

PRESS RELEASE

STORIES OF CHARGE, STORIES OF CHANGE.

"Be The Change. Sustainable actions for our future "

Be Charge, the integrated operator for electric mobility, celebrates the characters who get involved in their territory through the new web and social campaign "Storie di Carica (Charging Stories)"

Milan, 16 November 2020 - Every journey starts with a first step. Awareness of individual responsibility in global change is the driving force behind the innovative communication campaign undertaken by Be Charge, the leading player in the market for electric car charging stations in Italy, through the story of the "Storie di Carica (Charging Stories)" of well-known, relevant personalities for the territory in which they live and work, capable of inducing change in each of us through a virtuous example.

A new sustainable and innovative direction that Be Charge has decided to undertake in a period of strong changes to encourage individual mobility actors towards conscious and sustainable consumption in every aspect of daily life, starting with mobility. In a world that bears the name of its inhabitants, technology can play a connecting role between the territory and the people who live there. Thus was born a path in which technology wears "human" clothes, warms up, gets closer to people, and establishes a dialogue with the place where it lives. This is why Be Charge wanted to give the charging stations the name of people who every day "charge up" the area they live in, ordinary people who become virtuous examples and real sources of energy.

The protagonists of the campaign are people who become real ambassadors of an attitude that looks to a better future. Many different stories distributed on social channels and on the Be Charge website, video pills that will introduce us to the first protagonists of change and their «Storie di Carica (Charging Stories)»

1

Be Charge S.r.l. con Socio Unico

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to inspire a change of which we are all protagonists. In fact, the campaign stages change as an individual and necessary action through the telling of stories of different people, united by a single common denominator: the charge they have put in place has allowed them to make a change that has involved their own territory. People who become real sources of energy by telling their story in the first person through video pills visible from today on the Be Charge website (www.bec.energy).

To conceive the Be Charge campaign, therefore, it moved on the Italian territory with a widespread research, just like its network of charging stations, with the aim of meeting people and their energy stories. A metaphorical energy that finds physical confirmation in the Be Charge columns - ever closer to the user - that embody the stories of the project's ambassadors. The columns will bear names like Luciano, who has dedicated a lifetime to making his region more sustainable, or Silvia who, thanks to her determination and so many sacrifices, is today the champion she wanted to become. A communication project consisting of video pills, interviews and charging stations totally dedicated to those who believe in Change.

Storie di Carica (Charging Stories): here are the first protagonists

Simone studied to become an accountant, then decided to believe in his biggest dream: to become an illusionist magician. A difficult and uncertain path that, thanks to his determination and his ability to “sit on his own center”, led him to make his dream a profession. Today he performs on important stages and spreads all his office to an international audience.

Silvia was practically born on a bicycle. As a young girl she used it to move around, then the passion became competitive spirit and profession. A point in his career has arrived, as happens to many athletes, where he no longer felt that push of the past. He changed: one day he attended a track race and realized that this could be his sporting future. Today Silvia is back to being a champion.

Glauco is known in his area as "the electric man": after getting on board the electric car of a friend of his, his life changed. As a Friulian entrepreneur he started to deal with e-mobility promotion events. Today he is considered the

leading expert in the sector in his region, as well as the spokesperson for an "electric revolution" that is now upon us.

Michele had started a brilliant career as an architect in Milan. He loves sport, especially ultra trail, which is why he trained every day running in the parks of the big city. One day Michele realizes that he feels caged among the fences of those parks, so he decides to return to his native mountains. Here he is totally dedicated to the enhancement of his territory: among the most brilliant contents he has created is the "Ice Music Festival": a schedule of concerts played with gravel instruments

30,000 Be Charge charging points over the next 3-5 years

Be Charge is an integrated operator for electric mobility that will allow owners of electric vehicles to recharge throughout the country through its public charging infrastructure. The Be Charge industrial plan provides for the installation throughout the country of about 30,000 charging points over the next 3-5 years that will supply 100% energy from renewable sources, for a total investment of over 150 million euros. Customer service is completely digitized both in the processes and in the interface thanks to a dedicated App. The Be Charge App covers the entire national network, is easy to use, allows smart charging, electronic payment by showing the availability of charging points in real time and keeping the history of top-ups and related payments made. All charging stations are also monitored 24/7 by a dedicated help desk.

Be Charge present throughout Italy

Be Charge interacts throughout the country with both public administrations and private entities (large and small) with public access car parks such as large-scale distribution (GDO), restaurant chains, hotels, sports centers, etc. Following the principles of reliability, interoperability, capillarity and resilience, Be Charge aims to install the right column in the right place: Quick Charge of 22 kW in urban areas and Hyper Charge up to 300 kW DC in suburban areas.

Among the various installations Be Charge has created - and is about to install - numerous charging stations (including fast charge) in some large Italian municipalities such as Turin (over 300 charging points), Milan (309), Rome (320), Bologna (108) and Rimini (100). In the interchange parking lots of the ANM in Naples, Be Charge will install 120 charging stations (240 charging points) with a private-public tender. The first 30 recharging points have been installed in Bologna out of 108 planned and other projects have been approved or are in the approval phase for the installation of additional recharging points. Treviso can count on 94 recharging points installed and operational.

As evidence of the capillarity of the Be Charge network, the municipalities affected by the installation of charging points concern the municipalities of large, medium and small dimensions, from the Center-North (Tortona, Pesaro, Chieti, Pescara, Sassuolo), to the South (Termini Imerese, Marsala, Monopoli, Cerignola), as well as consortia of municipalities such as Consvipo, Consortium for the development of Polesine, the most beautiful villages in Sicily and the municipalities of the Aosta Valley.

In its development plan Be Charge has found the support of various local utilities such as, for example, Ascotrade (Veneto) and CVA (Valle d'Aosta) with which strong partnerships have been established for the coverage of the reference territories with the active development of the network, as well as with operators of large electric fleets such as, for example, E-Vai in Lombardy, and other partners throughout the national territory (ie Sicily by Car). The development of the network is continuing with the aim of covering the whole territory. Be Charge has already reached agreements for the supply of infrastructure for charging electric vehicles with the municipalities of Parma (50 charging points), Biella and the province (106), Cesenatico (20) and Piacenza.

How to recharge

To recharge at the Be Charge charging stations, simply install and register on the "BeCharge" App which can be downloaded for free from the Google Play and Apple App Store AppStores. Through the App it is also possible to view the map of all the Be Charge charging stations in the area, check the availability in real time and the type of socket of the various charging points, as well as the price in

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€/ kWh delivered. The cost of recharging will be directly charged to the credit card associated with the user's account. If the device is equipped with a navigator (Google Maps or Apple Maps) it is also possible to obtain driving instructions to reach the individual charging stations. Once the recharge has been activated, its progress can be monitored directly from the App. The call center is always available 24/7 at 02-87119401.

For the protection of its customers, Be Charge recommends that you follow all the indications and requirements provided by ISS in similar activities, both before starting a charging session and when refueling is finished, such as the use of disposable gloves.

Be Charge is a company of the Be Power S.p.A. Group dedicated to the diffusion of charging infrastructures for electric mobility. It is developing one of the largest and most widespread networks of public charging infrastructures for electric vehicles in Italy to make a decisive contribution to the development of a sustainable mobility system. Thanks to an internally developed and technologically advanced platform, Be Charge is able to offer an efficient charging service to all owners of electric vehicles, and to recharge throughout the national territory. As part of the sector supply chain, Be Charge plays both the role of manager and owner of the charging infrastructure network (CPO - Charge Point Operator) and that of supplier of charging and electric mobility services that interfaces with vehicle users electrical (EMSP - Electric Mobility Service Provider). All charging stations are smart and user-friendly, monitored 24 hours a day by a help desk and accessible via the BeCharge mobile application. The Be Charge charging stations are of the Quick type (up to 22 kW) in alternating current, Fast (up to 150 kW) or HyperCharge (over 150 kW) in direct current. The industrial plan of Be Charge foresees the installation in the next years of about 30,000 charging points that will supply 100% green energy from renewable sources.

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