



EV Charger Installation Assessment

- Professional Assessment
 - Tailored Solutions
 - Risk Managed
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One assessment for \$499
— fully deducted from your contract
Zero net cost if you proceed

Before you spend a single dollar on installation,
let us tell you if it's worth it — and exactly how to do it right.
Wilbest Ltd · New Zealand EV Charging Specialists



Who We Are

Wilbest Ltd — New Zealand's end-to-end EV charging solution provider

Our Services

- ▶ EV charger feasibility assessment
 - ▶ Site survey & grid analysis
 - ▶ Product selection & procurement
 - ▶ Full installation management
 - ▶ Compliance certification & after-sales support
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Our Advantages

- ▶ Deep local roots — familiar with NZ grid company processes
- ▶ WorkSafe NZ compliance experience
- ▶ Bilingual service — English & Mandarin
- ▶ End-to-end coverage — no need to coordinate three parties
- ▶ Custom solutions — no standard packages



What Is an EV Charger Assessment?

Before you spend a single dollar, we answer three critical questions with real data.

① Can this site support a charger?

Grid capacity, site conditions and compliance requirements

② Will it generate revenue?

Local EV density, competition, business model and ROI viability

③ What's the best approach?

Which combination of product, installation and pricing gives the lowest risk and highest return

An assessment isn't optional — it's your first line of defence.

You can Google market data, but you can't find: actual grid upgrade queue times, real local contractor costs, what competitors actually charge, or your site's load limit — only a professional assessment gets you those answers.



What the Assessment Covers

① Local EV Coverage

- ▶ Registered EVs near your address
- ▶ EV charger density per kilometre
- ▶ 5-year growth projection

② Competitor Research

- ▶ Nearest competitor locations & pricing
- ▶ Charger types & utilisation rates
- ▶ Market gaps & opportunities

③ Site Survey

- ▶ Car park layout & traffic flow
- ▶ Optimal charger placement positions
- ▶ Parking bay count confirmation

④ Grid Assessment

- ▶ Grid upgrade requirements
- ▶ Existing load analysis
- ▶ Connection point confirmation

⑤ Products & Pricing

- ▶ Charger model recommendations
- ▶ Installation & construction quote
- ▶ Grid upgrade cost estimate

⑥ Compliance & ROI

- ▶ WorkSafe NZ compliance check
- ▶ ROI calculation



Grid & Site Assessment — In Detail

This is the most critical part of the assessment — and the easiest to get wrong on your own.

Grid Company Upgrade

We contact your local grid company directly to confirm actual upgrade requirements, queue times and real costs. Online estimates are often off by \$10,000+.

Load Analysis

We measure your existing power load peak to confirm how many chargers can be connected and at what power level (7kW/22kW/DC), without disrupting existing electricity supply.

Connection Point Confirmation

We confirm the nearest available connection point on-site, calculate cabling distance and material costs — preventing the situation where a connection point turns out to be unusable mid-construction.

Parking Bay Planning

Combining utilisation rates, cabling costs and user visibility, we deliver the optimal parking bay layout to maximise your return on investment.



Product Selection

Three charger types — for different sites. Choosing wrong is very costly.

7kW AC Slow Charger

Best for: Hotels, offices, residential car parks (stays of 4+ hours)

Advantage: Low installation cost, minimal grid pressure, ideal for overnight charging

22kW AC Fast Charger

Best for: Shopping centres, supermarkets, hospitals (stays of 1–3 hours)

Advantage: Fast charging, great user experience, higher commercial returns

DC Fast Charger

Best for: Highway service areas, major transport hubs (stays under 30 minutes)

Advantage: 30-minute top-up, premium pricing potential, strong brand visibility



Compliance Requirements

All of the following must be met to install EV chargers in New Zealand.

WorkSafe NZ

- ▶ All electrical installation must be completed by a licensed electrician
- ▶ Installation must pass an electrical safety inspection
- ▶ Non-compliant installation risks fines and removal

All our installation partners hold NZ licensed electrician certification.

SDoC — Supplier Declaration of Conformity

- ▶ EV charger products must submit an SDoC document
- ▶ Confirming compliance with NZ electrical safety standards
- ▶ All products we supply have completed SDoC

We have completed NZ compliance registration for multiple product lines.

Building & Planning Consent

Some sites installing DC fast chargers may require building or planning consent from the local council. Our assessment report will flag this in advance and assist with the application — preventing work stoppages.



The Assessment Report: What You Receive

Delivered within 7–10 business days, full English version

Report Contains (8 Sections)

- ① Local EV coverage & competitor analysis
- ② Site survey report & parking bay layout
- ③ Grid assessment: upgrade requirements, costs & timeline
- ④ Product recommendation & configuration details
- ⑤ Formal quote: installation, construction & grid upgrade
- ⑥ ROI model & 3-year cash flow forecast
- ⑦ Electricity bill breakdown & pricing strategy
- ⑧ WorkSafe NZ compliance pathway

Delivery Format

- ▶ Formal PDF report (English)
- ▶ ROI calculation model
- ▶ Construction quote (ready for decision-making)
- ▶ On-site presentation available on request

Commitment:

- Site visit within the week
- 2–7 business days to delivery
- Report is yours to keep



\$499 Assessment Fee

How does it stack up?

\$499 covers: Site visit + Grid enquiry + Professional report + ROI modelling + Quote + Compliance check

If the assessment finds: this project isn't right for you (yet)

You used \$499 to avoid a project that could have lost \$30,000–\$80,000.

Best \$499 you'll ever spend.

If the assessment finds: this project is a strong fit

\$499 is fully deducted from your contract — your net cost is zero.

You receive a complete, actionable business plan.

Your only risk: spending \$499 to get a clear answer.

This is due diligence — not a service fee.

New Zealand EV Charging Market Opportunity

The window is closing — early movers lock in a 5-year first-mover advantage.

40%+

NZ annual EV growth rate

1 : 8

Charger-to-EV ratio (critically under-supplied)

Government Policy Direction

- ▶ NZ Government committed to rapidly expanding EV charging infrastructure
- ▶ Auckland, Wellington and other major cities have included EV chargers in urban planning
- ▶ EV charging availability is becoming a key factor for tenants choosing commercial premises



Competitor Analysis

The first to plant the flag wins 70% of local charging traffic.

What We Research for You

- ▶ All EV charger locations within 2km of your address
 - ▶ Competitor charger types and power levels
 - ▶ Pricing structures (per kWh / per minute / per session)
 - ▶ Average utilisation rates and peak hours
 - ▶ Service gaps and opportunity zones
 - ▶ User reviews and complaint patterns
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How Much Is First-Mover Advantage Worth?

- ▶ EV drivers develop habitual charging locations
- ▶ First entrants face the least competition
- ▶ Late entrants fight for whatever traffic is left

Entering now vs two years later: revenue gap can be 3–5x



Three Business Models

Which one suits you best?

Model 1: Owner-Operated

You install, you set the price, you keep the revenue. Best for commercial properties with steady foot traffic (shopping centres, hotels, offices).

- Revenue: 100% yours
 - Risk: Higher upfront cost
 - Payback: 2–4 years
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Model 2: Revenue Share

Partner with an operator — they fund the installation, you provide the site and share a percentage of charging revenue. Ideal if upfront capital is limited.

- Revenue: 30–50% share
 - Risk: Very low
 - Startup cost: Near zero
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Model 3: Free Charging to Drive Footfall

Use free EV charging to attract EV drivers, boosting car park revenue, food & beverage and retail spend. Ideal for mixed-use developments.

- Direct revenue: \$0
- Indirect benefit: Footfall up 20–40%
- Strong brand value

Your assessment report recommends the best model mix based on your site type and business goals.



Return on Investment

Reference ranges based on real NZ projects. Your report will model your specific site.

Revenue Formula

No. of chargers × Daily utilisation × Session duration × Price margin = Monthly revenue

Annual Return: 15% – 35%

Depending on site scale and utilisation

IRR: 18% – 40%

Outperforms most commercial property investments

Monthly Revenue: \$800 – \$8,000

From 3-charger to 20+ charger sites

Compared to Other Investments

Term deposit: 3–5%

Commercial property net yield: 5–8%

EV charger investment: 15–35% · Risk: Manageable

EV charging is one of the few asset classes combining stable cash flow, policy tailwinds and capital appreciation.



Payback Period & Reading Your Electricity Bill

Small Site 3–5 Chargers

Monthly revenue: \$800–\$1,500 / month · Initial investment: \$15k–\$30k

Payback period: 3–4 years

Medium Site 6–10 Chargers

Monthly revenue: \$1,500–\$3,500 / month · Initial investment: \$40k–\$80k

Payback period: 2–3 years

Large Site 10+ Chargers

Monthly revenue: \$3,500+ / month · Initial investment: \$80k+

Payback period: 1.5–2.5 years

Understanding Your Electricity Bill

- ▶ Fixed charges: Meter rental & line maintenance — fixed monthly, unrelated to usage
- ▶ Usage charges: Billed per kWh consumed — time-of-use pricing can reduce costs
- ▶ Charging revenue: The spread between what you charge drivers and what you pay for electricity is your gross margin
- ▶ Net monthly income = Charging revenue – Electricity cost – Fixed charges – Depreciation

Your report includes a full 3-year cash flow model: optimistic, base case and conservative scenarios.



What Happens Without an Assessment

These aren't hypotheticals — they are real losses from real projects that skipped the assessment.

Trap 1 · Grid upgrade costs blow the budget

Grid company bills can reach \$15,000–\$50,000. They arrive mid-construction when there's no turning back.

Result: Total investment overspends by 30–80%. ROI is cut in half.

Trap 2 · Wrong parking bay location — utilisation under 30%

Chargers placed in hidden spots or poorly routed areas get ignored. Monthly revenue falls to a third of projections. Payback stretches from 3 years to 9+ years.

Result: Asset sits idle. Early removal and replacement costs nearly as much as a fresh install.

Trap 3 · Wrong product — expensive rework

Installing 7kW where fast charging is needed, or DC fast chargers where only slow charging is required, means a rework that costs almost as much as starting from scratch.

Result: Additional loss of \$15,000 – \$60,000



Why Choose Us

We're not here to sell you a charger.

We're here to make sure this investment is done right.

Local Expertise

- ▶ Familiar with grid company approval processes across all NZ regions
 - ▶ Strong understanding of local construction costs and timelines
 - ▶ Bilingual service — English & Mandarin
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End-to-End Coverage

- ▶ Assessment → Procurement → Installation → Compliance → Maintenance, one company end-to-end
 - ▶ No need to coordinate electricians, suppliers and grid companies yourself
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Matched to You

- ▶ Solutions tailored to your site, budget and customer base
 - ▶ No standard packages — only what fits you
 - ▶ We don't push products you don't need
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Brand Credibility

- ▶ Zida · Autel and other leading NZ EV charger brands
- ▶ All products have completed NZ SDoC compliance
- ▶ Competitive procurement pricing

Our promise: if the assessment shows this project isn't right for you, we'll tell you straight — we will never recommend something unsuitable just to win the contract.



Book Your Assessment

Site visit within the week

Three Simple Steps

- ① Book a site visit · We'll arrange it within the week — approx. 1–2 hours on site
 - ② Receive your report · 2–7 business days, full English assessment report
 - ③ You decide · Proceed and \$499 is deducted; pause and the report is yours
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Contact Us

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Going ahead without an assessment is the biggest risk in this investment.

Sign up and the \$499 assessment fee is fully deducted