

## Company Backgrounder myFC

myFC was established in 2005 as a result of a research project at KTH (Kungliga Tekniska Högskolan) in Stockholm. The founder and owner Anders Lundblad had done research on fuel cells since 1989 and was one of the first in Sweden to do research in the field of micro fuel cells. The year 2006 the first generation of chargers for mobile phones based on myFC's fuel cell technology was produced.

myFC has developed a fuel cell technology, called FuelCellSticker™, which makes it possible to construct chargers that are small, flexible, environmentally friendly and cost effective to produce.

In February 2010 myFC launched the product line H<sup>3</sup>, which is based on the FuelCellSticker technology. The H<sup>3</sup> product line consists of the first consumer products from myFC. This makes it possible for anyone anywhere in the world to use the myFC charger.

myFC currently has its headquarters in Stockholm, Sweden with 11 employees. Several venture capitalists have invested in MyFC since its start, including Sting Capital, KTH Chalmers Capital and 6:e AP-fonden.

### **Environmentally friendly and cost efficient chargers**

All myFC's chargers are based on fuel cell technology. Fuel cells are batteries powered by fuel. In myFC's case, the fuel consists of used hydrogen and oxygen from the air, which is used to produce electricity. The only residue is water. A fuel cell system can be compared to a car where the fuel cell is the engine and the hydrogen is the fuel. Hydrogen is stored in chemical form, which is released only when needed, to provide electricity.

myFC's fuel cell technology makes handheld computers, mobile phones and other portable electronics both more mobile and more environmentally friendly.

### **Fuel cells provides competitive advantages**

For producers of portable electronics myFC addresses an important strategic problem, providing savings in terms of both costs and volume efficiency. Using myFC's solution a mobile phone can be used six times longer, compared with other existing solutions for battery charging. Fuel cells, thereby also provides a competitive advantage, since they can produce a greater amount of energy more cost effectively, compared with currently available solutions.

### **Partner network important**

To succeed in an area that is in the technological forefront like myFC has done, it is necessary to partner with specialists. myFC cooperates with leading manufacturing companies in the mobile phone and charger areas.

### **Fuel cell chargers - a hot market**

myFC's target market is today mainly chargers for mobile phones and portable electronic devices. This market is showing strong growth figures. There is also a growing need for environmentally friendly and cost effective chargers that are easy to carry around. Information according to a report recently published by the Organization GSMA (figures are for 2009):

- 4 billion people worldwide have a mobile connection, and last year (2009) 1140 million mobile phones

were sold (source: Gartner)

- Approximately 500 million people worldwide have a cell phone but no access to electricity, and that figure increases quickly as the prices on mobile phones in developing countries are dropping, while the lack of electricity will continue to be a problem.
- GSMA makes the prognosis that there is a strong business case for mobile operators to introduce charging solutions for locations that lack access to electricity. Tests carried out show that mobile operators' ARPU (Average Revenue Per User) increases by at least 10 percent by doing this.

**For more information, please contact:**

Christina Lindholm

Marketing Manager

myFC - Your Power Source

Phone: +46 735 083 048

Email: kristina.lindholm @ myfc.se

Web: [www.myfc.se](http://www.myfc.se)