



Autolib' for London?

Presentation – 16 Janvier 2011



Bolloré Group overview

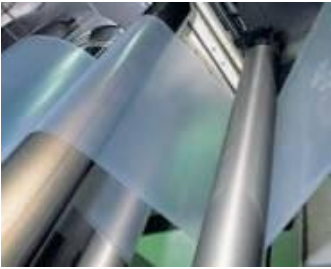


www.bollore.com

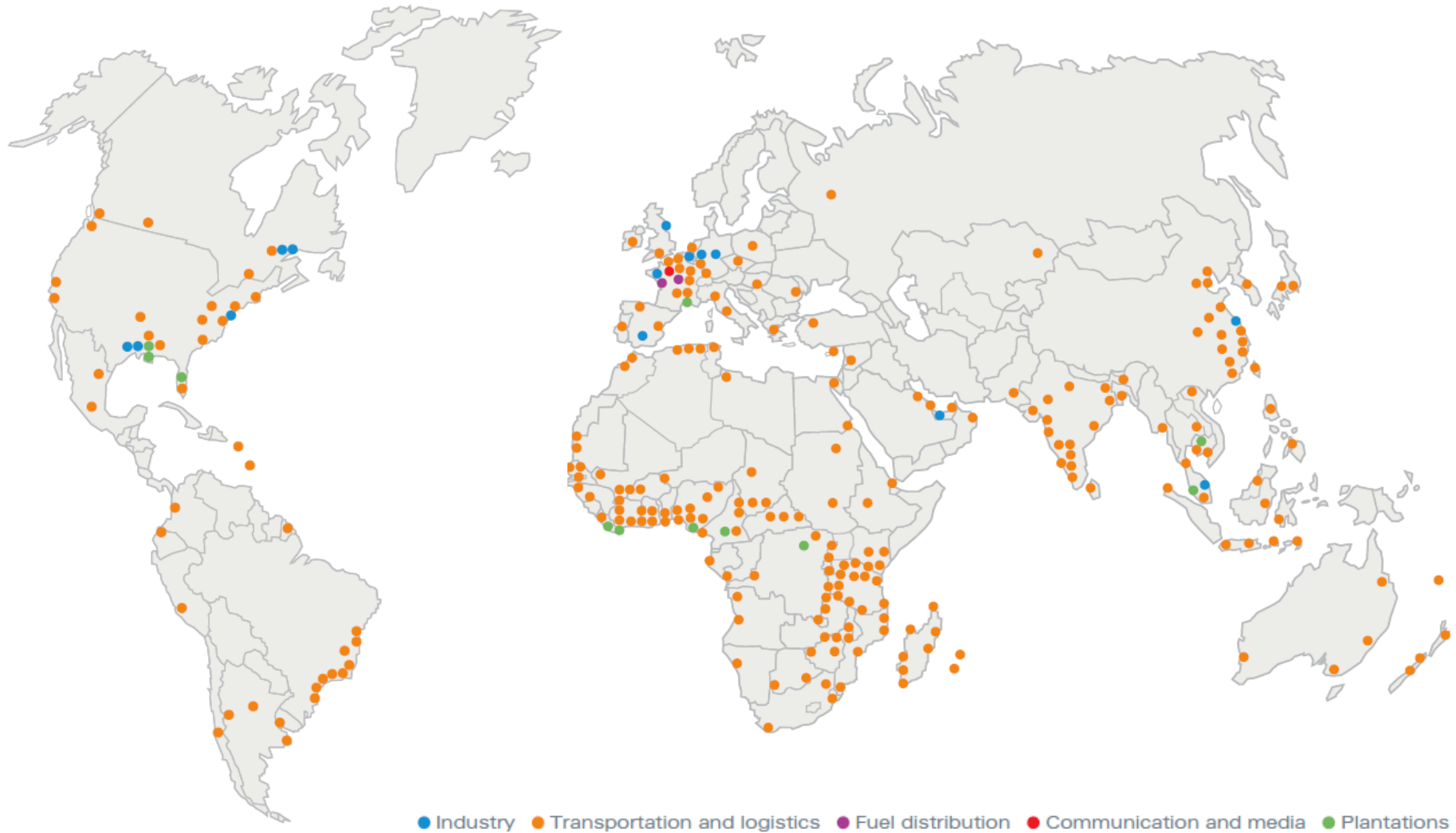


- > One of the 500 largest companies in the world.
- > Listed on the Paris Stock Exchange, the majority interest of the Group's stock is still controlled by the Bolloré family.

This stable majority control of its capital allows the Group to develop a long-term investment policy.



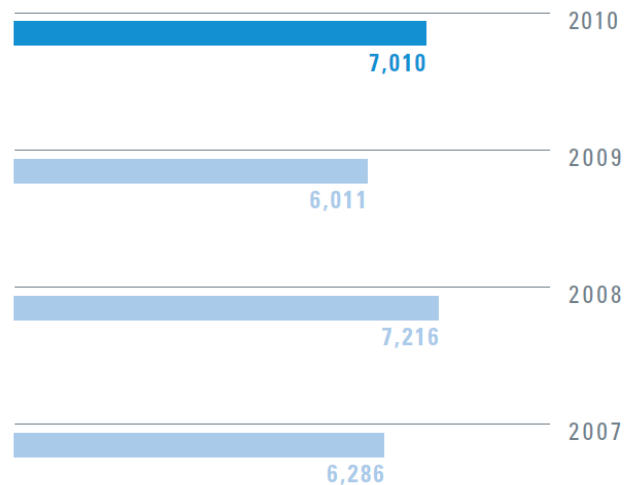
- > Freight forwarding and international logistics.
- > Transportation and logistics in Africa
- > Fuel Distribution
- > Plastic films for capacitors and shrink-wrap films for packaging
- > Electric batteries and vehicles – Supercapacitors
- > Dedicated Terminals and Systems (IER)
- > Communication and Media
- > Plantations – Shareholdings



Almost 34,500 employees in 110 countries

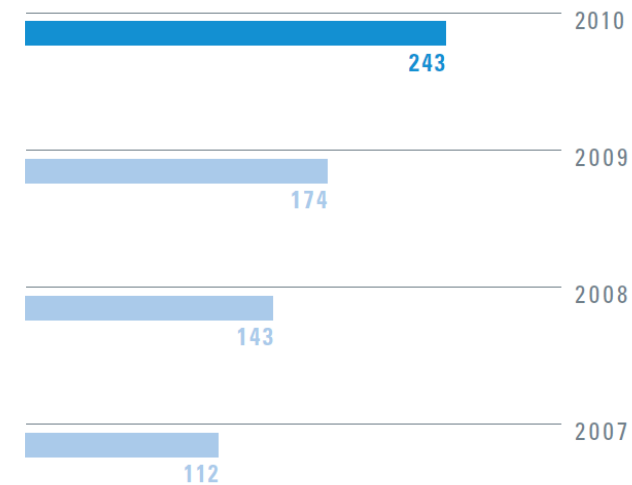
CHANGE IN TURNOVER

(in millions of euros)

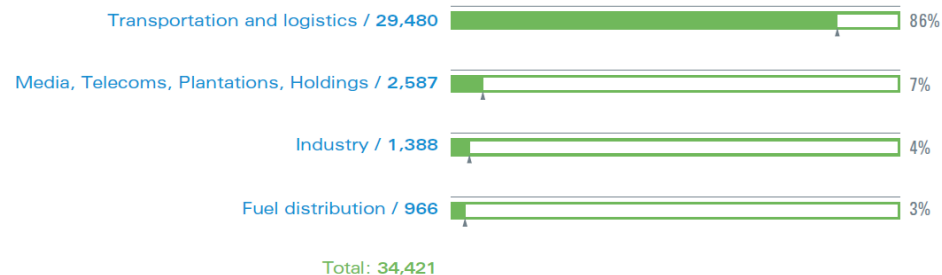


CHANGE IN OPERATING INCOME

(in millions of euros)



EMPLOYEES BY ACTIVITY AS OF DECEMBER 31, 2010



**Total 34,421
employees
in 110
countries**

AUTOLIB CONCEPT



www.bollore.com

After the Success of Cycle Sharing Scheme In PARIS



IER



Launched in 2007



Velib'



Zero smell...

Zero emission...

Zero noise...

New Vision from Paris....

Less polluting cars...

Eco-friendly



the city
can influence
its environment



a different way
of experiencing
urban living

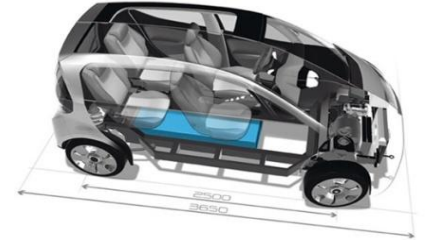


the town can breathe



FULL VERTICAL INTEGRATION

- Batteries
- Blue Car
- Information Systems
- Communication
- Operations and full supervision Centre
- Geolocalisation, Access control, KIOSKS, Charge points, RFID cards ...



What is AUTOLIB' ?...

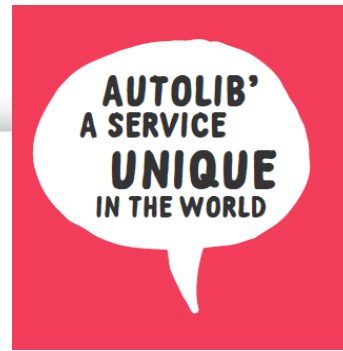
www.ier.fr

autolib'

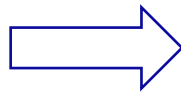


IER

autolib'



> the bluecar :



FIRST PUBLIC SERVICE OF RENTAL CAR

« **Point to Point** » service (# pick up and drop off location)

Eco-friendly, **ZERO** smell, **ZERO** noise

Electrical vehicles

Practical, affordable, Simple to use FOR ALL

Around the clock Assistance (24/24, 7/7)

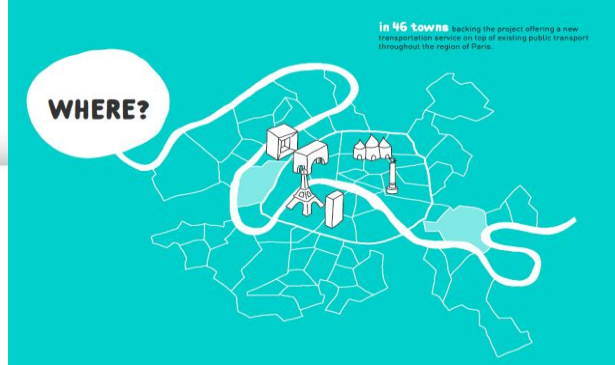
URBAN REVOLUTION



Bolloré



WHERE?



>> Key Figures



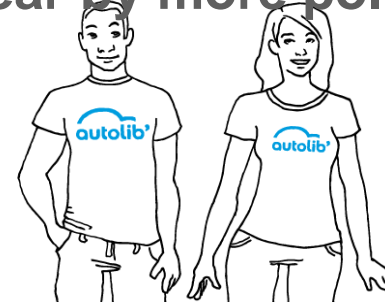
3000 Electrical vehicles

46 Cities (4 M. people) + **7** M. in Suburban Area and
27 M. tourists

22500 Cars expected to be withdrawn from the Roads
=

164 500 000 KM per year by more polluting cars

1000 Jobs created



Bolloré



Bolloré



WHEN?



october 2nd 2011

Pilot Test - 33 Centres - 66 Cars

beginning of december 2011

250 Centres - 250 Cars

by summer 2012

1100 Centres - 1740 cars



Full ROLL OUT : 3000 cars, 6600 Charge points



**A SIMPLE
SERVICE
AVAILABLE
TO ALL**



MAIRIE DE PARIS

>> How it works

step 1

subscribing to autolib'

step 2

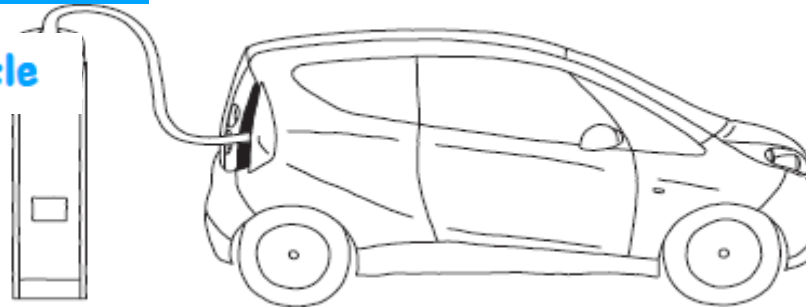
renting a bluecar

step 3

driving

step 4

returning the vehicle



>> Rental and Charging Rates

FOR WHOM?
HOW MANY?

autolib' packages :

CATÉGORIES	TARIFS			
	Abonnement	1 ^{ère} 1/2 heure ⁽⁶⁾	2 ^{ème} 1/2 heure ⁽⁶⁾	1/2 heure sup. ⁽⁶⁾
PREMIUM SOLO 1 AN ^{(1) (3)}	144 €/an (soit 12€/mois pendant 1 an)	5 €	4 €	6 €
PREMIUM FAMILLE 1 AN ^{(2) (3)}	132 €/an (soit 11€/mois pendant 1 an)	5 €	4 €	6 €
HEBDOMADAIRE 7 JOURS ⁽³⁾	15 € pour 7 jours	7 €	6 €	8 €
DÉCOUVERTE 24H ⁽³⁾	10 € pour 24h	7 €	6 €	8 €

VÉHICULE	TARIFS				
	Abonnement	1 ^{ère} 1/2 heure ⁽⁶⁾	2 ^{ème} 1/2 heure ⁽⁶⁾	3 ^{ème} 1/2 heure ⁽⁶⁾	1/2 heure sup. ⁽⁶⁾
SUR EMPLACEMENT DÉDIÉ (Recharge Tiers) ⁽⁴⁾	AUTO	180 €/an (soit 15€/mois pendant 1 an)	inclus 2h15' ⁽⁴⁾		
	2 ROUES	15 €/an			
SUR EMPLACEMENT RÉSERVÉ AUTOLIB' ⁽⁵⁾	AUTO	180 €/an (soit 15€/mois pendant 1 an)	2 € (min 1,33€ ⁽⁵⁾)	3 €	4 €
	2 ROUES	Non disponible			

Recharge package for Privately Owned C

www.ier.fr

autolib'



Bolloré

IER Contribution





IER combines expertise in self service, access control and asset tracking

Self service

Air transportation



Ground transportation



Other industries



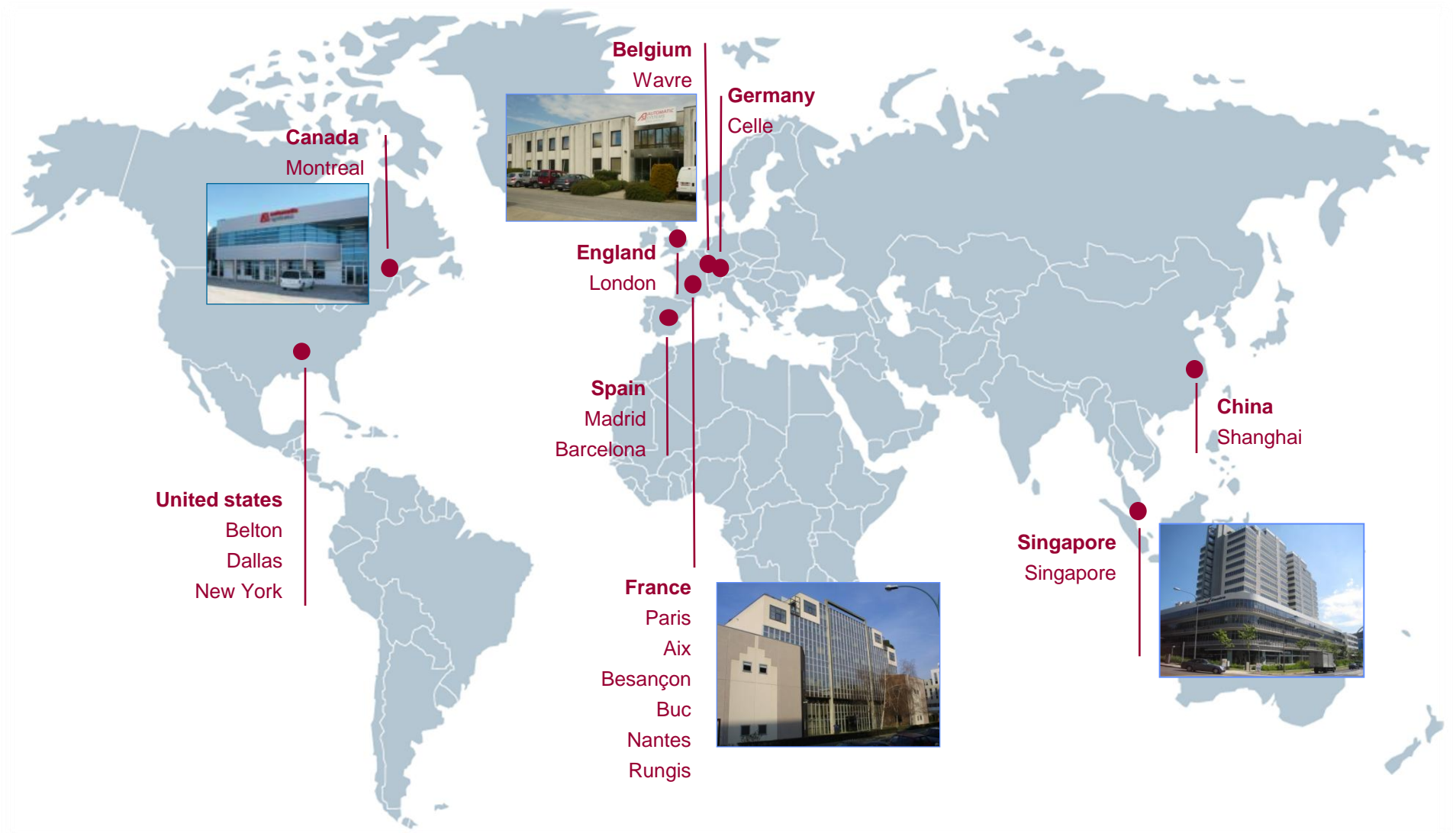
Access control



Goods tracking



Our production plants



Our production plants



- **Systems & kiosks production site – Besançon (France)**

An annual capacity of 25,000 units



- **Access control equipments production sites – Wavre (Belgium), Montreal (Canada)**

2 production sites totaling an annual capacity up to 15,000 units



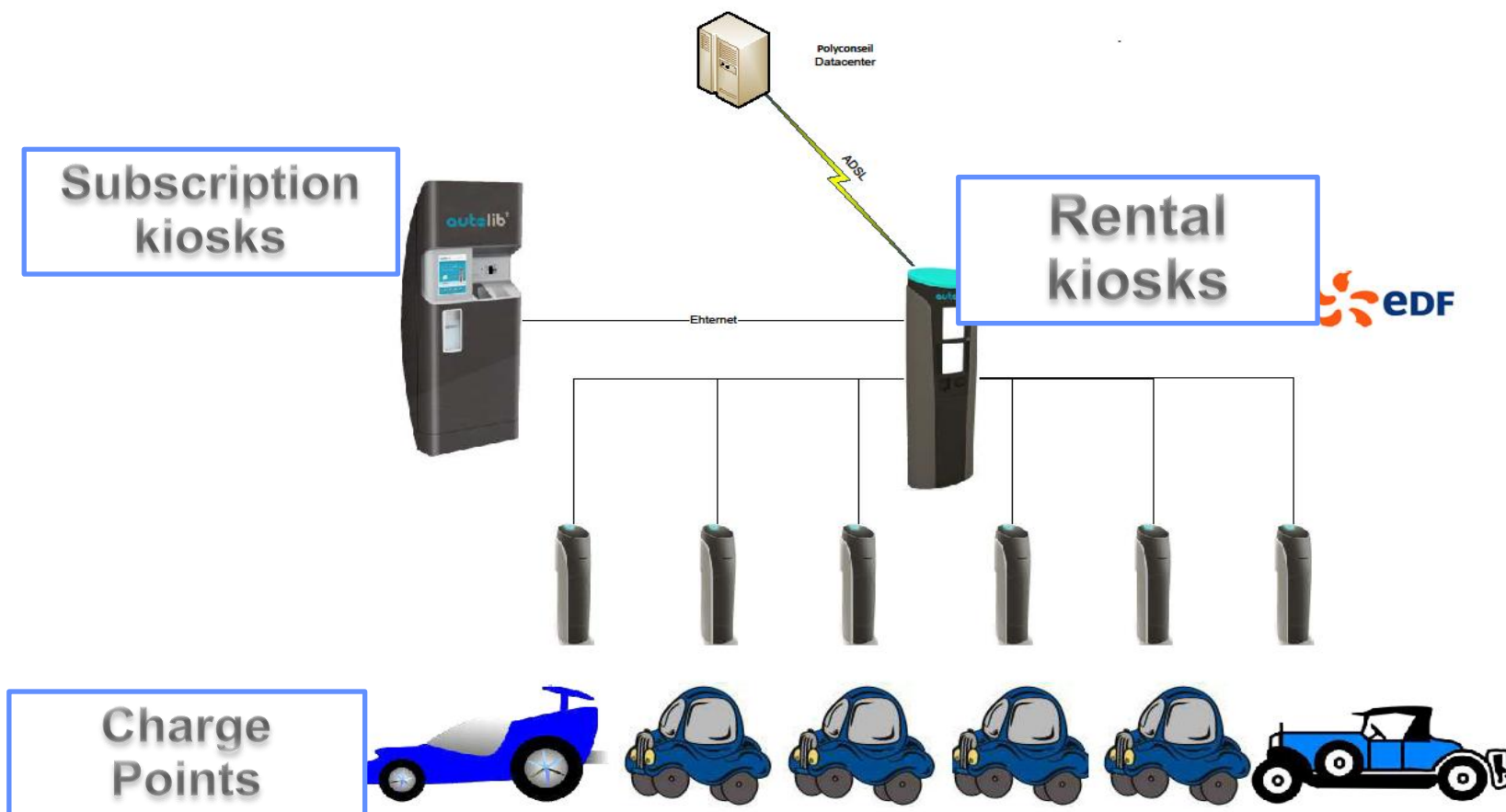
- **Production site of RFID inlays - Buc (France)**

A mass production line and a highly flexible line specific to prototyping

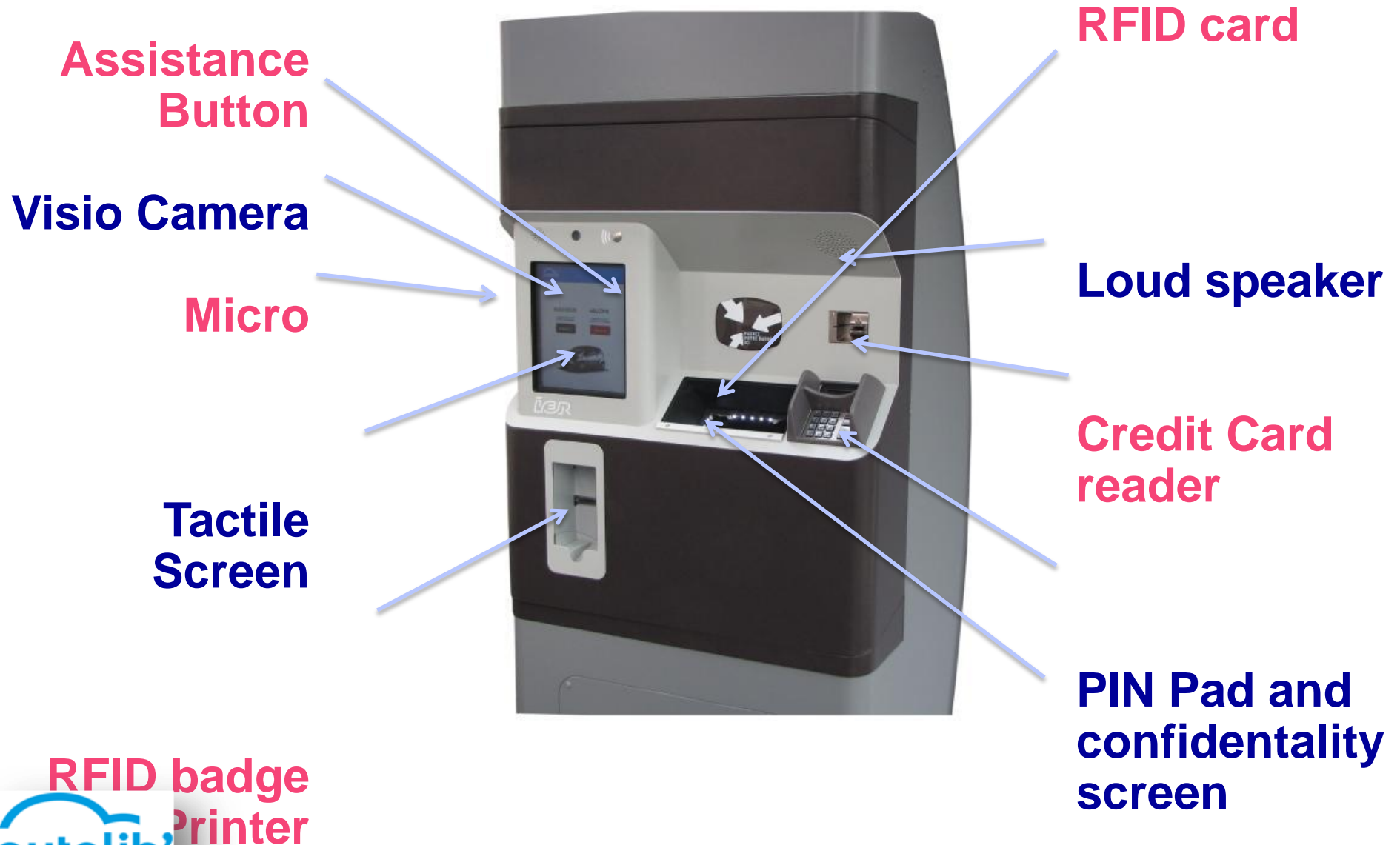


- RFID card and Access Control technology
- Subscription and Rental KIOSKS (with payment modules, Driving license, ID and Passport readers, Visio Conference)
- Charge Points
- IMS Supervision Centre for KIOSKS
- Operations and fleet supervision Centre





IER 983



IER 980



IER 981

Articulated
Cover

Flashing light

RFID card reader

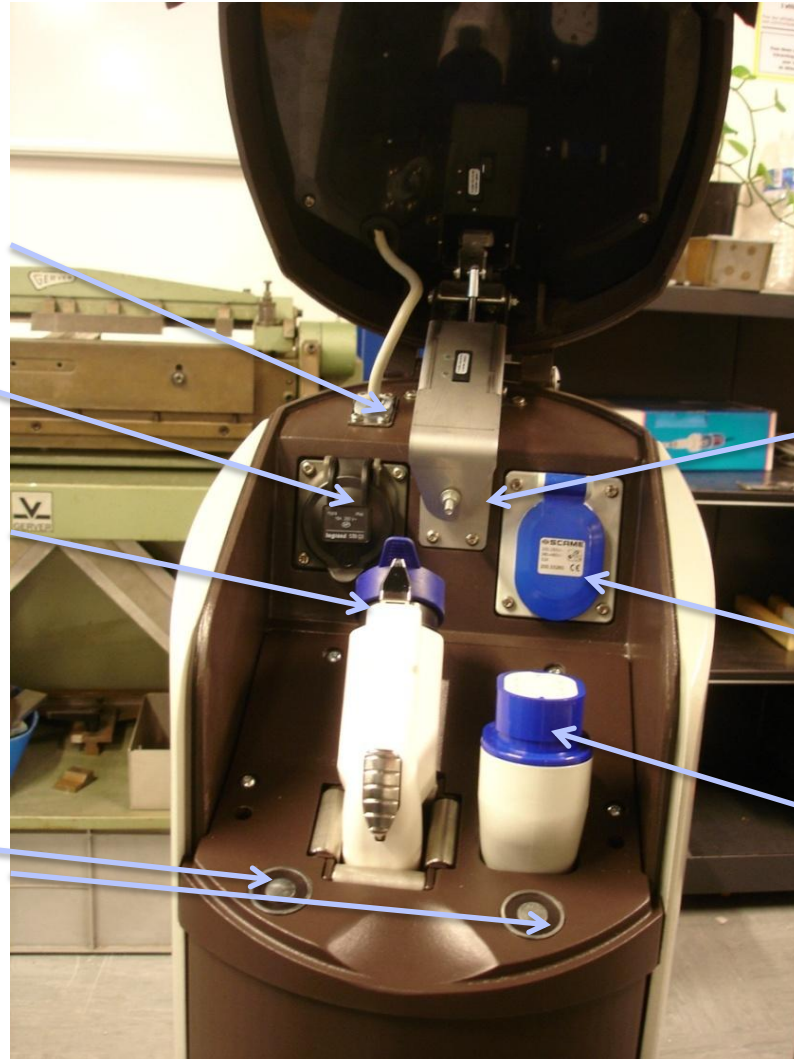
2 versions :

981A01 (Single)

981B01 (Double Charge)



Parking availability
sensor



Gas spring

EF socket

YASAKI
connector

Electromagn
etic vacuum
pad

Electromagnetic
vacuum pad

EV-socket (type
3)

EV-plug (type 3)

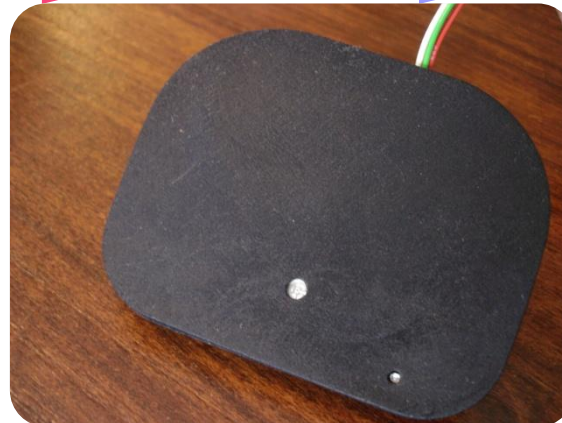
IER 630 > RFID reader

Receive and read
RFID cards

Read and
encode RFID
cards

Execute engine
start signals and
LED lighting

Send
identification
data to IER
730 box



Reader (driver side)



Reader (opposite side)

IER 730 > IER Box

**Vehicle
tracking
system**

**Manage car
opening/closing**

**Authorise vehicle
engine start**

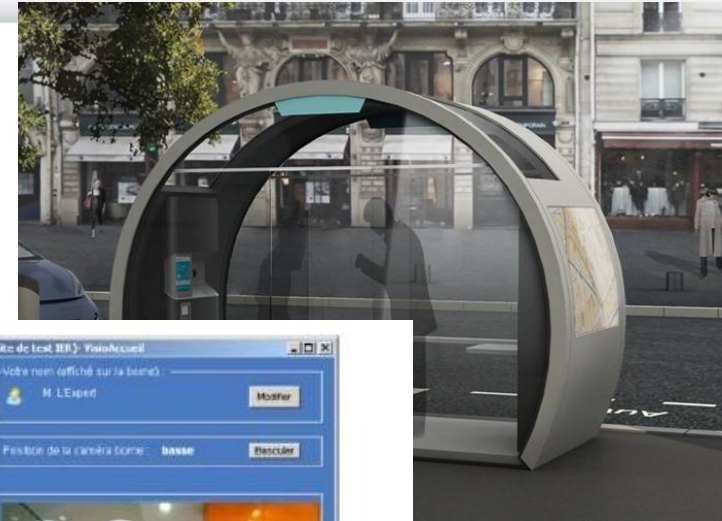
**Monitor user
identification**

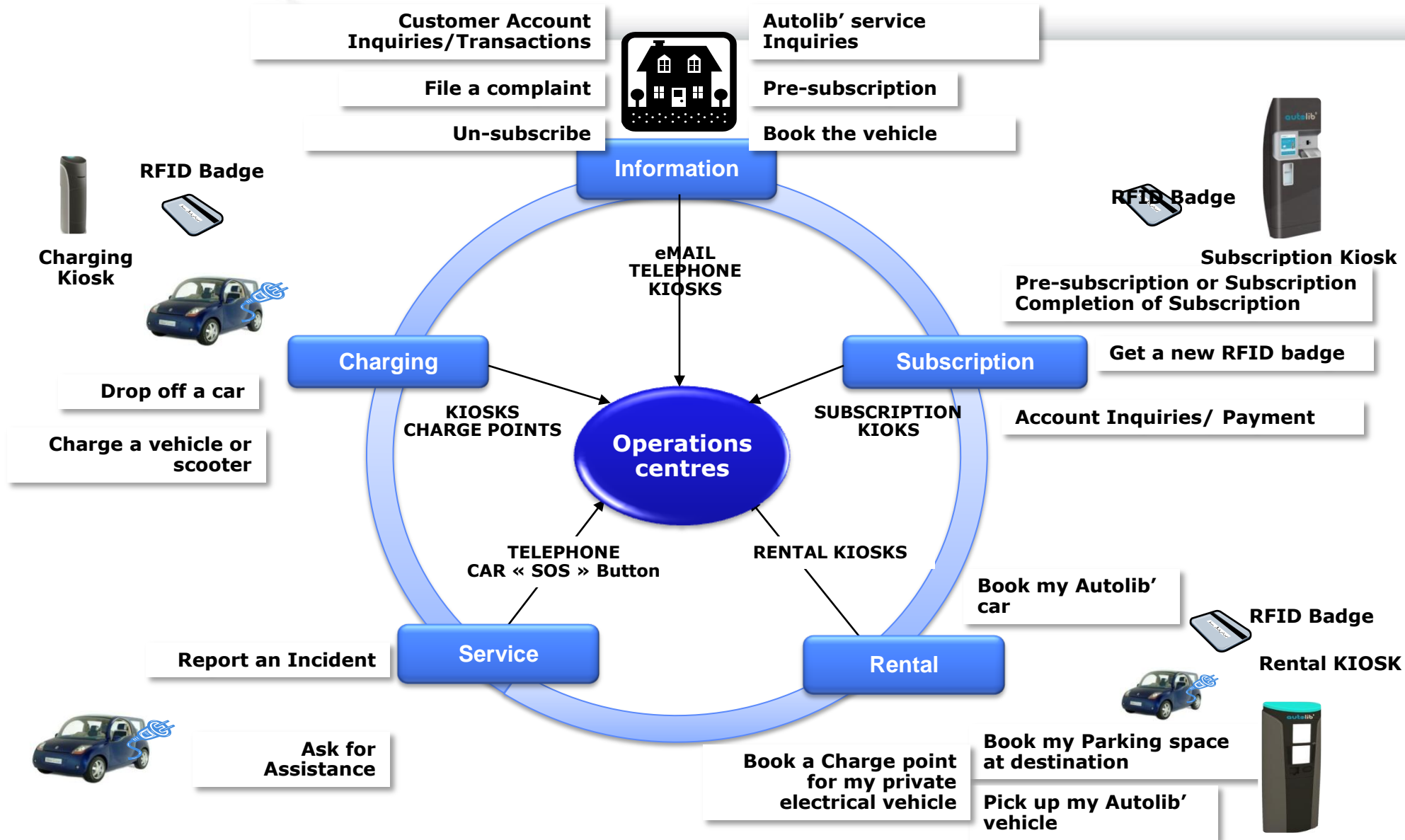
**RFID reader data
analysis**



Microlise box MTU3 + Card I/O = IER 730







Thank you

