



# POWEROPTIMAL

THE FUTURE OF ENERGY



## Company Profile

*Who we are*

*What makes us  
different*

*Solutions*

*Partners*



POWEROPTIMAL  
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# POWEROPTIMAL

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## Our Company

PowerOptimal is built on a strong track record of successful electricity demand management technology installations over more than 10 years.

In 2016, we entered the solar PV water heating market with our innovative Elon range.

## Our People

Our team has a wealth of experience in electrical and electronic systems design and engineering, as well as extensive product development and technology commercialization experience.

## Our Vision

To provide sustainable and affordable renewable energy solutions in a connected, data-driven world.

"Our ability to harness energy is one of the cornerstones of human advancement and quality of life. Making energy more accessible and sustainable in Africa is therefore one of the most worthwhile things one can be involved in."

- Richard Fearon, CEO

Visit our website for more information:  
<https://www.poweroptimal.com/>

**PowerOptimal** designs, develops and builds sustainable energy solutions that redefine the future of energy. **Our mission** is to bring affordable, reliable and sustainable energy solutions to households and businesses across the African continent.



**Dr. Sean Moolman**  
Co-founder and COO



**Richard Fearon**  
Co-founder and CEO



**Johan Theron**  
Director and CTO



**Prof. Ian Jandrell**  
Non-Executive Director



**Andrew Goedhart**  
Systems Architect



**Matthew Capes**  
Business Development Lead

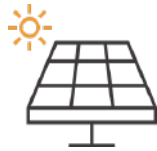


**Dr. David Weber**  
Non-Executive Director



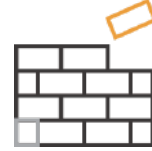
# What makes PowerOptimal different?

## PowerOptimal and Electrolux



PowerOptimal is the *exclusive solar PV water heating partner* of Electrolux (SA).

## We walk the path with you.



Working together with property developers, installers, body corporates and residents, we have gained experience and a deep understanding of their needs and pain points.

## We listen to our customers.



Customer-led innovation distinguishes our solutions from the rest.

## Transparency.



We can arrange Elon pilot projects and site visits, as well as quality control and factory visits to our partners' facilities.

## Installation excellence: Any size, nation wide.



Our accredited installers can service projects of any size, from individual installations to larger residential developments.

## Unique proposals.



With support from our partners, our proposals are uniquely aligned with the needs and goals of each client.



# POWEROPTIMAL ELON<sup>®</sup> 100



Over 1 200 installed Elon 100 solar PV water heating solutions

Well-suited to multi-storey buildings

Section 12B Tax incentive

Lowest lifetime cost and little to no maintenance: Especially attractive for "build-to-rent"

Up to 5 year extended warranty

Easy compliance with SANS 10400-XA

PowerOptimal's Elon solar PV water heating solution was one of the first in South Africa. 5 years later, many competitors have emerged and faded again. Our reliable and patented design, commitment to quality, integrity and long term customer support and relationships are what set us apart and why we remain the leader.

# Reference sites and Customer Testimonials

## Evergreen Lifestyle Villages (300+ units)

- Noordhoek \*pictured\*
- Bergvliet
- Muizenburg
- Val de Vie



## Urbika Estate (54 units)



## The Bronx @ Sky City (534 units)



## Customer Testimonials

"The village comprises 200 houses all fitted with your system. I am most impressed with the performance and mentioned this to my son in Perth, Australia. I wish you success in promoting a fine product. More than ever, this is the time that South Africa needs to support local production."

**- David Frost, Noordhoek**

"Installing an Elon was the best decision ever. Linked to three solar panels and with good planning my geyser is not consuming any Eskom electricity. We are completely off the grid, Winter and Summer. We are so satisfied that we have just decided to install another Elon in our new house."

**-JJ Vogel, Somerset West**

# Our Partners

Our **strong relationship with key partners** enables the local manufacturing, country-wide distribution and installation and post-installation support for our sustainable energy solutions.

We **co-develop our technologies, solutions, services and proposals** with support from these partners, continuously improving our offering to property developers, installers and the end user.

By working closely with our clients and being actively involved with our partners, we ensure that **consistent support is provided pre- and post-installation.**



## Exclusive Distribution Partner

Largest market share of any South African geyser manufacturer.  
Joint business development and marketing with PowerOptimal.



## Local Manufacturing Partner (Microtronix)

Over 25 years of local manufacturing.  
250 staff, 12 production lines and a total placement capacity of well over 4 million components per day.



## Preferred Solar PV Installation Partner

Micasa has installed over 800 Elon solutions, ranging from individual installations to residential projects of over 200 units.