



BUSINESS PARTNER PROGRAM



**THE NEW POWER
TO FUEL OUR FUTURE**

SOLARUS
SUNPOWER FOR THE PEOPLE



Doing business with friends

All over the world people finally realize that a shift from fossil to sustainable energy is needed to fight energy poverty and reduce CO₂ emissions. And that is exactly the promise Solarus makes.

We are a renowned manufacturer of the hybrid PowerCollector, generating up to three times more energy from the sun than traditional PV-panels. The unique and patented Solarus PowerCollector has the highest yield ever measured. Slowly but certainly the market is discovering that this third generation solar is indeed the most efficient way to get energy from the sun, as was already stated by the International Energy Agency years ago. Solarus is at the moment the only company in the world, able to produce this technology on a mass scale. With our sales pipeline filling up, the potential for this technology is beginning to show and grow. And you can be part of it!

Solarus is ready to extend its Business Partner network. We strongly believe in cooperating with loyal and dedicated partners that share our passion for a cleaner world and our vision on the solar market for heat and electricity. As B-Corp member, this local market approach contributes to our ambition to be good, while doing good. Creating local employment and reducing transport.

Our goal is to build a global distribution network by offering a valuable Business Partner Program. This program will make sure it is “easy to do business” with Solarus, so you can build a solid business model around our unique products. Discover the endless opportunities of the Business Partner Program in this brochure. We look forward to speak to you about the possibilities to welcome you as a Solarus Business Partner.



Leen Zevenbergen
CEO



FOSSIL FUELS ARE RUNNING OUT



AND THEY ARE HARMING OUR PLANET

The need to transition to a low carbon, and a renewable energy system comes at a time when 1.3 billion people, or 18% of the global population, live without access to electricity and 40% of the world's population rely on solid biomass fuels for cooking.

One half of energy consumed globally is for heating and cooling purposes, currently provided for by fossil fuels.

Solar heat is a mature sustainable energy technology capable of mass deployment. It has the potential to provide a significant proportion of the renewable energy required to meet decarbonization targets and obligations set in the Paris Climate Conference in 2015.

HELLO WE ARE SOLARUS. WE ARE A NEW KIND OF COMPANY

We have an important story. In fact, we have two stories to tell. One about our values and one about the PowerCollector.

We are an innovative renewable energy company. We develop and market the PowerCollector. A hybrid concentrated photovoltaic and thermal (C-PVT) collector and a C-T Thermal collector. Our PowerCollector supplies clean and affordable heat and electrical energy for customers in the hospitality and industrial segment.

Solarus' PowerCollectors are capable of harnessing up to **three times** more of the available solar energy compared to conventional solar photovoltaic products on the market. This increased efficiency allows Solarus to displace more fossil fuel based energy and reduce CO₂ emissions.

AFFORDABLE ENERGY WHILE DOING GOOD FOR THE WORLD

Our vision is 'sunpower for the people'. Solarus is a certified B Corp member and embodies the commitment to social and environmental performance, accountability and transparency that this certification presents. Solarus seeks to deliver on the following social and environmental objectives:

- Reducing energy poverty
- Addressing climate change
- Reducing exposure to local air pollution
- Creating local employment opportunities



UNIQUE AND PATENTED POWERCOLLECTOR WITH HIGHEST ENERGY YIELD

The Solarus PowerCollector is a concentrating, hybrid solar photovoltaic and solar thermal panel. Concentrating means that it has a curved mirror to collect and reflect more sunlight throughout the day. Hybrid means that it combines solar photovoltaic (PV) generation of electricity with solar thermal (T) generation heat.

The **POWER**
COLLECTOR™

Solarus offers, as the only company in the world, both Active Cell Cooling (ACC) and MaReCo (Maximum Reflector Collector) technologies, which make the PowerCollector the absolute highest performing thermal collector on the planet.



SOLUTIONS FOR SPECIFIC MARKET SEGMENTS

The PowerCollector of today is built around the applications heat, electricity and cooling. Around these, various solutions can be built for specific market segments, of which hospitality and food-processing industry are the most important ones.

Both the hospitality and food-processing industry have a continuous heat demand, often combined with limited roof space. The PowerCollector supplies up to three times more energy compared to regular PV, making every square meter of roof highly efficient.



ELECTRICITY



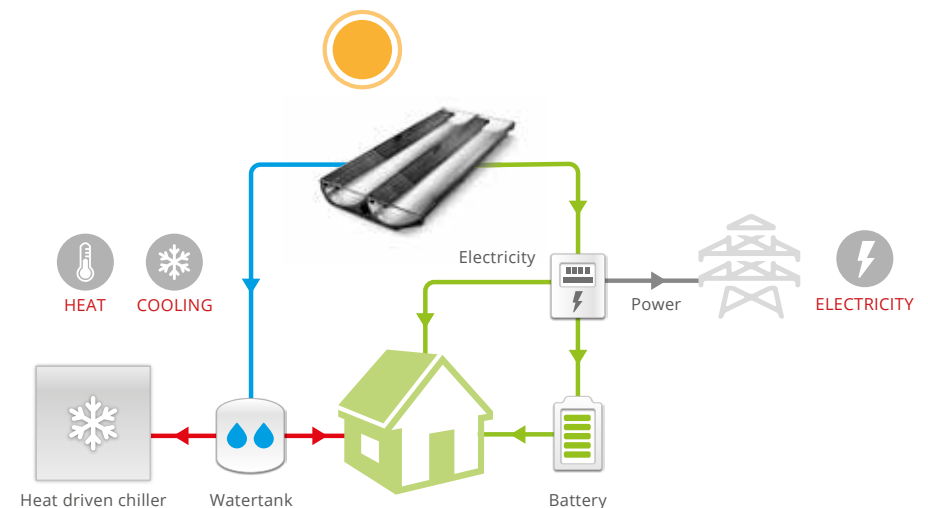
HEAT



COOLING

Some examples of solutions are:

- Hot water for showers in hotels, and for cleaning equipment in food industry. The electricity generated by the PowerCollector can be used to run an auxiliary source like a heat pump.
- (Off-grid) cooling solution in combination with an adsorption chiller, fed by hot water from the PowerCollector. This will prevent wasting big volumes of fruit and vegetables in the food-processing industry.





The **POWER**
COLLECTOR™

Leading industry and hospitality towards
a more sustainable future.





Business Partner Program

10 REASONS TO CHOOSE SOLARUS

Solarus strongly believes in the value of long term relationships with Business Partners and Customers. Our Business Partner Program is aimed at cooperation that reaches much further than a one-shot deal. Therefore we give you 10 reasons to cooperate with Solarus. Together we build success!



1 Choose for a product in a massive solar thermal market

The market for renewable energy is huge and there is massive potential to be captured in the solar thermal market. The PowerCollectors of Solarus are a high-end hybrid solution for thermal applications, and they generate electricity too.

2 Choose for the product with the highest performance

The Solarus PowerCollectors have the highest yield that has ever been measured. The PowerCollector generates up to three times more energy from your roof than any other product in the market. Imagine what this means for your business and your customers. Less investments, less roof space needed, highest energy output.

3 Choose for a long term sustainable business model

The Solarus PowerCollector is a high-end product generating solid margins. Being part of a larger installation including peripheric products and solutions will bring additional revenue and margins. Furthermore, there is the opportunity to generate recurring revenue from long term maintenance agreements.

4 Choose for a disruptive and passionate partner

Solarus is a passionate company with a disruptive product. We love to be good for the world, and are passionate to bring sunpower to the people by selling our PowerCollectors to the market and therefore make our world greener and better.

5 Choose for an easy-to-do Business Partner Program

Solarus has developed a Business Partner Program that is aimed to facilitate and support our Business Partners in doing business so you can focus on your customers. The ease-of-doing business with Solarus is of great importance for your success.

6 Choose for personal Partner Management

In the end doing business is all about people. We believe in strong interpersonal business relationships, and that is why we appoint a Partner Manager for every Business Partner. The Partner Manager knows your situation, is your central point of contact, and is passionate about making you successful.

7 Choose for a unique training and certification program

Having the best skills and knowledge is a very important key to success. Solarus will make sure your employees will be trained on selling, designing and installing our products, so your customers will get the best solution for their requirements.

8 Choose for an extensive support program

Although our training program will enable you to work relatively independent from Solarus, there will always be situations where you need to rely on support from us. Where needed we will support you with sales, marketing or technical issues. The better we can serve you, the better you can serve your customer.

9 Choose for our smart tools set

In order to deliver the best possible solution for your customers, we will supply you with several smart tools. Think of templates for proposal creation, calculation & simulation tooling. By using them you will have quicker lead times for proposal creation, it will make you more effective and successful.

10 Choose to be good for the world

When partnering with Solarus you choose to be good for the world. Let's get rid of all the fossil fuels and let the sun deliver our energy requirements. The PowerCollectors are waiting to be installed and handle all the power coming from the sun.

Technology does not run a business. Relationships do...




Solarus offers a great opportunity to grow your business. We love to help you attract more customers and connect them to your company. It is of eminent importance that Solarus is “easy-to-do-business” with.

We are building an indirect sales organization and we understand the specific needs and requirements of a partner channel. That is why we created the Business Partner Program which is aimed at facilitating you at every part of the business, enabling you to be successful.

BUSINESS PARTNER PROGRAM

- Starters-package to introduce Solarus into the market.
- Solarus Training program to train your sales, technical and marketing people and your resellers and installers.
- Marketing Support (channel marketing toolkit, lead program, events).
- Sales tools to create calculations and proposals.
- Online Purchasing & Order tracking.
- 2nd level technical support, 24/7 support.

We distinguish 3 different levels of Business Partners (Silver, Gold, Platinum), each with their own benefits and requirements.

	Silver 	Gold 	Platinum 
Agreement	Non-Exclusive	Non-Exclusive	Exclusive
Minimum PowerCollector purchases p/yr (target letter)	★	★★	★★★
Rebate level when overachieving target	★	★★	★★★
Marketing development fund			★
% Investment in Business Partner Program (of revenue)	★★★	★★	★
Investment in Solarus Sunpower BV			★
Skill development	Certification & Accreditation program	Certification & Accreditation program	Certification & Accreditation program
Business management	• Business plan • Target letter	• Business plan • Target letter	• Business plan • Target letter
Channel marketing toolkit	★	★	★

Surround yourself with those on the same mission as you

We believe in long term relationships and close cooperation with our Business Partners. Therefore, in order to become a Solarus Business Partner we think it is necessary to do a solid assessment of a mutual fit. Both you and Solarus must be convinced that a partnership will become a successful one.

While assessing a mutual fit we will address some qualitative and quantitative aspects of a partnership, such as your:

- Capability to sell, design, deliver and maintain integral solutions and act as a Total Solutions Provider, with a proven experience in the thermal domain.
- Existing relationship network in the hospitality and industrial sectors.
- Existing distribution network (direct and/or indirect) and the ability to achieve minimum sales levels.
- Current portfolio and the fit with Solarus products.
- Business Plan, including forecast, investment plan (in Business Partner Program, Marketing etc.) and go-to-market to launch Solarus PowerCollectors in the market.

When we enter into an agreement we will then use the following framework to manage the business during our years of cooperation:

Subject	Description
Skill development	Certification & Accreditation program
Business management	<ul style="list-style-type: none"> • Business plan • Business partner agreement • Annual target letter
Minimum purchase levels	Differ per business partner level (silver, gold, platinum)
Investment in Business Partner Program	Software licences, Certification & Accreditation program, marketing, technical and commercial support
Investment in Solarus Sunpower BV	Applicable for 'platinum' level



An investment in knowledge always pays the best interest

For Solarus it is of eminent importance to make sure that our Business Partners have a thorough knowledge of the Solarus products and solutions, as well as a customer centric attitude and behavior. Therefore we require and enable a continuous certification process on individual level and an accreditation process on your company level. For this purpose we founded the Solarus Academy.



WELCOME TO THE SOLARUS ACADEMY

In the Solarus Academy we utilize a combination of online learning and classroom learning, called “blended learning”. This is a successful method based on exchanging theory and practice. Solarus Academy will always work with the newest learning technologies. Learning becomes fun and knowledge is embedded better and quicker.

E-learning

The Digital Learning Suite (DLS) is a “digital school building” that can be accessed 24/7 to absorb knowledge from various E-Learning modules. These E-learning modules are an important part of the total certification process.

App

To ensure our Business Partners knowledge is always up-to-date, we have launched an app for tablets and smartphones. This app applies methods and expertise from the gaming industry. It is proven that learning by serious gaming results in a better understanding of the training material.

When all of the required employees are certified, you can apply for the status of ‘Accredited Solarus Business Partner’ which will ensure that your company is at the best possible skill and knowledge level.





Collaboration
and cooperation
will beat competition
every time

Solarus has a strong belief in long term relationships with Business Partners aimed at maximum cooperation. The better the cooperation, the easier it is to do business, the more successful the Business Partners are, the happier your customers are and finally, the more successful Solarus is.

SOLARUS HAS ORGANIZED SEVERAL TYPES OF SUPPORT

Partner management, personal relationship

Personal attention and dedication from a Partner Manager with one objective which is making our Business Partners successful by doing business easily.

Online presence

To run a global sales operations efficiently, Solarus will maximize its online presence by setting up several online portals:

- **Partner Portal:** One online single point of truth for all news, orders, products, marketing, leads, tooling.
- **E-learning,** where possible we train our Business Partners online, for maximum efficiency and little interruption with your sales time.

Technical helpdesk

Solarus offers 2nd line technical support when you need advice concerning design, implementation or maintenance of the PowerCollector and the auxiliary products that are part of the total solution.

“Coming together
is a beginning,
keeping together
is progress,
working together
is success.”

- Henry Ford

HOW TO BECOME A BUSINESS PARTNER?

When you are interested in
becoming a Business Partner
please contact Ron Coolen at
ron@solarus.com

Go for the winner!



Winner of the **Accenture Innovation Award** for Clean & Affordable Energy.



Solarus was awarded for being the best in show presenting company.



Solarus has successfully accomplished **STING** extensive support programme for accelerating businesses.



Miljöpris - Award given by the Social Democrat party (from the city of Norrtelja).



The BLUE Economy

Solarus is a Blue Economy Company.



Solarus was recognized as one of the 33 hottest technical innovation start-ups in Sweden. Award given by two newspapers: **NewTeknik** (technical) and **Äffars Världen** (business).



Solarus is case 53 out of 100 world wide disruptive technologies selected by **ZERI**.



Världsklassavtal - Solarus was certified being part of making the Norra Njurgårdsstaden district (part of the city of Stockholm) into an environmental world class city.



International Youth - Solarus won the Beijing's International Innovation Competition.



Solarus won a grant to develop an automated production for the PowerCollector. With this funding **Eureka Eurostars** shows great confidence in the concept of the product.



Solarus won the award for start-ups during the 'Meet the Giants' event at Hannover Messe.



Solarus won the award for 'best TNO' match during the 'Meet the Giants' event at Hannover Messe.



Solarus won the **Erasmus Energy** Business Award for most innovative product in the field of future energy solutions.



SUNPOWER FOR THE PEOPLE

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