6H2MOBILITY

Annual Report

For optimum use of the interactive features, please use the Acrobat Reader. #FuellingProgress



AS THE WORLD'S LARGEST HYDROGEN REFUELLING STATION OPERATOR, H2 MOBILITY CREATES THE CONDITIONS FOR CLEAN, QUIET AND UNCOMPLICATED HYDROGEN MOBILITY WITHOUT RESTRICTIONS BY BUILDING AND OPERATING A RELIABLE, PUBLIC HYDROGEN REFUELLING STATION NETWORK.

Hydrogen is coming but is it coming fast enough?

6H2MOBILITY

Nikolas Iwan // Prologue

Hydrogen has gained importance and initial steps have been defined, some of them ambitious, and including in the transport sector – but is it enough? Not for me personally. That is my conclusion for the year 2021.

Yet another year dominated by the pandemic. This overshadowed some things, but as we see it, also made many things possible: due to the crisis, funds were mobilised that were wisely used to accelerate the transformation. Our team was able to make good use of their freedom to choose where to work, so that we were able to save CO₂, e.g. by holding virtual shareholder meetings and team events.

Globally, hydrogen is making rapid progress: Committed corporate investment in hydrogen technology through 2030 has more than doubled in 2021 - from 71 billion US dollars to 155 billion US dollars.*

*McKinsey & Company 01/2022

H2 MOBILITY welcomed additional strategic partners: At the beginning of August, we announced Hyundai as a new shareholder. Hyundai aims to double the number of H2 vehicles produced each year to 700,000 fuel cell units in 2030. With this, and investments of 6 billion euros, the leading international vehicle manufacturer is sending a clear message.



Hyundai became the seventh shareholder of H2 MOBILITY in summer

Furthermore, Tank & Rast have been our strategic partner since October. They share our conviction that the hydrogen filling station network for commercial vehicles must be expanded, especially on motorways. And finally, FAUN, an important European manufacturer of commercial vehicles, has begun with the market launch of fuel-cell vehicles, while other manufacturers have announced that they will do so in 2022. Still, things could have moved faster for crucial points in 2021: We need more hydrogen consumers at filling stations! The vehicle ramp-up will have to accelerate in 2022. The production of 'green' hydrogen represents a bottleneck – scaling the production capacities will be crucial to the success of hydrogen. At this point, the construction and operation of hydrogen filling stations is still too expensive – progress here must and will be made possible by higher capacities and larger quantities.

In summary, I look back on 2021 with mixed feelings. Meanwhile, 2022 will be all about scaling.

I wish us all a good start to the year.

COMPANY UPDATE



2 new partners



4 new stations (2 of which include 350-bar extension)



10 stations under construction (incl. 350 bar)



92,9 % availability



191 t H2 refuelled



14.363 H2.LIVE monthly H2.LIVE App users



€5m in confirmed funding

(as of: 12/2021)

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» 30 stations in the project pipeline

» 16 350-bar extensions

The basis for hydrogen mobility in Germany is in place! Now we are expanding on it.

Falk Schulte-Wintrop // Business Development

01 BUSINESS DEVELOPMENT

The year 2021 saw the transition from the strategic expansion of the hydrogen filling station infrastructure in 7 metropolitan regions and along connecting axes to further, demand-driven expansion – a particularly exciting year for me in Business Development! Why? Because we set a decisive course that will make our basic network fit for supplying fuel cell-powered commercial vehicles as well.

Germany's nearly 100 hydrogen filling stations already make it possible for more than 6 million people to clean hydrogen mobility without having to accept detours of more than 5 kilometres. However, this only applies to hydrogen passenger cars and light H2 commercial vehicles that refuel at 700 bar. To ensure that the transition succeeds in the transport sector as well, we are expanding our existing infrastructure with 350-bar refuelling interfaces for buses, trucks and other commercial vehicles at strategically sensible locations. So within the 700-bar network, a 350-bar network is growing. 9 stations already offer 350-bar refuelling, and in 2022, Oldenburg, Erlangen, Düren, Berlin, Magdeburg, Kassel (Lohfelden), Frankfurt and two stations in Hamburg (airport & Schnackenburgallee) will be added. Besides supplying city buses (e.g. Düren, Hamburg), these locations will also supply the first FC trucks (e.g. Magdeburg) with hydrogen. In 2021, we reviewed our existing network for short-term expandability to enable us to respond more guickly to customer requirements in the future. Based on this, we are now developing a roadmap for the next 350-bar locations.

Fig. 1: mid-term project pipeline for 350-bar extension

Implementation of first 'L' filling station in Germany has begun

Hydrogen cars require an average of about 4 kilogrammes of hydrogen per refuelling, but buses and early commercial vehicles with 350-bar refuelling require about 40 kilogrammes. So, going forward, hydrogen filling stations at certain locations will have to have two pressure stages, larger hydrogen supplies, and extended trailing curves. Furthermore, they will have increased fail-safety and an additional filling point.



Fig. 2: Strategic positioning

Accordingly, the stations will become larger – from previously mainly 'small' (S) to 'large' (L). As part of the 'H2 Rhein-Neckar' project, H2 MOBILITY is building the first L-size filling station – in cooperation with Rhein-Neckar-Verkehr GmbH (rnv) – in Heidelberg by mid-2023, to supply 27 of a total of 40 H2 buses. The remaining 13 buses will refuel in Mannheim. Both filling stations will be supplied with hydrogen at 300 bar using a swap trailer concept for the first time, for daily delivery quantities of up to 1,000 kilograms.

Focus on redundancy

In recent years, our focus in network expansion has been on achieving the highest possible area coverage. With increasing demand and the associated higher dependence on our infrastructure, the priority in the coming years will be to guarantee security of supply. Accordingly, we are forming clusters: in the regions where we are already well represented, we are building additional high-performance hydrogen filling stations. Of course we are also paying attention to grid efficiency. Our first cluster will be the Rhine-Neckar metropolitan region. In addition to the new project locations in Heidelberg and Mannheim mentioned above, we are constructing two more locations in Frankenthal (Ludwigshafen-Nord) and Ludwigshafen-Süd (Rheingönheim) in cooperation with local partners to supply large bus, truck and commercial vehicle fleets. Further expansion in the metropolitan regions of Berlin, Hamburg, Rhine-Ruhr, Frankfurt, Stuttgart, Munich and Nuremberg is also in planning.

Fig. 3: New projects pipeline





Commercial Vehicles

Mike Hutmacher // Network Development

» 4 HRS with 700 bar ready for operation,
2 of which include 350-bar extension

» 10 HRS with 700 bar under construction,
 5 of which include 350-bar extension

» 30 projects in planning

» 22m Euro HRS 'Work Volume' under construction

02 NETWORK DEVELOPMENT

My personal highlight in 2021: The manufacturer FAUN started rolling out the first series of fuelcell vehicles for waste collection and street cleaning. These medium-duty commercial vehicles are absolute pioneers of future commercial vehicles using fuel-cell technology.

FAUN relies on the same 700-bar storage technology used in H2 cars, but with significantly larger tank systems. Through a lot of field-testing and by optimising the software and hardware used at the car filling stations, we have managed to ensure that these 12-tonne vehicles can use the existing car infrastructure.

The challenge of commercial vehicles

Commercial vehicles have a higher energy/fuel demand and hence hydrogen demand, which makes larger tank systems necessary. In order to be able to safely supply fleets of commercial vehicles in the future, reliable systems with significantly increased delivery capacity and redesigned delivery logistics are required. With its technical specification for larger system categories, revised in 2021, H2 MOBILITY has defined requirements for filling capacity, availability, and supply paths and has developed initial concepts in consultation with system manufacturers.

More 350-bar extensions

The standards for filling heavy trucks are still under development, but the refuelling protocols for 350 bar and sales volumes of approx. 40 kg for buses and the first Hyundai Truck XCIENT are already known. Therefore, all hydrogen filling stations currently being planned by H2 MOBILITY will include a filling point for the refuelling of commercial vehicles at 350 bar. In addition, those passenger car refuelling stations where there could be demand from commercial vehicles will be reviewed and expanded to include the 350-bar option in terms of plant and construction if the expansion appears feasible.

In order to be able to fill the latest type IV vehicle refuelling systems, which require pre-cooling, H2 MOBILITY has had the extended 350-bar refuelling standard developed in close cooperation with commercial vehicle manufacturers and the Clean Energy Partnership (CEP) and has successfully put it into operation at the first filling stations.



Garbage truck with fuel cell from FAUN

Outlook

Larger H2 delivery volumes at 700 bar or 350 bar as well as larger refuelling stations will help to significantly reduce the investment and operating costs for each kilogram of hydrogen refuelled. This will make hydrogen mobility attractive for the cost-conscious logistics sector.

We look forward to welcoming the 'big boys' at our stations!

Optimised operations

Christoph Claas // Network Operations

» Operation of 95 HRS in G, A
» more than 900 maintenances
» 20 % cost reduction on maintenances
» approx. 50 vehicle and refuelling tests
» more than 8,000 hotline calls
» updated 38 HRS to 'FAUN-compatible'
» switched out 56 filling couplings
» approx. 1,600 refuellings per week
» 30 % 'green' hydrogen

* Plants are optimised for the refuelling of e.g. refuse collection vehicles (FAUN), from the original design for passenger-car facilities

Good news: More and more hydrogen is being dispensed at filling stations!

In 2021, we dispensed 191 tonnes of hydrogen at our 85 stations – a 61-percent increase. And yet we were able to maintain both our system availability (92.9 %) and refuelling performance (91.7 %) at an excellent level.

Demand for hydrogen in the passenger car segment increased by 63 % to approx. 167 metric tons and in the commercial vehicle segment by 52 % to approx. 24 metric tons (approx. 13 % of the total). The share of 'green' hydrogen in our network average was just under 30 % in 2021.



Prototype of a new tank coupling Hydrogen refuelling station Duisburg

Fig. 4: Availability/performance H2 MOBILITY stations

03 NETWORK OPERATIONS

Optimise

In 2021, too, we continuously conducted analyses to identify weak points so that we could systematically eliminate the causes behind H2 filling station failures. Among other things, we took the following measures:

- » Replaced existing solutions for compressed air supply with more durable solutions that are better suited to the application
- » Changes and adjustments to components
- » Optimised the valve panels of the H2 storage tanks
- » Replaced the nitrogen supply systems for pneumatic valves with more efficient compressed-air systems
- » Replaced the refrigeration systems ('chillers') with more efficient and higher availability systems
- » Adapted car-fuelling facilities with 4-kg tank systems for 'back-to-back' refuelling (with 10 kg) of waste collection vehicles. (FAUN-compatible)
- » Tested new sub-components (e.g. fuelling nozzle) in cooperation with suppliers

Maintain and check

- » In addition to the approx. 900 maintenances performed on our facilities in 2021, we expanded our range of maintenance services for third-party plants from within Germany (2 units) to Austria (5 units).
- » We managed to reduce the inspection time of the recurring 5-year inspection by approx. 50 %, thereby limiting the downtime for customers to approx. 3-5 days and reducing the costs by approx. 40 %.
- » To meet the legal requirements of the calibration law, we developed our own meter system and had it certified for the recurring biennial (every 2 years) calibration.
- » In order to meet the gas quality specifications and requirements, a quality management system with risk assessment and recurring inspections was defined and tested in close cooperation with the Industrial Gases Association (IGV). Implementation is currently underway.

Now on the road in Germany » 1,452 H2 passenger cars » 61 H2 buses » 5 H2 trucks

as of:12/2021)

A triad for the future of hydrogen mobility

Benjamin Jödecke // Automotive Relation

04 AUTOMOTIVE RELATIONS

If vehicle manufacturers want to achieve a real reduction in emissions caused by vehicles, they can no longer produce solely according to customer requirements – they must reduce the use of resources throughout the entire life cycle 'from cradle to grave' in future energy and ecosystems. Fuel-cell vehicles will establish themselves alongside battery vehicles as an important pillar of future carbon-neutral mobility systems.



Unlike in the conventional fuel sector, the conversion to battery or fuel-cell vehicles requires systematic coordination between all 3 parties: customer, vehicle manufacturer and infrastructure operator. This is necessary in order to initiate all the necessary investments and bring them chronologically in line with each other – which is why the 'Automotive Relations' department at Hz MOBILITY coordinates and aligns these trilateral links in bilateral consultation with customers and vehicle manufacturers.

With regard to hydrogen-powered mobility on roads, the last year in particular showed that fuelcell vehicles are serving an increasingly broad range of applications. Whereas development activities have so far focused primarily on light vehicles, motorbikes, passenger cars, light and medium-duty commercial vehicles and buses, they are now increasingly being directed at heavy-duty commercial vehicles as well.

News in H₂ cars in 2021

H2 passenger cars still account for the largest share of sales at H2 MOBILITY's public hydrogen filling stations, due to availability and the development focus to date. Although the automotive business struggled with Covid-related production and supply problems, the launch of the new Toyota Mirai II was a success: in 2021 alone, approximately 400 units of the second generation were delivered in Germany, almost as many as the total number of the first generation since 2014. The sales figures for passenger cars were completed by the Hyundai NEXO and further deliveries of the Mercedes-Benz GLC F-CELL. In total, about 600 fuel-cell passenger cars were sold in 2021.



Toyota Mirai II

We expect Toyota's Mirai and Hyundai's NEXO to continue to account for the majority of H2 car sales in 2022. They will be joined by the BMW iX5 Hydrogen in small series production. For 2024 Hyundai is planning a production version of the Hyundai Staria van with fuel-cell drive; it will be the first fuel-cell passenger vehicle to seat more than 5 people.

04 AUTOMOTIVE RELATIONS

» Call for proposals for hydrogen commercial vehicles launched

In most cases, commercial vehicles are 'work equipment' for companies. Therefore, in addition to customer-specific requirement profiles, the costs for the vehicles and their operation are decisive for the purchase. The fact that the Federal Ministry of Transport published a first call for proposals just when light to heavy fuelcell commercial vehicles were first offered in Germany is therefore crucial for success. The funding guideline, which is initially designed to run until 2024, is coordinated by the Federal Office for Goods Transport. Funding for refuelling infrastructure can also be applied for.



Stellantis hydrogen van

News in light commercial vehicles

At the beginning of the year, Stellantis presented first details of the series version of a small fuelcell van based on the Opel Vivaro/Citröen Jumpy/ Peugeot Expert; by December 2021, it had delivered the first vehicle to a customer. From now on, customers in delivery and distribution transport can switch to locally emissions-free mobility without load volume and payload restrictions (approx. 1 t), and without access to the electric charging infrastructure. The 700-bar refuelling standard allows for using all public H2 filling stations.

Simultaneously to its introduction of the Hyundai Staria as a van, Hyundai also announced a panelvan version, which will give similar customer segments a broader selection. Hyvia, a joint venture between Renault and Plug Power, has announced the launch of the Renault Masters with fuel-cell drive from 2023, which will be available not only as a panel van but also with various custom bodies for other purposes. In the same product segment, Quantron is also planning to introduce the first vehicles based on the Iveco Daily from 2024.

Medium- and heavy-duty commercial vehicles

Medium-duty and heavy-duty H2 commercial vehicles are coming soon – this became clear at the beginning of the year with the launch of the newly named Daimler Truck AG. Fuel cells are at the core of its future drive portfolio. The first prototypes of Daimler's GenH2 truck are already on public roads for customer-oriented testing and refuel at H2 MOBILITY's public 350-bar filling stations. The first customer vehicles are scheduled for delivery from 2024.

The Iveco/Nikola Motors cooperation opened a production facility for battery and fuel-cell tractor units near Ulm at the end of 2021 and plans to deliver the first H2 trucks to customers starting in 2024.

Hyzon Motors has established a new European location for the development and production of fuel-cell trucks of all sizes with the foundation of Hyzon Motors Europe based in the Netherlands. The first Hyzon tractor units are to be delivered in Germany shortly.

In 2021, Hyundai presented a revised version of the Hyundai XCIENT Fuel Cell, of which about 50 vehicles are already in daily use in Switzerland, including a 6x2 configuration. In Germany, initial test drives were undertaken with the vehicle in preparation for customer use from 2022. For 2024, Hyundai has also announced that it will introduce the XCIENT Fuel Cell tractor unit, which was presented in the USA, in Europe as well.

CHYLINDRI TRUCK&BUS

GG 06531

x FuelCel

04 AUTOMOTIVE RELATIONS

The still ongoing discussions on possible refuelling standards between vehicle manufacturers, H2 filling station operators, system suppliers, hydrogen producers and customers show that there are still major challenges to be overcome on the path to introducing hydrogen trucks. There is agreement on the goal: fully exploiting the potential while maximising efficiency, minimising costs and ensuring the fastest possible development of the infrastructure. H2 MOBILITY has summarised the current status in the overview 'Hydrogen refuelling of heavy-duty vehicles'.



Hydrogen refuelling of heavy-duty vehicles (PDF download)

Buses

Alongside passenger cars, buses with fuel-cell drive systems from various manufacturers have been in intensive use with customers for several years now. Large municipalities in particular are obliged by the European Union's Clean Vehicle Directive to significantly increase the proportion of locally emissions-free bus fleets in the near future. The number of vehicle manufacturers offering battery and fuel-cell buses is growing.

VanHool has already completed well over 10 million kilometres in everyday operation with its fleet of fuel-cell buses in Cologne's regional transport and elsewhere. Experience has shown that both the range and refuelling times fully meet the requirements for city and intercity buses. As fossil fuels rise, total costs are also gradually moving towards parity with diesel buses.



Caetano hydrogen bus

Since this year, Solaris has been producing the Urbino 12 hydrogen fuel-cell bus in series, the first H2.City Gold from Toyota/Caetano are in use with customers, and EvoBus, a subsidiary of Daimler Truck AG, is preparing for series production of a fuel-cell bus. Also Hyundai is working on introducing an H2 bus for the European market and is already testing it in Germany and Austria.

Shared knowledge

Lorenz Jung // H2 MOBILITY SERVICES

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05 H2 MOBILITY SERVICES

When, in 2016, I started setting up H2 MOBILITY Germany's Network Development unit – the unit that is responsible for all H2 MOBILITY construction projects – there were only 16 filling stations in Germany where you could refuel with hydrogen. Today, 5 years later, there are 91, of which we operate 85. This makes H2 MOBILITY Germany the world's largest operator of hydrogen filling stations – and we want to share this knowledge.

Since 2020/21, we have also offered our support to third parties as H2 MOBILITY SERVICES. Our experts are available for everything from site assessment to planning, construction, and operation.

Our first projects include, for example, advising SONOL on the construction of the first hydrogen filling station in Israel. So far, we have provided support in dimensioning and planning, in the choice of technology and in the approval process. Of course, the underlying laws and regulations and consequently applications and permits differ, but much can be transferred. We are also supporting Plug Power and Hanaubased MTV Förster in the first steps towards a hydrogen filling station, as well as Airbus and the public utilities in Constance and Düsseldorf.

H2 MOBILITY SERVICES Operations

Anyone who wants to operate filling stations reliably and cost-effectively needs experience, because we learn most in the day-to-day routine. That's why we also offer to handle the operation of hydrogen filling stations for third parties. Insights such as that the bundling of supply can be optimised and that compressed air works as well as nitrogen but is cheaper, and knowledge about how maintenance can be coordinated more sensibly and how software can help to maintain regular operation even in extreme outside temperatures, enable us to increase reliability and reduce operating costs. Operations is also the responsibility of Frank Fronzke, Chief Operations Officer (COO), and his team for SERVICES.

Our operations customers

- » since 1 Jan 21: **OMV Austria**, operation of 5 IC90 plants
- » since 1 Nov 21: Tank und Rast, operation of the Fürholzen station (D) with a liquid hydrogen facility, electrolyser, 2 BHKW, storage tank
- in planning: TotalEnergies,
 operation of Detmoldstrasse station,
 Munich

Funding for clean

heavy goods transport

Martin Jüngel // Finance & Funding

» more than 9,500 invoices issued

» more than **C5m** in funding received

» more than **60 %** increase in sales vs. 2020

BILITY

06 FINANCE & FUNDING

The market ramp-up of hydrogen commercial vehicles is getting hydrogen mobility rolling in Germany! This gives me great joy, not just because as a young father I can now explain the transport transition to my child using really big vehicles. But also because my Funding and Finance division is active in two areas simultaneously: in private investments, which make it possible to lay the foundation for a comprehensive energy transition in the commercial vehicle sector, and in the procurement of public funding at regional, national and European level.

Public funding at European level (IPCEI)

In 2022, special attention will be given to the decision on the hydrogen IPCEI (Important Project of Common European Interest). IPCEI are strategic funding projects of the European Commission in areas of pan-European interest. The aim of the Hydrogen IPCEI is to establish European technological leadership in the hydrogen sector. As part of the German expression of interest procedure. we are participating with the SENECA project, which was shortlisted for the further selection process in May 2021. With SENECA, we want to expand the existing hydrogen filling station infrastructure for the commercial vehicle sector as well as establish new, larger stations at logistics hubs. The planned network of hydrogen filling stations is thus primarily geared to the needs of commercial trucking and will be built as part of a cross-border European network.

As expected by the EU, at the end of 2021 the IPCEI project network 'Hydrogen Transport and Mobility' with over 40 projects (including Hz MOBILITY SENECA) from 11 EU member states was formed to jointly participate in the further application and evaluation process. In the next step, a chapeau document will be prepared in Q1 2022, which will serve as the basis for the presentation of the network and the subsequent pre-notification of the individual projects. Implementation is expected towards the end of 2022.

Fig. 5: TEN-T Corridors

And so, H2 MOBILITY used the year 2021 to secure private funding commitments for the coming years in many discussions with existing and new investors on the one hand, and to procure diverse funding on the other. We are pleased to have secured 5 million euros in funding commitments and are working on further funding projects that may be decided on in the course of 2022. We are also setting the course for all upcoming tasks internally by continuing to automate and improve our processes in the Finance, Purchasing and HR departments.

H2.LIVE App

» 14,363 active users monthly average

» 1,064 active users daily average

» 157.6 % increase in app views in Switzerland

Expansion

of digital services

Robert Schönduwe // Digital Solutions

07 DIGITAL SOLUTIONS

How does innovation enter the world of mobility? And how do innovative ideas become functioning business models? When I look back at the stages of my professional life so far, these are the questions that have always played a role.

As a consultant in a mobility think tank and most recently as head of product development at a start-up, I have accompanied many topics from initial idea to product launch. Car sharing with electric cars, autonomous shuttles, 'Mobility as a Service' systems and 'Big Data' applications were the topics. And now, hydrogen mobility. Hydrogen mobility is currently evolving from a vision of pioneers into an important part of a value chain. Hydrogen vehicles will be a central building block for decarbonising transport in the years ahead, especially in the commercial vehicle sector. Commercial vehicles make money and must be both reliable and cost-efficient. Digital tools help both the drivers and the companies that use these vehicles and operate the necessary infrastructure. However, these digital tools only exist in rudimentary form so far. All in all, this is an extremely exciting field for a digital product manager! But how does innovation enter the world of mobility and becomes established as the standard? Technologies and infrastructures are important, but ultimately it is people who adapt their actions and bring about cultural change. Accordingly, it is important to focus on the needs of the users. This customer centricity is an elemental building block in the development of H2 MOBILITY's digital products. Thematically, the developments are divided into 4 areas: besides the further evolution of the H2.LIVE data platform, H2.LIVE Driver Solutions, H2.LIVE Operator Solutions, and H2.LIVE Payment Solutions are the topics that will be expanded in the years ahead.



H2.LIVE Driver Solutions for new target groups: Information on 350-bar filling stations

Commercial vehicles have higher demands on tank capacity and performance than passenger cars. The usage scenarios differ from private transport, resulting in new customer requirements. As a first step, the existing heavy-duty network was made visible to everyone. This allows interested stakeholders to easily understand the potential for commercial vehicles in their region. Important changes were made to the backend, which will enable further target group-specific features in future. Development was done in a user-centric way: preliminary prototypes were presented in user tests and iteratively developed based on user feedback.

H2.LIVE Global HRS Database: Making data available and enabling new services

The core of the H2.LIVE platform is a database with information on the locations, components, and availability of hydrogen filling stations. This data is used as the basis for the company's own services but is also passed on to partners who in turn develop new digital services. In 2021, this will include the Toyota app 'MyT' and the integration of availability information into the navigation system of the BMW Hydrogen Next.

The standardisation of hydrogen infrastructure data is supported at European level as well. An interface in the DATEX II format was developed, commissioned by NOW. This interface will initially be provided via the German National Access Point (NAP) for mobility data; other NAPs will follow in the coming months. In Germany, the mobility data marketplace, a data platform of the Federal Highway Research Institute (BASt), serves as the data broker. Static data can be used freely; dynamic data is allocated according to a licensing model. Fig. 6: New feature for selecting information for 350-bar refuelling

Fig. 7: Toyota App "MyT"

» over **150** mentions in the press

» 16 H2 MOBILITY films (WDWN, Multitalent H2)

> » more than 1,600 posts on social media

In the transport sector, we are facing the biggest transformation of the past 100 years

Sybille Riepe // Communications

08 COMMUNICATION

Never have the conditions been better: never before have so many ideally complementary environmentally and climate-friendly mobility and energy technologies been available, never before has society's determination been so palpable.

Hydrogen as a CO2-free energy carrier and the technologies for its production and use are suitable for everyday use. We at H2 MOBILITY prove every day that hydrogen mobility works. The new German government promises to restructure our energy industry. I believe that a reliable regenerative energy supply is possible using hydrogen as a largescale storage medium – one of the prerequisites for the energy transition finally expanding to become a transport transition.

(Press) work around the election

The Bundestag election had a significant impact on our press relations in 2021, as the goal had to be to ensure that hydrogen would continue to play an important role in road transport – from passenger cars to 40-ton trucks. Besides its work in various committees and associations (including CEP, DWV, stakeholder round of the Ministry of Economics for the revision of the EEG) and support for appeals, H2 MOBILITY gave several interviews and guided and supported press representatives in their research and filming (see right/German).

More marketing than in the past

As the number of vehicles increases, the H2 MO-BILITY hydrogen customer is changing. The people who refuel at our stations are no longer the patient pioneers, but increasingly people for whom the vehicle is a means of work and who accordingly expect the technology to work. The founding of the new business unit H2 MOBILITY SERVICES in 2020 also requires a shift away from traditional communications work towards more marketing. The brand relaunch already took this into account. In 2021, we created a company website for H2 MOBILITY to complement the H2.LIVE app and website, where interested parties can find out more about the company. This trend will be continued in 2022.





MDR | Einfach genial | Wasserstoff: Zukunft der Mobilität

Doku MDR Wissen | Ist Wasserstoff die Kohle der Zukunft?

3SAT I Unter Druck - Wasserstoff in der Mobilität

ZDF I Hat die Wasserstoff-Technologie eine Chance?

SWR I Mit Wasserstoff und Brennstoffzelle in die automobile Zukunft

SR Fernsehen I Wasserstoffauto im Test

WOCHE DES WASSERSTOFFS NORD (HYDRO-GEN WEEK NORTH) 2021

We'll just let the numbers do the talking: 42 digital and live events, 12 new <u>Wasserstoff-Sofa-Filme</u> (<u>German</u>), more than 100 posts on Facebook, LinkedIn, Twitter, Xing. In 2022, the successful WDW format will continue from 25 June-3 July in Germany's 5 southern federal states. More at <u>Woche-des-Wasserstoffs.de (German)</u>.



Filming Siegen for the Hyundai NEXO film Woche des Wasserstoffs on YouTube (German)

Overview 'Hydrogen refuelling of heavy-duty vehicles' and webinars

And another number that so impressed the webinar organiser Mission Hydrogen that we repeated the webinar 4 weeks later: On 25 Aug 2021, an international audience of a record-breaking 1,186 hydrogen enthusiasts watched the presentation by Nikolas Iwan, Lorenz Jung and Nora Oberländer, moderated by Erin Barber Jödecke, on the H2 MOBILITY paper '<u>Hydrogen Refuelling for Heavy-Duty Vehicles</u>'.



Hydrogen refuelling of heavy-duty vehicles

PDF download

4 more H2 MOBILITY films – Hydrogen the all-rounder

In conversation with GP JOULE, with Toyota and NOW, guest at Wildwuchs.



H2 MOBILITY channel on YouTube

This report was prepared for the associated partners forming the Industrial Advisory Council (IAC). It summarizes the main activities of H2 MOBILITY Deutschland GmbH & Co. KG in the year 2021.

The task of the Industry Advisory Council, which meets quarterly, is primarily to develop the hydrogen refuelling station infrastructure in line with market developments and the supply of the vehicle industry. This report is based on non-confidential information and can be passed on without restriction. Founded in February 2015 by the shareholders Air Liquide, Daimler, Linde, Shell and Total Energies, H2 MOBILITY Deutschland is now the world's largest hydrogen refuelling station operator.





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