

## PRESS RELEASE

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### The Business Lab: PSA Group's driving force to explore new businesses

**To meet the rapid development of new automobile uses, PSA Group has created The Business Lab.**

**This new entity has the task of detecting, experimenting and transforming opportunities into new businesses for the Group, particularly with regard to Mobility and Digital issues.**

The Business Lab is part of the deployment of the *Push to Pass* strategic plan, thanks to which the PSA Group aims to become a car manufacturer with cutting edge efficiency, as well as the preferred mobility provider worldwide.

The Business Lab is based on three main activities:

- **Business Innovation Hub:** to detect business and technological innovations, by promoting interactions with innovative ecosystems, at a world level, and by being the privileged entry point for start-ups.
- **Business Factory:** to carry out full-scale experiments of new value proposals for its customers.
- **Venture Development:** to facilitate the creation of partnerships with innovative start-ups; to take minority stakes through capital risk funds and directly.

As part of its Venture Development activity, the Business Lab, a true new-business detection and transformation entity, has signed a partnership agreement with Idinvest Partners, leader in growth financing for European companies with over 7 billion euros under management, including 2 billion dedicated to the financing of start-ups.

Anne Laliron, Director of the Business Lab, states that, *"this Business Lab will allow the PSA Group to structure and accelerate partnerships with start-ups, to offer our customers unique mobility experiences. I am pleased to be able to count on the support of our partner, Idinvest, in this approach."*

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#### **About PSA Group**

*With sales and revenue of €54 billion in 2015, the PSA Group designs unique automotive experiences and delivers mobility solutions that provide freedom and enjoyment to customers around the world. The Group leverages the models from its three brands, Peugeot, Citroën and DS, as well as a wide array of mobility and smart services from its Free2Move brand, to meet the evolving needs and expectations of automobile users. PSA is the European leader in terms of CO<sub>2</sub> emissions, with average emissions of 104.4 grams of CO<sub>2</sub> per kilometre in 2015, and an early innovator in the field of autonomous and connected cars, with 1.8 million such vehicles worldwide. It is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia. Find out more at [groupe-psa.com/en](http://groupe-psa.com/en).*