



**LAUNCHub
Masterclass**

The path towards sustainable growth

Strategies and best practices

September 4, 2024

Agenda for today

- Building a sustainable foundation from Day One

- The AMPECO story

- The business case for sustainability

- Barriers to net-zero action

- Global sustainability frameworks

- Q&A session

Sustainable foundation from Day One

The purpose premium: Why a purpose-driven strategy is good for business

An integrated purpose strategy – one that's focused on the differentiated role a company serves in society – can provide organisations with a 'purpose premium,' driving long-term value and creating competitive advantage



Brand & Reputation

Greater recognition

78% of consumers were more likely to remember companies that exhibit a strong purpose

Stronger protection

Brands with strong purpose were 6x more likely to be protected in the face of negative publicity



Sales and Innovation

Entry into new markets

53% of surveyed CXOs reported new revenue streams from socially conscious offerings

Price premia

Sustainability-marketed products, compared with conventionally marketed products, saw a 39.5% price premium.



Operational efficiency

Cost savings

64% of companies with product sustainability programs achieved lower logistics and supply chain costs

Improved performance

A 10% increase in employees' connection with an organisation's purpose associated with: 12.7% reduction in safety incidents; 8.1% reduction in turnover; 4.4% increase in profitability



Talent

Employee attraction

78% of people indicated that they would prefer to work for a purpose-driven company.

Worker retention

~50% of workers and 75% of millennials would take a pay cut to work at an environmentally responsible company.



Capital and Valuation

Faster growth

High-purpose brands could double their market value 4x faster

Higher returns

Companies that met stakeholder expectations achieved a 6.4% higher return on equity



Risk mitigation

Reduced exposure






15% of companies would be unprofitable if accounting for their environmental damage; 32% would have their EBITDA reduced by 25% or more.

Brand trust

A negative trust-related event eroded three companies market cap by 20%-56%, a combined loss in value of \$70 billion

Regulations

REGULATIONS IN EU & UK ARE BOOSTING CLIMATE DISCLOSURE

NON-EXHAUSTIVE	EU Emissions Trading System 	NFRD (2008) & CSDR (2024) 	SFDR & Taxonomy 	SECR 	SEC Rule on Climate Disclosure 
Eligibility	<p>"Cap and trade" covering 45% of EU GHG emissions from Electricity & heat generation Oil refineries Steel, iron, aluminium, metals Cement, lime, glass, ceramic Airlines</p>	<p>Under NFRD, entities with: >500 Employees Banks & Insurances Under CSDR, w/ 2 of 3 criteria: >250 employees >€40M turnover and / or >€20M Total Assets</p>	<p>Investment funds under: Art 8 : ESG principles Art 9: Funds that have a sustainable investment objective e.g. reduce GHG</p>	<p>All listed companies 'Large' companies that meet 2 of 3 criteria: >250 employees,>£36M turnover and/ or >£18M total balance sheet</p>	<p>Applies to listed companies in the US US 10-K filers Foreign private 20-F forms filers</p>
Reporting Requirements	<p>Quotas of emissions distributed by industry Union Registry serves to guarantee accurate accounting</p>	<p>ESG for NFRD Climate risk affecting company Company's impact on Envnt. Reporting in line with Sustainability Finance Disclosure Regulation (SFDR) Double materiality Requirement</p>	<p>Scope 3.15: all emissions of: Equity investments Debt investments Project finance Classification of sustainable is sector based compass with carbon thresholds per sector (e.g., Cement, Steel...)</p>	<p>Companies must include energy and carbon information in Director's Report 'Large' LLPs should provide an equivalent report to the Director's Report (the "Energy and Carbon Report") for each fiscal year</p>	<p>Governance of climate risks Scope 1, 2 with limited assurance Scope 3 GHG emissions Targets & plans to achieve it Double materiality</p>
Timeline	<p>Launched in 2005 Trading period from 2021 to 2030 with reduction target of 45% compared to 2005</p>	<p>As of Jan 1st 2024 FY 2023: Reporting Standards open mid 2022 FY2024: new standards</p>	<p>As of 2022</p>	<p>As of April 1, 2019, replacing CRC reporting framework</p>	<p>Application as of Jan 1st 2024 for 2023 financial year</p>
Numbers of Companies	<p>11,600 45% of EU GHG emissions covered; new sectors included : cement, steel, chemicals</p>	<p>49,000 CSDR will cover 75% of total EU's company turnover</p>	<p>4,500 Asset managers and portfolio companies, with private equity doing 5000 investments / y</p>	<p>11,900</p>	<p>#7,000 As of 2024, obligation on: NYSE: 3000 NASDAQ: 4000</p>

The AMPECO story



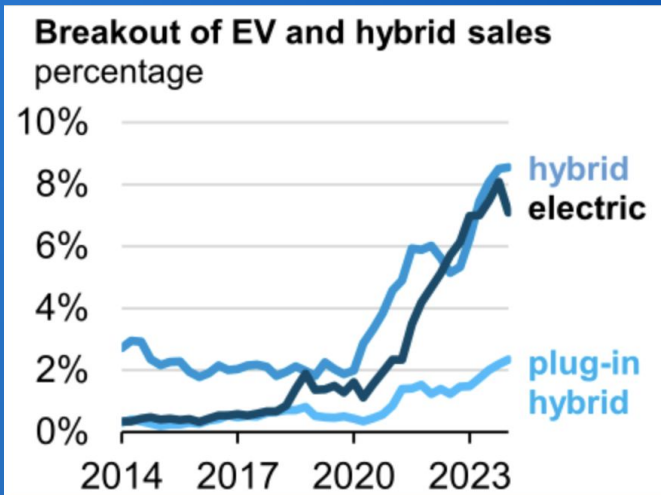
OUR MISSION

Enabling the electric vehicle charging providers of tomorrow through innovative technology

OUR VISION

To build the platform of choice for large-scale charging providers globally

EV charging: the challenges of a maturing industry



- EV adoption is steadily growing
- Charging station deployment happens slower than expected
- Public charging services are way behind schedule and do not satisfy their primary purpose of being easy to use, reliable, and transparently priced
- Network reliability and uptime are critical
- Compliance with regulatory requirements is a major hurdle
- Establishing the grid connection and getting all the approvals is a lengthy and complex process which additionally delays the development of networks

The AMPECO platform



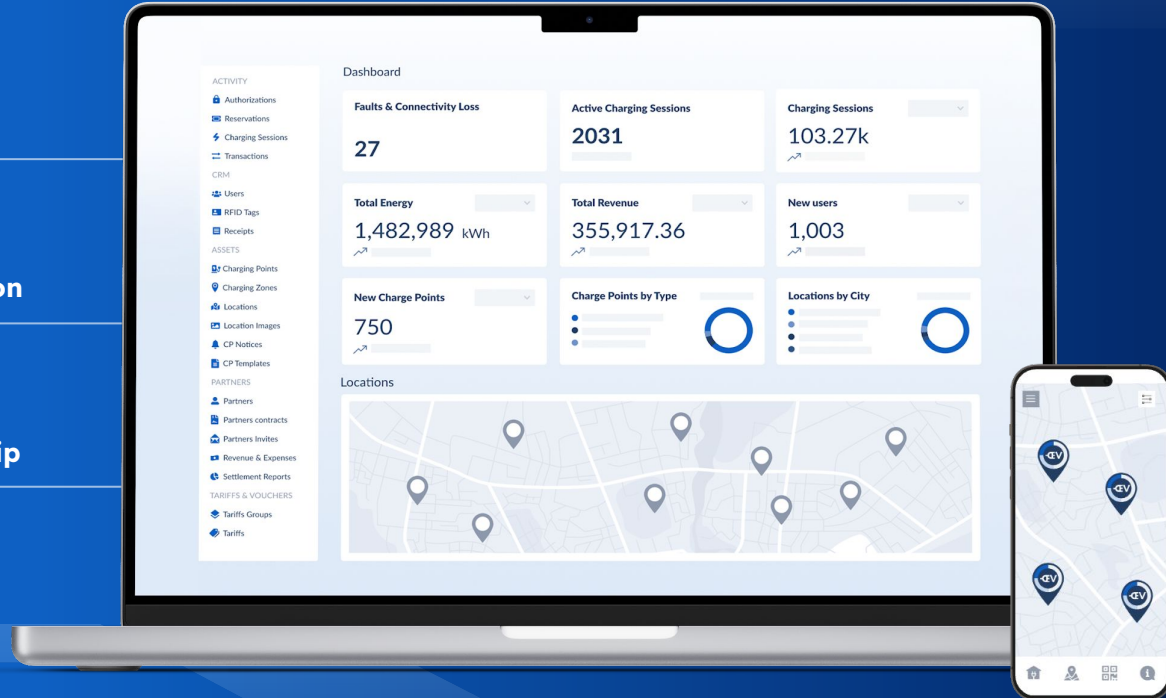
Ready to launch
in <1 month



A comprehensive,
out-of-the-box solution



Fully branded &
full business ownership



Solving EV Charging Complexities With a Single Platform



AMPECO enables large scale EV charging networks to handle a wide variety of complex use cases

Trusted by customers worldwide



150+

B2B customers

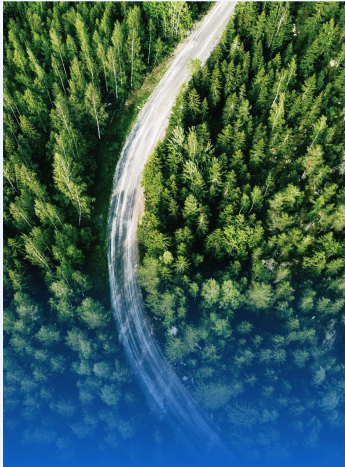
120K+

Chargers

61

Countries

Catalysts for embracing sustainability: Global megatrends & going beyond our product



**Environmental
impact**



**Investor
expectations**



**Innovation &
collaboration**



**Customer
demand**



**Regulatory
compliance**

AMPECO's path to sustainability

- Executive buy-in to engage in the topic early and use high-value resources (SME Climate Hub)
- Structured step-by-step approach and long-term target setting (B Corp certification)
- Proactively anticipate requirements of our investors and clients
- Our hallmark: the Annual Sustainability Report



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Commitments

We don't stand on the sidelines but proactively drive an ambitious agenda. Achieving our very ambitious net-zero-by-2030 target requires big-time cooperation with our stakeholders and influencing others to take action.

For this reason we are involved with and committed to a number of climate-related initiatives like the ones highlighted on the right.

In 2024, we also plan to report to the Carbon Disclosure Project (CDP)¹⁷ and get our net-zero goal verified by the Science-Based Target Initiative (SBTi).¹⁸

TechZero



A group of tech companies committed to fighting the climate crisis. By joining forces, we can make faster progress to net zero.¹⁹

The SME Climate Hub



A non-profit global initiative that empowers small to medium-sized companies to take climate action and build resilient businesses for the future. Through the SME Climate Hub AMPECO has pledged to achieve net-zero GHG emissions by 2030 already back in 2021 and report on progress towards this goal on a yearly basis.²⁰

The Global Renewables Alliance



An initiative to drive the tripling of renewable energy capacity to a minimum of 11,000 GW by 2030. A recent key success of the initiative was the commitment to triple renewable energy reached at COP28.²¹

The Climate Pledge



A commitment to reach net-zero carbon emissions by 2040. It brings the world's top companies together to accelerate joint action, cross-sector collaboration, and responsible change.²²



Future-proof your business today

Where small and medium-sized businesses come to curb emissions and gain a competitive edge.

[GET STARTED](#)

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The B Corp journey

- Act on our commitment to sustainability and optimize our resources

- Promote customer and employee stewardship through robust service agreements and active feedback channels

- Strengthen our governance, accountability and security practices

- B Corp = business as a force for good!

Certified



Corporation[®]

B Impact Assessment: 5 Impact Areas



Governance

Mission and engagement;
ethics and transparency;
governance;
mission locked



Workers

Career development;
health, wellness and safety;
engagement;
human rights;
worker owned



Environment

Environmental management;
air and climate;
water;
renewable energy;
resource conservation



Community

Diversity, equity and inclusion;
supply chain management;
civic engagement;
local economic development



Customers

Customer stewardship;
education;
access to basic services;
economic empowerment

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The added value of sustainability reporting

- Value: Corporate Social Responsibility (CSR) is a process for companies to integrate environmental, social, and governance (ESG) topics into its corporate strategy, operations and supply chain

- Main benefits:
 - Earn reputation and positioning in mature markets
 - Target large clients subject to ESG disclosures
 - Differentiate from competition which lags behind
 - Alignment with customer success, security, HR, devops

- Main audiences for reporting:
 - Prospects
 - Clients
 - Investors
 - Employees

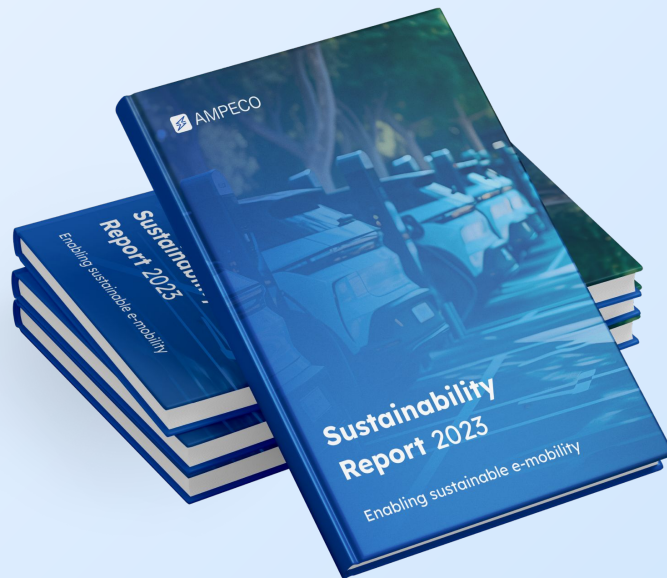




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Visit AMPECO's sustainability website for further reference: www.ampeco.com/sustainability

A quick overview of our sustainability projects



- Sustainability [webpage](#)

- Sustainability [report](#)

- Existing policies (non-exhaustive list)
 - www.ampeco.com/sustainability
 - www.ampeco.com/sustainability-strategy
 - www.ampeco.com/code-of-conduct
 - www.ampeco.com/supplier-coc
 - www.ampeco.com/ctp
 - www.ampeco.com/env-policy
 - www.ampeco.com/hsieq-policy
 - www.ampeco.com/purchasing-hiring-policy
 - www.ampeco.com/virtual-office-stewardship

Internal approach to ESG governance

AMPECO Sustainability Governance Model



An aerial photograph of a two-lane asphalt road curving through a dense, lush green forest. A dark-colored car is driving away from the viewer on the road. The entire image is overlaid with a semi-transparent blue filter. The text "The business case for sustainability" is centered in white, bold font.

The business case for sustainability

Sustainability as a competitive advantage

Leveraging your leadership

- Integrate sustainability credentials into project requirements (e.g. procurement)
- Highlight operational efficiency via third party validation and certifications
- Explain how you pass on ESG achievements to clients and the wider ecosystem
- Enhance the brand storytelling to resonate with your audience
- Demonstrate long-term value from working with a sustainable supplier (overall risk mitigation, regulatory compliance, investor confidence, customer trust)



Operational efficiency



Cutting carbon (often) means cutting costs

- Resource efficiency spurred by innovation in processes
- Circular practices
- Tracking avoided costs is crucial!

Stakeholder engagement

It takes an ecosystem approach to get things done!

- Attracting top talent and boosting retention

- Cross-department collaboration

- Comprehensive client stewardship

- Industry ecosystem & role of sector associations



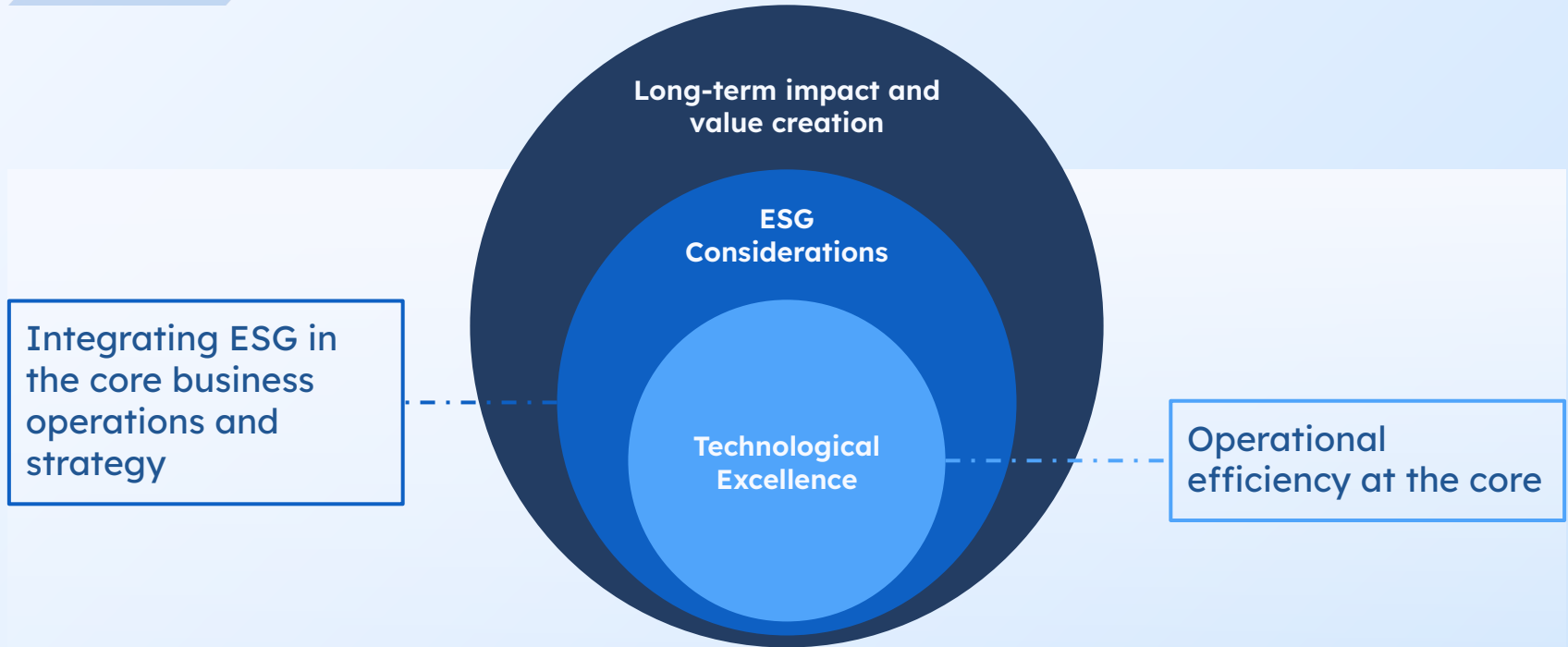
Investment and capital

The evolving investor landscape

- Increasing adoption of governance frameworks and greater oversight by impact investors
- Valuation and long-term growth
- Resilience in economic downturns
- Importance of strategic communication of sustainability impacts to investors



ESG-aligned strategy & increased value for all partners



Barriers to net-zero action

Addressing barriers

Only 60 % of SMEs have a plan to reduce emissions

SMEs account for 99 per cent of businesses globally and, in the OECD region, are responsible for 60 per cent of industrial emissions

If they do not reduce emissions, there is no net zero economy, but SMEs are largely struggling to start their transition to net zero and cite challenges related to lack of resources and internal expertise



**Financial innovation
for SME net zero
transition:**

Results from the SME Climate Hub's survey:

50%

of small businesses
calculate emissions

48%

delay climate action due to
a lack of funding

60%

of small businesses plan
to reduce their carbon
impact

40%

delay climate action due to
a lack of time

2/3

of small business owners
worry they don't have the
skills/knowledge to tackle
the climate crisis

70%

of SMEs need access to
external funds to reduce
their emissions faster or
at all

63%

delay climate action due
to a lack of skills and
knowledge

1/3

of SMEs have been offered
a financial incentive to
reduce emissions

SME Barriers

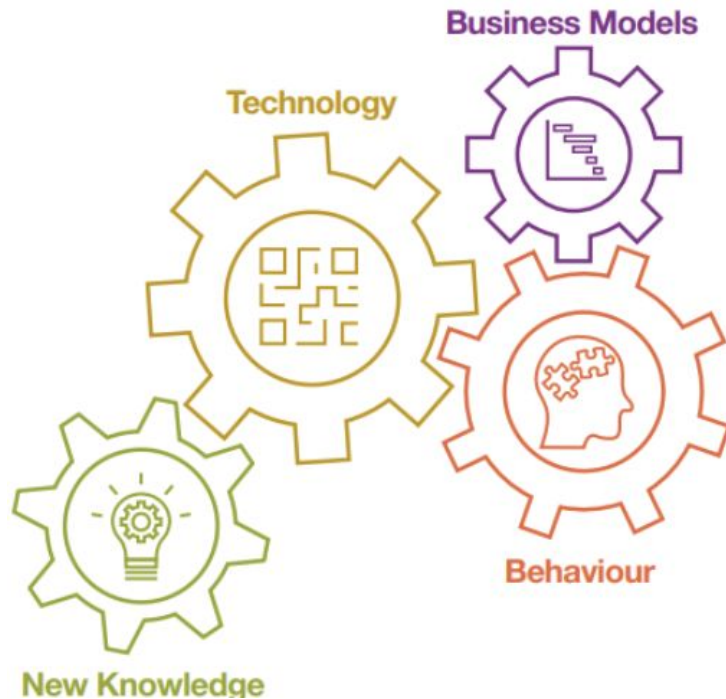
Capacity

Buy-in

Finance

Time

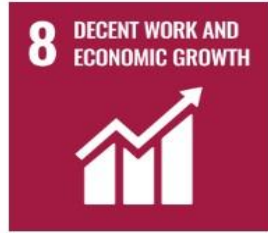
Innovation Sprints focusing on levers of change





Responding to global sustainability frameworks

The UN Sustainable Development Goals

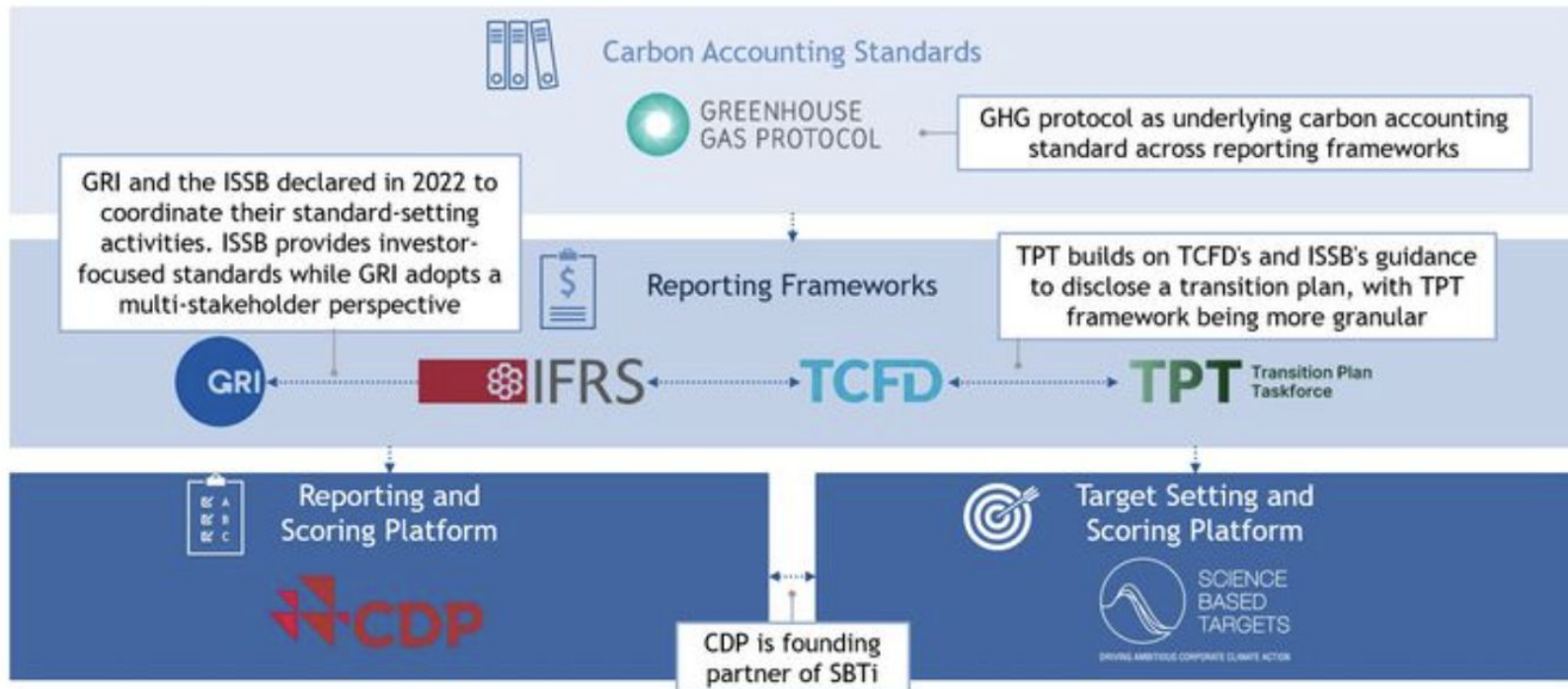


A complex ecosystem of sustainability-related frameworks and initiatives...



Source: GHG Protocol, GRI, IFRS, TCFD, TPT, CDP, SBTi, BCG analysis

... most of which have been aligned with each other



Source: GHG Protocol, GRI, IFRS, TCFD, TPT, CDP, SBTi, BCG analysis

An aerial photograph of a dense forest, likely a coniferous forest, with a dirt road winding through it. The image is overlaid with a blue gradient that is darkest on the left and fades towards the right. The text 'Q&A' is centered in the middle of the image.

Q&A

Let's connect!



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