

PRESS RELEASE

"La Via Elettrica - Kids drive the change" by Be Charge starts in Milan: a 60-meter track that transports children into the world of sustainable mobility during the Christmas holidays

Milan, December 17, 2021 - Transporting children into the world of sustainable mobility during the Christmas holidays, inviting them to discover the new perspective of electric. This is the objective behind the communication campaign **"La Via Elettrica - Kids drive the change"** conceived by Be Charge - a company of Eni gas and electricity, which from 2022 will be called Plenitude - an integrated operator for electric mobility that is building one of the most widespread public charging infrastructures in Italy.

A project that is enriched with a Christmas edition aimed precisely at children and their families. Thanks to a 60-meter long track that will be open to the public from 17 to 23 December in Piazza Gae Aulenti, in the heart of Milan, children and adults will be able to test the future of mobility within a real experiential path that symbolizes a story towards the full electric transition and at the same time a reality that already allows you to travel throughout Italy, recharging your electric car thanks to an increasingly widespread infrastructure.

*"We have decided to extend our Via Elettrica communication campaign to children because it is they, thanks to enthusiasm and irrepressible positive charge, who are driving the change of the future. Exactly that energy that will allow us to build together a better planet - said **Alice Colombo, Head of Marketing of Be Charge** - Thanks to Kids drive the change we want to rediscover together with the little ones that enthusiasm that is the basis of every change, sharing it with the city of Milan during the Christmas period. A useful opportunity to be all involved in the energy transition underway".*

Be Charge, with over 6 thousand charging points scattered throughout the national territory, is actively contributing to the development and growth of electric mobility in Italy through a fast, technologically advanced, reliable and accessible infrastructure. A brand that looks to the present with the enthusiasm of the pioneers and with the energy of those who deeply want a change.

Be Charge, an Eni gas and electricity company that will become Plenitude from 2022, 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 a platform developed internally and technologically advanced, Be Charge can offer an efficient charging service to all owners of electric vehicles, and recharges throughout the national territory.

Within 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 a provider of charging and electric mobility services that interfaces with users of electric vehicles (EMSP - Electric Mobility Service Provider). The Be Charge charging stations are in alternating current of 22 kW, and in direct current up to 300 kW. Be Charge's industrial plan envisages

the installation in the coming years of about 30 thousand charging points that will provide 100% green energy, coming from renewable sources.

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