



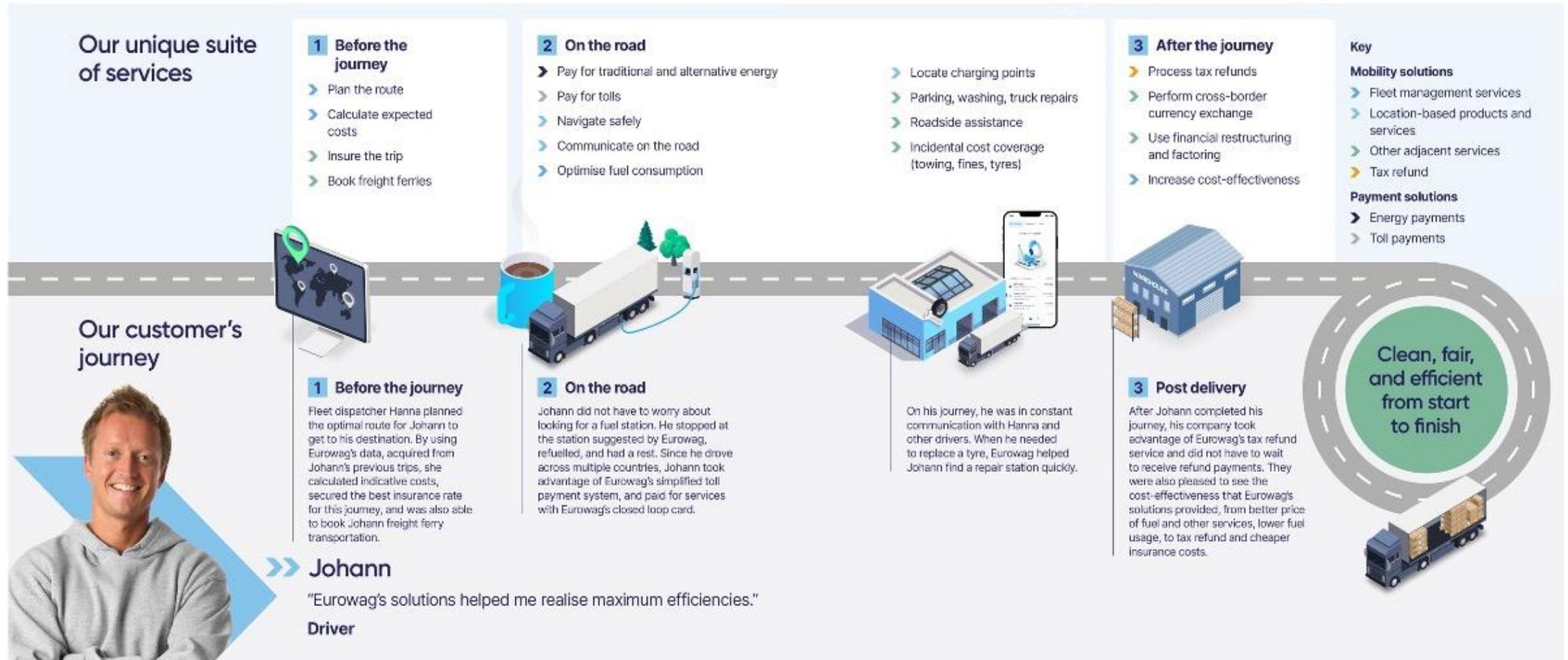
EW EUROWAG

Commercial strategy

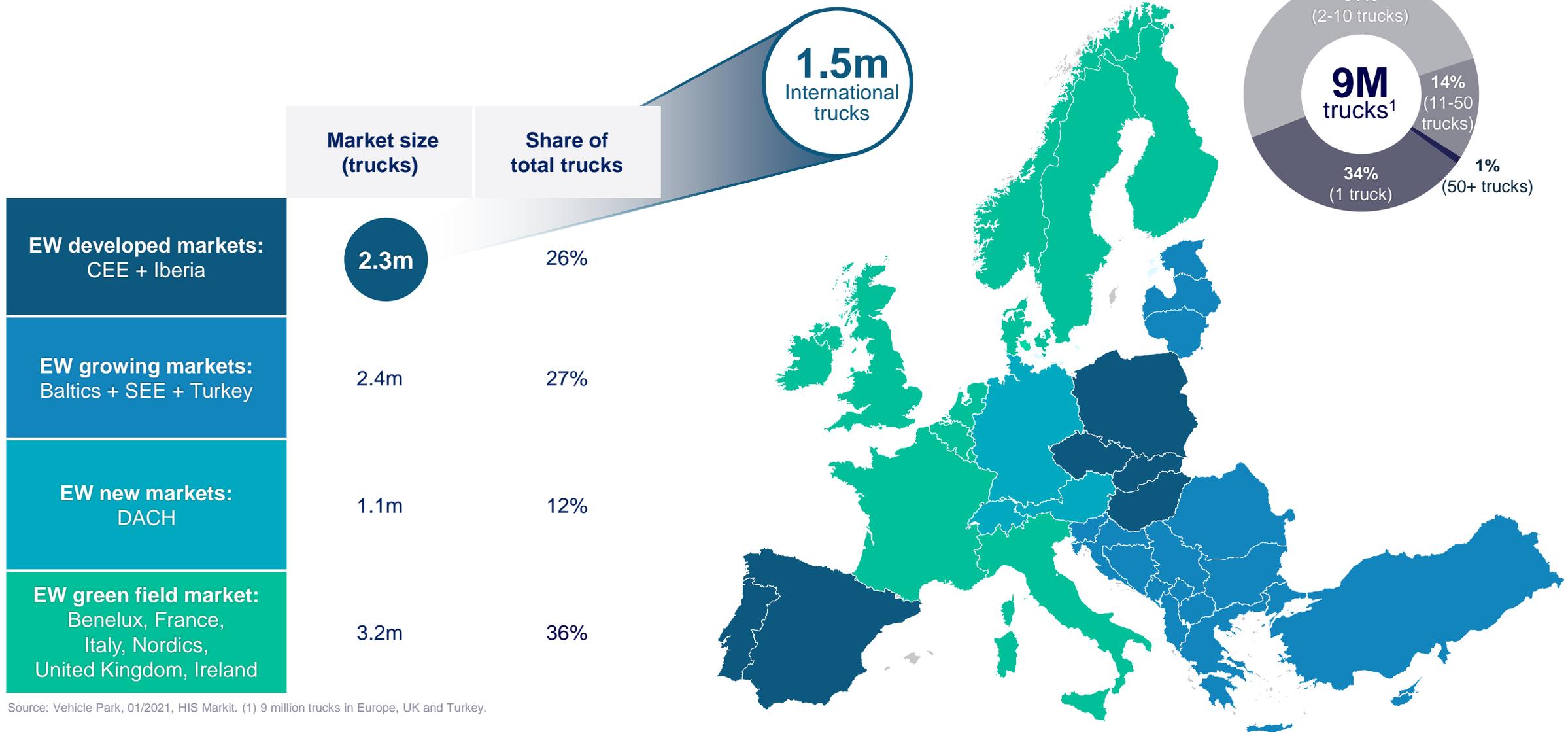
Martin Vohánka
CEO and Founder

Miroslav Novák
Country Manager CZ & SK

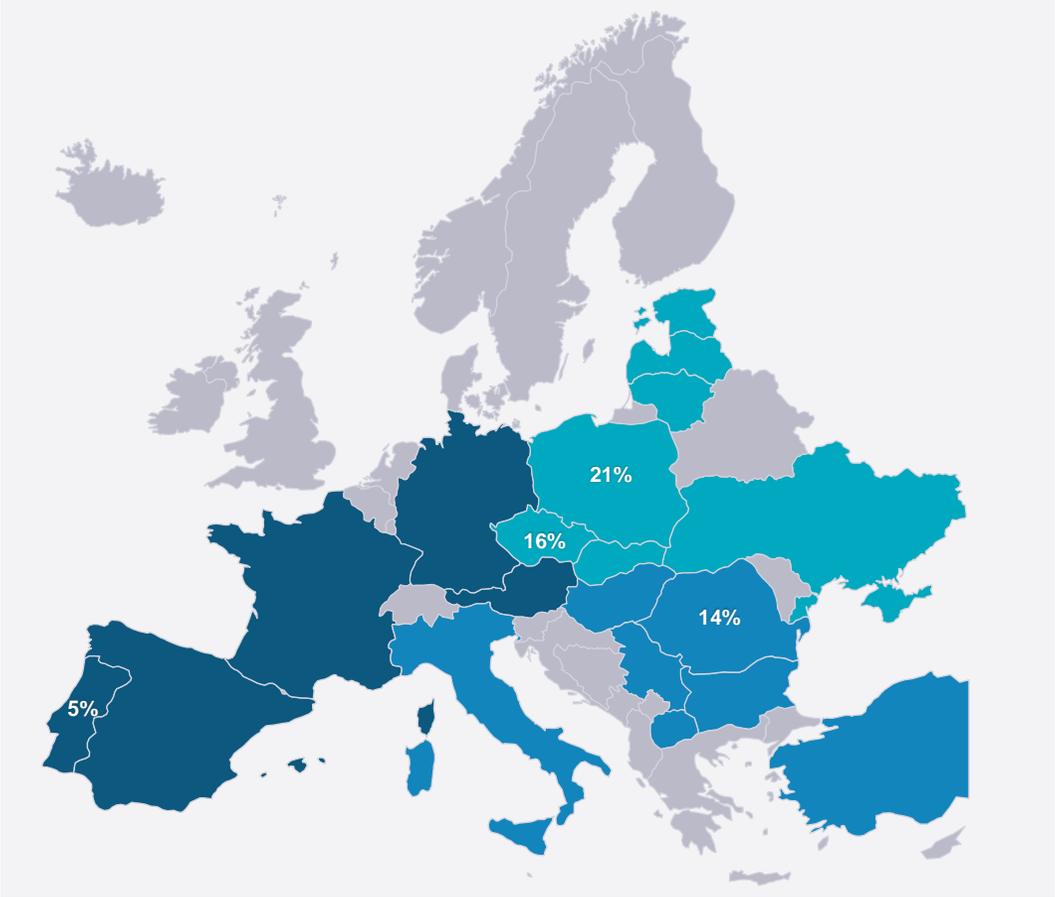
Our customer's journey on the road is complex, but critical in order to keep our world moving



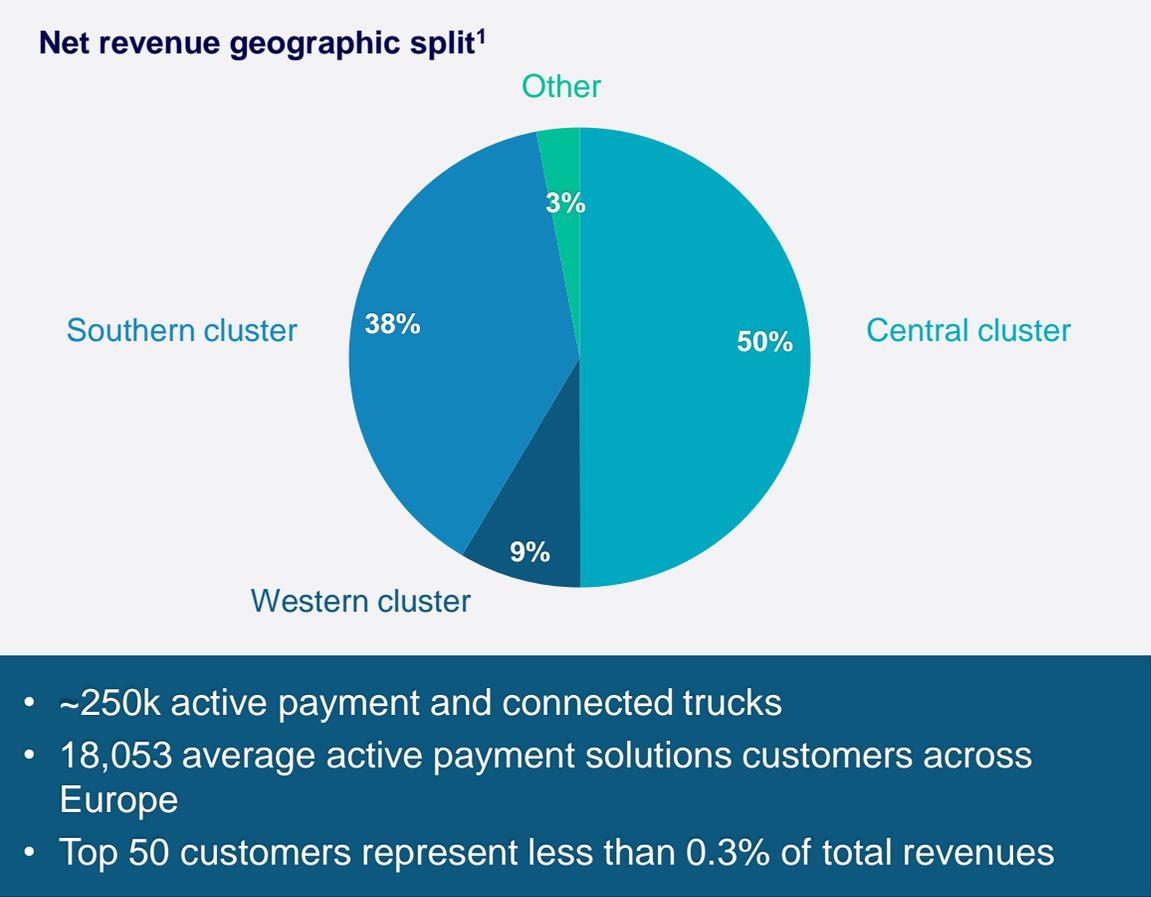
Market size and our focus on international carriers



A diversified customer base, with significant opportunities to expand and scale



Note: (1) Net revenue is where a customer is registered.



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**Developed
market**

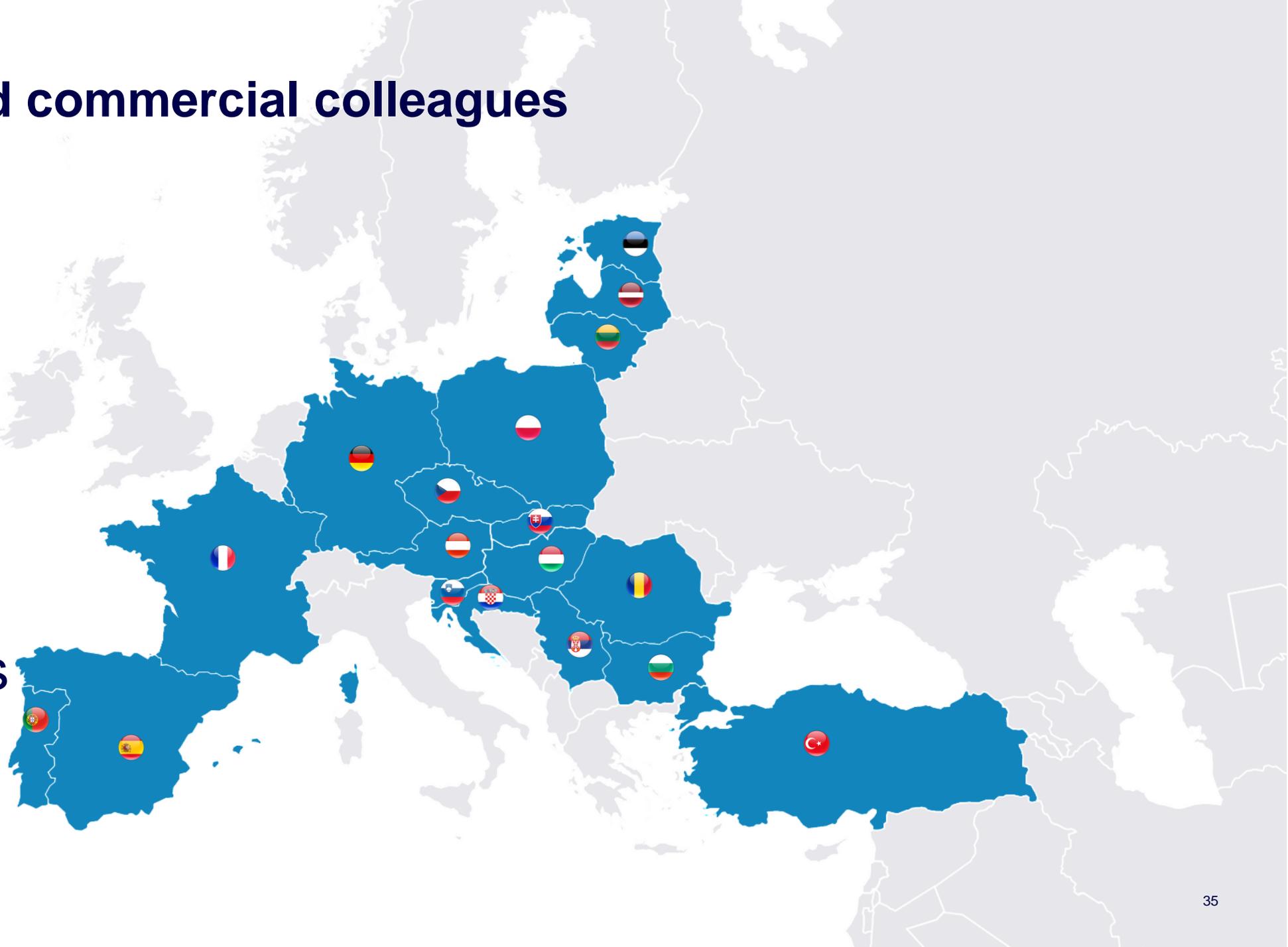
Miroslav Novák
Country Manager CZ & SK



Our sales and commercial colleagues

18
Offices

>600
colleagues



Our “Hook” strategy

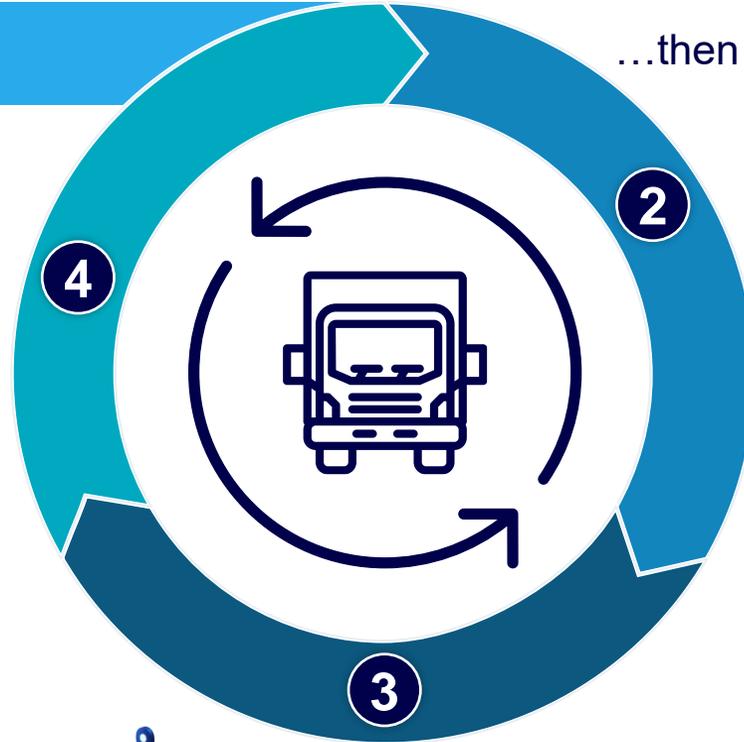
evolving from energy to multiple entry points

1

We hook customers with **Energy** and **FMS**¹



... Resulting in a virtuous sales cycle



...then financing



...Then **Toll, Tax Refund, Transport Management, Work time management, Smart Routing, Other Adjacent Services...**

Digital sales enabling faster customer growth and capturing cross sell opportunity



FY 2021

- Pilot of digital sales in CZ with end-to-end digital journey
- Pilot of Eurowag Pass subscription model

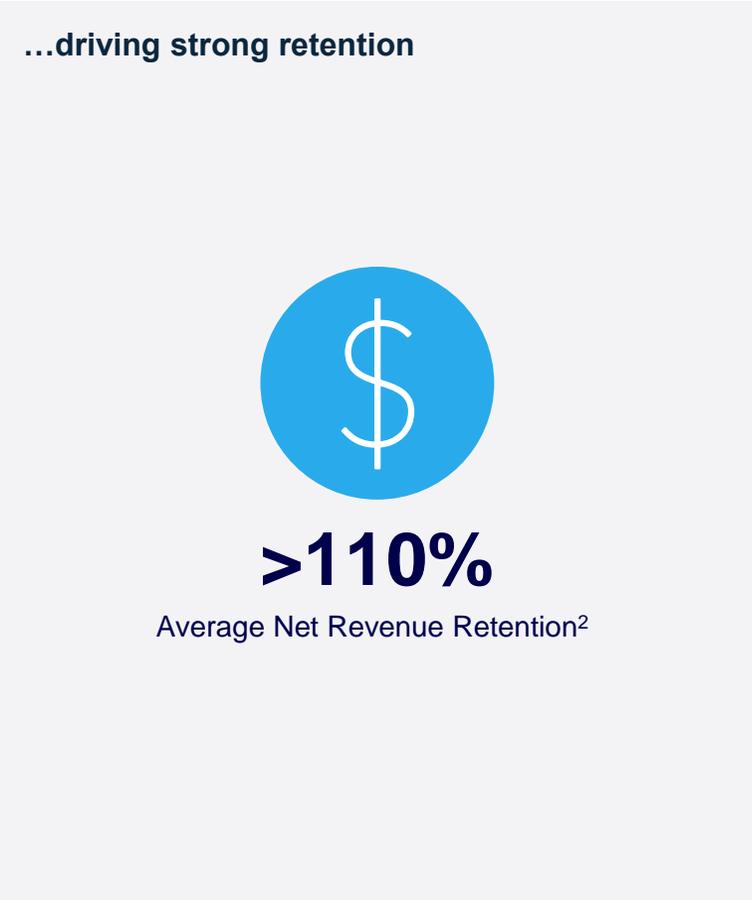
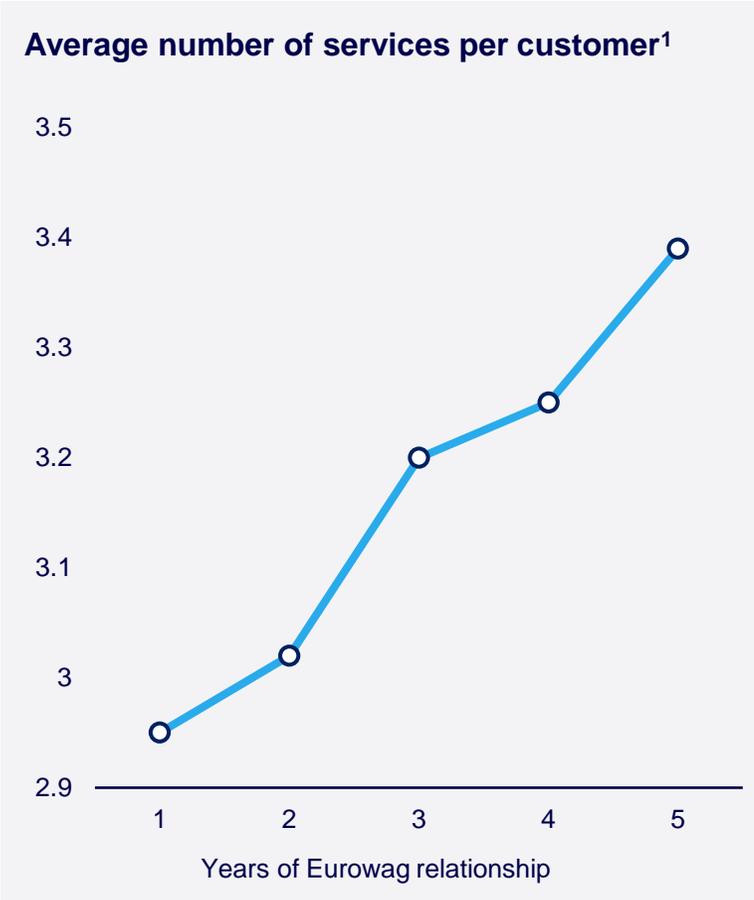
FY 2022

- Digital proposition – fuel card, CZ toll, and SK EETS pre-registration
- Using digital tools for more targeted customer campaigns
- Quality leads distributed between agile teams
- Sales campaigns driven by customers' behavior and seasonality

FY 2023

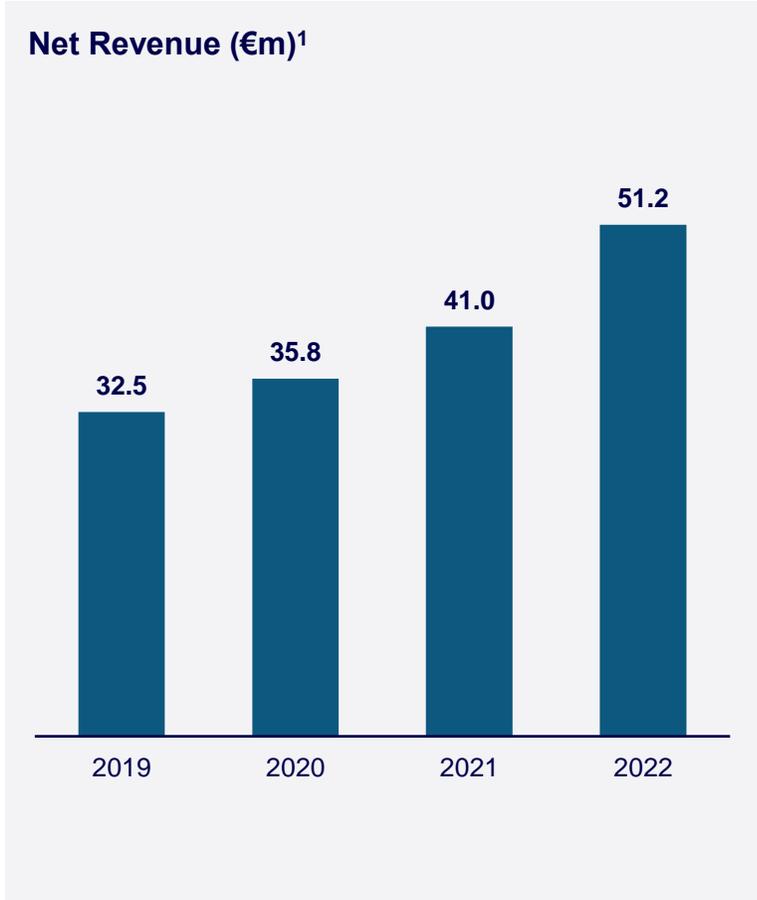
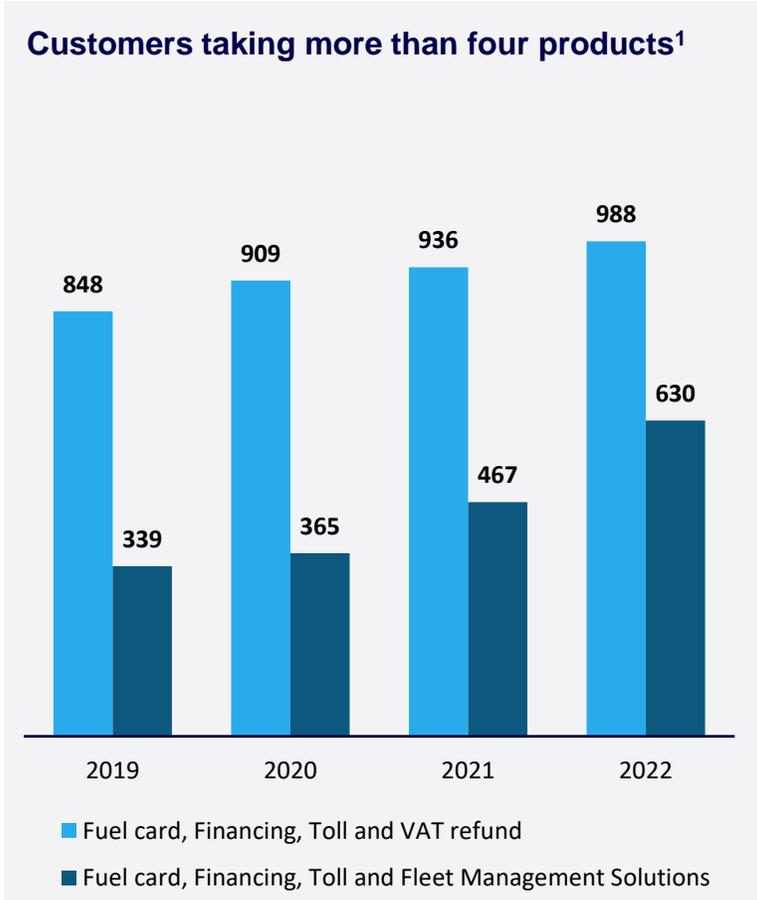
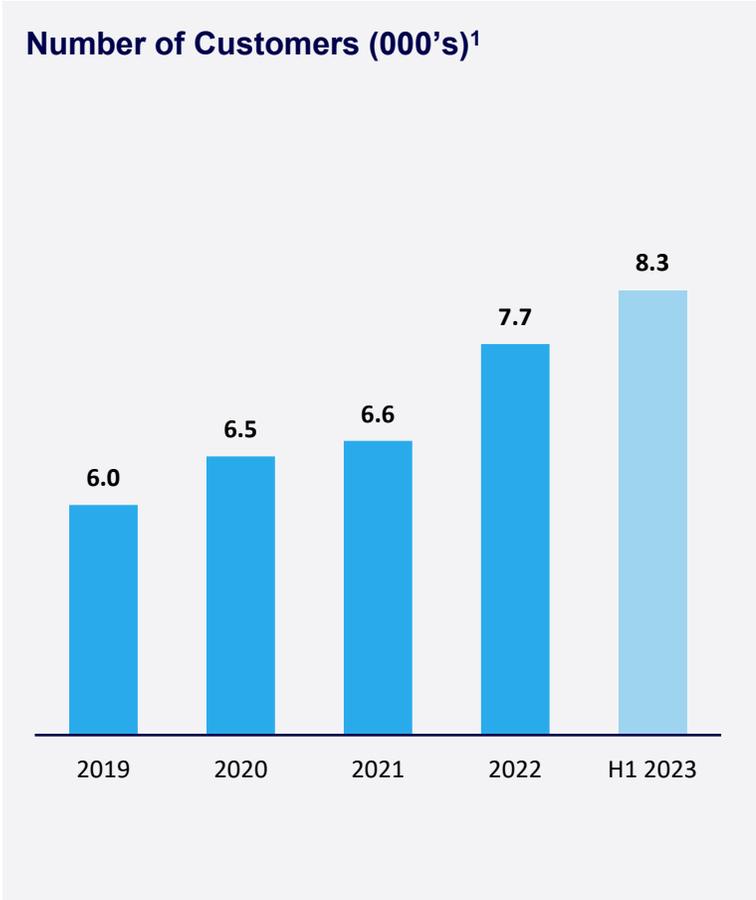
- Pilot of Indirect sales cooperation started
- Launch of digital sales in SK creates seamless customer journey with digital onboarding process
- Launch of Czech toll through direct and digital sales channels
- Automation of cross-sell sales process
- Digital proposition CZ - fuel card with pre-approved limit

Cross sell improves margins, reduces churn and improves our net revenue retention



Notes: (1) Numbers relate to the Czech Republic and Slovakia only, (2) Group retention.

Gaining market share in developed markets, with further cross-sell opportunities



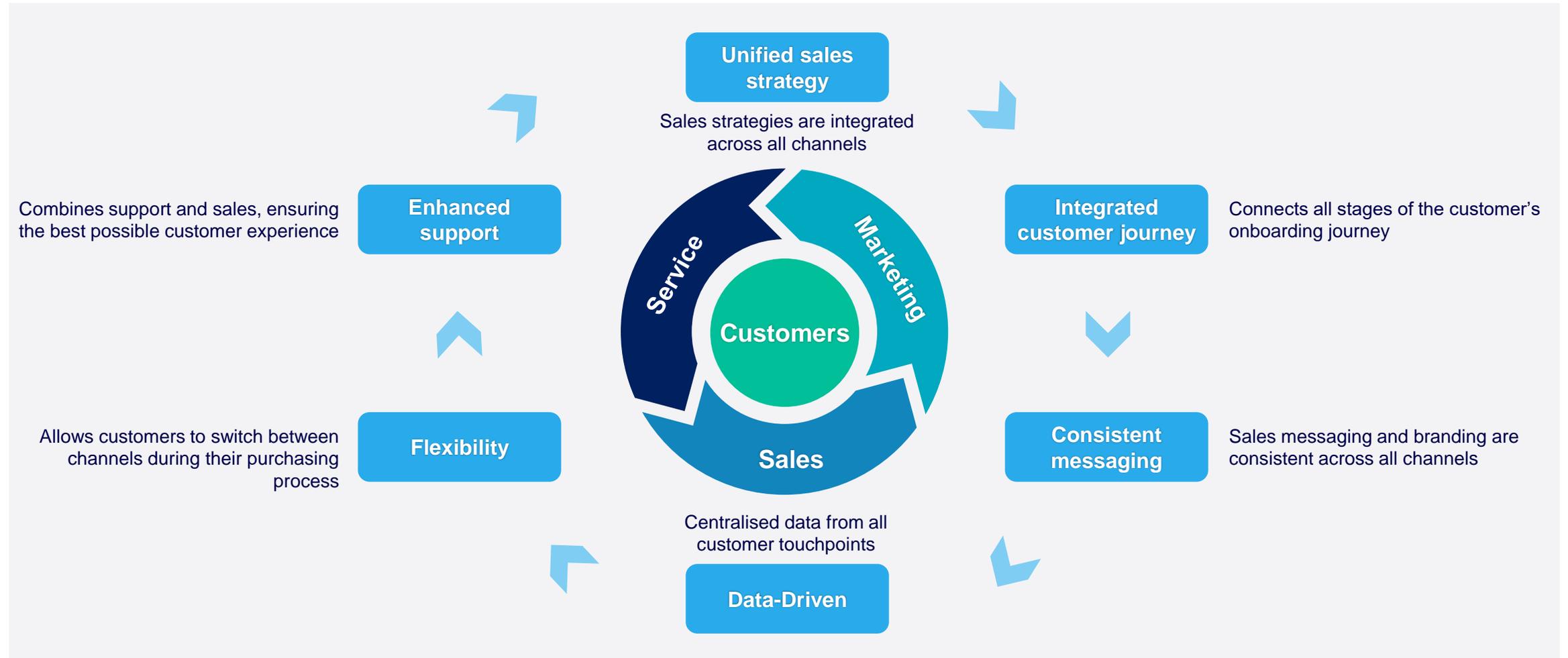
Notes: (1) Numbers relate to the Czech Republic and Slovakia only.

Future of commercial

Martin Vohánka
CEO and Founder



Building a customer-centric omnichannel; consistent experience across all channels



Digital sales accelerates cross sell and new customer acquisitions



Indirect channel – OEM deals new to truck infotainments

Three out of six OEM deals signed

>40% new medium and heavy trucks market share

Digital touch-point in the truck, starting with navigation



Summary

Commercial strategy

- ✓ Expand market share in developed and developing markets through cross-sell and new acquisitions
- ✓ Reduce cost of acquisition through indirect and digital channels
- ✓ New digital office and OEMs opens further opportunities and accelerates cross sell and new customer acquisitions
- ✓ Medium-term, further opportunities in domestic transport and light commercial vehicles

