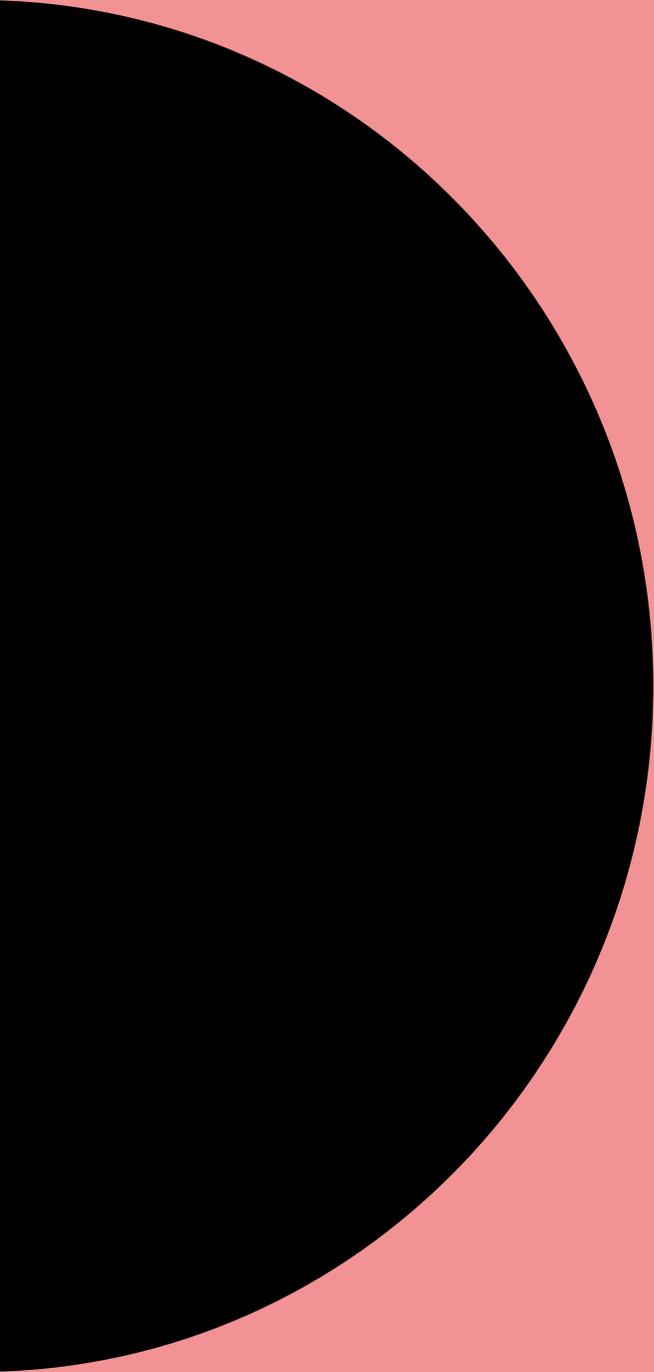


**GOOD
SHARING**



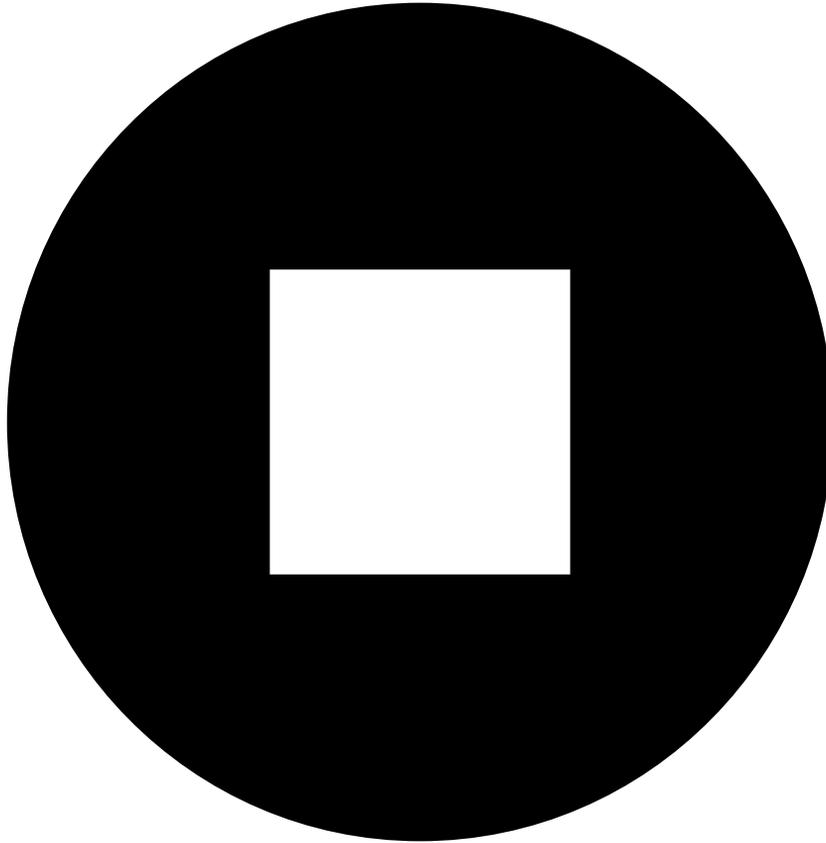
**BETTER
FOR ALL**



Independent

Together

We are



**The
Sharing
Group**



This booklet is about what drives us.

It tells the story of the what, how and why of The Sharing Group.

Relevant for employees, customers and shareholders. And for anyone who wants to get to know us.

Let's start with
what we do.

We are a family of tech
companies active in
three markets:

 Online

 Energy

 Mobility

These are companies that
we started ourselves or
help grow as investors.

TRANSITION ACCELERATORS

12

We push the necessary transition in every market we operate in – with an entrepreneurial approach.

13

Online

We're committed to a green, open and autonomous internet. With sustainable data centres, European cloud and AI solutions, and open-source initiatives that safeguard digital sovereignty for users.





Energy

We tackle grid congestion with dynamic energy, home storage systems and vehicle-to-grid technology, while keeping energy bills affordable for everyone.

WE DRIVE SOLAR

HEGG

energy zero

bliq

HomeZero

denim

▣ Mobility

We keep the Netherlands mobile.
Through shared electric cars
and bikes, we create space in our
cities and make rural areas more
accessible with smart solutions.

mywheels drop



PEOPLE'S POWER PLANT



Together, our companies in
Online, Energy and Mobility
are building the energy system
of the future.



The People's Power Plant enables people to generate, store and share energy with one another.

The People's Power Plant: the only power plant you'd actually want to live in.

How it works:

1

Lots of people generate electricity at the same time, right when energy demand is low.

2

The surplus energy is stored in a home battery or in the batteries of shared cars in the neighbourhood.

3

When demand picks up again, stored neighbourhood energy is used first, before any grid power.



This way, the neighbourhood takes back control and energy remains sustainable, affordable and accessible for everyone.

Since spring 2025, we've been demonstrating in Utrecht how the People's Power Plant works in practice.

With a fleet of new Renault 5s: MyWheels' first bidirectional electric car.

We Drive Solar's own charging stations throughout the city. Powered by EnergyZero.

Households with Hegg and Bliq home batteries.

A network of neighbourhood batteries to ease the load on the grid.

**The People's Power Plant works!
The whole world is watching.
And many cities are following.**



NO
BRAINER

The People's Power Plant
is a no-brainer, because:

It's decentralised.

It reduces net congestion.

Sustainable energy surpluses
are put to better use.

Storing your own energy makes
people more independent.

Together, we share the benefits.

**A perfect example
of 'Good Sharing'!**



Good Sharing is
how we do it.

At The Sharing Group,
we believe in the power
of sharing.

But only the right kind.

We believe the Good
Sharing economy is
the winning business
model.

It's only **Good Sharing** if
it ticks all these boxes →

ecologically
responsible

economically
sensible

socially
desirable

We share

CARS
ENERGY
SERVERS
BATTERIES
SERVER HEAT
SOLAR PANELS
ELECTRIC BIKES
CHARGING STATIONS
AND LOTS OF GOOD IDEAS

Sharing makes the
expensive accessible
and sustainable.

We truly believe
this is the business
model of the future.



Henri de Jong (centre), CEO of The Sharing Group, with Publicroam founders Paul Francissen (left) and Ted Dinklo (right). The Sharing Group invests in Publicroam to scale secure, privacy-friendly public WiFi.

GOOD SHARING

It's the kind of sharing that
leaves everyone better off.

Not just the happy few,
but everyone.

That's why we say: it's only
'good sharing' if it's also
'better for all'.

So we share everything.
Our products and services,
and our company.

BETTER
FOR
YOU
ME
US
THEM
HER
HIM
ALL

**We
even
share**



**The
Sharing
Group**

Since 2023, we've literally been making our employees and customers shareholders of our company.

Everyone receives a piece of The Sharing Group each year. As a reward for their loyalty. Because we believe we're on a mission together.

So you get more Good Shares the longer you work with us, the longer you've been a customer, or the more services you use.

As The Sharing Group grows, everyone's shares increase in value. Better for all.



everyone's

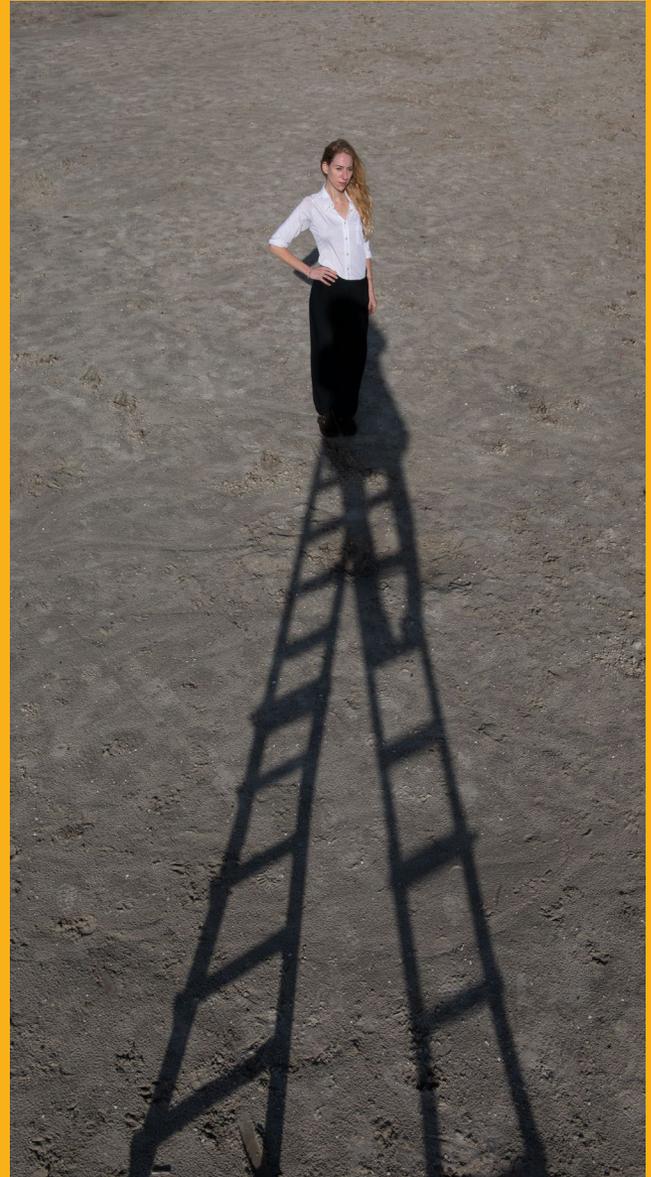
WE

a shareholder

ME

Why do we do
what we do?

Everyone wants to be independent.
Yet too often, we still depend on
organisations that make life more complex,
more expensive and less sustainable.
We're proving it can be different.
And that true independence isn't
achieved alone – but together.



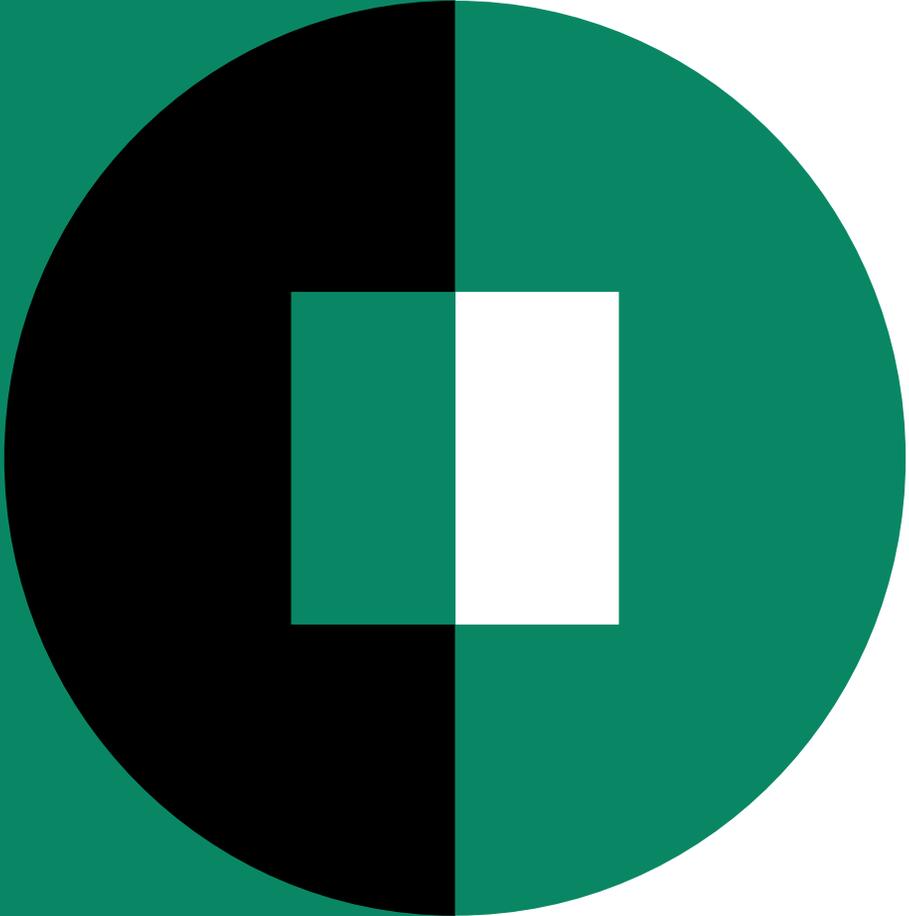
POWER TO THE PEOPLE

Our technology helps you organise things together, so you and your neighbourhood both benefit.

Becoming independent together,
that's our driving force.

Independent

You'll even find it
in our slogan.



Together



mywheels

Forever true to our mission

‘Long-term value creation
in a short-term world.’

From 2025, we are Steward Owned.

This means the company’s future is
forever protected by our most important
shareholder: The Sharing Foundation.

With five stewards, we ensure
that we never lose sight of our
Good Sharing mission.



The stewards: entrepreneur, employee, customer, investor, earth.



Long story short?

When we're asked at parties what The Sharing Group is, we say:

“With our family of tech companies, we accelerate the energy, mobility and online transitions.

By sharing together.

To become individually more independent.”



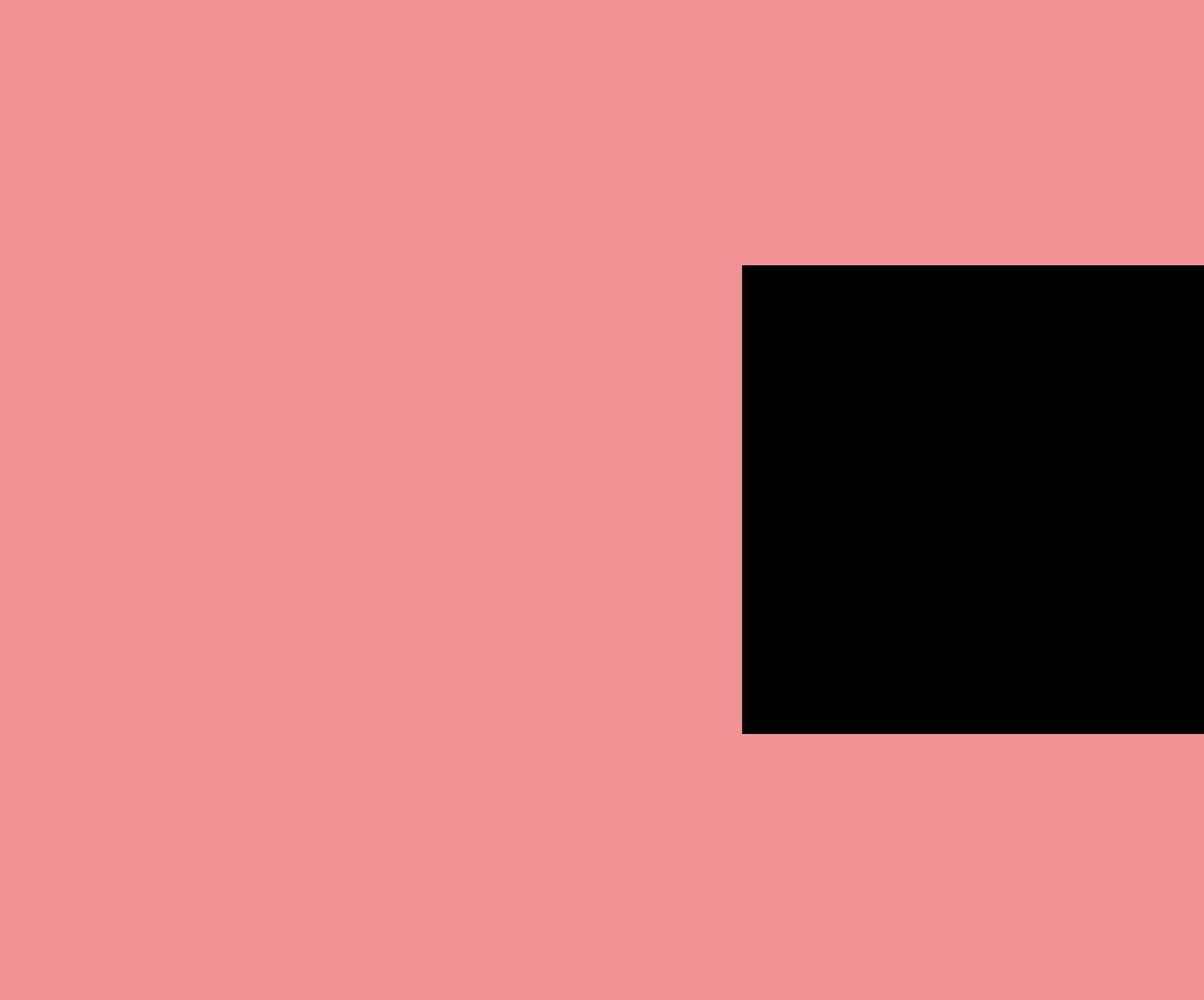
CARE

TO

SHARE?

Independent

Together



● **The Sharing Group**