EVCARD：Better Sharing，Better City

Global Car Sharing & Rental Co., Ltd

28 May 2018　　Shanghai

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EVCARD

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Part1：Current Development

Leading China with Fast Development

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EVCARD

- To this day, EVCARD has become the largest leading timeshare rental company in China.

  - Covers **62** cities in China

  - **12,000+** return & pick-up points in operation

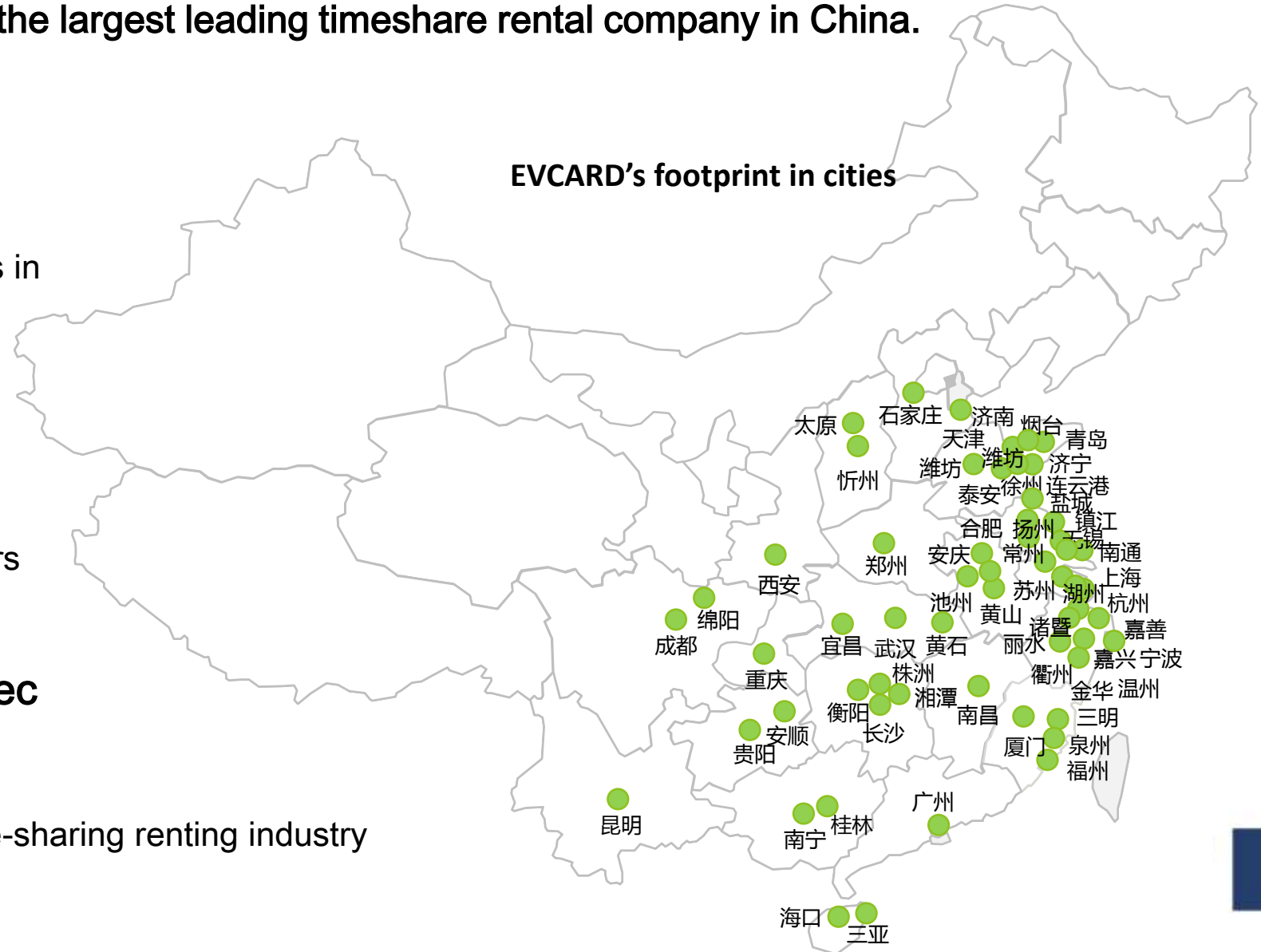 - **27,000+** vehicles in operation

  - **2,410,000+** registered members

  - 1 order generated every **1.23 sec**

  - **Top rated** company in the time-sharing renting industry

EVCARD's footprint in cities

太原 石家庄 济南 烟台 青岛
天津
忻州 潍坊 潍坊 济宁
泰安 徐州 连云港
盐城
合肥 扬州 镇江
无锡
郑州 安庆 常州 南通
西安 池州 苏州 湖州 上海
绵阳 黄山 诸暨 杭州
成都 宜昌 武汉 黄石 丽水 嘉善
重庆 株洲 衢州 嘉兴 宁波
湘潭 金华 温州
衡阳 长沙 南昌 三明
安顺 厦门 泉州
贵阳 福州
昆明 桂林 广州
南宁
海口
三亚

* Data as of 30 April 2018.

EVCARD'S advantages in Chinese market

EVCARD

- **Despite its dominance in Chinese market, EVCARD faces competition from Gofun, etc.**

The competitive landscape in China
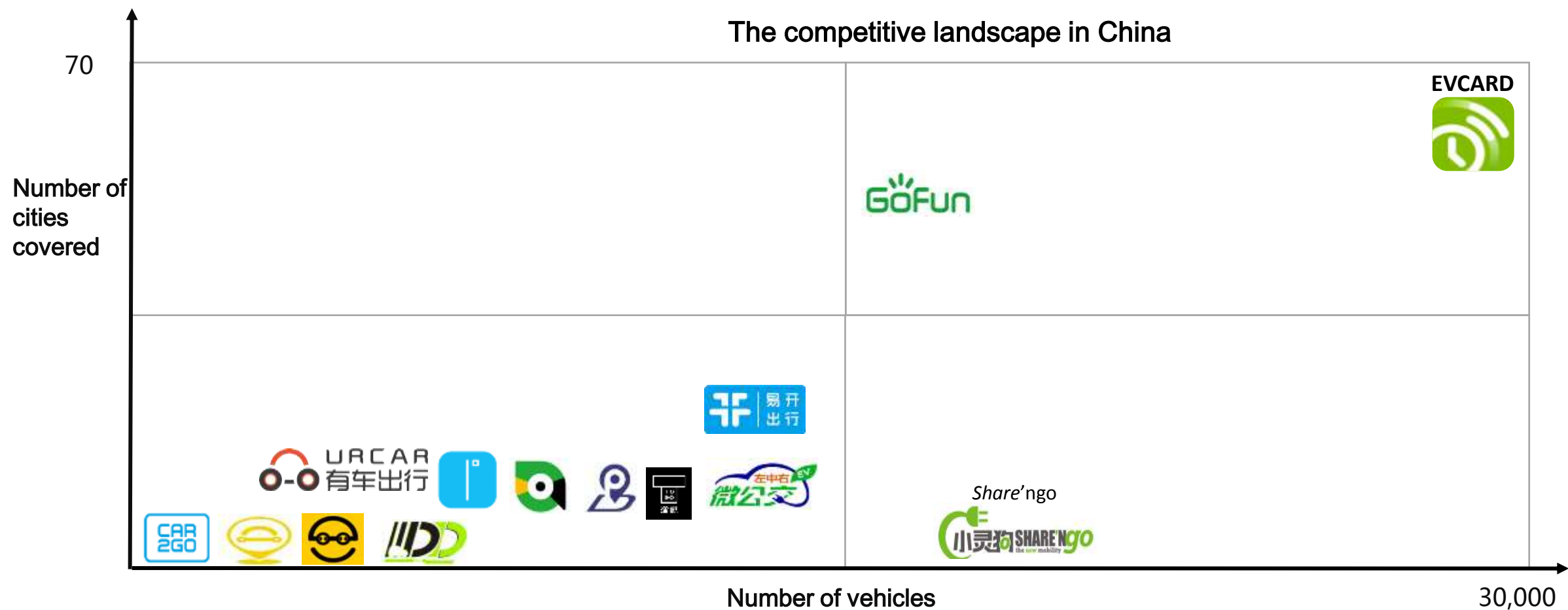
* Statistical scope：Data as of April 2018. The data is collected from competitors'official websites, Wechat official accounts, online news and some entrepreneurs' PPT slides.

Demonstrative city examples

EVCARD

- **The development of EVCARD demonstrative cities effectively promotes the rapid development of timeshare rental services in cities.**

Shanghai	**+**	Chengdu	**+**	Jiaxing

Shanghai

- EVCARD Shanghai : 6000+vehicles in operation, 3600+service points, 100 million+ users, provides strong support for Shanghai's public transport system.
- EVCARD will make every effort to build Shanghai into a leader in the world time-sharing renting industry by tapping into the city's environmental resources.

Chengdu

- Stands out from a crowd of competitors: 1700+ vehicles in operation, 1000+ service points and 200,000+users.
- The Chengdu Municipal Government has included all parking spots connected to EVCARD network into its own public parking sport management system.
- Provides operational support and brand endorsement for BMW's time-sharing renting brand ReachNow to serve high-end customers.

Jiaxing

- With the support of its government, Jiaxing is working hard to a dense network of EVCARD cars that can reach every corner of the city: 1200+vehicles in operation, 500+service points and 100,000+users.
- EVCARD has been included in Jiaxing's public transport system for unified management.
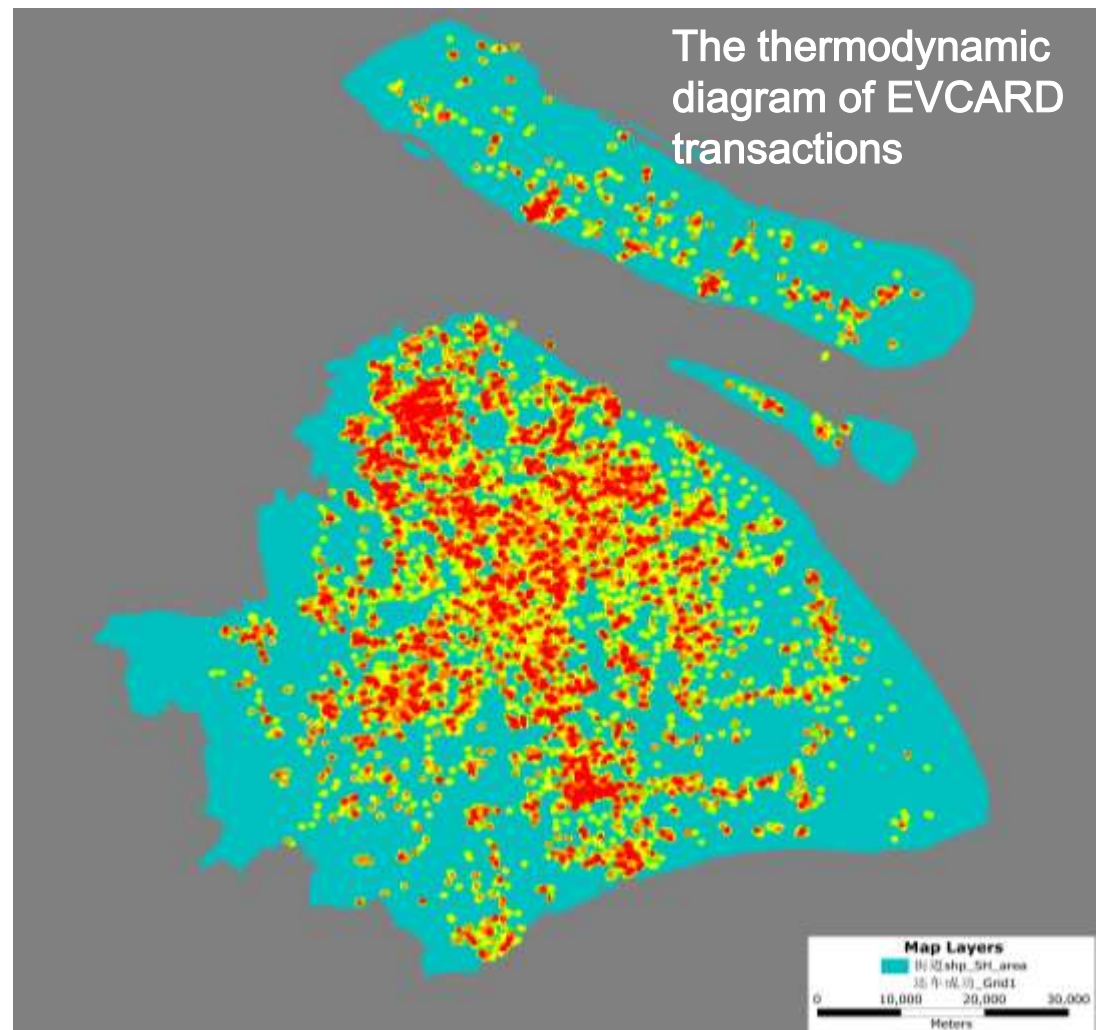
- The big contrast shown in the thermodynamic diagrams of EVCARD demand and transactions in Shanghai indicates the current short supply of EVCARD services.

The thermodynamic diagram of EVCARD use demand

VS
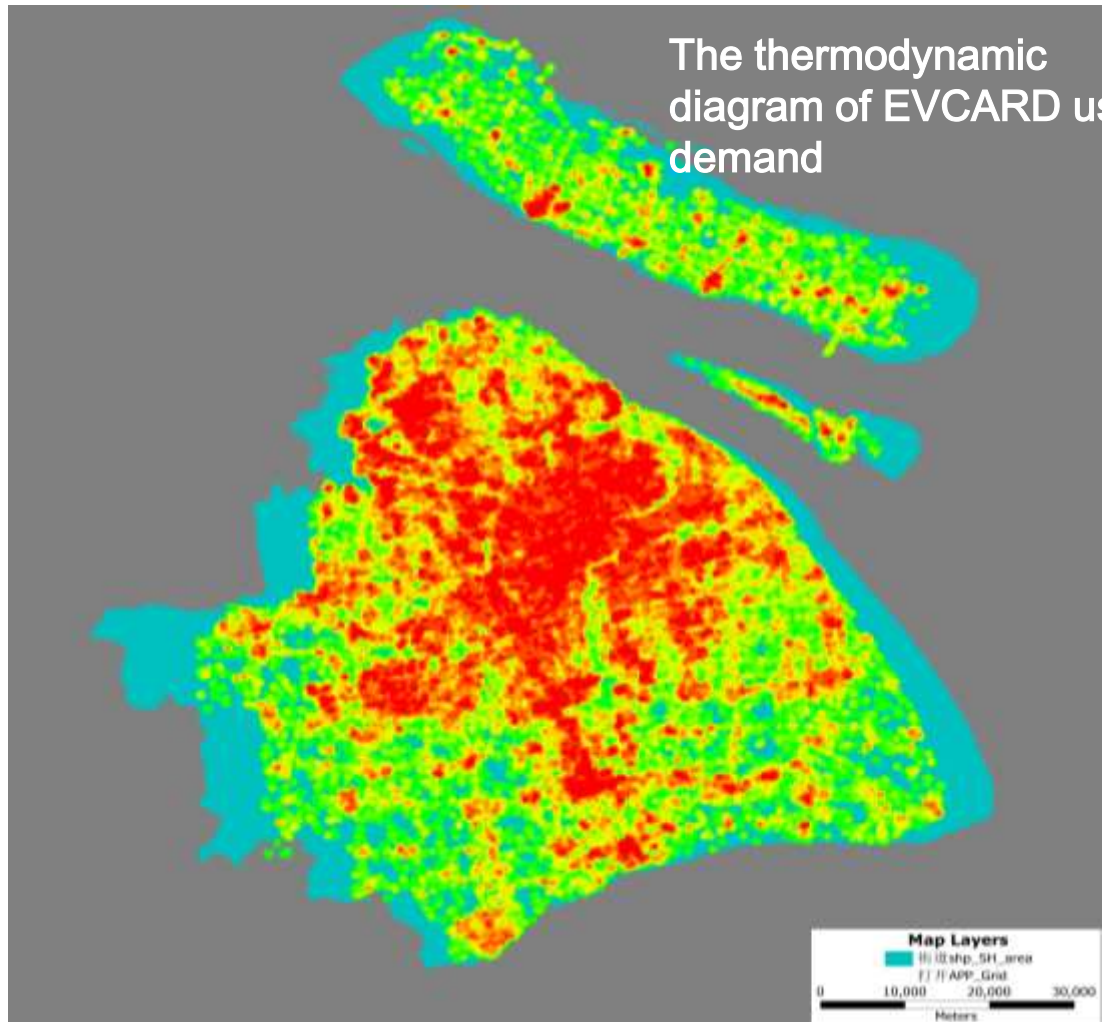
The thermodynamic diagram of EVCARD transactions

上海市

Shanghai

2018/04/26

时间 0 0 : 0 6

累计订单 0 0 1 6 6

Number of service points: 3633

网点数: 3633

Number of vehicles: 6266

车辆数: 6266

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EVCARD

Part2：Development History

Move Ahead Steadfastly with Innovations

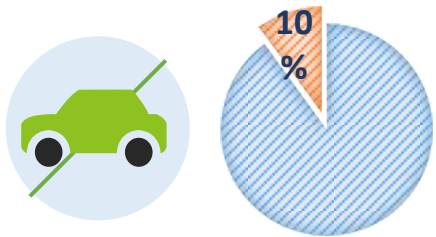# The first company in China to put forward "time-sharing renting" concept

来自上汽环球车享

EVCARD

- **Inspired by DriveNow-an international car sharing service, EVCARD became the first company in China to put forward "time-sharing renting" concept and it's now considered as a synonym of timeshare rental industry.**

- In 2011, the first international EV pilot zone was established in Jiading District, Shanghai. Shanghai International Automobile City (Group) Co., Ltd is mainly responsible for the construction of the zone.

- In 2012, the foreign term"car sharing" was translated into "汽车共享" in Chinese. However, to differentiate its service from competitors such as the then Didi Chuxing and Kuaidi Dache, Shanghai. Shanghai International Automobile City (Group) put forward the creative concept of **"time-sharing renting"**
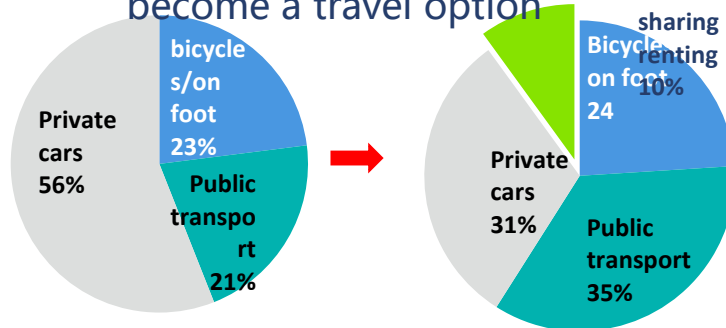
Data source:
DriveNow Munich Delegation

DriveNow car sharing in Munich, Germany

Around **10%** users sold their own private cars

10%

Time-sharing renting has become a travel option

bicycles/on foot 23%

Private cars 56%

Public transport 21%

Time-sharing renting 10%

Bicycle on foot 24

Private cars 31%

Public transport 35%

Vehicle utilization rate increases

Private cars 60 min

DRIVE NOW **300 min**
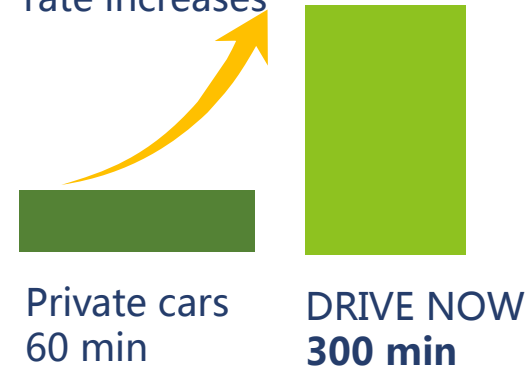
1500 public parking spots saved

1500

P

Customized timeshare rental cars

EVCARD

- To improve customer experience, EVCARD worked with SAIC's passenger car brand and introduced the customized timeshare rental cars.

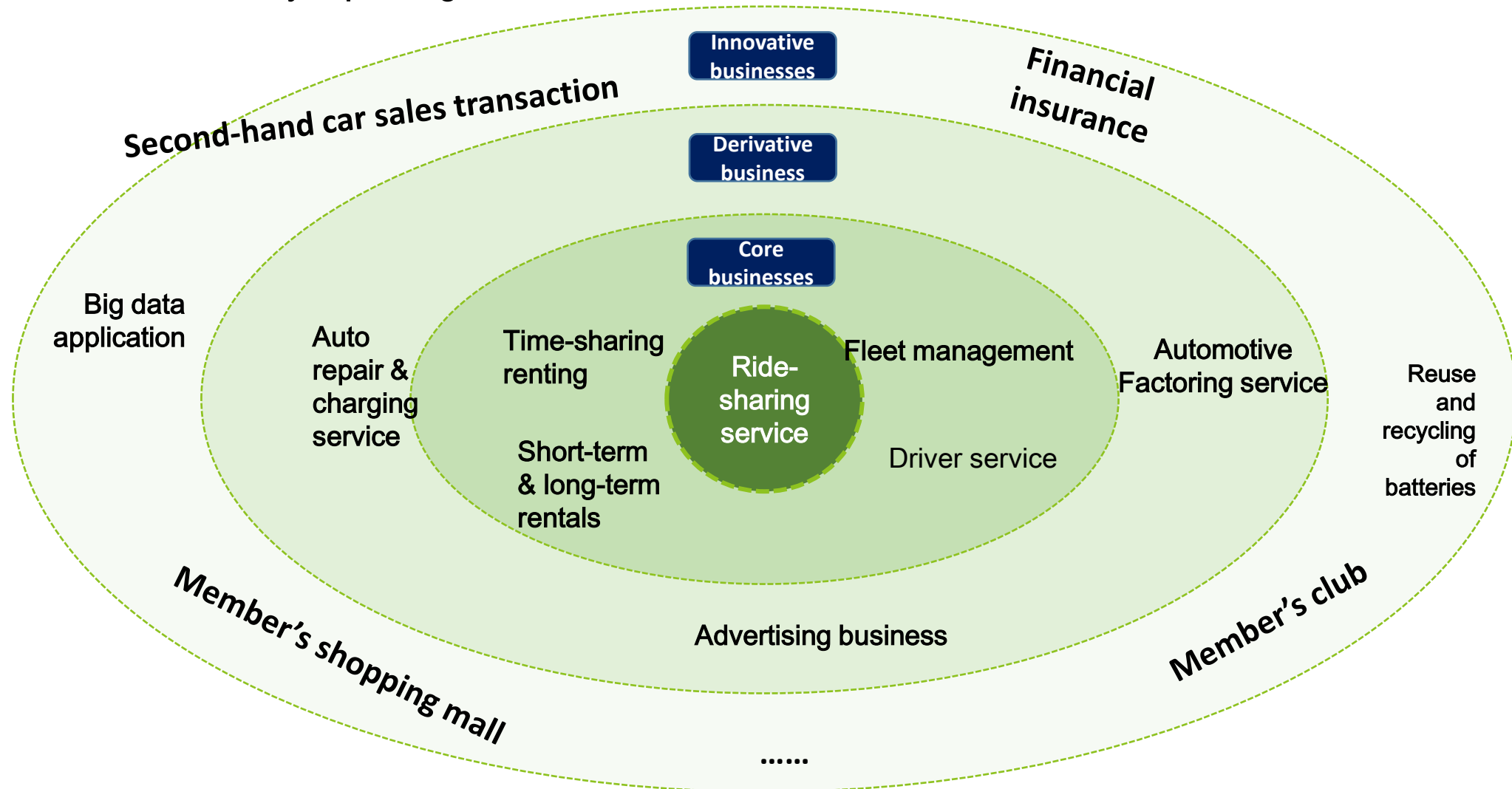Roewe EX21

+

Build a better business ecosystem

EVCARD

- Based on ride sharing service, EVCARD focuses on the development of time-sharing renting service while strives to explore innovative businesses by expanding its derivative businesses.

Innovative businesses

Derivative business

Core businesses

Second-hand car sales transaction

Financial insurance

Big data application

Auto repair & charging service

Time-sharing renting

Ride-sharing service

Fleet management

Automotive Factoring service

Reuse and recycling of batteries

Short-term & long-term rentals

Driver service

Member's shopping mall

Advertising business

Member's club

......

Promote exponential user growth

EVCARD

- EVCARD user base is growing exponentially and is predominantly made up of male, young and highly educated users.

用户总量（万人） Total number of users (10,000 persons)
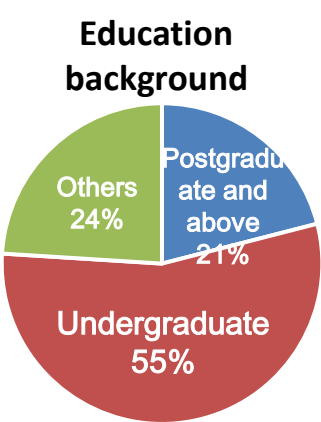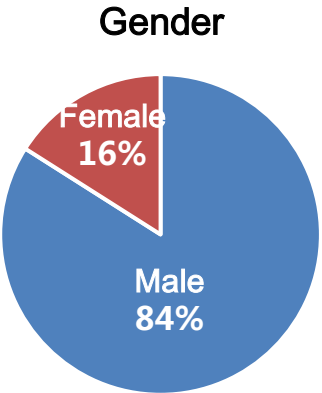

Age

Others 27%

25-39 73%

Gender

Female 16%

Male 84%

Education background

Others 24%

Postgraduate and above 21%

Undergraduate 55%

Marital status

Unmarried 38%

Married 62%

Household monthly income(yuan)

Others 34%

10,000-25,000 66%
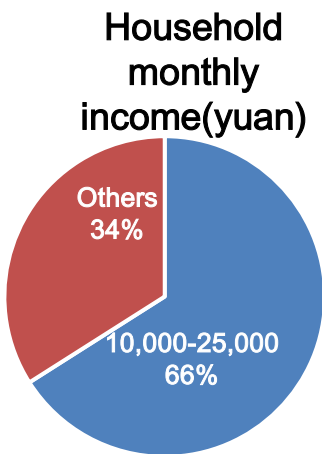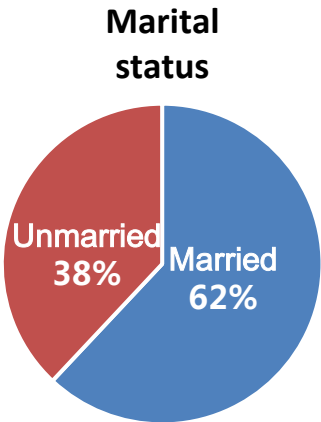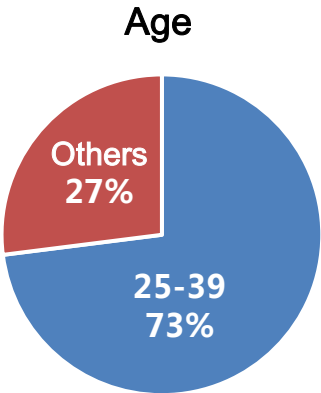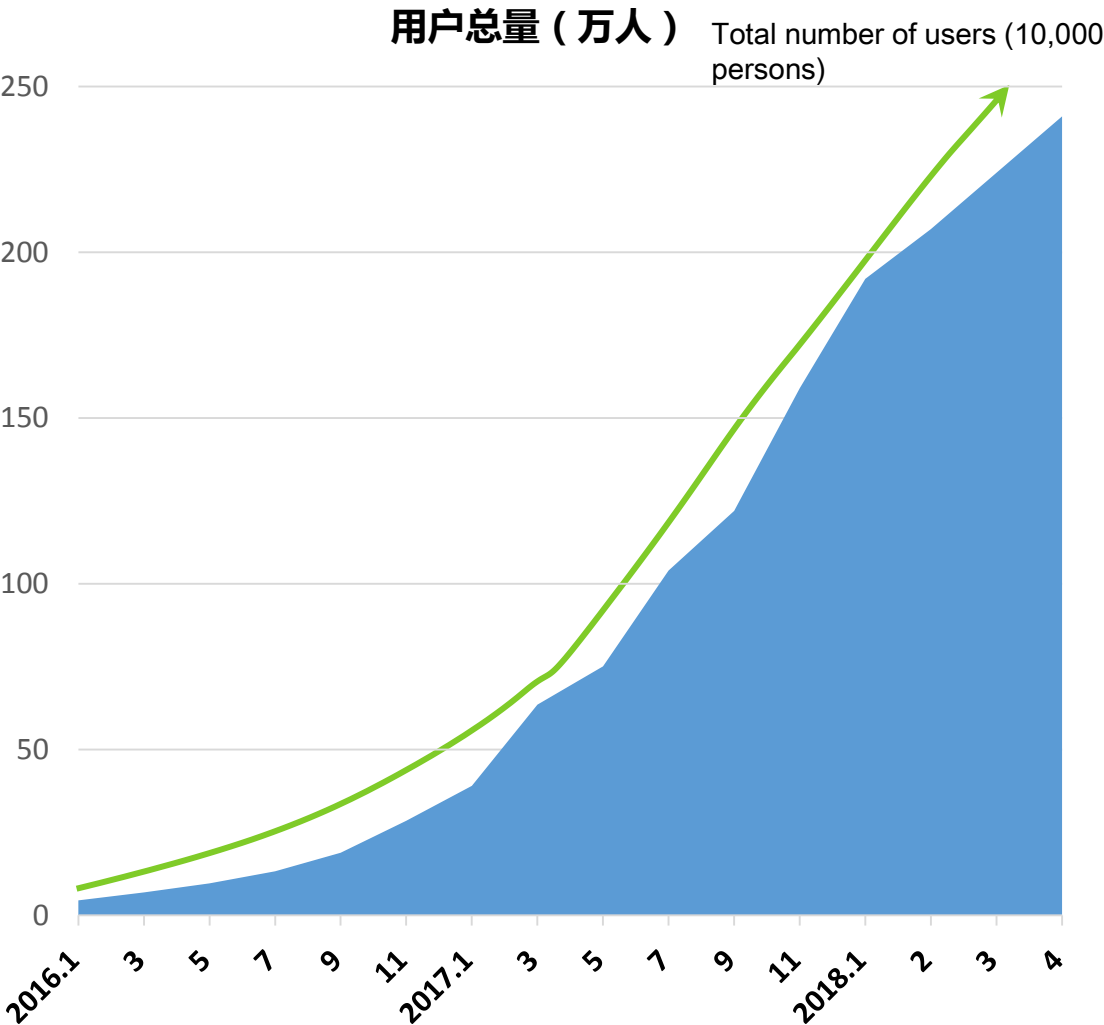
* Data source：EVCARD customer survey data.

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Ensure customer experience via multi-layered systems

EVCARD

- **Focus on and improve customer experience, establish an improved customer experience & monitoring process and build customer stickiness via four systems**

Drive business growth with customer experience

Ensure product experience is in line with customer expectation

Ensure basic customer experience

Take timely action to deal with poor customer experience

Drive business growth with customer experience
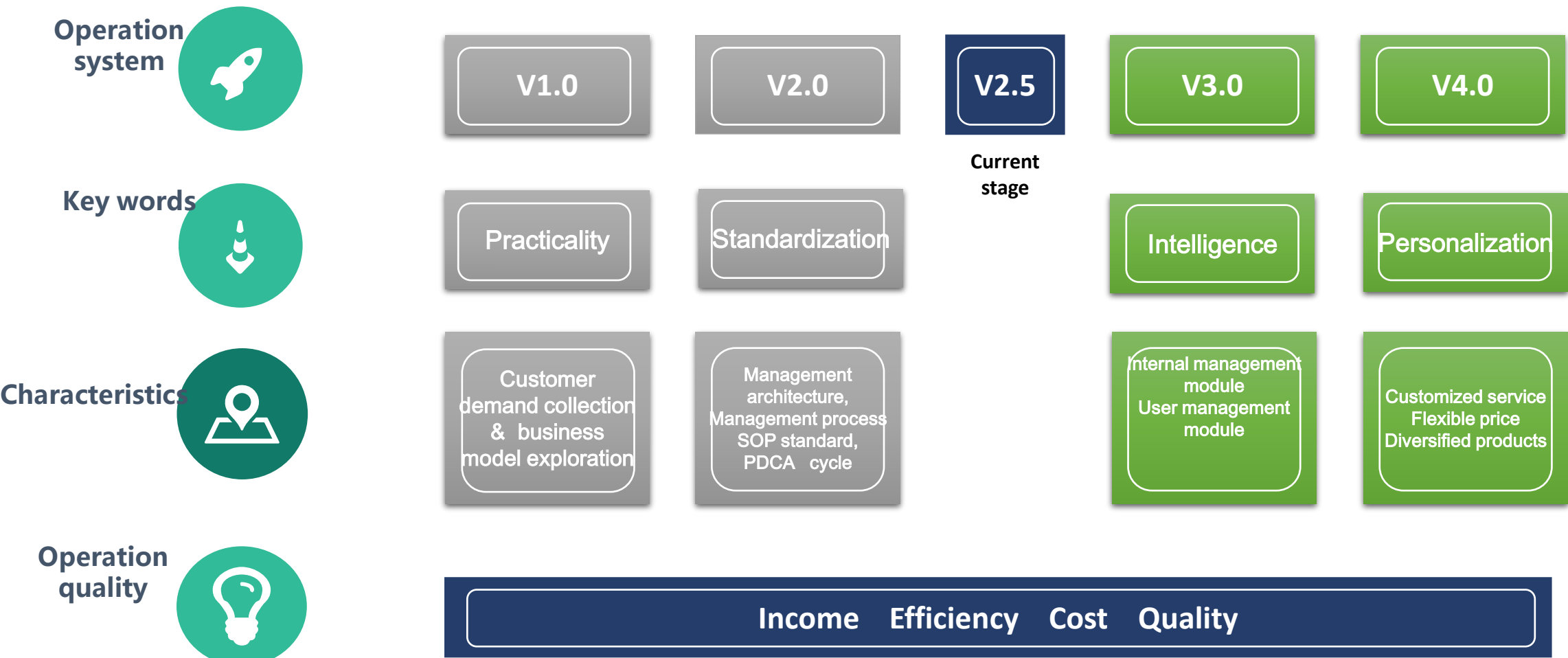- Know about users-analyze customer experience-optimize products and services

Improved product experience control
- Monitor customer experience in advance to ensure the new products/services can win core users before the product/service launch

A customer experience assessment system that covers whole process
- HEART indicator system
- CEM system

Multilayered customer complaint & feedback system
- 400 main customer complaint lines
- Customer experience center's customer complaint lines
- Senior emergency response team

Sustained business model upgrading

EVCARD

- Sustained business model upgrading, from practicality to standardization, and towards intelligence and personalization.

Operation system

| V1.0 | V2.0 | V2.5 | V3.0 | V4.0 |

Current stage

Key words

| Practicality | Standardization | | Intelligence | Personalization |

Characteristics

| Customer demand collection & business model exploration | Management architecture, Management process SOP standard, PDCA cycle | | Internal management module User management module | Customized service Flexible price Diversified products |

Operation quality

Income   Efficiency   Cost   Quality

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Explore leading original technologies

- **Increase investment in research and development for innovative technologies, explore and apply leading original technologies and improve customer experience and operational efficiency in a fast way.**

Electronic fence

Automatic charging

Intelligent parking

V2G

Intelligent parking spot management

PV storage

智能手机APP

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Part3：Future
Be Customer-focused and Never Forget Why We Started

Diverse use cases of EVCARD

EVCARD

- Continuously enrich use cases，and make it more relaxing, fashionable, convenient for users to travel, and saves their time and cost.

Self-drive in the city center
Avoid parking difficulties and high parking fees

Business self-drive travelers
No driving restriction imposed on local licenses
Advantages: convenient, economical

The travel of people who have driving license but no car & people who do not drive
Campuses and creative parks; advantages: low lost, provision of cars

Self-drive in tourist destinations
Airplane, high-speed railway +time-sharing renting; advantages: self-drive fun, convenient and economical

Employees' business travels and government vehicle usage reform
Designated cars; advantages: low cost, easy to manage

Car owners' temporary alternative
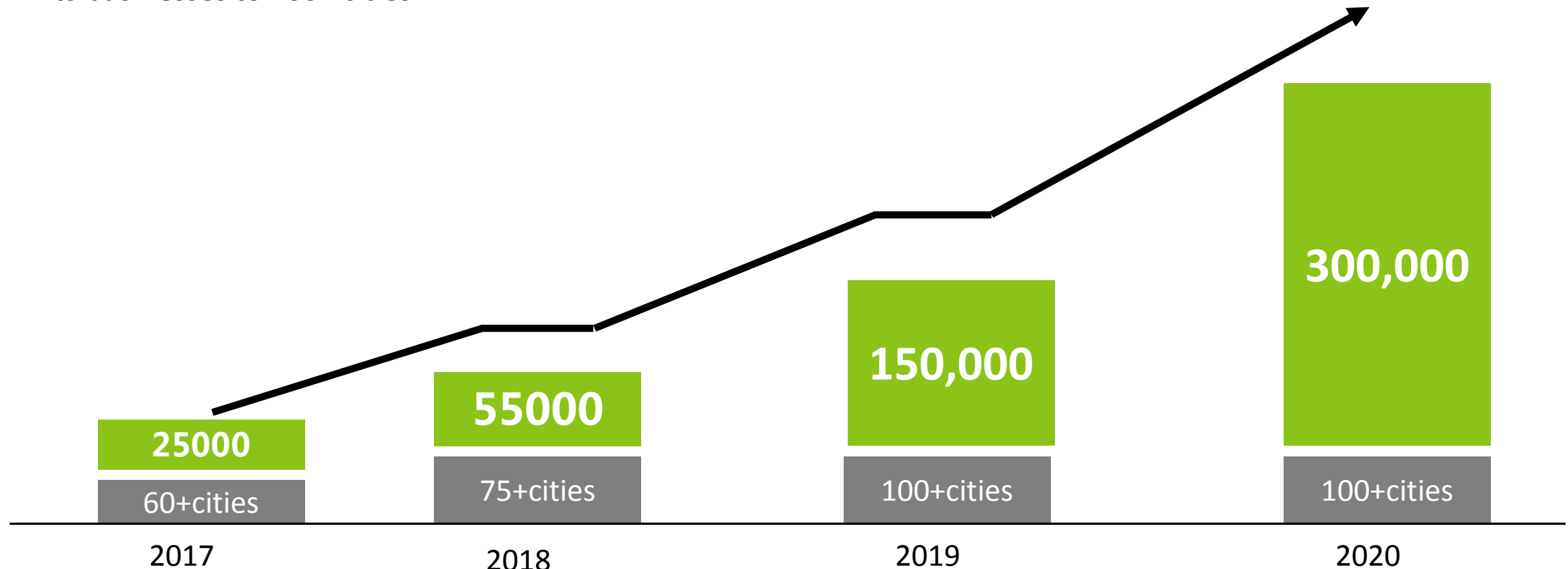Temporary travel tools, Advantage: meet driving demand

Continued expansion of user base

EVCARD

- **EVCARD will strive to provide high-quality city travel services by putting 300,000 vehicles in operation and expanding its businesses to 100+ cities.**

	25000	55000	150,000	300,000
	60+cities	75+cities	100+cities	100+cities
	2017	2018	2019	2020

- EVCARD is committed to providing high-quality services to users: available anywhere and at any time.
- EVCARD is committed to building urban transport circles in city clusters such as the Yangtze River Delta, the Pearl River Delta, Beijing-Tianjin-Hebei, Chengyu District, Wuhan and Changsha-Zhuzhou-Xiangtan.

Increase customer service level rapidly

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EVCARD

- EVCARD hopes that in the future, its service can cover over 12 million urban travelers on a daily basis and add more intelligence and convenience for urban commuters.
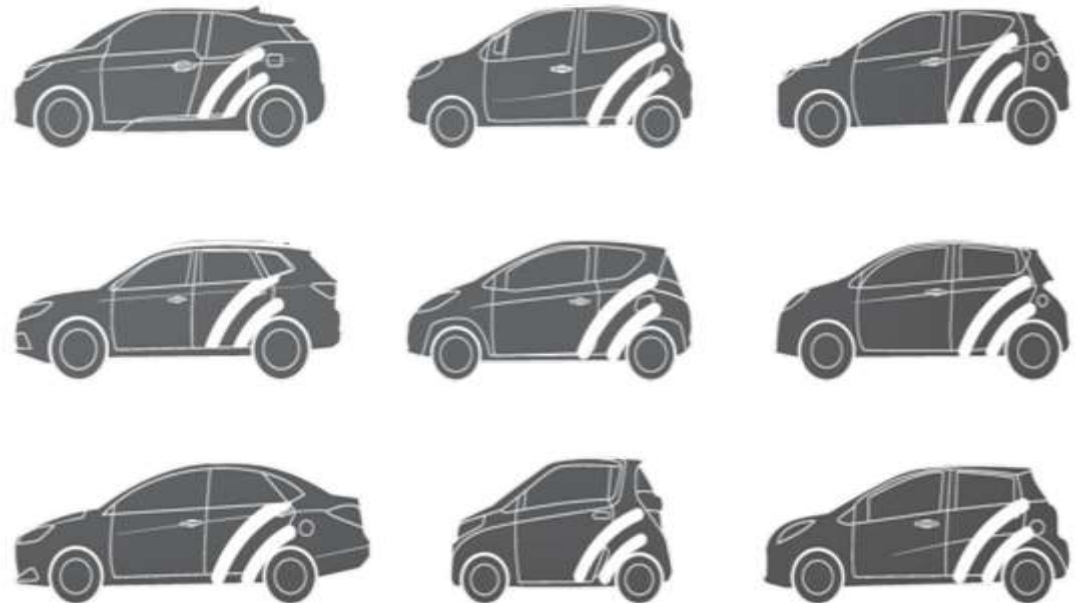
Suppose every car serves 2.5~3 trips

Each car gets 10~16 orders every day

Each car can serve around 40 customers

Ideal scale of cars in operation：300,000+ cars

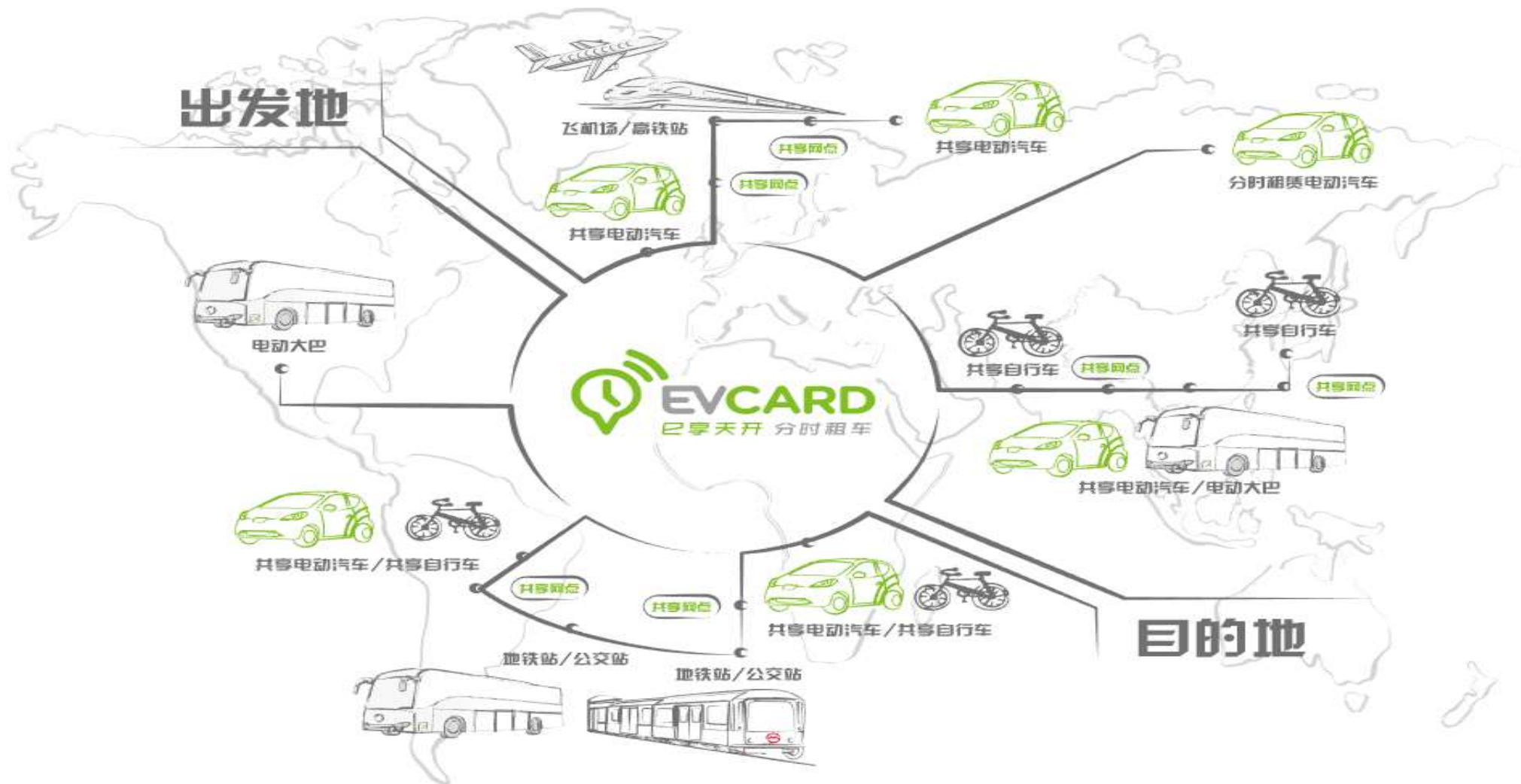Number of customers covered by each day：12 million + travels

EVCARD will become a leader in the time-sharing renting industry

- Suppose by 2020 and beyond, a vehicle's battery range exceeds 600 km and longer, its turnaround time will be greatly reduced if the charging times can be effectively controlled. Also, compare the orders a taxi receive with that of a timeshare rental car, a taxi can receive an average of 25-30 orders on a daily basis while a time-sharing rental car receive and average of 10-16 orders daily.

- However, as EVCARD will build a platform to attract both vehicles outside and companies that provide time-sharing renting services, it's expected that the number of the vehicles registered with the platform will exceed 300,000. Also, the rise of the innovative car sharing services will help the platform cover way beyond 12 million users.

Help build a diversified ecosystem

EVCARD

- EVCARD is committed to building a comprehensive urban transport system that includes conventional travels to provide a high-quality non-stop travel services to its users.