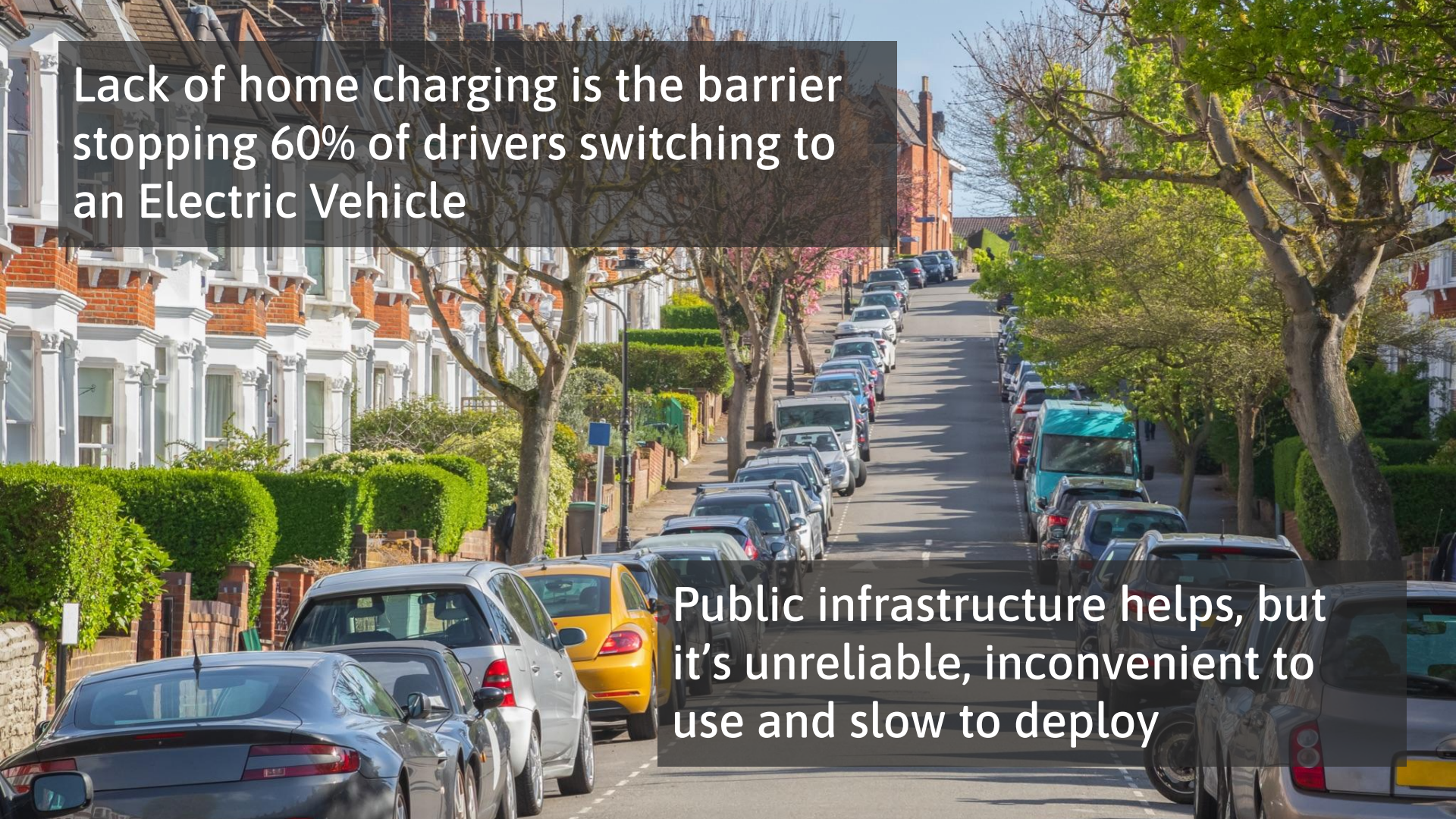




Charge Fairy

Magical electric vehicle charging



A photograph of a residential street with many cars parked on the side. The street is lined with trees and houses. The cars are parked in a line, and the street is paved. The houses are brick and have white window frames. The trees are green and leafy. The sky is blue and clear. The overall scene is a typical residential street in a suburban area.

Lack of home charging is the barrier stopping 60% of drivers switching to an Electric Vehicle

Public infrastructure helps, but it's unreliable, inconvenient to use and slow to deploy

It's 2023 and consumers expect services to come to them

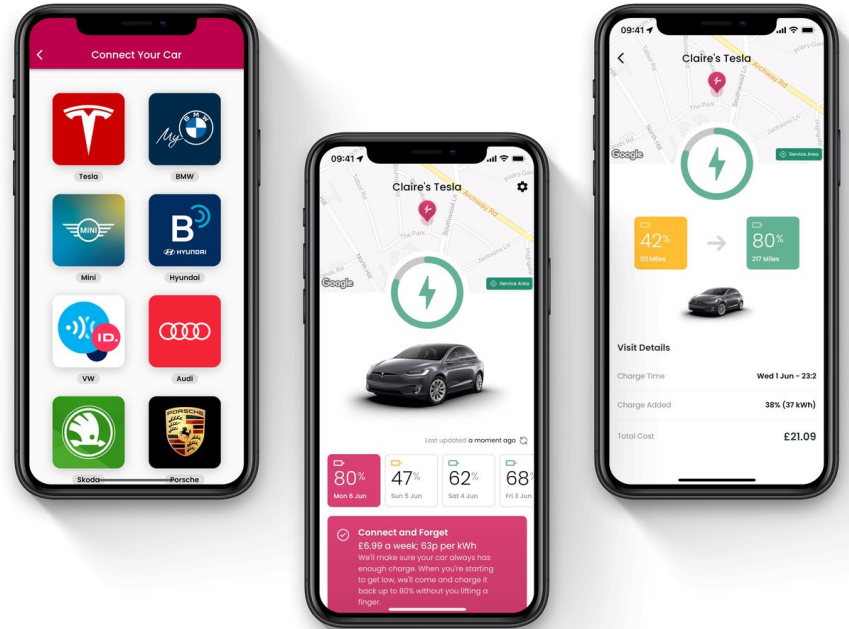
Since 2020 we've been delivering energy to EVs across London while their drivers sleep



Consumers link their car and subscribe in the Charge Fairy app.

We monitor the car's location and state of charge.

Charge is automatically delivered as needed.




Hardware and Software working together

Our bespoke mobile chargers have delivered over **100,000 miles** of range to consumers and fleets

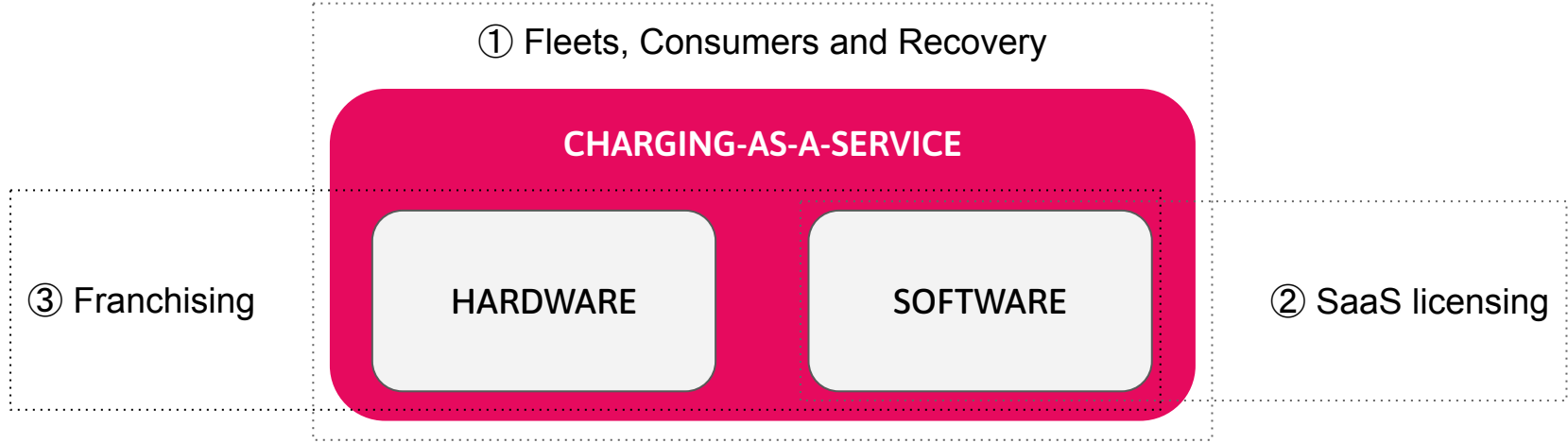
Hosted on electric vehicles · Very small footprint · High energy density · Ultra Rapid · Upto 150kW CCS output · 12+ charges per cycle

Direct vehicle integrations and intelligent routing is the only way to efficiently **balance supply and demand**

Charge Prediction · Routing · Planning · Billing · Vehicle Connectivity · Operator Shifts · Reporting · Demand Optimization · IoT



Revenue Model



3 complementary revenue streams powering Charging-as-a-Service

Subscription charging and vehicle connectivity creates a long-term relationship with vehicle owners that unlocks other revenue streams

Vehicle health checks · Tyre pressure and tread · Cleaning and valeting · Insurance · Leasing deals · Battery health certification

Traction

SaaS

First customer
in Singapore

Pipeline across EMEA and NA

Motability

650,000 car
fleet

Proven demand in funded
on-street pilot

Shared Mobility

ZipCar and Virtuo

Providing recovery and emergency
charging support

B2C

250 customers

Customers connected to the platform
ready to be charged; £180k revenue
potential

£500k funding has allowed us to develop IP, demonstrate solution and acquire first customers

Successful paid-for trials with Motability Operations, Octopus Energy, SSE, ZipCar and more

All customer groups are constrained by supply, not demand

Investment

We're raising £3M to

- grow the team (operations, engineering, sales, marketing)
- increase service supply
- launch UK franchise programme
- scale to more international markets (SaaS and franchise)
- support more fleets transition to electric vehicles



ed@chargefairy.com