

**ALMAWAVE GROUP: THE DATA APPEAL COMPANY AND WEVEE TECHNOLOGIES  
SIGN A STRATEGIC PARTNERSHIP  
TO PROMOTE SUSTAINABLE ELECTRIC MOBILITY**

London - Rome July 25<sup>th</sup>, 2023 - **The Data Appeal Company** - *a leading provider of vertical AI analytics solutions, part of the Almawave Group and a leader in the tourism, fintech and location intelligence sector* - and **WeVee Technologies Ltd.**, a pioneering European climate tech company, are delighted to announce a three-year strategic partnership.

The collaboration - which has a value of Euro 1.6 million with further revenue sharing opportunities - aims to revolutionize the e-mobility landscape and promote sustainable transportation practices across a wide geographical area that will potentially involve 38 countries.

The Data Appeal Company uses proprietary technology to offer location, sentiment, and market intelligence datasets for any point of interest worldwide, providing actionable insights and proprietary KPIs. Under the partnership agreement, Data Appeal will provide WeVee Technologies with data on relevant points of interest (e.g. attractions and sites of historic, commercial or tourist interest) within a 1.5km radius of WeVee Technologies' public charging network across Europe, which currently includes over 450,000 charging stations. This data will enhance WeVee Technologies' understanding of end consumer needs, competitors' shortcomings, and territorial challenges, enabling them to enhance the charging experience, make informed investment decisions, and mitigate risks.

WeVee Technologies, a leader in changing lifestyles towards sustainability, is dedicated to facilitating a seamless transition to electric mobility while promoting improved consumption patterns and personalized commuting experiences. Through their comprehensive marketplace, WeVee Technologies offers a bundled suite of e-mobility-related services, including leasing, insurance, maintenance, and energy solutions tailored for businesses and households. This empowers companies to provide these services to all employees, reducing overall CO<sub>2</sub> emissions and improving Environmental, Social, and Governance (ESG) ratings.

One of WeVee Technologies' key offerings is the WeVee app, a game-changer in the electric vehicle market. The app provides users with personalized e-mobility functions such as charging station mapping, navigation, payment options, and AI-powered recommendations based on user preferences. With over 450,000 charging stations and a unified payment portal, the WeVee app simplifies the charging experience for individuals and corporate customers.

The partnership between The Data Appeal Company and WeVee Technologies demonstrates a shared vision for a sustainable future through the adoption of electric vehicles and eco-friendly practices. It also forms part of the Almawave Group's strategy of strengthening collaborations with highly specialized organizations, encouraging the application of AI in a growing number of sectors.

By combining their expertise and resources, both organizations aim to drive positive change in the transportation sector and accelerate the shift towards sustainable mobility.

**Valeria Sandei, Chief Executive Officer of the Almaxwave Group:** *“The agreement signed between The Data Appeal Company and WeVee Technologies demonstrates once again how Artificial Intelligence can be concretely applied to affect not just the well-being and lifestyles of individuals, but also the environment and the quality of our cities. The highly specialized skill set of The Data Appeal Company’s professionals and the company’s proprietary platforms further strengthen the Almaxwave Group’s positioning in the European market, where institutions will continue to call for sustainable choices in an increasingly concerted push to achieve the goals of the United Nations 2030 Agenda. This is the backdrop to our vision for the future, which sees technology as a crucial tool to serve the well-being of people and the planet.”*

**Mirko Lalli, CEO & founder of The Data Appeal Company and Chief Group Digital Strategy Officer of Almaxwave,** *underscores, “This partnership represents our shared commitment to transforming the future of mobility and redefining the meaning of sustainability, thereby providing a better future for the coming generations. This is why we are excited about the strategic partnership with WeVee Technologies, a real game-changer in the electric mobility industry, which will allow us to leverage the potential of AI and big data to take sustainable transportation to the next level. The synergy between our respective technologies will provide WeVee with enriched data to improve customer experience and promote the adoption of electric vehicles. Together, we are not only driving innovation in the electric mobility market, but also making a significant contribution to reducing the environmental impact of transportation.”*

**Rahmyn Kress, Founder & CEO of WeVee Technologies,** *adds: “We are thrilled to announce our partnership with Data Appeal, as it promises to unlock sustainable growth through AI-enabled data-driven insights. Data Appeal’s unique blend of geospatial data, sentiment intelligence, and market trends empowers WeVee Technologies to make informed and sustainable decisions for our growth. Moreover, this partnership enables us to provide our community with an unparalleled experience tailored to their individual needs and preferences providing sustainable lifestyle choices throughout the eMobility journey. Together, we are driving the transition to a greener future and revolutionizing the way people experience electric mobility.”*

#### **Almaxwave**

*Almaxwave S.p.A., an Almaxviva Group company, is a leading Italian Artificial Intelligence and written and spoken natural language processing leader. Almaxwave leverages cutting-edge proprietary technologies and applied services to deliver upon the potential of AI as enterprises and the public sector evolve digitally. An international focus is provided by Almaxwave do Brasil, Almaxwave USA and PerVoice. The Group has dedicated technology laboratories and over 400 professionals with significant expertise of enabling technologies and the main frameworks - Big Data, Data Science, Machine Learning, AI Architecture and Integration - in addition to broad business process knowledge. Almaxwave's technological asset base, conceived and built as a model of natural experience in the interaction between man and machine, can interpret text and voice in 40 languages, interacting in multi-channel mode, analyzing data and information with a view to knowledge development and automation. The company has a customer base of over 300, with thousands of final users of its platforms. Two new companies were added to the Group scope: The Data Appeal Company, operating with an AI-based product in the world of location intelligence for the Tourism, Fintech and Retail and Sistemi Territoriali, offering decision support system solutions, Geospatial analytics and Big Data expertise in the Utilities and Government sectors [www.almaxwave.it](http://www.almaxwave.it)*

#### **The Data Appeal Company - Almaxwave Group**

*The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyzes all feedback posted online, combining it with geographic and contextual data. For companies - across all sectors - it leverages human experience to help them with business decision-making, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) was acquired in 2022 by Almaxwave Spa, a company listed on the Euronext Growth Milan market of the Italian Stock Exchange and belonging to the Almaxviva Group. The company's mission is to democratize and simplify the use and understanding of data to help companies and institutions make effective and informed decisions. [datappeal.io](http://datappeal.io)*

#### **WeVee Technologies Ltd**

*WeVee Technologies is a leading European climate tech company that is at the forefront of shifting lifestyles towards sustainability by applying behavioral economics. It's primary objective is to facilitate a fast, enjoyable, and seamless transition to e-mobility. This is achieved by promoting sustainable and efficient consumption patterns and personalized commuting and travel experiences with electric vehicles. WeVee comprehensive marketplace offers a suite of e-mobility-related services. Include leasing, insurance, maintenance, and energy solutions tailored for businesses and households. Our marketplace enables companies to efficiently offer these services to all employees, even those who are currently not eligible for a company car, by offering them as part of deferred compensation packages. WeVee's goal is to significantly reduce total CO2 emissions and improve the ESG ratings of companies by promoting sustainable business practices.*

*A unique feature of the WeVee app is its personalized e-mobility functions. The app provides users with valuable tools such as charging station maps, easy navigation, payment and reimbursement options, and connected reports, making it a real game-changer in the electric vehicle market. With an extensive network of over 450,000 charging stations and a unified payment portal, the WeVee app simplifies the charging experience for both individual customers and businesses. Thanks to its artificial intelligence, the technology offers AI-supported recommendations based on the personal profile preferences of users, enhancing user-friendliness and convenience.*

*WeVee Technologies develops and implements advanced digital solutions in the eMobility sector in a cost-effective and standardized manner. It leverages its advanced, scalable, and secure infrastructure to offer electric mobility and sustainability solutions. WeVee utilizes the value of data generated by electric vehicles and charging infrastructures to offer innovative solutions that enable its partners to fully exploit the potential of this data. This includes the use of predictive analytics to address potential issues, the use of telematics data to enhance operational performance, and the visualization of sustainability data to assess ESG and climate impacts.*

*WeVee Technologies offers a comprehensive package of high-performance electric vehicles, charging infrastructure, and financing options to simplify the complexity of fleet electrification. With its three business segments Mobility, Energy, and Experience, WeVee provides turnkey commercial electrification solutions not only to corporate customers' employees but to any EV owner at various stages of their EV adoption journey. Regardless of make or model, WeVee provides integration into every electric vehicle. With the continuous drive to advance positive changes in the transportation sector, WeVee Technologies is committed to creating a sustainable future through the promotion of electric vehicles and environmentally friendly practices.*

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