

National Green Business Conference

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What we will cover today...

- Introduction to VERDE LED – establishment to date...
- Ethos of VERDE LED – what we stand for
- The VERDE LED offering
- Differences between VERDE LED and other suppliers
- VERDE LED Domestic Opportunities 2015
- VERDE LED Finance Options
- Finance case studies
- SEAI - Energy Auditing Scheme
- Future direction of VERDE LED
- Q&A

Introduction to VERDE LED...



- Irish owned multinational company established in 2009
- One of the largest LED suppliers in Ireland and the UK selling into 23 countries
- Offices in Ireland, London, US, France and distribution network across Europe including Germany, Austria, Switzerland, Cyprus, Spain
- Global Distribution, Sales and Technical Support Centre in Cork incorporating product design, lighting design and customer support
- Strong financial entity, in profit every year since inception, retained company profits >€1m, shareholder net worth >€50m

VERDE LED ethos...what we stand for



- To deliver the highest quality LED product at the most competitive pricing structure in the market
- VERDE LED product backed up by 5 year warranty
- Focus on customer service from project concept to delivery
- Work with energy consultants, engineers, facilities and estates departments to provide high quality audit and reporting
- Detailed turnkey execution - working outside operating hours where necessary to eliminate disruption in client operations



The VERDE LED offering...

- Client organisation site visit to complete a Lighting Survey/Audit
- Provide lighting design (if required)
- Prepare a detailed investment and payback analysis report
- Work with client organisation to present to CapEx or Finance team in client desired format
- Offer or Facilitate an Energy Grant which can be frontloaded by VERDE LED off the initial capital costs
- Provide a turnkey solution (if required)
- Maintenance contract going forward (if required)

VERDE LED – The differences...



- Long product lifespan > 52,000 hours (L70 testing)
- Global certification LM80, VDE, TUV
- Premium branded components, Meanwell, LIFUD, Samsung, Epistar
- Plug and play components
- 5 year warranty
- VERDE LED Product is Triple E registered under the ACA Scheme
- Internal Management and processes – Implementation of ISO9001
- Turnkey solutions



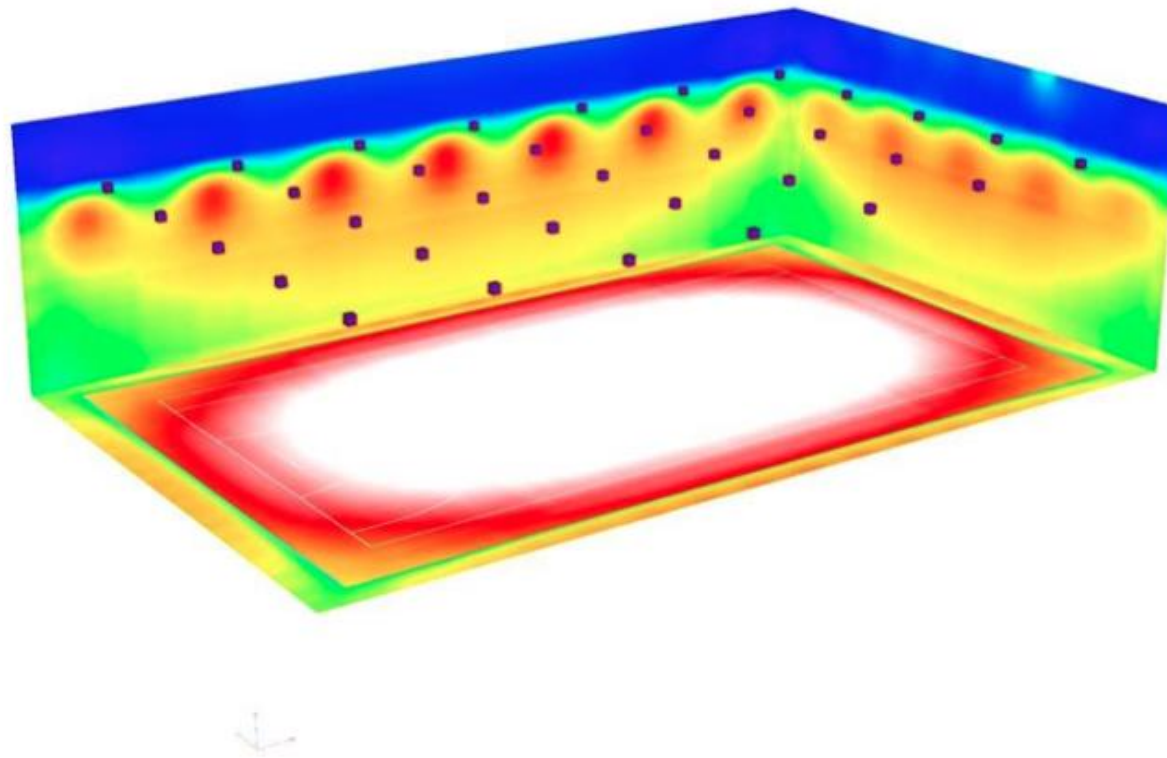
VERDE LED – Domestic Opportunities...

- SEAI BEC Grants >€1.5m to date 2011-14
- Awaiting 2015 approval – Heaton's, Enprova, Third Level Colleges, Institute of Technologies, Schools, Hospital & Private organisations
- Multinaitonal companies
- EAS – Energy Auditing Scheme
- LEDucate Schools Programme
- Retail Chains – financed options
- Electrical Contractors – VERDE Online Store , ECO Range



Example of VERDE LED Lighting Design





0 100 200 300 400 500 600 700 800

lx

Initial Barriers to LED Lighting which VERDE LED have overcome...



- Cost – product and shipping - **Stabilisation**
- Bad experiences, reliability of product, product development – **Efficacy**
Pattern
- Case studies - **Internationally**
- Education – Chip, bin, heat sink, driver - **Ongoing**
- Security of business in recession – **Economic Change**
- Finance – **VERDE LED Packages/options**



VERDE LED Financing Options

- VERDE LED can finance 60-100% of the Project Investment Cost
- VERDE ensure that Finance is low cost <6% in most cases (depends on finance amount, term and risk)
- VERDE ensure that finance options generate positive cashflow from day one as well as improved aesthetics and lighting control
- VERDE LED will deduct the Energy Credit off the initial investment cost minimising exposure
- 3 Finance options depending on project scale
 - Internal VERDE LED Finance €20-€50k
 - AIB Asset Finance €20k-€150k
 - External Finance from Energy Fund €40k-€1.5m

VERDE LED Finance Case Studies



- Gorey Community School (GCS), Irelands largest secondary School
- GCS received an SEAI BEC grant
- VERDE LED audited the facility, supplied, fitted, commissioned and financed the project over 3 years
- Form of Energy Performance Contracting approved by the SEAI
- The monthly savings were larger than the repayment to VERDE giving a positive cashflow for the project
- Savings monitored and verified
- Lighting savings 65%, overall energy savings in the school 28%

VERDE LED Finance Client Reference

Frank Duke, Gorey Community School



“Following tendering Verde LED were recommended to us by the project manager. In my experience working with Verde I found the company and their representatives to be honest, efficient, professional and dependable. They delivered their product on time and their electricians worked diligently to deliver a large scale project on time and without fuss. In dealing with Verde I found them to be very reasonable and flexible which is extremely important when working in a school environment.

Their product has been very dependable and is producing savings of approximately 30% in the first two months. We hope to achieve an average of 25% over the first 12 months. This should be enough to finance the project over two and a half to three years with the grant or 5 to 6 years without the grant. I have no hesitation in recommending VERDE LED to any prospective client and look forward to working with them in the future with a similar opportunity for external lighting”

VERDE LED Finance Case Study



- Supervalu Roscommon and Supervalu Longford
- Payback <2 years
- Combined Investment cost €50k
- Financed over 2 years
- The monthly savings were equal to the repayment to VERDE
- Savings monitored and verified
- Lighting savings 67%

VERDE LED CUSTOMERS



SEAI Energy Auditing Scheme



- VERDE is willing and available to provide auditing and recommendations
- EAS is applicable to companies >250 employees...
- Or > €50m turnover and a B/S >€43m
- The EU Energy Efficiency Directive comes into effect on 5th December 2015
- By law non SME's must carry out an energy audit every 4 years
- Must use a Registered Energy Auditor approved by the SEAI
- More details on the SEAI website www.seai.ie
- VERDE LED will finance projects with clients through opportunities post audit



VERDE LED Future Direction...

- Expand market share in European LED lighting market
- Expand Turnkey and Finance offerings in Ireland
- Continue to work with consultants, engineers and facility/energy managers directly
- Expand stock levels as we grow to minimise project lead time

Finance projects for 2015...

- 5 secondary schools
- 1 university
- 2 retail groups
- 3 commercial/office blocks



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