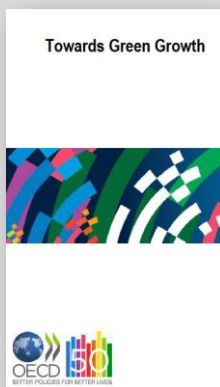




Better Place was chosen as one of the OECD case studies
for “radical and systemic eco-innovation”



“the Better Place case study is **promising** and sets an excellent example for a **significant ecological innovation**, as well as **revolutionary green growth**, that could serve as a model for other industries and countries”.

HOW IT ALL STARTED

“HOW WOULD YOU MAKE
THE WORLD A BETTER
PLACE BY 2020?”

DAVOS WORLD ECONOMIC FORUM, 2005

BETTER PLACE VISION

A WORLD NO LONGER
DEPENDENT ON OIL

THE BURDEN OF OIL ON THE ENVIRONNEMT



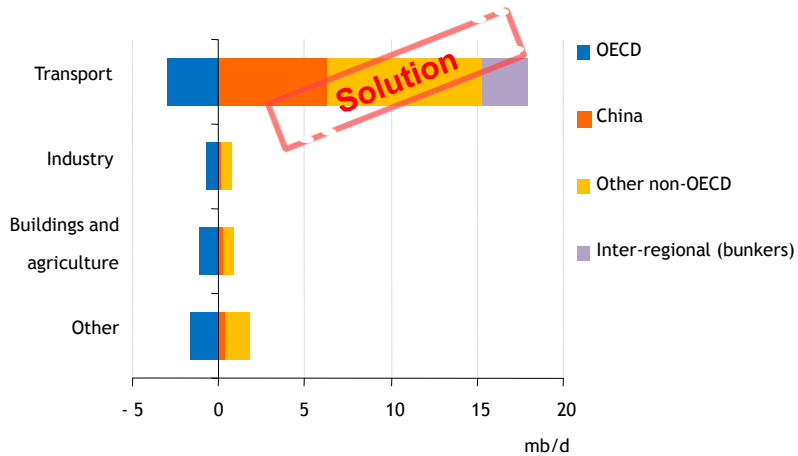
- Indirect pollution to air, soil and water
- Climate change effects
- Direct pollution and depleting resources, affecting eco- and financial systems

2012 Better Place

5

THE FUTURE OF OIL WILL BE DRIVEN BY TRANSPORT

Change in primary oil demand in the New Policies Scenario, 2009-2035



All of the growth in oil use comes from non-OECD countries, mainly for transport, more than offsetting declines in the OECD in all sectors

Source: International Energy Agency, 2010

2012 Better Place

6

WE MAKE ELECTRIC CARS MAKE SENSE



BATTERY SWITCHING STATIONS

Viable solution for range extension AND energy storage!



COST OF OWNERSHIP

Separating electric car ownership from the battery



ELECTRICITY IS ALREADY EVERYWHERE

Using existing utilities for transportation (vs. gas/hydrogen)



SMART GRID-SMART CHARGING

Controlling and balancing the grid demand



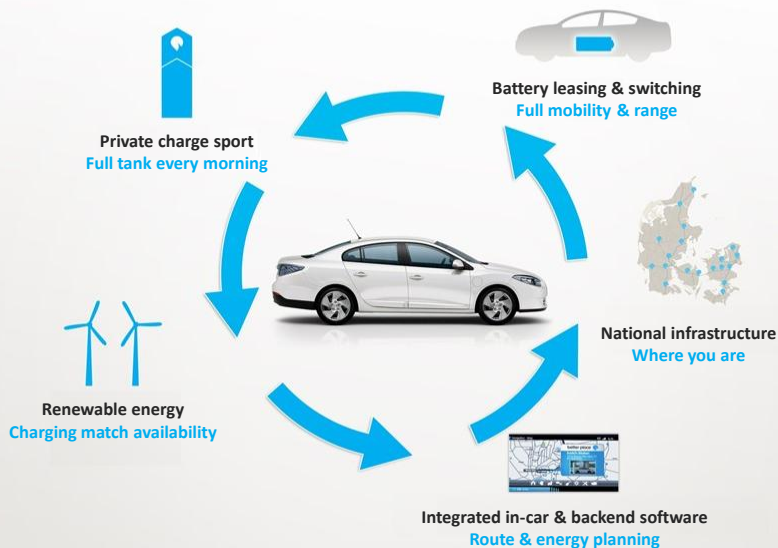
OSCAR

In-car software to manage the energy needs of the driver

2012 Better Place

7

OUR BUSINESS MODEL



WHAT MAKES US A WORKING SOLUTION?

THE MARKET IS READY FOR ELECTRIC CARS

Countries are setting targets for adoption of electric cars
 Consumers are looking for environmentally-friendly solutions

THE TECHNOLOGY IS READY FOR USE

No need to wait for battery technology to mature

ECONOMICALLY SOUND MODEL

Paying less than current gasoline total cost of ownership
 Company valued at 2.25B\$

STRONG GLOBAL INVESTORS AND PARTNERSHIPS



OUR DRIVERS FOR SUCCESS



CHALLENGES

CHANGING WHAT PEOPLE THINK OF ELECTRIC CARS

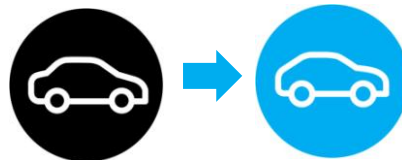
- Not a niche car
- No limited range
- Accelerating the car evolution beyond hybrids

FORMING VALUE CHAIN PARTNERSHIPS

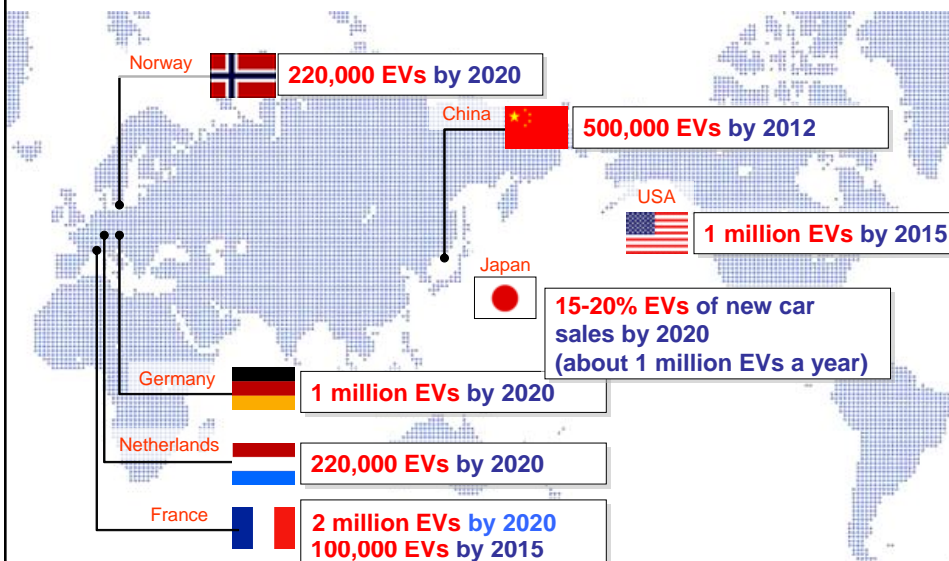
- Auto manufacturers
- Battery manufacturers
- Grid interfaces
- Required standardization

REGULATION

- Green taxation
- Impact to grid
- Interface with renewable energy
- Infrastructure deployment

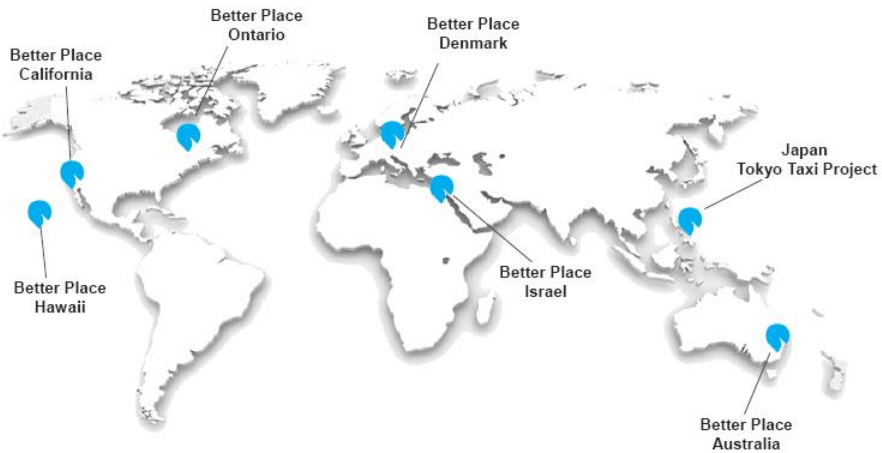


THE WORLD IS GOING ELECTRIC



Source: MMC predictions for EV market, 1st Israeli conference for batteries, 2011

SCALING



2012 Better Place

13

2012: OUR LAUNCH YEAR!

- First two networks go live early 2012
- Thousands of Charge Spots in Israel and Denmark
- Many Switch Stations already installed in Israel, and in Denmark



2012 Better Place

14

HOW POLICIES CAN ASSIST IN PAVING THE WAY

ISRAEL

Government has committed to a minimum of 50% difference between tax on conventional cars and tax on electric cars until 2015 (currently 72% versus 10%).

Launch of national program for fuel alternatives.

DENMARK

Denmark is one of the earliest nations to assess the potential of electric cars and take policy measures to promote them.

Electric cars are exempted from registration tax, green taxation and duties on electricity used for charging batteries (for EV operators).

GERMANY

Plan to have one million electric cars on the road by 2020.

The government hopes the “National Platform for Electric Mobility” will give Germany's all-important car industry a technological edge over foreign competitors in order to secure some 750,000 jobs.

HOW POLICIES CAN ASSIST IN PAVING THE WAY

CALIFORNIA

\$1.8 million allocated toward vehicle incentive grants for qualifying alternative fuel vehicles. Grants of up to \$5,000 are made to consumers who purchase or lease such vehicles.

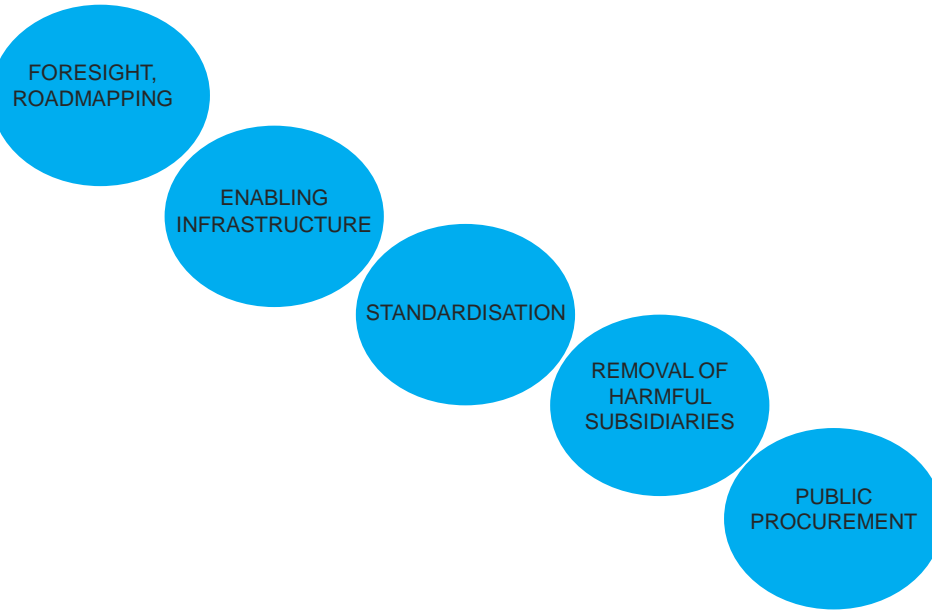
CHINA

China aims to be one of the leading producers of hybrids and electric cars within the next 3 years.

Every Chinese car manufacturer must have an electric car model by end of 2012.

The Ministry of Science and Technology has targeted 10 Chinese cities for their new pilot project to promote electric cars with an expected 10,000 vehicles participating.

POLICY INSTRUMENTS



2012 Better Place

17

**WE WON'T
STOP UNTIL
THE WORLD
IS DRIVING
ELECTRIC**

better place 