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Press release

Stockholm, 26 September 2014

More than 8 out of 10 smartphone users have had their battery run out at an inconvenient moment

84 percent of all those who use a smartphone or tablet have had their battery run out at a time when they didn't have access to a wall socket. Almost one in four state that this happens to them very often or quite often. This comes out of a survey commissioned by myFC, the Swedish company behind the fuel cell powered charger myFC PowerTrek.

According to the survey, the proportion of Swedish consumers who use a smartphone and/or a tablet on a regular basis is 91%¹ (77% US^{1.1}).

The results also show that many find their mobile battery runs out in environments where they don't have access to a wall socket or electrical outlet. Around a quarter² of the consumers in the survey stated that they often have this problem, with around another 30%² saying that it occurs now and then. The problem of a mobile/tablet running out of power is greatest among people under the age of 35.

myFC also asked about the need for a portable charger that doesn't require access to a power socket, such as a solar charger or fuel cell charger. The results show that more people feel the need for such a device than currently have a problem with their mobile running out of power. According to the survey, 8 out of 10 people see a need for this type of product³. At the same time, only a small proportion state that they currently own a portable charger of any kind. This indicates that there is considerable market potential for this product category.

The results of the survey were very similar among Swedish and American consumers. The American market, however, proved to be more developed than the Swedish market when it came to already using mobile charging solutions.

"The survey shows that the charging problem is in fact more widespread than we previously thought. We can also see that the charging problem is felt most strongly among younger people, where the demand for high-performance devices and rapid data transfer is, and probably always will be, at its greatest. This creates a need for minimum 'plug time' plus mobile charging away from fixed power sources.

"It is forecast that over 6 billion smartphones and tablets will be sold between 2013 and 2015. Since only a small proportion of consumers currently have a portable charger, we see enormous sales potential in a charger that generates its own electricity.

"myFC's task is now even clearer – to develop the right charging product, at the right price and with the right type of fuel to resolve the future battery problems of these users," says Björn Westerholm, CEO of myFC.

Footnotes: See references to graphs from YouGov below



The survey was conducted by market research company YouGov. Between 18 July and 3 August 2014, a total of 1,515 (Sweden) and 1,597 (US) CAWI interviews were conducted with men and women aged 18–64 who are users of smartphones and/or tablets.

For reference material on the facts in the text, see the graphs from YouGov below. For additional extracts from the survey, please contact: My Ernevi, Marketing Executive, my.ernevi@myfc.se

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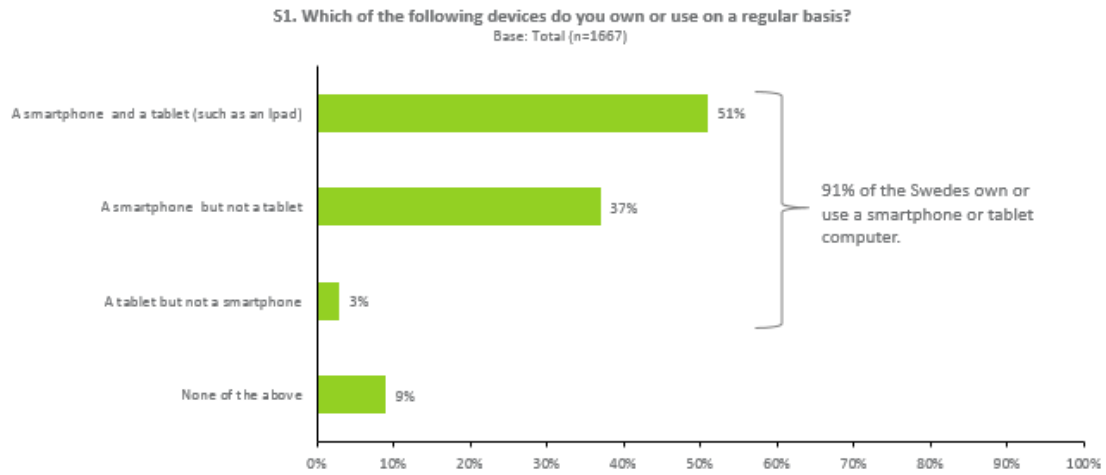
About myFC

myFC is an innovative Swedish company that develops energy solutions using fuel cell technology. The company's first product, the myFC PowerTrek, is a hybrid charger for small electrical devices that runs on water. myFC was founded in 2005 and has its head office in Stockholm. The company was listed on the Nasdaq OMX First North in May 2014. The company's Certified Advisor is Remium Nordic AB.
www.powertrek.com

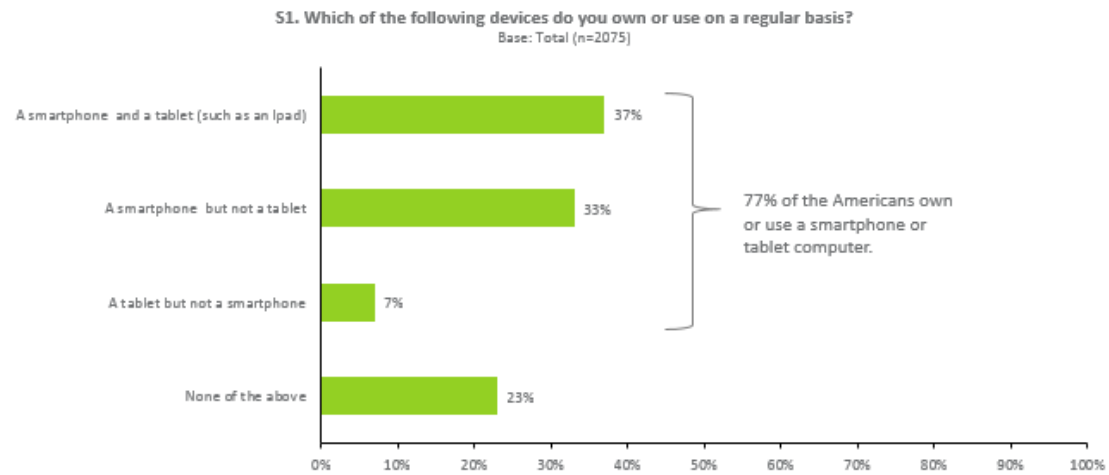


Data from the survey referred to above:

1. Results from the Swedish consumer survey

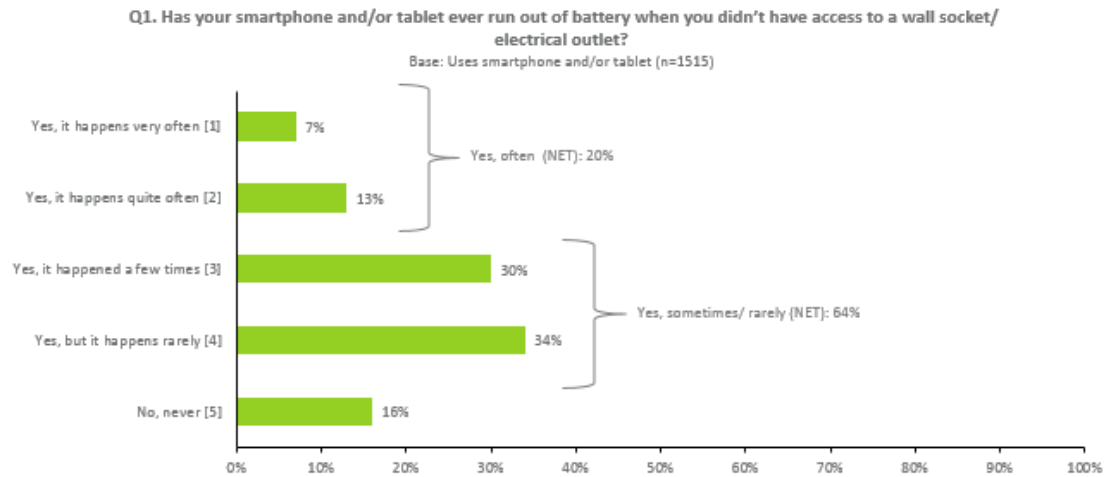


1.1 Results from the American consumer survey

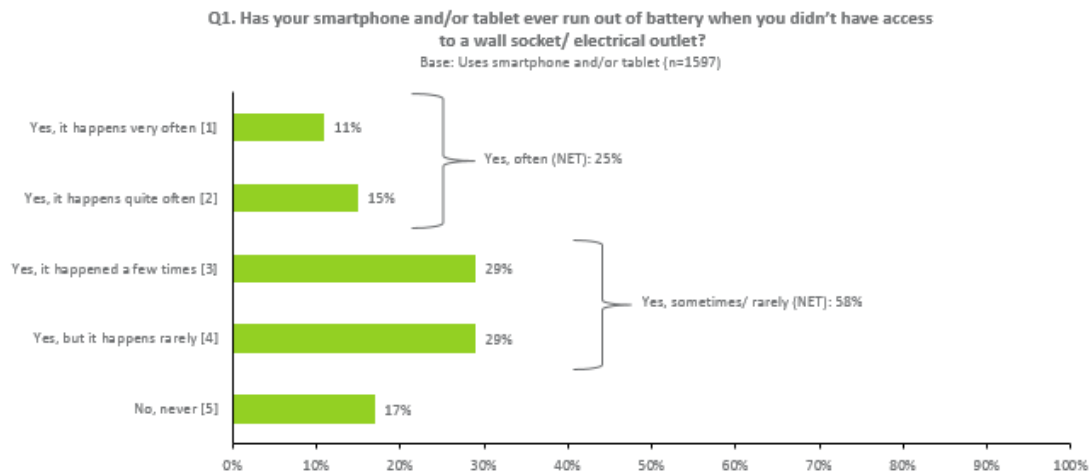




2. Results from the Swedish consumer survey

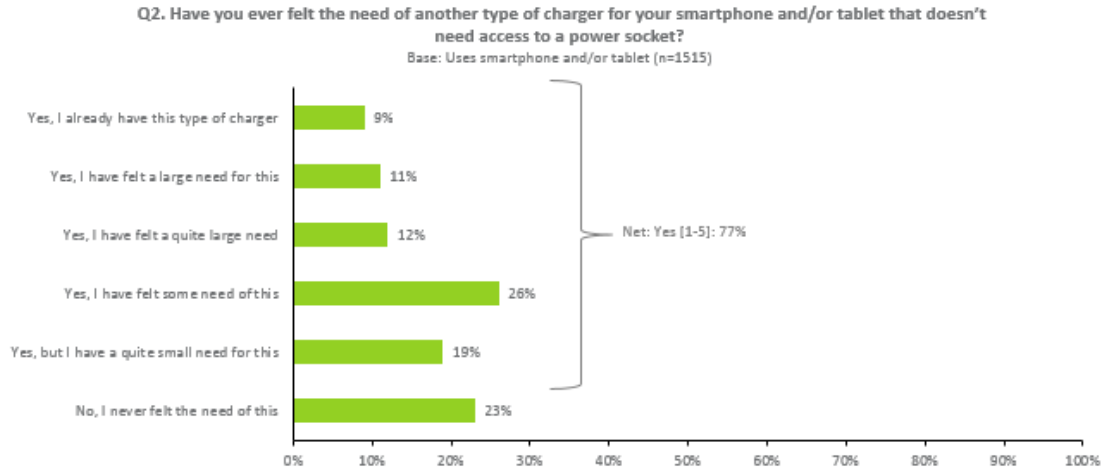


2.1 Results from the American consumer survey





3. Results from the Swedish consumer survey



3.1 Results from the American consumer survey

