Executive Summary

• Hoe burgers - zonder zorgen - kunnen bijdragen aan de energietransitie + een mooi, groen rendement krijgen

• Lessons learned:
  • Aandeel vs lening
  • B2C vs B2B
  • Exclusief opzetten burgercoöperatie voor 1 project/bedrijf heeft nadelen (cfr “zon op mijn werk” VEA)
WHY?

- Transition from disposable to circular economy
- Ownership vs usage
- As-a-service – sharing - leasing models
- Renewables-as-a-service
GreenPulse value proposition

WATT? Us

- **Renewables as a Service:**
  - Develop, [Rooftop] Solar
  - Fund, [Midsized] Wind
  - Build & EV Charging Stations
  - Operate Batteries

- **One-stop-shop** in Belgium, EU & beyond
- **High Quality** Infrastructure
- **Right of superficies agreement + PPA**
## Life-cycle of Renewable Energy Projects

<table>
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<th>Development</th>
<th>Financing</th>
<th>Construction (outsourced)</th>
<th>Asset Management</th>
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<td>Due Diligence of Development</td>
<td>Selection of materials</td>
<td>Monitoring &amp; reporting</td>
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<td>Technical studies</td>
<td>Liaise with Investment Committee and Advisory Committee</td>
<td>Design instructions</td>
<td>Supervision of O&amp;M</td>
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<td>Legal agreements</td>
<td>Capital calls</td>
<td>Supervise EPC</td>
<td>Optimization:</td>
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<td>Obtaining of permits</td>
<td>Acquisition of SPV or of permit</td>
<td>Progress reporting</td>
<td>• Increase revenues</td>
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<td>PPA’s</td>
<td>Bank selection &amp; negotiation</td>
<td>Grid connection</td>
<td>• Decrease costs</td>
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<td>Planning &amp; Design</td>
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<td>• Accounting &amp; administration</td>
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<tr>
<td>Set up of SPV</td>
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</table>
GreenPulse value proposition

WATT? Company

• Decrease CO2 emissions,

• Considerable savings on energy prices

• Zero investment, no CAPEX,

• Innovative HR/ Mkt activation campaigns
References Belgium

- TVH
- Eternit
- HEINEKEN
- Decospan
- INNI Group
- BETAFAENCE
Funding: co-investment by employees or customers

Why Invite to participate?

• Low risk, predictable cashflows
• “Employees earn money in the company, but also on top of it”
• Visibility of sustainable company values
• Educate the society on renewable energy
• Marketing activation campaign, content that engages
Funding: co-investment by employees and customers

**Structure**

- GreenPulse Finance
- PMV (if needed)
- Bank

**Cooperative shares GreenPulse Finance cvba**

- Max 30% of equity to be financed via cvba
- Subordinated debt to project company (= indirect)
- Min investment: 500 EUR
- Return: 3-5% expected
- 1 share = 1 vote
- Registration via [www.greenpulse.eu/investeermee](http://www.greenpulse.eu/investeermee)
- Monitored / recognized by:

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**Shareholding**

- GreenPulse
- Devco

**Sub Debt**

- GreenPulse
- Project company

**Bank Loan**

- Devco
- Project company
GreenPulse = pioneer

INNI and Die Keure Printing were first large-scale industrial solar parks where employees co-invested

- 10% employees invested
- Avg investment €6,500

For Decathlon we are currently conducting a B2C marketing activation campaign:

- Direct mailing + e-mailing
- Social media coverage
- Info sessions
- Press coverage
Key facts & figures B2C marketing activation campaign Decathlon Roeselare:

- 2,530 unique website visitors on www.greenpulse.eu/investeermee
- 1,276 visitors on call-to-action page to subscribe on interest-list (50%)
- 516 subscriptions on interest-list (40%)
- 220 attendees on info evening (43%)
- 115 participants (52%)
- Average investment €3,000

Decathlon Maasmechelen and Turnhout to follow during Q1 2019
Sustainability helps companies win