

PRESS RELEASE

Be Charge, the integrated operator for electric mobility, is Sustainability Sponsor of Piano City Milano the first widespread festival of the city and among the largest music festivals in the world

First free charging for motorists with electric vehicles participating in the Piano City Milano Festival

Milan, June 15, 2021 - Be Charge becomes Sustainability Sponsor of Piano City Milano, the largest Italian territorial music festival and one of the largest music festivals in the world, now in its tenth edition and scheduled in the Lombard capital from 25 to 27 June. Starting from shared values such as sustainability and innovation and the strong pioneering spirit that unites them, Be Charge and Piano City join forces to contribute to the rebirth and restart of the city. In line with the widespread Festival project of Piano City Milano, Be Charge is also the architect of a silent revolution that reverses the dynamics of mobility by bringing its charging services for electric vehicles in a widespread and widespread way throughout the Milanese territory, as in the rest of the Peninsula. A real peaceful invasion of public infrastructure that already counts 170 active charging points, another 10 in the activation phase and a further 200 already approved by the City of Milan. A widespread and widespread network that facilitates the transition to electric mobility making it easier, more fun and faster to refuel electrons thanks to new technologies.

Just as Piano City Milano meets its audience in squares, homes and unconventional spaces, Be Charge, aware of the value of the weather, invents new urban scenarios to meet electric car owners, committing to install 30,000 Quick Charge charging points of 22 kW and Hyper Charge up to 300 kW DC by 2025. Even during the difficult lockdown period, the work of expanding the charging network for electric vehicles continued unabated, which already has 4,500 Be Charge charging points active throughout Italy and as many in the activation phase. The concept of sustainability goes perfectly with the corporate philosophy of Be Charge which, at its own columns, exclusively provides electricity produced from renewable sources. The partnership with Piano City Milano as Sustainability Partner is to be understood as a contribution to raising public awareness of daily environmental protection practices.

*"Milan is a very important city for us - **commented Paolo Martini, CEO of Be Charge** - because it represents the symbol of the culture of change. It is no coincidence that we have chosen Piano City Milano to give widespread visibility on the territory to our commitment to sustainability and towards the future of a city like Milan. Loving Milan means taking care of it and Be Charge as Piano City Milano, they want to contribute to a recovery made of sustainability and innovation»*

**The 10 Be Charge charging points in the city
near the main locations of the Festival:**

Località	Indirizzo	Stazioni ricarica	Punti di ricarica
Milano	Via Palestro 18 / GAM - Piano Center	2	4
	Via Marina / Via Palestro		
Milano	Via Palestro 18 / Università degli Studi di Milano	1	2
	Via Festa del Perdono 7		
Milano	Via Arco 1 / Triennale Milano	1	2
	Viale Emilio Alemagna 6		
Milano	Piazzale Udine, 5/ Parco Trotter - Giardini Via Mosso	1	2
	Via Angelo Mosso angolo Via Padova	1	
Milano	Via Stendhal 30 / Base Milano	1	2
	Via Bergognone 34		
Milano	Via Francesco Viganò 8 / Biblioteca degli Alberi - Volvo Studio Milano	1	2
	Viale della liberazione angolo Via Melchiorre Gioia		
Milano	Via Cascina Belcasule 18 / Cascina Campazzo	1	2
	Via Marcello Dudovich 10		
Milano	Via Marghera 21 / Giardino Via Dezza	1	2
	Via Dezza, ang. Via Lipari		



How to equip a public charging network – The benefits for municipalities and citizens

Equipping itself with a charging network for electric vehicles is an ideal tool for the Municipality to become an attractor for the "electric community", constantly growing in our country. The creation of a capillary charging network does not require any recourse to public funds as the investments are made by the private operator partner of the Municipality, as well as the operating costs.

The charging network becomes a 'hub' around which it is possible to develop new traditional and/or innovative economic activities (e.g. car sharing services, sustainable tourism, commercial activities). The Municipality will also be able to monitor the use and status of the columns and exploit the (anonymous) charging data to learn more about its traffic flows, thus improving the "environmental sustainability report card" on its territory and improving air quality.

For the citizen, a widespread charging network is a strong incentive to buy an electric vehicle that can recharge – without anxiety from autonomy – in a simple and fast way thanks to the highly digitized service integrated with navigation services. The citizen will be able to move more easily on the national territory using a charging network compatible with that of his municipality of residence, also benefiting from the discounts / promotions that commercial activities near the columns will want to offer in the form of digital coupons to be used during the charging time.

Be Charge present in a capillary way throughout Italy

Be Charge interacts throughout the national territory both with public administrations and with private subjects (large and small) with public access parking lots such as large organized distribution (Large-scale distribution), catering 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 from 22 kW in urban areas and Hyper Charge up to 300 kW DC in suburban scrolling areas.

Among the various installations Be Charge has created – and is about to install – numerous charging points (also fastcharge) in some large Italian municipalities such as Turin (over 300 charging points), Milan (309), Rome (320), Bologna (216) and Rimini (100). In the interchange parking lots of the ANM of Naples Be Charge will install 120 charging stations (240 charging points) with a private-public call. The first 30 charging points were installed in Bologna out of 216 planned and other projects have been approved or are being approved for the installation of additional charging points. Treviso can count on 94 charging 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 size, 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 The Consvipo, Consortium for the development of Polesine, The most beautiful villages of Sicily and the municipalities of Valle d'Aosta.

In its development plan Be Charge has found the support of various territorial 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 (i.e. Sicily by Car). The development of the network is continuing with the aim of covering the entire territory. Be Charge has already reached agreements for the supply of infrastructure for the charging of electric vehicles with the municipalities of Parma (50 charging points), Biella and the province (106), Cesenatico (20) and Rimini (84).

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

Be Charge is an integrated electric mobility operator that will allow electric vehicle owners to recharge nationwide through their public charging infrastructure. Be Charge's industrial plan provides for the installation of about 30,000 charging points throughout the country over the next 3-5 years that will deliver 100% energy from renewable sources, for a total investment of more than 150 million euros.

Customer service is completely digitized both in 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 payments showing in real time the availability of charging points and keeping the history of the recharges and related payments made. All charging stations are also monitored 24/7 by a dedicated help desk.

How to charge

To charge to Be Charge charging stations, simply install and register on the "BeCharge" App that can be downloaded free of charge from the Google Play AppStore and Apple App Store. Through the App it is also possible to view the map of all Be Charge charging stations on the territory, check the availability in real time and the type of socket of the various charging points, as well as the price in €/kWh paid. The cost of charging will be directly charged to the credit card associated with the user's account. If your device is equipped with a navigator (Google Maps or Apple Maps) you can also get the driving instructions to reach the individual charging stations. Once charging is activated, it is possible to monitor its progress directly from the App. The call center is always available 24/7 at 02-87119401. To protect its customers, Be Charge recommends that you follow all the indications and requirements of 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 deployment of charging infrastructure for electric mobility. Be Charge 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. Within the industry chain, Be Charge plays both the role of operator and owner of the charging infrastructure network (CPO) and that of provider of charging and electric mobility services that interfaces with electric vehicle users (EMSP - Electric Mobility Service Provider). Be Charge charging stations are in 22 kW AC, and direct current up to 300 kW. Be Charge's industrial plan foresees the installation in the coming years of about 30 thousand charging points that will deliver 100% green energy, coming from renewable sources.

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