

People. Energize. Power.



SOLARIMPULSE
FOUNDATION

Our Challenge

#1000SOLUTIONS
CLEAN EFFICIENT PROFITABLE

BE THE FIRST TO DISCOVER NEW
EFFICIENT AND PROFITABLE SOLUTIONS

JOIN THE EXPERTS COMMUNITY

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Peer-Energy AG

Start-up founded 2018

Internet-Company based in Zurich, Switzerland

Goal: Net zero CO₂ with measures in everyday life by 2038

Offer: PEP platform for CO₂ avoidance

CO₂-free shopping experience with PEP for everyone!

PEP: People.Energize.Power.



Our common CO₂-challenge



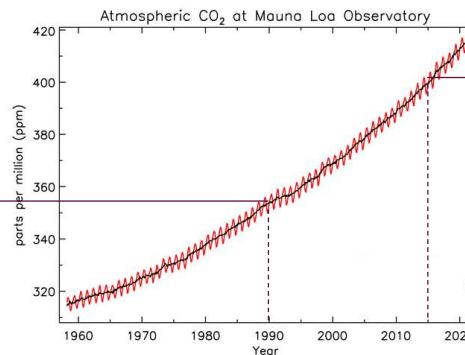
1. CO₂ footprint of consumers result from CO₂-product impact!



Main load is in the electricity from coal and gas

2. Politicians and the energy industry do NOT solve the problem!

Target Value
1990



Paris
2015

3. Companies and consumers are without possibility to displace fossil energies!

Climate change continues unchecked!



Voluntary CO₂-offset does not work!

1. The consumer must solve it alone!
2. Offset CO₂ footprint costs or is only possible with renunciation!
3. Voluntary CO₂-projects are hardly used by the population!



The Breathing Space Improved Cooking Stoves Programme



UK Tree Planting + Brazil Reducing Deforestation



Rwanda Borehole Clean Drinking Water



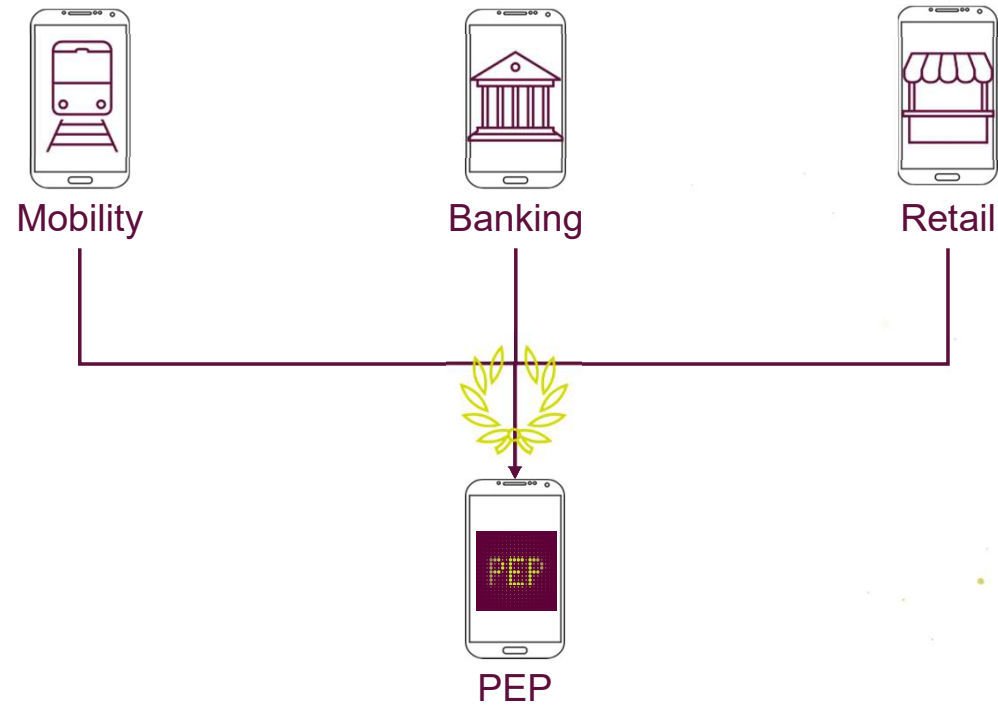
Consumers should pay for all or do without - not suitable for the masses!



CO₂-free shopping experience



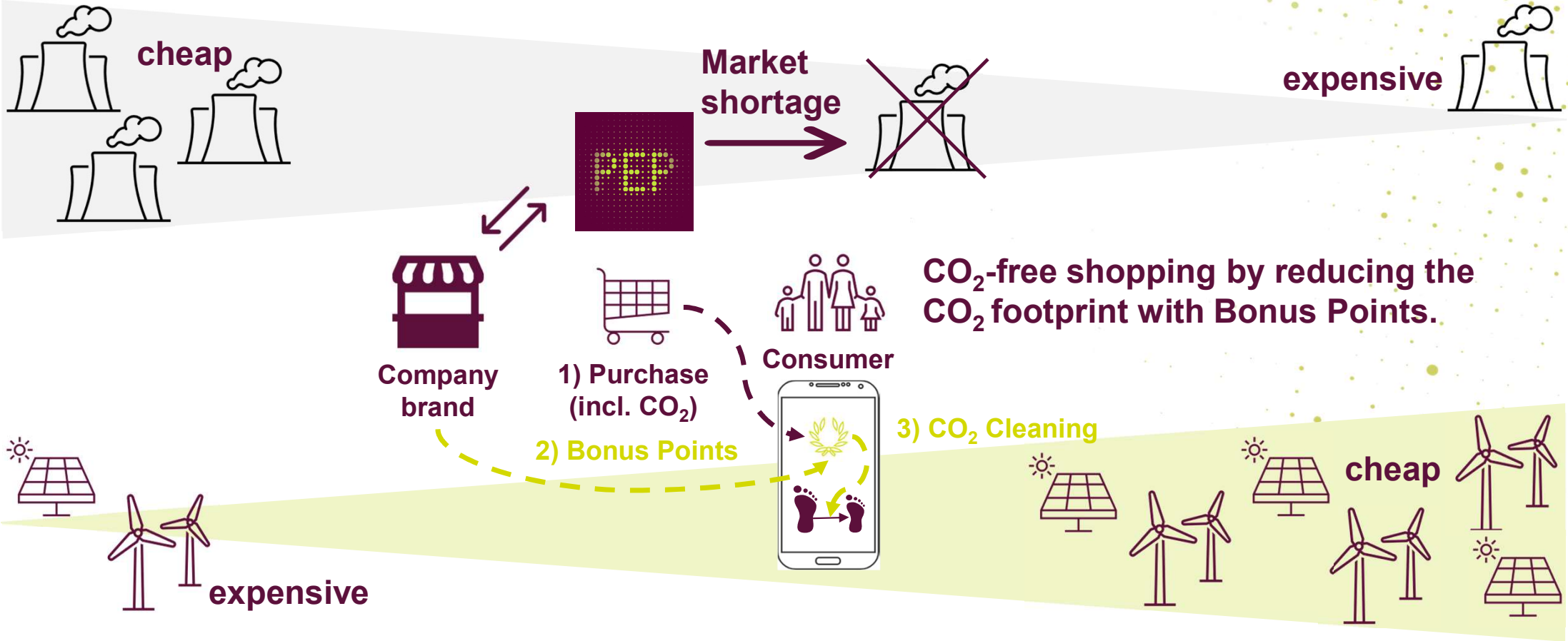
Consumers earn bonus points with company and product brands.



Consumers clean their CO₂ footprints with bonus points –
suitable for the masses!



Customer Journey: CO₂-free shopping experience



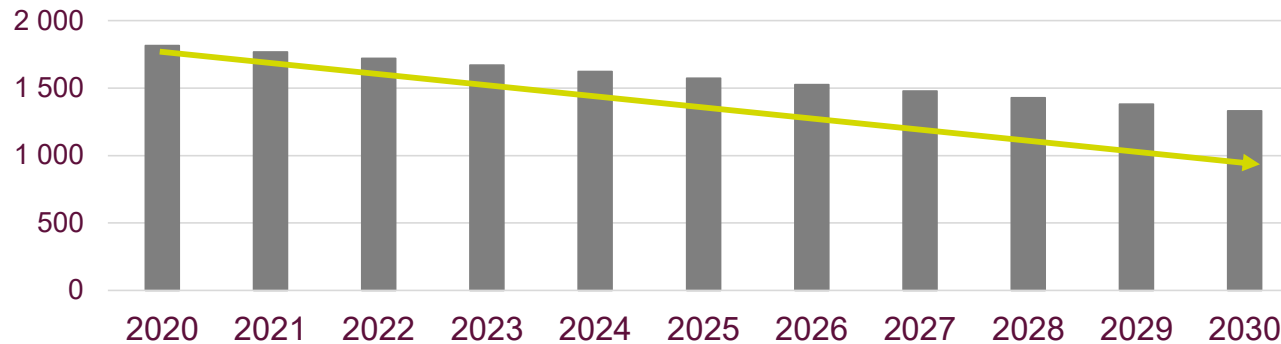
PEP: Many consumers switch off fossil energy!



PEP intensifies market shortage!

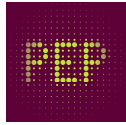
Through PEP, the state Europe solution of fossil energy becomes accessible to all consumers, avoiding additional CO₂!

Europe Solution: State market shortage and consequent CO₂ avoidance (million t CO₂)



PEP Solution:
Additional, voluntary market scarcity through CO₂-free shopping

PEP customers accelerate energy transition with CO₂ price increase!



CO₂ footprint reinvented!



PEP CO₂-INDEX*:

CO₂-impact of the footprint, calculated based on consumption.

Basis: country-wide shopping basket and its CO₂ impact
(e.g., Switzerland: 1 CHF purchase is polluted with 260 g CO₂)

Result:

Consumption calculation results in CO₂ footprint per inhabitant

(individualization per household or inhabitant possible):

- simplest application, - completely comprehensible, - constantly the same result.

PEP sets the CO₂ footprint standard!

*Tested by TÜV, country-specific, adjusted annually

What benefits does PEP bring to the brand?



- **Innovation** through bonus program with CO₂ avoidance
- **First Mover Advantage**, associated with CO₂-free shopping 20 years from now
- Finding and retaining **climate-conscious customers** and winning new ones
- «**Purpose**» with business impact:
«fighting together with customers for the right things!»

CO₂ avoidance with bonus brings about a change in consumer behavior and more business for the brand!

Be unique as a brand compared to competitors and in society!!



Current Status (February 2021)

Product

- Blockchain prototype developed PEP platform for CO₂ reduction.
- App available as functional mock-up
- MVP* requirements available

Market

- Consumer brands for pilot in evaluation
- Awarded with Solar Impulse Efficient Solution Label (Bertrand Piccard)

Funding

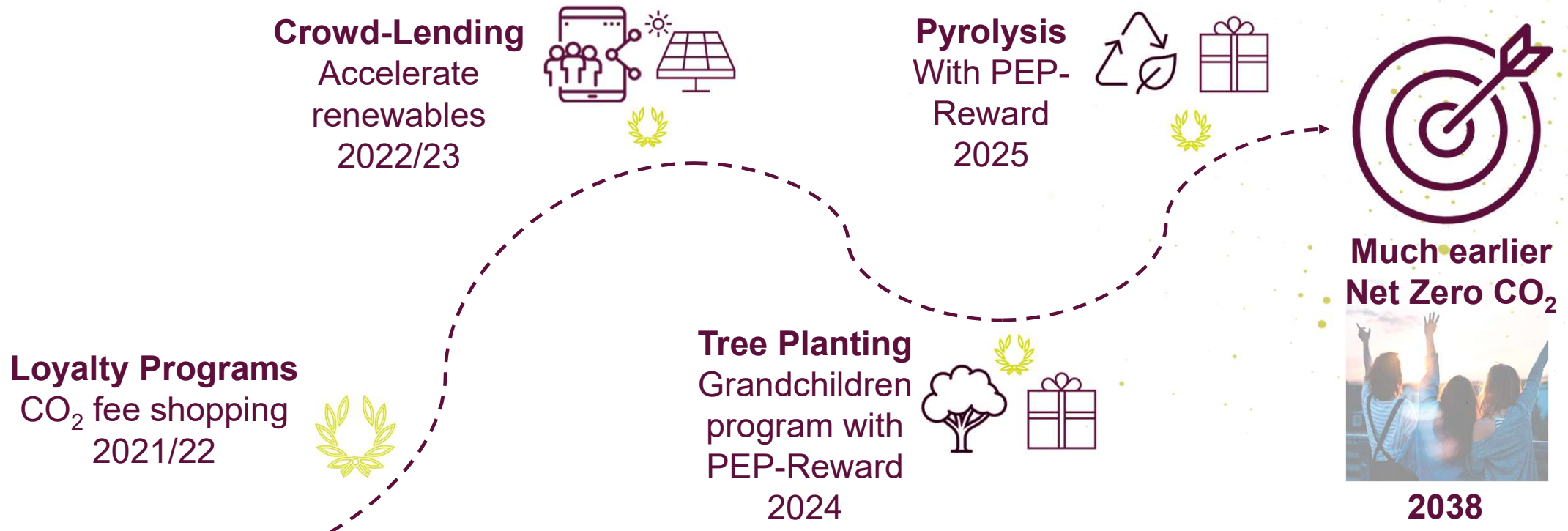
- Private equity (currently 10 Share holders, Family and Friends), lead investor still open
- Solar Impulse Foundation
- Innosuisse, preliminary study 15 KCHF ZHAW-PEP-Simulator granted by BFE (Application about 650 KCHF Q1/2021)

*Minimal Viable Product



Joint strategic path to climate positive!

Potential Rollout Plan of Brand with use cases based on PEP-Platform



We are looking for a Partner with a strong brand: “first mover advantage”!



Next Steps

**Letter of Intend from company brands for
pilot CO₂-free shopping**

Development of MVP* until Q2 – 2021)

Market tests, beginning in Q3 – 2021

Act now: high willingness to buy CO₂-free with bonus points!

*Minimal Viable Product