



## **Charging station companies STROOHM and Pluginvest merge: together the number one in Belgian electric mobility**

Antwerp, 1 October 2025 – Two leading Antwerp-based players in electric mobility, STROOHM and Pluginvest, today announce their merger, claiming market leadership together. Both companies are pioneers in charging solutions for employees, both at home and at the office, and also hold a strong position in publicly accessible AC and DC charging stations, providing professional maintenance services for their customers.

### **Proud of a 100% Belgian number one**

In a sector where international energy giants and foreign players are increasingly seeking to make their mark on the charging station market, this merger is unique: the new number one – which will continue under the name STROOHM – is and remains a 100% Belgian company.

*“This is an important milestone for the energy sector,”* says Bart Massin, who will lead the new group as CEO. *“We are showing that local knowledge, innovative strength and entrepreneurship can compete with international players, while also achieving true market leadership. This is a success we can be proud of.”*

Over the past years, STROOHM has built strong expertise in the fleet segment, with an efficient approach to charging solutions for employees both at home and at the office. Thanks to its own technicians, the company guarantees high-quality service, excellence and profitability. Pluginvest, on the other hand, stands out with its strong position in the fast-charging segment, including projects for leading players such as DATS 24. In addition, Pluginvest offers innovative models such as *Charging as a Service*, which gives customers access to reliable charging solutions without high upfront investments.

### **Why this merger?**

The electric mobility market is growing rapidly and demands scale, innovation, and reliability. By joining forces, STROOHM and Pluginvest can together:

- Raise quality and satisfaction – A merger means the best of both worlds, resulting in improved service, shorter intervention times, and greater customer satisfaction.
- Accelerate innovation – Combining expertise and resources allows for quicker adaptation to new technologies such as smart charging software, energy optimisation, and integration with renewable energy.
- Work more efficiently – From purchasing to maintenance, economies of scale reduce costs, directly benefiting customers.

- Offer a full-service solution – From AC and DC charging stations at service stations and for trucks, to charging cards, fleet management software, and maintenance, all charging solutions will be bundled under one reliable partner.
- Strengthen market position – With the largest number of charging points, become the reference company for both businesses and private individuals.

### **Trust and capital injection by Virya Energy (Colruyt Group)**

To make this merger possible, Virya Energy, the renewable energy holding of the Colruyt family, has provided a substantial capital injection, giving the group additional strength and competitiveness. This investment underscores Virya Energy's confidence in the new group and accelerates the rollout of smart charging solutions.

Sander Hereijgers, current CEO of Pluginvest, explains: *"Thanks to the support of Virya Energy, we were able to prepare Pluginvest even better for this next step in one of the fastest-growing sectors. I am very much looking forward to being part of the management team of the new group. With our passion for electric mobility and our in-depth expertise, we want to further strengthen our customer-focused approach. This merger is a great opportunity to combine our expertise and serve the market even better."*

*"We are convinced that the merger between STROOHM and Pluginvest will create strong synergies,"* says Bart Massin. *"Together, we currently manage more than 25,000 charging points, supported by a team of nearly 100 employees. In the past financial year, we achieved a joint turnover of more than €25 million."*

Paul Tummers, CEO of Virya Energy, underlines the strategic importance of this merger: *"Enabling the transition towards green and sustainable mobility is one of Virya Energy's priorities. We are working on this by deploying large-scale charging infrastructure together with DATS 24, but also by supporting the ecosystem required to make this transition possible. As Virya Energy, we are pleased to be able to continue relying on the combined strengths of two leading charging point companies."*

Cedric De Jonghe, co-founder of Pluginvest, will initially focus on integrating both companies and will then help shape the further buy-and-build strategy.

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