

Qi and HI Promotion Teams Update 2403

September 16, 2024

Paul Golden

WIRELESS POWER

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Agenda

- 2024 Strategy Scorecard
- IFA Preliminary Report
- 2024 Updates
- 2025 Preliminary Strategy
- CES 2025
- Logo Update

2024 Strategy Scorecard

1. Focused and efficient trade show participation
 - CES and IFA successfully executed
2. Build website traffic. Reorganize and update content for member marketing pages
 - Member marketing pages updated in organization and content. Website traffic measurement is still a problem. Won't get addressed until member website is complete.
3. Consistent social media posting cadence and frequency; expand paid social media.
 - Done
4. Continue Qi2 launch support then shift to heavy up on Ki launch by mid year.
 - Done
5. Increase marketing engagement in WPC work groups
 - Some progress but more needed
6. China marcom initiatives to build awareness and educate market on Qi and Ki
 - Executed as planned. Effective in-person meet up with Fady and Paul S and 70 members.

IFA 2024 Preliminary Report

Pre-Show Media Event Provided Significantly More Media Exposure



~~Two~~ Three Awards Won



WPC Booth Location Provided A Steady Stream of Traffic

- Everyone in hall 8.1 had to pass by our booth.



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WPC's IFA 2024 Booth



Media Coverage Samples

“One of the most surprisingly interesting announcements from this year’s show was something kitchen related for once. It’s called Ki...” **The Friday Checkout**
(179,000 subscribers)

GIZMODO

Here Are the Best, Coolest, and Weirdest Things We Saw at IFA 2024

Wireless Power Consortium Says it Has the “Ki” For a Better Way to Use Home Appliances

nextpit

Qi for Kitchen: Ki Charges Your Appliances Wirelessly

WIRED

All the Top New Gadgets at IFA 2024

Ki Brings Wireless Charging to the Kitchen

ANDROID AUTHORITY

We're still far off from the wireless kitchen, but the idea behind it is so cool.

Media Meetings and Interviews

- Yanko Design
- ZiffDavis
- BeeBuzz
- Wired
- The Verge
- MarbleTech
- Buecken-HD.TV
- PC Magazine
- Gizmodo
- Anarfilm
- Android Authority

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Midea Showed Pre-Production Products And Promoted Ki/WPC



Media Release Results

- Level of media views similar to CES 2024
- 123 syndicated online postings: **89.3 million/unique views/month**

WPC Media Release	Subject	Views
IFA 2024	Ki Standard Announcement	2,857
CES 2024	Qi2 is in market, Ki is coming this year	2,814
April 20,2023	Qi v2.0 Standard Approved	3,526
November 15, 2023	Qi2 Launch Announcement	13,814

WPC Messaging Was Extended Through Social Media



Wireless Power Consortium @the1wpc · Sep 6
🏆 We are thrilled to announce that we, along with our Ki Standard, just WON the Omdia Innovation Award at #IFA2024! Powering forward with smarter kitchen tech! 🔍 #technews #innovation #SmartHome pic.x.com/e9wr7nd1bu



Wireless Power Consortium @the1wpc · Sep 10 Promote
Our Ki Cordless kitchen delivers up to 2.2kW of power without power cords or batteries. ⚡🤖 How does it do that? It's magnetic induction and this video tells you how it works:



youtube.com
IFA 2024 video 2
Ki delivers up to 2.2kW of power without power cords or batteries. How does it do that? It's magnet...

Top post

Last 28 days

Boost this post to reach up to 2352 more people with every \$63 you spend.



Ki is the new standard from the Wireless Power Consortium that eliminates power cords from kitchen appliances, sending power to the...

Published by Sarah Ruth

September 9 at 4:39 PM

Post Impressions
118

Post reach
118

Post Engagement
13



Wireless Power Consortium
52m · 🌐

IFA 2024 may be over (😞), but the Ki Cordless Kitchen is here to stay. It's no longer the #kitchen of the future – it's the kitchen of today and it is leading the way in wireless technology in the home: <https://www.youtube.com/watch?v=FNUYINslslc&t=15s>
#ifa2024 #berlin #tech #technews #wireless #wirelesscharging #qi #qicertified #kicordlesskitchen



YOUTUBE.COM

The Ki CORDLESS kitchen is leading the way in WIRELESS technology.



Wireless Power Consortium

5,596 followers

1w · 🌐

📺 Big News! We Are Reinventing the Modern Kitchen | Not only are we cutting the cord, we're eliminating it altogether! #smartkitchen #innovation #technews #wireless

Document player for: Ki is Reinventing the Kitchen

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WPC to Announce Ki Standard Reinventing the Modern Kitchen

Ki Cordless Kitchen Follows Highly Acclaimed Qi2 Launch

Berlin, September 5, 2024 – The next phase of wireless power is emerging in the kitchen as the Wireless Power Consortium (WPC) sets the stage for the launch of Ki – the global wireless power transfer standard for kitchens around the world. The Ki launch follows the recent introduction of Qi2, WPC's highly successful next-generation standard for small consumer electronics, which is already available in approximately 1 billion devices worldwide.

The Ki standard will update everyday kitchen appliances – such as blenders, toasters, air fryers, and water kettles – by eliminating power cords and adding a communication channel between the appliance and the Ki power transmitter, putting smart appliances at consumers' fingertips. Ki transmitters will initially be combined with conventional induction cooktops and later offered via hidden transmitters mounted under countertops or kitchen islands. Ki transmitters efficiently deliver up to 2.2 kW of power, enough to power virtually any kitchen appliance. This redesigned sleek kitchen will be more convenient and more space efficient.

"Not only are we cutting the cord, but we're eliminating it altogether," said Paul Struhsaker, Executive Director of the WPC. "The benefits of the Ki standard will get people to reimagine how kitchens are designed and used. Whether it is new homes being built, existing homeowners remodeling their kitchens, or simply the growing number of people eager to enjoy the benefits of a smart home, Ki enables a new generation of smart cookware that will make cooking more convenient, safer, and more space efficient."

Struhsaker outlined the multiple benefits of a wireless, Ki-enabled kitchen, including:

- **Convenience** – Ki eliminates the mess and inconvenience of power cords in the kitchen. Ki powers appliances using magnetic induction, similar to wirelessly charging your smartphone.



Will we be seeing you at IFA 2024 in September? For those who don't know, IFA is the world's largest consumer and electronics show and it's hosted in Berlin, Germany. This year it will be taking place from September 6-10 and it will be hosting the movers and...
Thu, Aug 8

Post reach
2,768

Engagement
41

IFA Support Drove More Website Traffic, Especially for Ki

Wirelesspowerconsortium.com	New Users	Engagement Rate
4 week	16,101	64.6%
Prior 4 week	14, 095	64.1%
Difference	+14.23%	0.9%

CookwithKi.com	New Users	Engagement Rate
4 week	2,477	33.5%
Prior 4 week	1,140	19.8%
Difference	+117.3%	69.1%

Ki Issues/Objections

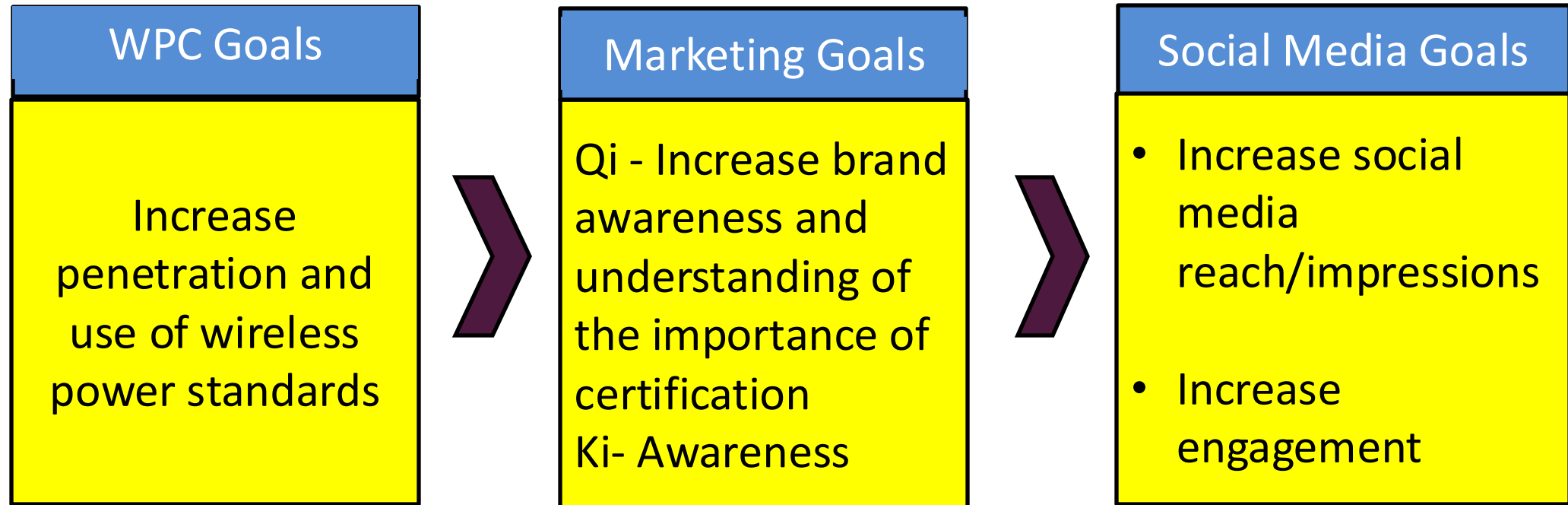
- Hidden transmitter not part of 2024 launch
- Energy efficiency
- Potential for melting the appliance if placed on a hot induction cooking spot or after using induction on the Ki side
- Reduced flexibility since appliances only work on a Ki transmitter. If you're using both transmitters for induction cooking you can't use the Ki appliance.

Social Media

2024 Social Media Goals

WPC Goal	Marketing Goals	Social Media Goals
Increase penetration and use of wireless power standards	Qi - Increase brand awareness and understanding of the importance of certification Ki- Awareness	• Increase social media reach/impressions • Increase engagement

Social Media Goals



WPC Has A Small Base of Followers



1100



2791



5598



We Maintain a Consistent Social Media Presence

	Facebook		X		LinkedIn
	Qi page	WPC page	Qi page	WPC page	WPC page
Organic posts	3X/week	2X/week	4X/week & 2 community engagement tweets	3X/week & 2 community engagement tweets	3X/ week & 1 long form article/ month
Paid posts	1-2X/month	1-2X/month	1-2X/month	1-2X/month	1-2X/month

2Q Performance Mostly Positive

Platform	Results vs prior year unless noted
Facebook	• Page follows +33% • Impressions + 46% • Reach + 48%
X	• Impressions – Down 31% but still a healthy 570,585 • June link clicks + 150% and new followers +30% M/M • Engagement +20%
LinkedIn	Followers + 2.7% Impressions +4.9% Page Engagement – 20%

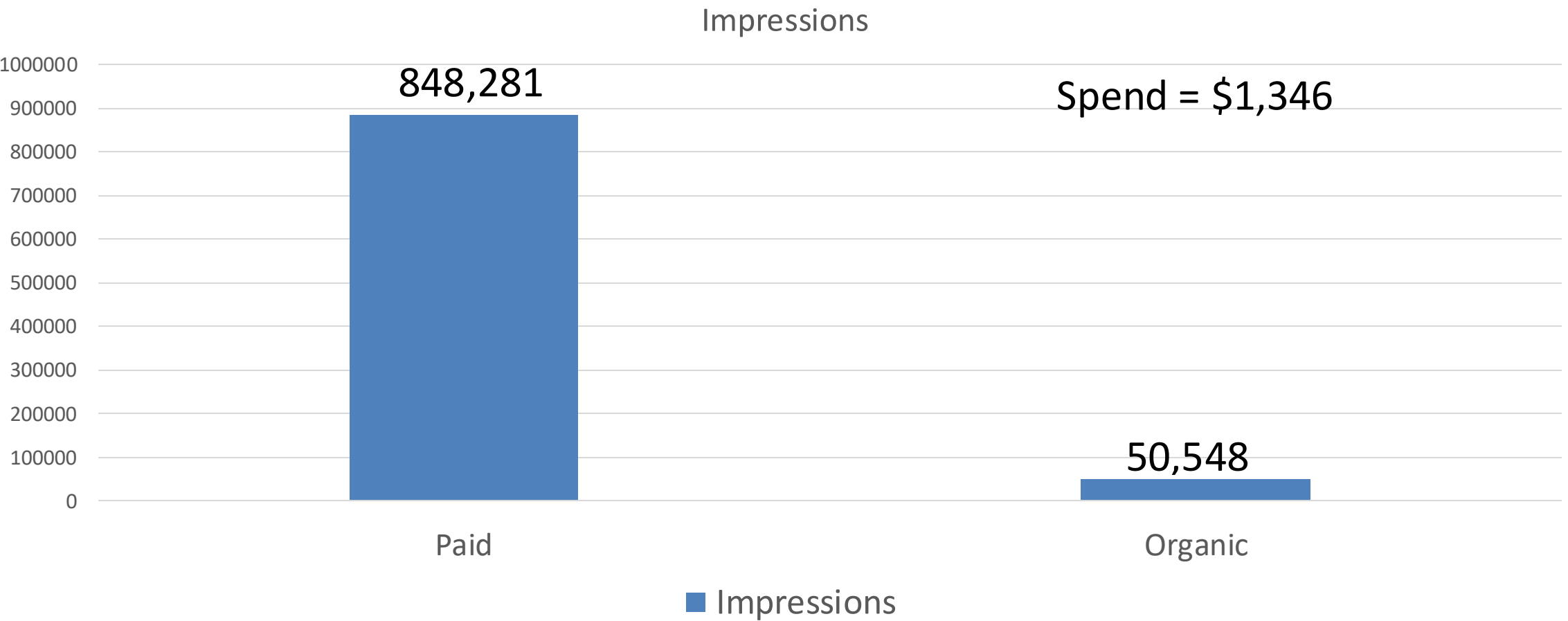
Paid Performance Drives More Reach/Impressions But At Lower Levels of Engagement

2 ads		Impressions	Clicks	Average CTR	Average CPC
☐	The Intelligent Kitchen Revolution: Cut the Cords and Cook Smarter with Ki! ↗ Name: 483233443 ID: 483233443 · Single Image · Article 	106,319	39	0.04%	\$2.31
☐	 We're counting down the days to IFA Berlin, where the latest innovations in technology take center stage! Name: 483271433 ID: 483271433 · Single Image 				

Organic Post

WPC Wireless Power Consortium 5,596 followers 1w • Big News! We Are Reinventing the Modern Kitchen Not only are we cutting the cord, we're eliminating it altogether! #smartkitchen #innovation #technews #wireless		Impressions	Clicks	CTR	Engagement rate
		947	195	20.59%	22.7%

Paid Ads Drive Nearly 16X Growth In Impressions



Social Media Summary

- Starting from a small base of followers, organic impressions are quite low for all platforms but especially for Facebook.
- Achieving our goal of increasing brand awareness for the standards requires paid media. X is most responsive to ad spending to drive incremental impressions.
- Paid ads also have a significant impact on increasing followers, particularly on Facebook.
- Ad spend does not go as far on LinkedIn primarily because we aren't hitting critical spending thresholds. We will be increasing ad spend in 2025 with most of the increase going to LinkedIn.

Website Promotion Pages Reorganized and Updated

Drop down
menus



Qi Promotion Resources

- Qi Logos
- Qi Promotional Toolkit
- Promotion Work Group

Ki Promotion Resources

- Ki Logos
- Ki Promotional Toolkit
- Ki Promotion team

Corporate WPC Resources

- WPC Logo Display Guidelines
- WPC Corporate logos and badges
- WPC sell sheets
- Market research
- Marketing Council
- WPC PowerPoint templates

China Marketing Communications

First In-Person China Member Meetup Since the Pandemic

- Presentations from Fady and Paul S.
- 70 members attendees from mainland China, Taiwan, Hong Kong, and Singapore.
- High engagement with many questions, leading to a 30-minute extension of the meetup.



1 October



Confidential

China Awareness and Market Education Progress

- Multiple speaking engagements
 - 2024 Asia Wireless Charging Conference
 - ChargerLAB Exclusive Interview with Paul S
 - Chongdiantou – September
 - DigiTimes – October
 - ICWPT - October
- Monthly WeChat postings: following up 10% with above average open and share rates.
- Supporting Ki launch with ongoing translation and local support activities



2025 Preliminary Plan

2025 Marketing Goals

QUANTITATIVE GOALS

1. Support Qi2 Roadmap Initiatives
 - Expanded CES ecosystem – Q1
 - Fast charging launch – 3Q
 - Qi Accessory Interface exploration
2. Build awareness and interest in Ki Cordless Kitchen with potential members and extended ecosystem
 - Paid social media campaign targeting key elements of the kitchen ecosystem
 - Explore social media influencer campaign. Focus on lower cost micro-influencers. (Not included in budget.)
 - Quarterly Ki newsletter
 - Seek opportunities to create synergy with member marketing activity
3. Improve effectiveness of WPC online presence
 - Paid social media
 - Implement ongoing SEO support
 - Regularly refresh and update content
4. Increase member engagement in China
 - Semi-annual member meet ups
 - Quarterly WeChat articles and monthly translation of applicable non-China social media posts

QUALITATIVE GOALS

- Continue emphasizing and building marketing representation in WPC work groups
 - Marketing Council
 - Quarterly meetings
 - Regular formal and informal reviews with Work Group leadership
- Seek to strengthen the relationship between WPC and the Chinese market
 - Build awareness and understanding of WPC standards among Chinese consumers and industry
 - Keep WPC apprised of Chinese regulatory and standards activity

Strategic Focus Per Quarter

Q4/24		Q1	Q2	Q3	Q4
Events		CES 2025		IFA 2025	CES 2026 prep
Key initiatives	• Qi2.1 awareness • Prep for CES 2025 – booth prep, media outreach and social media buildup • Social media engagement test	• Support expanded Qi2 ecosystem • Wireless charging category volume research update • China meet up (virtual)		• IFA prep: booth, media outreach and social media buildup • Qi2 Fast charging launch • Ki Island launch support (TBD) • China meet up (Paul S./Fady)	• CES 2026 booth preparation, media outreach and social media buildup

2025 Trade Show Plans

CES Summary

- Jan. 7-10, 2025
- Las Vegas, Venetian Expo Center
- 20-30 ft booth (same as last year)
- Products to be featured: Qi2, Qi2 Ready, Ki Cordless Kitchen (Midea pre-production products)
- Media Focus: Expanded Qi2 ecosystem (growth in Qi2, Qi2 Ready, Android, Accessory Interface concept)

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2025 Booth
Location

- Our 2024 location is not available. A corner location facing a main aisle in the Smart Home section has been reserved

1 October 2024

2025

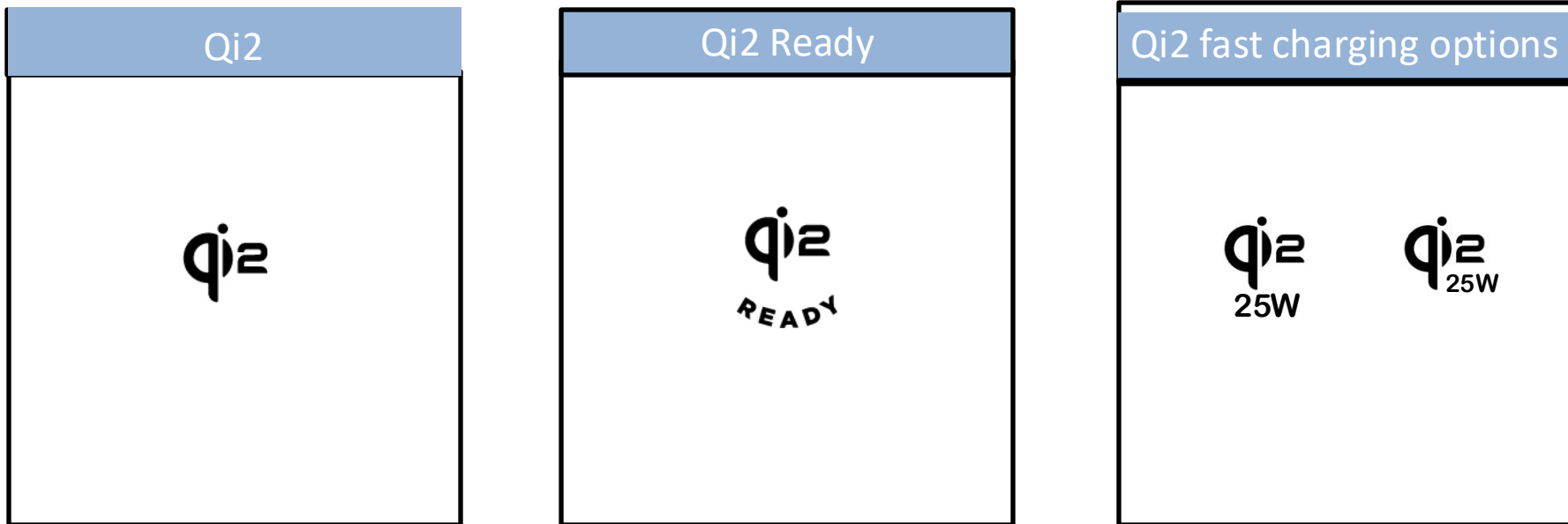
2024



- Similar booth size, same cost as 2024
- Media announcement for Qi2 Fast Charging
- Booth to feature Qi2 Fast Charging and Ki in-market products
- Most likely in a Communications hall

Logos

Qi2 Family Logo Development



Qi2 Ready Language Requirements For Discussion

- Qi2 Ready phones and case packaging and marketing materials must use this language. Phones and cases may use it as well. (For discussion only, not final).
 - Phone packaging: “This [brand name][product name] phone, requires use with a Qi2 Ready certified accessory to be a compliant Qi2 device. A list of approved accessories for this phone can be found at Qi2Ready.wirelesspowerconsortium.com/Accessories/.”
 - Case packaging: “This [brand name][model name][product name] accessory requires use with [brand name][product name] phone, to be a compliant Qi2 device.”

Questions?

Thank you

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