



SINEXCEL

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**COMPETITIVE
STRATEGY LEADER**

*Transforming Innovation Into High-Growth
Performance and Competitiveness*

*RECOGNIZED FOR BEST PRACTICES IN THE
CHINA ULTRA-FAST AND MEGAWATT
CHARGING INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. SINEXCEL in many of the criteria in the ultra-fast and megawatt charging space.

RECOGNITION CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

The Transformation of the Ultra-fast and Megawatt Charging Industry

The ultra-fast and megawatt (MW) charging market is at the forefront of enabling heavy-duty electric vehicle adoption, yet it faces significant structural and operational challenges. Current charging solutions often require more than an hour per session, reducing transport capacity by up to 20% and driving the total cost of ownership (TCO) higher through elevated capital expenditure (CAPEX) and suboptimal system efficiency.¹ These limitations are compounded by grid safety concerns and infrastructure constraints, creating barriers for logistics operators seeking scalable, cost-effective electrification.

Regulatory frameworks such as the Alternative Fuels Infrastructure Regulation (AFIR) are accelerating the urgency for innovation and standardization. AFIR mandates the deployment of high-power charging stations at least every 60 kilometers along major European transport corridors by 2025, requiring a total power of at least 400kW for each location and include at least one charging point with a minimum individual power of 150kW.² For heavy-duty vehicles, the regulation requires at least one 350 kW output per site, alongside transparent pricing and universal payment options.³ These directives underscore the need for solutions that combine speed, flexibility, and compliance while minimizing operational risk. Against this backdrop, megawatt-scale charging systems are emerging as a critical enabler of future-ready

¹ Provided by SINEXCEL during the interview.

² <https://sustainability.freshfields.com/post/102jkt3/electric-vehicle-charging-new-eu-regulatory-requirements>

³ Ibid.

logistics, offering the performance and adaptability required to meet evolving market and regulatory demands.

Headquartered in Shenzhen, China and founded in 2007, SINEXCEL is a global leader in advanced power electronics and megawatt-scale vehicle charging, serving over 60 regions with more than 140,000 direct current (DC) chargers deployed worldwide.⁴ Founded on deep expertise in power quality, the company drives innovation through modular architecture, silicon carbide technology, and future-ready designs that redefine industry benchmarks. With strategic partnerships, sustainability initiatives, and a customer-first philosophy, SINEXCEL delivers unmatched efficiency, flexibility, and reliability, positioning it as a transformative force in the electrification of heavy-duty transport.

Redefining Industry Benchmarks through Megawatt Innovation and Modular Agility

SINEXCEL redefines the competitive landscape in MW charging through a combination of technological leadership and future-ready design. Its 1.28 MW distributed charging system sets a new benchmark for

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- Srinag Rajendra
Research Associate, GOA

heavy-duty vehicle electrification, addressing critical pain points such as slow charging speeds and high TCO while anticipating next-generation requirements. The modular architecture enables seamless upgrades from combined charging system (known as CCS) to megawatt charging system (known as MCS) dispensers without costly infrastructure changes, reducing long-term CAPEX and accelerating return on investment (ROI) for logistics operators. This flexibility is complemented by silicon carbide technology, delivering up to 97% peak efficiency and maintaining superior performance across operating ranges, an engineering advantage that translates into

measurable energy savings.⁵ SINEXCEL’s multi-dispenser hybrid design, supporting simultaneous charging for various applications, maximizes station utilization and minimizes idle capacity, while space-efficient gantry and compact configurations reduce installation costs by up to 40%.⁶ Collectively, these differentiators position the company as a technology leader shaping the future of MW charging, delivering tangible economic and operational benefits that competitors struggle to match.

Delivering Unmatched Economic Value through Efficiency and Strategic Design

SINEXCEL’s price-to-performance strategy reflects a deep understanding of the economic pressures facing fleet operators and infrastructure providers. Its modular MW charging solutions’ architecture serves as the cornerstone of this approach, enabling incremental upgrades without full system replacement, dramatically reducing upfront CAPEX. Its increased efficiency through silicon carbide integration (achieving 97% peak and 96.1% average conversion efficiency) minimizes energy losses and delivers sustained operational savings. Hardware designs such as dual-connector configurations lower equipment

⁴ <https://en.sinexcel.com/>

⁵ Provided by SINEXCEL during interview.

⁶ Ibid.

investment by 20%, while aluminum cable compatibility cuts cabling costs by up to 80%, reinforcing SINEXCEL's commitment to affordability. This intentional design reflects a thoughtful consideration in the product development phase, aimed at meeting charging power requirements while maximizing the flexibility compared to single-connector design.

The company's installation economics further strengthen its value proposition, with compact dispensers and gantry-mounted configurations reducing site preparation costs by 30% to 40%. Zero standby power consumption eliminates unnecessary energy draw, adding incremental savings and supporting sustainability objectives. Beyond hardware, SINEXCEL provides ROI modeling and business planning support, equipping customers with detailed TCO projections and utilization forecasts. This consultative engagement transforms SINEXCEL from a vendor into a strategic partner, ensuring that every investment decision is grounded in transparency and long-term profitability.

Transforming Customer Engagement with Consultative Excellence and Service Reliability

SINEXCEL's customer experience strategy is built on a customer-first philosophy that prioritizes tailored solutions and proactive engagement. From initial consultation to deployment, the company collaborates

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closely with clients to design optimal site layouts and anticipate future scalability needs, reducing adoption risk and enhancing confidence. The company performs detailed ROI and TCO modeling further empowering customers with actionable insights, enabling informed investment decisions and accelerating electrification readiness.

The company ensures positive experience with intuitive interfaces and multiple payment options, including radio frequency identification, credit card, and app-based solutions, ensuring seamless interactions and compliance with global standards. Its

positive ownership experience is reinforced through a tiered service-level agreement (SLA) driven support model that guarantees rapid response and structured escalation. With a global service network and local partners across key markets, SINEXCEL delivers on its promise of operational continuity, achieving a 12-hour response time, twice as fast as industry norms.⁷

Advanced features such as remote monitoring, predictive maintenance, and over-the-air updates further reduce downtime and service costs. The company embeds continuous improvement through feedback mechanisms and ticket systems, ensuring evolving customer expectations are consistently met. This combination of consultative engagement, robust support infrastructure, and reliability transforms customer experience into a strategic differentiator that strengthens loyalty and amplifies brand equity.

⁷ Ibid.

Vision Realized: Disciplined Global Execution Driving Future-Ready Leadership

SINEXCEL's strategy combines visionary planning with disciplined execution to sustain leadership in a rapidly evolving market. Anchored in a commitment to future-ready innovation, the company reinvests 8% to 10% of annual revenue into research and development, ensuring continuous advancement in modular architecture, silicon carbide technology, and MW-scale charging systems. Strategic collaborations with Phoenix Contact and original equipment manufacturers reinforce the company's ecosystem strength and compliance readiness accelerates co-development of next-generation standards across diverse geographies. Moreover, its MW solution's certifications, including Eichrecht and European Conformity, validate international market adaptability and support efficient global expansion. SINEXCEL's global expansion model integrates localized manufacturing and service networks to mitigate supply chain risks and deliver rapid responsiveness. Operational agility is further supported by a tiered SLA framework that guarantees uptime and achieves industry-leading response times.

Regulatory alignment with AFIR and Build America, By America compliance underscores SINEXCEL's ability to navigate complex policy shifts and secure early-mover advantages. Coupled with strategic branding as an energy master, the company leverages its expertise in power quality to build trust and credibility. By translating strategic intent into measurable outcomes, including accelerating adoption, strengthening partnerships, and sustaining innovation, SINEXCEL demonstrates execution discipline that sets a benchmark for competitive strategy leadership.

Building Global Trust through Innovation, Partnerships, and Sustainability Leadership

SINEXCEL's brand equity reflects a blend of technological credibility, global reach, and stakeholder trust. Positioned as an energy master, the company leverages its deep expertise in power quality to differentiate from competitors and reinforce its leadership narrative. Market presence in over 60 regions and deployment of more than 140,000 DC chargers and 1 million charging modules worldwide validate SINEXCEL's scale and reliability.⁸ It maintains strategic alliances with industry leaders such as Phoenix Contact, BP, Shell, and Schneider, further amplifying brand visibility and ecosystem influence, while joint marketing initiatives strengthen global recognition. Moreover, the company's sustainability commitments through the Energy for All Environment Social Governance initiative enhance brand reputation, delivering measurable environmental impact and aligning with stakeholder priorities for responsible growth. Complemented by a robust service framework that ensures operational reliability, these elements create a brand narrative that commands respect and inspires confidence. By integrating visionary branding with collaborative partnerships and sustainability-driven initiatives, SINEXCEL cultivates a reputation that not only supports award justification but also positions the company as a global benchmark for excellence.

⁸ <https://en.sinexcel.com/>

Conclusion

SINEXCEL exemplifies competitive strategy leadership through a rare combination of technological foresight, disciplined execution, and stakeholder trust. Its pioneering 1.28 megawatt charging system and modular architecture redefine industry benchmarks, delivering unmatched flexibility, efficiency, and cost optimization. Strategic investments in research and development, ecosystem partnerships with global leaders, and proactive regulatory alignment underscore a vision that is future-ready and operationally rigorous.

Complemented by a customer-first philosophy, service led agreement-driven service excellence, and sustainability initiatives that resonate with global priorities, SINEXCEL has built a brand synonymous with innovation, reliability, and impact. This integrated approach, spanning leadership in technology, economic value creation, customer experience, strategic execution, and brand equity, positions SINEXCEL as a transformative force shaping the future of electrification globally.

With its strong overall performance, SINEXCEL earns Frost & Sullivan's 2025 China Competitive Strategy Leadership Recognition in the ultra-fast and MW charging industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Competitive Strategy Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes best practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

