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

- **AMERICAS**: 12,500 employees (15%)
  - FRANCE: 18,000 employees (22%)
  - EUROPE (EXCLUDING FRANCE): 16,000 employees (19%)
- **AFRICA**: 25,000 employees (30%)
  - ASIA: 11,000 employees (14%)

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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

DROP
Plug in the car at any station to end the rental
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

**Central Platform**

- **Front-end**
  - Applications
  - - mobile & web -

- **On-board technology**
  - On any car or asset -

**Back office**

- Operations center

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Technology Provider for Mobility Services

Round-trip
Long rental: 4hrs to 2 days
The vehicle is returned to its origin (stations or larger areas)

One-way – Free-floating
Short rental: 10 mins to 1hr
The vehicle is returned anywhere within a geo-fenced area

One-way – Station-based
Short rental: 10 mins to 1hr
The vehicle is returned to a different designated station (from A to B)
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

**FINANCE**
Invoicing, accounting

**OPERATIONS**
Real-time supervision, fleet balancing

**MARKETING / SALES**
CRM, Pricing, Call center, Reporting

**LEGAL**
Insurance & incident management

**HR**
Employees account rights, planning

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Smart Mobility Platform
Blue Systems: A Neutral Enabler for Mobility Management

Data collection
Data-driven policy definition
Policy enforcement

Mobility providers:
- scooters
- bikes
- car sharing
- buses
- taxis

City resources:
- charging points
- parkings
- roads
- patrols

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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
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