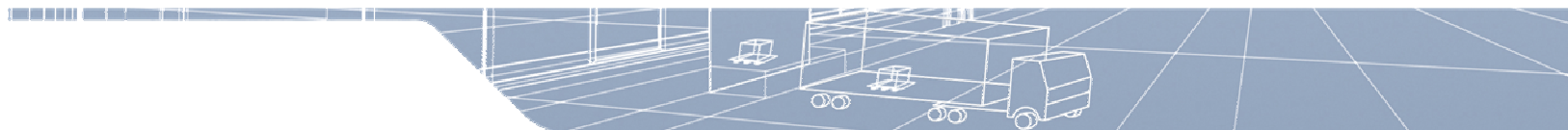


Powering sustainable development

La Petite Reine
Paris, November 25th



Made possible by the INTERREG IVC programme



La Petite Reine®



Parcels delivery



Bikes (Cargocycles®)



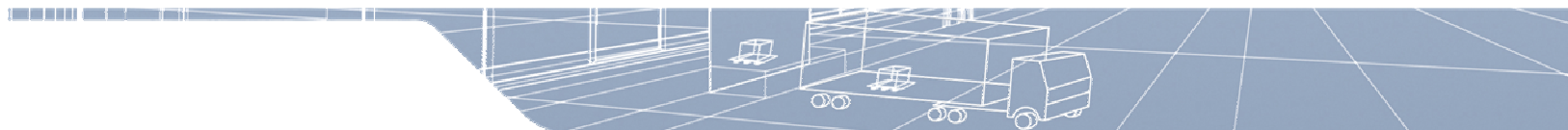
100% environment friendly



Growth



Sustainable development model



Activity

- **La Petite Reine®**, owned by **Ares Association**, is specialized in the ecological inner city transport of goods with electric assist tricycles called **Cargocycles®** (in-house developed)
- **La Petite Reine business is based on 3 types of services**
 - Parcels Collection & Delivery
 - Advertising on liveries
 - Cargocycles for hire (PR operations)
- **La Petite Reine innovation has been awarded several times**
 - HEC Rethink, Crédit Coopératif Social Economy Initiative Award, etc.
- **Since May 2009, La Petite Reine®, is officially recognized as a Level 1 social insertion company**



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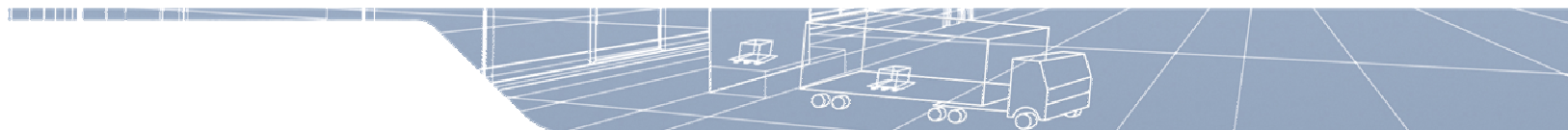


Regione Emilia-Romagna





INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

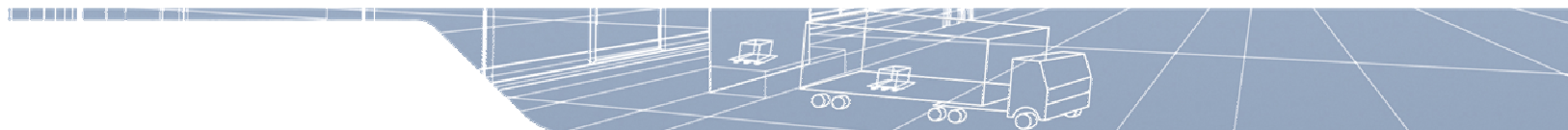
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Milestones

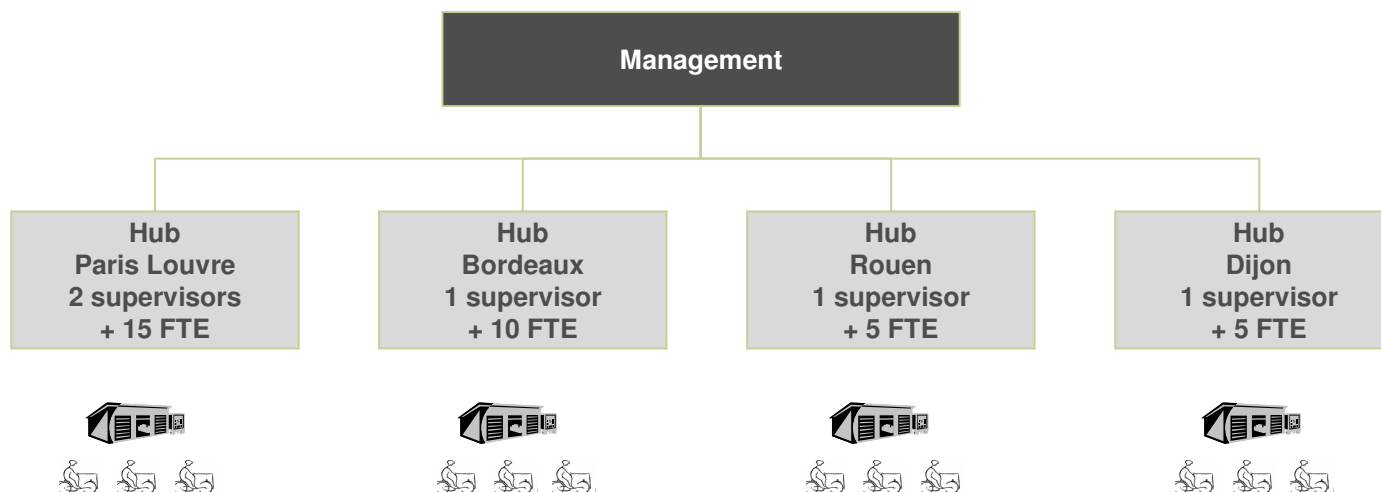
- Eight years of existence, **strong growth**

- | | | |
|---------------|--|---|
| ➤ 2001 | Gilles Manuelle starts La Petite Reine® | |
| ➤ 2003 | Opening of the first hub in Paris (Louvre) | x1 |
| ➤ 2005 | Opening of the Bordeaux hub | x2 |
| ➤ 2006 | Opening of the Rouen hub | x3 |
| ➤ 2007 | Opening of the Dijon hub | x4 |
| ➤ 2008 | Launch of a franchise in Geneva (CH) |  |
| ➤ 2009 - Jan. | Ares Group takes over La Petite Reine® | |
| ➤ 2009 - Nov. | Cargocycles® in London (GNEWT) |  |

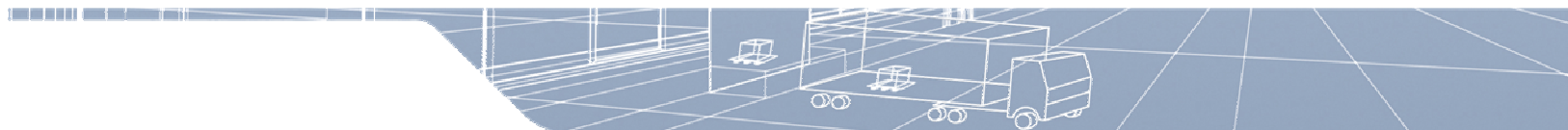


Organization

- **La Petite Reine® currently operates four logistics inner cities hubs in France, each features**
 - Reception and storage areas
 - Rider-delivery team + Cargocycles® fleet



- **A central structure brings its full support to the activity of each site, coordinates and oversees the Company's domestic & global development**



Parcels Collection & Delivery

Know-how

- Parcels and letters **delivery for express courier companies** (with branded liveries on Cargocycles®)
- Parcels delivery for **mail orders and e-commerce businesses**
- Parcels delivery for **local SMEs** and messengers

Overview



Facts & figures

- **Higher quality of service** than traditional last mile delivery companies: traffic congestion proof, higher productivity through consistent regularity
- **1 000 000 of parcels transported each year** - 3 000 customers delivered each day
- **90 PET** (Petrol Equivalent Ton) of energy saved each year
- Providing work to **50 Full Time Equivalent employees**

Main customers



Communication

Know-how

- Liveries on the side and rear panels of the Cargocycles®
- **Complete branding** of the vehicle
- Targeted **territorial** marketing

Preview

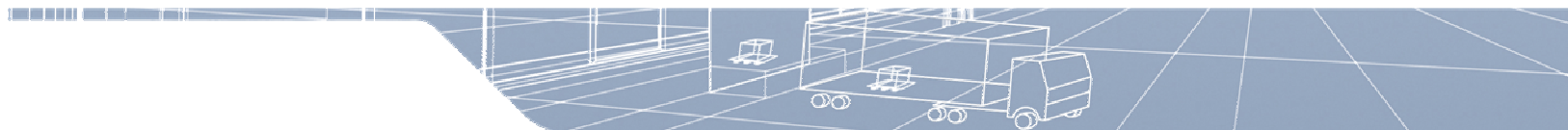


Facts & figures

- More than **15 000 eyeballs per day per vehicles**
- Panels size : **110 cm x 120 cm**

Main customers



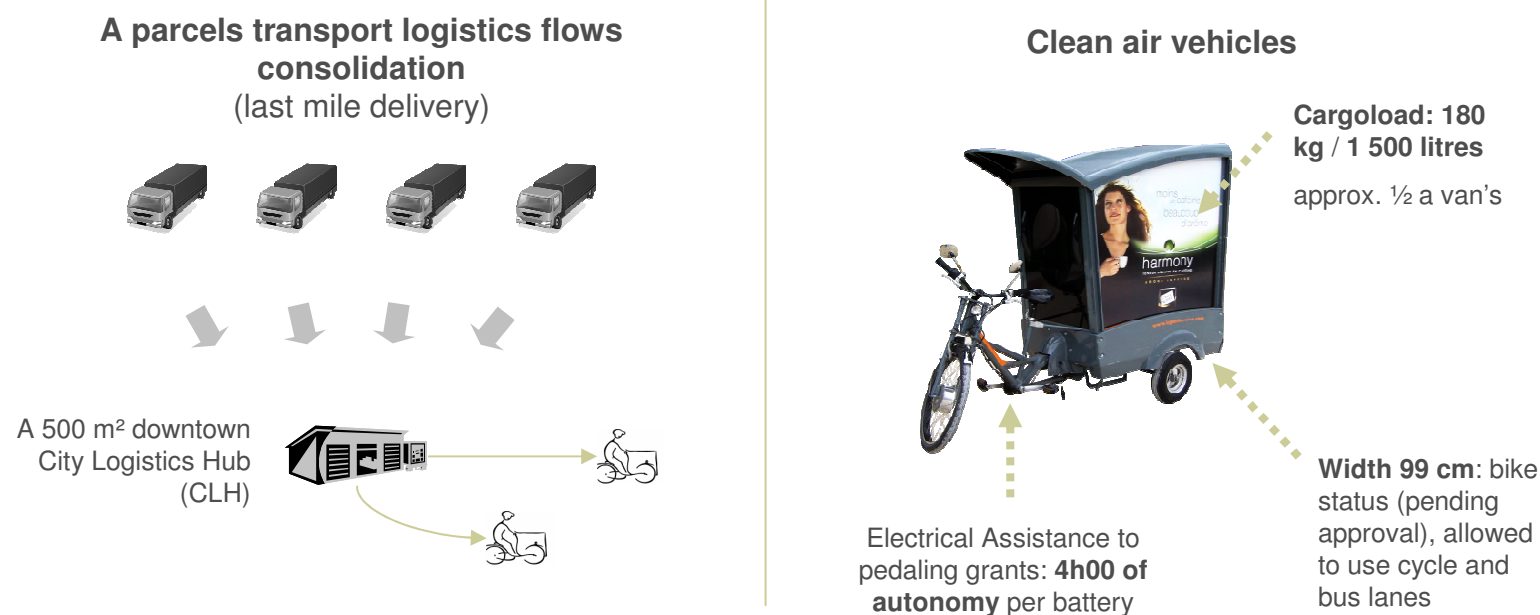


How to succeed ?

- **Central city location, don't settle for less otherwise it makes no sense.**
- **Negotiate a « logistic rate » for the warehouse rent**
- **Initiate friendly yet professional and well structured relationships with local authorities**
- **Beat the unfair competition by providing an outstanding service**

Clean air contribution

- La Petite Reine® clean air contribution is based on 2 key factors



- Clean air contribution: 3 metric tons of CO2 per Cargocycle® per annum