

SPARK PLUG

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Building the Future of EV Destination Charging

POWERED BY TESLA. FUELED BY OPPORTUNITY.

SPARK PLUG

Forward Looking Information

This Investor Presentation contains “forward-looking information” or “forward-looking statements” (collectively, “forward-looking statements”) within the meaning of applicable Canadian and United States securities laws, including the U.S. Private Securities Litigation Reform Act of 1995. All statements in this presentation other than statements of historical fact—including, but not limited to, statements regarding Spark Plug Inc.'s (“Spark Plug” or the “Company”) future operating results, business strategy, market opportunity, competitive positioning, revenue projections, and expected growth—are forward-looking statements and reflect current estimates, assumptions, and expectations as of the date of this presentation.

Forward-looking statements include, without limitation, statements regarding the Company’s anticipated deployment of Tesla-powered Universal Wall Connectors (Level 2) across North America, its ability to scale rapidly by retrofitting existing parking infrastructure, and its early leadership in the adoption of the North American Charging Standard (NACS). These statements also relate to the Company’s projected station uptime, reliability advantages over incumbent Level 1 and Level 2 providers, and its competitive positioning based on hardware integration, software development, and strategic partnerships.

Such statements are based on assumptions believed to be reasonable at the time they were made, including assumptions regarding the growth of EV adoption, demand for accessible and reliable charging infrastructure, availability of Tesla hardware and network compatibility, market acceptance of NACS, successful execution of lease and host-site agreements, and the availability of regulatory incentives. The Company also assumes the ability to secure capital through its seed financing round and to attract and retain qualified personnel and strategic partners.

Forward-looking statements are inherently subject to a range of known and unknown risks,

uncertainties, and other factors—many of which are beyond Spark Plug’s control—that may cause actual results to differ materially from those expressed or implied.

These risks include, but are not limited to: risks related to the evolving and competitive EV charging landscape; delays or challenges in site acquisition, permitting, installation, or utility interconnection; dependence on third-party hardware suppliers, contractors, and host sites; reliability of Tesla-provided equipment; reliance on Tesla’s NACS protocol and its long-term support; regulatory or incentive changes at the local, provincial/state, or federal level; cybersecurity and software performance issues; changes in customer preferences; financing risks; inflation and interest rate volatility; and general economic and market conditions.

This presentation may also contain certain financial outlook information, such as revenue projections, installation targets, and estimates of operating margins or Adjusted EBITDA. These figures are provided to assist investors in evaluating the Company’s anticipated financial and operational performance, but they do not have standardized meanings under IFRS or U.S. GAAP and may not be appropriate for other purposes. Management has approved these estimates as of the date hereof, and actual results may differ materially.

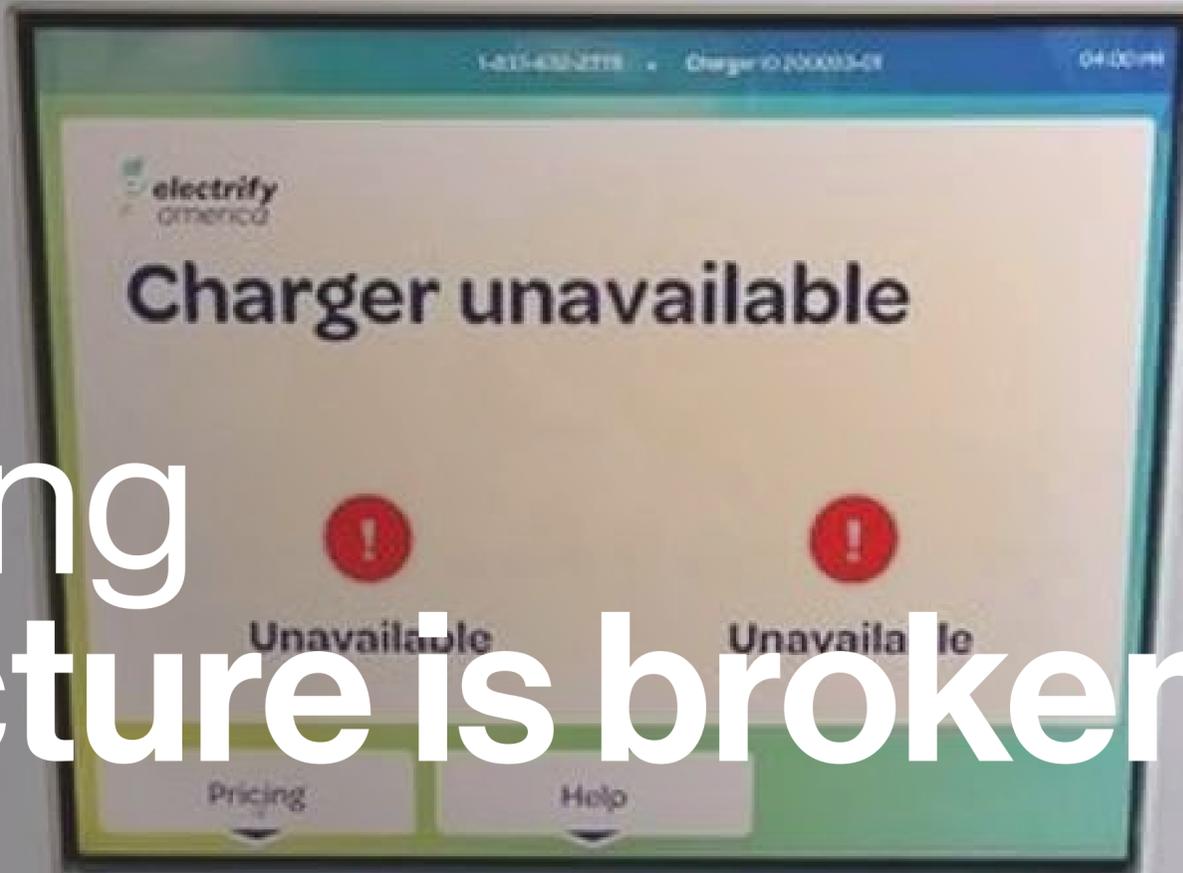
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All forward-looking statements in this presentation are expressly qualified in their entirety by this cautionary statement and by the disclosures contained in the Company’s current and future filings with applicable securities regulators.



PROBLEM

EV charging infrastructure is broken



Source: Jason Perlow/ZDNet

20+ EVs now compete for every **1 public charger** in the U.S.

According to Harvard/UC Davis research, nationwide patterns show there are approximately 20 EVs per public charging point—significantly constraining access and increasing wait times.

Fewer than **1% of parking spaces** offer EV charging access.

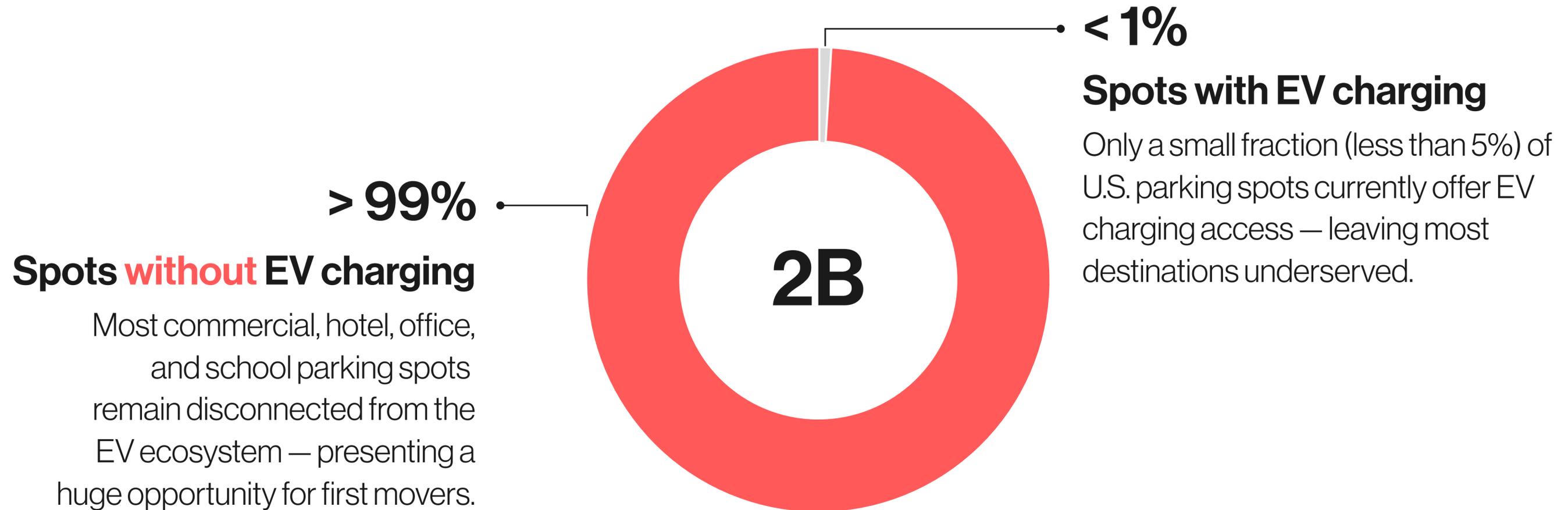
Consumer Reports found less than 1% of U.S. retail parking locations currently offer EV chargers, based on a survey of 270,000 locations across big-box, grocery, and department stores.

1 in 5 drivers can't charge when they try — due to outages, errors, or wait times.

A J.D. Power/Kelley Blue Book study shows that approximately 20% of public charging attempts fail, whether due to inoperable hardware, software glitches, or occupied/freezing stations.

OPPORTUNITY

2 billion parking spots need Level 2 chargers



According to the U.S.
Department of Energy
“By 2030, out of the 28 million
EV charging ports needed,
nearly **92% are projected to be
Level 2 chargers** for homes and
destinations like workplaces,
stores, restaurants, and hotels.

Only about 1% will be
DC Fast Chargers (Level 3)”

The critical shift in EV adoption isn't just about faster charging, it's about smarter charging. It's about empowering drivers to charge where their cars are already parked for hours – at work, at hotels, while dining or shopping. This 'destination charging' paradigm, not the gas station model, represents the vast, underserved frontier of the EV market.

— Industry Insight / Our Strategic View

COMPETITORS

Most companies are focused on Level 3 networks. **Current Level 2 network is limited, outdated and unreliable**



Level 3 network, with inconsistent charger reliability, and lack a dedicated Level 2 destination charging presence.



Focused on Level 3 fast charging, with charger reliability and downtime issues, and minimal Level 2 destination charging options.



Level 2 and Level 3 charging, with charger reliability issues, connectivity problems, and clunky user experience.



Level 2 network with transitioning issues, reliability challenges and aging infrastructure



Largest overall Level 2 and 3 network with hardware and software reliability issues and a clunky user experience.

An aerial photograph of a large parking lot filled with various cars, including sedans, SUVs, and vans. The parking lot is adjacent to a green area with trees and a paved walkway. The scene is captured from a high angle, showing the layout of the parking spaces and the surrounding environment.

MISSION STATEMENT

Our mission is to empower
drivers by converting millions
of parking spaces into
reliable and accessible
EV charging stations

Millions of parking spaces are ready for Level 2 chargers

Millions of prime parking spaces at hotels, workplaces, retail centers, hospitals, and restaurants currently lack EV charging infrastructure. This represents the single largest, most accessible, and most profitable untapped frontier in the entire EV market.

High-Value Locations

These aren't just empty spots; they are high-value locations where EVs spend hours. Equipping these spaces with Level 2 destination chargers is the most logical, cost-effective, and scalable way to integrate charging seamlessly into daily life, turning idle time into charged miles.

The Spark Plug Level 2 Charger **Competitive Advantage**

The race is on to secure millions of unequipped parking assets. By rapidly deploying Tesla-powered Level 2 chargers in these locations, Spark Plug holds a decisive competitive edge with Tesla Universal Wall Connectors compatible with every EV – positions us to rapidly secure a significant share of this immense market.



SOLUTION

Spark Plug Chargers — Powered by Tesla

 Spark Plug + Tesla co-branded EV chargers

 Powered by Tesla software and mobile app

 Compatible with all EVs

 Up to 44 mi/hour of charge

 Connected for remote monitoring
& smart load sharing

RETURN ON INVESTMENT

Spark Plug Level 2 Chargers Fast deployment & higher profitability

\$1 500

CAPEX including
installation

\$6 726

Average Annual
Revenue



What sets us apart



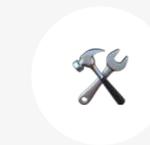
Powered by Tesla

We combine Tesla's world-class hardware and software for unmatched reliability.



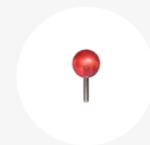
Level 2 focus

= faster installs, lower CapEx, higher ROI



Full-Service Simplicity

We manage everything end-to-end: site assessment, installation, payments, network monitoring, and 24/7 support.



Destination-First Model

We prioritize places people already go — hotels, restaurants, offices — where EV drivers prefer to charge while living life.



Impact Built In

Every charge supports reforestation — an embedded environmental impact that drives loyalty and brand goodwill.



Ultra-fast setup

(days, not months)

UNIVERSAL ACCESS

Spark Plug's New Tech Advantage

Our key competitive advantage stems from our charging hardware's advanced technology.

While competitors rely on older EV chargers, often nine years old on average, our chargers leverage Tesla's new Universal Wall Connector and the North American Charging Standard (NACS). This provides immediate universal compatibility with all EVs and, crucially, future-proofs our installations as NACS rapidly becomes the industry's dominant standard, ensuring long-term relevance and broader market appeal.

AVERAGE AGE OF EV CHARGING STATIONS



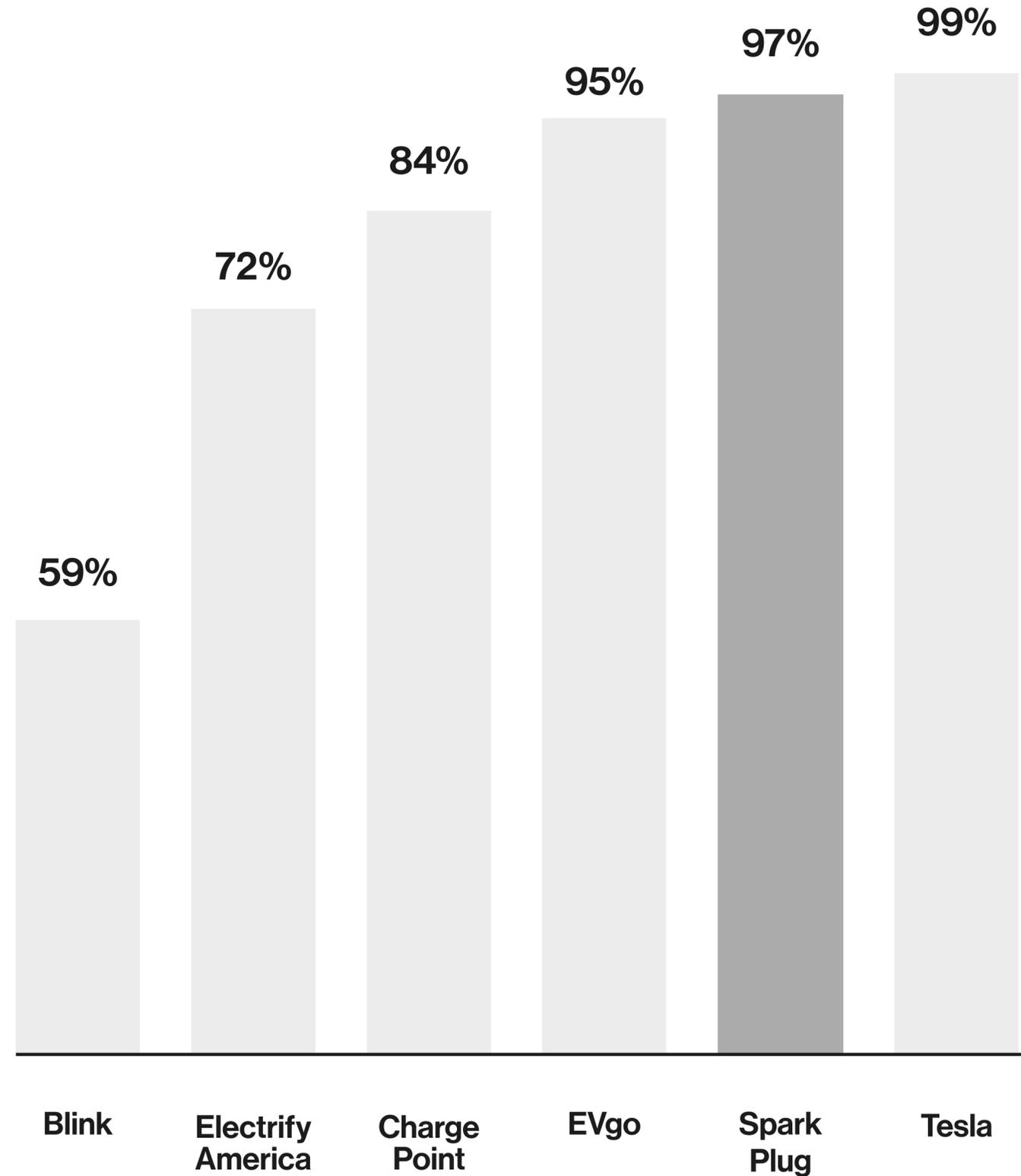
COMPANY	NORTH AMERICAN CHARGING STANDARD	DESCRIPTION
Spark Plug	100%	NACS based on Tesla technology with Universal Connector: NACS and J1772 connectors
Electrify America	Effectively 0% (June 2025)	Electrify America announced they would begin adding NACS connectors in 2025
EVgo	Very low, likely under 5%	EVgo announced their first pilot site with native NACS connectors became operational in February 2025
Blink Charging	Very low, likely under 5%	Blink stated that some of their stations may feature a NACS plug starting in 2024 and they are integrating NACS across their product line.
Volta (now Shell Recharge)	Effectively 0%	Volta's existing public network (both Level 2 and DCFC) does not natively offer NACS.

RELIABILITY

Unmatched reliability with Spark Plug

Most EV charging networks are built on outdated, fragmented systems. The result? Broken stations, failed charges, and frustrated drivers.

Spark Plug, powered by Tesla, changes that — with seamless tech, unmatched reliability, and **97% successful charge rates.**



REVENUE

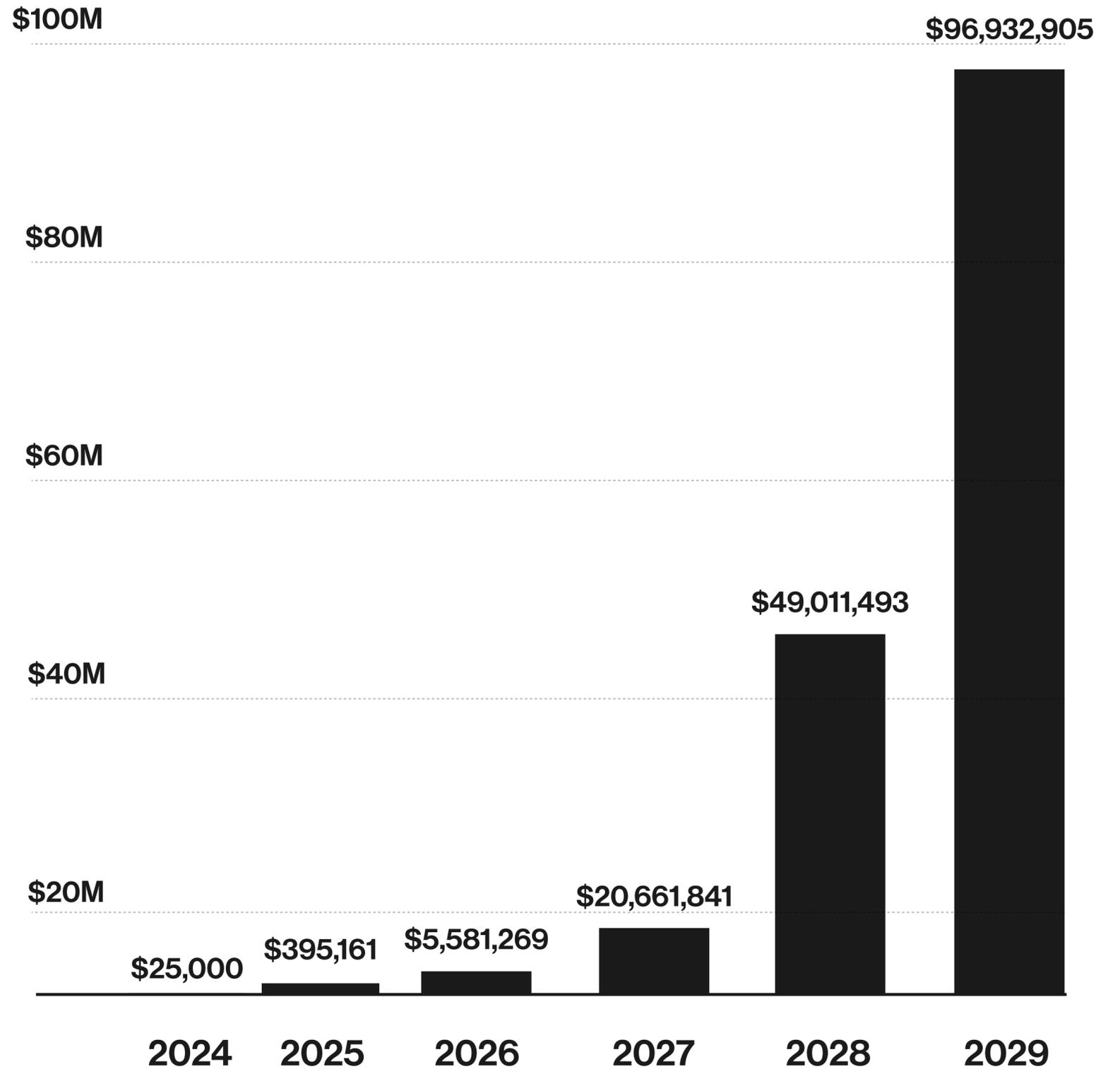
Financials

Spark Plug is unlocking the future of EV charging through a destination-first model.

By targeting high-traffic sites like hotels and offices, we tap into a vastly underused segment. Our strategy, built on Tesla-powered infrastructure and strong partnerships, drives recurring revenue and exceptional uptime.

We started generating revenue in 2024, validating strong demand. With early traction and lean capital, we've proven the model works. The path to scale and profitability is clear.

By 2029, Spark Plug is projected to exceed \$96M in revenue, capturing an untapped market in destination charging.



Why Invest?

EV Charging: A \$289 Billion Market Opportunity (26.3% CAGR)

The EV market is rapidly expanding, and the industry-wide shift to NACS is creating a critical need for new, standardized charging infrastructure.

Our Tesla Tech Advantage: Future-Proofing & Universal Access

Our Level 2 and 100% NACS focus provides a distinct lead over competitors burdened with legacy infrastructure and the complex, costly process of retrofitting their networks.

Maximizing Returns with Low CAPEX and High ROI

Our focus on Level 2 chargers enables faster installations, lower capital expenditures (CAPEX), and a quicker path to a higher return on investment (ROI) compared to expensive, high-power DCFC deployments.

We are seeking strategic investors who recognize the immense opportunity in a streamlined, future-proof EV charging solution designed for mass market adoption.

SPARK PLUG

STRATEGIC ADVISOR

John Eagleton

The land grab is happening.
Early capital lets us move fast,
secure premium locations, and
lead where others hesitate.

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