

PRESS RELEASE — FOR RELEASE 11.00AM THURSDAY 20TH MARCH 2025

Zapmap and Hive launch strategic partnership with free charging credit

Zapmap, the UK's go-to public charging app for EV drivers, and Hive, the UK's largest eco-tech brand, have launched their partnership to make at-home and on-the-road charging more accessible and affordable for drivers across the UK.

From today (20 March 2025) new Hive EV customers will get a £20 credit to spend on public charging when they pay through Zapmap.

EV drivers will be able to charge at thousands of qualifying charge points across the UK using Zapmap's payment service, paying either digitally on the app, or using a Hive Charging Card.

The offer marks the first part of Hive and Zapmap's shared mission to make it as simple and stress-free to charge on the road as it is at home. The partnership aims to give customers the freedom to travel and charge wherever they choose, with the ambition of helping over a million customers to go electric in the next three years.

Longer-term, the partnership is set to explore bringing together the Hive app and Zapmap's digital platform to offer further exciting customer benefits, including targeted end-to-end solutions for Hive customers to conveniently track their at-home and public charging within the Hive app, have multiple ways to pay for public charging, whether through the Hive app, charging cards or even via their household energy bills.

Susan Wells, Director of EV at Hive, commented: "I'm delighted to see the first phase of Hive and Zapmap's partnership launch today. At home or on the road, Hive

are on a mission to make EV charging simple and affordable. Through our partnership, we're exploring how we can bring together the Hive app and Zapmap's digital platform to offer further exciting customer benefits. Helping drivers charge easily and save money, whilst contributing to a greener, fairer future."

Melanie Shufflebotham, Co-founder and COO of Zapmap added: "It's great to see that our partnership with Hive has gone live this week. Having been helping drivers go electric for over 10 years, we know that the first charge on the public network can be daunting. But it doesn't need to be. This 'home and away' charging proposition is designed to support new Hive customers to get out and about on the public charging network, giving them confidence to take longer journeys in their new EV."

"Hive customers will be able to enjoy the benefits of EVs, stress-free, and we will be continuing to expand the service to give them access to the best priced charging, within the simplest experience, across the broadest range of locations."

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Media contacts

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About Zapmap

Zapmap was founded in 2014 with a mission to make the EV charging experience simple, wherever you go.

The Zapmap app helps EV drivers find and pay for public charging with confidence and currently has over one million registered users. Zapmap's charge point map is the most comprehensive in the UK, with over 95 per cent of the UK's public points on its network, more than 75 per cent of which show 24/7 live status data.

An integral part of supporting the wider EV industry, Zapmap Insights is the leading source of EV charging data and insights, providing unrivalled data and expert analysis into the shape and usage of EV charging infrastructure, as well as the attitudes and behaviours of EV drivers. For more information, please visit www.zap-map.com