



CIRCLE

# CIRCLE

---

The game-changing  
Urban Mobility Solution





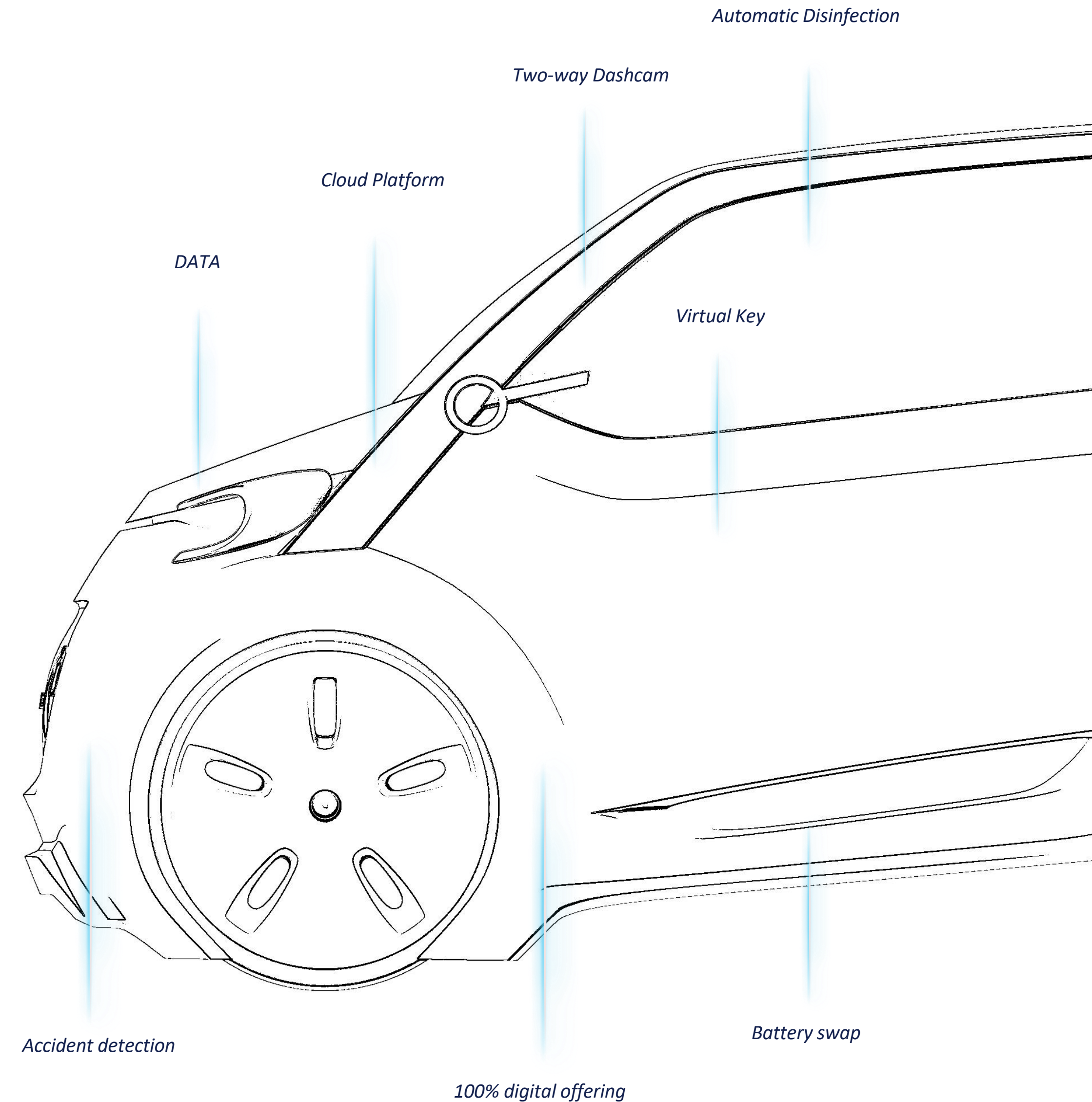
## Sustainable urban mobility policies and society trends are changing the shape of our cities

MaaS platforms supported by municipalities.  
Smartphone as the core system of all interactions.  
Fear of mass transportation due to virus crisis.  
Car ownership will vanish  
Free-floating operators will manage fleets

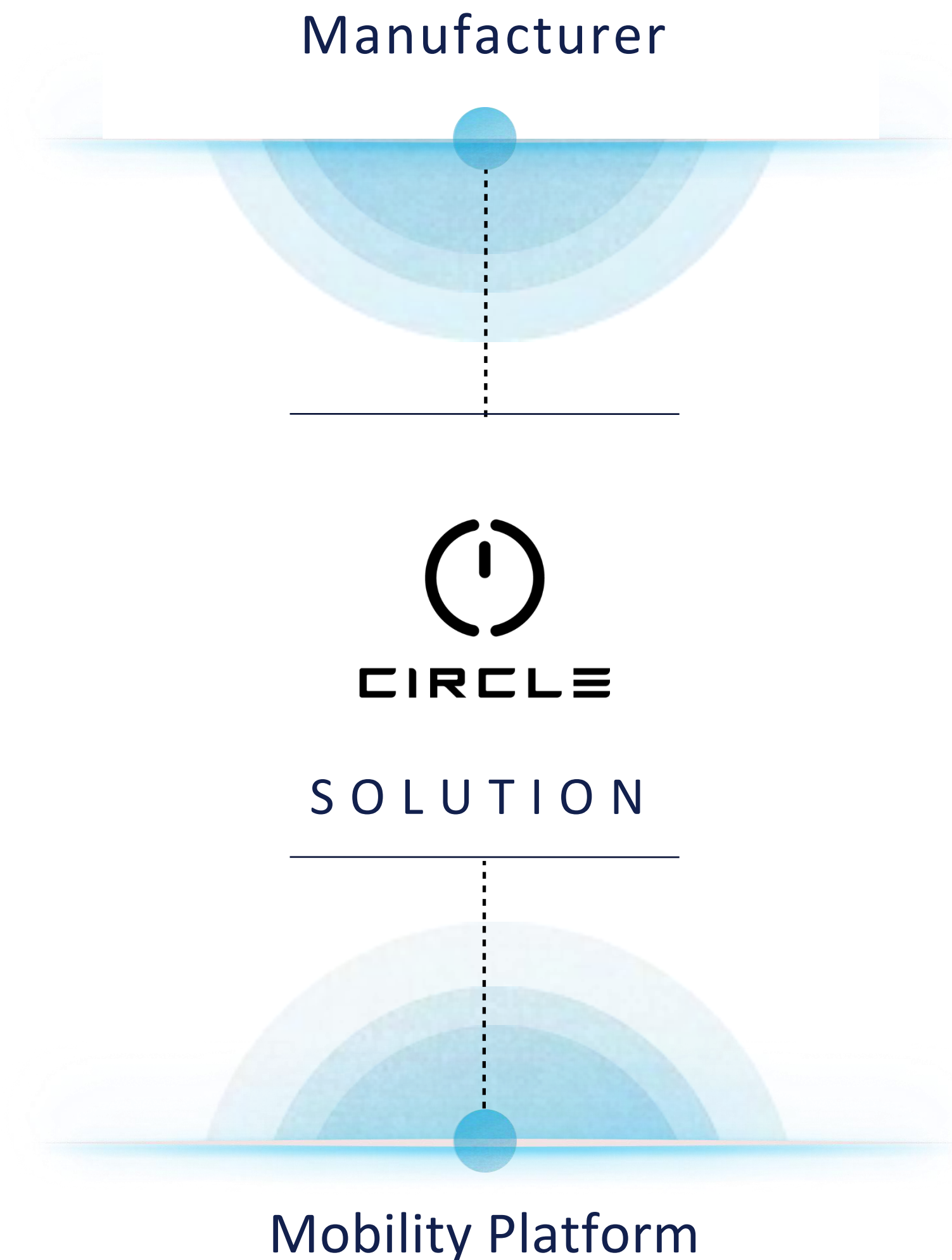


We are designing  
a new solution of  
transportation  
dedicated to B2B  
mobility players

More than a car. A pod.  
A global system based  
on the next generation  
technology and fully integrated



We are architects of  
an end-to-end  
shared mobility  
solution





Turnkey supplier: **bertrandt**

(1/4)  
Our secret sauce in a nutshell

A pod designed  
for the city suited for urban  
drivers' needs

100% electric, small and  
comfortable, easy to drive and  
automatically disinfected between  
rides, with a mobile induction  
charger inside.





Turnkey supplier:

bertrandt

(2/4)

Our secret sauce in a nutshell

## A dockless and easy battery swap revolutionary system

With the CBSS, charging cars has never been easier: no service interruption, reduced TCU\*, unlimited range & fleet expansion.

# SWAP BATTERY

\* Total Cost of Use



(3/4)  
Our secret sauce in a nutshell

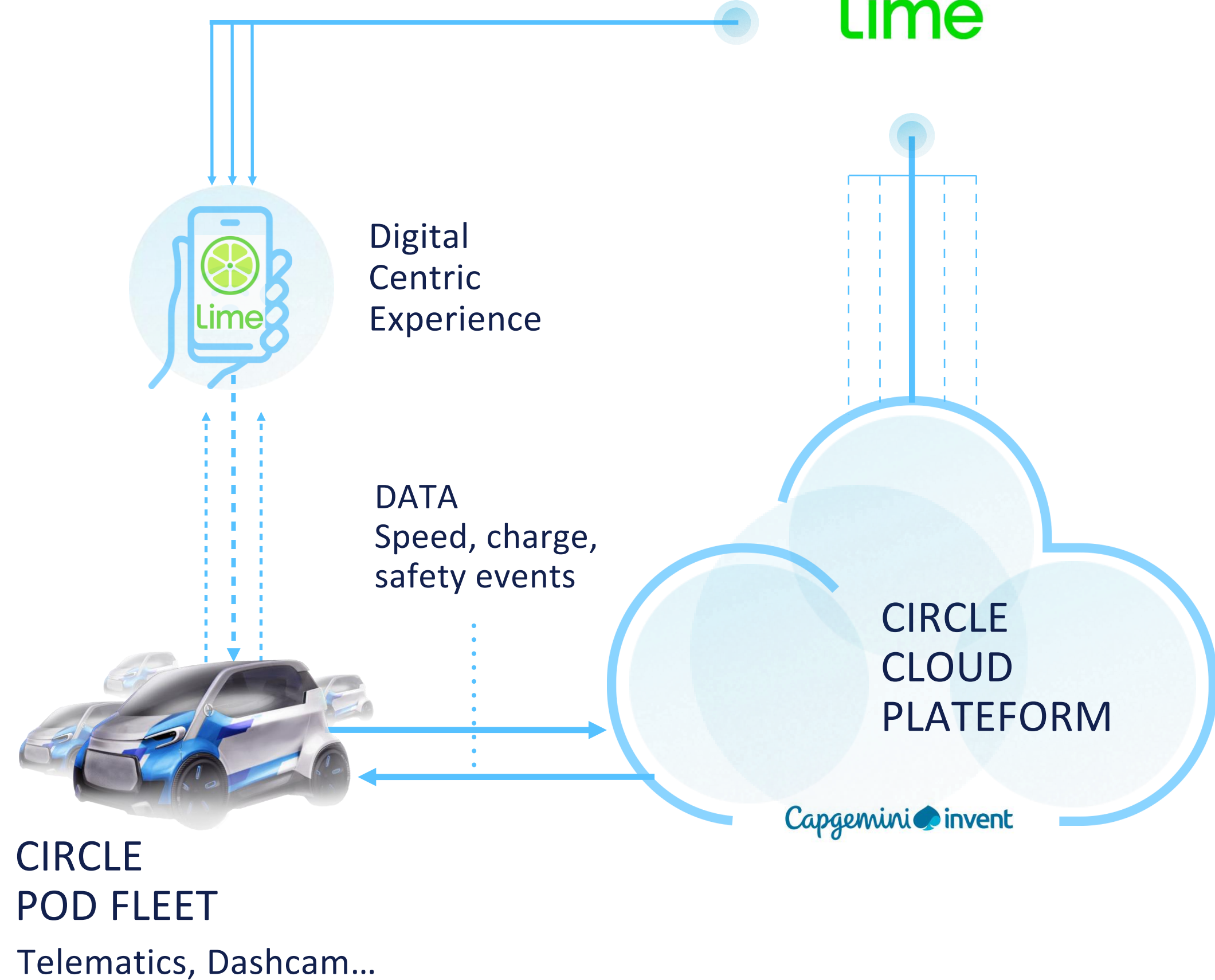
## Augmented with the very best of technology

Our 100% digital system is offering control and fleet optimization to our client. Technologies embedded to detect driving events and damages from telematics data and POD hardware.

Turnkey supplier:

Capgemini  invent

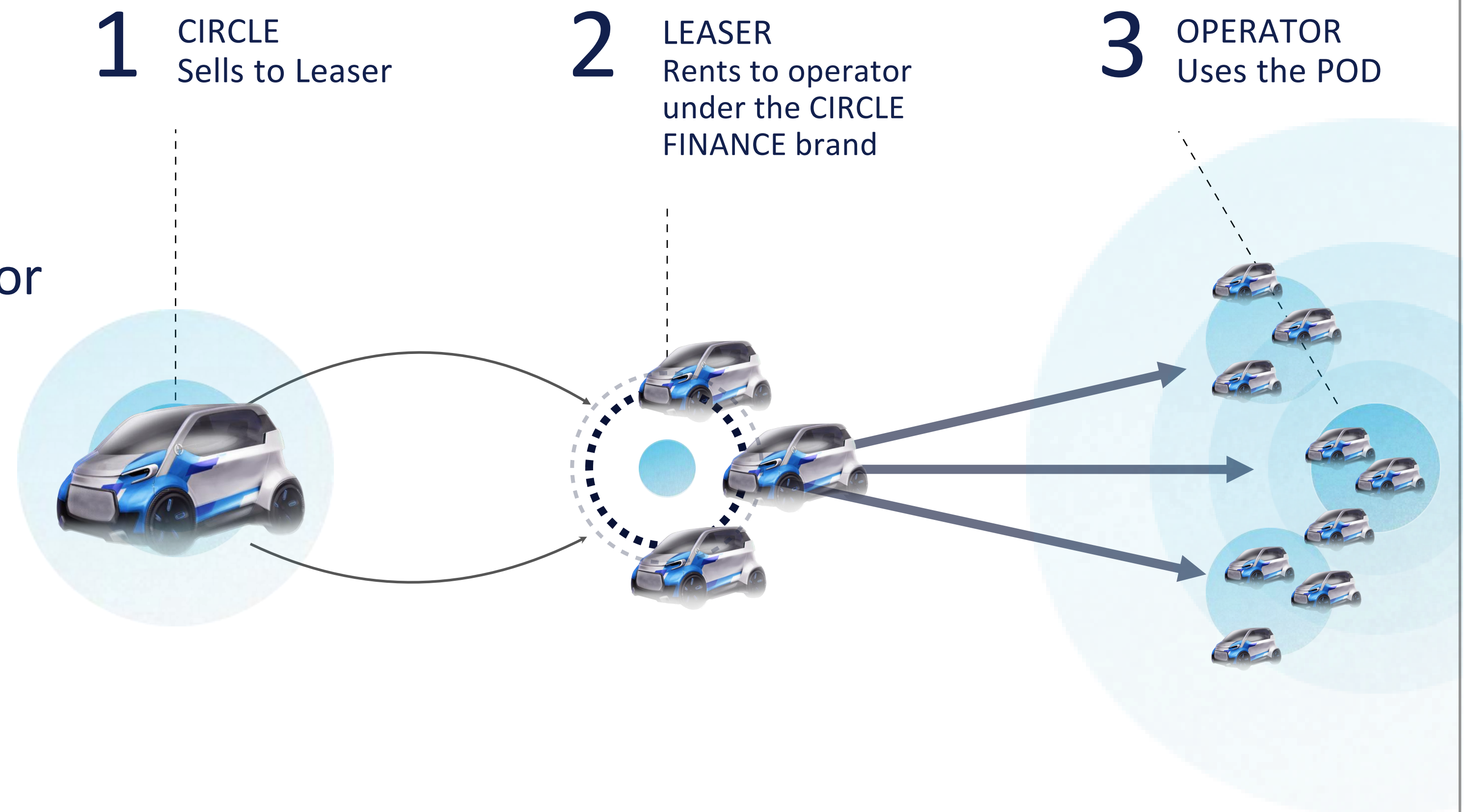
FREE  
FLOATING  
OPERATORS



(4/4)  
Our secret sauce in a nutshell

## All-inclusive system model for fast growth of fleet & profitability for clients

Integration-ready system included in monthly rental price of 300€: pod, hardware recharging system, warranties, 24/7 service and IT licenses, data monetization





## Our Proof of Concept has been co-designed with our golden clients



*“ Circle has understood our operating model strategy and our consumers’ expectations by designing an effortless and easy to implement innovative system and digital experience ”*



Dr. Julian LEHMANN  
Director of Business Development

*“ Circle is the perfect complement to the mobility offer we are starting to launch ”*



Alexander BOONE  
Senior Director Mobility Innovation

*“ We want thousands of Circle pods ”*



Toby SUN  
Co-founder

# We are Circle

2 founders  
supported by  
2 turnkey suppliers  
leading dedicated teams



Eric  
Boullier

Founder, President & CEO Polytechnician, ex-  
CEO McLAREN & RENAULT Formula1.  
#strategy #technology #organization



Alain  
Di Duca

Founder & Circle CCO & CMO 15+ years of  
exp. In B2B2C strategy  
and mobility  
#product owner #mobility #sales

Capgemini  invent

Mehdi Essaidi  
VP & Mobility Expert

Jérôme Coignard  
VP & CTO

A project team of 14 persons  
Programers, architects, EX experts, etc

bertrandt

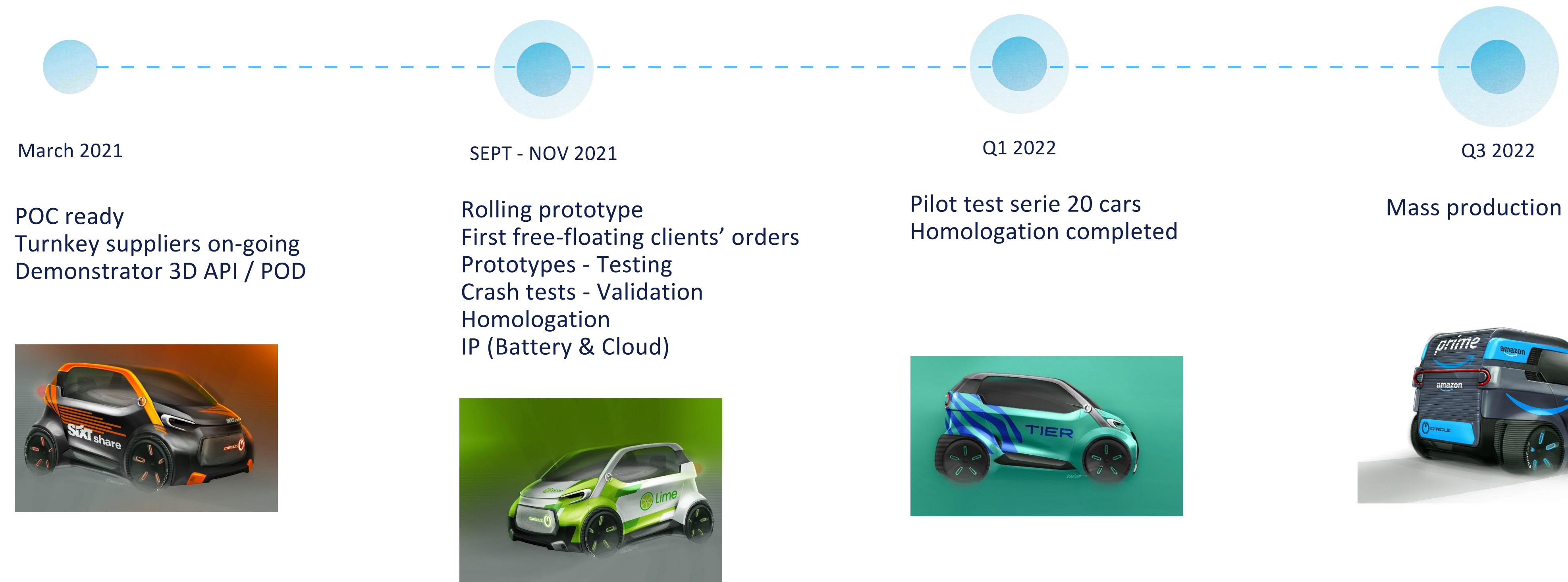
Gregory Gatard  
R&D Director

Antoine Muller  
Project Manager

A project team of about 40 engineers



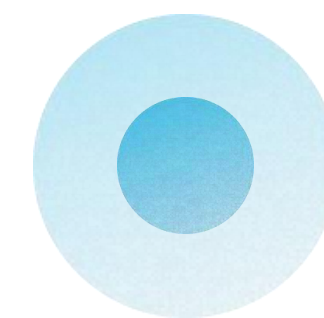
# Our foundations and ambitions



# Why now?

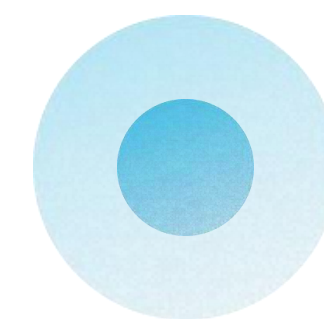
Large TAM SAM SOM\*  
in 2025 and no current  
mobility actor in the  
free floating dockless car  
market

\* TAM: Total Available Market - SAM: Serviceable Available Market  
SOM: Serviceable Obtainable Market



## 1 - Free Floating Target:

150.000 vehicles / year in EU in 2025  
EU target: 63 cities > 1.000.000 inhabitants



## 2 - Last Mile Parcel Delivery Target:

250.000 vehicles / year in EU in 2025



TAM € 100 bn  
shared mobility & LMD

SAM € 5 bn  
600.000 vehicles

SOM € 600M€



# Key ambitions by 2025



65.000 cumulated fleet

300 employees

50% less energy consumption

1.700.000 T. CO<sub>2</sub> reduction

Fine particles reduced by 75%



Thank you

Eric Boullier: +44 73 40 91 11 11  
[eric.boullier@circle-mobility.com](mailto:eric.boullier@circle-mobility.com)