

<Press Release>

PowerX Enters Into an Investment Agreement With Frontive Holding, a Family Office Headquartered in London, United Kingdom

Tokyo, Japan / July 5th, 2022 - PowerX, Inc. announced that it has entered into an investment agreement with Frontive Holding, a family office headquartered in London, United Kingdom. Through the investment agreement, Frontive will invest directly in PowerX, aiming to expand the market for PowerX's battery storage systems and create opportunities to forge new partnerships with global companies.

A large black rectangular graphic with the text 'Frontive Holding × PowerX' in white, bold, sans-serif font. The '×' symbol is a simple white cross.The PowerX logo, consisting of a red stylized 'X' followed by the text 'PowerX' in white, bold, sans-serif font.

Over the past few years, the popularity and demand for electric vehicles (EVs) have continued to grow as many see EVs as a critical contributor to reducing greenhouse gas emissions and achieving carbon neutrality. Recognizing the transition to EVs as a way of boosting the nation's decarbonization efforts, the Japanese government announced its target to transition to 100% electrified car*¹ sales by 2035 in its "Green Growth Strategy for Carbon Neutrality in 2050," published in 2021. Nevertheless, according to the Japan Automobile Dealers Association (JADA), sales of new electric vehicles in 2021 only reached close to 20,000 (about 0.9% of total sales of new cars)*², which is extremely low compared to European countries and China.

In order to promote the nationwide proliferation of EVs, it is necessary to take comprehensive measures to expand the development of charging infrastructure with high-speed, high-power EV chargers. Although the Japanese government has set a target of increasing the number of EV fast chargers to 30,000 by

2030, only two out of the 20,000 existing EV charging stations in Japan are compatible with 150 kW fast charging.

To contribute to the acceleration of decarbonization, PowerX will design, develop, and produce battery-integrated EV fast chargers and other battery storage products at its own factory in Japan. With the investment from Frontive Holding, PowerX will thrive to expand its battery energy storage business globally and explore potential business synergy with overseas partners.

■ Shuhei Ochiai, Senior Investor at Frontive Holding

“Although Frontive Holding mainly invests in UK start-ups, we are now also focusing on Japanese start-ups. Given the importance of investments in decarbonization and PowerX’s unique business model, we have decided to invest in PowerX. Moving forward, we look forward to working with other investor partners to contribute to the success of the company and to exploring business partnership opportunities between Japan and the UK.”

*1Refers to electric vehicles (EVs), plug-in hybrid vehicles (PHEVs), hybrid vehicles, or fuel-cell vehicles (FCVs).

*2: According to the statistic report by the Japan Automobile Dealers Association (JADA)

About Frontive Holding

Established in 2016, Frontive is a London-based company with longstanding partnerships with two family offices and several high-net-worth individuals. The company seeks to invest in retail, restaurant, entertainment, real estate, professional services, and technology sectors. The company also covers private equity investments in areas related to decarbonization, space, Edtech, Fintech, entertainment, and more. In the decarbonization sector, Frontive has invested in companies such as Britishvolt, a British EV battery startup.

For more information, visit <https://frontiveholding.com/>



Company : PowerX, Inc.

URL : <http://power-x.jp/>

Representative : Masahiro Ito (Director, President & CEO)

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Main Business : R&D and production of Power Transfer Vessels and ESS