



&



Agenda

01

Sustainable mobility & the BePooler solution

02

A possible joint project



Background: Aptar



- The world is experiencing a mobility transformation. In a world with limited resources growing at a breathtaking rate, we cannot afford **to have cars parked 95% of the time**. Or that many cities devote up to 50% of their space to vehicles. This needs to change. And it will.
- BePooler mission is to provide companies with holistic mobility solutions that create more sustainable and efficient work environments. Whether carpooling, smartparking, or e-cars, we stand for shared usage. We want to change the way we commute to work.
- **Sharing Mobility** in Switzerland is gaining momentum as it is seen as a simple way to address the issues of hyper-congested roads and skyrocketing parking fees.

Carpooling with a huge potential, but still mainly untapped

What could be saved by carpooling



Between 40% and 60%
of workers drive their own car to work

9 cars out of 10 with
only 1 occupant



135 hours/year "lost"
due to congestion

10-15% of household budget spent in
transportation;
2 tons of CO₂ / inhabitant caused by cars



Barriers limiting carpooling

1 Complexity of coordination
(time, paths, ..)

2 Lack of trust for strangers
in own car!

3 "...what if I am left without
a ride back home??"

4 "Why should I do it?"

What do we do?

BePooler is a smart mobility operator focused on travel sharing (Private Car, Shuttle, Taxi, Car Sharing, etc).

It provides companies and commuters a fast and safe way to to: (i) drastically reduce the costs of trips for commuters (ii) drastically reduce the number of circulating cars through the optimization of the seat occupancy (iii) drastically reduce the negative consequences of the urban traffic (Co2, acoustic pollution, rate of incidents, etc). With the App of BePooler it is possible to (i) **manage shared trips**, (ii) **receive incentives** and (iii) **book reserved parking**.

Combining **pooling** and **parking** place management has shown to foster trip sharing and an overall reduction of needed parking spaces

Clear and intuitive
planning of the trip

Real time sharing
of trip's expenses

Automatic
assignation of
incentives


BePooler
Move together



Easy and fast
registration

Reporting and
monitoring

Platform for
managing
parking

Advantages for Employees



Advantages for Companies

01

Employees Income

Increase employees income (even more than 1000 EUR per year)

02

Welfare

Increase of the employees fidelization. It is a successful Corporate Welfare tool.

03

CSR

Tool for Corporate Social Responsibility

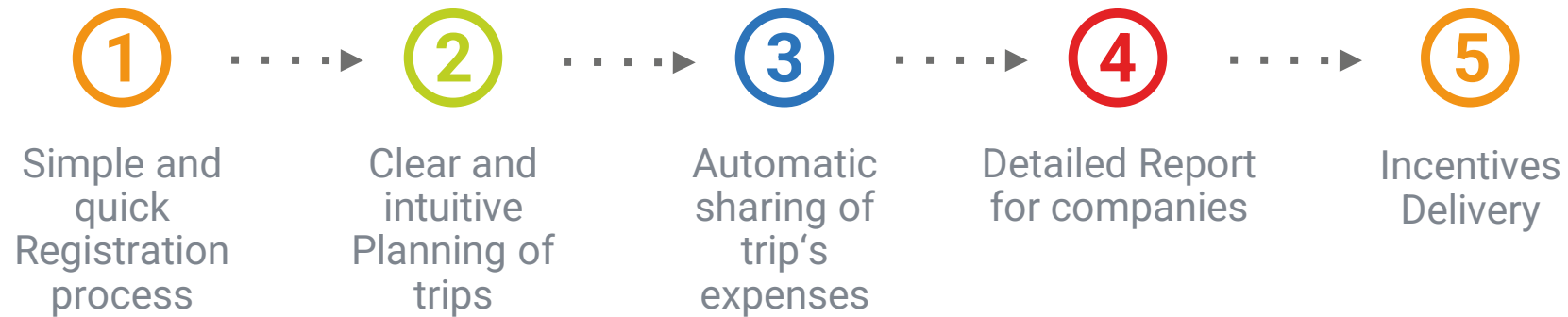
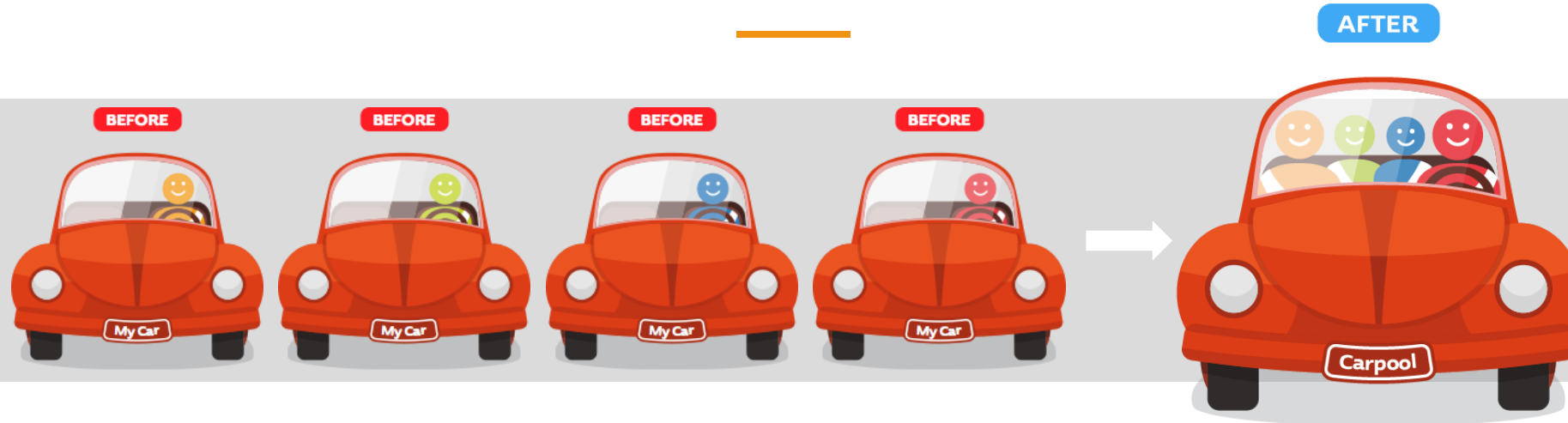
04

Environmental Protection

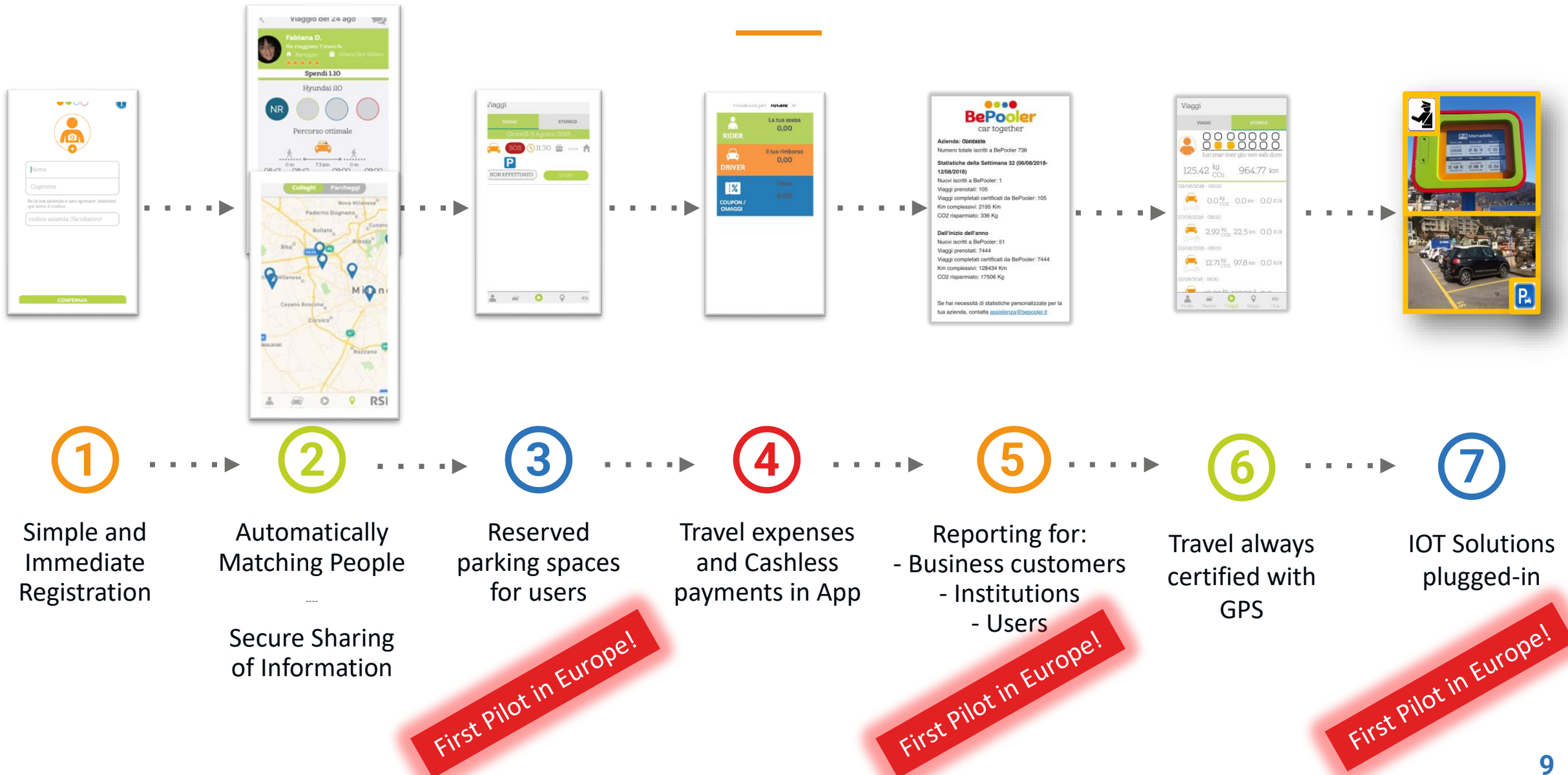
Reduction of the corporation's environmental footprint (1.000t of CO₂/year for companies with 1000 employees).



BePooler: how does it work



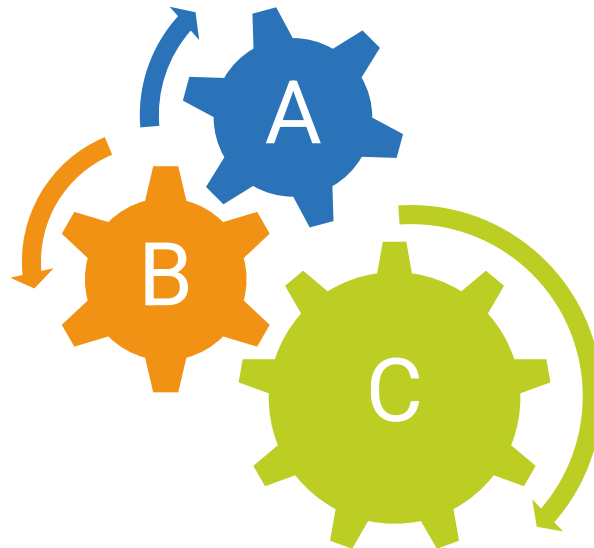
CarPooling ... with an extra gear!



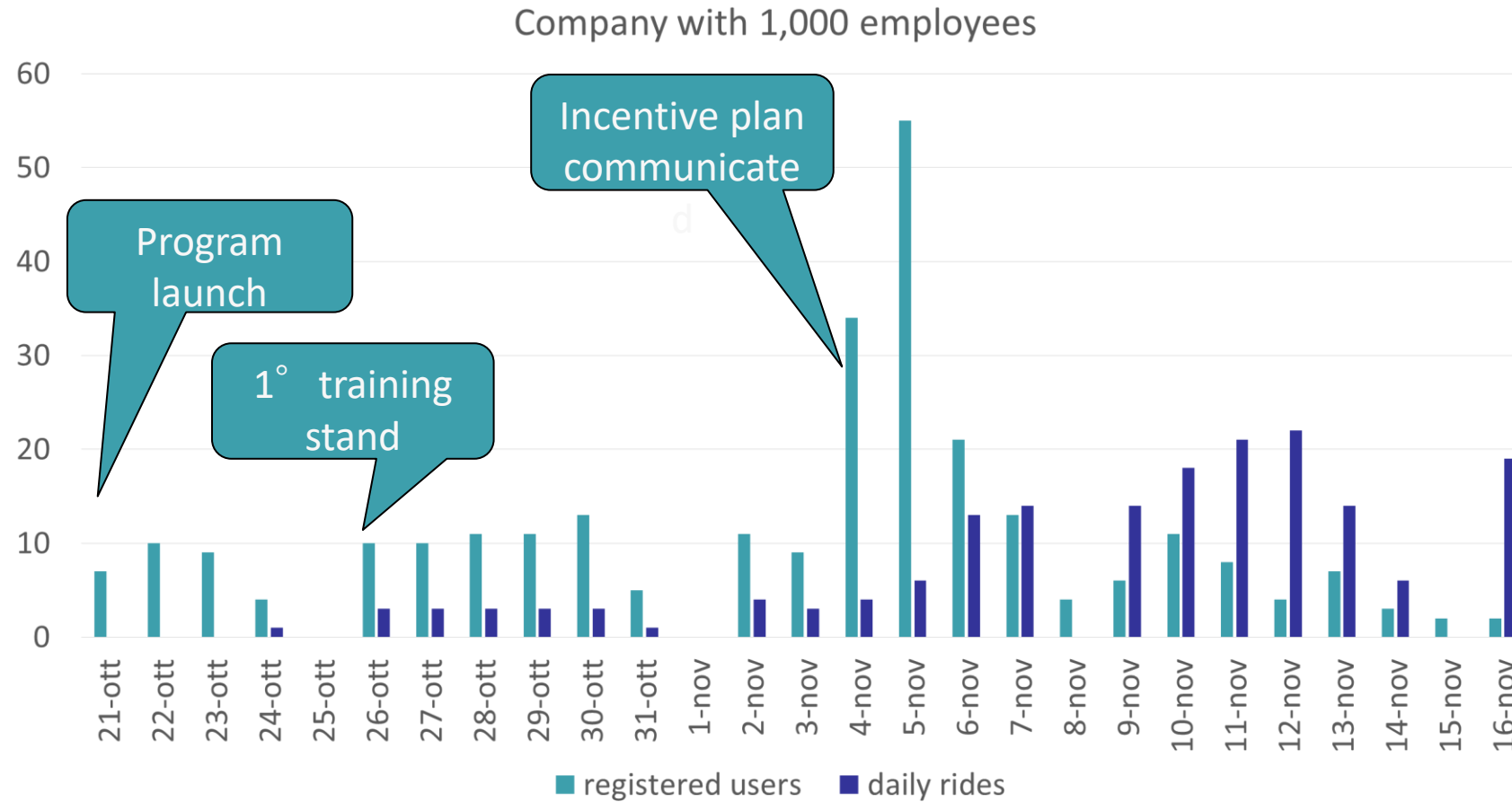
Incentives for employees



BePooler created a platform to encourage the adoption of carpooling through different possible incentives



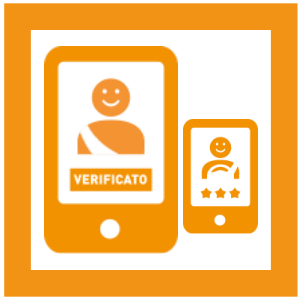
Proven effectiveness across pilot clients



Approximately 20 trips completed daily.
Average distance driven 15 km.

Every day more than 300 km driven carpooling with BePooler

User Privacy and Security



- *BePooler* pays great attention to the *privacy issue*. The data processed are those needed to provide the service *carpooling*. For the *storage* of data **BePooler** makes use of the platform *cloud* of **Microsoft** (Azure) that provides *standards* of safety among the most important in terms globally. Furthermore, **BePooler** adopts a certified procedure for the management of information *compliant* with the EU GDPR legislation.
- **BePooler** ensures maximum *privacy* for all the *users* and data security, communications.
- **BePooler** not collect and any sensitive user and allows only that users can access the information strictly necessary for the training of crews for the shared journey.
- **BePooler** manages different levels of qualification for corporate incentives (for example a driver can book a car spot dedicated to carpooling only if he is traveling with a colleague without identifying the person concerned by name or assign fuel vouchers only to the drivers and not to the entire crew without affecting the remaining members of the same).
- **BePooler** is able to provide a real-time *report* access to corporate parking lots with the list of plaques and crews authorized to business areas in compliance with the EU legislation GDPR.

BePooler provides a platform to manage reserved parking

“BePooler provides an app to reserve and manage parking areas for BePooler users”

- ✓ BePooler provides an instrument to reserve and manage parking areas
- ✓ The Platform is synchronized in real time, and shows, with an electronic display, the carpooler's licence number.
- ✓ Carpoolers find their licence number at their reserved parking.



Real time synchronization



Plug & play
(no installation needed)

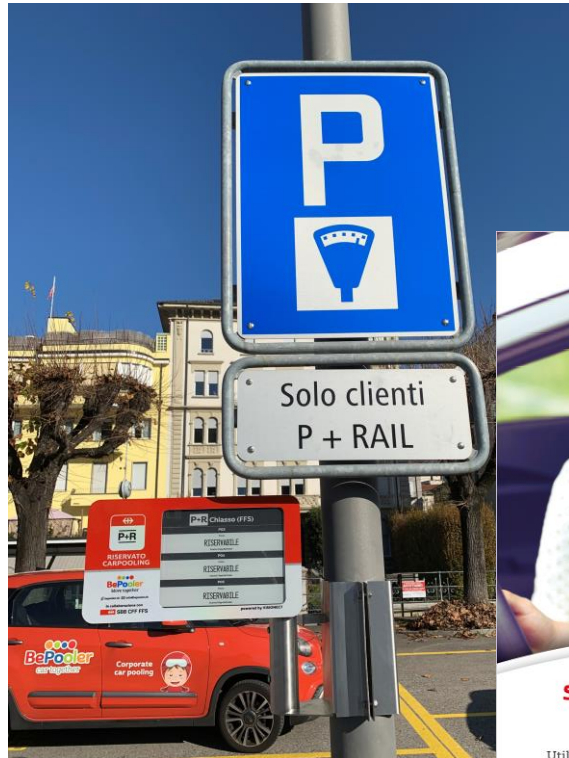


No power system
(solar powered)



Successful example together with SBB AG

BePooler Carpool reserved parking in Chiasso, Balerna and Stabio FFS



Scegli i nostri Park+Rail nelle stazioni FFS, sono comodi e convenienti!

Utilizzi i Park+Rail FFS ogni giorno? Hai mai pensato di condividere l'auto con persone che scelgono lo stesso Park+Rail? Valuta i vantaggi del carpooling di BePooler a Chiasso, Balerna e Stabio:

- Riduci le emissioni di CO₂ contribuendo a migliorare l'ambiente
- Disponi di un parcheggio prenotato e gratuito per l'intera giornata
- Cerchi e offri passaggi con pochi click attraverso la nostra app

Scarica l'app Registra il profilo Inserisci l'indirizzo di partenza Inserisci il Park+Rail come indirizzo di destinazione

- Puoi scegliere di dividere le spese con il nostro borsellino elettronico.

BePooler
Move together

bepooler.ch
info@bepooler.ch
091 600 92 40

In collaborazione con
SBB CFF FFS



A report is produced and certifies the trip



BePooler provides an automatic email with the list of AUTHORIZED LICENCE PLATES; they won't have to pay any fine.

BePooler provides a solution to manage reserved moto/bike parking



Selezionando un parcheggio con la "P" e il pallino verde, si aprirà la schermata che consentirà di prenotare un posto



Selezionando un parcheggio con la "P" e il pallino arancione, si aprirà la schermata che consentirà di mettersi in lista d'attesa



Successful example together with Allianz Spa

BePooler moto/bike reserved parking in Milano Tre Torri

3:11

Scegli i servizi che desideri utilizzare

Carpooling

Taxi

Parcheggio Moto

10:06

Modifica Moto

Targa

Badge

INDIETRO

CONFERMA

PROFILO

PLANNER

VIAGGI

MAPPE

RSI CHAT

Inserire la targa della moto e il codice badge per poter usufruire del servizio

Selezionare la voce parcheggio moto per completare la registrazione

Una volta completata la registrazione l'utente si ritroverà nella schermata principale con l'elenco dei posti disponibili

3:11

Moto Taxi

lunedì 13 settembre 2021

Parcheggio Test	1 posti disponibili	P
Parcheggio Test2	1 posti disponibili	P

martedì 14 settembre 2021

Parcheggio Test	Lista d'attesa disponibile	P
Parcheggio Test2	1 posti disponibili	P

mercoledì 15 settembre 2021

Parcheggio Test	1 posti disponibili	P
Parcheggio Test2	Lista d'attesa disponibile	P

giovedì 16 settembre 2021

Parcheggio Test	Lista d'attesa disponibile	P
Parcheggio Test2	1 posti disponibili	P

venerdì 17 settembre 2021

Parcheggio Test	1 posti disponibili	P
Parcheggio Test2	1 posti disponibili	P

sabato 18 settembre 2021

Parcheggio Test	1 posti disponibili	P
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PROFILO

PLANNER

VIAGGI

MAPPE

CHAT

BePooler provides a solution to manage reserved “single use auto” parking



Selezionando un parcheggio con la “P” e il pallino verde, si aprirà la schermata che consentirà di prenotare un posto



Selezionando un parcheggio con la “P” e il pallino arancione, si aprirà la schermata che consentirà di mettersi in lista d'attesa

Successful example together with Rapelli SA

BePooler “single use auto” parking in Rapelli/Stabio



Il simbolo dell'auto arancione con la "P" significa che abbiamo prenotato un posto.
Nella descrizione possiamo leggere posto che è stato assegnato



Il simbolo dell'auto grigia con la "P" significa che abbiamo prenotato un posto ma siamo in lista d'attesa



La "P" con il pallino arancione significa che il parcheggio non ha posti disponibili ma ci si può mettere in lista d'attesa



La "P" con il pallino verde significa che il parcheggio ha dei posti disponibili che possono essere prenotati



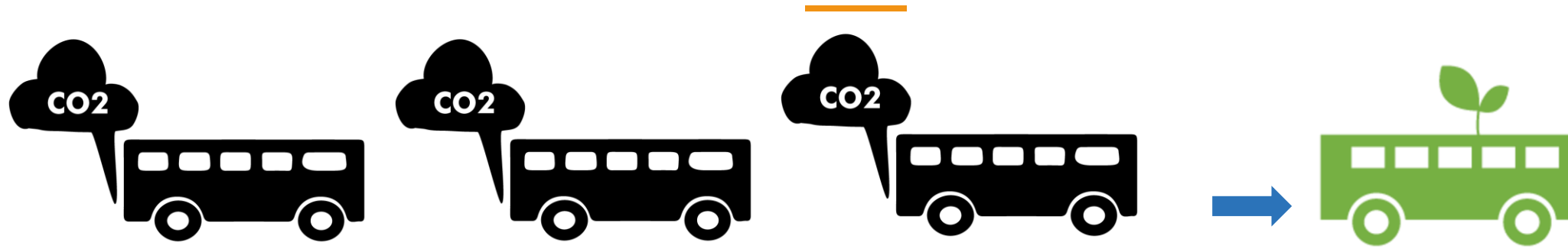
Solutions for Shuttle Trip optimization



Corporate Mobility Partner

- **Everyday needs of use**
- **Allied of
Multimodal Commuting**
- **Proven Business Model**
- **Perfectly compliant with laws and regulations** on mobility, labor law and tributaries

BePooler provides a platform to manage Shuttle Trips



**We easily help Companies in Optimizing Shuttle Trips giving
More Quality to their Employees and
Saving on Mobility Expenses**

We have developed a unique proprietary technology to

**Optimize Shuttle
Trips**



**Manage Shuttle
Reservations**



**Integrate Trip
Optimization Solutions**



BePooler shuttle - ROI



SAVE 40%



Immediate Save
of Money
(from 10 to 40%)



Company
Monitors
in Real Time
Shuttle Occupancy

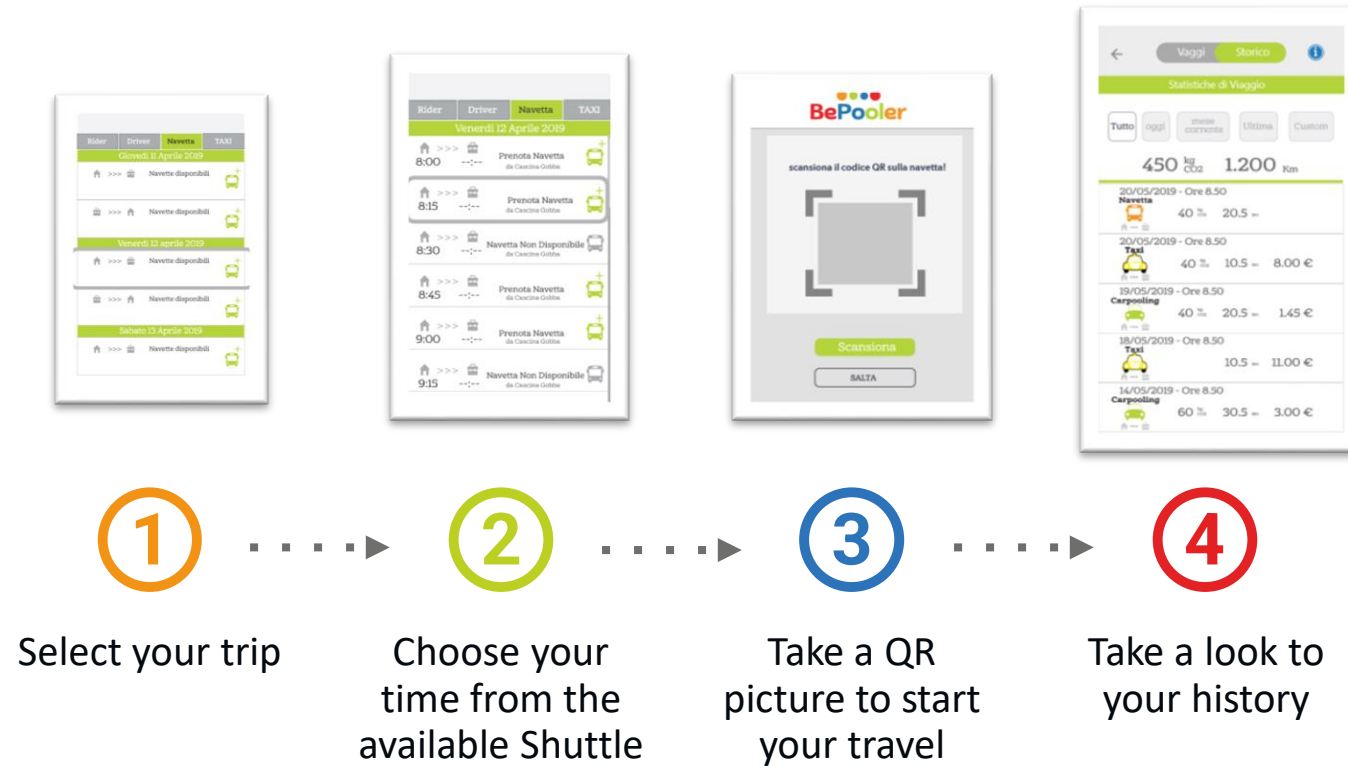


Mobility
Manager
Monitor



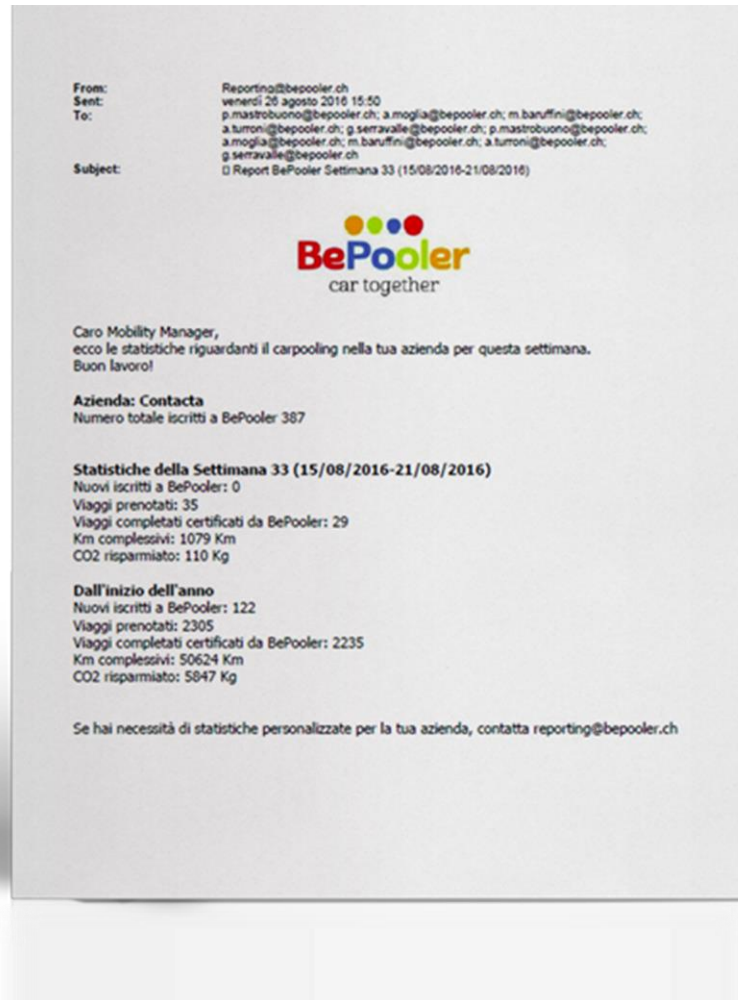
Certified CO2
Saved

Company shuttle - user engagement



First Pilot in Europe!

Dashboard for Corporate Mobility Manager



Reporting available to
Mobility Manager



Identification of "compatible" trips



Trips executed in "carpooling"



Certified reporting

→ CO2 saved, shared expenses, trips avoided,...

*Powerful tool to learn about our employee needs,
and strengthen their motivation and engagement*

Consumers Engagement: opportunities to strengthen the strength of the brand, with consumer-oriented initiatives



Info point

Physical presence and proximity to create enthusiasm around the initiative



Materials @ locations

Increase visibility at physical locations



Media

Communicate brand support to the theme of carpooling



Loyalty / payment cards

as a tool to deliver accumulated benefits and generate loyalty



Communication @ parkings

as a reminder for all customers that pass in front of you

In-house communication



Internal communication is an essential part of the success of the CarPooling initiative. Alongside communications with traditional NewsLetter and Intranet some companies have given ample space to payroll communication which effectively captured the attention of potential users.



Intranet Hugo Boss (CH)



In-house Communication a2a (IT)

«Below the Line»



The repetition of the message is essential to give strength and emphasis to communication. Thanks to "Below the Line" actions it is possible to effectively reach users by reminding them of the initiative in progress.



Bullettin board Mondadori (IT)



Flyer Intesa (IT)



Info Point Allianz (IT)

What makes us unique and efficient



Why use BePooler



Company Point of View

1. Less Parking Costs

Optimize your parking (carpool/Moto/Bike) usage and save costs

2. Free SBB Parking

7 Free Intermodal Parks in Chiasso City Area (es. Chiasso, Balerna, Stabio) only for BePooler CarPoolers

3. Taxi Pooling (only in Milan City Area)

The new Way to take a taxi. Save up to 30% on current expenses

4. Shuttle Bus Costs Optimization

Optimize shuttle bus costs up to 40%

5. Sustainability Report

Accurate Report with the reduction of pollutant emissions

6. More Welfare Acts for Employees

Investing in welfare produces greater job satisfaction and loyalty within your employees



Why use BePooler



User Point of View

1. Less Costs for Commuting to Work

Thanks to BePooler and Free Company Parks, users save time and money traveling to their jobs and looking for parking. **Actual annual savings is around CHF 2320** (CHF1440 shared trips + CHF880 free parking)



2. Increase in Quality of Work Life

Sharing trips, having a free reserved parking spot, and saving money to reach the office all generate well-being for employees



3. Access to Dedicated Incentives

Access to dedicated incentives through company welfare is an important motivation to help employees in changing their lifestyle behaviors



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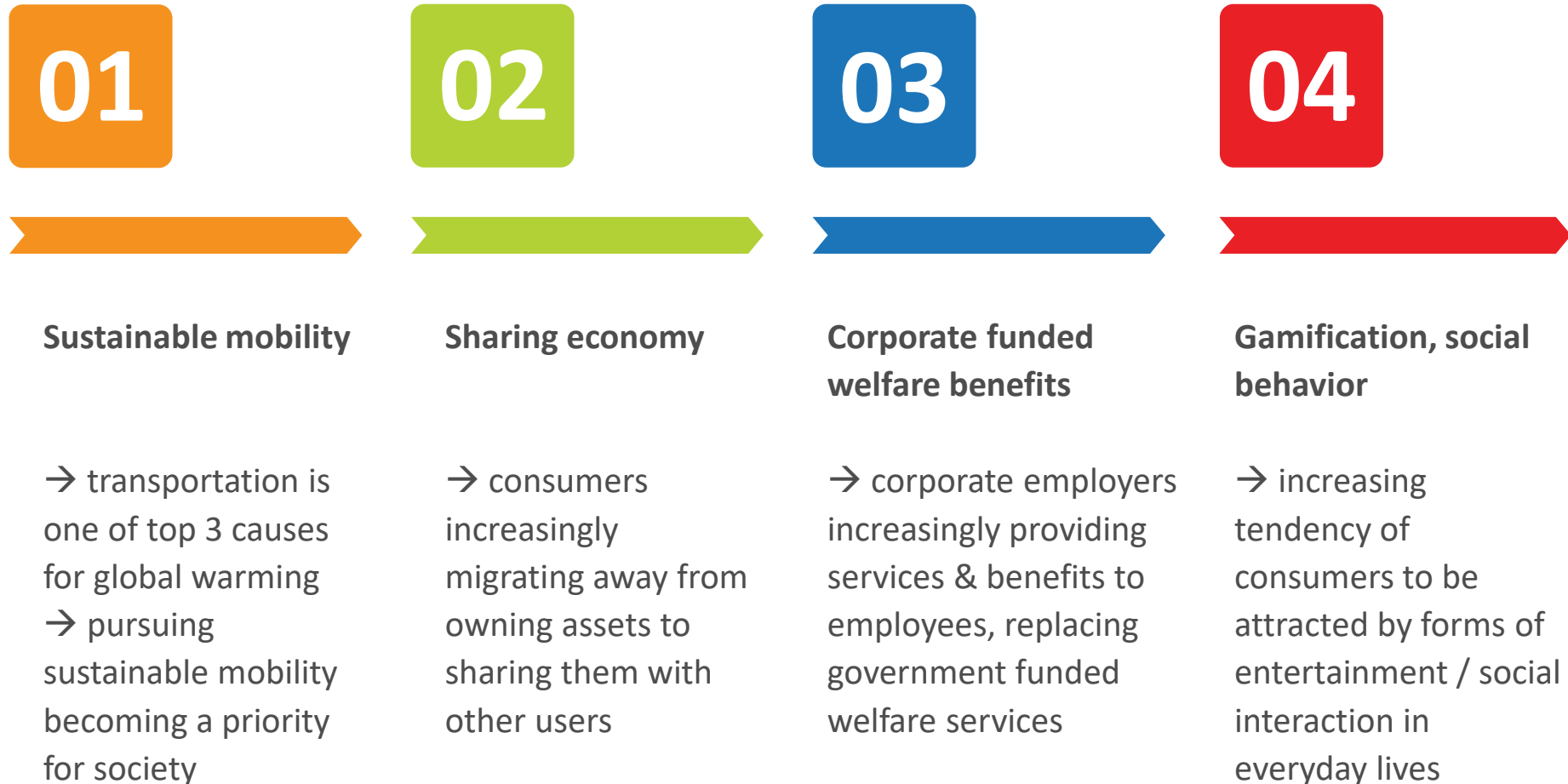
A possible joint project



Why APTAR should embrace the project...

- 01 Mobility of employees is a relevant topic
- 02 APTAR is a leader in employee satisfaction / caring (project would position APTAR at the leading edge of corporate funded benefits innovation)
- 03 Incentives on carpooling represent a multiplier of available income for employees
- 04 BePooler has proved particularly successful with Swiss companies having clear working shifts like APTAR (i.e. **“Gnosis SA (Lesaffre) or JABIL AG projects”**)
- 05 Tax benefits
- 06 Topic at the frontier of Industry 4.0 and digital automotive
- 07 Strong reduction of environmental footprint (best possible investment in "footprint" reduction)
- 08 Possible area of collaboration with local governments / municipalities

Our solution is coherent with several megatrends



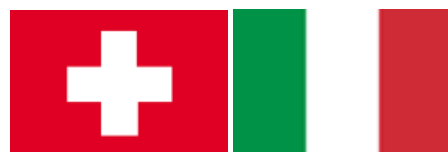
Annex effectiveness across launch clients



Awards

June 2017	October 2018	December 2018	February 2019	May 2019	November 2019	November 2021
 Selected as Best Mobility Solution for 	 Innovation Champion 4.0 Innovation Area	 Best StartUp Mobility Area	 Selected out of 568 application as EUSP TOP150	 Selected out of 100 European Smart Cities startups ready to scaleup	 Best StartUp Open Innovation	 Best StartUp Open Innovation 3 classificato: BePooler - Handy Trip

Just the beginning...



www.bepooler.com

info@bepooler.com



BePooler SA

Via Zurigo, 19

6900 Lugano

Tel. +41 91 600 92 40

www.bepooler.com

 Google play  Apple Store

