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PRESS RELEASE

**MUNICH ELECTRIFICATION UNVEILS NEW BRAND
„PURE ME“ TO EXPAND ACCESSIBILITY AND IMPACT OF
BATTERY MANAGEMENT SOLUTIONS**

Munich, 01.12.2023 - Munich Electrification is excited to announce the launch of its new brand, PURE ME, aiming to enable broader access to cutting-edge Battery Management Solutions (BMS). Founded in December 2023, PURE ME is strategically designed to cater to a wider customer base by offering established products with a set of application configurations only.

Unlike customized BMS solutions, PURE ME provides compatibility with a variety of existing setups, allowing businesses to seamlessly utilize the trusted products. The primary objective of PURE ME is twofold: to maximize impact and tap into a previously underserved market segment. The unique proposition of PURE ME lies in its ability to cater to a wider audience without compromising on quality or sophistication. By eliminating barriers such as intricate customization, PURE ME empowers a broader range of stakeholders to contribute to the global acceleration of electrification efforts.

„We recognized that not everyone in the market requires customized, tailor-made BMS solutions,“ says Stefan Demmel, Co-Founder at Munich Electrification. „PURE ME allows us to serve a more diverse customer base while promoting the use of our reliable, series-produced products. This is a significant step towards our goal of advancing electrification on a global scale.“

PURE ME’s mission is rooted in the belief that a fast, robust and accessible BMS solution can play a pivotal role in expediting the transition to electrification across various industries. By providing configurable products, PURE ME ensures that a wide range of projects can benefit from Munich Electrification’s state-of-the-art technology.



With this strategic expansion, Munich Electrification anticipates not only making a meaningful impact but also enhancing the overall reach of its established product line. PURE ME is set to revolutionize the BMS landscape by offering a straightforward solution that aligns with the diverse needs of an ever-evolving market.

ABOUT MUNICH ELECTRIFICATION

Munich Electrification is a young company that has the development of sustainable battery management systems and electronics in its DNA. Munich Electrification offers state-of-the-art methods in software and electronics development and has profound knowledge of passionate professionals from 24 nations who have already worked for automotive manufacturers such as Tesla, Porsche, Daimler and BMW. With a commitment to innovation and a passion for pushing the boundaries of what is possible, Munich Electrification strives to be a distinctive lead supplier for the electrified automotive world and beyond.

ABOUT PURE ME

PURE ME by Munich Electrification is the gateway to simplified Battery Management Solutions (BMS), designed to break down barriers and make cutting-edge technology accessible to all. With a commitment to inclusivity, PURE ME offers established BMS products without the complexities, empowering a broader audience to join the electrification revolution. By maximizing impact and pushing the volume of our established solutions, PURE ME is not just a brand; it's a catalyst for accelerating the adoption of sustainable energy solutions worldwide.

For more information, please visit www.munichelectrification.com or contact

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