

ΔΕΗ blueE



March 2024

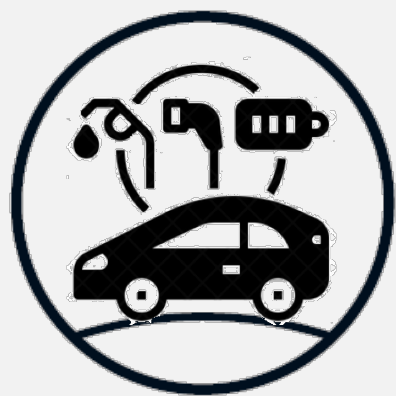
Electric Vehicles are increasing steadily



More than 35.000 EV's on the roads of Greece in Feb'24



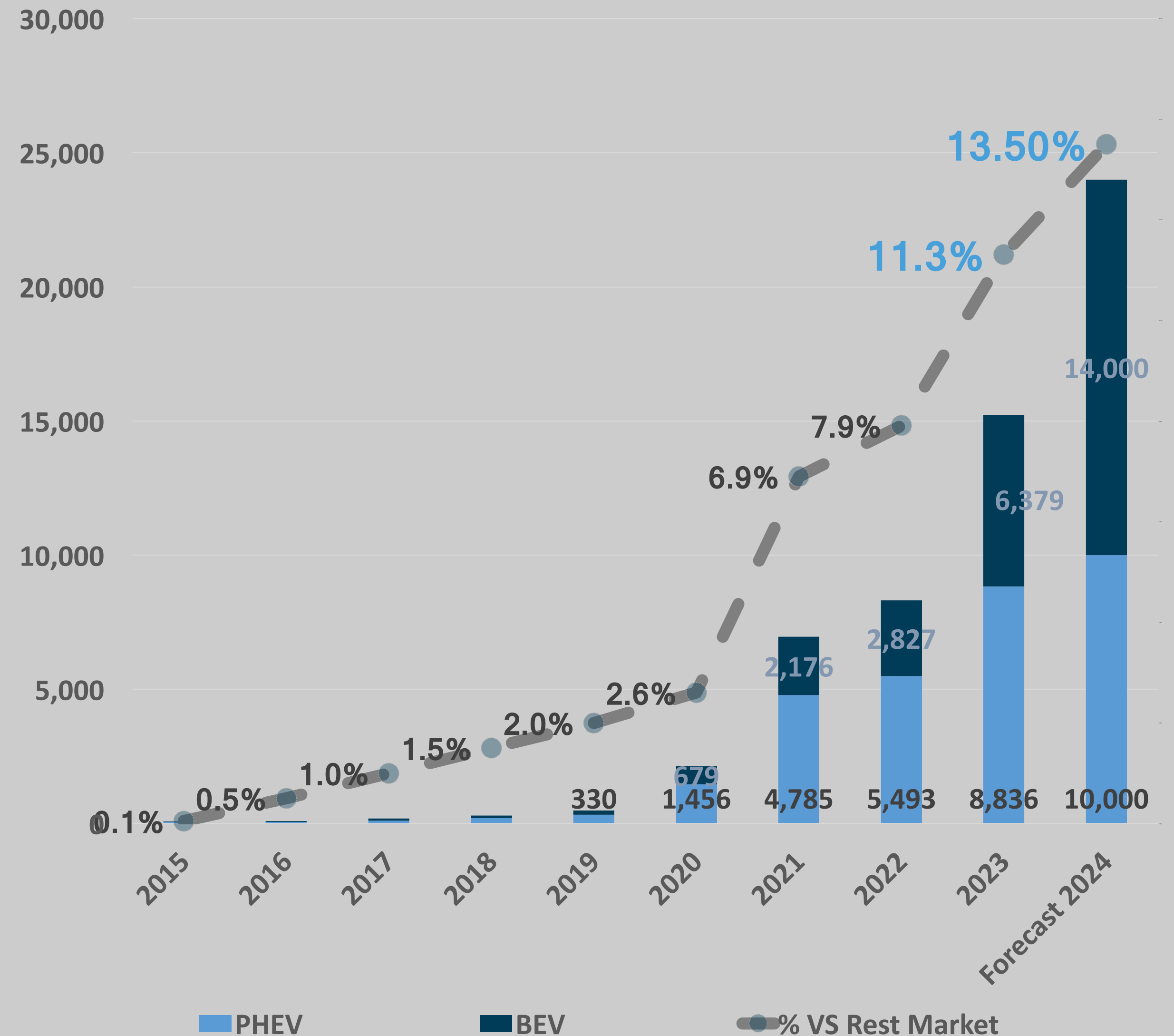
BEVs are gaining ground vs PHEVs:
2023: (42% - 58%)
2022: (34% - 66%)



More EV models <20-25K€ needed to boost mass emobility adoption in Greece

New EV Car Sales Evolution

(# H/O)



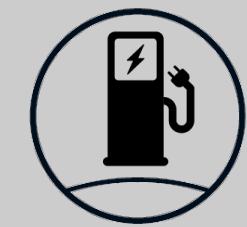
Source #1: <https://seaa.gr/registrations/>

Source #2: <https://www.ot.gr/2023/07/19/epixeiriseis/aytokinita-alma-20-stis-nees-taksinomiseis-stin-ellada-ton-iounio-2023/>

DEI blue: The largest, fastest, and geographically extended network!



>2,070 CPs



>240 DCs & HPDC



>550 Locations



Logos of partner companies: SKLAVENITHS, AB, IKEA, KOTSOBOLOS, X kalikisodakis, HELEXPO, McDonald's, ENIV, Δήμος Βάρης Βούλας Βουλιαγμένης, IGOUMENITSA PORT AUTHORITY S.A., ATHENS INTERNATIONAL AIRPORT ELEFTHERIOS VENIZELOS, and Hondos Center.

>60 Partnerships

Source: internal data

EV Charging as a Service

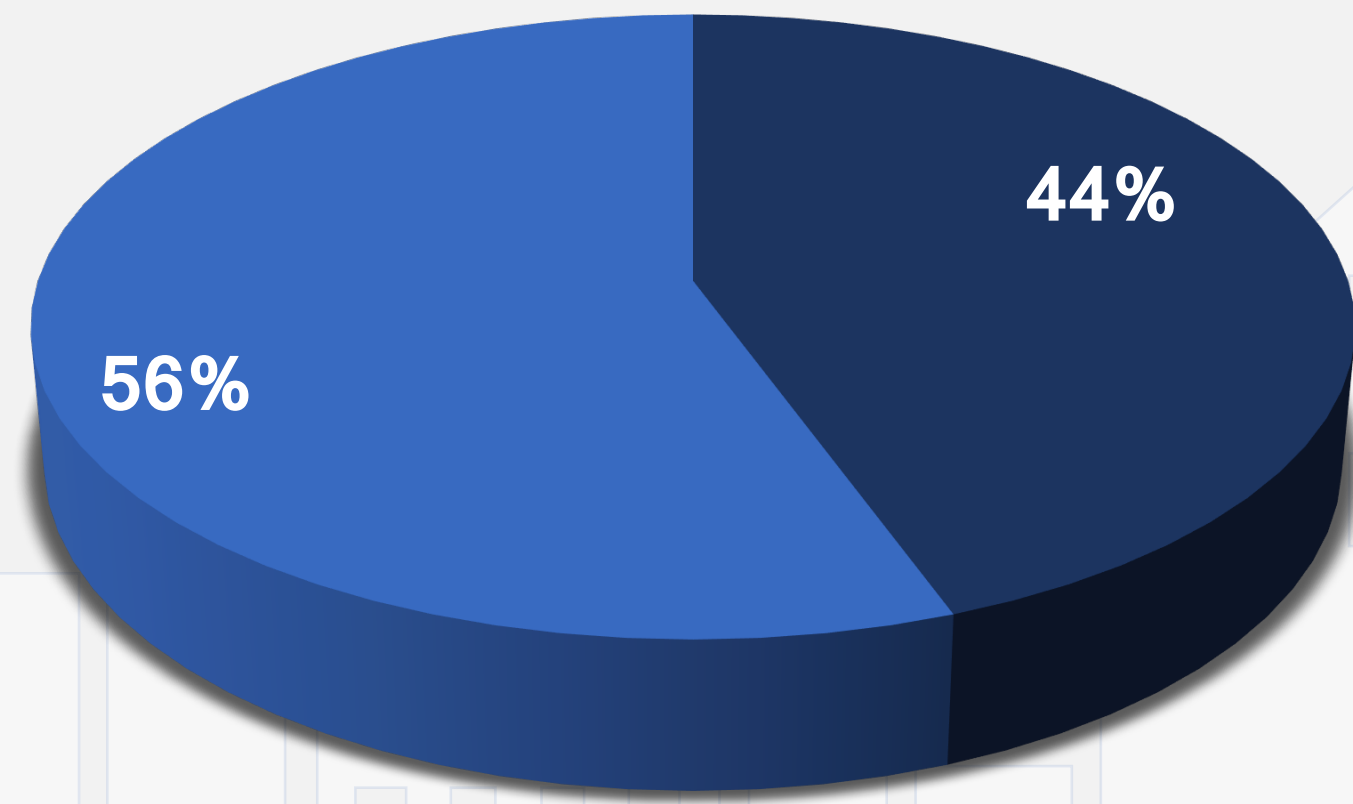
Identifying customer needs & addressing them



How do they charge

3

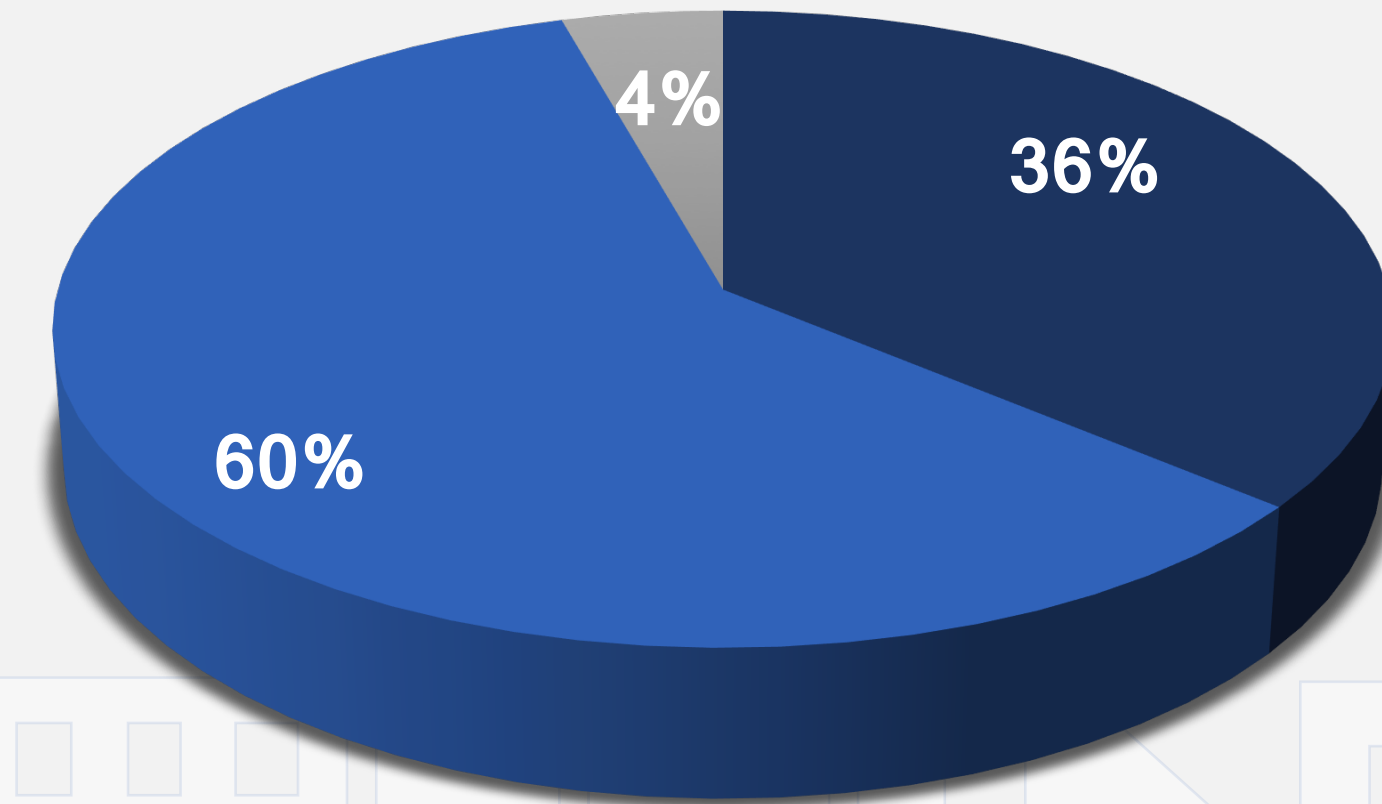
At my home
I am charging:



■ Wallbox type ■ House Plug (Suko)

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For my public charging I choose:

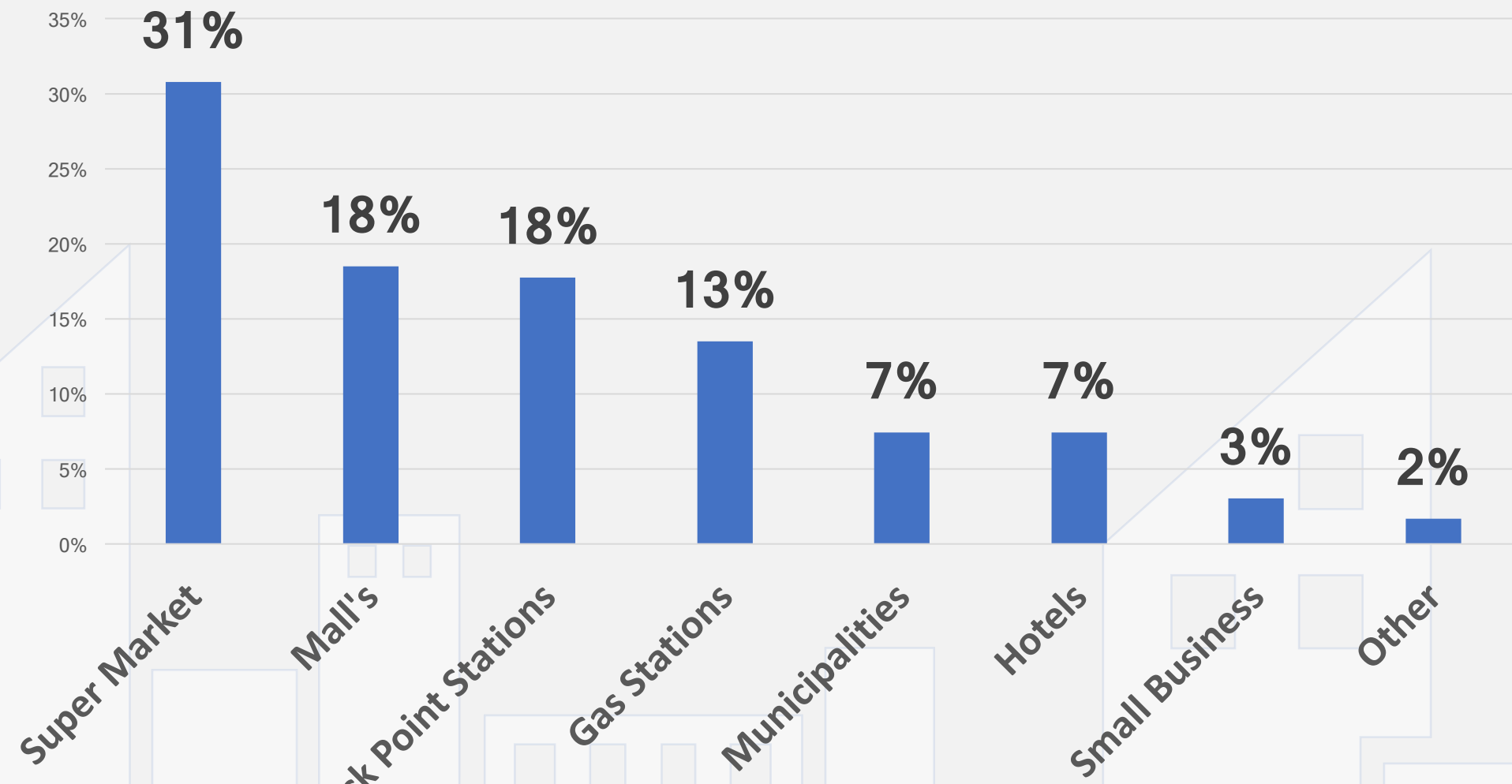


■ AC ■ DC and/or HPDC ■ I don't charge publicly

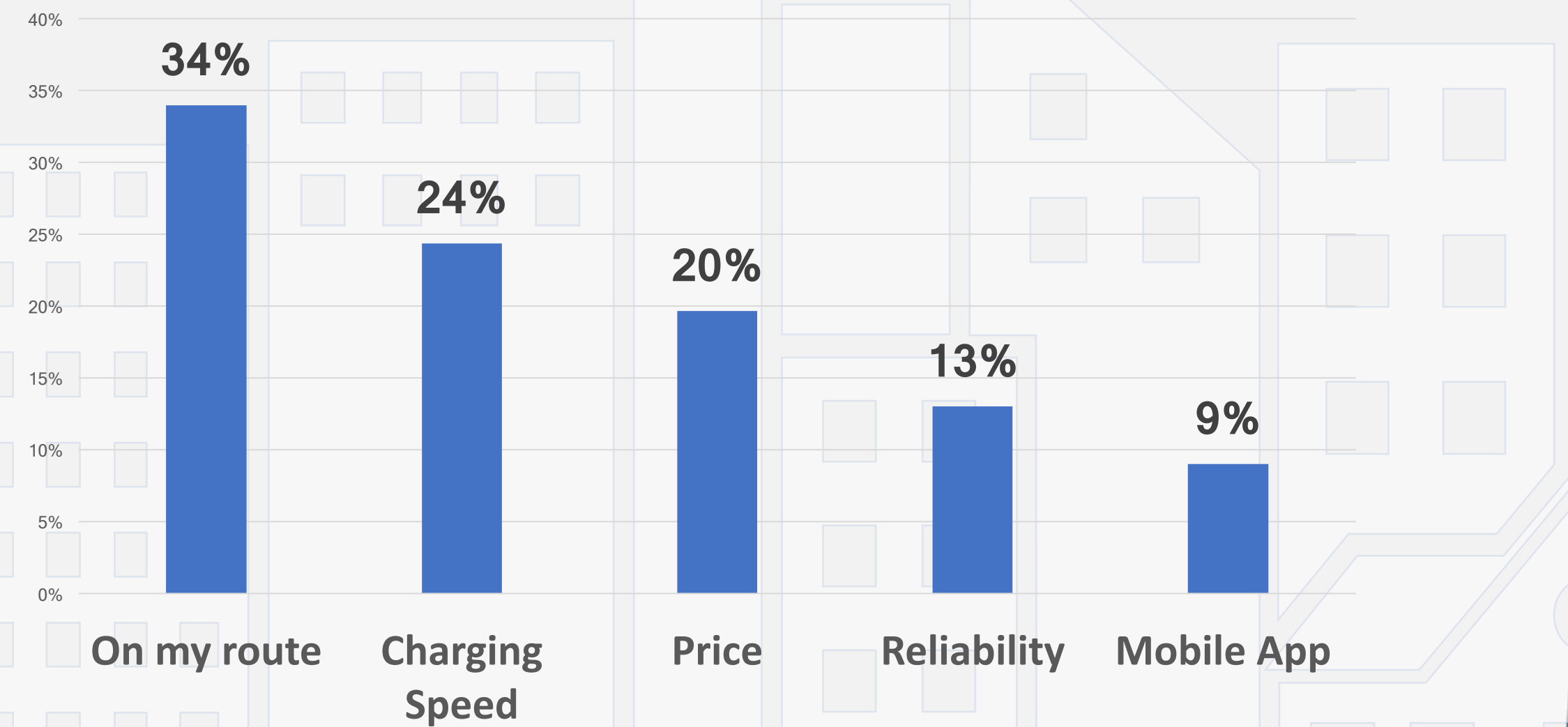
DEI blue: studying the early adopters of Emobility in Greece

Where do they charge; how they choose charger

For my public charging I prefer chargers located:



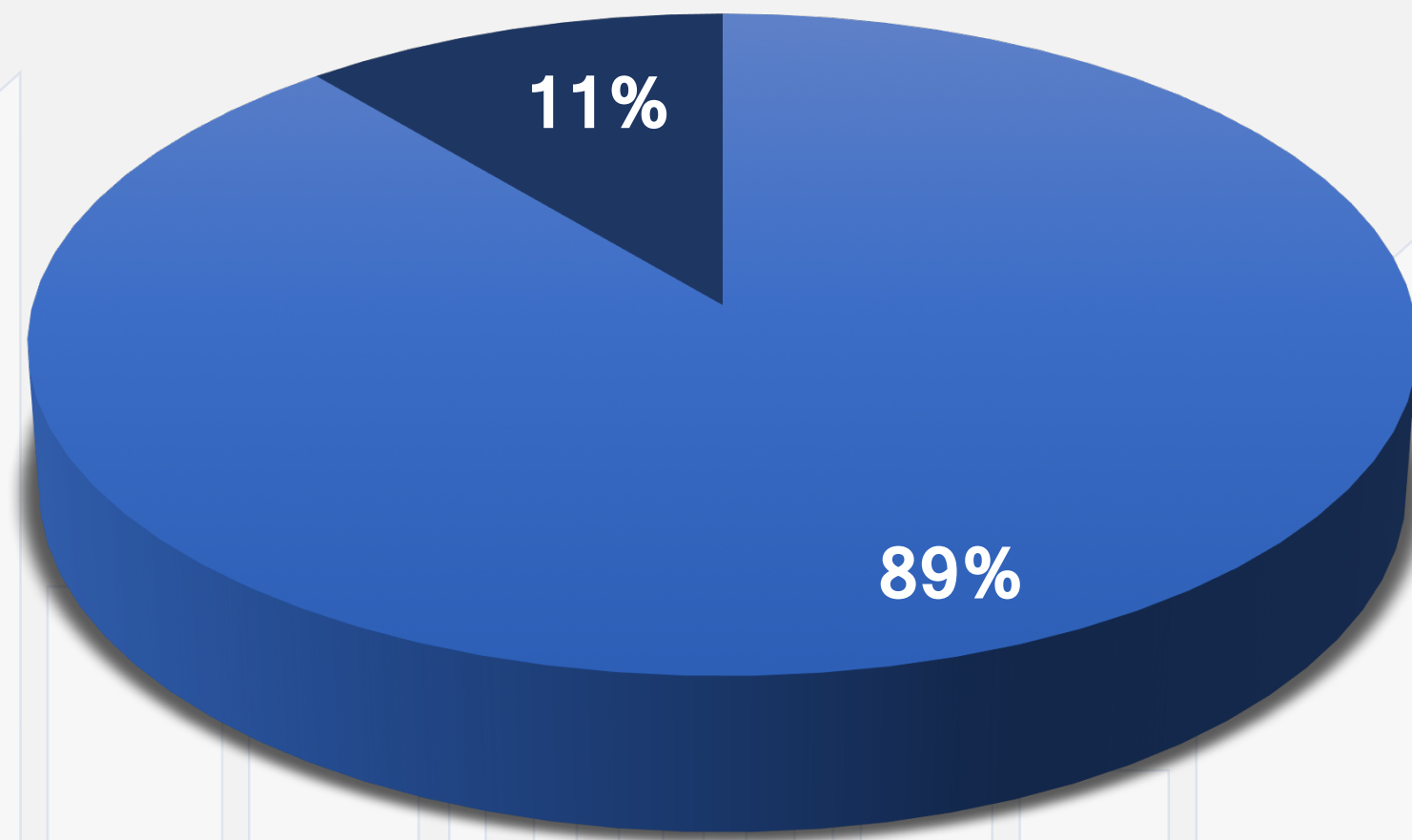
Main criteria I use to choose a charging point:



DEI blue: studying the early adopters of Emobility in Greece

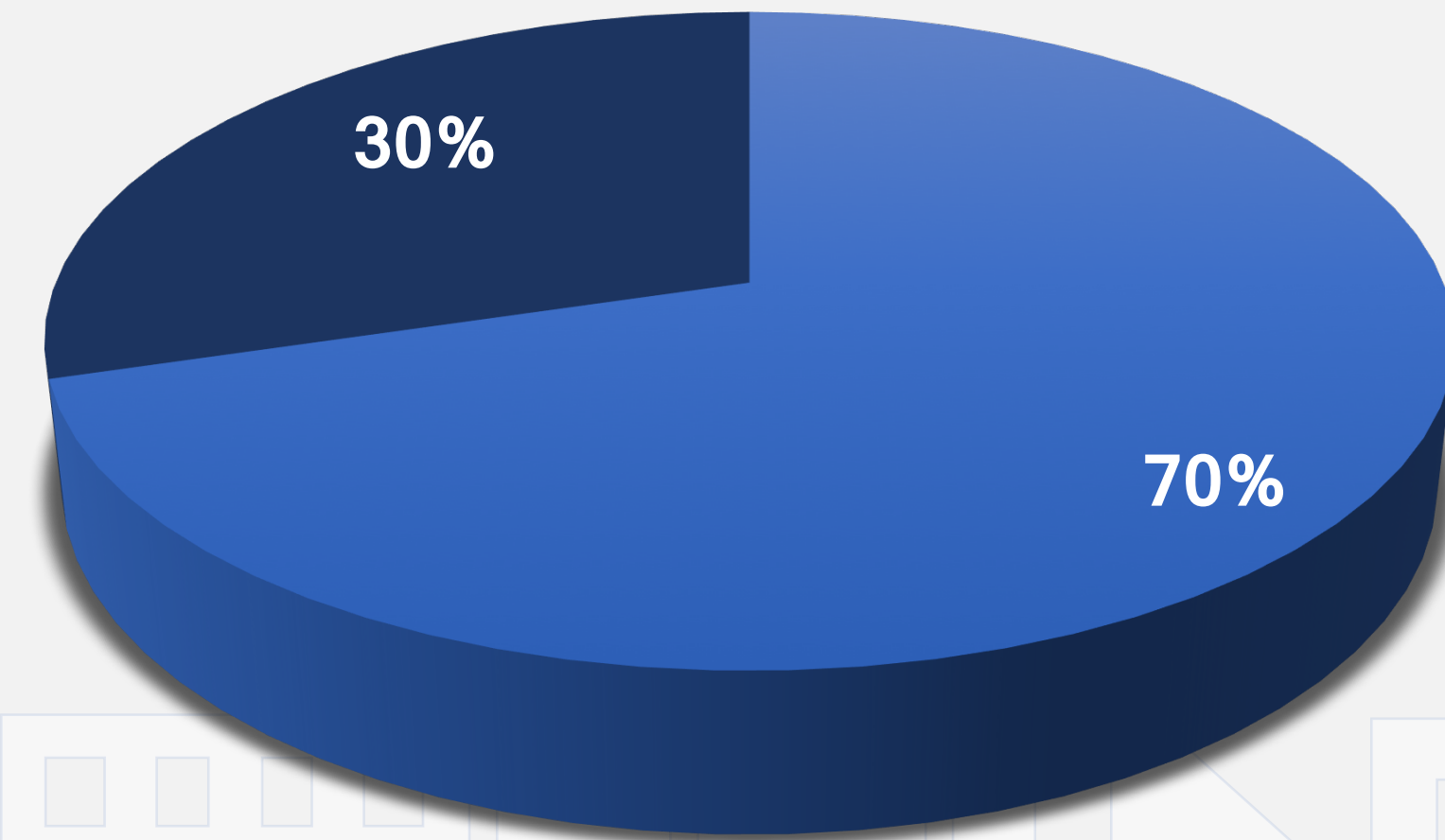
How do they plan their EV trips

Do you use your EV for trips?



■ Yes ■ No

Do you use an app in order to organize your trip (charging stops)



■ Yes ■ No

Based on customer insights we design a customer-centric charging experience



DEI blue's customer base is expanding rapidly

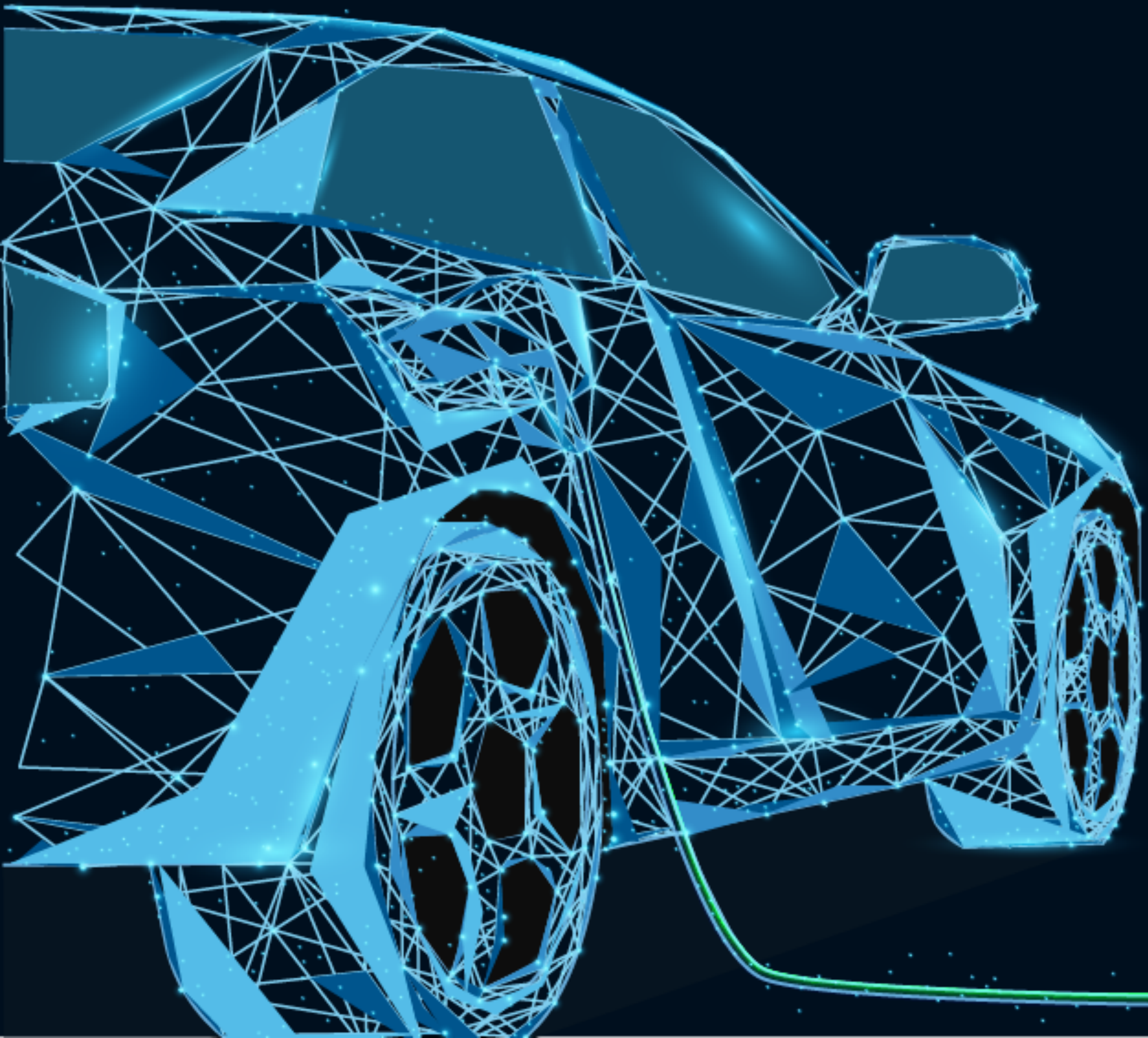


~75% off
the EV
drivers
using our app

2X
Customers
2023 vs.
2022

3X
Sessions
2023 vs.
2022

Source: internal data / Both register and guest users



blue

Το μέλλον φορτίζει
deiblue.com



Thank You!