The First EV Charging Station with Digital Advertising
Electric Vehicle Charging

- EvStructure t operates a network of electric vehicle charging stations in seven states, including California and Hawaii
- Electric vehicles (EVs) get about 80 miles per battery charge
- Driver plugs in and then interacts with EvStructure t touchscreen (up to five minutes) to initiate an electric charge of their vehicle’s battery
- EvStructure t runs advertising and sponsorships on the network’s 8”, 15” and 32” screens
- The wireless network can deliver static images, animation, and video
Electric Vehicle Driver Demographics

- $110k+ income (twice U.S. avg)
- 80% own a smartphone
- 77% have a 4-year degree or higher
- Early Adopters
- Tech Friendly
- Spend 30-50 minutes longer at a business while charging
- 43% of EV drivers are likely to return weekly to a retail location with an EV charger
- 79% of consumers seek out green amenities while shopping
Messaging with a Green Mission

Advertising on OpConnect’s interactive screens is a unique opportunity for companies to communicate their messaging while making a positive environmental impact in their communities.

Through June, OpConnect EV Charging Stations have...

Provided enough electricity to drive an EV more than 280,000 miles.

Which has avoided more than 101 metric tons of greenhouse gases.

And saved more than 12,000 gallons of gasoline.
One-of-a-Kind User Interface

- OpConnect was the first in the industry to introduce HD display technology to the EV charging experience
- The 15” displays has interactive touchscreen
- The screens deliver clear, vibrant images with an ultra-wide 170-degree viewing angle
- EvStructure offers additional product opportunities, including wraps, playcards, mobile, email and SMS
Our Screen Offerings

8” Touchscreen

32” “Topper”

15” Touchscreen
Screen Locations

- EvStructure screens are located in high-traffic areas such as malls, shopping centers, large retailers, office buildings, and university campuses.
- EvStructure screens are positioned so they can be seen by viewers walking or driving.
Location Highlight: Ala Moana Center

- Ranks among the top 10 malls by revenue in America
- Receives 42 million shopping visitations each year
- First mall in the U.S. to reach $1B in annual sales. Only three other malls in the country have reached this milestone
- Charging station located near primary foot & vehicle traffic thoroughfare
- Retail businesses include: Neiman Marcus, Nordstrom, Louis Vuitton, Harry Winston, Dior, Gucci, Chanel, Prada, Hermes, Tiffany & Co., and Bvlgari
Location Highlight: Bridgeport Village

- High-end shopping center located south of Portland, OR
- Average Household Income within a five-miles radius is $98,208 and within a 10-mile radius is $83,385
- Charging station located on primary foot traffic exit path and primary vehicle travel path in parking structure
- Retail businesses include: Saks Fifth Avenue, Crate & Barrel, Tommy Bahama, Ann Taylor, Eileen Fisher and the largest Regal Cinema in the state
- Also located nearby are a REI, Starbucks, 24HR Fitness, and Whole Foods Market
Rates & Offerings

EvStructure also offers unique “Run of the Network” options for its advertisers who want to have their ads playing on all OpConnect screens, either regionally or nationally.

Advertisers can also purchase to “own the station” and book all advertising slots; or for those that want to run 15-, 30-, or 60-second video ads.

EvStructures creative and technical teams will work with you or your agency to develop unique campaigns utilizing its integrated camera and wireless networking such as Augmented Reality, Geofencing, Social Gaming, Social Integration or Facial Recognition.
# Ad Specs

<table>
<thead>
<tr>
<th></th>
<th>Payment Transition Screen</th>
<th>8” Screen</th>
<th>15” Screen</th>
<th>32” Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dimensions (w x h) in pixels</strong></td>
<td>768x680</td>
<td>800x475</td>
<td>768x1155</td>
<td>768x1366</td>
</tr>
<tr>
<td><strong>Static File Format</strong></td>
<td>.png, .jpeg file format</td>
<td></td>
<td></td>
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<tr>
<td><strong>Video File Format</strong></td>
<td>MP4 file format (h.264)</td>
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<tr>
<td><strong>Duration</strong></td>
<td>8 seconds (standard)</td>
<td>15 seconds (premium)</td>
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<tr>
<td><strong>Frames Per Second</strong></td>
<td>25 or 30 fps</td>
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<tr>
<td><strong>Video Data rate</strong></td>
<td>≤4 Mbps</td>
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<tr>
<td><strong>Delivery Deadline</strong></td>
<td>OpConnect requires all standard creative be submitted three (3) business days prior to launch date to allow testing and approval</td>
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</table>
Delivering mobile phone messaging through the network is a unique opportunity for your business to communicate your messaging and capture potential customers while making a positive environmental impact in Hawaii. OpConnect’s electric vehicle charging stations have prevented more than 81 metric tons of greenhouse gases.

OpConnect’s digital messaging network lets you reach electric car driver’s mobile devices as they plug in to charge their vehicles. Once the driver plugs in their car and identifies themselves to pay for charging, your mobile message (that can include images, taglines and web page links) can be delivered to their device.

- Reach over 1400 Hawaii EV drivers
- Track the members that respond to your messaging by using call-to-action and web links embedded in your message

- Target customers with soft branding messaging, or use web links embedded in your digital messaging to direct them to a custom landing page
- Electric vehicle drivers
  - Earn $110k+ income (twice U.S. avg.)
  - Are early adopters & welcome new products and technologies
Electric Vehicle Advertising

Thank You

For further information on how EvStructure can make a positive impact on your advertising, contact:

Todd Ritter
President
www.evstructure.com
(808) 352-3044