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HEIDELBERG offers charging solutions for the growing market of electric vehicle fleets

- **Company car and utility fleets account for a large portion of the passenger car market and thus the CO₂ balance in Germany**
- **HEIDELBERG enters the market for larger charging infrastructure projects**
- **Services include consulting, hardware installation and efficient operation of e-mobility infrastructure**
- **Cloud-based backend as a key component for intelligent charging point and process management**
- **Flexible rental model gives commercial customers access to charging infrastructure solutions through monthly payments**

Heidelberger Druckmaschinen AG (HEIDELBERG) is focusing on charging vehicle fleets with new solutions from Amperfiend for the charging infrastructure at company locations. The range of solutions includes a cloud-based backend and a rental offering for the charging infrastructure. This is a decisive step towards larger charging infrastructure projects, as Amperfiend has already expanded its offering from the traditional private customer business to include products such as the Wallbox connect.business for commercial customers and the AC charging station connect.public for public spaces.

"A decisive step in the development of our company"

"The evolution of Amperfiend GmbH into an end-to-end solution provider for commercial charging and corporate clients is a decisive step in our Company's development," says Davide Ghione, CEO of Amperfiend GmbH. "Our approach is to make the transition to electromobility as smooth as possible, regardless of whether a private customer needs a single wallbox or a fleet manager an integrated solution for charging multiple vehicles.

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That's why our offering ranges from the connected wallbox to the central backend and interfaces to payment and roaming platforms."

Reasons for more charging infrastructure at company locations

The car population in Germany is defined by new commercial registrations – directly and indirectly. Directly, as two out of three new cars in Germany are registered to commercial owners, of which slightly less than half are for fleets.¹ Indirectly, as company cars are often only kept for a few years and then end up on the used car market, where they find private buyers.² In addition, company cars drive an average of 30,000 kilometres per year, while private cars only drive 12,400. This means that the decisions made by companies determine future CO₂ emissions.

The possibility of charging one's own car at work can also have a significant influence on the private decision in favour of or against an electric car. As around a third of German car drivers do not have a fixed parking space near their home, it is clear that the charging infrastructure in residential buildings is only one of three pillars of electrification – alongside the public and company charging infrastructure.³

Factors and challenges for the electrification of company fleets

The electrification of company fleets and locations depends on various factors. Important drivers for the electrification of company fleets are the cost benefits of electric vehicles (EVs) due to lower operating and maintenance costs, tax incentives such as reduced company car taxation for EVs, the attractiveness for employees and the company's own CO₂ footprint. One example of this is the software company SAP, which wants to switch its entire fleet to EVs due to its own climate targets. From January 1, 2025, employees who are entitled to a company car will only be able to order vehicles with zero-emission drivetrains.⁴

¹ Company car on the wrong track - oeko.de. https://www.oeko.de/fileadmin/oekodoc/Agora-Verkehrswende-Dienstwagen_auf_Abwegen.pdf (retrieved on 13.12.2023)

² Practical guide to charging infrastructure for company fleets - oeko.de. <https://www.oeko.de/aktuelles/2022/praxisleitfaden-fuer-ladeinfrastruktur-von-unternehmensflotten> (accessed on 13.12.2023)

³ Private charging infrastructure is an important pillar for the expansion of electromobility - kfw.de. <https://www.kfw.de/PDF/Download-Center/Konzernthemen/Research/PDF-Dokumente-Fokus-Volkswirtschaft/Fokus-2020/Fokus-Nr.-304-November-2020-Ladeinfrastruktur.pdf> (accessed on 13.12.2023)

⁴ Electric cars: SAP wants to electrify its entire vehicle fleet - heise.de. <https://www.heise.de/news/Elektroautos-SAP-will-kompletten-Fuhrpark-elektrifizieren-6251572.html> (retrieved on 13/12/2023)

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Challenges for the electrification of company fleets include suitable e-vehicle models for the respective application, the elimination of purchase incentives, educating employees and fleet managers about e-mobility and setting up an in-house charging infrastructure, including the aspects of effort and costs.

Amperfiend backend for intelligent charging point and process management

At the heart is a cloud-based software platform for intelligent and efficient charge point and process management. The charging infrastructure can be flexibly integrated via the OCPP protocol, making the overall system modular and scalable. The backend includes numerous functions such as contract management, tariffing and automated billing. Further highlights include an RFID card management with options for restricting charge points, the publication of charge points via roaming and ad-hoc charging as well as the multi-client capability for business customers. Available in the "backend.basic" and "backend.pro" packages, it adapts seamlessly to changing customer needs.

Rental model for business customers

Commercial customers can subscribe to charging infrastructure via a convenient rental model. Instead of a large one-off payment, this option involves smaller monthly payments for hardware, software and services. The term of the subscription can range from 36 to 60 months, which means greater financial flexibility for companies. The monthly fee comprises a base fee and costs for the booked hardware, software and services. For this rental model, Amperfiend GmbH works together with the Group's captive financing division.

"With our Financing solutions, powered by Heidelberg Print Finance, we are taking the service concept to the next level by offering commercial customers charging infrastructure with all the associated services on a monthly rental basis – thereby significantly lowering the hurdle for installing charging infrastructure," explains Davide Ghione, CEO of Amperfiend GmbH.

Holistic offer for commercial customers

The introduction of these solutions marks the further development of Amperfiend beyond individual hardware components. In combination with the backend, this creates a holistic offering for commercial customers who require a complete e-mobility solution. For companies and fleet operators in particular, the Amperfiend backend and rental model reduce the effort and costs involved in setting up their own charging infrastructure.

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Figure 1: The Amperfied Wallbox connect.business is an intelligent AC wallbox for use in companies.

Figure 2: The cloud-based Amperfied backend enables intelligent and efficient charge point and process management.

[Press kit Amperfied | HEIDELBERG](#)

Service: You can download the current HEIDELBERG white paper "Electromobility for a successful energy transition" [from our website](#).

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Images and further information about the company can be found on the Heidelberger Druckmaschinen AG website at www.heidelberg.com under [Press Releases | Heidelberg](#) and in the [PR Media Library | Heidelberg](#).

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