



STAY MOBILE, STAY UP2GO

COMMUNITY CARPOOLING



SHARING ECONOMY & MOBILITY INDUSTRY

Sharing Economy Companies are associated with one of the most important global trends and success stories of recent years and of years to come.

Crowdfunding, Online distance work, c2c Home sharing, Car sharing, Online music and video streaming: while in **2013** the sharing economy companies in the sectors where the new business model is the most prevalent earned **sales revenue of 15 billion dollars**, by **2025** this will have risen to **335 billion dollars**, so half of the revenues in these markets will go to companies with a sharing-based model.

In the Sharing Economy Market, **Mobility Industry** has been identified as one of the sectors with high growth potential: **20 million users in Europe**, with different protagonists on the roads, with different technologies - electric, hybrid, traditional, totally ecological - and winning business models.

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1. Mobility Industry
Car clubs (car sharing), real-time vehicle sharing (ride sharing), parking space rental, on-demand car and bicycle rental, community-based traffic and navigation applications
- 

2. Retail and Consumer Goods
Everyday functional objects (e.g. for housework and household tasks, kitchen, sport), food sharing, closet sharing, shopping communities, community gardens
- 

3. Tourism and Hotel Industry
Monetised home sharing, non-monetised home sharing, home exchange, community tourism services, coworking offices
- 

4. Entertainment, multimedia and telecommunication
Online music and video streaming, wireless community networks
- 

5. Financial sector
Community financing (crowdfunding), c2c lending, community innovation (crowdcreation)
- 

6. Energy sector
Wind farms, community solar projects, virtual power plants, electricity storage solutions
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7. Human resources sector
Provision of various services, odd jobs (household tasks, distance work, etc.), online teaching

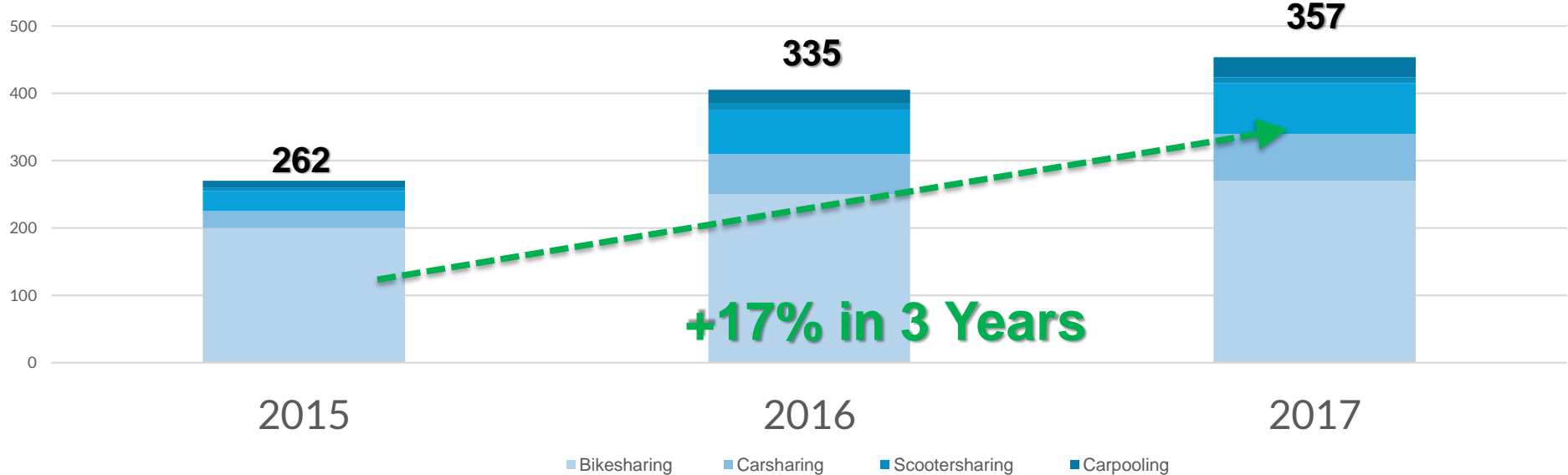
Source: PWC

SHARING MOBILITY in ITALY



Sharing Mobility services in Italy are growing and strengthening in all the different sectors:
Carsharing, Carpooling, Bikesharing, Scootersharing

+17% Number of Sharing Mobility Services in Italy, in 2017

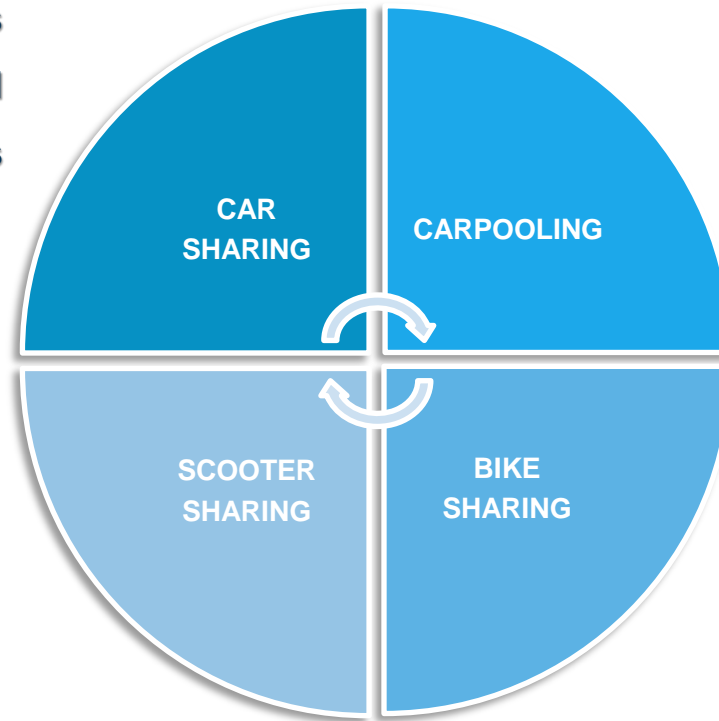


Source: 2° Rapporto Osservatorio Nazionale Sharing Mobility

(1) Data available for 2017

SHARING MOBILITY in ITALY - HIGHLIGHTS

More than **1.000.000 Users**
62 million KM shared
+24% # Zero emission cars



2,5M users in Long Distance carpooling
270.000 users in 2017 in Corporate and Urban carpooling

+68% # zero emission scooters
+11% rental vs previous year

39.500 bikes shared

Source: 2° Rapporto Osservatorio Nazionale Sharing Mobility

⁽¹⁾ Data available for 2017

CARPOOLING

EU Targets on CO2 emission are accelerating the need of a radical change in our mobility behaviours. Car pooling in Europe has a positive trend which will lead to close to 8 million users in 2020, **bringing environmental, social and economic positive impacts** for citizens and companies.



An Alix Partners survey, shows that **the use of carpooling will further increase across all Europe, reaching 8 million users by 2020**

Carpooling Growth Rates

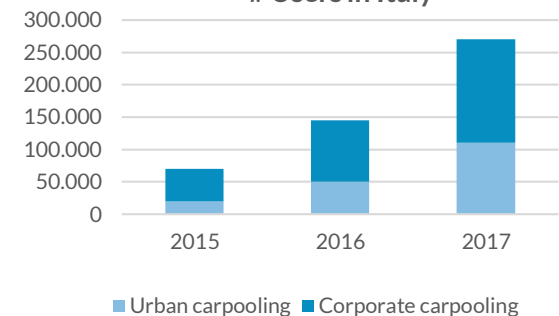
in EU by 2020

- FR+34%
- IT +29%
- DE+18%
- UK +3%

Source: Alix Partners

In **Italy** the use of carpooling has grown from 72K users in 2015 to **270K at the end of 2017**. **+199%** only in the last year the growth in **number of users for Urban and Corporate Carpooling**

Urban and Corporate Carpooling: # Users in Italy



Source: 2° Rapporto Osservatorio Nazionale Sharing Mobility

(1) To prevent dangerous climate change, in October 2014 EU leaders adopted the 2030 climate and energy framework which includes binding targets to cut greenhouse gas emissions in the EU by at least 40% below 1990 levels by 2030

UP2GO AMBITION: TRANSFORM MOBILITY PARADIGM PROMOTING A CULTURAL CHANGE

Share rides between people belonging to the same community to improve environmental and economic sustainability of transportation...



...while still travelling in a simple, safe and pleasant way

UP2GO: THE APP FOR COMMUNITY CARPOOLING

SAFE

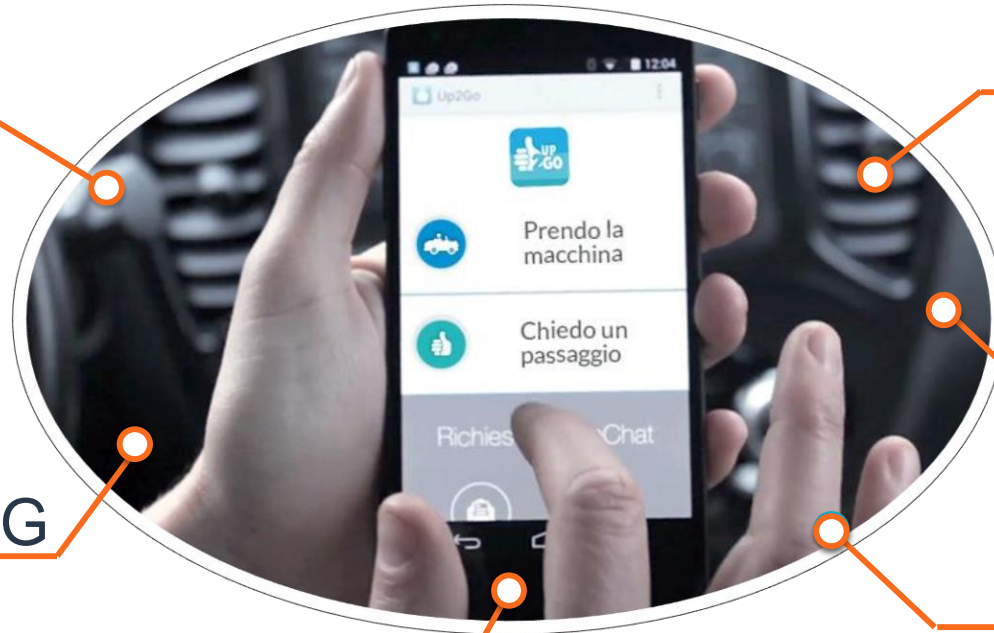
EASY
& FLEXIBILE

TAILORED

MONITORING

SCALABLE

REWARDING



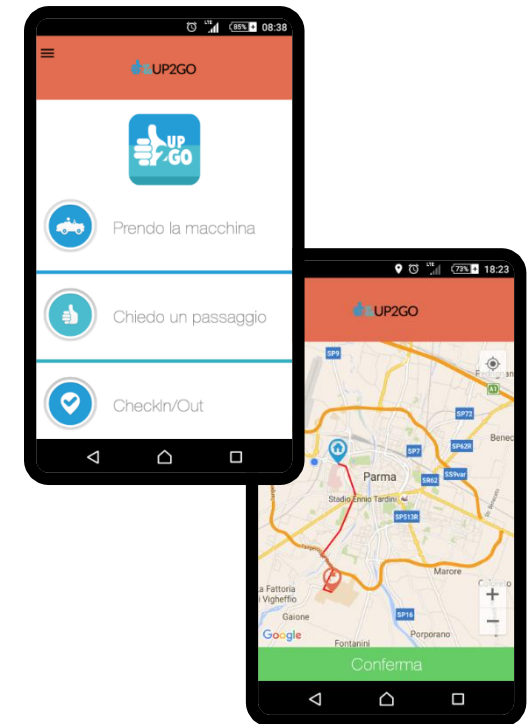
UP2GO DEVELOPED A CARPOOLING PLATFORM WITH THE FOLLOWING PILLARS:



- **SAFE** : users belong to the **same community**
- **EASY**: the platform can be used through smartphone/laptop/tablet from any operating system (Android, iOS, Windows). **Simple and intuitive**
- **FLEXIBLE**: It is possible to offer or ask for a ride at any point, also **on the go** thanks to the real time performance
- **TAILORED: personalization** for each community (e.g. Corporate logo, intermodal solutions)
- **SCALABLE**: the app can sustain a **growth** on number of users, sites and can be extended to network of communities
- **REWARDING**: users are incentivized through community prizes assigned based on **credits** earned
- **MONITORING ALLOWED**: UP2GO allows to report the main KPIs such as number of trips, credits gained and **CO2 saved**. The certified counter of CO2 inside the application is provided by AzzeroCO₂, energy-environmental consulting company, created by Legambiente, Kyoto Club and Ambiente Italia

CHARACTERISTICS

- ✓ Available through **app** (IOS, Android, Windows Phone)
- ✓ **Customizable** for each corporate/association and **safe** since it allows access only to community members
- ✓ **Intermodal** options (e.g. car sharing, taxi, company shuttle)
- ✓ Possibility to introduce **multiple** journeys with several stops and for multiple days
- ✓ Possibility to introduce journeys **among company sites and other points of interest** (e.g. school, hospital, gym, subway, train, airport)
- ✓ Each journey can be **saved** and **modified**
- ✓ Internal **chat** system
- ✓ Rewards can be collected based on **credits** gained and transformed in Greenapes Bankonuts and discounts on services and products
- ✓ **CO2** savings calculated and reported
- ✓ For each ride a **feedback** can be shared



UP2GO PROPOSITIONS

CORPORATE

National and Multinational Companies



- Brand reputation
- Welfare & CSR
- Economic Benefits

URBAN

Public Administration
Smart City, Hospital, School



- Incremental Services to citizens
- Green & Social Responsibility
- PUMS and Intermodality

LEISURE

Association & Aggregation Centre
Gym, Football club, Cinema,
Forum/Special Events



- Social Impact
- Fidelization
- Economic Benefits

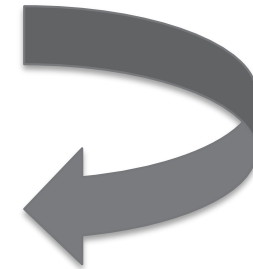
UP2GO USERS



Benefits for the Users

- Simplicity of usage
- Economic benefits
- Networking

Focus on Engagement



Rewarding



Users are motivated through **prizes assigned from the Community** based on credits earned

Communication Plan and gamification mechanism



LEGAMBIENTE

UP2GO offers high quality support on **Communication Plans** with ad hoc campaigns for users engagement, promoting a sustainability culture, also involving Legambiente

Social Network



Our App is integrated with the **social network GreenApes** offering additional solutions for rewarding and engagement

Partners



Autostrade per l'Italia is UP2GO Partner promoting car pooling with ticket discounts on some relevant highways

PARTNERS:

STRATEGY, TECHNOLOGY AND INTERMODAL SOLUTIONS



Digital agency founded in 1998, based in Modena and Milan, supporting UP2GO in the app development



SIS supports companies in the Social innovations topics and promotes UP2GO carpooling solution



MUV App

Urban mobility platform offering info.mobility services to the citizens and a modular platform to the municipalities based on MaaS (Mobility as a Service) technology



Autostrade per l'Italia is promoting car pooling with a ticket discount on the Milano – Como highway



Bike to work services



E-Vai electric car sharing is the practical and quick solution to move in a simple and economic way in the city. E-Vai stations are located near strategic locations such as airports, stations, squares, hospitals and universities throughout the region

PARTNERS:

GO TO MARKET, CONSULTING, COMMUNICATION AND PROMOTION



Energy-environmental consulting company, created by Legambiente, Kyoto Club and Ambiente Italia whose objective is to offer consultancy to improve energy efficiency. AzeroCO₂ provides the certified counter of CO₂ integrated in the application



LEGAMBIENTE

Legambiente is an Italian association focused on environmental sustainability and the promotion of green policies



SCS Consulting is a consulting company offering value added solutions for a sustainable growth. SCS is promoting UP2GO car pooling solution for special events (i.e. Forum)



GreenApes is a digital platform built to activate, acknowledge and reward the actions taken towards a better future. GreenApes and UP2GO have developed a synergic proposal to improve users engagement through gamification mechanism

Partnership is a strategic asset for UP2GO

Software houses, consulting companies, social networks and other main players:

- ✓ playing an active role in the **go to market strategy** boosting product sales with their salesforce
- ✓ allowing **end to end propositions** for communities: from supporting strategies on sustainability evaluation, to intermodal solutions through other mobility players up to gamification mechanism to boost **engagement**

UP2GO COMMUNITIES



CUS PARMA

Sports association with several locations and 1.700 members



LARGE PHARMA

Started with first site - 620 employees in a location



Multinational industrial group – 700 employees in Italy



BANKING GROUP

Several locations and about 4.000 employees already involved – in pipeline deployment to additional sites



BRICO/ LEROY MERLIN

Retailer location, with 1.000 employees



IT company, 4 sites with 2.000 people



4 municipalities near Milan, 22.000 inhabitants, 5 4 common destinations



The Italian Food Company. Since 1877.

Started with one location 1.000 employees – potential expansion to 10 with >5000 employees



Seat of 20 bodies working in the research field, with 200 employees



BANKING GROUP

8.000 employees, 14 locations



HEALTH CARE COMPANY

Company based in Brescia, 3 sites with 1.400 employees



Social community in Reggio Emilia 1000 people

TEAM



ELIANA CAPODICASA
SHAREHOLDER
GENERAL MANAGER



MARIELLA MANNINO
SHAREHOLDER
HEAD OF
OPERATIONS



ELENA SALSÌ
SHAREHOLDER
PARTNERSHIP



IRENE PIPOLA
SHAREHOLDER
STRATEGY & FINANCE



MICAELA PRATI
SHAREHOLDER
TECHNOLOGY



MANUELA BINI
SHAREHOLDER
BUSINESS
DEVELOPMENT



MARTINA COLUMBU
Marketing &
Communication



FULVIO PAZZI
Business
Development



ELENA COLLI
Business
Development



BARBARA TEDESCO
Business
Development



GUGLIELMO PILUTTI
Business
Development

PRESS

LA MOBILITÀ CONDIVISA GUADAGNA TERRA

totali cost di mobilità, con un'ulteriore posticipazione di tutto dello scostamento.

«UP2GO», la nuova tecnologia di sharing, è un servizio di mobilità innovativo, che ha permesso di aumentare il numero di utenti e di offrire un servizio di mobilità sempre più completo e flessibile. In questo modo è possibile generare un reddito aggiuntivo dalle autostrade per le aziende».

CAR PARTNER AZIENDALI
L'azienda ha lanciato un servizio di mobilità che si rivolge alle aziende e che permette di ridurre i costi di gestione del proprio parco auto. Il servizio è basato su un modello di noleggio a lungo termine e si rivolge alle aziende che hanno un parco auto di oltre 10 veicoli. Il servizio è basato su un modello di noleggio a lungo termine e si rivolge alle aziende che hanno un parco auto di oltre 10 veicoli.

UP2GO
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Il nostro ufficio a portata di app

Nuovi modelli per il car pooling «Ma adesso tocca alle imprese incentivare i viaggi tra colleghi»

La rivoluzione sta in un'idea semplice: unire il proprio ufficio al proprio parco auto. In questo modo è possibile generare un reddito aggiuntivo dalle autostrade per le aziende.

1.200 **1.500** **1.800**

BePooler **UP2GO** **Jobee**

27% **3 mila** **140 mila**

1.772 **10.300** **1.700**

2.500 **2.200** **50%**

DAVIDE BARTOLINI

GlaxoSmithKline Task force per la mobilità sostenibile

Carpooling, navetta, agevolazioni e corsi per ridurre l'impatto ambientale

■ Ogni giorno 1,8 milioni di italiani si recano al lavoro in auto, facendo gli stessi tragitti e viaggiando spesso da soli. Per cercare di porre freno a quest'abitudine, portando valore aggiunto alle persone e all'ambiente, GlaxoSmithKline di San Polo di Torriella nei primi scorsi ha lanciato la campagna 2018 per la mobilità sostenibile.

GSK Il responsabile di sicurezza salute e ambiente Carlo Manotti.

per raggiungere lo stabilimento, accordando uno sconto sull'abbonamento annuale - ha aderito 20 persone e vogliamo riproporre altre sessioni, valutando di incentivare la

notti - può scaricare l'App e offrirci come conducente o passeggero per i tragitti casa-lavoro, risparmiando e socializzando. A questo abbiamo aggiunto un sistema premiante: un posto auto riservato per i tre conducenti più disponibili ogni mese e un riconoscimento economico per i più virtuosi a fine anno».

Chiusura del ponte sul Po
Oltre a queste specifiche iniziative, sul tema mobilità segue l'impegno di GSK, dove dei pendolari penalizzati dalla chiusura del ponte con una navetta per la strada.

L'autosip si fa con un app

HANNO DETTO

«L'azienda ha lanciato un servizio di mobilità che si rivolge alle aziende e che permette di ridurre i costi di gestione del proprio parco auto. Il servizio è basato su un modello di noleggio a lungo termine e si rivolge alle aziende che hanno un parco auto di oltre 10 veicoli.»

UP2GO

UP2GO: un nuovo paradigma di mobilità quotidiana sostenibile

La nuova UP2GO, un app di carpooling aziendale e di comunità, è stata lanciata da GlaxoSmithKline di San Polo di Torriella nei primi scorsi. L'azienda ha lanciato un servizio di mobilità che si rivolge alle aziende e che permette di ridurre i costi di gestione del proprio parco auto. Il servizio è basato su un modello di noleggio a lungo termine e si rivolge alle aziende che hanno un parco auto di oltre 10 veicoli.

UP2GO

AWARDS



Winner of the WE HUBS European Award 2016



Member of Italian Sharing Mobility Observatory



Special Mention for Innovation – Project WWW – Call for Ideas and Solutions



Finalist at the «Premio Cambiamenti CNA» 2016



Finalist at the «Women & Work Start-Up» 2016



Entrepreneur of the Month for European Business Innovation



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