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Trade Press Release
For Immediate Release

AVANI SOLUTIONS & FAST CHARGER UK ANNOUNCE STRATEGIC PARTNERSHIP



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Avani Solutions, the insights led beer dispense provider announces today a new strategic partnership with Fast Charger UK naming Avani the approved Hospitality Partner and Distributor, for the United Kingdom.

The partnership will see Avani introduce Fast Charger UK's rapid phone/device charging stations to pubs, bars and restaurants nationwide – giving operators a new, low maintenance revenue stream whilst improving the consumer experience.

With British adults spending over 7.5 hours a day on screens* and more than 90%** of Gen Z and Millennials using their phones while socialising – access to reliable phone/device charging has become an increasingly important in-venue amenity.

Fast Charger UK's business model allows venues to earn revenue each time a customer rents a power bank, creating incremental income without requiring additional staffing or operational complexity.

Beyond direct rental revenue, the technology is designed to positively impact consumer dwell time in venues and drive footfall. Industry data consistently shows that dwell time correlates with increased spend per head, whilst convenience-led amenities influence venue choice, particularly amongst younger demographics†.

Amanda Thomson, Managing Director, Avani Solutions:

By offering rapid charging in their venues operators can increase both the time a visitor stays, and how often they revisit, as well as driving incremental revenue per customer.

It also helps venues differentiate themselves in competitive areas. We pride ourselves on adding value to venues and this sees an even stronger example of this. Now, for the first time, Avani are helping venues deliver a better customer experience which extends beyond the bar and cellar operation.

Michael Harper, Field Services Director, Avani Solutions:

We've always been focused on one thing — unlocking profit for operators. That means improving efficiency, reducing waste, and protecting every pint that goes across the bar.

Now, as distributors for Fast Charger, we're adding something new: a direct revenue stream for venues.

Today's leisure guests expect connectivity as standard. If they can't charge, they disengage. It's that simple.

This partnership allows operators to meet that expectation and generate incremental income at the same time. It's a win-win.

Mergen Mandzhiev, Co-Founder, Fast Charger UK:

Charging is no longer a convenience - it's infrastructure. In today's margin-sensitive hospitality market, operators are prioritising solutions that enhance guest experience while delivering measurable commercial return.

Fast Charger was built with that economic discipline in mind. Our model enables venues to increase dwell time, unlock incremental yield per visit and improve customer satisfaction - without adding operational burden or capital expenditure.

With a growing national user base engaging across our network

each month, we are developing scalable in-venue infrastructure that supports both revenue generation and long-term customer engagement. Avani's operational footprint and trusted relationships across the licensed trade make them the ideal partner to deploy that infrastructure across UK hospitality.

The rollout of Fast Charger stations is now underway with Avani Solutions facilitating hospitality installs nationwide.

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Source Data:

*The Institute of Practitioners in Advertising: The IPA Insight report 'The 2025 Christmas Consumer'

**Heineken commissioned survey of 4,000 Gen Z and Millennial Smartphone users of legal drinking age (2,000 UK, and 2,000 USA). Conducted by OnePoll,

March 2024. Data can be separated into just UK/US/Gen Z/Millennial demographics if required.

† Pub and Bar Magazine, Feb 2025

Further information:

For interview requests, or for further information regarding the unit placements please contact :-

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About Avani Solutions

The insights-led beer dispense solutions provider, Avani Solutions is a Trusted supplier to pubs across the UK, helping

deliver profitable pints by protecting beer quality, raising hygiene standards, and providing data that supports fact based decision-making — creating better experiences for customers and teams alike.

Founded in 2012, Avani works at the heart of the licensed trade to ensure every pint is served clean, consistent, and at its best, while providing the insights needed to support both quality and profitability in a sustainable way.

Working closely with brewers and brand owners, Avani supplies a complete range of services including beer-line and glass hygiene, installations and maintenance, rescue hygiene re-sets and benchmarking audits that provide meaningful insights and actionable management information. Alongside these services, Avani delivers its award-nominated WasteWatchers!® and Beerista training programmes, helping pubs reduce waste, build confidence, and make informed decisions — taking pride in doing things properly.

About Fast Charger UK

Fast Charger UK is the largest phone charging infrastructure provider in London, operating in over 800 venues and serving more than 90,000 monthly users. The company is now expanding nationally across hospitality, retail, healthcare, sports, transport and live event environments.

Fast Charger deploys modular rapid-charging stations that enable customers to rent power banks seamlessly in-venue, creating incremental revenue streams for operators while enhancing dwell time and customer experience. The model is capital-light for venues and designed to generate measurable additional yield per visit without operational complexity.

With hardware formats ranging from compact 4-slot units to high-capacity 40-slot stations, and an evolving PoS-enabled

deployment architecture, Fast Charger's infrastructure is designed to integrate progressively into venue operations as the network scales.

More than charging hardware, Fast Charger operates a growing national user network - positioning the company as both critical in-venue infrastructure and a scalable customer engagement layer within the UK's physical hospitality ecosystem.