

## **MEDIA RELEASE**

### **Chargefox introduces EV roaming, enhancing EV charging choice and ending “app fatigue”.**

Melbourne, Australia – 31st May 2024 – Chargefox, Australia's leading EV charging platform, announces a collaboration with NRMA to enhance the accessibility and convenience of electric vehicle (EV) charging across the nation.

Currently EV drivers are forced to download a separate app to access many public charging networks across Australia. This means some EV drivers need five or more apps and separate user accounts in order to access public chargers. This fragmented market causes “app fatigue”, contributes to “range anxiety”, and discourages EV adoption.

Recognising this challenge, Chargefox has worked with the NRMA to make EV roaming of chargers a reality. Through this collaboration, 60 more NRMA charging locations are now seamlessly integrated into the Chargefox platform. Whether using the NRMA or Chargefox app, drivers can easily locate and utilise chargers across metro and regional Australia, eliminating the hassle of juggling between multiple apps.

The success of this project proves the viability for Chargefox to make its platform available to all other charging providers.

#### **The benefits of Chargefox EV roaming include:**

- **For charging networks**
  - The opportunity to reach the 95% of EV drivers who already use Chargefox, meaning more people finding and using their chargers.
  - Maintaining complete independence in operations and pricing.
  - The option to continue offering their own app and user experience in addition to being available through Chargefox.
- **For drivers**
  - A future where drivers have the option of accessing all chargers through a single platform.

- No additional costs with standard pricing regardless of which app you choose.
- No need for multiple apps, accounts, passwords and confusion.
- The option to continue using your preferred network apps when convenient.

The cooperation between Chargefox and NRMA Electric Network underscores a commitment to innovation and sustainability. By combining forces, both entities aim to increase charger utilisation, enhance driver convenience, and accelerate the transition to electric mobility.

John Sullivan, CEO of Chargefox, underscored the significance of this development, stating, "Our mission is to make EV charging simple, affordable, and accessible for everyone. Our new Roaming capability means drivers can now access NRMA's charging network alongside our existing alliance of leading charging networks including; The Motoring Clubs of Australia, Engie, WA EV Network, Queensland Electric Super Highway, and Electric Highway Tasmania."

"In other markets, the introduction of roaming has led to additional costs for drivers. We are very conscious of this and are making sure Roaming with Chargefox doesn't lead to higher prices. We have worked closely with NRMA to see that the standard price of charging is the same."

### **Key Benefits of the Chargefox and NRMA Collaboration:**

- **Simplification and Leadership:** EV drivers now have a unified platform to access NRMA chargers, streamlining the charging experience and promoting adoption.
- **Flexibility and Support:** Whether using the NRMA or Chargefox app, drivers receive market-leading customer support and enjoy the flexibility to choose their preferred charging method.
- **Utilisation → Investment:** The integration of NRMA chargers into Chargefox platform enables further investment in EV charging infrastructure, driving the expansion of the network across Australia.

The integration of NRMA chargers into the Chargefox platform marks a significant milestone in the evolution of Australia's EV charging infrastructure. With a shared



vision of sustainability and accessibility, Chargefox and NRMA Electric Network are driving positive change and shaping the future of mobility.

**About Chargefox:**

Chargefox is Australia's leading EV charging platform, dedicated to making EV charging simple, affordable, and accessible for all. With a vast network of charging stations and a commitment to innovation, Chargefox is driving the transition to clean transportation in Australia.

**About NRMA Electric Network:**

NRMA Electric Network is committed to building a comprehensive EV charging infrastructure across Australia, providing drivers with convenient access to chargers in metro and regional areas. With a focus on sustainability and customer satisfaction, NRMA Electric Network is paving the way for a greener future.

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