i-charging

2025 COMPETITIVE STRATEGY LEADER

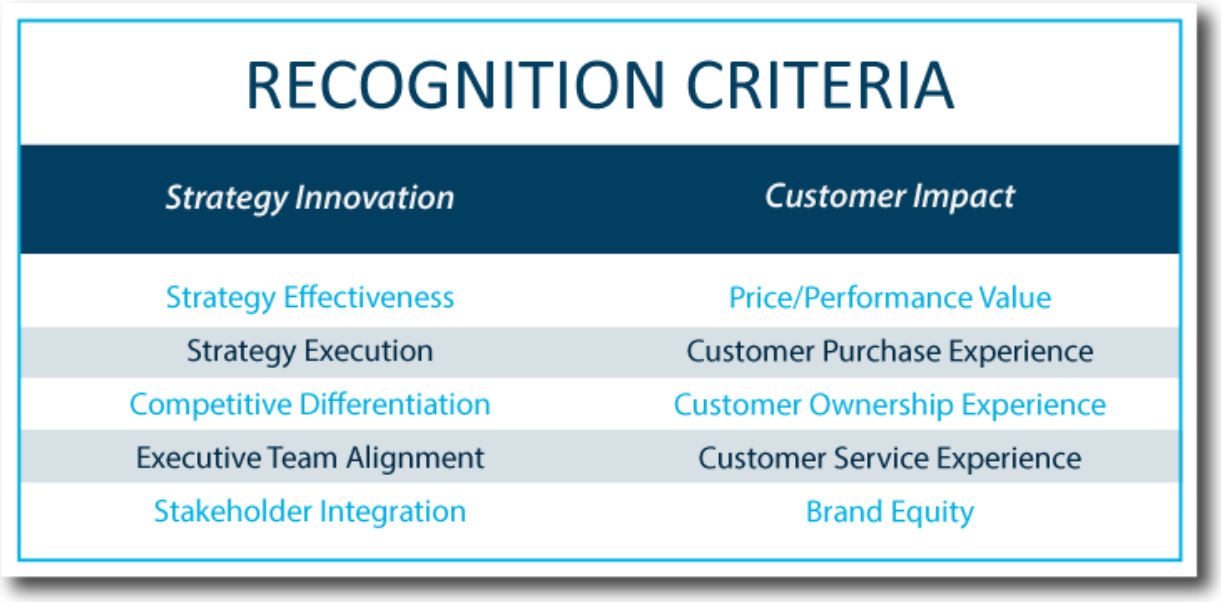
Transforming Innovation Into High-Growth Performance and Competitiveness

RECOGNIZED FOR BEST PRACTICES IN THE EUROPEAN EV ULTRA-FAST AND MEGAWATT CHARGING INDUSTRY

FROST & SULLIVAN

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. i-charging excels in many of the criteria in the EV ultra-fast and megawatt charging space.



Best-in-class Strategies Drive Competitive Differentiation

Founded in 2019 and headquartered in Porto, Portugal, i-charging is an electric mobility innovator redefining the refueling experience with high-performing, seamless, and energy-efficient charging solutions for light- and heavy-duty electric vehicles (EVs). The company specializes in premium direct current (DC) chargers, offering ultra-fast charging speeds, superior energy management, and industry-leading features. With an unwavering focus on advanced technological capabilities, differentiated functionalities, and exceptional customer experience, i-charging pushes the boundaries in EV charging. It holds multiple patents, including its proprietary dynamic power allocation, automatic cable management system, and innovative design, demonstrating its leadership in a fast-growing and competitive industry.

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>
> ***- Rubini Kamal***
> ***Best Practices Research Analyst***

i-charging is on a mission to drive change by delivering customer value, advancing charging technology, and accelerating the transition to EVs for a more sustainable future. Through continuous innovation, it maximizes efficiency, enhances flexibility and scalability, and elevates the overall customer experience. i-charging takes a digital-led, user-centric,

intelligence-driven, and quality-focused approach, delivering cutting-edge and reliable solutions. With a proven track record of advanced features and functionalities, the company consistently sets new industry standards and outpaces existing chargers.

Among i-charging's pioneering innovations is its groundbreaking dynamic power allocation technology integrated into its blueberry family solution. This intelligent system optimizes power distribution by dynamically adjusting charging output (i.e., up to 900 kilowatts) based on real-time demand, available capacity, and the number of connected vehicles. Optimizing energy usage, the system enables simultaneous charging of up to four cars, reducing the total charging time, preventing grid overload, and ensuring reliable performance. In addition, i-charging introduced an automatic cable management system that eliminates the hassle of handling long cables by extending when needed and retracting when not in use, ensuring a smooth, user-friendly experience. By reducing physical strain and enhancing accessibility, i-charging's innovation improves convenience for all EV users. i-charging is also the first to introduce large displays (i.e., 32-inch touchscreens) on its chargers. It provides clear charging information while offering a dedicated platform for advertisements, promotional videos, and other multimedia content.

Beyond its core products, i-charging offers a comprehensive suite of digital tools to deliver a unique charging experience. Its cloud-based platform, my.i-charging, provides full remote access for diagnostics, troubleshooting, software updates, and network management, enhancing operational excellence while reducing maintenance costs. Designed to maximize reliability and performance, my.i-charging automates key processes, improves energy efficiency, and streamlines operations with minimal resource consumption. The platform delivers real-time insights, alerts, and notifications, enabling proactive issue resolution. With over-the-air updates, software upgrades are seamless, and multimedia content and user management can be handled remotely.

i-charging's cutting-edge functionalities and high-performance specifications have earned recognition from top industry authorities, securing stringent certifications for quality, safety, performance, and compliance. These include Intertek ETL for the United States and Canada (ensuring adherence to North American electrical, safety, and performance standards) and Eichrecht Module B and Module D (a German regulation guaranteeing accuracy, transparency, and legal compliance in EV charging transactions). Additionally, the company also holds CE certification, a demanding accreditation for DC fast chargers with smart features, requiring comprehensive third-party testing, electromagnetic compatibility validation, and strict adherence to safety standards. While achieving these certifications requires a substantial investment and rigorous approval processes, i-charging prioritizes them as a strategic differentiator, reinforcing its leadership in the premium EV charging segment.

i-charging drives innovation by closely tracking industry trends and strategically advancing its technology to stay at the forefront of the fast-evolving EV charging sector. As a member of a key industry association, the company continuously engages with stakeholders across the mobility ecosystem (e.g., original equipment manufacturers, charge point operators [CPOs], and charger manufacturers), keeping up with emerging technologies and market developments. Additionally, i-charging collaborates with customers (e.g., EV car and truck manufacturers) to ensure its product roadmap aligns with evolving industry needs and EV advancements. As a result of these strategic efforts, i-charging is among the pioneers in introducing next-generation connectors for North America. For instance, in 2024, the company launched

i-light, a powerful heavy-duty EV charger supporting the megawatt charging system, a groundbreaking standard for high-power DC fast charging of electric trucks and buses.

Besides innovation, i-charging focuses on operational excellence and reducing costs, ensuring its products deliver maximum return on investment while minimizing capital expenditures. The company optimizes infrastructure, and utilization rates and reduces downtime, maximizing financial returns. For example, i-charging offers an advanced energy management solution. Designed to optimize energy savings, omni-e manages on-site energy generation and demand, empowering users with sustainable energy utilization and cost-effective charging. i-charging also emphasizes scalability, versatility, and compatibility across vehicle types, power requirements, and charging standards. Owing to its scalable and modular architecture, its solutions can deliver any power level, support multiple charging outputs simultaneously, comply with all types of industry standards (e.g., CCS, CHAdeMO, NACS, GB/T, and MCS), and operate in various configurations to meet diverse charging needs and space requirements, serving both light- and heavy-duty vehicles. Additionally, i-charging chargers support plug-and-charge and auto-charge technologies, supporting charging for a diverse range of EVs.

Frost & Sullivan commends i-charging for emphasizing innovative features and functionalities, reinforcing its competitive edge. This strategic approach strengthens the company's sustainable growth, market presence, and industry leadership.

Roadmap to Leadership: Customer-centric, Continuous, Proactive

i-charging focuses on usability, ensuring its solutions are simple, intuitive, and well-designed. The company considers the experience of everyone interacting with its chargers, from EV users and maintenance teams to CPOs, ensuring an exceptional charging journey for all stakeholders. Notably, its Americans with Disabilities Act-compliant large displays enhance usability for EV users and maintenance teams. Drivers can set charging parameters (i.e., power level, cost, or duration) and monitor progress in real time. Meanwhile, maintenance teams can access component and sensor data directly via the touchscreen without opening the charger or disrupting sessions using maintenance RFID cards. i-charging continuously refines its designs, optimizing size, efficiency, and usability. For example, the company improved the blueberry FUSION, one of the models in the blueberry family, improving maintenance accessibility with side doors. Its redesign also reduced the space required behind the charger, offering a sleeker, more aesthetically pleasing solution while increasing installation flexibility. Such usability focus enhances i-charging's competitive advantage in the EV charging industry.

i-charging is committed to providing high-quality support and seamless customer interactions. Its comprehensive customer service ecosystem integrates advanced digital tools, including a ticketing system backed by a dedicated support team. The i-care platform streamlines customer support by organizing, tracking, and prioritizing service requests for swift resolution. Customers can submit tickets via phone, chat, email, or a web portal, ensuring easy access to assistance. With a specialized support team and robust digital infrastructure, i-charging ensures transparency, accountability, and proactive service experience, fostering long-term customer relationships.

Additionally, i-charging emphasizes customer feedback as a key driver of continuous improvement and customer satisfaction. Each year, the company conducts a comprehensive analysis of customer insights,

evaluating technology, service, and innovation to identify areas for enhancement. Using detailed surveys and Net Promoter Score tracking, i-charging measures customer satisfaction and sets clear objectives for improvement. This data-driven approach ensures i-charging remains responsive, innovative, and aligned with customer expectations.

i-charging's partnership-driven approach ensures customers receive high-quality, reliable service while helping the company maintain a lean and agile operation. By collaborating with trusted production partners, i-charging scales efficiently to meet demand without compromising quality. Meanwhile, a strong network of distributors and agents accelerates product availability, providing faster access to charging solutions across Europe, North America, Latin America, the Middle East, and Asia-Pacific. Additionally, partnerships with maintenance providers worldwide guarantee rapid on-site support to minimize downtime. Ultimately, i-charging's strategic model ensures financial stability, operational flexibility, and continuous innovation, delivering long-term value to its customers.

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>
> ***- Srinag Rajendra***
> ***Associate, Mobility Practice Area***

In 2024, i-charging achieved over 19% year-over-year growth, maintaining strong profitability despite industry-wide challenges. This performance underscores the company's agility and strategic approach to market expansion.[1] With operations spanning 36 countries across six continents and a growing network of 60+ customers and partners, including distributors, extends its reach further, strengthening its market presence.[2] By leveraging a flexible, partnership-driven model, i-charging continues to expand efficiently while ensuring long-term financial stability. Frost & Sullivan believes the company is well-positioned to drive the EV charging solutions space into its next growth phase and sustain its innovative edge in the coming years.

Conclusion

Frost & Sullivan believes that innovation and growth opportunities drive future success; many factors contribute, yet having a competitive strategy is critical. i-charging understands this core concept and is leading the premium electric vehicle charging market due to its focused strategies, helping it to outpace competitors. The company differentiates itself through cutting-edge technology, unique functionalities, and user-centric design. In addition, i-charging prioritizes operational efficiency and cost optimization, ensuring its solutions deliver maximum return on investment while minimizing capital expenditures. Overall, i-charging develops and implements its strategies with its customers in mind, securing its position as a trusted partner and market leader.

i-charging earns Frost & Sullivan's 2025 European Competitive Strategy Leadership Recognition for its strong overall performance in the EV ultra-fast and megawatt charging industry.

[1] Frost & Sullivan Interview with i-charging (February 2025)
[2] Ibid.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Competitive Strategy Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes best practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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 Generator™

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:

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

