



Enhancing Charge Point Operator Success:

A STRATEGIC GUIDE WITH GO TO-U



CHARGE POINT OPERATORS: THE PILLARS OF THE EV CHARGING INFRASTRUCTURE

Choose **GO TO-U** and **secure optimal returns on** your investments, ensuring a profitable and sustainable future in the EV charging industry.

Charge Point Operators (CPOs) are essential to the electric vehicle (EV) industry, serving as the foundational support throughout the entire lifecycle of EV charging infrastructure. From the initial installation to everyday operation and maintenance, CPOs ensure that EV drivers have access to reliable and high-quality charging services.

Government Support Boosts CPO Operations:

To meet EV adoption goals, significant government funding has been allocated. The **NEVI Formula Program**, for example, provides around \$5 billion for DC charging stations on major highways and \$2.5 billion in grants to support community-based projects, especially in disadvantaged areas.

Maximize Your Investment with GO TO-U

Unlock substantial financial benefits with GO TO-U, where we leverage government programs to cover up to **80%** of your costs in setting up and operating EV charging stations.

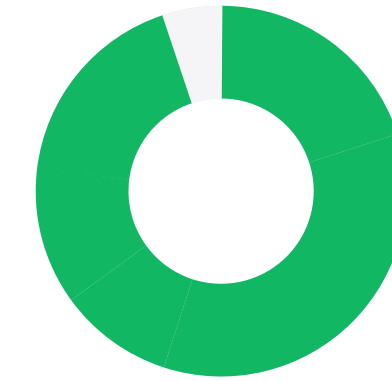
GO TO-U also assist in tapping into additional federal and private programs to cover the remaining **20%**. By partnering with us, you enhance your ability to achieve impressive returns—up to **100%** of invested capital on your charging station projects.



GO TO-U: YOUR PARTNER IN SUCCESS

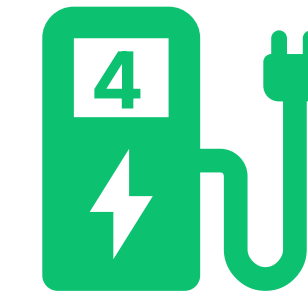
With GO TO-U, you have a dedicated partner to help you navigate these opportunities. We ensure that your charging stations meet all regulatory requirements and maximize the available subsidies. Partnering with GO TO-U means more than just achieving compliance; it's about optimizing your operations for maximum efficiency and profitability.

THE NEVI FORMULA PROGRAM: KEY NUMBERS



80%

Maximum amount covered on approved projects by the fund



min 4 ports

Every charging station needs a minimum of 4 ports



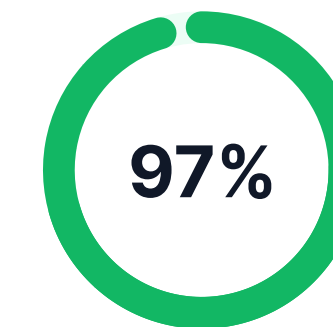
\$7.5B

in spending approved for the NEVI program



5 years

the infrastructure must be maintained



97%

• Uptime of the charger



24/7

The availability requirement of AFC chargers



150 kW

Minimum power requirement for DC Fast Chargers





THE CHALLENGES CPOs FACE

1/5 charging session fails

Poor ROi

Daily utilization is 10%

Peak charging hours

Lack of Additional Revenue

Ineffective Outreach and Promotion

Poor user experience



**WITH GO TO-U ALL THESE CHALLENGES
CONVERT INTO SUCCESS STORIES!**



TURNING CHALLENGES INTO OPPORTUNITIES

With GO TO-U, Now more than ever, technology is evolving rapidly, presenting endless opportunities for businesses.

Seizing these opportunities can be a game-changer. It often requires access to cutting-edge technology, seamlessly integrated into your operations.

JOIN US AS GO TO-U TRANSFORMS CHALLENGES INTO TRIUMPHS, DRIVING POSITIVE IMPACT AND SUCCESS.



Optimal Charging Experience and Efficiency

Charging Station Management

Dynamic Reservation Technology

Manage Different Access Types

Dynamic Tariff Management

Exploring Payment Solutions

Maximizing Accessibility and Profitability

Marketing and PR Enriched and Rewarding Experience

GO TO-U Shop GO TO-U Mobile app

Success Stories



99.9% Uptime

OPTIMAL CHARGING EXPERIENCE AND EFFICIENCY

Experience unparalleled reliability and maximize revenue potential with our cutting-edge charging stations. Maintaining an exceptional **99.9% uptime**, our stations minimize downtime, ensuring continuous service for your customers. With our intuitive system, easily track station occupancy, book connectors in advance, and receive instant push notifications for status changes. This level of insight empowers you to optimize station usage, ensuring seamless customer experiences and driving greater satisfaction.

Choose reliability, choose efficiency, Make every charge a success with GO TO-U.

Chargers

2 6 1 1 1

Green Charger #200
s/n: SEQWCEVPH5C32

Green Charger #201
s/n: SEQWCEVPH5C32



1

60-120kW

Tariff Day ⓘ

S P X U

ⓘ Occupied



2

12

Tariff Day ⓘ

VIP X

ⓘ Occupied

Green Charger #202
s/n: SEQWCEVPH5C32



High ROI

CHARGING STATION MANAGEMENT

Our **advanced reservation technology** ensures immediate access to connectors, eliminating wait times entirely for drivers.

Thanks to our **Plug and Charge** feature, electric vehicle owners can start charging automatically upon plugging in, without any additional steps or authentication.

And during high peak hours, our **load balancing** feature optimizes performance, ensuring stability and efficiency. Our **MC reservation** system further optimizes locations with 10+ chargers for driver convenience.

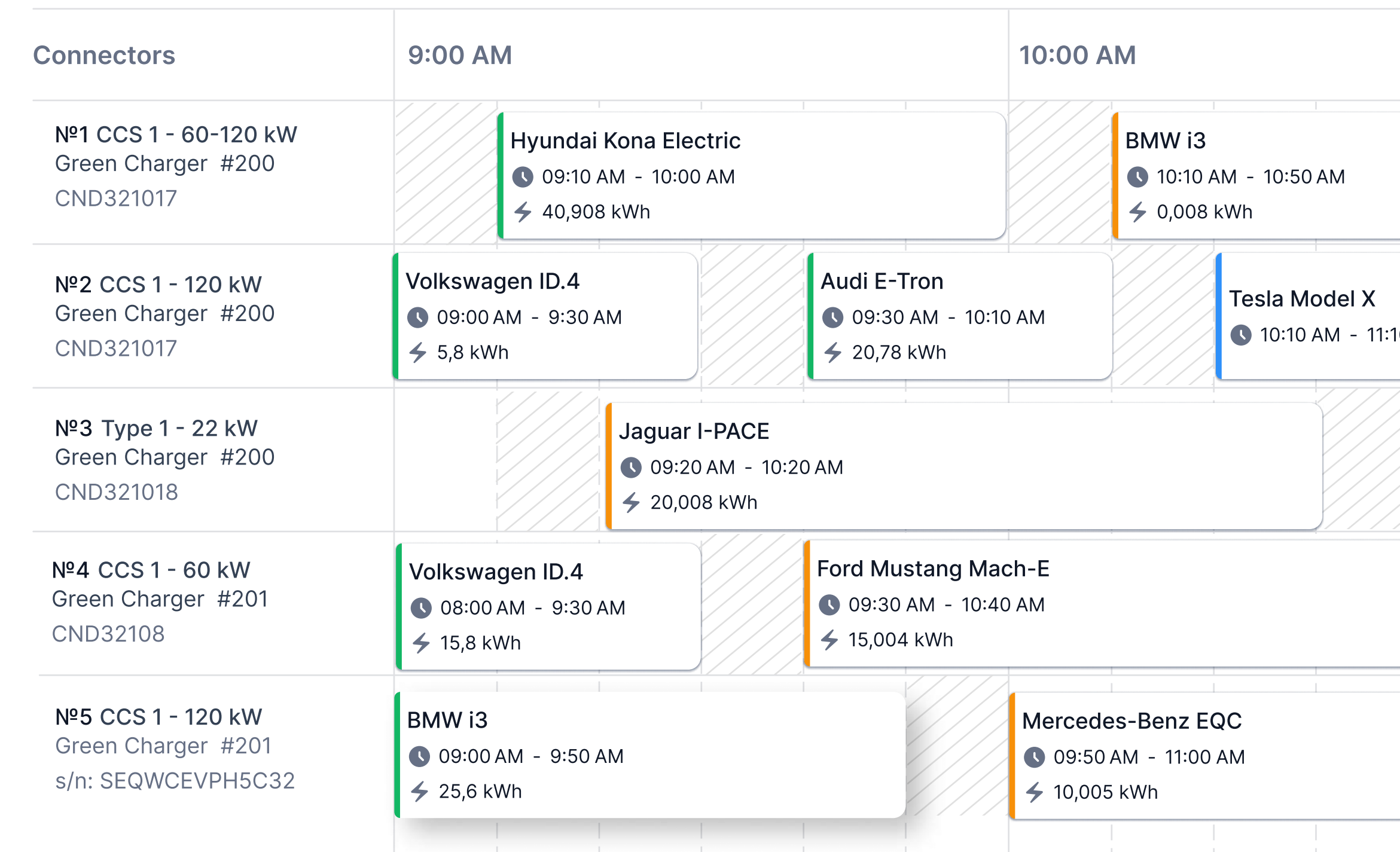
With these cutting-edge features, we guarantee seamless charging experiences, heightened customer satisfaction, and **optimized ROI** for your business.



Reservations 22 March, 2024

Today < >

● Completed ● Planned ● In progress ☐ Buffer time ☐ Operator's reservation



Choose reliability, choose efficiency – partner with us today to unlock the full potential of your charging infrastructure.

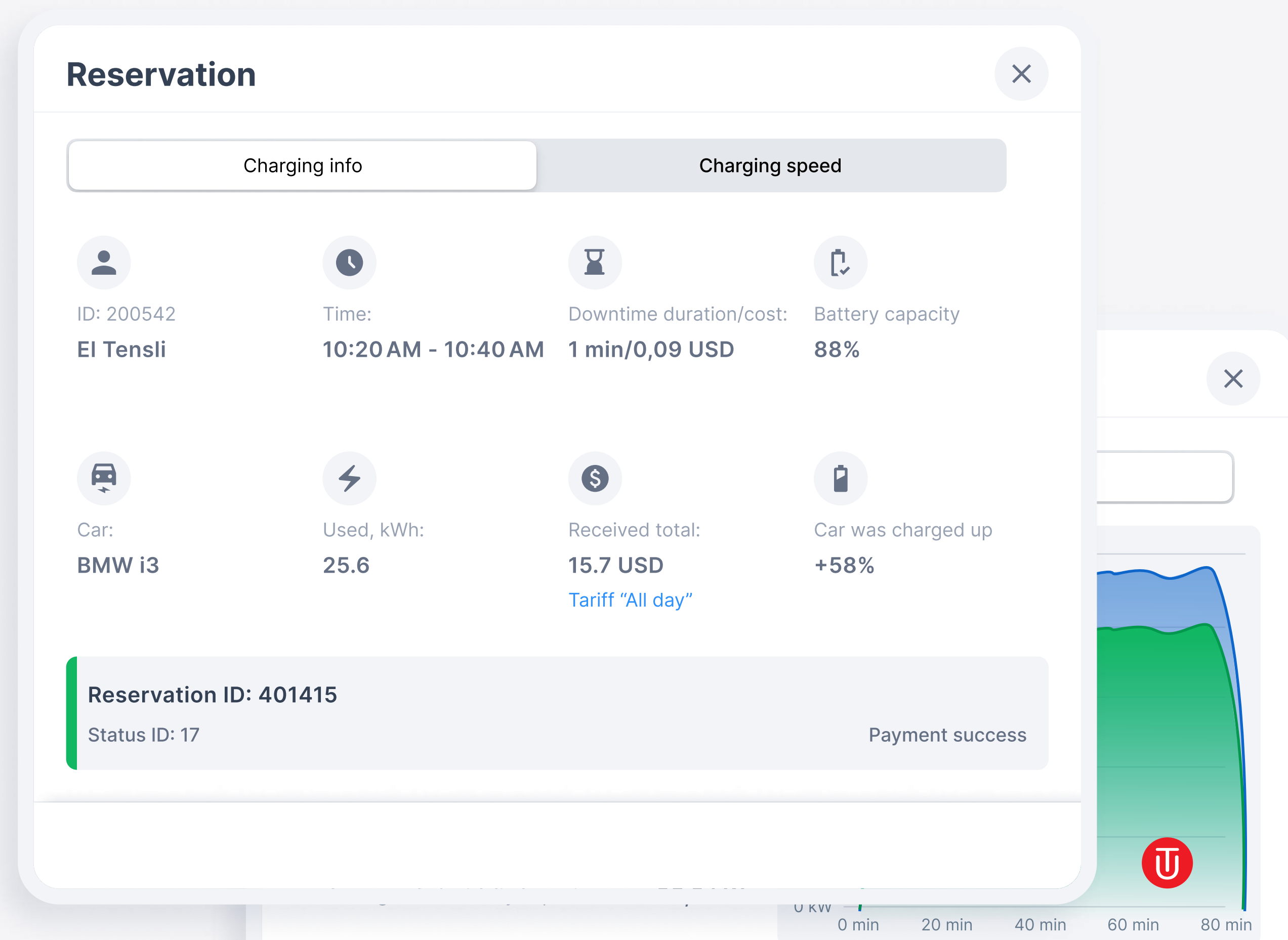


High utilization rate

DYNAMIC RESERVATION TECHNOLOGY

Our system provides a comprehensive view of **reservations** made up to seven days in advance, empowering you to plan and allocate resources efficiently. What sets our system apart is its ability to provide detailed information about each driver, including **car brand, consumed kilowatt-hours (kWh), money received, and battery percentage**. This level of insight enables personalized service and informed decision-making, ensuring that every customer's charging needs are met with precision.

Moreover, our Back office features a **real-time charging speed graph**, allowing you to monitor the charging process with precision. Track power import and power offered by the station throughout the charging session, enabling you to optimize charging parameters for maximum efficiency.



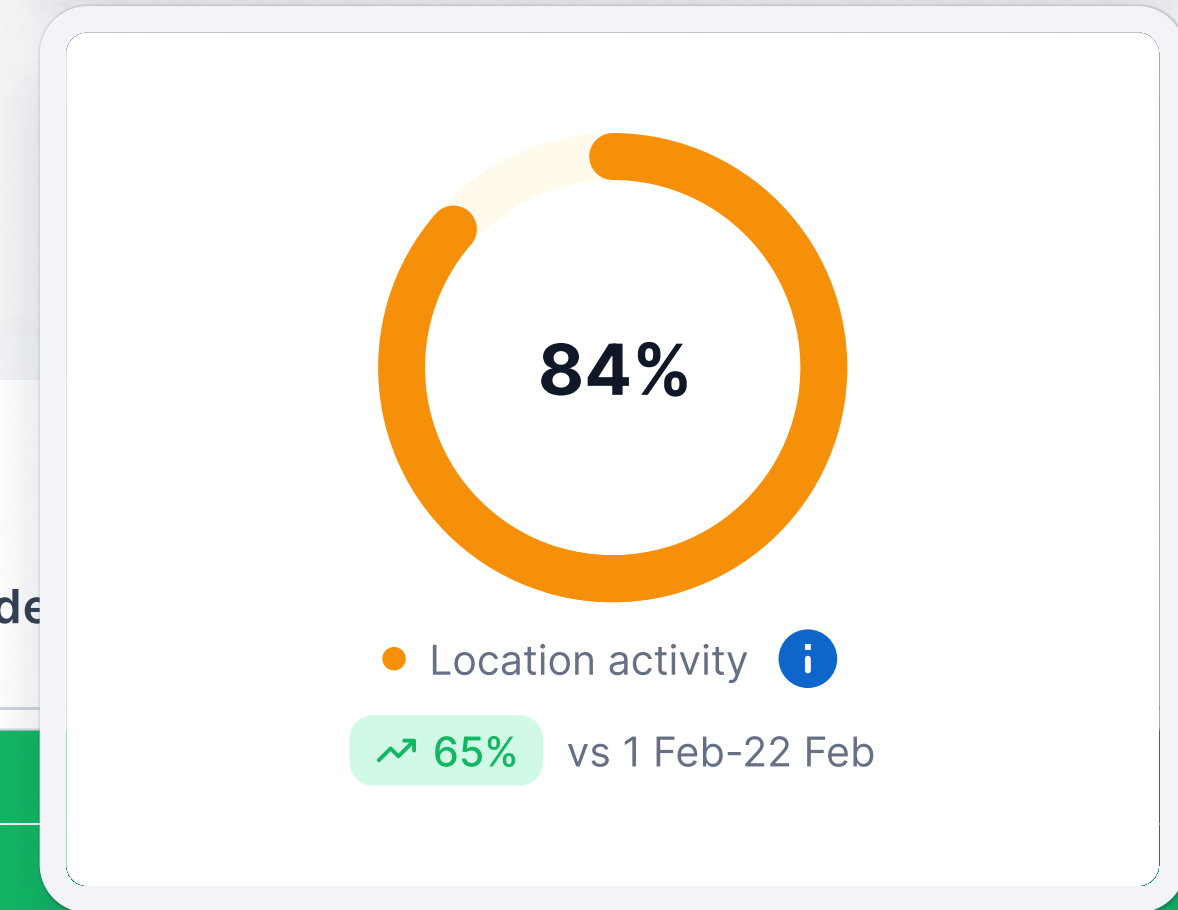
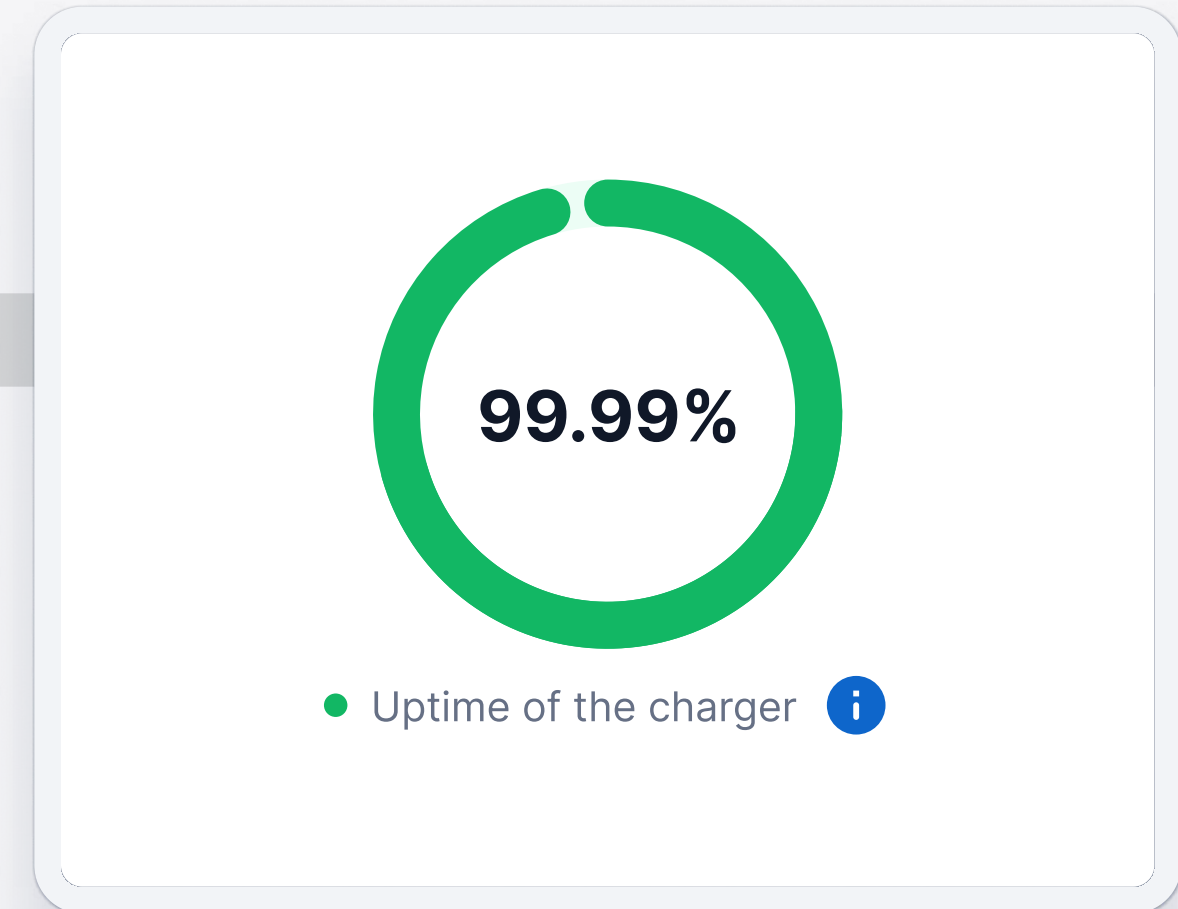
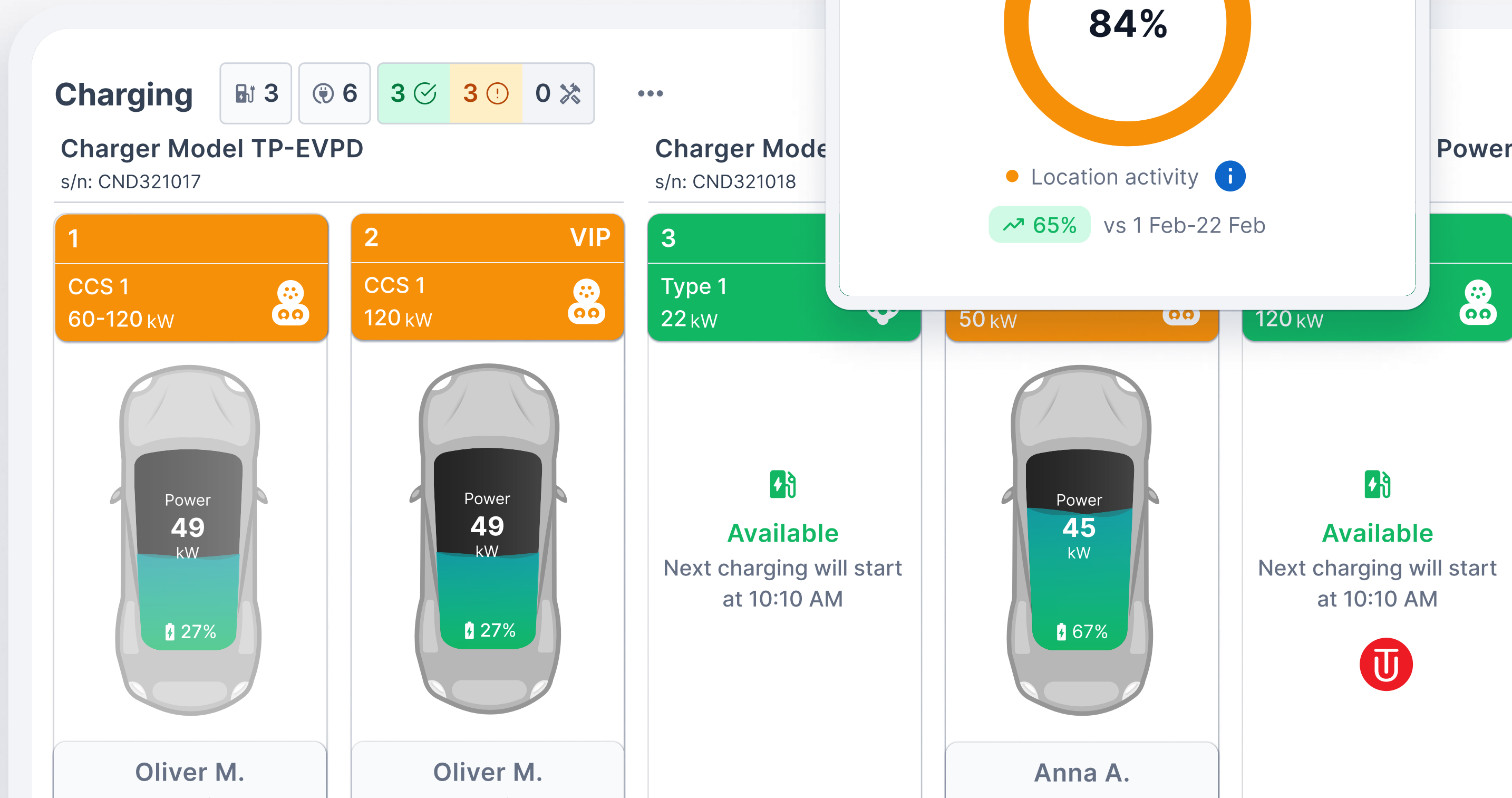
Optimize charging hours

SMART ENERGY MANAGEMENT

Designed for **public, fleet, multifamily residential,** and **commercial** EV charging, this innovative system optimizes energy consumption by leveraging various factors such as grid constraints, energy pricing, renewable energy availability, locally stored energy, and driver preferences. By dynamically managing charging infrastructure, our system ensures efficient delivery of power to EVs while minimizing interference with other power consumers.

Our **VIP Connector** introduces premium upcharge options, enabling users to enjoy accelerated charging speeds while driving revenue for your business. Coupled with our load balance feature and dynamic tariff system, you can effectively distribute power across your infrastructure and strategically adjust pricing to meet demand fluctuations.

Experience the synergy of cutting-edge technology and sustainable practices with our **Smart Energy Management solution.**



Multiple, diversified revenue streams

MANAGE DIFFERENT ACCESS TYPES

Our system allows you to customize access types for individual chargers, seamlessly transitioning between **private** and **public** usage. This flexibility ensures optimal resource utilization and revenue generation, catering to both private users and the general public while enhancing profitability.

Group Management functionality, enabling you to create distinct **user groups** with unique dynamic tariff settings. For businesses, this means the ability to establish client groups, offering customized charging solutions and tracking their spending and charging activities.

Corporate clients designed for fleets or company vehicles.

Our system streamlines the process of integrating corporate clients into your charging infrastructure, optimizing their user experience and enhancing overall efficiency.



Public / private



Corporate users



Groups of users

Tariff's name	Range	Price
Usual day	Everyday 08:00 AM-10:00 PM	\$ 0.25 per kWh
Holidays	Everyday 08:00 AM-10:00 PM	\$ 0.4 per kWh
Weekend group	Sunday 08:00 AM-10:00 PM	\$ 0.05 per kWh
Usual night	Everyday 10:00 PM-7:00 AM	\$ 0.22 per kWh
VIP clients Monday	Monday 00:00-24:00	\$ 0.00 per kWh
VIP clients Tuesday	Tuesday 00:00-24:00	\$ 0.03 per kWh
VIP clients Wednesday	Wednesday 00:00-24:00	\$ 0.01 per kWh
VIP clients Thursday	Thursday 00:00-24:00	\$ 0.03 per kWh
VIP clients Friday	Friday 00:00-24:00	\$ 0.03 per kWh
VIP clients Weekends	Friday 00:00-24:00	\$ 0.25 per kWh



Multiple, diversified revenue streams

DYNAMIC TARIFF MANAGEMENT

Feature empowers businesses to adapt their pricing strategies in real-time based on demand fluctuations. This flexibility allows businesses to optimize revenue potential and resource utilization by adjusting prices according to varying levels of demand. One standout aspect of this feature is the ability to set “**happy hour**” tariffs, which enables establishments to attract customers during traditionally slower periods. By offering discounted rates during off-peak hours, businesses can incentivize customer visits, leading to increased revenue and improved profitability.

Group Tariff can be set to free or discounted, providing businesses with powerful incentives to attract users to charge at their location.

By leveraging this feature, businesses can effectively incentivize group users to choose their charging station over competitors, ultimately driving traffic, enhancing customer satisfaction, and increasing revenue opportunities.

The screenshot displays the EVOCHA Green Charging management interface. At the top, there's a navigation bar with 'EN', a notification bell with '99+', and the EVOCHA logo. Below this, a card for 'Green Charging' shows a location in New York City with a 'Change location' button and 'All locations' link. A menu below the card includes 'Overview', 'Location', 'Chargers', 'Tariffs' (selected), and 'Map'. The main section is titled 'Tariffs list' with a search bar. A table lists various tariffs, including 'Usual day' and 'VIP clients' with their respective ranges, prices, and connector counts. A modal window is open for configuring 'Custom working hours', showing options for 'Same every day' (with day selection buttons) and 'Start time'/'End time' dropdowns.

Tariff's name	Range	Price	Location	Connectors
Usual day	Everyday 08:00 AM-10:00 PM	\$ 0.25 per kWh	Green Charging	4
			Green Charging	4
			Green Charging	4
			Green Charging	4
			Green Charging	2
			Green Charging	2
			Green Charging	2
VIP clients Thursday	Thursday 00:00-24:00	\$ 0.03 per kWh	Green Charging	2
VIP clients Friday	Friday 00:00-24:00	\$ 0.03 per kWh	Green Charging	2
VIP clients Weekends	Friday 00:00-24:00	\$ 0.25 per kWh	Green Charging	2



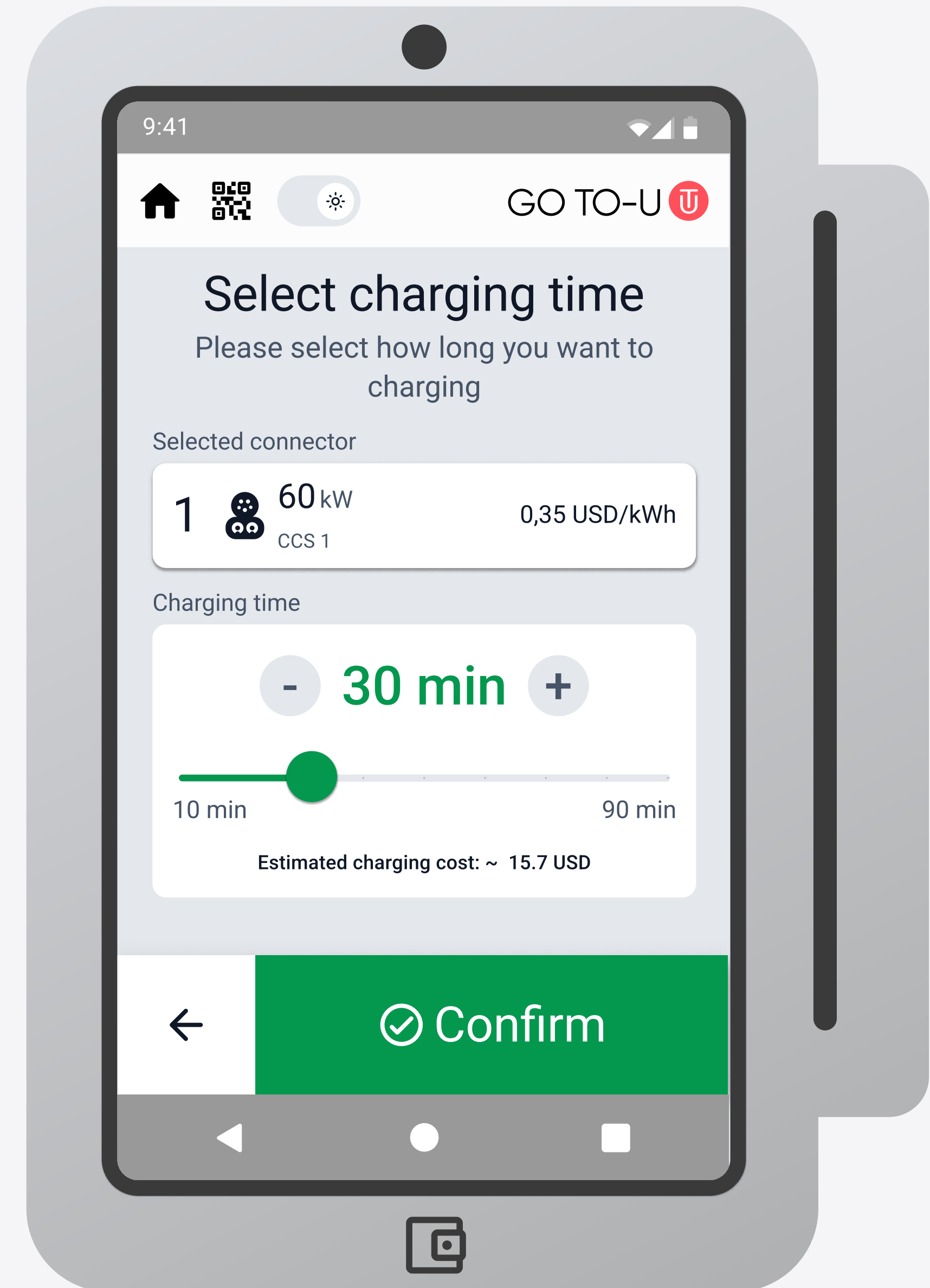
Multiple, diversified revenue streams

EXPLORING PAYMENT SOLUTIONS

Payment Terminal Solutions allows businesses to accept various payment methods, including credit cards, debit cards, mobile wallets, and contactless payments, enhancing flexibility and convenience for customers.

Corporate Wallet for Company Cars and Fleets can streamline expense management processes, improve cost control, and enhance transparency.

This feature is particularly beneficial for businesses with large fleets or company-owned vehicles, as it enables efficient management of corporate transportation expenses.



Multiple, diversified revenue streams

MAXIMIZING ACCESSIBILITY AND PROFITABILITY

Downtime tariff can incentivize users to vacate charging spaces promptly after charging, ensuring accessibility for other drivers in need of charging.

With this feature, even after the car finishes charging during the reservation period, revenue continues to flow, optimizing profitability for charging station operators while maintaining fairness and efficiency in bay usage.

Penalty Fee Mechanism deter drivers from remaining parked in charging spaces for extended periods beyond their charging session. By imposing penalty fees for prolonged occupancy, businesses can discourage abuse of charging bays and ensure fair access for all users



← All tariffs

Add tariff

Tariff Day

Price per kWh
Price per minute

24/7
Same every day

Time range 1

Range name
Day

Time

Mon Tue Wed Thu Fri Sat Sun

Start *
00:00

End *
00:00

+ Add time

- Time slots should be in order from 00:00 to 24:00
- Time slots should not overlap

Price

Cost per kWh *
0,5

Currency *
USD

Additional fee

Reference type *
Downtime

Downtime per min *
0.04

The maximum value can be 80% of the price

The price should not exceed

A red circle containing a white 'U' icon, located at the bottom right of the form.

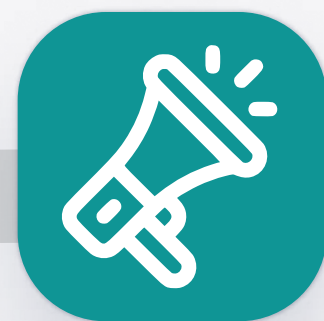
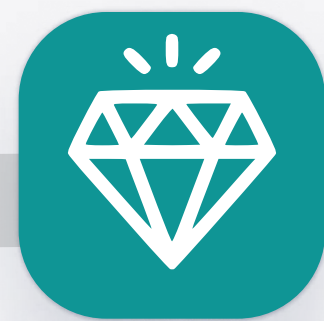
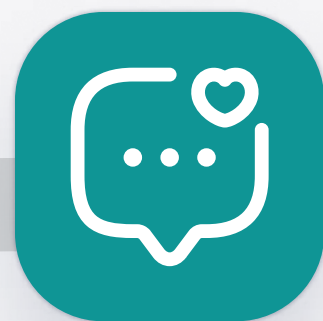
Promotion tools

MARKETING & PR

Unlock revenue opportunities for your location with tailored **promotions** and **offers** designed specifically for drivers.

Our innovative approach ensures customer satisfaction, driving loyalty and encouraging repeat visits.

Geolocation marketing tools, emails and push notification all from back office to reach targeted customers effectively.



The screenshot shows a dashboard for a user named Anna. The left sidebar contains navigation options: Dashboard, Reservations, Comments, Clients, Statistics (Beta), Marketing (highlighted), and EV-friendly. The main content area is titled 'Welcome, Anna' and includes a sub-header 'On this page, you can manage offers, e-mails, push-notifications'. Below this are links for 'Manage', 'Create new offer', 'E-mails', and 'Push-notifications'. The 'E-mails' section features a search bar, an '+ Add' button, and a list of email campaigns. The list has columns for ID, E-mail text, Mailing date, and Status. The status column contains colored buttons: 'Scheduled' (green), 'Pending confirmation' (yellow), 'Paused' (orange), and 'Sent' (blue). A right-hand 'Information' panel provides details for the selected 'Pending confirmation' status, including a description and a 'Send' button.

ID	E-mail text	Mailing date	Status
123344	Unit Back Maximize your savings with...	3 May, 2024 10:00 AM	Scheduled
123343	Happy Easter This Easter, bring home mo...	31 Mar, 2024 8:00 PM	Pending confirmation
123342	Discount -20% Enjoy a special 20% discou...	3 Mar, 2024 9:00 PM	Paused
123341	Last chance Hurry, this offer is available...	28 Feb, 2024 8:00 PM	Sent
123340	We've Opened in a New Location We're thrilled to announce t...	3 Jan, 2024 1:00 PM	Sent
123339	Cashback Offer! Get up to 10% cashback on...	29 Dec, 2023 2:00 PM	Sent
123338	Christmas Special! Enjoy exciting discounts up...	24 Dec, 2023 3:00 PM	Sent

Promotion tools

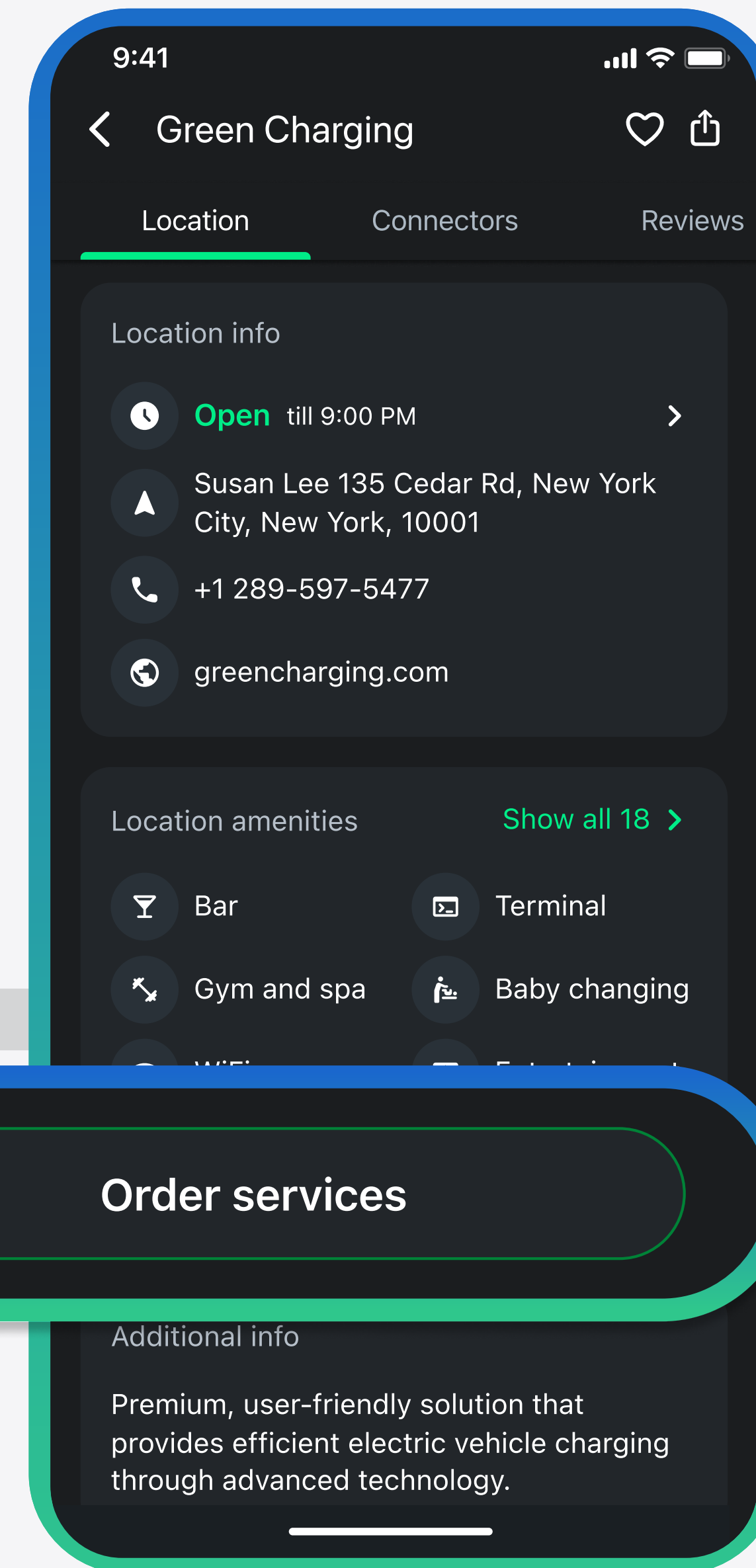
ENRICHED AND REWARDING EXPERIENCE

Simply click **'Order Services'** in the GO TO-U app to effortlessly access a variety of amenities provided at partner locations for drivers.

Not only do users come to charge their vehicles, but they're also enticed to spend more on food, services, and hotels, boosting the overall profitability of your location.

Our innovative approach ensures customer satisfaction, driving loyalty and encouraging repeat visits.

Join us in creating a destination where customers return not just for charging, but for an enriched and rewarding experience. Let's elevate your location together.



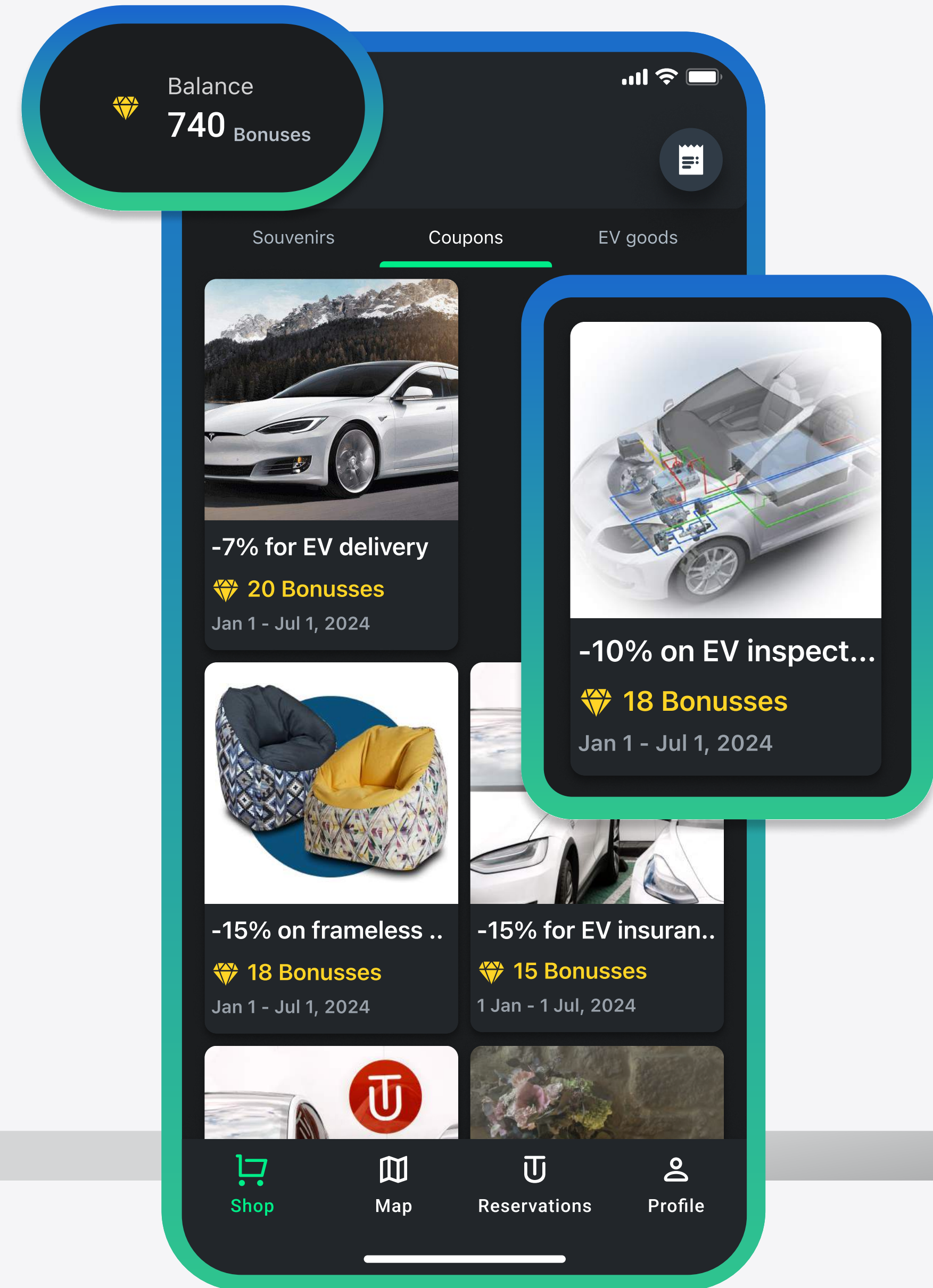
Promotion Tools

GO TO-U SHOP

In the app's 'Shop' tab, partners can showcase their exclusive coupons, attracting drivers to their offerings.

These coupons are made accessible to drivers who exchange bonuses earned through feedback or by inviting friends.

It's a mutually beneficial system that drives engagement and encourages drivers to explore partner services.



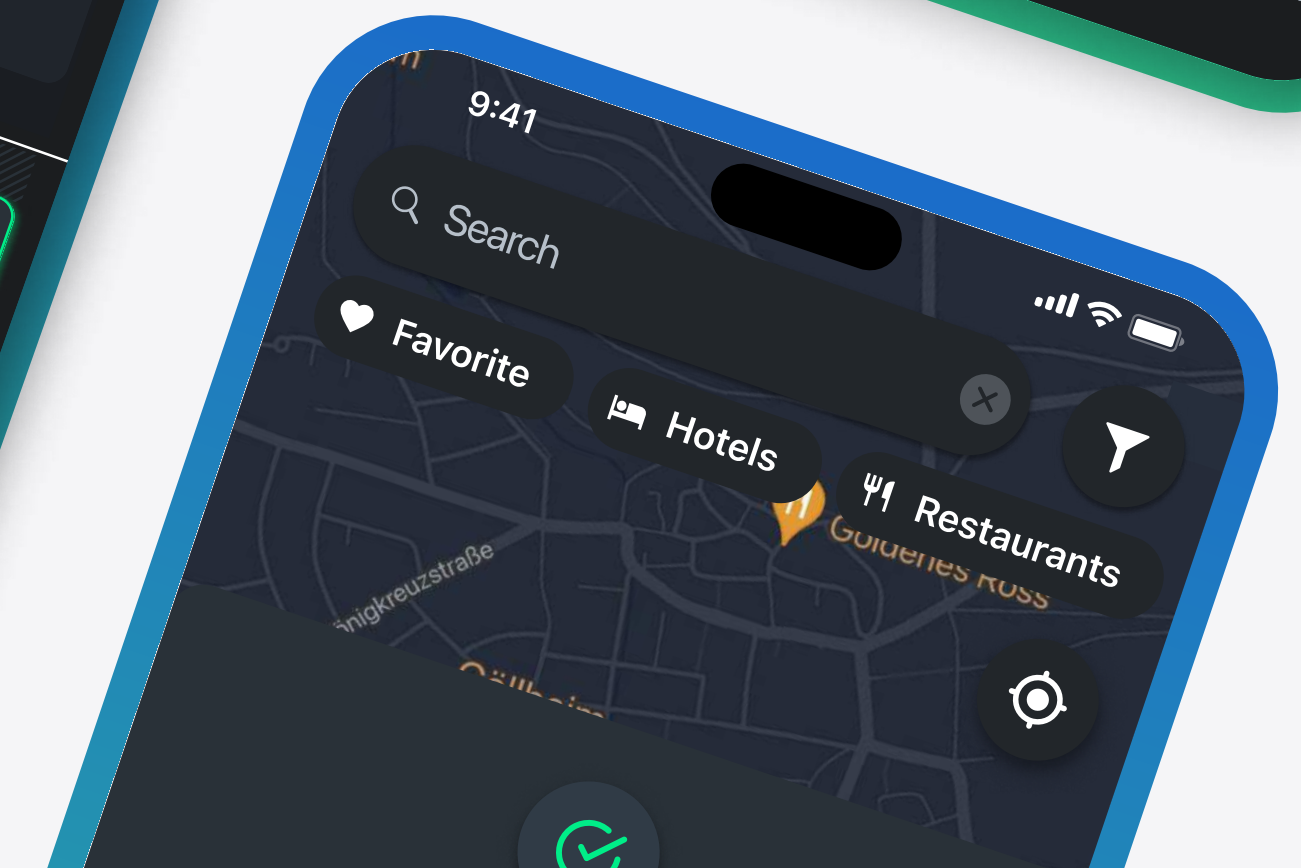
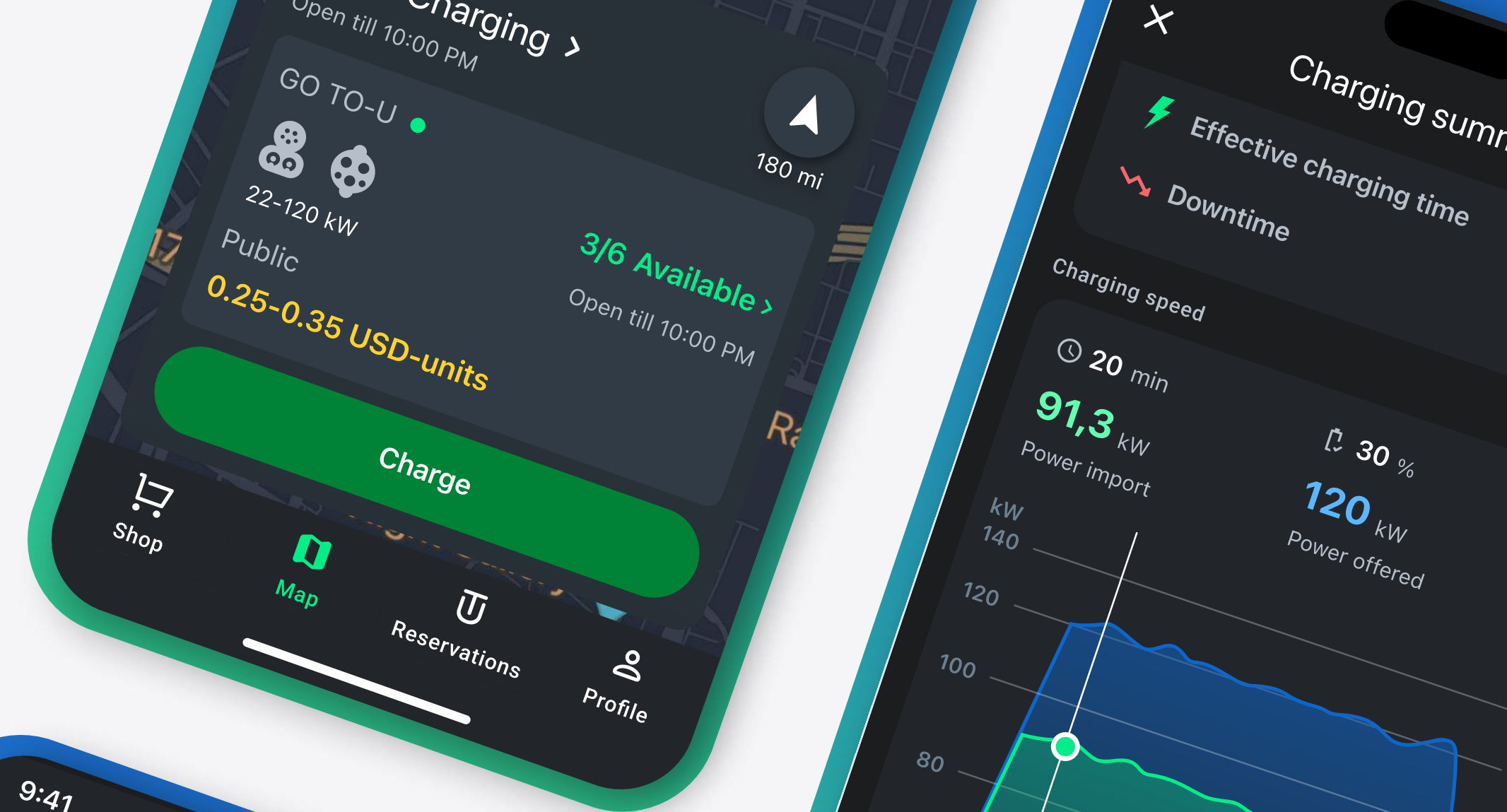
User-friendly experience

GO TO-U MOBILE APP

GO TO-U is leading the charge in revolutionizing the electric vehicle charging experience.

By providing a seamless and user-friendly charging experience, we foster customer loyalty and encourage repeat visits, ultimately driving profitability for charger locations.

With cutting-edge features and unwavering dedication to excellence, we're reshaping the future of charging.



Grow with us

SUCCESS STORY: GO TO-U HUB REVOLUTIONIZES EV CHARGING

Launched in early 2024, the GO TO-U Hub quickly transformed the electric vehicle (EV) charging scene. This hub became crucial in expanding the city's EV infrastructure, meeting the needs of a growing number of EV drivers. GO TO-U set a new standard with this comprehensive charging hub, equipped with the latest high-speed DC fast chargers that power up vehicles quickly. Additionally, GO TO-U's smart software lets users reserve charging spots through an app, making chargers readily available and cutting down wait times. This innovation not only enhanced convenience but also streamlined the entire charging process.

GO TO-U – WE BRING THE FUTURE TO REALITY.



Grow with us

RISK-FREE REVENUE SCALING

At GO TO-U, we're committed to revolutionizing the charging experience. Our goal is to simplify, make more accessible, and enhance the convenience of electric vehicle charging for all.

With our cutting-edge technology and unwavering dedication to excellence, we're changing the way people perceive and interact with charging.

With GO TO-U's support and innovative features, you can effortlessly scale your business operations while maintaining a focus on excellence.



1 CHARGER

\$8k

LOCATION OCCUPANCY

x4





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