



Interview Shortlisted Company – European Small and Mid-Cap Awards 2021

Name of the company
Compleo Charging Solutions AG
What are the key qualities your company has?
<p>Compleo Charging Solutions is a leading provider of charging solutions for electric vehicles. Compleo is a fast-moving and innovative player with leading technology and a strong brand in a high-growth market and it contributes to the energy transition in the mobility sector, thereby benefiting efforts to reduce anthropogenic carbon emissions.</p> <p>To date, the company has delivered over 50,000 charging points to customers including Allego, Clever, E.ON, EWE Go, Deutsche Telekom, Siemens and over 150 municipal utilities in Germany.</p>
What prompted your company to go public?
<p>The market for e-mobility charging solutions is at an important stage in its development, where the technology is ready and electric car sales are increasing rapidly. We judged this to be a massive opportunity for us, given our existing technological leadership and rapid growth in the past. We decided to go public to ensure access to the capital that would and will be needed to gain market share and become a leading player in the fragmented market for charging solutions in Europe.</p>
What were the main challenges along the road to becoming public?
<p>The overall situation in 2020 with the economic uncertainties and the disruption to all areas of life were definitely a key challenge for our IPO project as well, but together with our partners, we managed to find solutions at each turn.</p> <p>Another challenge was managing a dynamic and high-growth company that was still a relatively small enterprise. We had to very rapidly develop and roll out the corporate structures required to perform the obligations that come with being public. Which was no easy feat but we have a strong management and second-tier leadership who can trust each other implicitly.</p>
What have been the key benefits (for your company) of going public?
<p>Going public has had two major benefits for Compleo Charging Solutions AG: (1) providing access to capital markets, thus making it possible to take advantage of the market development, facilitate the energy transition in the mobility sector and accelerate the growth of the company; (2) going and being public has led to increased visibility of Compleo Charging Solutions' brand and products in the media and the public and has in itself provided an impetus for growth.</p>
After going public, what reactions have you had from investors, customers, employees, etc.?

Reactions have been vastly very positive, not least of all visible in the share price, which has more than doubled since the IPO. Our employees had the opportunity to participate in the IPO and the entire team was immensely proud to be part of such a momentous project. Customers, but also employees, investors and other stakeholders are very positive about Compleo Charging Solutions being public and providing an example for other medium-sized companies in our industry.

What experience/advice would you want to share with companies that are thinking of going public?

Going public is just the start of a very exciting but challenging journey. Make sure you have a strong team you can trust to back up your management during the process and do not be afraid to ask for advice early on to identify any potential pitfalls.

Where do you see yourselves in 5 years?

We have a roadmap to become the leading European pure play and independent EV charging technology and solution provider. We want to enable our customers to make “charging everywhere” possible. To get there, we invest in European expansion, technology leadership through R&D, in the expansion of our production capacity and in inorganic growth.

Have you had any assistance from the European Union, e.g. funding projects, etc.

We received funding from the OSCD. The goal of the Orchestrating Smart Charging in mass Deployment (OSCD) project is to enable mass EV deployment in the most economical way by sustaining grid services and utilizing renewable energy by orchestrating smart charging leading to grid stability and reduced CO2 emissions.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

- Measures to reduce the inhibitions for SMEs to deal with the capital market and to go public, e.g. an educational program, transparency in the listing process and announcement of success stories from listed SMEs.
- Securing more demand from retail investors and creating more interest in technology SMEs in general, especially compared to the US.
- A centralized and strong European stock exchange for technology companies to compete with NASDAQ.