



Pre-IPO Offer Document

BELL RESOURCES LIMITED (ABN 44 620 586 334)

Private & Confidential

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Bell Resources - Overview

Bell Resources is an Australian electric vehicle charging and clean energy company which is focused in three areas: EV Charging Stations with destination facilities; Onsite & Close proximity renewables; and Lithium-ion Grid & EV Charging storage battery facilities, through its four wholly owned subsidiaries: Bell Hub, Bell Renewables, Bell Batteries and the Bell Property Group.

Bell Resources Limited is a public company which was founded in July 2017 and is headquartered in Sydney, Australia.

Bell Resources through its subsidiary Bell Hub is currently building a network of Ultra-fast EV Charging Stations through a platform of owned and operated car wash businesses across Australia in metropolitan and regional areas.

The owned and operated car wash sites across Queensland, New South Wales, Australian Capital Territory, Victoria, South Australia, and Tasmania proposes using Siemens Sicharge D ultra-fast charging technology which is compatible with all current EV models in the Australian market.

Bell will commence operations with 25 car wash & complimentary businesses. Of the total businesses being acquired, Bell will acquire 5 car wash freehold properties. Also, Bell will acquire one greenfield EV charging / car wash site.

A TOTAL OF **25** BELL HUB LOCATIONS



Bell Resources' distribution of current sites across states and territories and between metropolitan and regional areas is presented above.



Why car wash businesses as a Platform for EV Charging

The car wash business is an ideal platform to build an EV Charging Ecosystem.

Some of the key attributes that make car washes ideal for EV charging:

- Prime locations (high traffic).
- High correlation with population and car ownership distribution.
- High level of market penetration with new car owners.
- Car wash business supports real estate lease or ownership costs with EV Charging being EBITDA positive from day one.
- Able to obtain sites in busy locations that were established 20 – 30 years ago where greenfield sites may not be able to be approved today.
- Existing businesses are highly profitable with solid year-on-year revenue growth.
- Existing site amenities have been built around the ingress and egress of vehicles.
- Ability to scale future EV Charger deployment.
- DA not required for EV Charging equipment in most jurisdictions.
- No combustion issues
 - Petrol Stations – Australian Standards: No ignition sources within 15 metres of petrol bowser, tanks and vent pipe.
 - Electric car charger ban recommended by owner's corporation (MICM, a wholly owned subsidiary of Central Equity which manages 75 buildings in Melbourne, banning EV Charging in car park basements until received Federal Government guidance).
- No contaminable site issues.



EV market in Australia for 2024

- **Sales more than doubled:** In 2023, Australians bought two and a half times more electric vehicles than in the year prior, for a total close to 90,000, according to Drive. This was due in part to the arrival of a wave of new, more affordable models.
- **Market share:** Battery-powered vehicles now account for 7.2% of all new motor vehicles sold in Australia, compared to 1.8% in 2022.

EV Charging Infrastructure: The Next Frontier by Deloitte Australia

Australia is on the brink of an EV revolution, but its charging infrastructure is woefully unprepared. Deloitte's report warns of a potential shortfall of over 5,300 public chargers by 2028, threatening to stall EV adoption and create range anxiety for users. To meet the projected demand, the country needs at least 31,500 public chargers by 2033, requiring an ambitious pace of 8 new installations daily.

Australia's proposed Fuel Emissions Standards and their Impact on EV Uptake

- **Increased Supply:** By requiring manufacturers to offer more fuel-efficient vehicles, the standards could lead to a larger selection of EVs in the market. This could make them more accessible and appealing to consumers.
- **Lower Prices:** Increased competition could drive down EV prices, making them more affordable for Australians.
- **Consumer Confidence:** Clearer regulations and a predictable market could create more confidence in EVs, encouraging potential buyers.
- **Improved Infrastructure:** Increased EV adoption will trigger investments in charging infrastructure, further accelerating the shift towards electric mobility.





Mark Avery

Chief Executive Officer

Mark Avery is the founder, chief executive officer and managing director of the board of Bell Resources. Mark, a graduate of Bond University, worked as a corporate advisor before founding Bell Resources in 2017. Mark graduated with a Bachelor of Laws and a Master of Business Administration from Bond University.

ASX Company Expertise: Executive Director of Business Development – Childs Family Kindergartens Limited.



Phillip Kingsman

Independent Non-Executive Director

Phillip has more than twenty years' accounting and finance experience as a senior executive in the renewable energy, public infrastructure, telecommunication and transportation sectors. Phillip graduated with a Diploma of Business (Accounting) from Griffith University and a Master of Business Administration from Bond University.



Darren Bagnall

Independent Non-Executive Director

Professor Darren Bagnall is the Dean of Engineering and Macquarie University and Director of the Sustainable Energy Research Centre at Macquarie University. Darren holds a degree in Electronic Engineering (Salford, 1989) and PhD in Photovoltaics (Salford, 1995).



Brenton Avery

Non-Executive Director

Brenton has over 25 years of leadership experience in technology related companies and has been a Director and CEO of a number of those companies. Brenton holds a Master of Business Administration and a Master of Information Technology Management from Bond University.

ASX Company Expertise: CEO – National Databank Limited.



Bell Resources – Management Team

Bell Resources Executive Leaders are set out below:



Mark Avery

Chief Executive Officer

Core skills: Consolidation & leadership

ASX Company Expertise: Executive Director of Business Development – Childs Family Kindergartens Limited.



Scott Corcoran

Chief Marketing Officer

Core skills: Marketing & media



Jamie Bagley

Chief Operations Officer

Core skills: Car Washing & hospitality



Customer Services

- **Amenities**

Bell's charging stations are co-located with car wash businesses and offer destination facilities like cafes with barista coffee, undercover charging for all weather conditions, lit premises for nighttime charging, CCTV for security, and restrooms. This makes it a one-stop shop for EV drivers.

- **Opening Hours**

The sites will be open 7 days a week with the opening hours being subject to local operating conditions.

- **Locations**

Our sites are in metropolitan hubs, on main highways and arterial roads interstate, destination towns and airports.

- **Easy of EV charging**

Ultra-fast EV charging, where you can charge up in minutes, not hours.

- **Clean Energy**

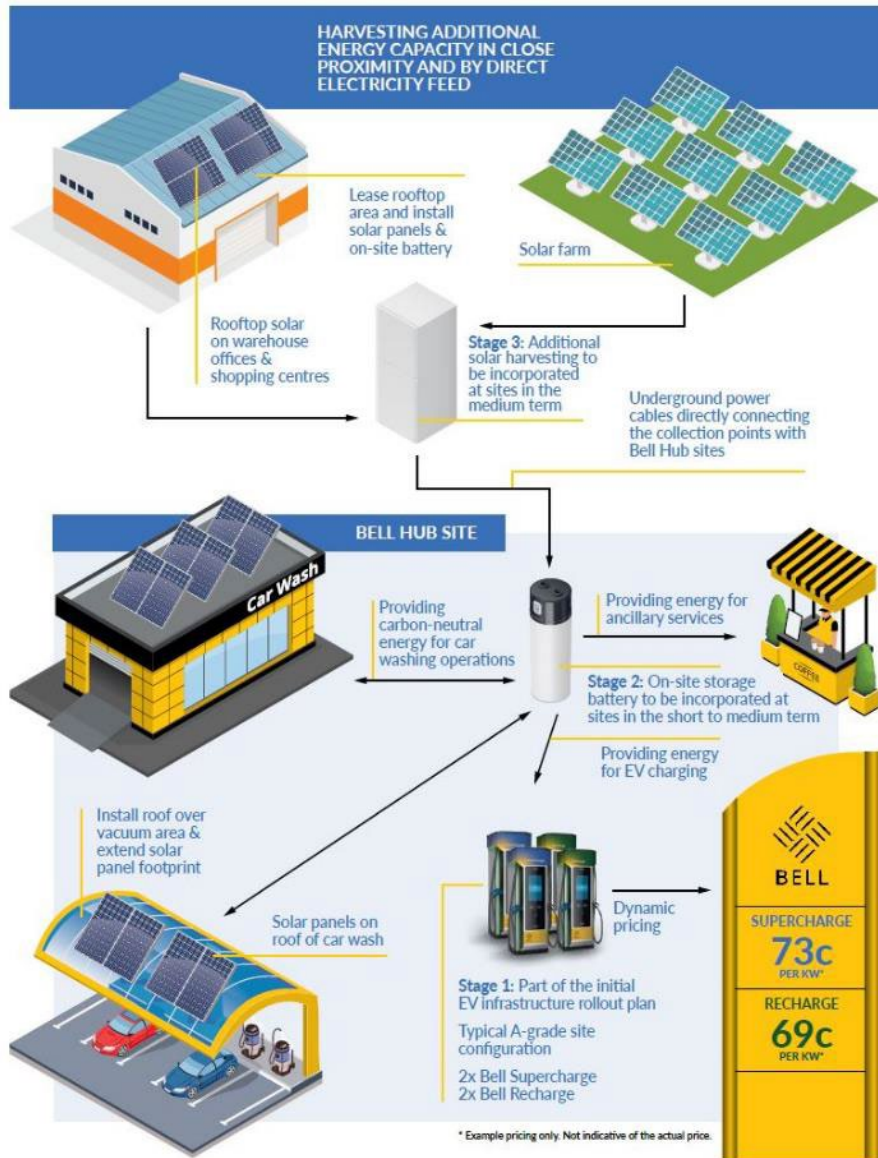
Our clean energy will be sourced from grid green energy suppliers, and will also be upgraded to 99.9Kw rooftop solar over time.

- **Payment options**

We offer customers Tap & Go, QR code, Apple Pay, Google Pay and all major credit cards.



Bell's EV Charging & Destination Facilities



Our EV Charging Brands

Initially, Bell intends to offer two branded solutions:

- **Bell Supercharge:** This solution will offer a charging capacity of 400 kW, which is sufficient to charge an electric vehicle with a top-up charge in 5 to 7 minutes and a full charge in 10 minutes depending upon the battery technology of the Electric Vehicle.
- **Bell Recharge:** This solution will offer a charging capacity of 240 kW, which is sufficient to charge an electric vehicle with a top-up charge in 15 to 20 and a full charge in 25 – 30 minutes depending upon the battery technology of the Electric Vehicle.

Both solutions will be compatible with CCS connectors, which are the most common type of connector for DC fast chargers.

EV Pricing Strategy

Bell Resources plans to charge per kilowatt-hour (kWh) for EV charging, with a pre-set pricing difference between Bell Supercharge and Bell Recharge. Bell Supercharge will be a faster charging service that will be priced higher than Bell Recharge. Dynamic pricing will also be used, which means that the price of charging will vary depending on demand. The price will be displayed on the electronic sign board at each site, and eventually via the app, SMS, and email.

Site EV Charger Configuration

The plan for each site is to have a different configuration of supercharge and recharge stalls depending upon the site ranking.

- Grade A (5 sites)
2 x Bell Supercharge – (400kW)
2 x Bell Recharge – (240kW)
- Grade B (20 sites)
2 x Bell Recharge – (240kW)



- **DROUGHT**

The Next Two to Three Years of Drought Weather Conditions in Australia

Australia is currently experiencing drought conditions, and the Bureau of Meteorology (BOM) has warned that the conditions are likely to continue for the next two to three years. This is due to a combination of factors, including climate change, La Niña. The BOM has predicted that rainfall will be below average across most of Australia for the next two to three years. This will lead to further drying of soils and rivers and could result in water shortages in some areas.

Many Australian states and territories plan to implement water restrictions in response to the changing drought conditions. These restrictions typically limit the amount of water that can be used for outdoor activities, such as watering gardens and washing cars.

Car Wash Business Revenues

Car wash business revenues are expected to skyrocket in Australia over the next two to three years, as water restrictions will likely prohibit people from washing their cars at home.

- **GROWTH IN URBAN LIVING**

Australia's urban population is expected to grow by 20% in the next two decades, and this growth will be concentrated in major cities such as Sydney, Melbourne, and Brisbane. This is due to a combination of factors, including natural increase, immigration, and internal migration. One way to accommodate this population growth is to increase the density of cities.



Bell Resources business model of ultra-fast EV Charging & Car Washing, Energy Production and Energy Trading is an innovative and forward-thinking approach to meet the growing demands of the electric vehicle (EV) market and support grid power stability and sustainability. This integrated business model seeks to address the challenges of EV charging infrastructure while leveraging renewable energy sources and energy storage technologies to provide efficient and reliable charging solutions.

Our business model provides five different revenue sources:

- 1. EV Charging
 - 2. Car Washing
 - 3. Coffee & Takeaway Food
 - 4. Energy Production
 - 5. Energy Trading
- } Immediate
- } 3 sites within 6 months

EV CHARGING, CAR WASHING AND COFFEE & TAKEAWAY FOOD

Ultra-Fast EV Charging : The core of our business model revolves around deploying ultra-fast EV charging stations at our owned and operated car wash businesses strategically located across Australia in high-traffic areas, such as highways, busy urban centres, and commercial hubs. It is proposed that these charging stations will utilize Siemens Sicharge D advanced DC ultra-fast charging technology, capable of delivering high-power charging rates, significantly reducing the time required to charge an EV battery.

Bell Resources' EV charging fees will be based on the amount of energy consumed. The company intends charging customers at a cents per kilowatt rate.

Car Wash Businesses: Integrating ultra-fast EV charging stations with car wash businesses offers numerous benefits to enhances the overall customer experience. Car wash businesses are typically located in high-traffic areas, making them prime locations for EV charging stations.

Bell Resources' car washing services will be offered at a variety of price points, depending on the level of service that customers choose.

Coffee & Takeway Food: Integrating ultra-fast EV charging stations, car wash businesses and coffee & takeaway food offers numerous benefits to enhances the overall customer experience. Whilst a number of sites that Bell Resources is acquiring already offer coffee & takeaway food these facilities will be expanded across all the sites where possible. To compliment the offering, Bell Resources also plans to offer high-quality barista coffee from Merlo Coffee under a white label arrangement.



ENERGY PRODUCTION

Onsite & Close Proximity Renewables: Bell Resources' business model incorporates onsite solar and close proximity renewables to generate electricity for its ultra-fast EV charging stations. The company's energy storage battery facilities will allow excess renewable energy to be stored and used to power the charging stations during periods of low renewable energy production or high charging demand.

Our business model generates revenue by selling the electricity that we generate either directly from renewables or via stored battery energy to our own charging stations at a wholesale price. The amount of revenue that the company generates will be based on the number of charging stations that it owns and operates, as well as the amount of electricity that is consumed by EV drivers.

Energy Storage Battery Facilities: Bell Resources' energy storage battery facilities complement the onsite and close proximity renewables, addressing the intermittency issues commonly associated with renewable energy sources. These facilities allow excess renewable energy generated during peak times to be stored and later sold to the grid.

Our business model generates revenue by selling the electricity that we generate to the grid. This revenue stream will be based on the wholesale price of electricity, as well as the amount of electricity that Bell Resources is able to sell to the grid.

AUTOMATED ENERGY TRADING

Australia's National Electricity Market: Bell Resources' business model is to participate in various grid services that optimise the use of energy storage batteries. This includes diverting excess power from electric vehicle (EV) charging stations and renewable sources to support the grid during peak demand. To achieve this, Bell Resources will participate in energy trading on the National Electricity Market (NEM) by using its battery storage facilities. These facilities will store electricity during off-peak hours, when the price is low. Bell Resources will then sell the stored electricity back to the grid during peak hours, when the spot price is high through its automated energy trading platform. This will allow the company to profit from the difference between the off-peak and peak prices.

Our business model generates revenue based on buying and selling electricity on the National Electricity Market (NEM), which is the wholesale electricity market in Australia



Pro-forma Financials

Financials #	FY22	FY23	FY24	FY25	FY26
	Actual	Actual	Actual & Forecast	Forecast	Forecast
Revenue					
Car Washing	\$ 25,014,978	\$ 27,293,417	\$ 30,022,759	\$ 33,025,035	\$ 36,327,538
EV Charging	\$ -	\$ -	\$ -	\$ 9,229,503	\$ 11,338,222
Supplying electricity to the Grid from onsite batteries	\$ -	\$ -	\$ -	\$ 950,187	\$ 1,045,206
Total Revenue	\$ 25,014,978	\$ 27,293,417	\$ 30,022,759	\$ 43,204,725	\$ 48,710,966
EBITDA					
Car Washing	\$ 7,088,333	\$ 7,582,901	\$ 8,265,362	\$ 9,009,245	\$ 9,820,077
EV Charging	\$ -	\$ -	\$ -	\$ 6,895,375	\$ 8,470,802
Supplying electricity to the Grid from onsite batteries	\$ -	\$ -	\$ -	\$ 867,296	\$ 954,025
Total	\$ 7,088,333	\$ 7,582,901	\$ 8,265,362	\$ 16,771,916	\$ 19,244,905
Less:					
Corporate Overheads - Head Office Opex	\$ -	\$ -	\$ -	\$ 4,343,955	\$ 4,561,153
Total EBITDA	\$ 7,088,333	\$ 7,582,901	\$ 8,265,362	\$ 12,427,961	\$ 14,683,752
	28.3%	27.8%	27.5%	28.8%	30.1%
Depreciation	\$ 500,000	\$ 500,000	\$ 802,697	\$ 1,683,273	\$ 1,713,197
Total EBIT	\$ 6,588,333	\$ 7,082,901	\$ 7,462,665	\$ 10,744,688	\$ 12,970,554
	26.3%	26.0%	24.9%	24.9%	26.6%
Interest Expense	\$ -	\$ -	\$ -	\$ 2,179,244	\$ 2,179,244
Net Profit Before Tax	\$ 6,588,333	\$ 7,082,901	\$ 7,462,665	\$ 8,565,444	\$ 10,791,310
	26.3%	26.0%	24.9%	19.8%	22.2%
Tax	\$ 1,647,083	\$ 1,770,725	\$ 1,865,666	\$ 2,141,361	\$ 2,697,828
Net Profit After Tax	\$ 4,941,249	\$ 5,312,176	\$ 5,596,999	\$ 6,424,083	\$ 8,093,483
	19.8%	19.5%	18.6%	14.9%	16.6%

Note:

(#) Final numbers are subject to completion of an audit by BDO.

Note:

1. The FY25 Forecast assume ownership of the sites and rollout of 60 Siemens Sicharge D Ultra-fast EV Chargers at Bell's 25 sites. Although, as the rollout of EV Charging infrastructure will take 12 months to complete, commencing November 2024, not all the EV Chargers will be operational until the second half of 2025. So, the FY25 Forecast does not reflect a full operating year for the EV Charging earnings.

2. Revenue for the Car Washing includes revenues for coffee & takeaway food.



Initial Public Offer (IPO)

Bell Resources holds options over 25 Car Wash and Complimentary Businesses and five properties in metropolitan and regional QLD, NSW, ACT, VIC, SA &TAS. The Company will maintain existing revenue streams from the car wash business whilst also offering Ultra-fast Electric Vehicle (EV) Charging at the sites.

The purchase of the businesses, properties and EV Charging infrastructure will be funded by way of an IPO and debt facility. The Company intends raising approximately \$78 million in equity from an IPO and \$25.2 million through a debt facility.

On the closure of the IPO the Company will acquire the businesses and properties, then will commence rebranding the sites & rolling out Ultra-fast EV Chargers over a twelve months period.

The Company has signed a mandate with MST Financial <https://www.mstfinancial.com.au/> to act as the lead broker to undertake the IPO.



Pre IPO Seed Capital Offer

To date Bell Resources has raised \$2.3 million and has over 60 shareholders.

The Company is now seeking to raise an additional \$1.2 million. The Pre IPO Seed Capital Shares are being offered to investors at 25 cents each.

Subscriptions lots start at 100,000 Ordinary Shares @ \$0.25 each for a total application money of \$25K per allotment.

Use of funds

Pre IPO Seed Capital will be used for BDO Audit costs, Addison Lawyers, DDC Meetings & Due Diligence, ASX Listing fees and working capital.

Share Registry

Bell Resources share registry is managed by Computershare Investor Services.

ASX Ticker Code

The Company has reserved the ASX ticker code "BR1" with the ASX.

Exit Strategy

Bell Resources is targeting early November 2024 for an ASX listing date.



Pre-IPO Capital Raise - Sources & Uses

Sources

Pre IPO capital raise \$ 1,200,000

Total Sources

\$ 1,200,000

Uses

BDO - Acquisition Group Audit \$ 350,000
BDO - Investigating Accountant \$ 100,000
Addison Lawyers \$ 300,000
Herron Todd White - Property valuations \$ 25,000
ASX - Listing Fees \$ 225,000
Working capital \$ 200,000

Total Uses

\$ 1,200,000



Bell Resources has a clear plan to roll out its EV charging and car wash services across Australia. The plan is as follows:

- **Acquisition of Car Wash Businesses & Properties:** Bell Resources has entered into Option Deeds to purchase over 25 car washes. Upon receipt of the funds from the Offer, Bell Resources will exercise the options to purchase the businesses and the freehold properties. The majority of businesses are secured by long term 30 year lease arrangements or direct ownership of the car wash property.
- **Rollout of EV Infrastructure:** Symmetry Electrical Services (Project Manager & Electrical Contractor) will manage the rollout of the EV Chargers across all sites and the deployment of lithium-ion batteries and rooftop solar across two sites in Sydney and one in Brisbane.
- **Cashless:** All car wash businesses will be converted to 100% cashless to provide better financial control and real-time reporting.
- **Branding:** It is proposed that all the sites will be branded with the 'Bell' name.
- **Car Wash Technology:** There is potential for existing car wash sites to be modified through the installation of additional automatic car wash equipment to maximise throughput at the site and provide greater water & energy efficiency.
- **Onsite solar systems:** Onsite solar systems will be installed at three car wash sites to generate renewable energy.
- **Lithium-ion battery storage facilities:** Lithium-ion battery storage facilities will be installed at three car wash sites to store energy from the solar systems and provide energy trading opportunities.



The Bell Solution – Key Differentiation

Bell Resources plans to be a leading provider of EV charging and car wash services in Australia. We offer a unique value proposition that includes:

- **Business Real Estate Structure:** We have control of the sites, and we own the car washes businesses and have long-term leases (30 years) or ownership with exclusivity on location.
- **Prime Locations:** We only acquire car washes in high-volume metro and arterial routes. This ensures that our car washes are convenient for EV drivers and that we have a captive audience.
- **Multiple Revenue Sources:** EV charging, car washing, coffee & takeaway food, energy production and energy trading.
- **EV Charging Earnings:** Deployment of EV Charging infrastructure EBITDA positive from day one.
- **Ability to Scale:** Bell has ability to scale EV Charger deployment by 3+ times initial EV Charger rollout without requiring additional sites.
- **Convenient Amenities:** Bell's charging stations will be co-located with car washes and other destination facilities, such as cafes with barista coffee, undercover charging for all weather conditions, lit premises for night time charging, CCTV for security, and restrooms. This makes it a one-stop shop for EV drivers.
- **Fast Deployment of EV Infrastructure:** We can rapidly deploy EV charging and build our network through existing operational car wash sites. This allows us to quickly meet the growing demand for EV charging in Australia.
- **Dynamic Charging Solution:** We offer a competitively priced range of charging options to meet Australia's EV market.
- **Ultra-Fast Charging Technology:** We propose using Siemens ultra-fast charging technology, which is reliable and powered through the grid and our infrastructure.
- **Sustainability:** We are committed to sustainability and are working to reduce our carbon footprint. We are using onsite and close proximity renewables to power our EV charging stations and car washes. We are also building a capacity to operate large multi-site lithium-ion battery storage facilities across Australia.
- **Energy Production:** To produce renewable energy from solar in close proximity to its ultra-fast EV charging stations in the short to medium term. The company will install solar panels on commercial building rooftops and solar farms near its charging stations. The energy produced will be supplied directly to the charging stations or via a micro grid connection.
- **Lithium-ion Storage Battery Facilities:** Bell is building a capacity to operate large multi-site lithium-ion battery storage facilities across Australia. The company plans to connect these facilities to its close proximity renewables and Bell's ultra-fast EV charging stations to meet consumer demand for electricity in the short to medium term.
- **Automated Energy Trading platform:** Bell intends to trade on the NEM spot price market by using its lithium-ion grid battery storage facilities to store electricity during off-peak hours when the price is low. The company then sells the stored electricity back to the grid during peak hours when the spot price is high through an automated energy trading platform.



Corporate Directory

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