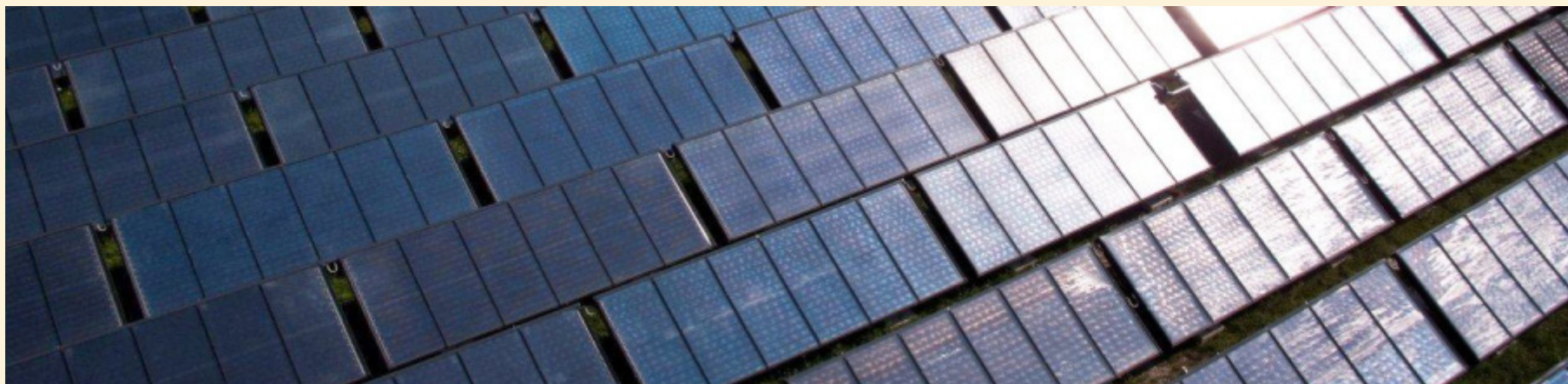




## New Business Model for Civic Investments in Solarthermal Systems launched



Detlev Seidler  
Head of Sales Germany  
SDH conference, Hamburg 3-4 June 2014

- S.O.L.I.D. – who are we?
- Motivation of the new market strategy and business model
- ESCOs – the heart of SOLID Invest
- Crowdfunding
- The business model SOLID Invest
- Next steps of the success story

# S.O.L.I.D. What we stand for

- Pioneer and leading position at the solar thermal market for over 20 years
- With a Team of 30 employees
- Linking Teamwork with responsibility
- More than 250 successful solar projects - worldwide
- Pioneer for sustainable and climate-friendly technology
- Responsibility for your Earth and the next generations
- Social Responsibility, Fairness and ecological commitment



CEOs: Franz Radovic and Christian Holter

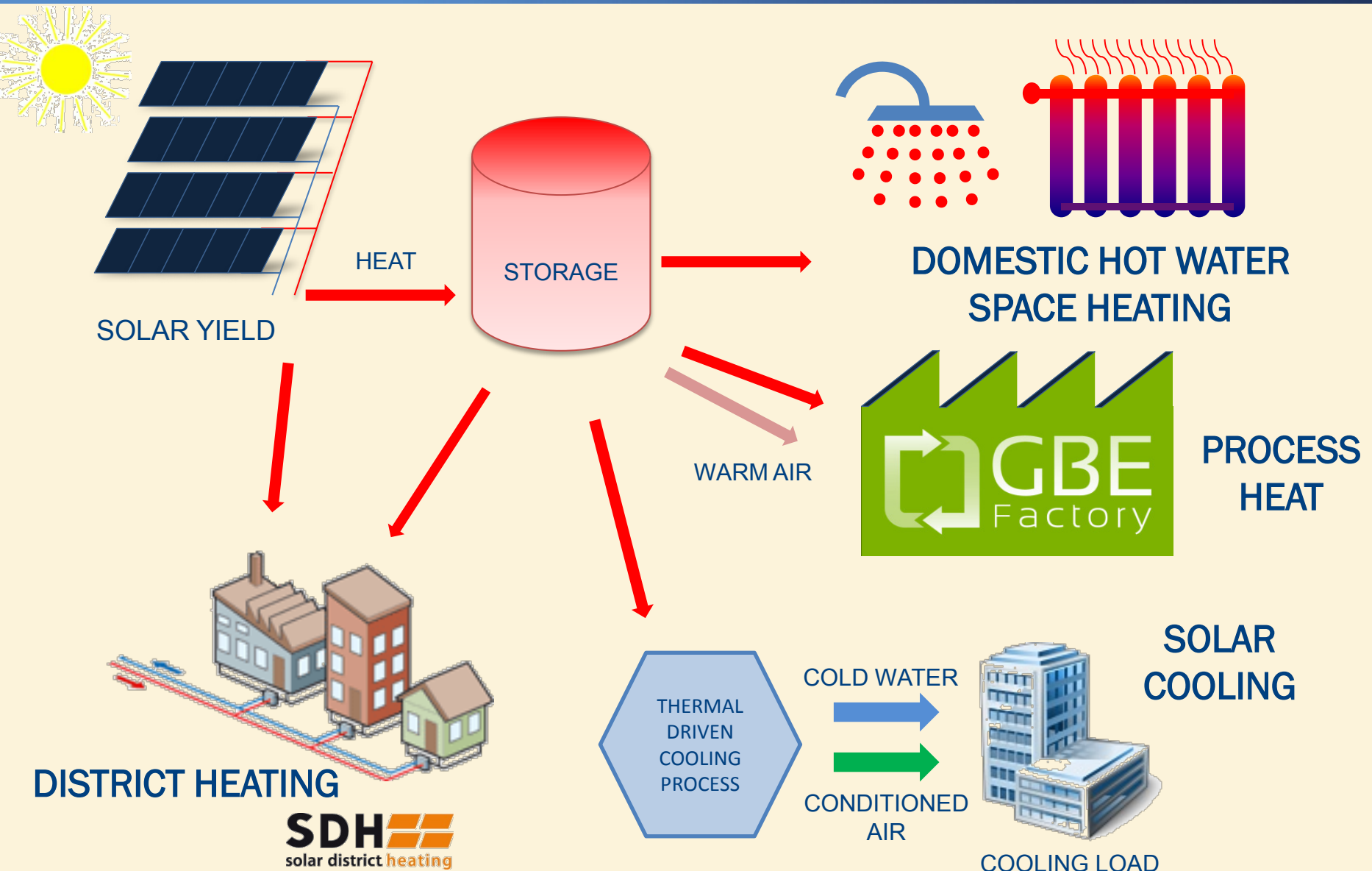
## Large solar thermal systems (>100m<sup>2</sup>)

- Project development
- Design & engineering
- Construction
- Operation & maintenance
- Financing (ESCo)
- Research & development



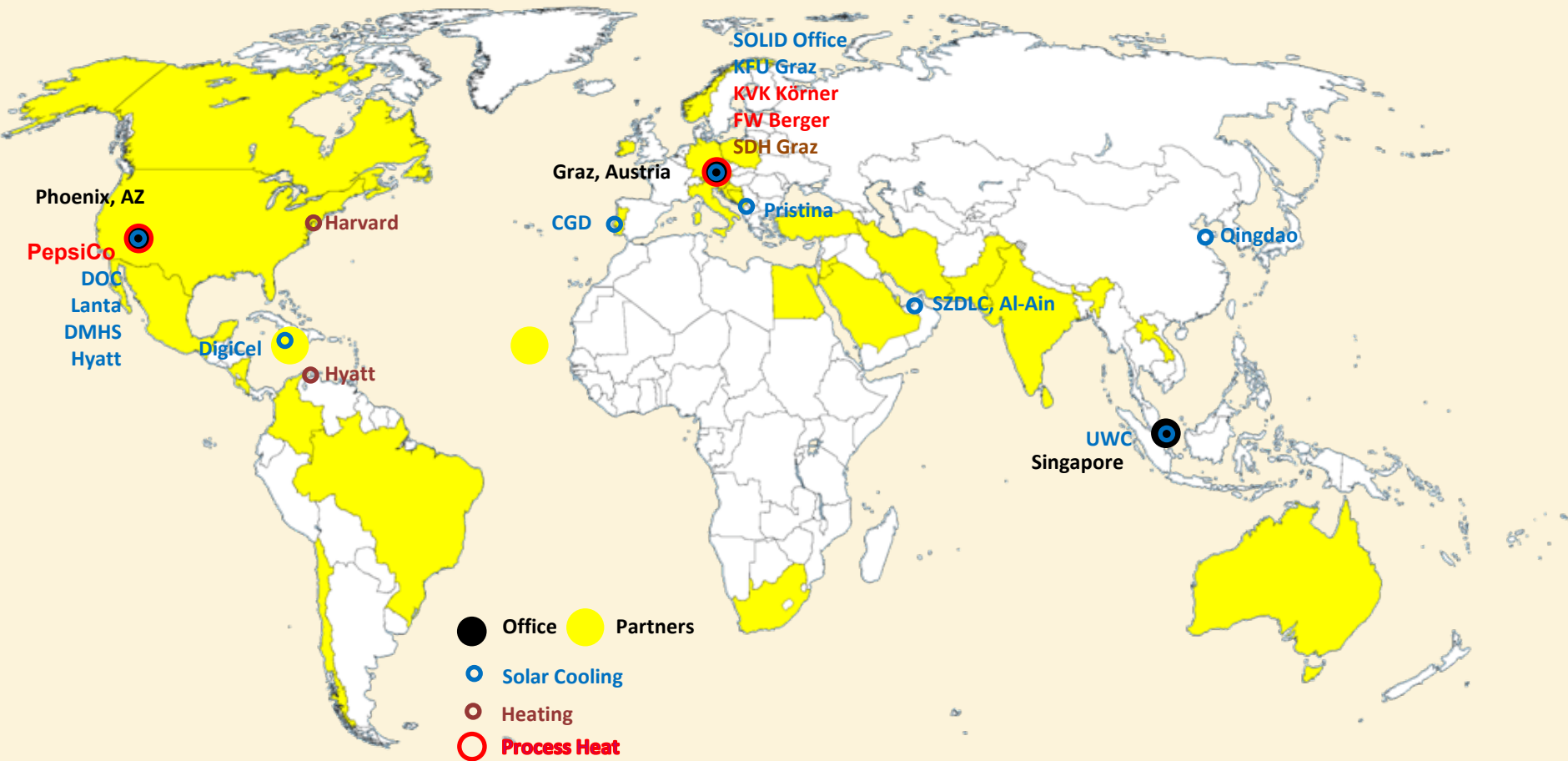


# Technical Solutions by S.O.L.I.D.



Headquarter in Graz, Austria  
Subsidiaries in USA & Singapore

Partners in many other countries  
Recent reference plants around the world



# Motivation for new financing model

**Past:** Classic project financing via bank loans

But the framework conditions in the financing sector changed (Basel I-III):

- High amounts of Equity capital needed (20-30% of overall investment)
- Big challenge for SMEs: project financing via loans are hardly possible nowadays

**Motivation:** look for an alternative FINANCING model

**Solution:** SOLID Invest – the new Business Model for Civic Investments in Solarthermal Systems launched

# ESCO – the core of SOLID Invest

- S.O.L.I.D. installs and finances installation, delivers energy service based on energy service contract = ESCO
  - Engineering – Procurement – Construction (EPC)
  - Build – Own – Operate – Transfer (BOOT)
  - Monthly bill for energy services
  - No upfront cost & no operational risk for client
- ESCO projects are the basis for SOLID Invest:
  - Long term heat/cold supply contracts with the client = monetary backflow
- S.O.L.I.D. has more than 15 years of ESCO experience



# Desert Mountain High School, USA



Collector area:  
5,000 m<sup>2</sup> / 3.5 MW

Cooling capacity:  
500 tons / 1750 kW

ESCO

Commissioning : 2014

# UWCSEA-EAST, Singapore



Solar Cooling & Hot  
Water for University  
Campus

Solar Panels:  
3900 m<sup>2</sup> / 2.73 MW

ESCO

In operation since 2011



# Selected ESCO references in AT



UPC Arena, Graz; 1430 m<sup>2</sup>



Waterworks Andritz, Graz; 2855 m<sup>2</sup>



Housing estate, Graz; 2500 m<sup>2</sup>



AEVG, Graz; 5000 m<sup>2</sup>

# Crowdfunding: the appropriate financing solution

- Crowdfunding: Project financing via many small investors instead of less big investors
- Driver for Teamwork: little contribution of many people result into something big
- Many types of Crowdfunding existing
- Our choice: “**lending based Crowdfunding**” = investors lend us their money, in return he/she gets interest yield every year and in the end the investment back



SOLID Invest:

Additional benefits. With the power of the sun.



First Model for Civic Investments  
in Solar thermal Systems launched in  
November 2013

Enables the realization of new solar  
ESCO projects

Sustainable and environmental-  
friendly investment





*1st edition: 14.11.2013 – 31.05.2014*



- Attractive **4,5% p.a. interest rate**
- **5 years** binding only
- Investments from 2,000-25,000.- EUR
- **Transperancy** via participation in solar thermal plants
- **Reliability** through 20-years of experience
- Boost for environmental-friendly technology
- Reduction of CO2-Emissions



Smash hit for SOLID Invest mid of May 2014,  
the investment goal was reached:

**1.5 Mio EUR**



A 2<sup>nd</sup> edition of SOLID Invest is planned, depending on future projects and their way of financing.

Visit our website [www.solid.at/invest](http://www.solid.at/invest) for more information!

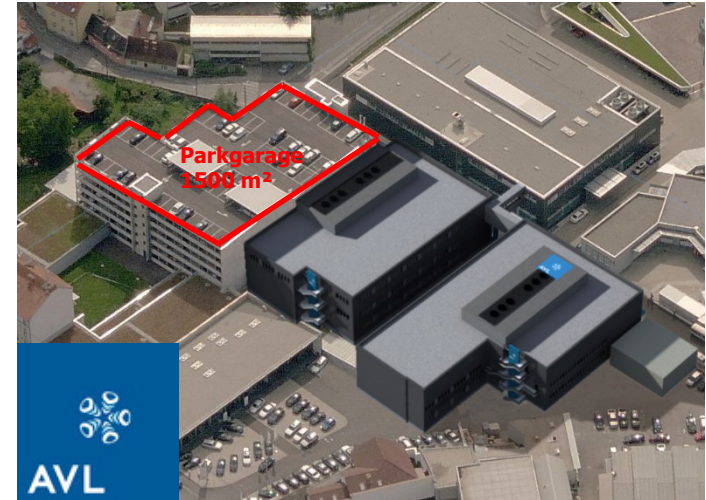
## *Use of Civic Investment*

- Realization and implementation of new solar thermal projects (ESCOs)
- Optimization of existing investments



# First solar system financed via SOLID Invest

- February 2014: construction process of the first solar thermal plant with civic participation started
- Client: AVL List LLC., an Austrian company international known for development of powertrain systems.
- The ESCO project is co-financed by SOLID Invest and banks.
- The large scale solar thermal plant provides heat for conditioning regulators and building's heating systems
- Installed capacity: ~750 kW
- Expected solar yield: ~615 MWh/year
- Ca. 240t of CO<sub>2</sub> savings per year.





The Investment model guarantees the continuous realization of high quality plants, e.g:

- In 2014, SOLID will design central Europe's biggest large scale solar thermal plant as well as Austria's biggest hot water storage
- The UWC solar thermal plant's collector area in Singapore, with 3,872 m<sup>2</sup>, will be extended by 1,000 m<sup>2</sup> in 2014.





→ 1<sup>st</sup> Solar District Heating ESCO financed by SOLID Invest

## Requirements:

- Technical core services by S.O.L.I.D.
- Area for collectors prepared by client
- temperatures within threshold
- client = municipal utility

## Possible heat price:

- **35 to 40 EUR / MWh !!!**

## Financing concept (e.g. Germany):

- KfW (German federal bank)
- Private bank
- SOLID Invest

**Be the first SDH client  
and get hold of  
excellent conditions**

With SOLID Invest, we prove that intelligent alternative financial models can be an opportunity for SMEs to face today's challenges of the financing sector!

**Thank you for your attention!**

# Typical Process

