

Press release

Altaroad, the deep tech start-up, winner of the EIC Accelerator “Green Deal” welcomes PRO BTP as a new shareholder

For Altaroad, the transportation of heavy loads and related industries should reinvent themselves to become far more sustainable. For example, waste and rubble from the construction industry represents roughly 830 million tons per year in Europe. Altaroad's objective is to measure traffic to better manage the traffic of lorries, improve the traceability of transported materials, optimize the maintenance of roads, and improve road safety through the detection critical risk situations.

To support this objective, Altaroad has just completed a round of fund raising with PRO BTP Innovation, PRO BTP Group's fund dedicated to the growth of innovative startups. This funding from a private strategic investor complements the European Innovation Council (EIC) grant received by Altaroad in July 2020. This capital will permit Altaroad to finance its development, obtain the certification of its weigh scales and to accelerate the deployment of its technology.

PRO BTP has a deep knowledge of the challenges in the construction industry and the needs for innovation. Among Altaroad's clients are a large number of industry leaders, including, to name just a few, LafargeHolcim, Vinci Construction and the Fayat group. The Company's solutions also serve smaller players in the construction industry, with high demand in the industry segment dealing with traffic entering and leaving construction sites, for whom innovation is the key to longevity. The Company's solutions are also very pertinent to the management, supervision and optimization of the maintenance of large civil engineering projects, such as highways and bridges. The vision and the strategy of Altaroad convinced PRO BTP Innovation to invest and it looks forward to being a long-term partner of Altaroad's founders.

Considering the number of construction sites programmed over the next 10 years worldwide, particularly in urban areas, Altaroad's platform is expected to track billions of tons of waste and rubble, allowing for a better re-use and optimized transportation.

“This fundraising is a major step for Altaroad. The funds which will permit us to ramp up the deployment of TopTrack and our new shareholder PRO BTP Innovation will allow us to better define our understanding of the needs of the construction industry, making our solutions more pertinent and adapting them to different market segments of our clients. I am delighted to welcome PRO BTP Innovation as a shareholder and look forward to working with them as a strategic partner to accompany our development over the long term,” stated Cecile Villette, CEO of Altaroad.

About Altaroad

Founded by Cécile Villette, Bérengère Lebental et Rihab Jerbi, three years ago, Altaroad improves the durability and the security of road infrastructure. To do so, the team developed in partnership with researchers at l'École Polytechnique, the CNRS and the Université Gustave Eiffel (ex-IFSTTAR), a machine learning platform and a network of nano-captors



capable of capturing a wide variety of data and analysing them in real time through the use of proprietary algorithms. This data is sufficiently precise to identify the type of vehicle rolling over a TopTrack system, the configuration of the wheels and axles, and its weight and its speed. This data is combined with various meteorological indicators and is available in real time on the platform. TopTrack easily tracks and digitalises truck traffic, combining different sources of information captured by cameras and its proprietary, portable weigh scale system. The platform generates electronic documents necessary for transportation. Industry players, and in particular construction project managers, appreciate the ability to clearly monitor traffic on site, the ease of display of the metrics, the notifications- for example of loaded weight, and better control of their CO2 impact. This solution, which permits better tracking of construction waste and rubble, was a winner of the European Innovation Council (EIC) competition in July 2020.

In addition to its industrial sites, Altaroad develops solutions for the surveillance of maintenance of roads, and shortly expects to deploy a system to prevent overweight trucks to access bridges and roads. By combining different sources of information captured by cameras and its proprietary, portable weigh scale system, Altaroad proposes its products in Europe and globally.

About PRO BTP Group

Health, insurance, savings, pensions, vacations, PRO BTP is the leading professional group in the industry, serving companies, artisans, employees, apprentices and retirees in the construction industry.

PRO BTP is a partnership and not a corporation. Its profits are used for the benefit of its adherents notably in the form of the enhancement of its guaranties and social actions. The Group does not have any shareholders to whom dividends must be paid.

Created to manage the supplementary social protection for the construction industry, the PRO BTP Group is managed by representatives of the employers and employees in the industry. Today, it is the eighth largest French insurer in health and personal protection, with 5240 employees.

Responsible and engaged actor, the Group finances an extensive social policy, invests in new energies and technological innovation in projects linked to prevention, health, construction, insurance...

PRO BTP reenforces its commitment with professionals in the construction industry principally via its Environmental, Social and Governance (ESG) policies.

The Group's objective is to protect and serve the construction industry family by anticipating tomorrow's needs.

In 2018, PRO BTP created PRO BTP Innovation, a structure dedicated to financing the growth of entities likely to facilitate the transformation or the digitalization of construction industry trades, health and insurance.

PRO BTP Innovation is a strategic partner of Altaroad, who will benefit from its deep knowledge of the construction sector to better identify the unique challenges and reenforce the pertinence of its solutions.