

**Sustainability in hospitality – A challenge that is here to stay**

The hospitality industry is witnessing a significant shift in consumer attitudes towards sustainability, spurred by increasing awareness and interest in eco-friendly practices. Additionally, with the rising popularity of electric vehicles (EVs), and the urgent need for EV chargers, hotels are expected to embrace sustainable practices in order to meet the growing demands of their guests.

In response, brands that demonstrate a commitment to sustainable practices are likely to attract more customers. With the increasing popularity of electric vehicles, offering EV charging stations can be a strategic way for businesses to enhance their sustainability profile and appeal to environmentally conscious consumers. By doing so, these brands not only meet the needs of existing EV owners but also position themselves for growth as the EV market expands in the future.

In accordance with new regulations, hotels seeking a **5-star qualification** must provide charging stations for electric vehicles in **10% of their parking lot** spaces. The charging equipment should be approved by the Saudi Standards, Metrology and Quality Organization (**SASO**), and the vendor should be approved by the Saudi Electricity Company (**SEC**). This requirement ensures that EV owners can access reliable and safe charging solutions at 5-star hotels in compliance with industry standards.

**YOUR ENTERPRISE NEEDS**

**Establishing your brand as a sustainability leader**

By installing EV charging at your business, you signal to potential guests that you are ahead of your competitors. Furthermore, you get to participate in the green revolution and shape public opinion, positioning your hospitality business as a sustainability pioneer.

**Challenging objectives to meet**

For instance, the Global Hotel Decarbonization Report published in 2017, claims that the hotel industry must reduce its emissions by 90% by 2050. Reaching these targets will require fast and far-reaching action.

**How to navigate and where to begin?**

The electric vehicle charging market is relatively new, therefore before hoteliers can decide to install chargers on its premises, consulting help would be required to evaluate the opportunity, determine the best location for the EV charger, layout and design that will be most convenient for guests and model the revenue/cost equation. Hence, they would need a partner equipped with right competencies, end-to-end brand agnostic solution and 24/7 support.

**YOUR CUSTOMER NEEDS**

- When it comes to EV chargers at a hotel, customers have specific needs that should be addressed to enhance their experience. Firstly, they require access to reliable charging stations for their electric vehicles, as sustainability is a top priority for many EV owners. Additionally, customers may need to reserve or pre-book charging stations to ensure availability during their stay.
- To provide convenience to customers, charging stations should be located in a safe and easily accessible area, preferably near their parking space or in a designated EV parking area. Clear signage and instructions on how to use the charging stations can also improve the customer experience.
- Furthermore, customers may appreciate faster charging times or the ability to charge multiple vehicles at once. This will allow them to maximize their time at the hotel and explore nearby attractions without worrying about their vehicle's charge.

Overall, hotels that offer reliable, convenient, and fast charging solutions for EV owners can satisfy the needs of customers seeking sustainable and modern accommodation.

**LET ELECTROMIN TAKE CARE OF YOUR WORRIES**

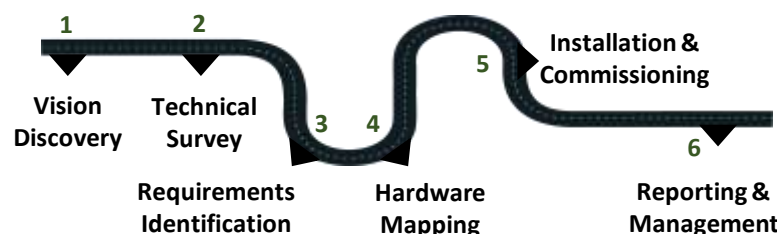
If you're considering offering EV charging services to your guests, partnering with **Electromin (SEC certified company)** will integrate you in the biggest network of charging devices in GCC/KSA. We understand that EV charging requires a different set of skills, but you don't need to worry about that when you choose our end-to-end solution comprising of **SASO approved equipment** and the **latest technology**. From start to finish, we handle everything, including the installation, maintenance, and billing/payment processes, leaving you to focus on your primary business goals.

By working with Electromin, you can offer your guests a valuable service with different price models as per your preference. We take care of all the nitty-gritty details of operating your EV charger(s), so you can concentrate on delivering an exceptional guest experience. So, partner with Electromin today and let us handle your EV chargers while you focus on your core business.

**ELECTROMIN'S END-TO-END SOLUTION TAKES CARE OF ALL THE COMPLEXITIES**



**SOLUTION DELIVERY ROADMAP**



**THE ADDITIONAL VALUE-ADDED GAINS**

**Enhanced customer loyalty** – offering EV charging on your premises would make your location even more desirable. Keep your ‘green’ guests coming back for more by offering them EV charging.

**Appeal to guests who spend more** - Studies indicate EV drivers customarily have higher than average household incomes. This means attracting these guests is good business.

**Get an excellent ROI** –With networked EV charging, EV drivers can easily find your business using EV charging apps or in-dash systems, and they often seek on-site amenities while charging. By offering charging on your premises, you can attract new customers and unlock new revenue streams.

**Electromin Mobile App** – Additionally, the Electromin App would serve as a power tool for efficient customer acquisition and as an extension of a customer loyalty program through its out of the box features and functionalities. This would consequently help serve in data driven marketing for your potential target audience.



**Sustainability in hospitality – A challenge that has been accepted**

As part of a global commitment to a sustainable future, the Food & Beverage retail industry is witnessing a significant shift in consumer attitudes towards business practices, spurred by increasing awareness and interest in eco-friendly practices. Subsequently, with the rising popularity of electric vehicles (EVs), and the urgent need for EV chargers, businesses are expected to support e-mobility solutions in order to meet the growing demands of their guests.

Reputable brands like Tim Hortons, Starbucks and Nescafe, all have one factor in common - a commitment to sustainable practices. For example, Starbucks has set targets to cut their carbon, water, and waste footprints in half by 2030 for which they have employed a holistic strategy. Part of this plan is to install EV charging stations at Starbucks stores, starting from North America. With the increasing popularity of electric vehicles in the wider GCC region, offering EV charging stations can be a strategic way for businesses to enhance their sustainability profile and appeal to environmentally conscious consumers. By doing so, these brands not only meet the needs of existing EV owners but also position themselves for growth as the EV market expands in the future.

In accordance with upcoming regulations, coffee shops and restaurants will need to provide charging stations for electric vehicles in **10% of their parking lot** spaces. The charging equipment should be approved by the Saudi Standards, Metrology and Quality Organization (**SASO**), and the vendor should be approved by the Saudi Electricity Company (**SEC**). This requirement ensures that EV owners can access reliable and safe charging solutions in compliance with industry standards.

**YOUR ENTERPRISE NEEDS**

**Establishing your brand as a sustainability leader**

Installing EV chargers at your business, will give you a competitive edge in the corporate world. Moreover, it will highlight how you have embraced the green revolution, influence public perception, and solidify your brand's image as eco-friendly.

**How to navigate and where to begin?**

The electric vehicle charging market is relatively new, therefore before business owners can **decide to install chargers on their premises**, consulting help would be required to evaluate the opportunity, determine the best location for the EV charger, layout and design that will be most convenient for guests and model the revenue/cost equation. Hence, they would need a partner equipped with right competencies, end-to-end brand agnostic solution and 24/7 support..

**YOUR CUSTOMER NEEDS**

- Many EV owners plan their route according to availability of charging stations along the way. Keeping that in mind, your business can be perceived as a destination, as well as an accessible location which provides EV charging.
- Hence, to promote convenience for customers, charging stations should be strategically located in your parking space to enable them to utilize time while enjoying their meal or a cup of coffee. This enables your guests to combine pleasure with productivity and makes your location a prime destination to visit for the ultimate customer experience.

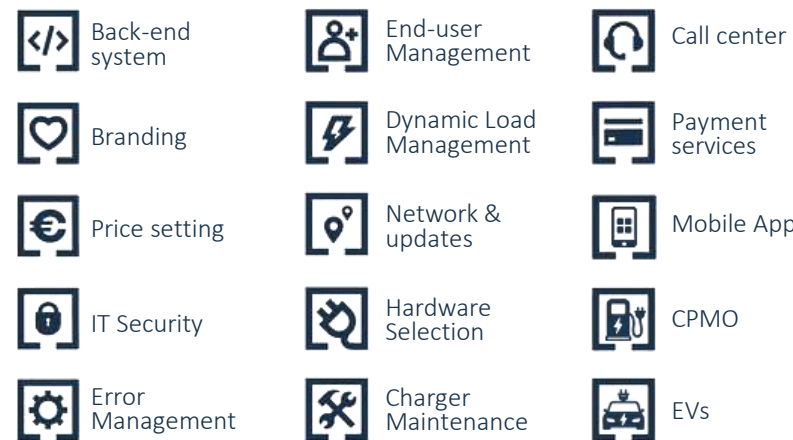
Overall, destinations that offer reliable, convenient, and fast charging solutions for EV owners can satisfy the needs of customers seeking sustainable and modern areas for leisure.

**LET ELECTROMIN TAKE CARE OF YOUR WORRIES**

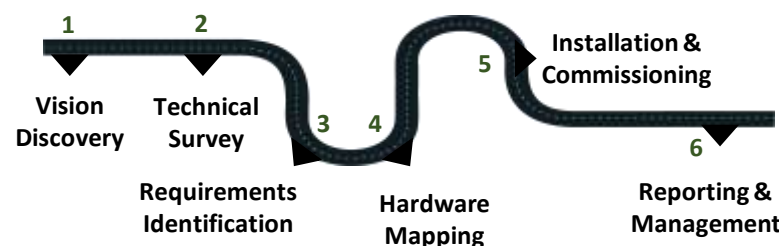
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By working with Electromin, you can offer your guests a valuable service with different price models as per your preference. We take care of all the nitty-gritty details of operating your EV charger(s), so you can concentrate on delivering an exceptional guest experience. So, partner with Electromin today and let us handle your EV chargers while you focus on your core business.

**ELECTROMIN'S END-TO-END SOLUTION TAKES CARE OF ALL THE COMPLEXITIES**



**SOLUTION DELIVERY ROADMAP**



**THE ADDITIONAL VALUE-ADDED GAINS**

**Enhanced customer loyalty** – offering EV charging on your premises would make your location even more desirable. Keep your ‘green’ guests coming back for more by offering them EV charging.

**Appeal to guests who spend more** - Studies indicate EV drivers customarily have higher than average household incomes. This means attracting these guests is good business.

**Get an excellent ROI** –With networked EV charging, EV drivers can easily find your business using EV charging apps or in-dash systems, and they often seek on-site amenities while charging. By offering charging on your premises, you can attract new customers and unlock new revenue streams.

**Electromin Mobile App** – Additionally, the Electromin App would serve as a power tool for efficient customer acquisition and as an extension of a customer loyalty program through its out of the box features and functionalities. This would consequently help serve in data driven marketing for your potential target audience.



**Sustainability in public places – A need of the future**

With the world shifting to an eco-friendlier & more sustainable lifestyle, the commercial segment is following to meet the needs of its evolving consumers and visitors. Shopping malls all over the world are quick to set trends when it comes to adapting new-age practices. Therefore, with the rising demand of electric vehicles (EVs), and the urgent need for EV chargers, establishments are expected to embrace sustainable practices. According to data from consumer and location intelligence specialist CACI, retail footfall could be boosted with the installation of electric charging stations. This survey stated that 68% of potential EV owners admitted to be more inclined to frequent retailers and businesses that offer reliable charging stations. This just goes to show that consumers are expecting businesses to meet their electrification needs, and those that don't may risk losing out on valuable foot traffic. By installing EV charging facilities, these businesses not only meet the needs of existing EV owners but also position themselves for growth as the EV market expands in the future. In accordance with upcoming regulations by MOMRAH, shopping malls need qualification by adherence to regulations regarding availability of EV chargers. The charging equipment should be approved by the Saudi Standards, Metrology and Quality Organization (SASO), and the vendor should be approved by the Saudi Electricity Company (SEC). This requirement ensures that EV owners can access reliable and safe charging solutions in compliance with industry standards.

**YOUR ENTERPRISE NEEDS**

**Establishing your brand as a sustainability leader**

By offering EV charging facilities at your shopping mall, you promise to meet the current and future needs of your guests, ahead of your competitors. Therefore, while participating in the green revolution in line with your government, you are also shaping public opinion and positioning your hospitality business as a sustainability pioneer.

**How to navigate and where to begin?**

The electric vehicle charging market is relatively new, therefore before business owners can decide to install chargers on their premises, consulting help would be required to evaluate the opportunity, determine the best location for the EV charger, layout and design that will be most convenient for guests and model the revenue/cost equation. Hence, they would need a partner equipped with right competencies, end-to-end brand agnostic solution and 24/7 support.

**YOUR CUSTOMER NEEDS**

- The modern EV owner plans his journey according to the availability of EV chargers along the way and ideally, at the destination.
- With access to reliable charging stations for their electric vehicles, customers are more prone to spend longer hours at your establishment stress-free– combining pleasure with productivity.
- To ensure customer convenience, charging stations should be located in a safe and easily accessible area in the parking space or in a designated EV parking area. Clear signage and instructions on how to use the charging stations can also improve the customer experience.

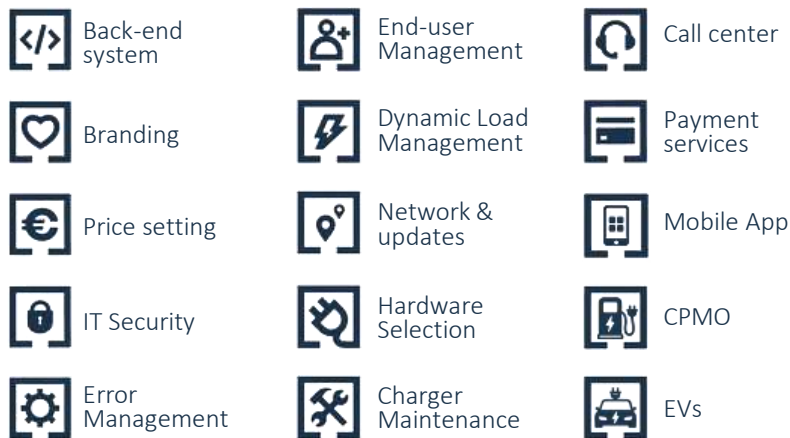
Overall, destinations that offer reliable and convenient charging solutions for EV owners can satisfy the needs of customers seeking sustainable and modern areas for leisure.

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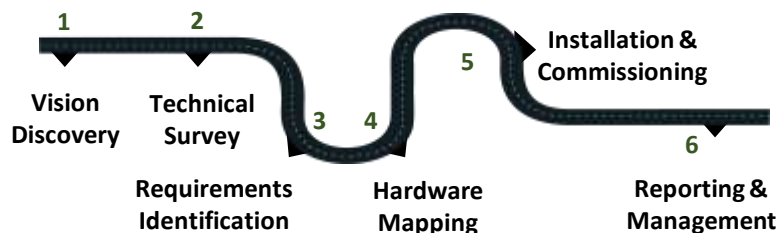
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**ELECTROMIN'S END-TO-END SOLUTION TAKES CARE OF ALL THE COMPLEXITIES**



**SOLUTION DELIVERY ROADMAP**



**THE ADDITIONAL VALUE-ADDED GAINS**

**Enhanced customer loyalty** – offering EV charging on your premises would make your location even more desirable. Keep your ‘green’ guests coming back for more by offering them EV charging.

**Appeal to guests who spend more** - Studies indicate EV drivers customarily have higher than average household incomes. This means attracting these guests is good business.

**Get an excellent ROI** –With networked EV charging, EV drivers can easily find your business using EV charging apps or in-dash systems, and they often seek on-site amenities while charging. By offering charging on your premises, you can attract new customers and unlock new revenue streams, all the while amplifying customer convenience.

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**Sustainability in residential spaces – It all begins at home**

In the global quest for a more sustainable future, society is quickly adopting greener transportation means. This is slowly shifting lifestyles at the grassroot level, where increased eco-friendly practices is equally translated in the real estate segment. Additionally, with the rising popularity of electric vehicles (EVs), and the urgent need for EV chargers, establishments are expected to embrace sustainable practices in order to meet the growing demands of their residents.

An online survey in Australia of current and potential EV owners (Lavieri & Oliviera, 2021) reported that they consider their homes as the most preferred charging location. This supports that renters that demonstrate a commitment to sustainable practices are likely to attract more tenants. By doing so, these businesses not only meet the needs of existing EV owners but also position themselves for growth as the EV market expands in the future.

In accordance with upcoming regulations by MOMRAH, residential buildings need qualification by adherence to regulations regarding availability of EV chargers. The charging equipment should be approved by the Saudi Standards, Metrology and Quality Organization (SASO), and the vendor should be approved by the Saudi Electricity Company (SEC). This requirement ensures that EV owners can access reliable and safe charging solutions in compliance with industry standards.

**YOUR ENTERPRISE NEEDS**

**Establishing your brand as a sustainability leader**

By installing EV charging at your establishment, you signal to potential tenants that you are ahead of your competitors. Furthermore, you get to participate in the green revolution and shape public opinion, positioning your hospitality business as a sustainability pioneer.

**Meet the evolving needs of your tenants**

Whether you are developing new residential property or upgrading your established projects, your prospective buyers or tenants will expect it to be future-proof to meet their evolving needs – even with EV chargers. Incorporating EV charging facilities since the planning phase, cuts down your cost and time spent in retrofitting the technology in the future.

**How to navigate and where to begin?**

The electric vehicle charging market is relatively new, therefore before business owners can decide to install chargers on their premises, consulting help would be required to evaluate the opportunity, determine the best location for the EV charger, layout and design that will be most convenient for users and model the revenue/cost equation. Hence, they would need a partner equipped with right competencies, end-to-end brand agnostic solution and 24/7 support.

**YOUR CUSTOMER NEEDS**

- While scouting the ideal home, modern environmentally-conscious population have specific needs that should be addressed to meet their needs.
- To capture the evolving niche of EV owners, residential estates need to include accessible charging facilities in their premises. Charging at home often takes place overnight and tends to be slow. This may be the only location that an EV battery is ever fully recharged.
- Additionally, many residents prefer an easy-to-use portal to manage their EV, its charging schedule and payment methods.

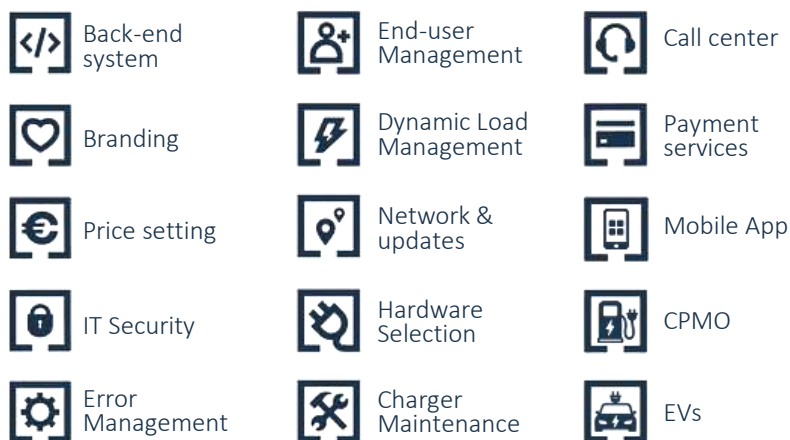
Overall, establishments that offer reliable and convenient charging solutions for EV owners can satisfy the needs of those seeking sustainable and modern lifestyles.

**LET ELECTROMIN TAKE CARE OF YOUR WORRIES**

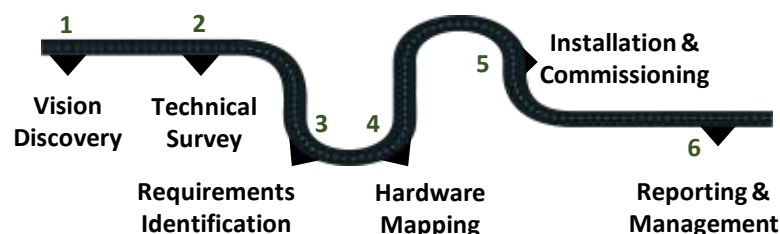
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**SOLUTION DELIVERY ROADMAP**



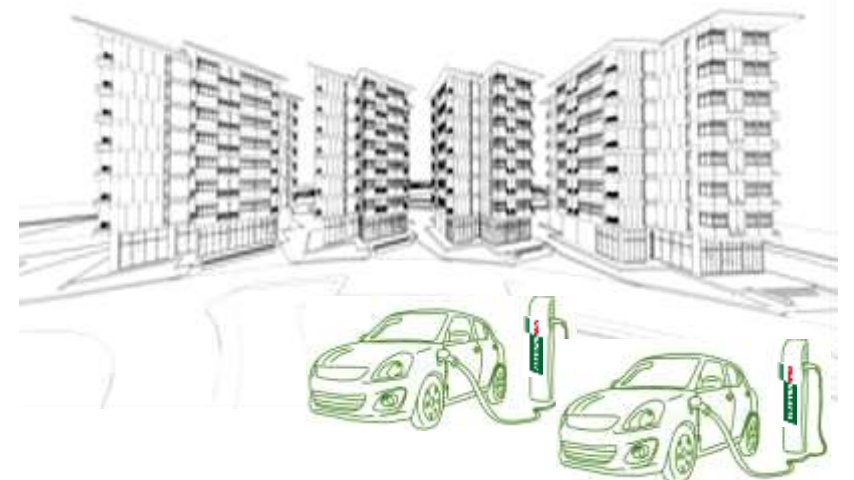
**THE ADDITIONAL VALUE-ADDED GAINS**

**Enhanced customer loyalty** – offering EV charging on your premises would make your location even more desirable to the environmentally-conscious segment of our population and attract unlock a new niche of customers among your upcoming tenants.

**Appeal to guests who spend more** - Studies indicate EV drivers customarily have higher than average household incomes. This means attracting these potential tenants is good business.

**Get an excellent ROI** – With networked EV charging, EV drivers can easily find your establishment using EV charging apps or in-dash systems, while looking for EV-friendly homes.

**Electromin Mobile App** – Additionally, the Electromin App would serve as a power tool for efficient customer acquisition and as an extension of a customer loyalty program through its out of the box features and functionalities. This would consequently help serve in data driven marketing for your potential target audience.



**Sustainability in workplace segment – A necessity for the modern enterprise**

The workplace segment is witnessing a significant shift in global expectations and employee attitudes towards sustainability, spurred by increasing awareness and interest in eco-friendly practices. Additionally, with the rising popularity of electric vehicles (EVs), and the urgent need for EV chargers, establishments are expected to embrace sustainable practices in order to meet the growing demands of their users.

A U.S Energy Department study pointed out years ago that focusing charging on homes and workplaces will prove to be more important than placing EV chargers in other public locations, due to the strategic scheduling of charging EVs. With the increasing popularity of electric vehicles, offering EV charging stations can be a strategic way for brands to enhance their sustainability profile and appeal to the environmentally conscious fragment of our population. By doing so, these businesses not only meet their ESG needs but also position themselves for growth as the EV market expands in the future.

In accordance with upcoming regulations by MOMRAH, workplace establishments need qualification by adherence to regulations regarding availability of EV chargers. The charging equipment should be approved by the Saudi Standards, Metrology and Quality Organization (**SASO**), and the vendor should be approved by the Saudi Electricity Company (**SEC**). This requirement ensures that EV owners can access reliable and safe charging solutions in compliance with industry standards.

**YOUR ENTERPRISE NEEDS**

**Retain top talent while meeting your ESG needs**

Employers and building owners jointly aim to attract and retain top talent and tenants, while adding value to their business. Installing smart EV charging stations at the workplace can achieve both these goals while demonstrating a commitment to sustainability, for the employer and the building-owner.

**Meet the evolving needs of your tenants**

Whether you are developing new property or upgrading your established projects, your prospective tenants will expect it to be future-proof to meet their evolving needs – even with EV chargers. Incorporating EV charging facilities since the planning phase, cuts down your cost and time spent in retrofitting the technology in the future.

**How to navigate and where to begin?**

The electric vehicle charging market is relatively new, therefore before business owners can decide to install chargers on their premises, consulting help would be required to evaluate the opportunity, determine the best location for the EV charger, layout and design that will be most convenient for users and model the revenue/cost equation. Hence, they would need a partner equipped with right competencies, end-to-end brand agnostic solution and 24/7 support.

**YOUR CUSTOMER/USER NEEDS**

- Sustainability-forward organizations are already focusing on offering convenient and reliable charging, that are easily scalable across office locations..
- To provide convenience for users, charging stations should be located in a safe and easily accessible area, preferably near their parking space or in a designated EV parking area. Clear signage and instructions on how to use the charging stations can also improve the customer experience.
- Additionally, many users prefer an easy-to-use portal to manage their EV, its charging schedule and payment methods.

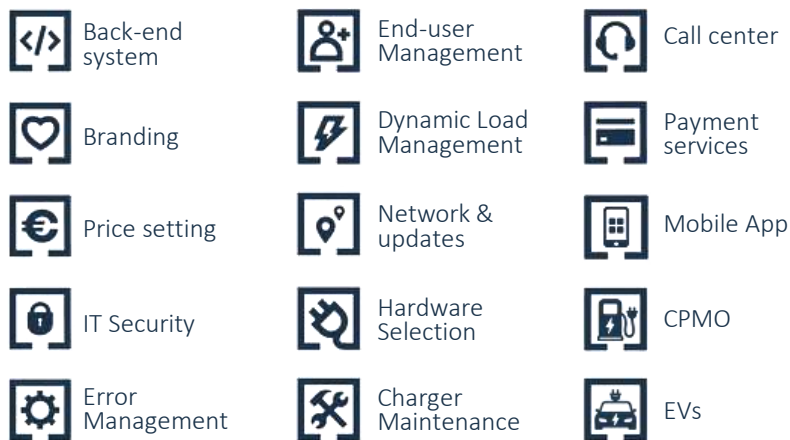
Overall, establishments that offer reliable and convenient charging solutions for EV owners can satisfy the needs of those seeking sustainable and modern lifestyles.

**LET ELECTROMIN TAKE CARE OF YOUR WORRIES**

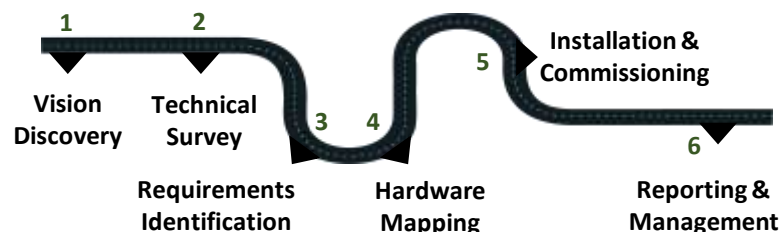
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**SOLUTION DELIVERY ROADMAP**

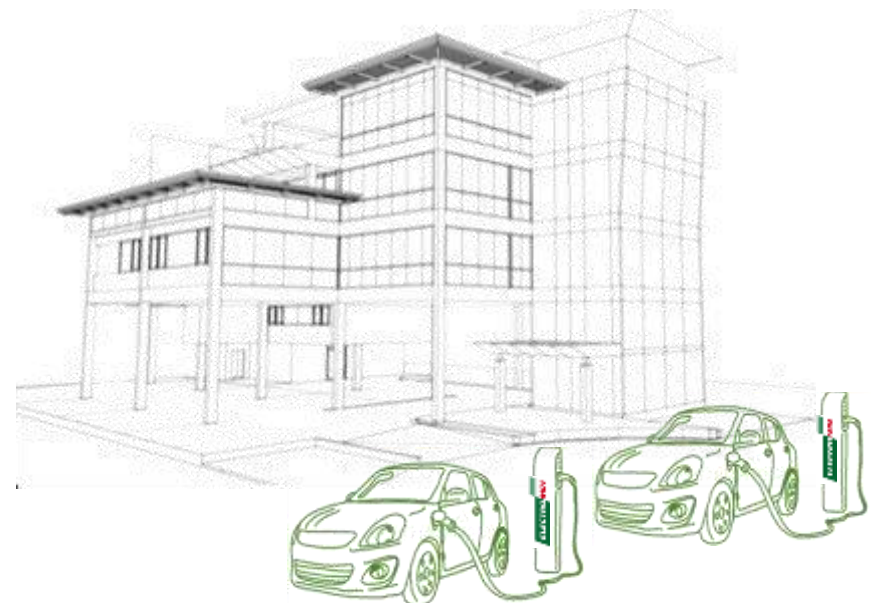


**THE ADDITIONAL VALUE-ADDED GAINS**

**Enhanced employee loyalty** – offering EV charging on your premises would make your location even more desirable. Keep your ‘green’ employees satisfied by offering them EV charging.

**Get an excellent ROI** – With the Electromin App, your establishment’s EV drivers can keep track of their charging schedules and payments. Additionally, this may unlock a new revenue stream for your business.

**Electromin Mobile App** – Additionally, the Electromin App would serve as a power tool for efficient customer acquisition and as an extension of a customer loyalty program through its out of the box features and functionalities. This would consequently help serve in data driven marketing for your potential target audience.



**Sustainability in transportation segment – A necessity for the modern enterprise**

Under the current global shift towards sustainability and innovative technology, the transportation industry is undergoing its biggest transformation in a generation, perhaps ever: electric vehicles, mobility, legislation, data and technology. Specifically with the rising popularity of electric vehicles (EVs), and the urgent need for EV chargers, businesses are expected to embrace sustainable operations in order to meet the growing demands of their customers.

According to an EEI report, annual sales of EVs will be nearly 5.6 million in 2030, reaching nearly 32 percent of annual light duty vehicle sales. With the increasing popularity of electric vehicles offering EV charging facilities can be a strategic way for businesses to enhance their sustainability profile and appeal to the environmentally conscious fragment of our population. By doing so, these businesses not only meet the sustainability needs of their respective industry but also position themselves for growth as the EV market expands in the future.

In compliance with MOE & SEC regulations, the transportation industry needs qualification by adherence to regulations regarding availability of EV chargers. The charging equipment should be approved by the Saudi Standards, Metrology and Quality Organization (**SASO**), and the vendor should be approved by the Saudi Electricity Company (**SEC**). This requirement ensures that EV owners can access reliable and safe charging solutions in compliance with industry standards.

**YOUR ENTERPRISE NEEDS**

**Establishing your brand as a sustainability leader**

By introducing electric vehicles and EV charging in your business, you remain ahead of your competitors. Furthermore, you get to participate in the green revolution and shape public opinion, positioning your hospitality business as a sustainability pioneer.

**How to navigate and where to begin?**

The electric vehicle market is relatively new, therefore, before business owners can decide to install chargers on their premises, consulting help would be required to evaluate the opportunity, determine the best location for the EV charger, layout and design that will be most convenient for users and model the revenue/cost equation. Hence, they would need a partner equipped with right competencies, end-to-end brand agnostic solution and 24/7 support.

**YOUR CUSTOMER/USER NEEDS**

- When it comes to business practices, today's B2C and B2B customers prefer partners that are aligned in their sustainability strategies and goals. To stay ahead of your competitors in meeting the needs of your customers, EV fleet should be adopted to futureproof your business operations.
- Additionally, charging stations should be located in a safe and easily accessible area, preferably near their parking space or in a designated EV parking area. Clear signage and instructions on how to use the charging stations can also improve the customer experience.

Overall, businesses that offer reliable and convenient charging solutions for environmentally-conscious customers take the lead in meeting the ESG needs of their partner companies.

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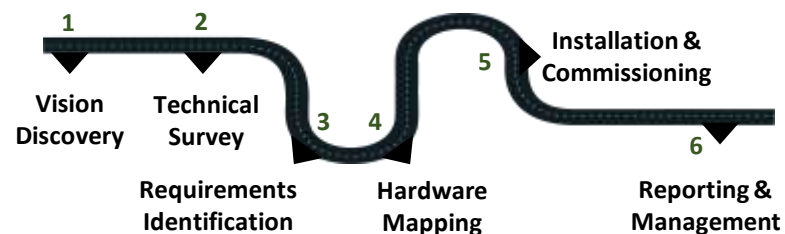
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**ELECTROMIN'S END-TO-END SOLUTION TAKES CARE OF ALL THE COMPLEXITIES**

Back-end system	End-user Management	Call center
Branding	Dynamic Load Management	Payment services
Price setting	Network & updates	Mobile App
IT Security	Hardware Selection	CPMO
Error Management	Charger Maintenance	EVs

**SOLUTION DELIVERY ROADMAP**



**THE ADDITIONAL VALUE-ADDED GAINS**

**Enhanced customer loyalty** – offering EVs and EV charging on your premises would make your location even more desirable. Keep your 'green' customers and employees satisfied by offering them EV charging.

**Get an excellent ROI** – With the Electromin App, your establishment's EV fleet drivers can keep track of their charging schedules, maintenance and locate EV chargers along their routes.

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