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Jenifer Yokley Promoted to Chief Marketing Officer at Blink Charging

Elevation of proven trailblazer heralds new era of innovation and leadership during women's history month

Bowie, Md., March 25, 2024 (GLOBE NEWSWIRE) -- Blink Charging Co. (NASDAQ: BLNK) ("Blink" or the "Company"), a leading global manufacturer, owner, operator, and provider of electric vehicle (EV) charging equipment and services, has promoted Jenifer Yokley to the position of Chief Marketing Officer (CMO).

Having previously served as Blink's Sr. Vice President of Marketing and Head of Governmental Affairs, Yokley's elevation to CMO comes on the heels of the Company's recent record fourth-quarter earnings announcement and the opening of its new global headquarters.

Since joining Blink, Yokley has been a driving force behind the Company's remarkable success, contributing her calculated vision, dedication, and exceptional leadership to advance Blink to new heights.

"It's no coincidence that Jen's promotion to CMO coincides with a truly exciting time for Blink -- a new chapter of growth, innovation, and strategic direction," said Brendan Jones, President and Chief Executive Officer. "She has already proven herself to be an adept leader and skilled team builder. With her elevated role, I'm confident she will be a key leader in advancing Blink to the next level of evolution and success while further championing our global mission."

With over two decades of leadership experience and a proven track record of driving demand through innovative marketing strategies, Yokley is well-positioned to lead Blink's global marketing efforts. Her strategic approach will leverage the collective expertise of Blink's teams to develop tailored products and services that address the evolving needs of businesses and drivers, steering the Company toward its overarching goals.

"I am deeply honored to assume the role of Chief Marketing Officer at Blink, especially at such a transformative juncture in the Company's journey," expressed Yokley. "Blink has established itself as a trailblazer in the EV charging industry, and I am genuinely excited about the opportunity to further amplify our brand presence on a global scale. Together with an exceptional team, we are committed to harnessing the power of creativity, innovation, and strategic thinking to propel Blink toward continued success. It's not lost on me that I've been entrusted with this esteemed role when we are also celebrating the contributions of so many great women leaders during Women's History Month. I'm humbled, inspired, and

excited to be able to contribute to a Company that is making a genuine difference in the world today and for the future...one EV charger at a time."

Before joining Blink, Yokley served as Sr. Vice President of Marketing at a property technology provider, Allbridge, where she spearheaded marketing efforts with a strong focus on demonstrating a robust return on investment. Yokley's distinguished professional background also features her role as Head of Global Marketing at Trilliant Networks and positions at Blue Cross Blue Shield of North Carolina and Schneider Electric.

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About Blink Charging

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 networks ("Blink Networks"), EV charging equipment, and EV charging services. 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. 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 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 achieving its 2024 revenue and gross margin targets and its projected 2024 adjusted EBITDA run rate, and the risk factors described in Blink's periodic reports filed with the SEC, and that actual results may differ materially from those contemplated by such forward-looking statements. Except as required by federal securities law, Blink Charging undertakes no obligation to update or revise forward-looking statements to reflect changed conditions.

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