

# Investor Presentation

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**Ease2pay and Invoatum:**  
**Mobile payment platform for shared self-services**  
**Supporting the energy transition**



Book



Park



Charge



Pay



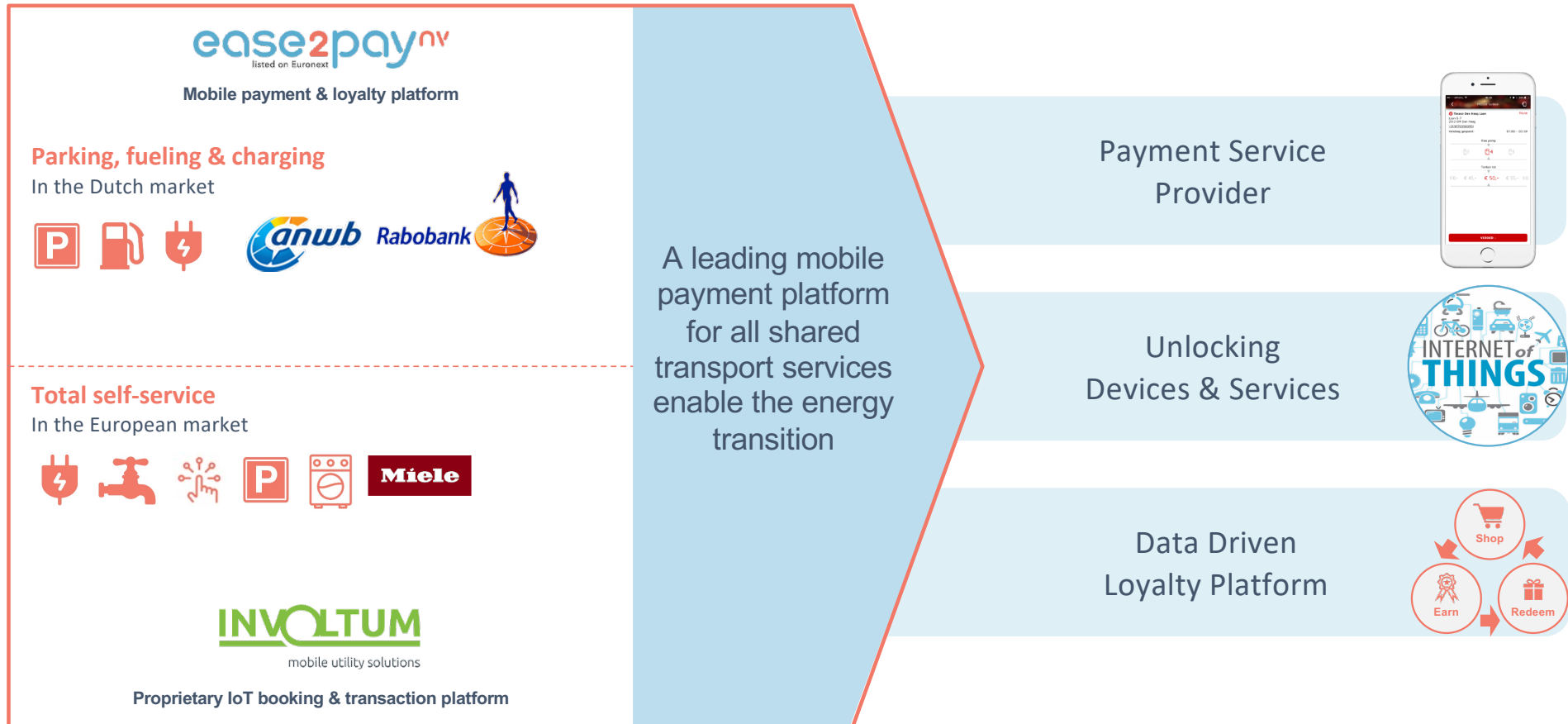
**ease2pay<sup>nv</sup>**  
listed on Euronext

29-11-2021

# Creating Leading Mobile Payment Platform for Transport Services



# Merge of Mobile Payment and Self-Service Platform



# European Wide Self-Service Platform

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# Mobile Self-Service Empowers Users

## Book



## Park



## Charge



## Pay

# Mobile Self-Service Empowers Merchants

Significant lower break even point of charging locations supports the energy transition

## Decrease costs



**No Point-of-Sale** hardware needed, application runs on the smartphone of customers



Converting manned facilities into **24/7 digital self-service**



Receive payments (risk-free) **within 24 hours**



Access to large **external customer base**

## Increase sales



24/7 access and **booking of transport service** facilities



Up to date location information and **easy payments** via smartphone app; no need for plastic cards



**Transparent pricing** and billing via smartphone app



**Seamless in-app loyalty** can facilitate channels in converting their buying power into loyalty discounts for their customers





**Directing users to merchant** via booking function

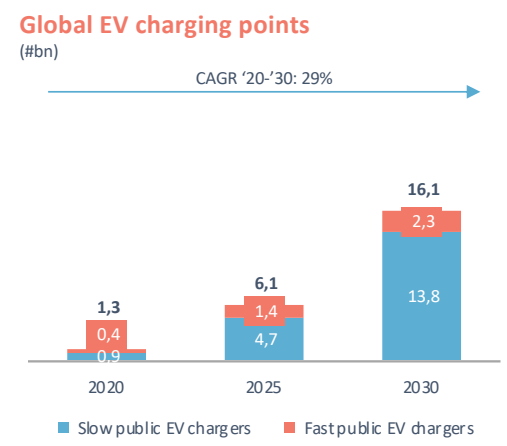
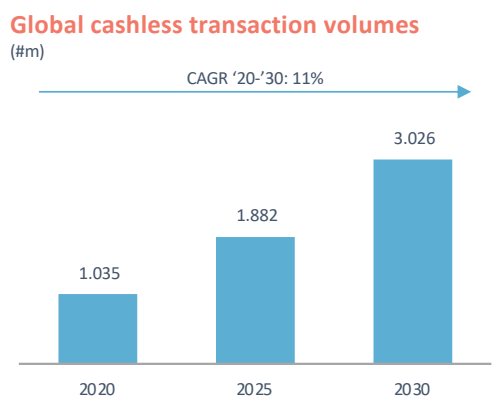
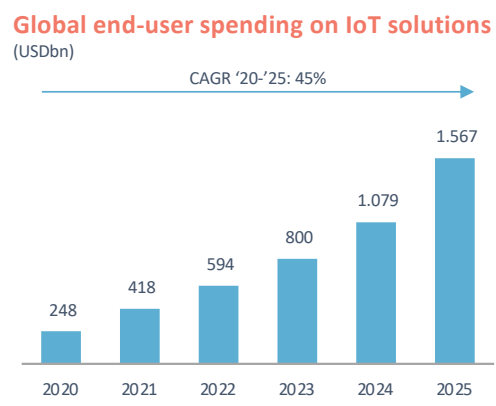
# Strong Trends Supporting Growth of Self-Service

Using IoT plus mobile payments and support the energy transition with self-service

 **IoT**  
Connecting and unlocking devices & services to share

 **Mobile payments**  
Significant growth in payments via smart devices

 **Energy transition**  
Consumers use unattended charging services



# Market Strategy: 1 Platform for 3 Transport Markets

	I Individual Transport	II Recreational Transport	III Freight Transport
Targeted end-market	<ul style="list-style-type: none"> <li>✓ Digital on &amp; off-street parking</li> <li>✓ Fuel market</li> <li>✓ EV-charging</li> </ul>	<ul style="list-style-type: none"> <li>✓ Marinas</li> <li>✓ Camper sites</li> <li>✓ Launderettes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Truck charging</li> <li>✓ Shore power for shipping</li> <li>✓ Public spaces</li> </ul>
Mobile self-services	<ul style="list-style-type: none"> <li>📅 Booking</li> <li>🅅 Parking</li> <li>🔌 Charging</li> <li>🛢️ Fuel</li> </ul>	<ul style="list-style-type: none"> <li>📅 Booking</li> <li>🅅 Parking</li> <li>🔌 Charging</li> <li>🚰 Washing</li> <li>⚡ Power supply</li> <li>🚰 Water supply</li> </ul>	<ul style="list-style-type: none"> <li>📅 Booking</li> <li>🅅 Parking</li> <li>🔌 Charging</li> <li>🚰 Water supply</li> <li>🛢️ Fuel</li> <li>🚰 Washing</li> </ul>
Market	B2C	B2C	B2B
Own labels	Prettig Parkeren ease2pay PARK AND POWER	aanlit.net® YOREON	NOMAD POWER Walstroom MARKT STROOM.NL
Strategic channels	Rabobank anwb	seijseiner Miele	Easy Power Supply <small>Power to the city</small>



# I Targeted End-markets: Individual Transport

Market dynamics

## DIGITAL ON- & OFFSTREET PARKING

- Centrally organised parking network by SHPV
- Large Dutch market with decent outlook
- Various other on-street parking app providers in the market
- Parking garage players pose major entry barrier, but still very low digital adoption rate

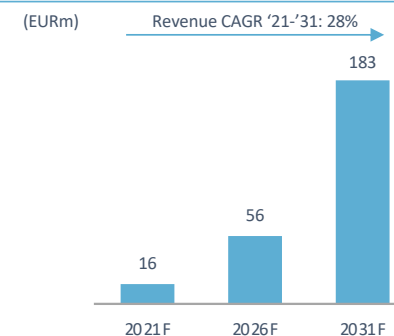
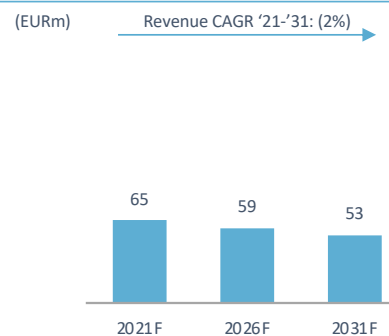
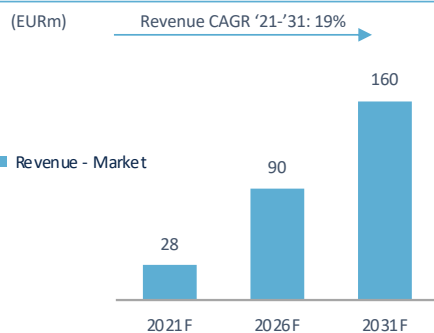
## FUEL

- Oil corporates pose major entry barriers
- No other smartphone payment and loyalty providers active
- Plastic fuel cards are widely used against higher prices

## EV-CHARGING

- Many different charging point operators (CPOs)
- Market demand driven by significantly growing # of EVs
- Plastic charging cards are widely used

Dutch addressable market revenue



# Targeted End-markets: Recreational Transport Services

Market dynamics

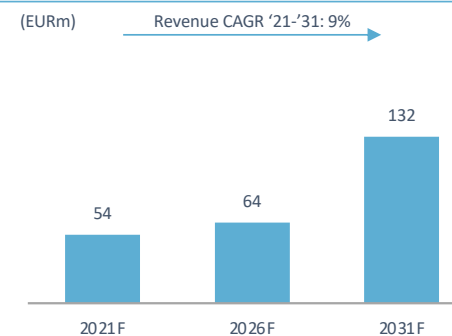
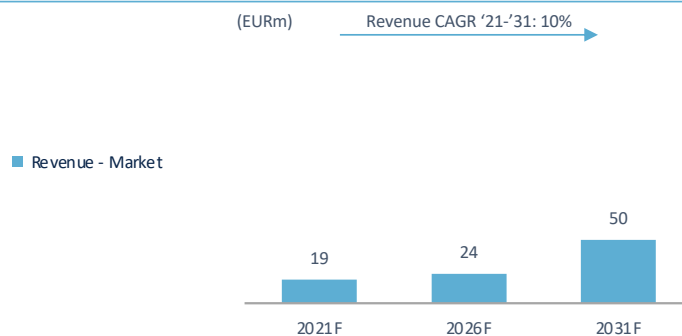
## CAMPER SITES

- Paid camper bays that offer overnight stays and access to electricity and water
- Large European market, with many ad-hoc payment solutions
- Introductions of e-camper models

## MARINAS

- Digitalising transactions, reservations and electricity and water supply in marinas
- Large European market, with multiple marina service providers at early stage of digitalisation
- E-boat market to grow fast over next years

European addressable market revenue



# Targeted End-markets: Freight Transport Services

Market dynamics

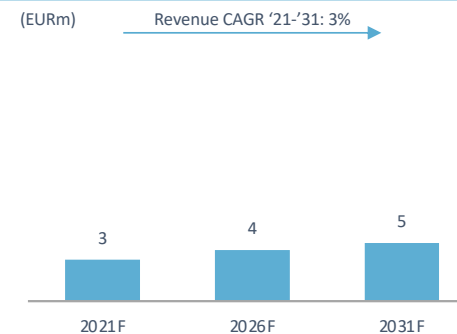
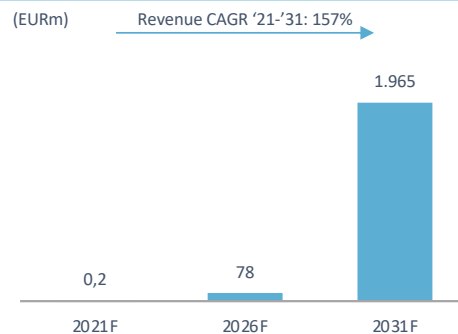
European addressable market revenue

## TRUCK CHARGING<sup>1</sup>

- Charging points refrigeration trailers and e-trucks
- Early stage but large expected market
- Estimated increase from almost zero to 290k public and non-public truck charging points in 2030

## SHORE POWER

- Access to electricity and water supply in harbours for inland vessels
- Only two players active in the Dutch market
- Provide charging services in the future, when inland ships shift to electric engines



# Combined Sales Strategy: Partners & Merchants

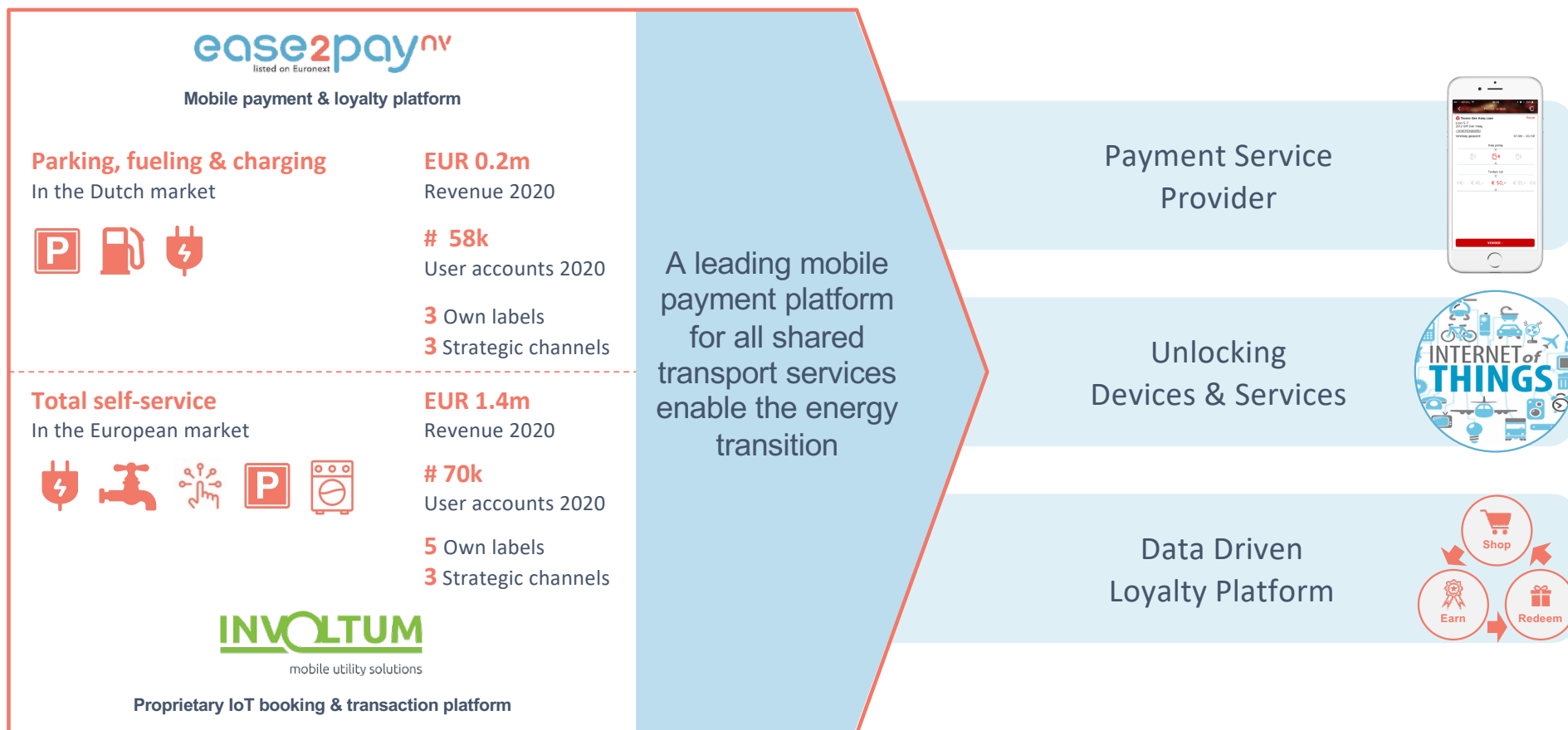


**Hunting model**  
Actively pursue partners that offer access to large customer groups

**Harvesting model**  
Attract smaller merchants that are active in one target group, leveraging platform and customer base

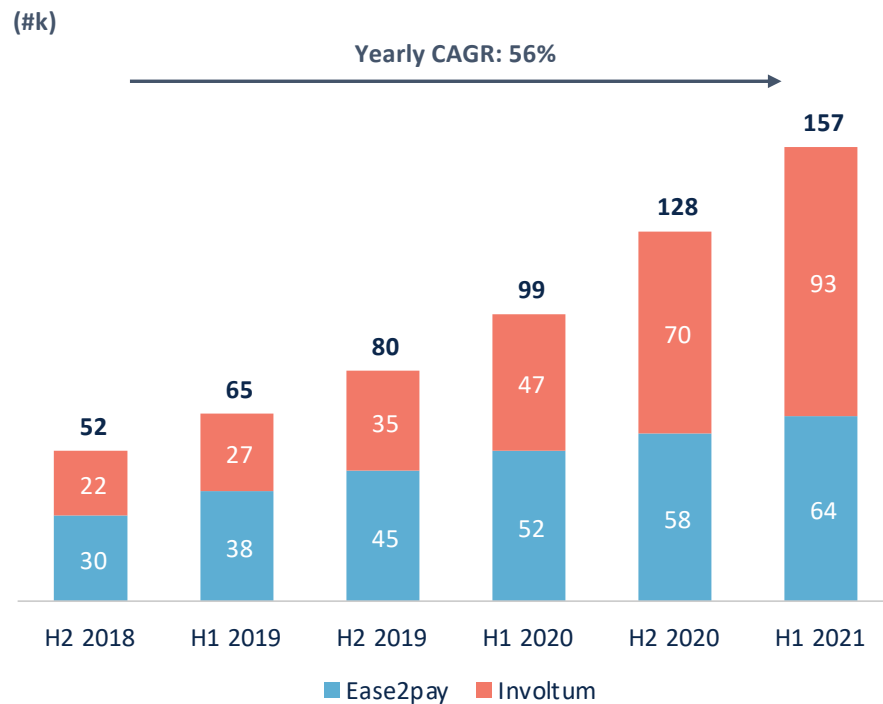
**Common denominator**  
Attract large (semi) public merchants that are active in multiple end-markets

# Merge of Mobile Payment and Self-Service Platform

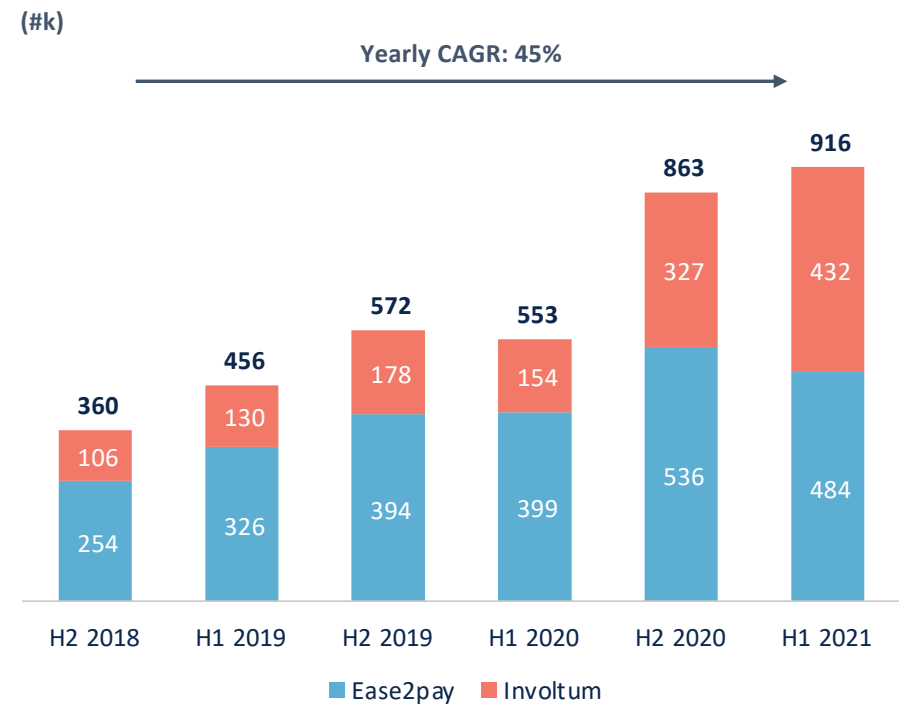


# Proven Track Record and Robust Performance

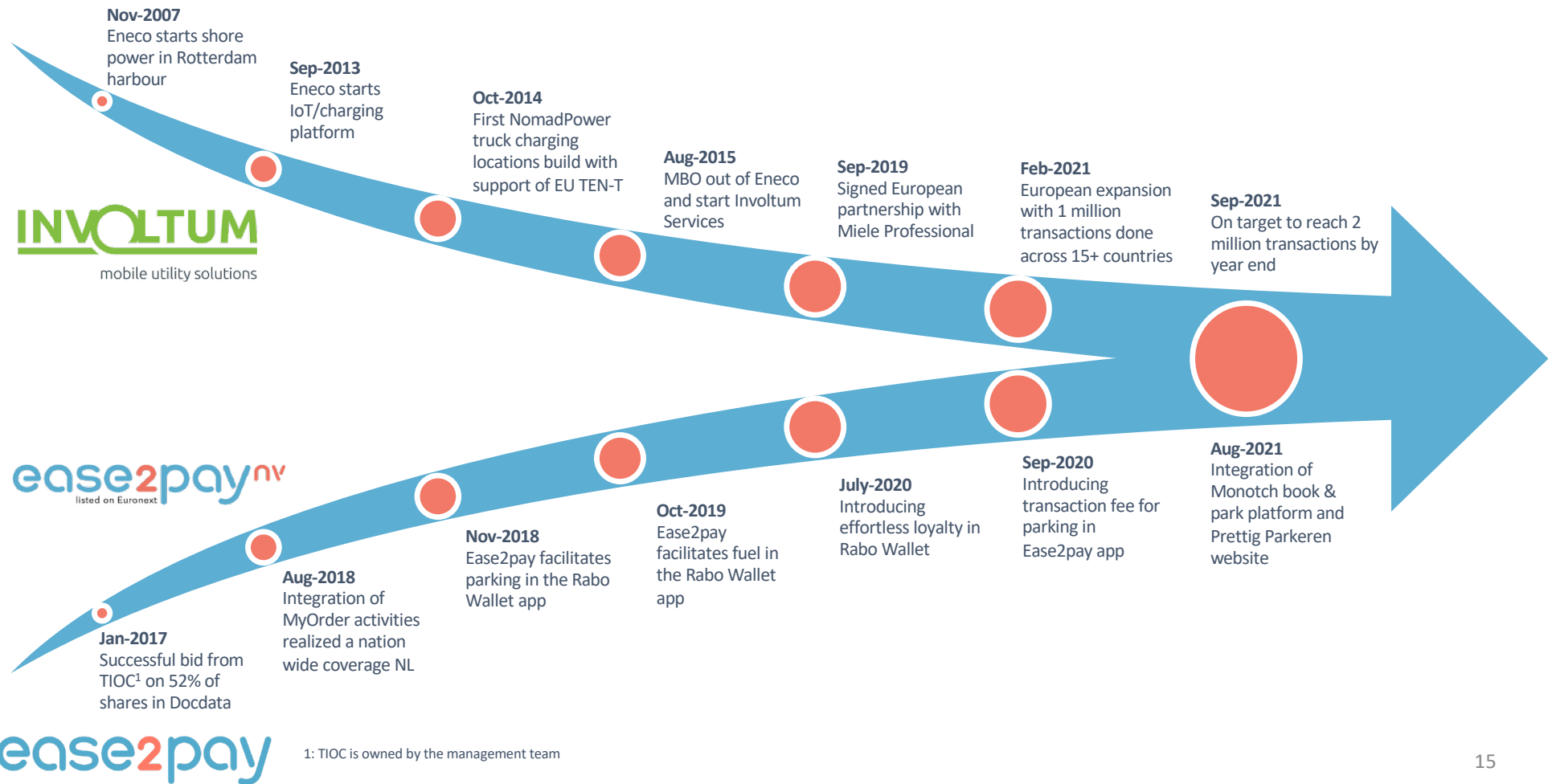
## Accounts growth



## Transactions processed



# Proven Track Record and Robust Performance



# Experienced and Invested Founder-led Management Team



**Jan Borghuis**  
Co-CEO

- Co-founder**  
2017 – Present
- Co-founder**  
1995 - 2014



MSc Economics

*26 years of entrepreneurship, proven track record in payments industry plus innovation leader in individual transport*



**Gijs van Lookeren Campagne**  
Co-CEO

- Co-founder**  
2017 - Present
- Co-founder**  
1995 - 2014
- Accountant Assistant**  
1992 - 1995



RA – Postgraduate CPA



MSc Business Economics

*26 years of entrepreneurship, proven track record in payments industry plus innovation leader in individual transport*



**Edwin Noomen**  
CFO/CTO

- Managing Director**  
2015 - Present
- Partner**  
2007 - 2015
- Head of Structured Finance**  
2001 - 2007
- Structured Derivatives**  
1996 - 2001



MSc Business Economics

*11 years of experience in the financial sector and founded Involtum in 2015*



**Maarten Hektor**  
Sales & Marketing director

- Managing Director**  
2015 - Present
- Electric charging platform**  
2012 - 2015
- Interim work for Eneco**  
2004 – 2012
- Management Consultant**  
1998 – 2004
- Project Office Manager**  
1997-1998
- Trainee**  
1996-1997



MSc Business Administration

*Founded the predecessor of Involtum in 2012 and has more than a decade of entrepreneurial experience*



**Hans Bevers**  
NomadPower director

- Managing Director**  
2016 - Present
- Fixed Income Derivatives**  
2006 - 2015
- Fixed Income Derivatives**  
1999 - 2006
- Analyst**  
1997 - 1999



MSc Economics

*Joined the Involtum team in 2016, where he set up the largest European charging network for refrigeration trailers and e-trucks*



# I Ambitious Growth Strategy: Individual Transport

## DIGITAL ON- & OFFSTREET PARKING

## FUEL

## EV-CHARGING

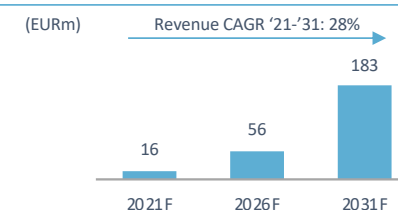
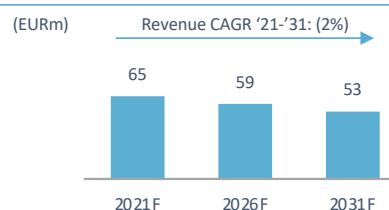
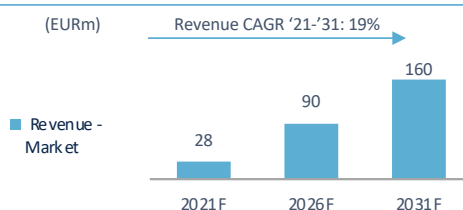
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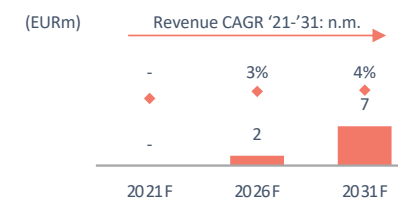
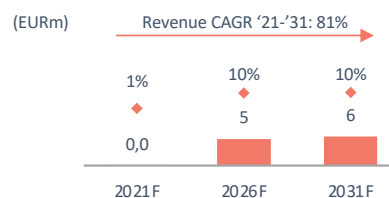
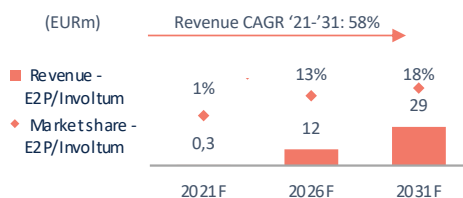
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Dutch addressable market revenue



E2P/Involtum revenue and market share ambition



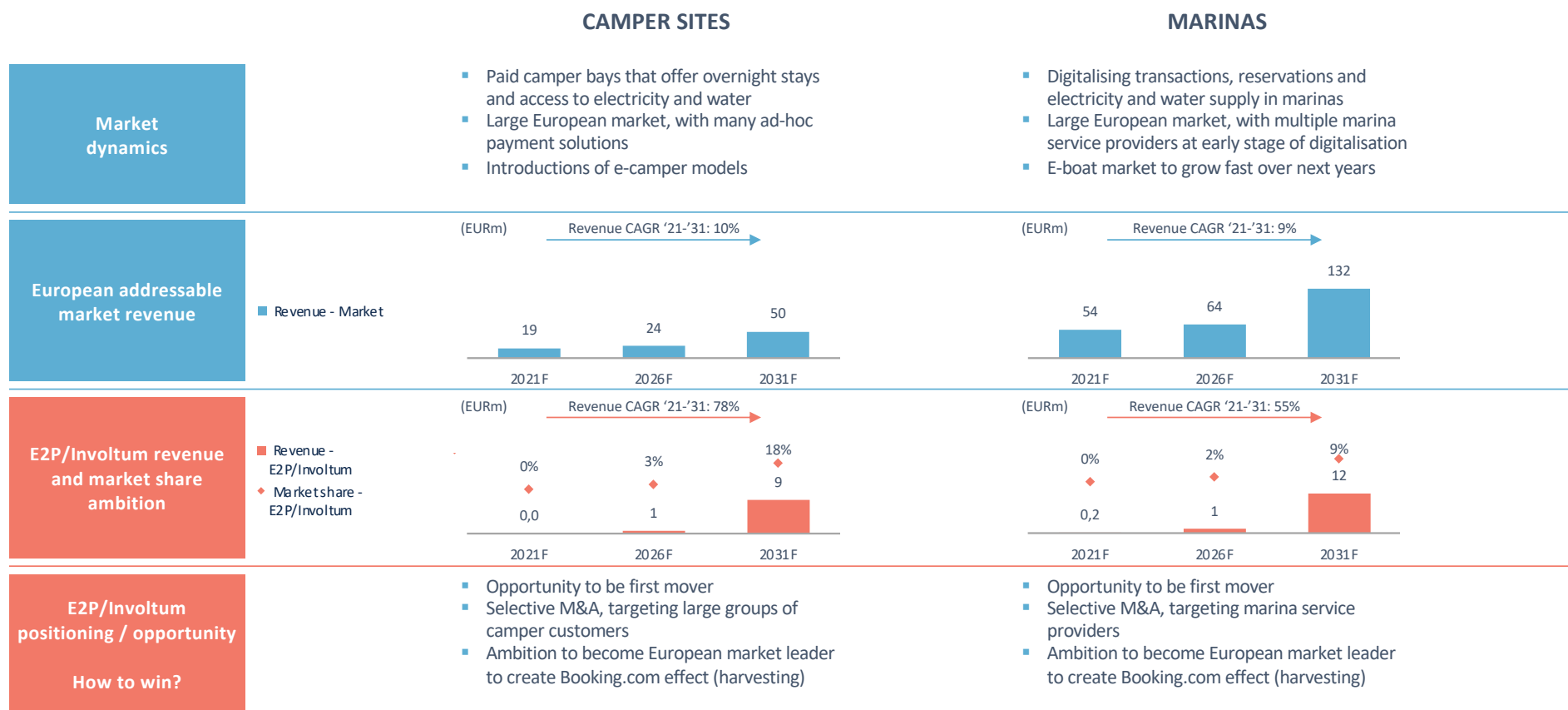
E2P/Involtum positioning / opportunity  
How to win?

- Offer platform to third party channels like Rabobank
- Connect platform to large parking garage players
- Selective M&A, targeting small entrants

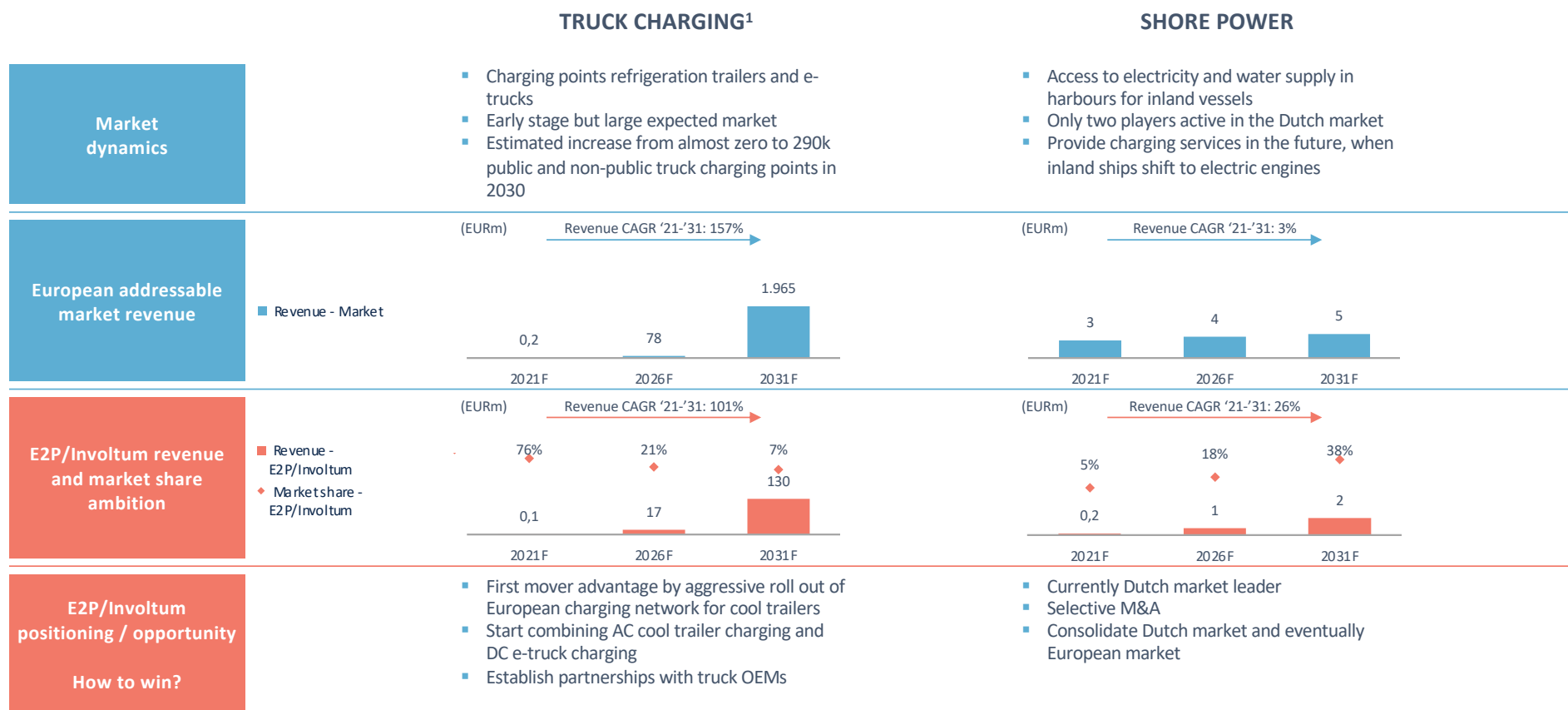
- Large Rabobank customer base will be more attractive for oil corporates
- Offer additional loyalty discounts to attract more customers

- E2P will enter the EV charging market in 2022
- Smartphone app is more transparent and convenient than current plastic charging cards
- Selective M&A in EV space

# II Ambitious Growth Strategy: Recreational Transport Services



# III Ambitious Growth Strategy: Freight Transport Services



# Ambitious Growth Strategy

## Scale-up capital needed to become the leading payment platform for shared services in transport

- ✓ Increase **number of transactions** and **connections** with existing merchants
- ✓ Using **network effects** and market leading position of existing labels **to gain new clients**
- ✓ **Business development** towards new strategic channels
- ✓ Roll out of **labels across new (European) countries** using blue-print of business in home-market
- ✓ Dynamic European (niche-)markets resulting in a list of **multiple acquisition opportunities**

### Ambition for 2024

 >50m individual transport transactions

 >22k connected charging points

 EUR 19m revenue



### 58 FTE in 2024

Additional FTE for ICT (16), business development (15) and other functions (27)



### Capital raise

Proceeds will be used to hire personnel plus invest in NomadPower network and management will co-invest

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