



Enhancing business potential with Equans: Your partner for future-ready EV solutions



Introduction

As the world leans towards a greener, more sustainable future, EV adoption is increasing exponentially.

According to Zap Map, there are now over 900,000 fully electric cars on UK roads, almost three times the amount in 2021. Consumers are now expecting businesses to have charging facilities on site to accommodate their needs.

In a recent YouGov study, nine in 10 EV drivers said they were likely to leave their vehicle and visit facilities on site while charging, proving that businesses who have charging facilities can expect to see increased footfall and potential revenue.¹



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The Equans offer

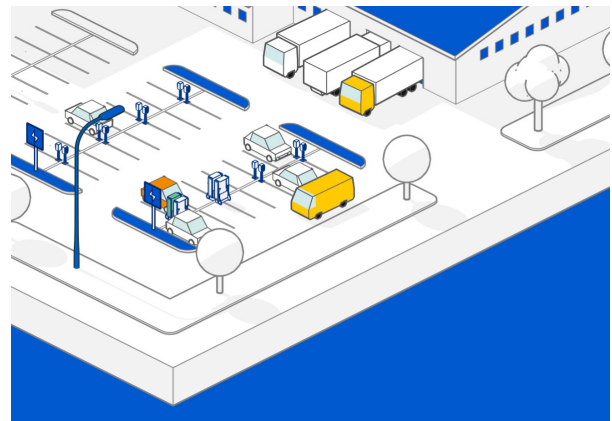
- ✓ An end-to-end solution for commercial EV charging, so businesses have charging infrastructure that meets the needs of their customers;
- ✓ Fully funded and hassle-free installation;
- ✓ The right hardware for your needs; including any necessary power upgrades;
- ✓ An ongoing service to ensure we bring long-term value to your business and your customers;
- ✓ Ongoing management of your charge points by the Equans owned and operated GeniePoint network, one of the largest EV charging networks in the UK.

¹ <https://business.yougov.com/content/44328-electric-vehicles-chargers-retail-stores-poll>

What are the benefits of providing public EV charging at your site?

Additional revenue generation

Equans' EV charging solution is more than just a service offering; it's an income opportunity that can turn car parks into profitable assets, catering to your customers' needs and boosting business growth. Through a profit-sharing agreement with Equans, a portion of income generated flows back to you.

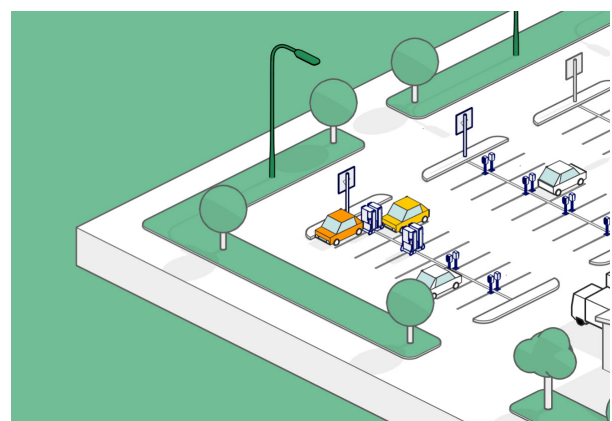


Sustainability showcase

Adding EV charging stations demonstrates to your customers and the local community about your commitment towards sustainability. With consumers becoming more environmentally conscious in their purchases, having EV infrastructure on site can positively impact your brand image.

Increased footfall and enhanced customer retention

EV charging points drive increased customer traffic and dwell time – a critical advantage in retail and similar industries. Having on-site chargers introduces potential customers to your facilities, prompting a new and ongoing relationship with them, and encouraging them to stay for longer at your sites while their EV charges. This can increase customer engagement and income.



What are the benefits to your customers?

As EV use rapidly becomes more widespread, having a reliable EV charging service is fast becoming a necessity for many people rather than a luxury.

Here's why Equans' charging solutions can bring significant value to your customers:

- ✓ **Reliable charging network**
Being part of the GeniePoint network means your customers have access to one of the largest EV charging networks in the UK, with charge points spanning from Scotland to Cornwall.
- ✓ **Rapid charging**
Customers demand quick charging times to get them back on the road as soon as possible. With our rapid charging solutions, your customers can charge their vehicles while they shop, workout, or dine at your venue.
- ✓ **Convenience**
Equans is customer focused with a choice of easy payment options, including the GeniePoint App and contactless ensuring your customers have a simple and convenient charging experience.
- ✓ **Environmental contribution**
By choosing an Equans equipped venue, your customers indirectly participate in environmental sustainability. Every charge from a renewable source of energy helps to reduce carbon emissions, making our customers feel good about their contribution to the planet.
- ✓ **Attracting new customers**
By offering EV charging, not only do you cater to your current customers who own EVs, but you also attract new customers looking for such facilities.



A reliable EV charging service is increasingly essential for many businesses, shifting from a luxury to a necessity.

Why choose Equans?

When it comes to implementing EV infrastructure, we provide a full turnkey solution to enable your business to harness the benefits that the EV transition brings.

With over 10 years of e-mobility expertise, here are a few key reasons you should consider partnering with us:

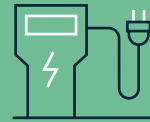
- ✓ **Fully funded commercial EV chargers**
We handle all the capital required to set up the commercial EV chargers at your location. The entirety of the funding comes from Equans, allowing you to provide a valuable service to your customers and employees without bearing the initial outlay.
- ✓ **Part of the GeniePoint Network**
GeniePoint is one of the UK's largest rapid charging networks, with more than 200,000 registered drivers. Its comprehensive management platform offers intuitive oversight of your charging points, providing you with unparalleled control over your network and billing, plus comprehensive understanding of charger usage. The platform is hardware agnostic, which allows us to select technology that matches you and your customers' specific requirements.

- ✓ **Remarkable track record**
We have a solid reputation in delivering EV charging solutions for some of the UK's leading organisations. Illustrated by our partnerships with Morrisons Supermarkets, Whitbread (Premier Inn) and The West Yorkshire Combined Authority, we've demonstrated our capability in delivering large scale EV infrastructure programmes.
- ✓ **Cost-effective solution**
Our approach reduces the financial burden of charger installation, providing businesses with a viable, cost-effective pathway to supporting EV infrastructure, while still generating ancillary revenue.
- ✓ **Sustainability at core**
Partnering with us positions you as a forward-looking business with a commitment to environmental sustainability. By choosing Equans, you not only get a well planned and adaptable e-mobility solution but also a trusted partner dedicated to delivering sustainable impact.



≥200k

Registered drivers on the GeniePoint network



≥500

Rapid chargers on the public GeniePoint network



≥40k

Over 40,000 tonnes of CO2 saved by drivers through using the GeniePoint network



Our long-term objective is to ensure your success and provide you with the means to stand out in an increasingly competitive market.

We achieve this through providing a best in class solution that meets your goals now and in the future.

Choose Equans for an all encompassing and smart approach to e-mobility.

Are you ready to partner with Equans?
Or would like a chat to understand our offer in more detail? If so, get in touch with us today.



Equans owns and operates the GeniePoint network, one of the largest public charging networks in the UK.

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