



California Quarterly Report Summary – Q2 2020

8.17.2020



Introducing

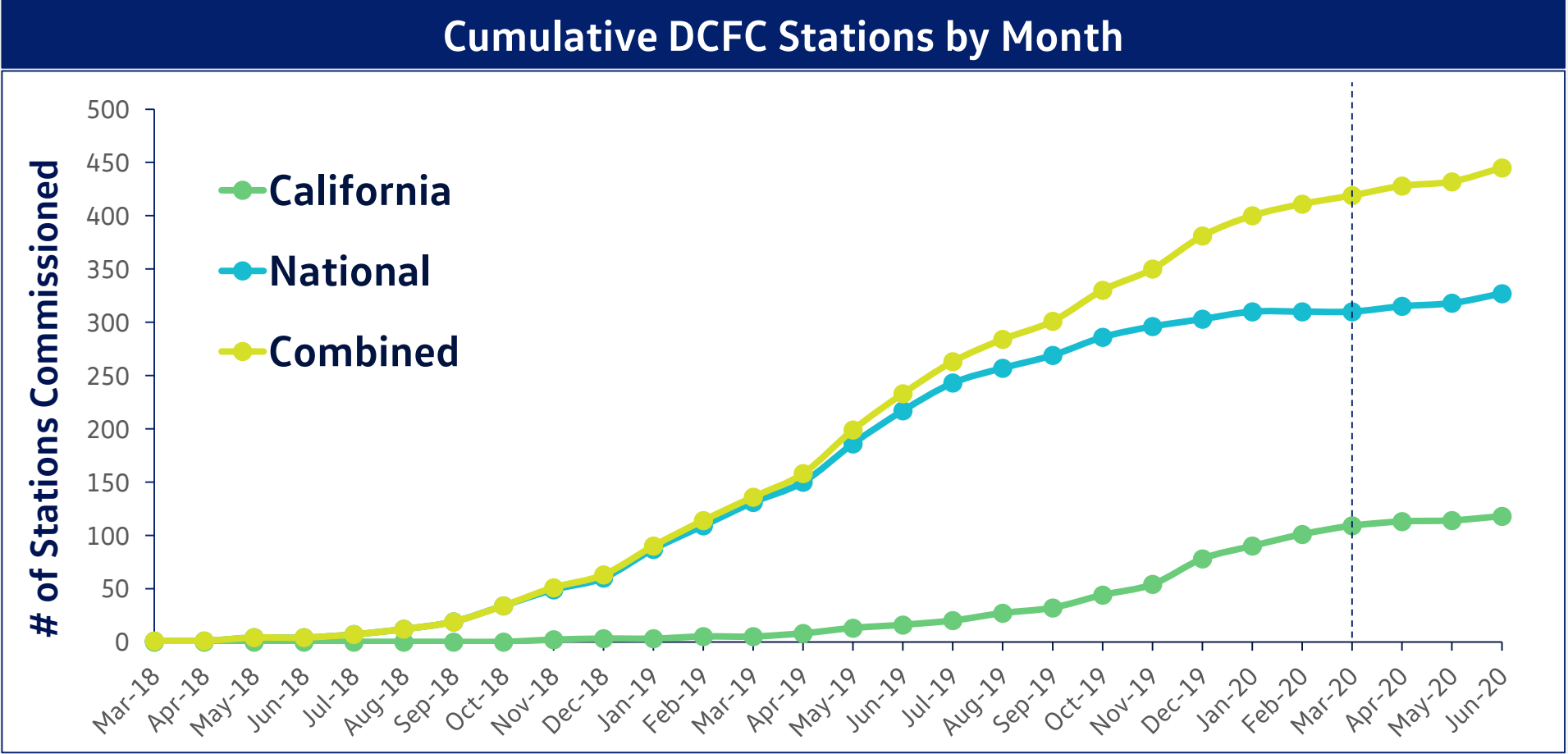


Electrify America LLC, the largest open DC fast charging network in the U.S., is investing \$2 billion over 10 years in Zero Emission Vehicle (ZEV) infrastructure, education and access. The investment will enable millions of Americans to discover the benefits of electric driving and support the build-out of a nationwide network of workplace, community and highway chargers that are convenient and reliable.

Electrify America expects to install or have under development approximately 800 public charging stations with about 3,500 chargers by December 2021. It is also engaged in marketing efforts to raise consumer awareness of electric vehicles.

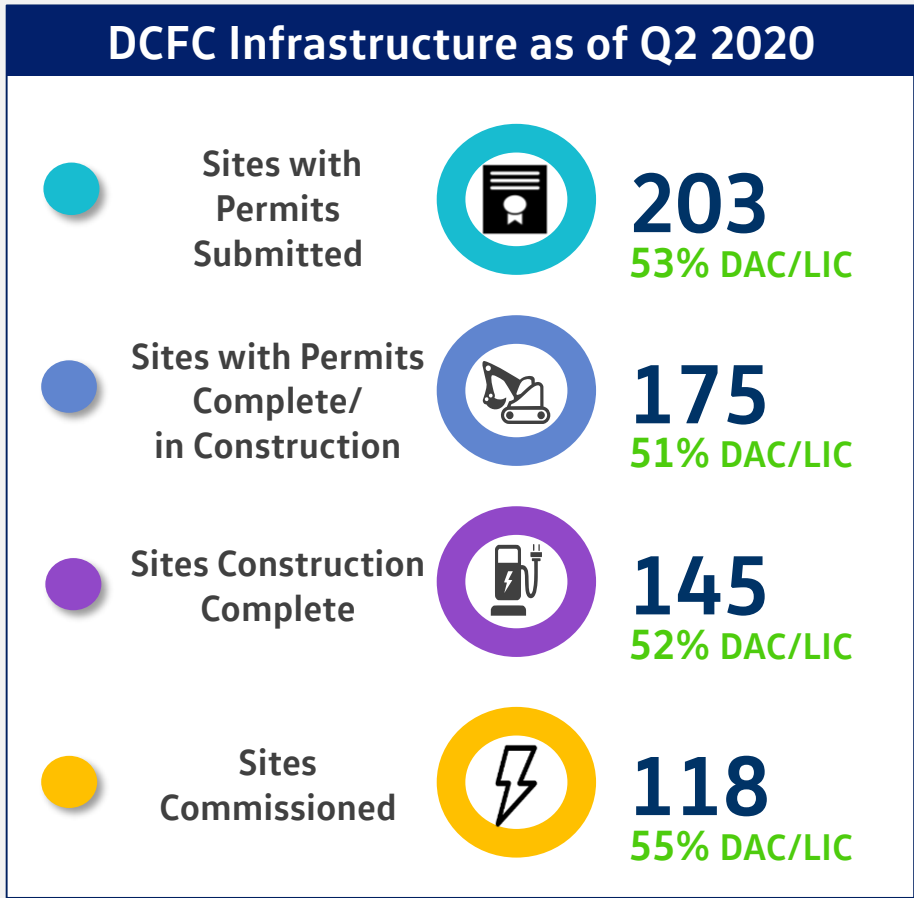
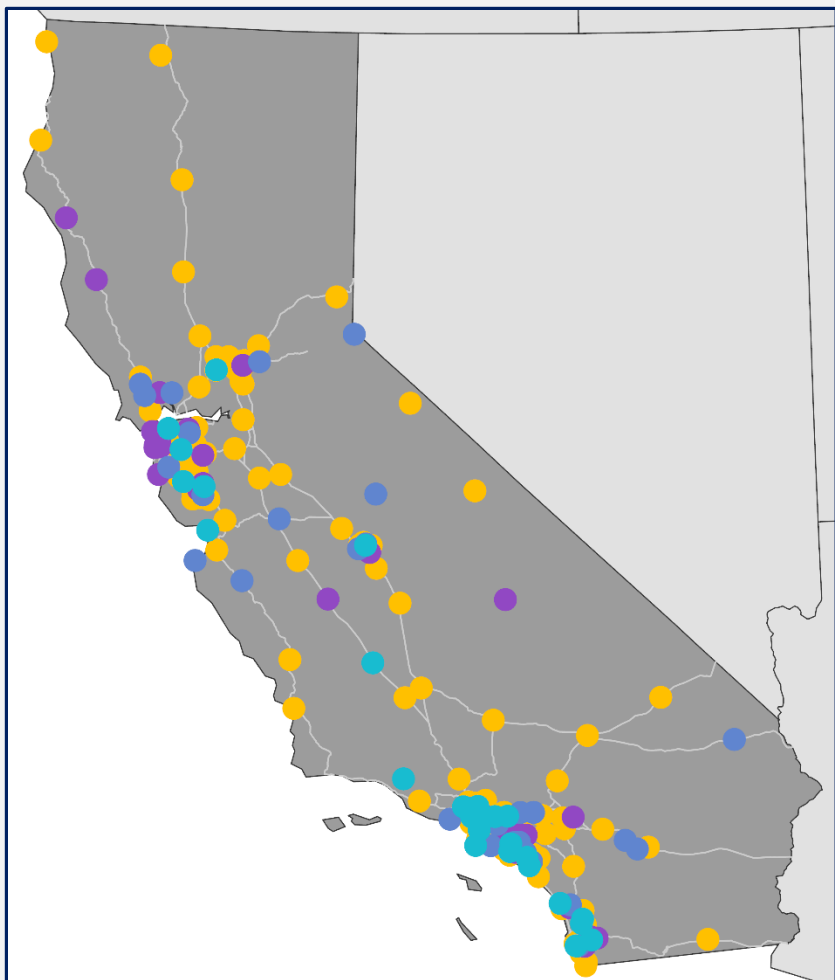


Electrify America continued opening stations in California during Q2 2020

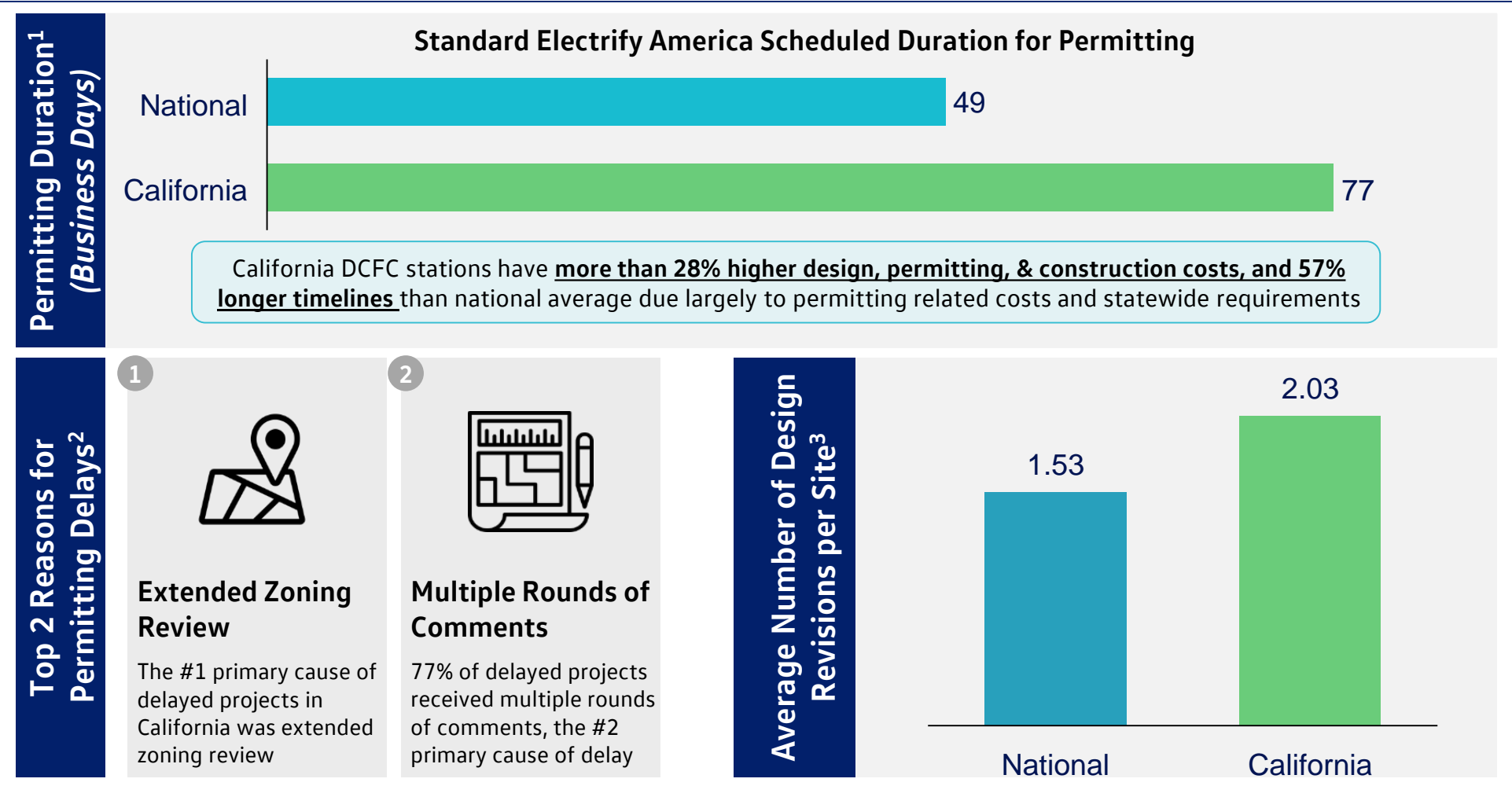


Electrify America opened 26 stations nationwide in Q2 2020 – averaging about 2 stations per week.

Electrify America commissioned the 118th California station in Q2 2020



Permitting in California presents a number of challenges; costs and standard durations for projects much higher than National



Drivers continued using Electrify America Level 2 Workplace & Multiunit Dwelling chargers

Level 2 Charging - WP & MUD

208 MWh

Electricity dispensed by Electrify America's workplace and multiunit dwelling sites during Q2 2020



- 241 Stations
- 1,519 Charging Ports

42%

in low-income & disadvantaged communities

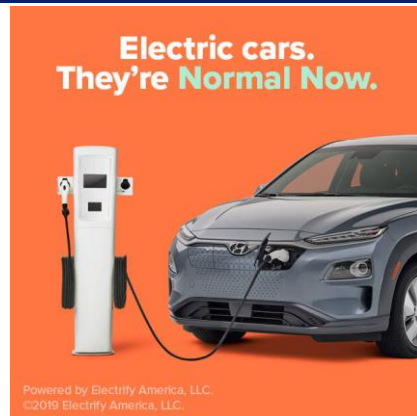
In Q2 2020, Electrify America completed its first cross-country route, with the second near completion



The first cross-country route spans 11 states and over 2,700 miles to take drivers from L.A. to the nation's capital, Washington, DC.

Electrify America relaunched the Normal Now campaign and continued to develop its branded media campaign in Q2 2020

Normal Now Campaign Relaunch



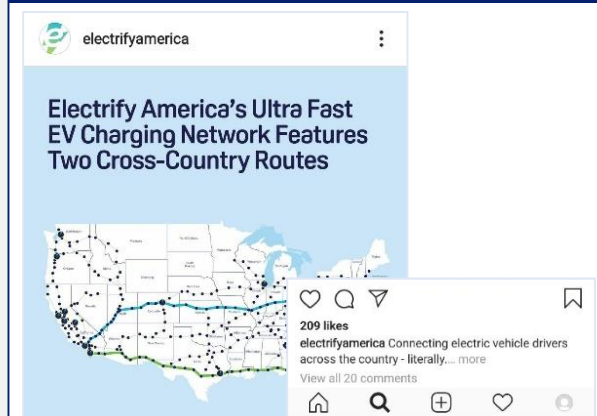
- Relaunch May 2020
- 8.8 Social Media Impressions
- 13.6M impressions from digital display and video
- 30,000 clicks to Normal Now website from paid search
- Most Popular Feature: EV Model Comparison

Normal Now Website Redesign



- Developed new streamlined website design to improve visitor engagement
- Tested old and new versions side by side to compare tracking metrics
- Substantially reduced bounce rate (visitors who leave site without viewing other pages)
- Improved click-through rate (visitors who visit other pages on the site)
- All traffic now routed to new, high-performing site

Branded Media



- Focused on paid search in Q2 2020 – finalized “Hello, freedom” as campaign tagline
- Prepared launch of other media channels in Q3 – including paid social, online videos, digital display and audio/podcasts
- Paid search continues to be strong driver of user actions

Electrify America launched ZEV bus and shuttle services in Q2 2020



Sacramento Green City




of home zone located in DAC/LIC




of site hosts located in DAC/LIC




of shuttle home zone located in DAC/LIC


Causeway Connection electric bus serves public transit

Electrify America provided ZEV buses, shuttles, and charging infrastructure to support clean transit in Sacramento.



GIG:
GIG's free-floating car share fleet of 260 EVs traveled 300,000 miles over 16,000 separate trips in Q2.

Envoy:
Envoy operated car share service at 45 locations in Sacramento.

ZEV Shuttles and Buses:
Launched ZEV bus and shuttle service with SacRT and Yolo Regional Transit





Electrify America is recovering from disruptions related to COVID-19 pandemic

While stations remained open to the public, usage decreased by about 60%.

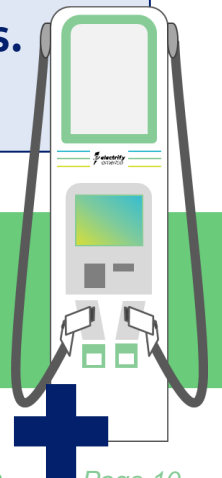
Charging subscription fees waived until September, to alleviate the economic strain caused by the COVID-19 pandemic.

Construction was delayed or halted at 70% of 100+ permitted station sites nationwide due to COVID-19 related restrictions.

Delayed development activities resumed by June under new government health protocols.



Electrify America prioritized the health and safety of its staff and vendors with a focus on telework-friendly design and permitting processes.





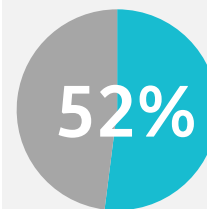
Electrify America is highly committed to ensuring our investments reflect the rich and diverse characteristics of the state and its people

Vendor Survey Results

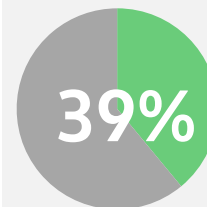


- ✓ **95 vendors** were contacted about the mid-year 2020 Survey
- ✓ **60 vendor replies received**, including **28 replies** from CA-based firms
- ✓ **>60% response rate** to voluntary survey
- ✓ Responding vendors **employ 5,651 Californians**
- ✓ **Over 700 Californians** performed work on Electrify America contracts
- ✓ **15 vendors** qualified as **small businesses** and **four vendors** identified as **minority-owned** or **woman-owned** enterprises
- ✓ Vendors performed work at **73 separate offices** or facilities in California

Survey Respondents



of offices working on Electrify America projects were located in disadvantaged or low-income communities



of employees and contractors reside in disadvantaged or low-income communities

Thank you. 