



A powerful player
In the world of
Electric Vehicle (EV) Charging



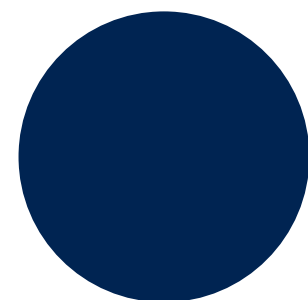
Alfa Power

Who are we?

Group Alfa is an agile consortium of businesses with a portfolio of products and services that align strongly with environmental sustainability and ethical practice.

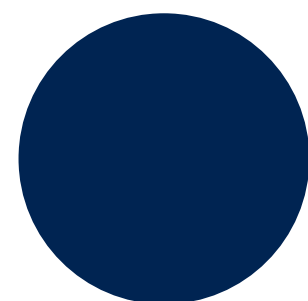
Alfa Power is one of Group Alfa's newer businesses that is instrumental in driving the development of the UK's network of Electric Vehicle Charging (EVC) points. Alfa Power's independently connected EVCs are powered by renewable energy and located in environments where there is a genuine business case.

Explore Alfa Power



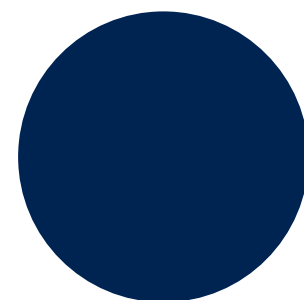
Green Energy

Every independent commercial charge point will be powered by Alfa's sister company "Switched-On by alfa". We offer every partner the opportunity to make the switch to our green utility.



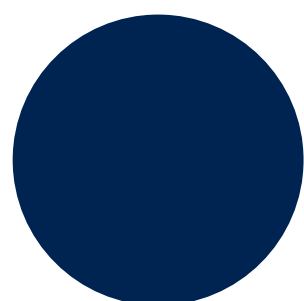
EMP

Alfa Power is an E-Mobility Provider (EMP). We have our own web app linked to several platforms with GPS positioning. The app also allows reservation and agnostic payment solutions for all EV drivers.



CPO

Alfa Power is a charge point operator (CPO) which means we own, maintain, service and maximise the uptime and efficiency of our hardware. We offer destination, workplace and connected charging.



Home Charging

Alfa Power offers home charging solutions, including smart chargers. Customers can enjoy heavily subsidised home instalments if they make the switch to our green utility.



Alfa Power – Value Proposition

Explore the key benefits of working with Alfa Power.



End-to-End Turn Key Solution

Alfa Power provides a complete risk free solution for our partners where we envelop the cost of the civil works, grid connection, hardware, software, parking bay markings, signage, payment solutions and GPS map positioning.

Co-Investment Partnership

Where the land owner makes a contribution to the capital works relating to the instalment. Such as Civil works, Grid connection, Parking bay marking and protective barrier with signage. The more the partner co-invests the bigger the revenue share they can enjoy.

Reseller option

Where the partner leverages the networks of Alfa Power to buy the branded hardware through us at a discounted rate. The landowner then pays for the cost of installation. Alfa will then connect the hardware to a cloud network, offer GPS map positioning, connect to other aggregator platforms (Such as Zap Map) and facilitate payment and reservation facilities for a small percentage of the electricity yield.



Alfa Power

Turn Key Solution

- Alfa Power provides a complete risk free & cost free solution for our partners.
 - We envelop the cost of the civil works, grid connection, hardware, software, parking bay markings, signage, payment solutions and GPS map positioning.
- In return for a fixed term land lease
 - Our partners enjoy an annual “safety net” payment called “base rent”.
 - Our partners also enjoy 5% additional profit share.
- Partners also benefit from a significant increase in footfall from a new community of EV drivers.
- This results in considerable increased revenue from incidental spend during the “dwell time”.
- Other benefits include contributing to the reduction of our carbon footprint by reducing emissions and improving local air quality.
- This is heightened further if the partner also chooses to “Switch On” to Alfa’s green utility.

Alfa Power

Co-Investment

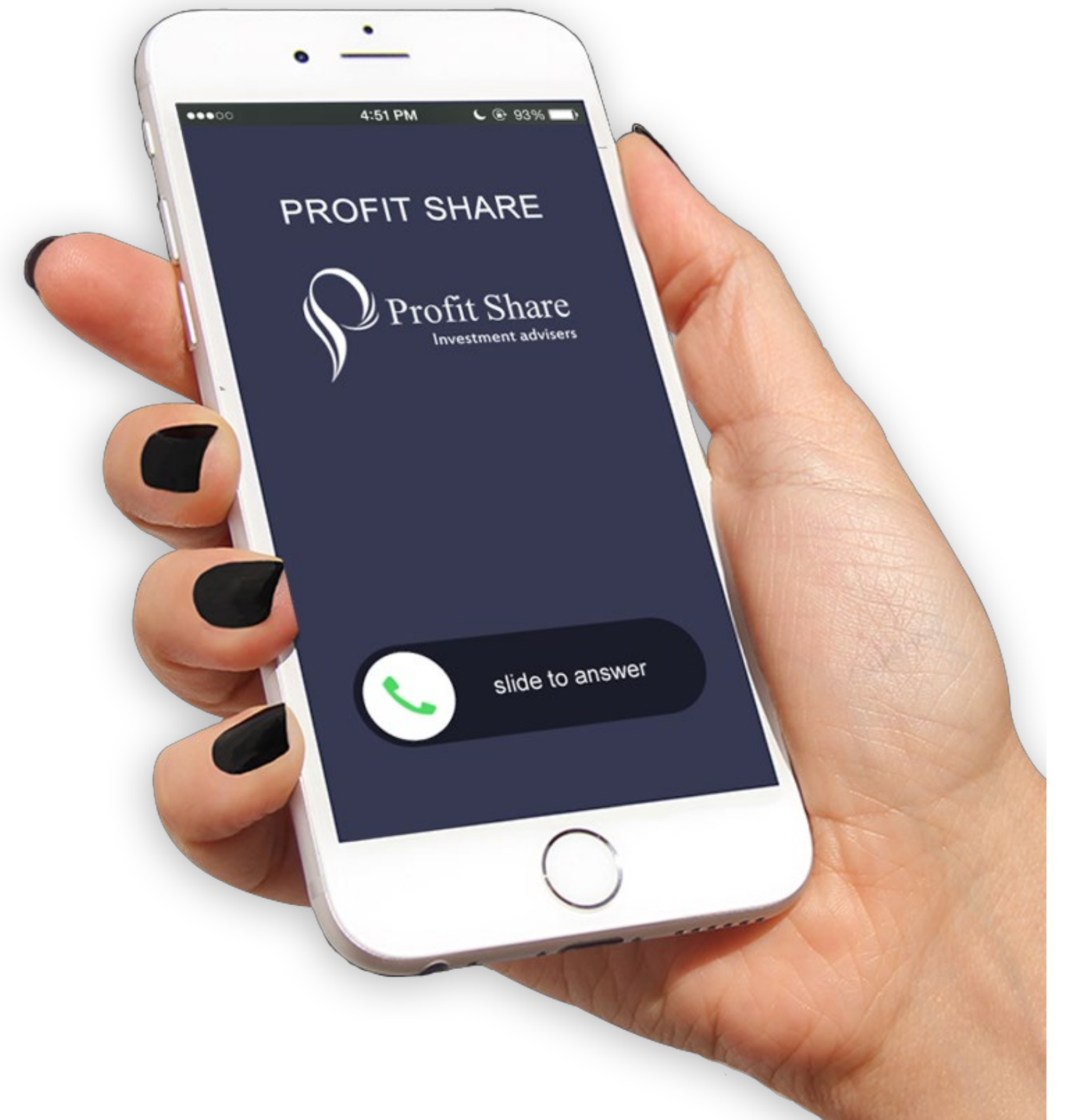
Profit Sharing

If our partners would like to co-invest in a project there is scope to make a contribution towards the cost of installation and connection.

(This does not include any capital expenditure on hardware or software.)

Many partners prefer to invest in and own the new connection as it is an asset that can be capitalised on their balance sheet. We will provide an accurate quote detailing the total installation and connection costs. The level of co-investment is then reflected in the profit share as per the below table.

Investment	Profit Share
0	5%
1/3	10%
2/3	15%
3/3	20%



Alfa Power

Reseller option



- Alfa Power benefits from economies of scale and passes on substantial savings to its partners.
- Partners can buy from a portfolio of products and services that includes a wide range of (optionally branded) hardware at a discounted rate.
- We provide access to our installation partners and/or project manage the installation for you if required.
- We will consult with our partner and give guidance on new grid connections and how to best communicate with your grid DNO (Distribution Network Operator) if required.
- Alfa Power will then connect your hardware to our back office cloud network, offering GPS map positioning, including connection to the largest network of aggregator platforms in both the UK (Zap Map) and Europe (Plug Surfing).
- This network also facilitates a variety of payment options (RFID, My Alfa Power's App (MAP) or Contactless through Apple and Android pay.
- We also offer a range of SLAs that are fit to purpose depending on whether you require software or hardware protection or both.
- Alfa Power would also expect to collect a nominal share of the revenue from electricity for providing access to our cloud network and payment platforms. Circa 3p /kWh

Alfa Power

“What’s in it for me - the land owner?»

Our safety net solution

When Alfa Power remains as the Charge Point Operator (CPO) we offer all our partners a revenue **“Safety Net”**. (i.e. all options with the exception of the “reseller” model).

This safety net is labelled “Base Rent” in the Charge Point Lease legal document.

- If your site comprises only **fast chargers** we offer a contractual annual “base rent” of £500
- If your site comprises any **rapid chargers** we offer a contractual annual “base rent” of £1,000

.



Alfa Power

Examples

“understanding the calculations»

Example 1 – Falling short of base rent

If the profit made at your site as a relative percentage falls short of the base rent figure, you will still earn the full guaranteed annual base rent amount. This is the “safety net” in action.

For example if the 1st year’s annual profit at your site is calculated at £2,000. Your profit share percentage based on the risk free end to end turn key option is 5%.

The profit share would therefore be calculated at £100.

- If your site comprises only fast chargers your base rent = £500. You will still earn the full £500 in base rent paid at quarterly intervals as your base rent payments.
- If your site comprises any Rapid chargers your base rent = £1,000. Again you will still earn the full £1,000 in base rent paid at quarterly intervals as your base rent payments.



Alfa Power

Examples

“understanding the calculations”



Example 2 – Exceeding Base Rent

If your site is popular and gets regular use there is a strong probability of earning additional revenue over and above the “base rent”. This is when “profit share” kicks in.

If the profit generated at your site exceeds the base rent you will earn the full profit share instead.

For example if the annual profit at your site is calculated at £10,000 and your profit share percentage based on the maximum co-investment strategy is 20%.

- The profit share is calculated at £2,000.
- If your site comprises only fast chargers your base rent = £500. You will earn the £500 in base rent paid at quarterly intervals but this will be topped up with a further payment of £1,500 taking the full annual income that year to £2,000.
- If your site comprises any Rapid chargers your base rent = £1,000. You will earn the £1,000 in base rent paid at quarterly intervals but this will be topped up with a further payment of £1,000 taking the full annual income that year to £2,000.

Alfa Power

“What can we really expect to earn?»

Understandably the most frequently asked question is “how much profit can we expect to earn?”.

Unfortunately in terms of profit share this is a bit of a “how long is a piece of string?” question. This is one reason why we offer the safety net until the site reaches maturity.

To help to provide some visibility of anticipated earnings the following pages are hypothetical examples over the first 5 years after install.

- Pessimistic (Example 1)
- Optimistic (Example 2)



Alfa Power- Profit share example calculations

E.g. 1: Pessimistic
The below data is projected **monthly income**. We have assumed the charger has been installed for circa three years and has achieved a level of maturity that results in approx. 2 hrs of use per day.
The calculation is based on earning 15p revenue per kW with a tariff of 30p/kW



	Fast 22kW Charger (£198)	Rapid 60kW Charger (£540)	Rapid 100kW Charger (£900)	Rapid 150kW Charger (£1,350)
5%	£9.90	£27.00	£45.00	£67.50
10%	£19.80	£54.00	£90.00	£135.00
15%	£29.70	£81.00	£135.00	£202.50
20%	£39.60	£108.00	£180.00	£270.00

Alfa Power- Profit share example calculations

E.g. 1: Optimistic
The below data is projected **monthly income**. We have assumed the charger has been installed for circa three years and has achieved a level of maturity that results in approx. 6 hrs of use per day.
The calculation is based on earning 15p revenue per kW with a tariff of 30p/kW



	Fast 22kW Charger (£594)	Rapid 60kW Charger (£1,620)	Rapid 100kW Charger (£2,700)	Rapid 150kW Charger (£4,050)
5%	£29.70	£81.00	£135.00	£202.50
10%	£59.40	£162.00	£270.00	£405.00
15%	£89.10	£234.00	£405.00	£607.50
20%	£118.00	£324.00	£540.00	£810.00

Alfa Power- Commercial Chargers



Charger	Rapid 50kW Charger	Rapid 60-150 kW Charger	Fast 22kW Charger	Fast 22kW Charger
Connectors/ Functionality	DC 50kW fast charger supporting CCS and CHAdeMO Optional 43kW AC cable or 22 kW AC socket	60-100 kW DC CHAdeMO 60-150 kW DC CCS 43kW AC Type 2 22kW AC	3.7kW - 22kW Available with socket or tethered cable of 5 or 8 metres.	Mode 3 charging (max 22kW). Dynamic Load Management
Best Features	Reliability – uptime statistics of +99%	Fully upgradable from 60-150kW Therefore future proofed against obsolesce.	Robust and hard waring – very good option in unattended environments Has dynamic loading capabilities individually or when in a bank of several chargers.	Versatility in connectivity 2G/3G, Ethernet, LAN, WIFI Capable of V2G Integration Has dynamic loading capabilities individually or when in a bank of several chargers.
Max number of cars that can be charged simultaneously	2 (1 x AC & 1 x DC) Can NOT charge both CCS and CHAdeMO at the same time.	4 (2 x DC & 2 x AC) Can charge both CCS and CHAdeMO at the same time.	2 x AC Can be upgraded to deliver 22kW charge from each socket simultaneously when 2 cars plugged in at the same time.	2 x AC Can deliver 22kW charge from each socket simultaneously as standard when 2 cars plugged in at the same time.
Our recommendation	Excellent Choice for Rapid Charging	Best and most versatile Rapid Charger in the market – our #1 recommended Rapid Charger	Excellent Choice for Fast Charging	Future proofed & versatile Fast Charger in the market – our #1 recommended Fast Charger

Alfa Power

Other benefits

- Using our cloud software and back office package provides customers with accurate usage data for all hardware on any site as already discussed. We have our own web app linked to several aggregator platforms (My Alfa Power (MAP), Zap Map, Plug Surfing) with GPS positioning and international roaming. The MAP app will soon offer reservation facilities and an opportunity to advertise activities available at your site. (Food, Beverages, Wi-Fi, Soft Play, WC etc).
- The cloud software can include as many subsidiary accounts as you like, so we can group your hardware across multiple locations and provide a full report over a given timeframe.
- Data received from the cloud will help us to ascertain if there is a “use case” to introduce more hardware or potentially upgrade equipment at a given location.
- We also offer home charging (including home smart charging). Customers wishing to benefit from a complimentary home install can do so if they take up a fixed term contract with Switched On by alfa.
- This might be of particular interest in large scale fleet management scenarios such as a fleet of sales reps, taxi and private hire companies, council workers etc.





Summary

The future will see an expanding footprint of iconic designed high-performance EVCs fuelling a growing number of electric vehicles with power sourced from 100% renewable energy, for a greener, cleaner environment.

www.alfapower.co.uk