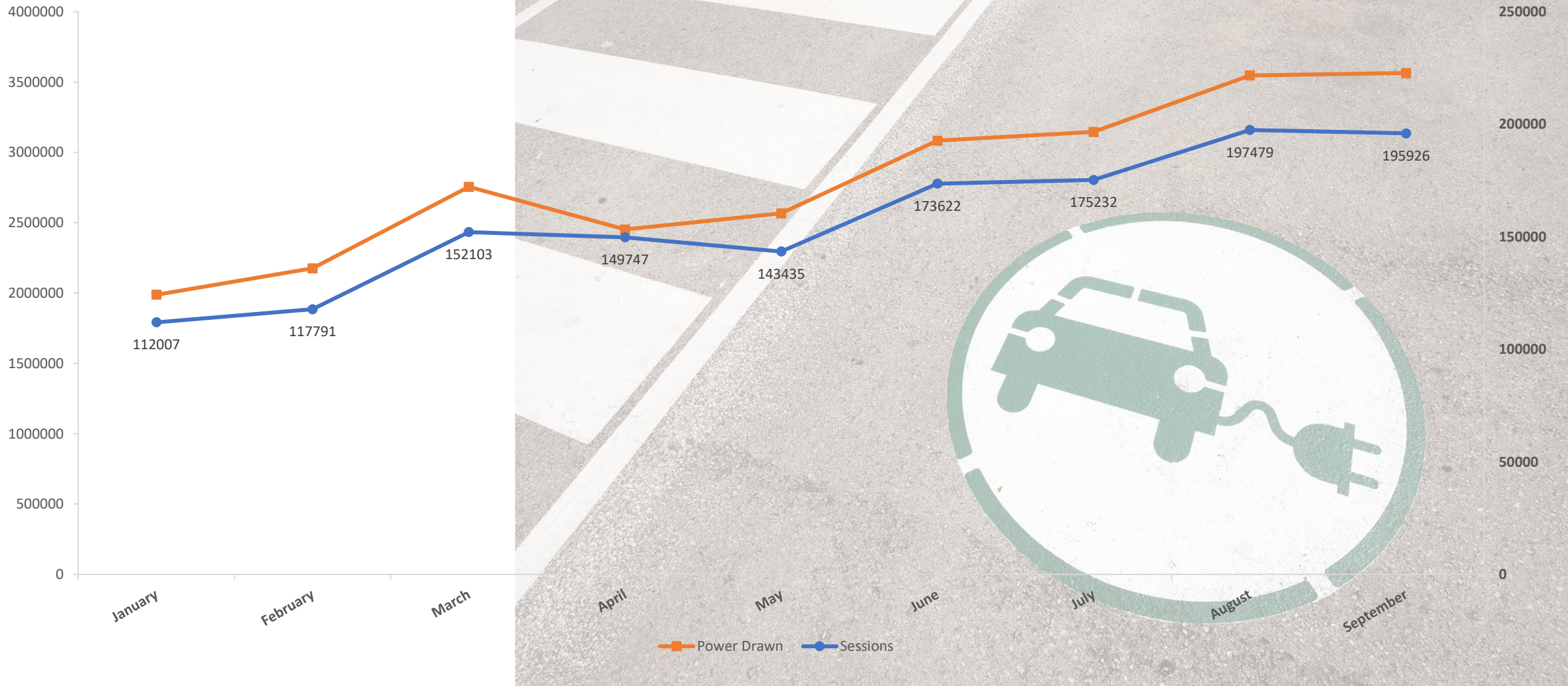


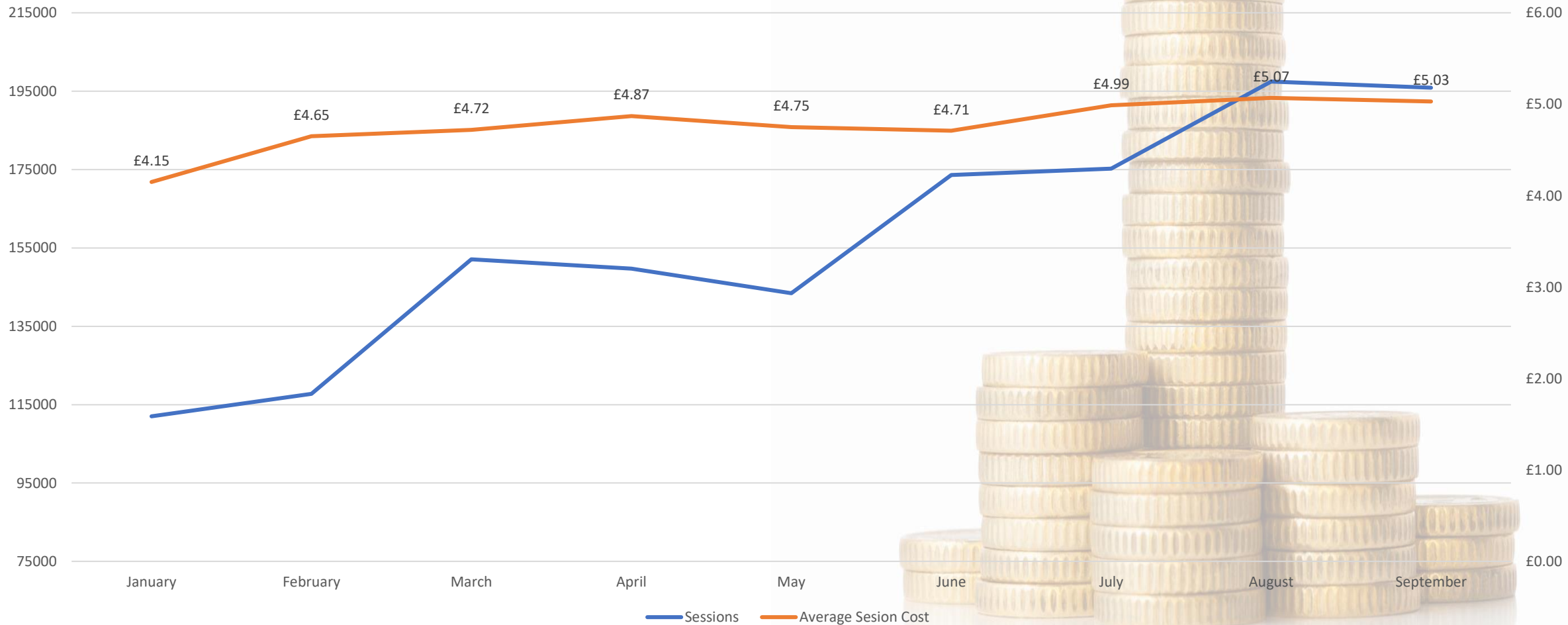
Network Growth

Charging Sessions and Power Draw - Monthly



Cost & Appetite

Network Use versus Session Cost



Driver Sentiment & Considerations

“These are confusing and expensive. The overstay fees in many cases are draconian.”

“...only one that will use it are in proper emergency situations and will put in enough to get to the next charger, or are claiming it back through business mileage. It's as if they don't want folk using them.”

“£0.85 per kWh, with a £2.00 minimum charge. Overstay fee of £10.00 applies after 2 hours on rapid. Shocking prices hope people avoid it and the business!”

“Is there any oversight or regulation on what can be charged?”

Communication

Make it Timely

Clear and Uncomplicated

Maintained and Reinforced

Be Prepared for Feedback