



ENERGY MONSTER OVERSEAS PARTNER COOPERATION MANUAL

ENERGIZE EVERYDAY LIFE

2025.03

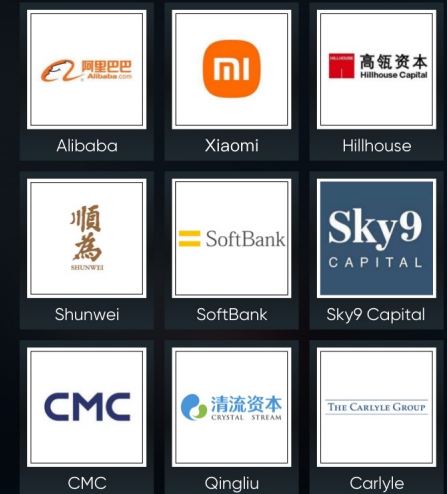




THE FIRST PUBLICLY TRADED DOMESTIC COMPANY IN THE MOBILE DEVICE SHARED CHARGING SECTOR

Energy Monster was founded in Shanghai, China in May 2017. It is a consumer technology company with advanced Internet of Things technology and big data analysis capabilities.

Over the years, Energy Monster has been committed to providing users with shared charging services in different scenarios. The company has been constantly deepening its expertise in the professional field, enhancing product quality and upgrading operational services. Energy Monster boasts industry-leading professionalism and profitability. On April 1, 2021, Energy Monster was listed on the Nasdaq with the stock code "EM". With its leading industry position, good business model and outstanding market performance, it is known as the **"first shared charging stock"**. Before listing, Energy Monster had received multiple rounds of financing, with Alibaba, Xiaomi, Hillhouse, Shunwei, SoftBank, Yunjiu, CMC, Qingliu, Carlyle and others as major shareholders.



*Energy Monster Investors

LEADING POSITION AND STRONG SCALE POWER

SCALE OF MARKET

Full scene coverage 2 million POIs (Points)

We have a network of 2 Million POIs in China operated by our cooperative partners, such as restaurants, entertainment venues, hotels, scenic spots, parks, transportation stations and other public places.

Nationwide 3000 Counties and Districts

Our power bank cabinets cover over 3000 counties and districts in China, mainly in first-tier and second-tier cities. Meanwhile, we are accelerating the development of the sinking market and overseas market.

Ten Million level Online Power Banks Efficient Operation System

Based on our leading IoT technology and big data analysis system, we can efficiently manage over 55,000 personnel to operate and maintain power stations nationwide and provide a 7 x 24 customer service system.

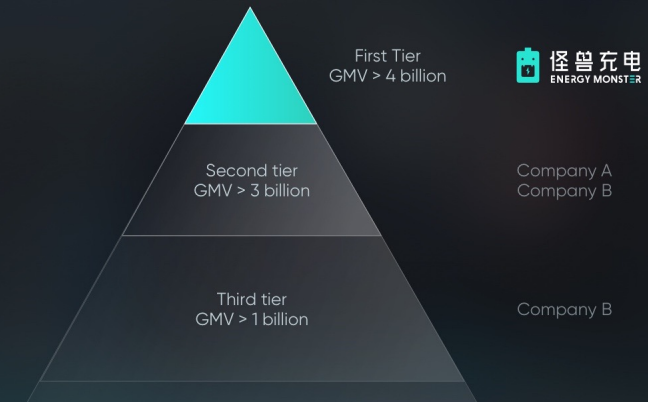
Over 400 million Registered Users

We have accumulated over 400 million registered users. 59% are young generation group from 18 – 29 years old and 31% are high-consumption group from 30 – 39 years old.

INDUSTRY POSITION

Holds a 36% market share in the industry

Energy Monster holds a 36% market share, firmly placing in the first tier of the industry. Our scale advantage is significant, as reported by iResearch in their 2024 China Shared Charging Power Bank Industry Research Report. In addition, from the standard of transaction scale GMV, EM is also firmly in the first tier of the industry.



Source: IT Juzi, expert interviews, self-summarized and calculated by iResearch

INTERNATIONAL MARKET EXPANSION OPPORTUNITIES

INTERNATIONAL MOBILE DEVICE MARKET EXPANSION

The global mobile device user base has surpassed 5 billion and continues to expand steadily. As reliance on mobile devices intensifies and usage escalates, power demand has surged exponentially. Battery limitations have emerged as a critical pain point, particularly in high-frequency scenarios such as travel mobility, social engagement, and workplace connectivity—cornerstones of modern digital lifestyles.

INTERNATIONAL MOBILE PAYMENT PENETRATION

The global mobile payment user base has surpassed 2 billion, driven by proactive government initiatives to advance digital payment ecosystems and continuous innovation from tech companies in expanding their service offerings. This collective effort has significantly accelerated the adoption of mobile payments, enabling users to eliminate reliance on cash or credit cards while enhancing transaction convenience and security.

INTERNATIONAL OFFLINE CONSUMPTION RECOVERY

The recovery of global offline consumption, such as music festivals, sports events, exhibitions, and other special activities, has provided a substantial market for shared power banks. Concurrently, the resurgence of the global tourism industry has driven demand for shared power banks across diverse scenarios including airports, transportation hubs, hotels, restaurants, and tourist attractions.



A VARIETY OF CABINET DESIGNS MEET CHARGING NEEDS IN DIFFERENT SCENARIOS

SAFETY FIRST

DATA SECURITY

Alibaba Cloud combined with 5A computer room provides multiple data safeguards.

USER FIRST

SAFE AND STABLE

Convenient return, fast and easy.

INNOVATION

INNOVATION

The products of Energy Monster are certified for fire resistance. Corresponding emergency plans have been formulated for abnormal smoking and fire.

ELECTRICAL SAFETY

In case of power failure and malfunctions, stable data continuous transmission is ensured.

NETWORK STABILITY

A stable network guarantees a seamless rental experience for users.

INTELLIGENT MANAGEMENT

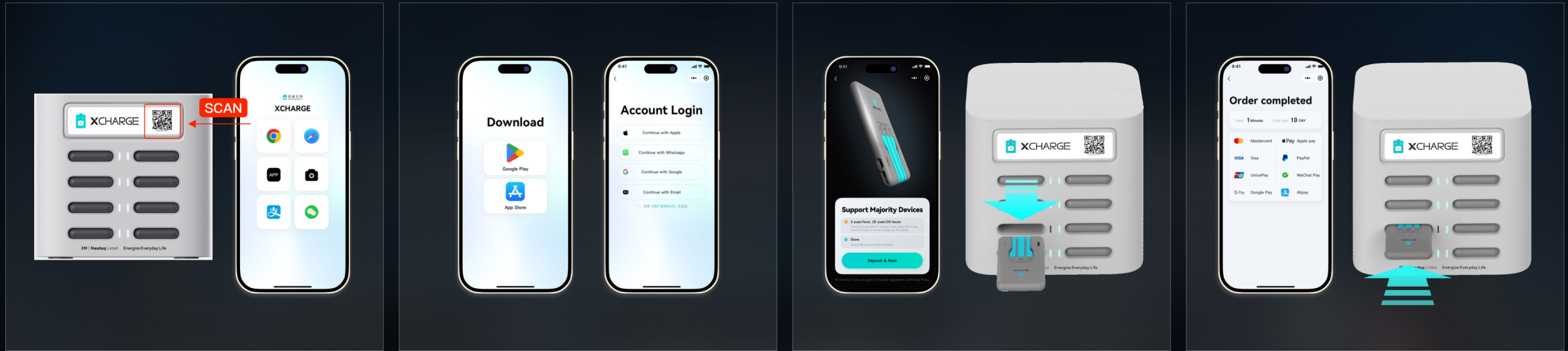
The IoT independently developed by Energy Monster can monitor the status of power bank cabinets in real time.



	Weight (excluding packaging)	Body size (length x width x height)	Total output power
12 Slots	4.2kg	273 x 225 x 335mm	5.0V / 9.0A MAX
8 Slots	3.4kg	273 x 225 x 260mm	5.0V / 9.0A MAX

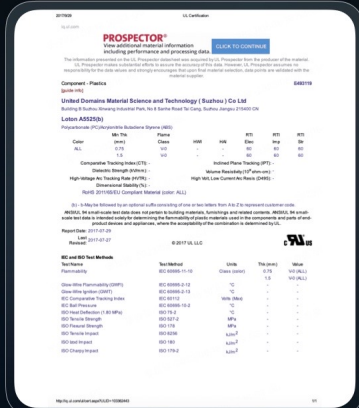
*The tolerance range of each dimension of the equipment is $\pm 0.5\text{mm}$

OVERSEAS USER- END: STANDARD/CUSTOMIZATION FOR GLOBAL BUSINESS GROWTH

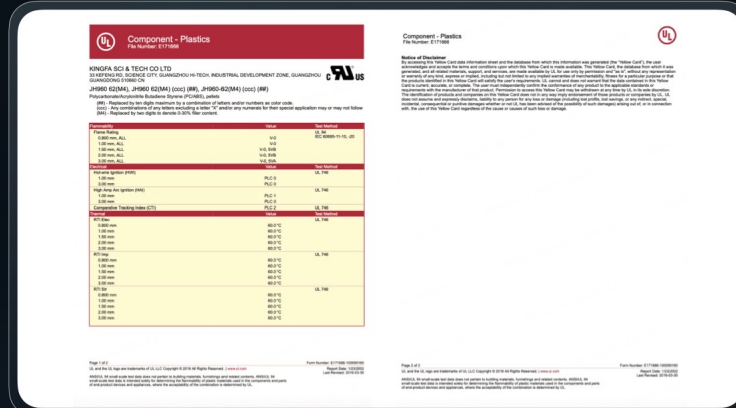


Platform	Supported Languages	Country/Region	Supported Cards	Supported E-Wallets
App/Light App	Customized according to country	Southeast Asia: Thailand, Malaysia, Vietnam, Singapore, etc.	Visa、MasterCard、UnionPay...	TrueMoney、ZaloPay、Dana WeChat/Alipay...
Energy Monster H5				
WeChat Alipay Mini- Program	Based on the platform language	East Asia: Hong Kong, Japan, Macau, South Korea, etc.	Visa、Master、UnionPay JCB、GooglePay、ApplePay...	LinePay、PayPay、KakaoPay WeChat/Alipay...
Chitu App (Agent End)	Chinese、English	Americas, Europe: USA, UK, France, Germany, Brazil, etc.	Visa/Master、AMEX、Discover、 Hypercard、GooglePay、ApplePay...	GooglePay、ApplePay、PayPal、 MercadoPago...

PRODUCT QUALITY AND SAFETY CERTIFICATES AND PRODUCT INSURANCE



• FIRE RATING •



• POWER BANK FIRE RATING CERTIFICATE •



• CABINET 4 WATERPROOF CERTIFICATE •



• UL CERTIFICATION •



• CQC CERTIFICATION •



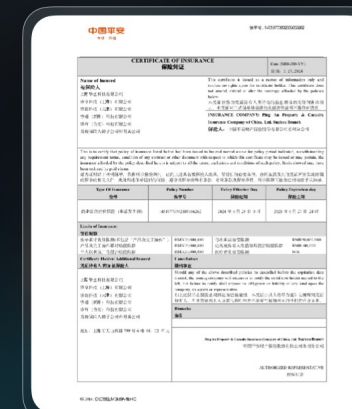
• SRRC CERTIFICATION •



• CCC CERTIFICATION •



• NEW DOMESTIC STANDARD CERTIFICATION •



• PRODUCT INSURANCE •



• AIR AND SEA TRANSPORT CERTIFICATE •

WHY CHOOSE US?



TRUSTWORTHY

Listed companies, big brands
Capital endorsement, trustworthy



HIGH QUALITY

Safe and reliable hardware products
More worry-free and more durable



HIGH EFFICIENCY

Leading self-developed IoT technology
Big data analysis system, zero pressure
on operation and maintenance



POLICY SUPPORT

Competitive market policies
Low threshold, high returns



INDUSTRY EXPERIENCE

Rich industry experience
Assist in market expansion



COOPERATION CASES IN HONG KONG & MACAO

In 2021, Energy Monster established a dominant presence in Macau by strategically deploying its charging solutions across key locations, including tourist attractions, luxury hotels, and shopping centers. This initiative created a seamless “travel-hospitality-leisure” charging ecosystem. Leveraging its proprietary IoT technology, the company enables users in Macau to enjoy on-demand access to charging services, with cross-regional compatibility to mainland China’s service network.

In 2024, building on the proven success of its Macau operations, Energy Monster embarked on global expansion by selecting Hong Kong as its inaugural international hub. Devices have been precisely targeted at high-traffic venues such as tourist hotspots, retail centers, and dining districts. The successful rollout in Hong Kong and Macau not only underscores Energy Monster’s capability of replicating its model in diverse markets but also demonstrates the adaptability of its business framework across varied global environments.



COOPERATION CASES IN MALAYSIA

In 2025, Energy Monster began expanding into the Malaysian market. As one of Southeast Asia's most vibrant economies, Malaysia presents a unique convergence of a dynamic tourism sector and a robust commercial ecosystem, offering significant growth opportunities. Leveraging a "data-driven + culturally adaptive" strategy, we tailored our approach to Malaysia's highly internationalized and diversified market characteristics. By integrating localized designs such as "multi-payment habits" and "multilingual interfaces," we established a flexible and adaptive localized operational system.

Moving forward, Energy Monster will use this as a foundation to gradually expand into Southeast Asia, Europe, the Americas, and beyond. For each new market entry, we will adapt our strategies to align with local cultural nuances and market demands, ensuring convenient and satisfactory service experiences for users. We warmly welcome more partners to join our global journey. Together, we aim to carve out new international markets and deliver greater convenience and delightful surprises to users worldwide.



SHANGHAI DISNEY RESORT AND UNIVERSAL BEIJING RESORT COOPERATION CASE

Based on industry-leading hardware products, IoT technology and endorsement from listed companies, Energy Monster has passed the rigorous screening of international theme parks and **officially become the designated shared charging service operator** of Shanghai Disney Resort and Beijing Universal Studios.

Energy Monster not only provides **professional and reliable products, operations and service** support to the theme parks, but also uses its rich brand and network resources to bring more **diverse, innovative and customized services** to its partners. Relying on its excellent service and strong brand potential, Energy Monster continues to win the love of its partners and users.



YUM! BRANDS: KFC AND PIZZA HUT COLLABORATION CASE

Energy Monster has reached a strategic cooperation with Yum! Brands. The company has a nationwide network of KFC and Pizza Hut stores, with **more than 7,000 stores**.

Moreover, Energy Monster helps KFC attract new customers through the scenario of scanning codes to borrow power banks.

BRAND WALL



(*The above rankings are in no particular order)



THANKS FOR WATCHING

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