ANNUAL REPORT 2019

H2 MOBILITY
FUELLING HYDROGEN

Do you already know our H2 MOBILITY film?

For optimal use of the interactive functions, please use the Acrobat Reader.

SIX COMPANIES AND SIX ASSOCIATED PARTNERS FROM THE AUTOMOBILE, GAS AND OIL SECTORS JOINED FORCES TO FOUND H_2 MOBILITY. THEIR COMMON GOAL? TO PUT IN PLACE THE **INFRASTRUCTURE** NECESSARY TO GUARANTEE NATIONWIDE HYDROGEN-POWERED MOBILITY IN GERMANY.

INTRODUCTION

1. INTRODUCTION
1.1 DISCLAIMER

This is a report about the activities of H2 MOBILITY Deutschland GmbH & Co. KG in 2019. It has been prepared for key stakeholders from the automotive sector who together form the Industry Advisory Committee (IAC).

The Industry Advisory Committee meets quarterly to assess the progress of the infrastructure and advise the Managing Director of H2 MOBILITY on matters concerning the customer value proposition and to discuss the progress of the infrastructure.

This report is based on non-confidential information only and can be shared without restrictions.

Opening HRS Passau in November 2019 with Federal Minister of Transport Andreas Scheuer

2019 MILESTONES

Opening HRS Laatzen with Olaf Lies, Minister for Environment, Energy, Building and Climate Protection in Lower Saxony

Hannover Trade Fair

April **May**

Opening HRS Halle (Saale) with Dr. Haseloff, Prime Minister of the federal state of Saxony-Anhalt

DIE WOCHE DES WASSERSTOFFS

Participation Cologne festival Strassenland

Von der Europäischen Union kofinanziert
Fazilität „Connecting Europe"

Opening HRS Handewitt with Dr. Buchholz, Minister of Economy and Transport in Schleswig-Holstein

June

Opening HRS Brunsbüttel with Dr. Buchholz, Minister of Economy and Transport in Schleswig-Holstein

North German Hydrogen Strategy

Opening HRS Passau with Andreas Scheuer, Federal Minister of Transport and Digital Infrastructure

November

MoU Bavarian Hydrogen Strategy

MoU with BMVI for further infrastructure expansion

December

Funding approved for ten new HRS (in the HyPerformer regions)

Opening of HRS Halle (Saale) in May with Dr. Reiner Haseloff, Prime Minister of the federal state of Saxony-Anhalt

COMPANY UPDATE

2. COMPANY UPDATE //
2.1 FACTSHEET 2019

Demand at H2 MOBILITY stations increased by 50 %

26 new stations built
12 months to complete a station

21 stations opened to customers

Average availability stable at 93 %
technical issues at new stations during the first months

Over 40 people now work for H2 MOBILITY
and 10 FCEVs are in our fleet

Strong growth of digital offer H2.LIVE
> 2,500 weekly users of the app

2. COMPANY UPDATE //
2.2 AN INTERVIEW WITH NIKOLAS IWAN

"I am proud that we are building one of the world's most advanced hydrogen infrastructures."
Nikolas Iwan, CEO H_2 MOBILITY Deutschland

What is the current state of hydrogen in Germany? // Germany is clearly in the spotlight when it comes to hydrogen infrastructure. In the past three years, no other country has completed more stations. We are building a nationwide grid of stations – starting in seven German metropolitan areas (Hamburg, Berlin, Rhine-Ruhr, Frankfurt, Nuremberg, Stuttgart, and Munich), and along the connecting arterial roads and motorways. We are close to our first goal of 100 stations, which will enable as many as 6 million people out of a total population of 80 million to switch from internal combustion cars to fuel-cell electric cars* (*based on a model by the Reiner Lemoine Institute in Berlin; real driving profiles. Only constraints: 90 % of long-distance trips and 5 km distance from home location to next HRS accepted). Going forward, I see the next steps of the developing market in fleets, i. e. cars driving along specific routes or within defined spaces, such as ride-pooling companies and delivery fleets.

What is the current state of the hydrogen infrastructure in Europe, and how do you see it evolving? // All across Europe, especially at the level of the political decision-makers in Brussels, there is growing momentum and insight into the importance of hydrogen for a successful energy transition. On the supply side, we are seeing important projects for green hydrogen production, as well as a linking of the power sector and other sectors. On the infrastructure side, Germany has the biggest ambitions with its nationwide network for fuel-cell vehicles. Next, Denmark, Switzerland and the UK are relatively advanced. France is also part of the mix, with its hydrogen taxi project in Paris and other regional projects, including 350 utility vehicles. Many other countries are also launching their first single-station projects, such as the Netherlands, Belgium and Poland. There is a growing level of activity, and I feel a sense of urgency as well. Infrastructure is taking the first step; cars and commercial vehicles have been slow to follow so far.

What makes Germany a good market for hydrogen? // Germany is the automotive heartland of Europe, which makes it best suited for a flagship project like H_2 MOBILITY. Germany also has a government with a strategy to transform

the mobility sector, and hydrogen plays a key role in it. Backed by the Ministry of Transport, NOW GmbH – the National Organisation for Fuel Cells and Hydrogen – designed the right funding schemes to support the Shareholders' investment in the infrastructure. The German government is about to announce its hydrogen strategy and the Minister of the Economy recently announced his ambition to make Germany the "No. 1 hydrogen country". Finally, Germany has more and more volatile wind and solar power, which are excellently suited to producing hydrogen and allow for storing the surplus energy for use in other sectors.

What are the main obstacles to the development of hydrogen infrastructure? // There are three main obstacles. The biggest is not infrastructure itself, but the availability of affordable cars. Currently, the limited availability of FCEVs means that only a limited group of customers have a choice between zero-emission alternatives. A recent representative poll has shown, however, that 34 % of customers would choose a FCEV if they had the option*. This is by far the biggest challenge in the next 2–3 years. Besides that, we are also working to improve the reliability of stations, reduce costs, and increase the share of green hydrogen.

What factors could help overcome these obstacles? // The biggest challenge – more affordable hydrogen cars, vans and busses – can only be tackled by car manufacturers. We are doing our part by facilitating contact between customers and manufacturers. Since most cars come from Asian manufacturers, we are supporting them to understand customers and the market environment here.

As for the reliability and cost of hydrogen stations, we are collaborating closely with manufacturers of stations, e.g. by exchanging data, testing upgrades, and establishing an industry standard for new stations. Green hydrogen will eventually come through scale – the technology is already in place. We show the producers a demand perspective, so that more and more will decide to invest in green sources of hydrogen. They are ready to do so, and first projects are already underway. However, it all comes back to reliable demand growth, and that again depends on the availability of FCEVs.

What goals has H_2 MOBILITY Germany set for 2020 and the following years? // Our mission is to ensure a short transition from the R&D phase to the mass market phase, by bundling critical activities like purchasing, definition of standards and operating procedures. In the phase after the first 100, we will continue the rollout selectively based on demand. That is, we seek out locations where three things come together: customers, available FCEVs – be it cars, vans, buses or trucks – and a location that makes sense for our growing network of public stations, i.e. by closing a gap on a highway, or by offering critical redundancy for existing stations.

***Link to DENA**

BUSINESS DEVELOPMENT

3. BUSINESS DEVELOPMENT //
3.1 FACTSHEET 2019

101 t

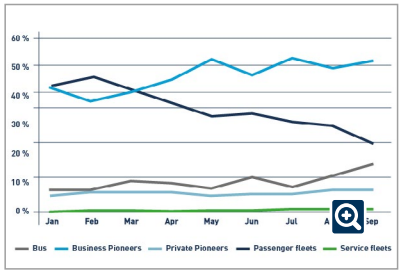
demand
(H_2 MOBILITY stations only)

400

active customers
with 630 FCEV

4,000

refuellings
(per month / on average)



Development of H_2 Demand Share among customer segments

24 kg

demand per H2-business customer*
(per month / on average)

16 kg

demand per business customer**
(per month / on average)

13 kg

demand per private customer
(per month / on average)

* demand per business pioneers from hydrogen industries / with hydrogen industry background

** demand per business pioneer from independent businesses


FAHREN MIT
WASSERSTOFF
UND NULL EMISSIONEN
B H 2220E
B H 2243E

3. BUSINESS DEVELOPMENT //
3.2 ACTIVITIES 2019

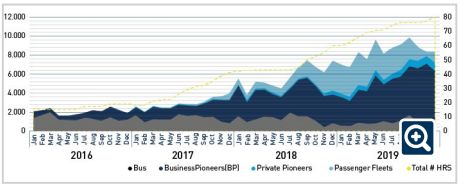
2019 clearly showed that the demand for fuel-cell vehicles is much higher than the volumes being produced by manufacturers. This was particularly true for the Hyundai NEXO and Mercedes-Benz GLC F-CELL models. Nevertheless, good results were achieved in Business Development:

CleverShuttle (CS)

In the past two years, CS has travelled more than 4 million hydrogen-powered kilometres in Hamburg, Stuttgart, Frankfurt, and Munich. And it isn't just the high hydrogen purchase volume that makes CleverShuttle one of our most important customers – much more important is the high visibility that the company gives to the topic of hydrogen. When the CS locations in Stuttgart, Frankfurt, and Hamburg closed in October 2019, H2 MOBILITY Business Development's main objective was to maintain the fleet of 50+ hydrogen vehicles. This has been achieved: From 2020, the vehicles will be used in Munich and more recently also in Berlin. In addition, H2 MOBILITY Business Development was able to broker another 25 Hyundai NEXO vehicles to CleverShuttle. They were added to the CS fleet starting in late 2019.

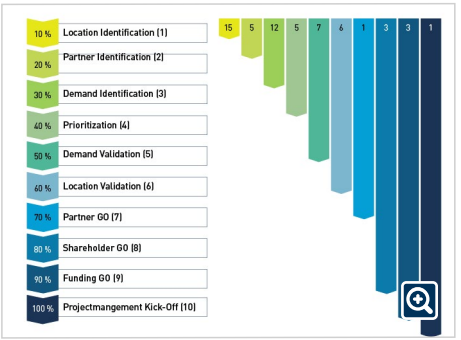
HyPerformer

On 12 Dec 2019, the NOW – National Organization for Hydrogen and Fuel Cell Technology – announced the HyPerformer winners of its competition "HyLand – Hydrogen Regions in Germany": H2 MOBILITY is involved in all three. The award-winning projects were "HyBayern" in the Landshut region, "Hyways for Future" in the Northwest Oldenburg/Bremen metropolitan region and "H2Rivers" in the Rhine-Neckar metropolitan region. H2 MOBILITY is building a total of ten hydrogen stations in the winning regions, seven of them size Medium. Funding under the HyLand project is intended to encourage hydrogen regions in Germany – depending on their starting position – to develop initial ideas for integrated concepts, substantiate existing plans, or implement them with the support of the Federal Government. So funding ranges from support in building awareness for the idea of hydrogen (HyStarter), to the development of integrated concepts (HyExperts), through to their actual implementation (HyPerformer). The three winners in the HyPerformer category will each receive EUR 20 million in the form of investment grants.



H2 demand

More than 58 projects – at different stages – in the pipeline



3. BUSINESS DEVELOPMENT //
3.2 ACTIVITIES 2019

Demand concepts for funding projects
Predictable demand can only be achieved with strong regional players who become partners. The various cooperation agreements that were concluded with most of the 22 funding projects in 2019 are a great success for Business Development. The total demand of the agreements amounts to 304 tons in the first year of operation and has a potential for expansion of over 1,000 tons in the third year of operation. A large part of the demand is generated by the collaboration with various public transport operators and waste disposal companies.

Location search
To find locations in Germany where there is high potential demand for hydrogen from private individuals or smaller fleets, Business Development has developed an online form which has been used to collect more than 1,100 letters of intent (LOI) for the purchase of more than 1,800 hydrogen cars in 2019 alone. In order to provide robust proof of binding demand in a second phase, H2 MOBILITY is launching the H2.BOOSTER campaign. The regions with the highest LOI rate will have the opportunity to purchase hydrogen credits for the desired location. The credits are only debited once construction of the station begins, and are only valid at the selected station.

Fuel cell market
Business Development's tasks include market monitoring and cooperation with current and potential players. Besides the constant exchange with fuel-cell car manufacturers who already have vehicles on the market and where Business Development is trying to obtain the largest possible contingents for the German market, the department is also in contact with new market players in the FC passenger car segment and increasingly also in the bus and light & heavy duty segment. The goal is to also base H2 MOBILITY location planning in the long term for the years 2022ff on possible demand and thus optimally plan the station sizes.

3. BUSINESS DEVELOPMENT //
3.3 PRIORITIES 2020

The 'unconditional roll-out' phase will be completed by mid 2020. This will be followed by the demand-based construction phase and a focus on medium stations with at least two dispensers and a swap trailer concept. This increases Business Development's tasks. The base load for individual locations needs to be acquired and laid down in cooperation agreements. Business Development has set itself the goal of doubling hydrogen sales by 2020.

To achieve these goals, Business Development will ...

- ... expand its acquisition of cooperation partners on the European level as well,
- ... recruit further anchor users as part of approved funding projects,
- ... recruit demand of 25t per site for the period 2021/2022,
- ... support automobile manufacturers in increasing the German vehicle contingent and ensuring demand,
- ... address the market for light and heavy commercial vehicles more strongly and position H2 MOBILITY as a strategic partner,
- ... support the development of modular service-station concepts in the truck sector,
- ... offer external stakeholders various services related to the approval, construction, and operation of hydrogen stations,
- ... support the roll-out of Pre-Electing and PoC (customer relationship management platforms).

NETWORK DELIVERY

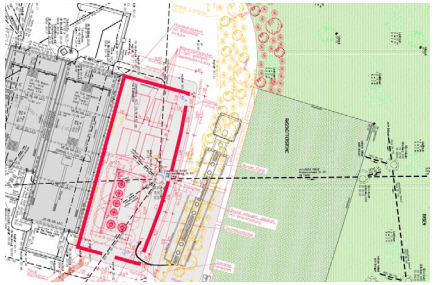
4. NETWORK DELIVERY //
4.1 FACTSHEET 2019

26

HRS built, of which 21 opened for customers

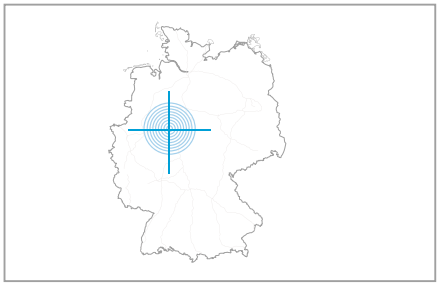
50

HRS projects started, scoped and handled in parallel



30

regions identified for 2020 / 2021, talks about demand concepts ongoing



4. NETWORK DELIVERY //
4.2 ACTIVITIES 2019

The funding framework is given in brackets.

Laatzen - Shell/Air Liquide (H2ME)

Berg bei Hof - Shell/Air Liquide (H2ME)
Bayreuth - Shell/Air Liquide (H2ME)

opened
built

Feb.	1	**Essen** - Shell/Linde (H2ME)
Feb.	2	**Derching** - OMV/Linde (COHRS)
March	3	**Fürth** - Shell/Air Liquide (H2ME)
March	4	**Flensburg-Handewitt** - Shell/Linde (COHRS)
April	5	**Siegen** - Stand alone/Linde (NIP)
April	6	**Aachen** - Shell/Linde (H2ME)
April	7	**Herten** - Stand alone/Linde (H2ME)
April	8	**Rheda-Wiedenbrück** - Shell/Linde (COHRS)
May	9	**Schnelldorf** - OMV/Air Liquide (H2ME)
May	10	**Duisburg** - TOTAL/Air Liquide (COHRS)
May	11	**Halle (Saale)** - Stand alone/Linde (H2ME)
July	12	**Hagenow** - Shell/Linde (H2ME)
July	13	**Berlin** Rothenb. Str. - Shell/Linde (H2ME)
July	14	**Mönchengladbach** - Shell/Air Liquide (H2ME)
Sept.	15	**Passau** - Shell/Air Liquide (H2ME)
Oct.	16	**Bad Homburg** - Hessol/Air Liquide (COHRS)
Oct.	17	**Hamburg** Großm. - Shell/Air Liquide (COHRS)
Nov.	18	**Heidelberg** - OMV/Air Liquide (NIP)
Nov.	19	**Rastatt** - TOTAL/Linde (COHRS)
Dec.	20	**Brunsbüttel** - Stand alone/Linde (NIP)
Dec.	21	**Biebelried** - TOTAL/Linde (COHRS)
Dec.	22	**Meerane** - Shell/Linde (COHRS)
Dec.	23	**Erfurt** - TOTAL/ Linde (H2ME)
Dec.	24	**Frankfurt o.t.M.** Niederr. - Shell/Linde (H2ME)
Dec.	25	**Dortmund** - Shell/Air Liquide (H2ME)
Dec.	26	**Bonn** - Shell/Linde (NIP)

Berg bei Hof

Derching

Bad Homburg

4. NETWORK DELIVERY //
4.2 ACTIVITIES 2019

H2 MOBILITY has set itself the goal of opening the 100th hydrogen station in 2020 – a huge task considering that each station not only has to be planned and built, but also approved. Building permits and subsequent operating permits differ for each site, as does the support the planning team receives from the various local authorities. The approval phase for the stations opened in 2019 took between six weeks and 15 months.

The main priority for Network Delivery in 2019 was to ramp up the number of H2 filling stations. The continuous improvement of processes and interfaces and the broad exchange of experience and knowledge within the team contributed to the success of 2019. The exchange with Operations and the implementation of lessons learned from operations, and the introduction of a 5-point program with the various equipment manufacturers were decisive contributors to the improved quality and performance.

In 2019, Network Delivery also ...

- ... re-evaluated the safety concepts with plant manufacturers and IOCs after the Kjorbo incident,
- ... optimised Network Delivery's cost controlling,
- ... evaluated various new locations,
- ... issued and negotiated a tender for the next hydrogen stations,
- ... developed supplier of new business partners in the hydrogen market.

Siegen

Herten

4. NETWORK DELIVERY //
4.3 PRIORITIES 2020

The target of 100 hydrogen stations is a big challenge for the Network Delivery team.

Beyond this, the team is pursuing the goals of ..

... built the first MEDIUM station and thus supporting the next developmental leap in facilities, and integrating new, optimised storage and logistics concepts,

... setting up various new projects (NIP 2 + projects from HyPerformer) and finding suitable locations,

... finalising the tender for the facilities of forthcoming/future hydrogen stations,

... establishing a new service business with consultation, and developing the market for this.


BETANKUNGSANLEITUNG REFUELING INSTRUCTION // 700 Bar
0800 400 20 23
H2.LIVE

NETWORK OPERATIONS

5

5. NETWORK OPERATIONS //
5.1 FACTSHEET 2019

50 %

increase in demand
(101 t vs. 2018: 69t)

91 %

performance*
(approx.)

93 %

availability**

38,500

refuellings per year
(approx.)

25

new stations integrated

650

services on site per year
(approx.)

More than
1,200

errors solved

12

staff safety trainings on site and at training centers

*Time the station is available to customers for refuelling.

** Refuelling processes without interruption.

THE YEAR`S WINNER

individual stations

	availability	performance
Geisingen	99 %	99 %
Derching	97.4 %	99.6 %
Bad Rappenau	98.8 %	97 %

THE YEAR`S WINNER

group

	availability	performance
Air Liquide plant Generation 2	95 %	94 %

*Time the station is available to customers for refuelling.

** Refuelling processes without interruption.

5. NETWORK OPERATIONS //
5.2 ACTIVITIES 2019

In 2019, Network Operations succeeded in maintaining the performance (91 %) and availability (93 %) of the H2 MOBILITY hydrogen stations at a constantly high level despite a 50 % increase in refuellings at more locations. Overall, this led to a significant improvement in customer satisfaction: **87 %*** of the more than 1,000 respondents were satisfied or very satisfied with the refuelling process.

Operations introduced a maintenance system called HRS Connect in 2019. It provides data from 75 stations and can be used to manage all maintenance activities, including automatic feedback and log archiving. Equipping the Operations team with sufficient hydrogen vehicles for test purposes was another important support in the maintenance process.

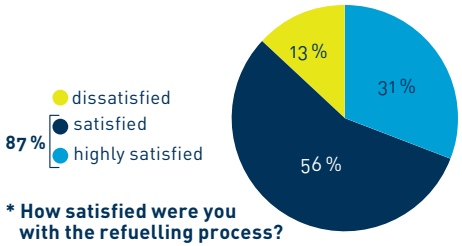
HRS Connect forms the basis for a Europe-wide availability system. Real-time information from many European hydrogen stations can already be displayed in this way.

As repeatedly requested by customers, Operations was able to offer 'green' hydrogen in different proportions with a TÜV certificate at a total of 45 stations in 2019. This has increased the proportion of green in the overall portfolio to 20 % (+5 % compared to 2018).

Other successes:

- ... all stations equipped with compressed air and CA drying systems
- ... new, clearer on-site manuals for improved leaseholder handling
- ... technical improvement and replacement of cooling systems
- ... installation of a leakage monitoring system at all facilities
- ... first successful recurring tank and heat exchanger tests with ZÜS
- ... hotline switched to Starface system: more flexible use for H2 MOBILITY and improvement for customers by split into technical and customer information
- ... introduction of a commissioning engineer

Fleet



*** How satisfied were you with the refuelling process?**

5. NETWORK OPERATIONS //
5.3 PRIORITIES 2020

In 2020, the number of stations operated by H2 MOBILITY in Germany will continue to rise and more customers will be hydrogen mobile. High performance and availability remain the top priority for Operations. In addition, Operations will prepare for the planned larger hydrogen stations, including those with swap trailer systems.

Other targets for 2020 are to ...

... increase availability and performance,

... improve the compressed air systems,

... operate facilities outside Germany,

... improve analytical capabilities using data from HRS CONNECT,

... scalable IT solution for hotline,

... first truck refuellings.

Explaining technique


Shell
SELECT
Shell
V-Power
Performance Fuels
Shell
V-Power
Performance Fuels
Shell
V-Power
Performance Fuels
Shell
AutoGas
LPG
Alle Produkte
B H 2220E

CORPORATE SERVICES

6. CORPORATE SERVICES //
6.1 FACTSHEET 2019

€ 11.5m

in subsidies received

GOOD

credit rating
improved from medium

12,000

receipts (2018: 5,000)
as of Nov 2019

6. CORPORATE SERVICES //
6.2 ACTIVITIES 2019

Besides the receipt of funding from NIP II projects for a total of 20 hydrogen stations, Corporate Services' main focus in 2019 was the introduction of an ERP system (MS NAVISION). The system offers many advantages. Among other things, it enables a uniform database for all departments and thus greater uniformity and transparency across the company. Through MS NAVISION, all departments have access to uniform information, thereby improving collaboration and reporting, reducing sources of error (e.g. no double entry), optimising processes, and thus leading to time and cost savings through reduced administrative expense. This also enhances employee satisfaction.

The introduction of the new H2.LIVE/CARD in spring 2019 has also had an impact on H2 MOBILITY's accounting. Besides internal fuel bills, Corporate Services now had to handle the invoicing for three external operators, and make possible the acceptance of the Shell card. Invoices are now, for the most part, sent electronically. SEPA mandates can be issued.

The Corporate Services team's skills were expanded in 2019, making it possible for the first time to prepare the annual financial statements independently and to the auditors' satisfaction.

Using ERP

H2.LIVE/CARD

6. CORPORATE SERVICES //
6.3 PRIORITIES 2020

In 2020, too, obtaining funding and the attendant documentation will be a focus for Corporate Services.

Above and beyond this, Corporate Services aims to ...

- ... attract new anchor shareholders/investors,
- ... set up stock loss tracking (analysis of H2 losses) and clarify losses
- ... further optimise the cash management system,
- ... introduce a document management system (DMS) for paperless processes
- ... advance the digitalisation of workflows in general.

H2.LIVE

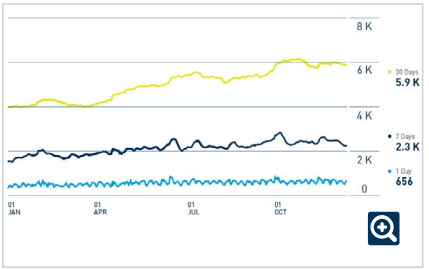
7

7. H2.LIVE //
7.1 FACTSHEET 2019

6,000
active app users monthly

2,500
active app users weekly

600
active app users daily



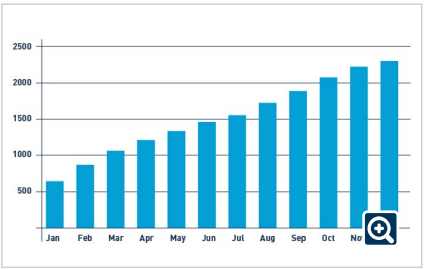
User activity over time

2,400
registered login users

10 %
Growth rate in registered members

63 %
Retention: 63 % of login users use the app once a week

H2.LIVE growth rate in 2019: customers with login: up by ~10 %



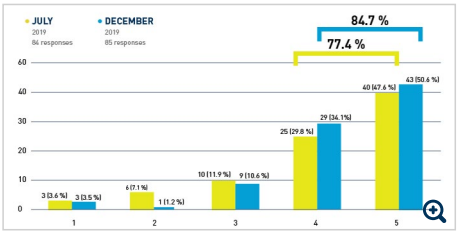
7. H2.LIVE //
7.2 ACTIVITIES 2019

Our aim with the H2.LIVE app is to provide real-time information on the status of all public hydrogen stations in Germany. 'Live. Reliable. Always up to date'.

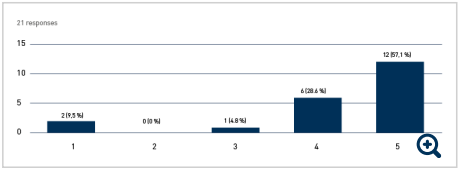
Another task for the H2 MOBILITY App team in 2019 was to implement the cardless authentication process via mobile phone. This is a prerequisite for mobile payment. In November 2019, the new service went live for 41 test customers at 10 hydrogen stations (Bad Rappenau, Berlin Sachsendamm, Bremen, Hamburg HafenCity, Hamburg Schnackenburgallee, Handewitt, Kamen, Munich Verdistrasse, Ulm, Wendlingen). Initial user reactions have been positive down the line.

85.7 % of alpha testers agree with the following statement:

The H2.LIVE/MOBILECARD is a digital solution I would use.

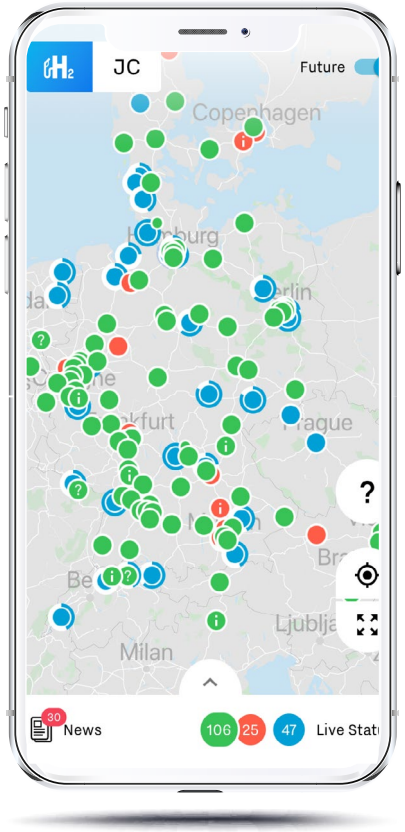


Reliability of the app



Survey of the app users

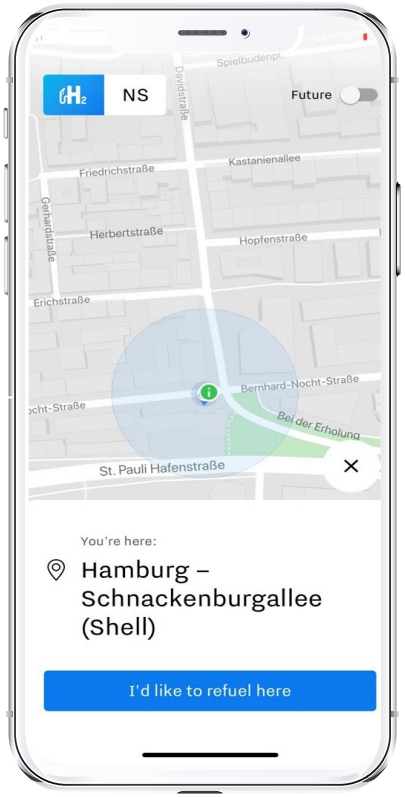
Refuelling hydrogen in Europe



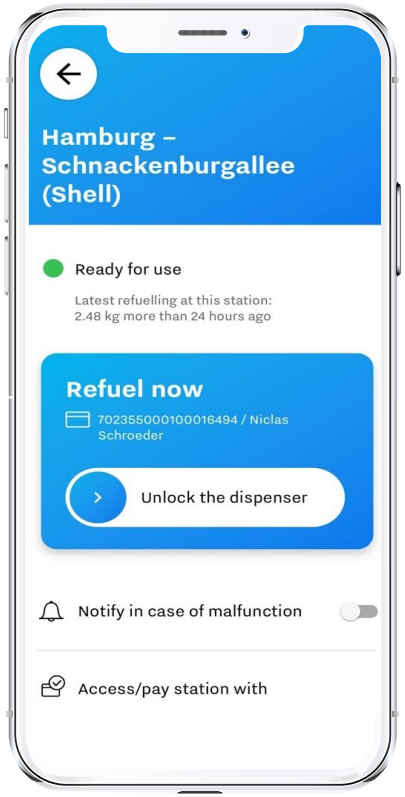
German hydrogen infrastructure

Download on the App Store

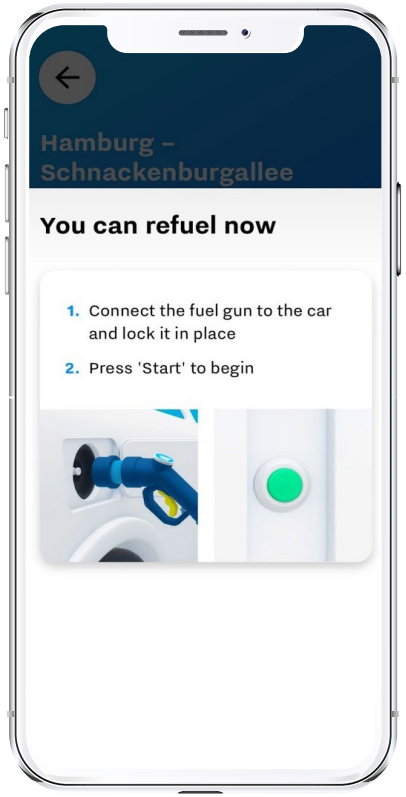
GET IT ON Google Play



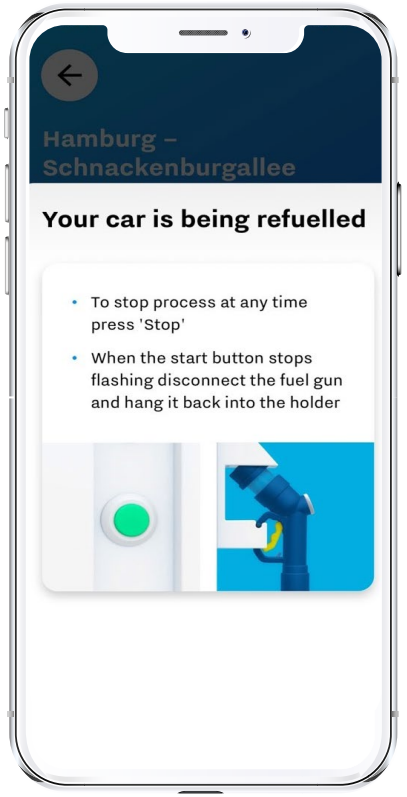
Note on the map



Unlock dispenser



Start refuelling



Messages during refueling

7. H2.LIVE //
7.3 PRIORITIES 2020

In addition to regular updates and improvements to the app, the app team is working on the following **additional features** for 2020:

- **Real-time information on filling station availability for all of Europe**
  Recruit further petrol stations and cooperate with operators, complete the data records, optimise technical connections/linking

- **Roll-out of mobile payment feature**

COMMUNICATIONS

8. COMMUNICATIONS //
8.1 FACTSHEET 2019

60

event participations with contribution

15

opening events

58

press releases and news/announcements issued

6,150

pieces printed and distributed information material

7

film clips and video stories

8. COMMUNICATIONS //
8.2 ACTIVITIES 2019

"Technological agnosticism is the wrong slogan at this time, and only causes the transformation of the system to be shifted further into the future." With this statement, VW CEO Diess clearly rejected any alternatives to battery-powered vehicles during the presentation of his company's annual financial statement in March. Since then, debate about the future of automobiles has flared up and dominated our press relations and communications in 2019:

- "Electric Cars: Battery Vs. Hydrogen – Or Both" (Tagesschau (07/2019),
- "Hydrogen Cars Are A Turning Point In Automotive History" (Wirtschaftswoche 05/2019),
- "There Is No One Solution for Everything" (auto motor sport 06/2019).

H2 MOBILITY was frequently interviewed and quoted, the number of press interviews is on the rise. Then, from June on, an incident at a hydrogen station in Norway required crisis communications in close consultation with H2 MOBILITY's shareholders and associated partners, as well as with the European hydrogen network. In July, Fraunhofer ISE published a highly publicised study* commissioned by H2 MOBILITY. It compares the greenhouse gas emissions of battery and fuel cell vehicles and thus supported our communications. 'Green hydrogen' became an important topic. All in all, interest in and knowledge about hydrogen increased significantly in 2019 – this is also confirmed by a dena survey (12/2019)**: As soon as the purchase price is identical, a third of those surveyed would opt for a vehicle with a hydrogen fuel cell drive (FCEV). Meanwhile, only 17 percent would opt for a battery electric vehicle.

Interest in opening events also increased in 2019. Almost every day, interested parties tell us that they would like to participate in a specific opening event or any opening event in general. Accordingly, the number of participants rose steadily in 2019. One particularly high-profile event was the opening of the HRS Passau with Federal Minister of Transport Scheuer.

*** Link to Fraunhofer study**
****Link to DENA study**

Explaining technique

Stand at Hannover Messe trade fair

Discussion panel at Hannover

Hannover Messe trade fair

Joint presence by H2 MOBILITY Deutschland, CEP, NOW, DWV, DVGW and e.GO REX. Under the heading 'We are hydrogen', hydrogen pioneers were invited to have their photos taken at the exhibition stand. Besides numerous visitors, many politicians and representatives of the press also wanted to talk to the exhibitors. Almost 400 people took advantage in the Ride & Drive in the outdoor area of Hall 27.

'Woche des Wasserstoffs NRW'

The first 'Hydrogen Week' took place in North Rhine-Westphalia in 2019. Over the course of six days, eight activities presented the topic of hydrogen with a focus on mobility – from the opening of filling stations in Siegen, Duisburg and Aachen to the inauguration of the test field at ZBT Duisburg, through to the 'Strassenland' street festival in Cologne, 'Hydrogen Week' successfully targeted a wide range of audiences including media representatives, political decision-makers, industrial partners, and the general public.

'Strassenland' Cologne

Exhibition during 'Woche des Wasserstoffs'

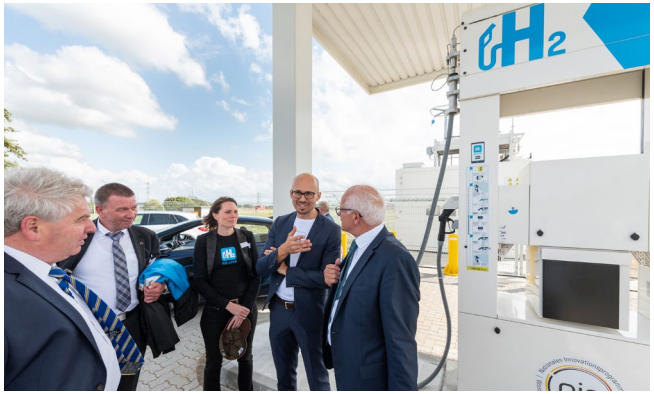
Opening HRS Aachen

8. COMMUNICATIONS //
8.2 ACTIVITIES 2019

H2 MOBILITY image film

Opening HRS Herten

H2.LIVE Stories



Opening HRS Brunsbüttel

H2 MOBILITY Redesign

H2 MOBILITY Deutschland GmbH & Co.KG turns five on 21 Jan 2020. Five years ago, there were barely over a dozen hydrogen filling stations, hardly any vehicles, and the belief that the rapid expansion of a hydrogen infrastructure to 400 small hydrogen filling stations from a bird's eye view would make sense. We gained a great deal of experience and learned a lot – among other things that it makes sense to address the user side much more, to support demand-driven concepts, and to help out other protagonists by providing general information on hydrogen mobility. The aim was not to establish H2 MOBILITY as a (corporate) brand, especially in view of the dissolution required by anti-trust law in the foreseeable future, but solely to establish the technology.

Today the 'Fuelling-H2'-signet is well known, as it is a popular photo motif. As the main protagonist in hydrogen mobility, H2 MOBILITY is often approached for comments. We are now responding to this: one key goal for communications in 2020 will be to link the H2 MOBILITY name with the H2 fuelling logo, and to build a strong, self-assured brand. H2 MOBILITY – We are hydrogen!

Other important communication topics besides opening events and press work are again

- ... the Hannover Messe tradeshow in April with a large exhibition of fuel-cell vehicles,
- ... 'Woche des Wasserstoffs Nord' in June with the support of five ministries from five federal states.

Opening HRS Duisburg in June

Shareholders

Air Liquide, Daimler, Linde, OMV, Shell and TOTAL joined forces in 2015 to set up the joint venture H_2 MOBILITY Deutschland GmbH & Co. KG. Its mission: swift, efficient development of the hydrogen infrastructure needed to provide country-wide coverage for fuel cell vehicles.

Associated Partners

Funding

COHRS connecting hydrogen refuelling stations

Co-financed by the European Union
Connecting Europe Facility

Hydrogen Mobility Europe

Federal Ministry of Transport and Digital Infrastructure

www.h2.live

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