



We help our clients blossom in the digital age.

From petrol pumps to Electric vehicles chargers.

Winning the battle on the EV charging market with Salesforce.

Exponential growth of the EV market

- More than **10 million electric cars** were on the world's roads in 2020 with battery electric models driving the expansion
- In Europe electric cars **more than doubled** to 1.4 million representing a sales share of 10%.
- This surge in electric car registrations in Europe despite the economic slump reflect **two policy measures**:
 - First - 2020 was the year for the [COP26 declaration on accelerating the transition to 100% zero emission cars and vans](#)
 - Second - many European governments and cities increased [subsidy schemes for EVs](#) as part of stimulus packages to counter the effects of the pandemic

Europe leads the way in new electric vehicle sales

New global electric car registrations and automobile market share, 2010-2020



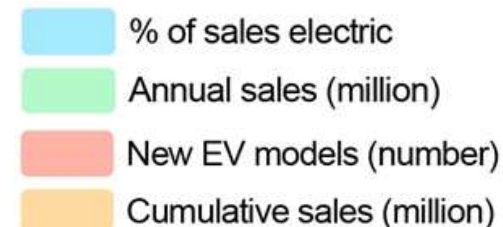
Note: Electric car totals include all-electric, plug-in hybrid and fuel cell vehicles. "Europe" includes the 27 nations in the EU, plus Iceland, Norway, Switzerland and the UK. "Other" includes Australia, Brazil, Canada, Chile, India, Indonesia, Japan, Malaysia, Mexico, New Zealand, South Africa, South Korea and Thailand. Source: International Energy Agency, "Global EV Outlook 2021."

PEW RESEARCH CENTER

Car manufacturers strategy and commitment

- **18 of the 20 largest OEMs** have committed to increase the offer and sales of Evs
- In Europe, the ZLEV credit scheme in the most recent CO₂ emissions standards offers **strong incentives** for selling electric SUVs from 2025, as it relaxes emissions standards in proportion to their potential to reduce specific CO₂ emissions.
- Overall, the announcements by the OEMs translate to estimated **cumulative sales of electric LDVs of 55-72 million by 2025**
- Some OEMs plan to reconfigure their product lines to **produce only electric vehicles**

Original equipment manufacturer	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
BMW Group			25		15-25%					10
BAIC Group	2				1.3					50%
Changan Automobile (Group)					33					
Daimler		10			25%					50%
Dongfeng Motor Co	1	30%	1		1				1	1
FAW					40%					60%
Ford		40				100%*				
GM Group			22		30	1				1
Honda										40%†
Hyundai-Kia					1	29				
Mazda		1								5%
Renault-Nissan		20			20%					
Maruti Suzuki	1									1.5
SAIC					30%					30
Stellantis					38%*					70%*
					31%**					35%**
Toyota Group	1				15					>1
Volkswagen			1		20%	3			26	70%*
					75					50%**
Volvo (Geely Group)	1	1	1	1	50%					100%*



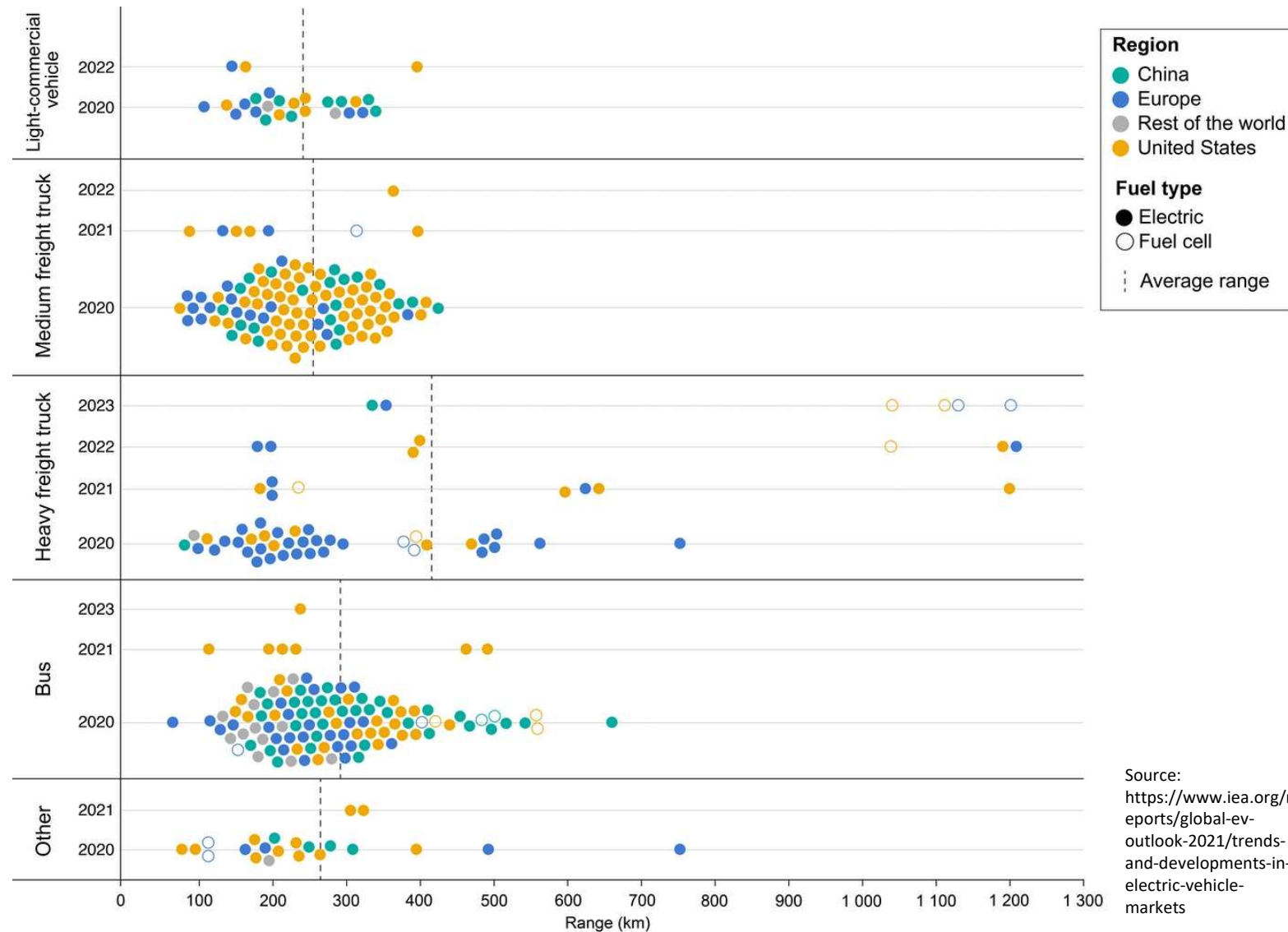
* European market only
 ** Chinese and US markets only
 † Includes both EVs and FCEVs

Source: <https://www.iea.org/reports/global-ev-outlook-2021/trends-and-developments-in-electric-vehicle-markets>

The growth across other electric vehicles segments – LCV, MFT, HFT, Bus



- The growth in electric model availability from 2020 to 2023 across segments – bus, medium freight truck (MFT), heavy freight truck (HFT) and others – demonstrates **manufacturers’ commitments to electrification**.
- Truck makers such as **Daimler, MAN, Renault, Scania and Volvo** have indicated they see an **all-electric future**.
- Buses were the earliest and most successful case of electrification in the HDV market, but the **growing demand for electric trucks** is pushing manufacturers to broaden product lines
- The HDV segment includes a wide variety of vehicle types, e.g. from long-haul freight to garbage collection trucks.



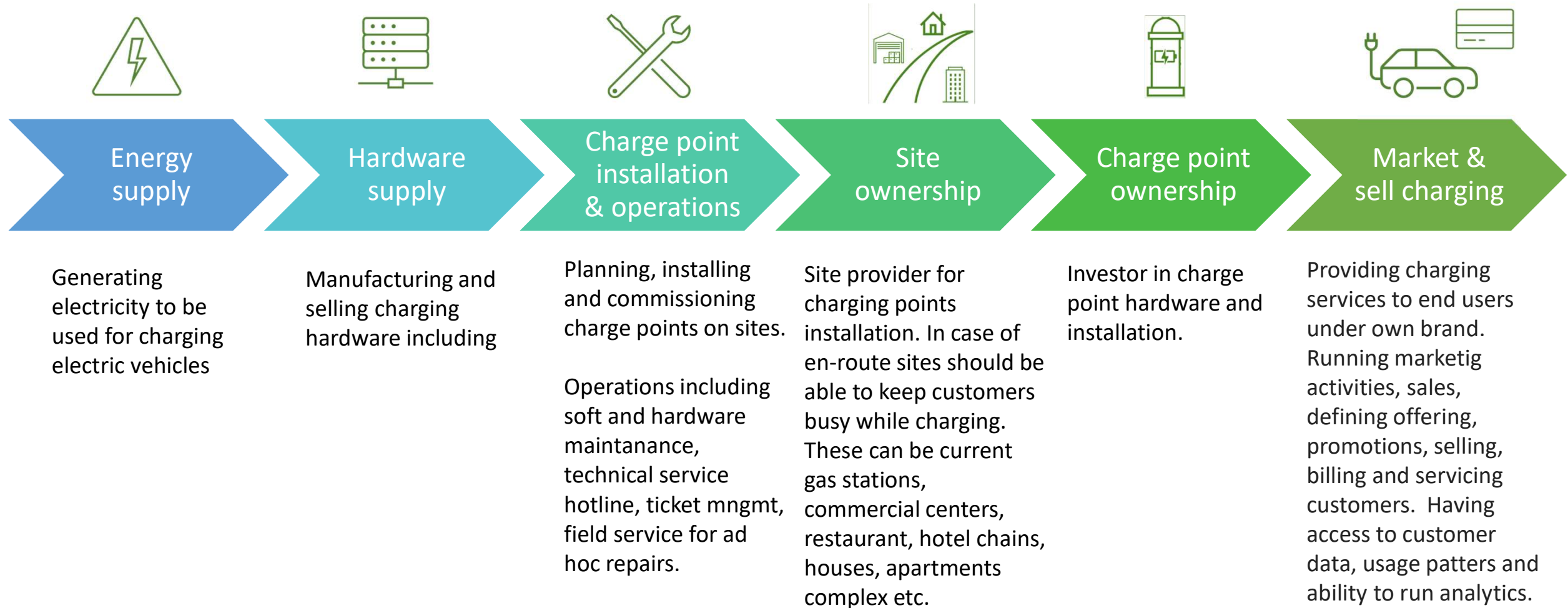


EV charging market – winning scenarios

EV charging ecosystem - value providers



Electric vehicles charging value chain



Four options for PETROL RETAILERS role on the EV market



Option	Role to play	Footprint in the value chain	Pros & cons
Own site	Play the role of just a site owner. Sign partnership agreement and rent space for a partner to install and run charging points at your petrol stations		<p>Pros</p> <ul style="list-style-type: none"> • quick win • low investment <p>Cons</p> <ul style="list-style-type: none"> • building up partner brand instead of own • no access to customers • dead end strategy—hard to extend value in future
Own site and brand	Build a network of own branded charging points with own unique offering at own or client sites.		<p>Pros</p> <ul style="list-style-type: none"> • secure long term strategy • ability to grow to full scale model in future • ability to bundle Fuel & Charge for mixed fleet <p>Cons</p> <ul style="list-style-type: none"> • investment in software platform to marketize, offer, sell and bill, plus mobile app for end clients • necessity to buy energy in wholesale market • partner with 3rd party to own charging points
Own site, brand and infrastructure	Sell charging services under own brand at your or client sites using infrastructure of charging points that you invested in and own.		<p>Pros</p> <ul style="list-style-type: none"> • As above <p>Cons</p> <ul style="list-style-type: none"> • investment in software platform as above • necessity to buy energy in wholesale market • financing installation of chargers infrastructure
Own site, brand, infrastructure and energy supply	Provide the value from energy production through installation at own or client sites to marketizing and selling charging services under own brand		<p>Pros</p> <ul style="list-style-type: none"> • secure long term strategy ensuring maximum return and flexibility in the business <p>Cons</p> <ul style="list-style-type: none"> • investment in software platform as above • investment in own charging infrastructure • Investment in energy production (probably partially through M&A)

Examples of offerings for B2B & B2C



Unlimited monthly charging



Fuel & Charge Bundles



“Pay as you go” charging



Charge & eat bundles



Subscription packages



Charge & shop bundles



All inclusive Car packages



Private & Business charging bundles



Commitments based packages



Instant short term promotions

Example Petrol retailers that have already invested to win the EV charging market



bp pulse

Charging at home

Charging on the go

Workplace charging

Residential charging

BP Fuel & Charge
Full energy for your fleet



newmotion
A Member of the Shell Group



For Car Manufacturers
Carefree and intelligent charging services for your vehicles' owners at a reasonable price.







For Leasing Companies
Out-of-the-box, easily integrated charging services as part of your leasing contracts.



For Businesses
End-to-end packages providing ease of charging management and location optimization.



Four options for ENERGY PROVIDERS role on the EV market

Option	Role to play	Footprint in the value chain	Pros & cons
Energy supply only	Play the role of just a supplier of energy. Sign partnerships and sell in wholesale to charging point operators that sell charging service		<p>Pros</p> <ul style="list-style-type: none"> • quick win • low investment <p>Cons</p> <ul style="list-style-type: none"> • buliding up partner brand instead of own • no access to customers • dead end strategy—hard to extend value in future
Supply energy and install charge points	Supply energy and provide installation & maintenance services of charging points to operators (partners) that sell under own brand.		<p>Pros</p> <ul style="list-style-type: none"> • ability to partner with charging point operators / platforms to grow scale quickly <p>Cons</p> <ul style="list-style-type: none"> • not a clear model long term • investment into growing partner's brand
Supply energy and sell under own brand at client sites	Sell charging services under own brand at client (businesses and individuals) or partner sites using infrastructure of charging points that you invested in and own. Partner for en-route charging		<p>Pros</p> <ul style="list-style-type: none"> • secure long term strategy • ability to grow to full scale model in future • ability tu bundle charging with B2C / B2B electricity • ability to partner with site owners (gas stations, commercial centres, hotel chains,..) for destination and en-route charging to scale fast <p>Cons</p> <ul style="list-style-type: none"> • financing installation of chargers infrastructure • investment in software platform to marketize, offer, sell and bill, plus mobile app for end clients
Supply energy and sell under own brand. Build own sites for en-route charging	Provide the value from energy production through installation at own or client sites to marketizing and selling charging services under own brand		<p>Pros</p> <ul style="list-style-type: none"> • secure long term strategy ensuring maximum return and flexibility in the business • opening a new market of en-route charging <p>Cons</p> <ul style="list-style-type: none"> • investment in software platform as above • investment in own charging infrastructure

Examples of offerings for B2B & B2C



Unlimited monthly charging



Electricity & Charge Bundles



“Pay as you go” charging



En-route Charge & eat bundles



Subscription packages



En-route Charge & shop bundles



All inclusive Car packages



Private & Business charging bundles

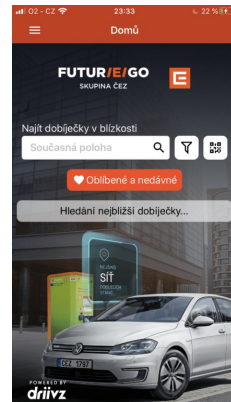


Commitments based packages

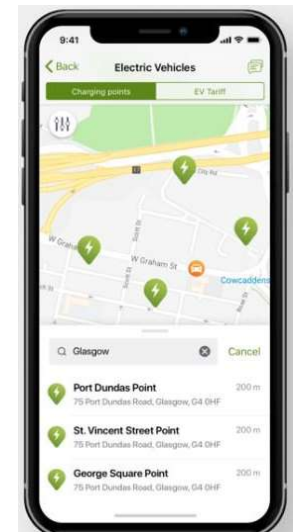
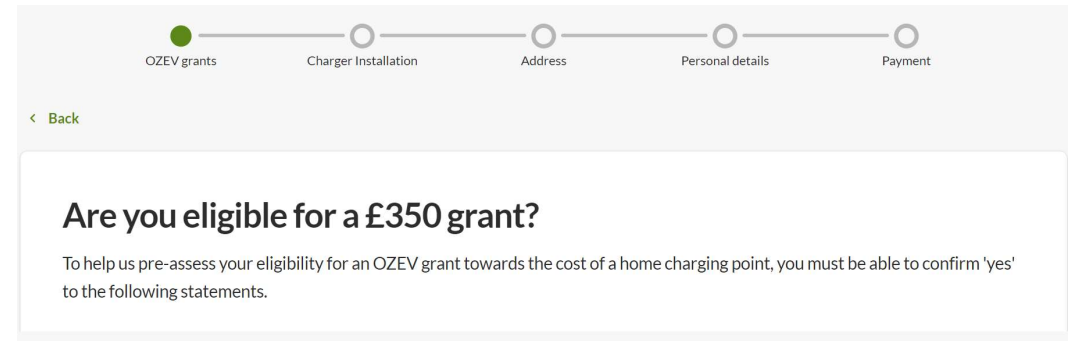


Instant short term promotions





Example Energy providers that have already invested to win the EV charging market



- bundling public & private charging into one offering
- car fleet charging plans



Four options for SITE OWNERS (real estate, restaurant chains, hotel chains, commercial centers) role on the EV market

Option	Role to play	Footprint in the value chain	Pros & cons
Own site	Play the role of just a site owner. Sign partnership agreement and rent space for a partner to install and run charging points at your locations		<p>Pros</p> <ul style="list-style-type: none"> • quick win • low investment <p>Cons</p> <ul style="list-style-type: none"> • buliding up partner brand instead of own • no access to customers • dead end strategy–hard to extend value in future
Own site and brand	Build a network of own branded charging points with own uqique offering at own sites.		<p>Pros</p> <ul style="list-style-type: none"> • secure long term strategy • ability to grow to full scale model in future • ability tu bundle Fuel & Charge for mixed fleet <p>Cons</p> <ul style="list-style-type: none"> • investment in software platform to marketize, offer, sell and bill, plus mobile app for end clients • necessity to buy energy in wholesale market • partner with 3rd party to own charging points
Own site, brand and infrastructure	Sell charging services under own brand at your sites using infrastructure of charging points that you invested in and own.		<p>Pros</p> <ul style="list-style-type: none"> • As above <p>Cons</p> <ul style="list-style-type: none"> • investment in software platform as above • necessity to buy energy in wholesale market • financing installation of chargers infrastructure
Install at own and also partner and individual client locations	Sell charging services under own brand at your site, partner sites and in residential locations using infrastructure of charging points that you invested in and own.		<p>Pros</p> <ul style="list-style-type: none"> • secure long term strategy ensuring maximum return and flexibility in the business <p>Cons</p> <ul style="list-style-type: none"> • requires wite owners to develop sales processes on B2B and B2C market • investment in software platform as above • investment in own charging infrastructure

Example Site owners that have already invested to win the EV charging market



McDonald's UK press statement:

“At the moment only a few of our restaurants have electric vehicle (EV) charge points and these tend to be at our Roadchef restaurants found on major motorways. We are also working on a strategy to implement EV charging in our new Drive-Thru restaurants.”



Find your hotel with Charge Station for your EV trip.

Find by hotel, country, city, address...

FIND



How to start?

Fast Track solution preparing for the future

EV charging service accelerator

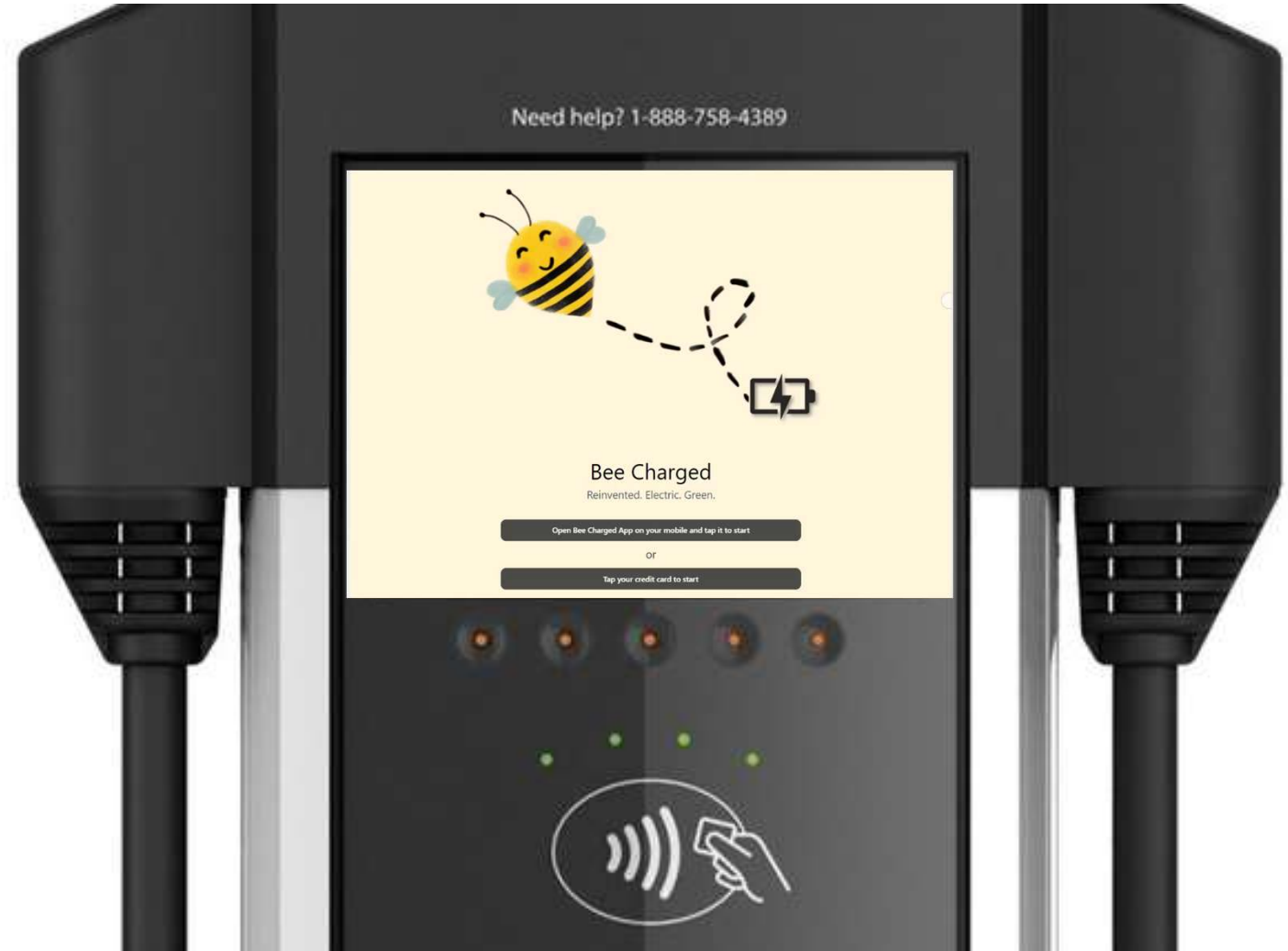


Powered by
Salesforce Energy
& Utilities
Cloud



Powered by
Salesforce Industries
Mobile Subscription
Management

- Sales processes for B2C and B2B based on Bee Mobile accelerators
- CPQ for bundled on-site offerings embedded in charge points devices
- Processes supported:
 - Home charging
 - En-route charging
 - Destination charging
- B2B sales and framework agreements
- Subscription models supported
- Digital KYC process through biometric identity confirmation
- Credit card or eWallet payments

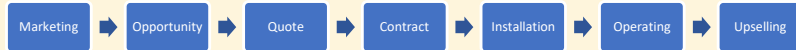


WE OFFER A PLATFORM THAT SUPPORTS: CHARGING POINTS SALES, INSTALLATION PROCESS, OPERATIONS AND CUSTOMER SERVICE

Powered by Salesforce Industries and partner solutions, no proprietary technology.

Home charging

installation of charging points at customer's house, selling usage plans and subscription packages for private use.



En-route charging

installation of charging points at own locations, offer definition, bundling with other station services, instant promotions, charging



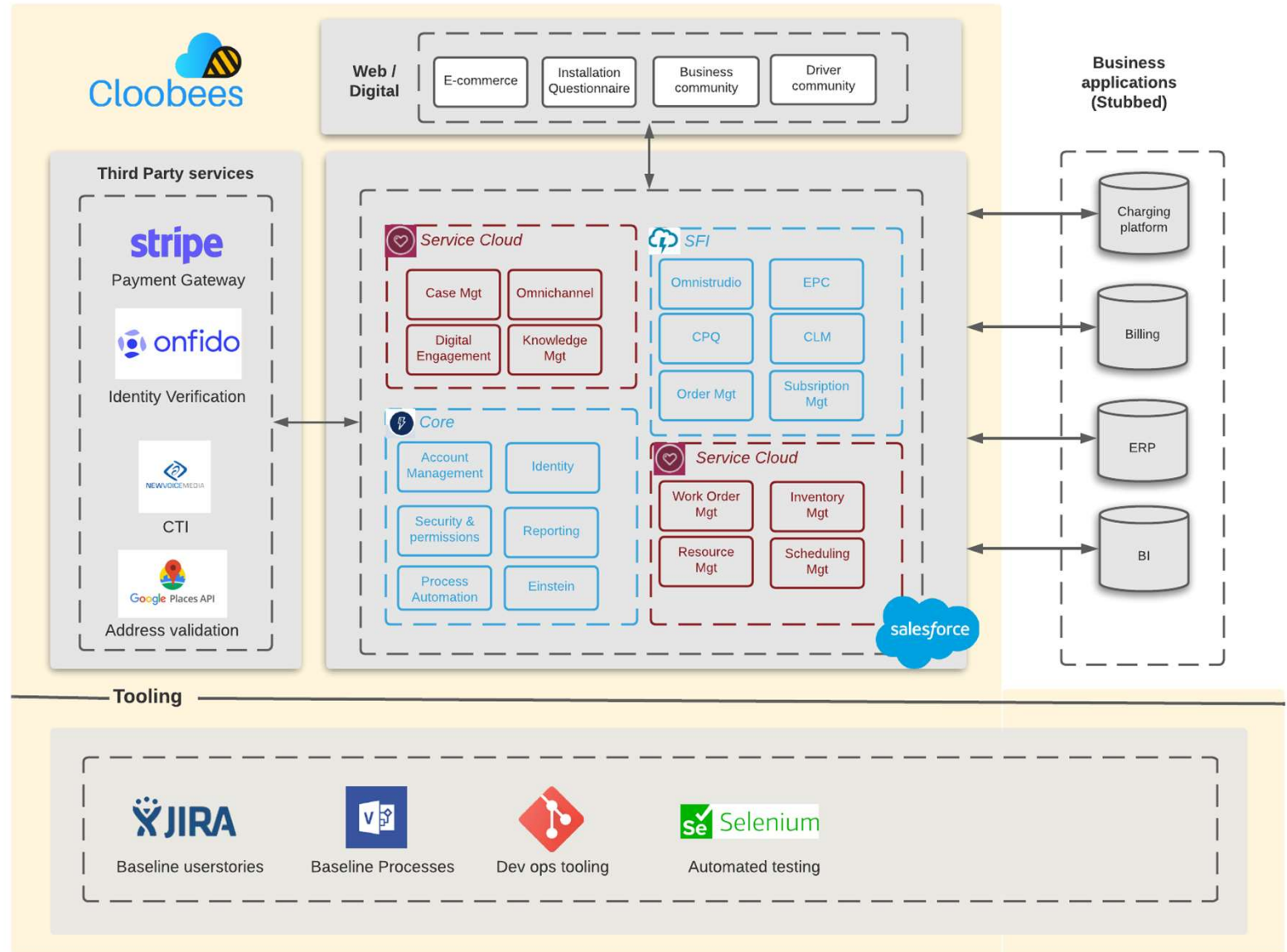
Destination charging

installation of charging points at partner locations - workplaces, residential buildings, commercial centers, hotels, restaurants.



B2B framework agreements

Selling process to B2B clients – car fleet owners, leasing companies, car rental companies,





About Cloobees



CLOOBEEES FOUNDERS



**MARCIN
CIESIELSKI**

Managing partner and Founder.

Former PwC Poland Partner and
CEO of PwC IT Systems

20+ years of experience
delivering customer centric
solutions predominately in Telco,
Energy, and Fin market sectors.

Wants Cloobees to be an
environmentally conscious
organisation



**MIKO
DOLATA**

Managing Partner and Founder.
Head of Cloobees UK.

Former UK delivery director at
Bluewolf and IBM associate
Partner.

20+ years of experience in
Communication sector consulting
in PwC and IBM.

A champion for workplace
diversity. Creating a fun and fair
place to work.



**FILIP
KOHMAN**

Managing Partner and Founder.
Head of Cloobees PL.

15+ years of experience leading
complex implementation
programmes for Telecom and
Financial organisations.

Believes in developing accelerator
solutions to enable customers to
benefit from accelerated time-to-
market-value.



**KUBA
WASIELEWSKI**

Managing Partner and Founder.

Former Chief Executive of
Outbox Group (Acquired by PwC)

20+ years of experience in
providing CRM implementation
services.

Passionate about Customer
Success and maintaining long
term customer relationships that
enable continuous
improvement.

WE ARE **DIFFERENT**

COMBINING THE SPEED AND FLEXIBILITY OF A BOUTIQUE AND AN EXPERIENCE OF A GLOBAL CONSULTANCY

EXPERIENCE



Our consultants are selected from a trusted network of highly qualified and certified experts, usually ex Big4 consultants. 80% of our team members have done more than 5 Salesforce projects. 100% of our resources are certified.

QUALITY



Proven, ready to use delivery methodologies for onsite and remote working. Quality is assured by the means of automated testing and code quality controls as standard.

FLEXIBILITY



Engagements are led by local resources. Delivery using our nearshore and offshore resources, with possibility of travel to the customer site, gives flexibility and cost efficiency.

WORK ETHICS



We are hardworking bees that do not stop working until the job is done. We can scale up to deliver quicker by capitalizing on a time zone difference between Europe and India.

THINK BIG, START SMALL, SCALE FAST

DISCOVER

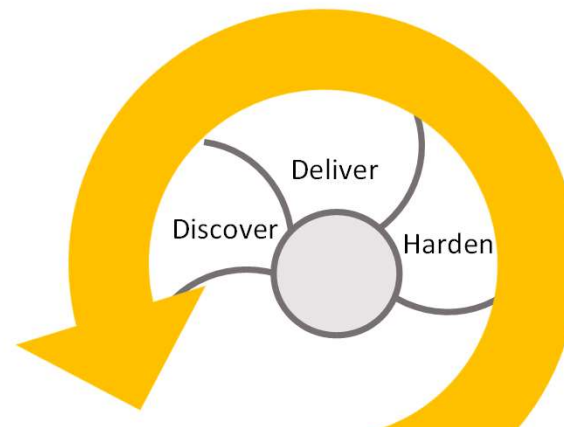
Quickly **set ambitions and chart a path to success** by developing a roadmap to achieve those ambitions.

DELIVER

Make it tangible, build the journeys using process libraries and our assets. **Put the ambition in motion** by testing with the business and launching MVP in the market.

HARDEN

Enhance the solution. Once the solution proves to be successful, **scale and harden the solution to be ready for a full production launch.**



AGILE / DEVOPS / AUTOMATION

CLOOBEE'S TEAM EXPERIENCE





DIGITAL FTTP
Salesforce Vlocity Implementation For A Fibre To The Premises Network Provider



ELECTRIC VEHICLES
Salesforce Industries Vlocity Implementation To Support EV Charging By Individuals And Businesses



DIGITAL OPERATOR
Accelerated Digital Offerings On Salesforce, Vlocity & Matrixx Stack





DIGITAL LOANS
Fully Digital Personal Loans Platform On Salesforce And Mulesoft Stack



LARGE CHEMICAL PRODUCTION
Demand To Offer To Contract Process On Salesforce Stack



CONSUMER GOODS MARKETING
Digital Platform To Gain Direct Access To Customers



OMNICHANNEL TELCO OPERATOR
Design And Implementation Of Sales And Service Platform



FUNDS MANAGEMENT PORTAL
Financial Services & Community Cloud Based Platform



DIGITAL BANK
Sales Cloud Implementation To Support B2B Sales



ENERGY PROVIDER
Salesforce Vlocity Implementation Aimed To Unify Sales Processes Across Divisions

Thank You!

