KEY FACTS HUBJECT

A SHORT INTRODUCTION INTO HUBJECT AND THE OPEN eROAMING MARKET MODEL

Martin Petschnig
HUBJECT IN A NUTSHELL

WHERE DID HUBJECT COME FROM?
- Founded in March 2012 by six pioneering companies in the field of eMobility based in Berlin (EUREF Campus)
- Today: Europe’s leading eRoaming/ interoperability platform with the mission to digitally connect charge point operators (CPOs) with emobility providers (EMPs)

VISION:
- Seamless EV charging for everyone. Everywhere.

FUNKTIONAL BRAND: intercharge

SHAREHOLDERS:
- BMW GROUP
- EnBW
- DAIMLER
- BOSCH
- SIEMENS
- VORWEG GEHEN
2 CORE TRADEMARKS: HUBJECT WITH B2B FOCUS - INTERCHARGE AS FUNCTIONAL B2C-TRADEMARK

HUBJECT®

- The HUBject trademark is only used in B2B business and is related to the HUBject services
- All contracts between HUBject and its partners are closed under the HUBject trademark

intercharge®

- The intercharge trademark is used as functional brand and compatibility sign for charging stations, which can be accessed via HUBject.
- All charging stations in the intercharge network are branded with the intercharge symbol and guarantee cross-operator accessibility
KEY ACHIEVEMENTS HUBJECT GMBH

PROOF OF CONCEPT:

- eRoaming via Hubject already became industry standard in various markets – the partner network is growing exponentially
- Hubject services are being bought equally by corporations, SMEs and start-ups from different fields

HUBJECT IS A MARKET- AND TECHNOLOGY LEADER:

The market leadership in the eRoaming field is being defined by:

- Highest amount of B2B customers and market coverage in Europe
- Best country coverage of all international platforms
- Highest amount of cross-operator accessible charging stations

The technology leadership is being defined by:

- A unique 100% digital eRoaming-platform approach
- intercharge is the only cross-country charging infrastructure network, which is 100% real-time connected
- Further development of digital value added services like direct payment, parking sensor information and reservation of charging stations
HUBJECT NETWORK – EUROPE’S CHARGING NETWORK WITH MORE THAN 220 PARTNERS AND 40,000 CHARGE POINTS

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Connection to Japanese charging network with more than 14,000 charge points
CREATING NEW ELECTRIC MOBILITY SERVICES through INNOVATION, INTERCONNECTION, DIGITALISATION, and EV INTEROPERABILITY.
ANALOGY: WHAT DO YOU NEED TO PLACE A PHONE CALL IN EUROPE

1 contract & 1 Sim
WHAT DO YOU NEED TO CHARGE YOUR EV IN EUROPE WITHOUT INTEROPERABILITY

MORE THAN 400 CONTRACTS AND CHARGING CARDS FROM VARIOUS OPERATORS
THE GOAL OF ALL eROAMING/INTEROPERABILITY ACTIVITIES

CROSS-OPARTOR ACCESS TO CHARGING STATIONS IN EUROPE WITH ONLY...

1 card
1 contract
CREATING NEW ELECTRIC MOBILITY SERVICES through INNOVATION INTERCONNECTION DIGITALISATION

CUSTOMER JOURNEY
EASY ACCESS TO CHARGING INFRASTRUCTURE EVERYWHERE

How can I charge?

Where can I charge?
WHERE CAN I CHARGE?

FIND

POI data is delivered to the EMP via the Hubject platform and integrated to their apps, station finders or navigation devices.

LOCATE

Intercharge-compatible charging points to be recognized by the compatibility symbol.

CHARGE

Dynamic information such as the availability of charging points or parking spots are delivered in real-time.
A reservation service optimizes the charging experience of EV drivers and increases the attractiveness of charging solution.
Information about the availability of parking spaces as a distinctive feature of emobility solution
EASY ACCESS TO CHARGING INFRASTRUCTURE EVERYWHERE

Where can I charge?

How can I charge?
HOW CAN I CHARGE?

CHARGING SESSION WITH A CONTRACT

I can use my EV electricity contract
HOW CAN I CHARGE?

CHARGING SESSION
BY DIRECT PAYMENT

I can pay directly at the charging station and choose my preferred payment method.
HOW CAN I CHARGE?

THE CONNECTION THROUGH 1 INTERFACE OFFERS NEW SERVICE OPPORTUNITIES FOR A CUSTOMER-FRIENDLY ELECTRIC MOBILITY
HOW CAN I CHARGE?

SUBSCRIPTION WITH AN EV ELECTRICITY PROVIDER

DIRECT PAYMENT WITHOUT SUBSCRIPTION

AUTHENTICATION METHODS
OVERVIEW

CREATING NEW ELECTRIC MOBILITY SERVICES through

INNOVATION
INTERCONNECTION
DIGITALISATION

OVERVIEW HUBJECT
PRODUCT SOLUTIONS
 CONNECT
FOR EMOBILITY PROVIDERS
Access to all charging stations within the intercharge network by using one RFID card, Mobile App or Plug&Charge Service
Supply of up-to-date information about the charging points, availability, and location

 SHARE
FOR CHARGE POINT OPERATORS
Integration of your infrastructure into the intercharge network to open your charging stations to customers of established EV emobility providers
Upgrade: intercharge direct
Let any EV driver charge and pay directly at your charging stations

 CHECK
FOR CHARGE POINT INFRASTRUCTURE PRODUCERS
Certification of the Hubject compatibility for your charging station systems and customer management systems
Certification of the Hubject compatibility for your charging stations

 PROJECT & CONSULTING
FOR COMPANIES OFFERING EMOBILITY SERVICES
Development of individual strategic and operative concepts for an interoperable market approach by offering a customized interoperable charging solution
Business model and requirement analysis as well as and consultation for customer-specific solutions – individually
CREATING NEW ELECTRIC MOBILITY SERVICES through INNOVATION, INTERCONNECTION, DIGITALISATION eROAMING MODEL
OVERVIEW eROAMING MODELS

WITHOUT A HUB

WITH A HUB

CPO  EMP

CPO  EMP
1 INTERFACE • 1 CONTRACT • n PARTNERS

CHARGE POINT OPERATOR

ROAMING CONTRACT

HUBJeCT

CHARGE POINT MANAGEMENT SYSTEM

EMOBILITY SERVICE PROVIDER

CUSTOMER MANAGEMENT SYSTEM

CUSTOMER CONTRACT

HUBJECT PLATFORM
THE HUBJECT BUSINESS MODEL ENABLES HIGHLY EFFICIENT SCALABLE B2B CHARGING SERVICES

1 contract + 1 interface = n new partners

- Access to the complete cross-operator charging network with just one contract and one IT interface
- Standardised contractual and IT framework between CPOs* und EMPs** with harmonised SLAs create a homogeneous network
- EV drivers have the free choice of an EMP (compare telecom industry) but can use a cross-operator charging infrastructure

Scalable business model:
- EMP pays annual service/maintenance fee + licence fee per EV-driver (~25€/year per customer)
- CPO only pays annual service/maintenance fee (~1,200€/year)

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*eCPO: Charge Point Operator (e.g. RWE, EnBW, EDF) **EMP: Emobility Service Provider (e.g. BMW, Daimler, PlugSurfing)
CONTACT:

Dr. Martin Petschnig
martin.petschnig@hubject.com
0049 171 1679394

Hubject GmbH
EUREF Campus
Torgauer Straße 12-15
10829 Berlin