



# Freshmile

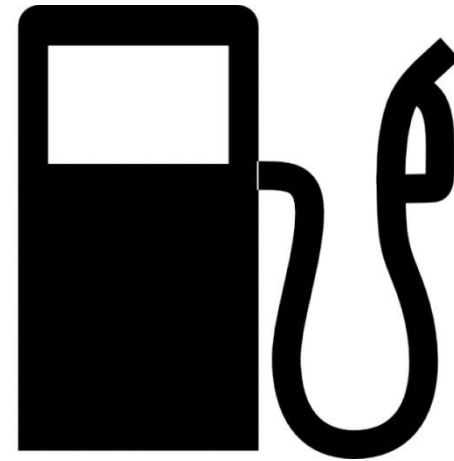
## Make your charge easier

June 2017



Why do you need a  
charging service operator?

# Electric vehicles need service



Not all charging stations are similar  
Private vs public vs free vs pay-for  
Waiting time is not an option  
Even fast-charging takes time

All pumps are similar  
Pricing per litre, everywhere similar  
Queuing is not a problem  
3 to 5 minutes in all

Quality real-time information pushed to end-user is key

# What does a charging service operator do?

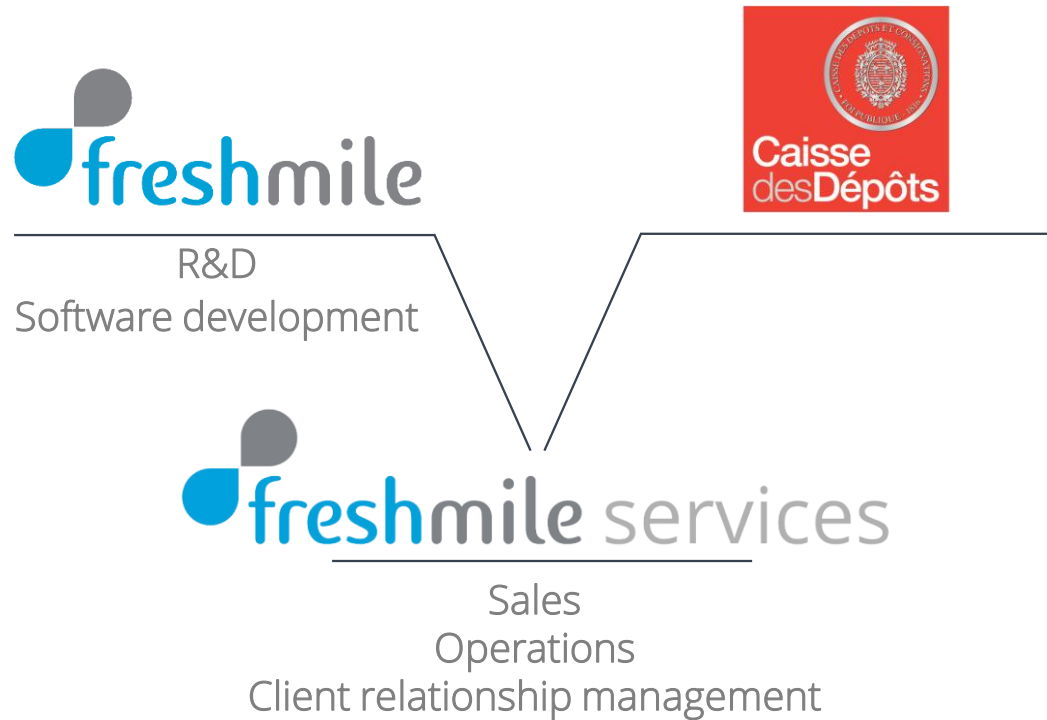
- Charging point operator (CPO)
  - Technical operation of charging station networks
  - For own account and on behalf of infrastructure owners
  - Public and private owners
  - Management of administrative issues: pricing, billing, roaming
- Electric mobility services provider (EMP)
  - Providing end-users with accurate information
  - Providing easy-to-use web apps and mobile apps
  - Providing client helpdesk
  - Collecting payments

# What does Freshmile do?

- Software development
  - 100% internally controlled
  - From servers to back-office tools to end-user mobile apps
- Operations centre
  - Monitoring ca. 1,500 charging points daily
  - Troubleshooting issues
  - Coordinating maintenance works
- Client relationship management centre
  - Helpdesk with hotline
  - Account management
  - Billing & admin

Who we are

# The alliance of a start-up with France's largest institutional investor



Our partners



# User-centric service

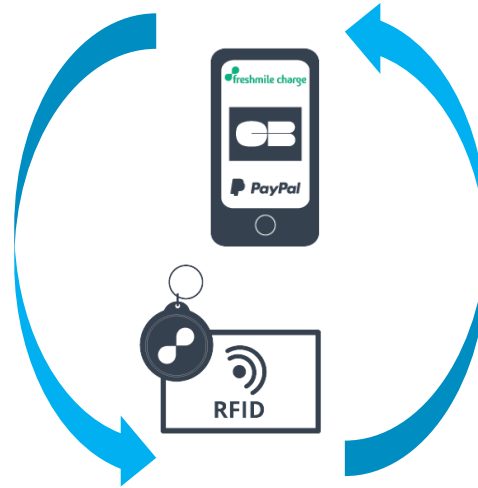
Many charging experiences, one single solution

Public charging stations

Private charging stations

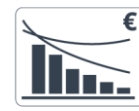


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# Pure-player in services



Consultant	Equipment manufacturer	Installer
Project management	Product design	Civil works
Hardware procurement	Manufacturing Distribution	Electrical works
Services procurement	Technical support	Commissioning

Maintainer	CPO (*)	EMP (**)
Planned & repairs	Access rights management	Customer relations
Spare parts	Operations centre	Web, mobile app, RFID
Operations support	Reporting	Payment collection



Activities carried out by partners



Activities carried out by Freshmile with partners



Freshmile's core activities

(\*) Charging point operator

(\*\*) Electric mobility provider (aka EMSP)

# Features

# Charging point operator

For :



Freshmile ensures

Remote monitoring

Maintenance management in cooperation with installers and maintainers

Access rights management according to charging point owners' choices

Access to activity reports

Charging point owners optimise

Charging infrastructure availability

Controlling and monitoring

# Electric mobility services provider

For :



## Freshmile ensures

Tariff management, including exotic price structures

Display on third-party apps

Roaming management, including admin with third-party operators

Payment collection from end-users and third-party operators

## Charging point owners optimise

Access to their charging infrastructure

Visibility towards the European EV drivers community

Client relationship management, thanks to Freshmile's dedicated call centre

# User experience

For every single charging point, a variety of access means and payment means offered to end-users



The image shows a digital interface for 'freshmile charge'. At the top, the logo features a stylized 'f' made of two overlapping circles (one blue, one grey) followed by the text 'freshmile charge' in a sans-serif font. Below the logo is a white rectangular area containing a QR code on the left, a smaller version of the 'f' logo in the center, and the text 'ID:ABCD1', 'xfrm.fr/ENTZ1', and 'freshmilecharge.com' on the right. Underneath this white area is a row of payment logos: 'eB' (Eurobank), 'VISA', 'MasterCard', and 'PayPal'. The bottom section of the interface is a solid green background with white icons and text. It includes a headset icon next to the phone number '03 88 68 84 58' and the text 'lundi au dimanche - 7h à 22h'. Below that is an envelope icon next to the email address '[support@freshmile.com](mailto:support@freshmile.com)'. Further down is a book icon next to the website 'freshmilecharge.com'. At the very bottom, there are two black buttons: 'DISPONIBLE Google Play' and 'Télécharger dans l'App Store'.

**freshmile charge**

QR code | ID:ABCD1  
xfrm.fr/ENTZ1  
freshmilecharge.com

eB | VISA | MasterCard | PayPal

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# Mobile app for iOS and Android

Free of charge real-time data

Web: [freshmilecharge.com](http://freshmilecharge.com)

Mobile app: Android & iOS

Example of information freely available

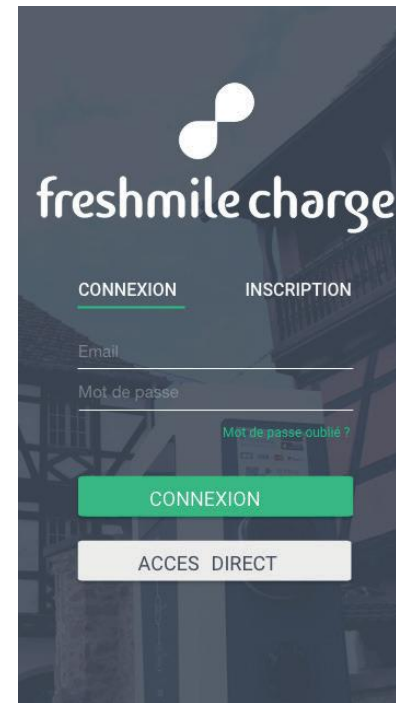
Power

Connector type

Availability

Prices

Directions and navigation



Also available in white labelling, with your own branding

# Taking care of end users



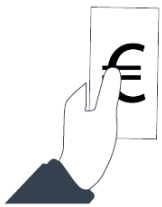
A call centre 100% dedicated to EV charging

A team of EV charging specialists reachable 7/7 from 7am to 10 pm



Multiple ways to access the service

RFID card, mobile apps, web browser



Several payment means

Online and mobile, prepaid, one-off, with or without any sign-up



# Maximum visibility, maximum use

Charging point owners entrust Freshmile with the task to maximise charging infrastructure usage



## Maximum visibility

Referencing charging points on third-party private and public platforms



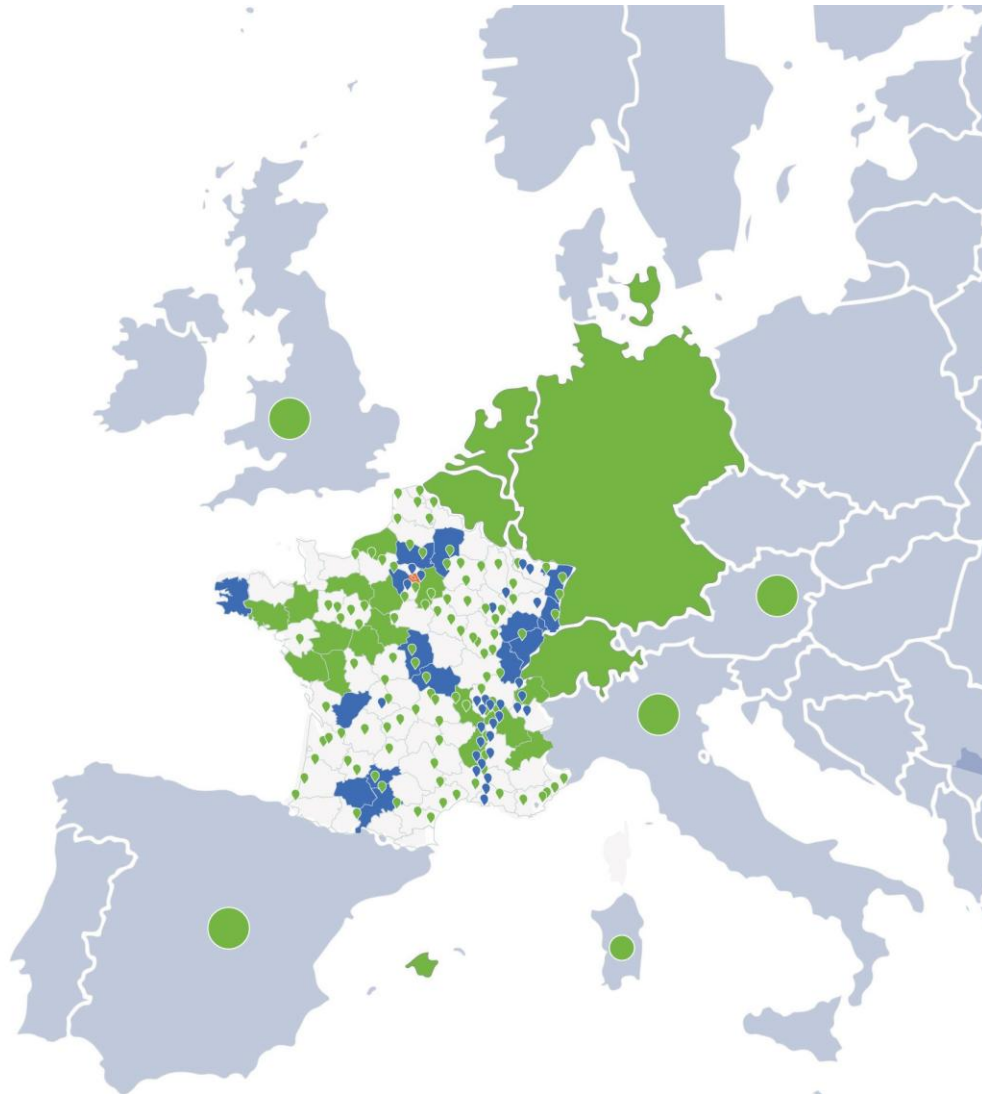
## Maximum openness

Connecting to main roaming platforms and to OCPI P2P protocol





# Access to the largest network in Europe



50,000 charging points available with Freshmile RFID card

10,000 charging points available through the mobile app

1 single RFID card

1 single app

Network data as of September 2017



## Contact

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