



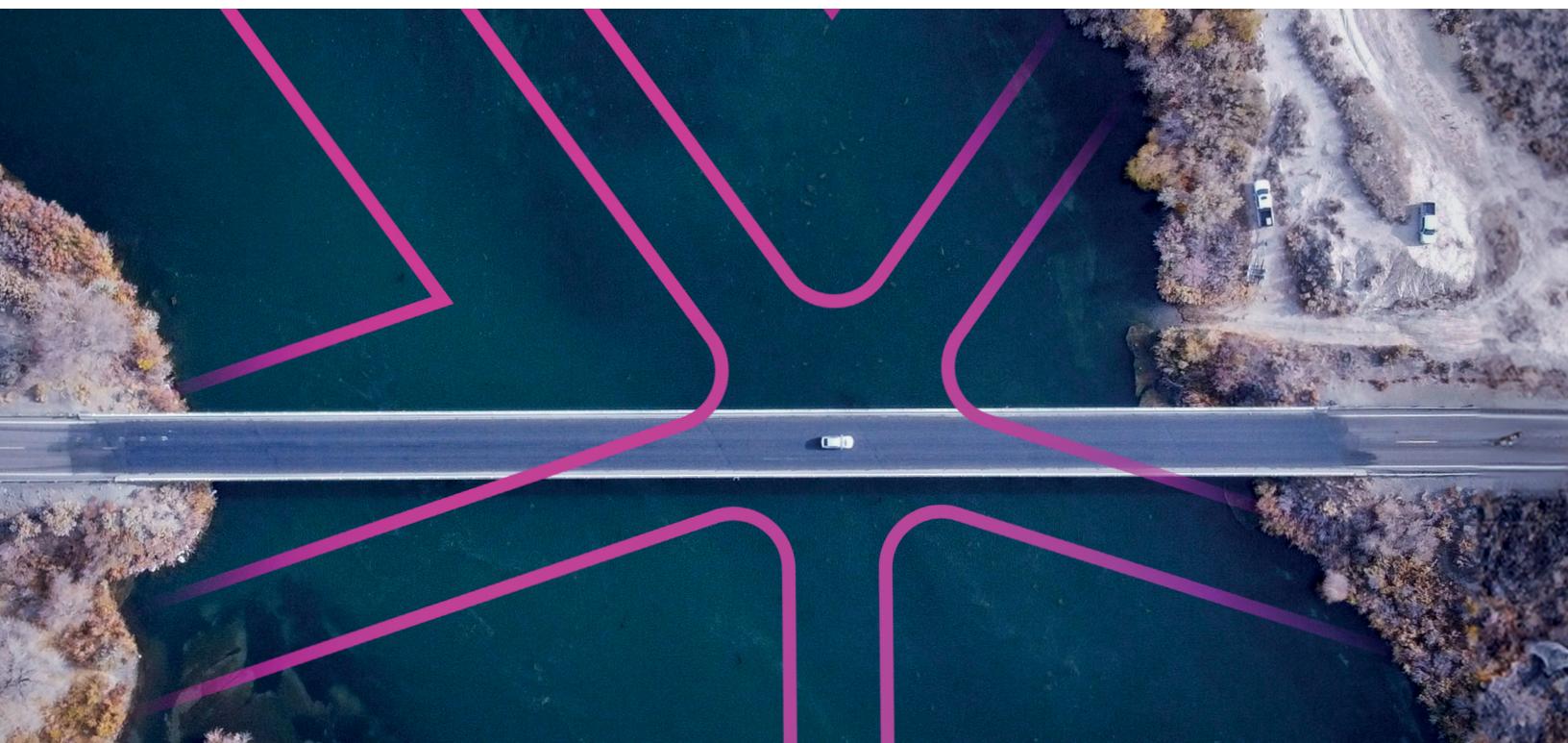
**Empower Your Brand  
with Comprehensive  
White Label  
EV Charging Solutions**



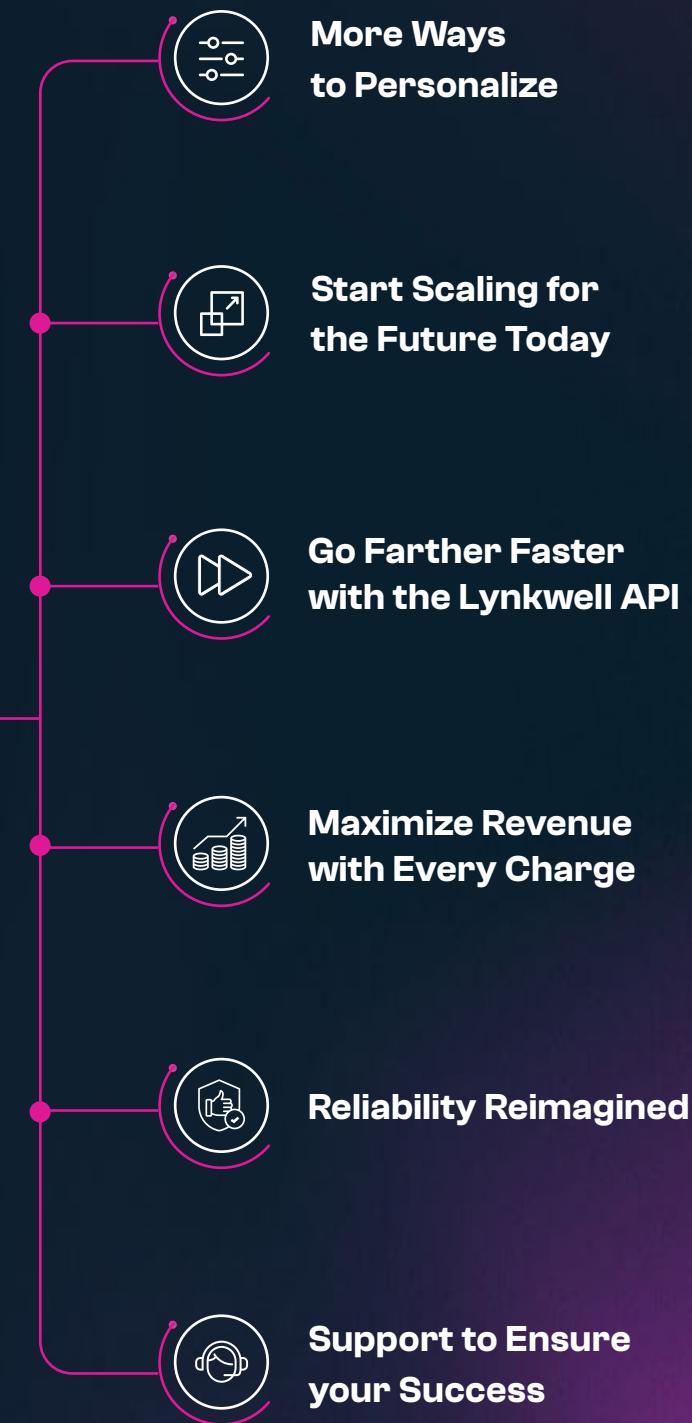
## Create a custom branded EV charging solution for your customers, drivers, or partners.

- **>99.99% software uptime** with industry-leading remote monitoring and diagnostic service included
- **Hardware-agnostic** platform with >500 products in our curated catalog from the world's leading OCPP-compliant OEMs
- **Seamless integration** across the Lynkwell ecosystem and with your core business systems
- **Instant network approval** enables your network to be quickly authorized for core programs through the support of the Lynkwell platform

**Incorporate your branded EV charging offering alongside other loyalty programs, rewards, point systems, and additional experiences.**



## The Lynkwell Difference



## The Lynkwell Difference:



### More Ways to Personalize

#### Easily showcase your brand across a comprehensive charging experience

- Showcase your company's brand across a charging mobile app, web application, integrated systems, UX, and RFID cards
- Leverage native functionality, out-of-the-box integrations, and our custom development team to create tailored experiences, features, and functionality
- Access Lynkwell Command™ our proprietary business intelligence tool for visibility into insights with real-time data via premade templates or custom reports
- Create custom branding, faceplates, visuals, and displays on your chargers



### Start Scaling for the Future Today

#### The tools you need today, designed for tomorrow

- Significantly decrease time to market with API integrations, compatible hardware, and out-of-the-box solutions that allow you to start and scale quickly
- Get started immediately with bulk actions and streamlined onboarding, including same-day migrations
- Built on AWS Cloud following 100% Center for Internet Security (CIS) best practices
- Event-driven microservices enable flexible and efficient scaling



### Go Farther Faster with the Lynkwell API

#### Tap into easy connections, integrations, and extensions

- Integrate charging data with other core business systems like ERP, CRM, BI, and accounting
- Full API documentation, tutorials, and guides
- Dedicated network support
- Fully featured REST APIs



## Maximize Revenue with Every Charge

### Start strong and boost growth with immediate revenue generation

- Gain exposure to millions of drivers on day one through roaming integrations with ChargeHub and Hubject
- Provide drivers with access to thousands of chargers and a seamless experience with simple payment terminal integrations
- Leverage Lynkwell's extensive portfolio of incentive and program-approved network and products
- Utilize Lynkwell's highly-rated app for payments, RFID cards, or to offer drivers a convenient charging option with a simple scan



## Reliability Reimagined

### Confidently manage and optimize your entire network

- Monitor uptime across the entire network and individual locations through a single dashboard
- Easily integrate charger intelligence with your existing help desk solution
- Deploy Lynkwell's exclusive platform for real-time station and SIM logs, allowing for quick diagnosis and triage of issues
- Access every charger in your network with Lynkwell's complete OCPP-compliant command palette



## Support to Ensure your Success

### Your network, backed by the Lynkwell team and proven expertise

- 100% USA-based software, hardware, and service expertise from a single partner
- 24/7 USA-based support team
- Dedicated support for both site hosts and drivers
- Consulting dedicated support packages
- Continuous system updates and patches included

# The Power of Strategic Branding on the EV Charging Experience

## Streamline your operations:

- Save time and money with Lynkwell's proven, comprehensive ecosystem of EV charging solutions.

## Amplify your brand:

- Boost your brand equity by delivering a complete charging experience under your own brand.

## Create tailored user experiences:

- Set customized rates, preferences and engagement strategies for specific driver groups.

## Inform your business:

- Integrate EV charging and driver behavior data with other systems to enhance and optimize operations.

## Unlock infinite scalability:

- Utilize Lynkwell's advanced charge management platform to access all the tools needed to expand sites, create automations, monitor hundreds of chargers and more.

**Launch your own branded EV charging network in as little as two weeks.**



## Lynkwell Concierge™

### Access additional support from Lynkwell's team of experts

- Delegate EV charger management to Lynkwell
- Create custom programming
- Leverage additional add-ons
- Connect with a dedicated account manager



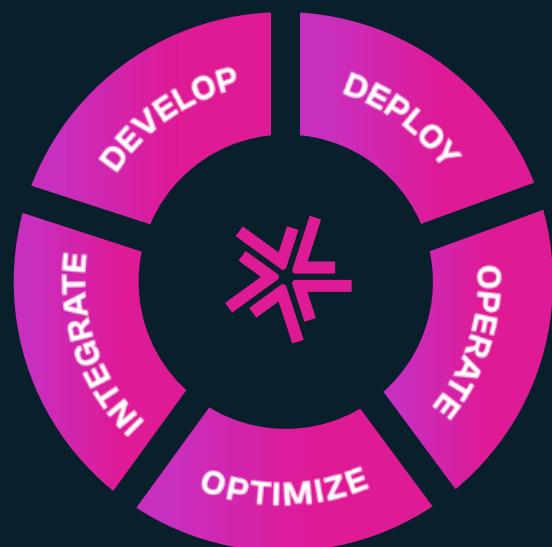
## Versatile Applications:

- Charge Point Operators
- Infrastructure Investors
- Businesses
- Fleets
- Utilities
- Municipalities

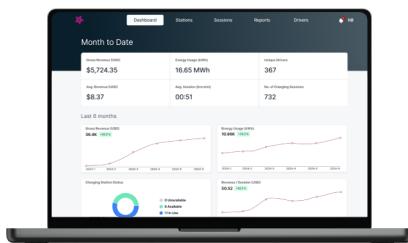
### A True Partner

### Achieve a Complete Network Launch Through a Single Provider

Lynkwell offers the most comprehensive full-deployment suite of solutions, ensuring white-label network partners have a single point of accountability and support throughout the entire project. The Lynkwell hardware, software, and services suite of solutions is designed for seamless integration for real-life performance. Our team of experts will guide your project from concept to launch, allowing you to focus on your core business.



# Your Charging Solution, Your Brand Identity



## ViaLynk™ Network Manager

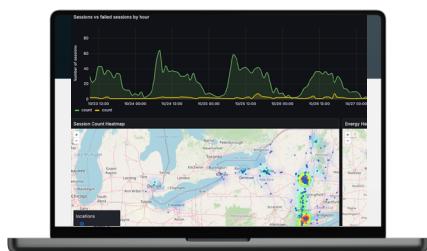
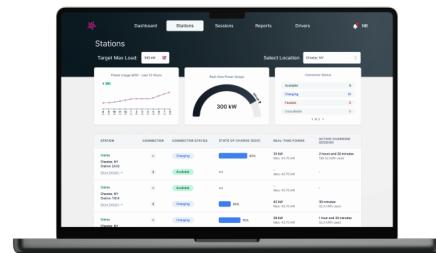
### Access core functionality for charging metrics and operations

- Charging network dashboard
- Real-time station-specific charging updates
- Real-time location-specific power usage
- Exportable energy usage reports
- Detailed session logs
- Simplified payment options to streamline billing
- Establish custom driver groups with tailored charging parameters

## ViaLynk™ Site Host Manager

### Advanced network customization, analytics, and control

- Charger uptime and reliability metrics specific to your network, location, and stations
- Advanced in-depth station and communication logs for rapid root cause analysis
- Metrics dashboard to evaluate the health of your network
- Easy workflows for deploying hundreds of chargers across multiple sites



## Lynkwell Command™

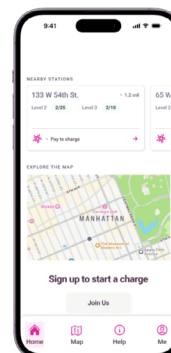
### Turn data into power with custom integrations, visualizations, and operations

- API syncs all charging data in real time with existing operating systems
- Custom business intelligence dashboard real-time data with our pre-built metrics templates

## ViaLynk™ Driver App

### Preferred by drivers, our highly-rated app simplifies the charging experience

- Fully branded charging app for Apple and Android operating systems
- Drivers can find nearby stations and check charger availability in real-time
- Contactless or remote payment options
- Access transaction history to track energy usage and cost
- Receive alerts about charging status
- Remote charging session start



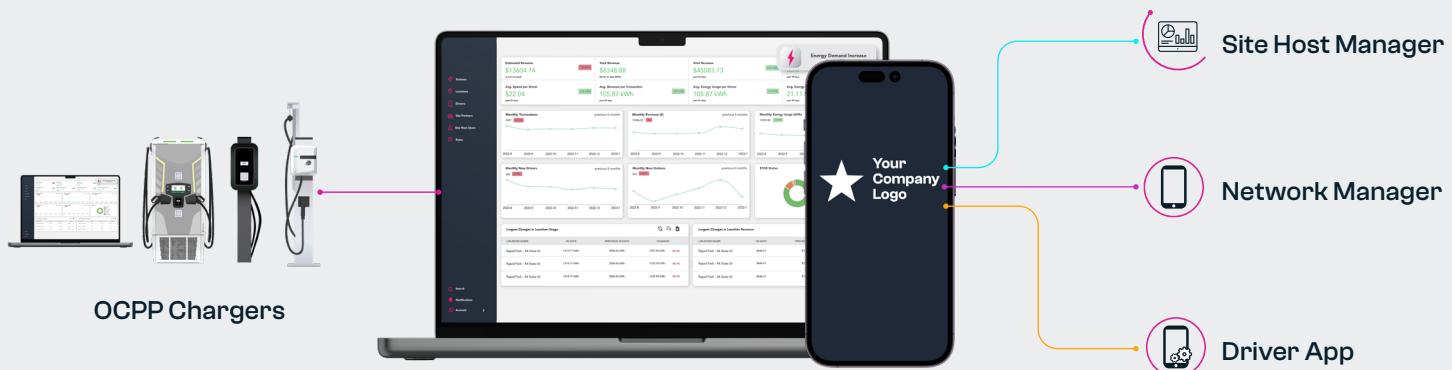
## Take Charge with Energy Management

### Balance performance with advanced capabilities

- **Reduce energy consumption and avoid demand charges by maintaining charging station energy limits and optimizing local load management settings**
  - OpenADR 2.0B certified
  - Demand-response events addressed through the OpenADR integration
- **Vehicle energy tracking with autocharge vehicle recognition**
  - Sync autocharge enabled vehicles to allow your drivers to plug in and walk away
  - See energy usage on a per-vehicle basis to get insight into high-usage vehicles and maintenance patterns
- **Set and forget peak demand avoidance**
  - Set recurring static demand rates
  - See energy usage on a per-charger basis to ensure they are adhering to those rates



### EV Charging Management System for White Label Networks



## Lynkwell's Software Solution Ecosystem



### Manage your revenue

- Payment Terminal Local Integration
- Payment Terminal Cloud Integration
- Monthly Subscription Payments
- Driver Discount Groups
- PCI-Compliant Revenue Management
- Advanced Pricing and Tariffs
- Payment Acceptance for all Major Credit Cards



### Manage your network

- Private Location Charging
- Partner and Utility Management
- Depot Partner Management
- Global Real-Time Search
- Detailed Reports and Analytics
- Bulk Charging Station and License Uploads
- Detailed Driver and Subscription Management
- Driver RFID Management
- Vehicle Tag Management



### Manage your integrations

- OCPP 1.6 and 2.0.1 Certified
- OCPI Network Roaming
- Hardware Agnostic Platform
- AutoCharge Support
- Hubject Roaming Integration
- ChargeHub Roaming Integration



### Manage your performance

- State-of-the-Art Charging Diagnostic Console
- Station, Location, and Network-Wide Uptime Reporting
- Advanced OCPP Command Console
- Over-the-Air Firmware Updates
- Network Agnostic SIM Provider
- Real Time SIM Communication Logs
- Real Time Charging Station Event Log
- Remote Monitoring and Alerts
- 100% AWS CIS Compliant Security
- OCPP Security Profile Support
- Interoperability Test Environment



### Manage your enterprise

- Robust REST API
- Self-Service API Key Management
- Developer Documentation Portal
- Advanced BI Tool Integration
- White-Labeled Charging Network
- White-Labeled Mobile App
- Customizable Email Communication
- Industry Leading Security
- Internet-Scale Infrastructure
- OCPP Security Profile Support
- Dynamic Load Balancing

## Proven Interoperability with Diverse Hardware

Lynkwell's charger-agnostic management system seamlessly integrates with our curated, OCPP 1.6 and 2.0.1 validated hardware delivering solutions to suit any project.

### Total Hardware Solutions Through a Single Partner

Explore a comprehensive portfolio of hardware solutions, featuring select products from leading global OEMs alongside our own XLynk™ charger.

#### > 500 Products

Our catalog of industry-leading solutions from around the world

#### Validation

Leading OEMs trust Lynkwell to conduct 150 validation tests, ensuring their chargers' successful deployment

#### Warranty

Comprehensive insurance-backed warranty coverage that is underwritten by an A-rated insurance company

## Onboarding Process for a White Label Network



**Legal Disclaimer:**

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**All USA-Based Team**

Lynkwell's co-located hardware manufacturing, operations, software, support, and service team are proudly based in the U.S. Build America, Buy America (BABA) compliant options available.

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