

Top Brand Charging Station[®] 2023

Independent Brand Evaluation of Manufacturers of Charging Stations
in Austria, Switzerland, Germany, United Kingdom (UK)

EUPD Research | February 2023



22 YEARS
EUPD Research

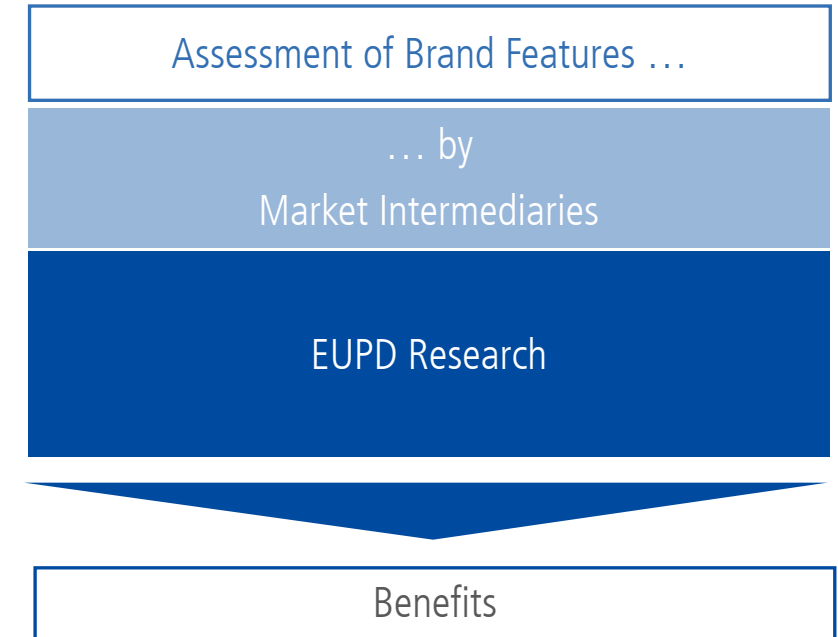
Recognized | Prestigious

- EUPD Research's **Top Brand Charging Station**® is a universally acclaimed and highly prestigious certification in the EV charging station industry and stands for reliability and trust in the eyes of target groups and business partners.
- The award highlights the best-in-class companies from the installers' point of view at country and regional level.
- It is used as a distinct differentiation factor within the competitive landscape and underlines the outstanding performance.
- The thorough analysis reflects the comprehensive perception of the customer group and is supported by qualitative primary data.
- The award is easy to integrate into numerous marketing and communication tools and campaigns and enjoys highest recognition levels among market intermediaries.



Substantial | Objective

- EUPD Research has more than 22 years of in-depth expertise in measuring and analyzing the perception of market intermediaries and end customers and is globally known as the leading certification body within the sustainability sector.
- This kind of constant dialogue is unique in the international EV charging station industry, making the **Top Brand Charging Station**® award a most recognized certification.
- The **Top Brand Charging Station**® analysis is based on decades of research experience and unique evaluation models that guarantee utmost quality and objectiveness.
- EUPD Research is considered as the No #1 institution of high-quality market research in the downstream segment.



Certified | Recognized

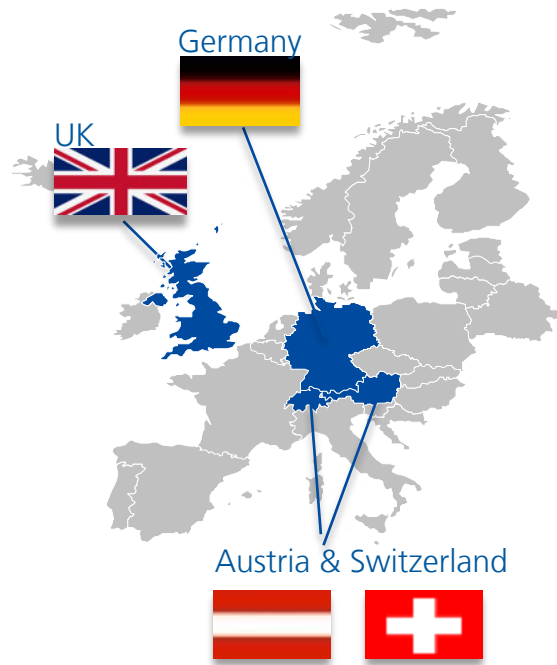


The **Top Brand Charging Station®** status is a proven title for the best-in-class players all around the globe.

Certified companies receive a seal package for online and print promotion alongside with a tailor-made certificate signed by the executive board of EUPD Research.



Visible | Country-Specific



- Country level:
 - Austria
 - Germany
 - Switzerland
 - United Kingdom (UK)
- Regional level:
 - DACH (region)
- The **Top Brand Charging Station**® evaluation attracts massive attention all year round and is quoted on a daily basis in international and local key media.
- The comprehensive coverage underlines the importance of the award and continuously increasing market awareness.

Benefits | Manufacturers

- Unique differentiation towards the competition.
- Further improvement of the international brand image.
- Creation of trust and reliability at investors and business partners because of the expertise, proven track record and objective background of EUPD Research.
- Easy and flexible integration into marketing tools and campaigns with substantial multiplier effects.
- Unmatched market communication via numerous communication channels of the EUPD Research sphere incl. press work, direct mailing campaigns, social media activities etc.



Manufacturer



Intermediaries



Customers



Benefits | Intermediaries

- Reducing risks because of proven manufacturing partners.
- Increasing trust levels in the business partnership.
- Creation of additional unique selling proposition to highlight own portfolio strength.
- Support in new customer acquisition / lead generation resulting from the communication power behind.
- Showcasing positive recommendation levels from fellow market intermediaries that have the same background, environment and challenges.
- Creation of positive momentum and increasing partner loyalty.



Manufacturer



Intermediaries



Customers



Benefits | Customers

- Enhancing the attractiveness of products and companies because of the **Top Brand Charging Station®** quality certification.
- Increasing trust levels in the reliability of products and solutions.
- Confirming the validity of product characteristics and promises.
- Positive influence within the buying processes.



Manufacturer



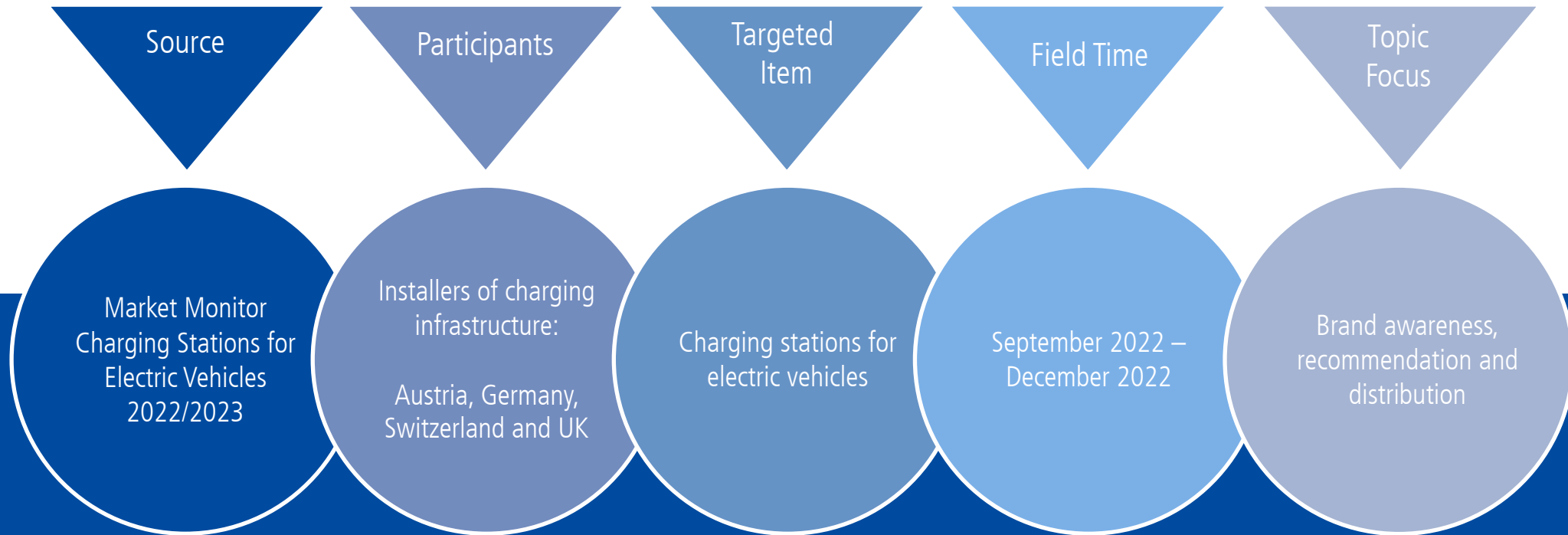
Intermediaries



Customers



Data Sources | Methodology



Top Brand scoring process

Data: Market Monitor Charging Stations for Electric Vehicles 2022/2023[©]

Topic: EV charging stations

Evaluation criteria:

Brand awareness

Recommendation

Distribution

Analysis of performance

Qualification

Top Brand Charging Station[©] 2023



Data Sources | Methodology

Result	Company Ranking		
Weighting	35 %	30 %	35 %
Source	Market Monitor Charging Stations for Electric Vehicles 2022/2023		
Factoring Groups	Installer's choice: Which charging station brands are recommended?	Unaided brand recognition (installers): Which five charging station brands are named first by installers?	Distribution: Width, depth and distribution range of various charging station brands in installer portfolios.

Several aspects of the survey are put together to form groups, which are weighted differently and combined to form the total score for the **Top Brand Charging Station® Seal**.



References* | Award usage



References* | Top Brand PV



References* | Energy Transition Award for Energy Suppliers



Kategorie Strom 2022	Kategorie Wärme 2022	Kategorie Mobilität 2022	Kategorie Energieeffizienz 2022	Kategorie Energiewende 2022

* Winners Germany 2022

Top Brand Charging Station 2023®

References* | Corporate Health Award



* Winners 2021

Top Brand Charging Station 2023®

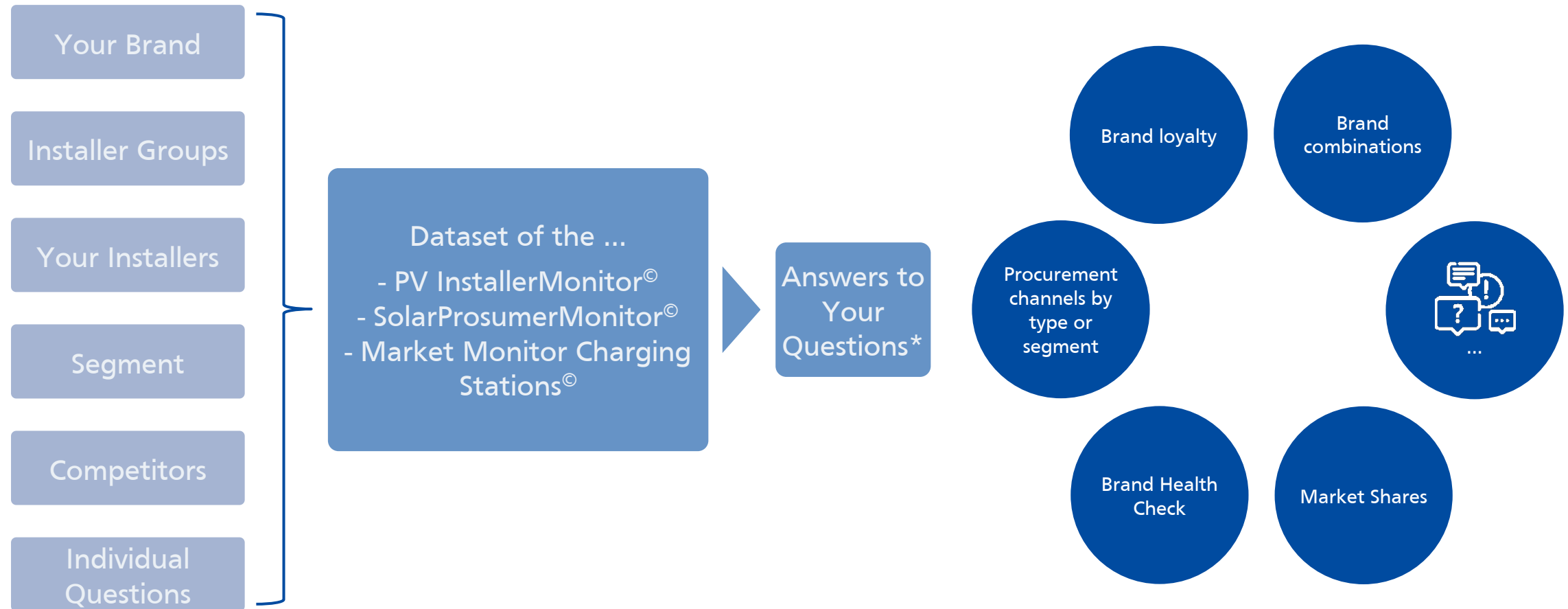
Top Brand Charging Station | Ways of Usage

- Top Brand Charging Station AWARD 2023 (EPS, JPG) for direct use online and in print media.
- Creation of an official seal certificate for intermediaries (PDF).
- Presentation on the 'EUPD Research' website in the context of the Top Brand Charging Station AWARD winners.
- Upon request: Presentation as AWARD winner in social media channels (focus LinkedIn network).
- Optional: Press release to the international EUPD journalist network for each winner in English or German.



Dataset | Further Potential

Optional: Company-specific analysis | More information upon request



*Depending on the number of mentions and general data availability

About EUPD Research

EUPD Research | Research, Certification, Consulting

EUPD Research

Market Research

- Market Analyses, e.g. SolarProsumerMonitor®
PV InstallerMonitor®
- Competition Analyses
- Product Analyses
- Price Analyses

EUPD Cert

Certification

- Top Brand PV | Top PV Supplier
- Customer Satisfaction Seal
- Energy Transition Award
- SolarProsumer Award



EUPD Consult

Exclusive Consulting

- Within the scope of strategic consulting projects, we focus on the review, further development or redevelopment of the company's orientation, we rethink concepts, measures or the positioning within the competitive environment and shape growth paths and business models
- Our future-oriented consulting services analyze both the corporate environment and the fundamental objectives of the client

References | Extract



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General Terms and Conditions I

1. Scope

1.1 All contracts between EUPD Research Sustainable Management GmbH (hereafter EUPD GmbH) - and the customer shall be subject to the following terms and conditions only. The customer's terms and conditions of business shall not be applicable and shall not put EUPD GmbH under any obligation to comply unless EUPD GmbH explicitly gives written acknowledgment and acceptance of such conditions.

1.2 Offers are aimed exclusively at commercial clients, that is, companies according to Article 14 BGB (German Civil Code). Private customers, that is, customers according to Article 13 BGB, are not permitted to place legally binding orders based on the aforementioned. Interested private customers should contact EUPD GmbH by telephone for information on how to place a non-commercial order. Furthermore, the legal right to return items as stated in consumer protection law does not apply to orders placed by commercial clients but does apply to orders placed by private customers.

2. Offer and Ordering Process

2.1 The presentation of the products together with the order form does not constitute a legally binding offer. Offers are subject to the written confirmation of EUPD GmbH. They are designated for the internal use of the customer only.

2.2 The purchaser places a binding offer for the product of choice when all relevant purchase details have been given and the general terms and conditions of business accepted. This will be confirmed immediately by email or fax sent to the address given by the customer. The contract to purchase between the purchaser and EUPD GmbH is valid from when the order is confirmed, or, the products are delivered either by mail or download.

3. Scope of Services, Remuneration and Prices

3.1 Services offered include but are not limited to the following:

a. Multi-Client-Services: client-independent studies for an indefinite number of customers.

b. Shared-Services: commissioned study on behalf of a limited number of customers for the exclusive purchase of those customers.

c. Exclusive-Services: assignments carried out on behalf of a single customer who will have the exclusive license to use the product but only for an individually negotiated period of time. This exclusive license will be for a period no longer than 12 months. After a period of no longer than 12 months it will become a non-exclusive license.

3.2 The prices are net prices in Euros. They do not include sales tax/VAT or delivery costs. Sales tax/VAT will be added to the net costs according to the legally defined percentage. The prices valid at the time of ordering are binding.

3.3 Travel expenses incurred for EUPD GmbH workshops either provided in combination with studies or booked separately are not included in the scope of the offer. Prices have to be paid separately by the customer. This does not apply if it is explicitly agreed that the workshop or the resulting travel expenses for the workshop are part of the negotiated contract and thus do not have to be paid separately.

3.4 Should circumstances arise beyond the control of EUPD GmbH which impose a temporary hindrance on the provision of services, then services and delivery appointments agreed on will be extended. Customers will be informed of any such event or other delay immediately

4. Terms of Payment and Delivery

4.1 Payment is to be made to the amount and method stated in the contract. Any addition and/ or aberration require the written confirmation of EUPD GmbH in order to be effective

4.2 Payment is generally to be made upon receipt of invoice. The products will be shipped as soon as full payment has been made to the account of EUPD GmbH.

The terms and conditions for payment and delivery of Shared- Services and Exclusive-Services are stipulated in the binding offer.

4.3 Delivery costs depend on the quantity of products ordered, their destination as well as type of delivery. There are no delivery costs for products which can be downloaded. The customer accepts that any fees or charges owed for customs or non-EU addresses will not be paid by EUPD GmbH nor is EUPD GmbH liable for them.

4.4 The method of delivery, route and company employed to deliver will be chosen by EUPD GmbH at their sole discretion. Once the purchaser has taken delivery of the item from the delivery service, the purchaser is responsible for the item. The company responsible for delivery is to be made aware of any damage sustained in transit immediately. These damages are also to be reported to EUPD GmbH immediately. Part deliveries are permissible where appropriate.

General Terms and Conditions II

4.5 EUPD GmbH retains ownership of all goods and all licensing rights pertaining to the usage of data files as well as intellectual property until payment of invoice has been made in full. Intellectual property rights are lawfully retained by the author.

4.6 The purchaser is only able to offset counter claims if they are acknowledged by law, uncontested, or prior written consent has been granted by EUPD GmbH. Customers are only have the right of retention if counterclaims are based on the same contractual relationship. The customer is prohibited from transferring any claims of payment against EUPD GmbH to a third party.

4.7 The estimated costs for the services provided by EUPD GmbH are based on project calculations and experience. Estimations are optimized and customer-oriented so that lower deviations may not be assumed.

However, it cannot be fully excluded that additional effort maybe required in the completion phase of the project. Should the suggested amount be exceeded, EUPD GmbH will inform the client promptly. Such additional efforts will be calculated on the basis of man-day costs and these may vary according to the qualification of the staff involved.

Upon notification of these additional costs the client may choose whether the project shall continue in accordance with the original cost estimation as stated in the proposal although full completion of the project may no longer be possible or agree to the revised cost estimation thus enabling full completion of the project. Should the client agree to the latter, this shall be subject to a separate written agreement.

5. Copyright and Licenses

5.1 The products and their intellectual property are protected by copyright. It is only possible to purchase a license to use the product and not the product itself or its content. The author/ creator remains the owner of intellectual property.

5.2 The customer is granted a non-transferable and non-exclusive license to use the product and the results and content in the product (with the exception of Exclusive-Services) for personal use only. As far as the customer (for example an agency) exclusively acts as the purchaser for a user mentioned by name within the order, then the right of use applies solely for said user.

5.3 Permission to use the licensed product in the national and international affiliates of the company is subject to the written approval of EUPD GmbH.

5.4 Any use of the product not explicitly permitted under copyright law is prohibited without the prior written consent of EUPD GmbH as the licensor and/or the written consent of the author. This includes but is not limited to copying, distributing, publishing, translating, saving, processing and reproducing the work in databases. Non-compliance will be prosecuted

6. Liability

6.1 The products were prepared with the utmost care, using professional methodologies and taking relevant legislation into account with the aim of assuring the best possible accuracy of the studies and their results. The data contained in this product is based on surveys of sample populations, conducted using standard statistical methods to the best of our knowledge. As such the study is subject to a certain statistical error rate and is based exclusively on the facts which were available at the time of the survey. Due to the aforementioned, no guarantee can be given for the accuracy and completeness of the studies and the data made available in them.

6.2 The studies contain specific information, but explicitly do not contain any definite recommendations on investments or actions to be taken. Should the user, having taken the above mentioned into consideration, choose to use the studies to support their decision making process, EUPD GmbH shall not assume liability for the economic success of such investments or actions.

7. Jurisdiction

The court of jurisdiction is Bonn. German law will be applied in all legal proceedings.

8. Severability Clause

Should any of these terms and conditions, either in full or in part, be invalid or incomplete, it shall not affect the validity of the other terms and conditions. In that case, the terms and conditions, as stated in German law come into effect.

As of October 2022