

An aerial photograph of a house with a dark blue solar panel roof. The roof is composed of several gabled sections, all covered in solar panels. The house is surrounded by lush green trees and a lawn. The text "AT FREESUNS, WE BELIEVE IN A WORLD ..." is overlaid in white, bold, sans-serif font across the middle of the image.

AT FREESUNS, WE BELIEVE IN A WORLD ...



**... IN WHICH POWER GENERATION
IS SUSTAINABLE AND BEAUTIFUL ...**

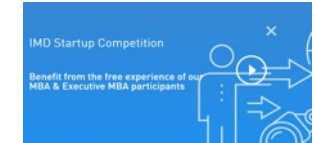
An aerial photograph of a modern, multi-level house with a prominent gabled roof. The roof is covered in dark blue solar panels. The house features large glass windows and a balcony with a dining table and chairs. A carport with a flat roof is attached to the side, housing a silver SUV and a dark grey car. A red car is parked on the stone-paved driveway in the foreground. The house is surrounded by lush green trees and a lawn, with a blue lake visible in the background. The text "... FREESUNS SOLAR ROOFS" is overlaid in white on the right side of the image.

... FREESUNS SOLAR ROOFS

OUR STORY



#CAN YOU TELL IT'S SOLAR?



WHY ISN'T EVERY ROOF ALREADY SOLAR?



AWARENESS

APPEARANCE

COVERAGE

ROI



WHY FREESUNS?



POWERFUL

BEAUTIFUL

SUSTAINABLE



FRESUNS SOLAR TILE PRODUCTS



SOLARIS CLASSIC

- Glossy black tiles with visible cells



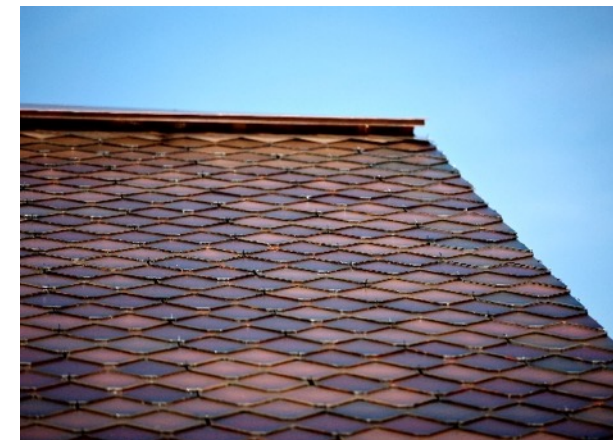
SOLARIS HERITAGE

- Matt grey tiles like slate



SOLARIS PREMIUM BLACK

- Glossy black – no visible lines

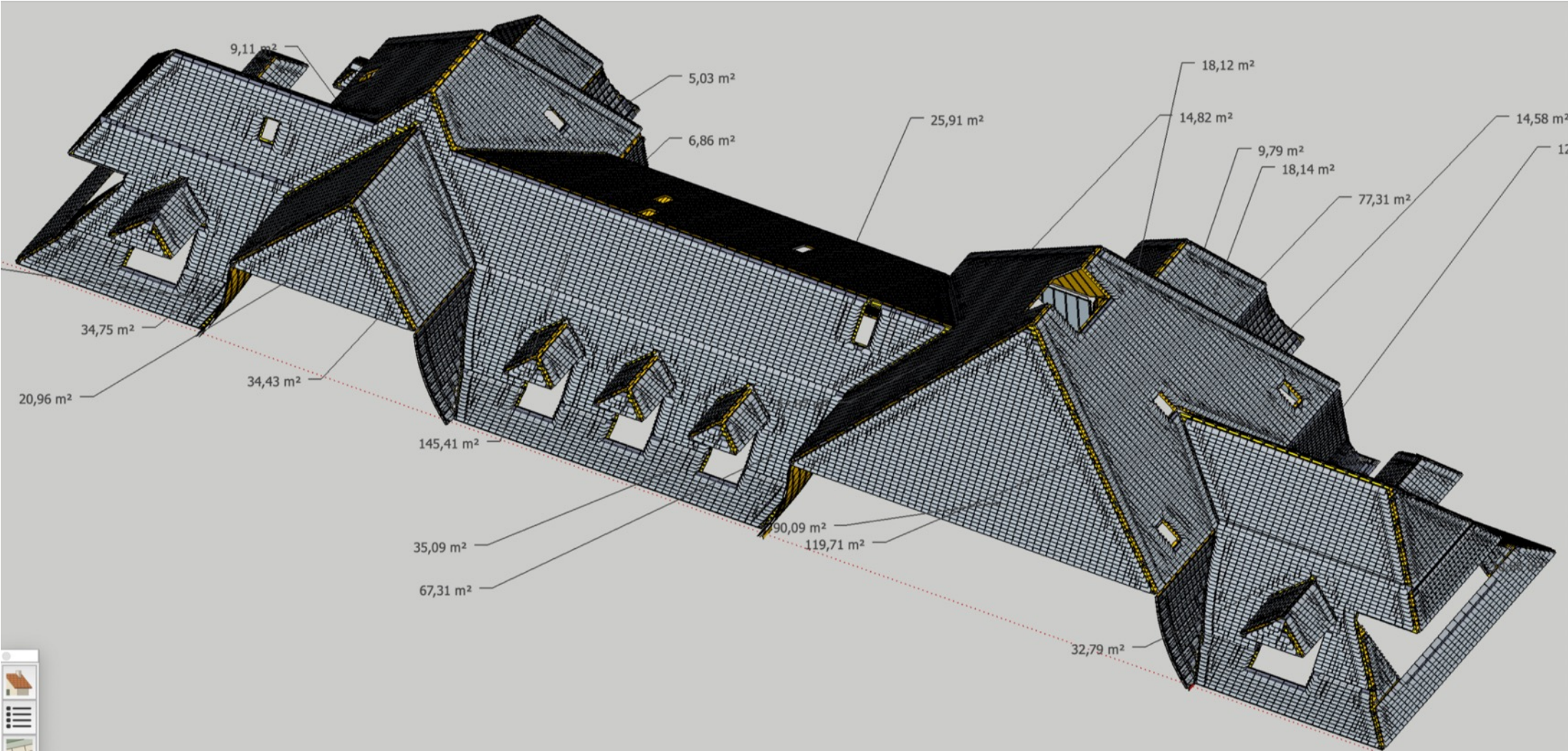


VDIAMOND TERRACOTTA*

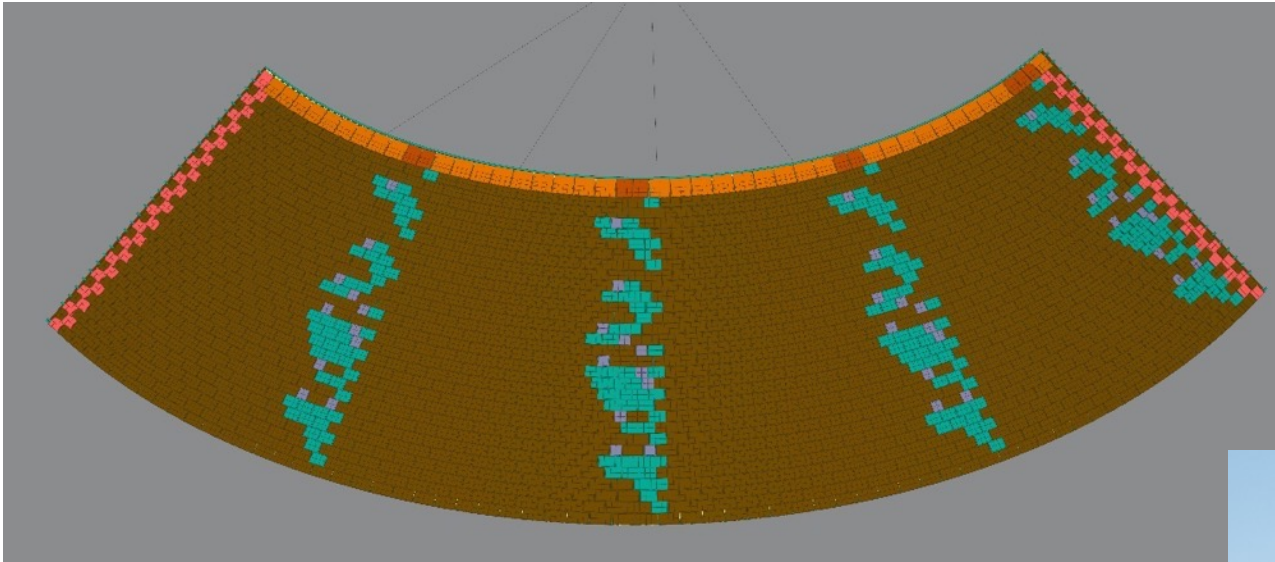
- Coloured tiles like traditional terracotta

* Swiss Patents in progress

EMERGING SEGMENT - PUBLIC BUILDINGS



FRESUNS DIGITIZATION



FRESUNS ROOFER TOOL

Automates roof design

Facilitates complex solutions

FRESUNS ROOFER PORTAL

Series A funding will enable better service to roofers

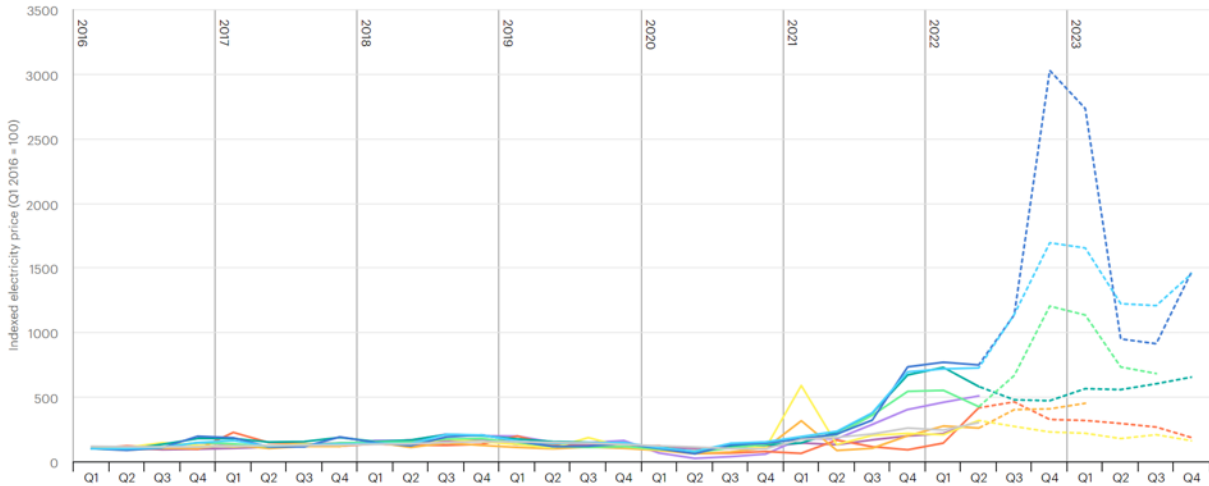
Generate recurring revenues



MACRO TRENDS

Quarterly average wholesale prices and futures prices estimates for selected regions, 2016-2023

Open



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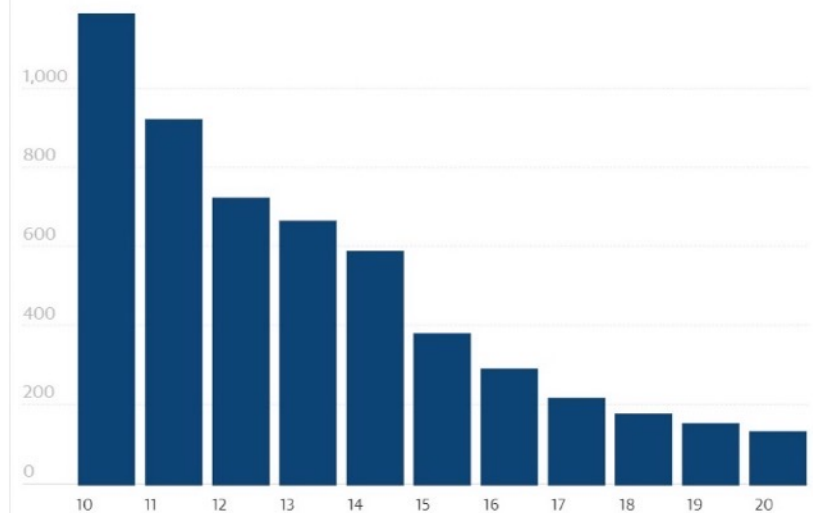
Germany France United Kingdom Spain United States Japan Australia Nord Pool India Price index

ROI INCREASING

- Electricity Prices are increasing and supply reliability is reducing
- Battery Storage is getting cheaper
- Payback periods are getting shorter
- Residential demand is increasing – eg electric vehicles

Lithium-ion battery cost since 2010

Pack price (\$/kWh)

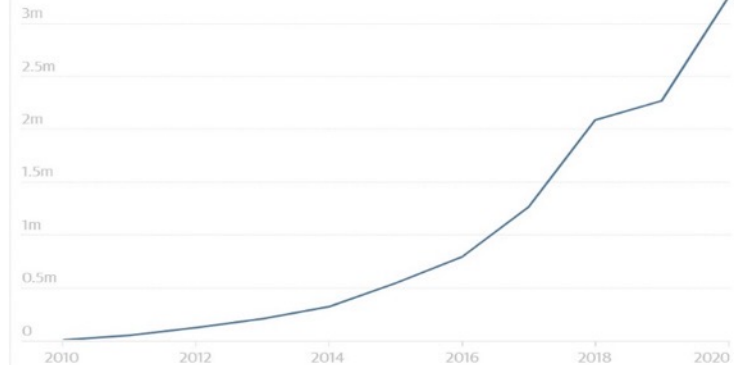


Guardian graphic. Source: BloombergNEF

Electric vehicles

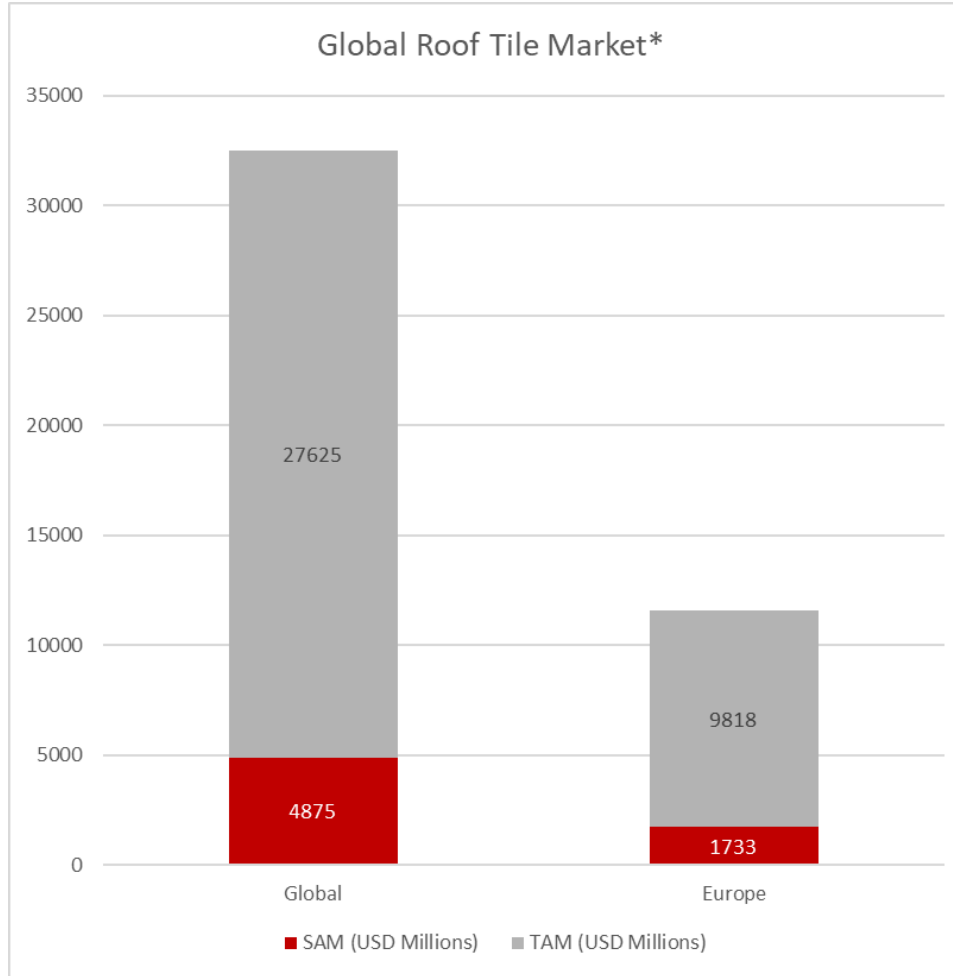
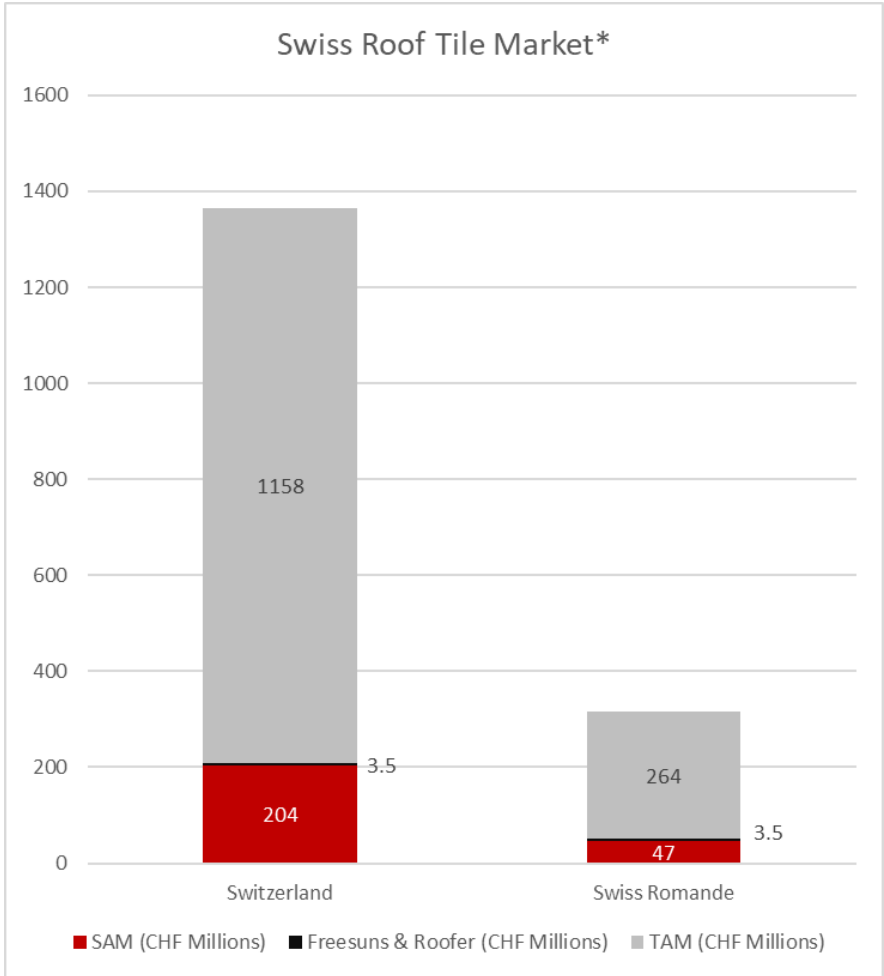
Sales of battery and plug-in hybrid electric vehicles combined

3.5m



Guardian graphic. Source: EV-volumes.com

MARKET SIZING



HUGE MARKET POTENTIAL

SAM - Current product addresses top 15% of market

Future products will compete with mainstream alternatives

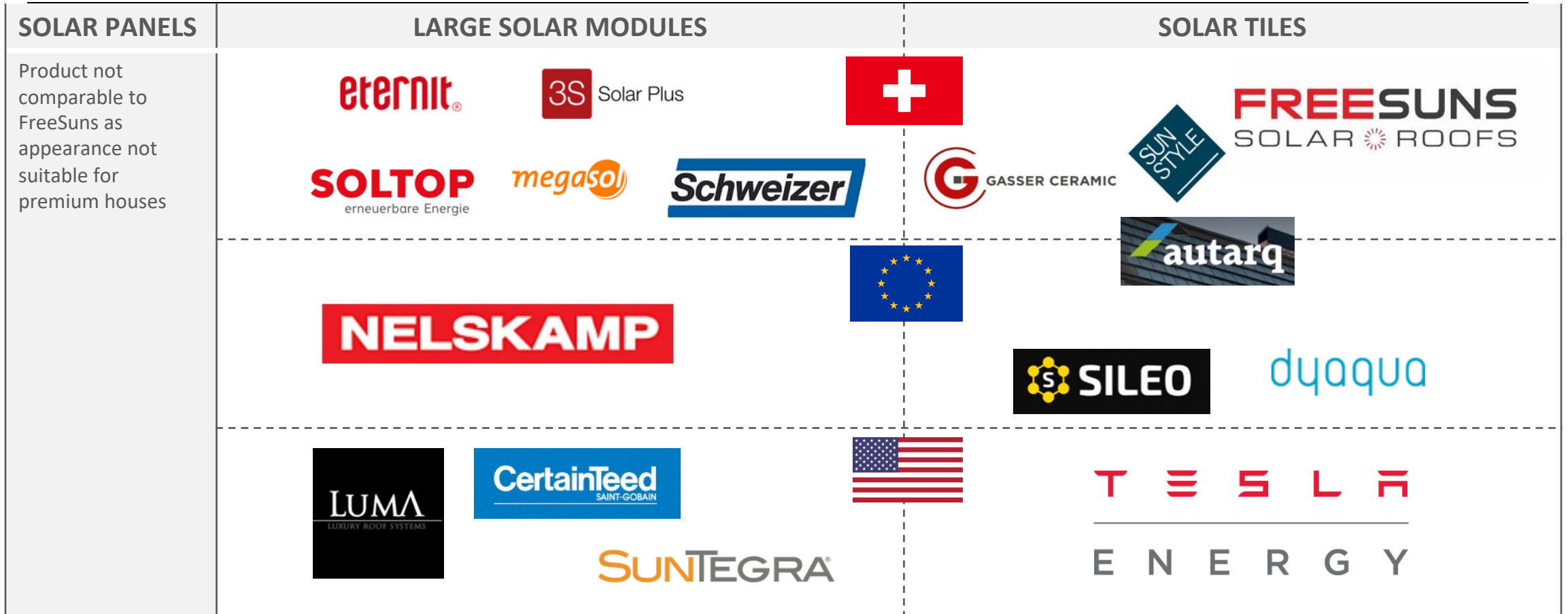
- Swiss Figures from construction data from Federal Statistics Office
- Europe Figures from EU

Global Figures from Allied Market Research

Key Assumptions: tiles represent 25% of global market, 35% of European market, 50% of Swiss market

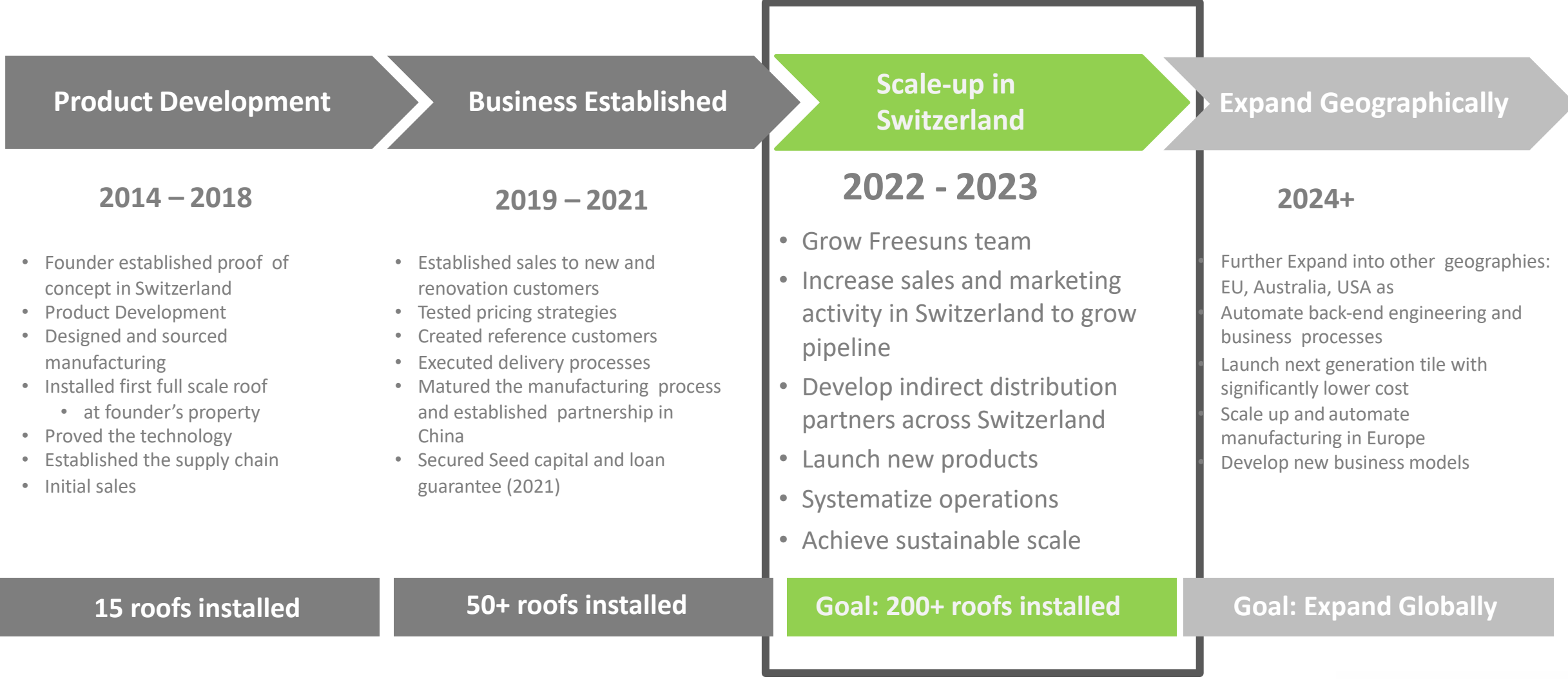
COMPETITOR LANDSCAPE

← INTEGRATED SOLAR PV SOLUTIONS →



1. Competitor list for Europe and the United States is not exhaustive.

FRESUNS BUSINESS TRACTION



FRESUNS TEAM



INVESTORS

TED RUDHOLM-ALFVIN
Client

RESHMA SOHONI & PHILIPP STOECKL
Founding partner of Seedcamp

SAMIR JUMA – Angel Investor
Board Member

DEBORAH LEAROYD – CEO

> 25 years developing products for building industry at Honeywell

JOHN MORELLO - Founder and CTO

Engineer, Serial Entrepreneur

MARINE OLESEN – Product Management

>10 years of operations and product management in international company

BENOIT EMERY – Business Development

Masters in Innovation for Product and Business Development

PATRICK IMHOLZ – Business Development

Executive positions at Honeywell & Holcim

NATAELLE DELACROIX – Marketing Communications

>10 years marketing experience in luxury consumer brands

CYRILLE BOYER – Sales Support and Special Programs

Logistics and operations in International companies

LEO BEUCHAT – Project Operations

Electronics graduate

WHY FREESUNS? WHY NOW?

GLOBAL MACRO TRENDS

MARKET POTENTIAL

CUSTOMER VALUE PROPOSITION

DIFFERENTIATED OFFERING

PROVEN BUSINESS TRACTION

➤ **SERIES A**



An aerial photograph of a house with a dark grey, gabled roof. The roof is covered with solar panels, which are arranged in a grid pattern. The house is surrounded by lush green trees and a lawn. The text "EVERY ROOF CAN BE A SOLAR ROOF" is overlaid in white, bold, sans-serif font across the lower portion of the roof.

EVERY ROOF CAN BE A SOLAR ROOF