GREENTECH COLLABORATION SERIES

HALSTON GROUP X MINA

HALSTON GROUP

mina

ACCESSIBLE EV CHARGING

How Mina is redefining business EV charging

B2B

TECH ORIGIN

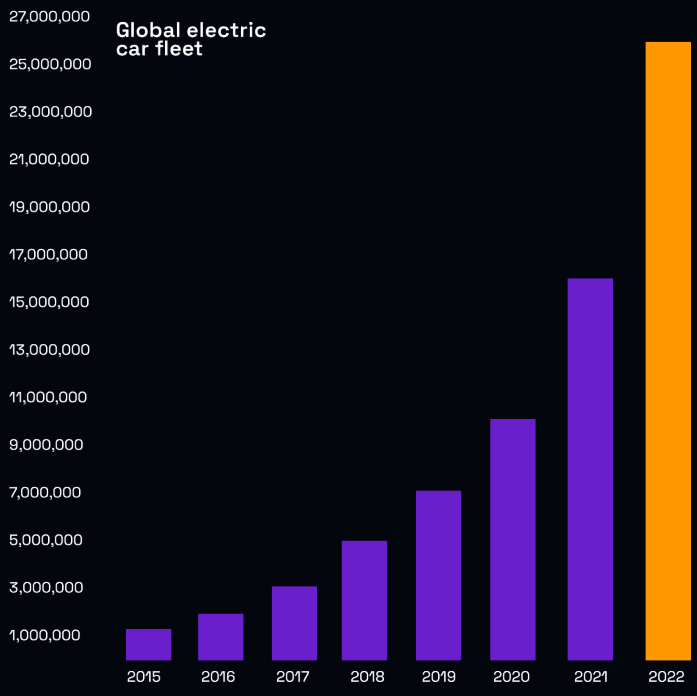
MERCURY

SUSTAINABILITY PARTNERSHIPS

CONTENTS

1 _ HALSTON GROUP X MINA
2 _ SCOPING THE EV CHARGING MARKET
3 _ CHALLENGES OF LAUNCHING EV FLEETS
4 _ HOME CHARGING INSTALLATION
5 _ GLOBAL GREENTECH OUTLOOK
6 _ THE FUTURE OF GREENTECH

HG **The EV market is a vital component of our transition to a carbon-neutral future, and EVs have been a hot topic in the renewal space as they have grown in popularity exponentially over the past few years. 2022 was the strongest performing year for electric car sales, with 14% of all new cars sold globally being electric, a 5% rise over 2021. This growth has meant that there are approximately 26 million electric cars on the open road.**



Source: Virta

Whilst growth is being achieved each year, there is still a considerable level required to transition away from fossil-fuelled transportation. However, there are still elements that are hindering decisions for individuals or companies to make the move, including mileage capability, cost, and the wider charging infrastructure. It's those barriers that many GreenTechs in the sector are looking to alleviate with incredible solutions. Mina is one of those incredible GreenTechs supporting the EV market.

Mina is a multi-award winning payment solution for electric vehicle (EV) charging and is the UK's only platform which allows fleet and business electric vehicles to be charged at home and on the road, resulting in a single monthly invoice for the business.

HALSTON GROUP X MINA

HG Halston Group spoke to Ashley Tate, Mina's CEO and Co-Founder, to understand how their technology is enabling companies to simplify costing and also discuss the wider industry trends and challenges, including his predictions for the future of the market.

He begins by explaining the premise of their technology.

MI *Powering some of the largest fleets in the UK, our unique solution means drivers don't ever have to pay upfront for their EV charging costs and businesses don't have to rely on the inaccuracies in the Government's Advisory Electricity Rate as a way of reimbursing them.*

Mina stands out because we solve all those EV charging problems. Mina Homecharge® integrates with a business EV driver's home charger and energy supplier and pays their supplier directly and accurately for every home charge session.

Mina Chargepass® is a single RFID card that gives business EV drivers access to the UK's fastest public charging network thanks to our partnership with Allstar. So drivers don't have to worry about longer journeys and can top up their business EVs using thousands of public charge points across the country. Drivers just have to tap the card on the charger, with no cost to them.

All charging costs for every driver using Mina Homecharge ***and/or*** *Chargepass are then sent to their businesses monthly in one single invoice. This means that finance teams only have to pay Mina once a month for the cost of their drivers charging their company EVs.*

Businesses are able to see key insights including carbon intensity and emissions, cost per kWh, location and duration of each charge across their fleet in our easy to use Fleet Portal.

This makes paying for EV charging transparent, accurate and simple for employers and employees.

HG Beyond cost, Mina has the capability to determine the carbon footprint of EV charging, including highlighting charging ports that draw power from cleaner energy sources.

MI *Mina Carbongrid® integrates with the National Grid which allows us to estimate the carbon produced for every home or public charge. Fleet managers can then see the carbon intensity and emissions produced for each charge in their dashboard.*

This helps fleet managers to promote positive charging behaviour in their drivers, as they have visibility over which charge points and times use the cleanest energy.

Fleet Managers are able to use this information to report on their carbon usage if they have to submit one through the Streamlined Energy and Carbon Reporting requirements.

SCOPING THE EV CHARGING RATE

HG Aside from delivering a groundbreaking solution to the market, Mina has become a thought-leader in the true cost rates of EV charging. Over the past few years, they have been able to collate huge volumes of charging data from their customers to produce a report that depicts the current cost rates for both home and public charging, which is further broken down by vehicle type.

MI *The latest report demonstrates a disconnect between the Government's Advisory Electricity Rate system and the real-life data Mina has drawn.*

HMRC has tried to replicate the Advisory Fuel Rate (AFR) which is the government's proposal to businesses for reimbursing ICE vehicle drivers for their business mileage.

The Advisory Electricity Rate (AER) is the government's proposed reimbursement amount for EVs, and isn't fit for purpose as it currently stands at 9 pence per mile (as of June 2023). This leaves nearly all business EV drivers out of pocket if their employers choose to use the AER to reimburse them, or that some companies would be overpaying.

Mina's latest data shows that the actual cost of charging an EV varies from location to location. But what's consistent is that from over 50,000 charge sessions that we recorded in May, only eight would have been fairly reimbursed if a business had used the AER. That is a staggering 0.02% of charge sessions that were actually equal to 9p per mile.

Of those 50,000 sessions, 78% cost more than the AER, which would have left those business EV drivers significantly out of pocket. The remaining 22% charge sessions would have cost less than the AER, which means businesses would have been overpaying for their drivers EV charging.

HG With their reports, Mina is consistently tracking electric charging costs and with this have been able to identify cost trends.

MI *When we released our first report that covered the period between July to August 2022 we were already seeing domestic electricity prices rise ahead of the energy crises towards the end of the year.*

Home charging had jumped 30% from an average of 20p per kWh to 26p. On the road, public charging rose from 47p per kWh to 56p on average, but no one could really predict how much both would increase by.

From last summer through autumn and winter to May of this year, we saw the price of EV charging continuously rise to an average of 32p per kWh for home charging, and public charging reaching an average as high as 76p per kWh.

While the cost of home charging has plateaued since February at 32p, we saw public charging decrease in price for the first time ever in our latest report, dropping from 76p to 75p per kWh.

We know that warmer weather can have a positive impact on electricity prices, so we're hoping to see more of the same throughout this summer. We're also hoping to see home charging prices reduced thanks to the new Energy Price Cap, which estimates the UK average cost for electricity will be around 30p per kWh.

IT CAN'T BE OVERSTATED THAT 100% OF RECORDED PUBLIC CHARGE SESSIONS COST MORE THAN THE AER AND HAS DONE SINCE MINA STARTED SHARING THIS DATA, IN SUMMER 2022.

CHALLENGES OF LAUNCHING EV FLEETS

HG Businesses across the globe are establishing environmental targets, and with clean air zones becoming more frequent, it's integral for companies to switch their fleet operations over to electric to continue smooth operations. However, this can be a pivotal change for a business, and they may face some roadblocks that could slow this transition.

MI *Many businesses are unaware of how to reimburse their drivers for business EV charging. They're generally aware that they can't pay more than the AER for charging - for example, paying a drivers' entire energy bill - without benefit-in-kind tax implications.*

They know that public charging costs are significantly higher than home charging, but are also wary that the cost of installing home chargers for their drivers is generally a bigger upfront cost.

Business EV drivers are also wary of having to front the cost of home charging themselves. They don't want to be hit with a significantly higher energy cost because they've started using a lot more electricity at home, they want to be reimbursed accurately and fairly for charging their business EVs. This can lead them to use the more expensive public charging network, leaving their employers with higher costs.

The process can also be difficult for finance departments who have to deal with reimbursing drivers using the AER and calculating any business/ personal mileage splits on top of that.

HOME CHARGING INSTALLATION

MI *There are two factors businesses should consider when installing home chargers for their drivers. First, the cost of home charging when compared to public charging, and second, the upfront cost of installing a home charger being around £1,000 per business driver.*

Based on those, organisations will start to see an ROI after 7,500 miles of their drivers running an EV for work. This can be halved again when you factor in the downtime caused by public charging, where the real-world ROI from installing a home charger will be seen after 3,500 miles.

Mina Onefleet® *significantly reduces that initial cost of installing home chargers for businesses. Instead they have to pay one small upfront fee per driver to lease a home charger through Mina. Part of their monthly fee includes access to both Mina Homecharge® and Chargepass®, maintenance on their drivers' home chargers, and more.*

HG Whilst becoming more aligned, the AER proposed by the Government doesn't take into consideration the various scenarios that can impact EV charging and often the figures do not match the current cost status, in addition to requiring a lot of calculation from firms.

MI *Prior to Mina, our customers didn't have a solution to accurately pay for their drivers' EV charging costs. The Children's Society - a medium-sized charity - told us they wouldn't have been able to make the change to electric without knowing that Mina's solution for home charging was in place before they had their EVs delivered.*

Many of our customers still give their drivers public charge cards, but those drivers don't need to use public charge points to completely recharge their EVs, and only really use them to top up their EVs while travelling long distances, or for those who don't have off-street parking. Those drivers are much less likely to resist home charging thanks to Mina's solution, they know they can charge their vehicles overnight and wake up with a full charge without having to front the cost.

GLOBAL GREETECH OUTLOOK

HG

Climate action is imperative and GreenTech companies will aid our global and local move towards carbon neutrality. Whilst the innovation is certainly there, adoption is the critical element as without it, change won't happen.

We gained Ashley's perspective on the current state of the GreenTech market and how this is impacting Mina to help businesses transition to cleaner transportation.

MI

1. ADOPTION

Businesses have to adopt if they want to survive in the current climate, not just to tick government boxes, but to attract and retain a new generation of employees who care about sustainability at their place of work.

There's also consumer pressure for B2C businesses. Customers have never been more conscious of green business practice, so some are looking to buy from certain companies because they may use green vehicles to deliver goods.

In the B2B space, there are tenders and government contracts that require businesses to deliver a service using GreenTech. Many companies are going down that path anyway because they want to create a healthy balance of purpose and profit, which is how they can get on the path to achieving B Corp status.

2. REGULATION

"In the EV sector at least, the government has been clear on the 2030 deadline for banning the sale of new internal combustion engine (ICE) vehicles, which is a positive move towards our roads going fully electric (or as close to!).

There's a lot of anxiety for drivers around the range and longevity of EV batteries - which isn't helped by a negative media narrative - but the new Euro 7 standard which will be in place by 2025 in the UK should put a stop to that. EVs will now have their battery life judged at the point of manufacture, so we should see a growing second-hand electric vehicle market start to grow in the coming years.

In other proposed climate policies, I feel like the government needs to commit more with their wording and regulation. Especially as they're quite fluffy with deadlines. The French government is much more decisive with their policies, for example.

Their ban on short-haul internal flights and legislation that car parks with more than 80 spaces had to be covered with solar panels was passed quickly and with purpose, I feel like the UK government could and should learn from this!

3. PROMOTION OF CLIMATE POSITIVE TECHNOLOGY

I think there can always be more positive promotion. The mainstream media always seem to want to report on the negatives of climate-positive technology, feeding into the public's suspicion of certain GreenTech. It wasn't that long ago that Rowan Atkinson was incredibly disparaging about the longevity of EV batteries in the Guardian.

This narrative is extremely unhelpful, and gives the public the wrong perception of this technology, it makes them think that GreenTech is expensive and inefficient, regardless of the vast innovation we're seeing in our sector.

THE FUTURE OF GREENTECH

GREENTECH WILL BE THE CATALYST TO CLIMATE CHANGE PREVENTION, BUT ONLY IF IT IS ADOPTED AT PACE AND SCALE.

HG **Do you think the adoption of innovative technologies will be the driving force behind preventing climate change?**

MI *Yes, it has to be! We won't stop flying, travelling or manufacturing because as a society we can't go backwards.*

What we can do is adopt the technology that does the same as we all expect without destroying the planet. More electric vehicles on the roads, for mass goods transportation and even for tourism are needed - for example, Hurtigruten Norway just released plans for a fully-electric cruise ship to be ready for 2030.

We can't go backwards, and technology is the answer for preventing climate change, for the sake of future generations it can't be the cause any more.

HG **Do you think the UK can achieve the 2050 carbon-neutral target?**

MI *It could, but I think way more support is needed for us to reach that target. More money, more commitment from this and future governments and a huge change in the media narrative will get the public on board quickly.*

Back in January 2020, a countrywide lockdown would have felt impossible, but we managed to mobilise schools, hospitals and workforces in a week. If enough money and urgency is put behind the carbon neutral target then it'll absolutely happen.

2050 feels so far away for many that they may not think about it as a worry, but it's not. More can always be done to help us reach carbon neutrality and the GreenTech industry should always try and turn the narrative around wherever we can.

As the EV rollout continues, the need to adopt green technologies becomes greater to support this move and ensure the transition becomes as seamless as possible. These innovative technologies can alleviate those barriers that are hindering change and promote more carbon-positive practices.

ACCESSIBLE EV CHARGING

How Mina is redefining business EV charging

Entering the GreenTech Era: Accessible EV charging
Published by Halston Group
https://halstongroup.co/