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- **Ownership Model:** Charger business owners hold the asset, hosted at 3rd party sites (Cellar Doors, Shopping Centres, golfclubs, etc.)
- **Agreements:** 5 + 5 years with hosting partners
- **Service Contract:** Inclusive with Arkwell (admin, compliance, servicing)
- **Government Support:** Strong Market Growth Supported by State & Federal EV programs
- **Instant Asset Write-Off:** Owners may be eligible

Value Proposition & Demand Drivers for EV Charging in Australia

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Explosive EV Adoption & Demand

- **Surging Market Share:** Australia's EV market surpassed 120,000 annual sales in 2025, reaching 15% market share and continuing 40% year-on-year growth EV Evolution
- **Half-Year Growth:** By mid-2025, EVs accounted for over **14% of new vehicle sales**, compared to 9.6% in the first half of 2024. EV Council+1
- **Record Monthly Milestones:** In June 2025, battery-electric vehicles (BEVs) alone achieved a **10.3% share** of new vehicle sales, a new high. The Driven
- **Fleet & Policy Momentum:** The introduction of Australia's **New Vehicle Efficiency Standard (NVES)** is pushing manufacturers toward cleaner vehicles, while broader policy support, incentives, and consumer awareness are accelerating adoption. EV Evolution+2EV Council+2

Infrastructure Growth Falling Behind

- **Massive Charger Gap:** To support emissions and electrification goals, Australia's charging network must scale massively—current public charging infrastructure remains far behind where it needs to be. GlobeNewswire+1
- **Usage Pressure Growing:** Reports show that although networks are expanding, the ratio of EVs per charger is increasing — placing strain on existing infrastructure. GlobeNewswire+1
- **Market Value Surge:** The EV charging sector is forecasted to grow steeply, with estimates projecting a multi-fold increase in market value over the coming years. nextmsc.com+1

Why This Matters for Charger Owners

With EV uptake now moving into the mainstream and infrastructure struggling to keep pace, there is strong market demand for new charging capacity. Charger owners today can capitalise on this mismatch — offering necessary infrastructure at a time when users, fleets, retailers, and governments are all pushing for more charging. The timing is favourable: you're not just anticipating the future — you're helping build it, in a high-demand environment.

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Australia’s EV Charging Infrastructure Gap

EV Adoption is Accelerating

300,000 EVs on Australian roads
120,000+ annual EV sales
40% year-on-year growth

Current Infrastructure

10,000–12,000 public chargers
1 charger per 25–30 EVs

Required Benchmark
1 charger per 10 EVs (global standard)

Current Shortfall
15,000–20,000 chargers needed today

2030 Requirement
150,000–200,000 total chargers required

Infrastructure Gap
140,000+ chargers short by 2030

At current rollout rates, Australia is decades behind required charging infrastructure - creating a significant and immediate market opportunity.

Illustrative Commercial Scenarios– Per Charger

Charger Utilisation	Owners Annual Profit	ROI % P/A	Payback (Years)
4 Hours P/Day	$4,476.63	22%	4.7
6 Hours P/Day	$7,884.61	39%	2.5
7 Hours P/Day	$9,588.72	48%	2.1

Key Assumptions:

- Charger Power: 22 kW
- Tariff to Driver: $0.68/kWh
- Power Cost: $0.20/kWh
- CPO (Charge Point Operator) Fee: 8% of revenue
- Fixed Charges: $195 P/Month

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Instant Asset Write-Off: How It Benefits Charger Owners

- The Australian Government's **Instant Asset Write-Off** allows eligible businesses to claim an immediate tax deduction for the full cost of an EV charger in the year it is purchased and installed, rather than depreciating it over several years.

- This can deliver a significant upfront saving — reducing taxable income and improving cash flow right away. For example, if a charger costs $22,000 Inc GST and your business is taxed at 30%, you could save up to $6,600 in tax in the same year. This effectively lowers the out-of-pocket cost of ownership while you continue to benefit from ongoing revenue, increased foot traffic, and stronger sustainability credentials.

Disclaimer: Eligibility is subject to change based on government thresholds and business turnover. Always seek professional advice from your accountant or tax advisor to confirm your business's entitlement.

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Energy Security for Australia

The Challenge

- Australia imports 90% of its liquid fuel needs — making us vulnerable to global supply shocks.
- Current reserves would last only **20–25 days** in a major disruption.
- Geopolitical tensions and supply chain risks highlight the need for local, renewable resilience.

The Shift

- EVs reduce reliance on imported oil by tapping into **domestic electricity grids**.
- Increasing share of power from **renewables (solar, wind, hydro)** strengthens local self-sufficiency.
- Smart charging and distributed infrastructure create a more **resilient, decentralised energy network**.

The Opportunity for Owners

- By installing and owning EV chargers, you are contributing to **national energy security**.
- Each charger adds to Australia's **domestic mobility infrastructure**.
- Ownership positions you at the front of a structural shift: moving transport from imported oil to locally generated energy.

"Every charger built today strengthens Australia's independence tomorrow."

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Why Partner with ARKWELL?

Future-Proofing: Align your business with the EV transition.

Trusted Partner: We handle the complexity so you can focus on ownership.

Clarity: Industry-leading reporting to monitor your charging stations

Own the Current. Power What's Next.

At **ARKWELL**, we partner with forward-thinking owners to create the next wave of electric vehicle infrastructure. When you purchase an Arkwell charging station, you're not just buying equipment - you're securing a foothold in the future of transport. Your charger becomes an asset that earns, builds visibility, and connects you directly to the rapidly growing community of EV drivers.

Our name tells the story:

"Ark" is the current — the arc of energy that moves with purpose.
"Well" is the source — a reservoir of power, ready to be drawn upon.

Together, it's ownership with impact: a smart, seamless investment in energy that flows back to you while driving the transition forward.

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Source
the
future.