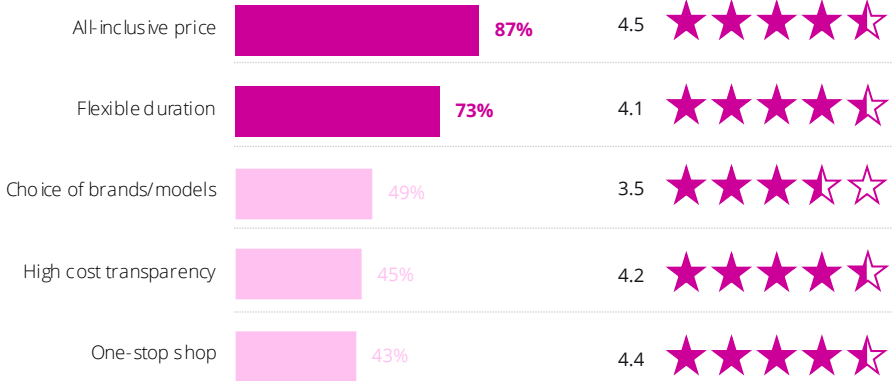


CUSTOMERS AND PROSPECTS

What are the main interest drivers for car subscription?

CLUNO PERFORMANCE



CUSTOMER SATISFACTION (CSAT)



4.2

RECOMMENDATION

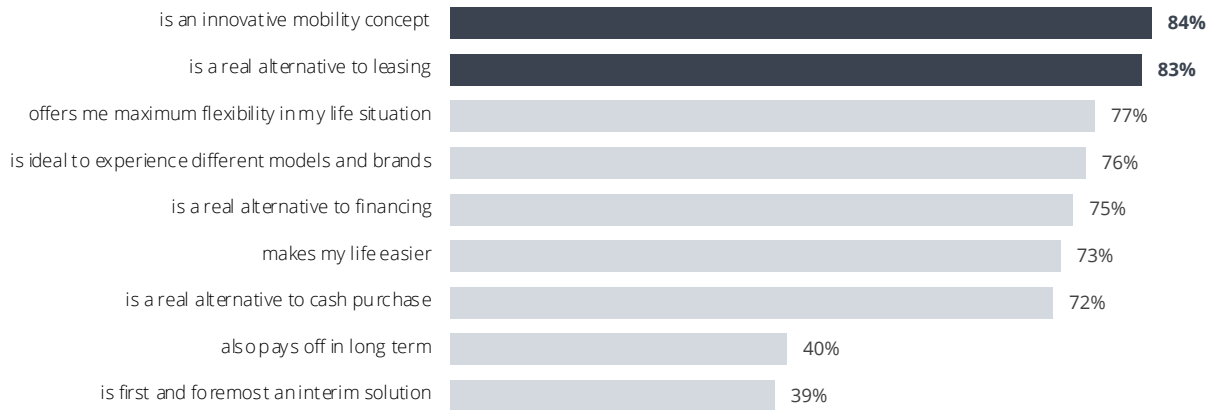
likeliness to recommend Cluno to friends, family or colleagues (Score 7+)

88,1%

n=1.189

CUSTOMERS AND PROSPECTS

What is people's attitude towards car subscription?



n=1.018, % agree and fully agree

PROSPECTS

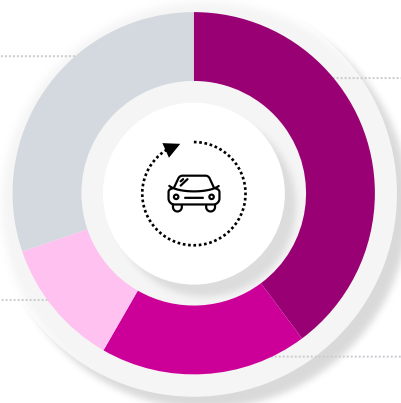
What type of car mobility do people currently use?

Car subscription, Rent, Carsharing, Taxi or Chauffeur service, I don't use a car at all
30,2%

Financing
11,5%

Cash purchase
39,8%

Leasing
18,5%



n=562, multiple response possible

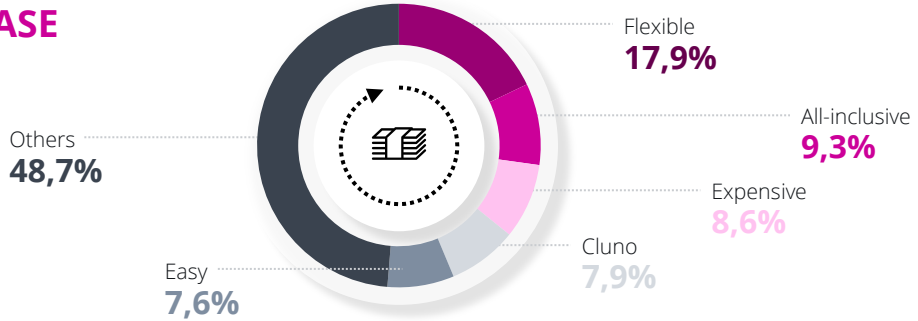
CUSTOMER SURVEY 2/2

PROSPECTS

What do people who are currently driving a cash purchased, financed or leased car associate with car subscription?*

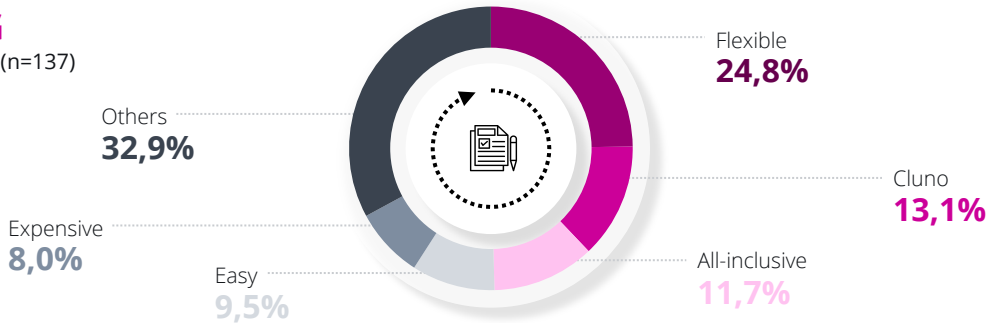
CASH PURCHASE

ASSOCIATIONS (n=291)



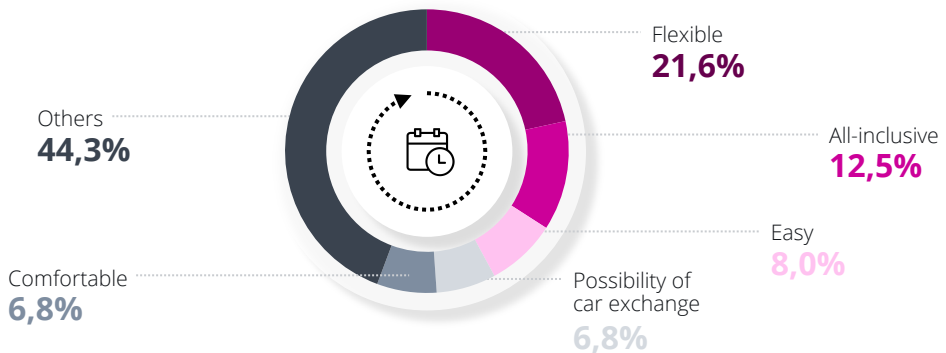
LEASING

ASSOCIATIONS (n=137)



FINANCING

ASSOCIATIONS (n=88)



* quantification of qualitative feedback, answers to "Please name the first three aspects that come to your mind when thinking about car subscription" were categorized and quantified

PROSPECTS*

Consideration rates for car subscription across other car mobility concepts

% of respondents per segment that consider car subscription as alternative mobility solution

