

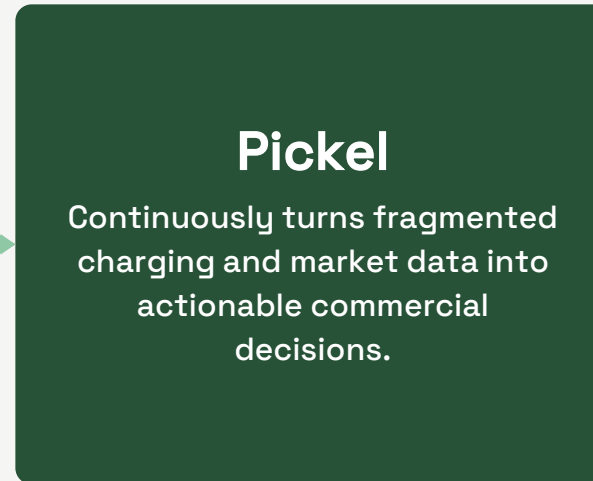
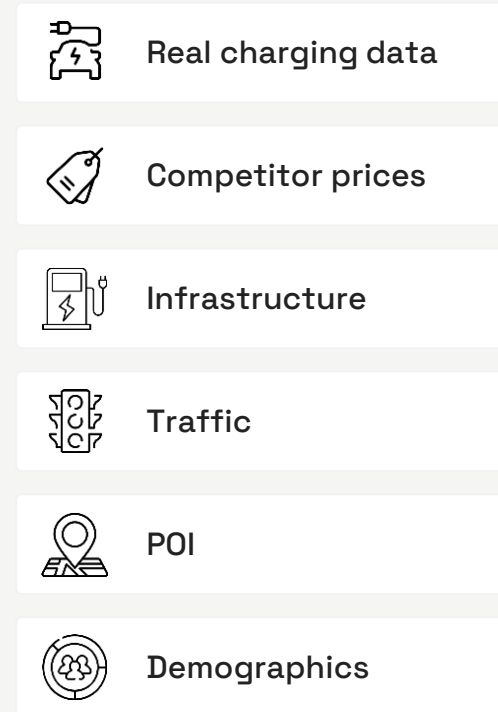


INTELLIGENT CHARGING OPERATIONS

Pickel is the commercial intelligence layer for EV charging

From fragmented data to commercial decisions

Data



Autonomy

- **Performance diagnostics** — underperformance detected and flagged automatically
- **Dynamic pricing** — prices adapt to demand, competitors and costs in real time
- **Demand forecasting** — every site's expected utilization, always up to date

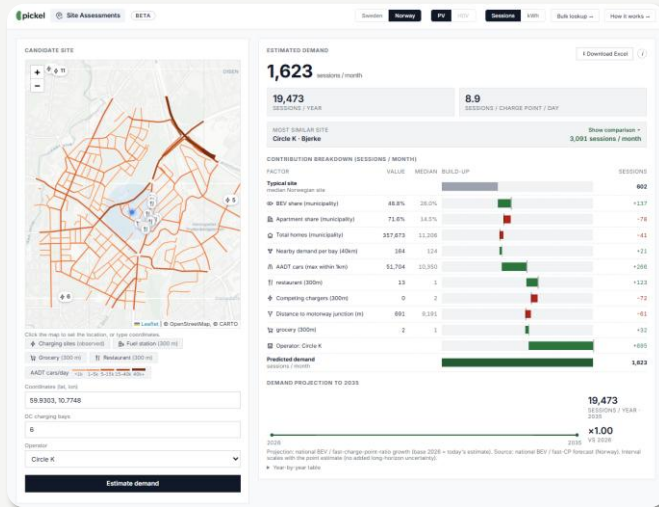


Decisions

- **Invest** — where to build or expand next
- **Price** — what to charge, per site and segment
- **Improve** — which underperforming sites to fix, upgrade or divest



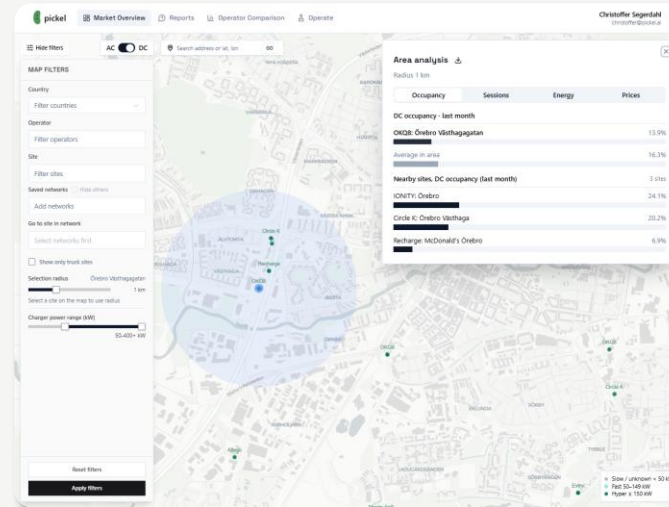
Site-planning



- ✓ Get AI modelled site assessments trained on millions of real charging data
- ✓ See the full breakdown of forecasts and underlying data
- ✓ Analyse entire portfolios quickly with bulk lookup function



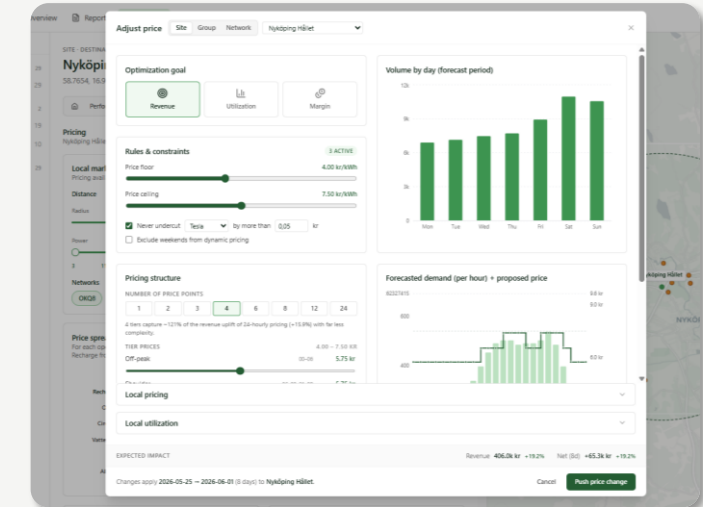
Market intelligence



- ✓ Benchmark competitor performance and pricing, down to individual sites
- ✓ Track movements over time and get alerted when something changes
- ✓ Customize reports, view historic trends and export to Excel



Yield management



- ✓ Get alerts when your competitors have changed their pricing
- ✓ See site level recommendations based on optimization target
- ✓ Push dynamic updates through integrations with CPMS

We are Pickel — a team combining extensive industry and technical expertise



Hugo Cliffordson

CEO & Founder

Software engineer (+MBA) building SaaS products for global companies and start-ups.



Christoffer Segerdahl

CCO & Founder

EV charging specialist with years working with leading European CPOs, hands-on in B2B sales.



Melker Veltman

CTO & Founder

Product-focused software engineer with experience in fintech, cybersecurity and AI; ships products end-to-end.



Gabriel Rosengren

COO & Founder

EV charging professional with a track record of scaling operators across the Nordics.