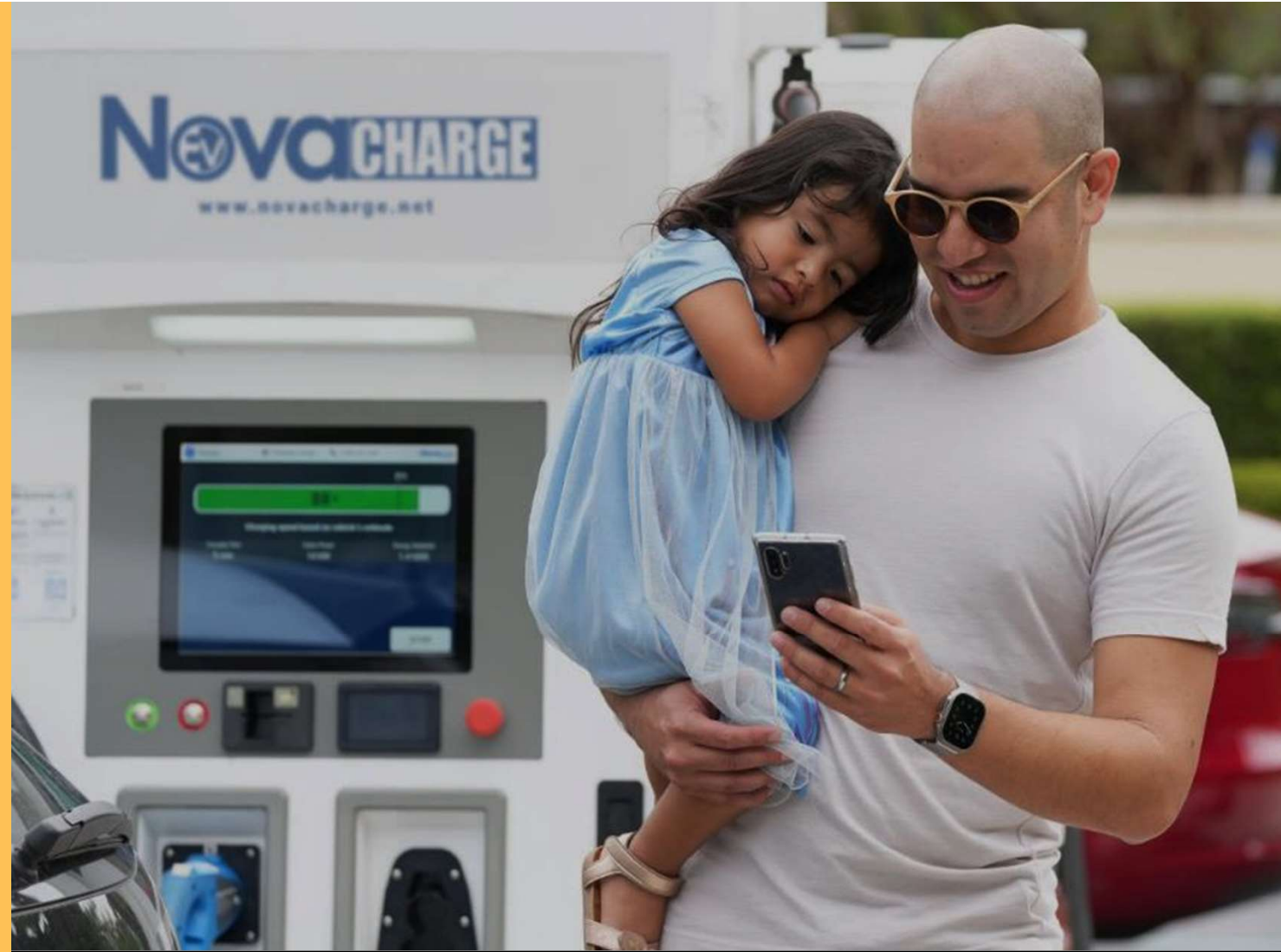




# Company Overview





# Our Mission

Delivering Sustainable & Seamless EV Charging



# But, the EV Charging Industry Needs A Reboot...

California law requires  
EV charger reliability  
to be published

*By William Johnson*



**“EV Charging is UPSIDE DOWN!**

**You just can’t make money from  
EV charging. ”**

*Wise vendor machine operator*

**“I just want the  
charger to work!”**

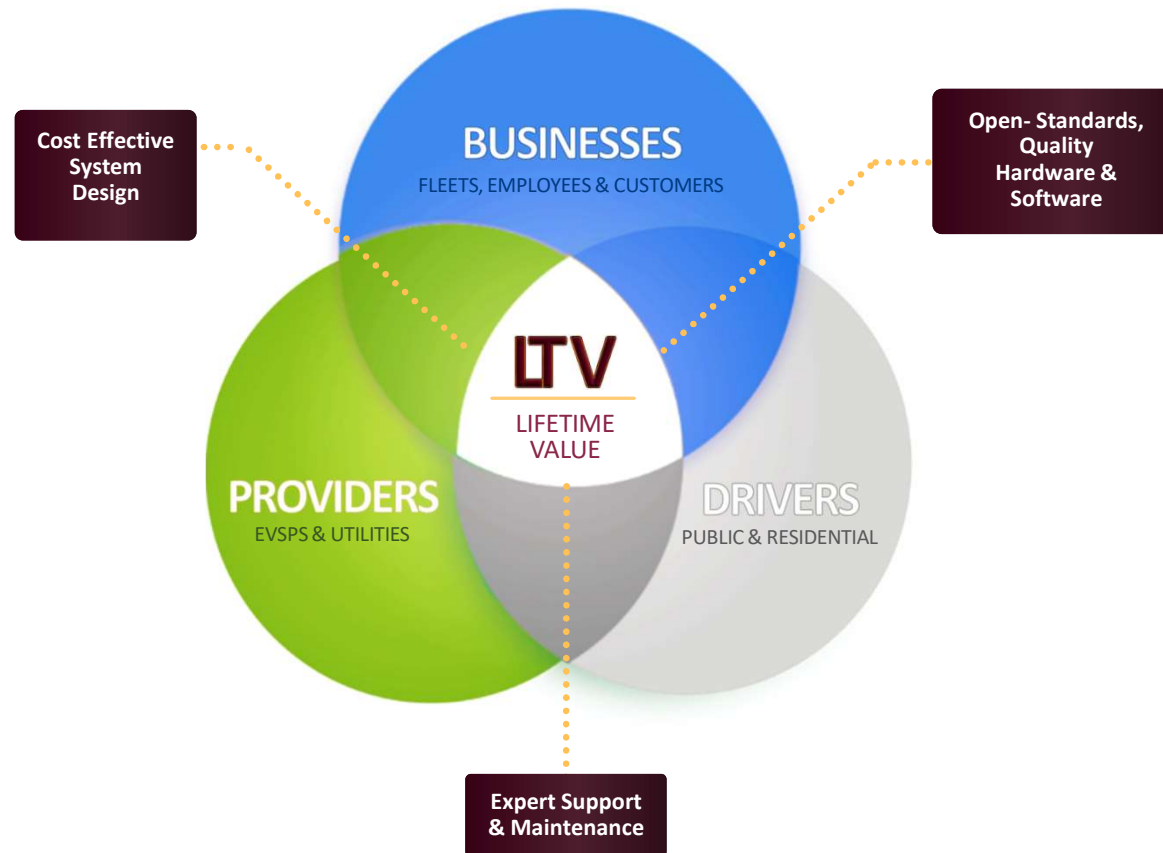
## Current Industry Challenges Limit EV Fleet Success

-  Charging stations are costly and ROI is upside down
-  Broken & Unsustainable business models
-  Unreliable infrastructure Yields Negative Brand Impact
-  10+ year old technology drives the industry
-  Problematic service after installation

Time for v2.0 EV Infrastructure solutions!



# Our Vision



# Market-changing Solutions, One Breakthrough After Another



The Hardware Agnostic NovaCHARGE Difference

# Curated High-quality Open Standard Solutions

**Hardware built  
on open  
standards**

**Feature-rich  
administration**

**Reliable  
NextGen  
software**

**Seamless  
user  
experience**

# ChargeUP<sup>®</sup>—Comprehensive EV Charging Administration

One of the most feature rich charging networks in the industry





## Return On Investment

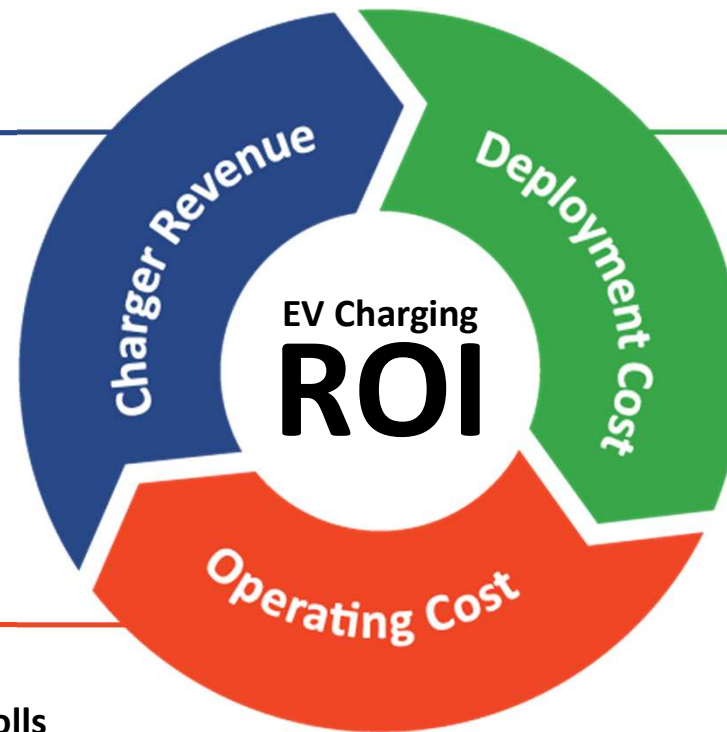
# Creating Reliable & Profitable Public Charging

### Additive Revenue Streams

Dispensing, Parking,  
Advertising, Carbon Offsets,  
Demand Response Fees

### Lower Cost & Easy Maintenance:

- Curated Quality Hardware Options
- Leveraging Intelligent SW Automation to Avoid Truck Rolls



### Cost Effective Deployments:

- Intelligent Power Management
- Defer Electrical Upgrades
- Leveraging Incentives



## Enabling Charging Owner Revenue Streams

# Sustainable Revenue for EV Charging Hosts and Station Owners



Next-generation EVSP  
Services Revenues

Enables Driver  
Discounts  
via Rewards  
Programs

Final Regulatory  
Framework Required



**Increases Charger  
Monetization**

**Delivers Better  
Driver-centric  
Experience**

Recurring EV Parking Profits

Recurring EVSP Energy Dispensing Profits

Recurring Marketing Sponsorships Revenue

Recurring Location-based Advertising Revenue

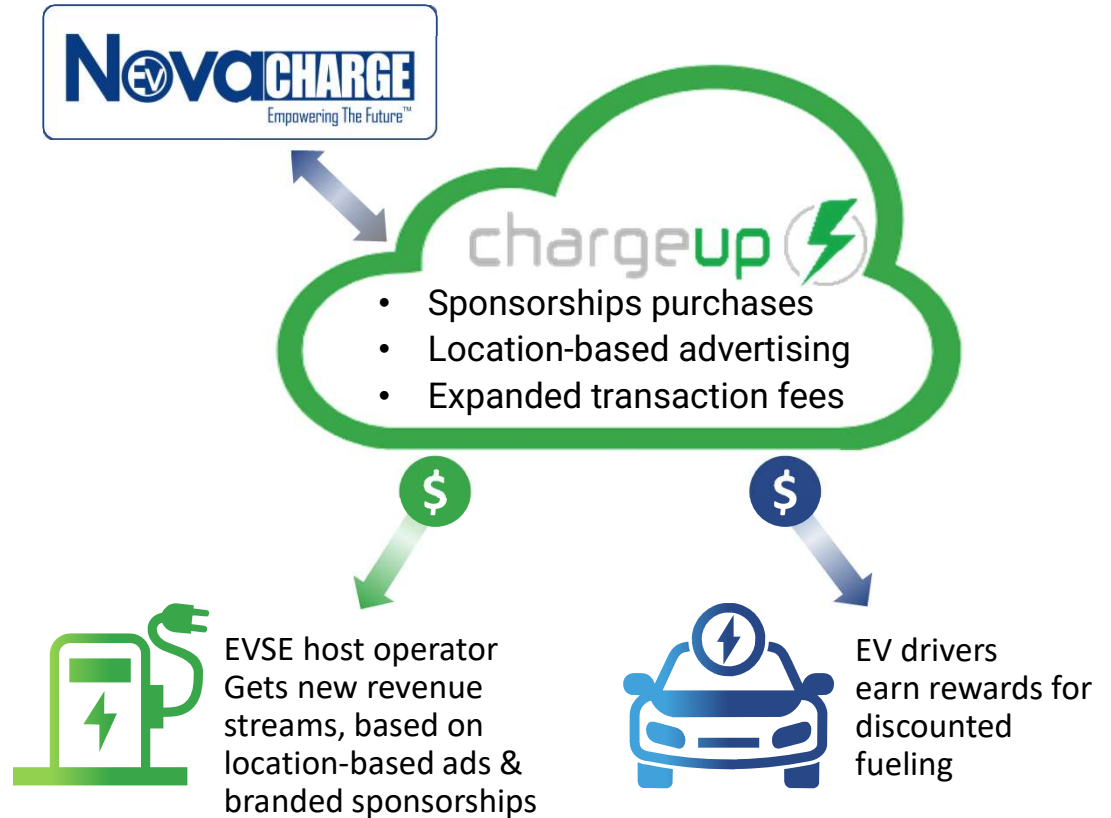
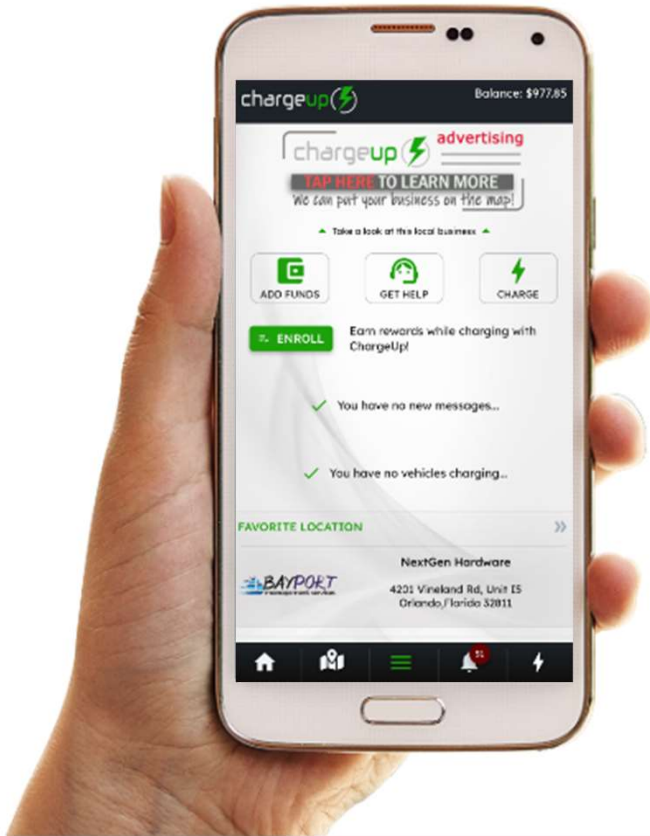
Utility Demand Response Participation

Carbon Credits Trading

**Sustainable Revenue & Reliability Drive Enhanced ROI for EV Charging**

## Changing the Economics of EV Driving

# Location Based Advertising Delivers Added EV Charging Revenue



## Competitive Advantages

# What Separates NovaCHARGE From The Competition?

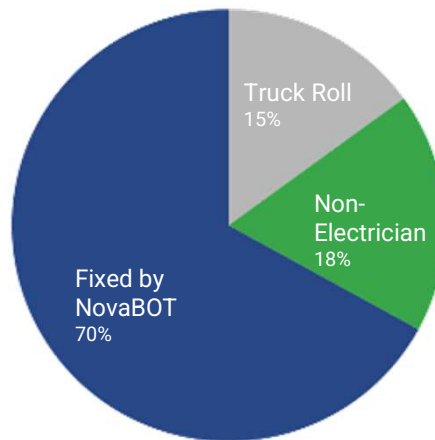
### ChargeUP

- ⚡ Custom charging experience with power sharing and mixed-use business model
- ⚡ Feature-rich administration
- ⚡ Seamless user experience



### NovaBOT

- ⚡ Reduces Truck Rolls by 70%



### Owner/Host Revenue

- ⚡ Reliable EV charging drives profitable ROI





## ChargeUP Charging Platform Management System (CPMS)

# Build a Custom Charging Experience for Flexible Business Models



Flexible Host & Station Roles



Full OCPP Management



Multiple Pay Models



Robust Reporting



**Usage Rules**

Who can use this charger?



**Pricing Rules**

What will I charge the driver?



**Power Rules**

Do I need to limit the power output?



AI Drives More Reliable Charging

# NovaBOT – AI-Driven Proactive Maintenance Monitoring



Adapts to varying situations, Automatically handles operational issues



Hands off to human agents when needed



Knows who is plugged in, Leverages enhanced notifications in ChargeUP

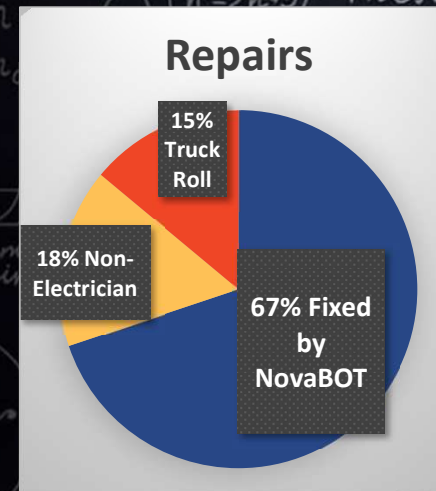


Cloud-based

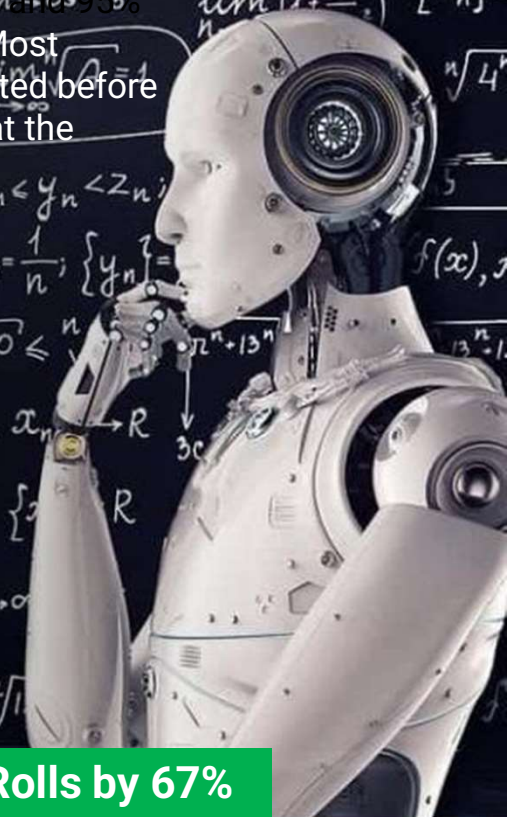


Maximizes uptime and reliability


**Solves 67% of Support Tickets** of tickets created on its own. Most issues are detected and corrected before any driver experiences issues at the affected charger



**Reduces Truck Rolls by 67%**



## Why NovaCHARGE

- Positive ROI for EV Charging Owners
- One System, Multiple Business Models
- A Positive Driver Experience
- Dependable/Reliable Company
- Strongest Warranty 
- World Class Support
- Turnkey Deployment Consultation

chargeup 



Profitable - Cash Positive Since 2019  
FY2022 Delivered 120% Earnings Growth

## Major Brands Trust Us







### Wide Set of Solutions:

- Public Charging
- Multifamily Charging
- Workplace Charging
- Retail Charging
- Fleet Charging



WAYS TO GET IN TOUCH

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**NOVOCHARGE**  
www.novacharge.net

Value Equals Results

Here are just a few of  
our success stories

**NOVOCHARGE**  
Empowering The Future™

**CASE STUDY: MULTIPLE DWELLING UNIT**

## **The Julian, Orlando, FL**

- Attracts/Retains high-value tenants
- Maximize NOI with flexible business models and administration
- Self-managed charging eliminates need for staff overhead



**CASE STUDY:** MUNICIPALITY and FLEET

## City of Sarasota, Orlando, Tampa, FL

- Fueling and Maintenance Optimization = Lower TCO
- Seamless driver experience @depot, @home, on the road
- Configure & track fleet charging with load management options to control energy delivery



CASE STUDY: RETAIL

## Reedy Creek/NBC Universal/SeaWorld

- Bad experience with 'name brand' EV company
- Reliable EV charging in entertainment venues
- Flexible business & revenue models with ChargeUP®
- NextGen AI tools optimizes reliability & cost
- 49% increase in usage





CASE STUDY: AIRPORT

## Sarasota-Bradenton (SRQ), Asheville NC (AVL), Orlando (MCO)

- EV charging for travelers, visitors, employees
- Win-Win for flexible business & revenue models with ChargeUP®
- NextGen administration optimizes reliability



CASE STUDY: WORKPLACE

## Tech Data, Amazon, Honeywell and more

- Improve employee experience; attract & retain top talent
- Maximize charger utilization to serve all users
- Deliver on ESG goals by becoming a sustainability leader

**Tech Data**  
A TD SYNNEX Company

**amazon**

**Honeywell**

**RAYMOND  
JAMES**



**FRANKLIN  
TEMPLETON**

**SeacoastBank**

## Choice, Marriott, Hilton Hotels

- Attract more guests and appeal to desirable guests who spend more.
- Make an environmental impact and be a sustainability leader.
- Maximize charger utilization to serve all users while enabling new revenue models.
- Flexible models i.e. # of charges could be included in entire stay EV parking pass or added to resort fee.





CASE STUDY: UTILITY

## Orlando Utilities Commission, Exelon, Pepco and more

- Utility programs for Public, Workplace & Fleet Use Cases
- Discount programs for residential charging
- Make Ready programs
- Custom branded
- Seamless NextGen administration





Let Us Show You How

# Empower seamless EV charging with us!

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