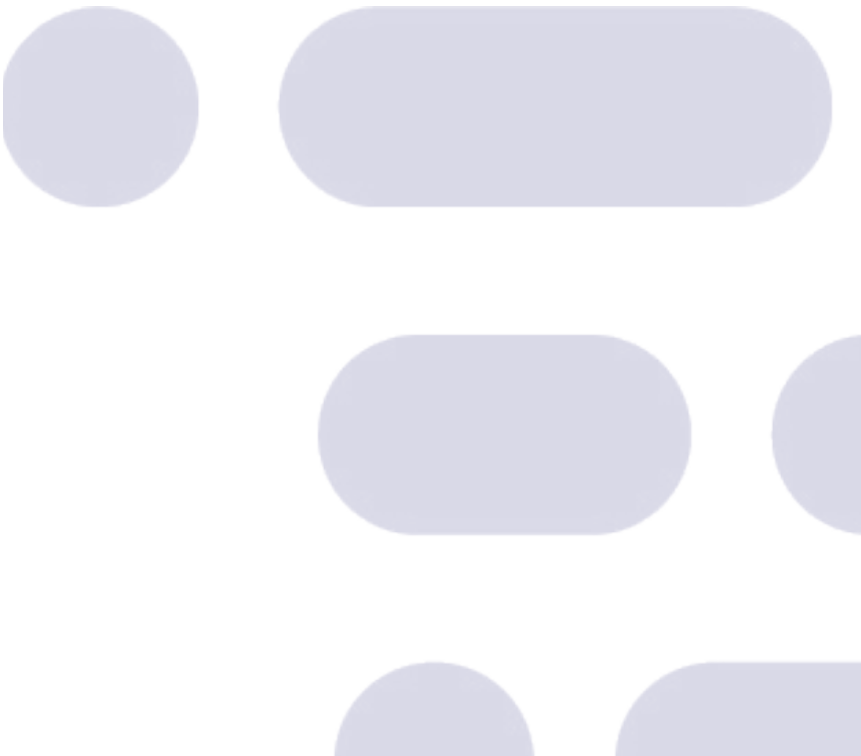


# Corporate Social Responsibility Report 2022



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# Introduction

## Vulog's Vision

Vulog is the leading tech provider for the world's top shared mobility companies. Our solutions allow operators to cover all mobility on-demand use cases, from the first-mile to the end-mile.

Thanks to our technology, we are transforming cities worldwide by ensuring that clean, shared, electric, and multimodal shared mobility is made accessible to all.

We are committed to making a positive impact on the planet via technological innovations that revolutionize mobility while building a greener future, one city at a time.



## Letter from our CEO, Gregory Ducongé

The connected, new mobility era is here.

In many ways, the pandemic of 2020 has been a driving force in propelling cities and companies to redefine their transportation and mobility policies towards more sustainable alternatives that are both environmentally and user-friendly. At the same time, we've seen stricter legislation being implemented worldwide at local and federal levels, in the name of going carbon neutral. Demand for sustainable technologies to achieve these goals has, therefore, never been higher.

Needless to say, these past few years have been especially busy for Vulog. Our eco-friendly mobility solutions have helped more operators, companies, and cities achieve their sustainability goals than ever before. And we're not ready to stop there.

In times of adversity and change, the importance of our mission to bring inclusive, sustainable mobility has never been more apparent. We're connecting individuals and cities, employers and their employees. We're optimistic about the green future we're building together not as individual, separate entities, but as collective partners. And our company values as described in the following chapters of this report, reflect that reality.

*Gregory Ducongé*

## About this Report

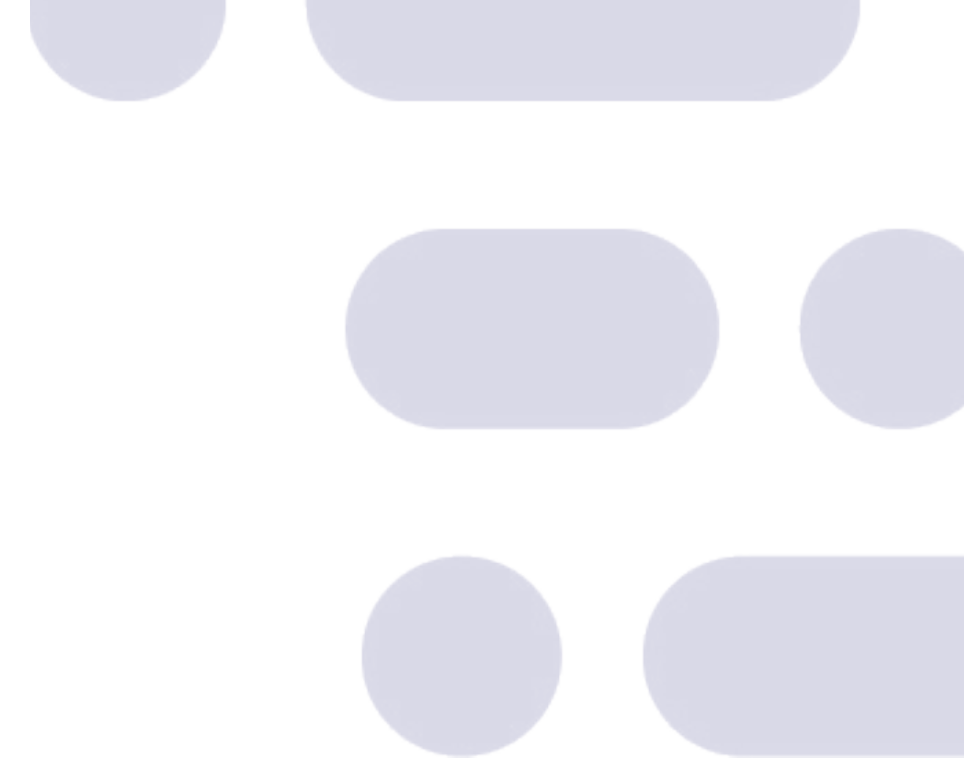
This CSR report is intended to be a public resources for all our stakeholders. We believe that making a positive impact on communities starts with having strong core values along social and environmental lines both at the homefront and hand-in-hand with our partners and clients. The issues we highlight in this report mirror some of the issues we care about most as a mobility technology provider but also as a company, a partner, and employer.







# 01 – Our Business



# Overview

Vulog is the world’s **leading technology provider** for shared mobility solutions:

- Carsharing
- Subscription
- Micromobility
- Corporate
- Digital Rental
- Vehicle Gateway

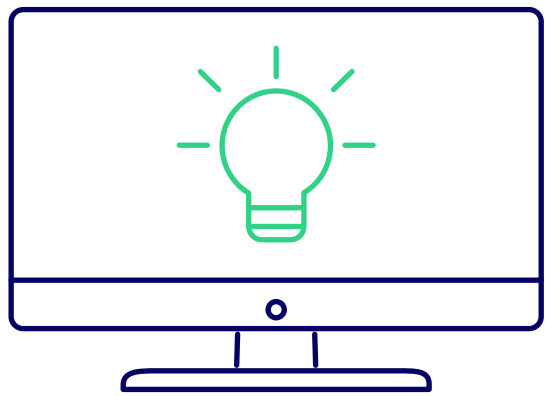
# Key Figures



24K+ GHG emissions saved per year thanks to Vulog’s platform AiMA

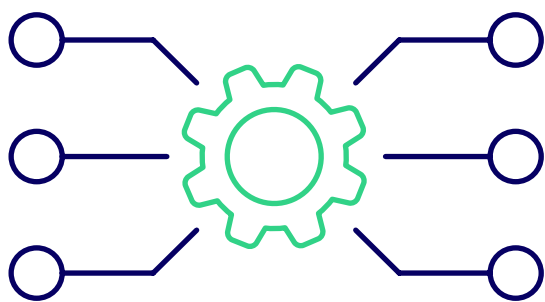
# Our Technology: AiMA

AiMA is Vulog’s API, **AI-powered tech platform** operating at mass scale.



## Tested & Proven Technology

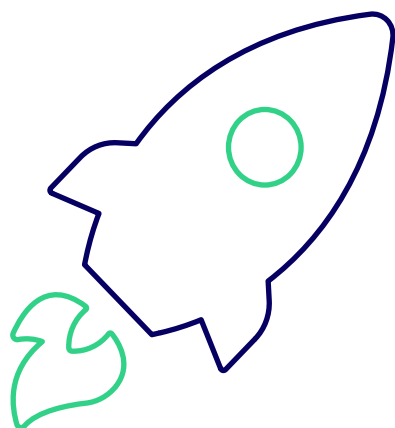
Ongoing certification process **ISO 27001**  
**99.97%** Uptime  
**100%** Horizontal Scalability  
New feature release **every 4 weeks**  
Features developed specifically for **electric mobility**



## Fully Open API Integrations

CRM/ERP  
MaaS Aggregators  
...and more!

Car/Vehicle Manufacturers  
Parking & Charging



## Ready for the Future

Vulog’s AI-enabled analytics and tools as well as unique open innovation programs help clients’ future-proof their businesses, achieve net-zero emissions goals, and stay competitive in the connected mobility era via multimodality, MaaS, smart-grid/V2G, autonomous mobility, etc.

# Vulog's Green Timeline + Industry Forecast

Since its founding in 2006, Vulog has seen the automotive and mobility industries transform significantly. This has been especially true in the last couple of years, notably in light of various international climate deals, starting with the Paris Agreement. These deals have instigated major **change at the global scale** in terms of the kind of legislation being put forward to **mitigate carbon emissions** across all industries. Governments at both the local and federal levels have been impacted as well as major companies, propelling them to transform their current and future growth strategies accordingly. With its technology at the heart of eco-friendly mobility, Vulog has been helping various industry players (from OEMs to energy groups) in the preparation and implementation of their decarbonization and sustainability strategy for years.

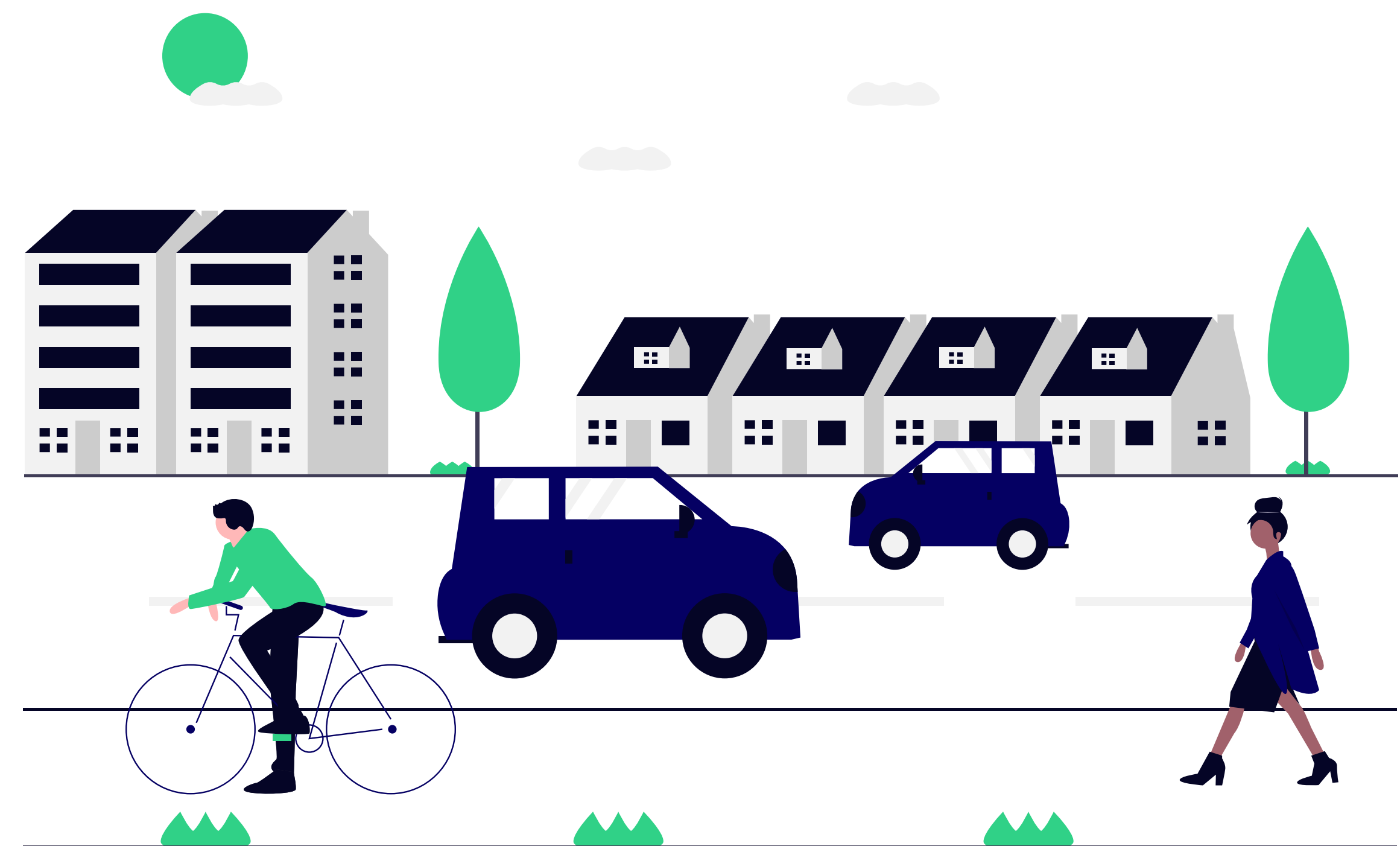
**2015** Paris Climate Agreement sets into motion new climate plans and net-zero pledges from countries and companies worldwide  
UN member states adopt 17 Sustainable Development Goals

**2017** Vulog's AiMA platform launches

**2018** Vulog launches new projects in China, USA, Australia, and Europe  
Shared autonomous pilot with Akka Technologies  
First multimodal operations

**2019** EU Green Deal prioritizes its focus on making Europe a net-zero emitter of greenhouse gases by 2050, with automakers being particularly affected  
Vulog granted "Solar Impulse Award" for being a clean and profitable solution and recognized as a "Global CleanTech 100" Company

**2020** Vulog granted "Mobility Tech Award" by KPMG France's Top Tech Tomorrow







**2021** Over 20 countries have electrification targets or ICE bans for cars and 8 countries plus the European Union have announced net-zero pledges

**By 2025** The EU Green Deal has targeted the installation of 1 million publicly accessible chargers  
Over a dozen cities in China have targeted the installation of about 1.2 million chargers

**By 2030** EU targets are expected to push emissions to fall by 37.5%

**By 2035** US government transitions to purchasing 100% zero-emission, all-electric vehicles for its federal fleet (including all light duty vehicle purchasing by 2027)  
The largest automotive markets are expected to go electric

**By 2050** US federal government expected to be carbon neutral

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With governments worldwide promoting clean, electric vehicles, major industry players - notably carmakers - are shifting away from investing in the traditional private vehicle ownership model. Instead, they are prioritizing the CASE (Connected, Autonomous, Shared, Electric) “new mobility” model where robust, **AI-powered technologies**, such as *AiMA by Vulog*, power strategic projects, including shared mobility operations. This helps carmakers not only achieve carbon neutrality, but also stay ahead of the competition while meeting growing consumer demand.

Carmakers aren’t the only players affected by the global push for sustainability. Companies across all industries are eager to meet **net-zero carbon goals** by transforming their business strategies, starting with their - often outdated - transportation and mobility policies. By replacing them with models based on connected and shared, new mobility, companies future-proof their business while ensuring a corporate climate that is conducive to **carbon neutrality**.



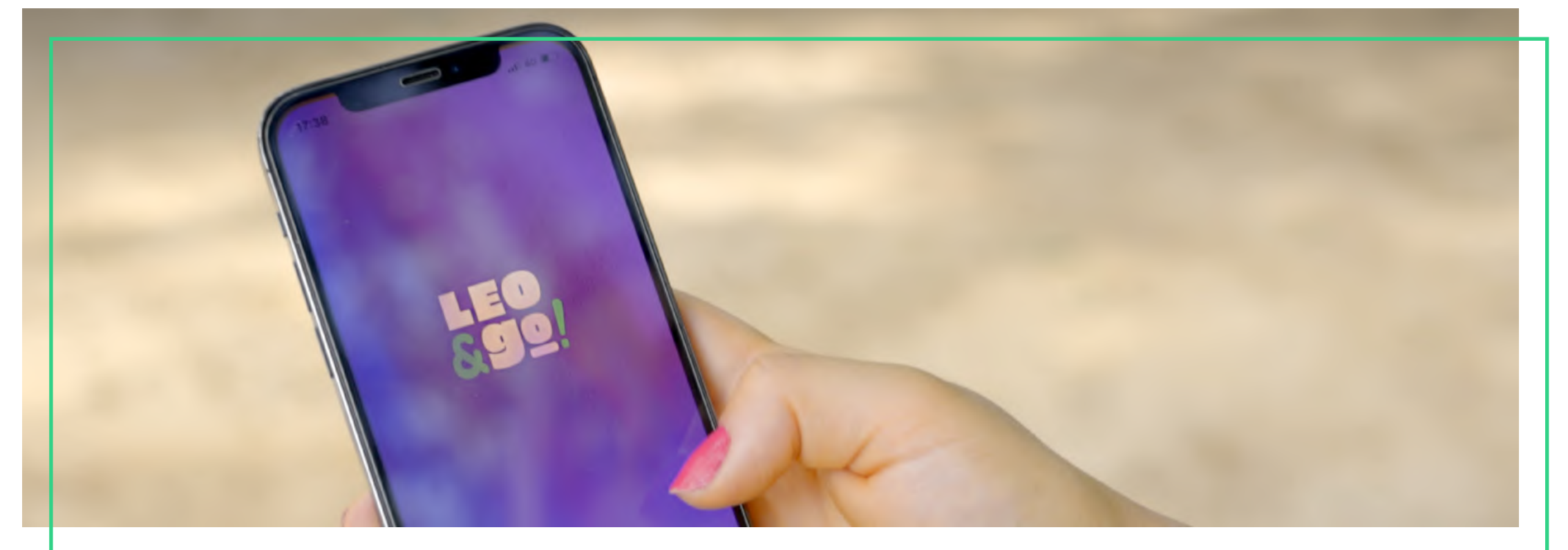




LEO&GO is Vulog's full-scale, real-life laboratory for accessible and sustainable, shared mobility located in Lyon, France. This mobility showcase project deepens the industry's understanding of shared mobility operations from the operator's point of view in close collaboration with city officials.

Not only does LEO&GO offer solutions for cities and local business to achieve net-zero emissions goals, it allows Vulog to test innovative features prior to deployment and prepare operators, users and communities for the future of eco-friendly mobility.

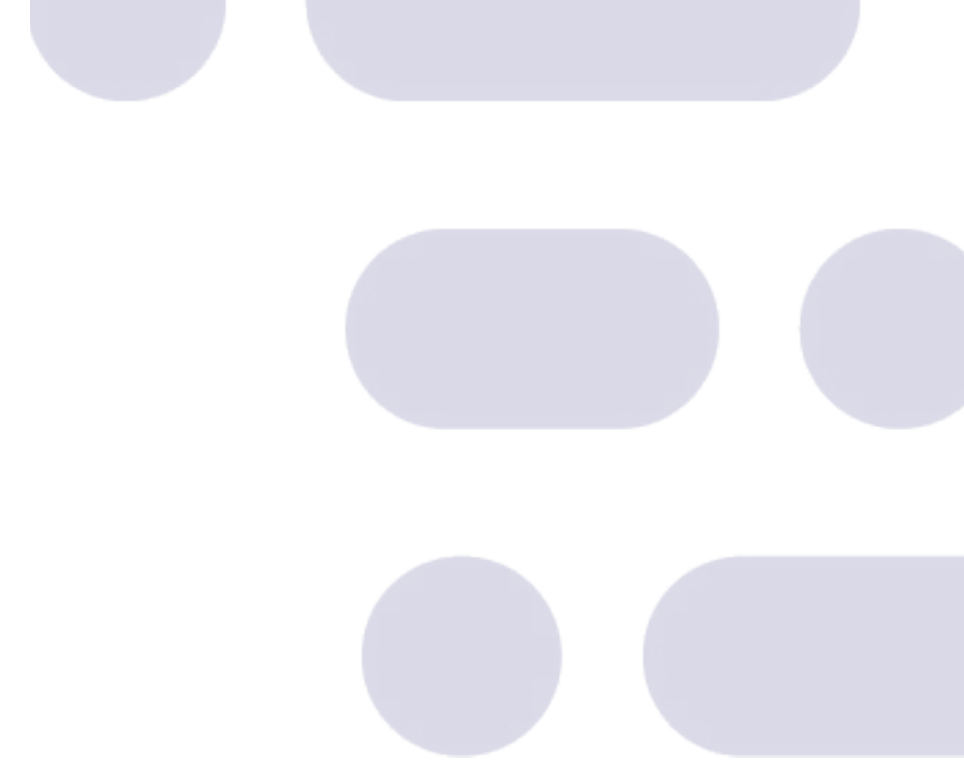
Additionally, LEO&GO plays an important role in promoting inclusivity within the Lyon and Greater Lyon region by providing special discounted rates to students, low-income households, and other marginalized groups.







## 02 – Environmental Sustainability

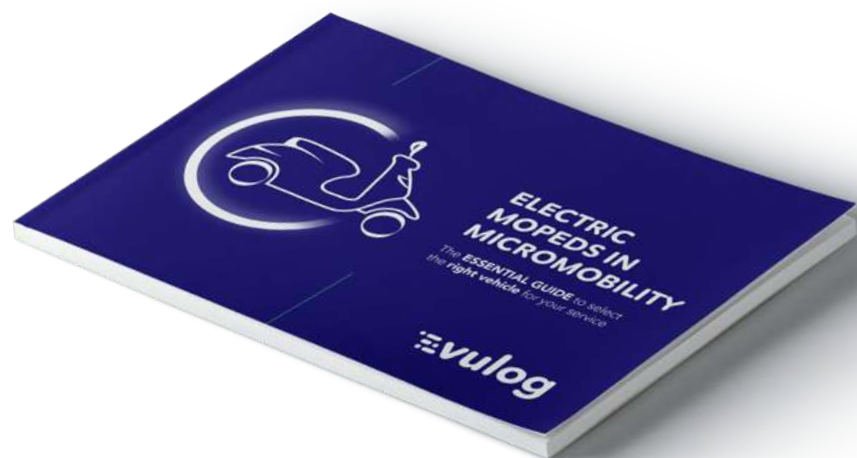




# How Vulog is helping companies reach zero emissions

As the world’s leading technology provider in shared mobility solutions, our impact extends farther than just our technology. We strive to bring a direct, positive impact to communities worldwide, by working with companies to align with strict legislation surrounding carbon emissions. Helping companies achieve net-zero emissions is one of our top priorities in our commitment to building a greener future and our strategies are built on over 15 years of expertise.

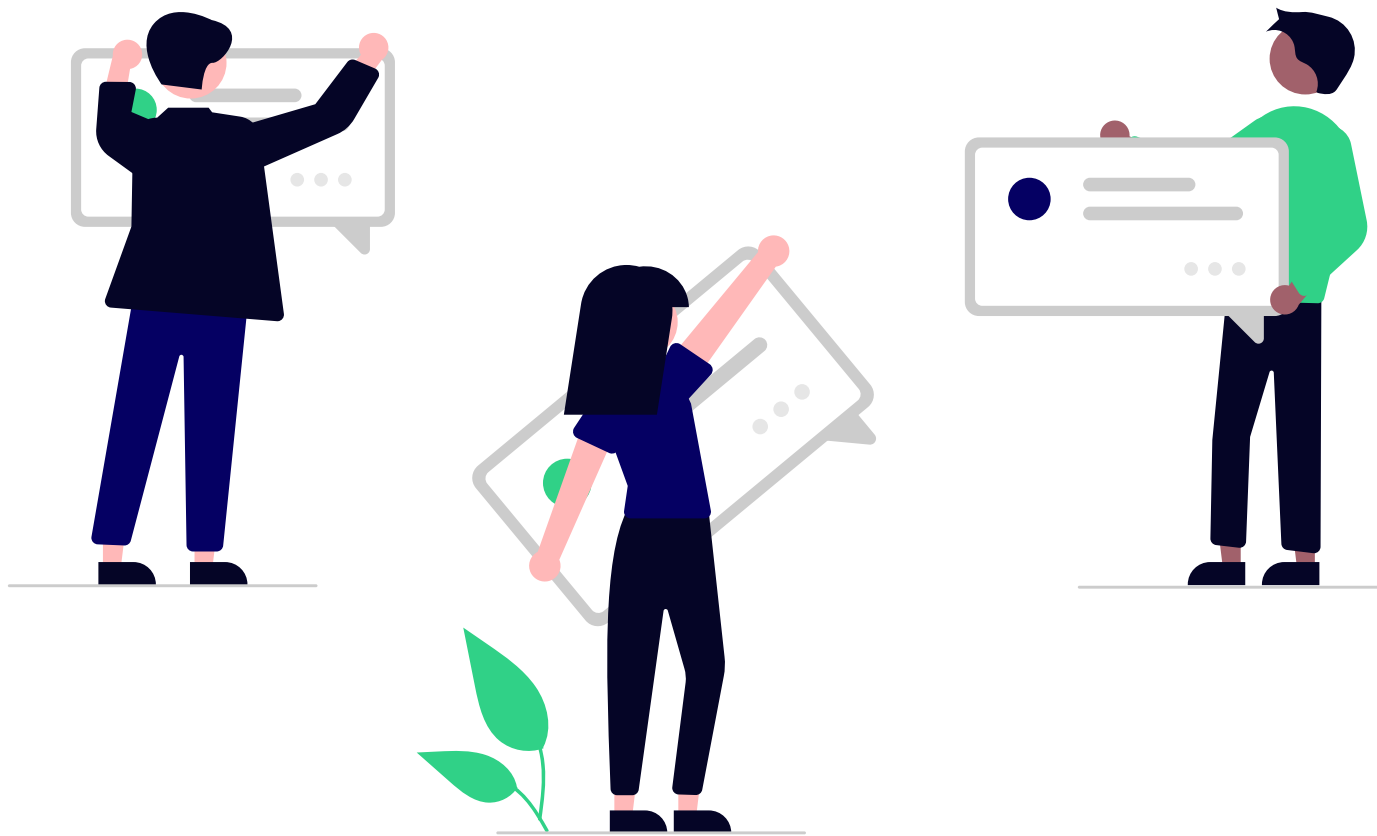
Electric Mopeds  
in Micromobility



Corporate  
Carsharing



Top Ten EVs  
in Carsharing

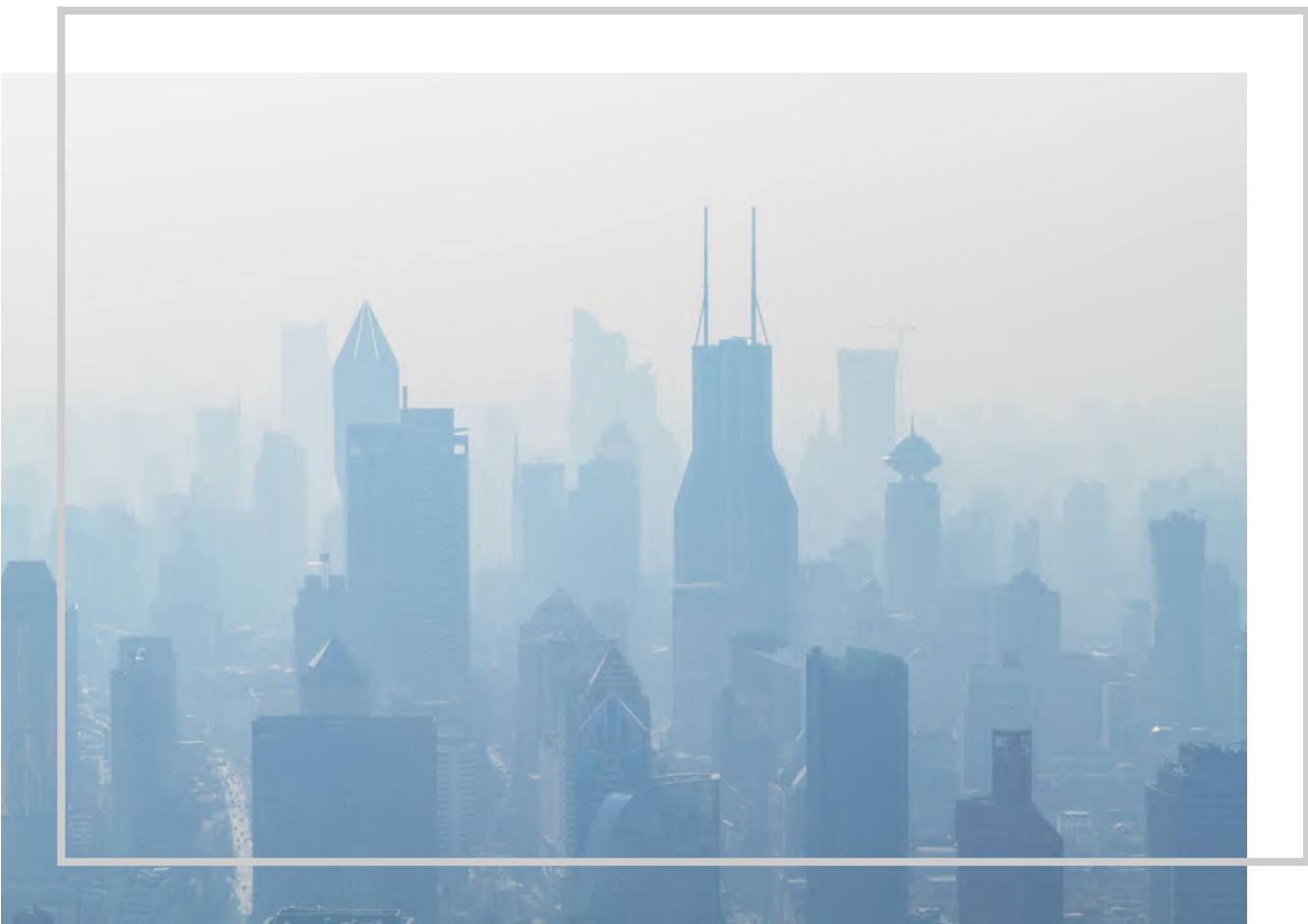




# Helping Industry Leaders Implement Green Strategies



## Sustainability in Action



### Reducing Local Air Pollution

The transport sector is one of the biggest emitters of CO2 emissions: 29% in the US, and 12% for passenger cars alone in the EU. With one EV on the road saving approximately 1.5M grams of CO2 in just one year, clean, electric mobility solutions are more important than ever before. Vulog's mobility solutions promote electrified fleets which reduce local air pollution significantly. With 1 shared vehicle replacing up to 13 private vehicles, congestion drops and carbon emissions decrease significantly meaning better air. In this way, electrified shared mobility solutions like those powered by Vulog help reduce health problems aggravated by air pollution (ex: asthma, respiratory diseases or heart attacks).



### Reducing Congestion

Worldwide congestion has rapidly worsened over time due to the influx of vehicles on the road, especially in densely populated cities. Reducing fleet average emissions by promoting shared, electric mobility is a highly realistic and accessible solution for reducing traffic and consequently, carbon emissions in cities. This has a huge impact on public health and the wellbeing of those people living and working in cosmopolitan areas. With shared mobility helping to reduce car ownership, Vulog's shared mobility solutions contribute to decongesting traffic, clearing up busy roads, and bringing down noise pollution.



### Increasing Green Spaces

The world's urban population will increase by more than 2/3rds by 2050. Such a significant population influx will put even greater strains on cities existing infrastructure (i.e. streets, tunnels, bridges). Since city streets are such a finite and scarce resource, they must be optimized. One less car parked on a city street means more space for bike lanes, parks, pedestrian alleys, etc. With streets being liberated of unused parking space, cities can reimagine the mapping of their city and create more green spaces.



## Green Awards



Vulog was awarded the Solar Impulse Label in 2019. The Solar Impulse Efficient Solution label seeks to bridge the gap between ecology and economy, bringing together protection of the environment and financial viability to show that these solutions are accessible opportunities for clean, economic growth.



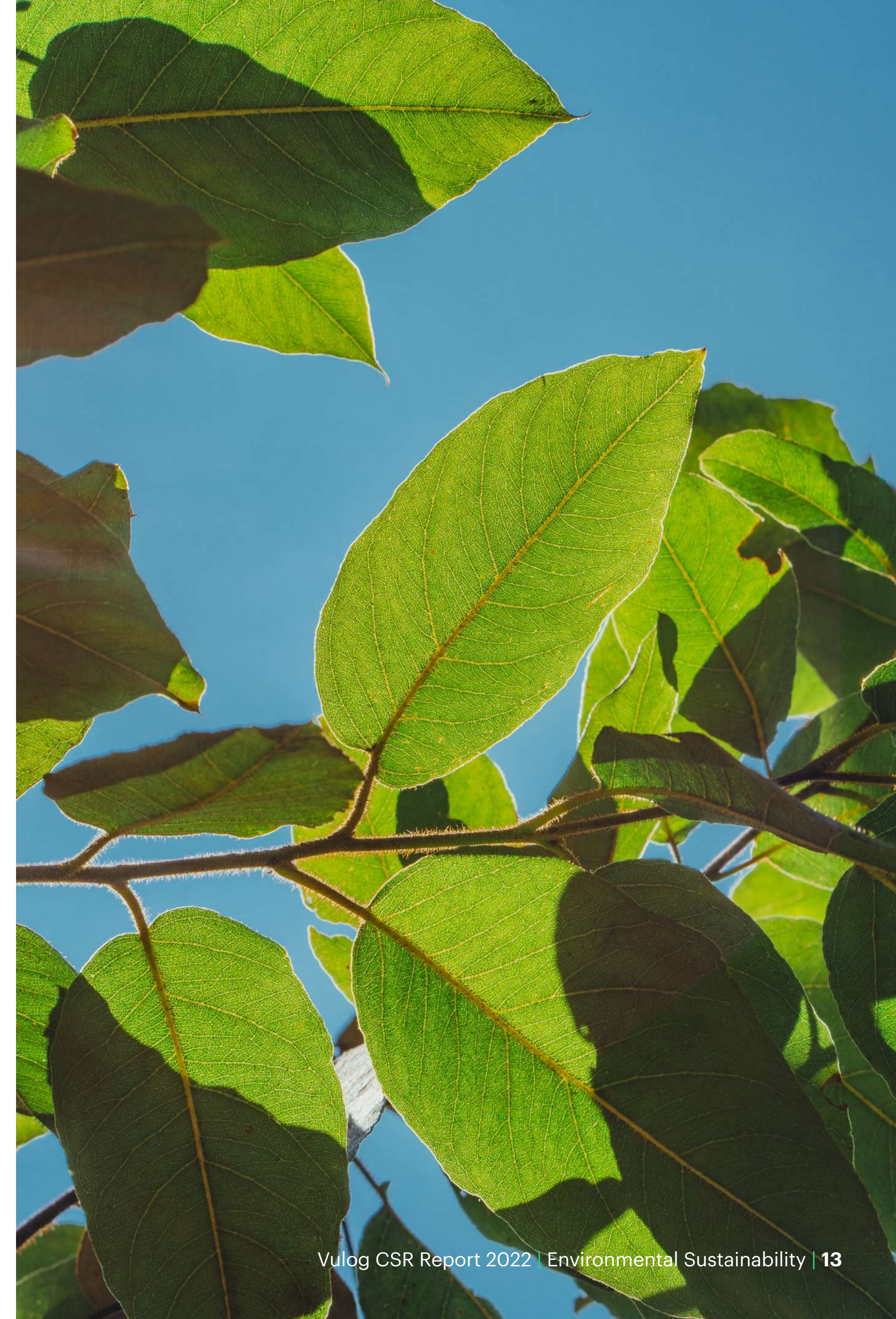
Vulog is recognized by the Cleantech Group as one of the best placed companies in the world to solve future clean technology challenges. The Global Cleantech 100 is an annual guide to the leading companies and themes in sustainable innovation, and this year marks the 10th edition of the list.



TOP TECH TOMORROW 2020

Vulog was selected as a laureate through an economic model based on five criteria:

- The proposal of new disruptive solutions, products, service offers
- Agility to adapt and transform quickly
- A capacity to evolve internationally
- Sufficient magnetism to attract and capture financing, including in times of crisis, combined with good cash management
- A contribution to societal and environmental aspirations and developments







## 03 – Social & Equity Initiatives

*\*HOURCAR, American non-profit carsharing program based in the Twin Cities*



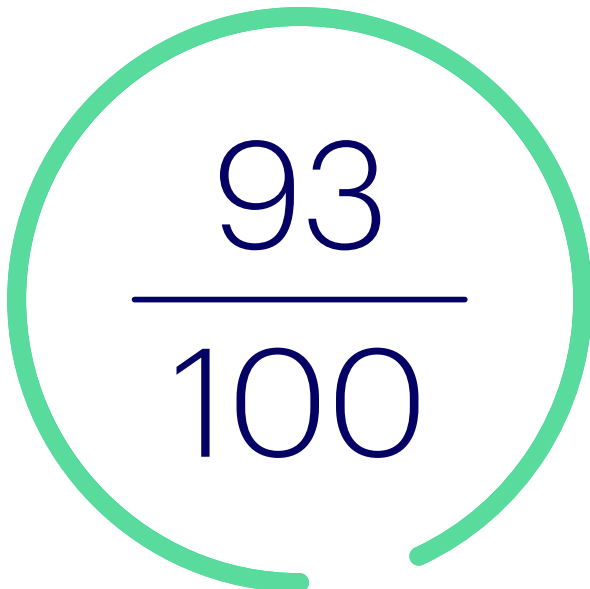
# Promoting Gender Parity

Women are key drivers of innovation and yet they continue to represent a small percentage of the tech workforce. At Vulog, **advancing women’s equality** in the workplace is more than just a motto, it is a long-term commitment for the betterment not just of our company but also society.

Top Women Report



Gender Parity Index Score (2021)



Women in Tech Regional Awards



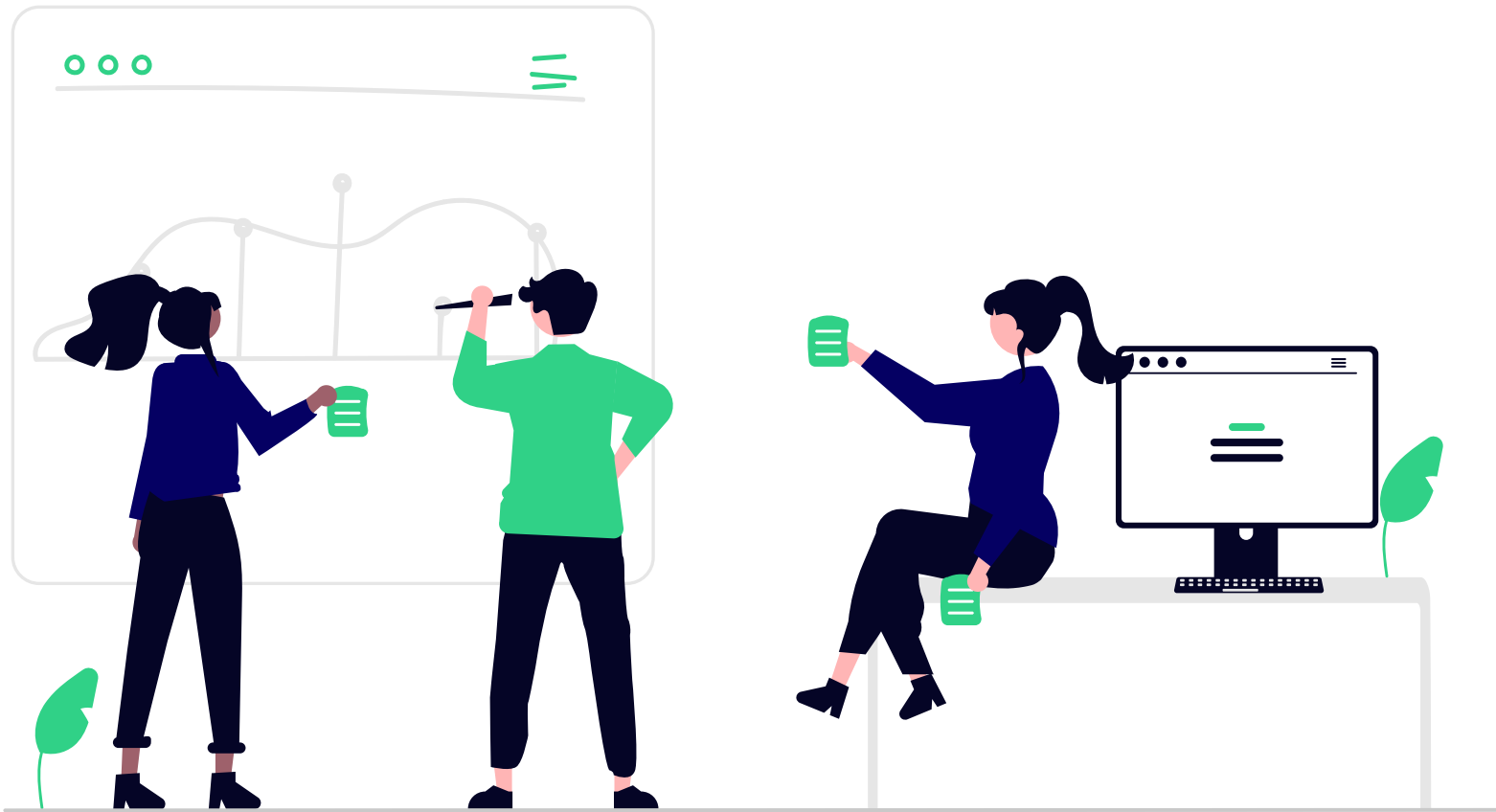
# MaaS Equity

Helping cities achieve their MaaS and sustainability goals is essential, because we believe in the **fair and equal distribution of mobility projects and policies**. By collaborating with city officials on a wide range of industry topics - including electric charging infrastructure, data leveraging, parking strategies, autonomous mobility legislation, and more. We help cities transform into truly, “smart cities” while offering residents more accessible and inclusive mobility solutions.



# Education and Workforce Development

Our commitment to driving innovation starts with helping the people behind it. In addition to helping our own employees reach their full potential, we encourage workforce development by collaborating with students and industry experts from universities across the world. We **prepare the tech leaders of tomorrow** to rise to the challenges of globalization and climate change.





# 04 – Sustainable Development Goals





# Overview

Our impact is focused across 3 main pillars:

- **Sustainability**: from electric vehicles to shared mobility, we are helping communities expand their green mobility options.
- **Equity**: we believe that people from all walks of life and corners of the earth should have equal access to affordable and sustainable forms of mobility and transportation.
- **Innovation**: bringing innovative ideas and resources to communities translates to greater economic opportunities, health benefits, and overall quality of life.

## United Nations Sustainable Development Goals

The Sustainable Development Goals are a universal call to action to end poverty, protect the planet, and improve the lives and prospects of everyone, everywhere. We proudly contribute to the achievement of many of the United Nations’ 17 goals:



Creating a greener future through sustainable, adaptable, and safe modes of travel and building resilient societies and economies.



Taking stepped-up efforts to reduce greenhouse gas emissions in order to fight against climate change.



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