

October 29, 2026



Blink Charging Announces Plan to Change Name and Rebrand to Blink Energy - Building on Global Charging Footprint to Expand Energy Management and Storage

With more than 48,000 networked chargers globally, Blink sees opportunities to help customers manage electricity costs, optimize available power and expand charging infrastructure

HENDERSON, Nev., Oct. 29, 2026 (GLOBE NEWSWIRE) -- [Blink Charging Co.](#) (NASDAQ: BLNK) ("Blink" or the "Company"), a global owner, operator and provider of electric vehicle (EV) charging and energy management solutions, today announced its plan to change its name and rebrand to "[Blink Energy](#)™," reflecting the Company's expansion across three complementary offerings: EV charging, energy management and battery energy storage.

The new name and brand builds on Blink's established charging business and its footprint of more than 48,000 networked chargers worldwide. That footprint provides a foundation for bringing energy management software and battery storage solutions to existing customers, while pursuing new opportunities with businesses seeking greater control over electricity demand, capacity, and cost.

For charging site operators and commercial property owners, installing chargers is only part of the challenge. Utility demand charges and limits on available electrical capacity can increase operating costs and complicate expansion, particularly at DC fast-charging locations. Blink's strategy combines charging infrastructure with software that manages charging demand and battery storage that can reduce reliance on grid power during peak periods.

"EV charging remains at the core of our business, and our charging footprint gives us a strong foundation to address the energy challenges our customers face," said Mike Battaglia, President and Chief Executive Officer of Blink Charging Co. "Customers want to add charging capacity while keeping electricity costs under control. Blink Energy reflects our strategy to bring charging, energy management and battery storage together to meet those needs—and build a broader recurring revenue business in the process."

EnergyConnect™: Expanding the Value of Blink's Charging Infrastructure

EnergyConnect, Blink's AI-driven energy management platform, works alongside Blink chargers to balance charging loads in real time, manage peak demand, and help sites add

chargers within their existing electrical capacity. The platform is currently deployed across 52 Blink Owned DC fast-charging sites, including 26 actively using load management to control charging demand.

Early utility billing data indicates lower peak demand at sites following activation. At one site, billed peak demand declined 23% within the first month of implementation (September 2026). While preliminary and specific to that location, the result provides an encouraging early indication of the opportunity to improve site economics through active load management.

Blink plans to expand EnergyConnect's availability across its customer base in the United States and Europe. These customer relationships provide an opportunity to grow software subscription revenue while helping customers make better use of their charging infrastructure and available electrical capacity.

Battery Storage: Addressing Peak Demand and Capacity Constraints

Blink has identified several locations, including DC fast-charging sites with high utility demand charges, where it plans to deploy battery energy storage integrated charging through its EnergyConnect platform. The Company also intends to expand these energy management and storage solutions to additional sites where local conditions and electricity rates support a strong business case.

By storing energy for use during periods of higher demand, batteries can complement charging load management, reduce peak electricity drawn from the grid and help control associated costs. Together, these capabilities can give customers greater flexibility in how they operate and expand charging infrastructure.

Through its three complementary offerings, Blink is pursuing a broader role in managing the energy that powers its customers' operations. The strategy builds on the Company's charging foundation to deepen customer relationships, improve site economics and expand long-term recurring revenue opportunities through software and related energy services.

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About Blink Energy

Blink Charging Co. (Nasdaq: BLNK) is a global leader in electric vehicle (EV) charging equipment and services, enabling drivers, hosts, and fleets to easily transition to electric transportation through innovative charging solutions. Blink's principal line of products and services include Blink's EV charging network ("Blink Network"), EV charging equipment, EV charging services and energy management solution, EnergyConnect. The Blink Network uses proprietary, cloud-based software that operates, maintains, and tracks the EV charging stations connected to the network and the associated charging data.

EnergyConnect is designed to help commercial customers and charging site operators monitor, manage, and optimize energy consumption associated with EV charging infrastructure.

Blink has established key strategic partnerships for rolling out adoption across numerous location types, including parking facilities, multifamily residences and condos, workplace

locations, health care/medical facilities, schools and universities, airports, auto dealers, hotels, mixed-use municipal locations, parks and recreation areas, religious institutions, restaurants, retailers, stadiums, supermarkets, and transportation hubs.

For more information, please visit <https://blinkcharging.com/>

Forward-Looking Statements

This press release contains forward-looking statements as defined within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements, and terms such as “anticipate,” “expect,” “intend,” “may,” “will,” “should” or other comparable terms, involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the future. Those statements include statements regarding the intent, belief or current expectations of Blink Energy and members of its management, as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, including expanding the availability of EnergyConnect across its customer base in the U.S. and Europe and successfully implementing its business strategy to deepen customer relationships, improve site economics and expand long-term recurring revenue opportunities through software and related energy services, and that actual results may differ materially from those contemplated by such forward-looking statements. Except as required by federal securities law, Blink Energy undertakes no obligation to update or revise forward-looking statements to reflect changed conditions.

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Source: Blink Charging Co.