



CARDINAL ENERGY SOLUTIONS

A NATIONAL VISION FOR
CONNECTED CITIES
POWERED BY LOCAL PARTNERS

Build your market. Grow the network. Own the local opportunity.

CARDINAL CHARGING U.S. DISTRIBUTOR PARTNER BOOKLET



The Vision

Build a connected charging network across America's cities, districts and destinations.

More than a charging station

Cardinal Charging is building a portable charging network designed to serve the places where people live, work, travel, gather and spend time. The goal is not simply to place machines. The goal is to build strong local networks that become part of the customer experience.

ONE BRAND. MANY MARKETS.
LOCAL DISTRIBUTORS. NATIONAL REACH.

A network built market by market through operators who understand their cities.

LOCAL OWNERSHIP MINDSET

Build relationships and market presence in the communities you know.

NATIONAL BRAND

Operate under a unified Cardinal Charging identity and network strategy.

LONG-TERM FOOTPRINT

Develop venue clusters, districts and high-value corridors instead of isolated placements.



Why This Opportunity Matters

Mobile dependence keeps growing. Charging demand follows people everywhere.

The customer problem is immediate

A dead phone can interrupt payments, rideshare, navigation, communication, event access, social media and travel. Portable charging solves that problem without forcing customers to remain next to an outlet.

NIGHTLIFE

Bars, clubs and entertainment districts

HOSPITALITY

Restaurants, hotels and destination venues

EVENTS

Arenas, festivals, conventions and activations

TRAVEL

Airports, transit hubs and tourism corridors

CAMPUS

Universities, student centers and athletics

PUBLIC SPACE

Downtown districts, smart-city and community environments

WHERE PEOPLE GATHER, BATTERY DEMAND FOLLOWS.

The distributor's advantage is building the local relationships that unlock those locations.



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A Different Kind of Network

Cardinal's strategy is to build ecosystems, not just individual placements.

Our internal strategy positions Cardinal around infrastructure, safety, tourism, transportation, public experience and long-term civic value - not simply convenience charging.

VENUE CLUSTERS

Build density across groups of restaurants, nightlife and entertainment venues.

DISTRICTS

Create recognizable charging coverage across downtown, tourism and entertainment corridors.

INSTITUTIONS

Develop partnerships with universities, hospitality groups and destination operators.

CITY ECOSYSTEMS

Pursue relationships that can connect charging with tourism, public experience and smart-city goals.

THE DIFFERENCE

Wide and thin creates visibility. Deep and connected creates defensibility.



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Your Role as a Distributor Partner

Cardinal provides the network. You build the local market.

YOU BUILD THE MARKET

Source strong venues. Build local relationships. Coordinate placements. Develop local advertising. Protect the customer and venue experience. Identify expansion opportunities.

CARDINAL BUILDS THE PLATFORM

Brand standards. Payment infrastructure. Rental and inventory tracking. Software administration. Reporting. Network operations. Customer support processes.

The partnership mindset

Think like an operator

Know your market, your venues and your customer traffic.

Think like a network builder

Every placement should strengthen the surrounding footprint.

Think like a brand partner

Professional execution protects every Cardinal partner nationwide.



Built for Distributor Economics

Two revenue engines with a simple structure.

Rental revenue



70/30 applies to applicable rental revenue.

100% OF DEALER-GENERATED AD REVENUE

Distributor partners keep 100% of the advertising revenue they generate.

- #### RECURRING RENTALS

Build recurring revenue across a growing station footprint.
- #### LOCAL AD SALES

Create advertising packages for local businesses, events and venue partners.
- #### LOWER EQUIPMENT PRICE POINTS

Cardinal is positioned with lower equipment price points than many competing charging networks.



Deploy More. Test Faster. Scale Smarter.

Lower equipment price points can improve capital efficiency for growing distributors.

Why entry cost matters

A distributor should not have to concentrate all available capital into a small number of placements. Lower equipment price points can create room to test more venue types, diversify the footprint and reinvest into what performs.

Relative equipment-cost positioning

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MANY COMPETING NETWORKS



MORE PLACEMENTS

Spread equipment capital across more locations.

FASTER LEARNING

Compare performance across venue categories.

LESS CONCENTRATION

Reduce dependence on one or two locations.

STRONGER DENSITY

Build a recognizable local network faster.



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The Market-Building Playbook

A disciplined path from first placement to citywide footprint.

01

SELECT

Choose a focused service area and target venue categories.

02

PLACE

Secure strong locations with traffic, dwell time and active phone use.

03

PERFORM

Track usage, maintain relationships and improve placement quality.

04

DENSIFY

Add nearby venues to create customer familiarity and return convenience.

05

MONETIZE

Layer local advertising and sponsorship opportunities onto the footprint.

06

EXPAND

Move from venue clusters to districts, institutions and broader market partnerships.



Who We Want to Build With

The strongest partners bring relationships, execution and a long-term mindset.

LOCAL CONNECTOR

You know owners, operators, hospitality groups, event leaders or community decision-makers.

BUSINESS DEVELOPER

You are comfortable opening doors, pitching value and following through.

OPERATOR

You care about uptime, placement quality, customer experience and venue satisfaction.

MARKET BUILDER

You want to build a territory-level business, not simply own a few machines.

BRAND STEWARD

You understand that one partner's execution affects the reputation of the entire network.

GROWTH MINDED

You are prepared to reinvest, develop teams and pursue larger partnerships as the footprint grows.

WE ARE LOOKING FOR PARTNERS WHO WANT TO BUILD MARKETS.

Not passive placements. Not random machines. A real local network.



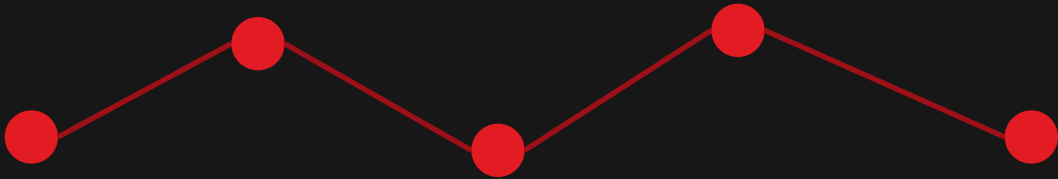
From Local Markets to a National Network

The national vision is created one strong market at a time.

LOCAL MARKET

→ **DISTRICT** → **CITY** → **REGION** → **USA**

Each distributor strengthens the national network by building a durable local footprint.



The end state

A recognizable Cardinal Charging footprint across major U.S. markets - built through local partners who can secure the right locations, protect the brand and grow relationships that are difficult for competitors to replicate.

LOCAL KNOWLEDGE

Partners understand the people and places in their markets.

NATIONAL SYSTEM

Cardinal connects those markets through one brand and platform.

NETWORK EFFECT

More coverage increases awareness, convenience and partnership value.



Why Build With Cardinal?

A partner proposition designed around control, economics and long-term market value.

STRONGER POSITIONING

Cardinal's internal strategy extends beyond convenience into tourism, public experience, safety and connected-city value.

MULTI-REVENUE MODEL

Rental revenue plus 100% distributor-generated advertising revenue creates more than one economic pathway.

LOWER PRICE POINTS

Lower equipment pricing can make it easier to build a broader footprint with available capital.

BRAND + PLATFORM

Operate with centralized network infrastructure while developing your own local market relationships.

ECOSYSTEM STRATEGY

The goal is to build venue clusters, districts and partnerships that become harder to displace.

PARTNER-LED EXPANSION

Local distributors become the relationship engine that turns a national vision into real market coverage.



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**THE NEXT CARDINAL MARKET
COULD BE YOURS.**

Build relationships. Build coverage. Build recurring revenue.
Help build the Cardinal Charging network across the United States.

BECOME A CARDINAL CHARGING DISTRIBUTOR PARTNER

Start with your market. Build the footprint. Grow with the network.

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