

# EcoMobility Group

Fund	Acquired	Ownership	Turnover 2024
Alder II	2022	93.2%	116.0 mSEK

## Environment and safety first in fleet management

The transport sector significantly contributes to climate change, particularly those vehicles still reliant on fossil fuels. To address this challenge, regulation requires that many companies reliant on transportation must accurately measure and report their emissions.

EcoMobility specialises in vehicle intelligence solutions for more efficient driving. They provide technology and services to optimise driving behaviour, reduce fuel consumption, minimise pollution from tyre wear and tear, and improve vehicle management. They aim to help businesses reduce their environmental impact through smarter and more energy-efficient transportation systems.

# Device-free tracking helps drive greener fleets

## What were the highlights of 2024 for EcoMobility?

This year, we launched our device-free solution, EcoLink. We've transitioned from a hardware-heavy model to a fully device-free setup, which has been a massive leap. It's not just about innovation but also sustainability. It allows us to deliver more accurate data directly from the vehicles while eliminating the need for hardware installations, saving significant amounts of plastic, cobalt, and other resources, and reducing waste and customer downtime.

We conducted a soft launch in November, and the feedback from early customers has been fantastic.

## What is the company's long-term sustainability vision?

Our vision is to enable our customers to drive in a more sustainable way, reducing fuel consumption and emissions, improving safety, and reducing business costs.

We're also helping customers transition to electric vehicles with our Electrification Report, which analyses their fleet's driving history and identifies which vehicles are ready to switch to EVs. This is all about making sustainability accessible and actionable for our customers, from SMEs to large fleets.

## How do you contribute to reduced climate impact for your customers and society?

Our focus is on making fleet management more efficient. Our software provides detailed data on driving behaviours, such as harsh braking or acceleration, helping customers reduce wear and tear on vehicles and fuel consumption from those activities whilst ensuring they have the correct data to enable and power their business for smarter operational decisions, which benefit their bottom line. This not only lowers costs but also decreases emissions. With accurate CO<sub>2</sub> reporting and geofencing capabilities, we're making it easier for companies to comply with EU regulations and manage emissions effectively.

With our device-free approach, we can now ensure a reduction in resources like plastic and avoid replacing hardware, which can be costly and wasteful.



**David Norton**  
Group CEO

## What were your biggest challenges this year, and how were they addressed?

One of the biggest challenges was merging three separate software platforms in Denmark into one cohesive system. Also, the shift to hardware-free has posed challenges in some markets where insurance has long relied on physical tracking devices, and convincing stakeholders to shift to a device-free model required significant effort. But we managed to overcome these issues and are now back on track.

## Are there any global trends or shifts that have impacted the demand for your product positively or negatively?

On the positive side, the shift towards sustainability and the need for accurate CO<sub>2</sub> reporting has driven an element of demand for our services. Our ability to help customers manage mixed fleets and comply with EU regulations has been a key differentiator.

On a broader level, the slowdown in electrification projects across Europe has been concerning, especially as it impacts the overall transition to greener fleets. Despite this, we remain committed to supporting our customers in making this shift.

## What are you looking forward to most for the company in 2025?

In 2025, we're looking forward to scaling our device-free solution. Long-term, we're excited about the potential of AI and data analytics. We're also hiring a data scientist who will enable us to offer even deeper insights to our customers, such as live CO<sub>2</sub> savings and fleet efficiency comparisons. Our educational tools will help drivers improve driving behaviours, creating a holistic solution for fleet sustainability.

## Planet

### Handprint

Ecomobility enables businesses to reduce the environmental impact of their transport fleets through efficient monitoring and reporting of emissions.



Emissions reduced

	2024	2023
Green sales (mSEK)	116	119
Growth of green sales compared to previous year (%)	-2	-

# 1,266

Number of electric vehicles reporting data 2023-2024

### Footprint

	2024	2023
Scope 1 & 2 emissions (kgCO <sub>2</sub> e/mSEK turnover)	476	1,264
Scope 3 emissions (kgCO <sub>2</sub> e/mSEK turnover)	14,746	11,555
Energy consumption (kWh)	66,709	67,173
Renewable energy consumption (%)	61%	30%
Water consumption (m <sup>3</sup> )	355	150
Hazardous waste produced (kg)	0	0

### Governance

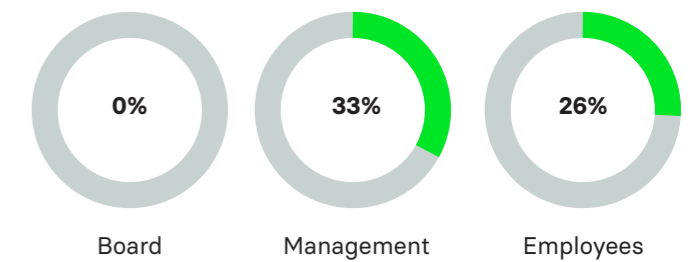
	Completed ✓	In progress ✓
Materiality analysis		✓
Risk management process	✓	
Value chain mapping		✓
Sustainability policy	✓	
Code of Conduct	✓	
Supply chain risk assessment		✓
Whistleblowing channel	✓	
Management system	✓	
Board accountability	✓	

### People

Number of employees

# 69

Gender balance, % women



Customer satisfaction



Employee satisfaction

