



**Simplifying the charging  
experience for electric  
vehicles**

**UP&<sup>®</sup>  
CHARGE**

**Wireless charging  
solution**

**UP&<sup>®</sup>  
CHARGE**  
Bornes mains libres





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CHAIRMAN

General practitioner. **Expertise** on **health risks, the PMR and communities segment**



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Business and financial strategy **at Accenture, Fabernovel and Bengs**



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Electronics and Electrotechnical Expert. **Inventor of the first electric scooters** 15 years ago

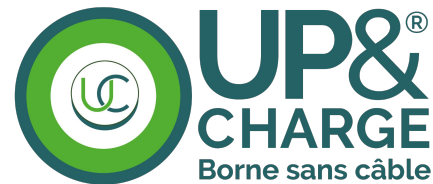
**ADVISORS**



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**Europe is expected to have 43 million charging points for electric vehicles by 2030.**

**Do we want 572 million km of cable\* and waste 400M tons of raw materials?**

**\*An average of 2 cables per vehicle for Europe in 2030**

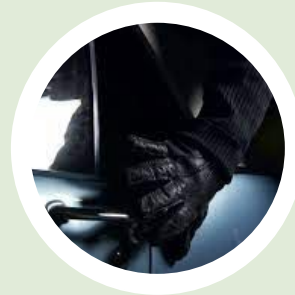
## The charging experience with a cable terminal is complicated



7-10m cables that get dirty



Cables causing accidents



Cables to be replaced (wear, theft)



Different badges for different operators

How about simplifying the  
charging experience?

The **cable-free** induction  
solution for all electric  
vehicles



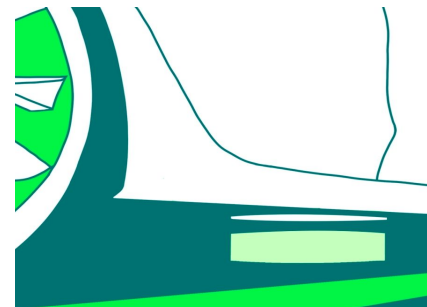
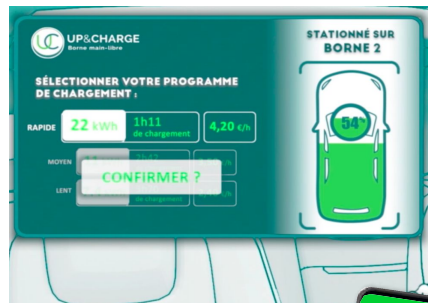
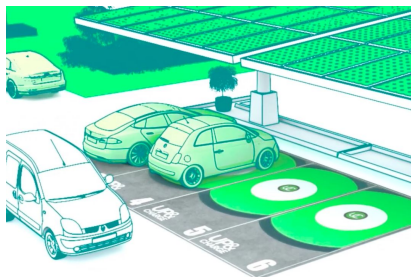
UP&CHARGE puts on a show - 1st demo of its induction  
charging station for electric vehicles

<https://www.youtube.com/watch?v=tiCJe8ig34c>



# A unique and simple charging experience

## You park, you charge



Locate



Locate a UP&CHARGE station nearby

Activate



Activate charging via in-vehicle and smartphone app

Charge



Automatically charge your vehicle

# The economical, virtuous solution

## More economical than cable

- **30 %** savings when installing a UP&CHARGE terminal (**CAPEX**)
- **59%** savings when operating a UP&CHARGE terminal (**OPEX**)
  - > No more forgotten refills
  - > No more time wasted plugging in cables
  - > No more stolen & damaged cables to replace



## As part of the ecological transition



**352 000T** of raw materials saved by 2030



**6-30%** energy loss per recharge avoided



**Eco-designed product :**  
updatable, repairable, reusable and recyclable



**The only terminal accessible to PRMs**



CITY CARS



COMMERCIAL VEHICLES



TRUCKS



SHUTTLES



DRONES



FORKLIFTS



ROBOTS



V2G TECHNOLOGY



NEW MOBILITIES

# A new-generation terminal that adapts to all vehicles

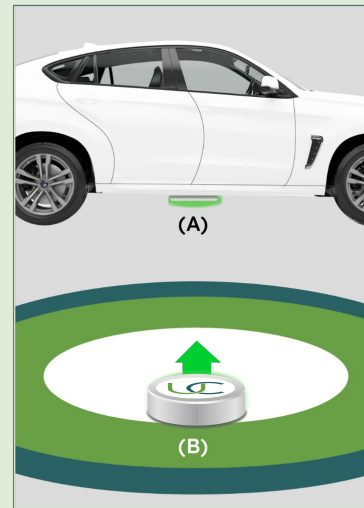
2 components made in France



(A) Car induction kit installed under the chassis of the car



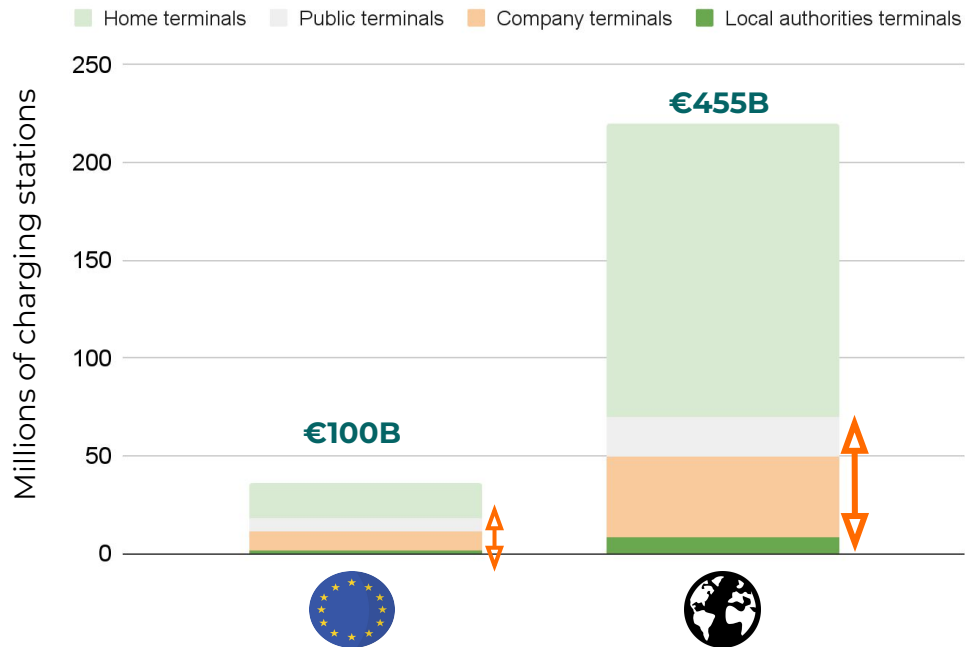
(B) Bollard integrated parking space



You park, the charging station adapts to the height of your vehicle, and charging starts automatically.



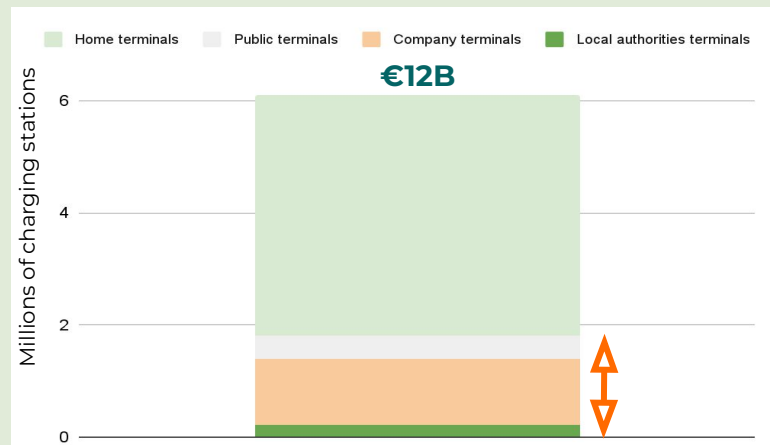
# A global market worth €455 billion for 270 million terminals by 2030



➔ Focus on B2B (companies / local authorities)

A market worth €275 billion and €80 billion in Europe by 2030

## SHORT-TERM TARGETING IN FRANCE



1,56 M B2B vehicles operated in France

> 100 largest French fleets targeted

= 1,173M vehicles

= 75% of total vehicles

# 4 priority segments, 11 additional market segments

2023 - 2024

2025 - 2026

2027 - 2030



**Corporate  
fleets**



**Local  
authorities  
fleet**



**Terminal  
installers**



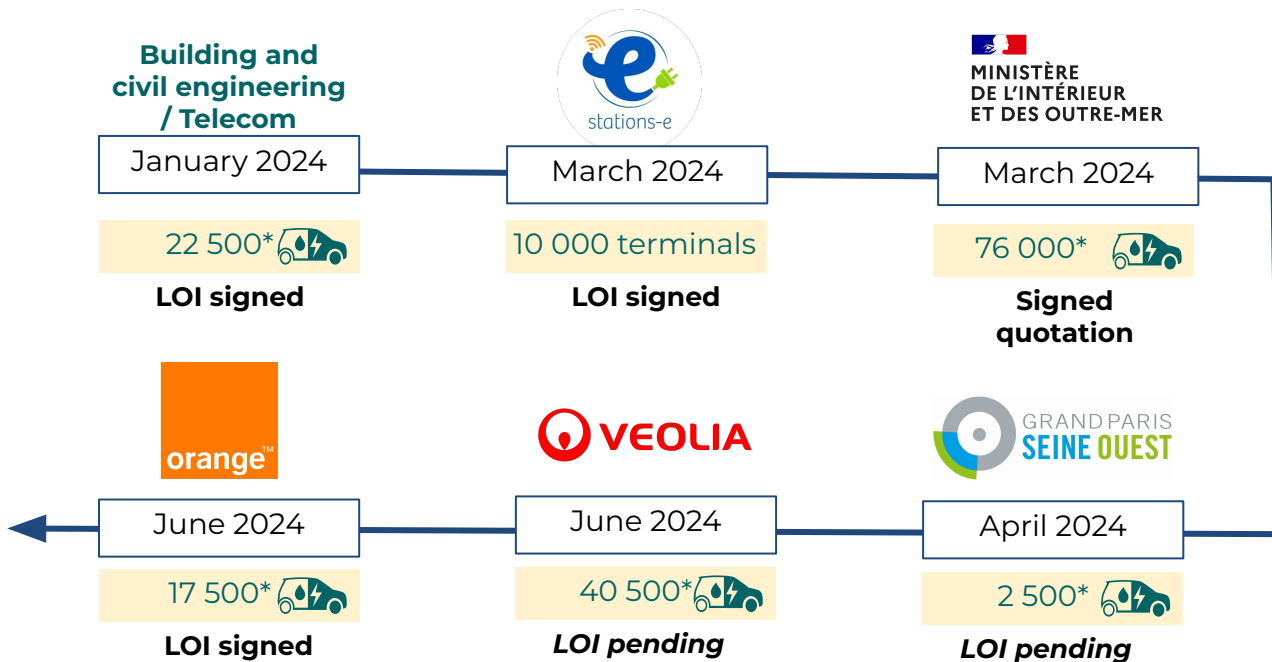
**Automotive  
aftermarket**

- Retrofit
- Last mile delivery fleets
- Car sharing
- Short- and long-term rental companies
- Taxis

- Parking lot managers
- Car manufacturers
- Heavy-duty production models
- B2C Individuals

# 6 POCS planned in 2024 (300k sales) for a potential of €245M

POCs with 4/100 of the largest fleets (150,000 vehicles)



Discussion initiated for sales

Doctolib

UEHIPOSTE

movivolt  
Location de véhicules utiles & verts

SAINT QUENTIN EN YVELINES  
Terre d'innovations

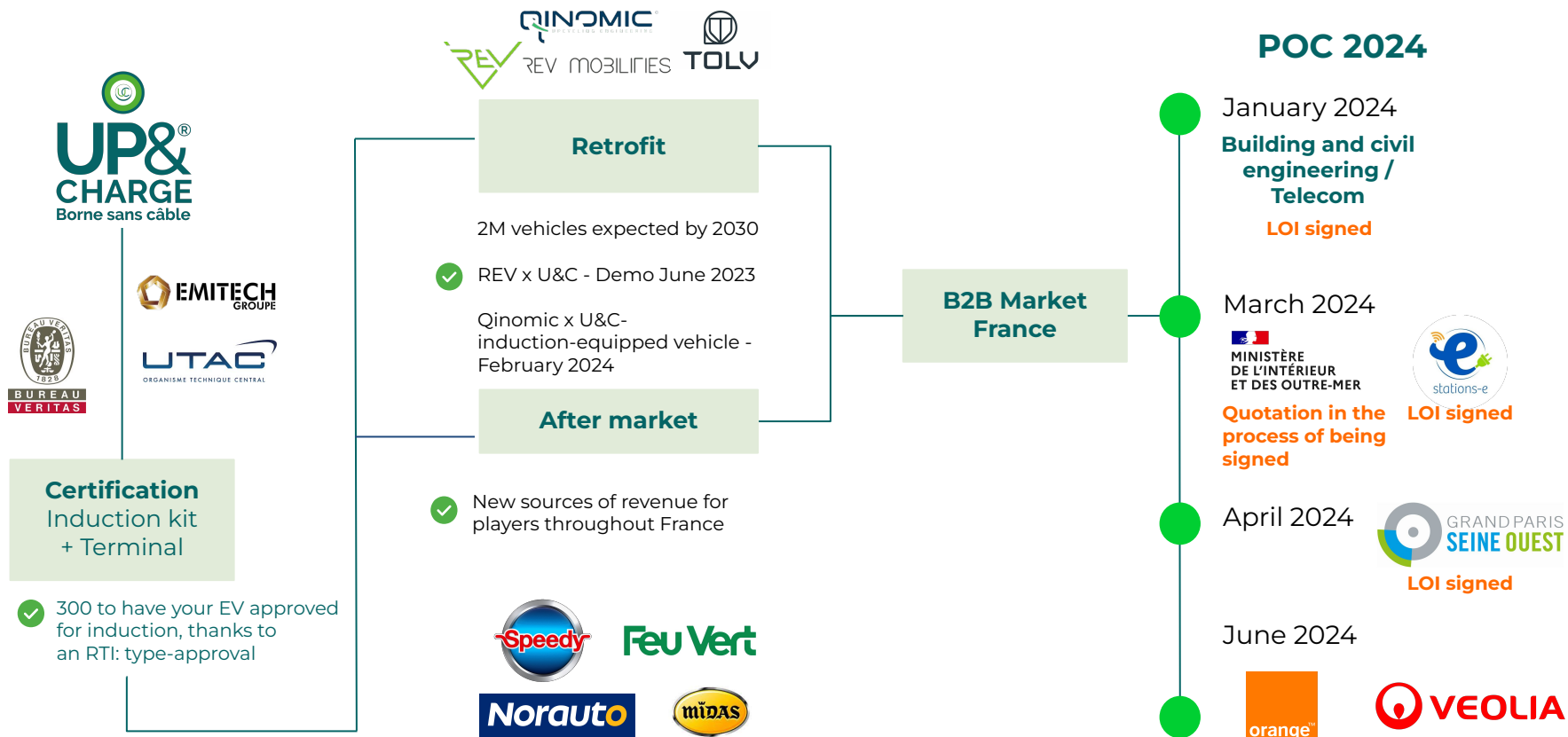
WATÈA  
by Michelin

QINOMIC  
UPCYCLING ENGINEERING

Objective of POC: to optimize hardware & software and launch 1st customers

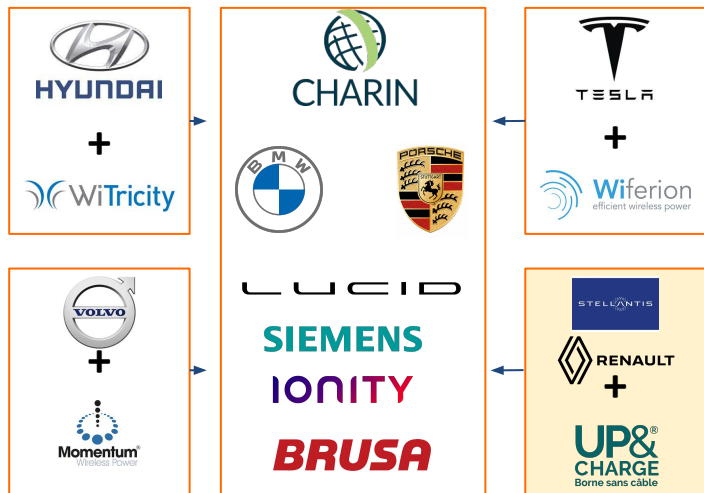
\*Potential vehicles after POC

# POCs starting in January 2024 with vehicles equipped with induction kits, approved and installed by automotive professionals as retrofits



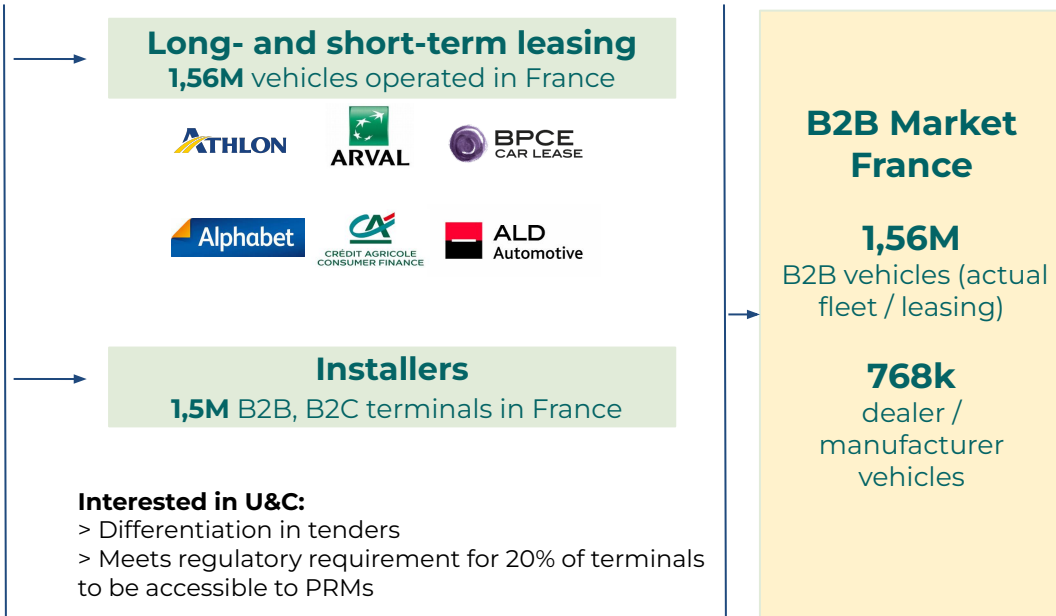
# Induction-equipped vehicles leaving the factory, thanks to collaboration between automakers & induction players

## Collaboration between induction specialists and automakers



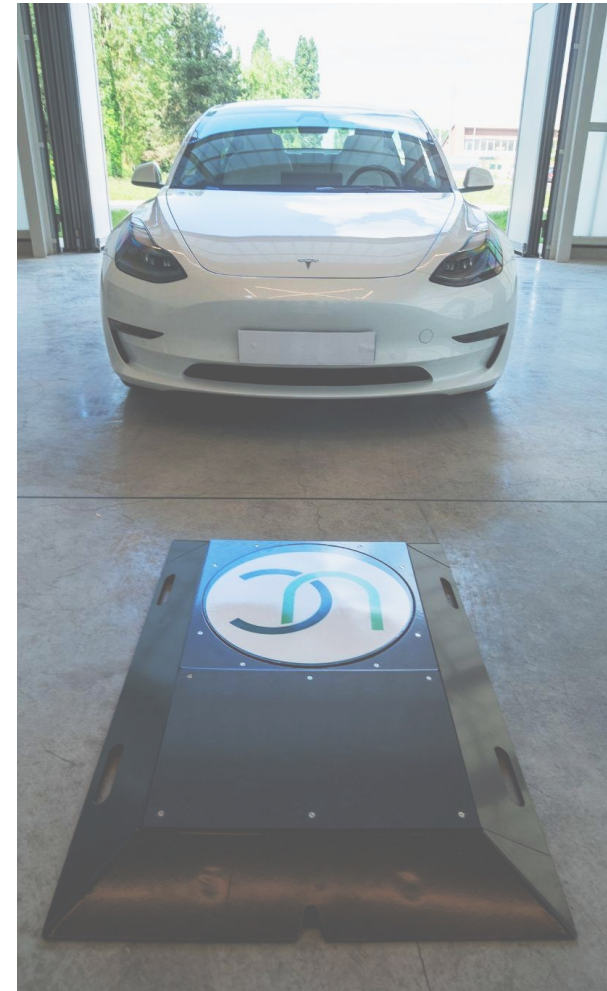
Standardization consortium to obtain  
1 universal / interoperable induction kit for all  
vehicles

## Scaling the UP&CHARGE solution through the network of rental companies/installers

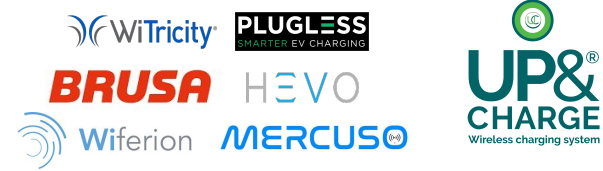


## 2 terminal models to meet the needs of businesses and local authorities

	Plug&Play system	Smart city system
Simple network connection	✓	✓
Terminal installation	No civil engineering	Standard civil engineering
Deployable anywhere	✓	✓
No wallbox to install	✓	✓
No badge, payment on app	✓	✓



# A universal system with 2 patents that has finally found the solution to democratize induction



Cable-free induction charging



Identical performance in mud, snow and rain



1-click charging from the app / vehicle screen



Safety & absence of animals/objects between the 2 induction coils



Lower infrastructure installation costs. No wallbox



10 cm misalignment between induction kit and system



Efficiency  $\geq$  95%.



1 standard kit for all vehicles



Simplified vehicle integration (faster, less costly)



Easy ramp-up 7kw  $\rightarrow$  22, 30, 50kw



## 2 Business models: sales or HaaS

### MODEL 1

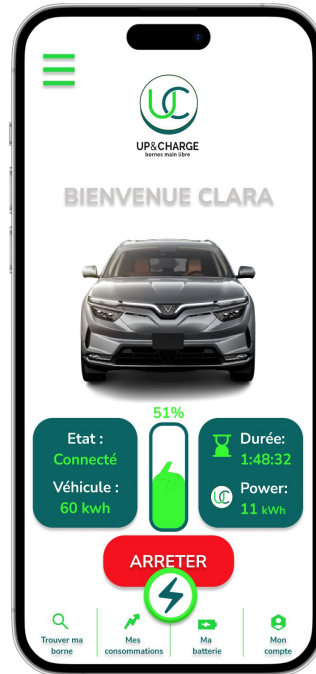
Sale of terminal +  
Maintenance /  
Supervision

### CHARGING STATION

2500-5000€

Vehicle induction kit  
**500€**

Annual maintenance/borne  
**200€**



### MODEL 2:

### hardware-as-a-service

Leasing global +  
Maintenance /  
Supervision

### CHARGING STATION

Price to be determined

Vehicle induction &  
maintenance kit



# A network of partners for the production and distribution of 1 to 2,000 terminals and induction kits

**Incubation** at the Refactory in Flins

**Renault Group**

**Production partnership** for mechanical sub-components, IOT



**Industrial acceleration:** pre-production, industrialization, testing & quality



# A sales strategy with a dedicated ecosystem



Signature made

MANUFACTURERS (CARS, RETROFITTERS)



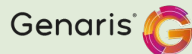
Advanced discussion



Discussion initiated



ADAPTING VEHICLES TO INDUCTION



INSTALLERS / DISTRIBUTORS



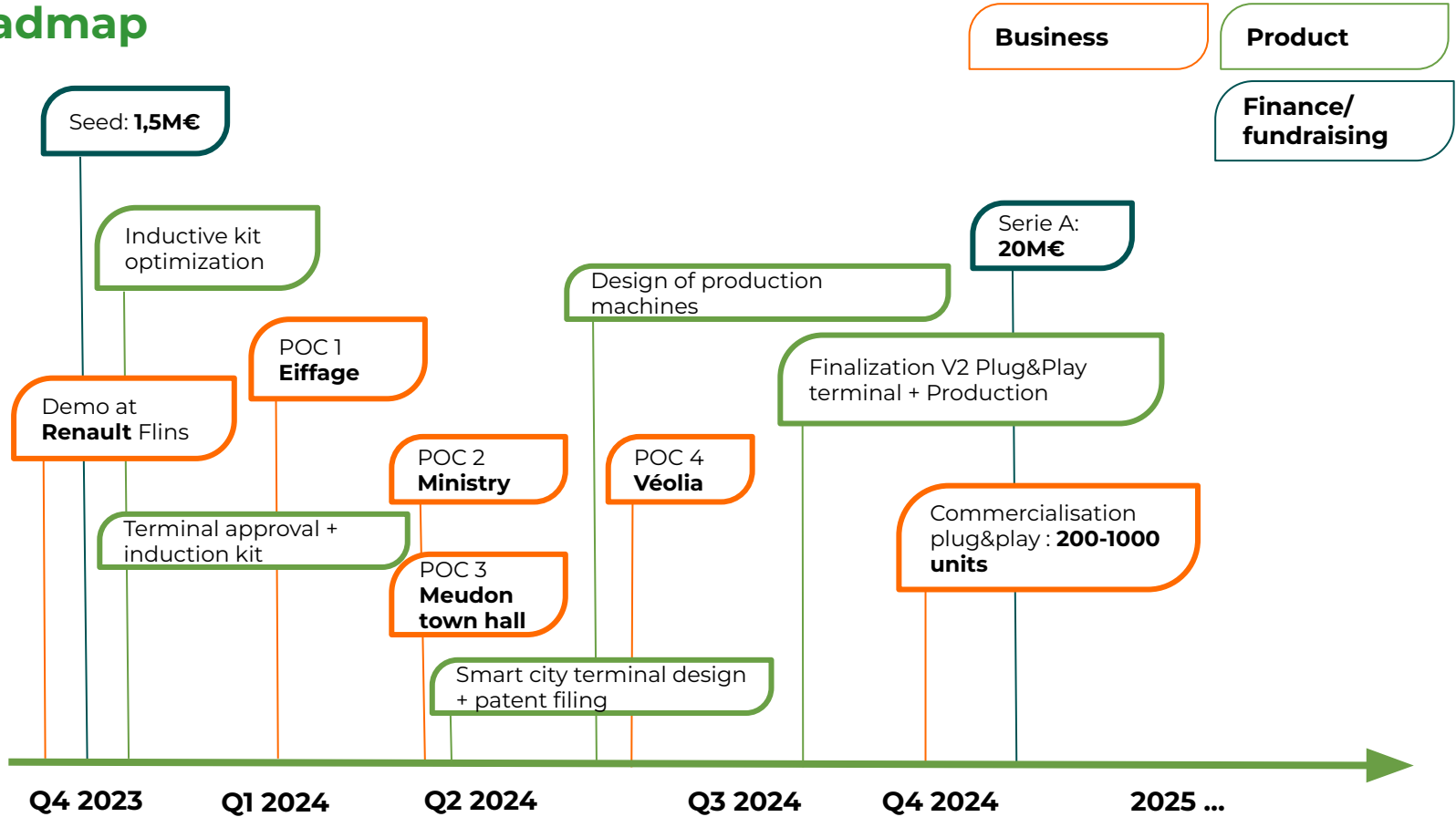
ENERGY SUPPLIERS



CLIENTS



# Roadmap





3 fundraising rounds, €1.5M in 2023,  
€20M in 2024/2025 then > €30M in 2028

2023

### Fundraising of €1.5M

**Objective :** Finalize the prototyping phase. Prepare production and marketing for 2024

**10 EV charging station** sold to Véolia, La Poste, GPSO and Stations-E



2024 - 2025

### Fundraising of €20M

**Objective :** Begin the launch in Europe (Germany, Italy, Spain, England)

**Sales Forecast :**

**2025 : 1 735** terminals sold  
**2026 : 2 628** terminals sold  
**2027 : 15 435** terminals sold



2028

### Fundraising > €30M

**Objective :** Getting started in North America (US, Canada)

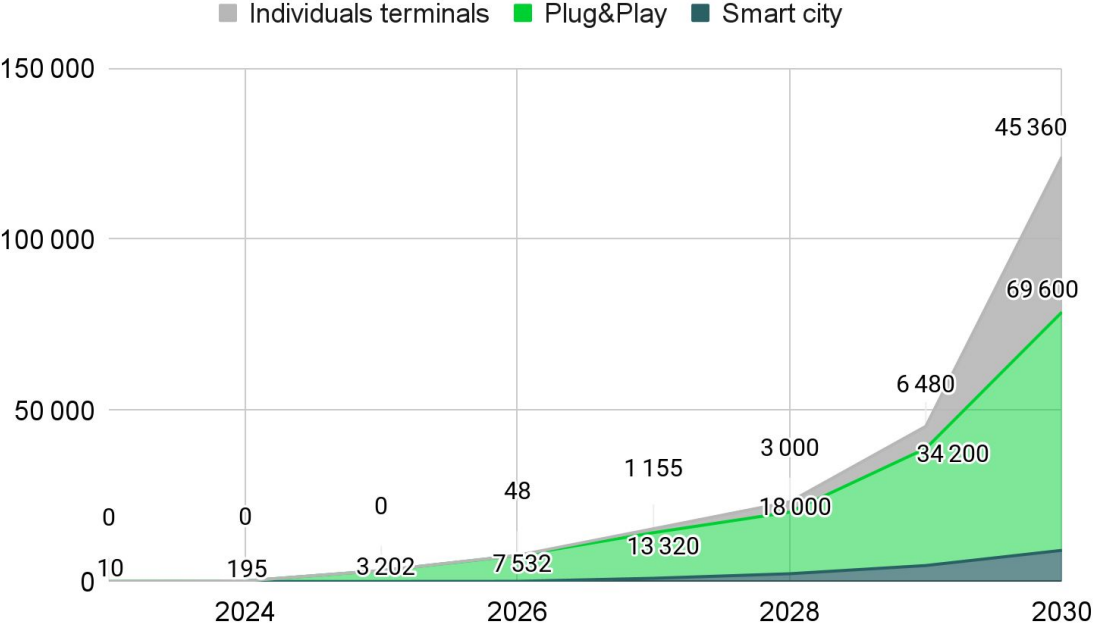
**31 907** terminals sold to the largest vehicle fleets in France, Europe, US, Canada





# Very strong growth: €0.8M in sales for 195 terminals sold in 2024 to €334M in sales for 125,000 terminals sold in 2030

Terminals sold

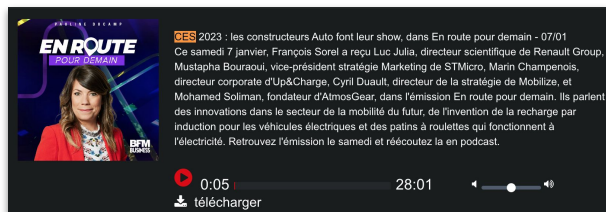


**NB: for 1 charging point sold**  
> 2 vehicle induction kits sold (1 terminal for 2 vehicles)  
> 1 subscription to supervision software + maintenance



**UP&CHARGE**  
Bornes mains libres

# We're in the news



D'autres défendent un collier intelligent pour chien, un appareil à fixer sur ses toilettes pour analyser son urine ou encore un chargeur de voitures électriques par induction. "On sait déjà que l'induction existe pour les téléphones, mais pas forcément pour les voitures. C'est complètement sans fil et notre objectif est de simplifier au maximum l'expérience usager, présente Eli Chicheportiche de Up and Charge. On a simplement besoin de se garer sur une place et de sortir de son véhicule qui est déjà en train de charger".

