

Leasys, a new European mobility player

- Specialized in multi-brand operational leasing, Leasys is the new mobility company in which Stellantis and Crédit Agricole Consumer Finance each have 50% shareholding rights.
- Leasys consolidates the activities of Leasys and Free2move Lease to create the sector's fifth ranked European player with a managed fleet of 828,000 vehicles. The ambition is to become a European leader for mobility services, with a fleet target of one million vehicles by 2026.
- Present in 11 countries across the European Union, Leasys operates under the Stellantis umbrella with a multi-brand approach and through different sales channels: Stellantis network, Independent Brokers, Direct Sales and digital channels.
- The new company's strategy is to offer innovative mobility solutions that will provide customers with the best mobility experience.
- Long-term rental will be a "driving force" in the transition towards electrification.
- "The choice of the New Mobility" is the new company's slogan, a clear and trustworthy brand promise towards customers.

An international presentation took place today for Leasys, the mobility company specialized in multi-brand operational leasing which is co-owned by Stellantis and Crédit Agricole Consumer Finance. Leasys is the consolidation of the business activities of Leasys and Free2move Lease and has the objective of becoming a European leasing leader with a fleet of one million vehicles by 2026.

The media event was held contemporaneously in Rome and Paris and was streamed in the 11 European countries in which the company operates. Philippe de Rovira, Stellantis' Chief Affiliates Officer, and Stéphane Priami, the Deputy Chief Executive Officer of Crédit Agricole S.A. in charge of the Specialized Financial Services and CEO of CA Consumer Finance, joined the event from the French capital; meanwhile, Richard Bouligny and Rolando D'Arco, respectively the Chairman and CEO of Leasys, participated from Rome.

The new company combines the best of Leasys and Free2move Lease, two companies which worked in the mobility market and positioned themselves among the sector's largest European players. However, this consolidation is more than the sum of its parts. Instead, it is a genuine upgrade providing innovative products, quality services and digital platforms to international corporate customers as well as to small and medium enterprises.

Leasys mobility solutions are available for all the 14 Stellantis brands via various sales channels and are accessible through one-of-a-kind range of services. In addition, the new company will provide synergies

for Stellantis and for other Companies within the Group and ensure a unique touchpoint for a seamless customer experience.

Rolando D'Arco, CEO of Leasys, commented: 'With the ambition to become one of the leading players in Europe, we have developed a solid and bold business plan. We are confident that our fleet will reach one million vehicles by 2026, increasing its value by 50%. Furthermore, we expect a growth of around 30% of our international organizational structure over the next three years. These numbers highlight how the combination of Leasys and Free2Move Lease is driven by a steady growth trajectory'.

Long-term rental and operational leasing as the “driving force” in the transition to electrification

Leasys ensures greater overall choice, making long-term rental a valid alternative to vehicle purchase. Even if long-term rental has existed for years, and the European market shows positive signs of future growth, the new company turns it into a completely new resource. According to a study carried out by the research firm Frost & Sullivan, the total number of rental and releasing contracts signed in Europe increased by 6.2% in 2022 and, according to the estimates of the main organizations dealing with automobiles, will continue to grow over 2023 thanks primarily to the electric vehicle sector. In fact, despite the pandemic, leasing contracts linked to eco-friendly vehicles doubled, going from more than 400,000 to over 840,000. This positive trend confirms what was already demonstrated between 2020 and 2022. The specific explanation for this increase comes thanks to financing formulas (traditional leasing, operational leasing and long-term rentals)—the best choices for dealing with as complex and ever-changing scenarios as the transition to electrified vehicles. In particular, the global focus on environmental sustainability interests an increasingly greater share of the long-term rental sector, as it represents the ideal solution to test eco-sustainable vehicles, reducing the risks linked to costs and unforeseen events and making access to these engines more democratic. Moreover, all of Leasys' solutions dedicated to electric and electrified vehicles include benefits connected to zero-emissions rentals and can be customized by choosing from a rich series of dedicated products as well as green services. As a leader in the main target markets, Leasys will make a significant contribution to the transition to sustainable mobility.

The origins of a sure-fire project

Leasys is the culmination of a project which started at the end of 2021 when the shareholders of CA Consumer Finance and Stellantis decided to redefine the cornerstones of their cooperation and reorganize the setup of their financial services. Stellantis pursued exclusive negotiations with BNP Paribas Personal Finance (“BNPP PF”), Crédit Agricole Consumer Finance (“CACF”) and Santander Consumer Finance (“SCF”) to strengthen the Group's financing strategy and to offer consistent and attractive solutions to all its customers, dealers and distributors.

As part of the new organization and the joint venture with Crédit Agricole Consumer Finance, the consolidation of Leasys and Free2Move Lease created a single company within the Stellantis Group present in 11 European countries: Italy, Spain, France, The United Kingdom, Germany, Belgium, The Netherlands, Portugal, Poland, Luxembourg and Austria. Supported by an initial managed fleet of 828,00 vehicles, this new player in pan-European mobility serves all the Stellantis Brand with a multi-brand approach and is focused on the B2B customers market and completely dedicated to medium-term and long-term rentals. Underlying all of this, there is a well-defined goal of becoming the European leader in mobility services with a million-vehicle fleet by 2026.

A first step to accelerate this growth is represented by announced signature of a binding agreement for the acquisition of ALD and LeasePlan's activities in Portugal and Luxembourg.

A multi-channel and multi-brand approach, a winning combination for competing in Europe

A multi-channel approach is at the basis of Leasys' strategy to better serve all 14 of Stellantis' brands. The capillarity of the Stellantis sales and after sales network across EU will be used, a key strategic asset to provide best-in-class customer experience. Through a combination of different channels—direct, the indirect sales network and digital—the new company aims to meet the market's needs by offering vehicles, services and mobility solutions to the largest clientele possible. In particular, Leasys will rely on the European network of Stellantis dealers, Independent Brokers, as well on the Direct Sales with larger clients. The usage of digital channels is another asset of the Leasys strategy; not only does it promote its products, but it also allows its customers and fleet managers to manage vehicles and fleets in full autonomy, aiding the customer in the management of services connected to the rental contract.

Moreover, thanks to Leasys' multi-brand approach, the company is the main competitor of general rental companies on the European market. The variety of choices of models and brands is in fact a strength which will allow it to participate as much in international tenders as other non-captive corporations.

The best customer experience in the long-term rental sector

Leasys' vision is to design today, the future of mobility.

One of the Leasys' objectives is to ensure the best customer service on the market. For this reason, a special focus is being placed on the customers. They can benefit from an engaging and efficient rental experience thanks to the constant development of innovative mobility solutions and high-quality services. Leasys' mission is to pave the way for innovative mobility solutions, designed around the customer for a best-in-class experience.

At the core of the entire process, Leasys wants to assist and support the customer both in the sales phases (with products and fitting services and a widespread network) and the post-sales phase thanks to its wide and exclusive range of assistance services managed by the Stellantis dealers' network as well as by a network of exclusive partners to guarantee maximum coverage. Lastly, it should be noted that one of the

pillars supporting Leasys' customer-experience strategy is the evaluation of customer satisfaction, whether it concerns a private individual or a large corporation. To this end, Leasys makes use of a timely monitoring system of feedback received from customers via questionnaires which aim to evaluate their experiences in the various moments of their customer journey.

Innovative and flexible products and services

Leasys' goal is to offer the major European countries the widest range of advanced solutions for long-term rental and the management of fleets. All these products are available across the European markets and "ready to go" for all the Stellantis Brand.

Leasys has an innovative and flexible catalog of products and services which can satisfy the customer with tailor-made rental solutions.

After all, Leasys is a dynamic company which knows how to interpret, and often anticipate, changes in the market. This ensures more and more tailor-made solutions which focus on the customers' needs to provide them with the greatest flexibility. This decidedly customer-centered and fail-safe approach has given life to unique products in the sector like Be Free, the long-term rental solution which allows one to return the car after a year with no penalties; Leasys Miles, the first long-term rental pay-per-use solution which allows customers to just pay for the kilometers they have driven; AS NEW, the Leasys used-vehicle rental that promotes the circular economy and ensures accessibility of offers to different target customers; and Leasys PRO, which offers custom commercial vehicles based on each customer's needs. Moreover, the solutions researched by Leasys ease the green transition thanks to constantly more integrated and eco-sustainable mobility solutions, as demonstrated by the ULIMITED rental formula dedicated to eco-friendly products with unlimited kms. All of Leasys' solutions can be enhanced by a set of services for driving hassle-free, like third-party, theft and accident coverage, road assistance, ordinary and extraordinary maintenance, a tire service, vehicle replacement and the I-CARE info-mobility service to remotely monitor the vehicle and allow for a truly stress-free driving experience.

Thanks to a team of dedicated professionals, Leasys makes an ad hoc consultation service available to fleet managers to aid them in making fleet management more efficient. For example, there is the MyLeasys digital platform which allows fleet managers to remotely take a global and dynamic view of their entire fleet and the included services.

The customer can also count on the Umove App which allows for easy and quick access on smartphones and tablets to the entire ecosystem of Leasys' products and mobility services. Even the management of sustainable and electric mobility is "stress free" thanks to geolocated charging stations.

These are just a few small but significant examples of Leasys' investment in the process of the digital transformation. Digital touch points which can ensure an institutive, complete, and engaging experience have been made available to both private customers and fleet managers.

Finally, it should be noted that Leasys' offer will be increasingly more accessible thanks to a customer experience which is more and more digital with an online, end-to-end purchase process. Through the digital platform, the user will be able to access a custom proposal and then decide whether to sign up from the comfort of their home in a simple and quick way.

The new integrated ICT platform

Over the past few years, Leasys has invested in the development of a proprietary pan-European management system based on a state-of-the-art technological platform. In view of the consolidation with Free2move Lease, an important design and development phase was initiated at a systems and processes level to reach technical and operational convergence between the two companies. In this way a single management system was created which is even accessible to the sales network and allows the new company to operate extremely efficiently and quickly. In particular, the system allows the sales network to better collaborate with Leasys, which is very much in line with the company policy of "it's easy to do business with us!". Lastly thanks to the unified platform, the fleet managers will have homogenous tools available to them throughout Europe to better manage their own fleets.

Leasys, "The choice of the New Mobility"

The choice of the name Leasys allows the new company to maximize the current equity and awareness of the brand and leverage already existing communication assets and product branding at a European level. Its promise of something new and capacity for innovation, which are also expressed in the tag line "The choice of the New Mobility", have been developed around three main concepts—novelty, mobility and choice—responding to the needs of a transnational communication strategy which is easily translated in other languages without losing concision and impact. The company is presenting itself as "new" in that it has been "reborn" through its union with Free2move Lease as a new leader in its market; at the same time, it redefines long-term rental as a new and innovative choice as Leasys' offer will never remain the same but will constantly be renewed every day based on the needs of the market and its customers. Meanwhile, the word "choice" resounds with its main target—decision makers like managers, entrepreneurs and professionals—whose roles mainly lie in the ability of making choices. Leasys is the answer for this target customer who is searching for the right choice, looking for future-oriented mobility and recognizes Leasys as its ideal strategic partner.

The evolution of mobility and its management, flexibility, dynamism and sustainability have found their greatest expression in Leasys' new graphic design language which is characterized by an impactful digital look. The cars disappear and the idea of mobility, functionality and services which surround it appear. There is a new form of intelligence which is led by the reassuring presence of human beings. Colorful circles which revolve and are connected by dissolving geometric lines create digital and immaterial forms. Everything moves and is bright and weightless. It is the beginning of a new era of mobility and summed up

well by the claim “Think long term. The mobility of tomorrow starts today”. Choosing Leasys means deciding to change the mobility of the future today.

This is why Leasys immediately comes to the market with an attractive offer on a selection of models that allows all those who choose to rent with Leasys not to pay the first two rentals.

Leasys and Free2move Lease, two success stories

The new company reunites the best of Leasys and Free2move Lease, two leading companies which wrote important pages in the history of the long-term rental and operational leasing sector. Let's look at their success stories and the heritage which the new company will be able to best take advantage of to look towards the future with renewed optimism and an outlook of further growth.

Founded in 2001 as a joint venture between Fiat and Enel, Leasys entered the long-term rental market for company vehicles and, four years later in 2005, the Italian automotive manufacturer became its sole owner. This led to growth and its establishment on an international scale. In 2006, together with Savarent, the Fiat Group which had already worked in the long-term rental sector since 1995, Leasys entered the joint venture between Fiat and Crédit Agricole (FGA Capital, today FCA Bank). In 2010, Savarent and Leasys founded a single company and, starting in 2011, entered the market with a single commercial brand. Since 2016, Leasys has been 100% controlled by FCA Bank S.p.A., a joint venture of FCA Italy S.p.A. and Crédit Agricole Consumer Finance. In 2017, it began its expansion into the European market, opening offices in the major European countries, and became a Stellantis brand in 2021. Last year it achieved remarkable results as, for the fourth year running, Leasys led the Italian long-term rental market both for passenger cars and the light commercial vehicles (LCV) with a market share of 20%. Leasys' success is a product of its ability to promptly respond to changes by offering increasingly more sustainable, flexible and accessible formulas over the years which have been able to take changes in the market and customer's needs into consideration.

A business unit launched in 2017 by the PSA Group which was exclusively dedicated to long-term rentals for private customers and companies, Free2Move Lease's story is no less thrilling. Initially its multi-brand proposals included Peugeot, Citroen and Ds, and later Opel and Vauxhall were added. In just two years after its launch, Free2Move Lease landed in 10 European countries and became the market leader in the French market.

Rome and Paris, April 5, 2023

Leasys

Leasys, a joint venture between Stellantis and Crédit Agricole Consumer Finance, offers mobility solutions which range from medium-term and long-term rentals to management systems for company fleets, guaranteeing efficient, rational, safe and sustainable mobility. Created out of the merging of two leading companies in the sector, Leasys and Free2Move Lease, the new company is ranked fifth on the European market and has established itself as a pioneer of the new idea



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of fluid, integrated and global mobility designed for private individuals, professionals and companies of all shapes and sizes. Leasys boasts of an initial managed fleet of 828,00 vehicles which is already operational in 11 European countries: Italy, Spain, France, The UK, Germany, Belgium, The Netherlands, Portugal, Poland, Luxembourg and Austria.