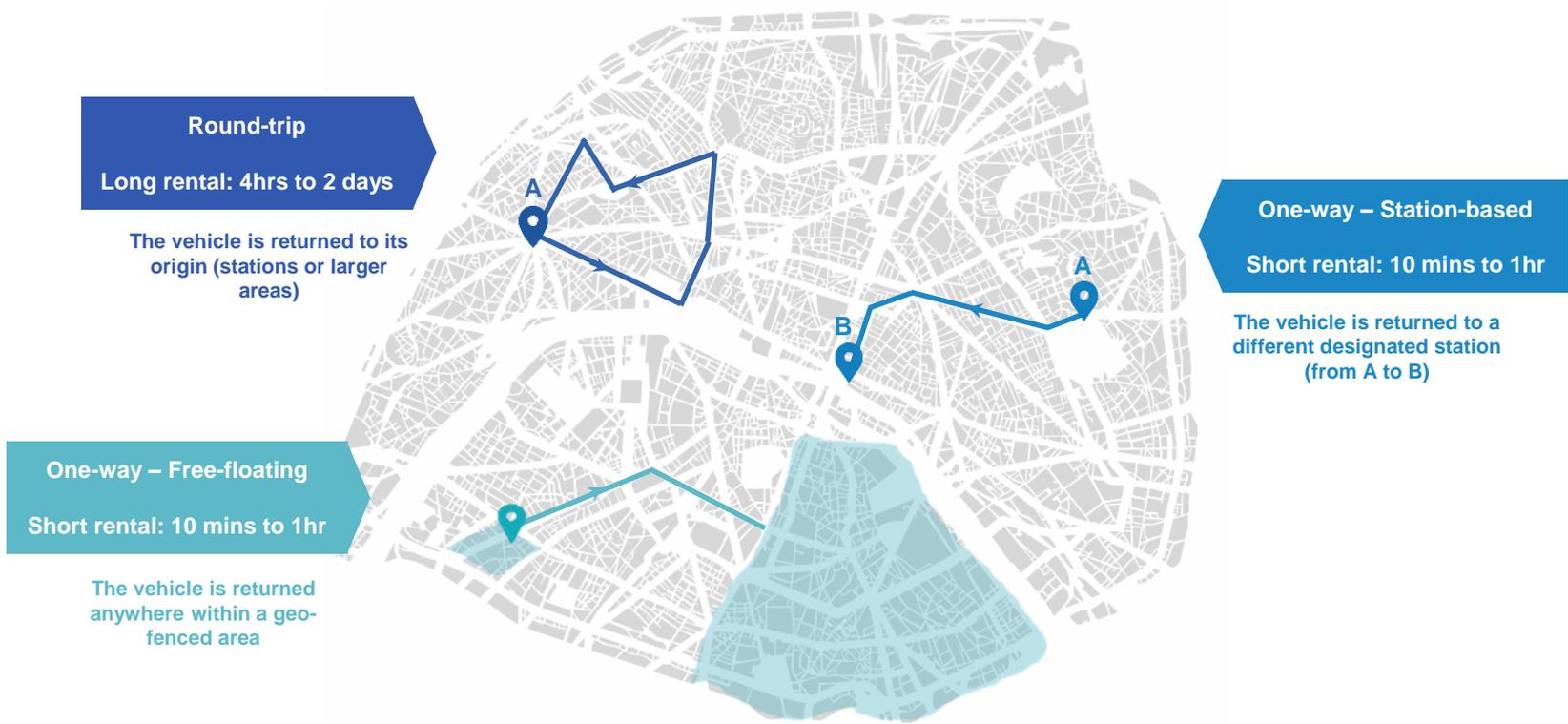
### Additional services



3rd parties support, IOT,  
Insurance, Payments  
providers, Customization



# Technology Provider for Mobility Services



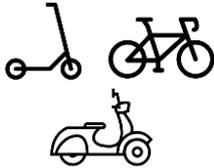
# Innovations to Come (Mobility Services)



USER EXPERIENCE



**Multi-City management** : Our platform enables today an operator to operate in different cities under different trademarks. Our roadmap will enable to operate a carsharing service in different cities under the same trademark (a customer has a single mobile app and account that allow him to use the service in every city).



**Bikes and Scooters management** : Our platform will manage the operation of Bikes and/or Scooters. The operator can choose to manage this bikes and scooters in the carsharing app or in a specific app.



**Integration of third parts mobility providers** : If need be, our platform could display third parts mobility services info into the service application (location and availability data). A deepened integration could be managed too where the user could use the third part mobility service from the mobile app.

# New Charging Stations in Production

Pedestal Version



Wall Version

# New Charging Stations in Singapore



# Complete Backoffice Suite For All Operations



OPERATING THE  
SERVICE



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**BLUESYSTEMS**

# Smart Mobility Platform

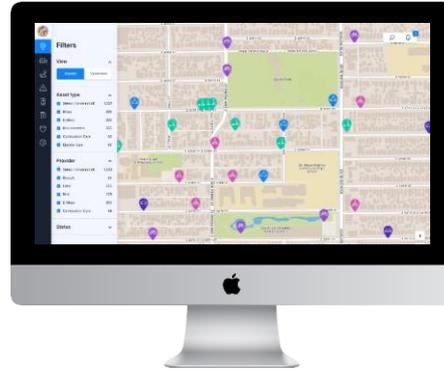
# Blue Systems: A Neutral Enabler for Mobility Management

## Mobility providers

- scooters 
- bikes 
- car sharing 
- buses 
- taxis 

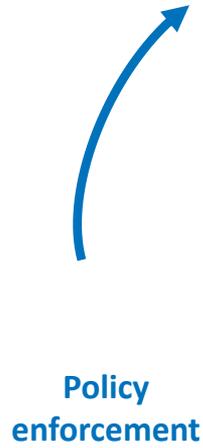


## Data collection

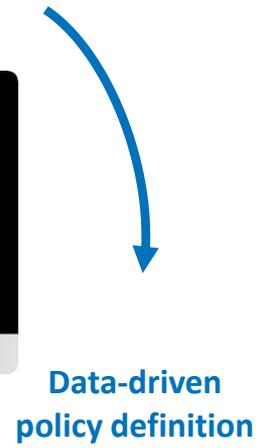


## City resources

- charging points 
- parkings 
- roads 
- patrols 



**Policy enforcement**



**Data-driven policy definition**



# We empower cities with advanced smart mobility solutions

## Your benefits



Get meaningful insights on traffic flows for city planning



Gain control of your streets by defining mobility and parking policies



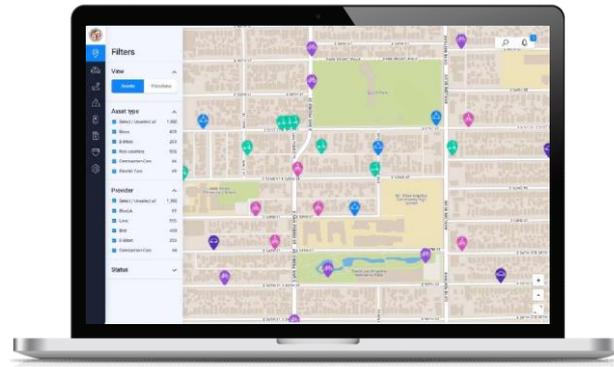
Enforce your policies and generate significant revenue



# Mobility Manager

## Get useful insights on transportation flows

- Centralized map with real-time data from all mobility providers: free floating assets, dock- based assets, ride hailing services...
- Historical data analysis: replay daily trips
- Dashboard, KPI and revenue management



# Main Features



## Mobility Manager

- Track who is using city infrastructure, how and when
- Control and regulate mobility service providers



## Parking Manager

- Monitor all parking meters in real time
- Manage dynamic pricing and efficient enforcement



## Smart Patrol Module

- Check reliability of data and enforce your policy with a mobile base application for patrol agents