

An Introduction to Hybrid: The Low Carbon Generator



Introduction to Hybrid

Hybrid
Energy

Provides hybrid power generation technologies, primarily for the telecommunications industry

Key
Product

Reliable, cost effective and highly energy efficient off-grid power solutions

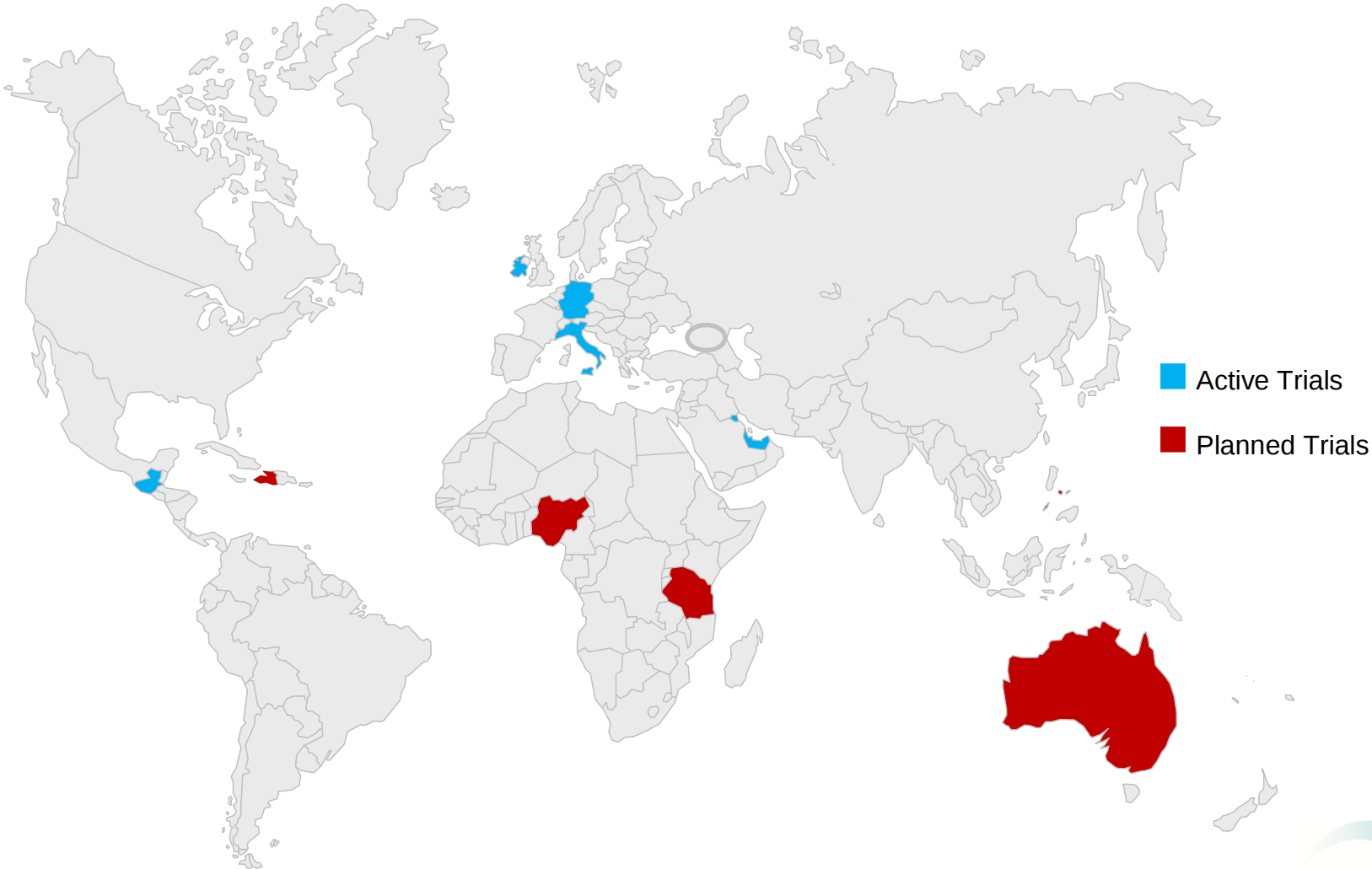
Offices

And Directors of Business Development in Dublin and Dubai; experienced powergen professionals

Key
Investors

BVP; Bank of Ireland; Enterprise Ireland

Trials



The Telecom Generator Market Opportunity

Global Market

Global demand for reliable off-grid power solutions
Energy accounts for up to 60% of network operating expense

Growth

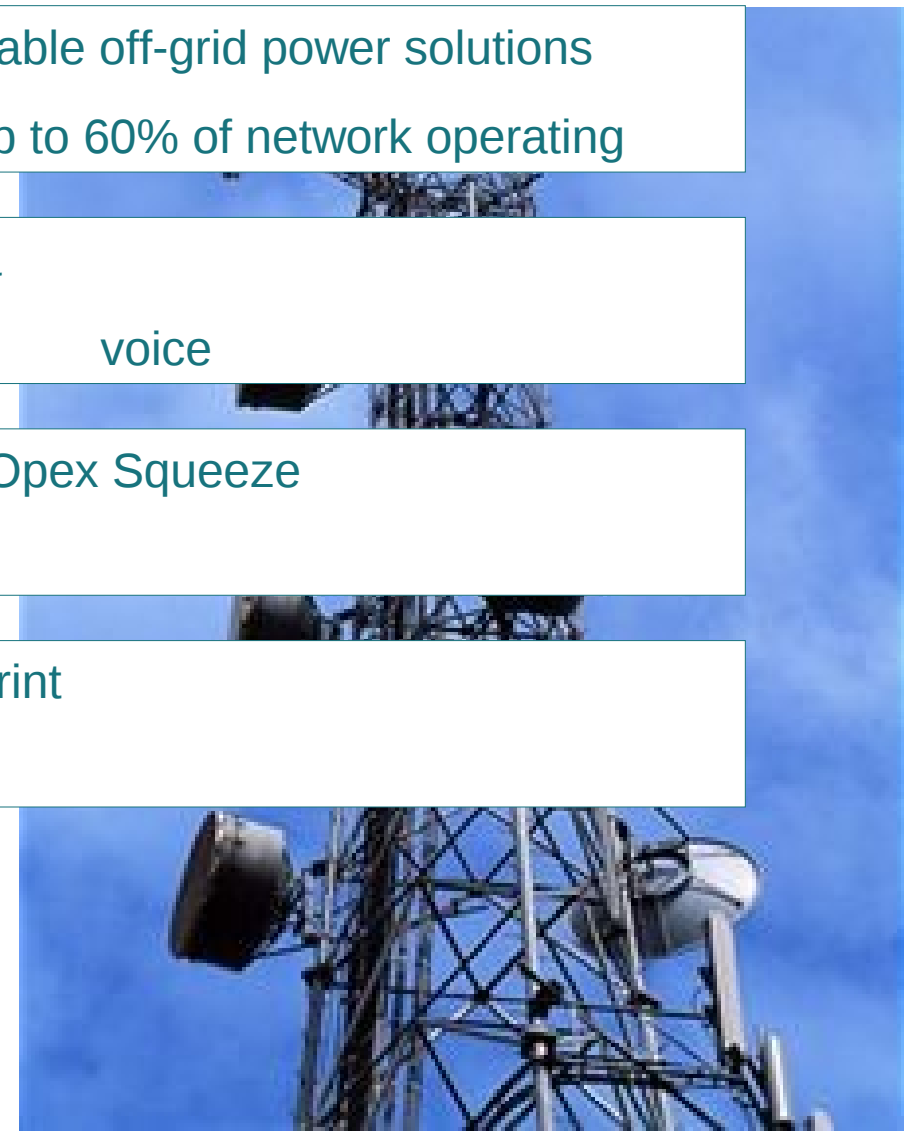
Developed world: data
Developing world: voice

Falling ARPU

Drives Efficiency and Opex Squeeze

Corporate Policies

Reduced carbon footprint
Enhanced CSR

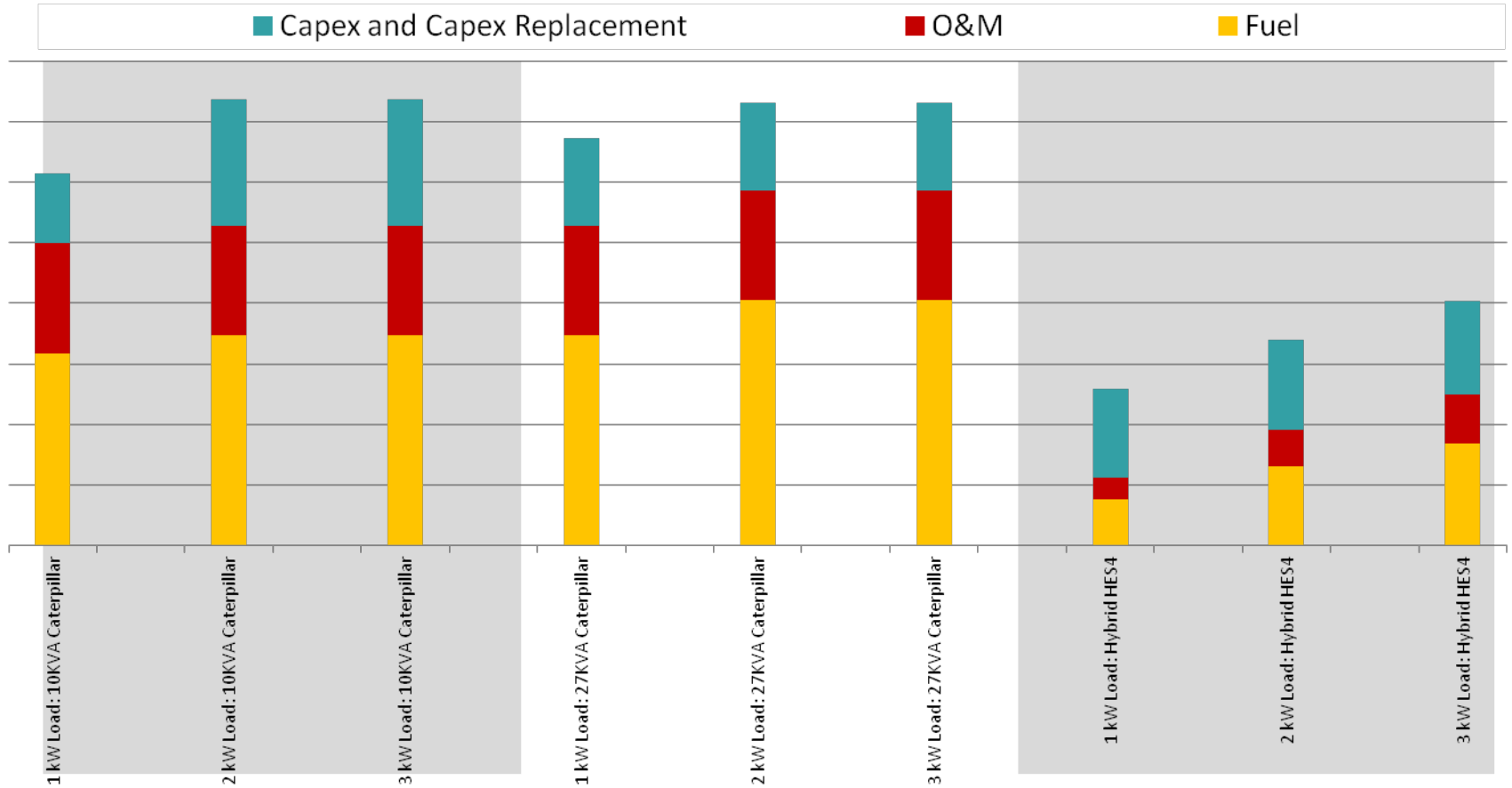


The Business Model

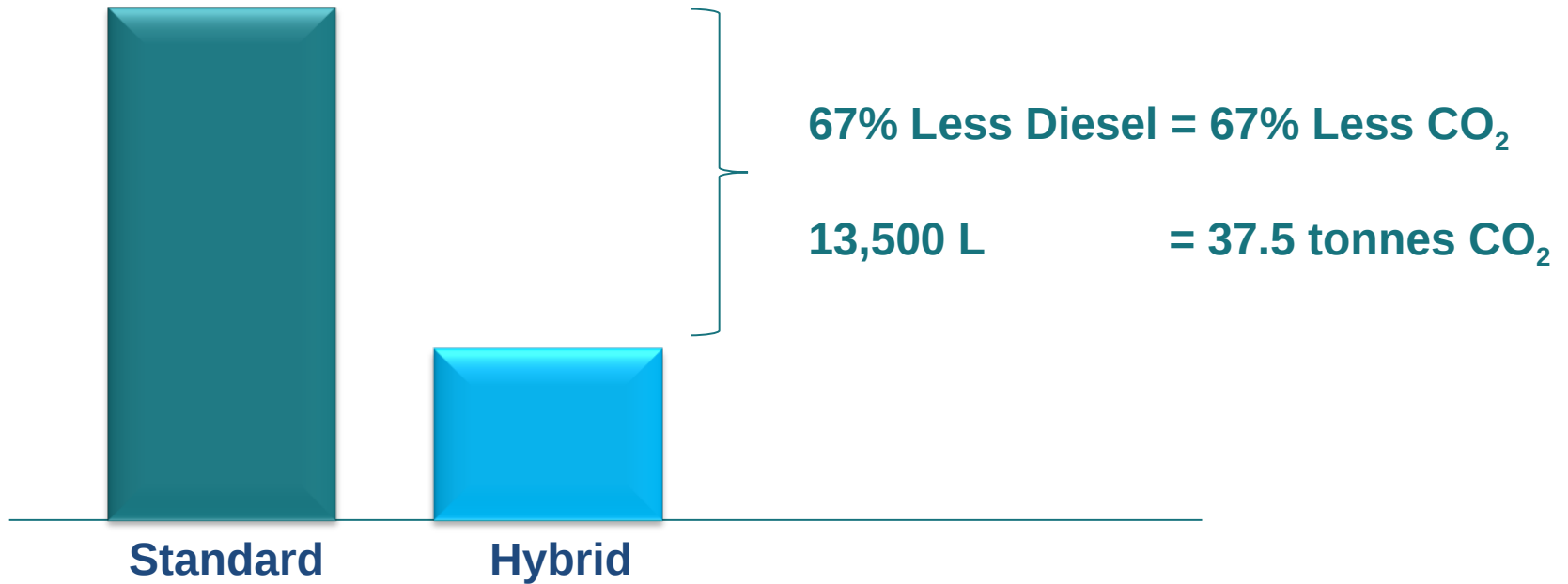
- We rent units where possible
- We partner with good local partners
- We continue to innovate and improve t
- Focus on telecoms until a solid footing; then other sectors



Annual Cost Savings



67% Annual CO₂ Savings per unit



Progress in 2010 / 2011



Progress on a number of fronts

Team

Business development manager: Middle East
Business development manager: Americas

Pipeline of Projects

Probability-weighted pipeline: 1500 units (€30m)
Total pipeline: 30,000 units (€600m)

Partnering Strategy

A number of JVs formed / being formed
Responsible for on-the-ground rollout of the units and funding

Irish Business

Steady. 18 units deployed
Customers: Meteor, Telefonica, BT, 3, Tetra

Service Contract

Irish operations and maintenance outsourced
Freeing up management to focus on sales pipeline

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