

**DC Power Co is Australia's first customer-owned, solar-focused energy services company that is positioned to drive energy transformation for households**

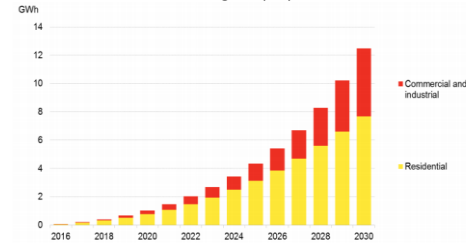
### Investment highlights

- DC Power Co has been established to provide Australian households with a pathway to generating, storing, consuming and selling their own solar power
- Over 2m Australian homes have solar panels, which is projected to grow to 4m by 2030. Solar battery installations are also on the rise, from 25,000 in 2018 to a projected 800,000 by 2030.
- Australia is the global leader in the development, installation and innovation of solar and battery technology. Prices for solar panels and batteries are coming down fast and the market is approaching a tipping point for accelerated adoption
- None of the vertically integrated major generators/retailers are motivated to provide DC Power Co's suite of solar-focused service offerings, and a pipeline of solar/battery packages and funding options for fear of cannibalisation of their own customer base and redundancy of their extensive coal and gas reserves
- DC Power Co has established a foothold in the Australian market and has a competitive offering in the market along with a strong pipeline of offerings for solar and battery packages and funding options
- There is strong latent demand for 'clean, renewable' electricity solutions with over 90% of all households saying they want more renewable energy. DC Power Co's product offerings directly address this pent-up demand
- DC Power Co has assembled an experienced management team with strong marketing, technology and sector knowledge to deliver on its vision for powering Australia by renewable energy
- The company has an industry best net promoter score (NPS) and many of its customers are also shareholders in the company
- DC Power Co has been created to constructively find a way for Australia transition to low carbon emissions as part of our efforts to avert climate change

**The opportunity is now open to invest in Australia's household renewable energy future. Invest in DC Power Co to join a movement of like-minded investors**

### Batteries will be key to the renewable energy future

Forecast cumulative storage deployments in Australia



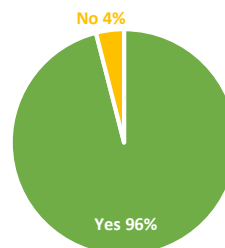
**30%**

Australia's expected share of the global household battery market at the end of 2019

Source: Getting aggregated: behind-the-meter storage in Australia by Bloomberg. Note: each GWh = ~100,000 residential storage installations i.e. 2030 would be 800,000 installed batteries

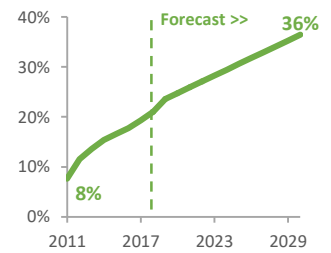
### Communities are already voting with their wallets and they want renewables

% of Australians who want renewables as our primary energy source



Source: National Climate of the Nation Survey by the Climate Institute

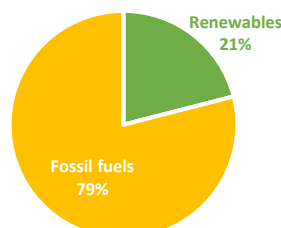
Solar penetration forecast to 2030



Source: Climate Change Council report, Venture Insight estimates

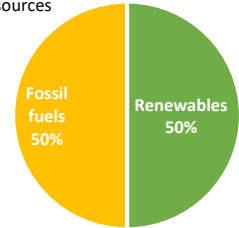
### Renewables will become a major energy source, regardless of current suppliers

2018 electricity generation sources



Source: Clean Energy Australia Report 2019 by the Clean Energy Council

2025 estimated electricity generation sources



Source: The Conversation

### DC Power Co will coordinate the collective interests of households as we move to a renewable energy reality

- | Phase   | Actions  | Status                       |
|---------|--|------------------------------|
| Phase 1 | Secured investments (ARENA and the first crowd-sourced funding)                              | Complete                     |
| Phase 2 | Launched a beta offer and a public offer for electricity supply and buy-back, and gas supply |                              |
| Phase 3 | Developed a suite of best-in-class services and launched solar products hub                  |                              |
| Phase 4 | Build market share by investing in organisational capability and customer acquisition        |                              |
| Phase 5 | Start battery sales and storage product advice   | Current plan for development |
|         | Develop free smart meter installation for customers in NSW and QLD                           |                              |
|         | Begin scaling to become a major player in the Australian retail energy market                |                              |
|         | Battery product with finance   |                              |
|         | Expand support for home battery installation   |                              |
|         | Public campaigns   |                              |
|         | Explore Virtual Power Plan (VPP) program in Victoria   |                              |
| Phase 6 | Obtain more than 25,000 customers  | Current plan for development |
|         | DC Power Co will roll out a subscription battery plan model                                  |                              |
|         | Test a Virtual Power Plant model with batteries  |                              |
|         | Seek more funding  |                              |

DC Power Co's executive team has proven mass-market, 'moment in time' marketing experience in the electricity sector

An executive management team who understand the pain points of current solar customers have formulated the business model based on their own sector knowledge. Most in the team have successfully executed large energy saving marketing campaigns in Australia and globally

**Nic Frances Gilley MBE, Chairperson/CEO**  
Social entrepreneur, marketing campaign specialist and founder of Easy Being Green and Cool nrg. Nic is tireless in his pursuit of creating companies that are good for the planet and good for Australians. Nic was awarded an MBE in the UK and a Centenary Medal in Australia for his charitable work

**Rodger Whitby, Director**  
Rodger is a senior executive with 30 years of experience in the international energy sector. His focus is on the commercial and wholesale trading aspects of energy, both as a commodity and as a product to end users

**Monique Conheady, Director**  
Engineer come entrepreneur and marketer, and founder of car sharing disruptor Flexicar. Monique also led the Hertz marketing team before becoming a board member of a range of organisations and market regulators aimed at improving conditions for Australians, both environmentally and socially

**Julia Agostino, Director**  
With legal qualifications and experience working with all levels of government, Julia is currently the Deputy Clerk of the ACT Legislative Assembly. In 2012, she won a Churchill Fellowship for her work with the Latrobe City Council, helping the region to move towards a low carbon economy

**Andrew Laing, Director**  
Andrew worked for over forty years at BP until he became a core part of the formation of Cool nrg from 2003 to 2007. Andrew is now a director and advisor, drawing from his experience in financial control, major joint venture projects and cultural change

**Emma Jenkin, Chief Financial Officer**  
Commodity trader, investment banker and key member of energy saving company Cool nrg. While working for UBS, Emma raised over \$2B of IPO capital and managed a \$1B commodity book that included complex derivatives

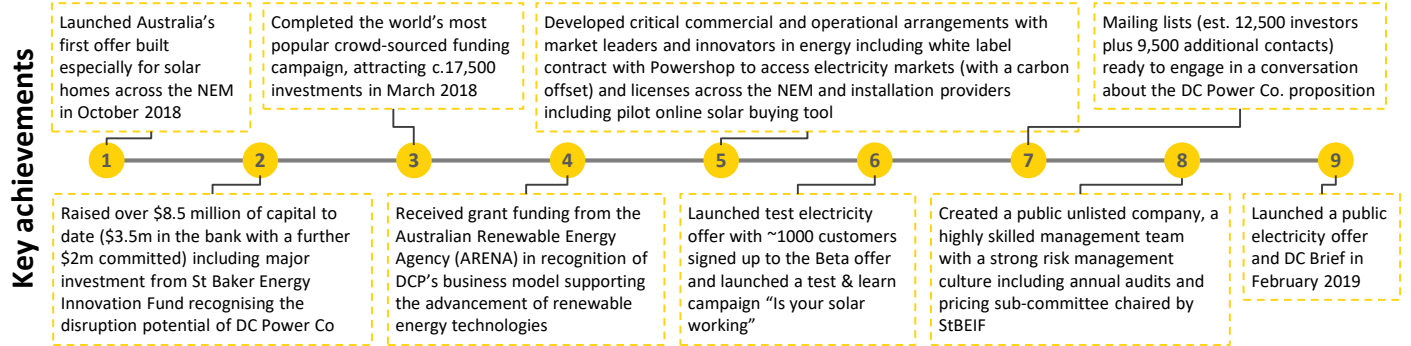
**Paul Watmough, Chief Operating Officer**  
Paul has over 20 years' experience in energy retail sales and marketing in Australia and the UK. He has headed up sales and marketing at Simply Energy and has held senior management positions at Origin and Energy Australia

**Yann Burden, Head of Customer Experience**  
Yann was CEO and co-founder of Billcap, a software company that delivers actionable energy insights to customers while delivering measurable value to energy companies. He has extensive international experience in the energy industry (UK & France) and as a technology consultant for Accenture and PwC

**Liz Greenbank, Head of Marketing & Sales**  
As a digital strategy and marketing specialist Liz has spent her career working towards a more sustainable and inclusive community. Specialising in technology for the public good, she has led social impact projects across homelessness, family violence, mental health and sustainability

**Nick Brass, Advisor**  
Solar expert, co-founder of Energy Matters, and driving force of Cool nrg. Nick is now facilitating some of the country's largest commercial and industrial solar plants

**Chris Blyth, Capital Advisor & Shareholder**  
With more than 20 years' experience in the Technology, Media, Telecommunications and Internet sectors, Chris has over \$20 billion of transactional experience covering Mergers and Acquisitions and Capital Markets. He's come from some of the biggest financial companies in the world-such as UBS, Future Fund, and Fletcher Challenge



**VISION**  
Australia powered by renewable energy

**MISSION**  
Supporting the home renewables revolution and unlocking the power of Australia's solar households, making solar practical and profitable enough to replace coal-fired power

**What makes us different**  
We are building the future of energy

