

Press release

emonet brings charging infrastructure for electric cars to residential areas

- **Expansion of charging points essential for implementation of e-mobility strategy**
- **Focus on residential rental areas, business parks and city centres with office space**
- **Cooperation between Markus Hörning GmbH and Innvestment GmbH**

Rodewisch/Berlin, 7 July 2021. Germany is becoming electromobile: in 2020, three times



as many passenger cars with purely electric drives were newly registered, at around 194,200. Only the expansion of the charging infrastructure is not keeping up with the rapid development: "2,000 charging points should be created per week, currently there are only 500 per month," said Federal Minister of Finance Olaf Scholz in June 2021. emonet, a brand of Markus Hörning

GmbH (MH GmbH), wants to change that and is entering the market with a clear concept for e-charging stations: The focus is on residential areas with a high density of rental properties, business parks and city centres with a lot of office space. Four plots of land have already been acquired, and the first charging stations will go online in the summer. Through crowdinvesting, investors can also participate in the expansion.

So far, most privately used e-cars are driven by people who live in their own homes. For them, the charging situation is simple: a domestic charging point (wallbox) can be easily installed in the garage, in the carport or on the property.

The situation is quite different in areas with apartment buildings. After all, 57 percent of Germans live in rented flats. They are dependent on landlords or the public sector. A switch will only take place when they too have a charging offer right on their doorstep.

emonet goes to the areas where the demand is highest

This is where Markus Hörning GmbH (MH GmbH) comes in with its emonet brand. The owner-managed residential construction company from the Vogtland region has already started integrating charging points in front of its own existing properties and is now expanding the concept further. To this end, MH GmbH is acquiring its own plots of land in residential areas in consultation with the local authorities, on which e-charging stations will be erected. The start is at the home location in southern Saxony, where the good connections to municipal decision-makers are being used. With the corresponding construction experience, a nationwide expansion is planned.

emonet project manager Andreas Guba says: "Small towns and municipalities often lack the money for investments of this kind. Energy companies, on the other hand, do not consider the topic their core business. That's why we are tackling the issue together with regional partners and going exactly where the need for charging infrastructure is highest, even in the long term: In residential areas with a high density of rental properties, business parks and city centres with a lot of office space." Four properties in Saxony have already been purchased and others are in the selection process. The first charging columns will be connected to the grid this summer.

Crowdfunding on [innovestment.eu](https://www.innovestment.eu)

For financing, MH GmbH is initiating a crowdfunding via the investment and financing platform Innovestment, Berlin. "The expansion of the charging infrastructure is a topic that concerns everyone," says Christin Friedrich, managing partner of Innovestment. In addition to the aspect of sustainability, they were convinced by the experience and solid positioning and business case of MH GmbH: "We are pleased about the involvement of the crowd, although financing would have been secured even without it. Because with a public offer like this, everyone can become part of the solution in a direct way and benefit financially at the same time."

The key data of the asset investment at a glance:

Warning: The acquisition of this investment is associated with considerable risks and can lead to the complete loss of the invested assets.

Issuer:	Markus Hörning GmbH
Interest p.a.:	6 % plus 1 % early subscriber bonus if subscribed by 21.7.21
Interest payment:	annually
Interest payment start:	immediate interest payment
Investment:	subordinated loan
Investment amount:	from 500 euros up to 25.000 € (private investors)
Term:	until 31 July 2024
Volume:	500,000 euros (planned)
Offer/platform:	innovestment.eu

About Markus Hörning GmbH

Behind the emonet brand is Markus Hörning GmbH (MH GmbH) from Vogtland. The housing company focuses on innovative, ecological and affordable housing concepts, which also include the expansion of the charging infrastructure. The current portfolio comprises 14 residential properties. All of the existing properties are of the highest energy and technical standard and are fully let at reasonable rents. Owner and managing director Markus Hörning has a broad network of well-coordinated partners, including architects, surveyors, lawyers and tradesmen. <https://markus-hoerning.de/> www.emonet.info

About Innovestment

The Berlin-based FinTech Innovestment is one of the pioneers of the crowdfunding industry and has been on the market since 2011 as a spin-off of RWTH Aachen University. Until 2017, the focus was on early-stage start-ups and growth companies; since then, the platform has increasingly focused on small and medium-sized enterprises as well as project financing with a balanced risk profile with a focus on sustainability, innovation and technology. Innovestment sees itself as a digital investment boutique with its own marketplace. The company is a founding member of the European Crowdfunding Network (ECN) and, together with other platforms like Seedrs, Exporo or Oneplanetcrowd, is driving the European harmonisation of the industry. Christin Friedrich is the managing partner. www.innovestment.eu

Press contact:

Markus Hörning GmbH
Andreas Guba
T: +49 (0) 163 2927248
E: guba@mhproperties.de

Innovestment GmbH
Susanne Stock-Jakobsen
T: +49 (0) 30 577 010 874
E: susanne.stock@innovestment.eu

Photo material can be requested from us or downloaded from www.innovestment.eu/en/press