

1. The strategic objectives of the ChargePoint Company

S/No.	Strategic Objectives	Goals
1	To become the largest EV charging network in America, Europe and beyond. Thus increasing the market share.	To increase the market share
2	Improve or focus on research and development (R&D) on EV charging technology	Improve on EV charging technology
3	To provide great customer service of 24/7	To attract and retain customers
4	To provide a diverse portfolio of charging solutions	To accommodate the different charging needs
5	To make charging stations available and accessible	Increase revenue

2. Proposed programs for the implementation of Strategy for Chargepoint Company

10 years goal	To increase market share by 98% by 2032
5 years goal	To improve by 80% on EV charging technology by 2027
3 years goal	To increase the revenue by 90% by 2024
2 years goal	To attract and retain 95% of the customers by 2022
12 months goals	Establish 98% of charging stations by 2021 in America, Europe and beyond