

ELECTRIFYING THE ROAD AHEAD



THE FUTURE OF PAYMENT SOLUTIONS IN EV CHARGING

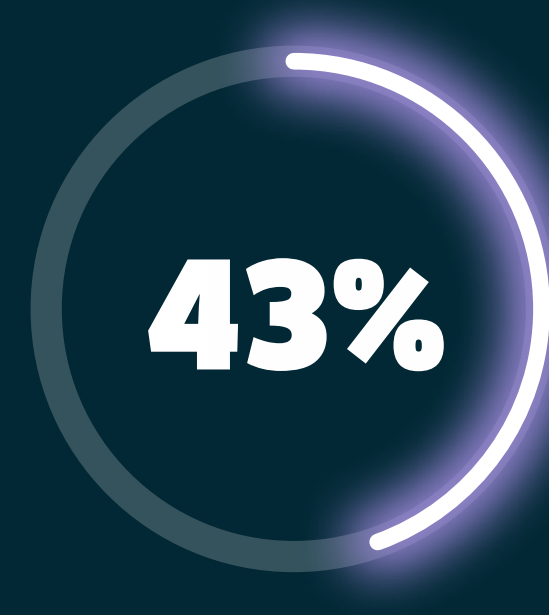
The world is accelerating down a road to a future in which electric vehicles (EVs) are set to account for 70% of global car production by 2050.¹ Today, while it's still early days for the industry, the number of EVs in the market are already starting to outrun the charging infrastructure necessary to facilitate the success of EVs long-term.

By 2030, it's estimated one in four new cars sold will be battery-powered.²

The infancy of this industry and the rapid implementation of charging stations, and the means to pay for them, are varied, inconsistent, and for some proprietary systems, limited in their capability to offer important payment requirements such as security and convenience. With the road to 2030 ahead of us, it is important to consider these payment limitations in more detail. Sooner rather than later, the broader market may wish to see and implement preferred payment solutions to make charging convenient and painless. Offering the ability to pay for power usage in a fast, convenient and reliable way may help you to meet your drivers' expectations.

SHIFTING FROM FREE EV CHARGING

While it's true that free charging has driven and encouraged early adoption rates, this is unlikely to continue in the longer term. Transitioning from a free system to a paid system with minimal barriers to the consumer may help enable EV charging stations to capture market share in a rapidly growing market. It may therefore be critical to ensure that when payments are taken, perhaps for the first time, the user experience is seamless and easy.



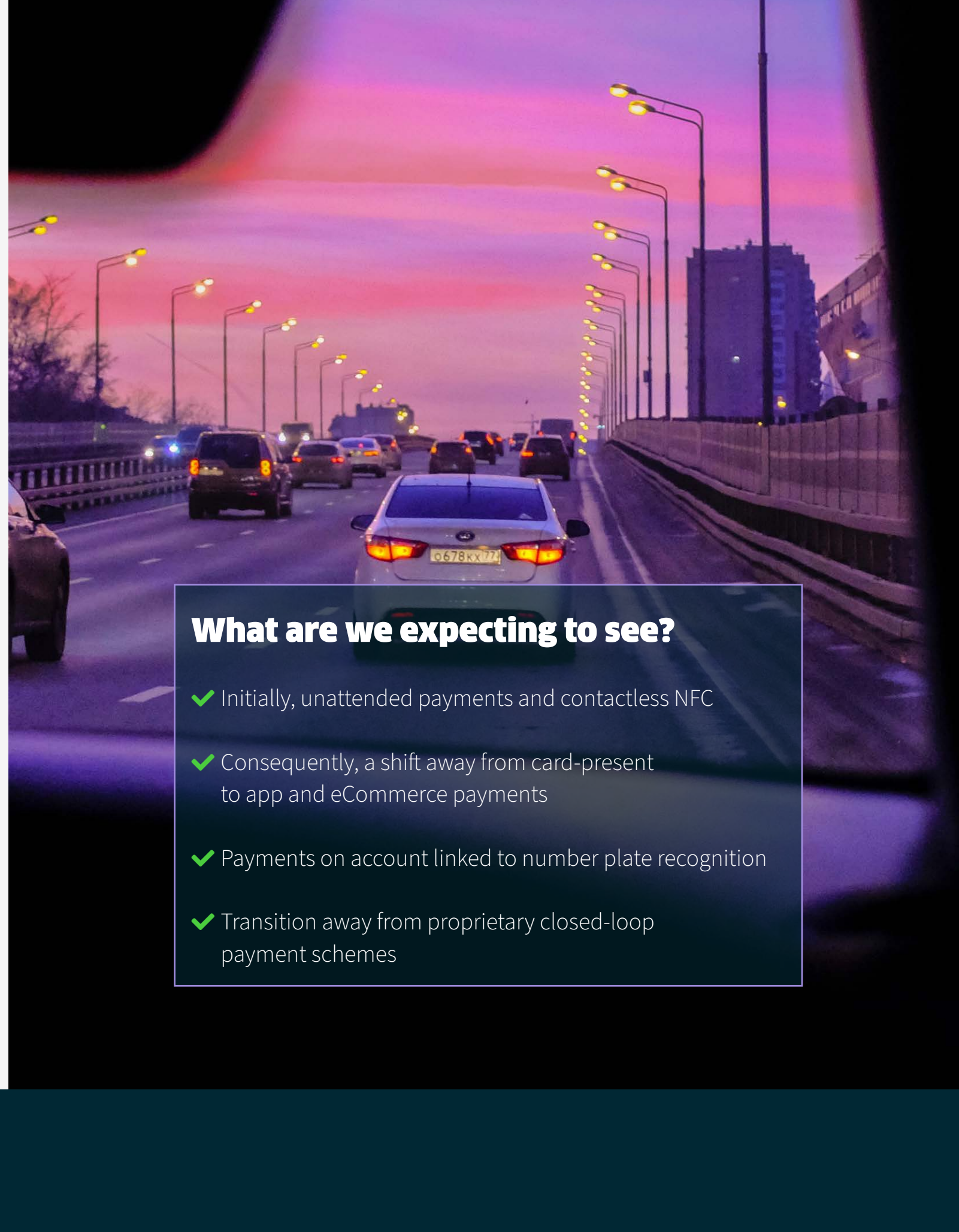
Growth in electric car sales in 2020 despite the pandemic³

THERE ARE OVER **264,000** PUBLICLY AVAILABLE VEHICLE CHARGERS WORLDWIDE⁴

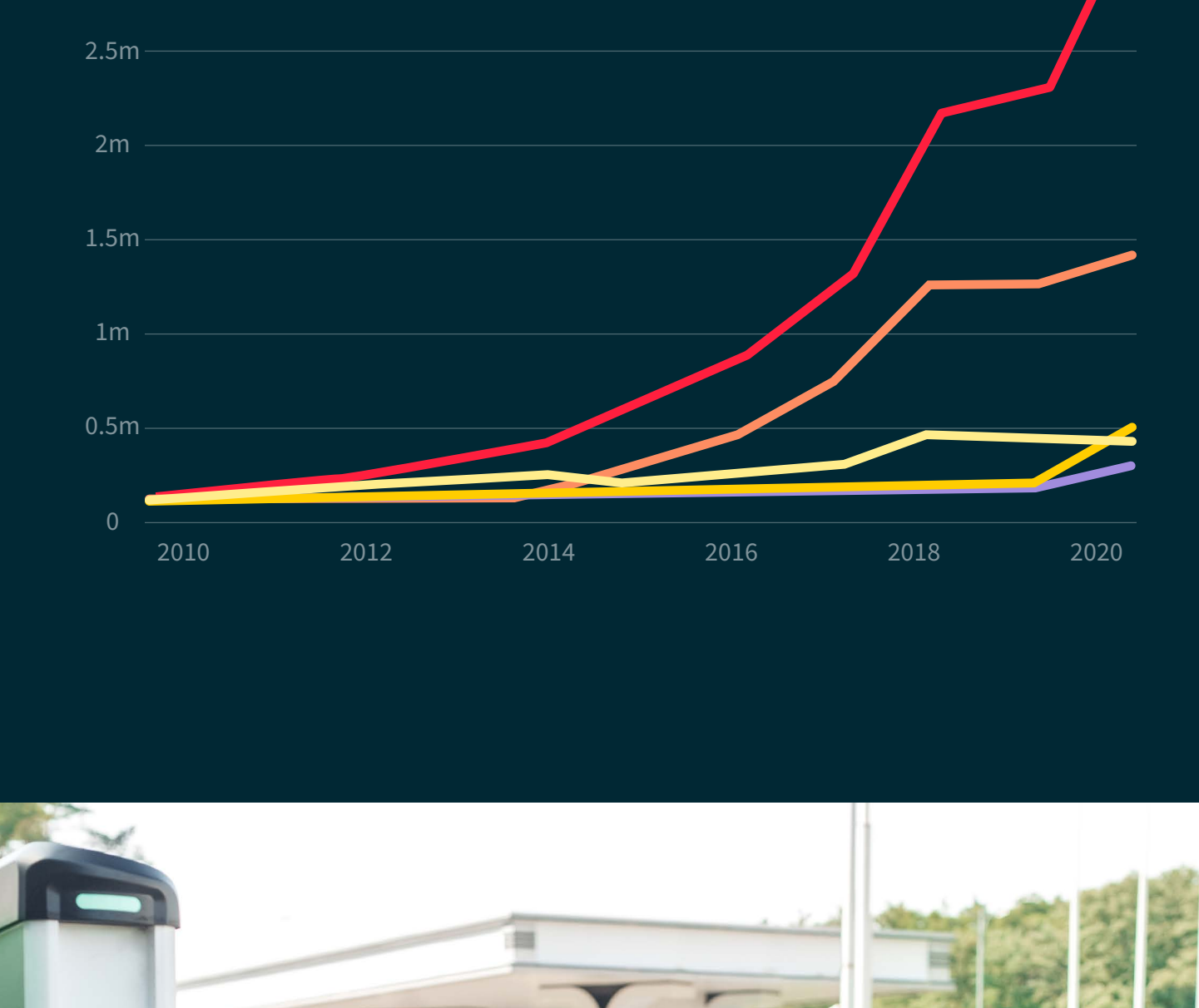
INNOVATIVE PAYMENT TECHNOLOGY IS HELPING EVS GO MAINSTREAM

Any driver on the road will always consider where they can refuel or recharge their car, and also how they can pay for it.

With significant levels of capital investment required to fuel the growth of EV, the monetization of charging is seen to be key to energizing continued growth. The effective implementation of payment solutions at charging stations, no matter which charging method becomes the standard, will need to meet the demands and expectations of the modern consumer. This means it has to be frictionless and easy in order to compete against free charging stations in circulation.



- What are we expecting to see?**
- ✔ Initially, unattended payments and contactless NFC
 - ✔ Consequently, a shift away from card-present to app and eCommerce payments
 - ✔ Payments on account linked to number plate recognition
 - ✔ Transition away from proprietary closed-loop payment schemes



GLOBAL SALES OF ELECTRIC CARS ACCELERATED IN 2020⁵

- Global total
- China
- Germany
- US
- UK



PAYMENT CONSIDERATIONS TO FIND SUCCESS ON THE JOURNEY AHEAD

Place yourself in the shoes of your customers:

As you develop your EV payment strategy domestically and internationally, how will they perceive the payments experience? Explore the impact of taking the following four points into consideration:

01

Support multiple payment methods across the world

Payment types, options and preferences vary dramatically across different regions. With hundreds of LPMs (Local Payment Methods) to choose from, when looking globally, it's important to think like a local, and enable prospective customers to pay their way.

02

Increase payment interoperability between EV charging operators to create a global standard

Consider how easy it is to pay to refill a fuel-based vehicle, where there's no requirement for membership of other specific user requirements. As EV proliferates, creating and maintaining a global standard will make it easier for the consumer and enable market transformation.

03

Be transparent and upfront with pricing

Nobody likes hidden fees or additional charges added at the end of the purchase. Making the total cost clear and displaying any charges from the start could help to remove friction from the payment experience and build trust with customers.

04

Explore touchless and mobile payment options for speed, safety and convenience

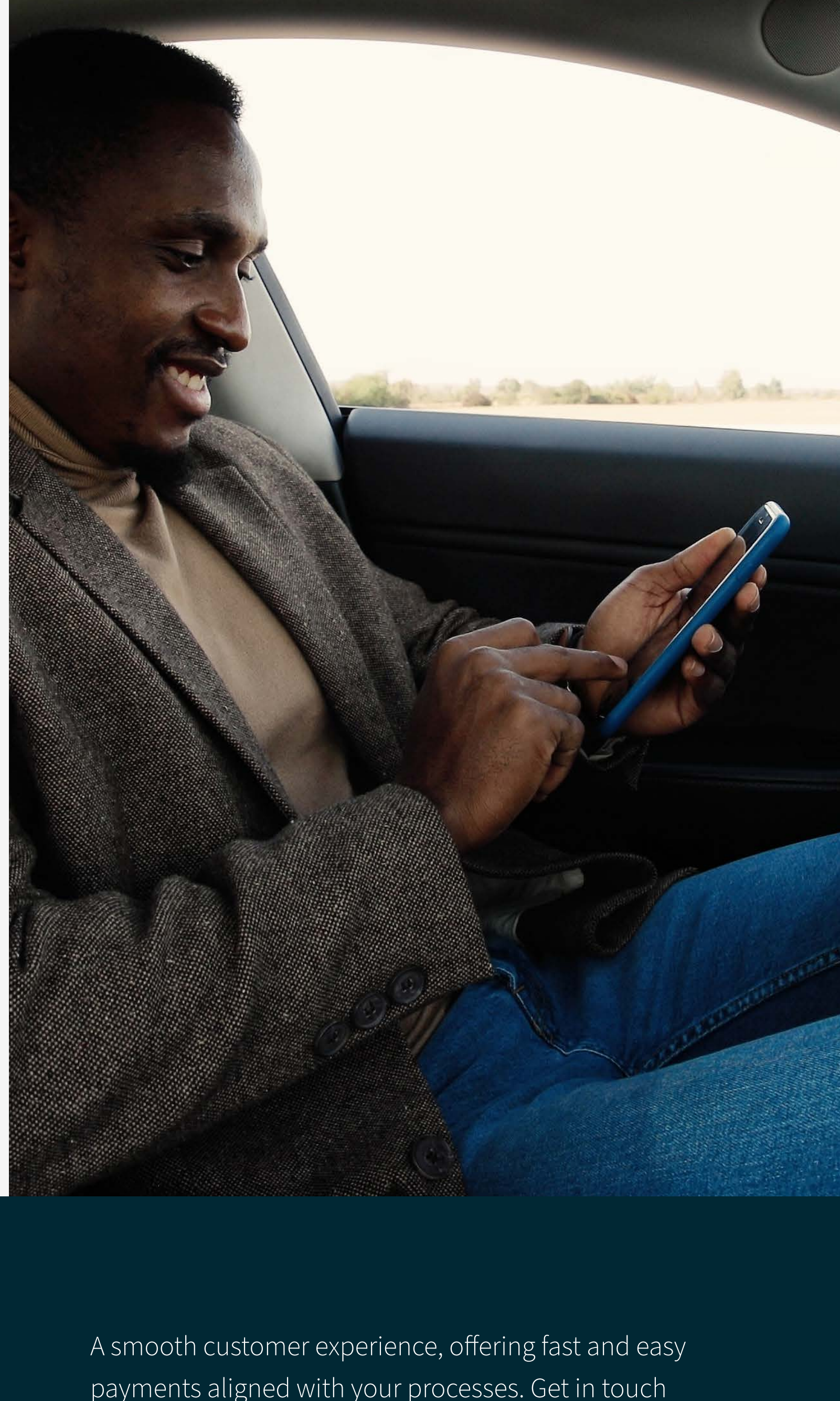
As hygiene remains at the forefront of everybody's mind, providing a contactless way to pay could go a long way in building trust, and delivering a highly-convenient way to pay. Mobile payments allow users to authenticate and pay on their personal devices, removing the need to engage with a high-touch interface.

MOBILE APP PAYMENTS: A POSSIBLE SOLUTION?

Mobile applications provide a familiar and user-friendly interface that may help with uptake, as well as offering a powerful platform for loyalty schemes, rewards and additional features. Here are just some of the benefits that may be acquired by implementing app-based payments:

- ✔ Make recurring payments simple
- ✔ Provide automatic sessions based on geolocation, QR codes, RFID or NFC
- ✔ Enable drivers to track charging and spending over time
- ✔ Simplify the process and strengthen security via tokenization
- ✔ Receive updated card details without the need for customer outreach with Worldpay's Account Updater solution

It's important in such a high growth industry to consider laying the bedrock for your future growth – be that domestic or even international expansion – with a strong and scalable payments solution.



Worldpay from FIS has developed a payments solution geared towards the needs of modern drivers:

A smooth customer experience, offering fast and easy payments aligned with your processes. Get in touch today to find out how we can help your business drive down the road to success and provide sustainable services your customers are wanting today and in the future.