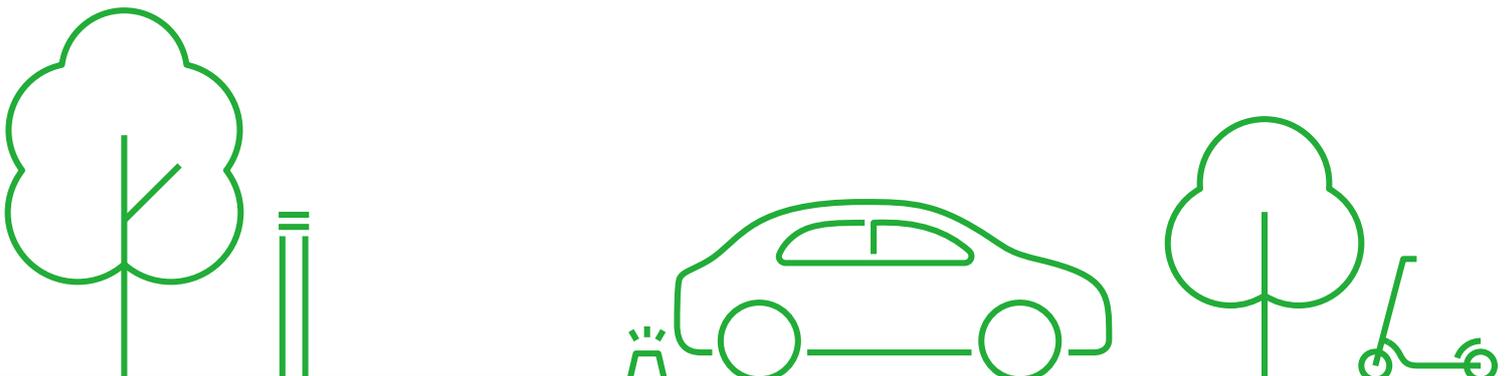




P L U G O

Company Brochure

Ver.2022.Nov



SUSTAINABLE INNOVATION that turns everything about EV into “japanese hospitality”.

To make EV the standard of the future,
increasing the number of electric vehicles and
charging environments is not enough.
It is essential to realize sustainable affluence
in society as a whole,
by updating the services in every field involved in EV.

That's why we believe the EV charging of the future
needs the “hospitality of the future”.

We provide people, businesses, and our society the value
of a sophisticated new experience born from
the combination of products and IoT.

To draw and shape a future image which
lets you feel the satisfaction of having chosen an EV –
That is the role and the goal of PLUGO.

For a SUSTAINABLE INNOVATION that
turns everything that surrounds EV into “japanese hospitality”.

**PLUGO will create a future
that will make you want to stick to.**



OUR SERVICES

PLUGO is an EV charging service launched by real EV users. We designed the service to solve all the problems because we felt the inconvenience of the EV charging service.

USER EXPERIENCE

We design user experience while they are charging in 3 different steps. [P4~]



Japan's first application for booking EV chargers. You can charge your car whenever you want. Charging a car will become a part of your daily life.

Charging only with renewable energy makes you feel better and proud. Also, you get a good charging experience with less visual noise design.

We design not only charging products but also a new experience with EV charging. Using a coupon system to stimulate users' consumption while charging EVs. Offering EV users a short trip with electric mobility while charging EVs.

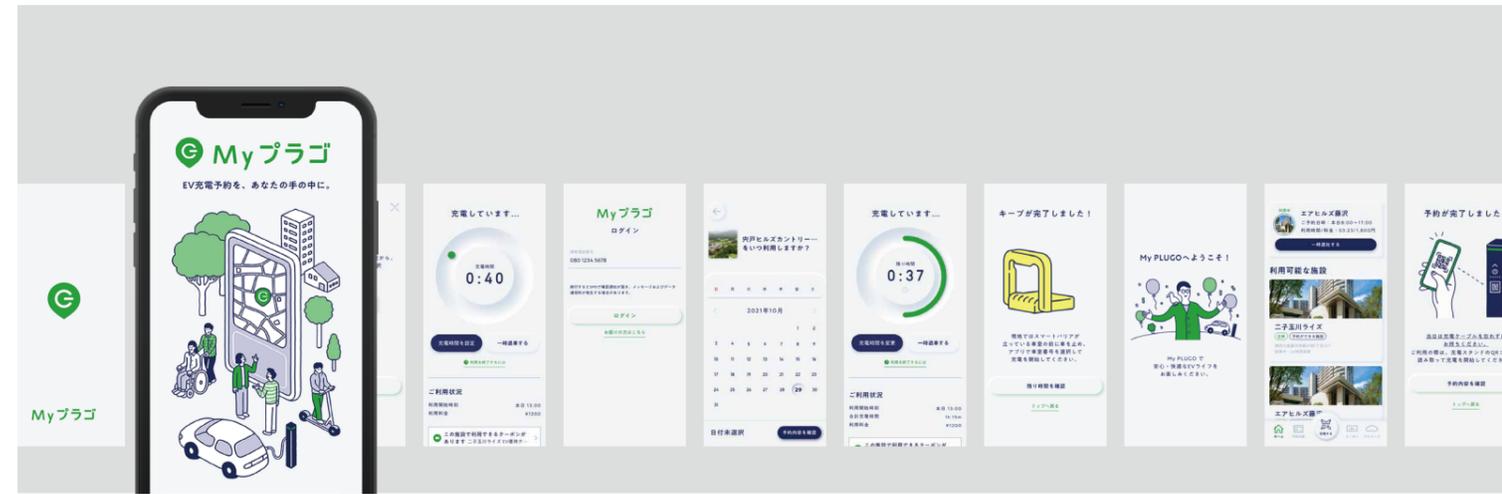
FOR BUSINESS

From the ordinary to extraordinary. We offer four business solutions to address different needs according to the characteristics of facilities. [P7~]

PLUGO BUSINESS SOLUTION

- Workplace charging**
It is the plan for workplace facilities to develop the charging environment at employees' workplace.
- Shared charging**
It is the plan with security and fairness, which are important for multi-dwelling complexes and membership facilities.
- Third-place charging®**
It is the plan to acquire customers, which will attract EV users to stay-type commercial and public facilities.
- Hospitality charging**
It is the plan for golf clubs and accommodations to realize "Charging as japanese hospitality."

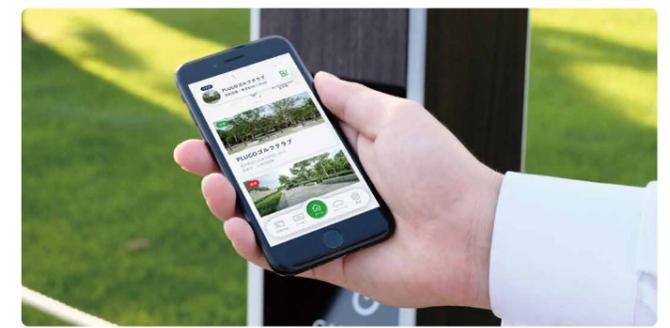
BEFORE THE CHARGER



All in One App "My PLUGO"

EASY / Friendly

All you need is in your smartphone



Even though the design is attractive, the application should be user-friendly and can give the user an excellent experience.

"MY PLUGO" EV charging booking application can solve these problems. From service design to in-app design and operability, we have repeatedly verified all interfaces related to the user experience and pursued greatness.

Thorough verification from the user's perspective in development and we found three important points.

1. Book in advance.
2. Payment can complete in-app
3. Booking isn't required.

All the users can find an available charging spot easily. This service makes EV user's life much easier.

"My Charging Station" realized by reservation function.

"My Charging Station" is a charging station incorporated into the life routine that allows EV users to charge their vehicles on a daily basis and reliably. PLUGO can provide reliable charging through its charge reservation function.

In addition, the installation of chargers at facilities that are part of daily routines, such as supermarkets, gyms, and shopping malls, is being promoted so that each user can have his or her own "My Charging Station".



Reservation App for EV charging stations

My PLUGO

Click here to learn more about the app.





All charging is done by renewable energy

We design not only chargers but also the after-charging experience.

05

Reduce CO2 Emissions

Sustainability ESG/ SDGs



“Green Charging®” is PIUGO’s unique charging system, which split-issues environmental value certificates originating renewable energy such as solar power and wind power, according to the state of use. All PIUGO chargers use only “Green Charging™” with zero real CO2 emissions, which is the first service in Japan for EV charging.

By introducing PIUGO chargers, it will be possible to certify that all charging electricity originates from renewable energy, even for facilities without renewable energy generation equipment. It will promote ESG/SDGs measures and public relations on the environment, with fewer burdens for introduction by companies, local governments, facilities, organizations, and others.

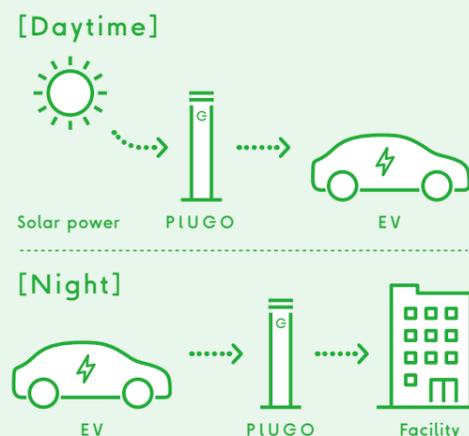
Issue certificates for users and introducing facilities

Planning energy management in consideration of the environment with the combination of renewable energy and EV electricity storage function.

(to be released in 2023)

When generating renewable energy within facilities, it is possible, by storing and releasing electricity using EVs through PIUGO, to charge EVs with renewable energy during the daytime and use the stored energy during the time zone of high energy usage fees by releasing electricity. It will contribute to the reduction of electricity fees with limit on maximum power consumption, in addition to local production for local consumption of energy.

*Limiting maximum power consumption is possible even if renewable energy is not generated. For details of the plan, please inquire of our sales representatives.



Coupon

Park & Ride



Charge and shopping. We will give an in-app coupon that can be used by local facilities. In the resort area, you can use electric mobility for sightseeing. You can have a great time while charging your car. The facility can expect more consumption and tourist.

Enjoy the trip at a comfortable speed. During charging your EV, you can use an E-bike or E-kickscooter to discover shops and local facilities that you normally won't find by a car. That makes your trip much more attractive.

Green Road Project

(It will be implemented by 2023.)

We will collaborate with a local municipality to install a charging spot from an urban area to a sightseeing spot. These can solve the problem when EV users want to go on trips. Also, EV users can enjoy sightseeing while charging EVs and find a place they didn't expect to see.





[Plan for commercial facilities]

Third - place charging®

Daily recharging routines

We can make a new routine for people who can not charge at home using commercial facilities. Users don't need to worry about waiting time. And the facilities can get a new customer and retain regular customers.



[Plan for golf courses and accommodations (destinations)]

Hospitality charging

Cooperation with facilities and the local economy.

Provide a new charging experience and a new Japanese hospitality. We will get new EV users and customer satisfaction when we solve the customer's consideration of whether they can charge at their destination.

Features of Third - place Charging®

1



Booking

Last-minute bookings. Waiting list system in the application. You won't waste the time. (The waiting list function is under development. It will release in 2022.)

2



Quality time

You can use your time more efficiently to do shopping or sightseeing while charging your EV. You will get a coupon to use local facilities too.

3



Smart Barrier

Smart Barrier will automatically block the reserved room for vehicles. You don't need to do anything manually.

For facility management, there will be merits of inducing consumption and reducing man-hours.

- The management screen will report the status of use in real time
- Induce consumption by issuing coupons according to attributions using applications
- Reduce man-hours with the automation using Smart Barrier

Features of hospitality charging

1



Destinations

Eliminating anxieties of EV users by ensuring charging will improve the degree of priority as the destination.

2



Automatic check-in

By connecting the facility's database, automatically, you can check in a while charging EVs. It will improve the efficiency of users and the facility.

(to be released in 2023)

3



Point system

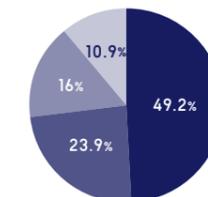
For Green Charging®, we issue coupons that users can use in the facility and region. It will promote consumption in combination with other services.

(to be released in 2023)

Acquisition of new customers with the merits of "Being able to search and reserve."

The joint survey with EVsmart have found out that many EV users conduct search as to whether there are EV spots at the destination. By introducing PLUGO that can be reserved in advance using applications, it will improve the value as a candidate for destination, with acquisition of new customers expected.

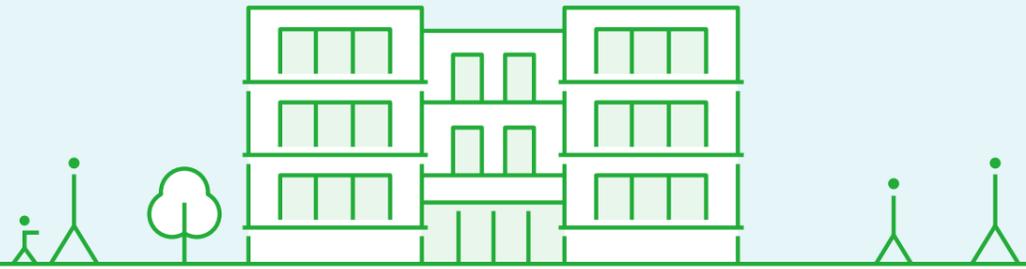
Q Do you sometimes go out after conducting search in advance as to whether there are charging spots at the destination?



- I regularly search well.
- I sometimes search.
- While seldom using, I search when I go out for a long way such as travels and business trips.
- I do not search.

I search in advance charging spots at usual destinations.

73.1%



[Plan for multi-dwelling complexes and membership facilities]

Shared charging

Security and Fairness

The booking service ensures security and fairness, which are hurdles for introducing EV chargers at multi-dwelling complexes and membership facilities.

The system to reduce management person-hours will contribute to facility branding with restrained introduction costs.

Features of shared charging

1



Security

High security and disaster-prevention performance are realized by utilizing the system and the storage function of EVs that can be reserved and used only by residents (members).

2



payment

It will ensure fairness by providing the billing system rather than collecting fees uniformly from residents.

3



Efficient

With a system that cannot be used by other than those who have made bookings, it is not necessary to lend it every time. It will reduce management time.



It will also create merits for the whole facility, including the environmental branding with the use of renewable energy and the reduction of utility costs by taking advantage of limit on maximum power consumption.



[Plan for workplace / fleet]

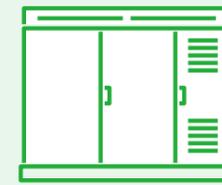
Workplace charging

Charge at work / Emergency power source

Energy management uses the electricity storage function and the company cars use renewable energy.

Those can contribute to corporate branding.

Energy management can be realized at low costs by utilizing storage batteries of EVs, rather than expensive stationary storage batteries.



Electricity storage system for businesses and industries

98,000 yen/kWh^{*1}



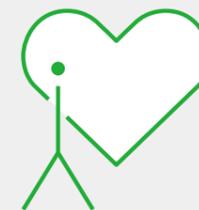
Nissan LEAF (62kWh) 4,420,000 yen^{*2}

71,000 yen/kWh

*1 Refer to the Ministry of Economy, Trade and Industry, "Study Group on the Spread of Stationary Storage Batteries" First Meeting, Material 5 *2 Refer to Nissan Motor website

Features of workplace charging

1



For employees

Save the trouble of charging at the outing destination by enabling charging while working. In addition, combining with EV purchase subsidies enhances welfare to strengthen engagement.

2



For shareholders.

In addition to the merits of energy management for employees, recruitment, customers and stakeholders, it can be utilized for regional contribution as a disaster-prevention spot by using storage batteries as emergency electricity sources.

CHARGER PRODUCTS

To choose a charger is to choose a future landscape.



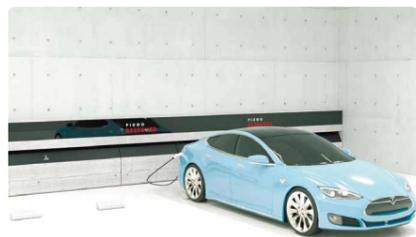
Design not for vehicles but for the environment.

Designing philosophy is "Reduction of visual noise." We are developing products with the emphasis on harmony with space, aiming not for superficial sophistication but for fitting well naturally with any environment to be used for a long time. Moreover, since individual products are also designed as modules, to be customized, in terms of height, width and combinations, according to the installing environment, they can be utilized for space branding with a sense of unity as well.



Three features

Excellent scalability



Products are developed to be one of modules, in addition to being used independently. Accordingly, space itself can be designed with free combinations, by changing the height and width according to the installing environment.

Exterior customization



Finish of the body corresponds to general exterior wall materials, and can be freely selected from among the existing siding materials. With their excellent durability, you can stage exteriors that are in harmony with the installing environment, regardless of indoors or outdoors.

LED lighting



linked with the reservation system, the lighting color of LED lights changes. It will communicate the reservation status at a glance, and also stage the sense of specialness and future for EV users who are early adapters.

PRODUCT LINEUP

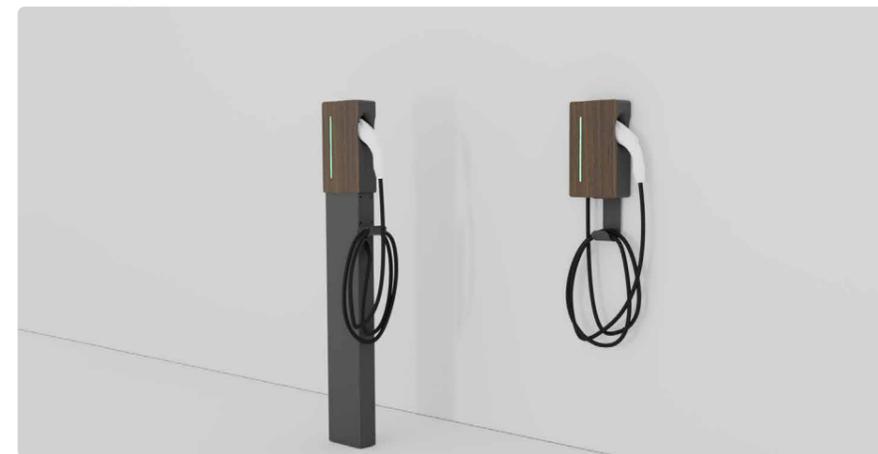


PIUGO BAR

Harmony with environment

Our design motif, the trees in the city, exist numerous in various places. They calmly blend into any scene they are placed in. By abstracting a single tree, we tried to reproduce its appearance.

SPEC	Height: 1,650mm	Width/Depth: 155mm / 155mm	Rated input power: 200V 20A (single phase)	Maximum power supply: 4kW	Charging port: One JWDS-0033
	Method of installation: Anchor base plate system	Location of installation: Outdoor and indoor	Operating temperature range: -10°C to +40°C	Communication function: LTE (Wireless communication)	



PIUGO BOX

Convenient installation and charging, our Box can make it.

Depending on the parking space, we have two line up available. Wall-hanging type can be easily set up at parking lot with limited space such as indoor parking. "Stand-alone" type can be also available for outdoor parking. Our PIUGO BOX can supply 6kw as AC charger, the higher power supply can meet your charging demand while you are stopping by shopping or workout at facilities even for couple of hours.

SPEC	Height: 400mm	Width/Depth: 300mm / 80mm	Rated input power: 200V 30A (single phase)	Maximum power supply: 6kW	Charging port: IEC62196-2 Type1
	Method of installation: wall mounted type / stand type	Location of installation: Outdoor and indoor	Operating temperature range: -40°C to +85°C	Communication function: LTE / BLE	

PRODUCT LINEUP



PIUGO RAPID

Rapid charger to harmonize with people and cities

A quick charger with a large casing that can easily spoil the scenery due to its strong foreign body appearance. PIUGO RAPID aimed to break away from an assertive design and create a calm appearance by giving it an organic design.

SPEC	Height: 1,850mm	Width/Depth: 550mm / 800mm	Rated input power: Three Phase Three wire. AC200V	Maximum power supply: 50kW	Charging port: One (CHAdeMO)
	Method of installation: Anchor base plate system	Location of installation: Outdoor and indoor	Operating temperature range: -10°C to +40°C	Communication function: LTE (Wireless communication)	



PIUGO BLOCK (CONCEPT MODEL)

Adding useful function in existing

It is the PIUGO's concept model which simply adds "only the function for charging" without changing the scale and physical property at the parking as much as possible. We are pursuing "Universal designs" fitting well naturally with any environment to be used for a long time.

PLUGO PLACE

Creates a New Charging Experience



EV Charging stations to enrich charging time

It is a transportation hub where people come and go, and it can also be used as a place to shop or relax while strolling. The reservation function provides you reliable and secure charging, and can also provide shopping, dining, entertainment, and other content in accordance with the installation area. The time spent charging is not just a waiting period, but is elevated to something more meaningful for you.

Use of land for EV standards

By making PIUGO PLACE mobile hubs for EV, we contribute to the decarbonization of the region by electrifying the vehicles that live in or visit the neighborhood. In addition, the project creates new human flows in the suburbs and ease traffic congestion in urban areas. We aim to complete the first location in 2024 and 600 locations in 2030.



PIUGO DESIGN CENTER

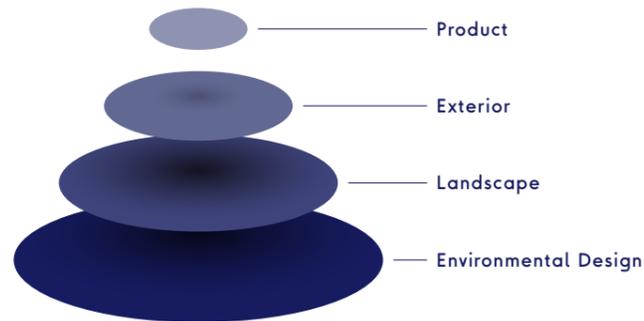


PIUGO DESIGN CENTER was established as a design unit at Seitaro Design, a branding boutique that PIUGO has a business partnership with. By combining various channels such as space and landscape that are our strengths, we realize the “design of the environment itself,” not just limited to e-mobility chargers.

BUSINESS FIELDS

Design Everything Around Energy

PIUGO DESIGN CENTER’s design domain includes everything that has to do with energy. Rather than considering the charger as a “dot= product”, our designs are characterized by how we think of them as the “surface= the entire environment”, which includes the landscape created by the charger, and the relationship between energy and society.



PROJECT

PIUGO EV Terminal Park Initiative

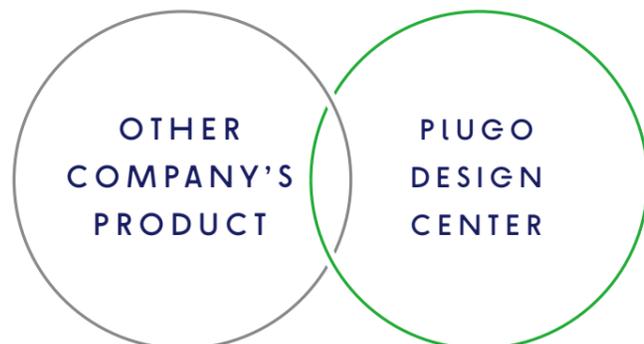
Considering EVs and lifestyles in cities, we have elaborated the concept of “EV Terminal Park” as the “Resting place” for the next generation where people in the region gather with renewable energy as its symbol. Currently, we are making proposals to the Indian government, jointly with the CHAdeMO Association.



COLLABORATE

leave your designing needs in PIUGO’s hands

At PIUGO DESIGN CENTER, we co-create projects that combine our design know-how with other companies’ products and facilities to create new value. We utilize our broad capabilities transcending various domains to enhance our products such as e-mobility and chargers, and even spatial design of public facilities and landscapes, and offer plans that can contribute to ESG investment and SDGs branding.



ABOUT PIUGO

MANAGEMENT MEMBERS



PIUGO Inc. Representative Director & CEO

OKAWA, Naoki

Born in Tokyo. Graduated from Faculty of law, Keio University in 2002. Joined DENTSU INC., engaging in marketing for the mobile phone market. In 2007, temporarily sent to a subsidiary, Interactive Program Guide Inc., engaging in management of a venture company involved in collaboration between broadcasting and telecommunication. In 2010, joined Okawa Screw Manufacturing Co., Ltd. to assume the post of Director. In 2013, stationed in Mexico and launched a local subsidiary and factory. In 2018, came back to Japan and assumed the post of Representative Director. In the same year, established PIUGO Inc.



PIUGO Inc. Chief Design Officer / HEAD, PIUGO DESIGN CENTER

YAMAZAKI, Seitaro

Representative, Seitaro Design, Inc. Art Director, Designer, graduated from Rikkyo University. Master’s degree in art from Kyoto University of the Arts. Engaging in art direction and design works for diverse channels of graphics, web, space and products, focusing on company and service branding. Received many awards in Japan and abroad, including Asia Design Award, IF Design Award, Good Design Award Gold. Served as a judge for design awards sponsored by various bodies and a member of expert councils of government ministries and agencies. Main radio personality of FM Yokohama “Culture Department.” Sport Presentation Creative Advisor of Tokyo 2020 Olympic and Paralympic Organization Committee. Director and CDO, JMC Corporation.

COMPANY PROFILE

Name of company	PIUGO Inc.
location	NMF Takanawa Bld. 8F, 2-20-4, Higashigotanda, Shinagawa-ku, Tokyo, 141-0022, JAPAN
Founded in	2018
Capital stock, etc.	188 million yen (including capital reserve and stock acquisition rights)
Content of main business	Planning, development, and sales of EV chargers and IoT services Maintenance and servicing of products sold Dissemination of information related to the spread of EV Formulation and management of the consortium’s business strategy and related tasks
Executive Officer and Founder	Representative Director & CEO: OKAWA, Naoki CDO: YAMAZAKI, Seitaro

HISTORY

Jul 2018	Established the Company
Apr 2019	Installed the first “PIUGO WALL” at Ibaraki Golf Club, and started a demonstration experiment
Oct 2020	Announced the “PIUGO BAR” and started sales
Jan 2021	Announced the concept model of the “PIUGO BLOCK”
Apr 2021	Started Japan’s first destination-specialized charging reservation service
May 2021	Completed the procurement of the total amount of 190 million yen in the seed round
Sep 2021	As the first service in Japan, created the “Green Charging™” that charges with 100% renewable energy without changing the electricity contract (patent pending)
Oct 2021	Established the “PIUGO DESIGN CENTER,” the first design base of the charger manufacturer
	Concluded with Nagatoro Town, Saitama Prefecture, the “Comprehensive Cooperation Agreement for Regional Vitalization and Decarbonization, including Tourism Promotion, Disaster Prevention and Disaster Countermeasures.”

PLUGO

PLUGO, Inc.

NMF Takanawa Bld. 8F, 2-20-4,
Higashigotanda, Shinagawa-Ku,
Tokyo, 141-0022, JAPAN

CORPORATE

<https://plugo.co.jp>

PLUGO DESIGN CENTER

<https://plugo.co.jp/design/>

