

EV Serious

High Value, High Impact + Mega Scale



The EVCurious app is a deep tech powered tool + marketplace to help any car driver find the best-fit EV + related services for their unique needs

**For over 100yrs Shell has been a
leader in fossil fuel energy**

**How might Shell lead energy in
the next 100yrs?**

Over 400m new and used cars will be bought between now and 2030 in just Europe and North America!

That's a ~£10 trillion TAM

EV sales alone are forecast to make 15-30% of that

Pain: Many!

- EV range
- charging deserts
- Total cost of ownership
- 85% buyers hate the process

- high cost of sales
- low EV sales conversion
- time intensive

EV sales don't work for buyers, sellers, leasing cos, insurers, energy or EV related services

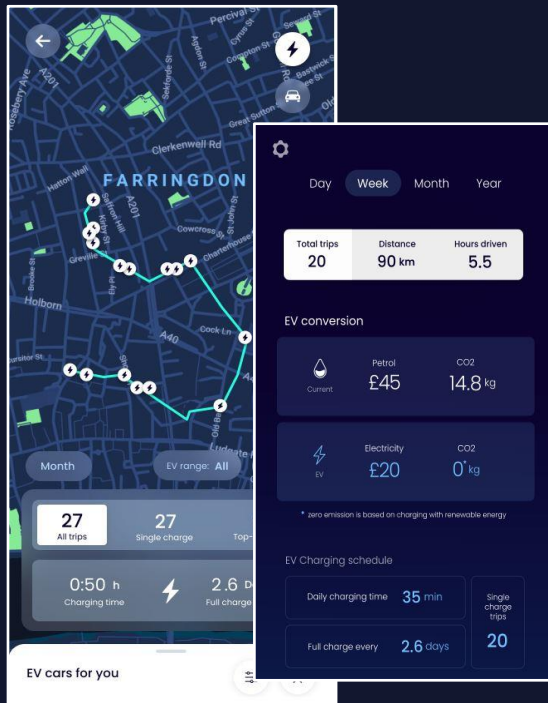
- retention issues,
- ICE residuals
- cost of financing

- NetZero goals
- ESG data

- No demand side visibility
- high infrastructure CAPEX
- no EV service on-ramp

Cure: Make it effortless, personal + data driven

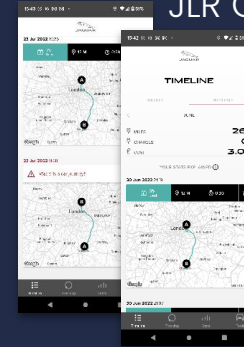
EVCurious



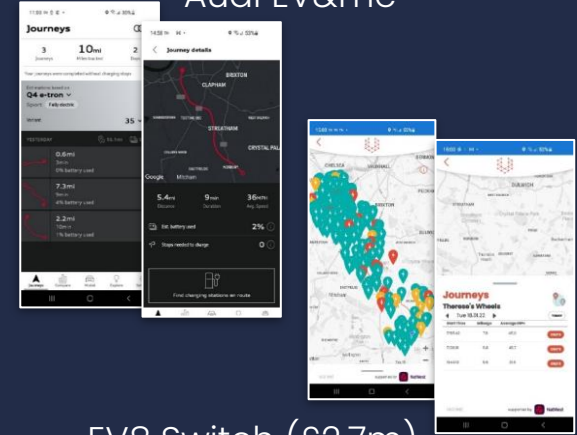
1-stop EV shop

- Install, let the app do the rest
- Automatic travels detection
- Automatic analysis of car trips
- EV-specific Ai/ML
- Unique EV profile
- 'Testdrive' any EV on market
- +EV related services

JLR Go i-Pace



Audi EV&me



EV8 Switch (£2.7m)

AI, SENSOR TECH+TRAINING DATA
MOAT = 5x more accurate

Developed on millions of miles of training data
field testing with internationalisation built in

[EVC v1.0 2Q23]

EV Serious

Team are mission led, battle hardened friends + with deep domain expertise



CEO
Zac

BEng, MBA Fin,
MA RCA



CTO
Samuli

MEng,
PhD



SMO
Telmo

MEng



- 3x 2nd time founders w/ 8yrs work history
- +15yr each domain expertise+network
- Inc. CEO prior +£1bn auto+TMT investor
- IP creators – TM +50 patent citations
- EV sector relevant advisors

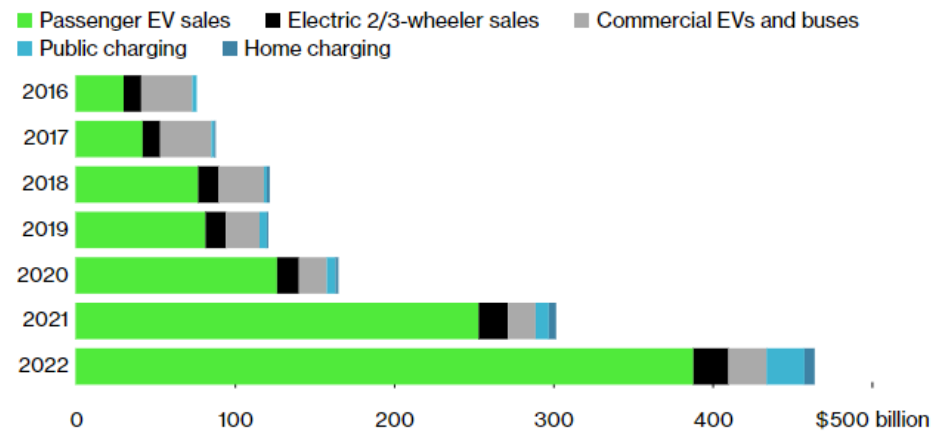
Team has successfully led over **€3.8m** in
public & private projects together

Why now?

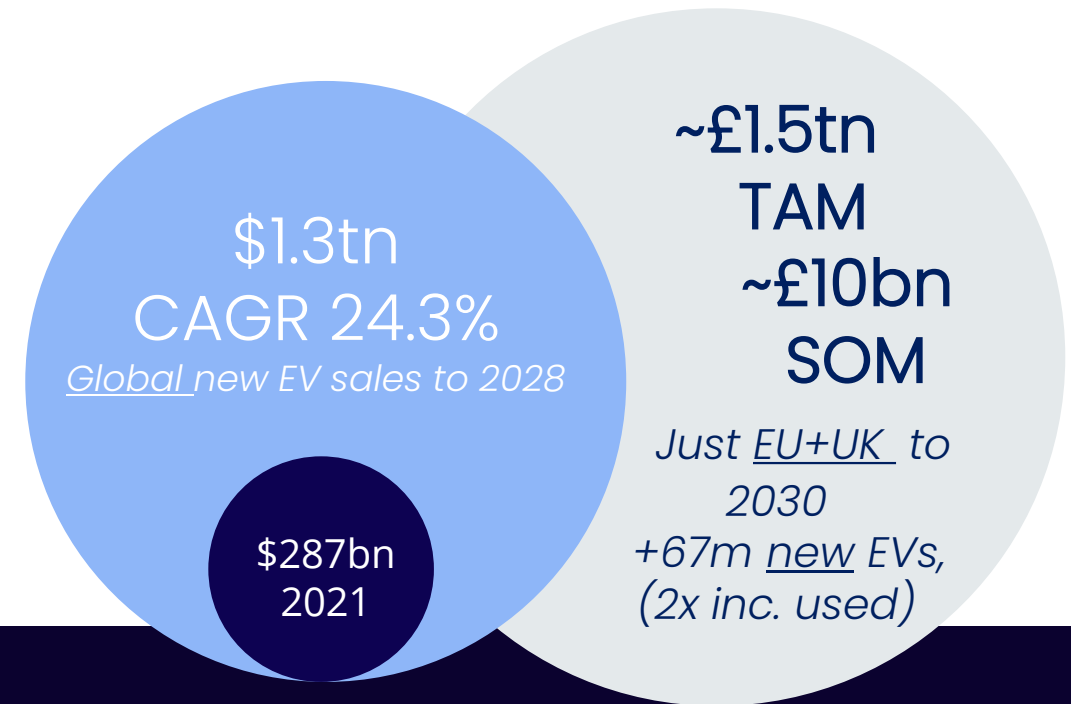
- End dates for new ICE car sales set, New ULEZ (eg. Aug'23 impacts 160k London cars)
- Leasing Cos ICE Residual Values, NetZero2040/50, ESG targets
- Electricity energy companies want V2G EVs to reduce CAPEX
- Forecasts to 2030 EV CAGR 22-38% (UK+EU), historic +50%

Spending On Electric Vehicles Is Surging

Annual global spending on EVs and charging infrastructure



Source: BloombergNEF
Note: Includes plug-in hybrids and battery electrics



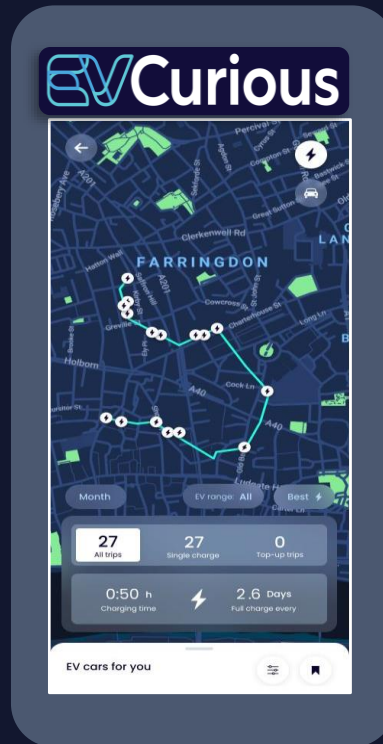
EVC + Biz model + platform = Service many B2Bs

Buyer Search +
Mobility Metadata



Car buyer/
EVC User

FREE to user



Buyer Search +
Mobility Metadata



EVSerious charges:

- Platform fees
- Success fees
- Data access fees
- White label license

ONE platform serves:

Dealerships
Leasing/finance
Electricity Cos
Insurers
Subscription EV
Public EV networks
Home EV chargers +
installers



Possible Shell relevant use cases...

- Shells' SME Fleet customers – NO fleet software? NO hardware?... NO problem with EVC
- Shells' Finance dept – Going EV reduces cost to employer of ICE salary sacrifice company car scheme
- Shells' HR/sustainability dept – Easy ESG/Scope 3 reporting + Wellness data from carbon + calorie calculations
- Shell Recharge/Ubitricity – Join EVC platform, + crowdsourced route data from buyers-with-intent to inform new public CPO sites
- Shell Fluids – Unique driver metadata to support Shell's active battery immersion cooling products (Kreisel, LG)
- Shell Fuel app – Embed EVC IP to prioritise which Shells garages to add EV, gauge EV interest
- WILD CARD – EVC IP and user metadata to support Shell entering EV subscription space or selling EVs

We seek out the input from the programme mentors and Shell stakeholders, recognising their time and expertise increases our odds of success sooner. Helping to refine our commercial proposition, in turn we aim to identify business use cases for Shell, their customers and others in the industry. And be active contributors to SSE. Thank you

Appendix

High Friction – High Value – High Impact

The Car is:

#1 or #2 consumer purchase by value (+£300bn TAM 2022, +30% CAGR)

#1 or #2 consumer CO2e emitting lifestyle choice (+500Mt CO2e/yr EU)

Enterprise sectors impacted have:

Millions of consumers

- Energy cos
- Leasing/finance
- Insurers

10,000s of consumers

- Dealerships
- No consumer on-ramp
- Public EV networks
 - Home EV chargers + installers



The 1-Stop EV solution for buyers...

An EV marketplace - just install the EVCurious app, drive & EVC does the rest

- Create Personal EV range profiles
- Calcs ownership costs + carbon savings
- Data-led, best-fit EVs for the user
- Shows nearest EV dealers
- 1-stop to key EV related services
- Public EV charging evaluated
- Encourage public transit + active travel too

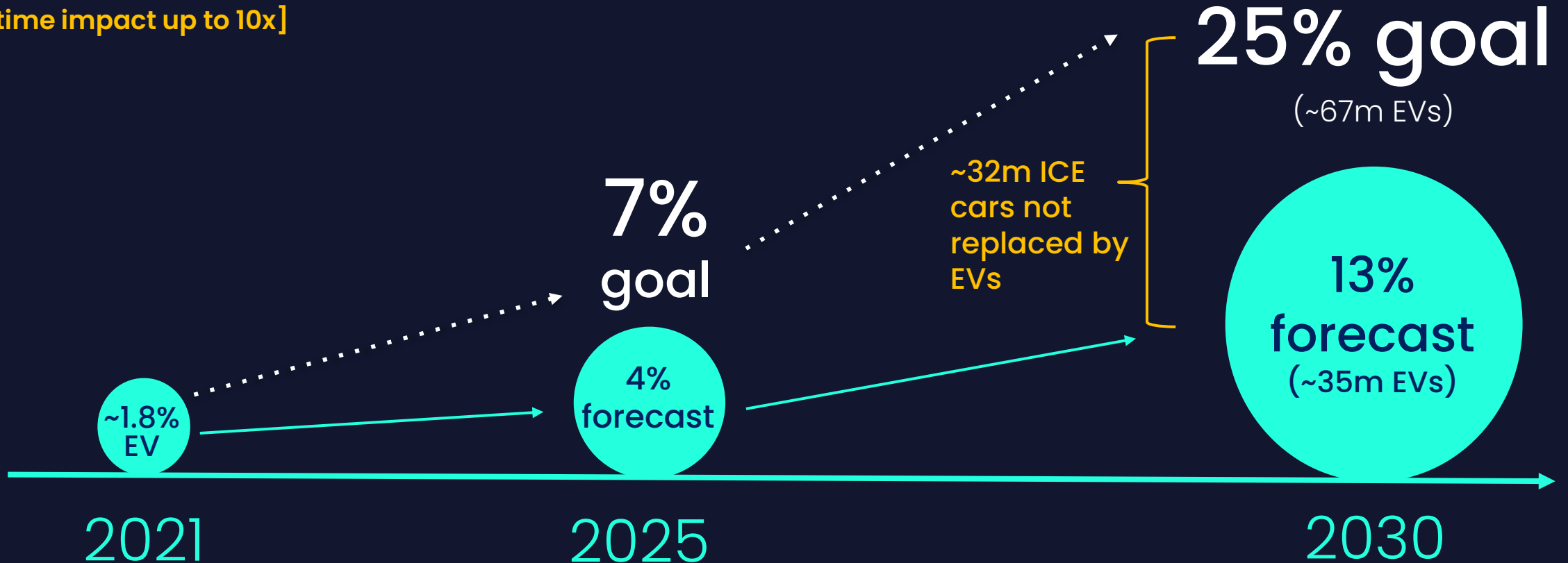


"See the whole EV market and Go Electric with confidence"

By 2030 'extra' ~65mt CO₂e/yr in UK+EU27

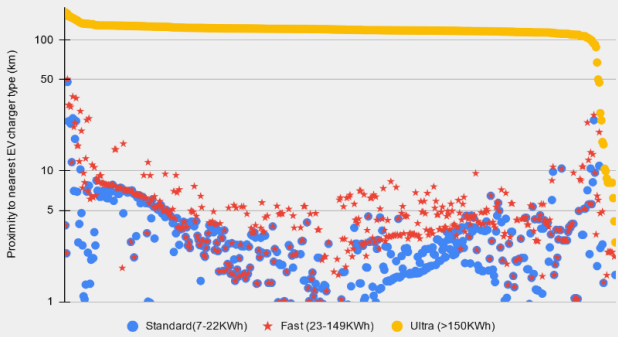
UK+EU27 missing 2030 EV goals could mean ~32m 'missed' ICE cars still on roads, each spewing ~20t CO₂e/yr

[Lifetime impact up to 10x]

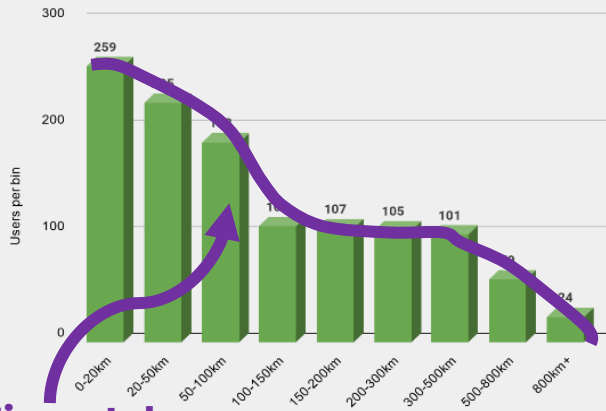


Traction: '22 DfT study funds building of Beta/MVP EVC v0.5

Scatter plot of users proximity to different speed public EV chargers

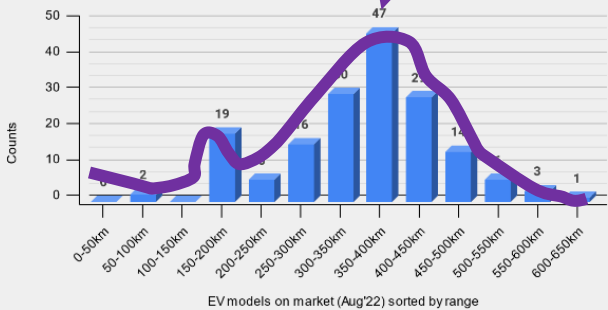


Total users weekly (Mon-Sun) totals over project duration



Mismatch

Number of EV models on market in each EV range bracket
(89% of EVs have range >200km; 98% have range >150km)



- +500 users generated +91k trips, inc +26k by car in 4mths
- 90% total daily car trip totals <100km (76% users)
- **64% total weekly car total <150km; 71% <200km**
- 94% are within 7km of a std charger, 98% within 5km
- For fast chargers its 24% within 7km, 88% within 5km
- For ultra, its 2% within 7km, 3% within 5km
- **89% of EVs on the market have a range >200km, big gap around 150-200km**

'23 Traction:

- Secured £50k InnovateUK Fast Start to implement EVC v1.0
- Validating business + platform model in every B2B segment
- Active pilots discussions in energy + insurance
- Home installers + public EV charging LoS imminent
- Marketing/influencer channels engaged
- Collaborating with Academia + published research papers

Analysing various electricity markets as proxies

Country	Average Footprint per Household (m ²)	Average Annual Household Electricity Usage (kWh)	Average Annual Miles Driven per Household	Using average 4miles/kWh*	EV charging as %age of Household Electricity
USA	201	10,649	11,484	2,871	27%
Hong Kong, China	45	5,125	5,188	1,297	25%
Portugal	73	3,500	7,898	1,975	56%
Canada	190	10,000	14,410	3,603	36%
Germany	90	3,500	7,455	1,864	53%
UK	76	2,900	6,684	1,671	58%
Sweden	85	4,000	7,584	1,896	47%
Czech Republic	93	4,200	9,662	2,416	58%
Hungary	84	3,200	7,711	1,928	60%
Romania	70	2,500	6,064	1,516	61%
Ireland	80	4,200	8,535	2,134	51%
Australia	215	5,400	8,940	2,235	41%

* 4miles/kWh is at top end of EV efficiency, so values here are conservative