



 **Plugability**

# The Opportunity



**Electric  
Car Sales are  
Exploding**



**The Market for EV  
Charging Stations  
is Almost Infinite**



**A Government  
Mandated  
Demand**

## Board of Directors / Management Team



**Gary Eldridge**

Chairman and Founder

Gary, President of Eldridge Wealth, is skilled in capital markets, M&A, and funding start-ups. He has over 30 years of experience creating and managing numerous public and private companies.



**Pat Capozzi**

Founder and President

Pat in addition to managing his family's businesses has also worked in software design for such companies as Microsoft, Amazon, and Boeing.

## Board of Directors / Management Team



### Malcolm Sask

Executive Vice President

Malcolm has a rich experience in operations and management most recently with BuildDirect.com and Viceroy Homes.



### Jan Moir

VP Investor Relations

Jan is an accomplished, creative and energetic professional with a diverse knowledge in developing and generating strategic communications programs that enhance investor reach.



### Sebastian Tang

Chief Financial Officer

Sebastian is CPA and a CAIA charter holder and he has deep experience in the accounting and preparation of corporate financial statements.



### Adrien Capozzi

Procurement and Supply Chain Management.

Adrien specializes in needs assessment, organizational development, process improvement, and project management.

## The Global Electric Vehicle (EV) Charging Market

The production and sale of electric vehicles (EVs) is a recognized industry among investors lately – and for good reason. Global electric car sales are on track to reach **18 million units in 2023.**

Massive investment is being made in the EV industry, but we've only seen the tip of the iceberg.

Now for the first time in over 100 years, there's a legitimate challenger for the internal combustion engine.

**According to the global battery alliance, an estimated 290 million charging points will be required by 2040, and that will require a global investment of 500 billion.**

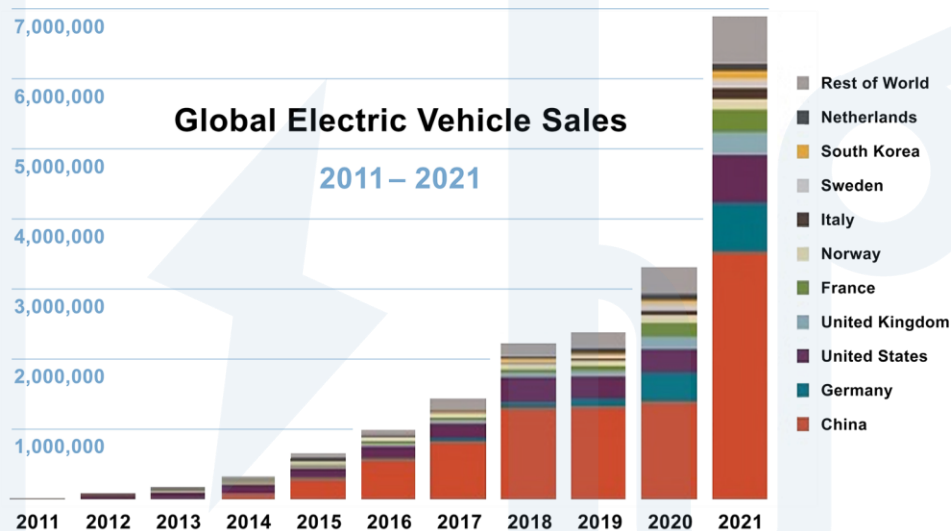
## Electric Car Sales are EXPLODING!

We have all heard of Tesla but all of the other car companies are spending billions on new EV model.

The new Hyundai Ionic 6 sold out in 24 hours. In 2022 more than eleven million EVs will be sold.

The profusion of new models is remarkable with multiple new entries in the \$20,000-\$30,000, which will bring sales into the mainstream.

EV sales should reach 100 million units in 5 years. **They will all need plugs!**

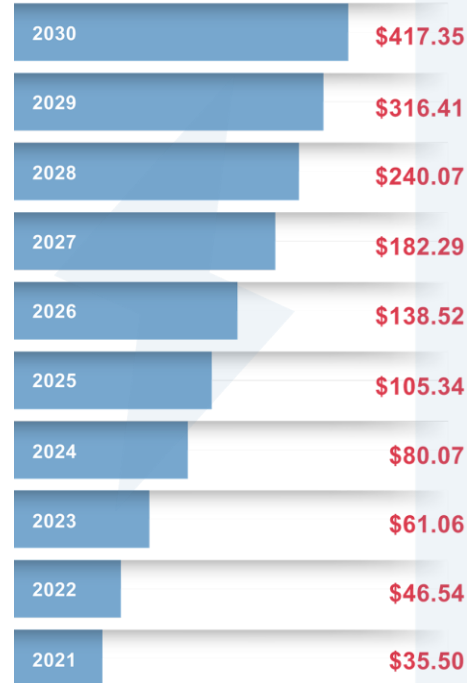


## The Market for EV Charging Stations is Almost Infinite

**The North American market for EV chargers is massive.**

**There are over 34 million dwelling units in multi-tenant buildings (MURBS).**

**This yields potential total sales of over 100 billion dollars.**



**Electric Vehicle  
Charging Station  
Market**

2021 – 2030  
USD Billion



# A Government Mandated Demand

Governments worldwide are offering massive incentives to building owners to install EV plugs.

Government Rebates  
Can Cover up to  
**75% of  
the Costs**

**The rebates are  
amazing and  
they won't last.**

This gives a  
sense of urgency.

## BC Hydro: EV Charger Rebate Program

### Apartment and Condo Buildings



#### EV Ready Rebates:

- Up to \$3,000 for EV Ready plan
- Up to \$120,000 for EV Ready infrastructure
- Up to \$14,000 for chargers

**TOTAL:** \$137,000 per apartment/condo complex

**Standalone Rebate:** Up to \$14,000 for chargers per apartment/condo complex.

### Workplaces



Workplaces can get a rebate of up to \$2,000 per charger to purchase and install eligible Level 2 networked EV chargers for employee use, to a maximum of \$14,000. For more information, visit [BC Hydro's Website](#).





## Plugability building ‘the brand’ for installing Electric Vehicle plugs.

**This is our passion. We believe that one of the key steps in reversing climate change is implementing widespread use of electric vehicles.**

**“By 2035, all new cars and light-duty trucks sold in the country will be zero-emission vehicles.”**

Omar Alghabra

Transportation Minister of Canada

There are few times in history where society aligns all interests in a concerted effort to accomplish an important strategic goal.

# Every major automaker is introducing new EV models

Tesla has the early lead with factories in US, Germany and China

BUT

- Volkswagen plans to spend \$100 billion
- South Koreans are strong contenders. Hyundai is planning to spend 80 billion on EVs and their Ioniq 6 sold out in Europe in 24 hours
- Toyota plans to invest roughly **\$70 billion** in electrified vehicles
- Ford to spend \$50 billion by 2026
- GM's has announced **\$35 billion** in EV-related spending, happening between roughly 2021 and 2025. That total spend should yield about 30 new EV models by 2025.

**Currently sales are limited only by the availability of the cars.**

## Technology for Now and the Future

Plugability uses advanced technology called adaptive charging (also referred to as load management or charge management systems).

Adaptive charging allows multiple Level 2 chargers to operate on one circuit by modulating the power demand of each individual charger.

This helps reduce the need for expensive main supply upgrades in the building.



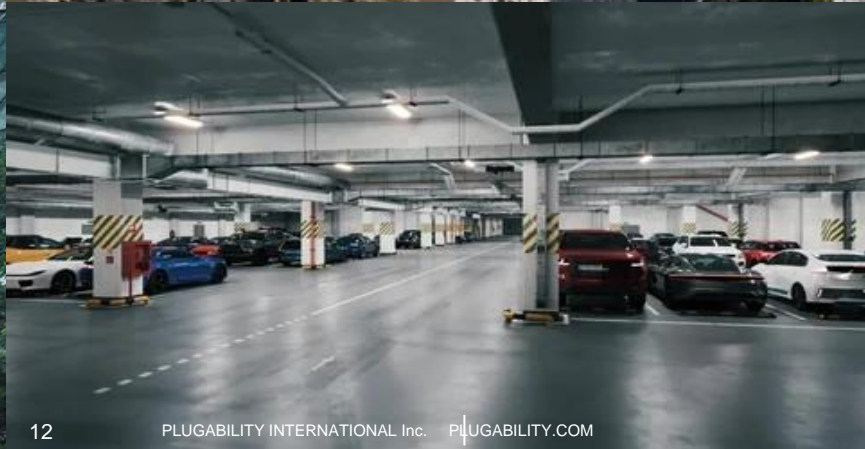


## Marketing and Sales

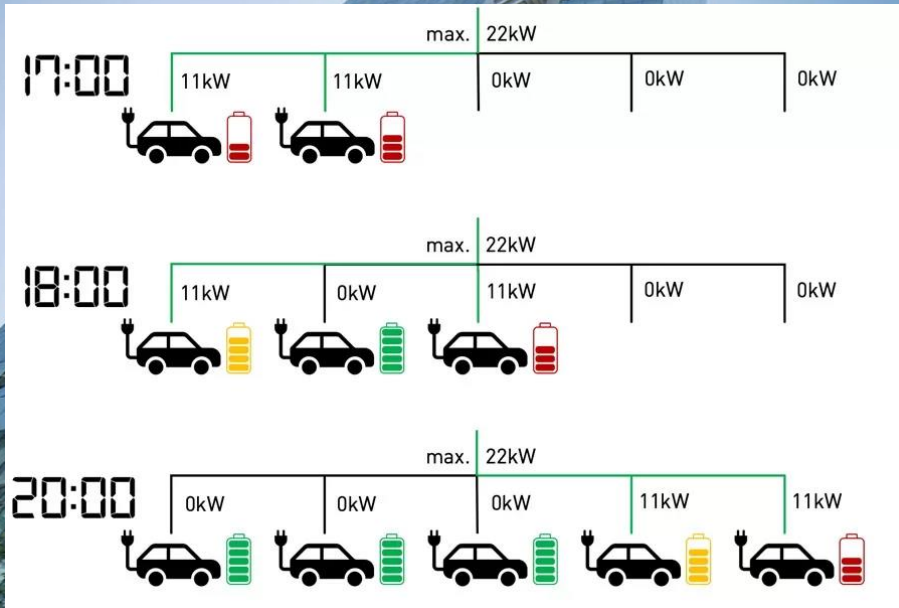
With a focus on multi-unit residential buildings (MURBs), Plugability has a very specific and large market to pursue that has deep revenue opportunities.

The intention is to reach out directly to the property owners and property management companies and educate them on Plugability's ability to solve the additional power load problem of adding a large number of charging stations with our intelligent system.

Google ads targeting the property managers will be used for branding and lead generation, along with Sales Reps to cold call on those same managers and educate them on our solutions.







## Multi-Unit Residential Buildings

Adding residential EV charging in MURB situations is a challenge where a large number of vehicles will strain the existing available power within the building.

This challenge creates a business opportunity as each building will require dozens if not hundreds of charging stations.

Plugability will offer an intelligent system where the individual charging stations are monitored and centrally controlled.

This important differentiation opens an un-served market with high-value projects.



For the full **presentation .pdf**  
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