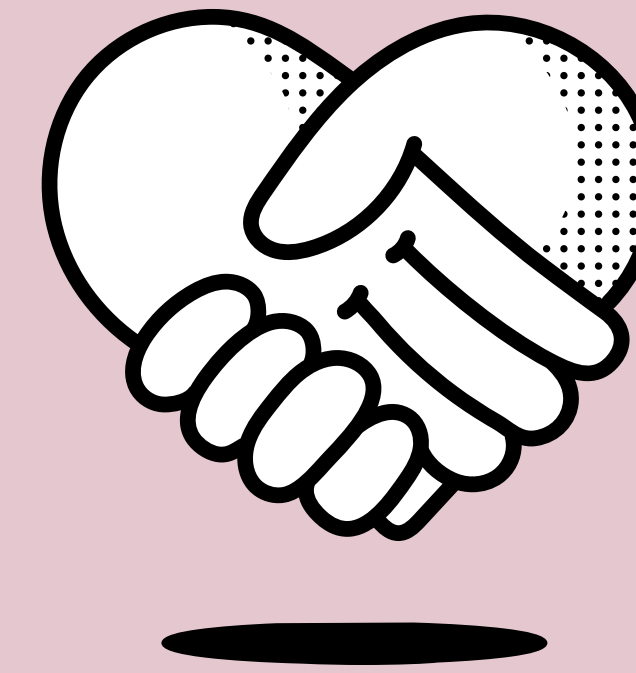


# The world of Ammo.

Welcome →

# For the love of mobility.



Understanding mobility behaviour is at the heart of everything we do. And we believe that good things will come, when you innovate with people in mind.



# A few words to start with.

This brandbook serves as inspiration for anyone who's curious about the future of mobility. But primarily, it's a valuable tool for our team members, partners and customers, providing context and insight into the very essence of Aimo.

Our core values, vision and mission, act as our trusty compass. And by understanding who we are, where we come from and what we want to achieve, we are able to build upon a solid foundation and move forward together as a team.

We are ready to explore the next chapter of mobility and excited to have you along for the ride.

**Felix Fuchs**  
CEO  
Aimo Group

Let us tell you about who we are. What we believe in, where we come from and where we are going.



**Explore this document in your own way.**

Use the navigation buttons if you want to go from A to B or click your way through depending on what interests you. It's your journey.



**Who**



**we are**

# Are we there yet?

Hey. We're Aimo. And we're here to change the way people and products move. Working with planet-friendly innovation to accelerate the transition towards sustainable mobility solutions.

The future of mobility is about making people's everyday lives easier. By tuning into current needs and upcoming demands, we will provide accessible mobility services that seamlessly align with your day. Using the rapid evolution of tech to become a vital part in the creation of smarter cities and thriving rural areas.

It's like building a puzzle where every part, big or small, has an important role to play. From finding new ways of sharing vehicles and adding services on the go — to shortening commutes, freeing space in cities and encouraging more environmentally friendly habits.

We're in this for the long run. And there is no end destination when it comes to sustainable innovation. So no, we are not there yet. But we're excited to see where our journey will take us.



Love in Japanese/  
Artificial intelligence

Mobility

aimo

# Vision

—  
Accelerating the transition  
towards a sustainable mobility  
ecosystem.

# Mission

—  
To move people and planet  
into a better tomorrow through  
innovative mobility solutions.



**Vision** is the long-term goal for an organization. Intended to both inspire us and act like a guide in internal decision making.

**Mission** is the purpose and direction of an organization. It describes our reason to exist and what we want to achieve with our everyday work.







# Core values

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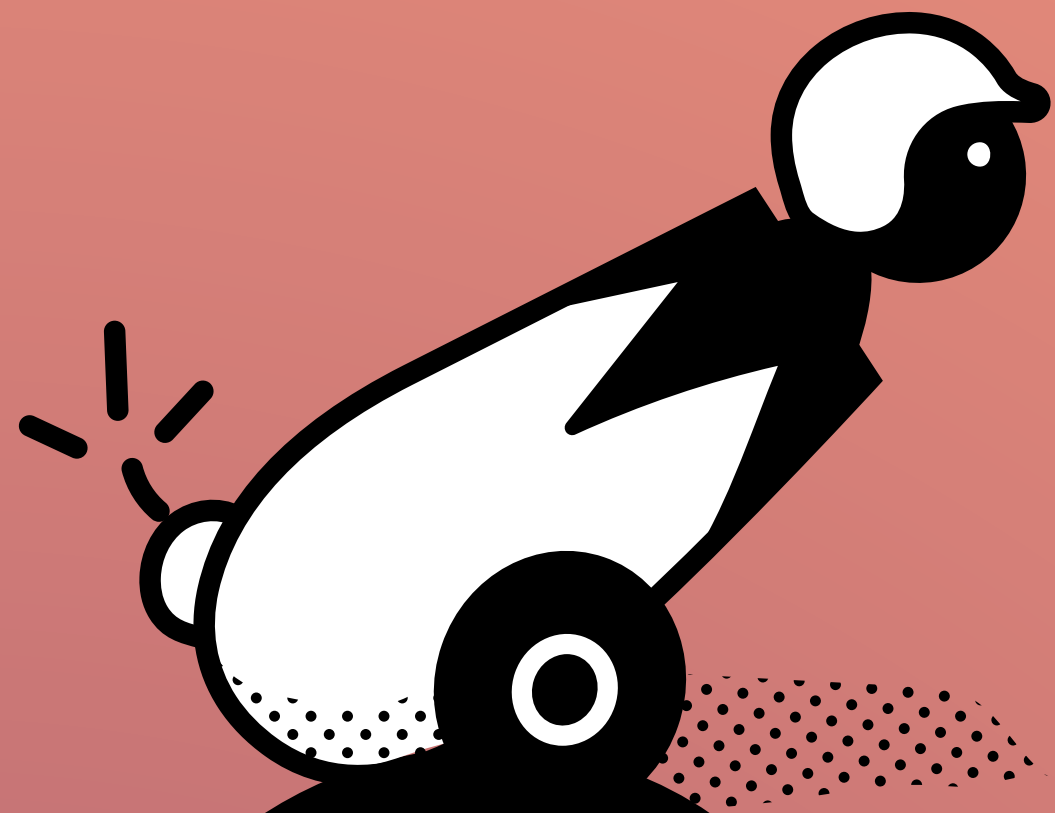
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“Our core values are the essential building blocks for us growing together as a company. Creating a shared mindset that gives us a joint direction on our journey ahead. However, these words mean nothing without you. Or me. Or any of us.”

**Carolina Granat**  
Chief Human Resources Officer



Fortune favours the brave. And we are all about stepping into the unknown and exploring where an idea might take us. Creating a positive work environment where new ideas and insights lead the way. With a mindset like that, we will surely and proudly make mistakes along the way, knowing that's the key to success when working towards game-changing innovation.

# Courage



# Account-



# ability

We are flexible and receptive when it comes to our customers' needs. Cherishing the trust that we've built over the years. If we encounter an obstacle or maybe some bumps in the road, we tackle the problem head on and make a joint effort when navigating towards a solution. Knowing that when one of us steps up to a challenge, there's always a team behind us.

# Passion



When you take pride in what you do and have a good feeling when going into work, you can accomplish almost anything. That's why we believe in creating a non-prestigious environment where we see, support and encourage each other. Working together towards making people's everyday life easier, and never forgetting to have fun in the process.

# Cooperation-

# tion

A stylized black and white illustration of a hand holding a rolled-up document. The hand is white with black outlines, wearing a black cuff. The document is white with black outlines and a stippled pattern.

We are not an island. Our entire mobility ecosystem is built on synergies between customers, partners, society — and of course, our employees. By working cross-functionally with various stakeholders, we bring together a range of perspectives and skills in our collective effort to transform the mobility sector.





“Our key ingredient to success is, and always will be, that we put people first.”

**Carolina Granat**  
Chief Human Resources Officer





# Enriching lives and the world.

Since 2019, Aimo is owned by Sumitomo Corporation. A global trading and business investment company and a member of Sumitomo Group with centuries long history of long-term investments and successful business collaborations.

Sumitomo Corporation is ranked in the Fortune Global 500 with an aim to always create new values and contribute broadly to society. At Aimo, we are proud to be part of Sumitomo Corporation's strategic ambition to invest in companies and organizations that focus on how mobility can help facilitate people's everyday life.



## In changing times.

---

We live in times of major change, on the cusp of the fourth industrial revolution. New technologies change people's behaviors and values. All businesses who want to achieve sustainable growth need to transform.

The mobility sector is not an exception.

The Sumitomo Corporation Group has a long history of growth in changing times. In this brandbook, we are proud to present Aimō's new vision and mission in perfect harmony with the Sumitomo DNA.

## Some things will always remain.

---

Through the 400 years of the Sumitomo Group history, we can see the continuous efforts of our predecessors to realize sustainable growth in society, enriching people's lives and the world. These unbroken efforts have been passed on to us in the form of (Shin-You) – meaning integrity and trust. Without the trust from our partners and from society, we cannot remain in existence. While the world around us is changing fast, we shall always continue to conduct our business based on our core values set forth in our vision and mission, and based on the Sumitomo DNA of integrity and trust.

## Our compliance promise.

---

To comply with laws and regulations while maintaining the highest ethical standards, we are protecting the trust that has been passed down through Sumitomo's long history. We must never take part in any actions that are questionable from a compliance perspective.



# The Aimo family



## **Transforming everyday mobility.**

---

As the leading mobility partner in the Nordics, we continuously work to develop new mobility solutions to make people's everyday lives easier. Something made possible by combining our pioneering car sharing experience with 50+ years of parking services. Introducing mobility hubs, extensive EV charging networks, new digital services and expanding our fleet of electric vehicles, to name a few.

Guided by our one-of-a-kind innovation lab, we set out to accelerate the transition towards a sustainable mobility ecosystem.





“Aimo will embrace the role as a mobility facilitator through smart, sustainable and people-friendly solutions. Keeping in mind that we are part of a larger mobility chain, and therefore actively inviting other stakeholders to join us in collaborations and innovation.”



**Kjetil Bratseth**  
Chief Marketing Officer



# Our brand world.

aimo



The Aimo app is continuously updated to make life easier for our customers.



Our network of mobility hubs connecting transport and other services. All with the sole purpose of making your day easier.



Redefining the customer experience through innovation with more than 870 000 parking spaces and 6 300 facilities in the Nordics.



It should be easy to choose electric. That's why we launched our full-scale charging stations on locations all across the Nordics.

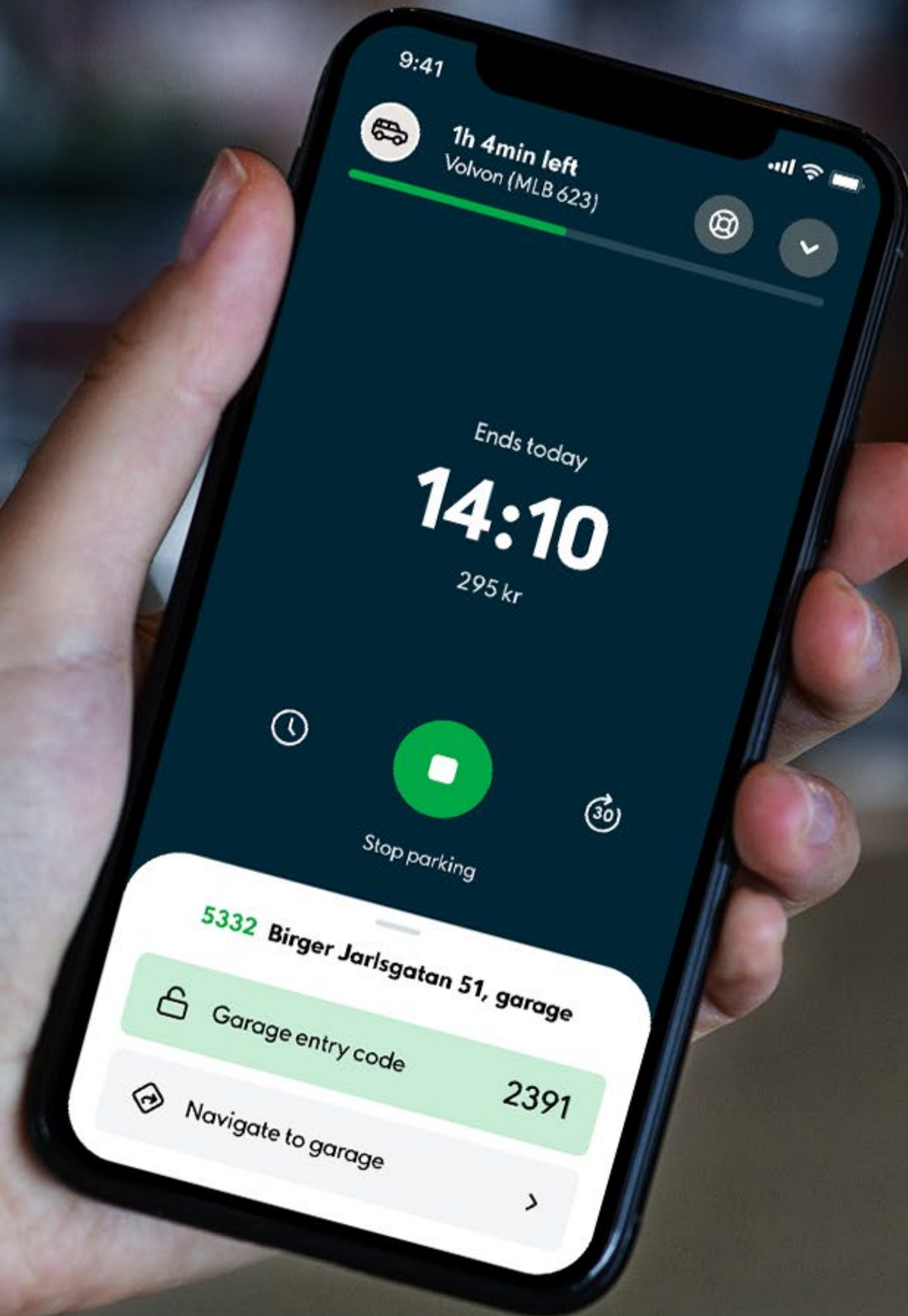


Stockholm's first electric carshare was introduced in 2018, and we are continuously heading into new markets.



Our way of exploring the future of sustainable mobility – by bringing together the right people, ideas and energy when it matters most.





# Aimo app.

We keep our app updated to make life easier for our users and adapt to their changing needs. Our vision is one solution that caters to all needs across the Nordics.





# aimo hub

Tack för att du väljer  
en leverans från Bring.

Så här gör du för att öppna din lucka:

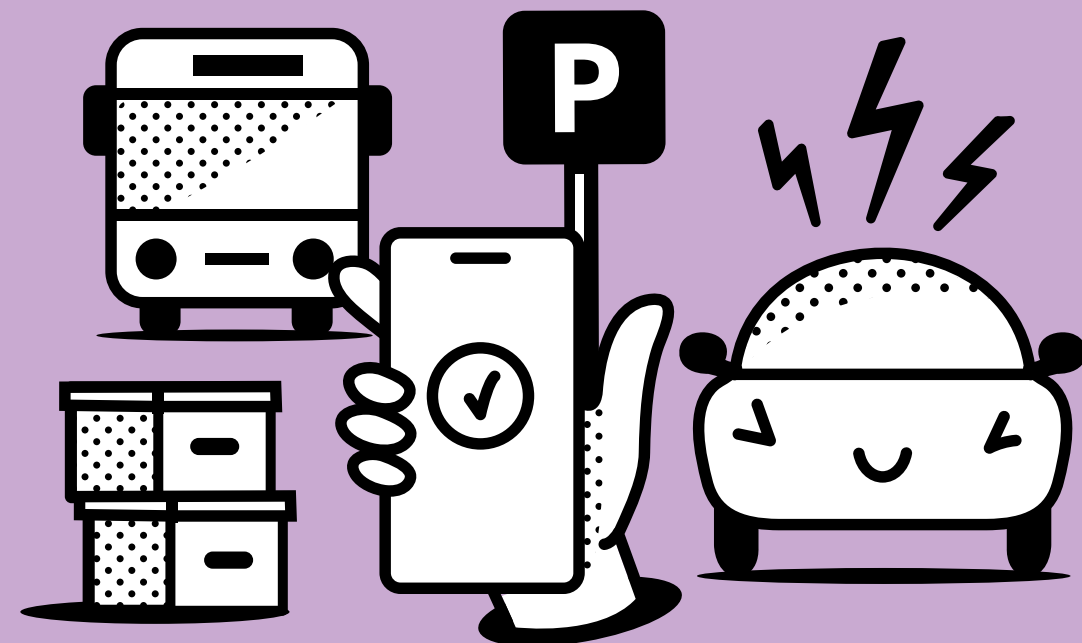
1. Aktivera Bluetooth på din mobil.
2. a. Ladda ner och öppna appen Bring Paketbox  
b. Följ instruktionerna i appen
3. Ta ditt paket och stäng därefter luckan

Frågor? Gå in på bring.se/paketbox för svar på de vanligaste  
frågorna och kontaktuppgifter till vår kundservice

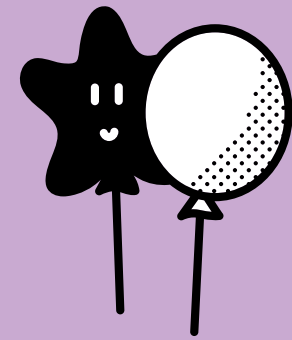
# Supporting everyday life.

To create more livable, accessible and environmentally friendly cities, we need to think electric and embrace the sharing economy. In our version of the future, mobility solutions are fully integrated into everyday life, and a vital part of what makes a neighbourhood vibrant.

Our mobility hubs are designed to meet the needs of everyday lives. They connect a wide range of transport and services such as electric vehicle rentals, bike sharing, package collection, charging stations, car washes, cafés, convenient access to public transport and coworking spaces. We want our hubs to simplify life and create meeting places for spontaneous conversations and ideas. To be successful, each hub is carefully adapted to local conditions.







## The pioneer mobility hub.

Our first Aimo Hub is located by Ullevaal Stadium in Oslo. Here, we have gathered a wide range of transportation possibilities and services to simplify everyday life.

By teaming up with partners such as Bikely, Circle K, Hyre, Post Nord, and Tesla, we've created a vibrant hub that offers super-fast EV charging, secure bike storage, convenient park and ride options, efficient parcel services, and a range of public transportation choices, including buses, subways, and airport shuttles.

This hub is a dynamic space that is continuously evolving as we explore new possibilities and innovations.



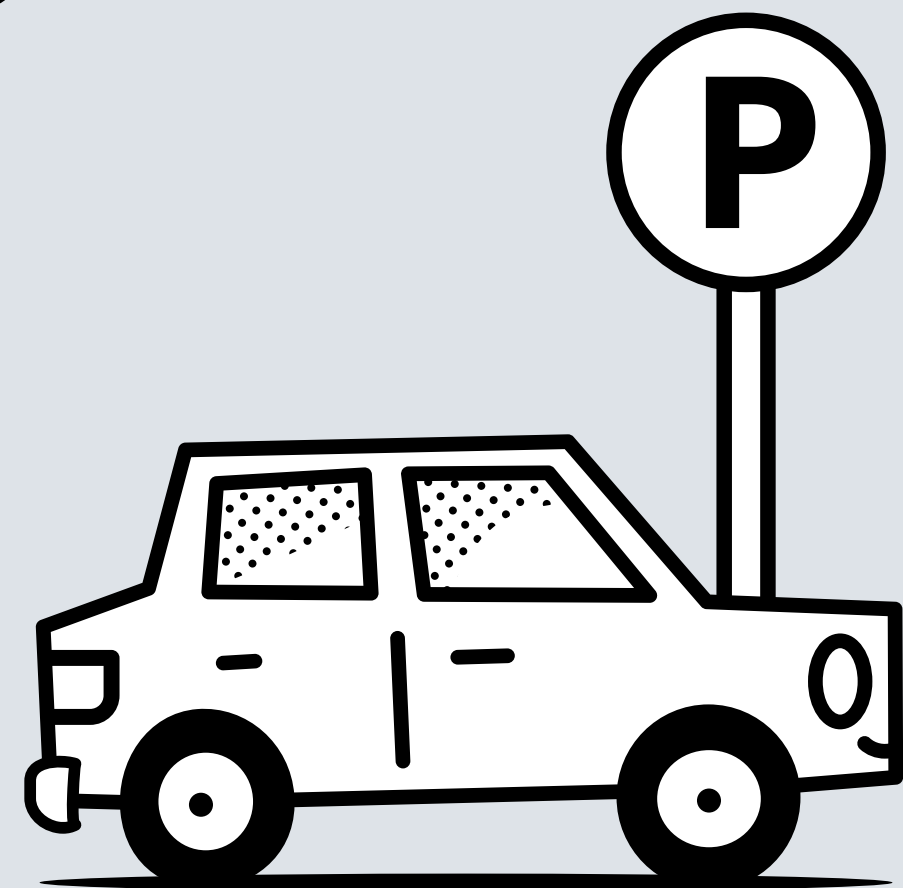




**aimo  
park**



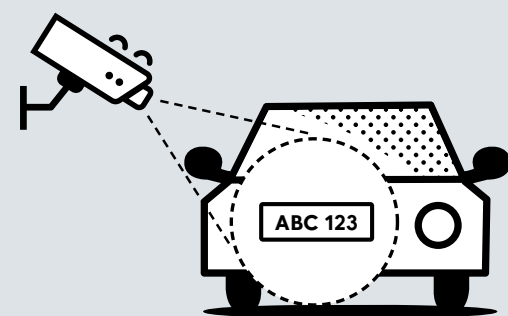
# Redefining parking since 1959.



Aimo Park was founded in 1959 with one single parking facility in the Hötorget parking garage in Stockholm. We've come a long way since then. Today we are the leading parking company in northern Europe, with over 60 offices spread across Norway, Finland and Sweden.

We offer full-service parking and go above and beyond to redefine our customers' parking experience. We want to inspire new ways of mobility and provide game changing services that will make your everyday life easier. Making our mark in the transition towards smarter, and more sustainable, urban areas.



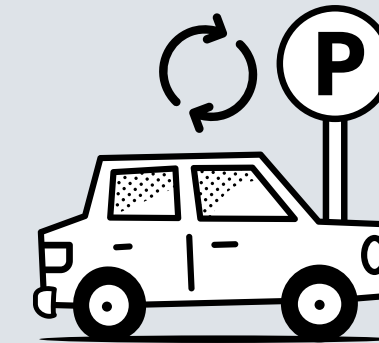


## Aimo Park Easy.

A simple and ticketless parking system where you can just cruise in and out of one of our parking facilities. Automatic registration at the entrance and exit saves you time and makes sure you have a seamless experience.







## Re:park

---

Faced with decreased residential parking in urban areas, we want to enable sharing of unused parking spots on a short-term basis. This innovative solution makes it easier for people to find a parking space in crowded areas. In return, users benefit from reduced monthly fees and the opportunity to contribute to their community.

The service is currently being tested at select pilot sites in Stockholm and Helsinki.



“We work proactively to give you the best possible experience. From excellent tech support to personal assistance in garages, we can help you with anything from a flat tire, to where you find your closest electrical charging station.”



**Ognian Mihaylov**  
Garage Host



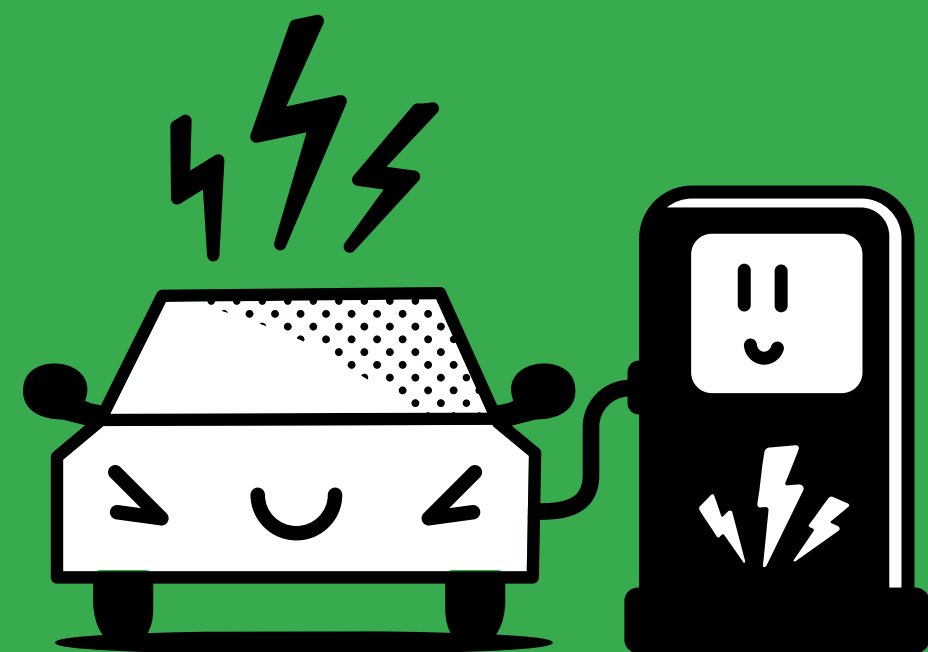


**aimo**  
⚡ **charge**

# Full-scale charging stations.

Electric vehicles play an important role in reducing carbon emission and promoting sustainable transportation. That's why we want to make sure that it's easy to charge your car, wherever you are. As part of Aimo's environmental commitment, we have introduced full-scale charging stations on locations all across the Nordics.

Offering both normal and fast charging alternatives available in both paid and rented parking spaces. Accessible and easy, no matter if you need it on a daily basis or for a quick charge up.







## Green electricity.

As part of our efforts to reduce CO2 emissions, we have chosen to use green electricity from hydropower for all our Aimo Charge stations in Sweden. Green electricity is produced from renewable energy sources such as wind, solar and water. Our plan is to use it throughout the Nordics.



“Innovative services and tech solutions will pave way for a change in how people spend their time. Our starting point is identifying people’s needs and then adding building blocks that facilitate their daily routines and activities.”



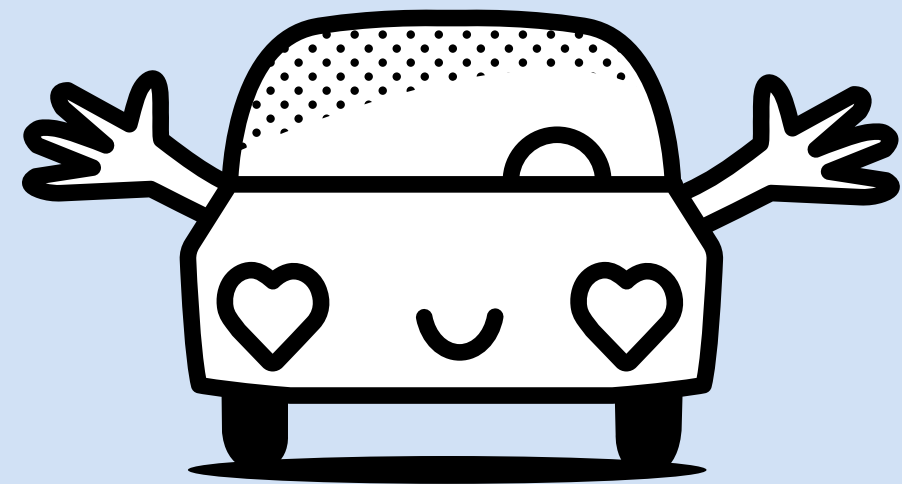
**Jesper Åkerman**  
Product Owner





**aimo  
share**

# Sharing is caring.



In 2018 we launched Stockholm's first electric car sharing service – Aimo Share. Giving customers a sustainable and flexible way to make the most out of their city. A natural step in line with our aim towards a more shareable economy. And we are continuously adding new services such as the flexible car subscription as a service.

Sharing cars is not only easier for anyone who wants to pick up a car and go, it's great for the city as a whole. Fewer cars on the streets means less traffic congestion and pollution, freeing up parking spaces in crowded urban areas, and more room for pedestrians and cyclists.

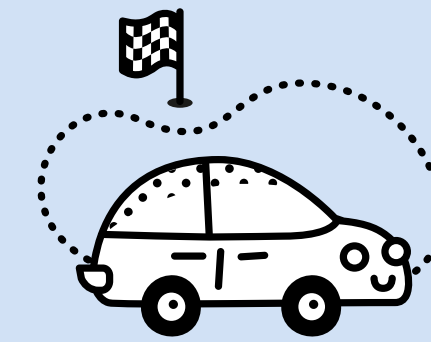
By also offering our shareable and flexible service to companies, municipalities and housing cooperatives, we are actively contributing to the transition towards a more efficient utilization of resources.



**“Every day we make cities  
more accessible, shareable  
and sustainable.”**

**Shalaka Tendulkar,**  
General Manager  
Aimo Share Sweden

**ic carshare**  
and drive.



**Can't wait for a selfdriving  
electric car fleet?**

—

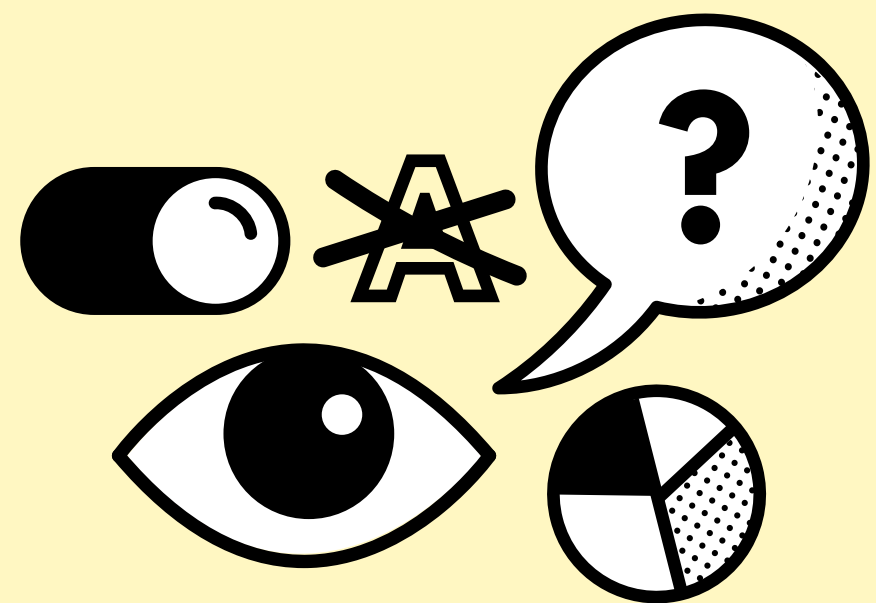
Neither can we. Our vision is to merge the power of AI with the convenience of carsharing, ensuring that we remain at the forefront of innovation, providing our users with a state-of-the-art mobility experience. Stay tuned.







# Dedicated to shaping the future.



Aimo X is our way of thinking forward. It's how we challenge norms and explore new solutions to accelerate the shift towards sustainable mobility.

When a new idea needs exploring, we bring together a team from across the company. Blending strategy, tech, design and more, we find real-world answers to real-world mobility challenges.

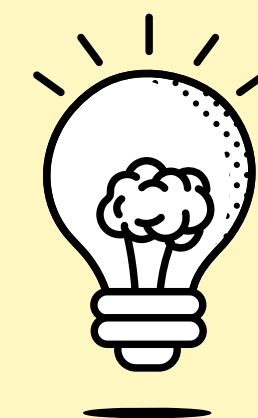
Collaborating with customers, partners, municipalities, and researchers across the Nordic region, we swiftly learn and test new ideas. A dynamic process that serves as a catalyst for propelling new concepts to the market.



## Did you know?

We regularly host innovation days – a sort of hackathon open to everyone. Hope to see you there!





## Aimo X - A case study.

—

Our pilot Aimo Market station is now up and running in the heart of Stockholm. A place where you can charge your car, while making errands or conducting meetings on the go.

Aimo Market is all about making electric cars more accessible, especially for those with limited home charging access. It's the result of listening to the needs of our customers and providing a service that makes life run a bit more smoothly.

We're consistently exploring new features like coworking, tool sharing, parcel delivery, wifi, AI-powered vending machines for food, drinks, and perhaps even made-to-order freshly baked pizza. Check it out and be part of our learning journey to simplify life for electric car drivers.

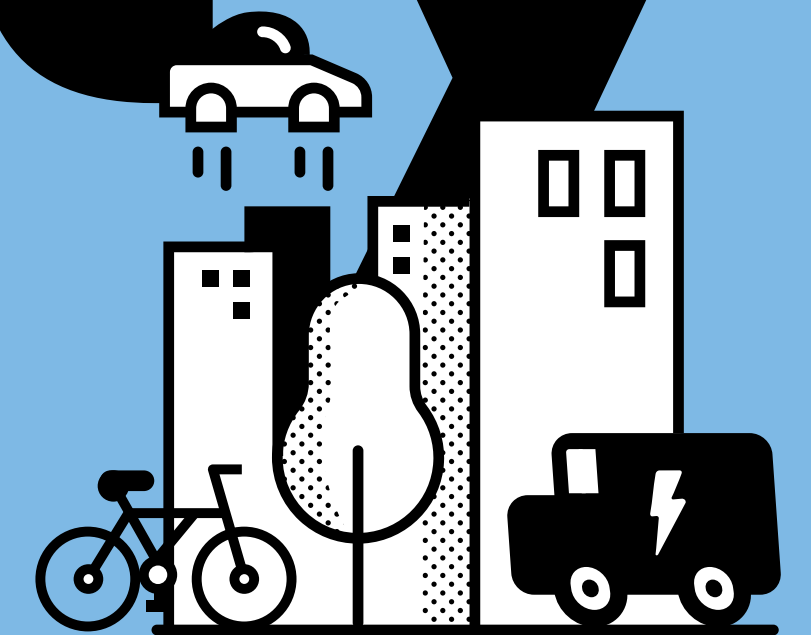


“Our aim is to streamline a more electric and shareable lifestyle. Making it easier to make sustainable choices by facilitating things like electric carpools, scooters, mobility hubs and charging stations.”



**Victor Lindvall**  
Business Area Manager  
Aimo Charge

# The future of mobility



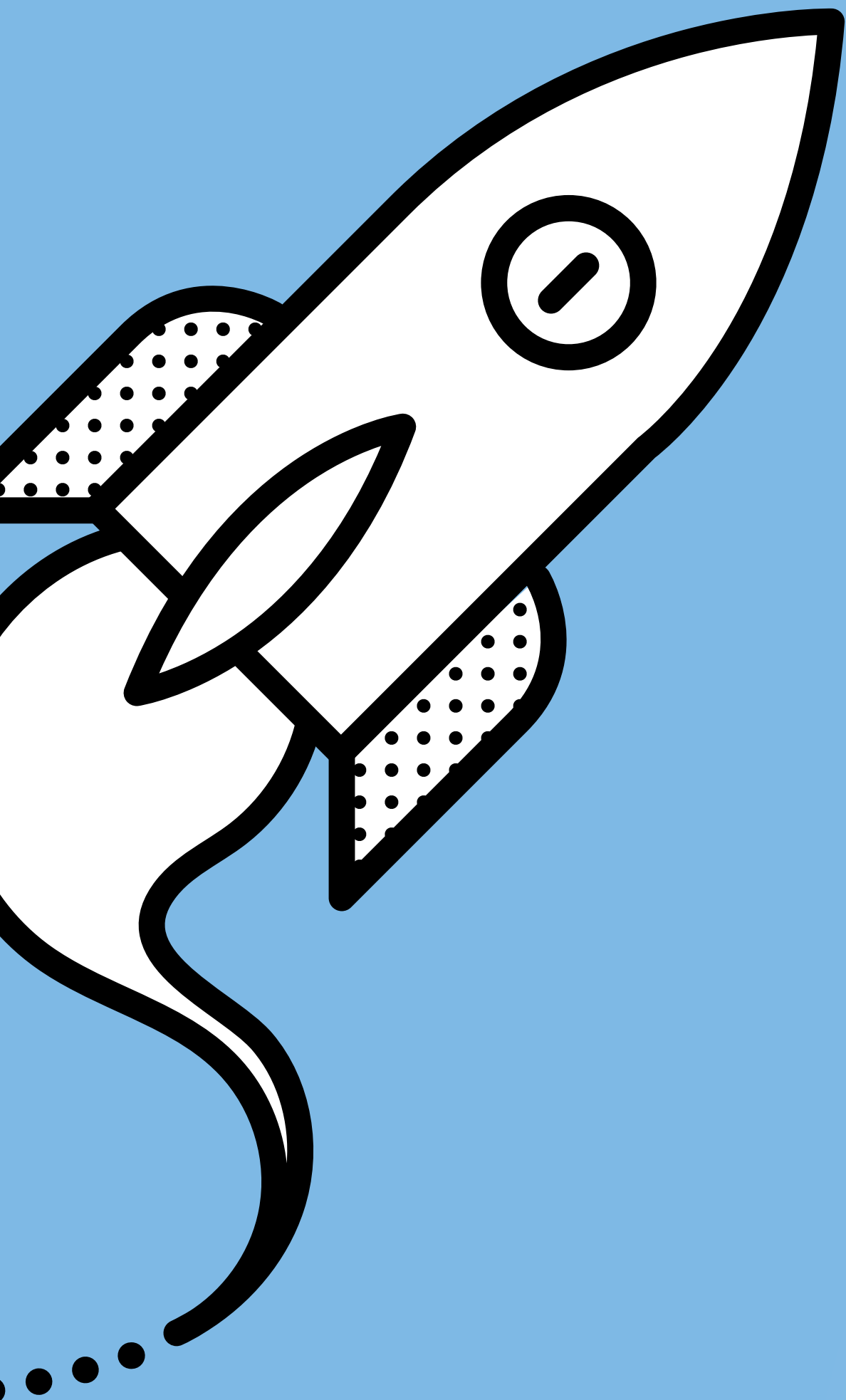




**“To design truly sustainable mobility solutions, we need to have future generations in mind.”**

**Felix Fuchs**  
CEO  
Aimo Group





## Accelerating the transition.

—

Cars, transports and communications are right in the middle of one of the greatest transitions in history. A shift that is about so much more than moving people and goods around. It's about heavily reducing our emissions and paving the way for a sustainable future.

We know that innovation is the key. But it will not be one big idea, or one company for that matter, that solves the environmental challenges that we're facing. It's by combining smart ideas from all over the world to create a sustainable mobility ecosystem, that real change can happen.

We're on a mission to accelerate that transition. Creating a symbiosis of electric vehicles and integrated communities, parking solutions that become hubs, accessible charging stations and making car sharing easier than ever. Actively collaborating with government agencies, urban planners, competitors and other organizations, on our journey to shape a future that prioritizes the well-being of both people and planet.





**John Lien**  
Country Managing Director  
Aimopark Norway

“We want to make life easier for people. Needless to say, it’s highly motivating when going into work every morning. Working alongside our exceptional co-workers, we’re constantly generating fresh ideas that will help transform the mobility sector.”



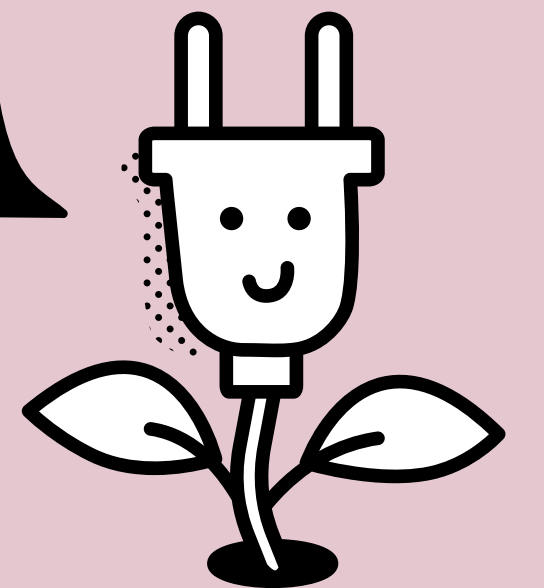


**Welcome  
to the world  
of Aimo.**



V.1.1

Don't hesitate  
to contact us if  
you have any  
questions.



**aimo**

Contact

—

aimo.se