

## **EXECUTIVE SUMMARY**

*“Electric vehicle (EV) has arrived in Indonesia. In addition to incentives from the government, the readiness of electric vehicle battery charging infrastructure will be a determining factor in the adaptation of battery-based EV in Indonesia.*

*Technology adoption speed, regulatory factors and its availability to customers will be the key to business success and sustainability. One of the key factors in the development of the EV population is the existence of public facilities to charge electric vehicle’s batteries.*

*Although the APM (Agen Pemegang Merk) of EV provides home-used charging units to their users, the specifications provided are generally less than 7kW, to meet an EV battery capacity of at least 37kW, it requires a large intake of electrical power and a long charging time. This makes home charging impractical and not suitable for quick and effective usage.*

*It is estimated that there will be 4,160 population units of privately owned EV in 2021, and predicted to be 325,000 units in Indonesia in 2030.*

*Public charging facilities are needed for EV users to be able to charge their vehicles outside their home conveniently, safely, and quickly. The government provides business opportunities to the private sector to fill the general need for charging EV batteries.*

*This business plan will elaborate the opportunities to provide a network of Public Electric Vehicle Charging Stations (Stasiun Pengisian Kendaraan Listrik Umum/SPKLU) that will be available on strategic locations in major cities in Indonesia.*

*The type of EV charging unit to be used is a DC fast charger type with a capacity of 50kW which provide adequate power and flexible charging duration according to EV users.*

*The targeted locations are premium locations in commercial and office areas, housing complex, and rest areas (toll roads), with the target consumers are EV users with high level income (MAC Elite).*

*The interface method is using an application via a smartphone, with features that are easily accessible and can find out the availability of facilities, location, ordering system, operation of the tool, type of filling, and choice of payment transactions, those will be factors that add value to the business.*

*The Business Plan will require investment at initial stage of IDR 85.3 billion with pay-back period forecasted in 10 years, IRR 18,74 % in the most likely scenario. Based on financial feasibility analysis projection, the SPKLU DC Charging is a promising business with an attractive level of investment return.*