

PRESS Kit

2015

Zoom on mobility services



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Mobility, a market that's growing fast

The rise of new information and communication technologies depicts a society which is continually moving faster, where relationships with time and space are changing at the same time as behaviour and user practices.

From soft mobility (tramway, bike, walking...) to responsible use of vehicles (car-sharing, car-pooling, car rental schemes...) urban mobility of tomorrow will need to be part of a sustainable development strategy.

Consistent with its development policy and desire for continual innovation, Egis sees mobility as a tremendous growth catalyst boosting its consulting, engineering, operational and services businesses throughout the world.

Source of wealth and employment, new mobility challenges inspire a rethinking of urban organization, fostering new means of travel that are more sustainable, facilitating access for all and in all areas of mobility...

Our vision for mobility of the future and associated services can be stated in three points; energy efficient, multi-user, multi-functional

- As it will be **efficient in terms of energy**, resources and space tomorrow's mobility will be found in a future low carbon society.
- As it will be **multi user**, it will offer users a range of innovative solutions enabling real time travel optimization.
- As it will be **multi-functional**, mobility will require cities to be capable of adjusting the allocation of space, according to new needs of city dwellers in terms of travel.

Mobility is therefore at the heart of the new functional economy, increasingly based on usage rather than ownership. This is the reason for which, from now onwards, we need to design transport modes as independent services.

Under the Easytrip brand, Egis has offered since 2006 a whole range of mobility services for road users: private individuals, professionals and corporate fleets, national and international transporters.

Initially operational in Ireland (2006) then in the Philippines (2008), Easytrip has, over the last 4 years, launched its business in Europe, and as of 2014 in France, where it has become the first independent distributor of liber-t electronic toll badges and optimization services for private and professional fleet vehicles.

Growth by acquisition for accelerated development

As part of the development of its services to road users Egis acquired the Dutch company **Transpass BV** in 2011 and in 2013 the Italian **England TIR Group**. These two companies, specialized in the development of services for Heavy Goods Vehicle fleets, have reinforced the position of Egis in the electronic tolling market due to an improved geographic coverage of business activities and a wider range of services offered to European transport companies (electronic tolling, VAT recovery, ferry/train booking, petrol cards...).

More recently Egis acquired the **KiWhi Pass** solution, an access and payment card linked to a quick charge network for electric vehicles with more than 270 charging points in France.



This solution can be used with all types of charging stations (at the office, in parking spaces, residential buildings...) and with the same card the driver can recharge at any charging point with the KiWhi symbol.

« Amongst the range of services offered, the integration of KiWhi Pass represents a real advantage because it's an innovative service, controlled from A to Z, in the field of electric cars, where we were not present. It's essential for encouraging usage changes in the area of sustainable mobility», highlights Emmanuel Michaux, Président of Easytrip France.

A new partnership between Renault and Kiwhi Pass from Easytrip Services

The car manufacturer Renault and Kiwhi Pass have just signed a partnership for the establishment of an access and payment service for electric vehicle charging points.

For every Renault Z.E car already delivered or sold in France, customers have the possibility, via their personal space at myrenault.fr, to order for free a Renault Z.E. Pass powered by KiWhi Pass. Renault is offering its customers the ZE Pass as well as the first year's subscription.

Renault is the French leader in the electric car market with more than 60% market share in 2014. As of mid-March Renault has offered its customers the new KiWhi Pass service.

The Easytrip offer and its outlook

Today the Easytrip offer includes, amongst other services, electric tolling, smart parking (access to dedicated parking lanes, telematics payment), and booking services for rail-road transport/ferries for international travel, access and payment cards for recharging electric vehicles, petrol cards...

In the long term Easytrip aims to be among the top 5 European service providers to Heavy Goods Vehicle (HGV) transporters, by expanding its base and the services offered.

In addition to European electronic tolling services, train/ferry booking services with a greater range of electronic payment means, Easytrip intends to supply its clients with a range of multiple services corresponding to their needs for enhanced mobility. For example current work being conducted on telematics services which will enable transport costs to be optimized (trip optimization, "pay as you behave" insurance, secured trips, etc.).



Drive soft modes

Despite a reactivation of soft mobility in cities, distribution of public space still prioritizes the efficient flow of motorists. Yet the demand for public walking spaces and for nature has never been as strong.

Soft infrastructure now appears to be a favoured means of stimulating urban areas. It's also the preferred choice for establishment of green belts and blue belts, the ecological and urban interest for which is well recognized but continues to have difficulty finding its place in a city.

Egis is playing a role in the redefinition of the urban model, by reinforcing inter modality and complementarity of alternative transport, and through development of soft mobility services within urban spaces.

BikeU

In Poland where the Group has been present for many years with engineering and motorway operation projects, Egis has developed the BikeU solution which encourages alternative mobility in the city centre, promoting and facilitating the use of self-service bikes.



Egis has put in place the rental infrastructure (hardware + software), the bikes, the internet site and a dedicated mobile application for information, location and payment, real time information on bike availability in each station and information on available places for returns - all can be accessed via a Smartphone.

Egis also ensures operation and maintenance of the infrastructure and customer relationship management.

Today the group is present in Cracovie (270 bikes, 30 stations), Szczecin (360 bikes, 33 stations), Biesko-Biala (130 bikes, 12 stations) and in Bydgoszcz (310 bikes, 31 stations).

Improve management of city traffic

Moov&Park

Egis has designed and developed Moov & Park, a complete system for improving the parking strategy of a city.

The strategy is based on three pillars: parking fee harmonization, improved rotation of resident's vehicles and greater attention to payment of parking fees.

The system implemented by Egis uses state of the art technology and is continually aiming for more efficiency. All licence plates of cars wishing to park in the city need to be registered on the internet site of the city. Specific permits with more attractive parking fees or offering free parking can be accorded to certain population groups (residents, visitors, people with reduced mobility and others).

A digital payment system, for example by mobile phone, means users don't have to leave their cars to pay for their parking. They can also extend the time they stay in a parking space by making an additional payment electronically from a distance.

Particular zones or « sensitive » parking spaces (reduced mobility spaces, delivery zones, etc.) are equipped with sensors. Information regarding their availability can be given in real time, enabling remote monitoring as well as reservation of spaces. With real time management of delivery zones the parking offer in a city can be enlarged.

Finally, enforcement of parking fees payment is undertaken via an automatic and mobile monitoring system: vehicles used by parking inspectors are equipped with automatic number plate recognition (ANPR) cameras.

With this service Egis has made payment and monitoring of city parking a digital process and in doing so generated a significant increase in productivity, while reducing urban congestion and pollution (greenhouse gases and fine particle emissions).

Modify behaviour with reverse tolling

BNV Mobility

Egis, via its subsidiary BNV Mobility develops innovative services for mobility management and proposes an integrated system to enable improved traffic flow on highways and arterial roads whilst highlighting the principle of individual responsibility.

Convincing initial pilot projects in the Netherlands

BNV Mobility initially tested the project in the Netherlands, one of the most densely populated European countries and a country where all roads are free of charge. In this context the challenge to BNV Mobility was to propose solutions to reduce traffic at peak hour in the big Dutch cities, without putting in place any additional infrastructure.

As of 2009 BNV Mobility has worked with success on several projects which have led to changes in Dutch commuter behaviour.

Amongst these projects the *Wild! van de spits* service, implemented in the Rotterdam area, has more than 10 000 participants. The *Wild! van de spits* service offers participants a bonus if they avoid using their car during peak hour in the congested areas around Rotterdam. **The system is based on the concept of reverse tolling:** when motorists accept not to use their car during peak hour, either by changing the time of their journey, by using public transport or another system of transport or car sharing, they receive a reward of several euros. Thanks to this system 4,100 journeys are avoided each day in Rotterdam, with an observed average of 40% participation (of registered programme users) each day for a credit of € 3 in cash or € 3.50 credit on a transport card.

BNV Mobility has positioned itself as the pioneer and European leader in this new market of behaviour changing programmes associated with compensation systems. It has developed specific expertise in the selection and recruitment of suitable participants as well as developing expertise in the process of communication, incentive design, monitoring and rewarding.

In its 6 years of existence BNV Mobility has been able to implement and test other technical solutions, such as on board units (tracers) and Smartphone applications. This range of solutions has enabled it to choose the most adapted technology, in line with the project ambition and available budget.

To align public and private sector interests, new business models are emerging to economise public funds. BNV Mobility has designed a new model under the myjini brand, based on the principle of a participative economy. Companies interested in behavioural changes of users to promote sustainable mobility or eco-driving can become a sponsor of the loyalty programme. BNV Mobility has created a scheme which provides a 25% reduction in the cost of owning car. By avoiding peak hour and adopting eco-driving techniques, points earned are directly translated into a reduction in monthly insurance instalments, petrol voucher or discount card for a reduction of car maintenance costs...

The global solutions for mobility management developed by BNV Mobility are an excellent complement to the operational services and road maintenance offered by Egis (2 400kms of existing motorways throughout the world) and to its businesses serving road users, developed under the Easytrip brand.

The challenge for Egis is to export this concept outside of the Netherlands, in particular to countries where the Group markets other services under the Easytrip brand.

Electro mobility

Over the last years development of carbon-free vehicles (100% electric and hybrid rechargeable) has intensified. In the current context, characterized by constant confrontation with climate change challenges and rising costs of petrol, renewable energy and new electro mobility projects are meeting with increasingly receptive public authorities.

The expected growth in the number of electric vehicles must be supported by the development of charging infrastructure - adapted, dense and accessible to all.

In response to this evolving context Egis is proposing a concession based services model for privately owned or commercial parking areas, based on charging solutions for electric vehicles. This offer provides for the installation of « smart » charging points in parking areas.

Solutions envisaged include management of access and pricing for users (multiservice), back-office billing and diverse means of payment (card, Internet, call-center, SMS, Smartphone...), in addition to inter operational clearing houses.

And tomorrow?

Egis continues to explore the possibilities offered by the very promising mobility market and already envisages positioning itself for future models...

...car-pooling for home-to-work journey; car sharing which implies occasional and shared use of a car; operation of dedicated mobility infrastructure such as high-occupancy vehicle lanes; operation of Smart Grids for charging electric vehicles...

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