
CARLY LAUNCHES EV TRIAL TO CAPTURE ELECTRIC VEHICLE GROWTH POTENTIAL

Carly Holdings Limited (ASX:CL8) has launched a new product today to answer the question on many Australians' minds: *'should I buy an electric vehicle?'*

The Carly EV Trial www.evtrial.com.au is a simple and cost-effective way for car buyers to try an EV before they buy, to understand if an electric vehicle is suitable for their lifestyle. The trial also offers the opportunity to decide which EV model best fits their individual circumstances.

Key Points:

- EV Trial is designed to solve major pain points in the electric car market
- Positioned to capture demand from growing EV market
- Product variants for consumer and business segments
- Electric vehicle fleet currently over 50 vehicles, increasing 60% by 30 April
- Key Sydney electric vehicle fleet currently highly utilised at 90%
- Supported by PR & marketing campaign
- Seeking commercial partnerships with businesses aligned to EV market

Developed under the premise, *how can a car buyer really know if an EV is suitable if they can only take it for a short 10 minute test drive?* The Carly EV Trial helps to answer all the questions buyers have about using an EV for daily driving, commuting & long-distance travel, from how charging works, to the potential cost savings. Car buyers are then empowered to make an informed decision about buying or leasing an EV in the future. An EV Trial starts at a minimum commitment of only 30 days, and can be extended to a month-to-month subscription.

Carly currently has over 50 electric vehicles in its fleet which is expected to increase to over 80 by 30 April 2024. Carly's largest electric vehicle fleet, based in Sydney is currently highly utilised at 90%. The EV Trial will utilise vehicles owned by Carly and those provided by OEM partners Hyundai & Genesis and automotive dealers; including Hyundai Kona, Ioniq 5 & Ioniq 6, Genesis GV60, MG MG4, BYD Seal & Atto 3 and Cupra Born.

With anxieties around transitioning to an EV currently plaguing many Australians, the Carly EV Trial aims to break down barriers and ease concerns as Australia pushes forward with EV adoption. The Carly EV Trial seeks to offer a richer experience and provide more answers than the current unsuitable options - EV test drives are too short, and rentals are too expensive and often do not allow the choice of a specific model of interest.



Chris Noone, Carly CEO says “EV Trial is a perfect extension of our existing car subscription product that significantly expands the potential market to high growth consumer and corporate markets.”

“The only way to know if an EV is right for you is to try it, that’s why we created the Carly EV Trial. Many people are keen to transition to an EV, but they want to know it is the right decision for them before they make a very expensive and important purchase”.

“It’s not just buying a new car, it’s adopting a whole new technology, vocabulary and set of considerations that take time to appreciate”. said Noone.

A major component of the Carly EV Trial is the education and support Carly offers before and during the experience. Those who don’t know where to start can answer a quick five question survey to identify the best EV model for them to trial based on size, price, charging capabilities and range. When a customer signs-up to an EV Trial they have immediate access to Carly’s dedicated EV support team who will help them set-up their vehicle at pick-up and guide them through how the car works, as well as charging requirements.

To make driving an EV for the first time even easier, every Carly EV Trial also includes a free 200kWh charge pack that can be used at any of the 1,500 Chargefox charging locations across Australia.

Carly is in discussion with several potential commercial partners aligned to the electric vehicle market to promote the EV Trial concept to their customer bases. Carly will also launch a marketing and PR campaign to consumer and corporate markets.

Carly EV Trial is available now at: www.evtrial.com.au

Carly EV Trial is also available for business fleets seeking to understand the many complexities of an EV fleet transition www.evtrial.com.au/business

This announcement was authorised to be given to ASX by the Board of Directors of Carly Holdings Limited.

Authorised by:

Chris Noone
CEO and Director
Carly Holdings Limited

Media Enquiries

The Capital Network
Julia Maguire
+61 2 8999 3699
julia@thecapitalnetwork.com.au

Investor Relations

w: <https://investors.carly.co>
e: shareholder@carly.co



About Carly

Carly Holdings Limited (ASX:CL8) is an Australian company leading the growth of the car subscription industry in Australia & New Zealand and supporting the transition to electric vehicles. Launched in 2019, [Carly Car Subscription](#) is a flexible alternative to buying or financing a vehicle, for individuals and businesses, with insurance, registration and servicing included in one monthly payment. Average subscription period is over 5 months. Carly has secured auto industry leaders SG Fleet (ASX:SGF) and Turners Automotive (ASX:TRA) as significant shareholders, joining long-term shareholder, RACV and OEM partner, Hyundai. For more information visit: <https://investors.carly.co>



Carly Holdings Limited
Suite 2 Level 3 189 Kent St
Sydney NSW 2000
ABN: 60 066 153 982

+61 2 9000 1215

shareholder@carly.co

www.carly.co/investors

