

SPARK PLUG

Clean. Green. Reliable.

POWERING A BETTER NETWORK WITH EVERY CHARGE.

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.

Readers are cautioned not to place undue reliance on any forward-looking statements. Spark Plug or the Company undertakes no obligation to publicly update or revise any forward-looking information, whether as a result of new information, future events, or otherwise, except as required by applicable securities laws. If Spark Plug or Company updates any such statements, no inference should be drawn that it will make further updates.

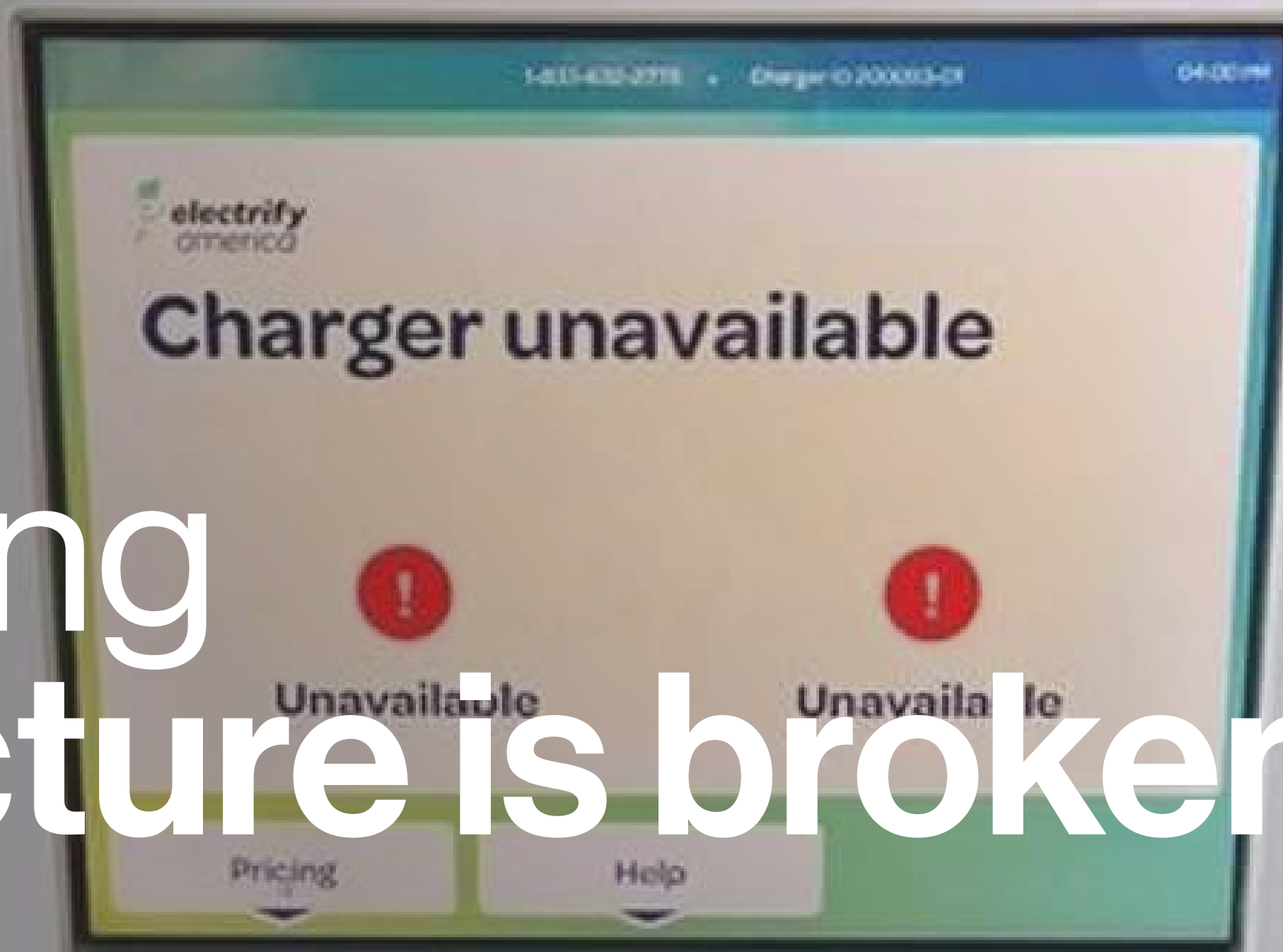
All forward-looking statements in this presentation are expressly qualified in their entirety by this cautionary statement and by the disclosures contained in the Company’s current and future filings with applicable securities regulators.



PROBLEM

EV charging infrastructure is broken

Source: Jason Perlow/ZDNet



Unreliable & Broken

20% of charging attempts fail — from outages and software glitches to long waits with too few chargers.

Frustrating Access

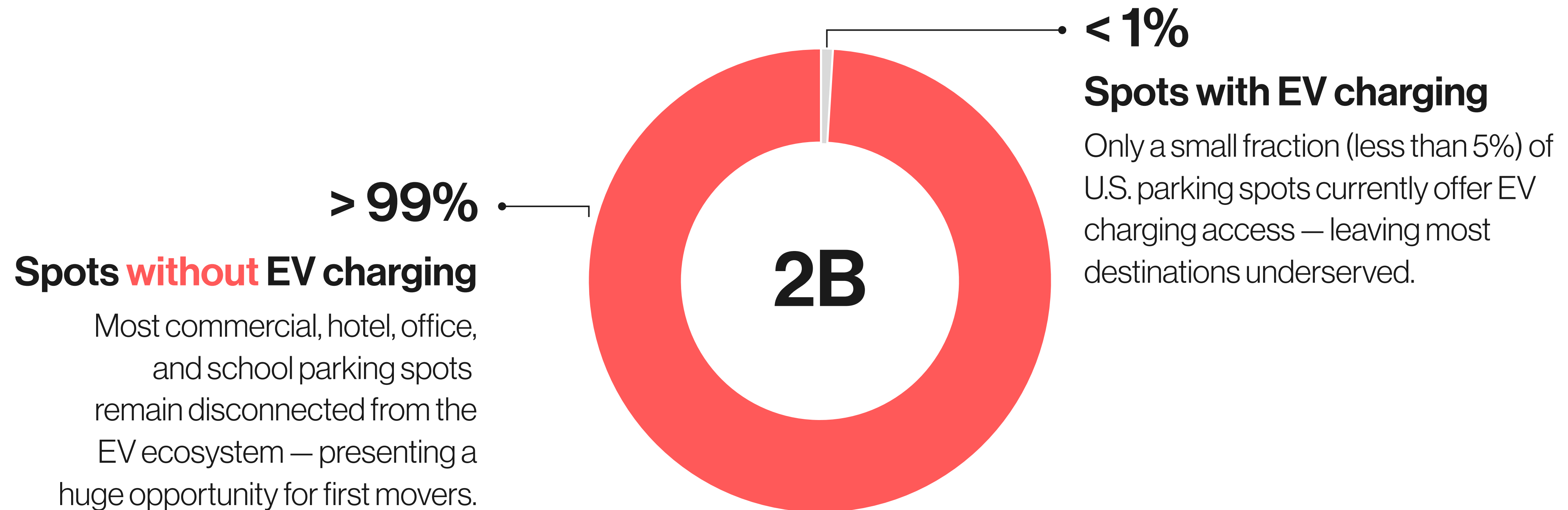
Less than 1% of parking spaces offer charging, causing constant stress to find available and working chargers.

Not Green Enough

EV drivers want to make a climate impact, but current charging options **stop short of being truly clean and climate-positive.**

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 a few trucks. The parking lot is adjacent to a green field with trees and a paved path. The scene is captured from a high angle, showing the layout of the parking spaces and the surrounding landscape.

MISSION STATEMENT

Our mission is to transform
millions of parking spaces
into reliable climate-positive
EV charging stations.



SOLUTION

Spark Plug Chargers

Spark Plug is repairing the grid, restoring forests, and building a greener EV network



Built on Tesla, Autel and Red E technology



Rip & Replace: fixing the current grid



Universal Connector compatible with all EVs



Connected for remote monitoring
& smart load sharing



Planet Positive: planting trees with every charge

Reliable Charging, Everywhere

Spark Plug chargers are built on .Tesla, Autel and Red E technology, delivering **97% uptime** vs. the 80% industry average. Drivers can finally count on chargers that just work.

Smartly Placed in Daily Life

We install chargers in **high-value locations** — hotels, workplaces, retail centers — where drivers naturally spend hours. That means less waiting, less stress, and more charged miles during daily routines.

Climate-Positive Network

Unlike other providers, Spark Plug makes every charge **climate positive** by planting trees and offsetting emissions. EV drivers don't just reduce their footprint — they actively help restore the planet.

RETURN ON INVESTMENT

Spark Plug Level 2 Chargers **Fast deployment & higher profitability**

\$1 500

CAPEX including
installation

\$6 726

Average Annual
Revenue





EVERY SPARK POWERS A TREE. EVERY CHARGE GROWS A FOREST.

Powering a Greener Planet, One Charge at a Time

At SparkPlug, we're more than just a green tech company; we're a force for environmental good. We believe in electrifying the future while reforesting our planet.

With every SparkPlug EV charge, we plant a tree. This simple act transforms your daily drive into a direct contribution to our planet.

Join us in building a sustainable ecosystem where advanced technology meets meaningful environmental action. Together, we're reducing carbon footprints and growing healthier communities for generations to come.

HOW WE FIX WHAT'S BROKEN

Turning broken networks into reliable **climate-positive charging**



Thousands of chargers across North America are offline or unreliable due to poor hardware and software.



Spark Plug's **“rip & replace”** model transforms stranded assets into reliable, profitable stations.



It's faster and cheaper than building from scratch — existing electrical lines, transformers, and infrastructure are already in place.



The result: a network that actually works, built on proven technology and smart software.



The **ONLY** reliable fast charger in the cities!
Thank you Macalester!

Off to door knock for our democracy using my electric bike too.



jn2hmw5fhz
Chevrolet Bolt EV 2017



✓ Charged Successfully
CCS1

Worked perfectly!



Madmartigan
Chevrolet Bolt EV 2017



✓ Charged Successfully
CCS1 – 93.00 kW

Worked well on a very cold day



ddanielson83
Kia EV9 2024



✓ Charged Successfully
CCS1 – 40.00 kW

Fantastic, reliable charging.
Perfect for my lunch break/
virtual meetings. My favorite
place to charge with solar.



kEVin McCallister
Kia EV6 2022

WHY DRIVERS CHOOSE SPARK PLUG

A charging experience drivers trust



Spark Plug delivers **97% uptime** — compared to 80% or less from legacy networks.



Drivers love **the seamless plug-in experience** and consistently rate Spark Plug higher in reviews.



Simplicity matters: no broken apps, no confusing pricing, no frustration. Just charging that works.

EVERY SPARK PLUG SESSION PLANTS A TREE –
AND WITH THOUSANDS OF STATIONS, THAT
IMPACT SCALES FAST.

01.

 171 metric tons of CO₂ reduced (and counting)

02.

 Thousands of trees planted through automated, verifiable reforestation

03.

 Climate-positive charging from spaces that used to sit idle

IMPACT AT SCALE

Powering a better future with **every charge**

Every Spark Plug charge helps plant trees and restore ecosystems. At scale, thousands of stations mean millions of trees planted and measurable CO₂ reductions.

By turning ordinary parking spaces into climate-positive assets, Spark Plug not only solves the EV infrastructure gap — it accelerates adoption and amplifies environmental restoration.

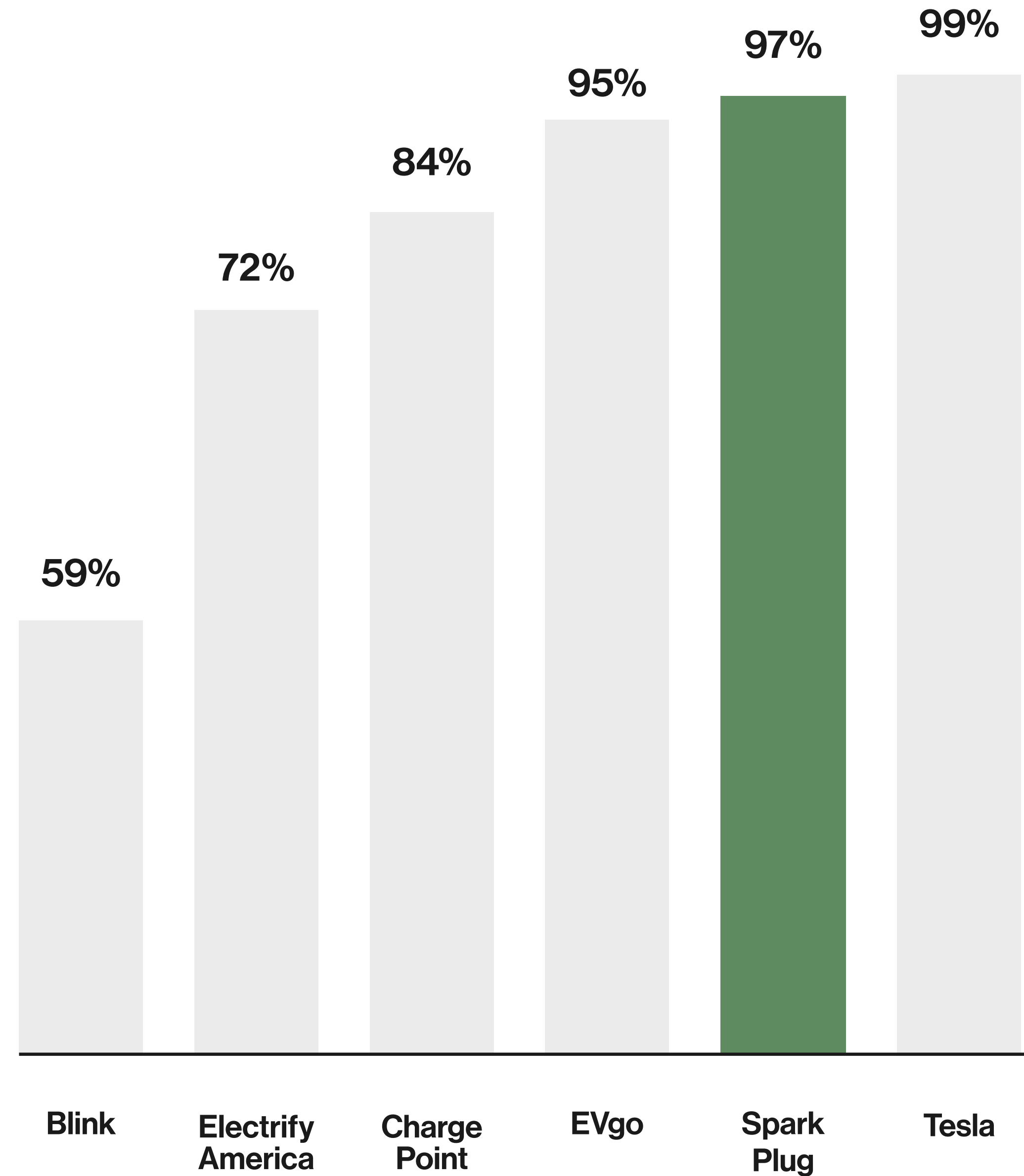
This is how we make **charging truly good for the planet.**

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 changes that — with seamless tech, unmatched reliability, and **97% successful charge rates.**



REVENUE

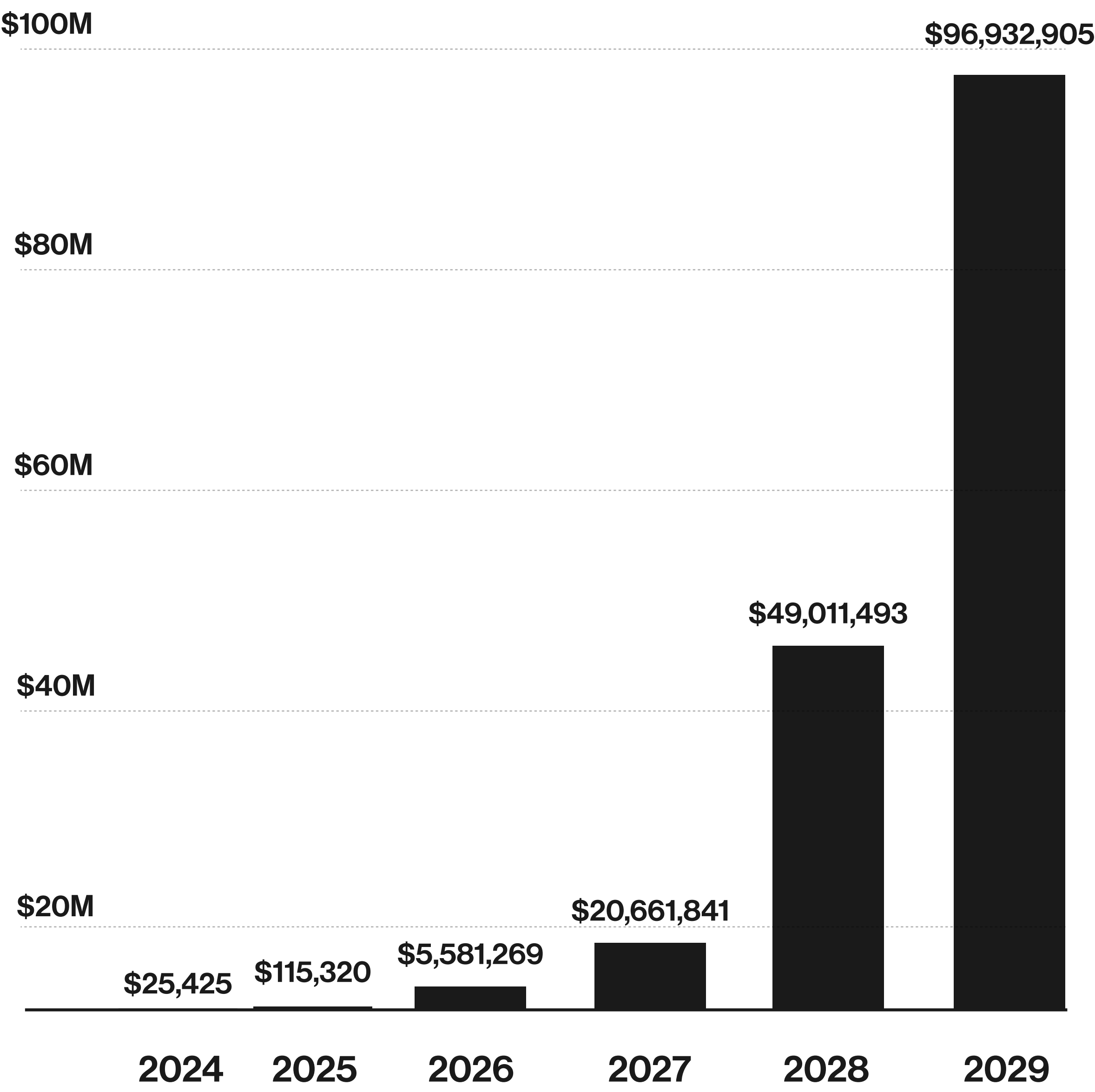
Financials

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.



Invest in Spark Plug Stations

Massive Market Opportunity

The EV charging market is projected at \$289B with a 26.3% CAGR, fueled by rapid EV adoption worldwide.

Solving a Real Problem

Many existing chargers fail or underperform. With 2 billion parking spaces lacking chargers, Spark Plug fills the gap by rip-and-replace deployment of reliable, high-performing stations that outperform other networks.

Planet-Positive Differentiation

EV drivers prioritize sustainability — Spark Plug is the only climate-positive network, turning every charge into measurable environmental impact.

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

CHIEF BUSINESS DEVELOPMENT OFFICER

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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