

Press Information

Austria Targeted by Global E-Mobility Providers

ChargePoint acquires the Salzburg-based charging software startup has.to.be for € 250 million. // Six other international e-mobility providers have invested in Austria in 2021.

Vienna, 22 July 2021. The American charging station operator ChargePoint is purchasing the Salzburg-based charging software startup has.to.be for € 250 million. The acquisition should be finalised by the end of 2021. Accordingly, the transaction is the largest startup exit in Austria to date. The firm has.to.be was founded in 2013 and operates 40,000 charging points throughout Europe with its staff of 125 employees in Austria and Germany. This network is complemented by access to 250,000 additional charging stations via roaming agreements.

Pasquale Romano, President and CEO of ChargePoint, comments: "As an established leader in North America, our continued investment in Europe is critical to our stated growth strategy. We're excited to announce our agreement to acquire has-to-be, a leader in its own right with a talented team, an impressive base of customers committed to e-mobility and robust technology."

The exit represents the culmination of a series of global e-mobility providers setting up business operations in Austria in the year 2021. These global trailblazers are focusing on Austria's market potential and the existing e-mobility know-how and ecosystem. On the basis of its "Zero Emission Mobility 2021" programme, the Austrian Climate and Energy Fund is promoting flagship projects and cooperative R&D projects for the fourth time, pressing ahead with the complete electrification of vehicles. Furthermore, private individuals as well as companies are supported in their electromobility efforts by numerous initiatives and public sector funding.

Austria is a country for electromobility

Consumers in Austria are intensifying their commitment to e-mobility. The country is currently ranked 9th in Europe with respect to the registration of e-powered automobiles. The density of charging stations and the quick expansion of the charging network make Austria a country for electromobility. According to a report issued by the European Court of Auditors, Austria far exceeded its 2020 expansion targets, achieving 190 percent. "If one looks at the big picture, Austria performs better than most of the other EU member states. Moreover, the newcomers on the Austrian market can rely on a good funding system", explains René Tritscher, the new Managing Director of the Austrian Business Agency (ABA).

Six new providers on the market

The Swedish premium electric performance car brand Polestar 2 from Volvo is new to the Austrian market. "The Austrian automobile market has entered a phase marked by a stronger conversion to electromobility, thus opening up very favourable prospects for our market entry", states Tom Hörmann, Head of Polestar Austria, in explaining the company's decision to operate in Austria. The French company Stellantis with Free2Move offering electronic solutions featuring charging options for private and corporate customers as well as the Dutch e-moped lender GO Sharing have also expanded to the rapidly growing Austrian market.

Attention: Bikers gaining ground

Bikers have right of way in Holland. The trend in Vienna is also towards prioritising cyclists. 47 percent or close to half of all households in Vienna are car-free. In 2020, the number of cyclists rose by an impressive 45.4 percent year-on-year. The German company JobRad aims to exploit this boom along with the Dutch bicycle subscription specialist Swapfiets.

"E-mobility has enormous growth potential. Due to government initiatives and the quick expansion of the charging infrastructure, Austria offers more than just a fast-growing domestic market to companies operating in this field. The country is the ideal gateway for expanding to Eastern and South-Eastern Europe or in other neighbouring markets such as Italy and Switzerland", René Tritscher concludes.

About Austrian Business Agency (ABA)

As a subsidiary of the Federal Ministry for Digital and Economic Affairs, the Austrian business promotion agency Austrian Business Agency (ABA) strives to make Austria attractive to international companies, skilled workers and film producers.

With its three business areas INVEST in AUSTRIA, WORK in AUSTRIA and FILM in AUSTRIA, ABA consults and supports international companies, skilled workers and film productions at no cost concerning all issues relating to the business, research and work location as well as to Austria as a film location. >> We simply make it easy.

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