



## Media Kit

Electric vehicle charging experience can differ significantly depending on the vehicle you own and your location.

EV CLUB mitigates this disparity by providing a **superior experience** at a **reduced cost**.

# Introduction

## Here Charging Meets the Future

People will experience Cutting-edge technology to revolutionize the future of electric vehicle charging with EVCLUB. Using our strong foundation in sustainability and a deep commitment to environmental conservation, we recognized a substantial void in the EV ecosystem. The intricate charging systems and irregular pricing models created obstacles for EV owners, frequently diminishing their enthusiasm. By ushering in EV CLUB, we're not merely offering a charging solution we're propelling an entire movement, simplifying EV charging to be as effortless as checking your email.



# Discover Compelling Company Insight

Powered by	Launch Date	Headquarters
Caremiles Inc	October 23 <sup>rd</sup> , 2023	United States California
Highlighted attributes		Key Milestones
Universal charging plans adaptable for every EV model		Over 100,000 Trees planted with the Caremiles initiative
Fixed-price charging at home and on-the-go		Set to revolutionize the EV charging landscape
Seamless integration with all major EV brands		
Unique cashback reward system		



**OVER 100,000 Trees Planted on our flagship app**






**TREES FOR THE FUTURE**

# Our Founder's



**Kashif Sohail**  
CEO

 Vice President - Loyalty Solutions  
 **BARCLAYS** Consumer Banking Director  
 **citi** Director - Consumer Banking

A passionate advocate for sustainability and the environment, Kashif envisioned Caremiles Inc. as an answer to one of the era's most pressing questions: How can we, as individuals, contribute meaningfully to climate action? With EV CLUB, Kashif takes another ambitious step, aiming to simplify and streamline the EV charging experience. Beyond his ventures, he is a hard rock aficionado, drawing inspiration from legendary artists like Jimi Hendrix.



**Rai Basharat**  
CTO

 **Connection** Sr Dir Data Tech & eCommerce  
 **Daraz** Chief Technology Officer  
 **EatOye!** Chief Product Officer  
**EXITS TO**  
 **Alibaba Group**  **foodpanda**  **ROCKETINTERNET**

An entrepreneurial technologist with over 20 years of rich experience, Rai is the tech backbone of EV CLUB. His expertise ranges from e-commerce engines to artificial intelligence. A skiing enthusiast and a dedicated father, Rai is passionate about climate change and believes in leveraging technology to craft solutions for the future. He envisions EV CLUB as not just an app but as a catalyst for a broader lifestyle shift towards sustainability.

Professionals skilled in harnessing big data to maximize value and expand networks with multiple successful startup exits

# Product Information

Get ready for a seamless electric vehicle experience with EVCLUB. Leave behind the challenges of intricate charging systems and embrace a more user-friendly, unified approach. At EV CLUB we are **committed to empowering you**.

**Universal Charging:** Our universal charging plans are tailored to meet the needs of every EV driver, irrespective of their EV model

**Fixed-Price Charging:** Leave uncertainty behind. Whether you're charging at home or while on the move, savor the advantages of our consistent fixed-price charging system

**Reward System:** Discover an exclusive rewards system that credits you for your charges, providing you with even more incentives to keep your vehicle connected



# EV Embracing a new normal

GAS CAR USER	EV USER
Any fueling station	Needs a compatible charging station, possible app/account
Visible prices	Varied and dynamic pricing, often checked via apps
Pay at pump	Typically, through a proprietary app
Choose octane level	Needs to know charging standards/speeds
Can't fuel at home	Charges at home, though unsure of cost
Running out of gas, rarely a worry	Range anxiety, especially long trips

# Bewildering new world, consumers seek value

**EV charging** and **ownership is a big mess**, especially for non-Tesla drivers.

● USA TODAY

EV CHARGING

**EV owners are becoming increasingly frustrated with home charging**



Peter Johnson | Mar 23 2023 - 10:28 am PT | 226 Comments

TheVerge

TRANSPORT / CARS / ELECTRIC CARS

**Electric vehicle owners are fed up with broken EV chargers and janky software**

**I miss my gas car... Why do I have to juggle 8 apps for my Chevy Bolt?**

**What's my home charging cost?**

...



**Problem**

# Reinventing the cost and convenience of EV with EV CLUB

**EV CLUB** \$ 200 187 ?

Welcome to the club, Jill

**Tesla Model Y 2021**  
VIN: 1HGBH41JXMN109186  
Status: Connected

**Charging status: Paused**

**Find chargers & pay in-app**  
Auto-schedule AI is always on & learning

**You are on the PREMIUM plan!**

We reimbursed **\$200.26** on your total spend of **\$199** so far  
Free charging capped at \$70 per month

**Rush hour rewards** Choose Energy

**\$10** contributed so far this month

**Charge AI**

**Let AI take charge of your EV charging Experience**

The auto-scheduling feature is powered by an always-on, continuously learning AI. It analyzes your EV's charging patterns to seamlessly manage battery health, optimize cost savings at home, and balance the load on the local energy provider. The priorities of the AI include:

1. Battery health
2. Reducing range anxiety
3. Charging at lowest kWh rate

Once the AI fully understands your driving and charging profile, it takes control of the charging process. Just remember to plug in at home.

**Charging profile**  
1 - 30 days

**Driving profile**  
1 - 90 days

**Select your location**  
Please select your nearest charging station

- **Universal** app, all charging networks
- **Fixed cost monthly plans**, covering all charging needs. Even at home
- **Reliability** even on the go



Solution



# Car-linked data enables universal plans

Streamlined plans are universally effective. Download the app and **connect your car just once**. Charge and pay as you **normally** would and receive charging cost reimbursements as **cashback**

## STARTER

Reimbursement up to **\$20**

## PREMIUM

Reimbursement up to **\$70**

## UNLIMITED

Reimbursement **Unlimited**



Home



Public Charger

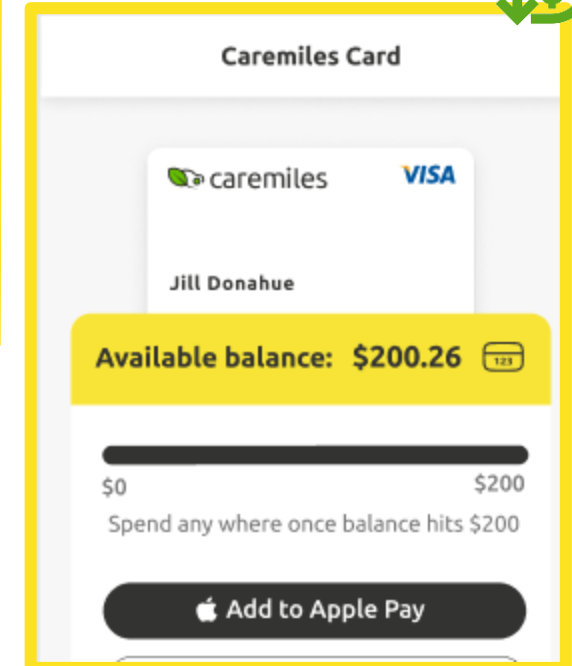


Work

Instant cashback,  
Spend anywhere...

57.6 kWh @ 26c

\$15




10 x Better

# Media Release

---

EV CLUB Revolutionizes Charging: October 23<sup>rd</sup>, 2023 A groundbreaking transformation is on the horizon in the world of electric vehicles. Caremiles Inc. renowned for its unwavering commitment to sustainability, proudly introduces EV CLUB. Engineered with a primary focus on user convenience and environmental consciousness, EV CLUB is poised to become the ultimate app for every EV owner. Its seamless compatibility with leading EV brands, coupled with an innovative rewards program positions EV CLUB as a pivotal player in the electric vehicle landscape.



## Interested in learning more?

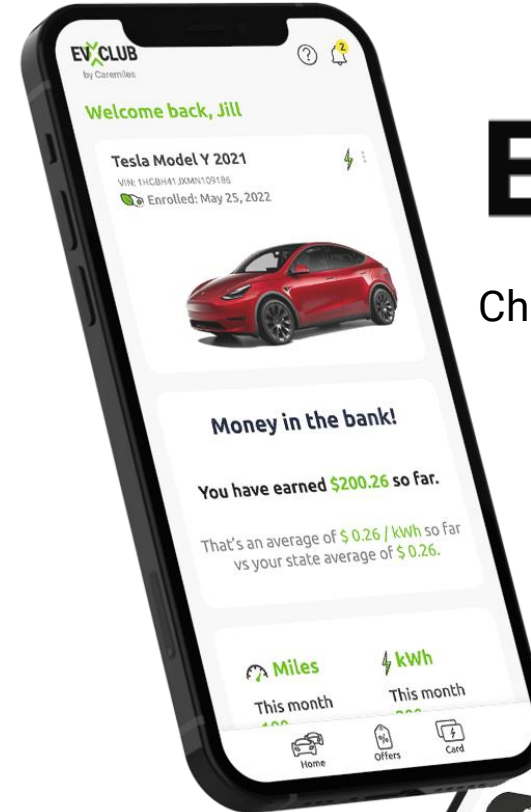


**Kashif Sohail - Founder**  
[kashif@caremiles.app](mailto:kashif@caremiles.app)



**Rai Basharat - Cofounder**  
[rai@caremiles.app](mailto:rai@caremiles.app)

**[www.caremiles.app](http://www.caremiles.app)**



# EVX CLUB

Charge anytime, anywhere!

