KINTO Share



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Agenda.

01

Update



02

Strategy



03

Toolkit



04

Q&A



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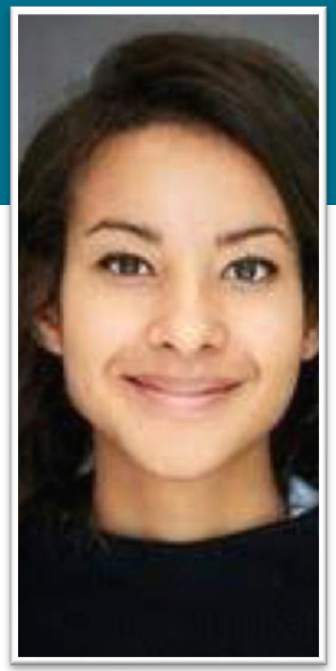
Meet the team

JULIEN



Business Owner

PASCALE



Product Owner

FLORENCE



Project Manager

MALIKI

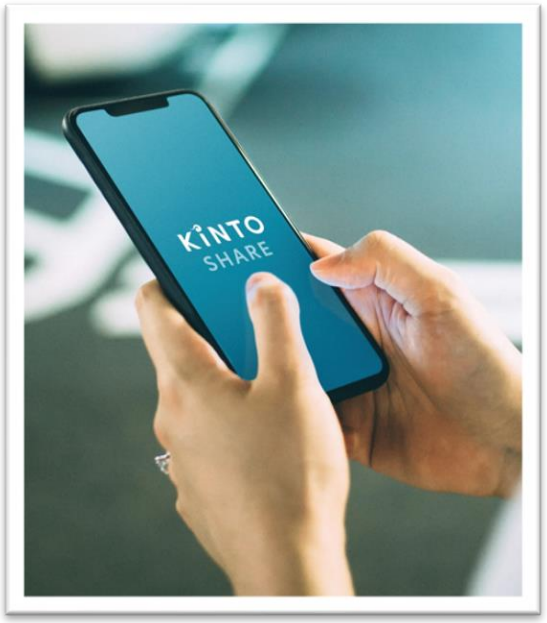


Fleet Specialist

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· PUBLI

KINTO Share: Usership



Download the app

Register

Check the vehicles available around you

Book & Go

DIGITAL

24/7

SELF-SERVICE

VEHICLES VARIETY

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THANK YOU!

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We've come a long way...

Brand Launch





Country Launch











2016 2017 2018 2019 2020 2021 2022 2023

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KINTO Share current landscape

B2C Carsharing



Italy
Germany
Sweden
Ireland

Residential Car



Germany

Dealer based Carsharing & Car Rental

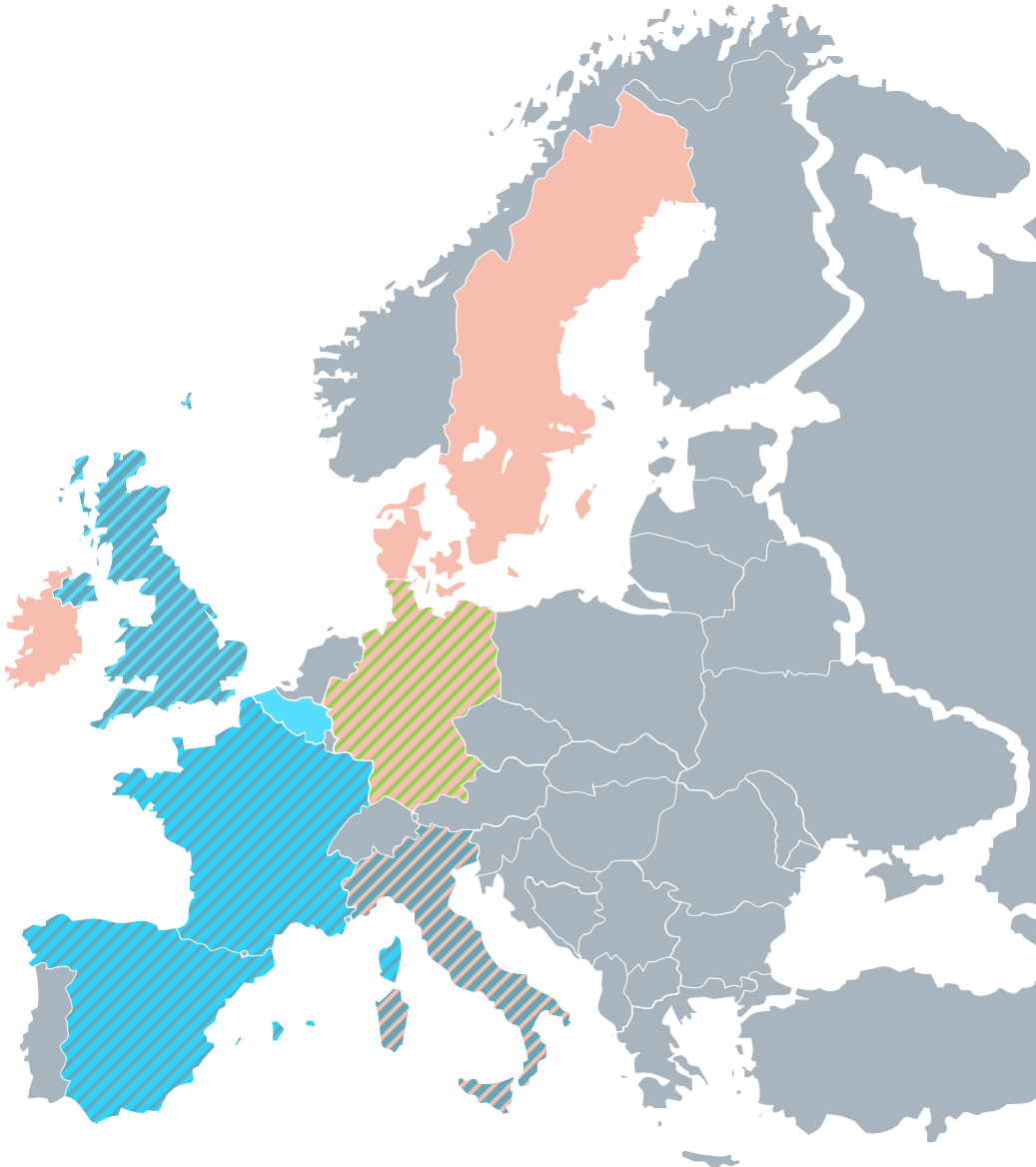


Italy
Spain
UK

Corporate Carsharing



UK
France
Spain
Belgium




COROLLA GR SPORT


PROACE


AYGO


MIRAI

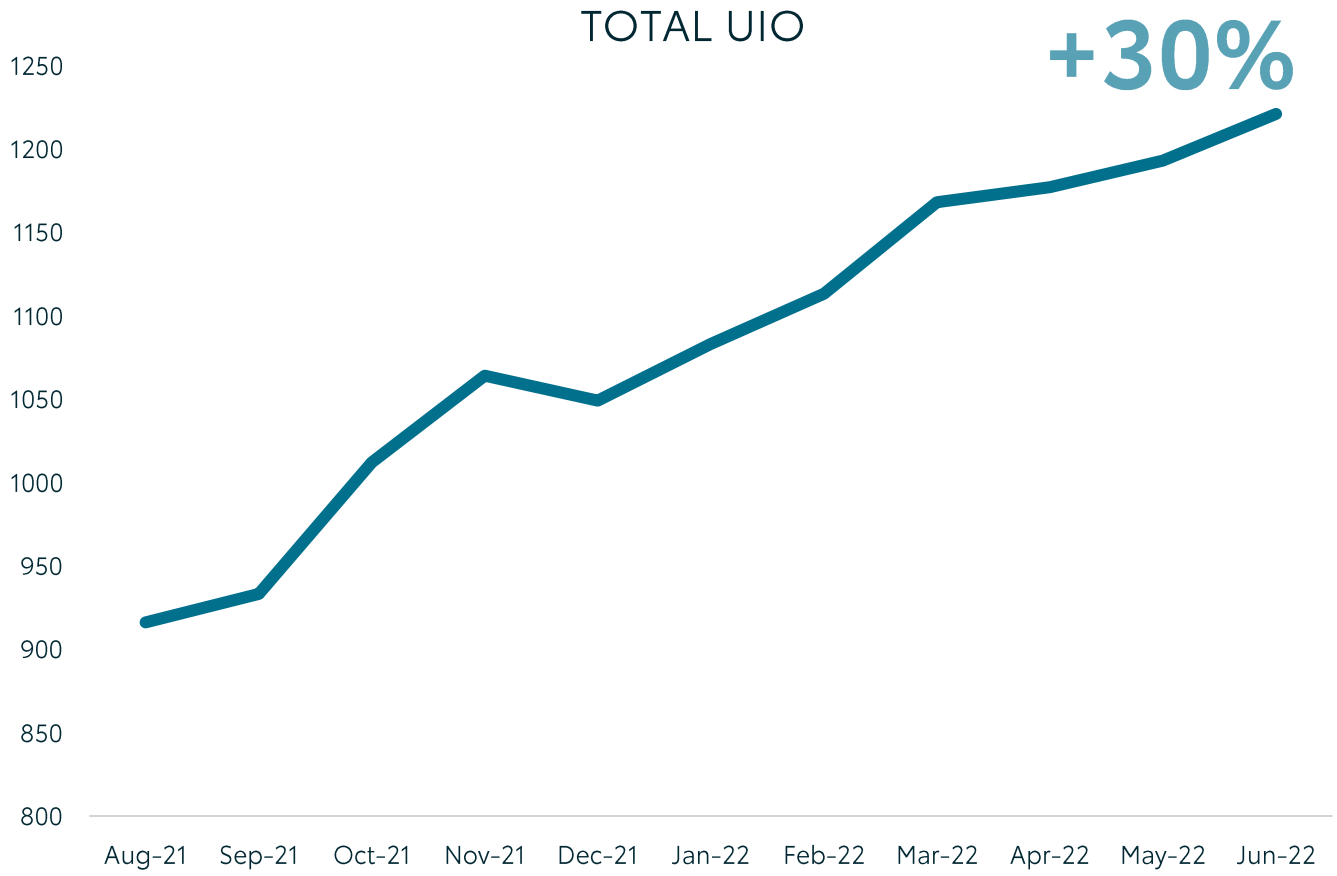

YARIS GR SPORT

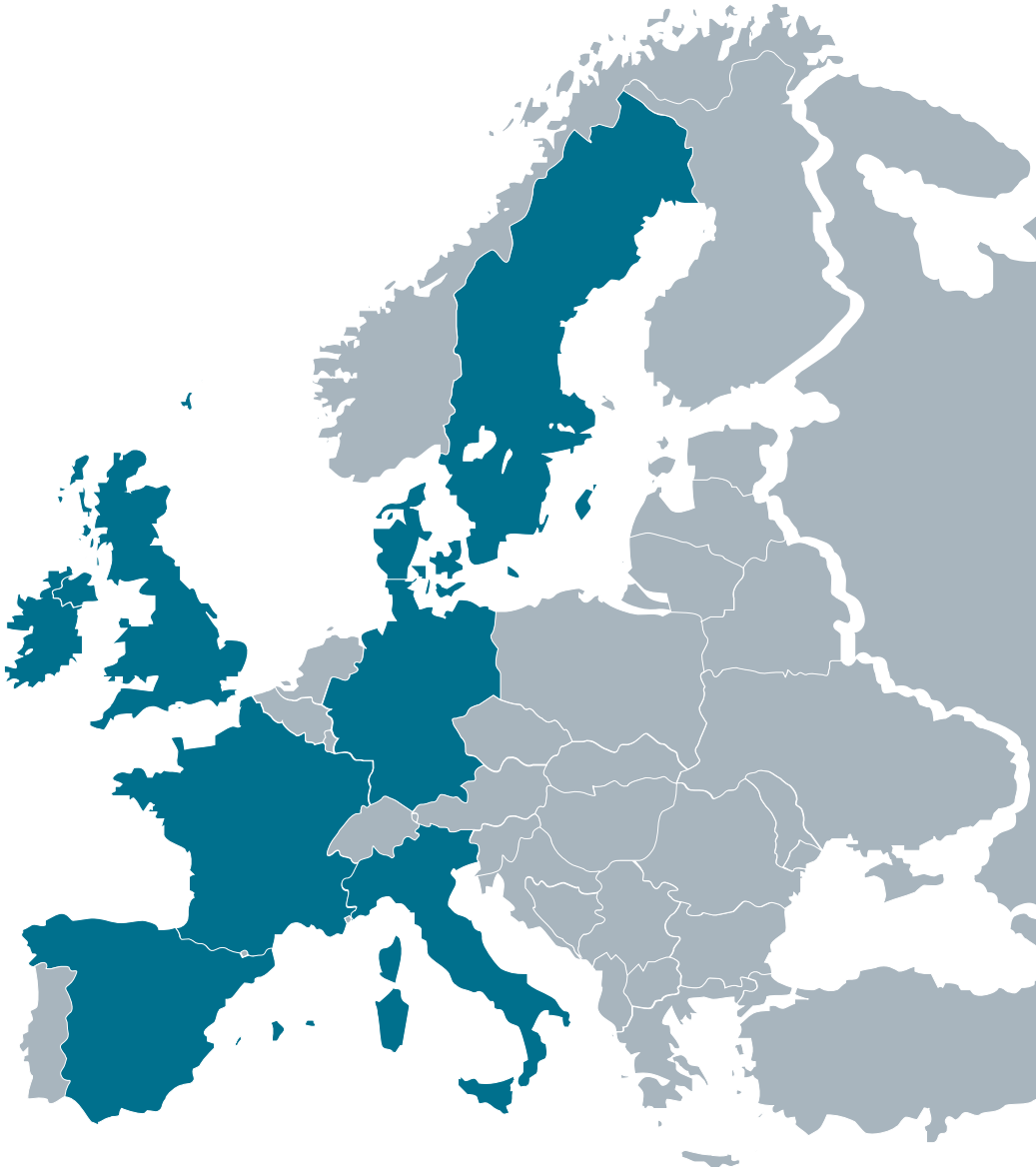

RAV4 PLUG-IN HYBRID

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Fleet size

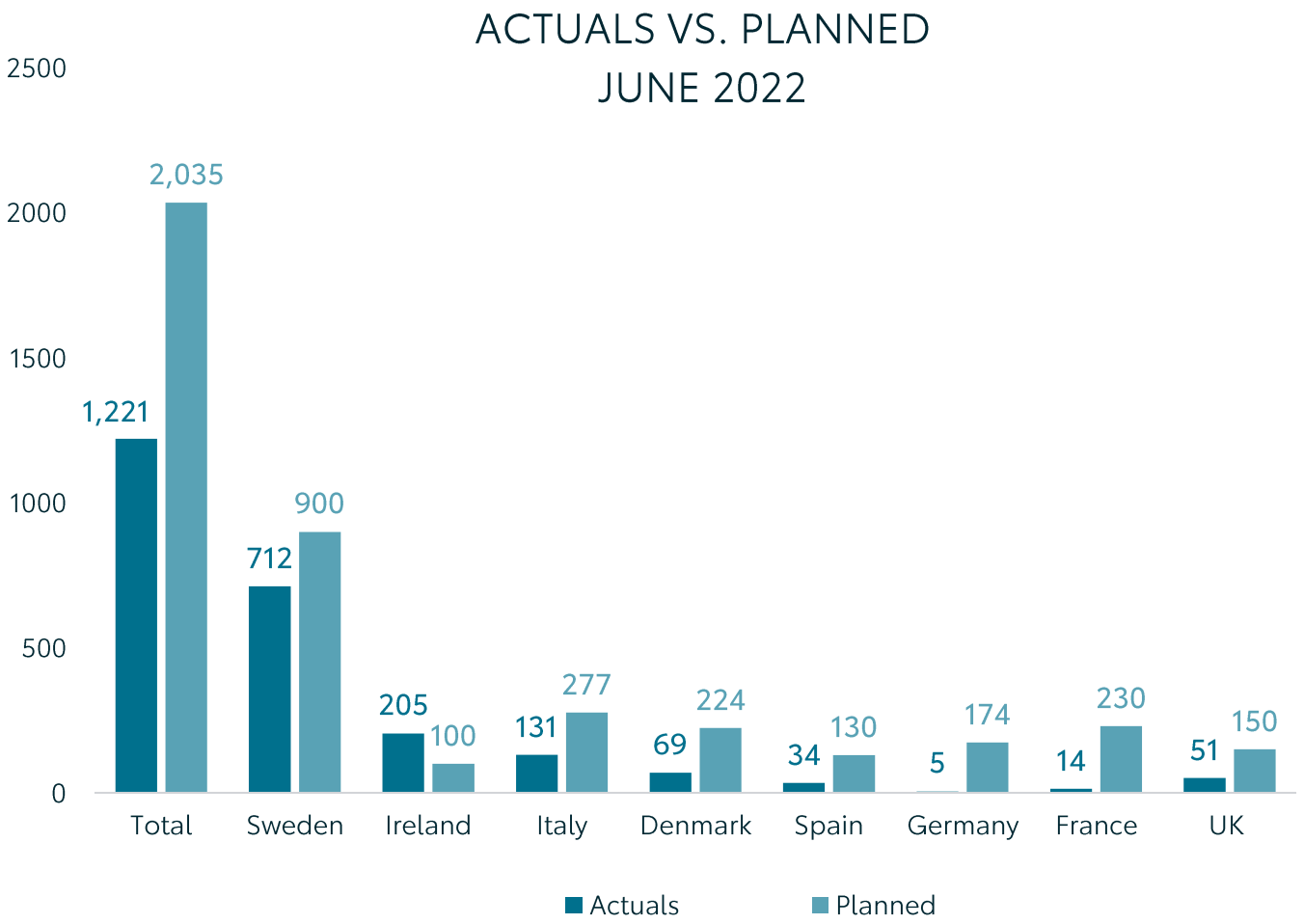


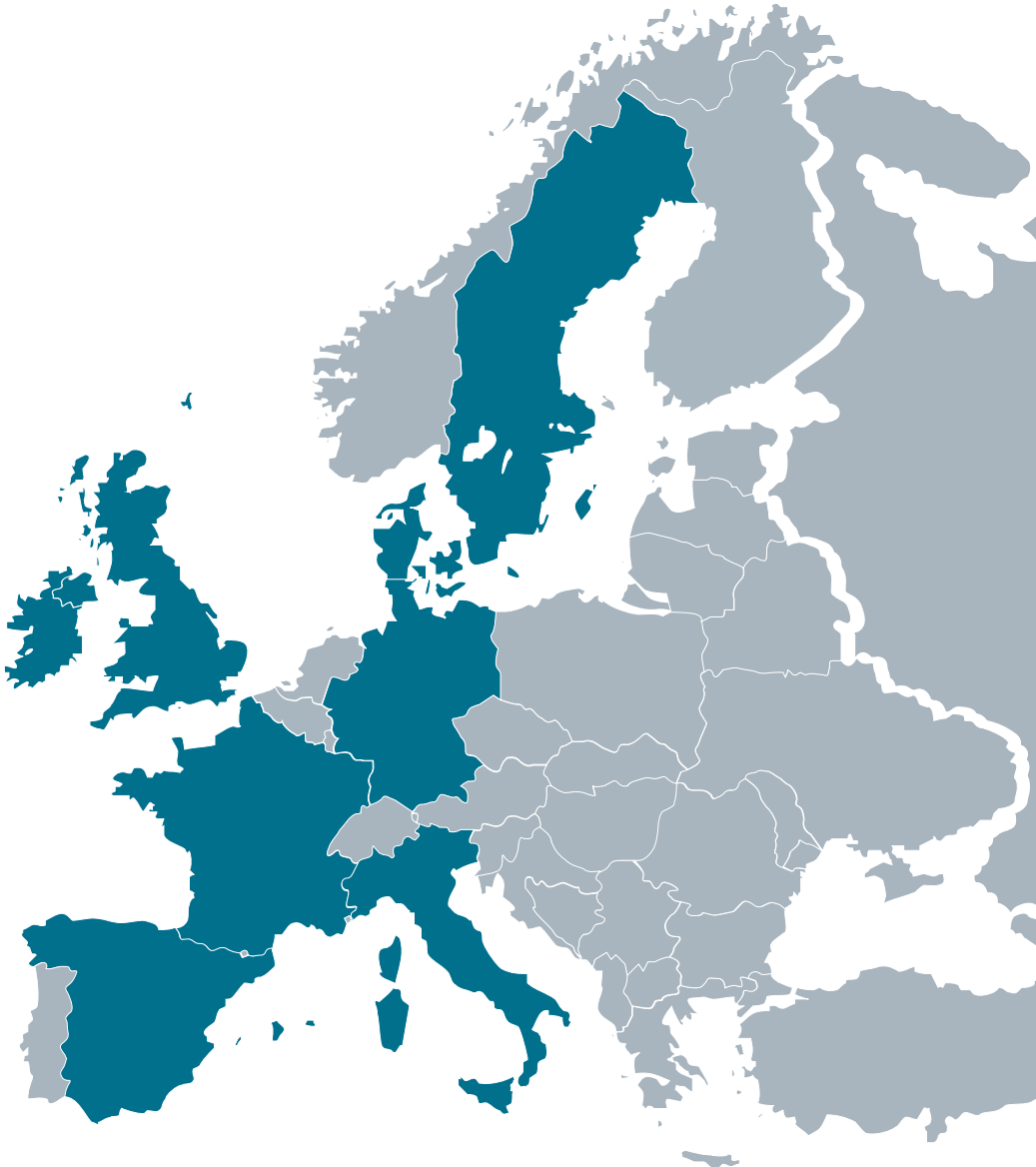


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Fleet size

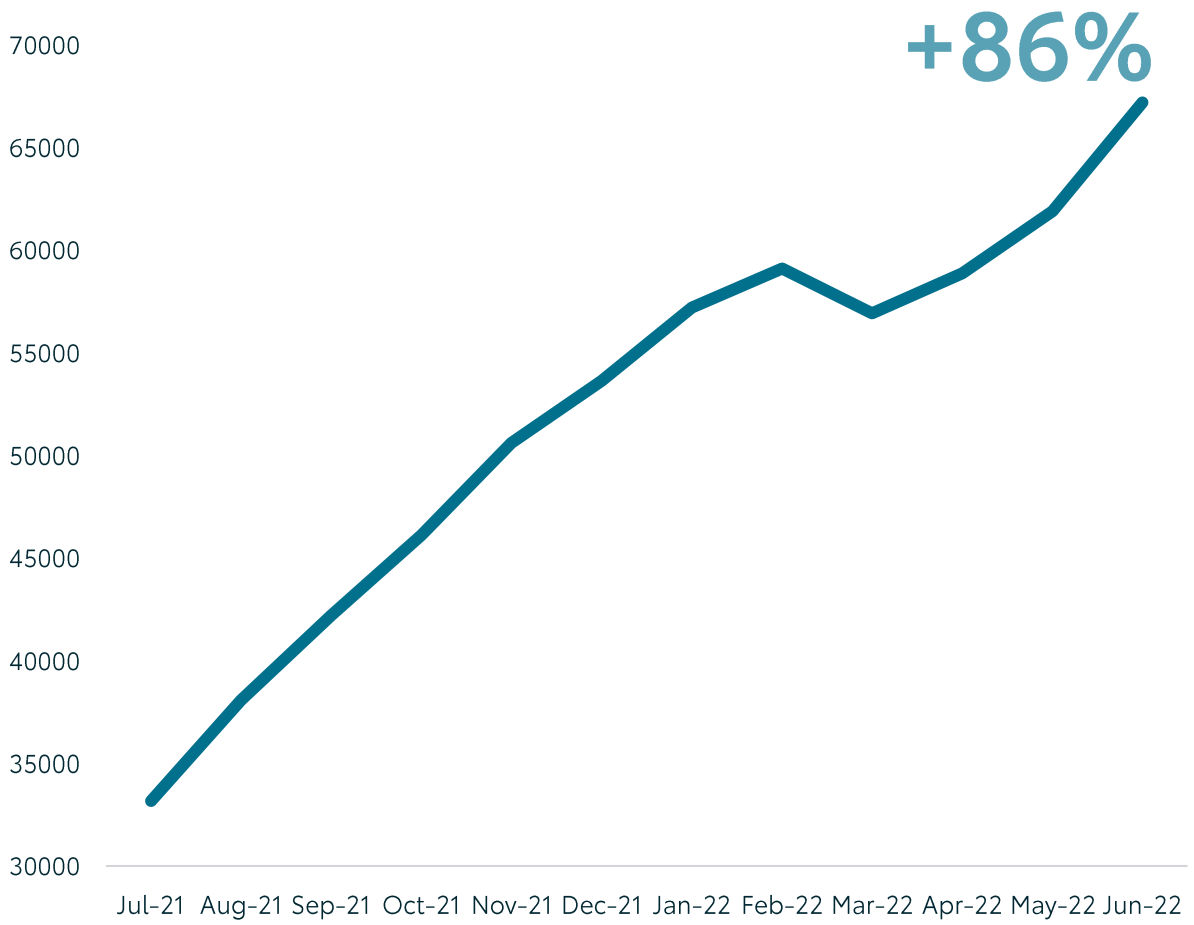




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TOTAL NUMBER OF REGISTERED CUSTOMERS





KINTO

· PUBLIC 公

TOTAL NUMBER OF ACTIVE CUSTOMERS





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2026

6 BEUR TTL Rev.

19.3 Million Users



2022

4.8 BEUR TTL Rev.

14.9 Million Users

Market outlook

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B2C



poppy
SHARENOW
ZITY
enjoy
FREE2MOVE
We share.
cambio
VIRTUO
citiz
mobility
SIXT

Residential car



WeGo
MobilityTech Green
Making Things Move

Dealer based carsharing & car rental

getaround



AVIS
MOBILIZE
BEYOND AUTOMOTIVE
Europcar
moving your way
Hertz
SIXT

Corporate carsharing



ARVAL
BNP PARIBAS GROUP
ALD
Automotive
ubeeqo
ALPHABET

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Focus & Standardization…

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Focus

Reflection



Product definition



Learning



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KINTO Share vs. KINTO Rent

Same business model with feature differences

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Agreed priority

Rolling out KINTO Share @ dealer

Customer

- Digital onboarding
- Digital booking
- Digital key
- Car for when they need it

Dealer

- Provide service to enhance customer lifecycle
- Revenue from utilization
- Revenue from services
- Toolkit and guidelines
- Support from KINTO Market

Assets

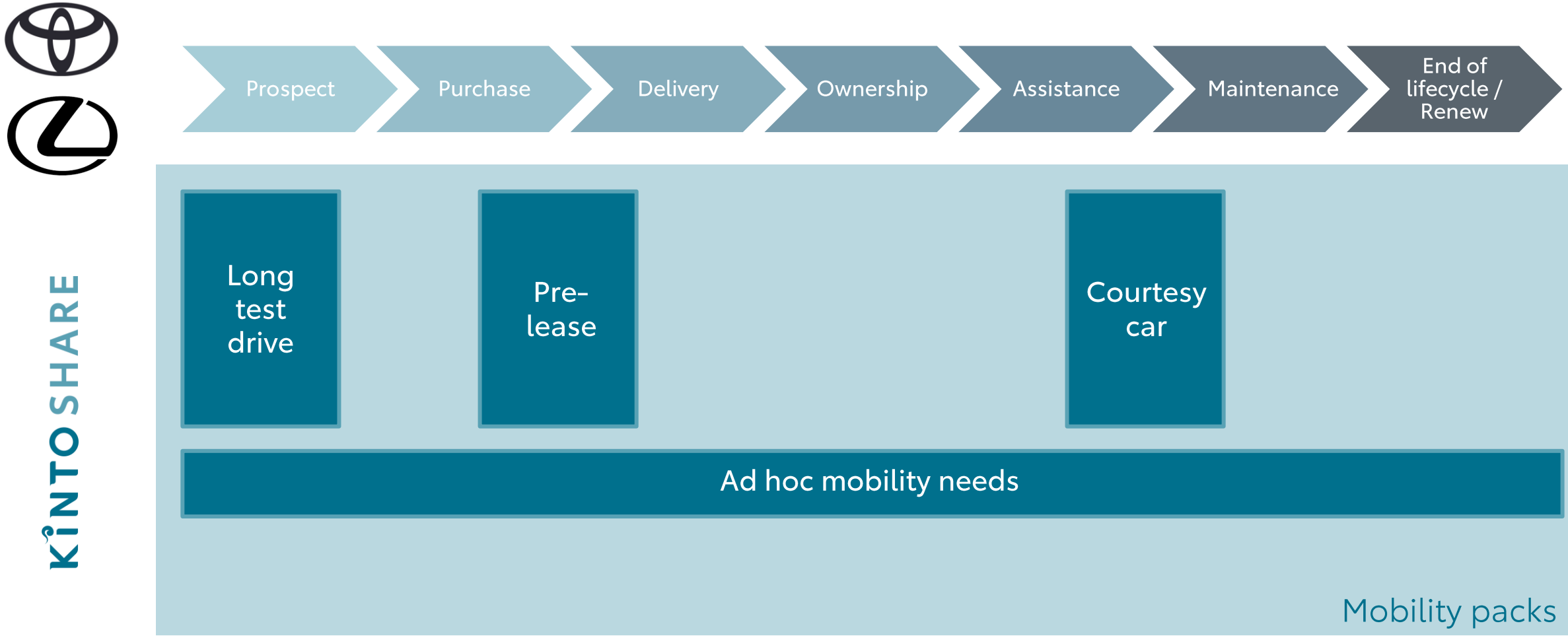
- KINTO One
- Dealer assets

KINTO Market

- Extra revenue from utilization

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Combine lifecycles



KINTO SHARE

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Target customers

Who are the customers?

DEALERS CUSTOMERS

- Digital leads
- Walk-In customers (showroom)
- Service (maintenance & repair)
- Used car
- Workshop

NEW CUSTOMERS

- Private users
- Local companies & administrations
- International travellers

What are their needs?

B2C

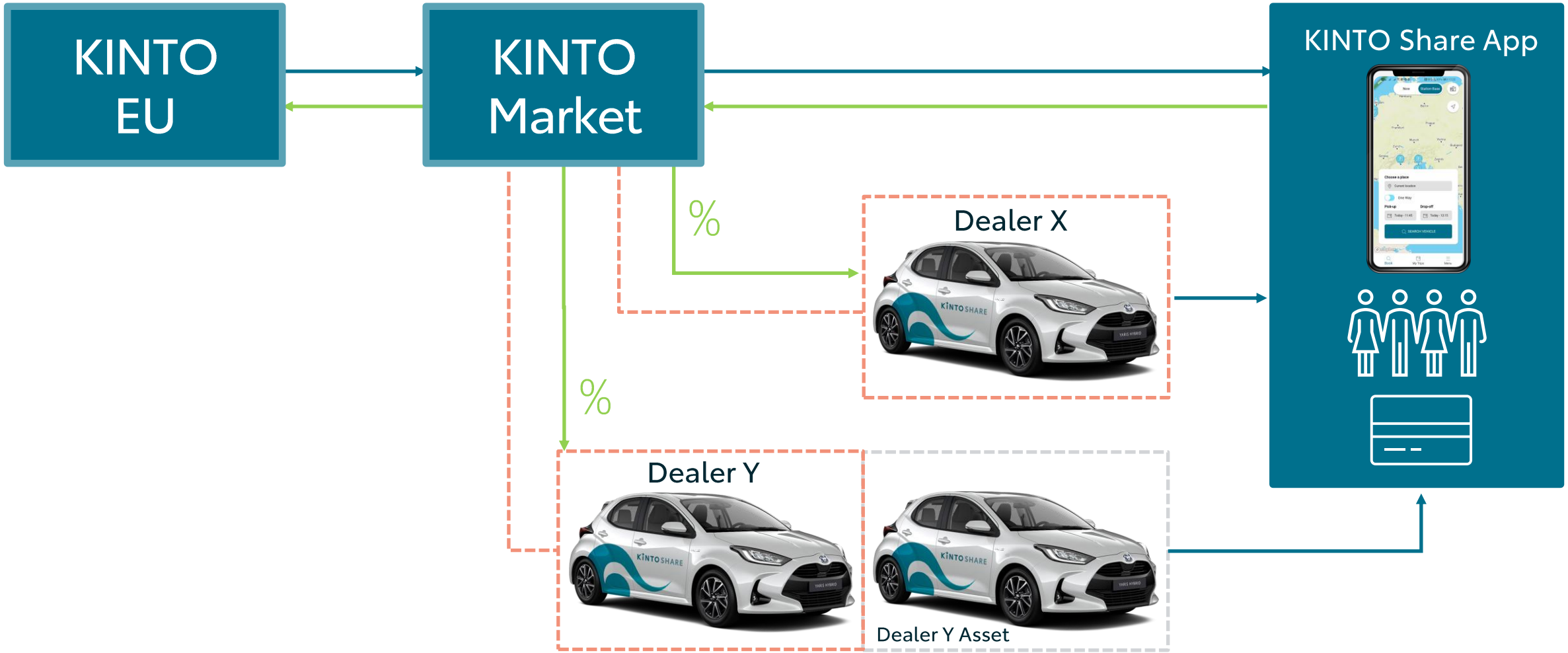
- Temporary mobility needs
- Reducing costs of ownership
- Complementary vehicle needs
- Owned vehicle replacement (maintenance, damage..)
- Interest in testing a vehicle

B2B

- Reducing costs
- Sustainable mobility

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High-level service model



Proposed assets lifecycle

Initial asset owner	Contractual party towards customer	Asset owner during contract	Asset owner after contract	Type of asset	Risks	Contractural set-up
KINTO Entity	KINTO Entity	Retailer	KINTO Entity	New	RV risk with retailer credit risk with KINTO Entity	• KINTO Market has contractual relationship for service with customer • Dealer takes on KINTO One contracts from market
Dealer	KINTO Entity	Retailer	Retailer	New, Used	RV risk with retailer credit risk with KINTO Entity	• KINTO Market has contractual relationship for service with customer • Dealer can place own assets on to the platfrom

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Value proposition

Value proposition end-customer

The car you need when you need it

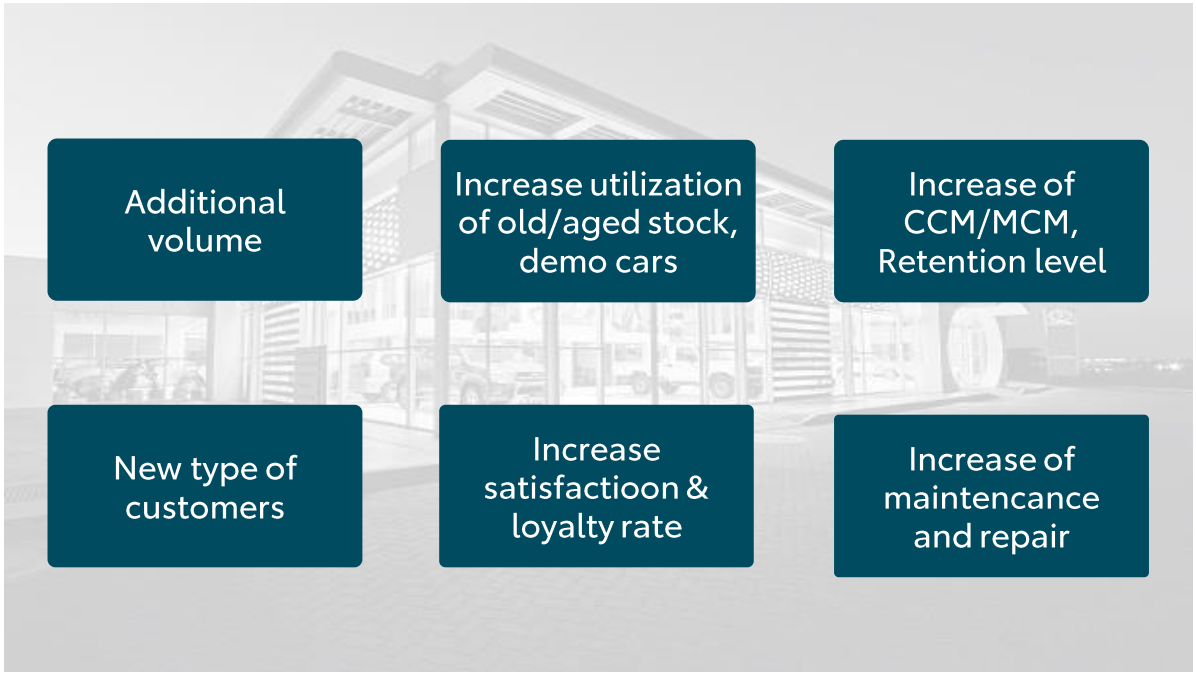
Maximum flexibility, fit for needs, all inclusive pricing, digital UX

- All inclusive: insurance, maintenance, VAT, tax, registration
- Flexible from 1 hour to 1 month
- Transparent pricing– no hidden costs
- High service level: 24hrs support
- Fully digital & seamless UX
- B2C & B2B

Value proposition retailer/market

Retailer integrated in the service proposition. Benefiting from a new stream of customers and providing existing customers with mobility service.

Offer ability to maximize lifecycle of dealer assets.



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KINTO Share roadmap

Q2 22

- Corporate (migration)

Q3

- Derby – B2B
- INSEP – audience extension
- Toyota France – Corporate
- Solingen – B2G + Retailer

Q4

- Sept./Oct. Dealer model
- Sept./Oct. Dealer model
- End of CY. Dealer model

2023

- TME - Corporate
- KINTO Holidays – B2C
- From May to December 15 new retailers – B2C

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HOW



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Delivery Approach

Preparation

MOBILITY PLATFORM

Full understanding of the platform and how it works



LEGAL & COMPLIANCE

Assessing all legal implications and GDPR compliance

COMMUNICATION & MARKETING

Planning all communications required towards customers

PAYMENT PLATFORM

Analysing payments operations and configuration

VEHICLES SETUP

Study for OBU setup and installation

BILLING & INVOICE

Analysing impacts on billing operations and integrations

CUSTOMER SUPPORT

Assessing call center operations and related operative procedures

CONTROL ROOM

Assessing control room operations and related operative procedures

FLEET OPERATIONS

Assessing fleet operations and related operative procedures

DEALER OPERATIONS

Analysing and implementing dealer operations

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Approach to Share and Flex platform development

Usual starting place

BASELINE PLATFORM

- KINTO Website
- Standard onboarding authentication
- App to open vehicle
- Booking
- Payment

i) Markets needing to prove business case – Non MM5 Focus

ii) Markets not clear on business requirements

iii) Opportunity to prove operational readiness

Starting place by exception

LOCAL SOLUTION

- KINTO Website
- Local solution

i) Markets with successful local solutions which are more complex than Baseline Platform

ii) Markets where Baseline Platform does not meet local Compliance needs

Target Operating Model

INTEGRATED PLATFORM

- KINTO Website
- Localised onboarding with verification and authentication
- App to open vehicle
- Booking
- Payment
- Operational CRM
- Automated Marketing
- Local integration
- Platform BI*

i) Markets with clear business case – **MM5 Focus**

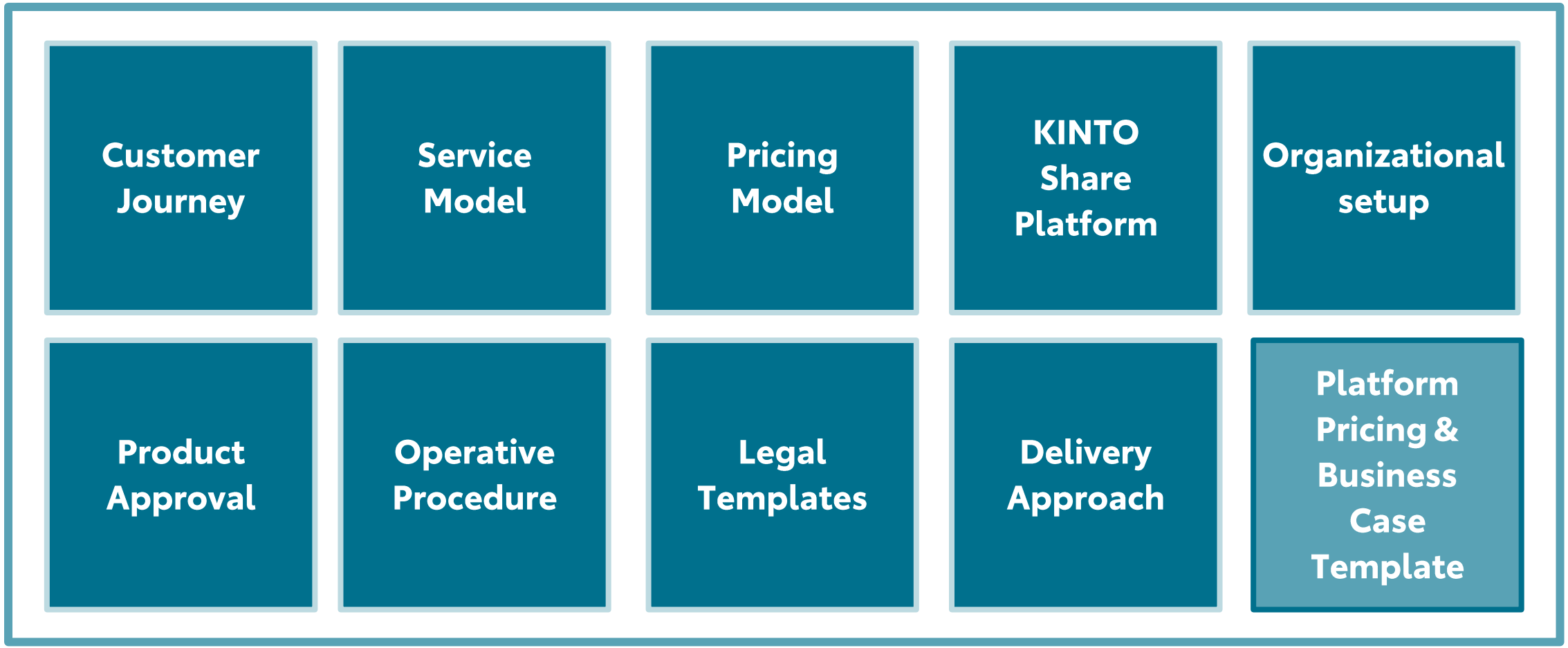
ii) Markets with clear business requirements

iii) All Markets to progress to TOM once ready

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Toolkit



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THE HOW

Key call out operations

- Legal
- Operations
- Dealer onboarding
- Rolling up your sleeves
- UAT testing

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Legal

DPIA

Data Protection Impact Assessment

(Appendix 3 to TME Policy on Privacy by Design and Privacy by Default - Data Protection Impact Assessment)

DPA

FRAMEWORK AGREEMENT ON PERSONAL DATA PROCESSING AND/OR TRANSFER

BETWEEN: **TOYOTA MOTOR EUROPE NV/SA**, a company organised under Belgian law, having its registered office at Avenue du Bourget / Bourgetlaan 60, 1140 Brussels, Belgium, entering into this Agreement on its own behalf and on behalf of the Affiliates listed in Appendix 1C;

hereinafter referred to as "**TME**",

AND: **VULOG S.A.**, a duly constituted business corporation having its principal place of business at Immeuble The Crown, 21, Avenue Simone Veil, in the City of Nice, France, 06200,

hereinafter referred to as the "**Company**",

TME and the Company individually referred to as the "Party" and collectively referred to as the "Parties".

Whereas the Parties are mutually involv
of their business relationship, and more

Sub-License

SERVICE AND LICENSE AGREEMENT

This agreement is made on XXX 2021 ("**Effective Date**")

BETWEEN

(1) **TOYOTA MOTOR EUROPE NV/SA**, a company organized under Belgian law, having its registered office at Avenue de Bourget 60, 1140 Brussels, Belgium ("**TME**");

(2) XXX, a company organized and registered under the laws of XXX (Company number XXX), having its registered office at XXX (the "**Company**"),

each a "**Party**" and together the "**Parties**".

RECITALS

(A) As its business, the French company VULOG provides software and technology solutions and platforms for vehicle shared mobility products and services that are offered and made available by its licensee customers.

(B) TME has entered into an agreement with VULOG whereby VULOG has agreed to provide hardware and services to TME, and the same agreement includes a head licence, whereby as head licensor

Product Approval

2	For full approval package, pls. refer to KINTO EU policy "New Business & New Product approval
3	Please fill all the yellow cells of the attached spread sheets
4	If you want to apply for > 1 KINTO Share products at the same time, and all applied KINTO Share products are quite similar, you can fill KINTO Share 1 column first in full for product no. 1 and for the other products, fill the next columns but only those cells with deviations from product no.1 Kindly remember to name the columns with the product name(s)

	Documentation needed	Notes
5	Business case	Please provide Business Case in full You can send us already calculated business case, if not older than 6 months
6	Pricing scheme	Please provide Pricing scheme You can send us already calculated pricing example

	Credit Exposure	Notes
7	In case, KINTO share cars are re-financed in KINTO or TFS or in case you are financing KINTO share cars for a dealer or an external provider	Please also contact Credit team in KINTO/ TFS and prepare credit approval package as usual

Internal

Consent

10:55 4G

Create or update your account

Create your login details

English

Email

Password

Confirm password

At least 7 characters, a capital letter, a lowercase, a number

I have read and accept the Terms and conditions.

I have read the Privacy policy.

I consent to the processing of my Personal Data in orde
receive commercial communications relating to KINTO
Share and the other products and services of KINTO Ita
S.p.A. (Data Controller), and to participate in surveys a
market research aimed at promoting KINTO services.

I consent to the transfer of my Personal Data to compa
associated with or controlled by the Data Controller, th
will process them for marketing purposes as independe
data controllers, in order to receive commercial
communications and promotional offers relating to thei
products and services.

Sign up

Terms of Use

KINTO Share

Allgemeine Geschäfts- und Nutzungsbedingungen

(Stand: Juni 2022)

1. Gegenstand; Geltungsbereich; Änderungen dieser AGB

(1) Die KINTO Deutschland GmbH, Toyota-Allee 5, 50858 Köln (nachfolgend „KINTO" genannt) betreibt unter der Geschäftsbezeichnung „KINTO Share" ein stationsbasiertes Carsharing-Angebot (nachfolgend „KINTO Share" genannt). KINTO vermietet registrierten Kunden als Endnutzer (nachfolgend „Nutzer" genannt) bei bestehender Verfügbarkeit Fahrzeuge zur Nutzung nach Maßgabe dieser Allgemeinen Geschäfts- und Nutzungsbedingungen („AGB" genannt). Die Registrierung für das Carsharing-Angebot erfolgt über die Mobility-Plattformen (App oder Webbrowser) von KINTO Share (nachfolgend „Plattform"). Buchungen der KINTO Share Fahrzeuge und der technische Zugang zu ihnen erfolgen ausschließlich über die App-Version der Plattform („KINTO Share App").

(2) Diese AGB gelten für die Registrierung (Abschluss des Rahmenvertrages) und die Buchung von Fahrzeugen im Rahmen von KINTO Share (Einzelmietverträge). Für die Miete der Fahrzeuge gilt ergänzend zu diesen AGB die im Zeitpunkt des Abschlusses des Einzelmietvertrages jeweils gültige Tarif- und Kostenordnung für die Nutzung der Fahrzeuge über KINTO Share, die über das KINTO Share Webportal und die KINTO Share App bereitgehalten wird.

schließlich an volljährige Verbraucher (§ 13
genschaft des Nutzers zu überprüfen und

Privacy

Information on the processing of Personal Data pursuant to Article 13 of EU Regulation 2016/679 ("GDPR")

Dear Customer,

KINTO Italia S.p.A., while thanking you for your interest in KINTO Share, wishes to inform you that the correct processing of your Personal Data (as identified in point 3 below) and your trust in KINTO's products and services is our priority. It is with this in mind that we will collect, use, transfer and store your data.

You have a right to receive transparent information about how we process and protect your Personal Data.

Please take a few minutes to read this privacy notice ("Notice").

The Notice is provided pursuant to Legislative Decree no. 196 of 30 June 2003 ("Privacy Code"), EU Regulation no. 679/2016 ("GDPR") and subsequent national adaptation regulations (jointly "Applicable Legislation"), and exclusively concerns personal data collected to access and use KINTO Share car sharing services (hereinafter "KINTO Share") provided through the use of the mobile application of the same name (hereinafter "App"), or the web portal of the same name (hereinafter "Web Portal" or "Web") accessible from the website https://www.kinto-share.it/

Do not hesitate to contact us if you have any questions or concerns!

1. Who are you providing your data to? Who will process it?

The company KINTO Italia S.p.A. (hereinafter "KINTO Italia" or the " Data Controller") is the entity that defines the ways and means by which your Personal Data will be processed.

For any clarification or request relating to the processing of your Personal Data, you may contact KINTO Italia at the following references:

- Telephone: +39 0116 548981
- E-mail: support.share@kinto-mobility.it
- PEC (Certified E-Mail Address): kintoitalia@legalmail.it
- Address: KINTO Italia S.p.A. – 2 Via Vicino Toyoda, 00148, Rome, RM, Italy

KINTO Italia has appointed a Data Protection Officer ("DPO"), who can be contacted for any clarification or request relating to the processing of your Personal Data. You can request the contact details of the DPO by sending an email to the contacts above.

2. What data do we ask, collect and/or process from you?

In order to allow the registration and use of KINTO Share, certain information is collected that allows, directly or indirectly, your identification ("Personal Data").

In particular, the Personal Data that will be requested from you, listed below, may be entered in the following ways:

- Contact Data: e-mail address and mobile phone number shall be entered manually.
- Facial image (to be compared with those on the documents specified below): the user's image will be acquired during registration by the user with the user's mobile phone (selfie).

KINTO Italia - Confidential (non-PII)

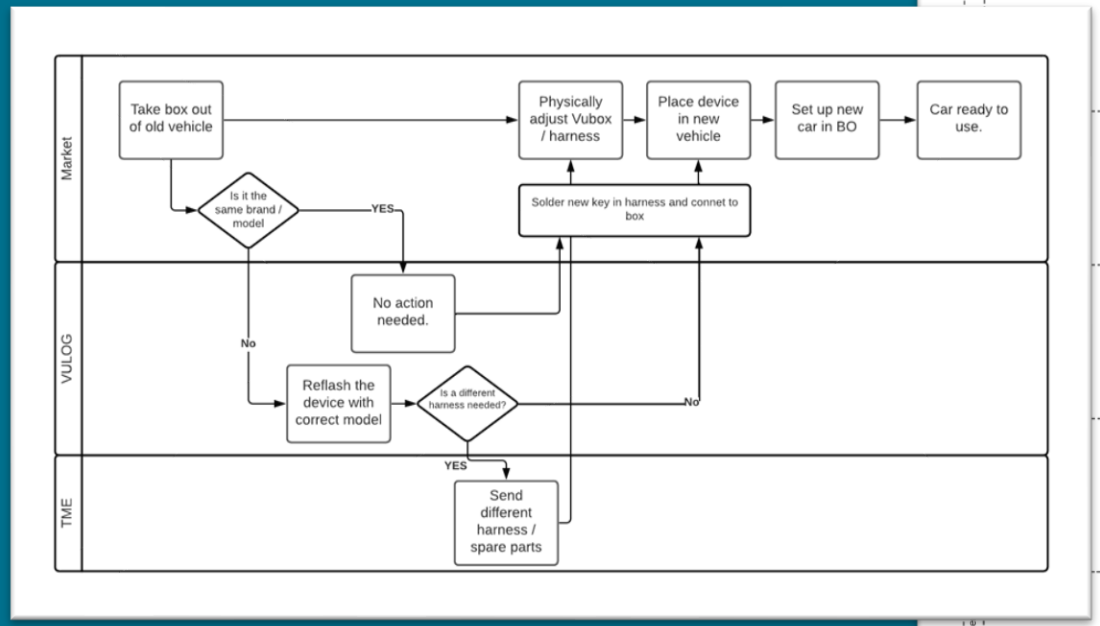
- Data relating to an identification document (ID card or passport): the document will be photographed, and the system will

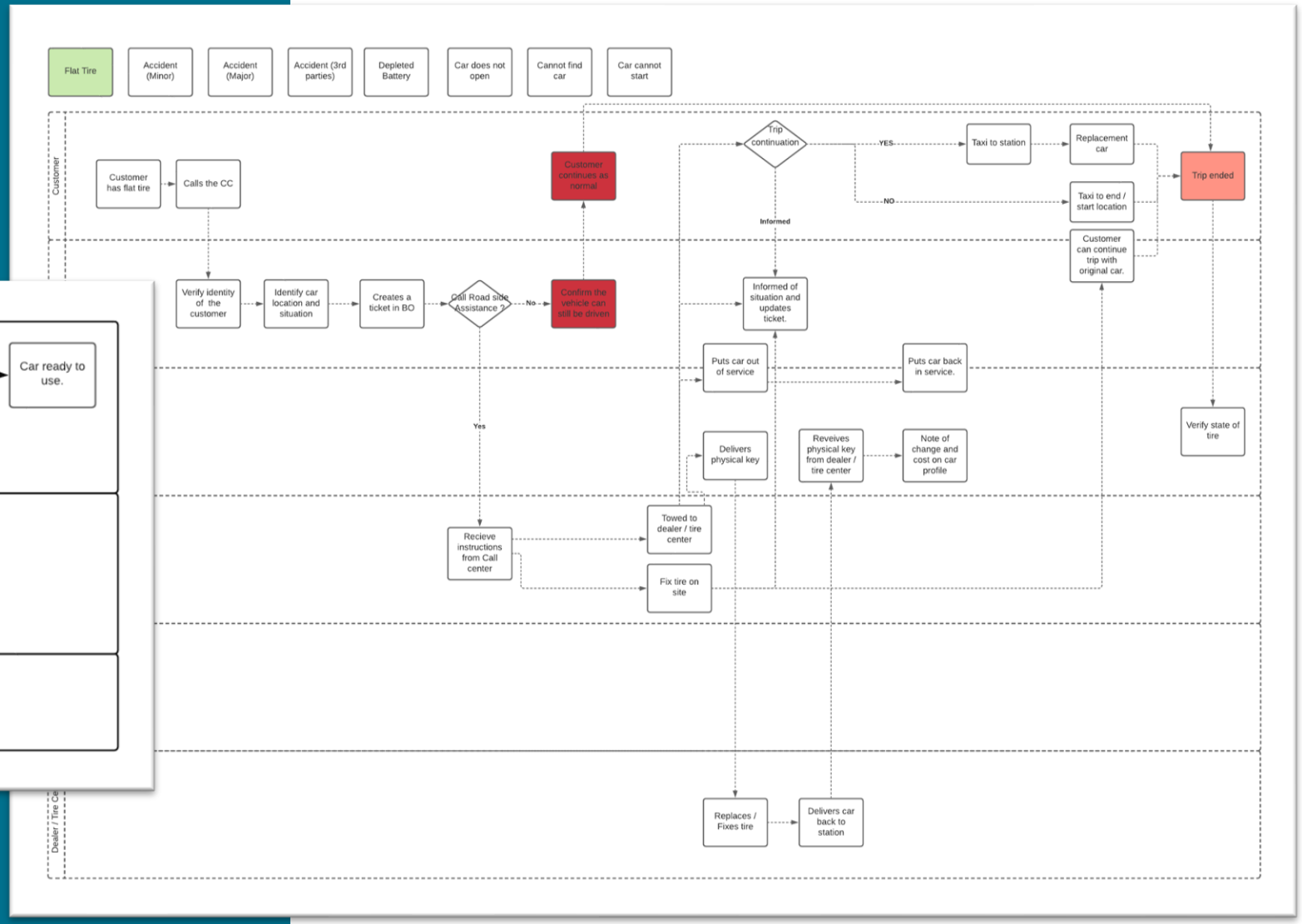
End-Customer

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Operations





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Dealer onboarding



Dealer Buy-in



HW installation



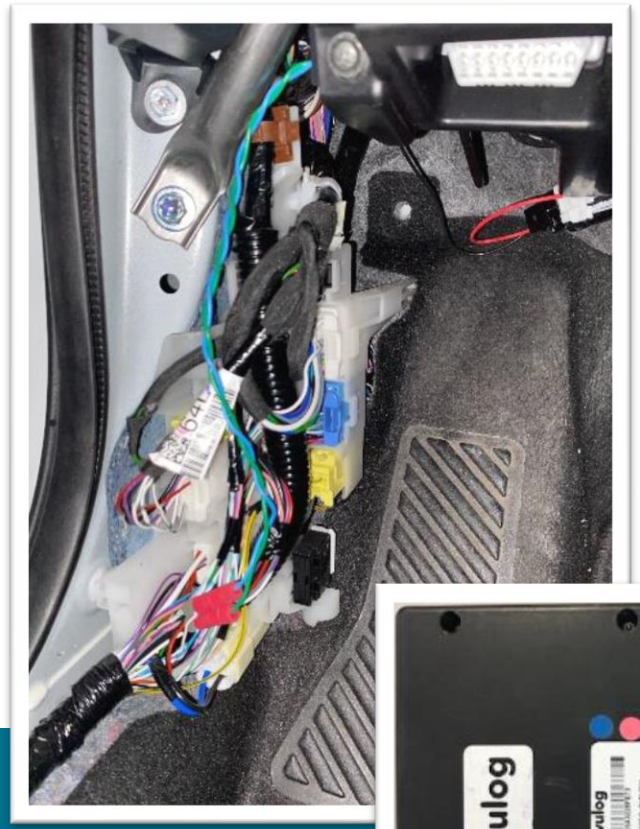
Training



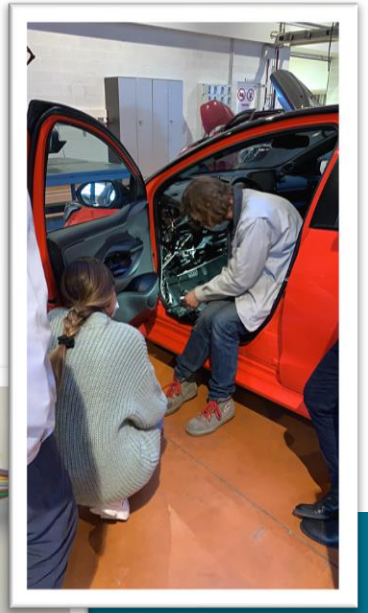
Follow-up

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Rolling up your sleeves















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UAT testing

UAT DASHBOARD

TOTALS	NUMBER OF TESTS:	114	# OF TESTS COMPLETED:	2	# OF TESTS OK:	1	TIME REQUIRED TO TEST: **11.5 hours**
			% OF TESTS COMPLETED:	2%	% OF TESTS OK:	1%	
1. REGISTRATION	NUMBER OF TESTS:	11	# OF TESTS COMPLETED:	2	# OF TESTS OK:	1	TIME REQUIRED TO TEST: **1 hour**
			% OF TESTS COMPLETED:	18%	% OF TESTS OK:	9%	
2. SIGN IN	NUMBER OF TESTS:	2	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **15 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
3. BOOKING	NUMBER OF TESTS:	10	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **2 hours**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
4. START A TRIP	NUMBER OF TESTS:	4	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **30 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
5. USAGE	NUMBER OF TESTS:	5	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **30 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
6. END A TRIP	NUMBER OF TESTS:	4	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **30 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
7. ACCOUNT	NUMBER OF TESTS:	3	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **30 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
8. CUSTOMER SUPPORT	NUMBER OF TESTS:	3	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **15 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
9. LOG OFF	NUMBER OF TESTS:	1	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **5 minutes**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	
10. BACK OFFICE	NUMBER OF TESTS:	44	# OF TESTS COMPLETED:	0	# OF TESTS OK:	0	TIME REQUIRED TO TEST: **2 hours**
			% OF TESTS COMPLETED:	0%	% OF TESTS OK:	0%	

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Preparation and launch timeline

Minimum of 6 months

Contact

Contact KINTO EU to discuss project and secure timeline and KINTO EU / VULOG resources

Preparation

- Project definition
- Competitor Landscape
- Stakeholder alignment
- Feasibility Study
- Legal & Compliance
- Business Case Modelling
- Team Set-up
- Product Approval
- Marketing

Configuration

- Configure platform
- Payment service providor set up
- Car set-up and testing
- Websites / E-mails / Phone numbers setup

Implementation

- Local-team trainings
- Dealer training
- Fit Vehicles
- Implement operational flows
- Customer communications

Testing

- UAT testing
- App submission to app stores
- Sign off to go-live

Go-Live



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Year of standardization

MAY 2022

KINTO MOBILITY WORKSHOP

ROME, ITALY

WHY & WHAT

- Review
- Competition
- Performance
- Platform capabilities

+

JULY 2022

KINTO HUB TOOL KIT

DIGITAL CONTENT

WHY, WHAT, HOW

+ Main tool kit
+ Additional material:
+ Product Approval Questionnaire
+ Customer Journey
+ Service Model
+ Back Office manual
+ Sub licence agreement
+ Market launch
+ Operations user guide

+

JULY 2022

KINTO SUMMIT

BRUSSELS, BELGIUM

HOW

+ (Fast recap)
+ Focussed way forward
+ High-level toolkit introduction
+ Key areas of focus

=

SEPTEMBER 2022

ONE PLAN & MTBP

LOCAL MEETING

RESULT

+ Pricing (set-up, running)
+ Business Case example
= Local Strategy
= Launch Plan and time estimation

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