

## ENECHANGE launches EV Charging flat-rate subscription plan "ENECHANGE Passport", backed by solar power and targeting reduced EV running costs

Aim to reach 100,000 subscribers

ENECHANGE Ltd. announces the launch of the "ENECHANGE Passport" flat-rate EV charging plan, starting from noon on June 3, 2024. Under this plan, charging sessions will be billed at a single fixed rate during the daytime, which corresponds to when solar power generation increases and surplus electricity is more likely to be produced. This offers an opportunity to significantly lower costs associated with EV charging, especially for EV drivers who do not have charging facilities at home.

Furthermore, we have set a goal to grow the ENECHANGE Passport to 100,000 subscribers as soon as possible.



The advertisement features a vibrant red background with white and yellow accents. At the top, the ENECHANGE logo is displayed alongside the text "EV充電 エネチェンジ" and "定額プラン 新登場!". Below this, a banner reads "太陽の恵みをフル活用! 日常も旅先も、おトクに充電!". The central focus is the price "月額 (30日間) エネチェンジパスポート 2,980円 (税込)", with a note "(利用可能時間: 7時~16時)". The bottom section contains illustrations of a woman using a smartphone, a car at a charging station, and a man at a charging station, all set against a backdrop of a city and wind turbines.

### ■The spread of EVs and the mission of ENECHANGE

In Japan, the sales ratio of new EV and PHEV vehicles remains below 4%, and the government has set a goal for zero-emission vehicles to represent 100% of new passenger car sales by 2035. ENECHANGE, with its mission to "create the future of energy," has been working on the development of EV charging infrastructure since 2021 to promote the spread of EVs as an essential component for the realization of a decarbonized society.

ENECHANGE has been installing of 6kW Level 2 charging ports under the "ENECHANGE EV Charge" service nationwide, achieving No.1 position in installation count<sup>\*1</sup>, app user count<sup>\*2</sup>, and awareness<sup>\*3</sup>. The ENECHANGE Passport offers significant economic benefits by reducing high charging costs for EV drivers without home charging facilities and consumers considering purchasing an EV. It also aims to assist in promoting the spread of EVs by providing a reliable charging environment. The goal is to quickly acquire 100,000 subscribers for the ENECHANGE Passport.

<sup>\*1</sup> Based on the number of installed EV charging ports by an app-based service provider (as of May 2024, according to GoGoEV).

<sup>\*2</sup> Number of iOS & Android downloads among five EV charging service companies (as of November 2023, according to data.ai research).

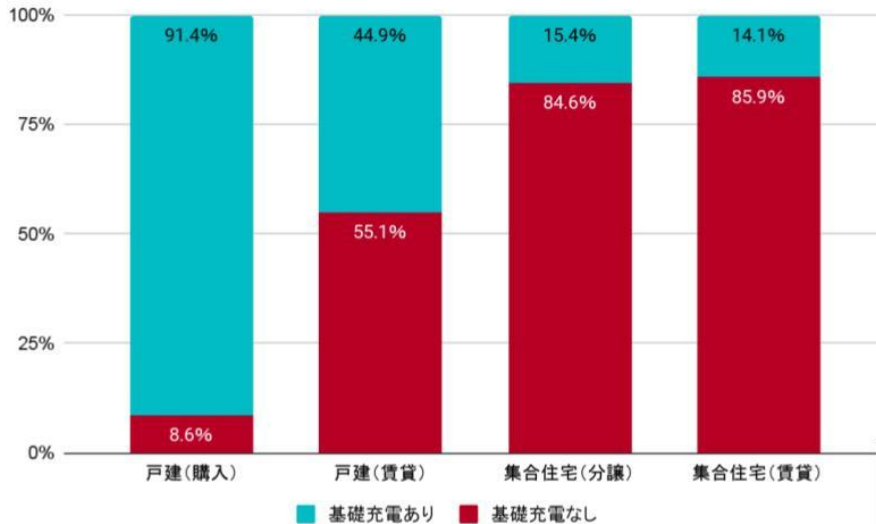
<sup>\*3</sup> Survey on the awareness and actual usage of EV Charging Services (as of November 2023, according to GoGoEV).

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## ■The current situation and challenges for EV drivers without home charging

According to a survey conducted by ENECHANGE in March 2024<sup>4</sup>, 85% of EV/PHEV drivers living in multi-dwelling units (owned and rented) responded that they do not have charging facilities at home.

### [住まい別]EVユーザー基礎充電の有無



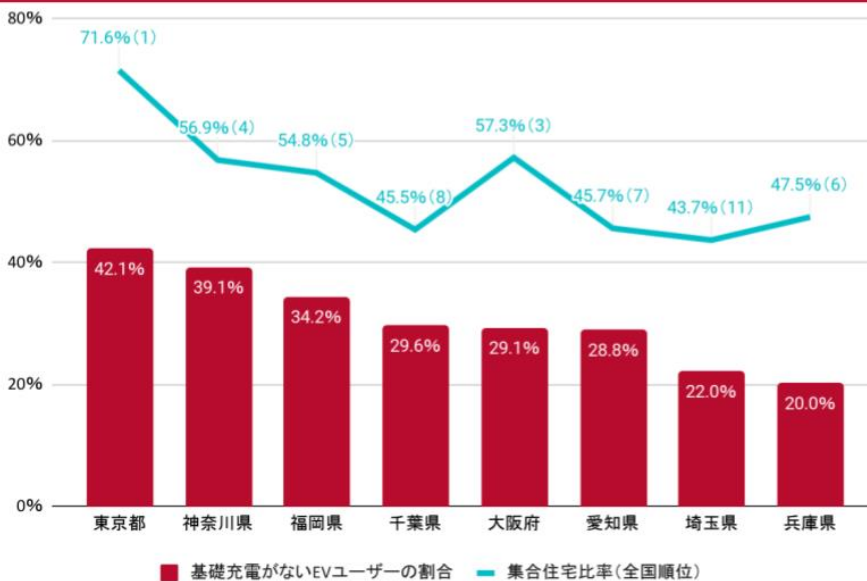
調査名: EVとEV充電に関するアンケート調査  
 調査方法: インターネット調査  
 調査期間: 2024年3月5日(火)~2024年3月20日(水)  
 対象者: EV/PHEVユーザー  
 回収数: 2833サンプル

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[Residential] Presence of home charging for EV drivers; "The percentage without home charging: Single-family homes (owned) 8.6% / Single-family homes (rented) 55.1% / Condominiums 84.6% / Rental apartments 85.9%"

According to the survey, the top eight prefectures with a high percentage of respondents without access to home charging are those with a high proportion of multi-family housing such as condominiums and apartments in the total number of residences<sup>5</sup>. It has become clear that the difficulty of installing charging ports in multi-family housing, especially in urban areas, has led to delays in development.

### [都道府県別]基礎充電のないEVユーザーの割合と集合住宅比率



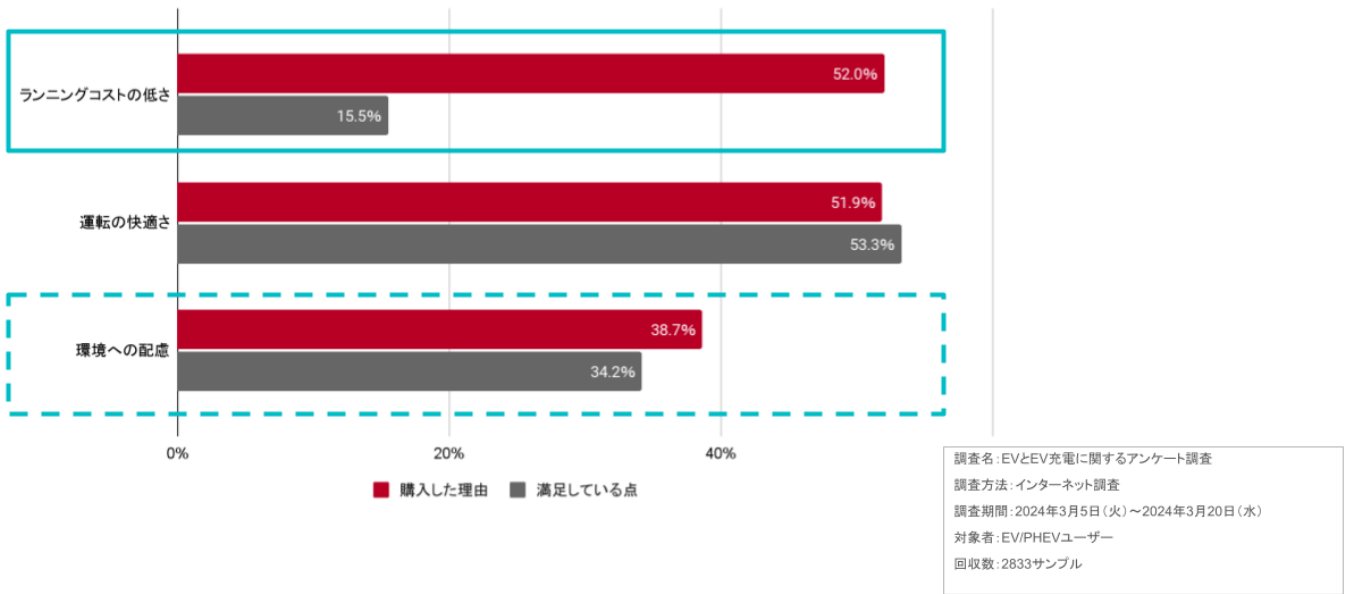
■集合住宅比率  
 出展: 総務省 令和5年住宅・土地統計調査/住宅数概数集計  
 都道府県別・住宅総数に占める共同住宅の割合(全国順位)

■基礎充電がないEVユーザーの割合  
 調査名: EVとEV充電に関するアンケート調査  
 調査方法: インターネット調査  
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[By prefecture] The percentage of EV drivers without home charging (red) and the ratio of multi-dwelling units (blue)

Furthermore, among EV users without home charging, 52% chose "lower operating costs" as a reason for purchasing an EV, yet only 15.5% were satisfied with this aspect after purchase, showing a significant decrease. Additionally, it was found that, although buyers were conscious of "being environmentally friendly" at the time of purchase, they struggled to feel that choosing an EV allowed them to be environmentally conscious afterward.



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[Without home charging] Reasons for purchasing an EV and points of satisfaction

"Low running costs" as a reason for purchase 52.0% / Satisfaction after purchase 15.5%

"Consideration for the environment" as a reason for purchase 38.7% / Satisfaction after purchase 34.2%

For EV drivers, the lack of home charging facilities is a significant problem as it requires travel to distant locations for charging, increasing both time and financial burdens. To address this problem, ENECHANGE is building EV charging infrastructure and offering economical charging plans like the ENECHANGE Passport.

\*4 ENECHANGE Ltd. "Survey on EVs and EV Charging (March 2024)".

\*5 Ministry of Internal Affairs and Communications 2023 Housing and Land Survey / Preliminary Housing Count Aggregation

### ■Reduction in running costs through the use of ENECHANGE Passport

For a flat monthly<sup>\*6</sup> subscription fee of 2,980 JPY (tax included), ENECHANGE Passport subscribers can use over 1,800 Level 2 charging ports for free in designated usage hours without any limit. For EV drivers who do not have charging facilities at home, this offers significant benefits in terms of both time and cost, as they can simply charge at the station most convenient to them. The available charging ports are installed at destinations such as commercial and leisure facilities, allowing drivers to charge while they visit. Charging for 10 hours over 30 days would be more cost-effective than paying 3,300 JPY for each session via the ENECHANGE EV Charge app. Assuming an electricity consumption of 6 km/kWh, 10 hours of charging can enable travel for 360km. Considering the average monthly travel distance for a typical Japanese household is 370km<sup>\*7</sup> and the cost of gasoline is 5,853 JPY<sup>\*8</sup>, subscribing to the ENECHANGE Passport plan allows drivers to meet their travel needs at about half the cost of gasoline.

\*6 For 30 days from the start date of use

\*7 Japan Automobile Manufacturers Association "Passenger Car Market Trends Survey 2021"

\*8 Ministry of Internal Affairs and Communications 2023 Household Survey / Income and Expenditure Report

### ■The world's first demand response (DR)-based EV charging flat-rate subscription plan during daytime hours for a public charging network

The ENECHANGE Passport is the first of its kind in the world<sup>\*9</sup> for a public charging network. Using a flat-rate subscription plan aligned with charging hours during daytime (when solar power generation increases and surplus electricity is likely to be produced), the ENECHANGE Passport provides a solution to pass the economic benefits of demand response (DR)-based charging to subscribers.

DR is a mechanism that supports the stabilization of energy supply and demand by consumers changing their power usage patterns. As energy companies constantly predict supply and demand to achieve stability every day, the imbalance of which can cause frequency deviations or power outages, the rapid proliferation of solar power

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generation has led to periods of surplus electricity during the day.

The ENECHANGE Passport is charging subscription plan that encourages charging EVs during these day hours, currently from 7 AM to 4 PM, as charging during these hours when surplus electricity from solar generation increases. This contributes to the reduction of environmental impact through the active utilization of renewable energy. ENECHANGE will continue to contribute to the realization of a decarbonized society through the promotion of EV adoption.

\*9 Survey by ENECHANGE. Comparison of EV charging services from 24 companies in leading EV countries (USA, Australia, Europe).

## ■Details of ENECHANGE Passport

Name: ENECHANGE Passport

Monthly subscription fee: 2,980 JPY (tax included)

Minimum Contract Period: 30 days (Cancellation is possible after 30 days, but no refunds, including prorated refunds, will be processed.)

Usage Hours: 7:00 AM - 4:00 PM (If used outside of these hours, a charging fee of 55 JPY/10 minutes will apply.)

Available Chargers: 1,808 ports at 814 locations nationwide (as of May 2024) (For the latest information, please check the app.)

Usage Purpose: Charging for EV and PHEV driving purposes (Usage for non-driving purposes such as V2H will result in immediate suspension of service.)

Service Start Date: June 3, 2024, at noon

Application Method: Applications can be made through the EV Charging ENECHANGE app

Special Page: [https://ev-charge-enechange.jp/for\\_drivers/passport/](https://ev-charge-enechange.jp/for_drivers/passport/)

## ■ENECHANGE EV Charge

ENECHANGE EV Charge is an all-in-one service to install charging ports for electric vehicles at condominiums, commercial facilities, lodging facilities, and other destination locations starting at 0 JPY per month. The service currently has the highest number of installed EV charging ports in Japan. The EV Charging business also offers a comprehensive service for EV drivers. With the No.1 EV charging app in user numbers, drivers can not only search for charging spots but also pay for their charging sessions within the app. This user-friendly service has been recognized and awarded the Good Design Award for the year 2023.

URL: <https://ev-charge-enechange.jp/>

X: [https://twitter.com/enechange\\_ev](https://twitter.com/enechange_ev)

## ■Future Outlook

The impact on the Company's business performance is currently expected to be limited. We will disclose immediately any matters that should be publicly announced in the future.

## ■ENECHANGE Ltd.

ENECHANGE is an energy technology company that promotes a carbon-free society through digital technology with the mission of Changing Energy For A Better World. We offer services based on data utilization in the 4Ds of Energy: Deregulation, Digitalization, Decarbonization, and Decentralization. Our company's roots come from an energy data lab at the University of Cambridge, UK, a country where liberalization is mature. ENECHANGE has a UK subsidiary, ENECHANGE Innovation Limited, as well as a global network and analytical technology for energy data.

URL: <https://enechange.co.jp/en/>

## ■For inquiries

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