



Press release

# Telenet launches smart home charging solutions with Blossom

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***Starting April 1, Telenet is launching Blossom, an innovative "all-in-one" digital solution for the installation of charging stations and smart charging for electric cars. With this initiative, Telenet is once again strengthening its provision of digital services that make life easier. Blossom is a separate company within the Telenet group and will initially focus on installing and activating smart charging stations for the employees of companies. A solution for self-employed workers and private customers will follow later on. To this end, the new company is partnering with Scoptvision, Optimile, and Unit-T, among others. Blossom will be led by Dann Rogge as General Manager and, for now, will continue to operate from Telenet's headquarters in Mechelen.***

## **The energy transition: a new opportunity for Telenet**

The energy transition is evolving, bringing new opportunities as well as challenges. For families, this evolution can sometimes be overwhelming. For example, the switch to electric cars raises questions such as: "How can I go about ordering a charging station?", "How will my employer reimburse me for the electricity I supply myself?", "What if I ever change employers?", "Will I then have to install a new charging station?", and "How can my partner also use my charging station?". Current and future electric car drivers are looking for a guide to unburden them and help them make the right choices.

An estimated 1.7 million electric vehicles will be on the road in Belgium by 2030. Today, most electric vehicles are commercial vehicles. But private customers are also increasingly making the switch. This evolution requires an expansion of the charging infrastructure: in public spaces, at work, at destinations, and at home. Since the stress of charging electric vehicles is a major barrier in their adoption, the ability to charge a car at home is of particular importance. According to a Deloitte study, 65% of charging will take place at home. It is currently estimated that 800,000 home charging stations will be installed by the end of the decade. Unfortunately, today's home charging stations don't always guarantee a smooth customer experience.

## **Blossom: an ally for unburdening clients in the energy transition**

That's why Telenet is now launching Blossom, with a clear ambition: to become an ally to customers in the energy transition by providing innovative and simple home solutions. Specifically, Blossom will start offering a service to smartly charge electric vehicles at home. Initially, the focus will lie on the corporate



market. In a later phase, Blossom will also offer charging services directly to self-employed workers and private customers.

The new company will provide a total solution that simplifies the customer experience. Blossom will build on Telenet's extensive experience in smart and connected services in the home. Blossom customers will be able to tailor their charging sessions to solar power, maximum peak usage, and, at a later stage, also to dynamic rates. This solution was developed in collaboration with Scoptvision and Optimile.

### **Customer-centric with a digital first experience**

As an employer, you want to offer employees a smooth mobility experience. Blossom is committed to a fully digital customer experience, optimized for both fleet managers and employees. Through an intuitive portal, fleet managers can easily invite new employees to participate. Blossom will then provide fully digital guidance to employees throughout the entire process. Through the Blossom portal and app, both fleet managers and employees will receive an overview of the entire onboarding process. What is unique here is that employees will decide everything themselves, with Blossom as their experienced guide. At the end of the all-digital onboarding process, we will set an appointment for the installation, which the Blossom technician will ensure runs smoothly in accordance with the client's preferences. Once installed, the driver is ready to hit the road in their electric vehicle.

Blossom is fully committed to open standards for its charging solution. This has several advantages. For example, the Blossom solution is compatible with different types of hardware, giving you, the end user, a choice between different types of home chargers. Other family members will be able to charge their cars at the same charging station without any problem. And the energy management system is also completely independent of the type of charging station. As a result, you will retain all functionality when you replace your charging station. Maximum flexibility, in other words. Plus, via the Blossom app, a user will be able to check all charging details and all reimbursements for each family member. The digital interface, underlying management system, and integration with partners were developed in collaboration with Bothrs, a Ghent-based company specializing in creating digital customer experiences.

### **Supported by an ecosystem of partners**

Blossom is built on an ecosystem of strong quality partners, such as Unit-T, Scoptvision, and Optimile. Unit-T is in charge of home installations and field interventions. Scoptvision, from Herent, puts their knowledge and experience in energy optimization to use for smart charging station control. Optimile, with BNP Paribas Fortis as a main shareholder, is a leading player specializing in Charging-as-a-Service software for both charge point operators and mobility service providers. Other partners may join at a later stage.

Blossom will be launched on April 1, this year. Telenet will migrate its entire electric fleet of company vehicles to Blossom in the coming months. In addition, the company is pleased that a pilot project is also starting up with part of the BNP Paribas Fortis fleet.

John Porter, CEO of Telenet: "I am very happy that we at Telenet are taking another step in our innovation journey. At Telenet, we have found our way to innovative partnerships in the past, either through investment or corporate venturing like we did with The Park, Doccle, Itsme and now also Blossom. By



placing renewed emphasis on the ongoing digitization of our society, as well as the rapid electrification of our mobility, we can optimize both the installation and management of home charging stations through a unique digital platform. This way, we can simplify the lives of both employees and employers and create a win-win for both parties.”

Dann Rogge, General Manager of Blossom: “Together with my team, I look forward to launching Blossom, starting April 1. We have an ambitious growth plan and are convinced that Blossom can make a difference through persistent innovation and a clear customer focus. Blossom is a great example of how Telenet innovation projects with a ‘partners in life, for life’ mindset gain opportunities for growth. We are going to seize those opportunities with conviction and enthusiasm.”

Laurent Loncke, Head of Retail at Banking BNP Paribas Fortis: “As the country's premier bank, we have been a natural mobility partner for many years through financing solutions, insurance packages, customized assistance, and leasing. Today, with several partners, we are proposing ‘Beyond Banking’ solutions in an ecosystem unique to Belgium to accompany our customers in the transition to low-carbon mobility. We want to further support and test this innovation with a pilot project for our employees. This partnership with Blossom allows us to add a new link to our mobility ecosystem.”



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