FROST & SULLIVAN

CONNECTED KERB RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the European electric vehicle charging infrastructure industry

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Connected Kerb excels in many of the criteria in the electric vehicle (EV) charging infrastructure space.

Game-changing EV Charging Infrastructure

Founded in 2017 and headquartered in London, England, Connected Kerb is a provider of electric vehicle (EV) charging infrastructure across the United Kingdom (UK), the Netherlands, Australia, and the United States (US). An estimated 60% to 62% of the UK population cannot charge EVs at home due to not having a driveway, or the ability to install a charging station. The company's distinct approach makes charging more suited to on-street residential EV charging settings. Additionally, with the 2030 ban on new gas and diesel vehicle sales, there is a growing need for a robust EV charging infrastructure. With a portfolio of charging point stations, Connected Kerb addresses residential, commercial, fleets, healthcare, private enterprises and business parks, and local authorities' EV charging needs.

In 2022, Frost & Sullivan recognized Connected Kerb for its match to customer needs, reliability, and design and remains impressed with the company's continuing innovation and sustained leadership.

Connected Kerb: Delivering Convenience, Affordability, and Reliability

Connected Kerb's vision centers on convenience, affordability, and reliability with the stated purpose of providing robust, publicly available long-dwell charge points to promote and accelerate EV adoption in urban and rural settings. It connects deep-seated domain and operational knowledge with advanced data intelligence and technology for an innovative approach to EV charging.

Traditional EV charging points are expensive and unsophisticated in the way they deliver power - charging the car as quickly as possible, regardless of vehicle dwell time and power constraints across the power

network. To overcome this challenge, Connected Kerb implemented Agile Streets. Agile Streets is the first trial of its kind that introduces public smart charging, incorporating long-dwell charging and power flow optimization capabilities to enhance customer value. From its initial trial of 100 smart chargers installed on streets and car parks in Hackney, East Lothian, Shropshire, and Glasgow, the company saved end-users on average 36% of charging costs by regulating power flow during off-peak times when there is excess grid power. The Agile Streets solution enables the development of a smart network of charging points to help to relieve pressures on the power grid. Additionally, focusing on long-dwell charging, this smart network provides the public with a more convenient charging option (e.g., during work hours and overnight) than rapid EV charging. Connected Kerb plans to roll out its Agile Street solutions across its charging point network in the second half of 2023.

"Traditional EV charging points only provide rapid charging, making them costly and inconvenient. To overcome this challenge, Connected Kerb implemented Agile Streets. Agile Streets is the first trial of its kind that introduces public smart charging, incorporating long-dwell charging and power flow optimization capabilities to enhance customer value."

- Prajyot Sathe,
Research Manager, Powertrain & Electric Vehicles

Another challenge with EV chargers is unreliability, with many competitors falling well below the expectations of users and acting as a significant roadblock to EV adoption. Connected Kerb's modular product design differentiates it from competitors, making upgrading, repairing, and replacing components easy and affordable. Furthermore, straightforward repairs ensure reliable EV charging points, with the company boasting 99% operability in 2022.

The company places its charging infrastructure underground and, in doing so, achieves various objectives. First, it hides unattractive componentry, providing an above-ground unit with low visual impact that blends into its surrounding. Additionally, placing the more costly components underground protects them from the elements, traffic, and vandalism. Finally, by installing charging infrastructure underground, the company enables clients to activate more above-ground units later as the demand for EV charging increases.

Connected Kerb stands out from competitors with its commitment to sustainability and accessibility. To this end, the company aims to incorporate recycled and recyclable materials into all its products. For example, the Chameleon is made from recycled steel and like its recycled plastic Gecko unit, is manufactured in the UK, contributing to low environmental impact. With over two million Blue Badge drivers (drivers with disabilities) in the UK, Connected Kerb understands the importance of inclusion. To ensure it meets the needs of all drivers, the company is working with Motability, aiming to widen one in five of its EV charging bays and provide better accessibility.

Connected Kerb offers an innovative portfolio of EV charging solutions, including:

- **Chameleon**: A low-impact, dual (long-dwell and rapid) EV charging solution for on-street, public, residential, commercial developers, and fleet operators. The bollard-style system has strong curb appeal and is enabled with two sockets for dual charging, 5th Generation (5G) capabilities, and real-time Internet of Things (IoT) sensors, including local traffic, parking bay occupancy, weather, and air quality conditions.

- **Gecko**: Designed to integrate into street fixtures, such as parking posts, and connects to an underground master charger unit. The charging unit monitors and controls the power flow and is ideal for long-dwell charging, while its discreet design makes it the solution of choice for residential areas. The Gecko also features the same 5G and IoT sensor capabilities as the Chameleon unit.
- **Limpet**: A wall-mounted solution that integrates into existing wall structures and connects to a wall-mounted master charger unit that can power up to ten units. The Limpet is ideal for below-ground and multi-story car parks, such as business parks for long-dwell charging. The unit also features the same 5G and IoT sensors capabilities as the Chameleon and Gecko units.
- **Scarab**: A wall-mounted charging point for residential and commercial car parks. The Scarab is highly configurable, enabling flexible, efficient, and cost-effective charging by allowing users to control charging time, duration, and amount.

With a legacy of EV charging infrastructure leadership, the company's compelling value proposition underpins its sustained success.

Connected Kerb's Exceptional Customer Support Promotes Client Satisfaction

Connected Kerb serves clients across various industry verticals, including local authorities, residential, commercial, fleet, healthcare, private enterprises, and business parks. Moreover, the company provides exceptional customer service through its dedicated team of client success experts who support customers remotely when charging points require servicing, contributing to their remarkable 99% uptime. Furthermore, the company operates on a "three-ring only" phone answering policy and addresses most social media queries in less than one hour.

Connected Kerb regularly surveys clients for feedback and monitors online reviews and social media queries to guide its product roadmap and continuously evolve its EV charging points to maintain its innovative edge. The company delivers reliable, affordable, and convenient EV charging solutions, ensuring high customer satisfaction.

A Promising Outlook for 2023 and Beyond

Since its founding, Connected Kerb has grown to more than 120 employees worldwide, with nationalities that include the UK, South Africa, Brazil, and New Zealand. These individuals come from various backgrounds in transport infrastructure, data management, EV ecosystems, transportation and mobility, hyper-growth, and mass roll-out. The company's knowledgeable team of experts ensures its solutions remain innovative and address the challenges of the EV transition with sustainable and reliable charging points. Over the last six years, Connected Kerb has expanded its network rapidly and now has +3000 charging points in over 400 locations, with plans to install 10,000 more charging stations across the UK in 2023.

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>
> ***- Elizabeth Whynott,***
> ***Best Practices Research Analyst***

For its next conquest, the company has set its sights on Western Europe, Australia, and the US. To establish itself in Europe and Australia, Connected Kerb is leveraging its partnerships with clients who want to install EV chargers in locations outside the UK. Additionally, the company is running a pilot project in Brooklyn, New York, to support public EV charging in the US. Expansion into these regions will promote further growth and cement its industry-leading position.

Visionary Mega Trends for Sustained Success

Connected Kerb provides technical knowledge and innovative capabilities to its EV chargers to align with broader market trends and long-term growth strategies. These initiatives include integrating support sensors, including air quality and parking bay, and telecommunication technologies, like Wi-Fi and 5G. As the proliferation of the company's charging points grows, it provides a unique benefit by delivering accessible and future-proof infrastructure to these technologies. Additionally, as growing demand strains energy power grids, Connected Kerb leverages its EV chargers' digital data to make energy usage predictions, helping to alleviate the grid stress.

In addition to using Big Data for energy usage predictions, the company utilizes artificial intelligence (AI) to determine future EV charging sites. The AI considers parking restrictions, local grid capacity, EV ownership levels, socioeconomic allocation, and accessibility in selecting an optimal and equitable distribution of EV charging locations.

Growth Plans Backed by Key Investors

Connected Kerb demonstrates high-growth potential. The company is well-positioned in the market with an industry-leading product that provides tremendous value in high-demand sectors. To this end, it is helping the UK achieve its net-zero (carbon) goal by installing 190,000 charging points by 2030. The company sees significant opportunities across the public and private sectors, from the National Health Service, which has almost 500,000 parking spaces in various locations around the UK, to regional and city councils and large commercial and residential developers.

The company also recently announced a £110 million investment from Aviva Investors, a testament to the validity of its solutions. Connected Kerb will use the funding to expand its charging network. Additionally, as a global brand, Aviva Investors has a real-estate portfolio of assets across Europe, giving the first option to Connected Kerb to deploy its charging points.

In the coming year, Connected Kerb projects a massive 10,000 charging point deployment, spanning various public agencies, business parks, hotels, and commercial real estate sites throughout the UK and globally across Europe and the Asia Pacific.

Conclusion

Traditional electric vehicles (EV) charging points are often costly, inconvenient and unreliable - presenting a significant roadblock to EV adoption, particularly for those unable to park off-street and who are therefore reliant on public charging. An EV charging solution that is convenient, reliable, and affordable is necessary to drive the EV evolution and meet the growing need for robust EV charging infrastructure for the 2030 ban on new gas and diesel vehicle sales. Overall, Connected Kerb addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. Connected Kerb's Agile Streets solution introduces public smart charging, incorporating long-dwell charging and power flow optimization capabilities to enhance customer value and help regulate the power grid flow by taking excess power during off-peak times. Additionally, the company's modular product design makes upgrading, repairing, and replacing components easy and affordable and helps to ensure reliable EV charging points; in 2022, Connected Kerb reported 99% operability. The company also incorporates recycled material into all its products, manufacturing them in the United Kingdom for a low environmental impact. The company remains a trusted partner for its clients and users, earning a reputation for offering the overall best in the EV charging infrastructure industry.

With its strong overall performance, Connected Kerb earns Frost & Sullivan's 2023 European Company of the Year Award in the EV charging infrastructure industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

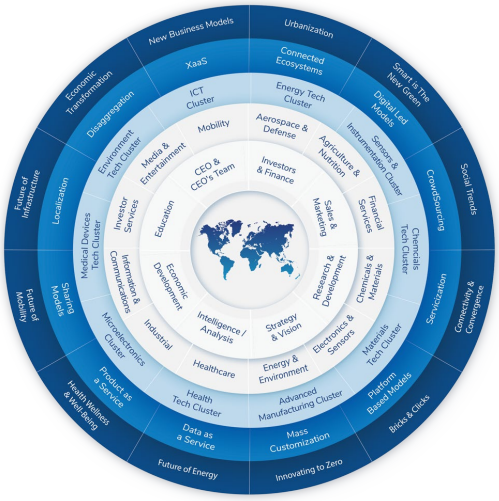
Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.
Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.



Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)