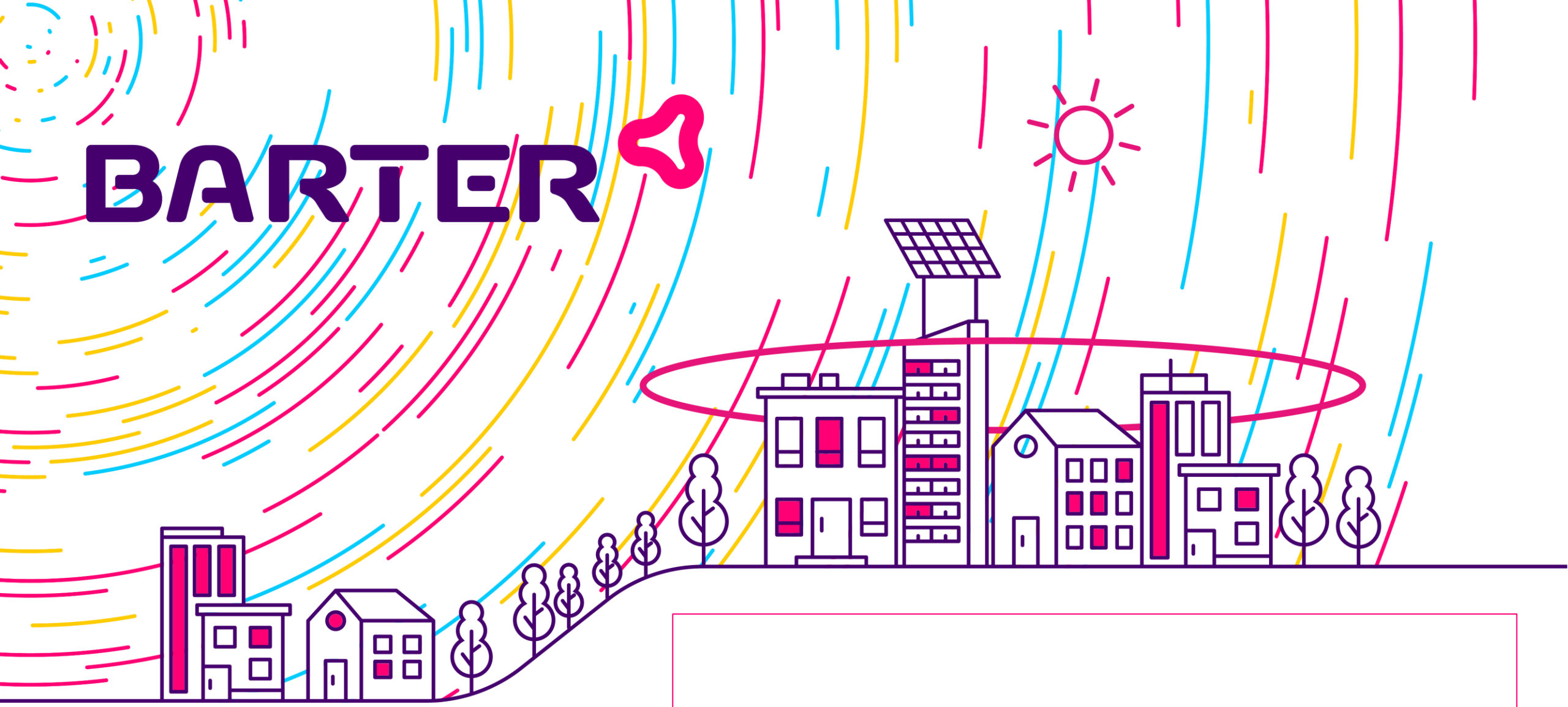
BARTER



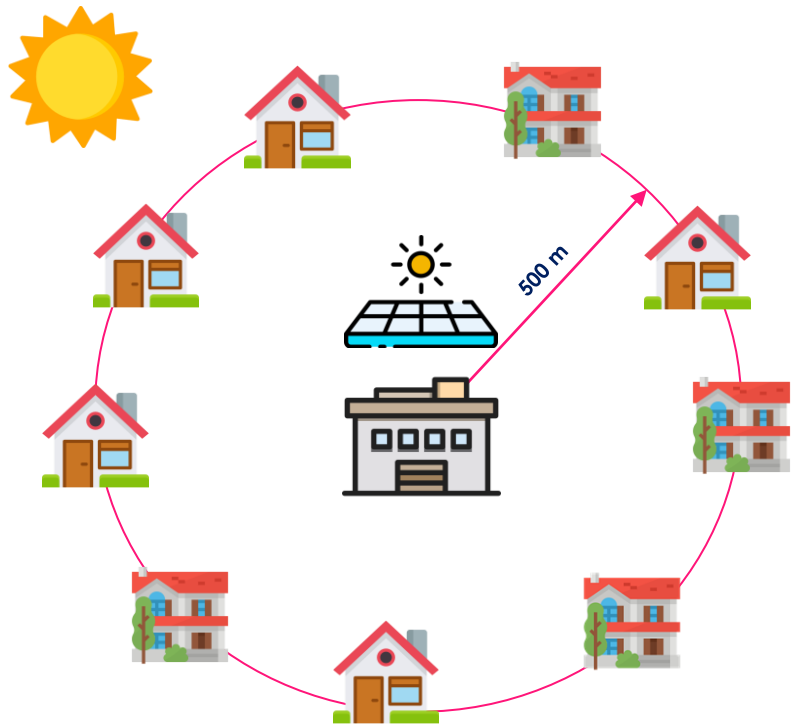
Comunidades energéticas

June 2022

the power of sharing

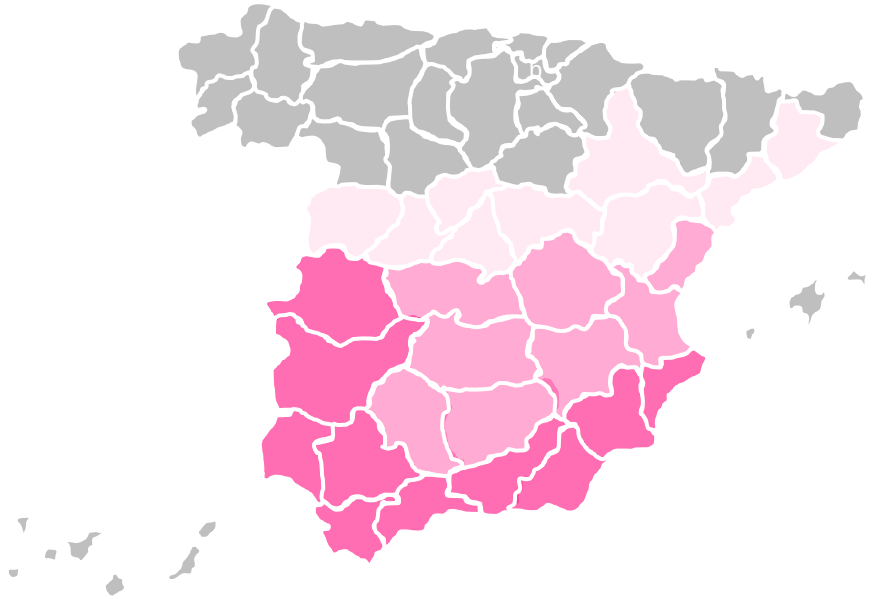
Autoconsumo

Comunidades energéticas, ¿qué son?



Comunidades energéticas, ¿cómo funcionan?

El mercado español



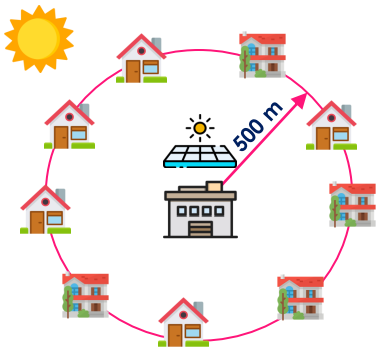
Negocios que confluyen…

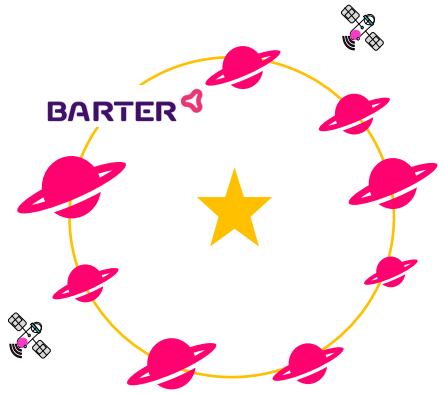
Un ejemplo práctico

Barter is a new electric utility with a unique business model:

- Barter invests in solar installations on rooftops (STARS)
- Barter offers cost-effective electricity to nearby customers (PLANETS)

by building Barter RINGS, the solar energy communities of the future!





RING´S COMPONENT	ICON	DESCRIPTION
STAR		Rooftop where the solar PV installation is installed
PLANETS		Barter Clients (Residentials, small shops & offices)
SATELLITE		Future Barter electricity related services: batteries, charge stations, etc.

Led by a team that has successfully scaled billion dollar businesses in renewable energy and retail electricity

Isabel Reija, CEO

Founder and ex-CEO of Fenie Energía, the fastest growing Spanish independent utility company, which she built from scratch in 2010 and which reached 400k clients and €800M of revenues in 2018.

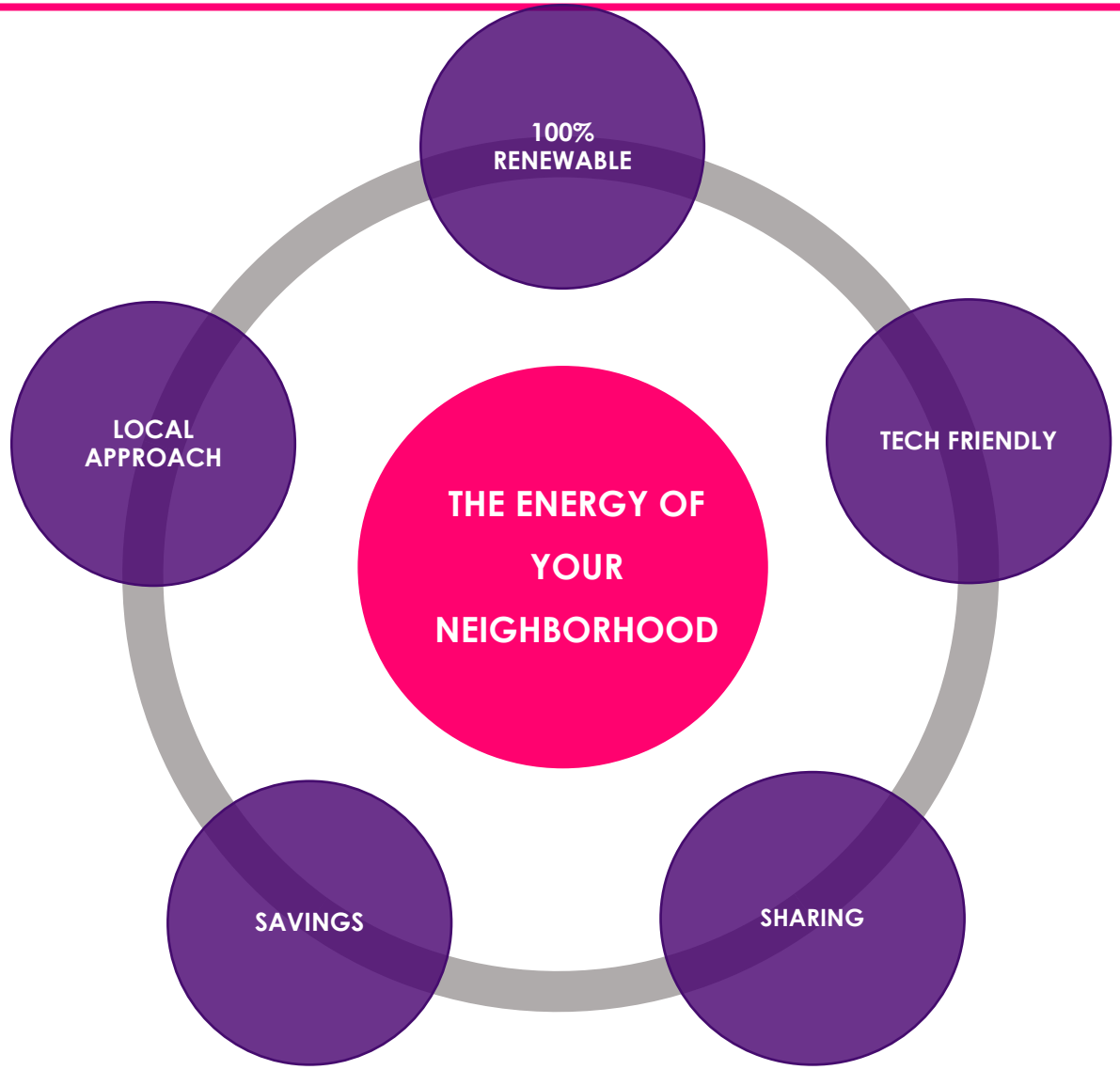
Martin Varsavsky, Chairman

A serial entrepreneur who has successfully founded 7 companies, including Jazztel and Eolia Renewables, which was sold for €1.4B.

Miguel Salís, Vice Chairman

Co-founded Eolia Renewables, where he acted as CEO. Miguel also founded and promoted different photovoltaic and wind generation projects in Spain. Prior to that he was Jazztel´s CFO since its inception

Barter Value Proposition

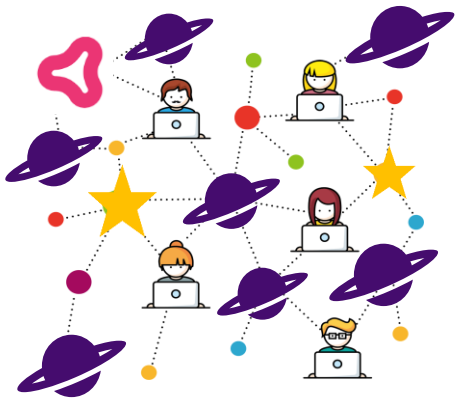


Why is Barter different?

- ✓ It is not self-consumption; it is shared solar energy
- ✓ You don't need to invest or finance it
- ✓ You contribute to reduce your carbon footprint
- ✓ You pay less from day one
- ✓ You are part of an energy community
- ✓ Shared energy is only the beginning…

A DEVELOPED BARTER RING NETWORK

- solar communities

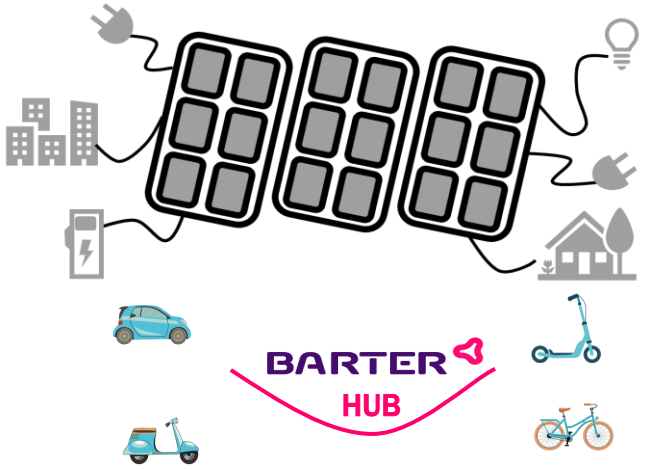


A DEVELOPED CLIENT & ENERGY PORTFOLIO

- power capacity energy managed

TO OFFER NEW ELECTRICITY RELATED SERVICES

- clients to offer new services in the future



Barter's goal is to become the utility of the future by integrating electricity generation and supply and building energy communities that initially get cheap solar electricity and will integrate additional electrical services in the future as they become economically viable

Barter's value proposition is very attractive for the STAR

TANGIBLES	INTANGIBLES
• No CAPEX commitment on the client´s end • Taking advantage of underused roof space • With a recurring income, savings on the electricity bill from common areas, and financing of your self-consumption (if you wish to own some panels) • 5-year savings in land property tax (IBI): up to 50%	• Sustainable buildings (LEED, BREEAM, net zero carbon, etc.) • Savings on energy bill for tenants and neighbours • Revaluation of the building and the area

Strategies	Type of building	Distribution channel
Existing Residential Blocks	Existing apartment building	• "Colegios de Administradores de fincas locales" • Neighbourhood councils
New Residential Blocks	New apartment development	• Real estate developers • Real estate promoters.
Public Buildings	Schools, sport centers	• Energy Agencies • Local councils and local agencies
Business/Industrial park	Industrial ships, offices	• Warehouses and office owners
Suburban residential	Detached house	• "Colegios de Administradores de fincas locales" • Neighbourhood councils
Private Services buildings	Private schools, residences, supermarkets, hotels	• Private services building owners • Energy efficiency partnerships

Barter's disruptive proposition for the PLANETS

BARTER

Benefits

1. Reduce their carbon footprint

- Supplying 100% of the Planets´ electricity needs from renewable energy sources

2. Pay less for their electricity

- Barter offers a discounted "solar price" on the electricity supplied by the PV plant

3. Participate in the solar community

- Barter promotes an environmentally conscious community thanks to the consumption of locally produce solar energy
- Additionally, Barter offers electrical related services (EV sharing, charging points, etc.)

4. Without the need to invest

Strategies	PLANETS under the STAR?	Additional planets
Existing Residential Blocks	YES	Apartment block neighbour and community common services
New Residential Blocks	YES	Future neighbour and community common services
Business/Industrial park	YES	Office STAR's tenants, warehouses and nearby residentials
Suburban residential	NO	Neighbouring houses
Private Services buildings	NO	Small commercial shops, offices and nearby residentials
Public Buildings	NO	Small commercial shops, offices and nearby residentials

BR build-up process

1. Identify the STARS that meet requirements
2. STAR acquisition strategy
3. STAR value proposition
4. STAR validation
5. Defined construction strategy
6. Engineering + Permitting
7. RING validation
8. PLANET acquistion Strategy
9. PLANET value proposition
10. Client management and loyalty
11. Channels

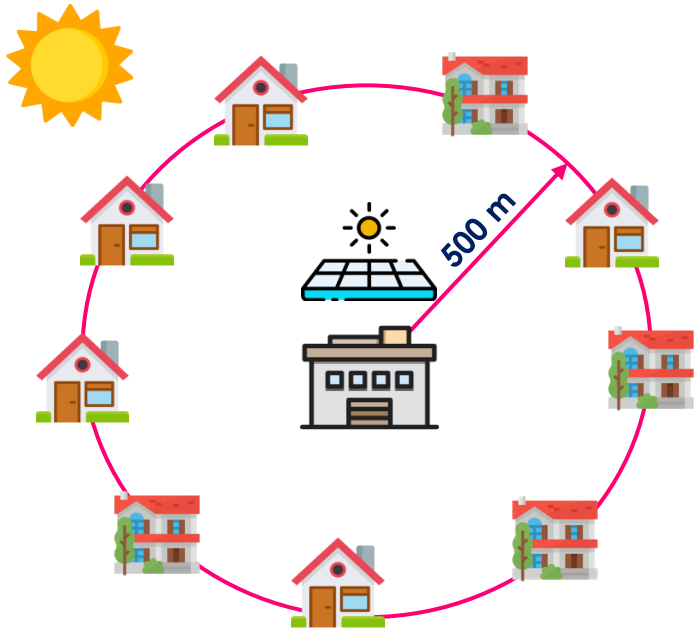
Close STAR lease contract

Construction & Legalization of PV plant

Close supply contracts with PLANETS

BARTER RING IN ORBIT

Barter's deployment criteria



BARTER

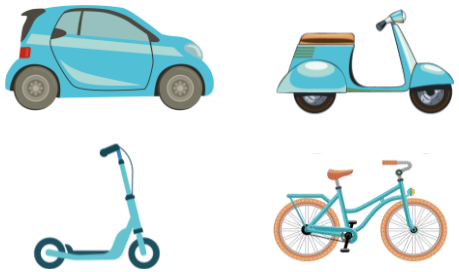
- Geographies with high solar irradiation ✓
- Regions with favourable building regulation and tax treatment ✓
- Urban or semi-urban areas (with 500+ clients within 500 meters) ✓
- Large available surface (between 150 m2 and 1.000 m2) ✓
- Flat surfaces with no shading and inclined to the South with an azimuth of +/- 30° (in case of sloping rooftops, ideally they should be metallic) ✓
- Low voltage connection point or with meter centralization (within 150m distance) ✓
- Space (2-4 m2) not accessible to the public for the location of our equipment (if the equipment cannot be located on the rooftop due to weight issues) ✓

SELECTION CRITERIA 7/7

customer base would allow Barter to offer new electricity related services

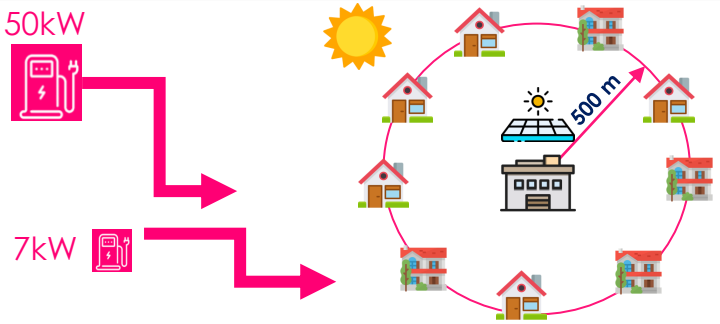
To take advantage of Barter´s network and acquired customer base, Barter could offer new electricity related services as technology mature and become cost effective

EV SHARING SERVICES



As an add value for its clients, Barter could start offering EV sharing services (i.e. minutes packs and personal mobility insurance)

CHARGE INFRASTRUCTURE



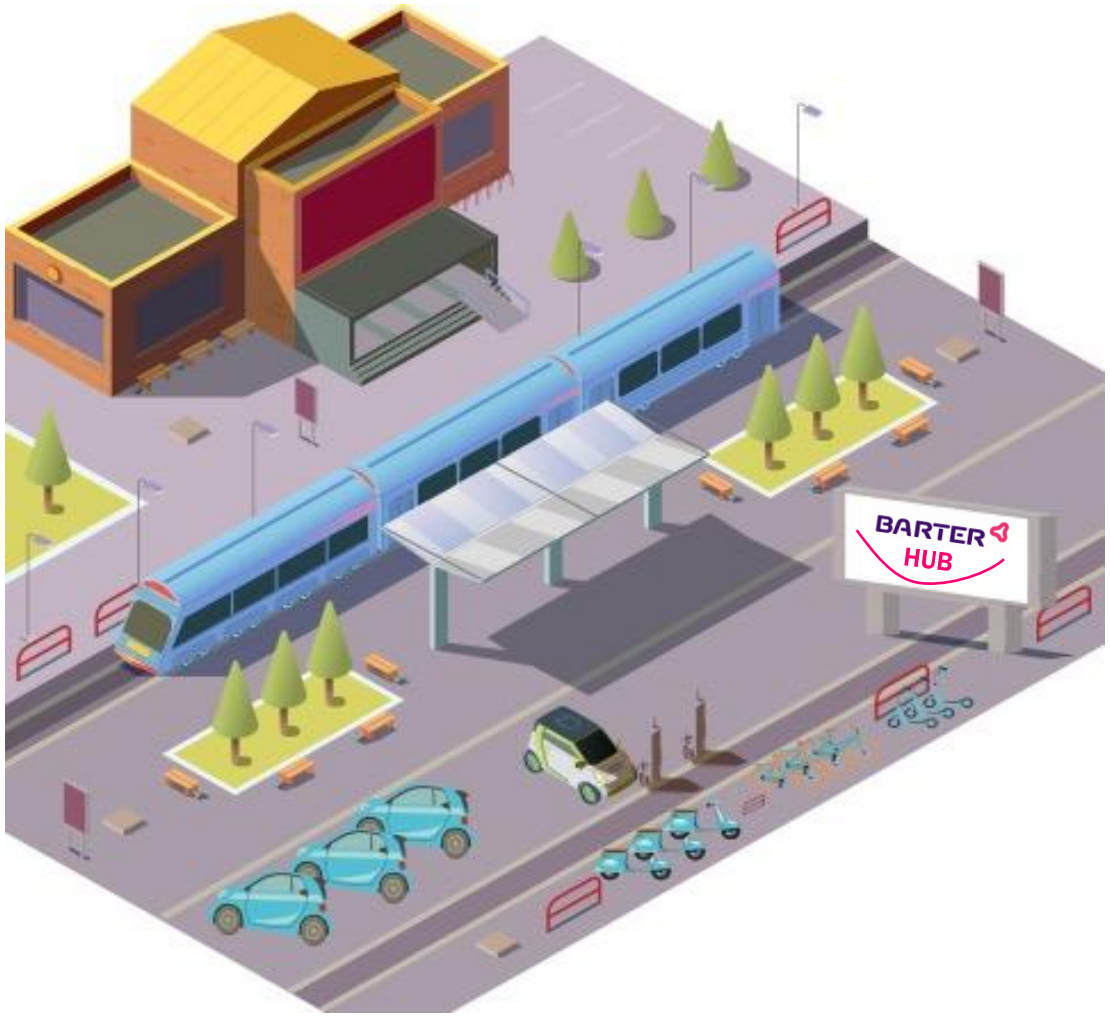
7,4 kW	50 kW
4k €/charge station 1k €/installation Barter ring clients	50.000 €/charge station 10k-20k €/installation Price to sell: 0,3-0,5 €/kWh

ENERGY STORAGE

- **Hub batteries**
- **Home batteries**
- **EV batteries**

Opportunity to optimize the cost of energy through the use of battery storage

Barter upsides in the future



BARTER
HUB

- A PLACE TO CHARGE
- A PLACE TO SHARE

BARTER

the power of sharing

www.barterenergy.es

hello@barterenergy.es