ABB E-mobility

BELGIUM | JANUARY 2024

Charging solutions for Seamless, Sustainable and Connected Experience

Leon van de Pas | SVP Home & Work

ABB E-mobility Home & Work

Enabling the energy transition of our customers

>1 mn

AC chargers sold

10

EV OEM partners

12

Global installation partners

>150k

Connected user accounts

Slide 2

Global footprint; ready to serve you in 85 countries

Be global, act local

5
R&D sites

>40
Experts on Energy management

>440
Global AC team member

>250
Patent families

USA
Irvine, CA
Home & Work NAM

Columbia, NC
Production

Netherlands
Operational HQ
Interoperability center
of excellence

Poland
Software development center

China
Shanghai: Global AC/DC China

Shenzhen: DC Bidirectional

Penghu: Production

Belgium
Software development
center

Switzerland
Global Headquarters
ABB E-mobility

India
Numocity development
center

Slide 3

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Experience: AC Product Growth Milestones

Products deployed in over 50 countries

Units sold

Introduction High-end OEMs

The 1 millionth charger sold

920.000

610.000

380.000

150.000

20.000

| 2016 | 2018 | 2020 | 2021 | 2022 | Q1 2023 | Future |

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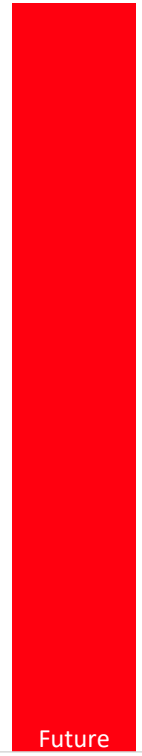
Electric mobility adoption curve

Where are we now

Early market

The chasm

Mainstream market

Enthusiasts
2.5%

Early adopters
13.5%

Pragmatics
34%

Conservatives
34%

Skeptics
16%

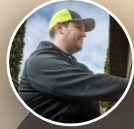**ABB** E-mobility
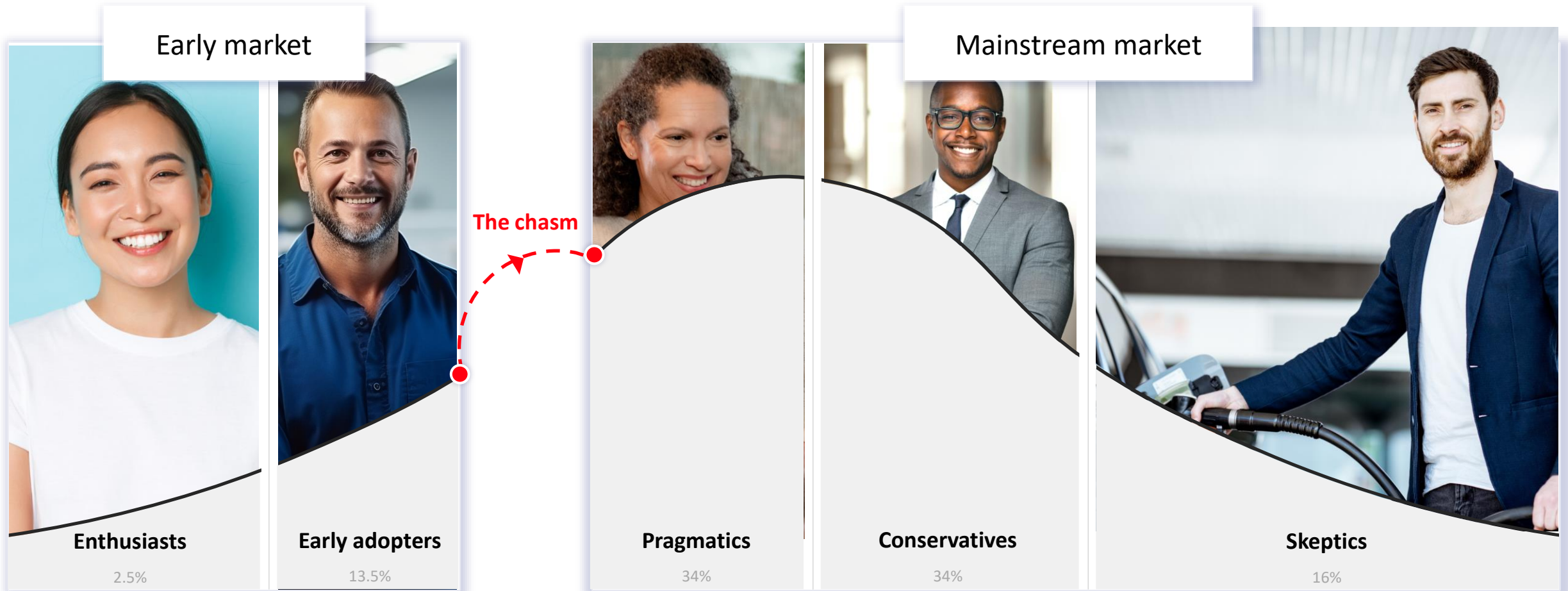
The challenges

Understanding the customers and end users

" I want to lead a sustainable life, but I don't know how to obtain a good charging solution.

👤 **EV driver**

" I would like a charging solution which is quick and easy to install and commission, leaving a happy customer.

⛑ **Installer**

" I don't know what charger to recommend to my customers, that successfully satisfies their needs.

🛒 **Distributor**

" I would like to offer a charging solution for my customers, while still having full control over the experience to avoid harming the brand reputation.
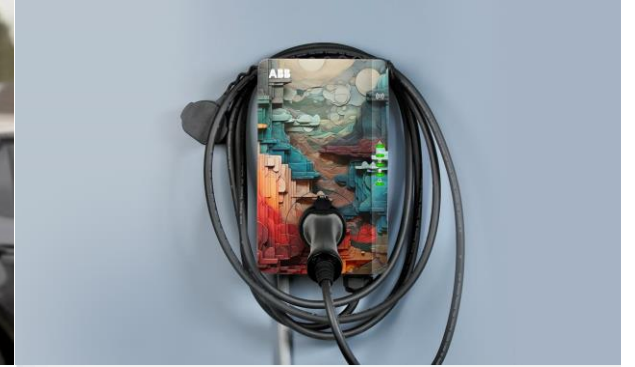
🏭 **OEM**

" I would like to have an enjoyable charging solution for my tenants, while working towards our ESG goals.

🏢 **Asset manager**

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Hardware – Terra AC wallbox

Trustworthy

Manufactured based on highest quality standards

Certifications: CE, PTB, MID, UL

Future proof

Multiple variants: Socket, socket with shutter, cable (Type 1/2)

Multiple connectivity options: Ethernet (RJ45), Wi-Fi, BLE, Modbus RTU RS485, Modbus TCP/IP, 4G, OCPP 1.6J

Peace of mind

Integrated protection: including DC ground fault monitoring and over voltage protection to protect both user and car

Customization

White label solution

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Software

EV Driver app

Intuitive UX

Full control over charge sessions (history, access, export)

Charging optimization

Remote control

Installer App

Seamless configuration

Remote set-up

Quick commissioning

Reduced on-site time

Management Platform

Insights dashboard

Remote diagnostics and servicing

Firmware updates

Connectivity

3rd party ecosystem integration

SDK, API

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Services

Online Marketplace

Multiple options:

▶ Integration with business partner's B2B marketplace

▶ ABB E-mobility marketplace: business partner's B2C branded shop

Operation Management System

Customer database & communication

Automated backed system

Multiple services application

Integrated with installer network

Logistics

Warehouse & stock management

Logistics services

Delivery to customer or dealership

Installation Service

ABB E-mobility certified installer network

Local installers trained by ABB E-mobility

Service in local language

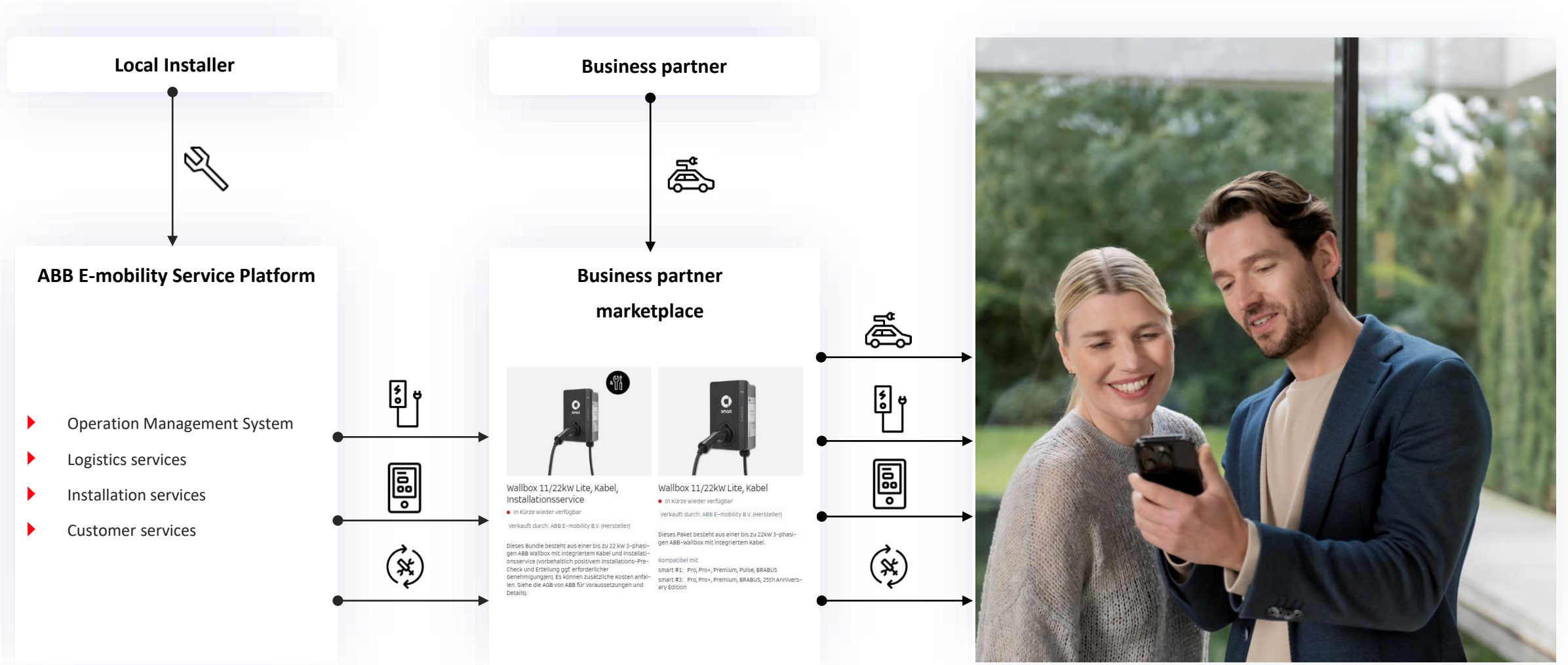Standard & customized solutions

Customer Services

2nd line support in local language

ABB E-mobility dedicated team

Quick troubleshooting

Integration with business partner's customer center

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Full-service platform

Local Installer

ABB E-mobility Service Platform

- ▶ Operation Management System
- ▶ Logistics services
- ▶ Installation services
- ▶ Customer services

Business partner

Business partner marketplace

Wallbox 11/22kW Lite, Kabel, Installationsservice
● In Kürze wieder verfügbar
Verkauft durch: ABB E-mobility B.V. (Hersteller)

Dieses Bundle besteht aus einer bis zu 22 kW 3-phasi-gen ABB Wallbox mit integriertem Kabel und Installati-onsservice (vorbehaltlich positivem Installations-Pre-Check und Erteilung ggf. erforderlicher Genehmigung(en). Es können zusätzliche Kosten anfal-len. Siehe die AGB von ABB für Voraussetzungen und Details).

Wallbox 11/22kW Lite, Kabel
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Kompatibel mit
smart #1: Pro, Pro+, Premium, Pulse, BRABUS
smart #3: Pro, Pro+, Premium, BRABUS, 25th Annivers-ary Edition

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"Value leads to emotion, leads to margin, leads to business, leads to everybody happy!"

- Leon van de Pas -

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We are **ABB** E-mobility