1. Homeowners create property profiles
   - Property location
   - Energy use
   - Equipment & financing preferences

2. Solar installers design systems, submit quotes
   - Use aerial images
   - Submit quotes online via marketplace

3. Compare quotes & select best value
   - Standardized quotes
   - Easy to compare quality & price
   - Live decision support
2016 U.S. residential solar market: $10.5B+; CAGR: 50%+

Source: GTM
Solar economics are driving consumer interest

$2,200/year bill

85% solar offset

ROI = >13%

Monthly Electricity Bill of EnergySage Shoppers

National Average: $114

<table>
<thead>
<tr>
<th></th>
<th>H1 '15</th>
<th>H2 '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>$186</td>
<td>$189</td>
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</table>

Size of System & Expected Offset

<table>
<thead>
<tr>
<th>Size of Quoted System (kW)</th>
<th>H1 '15</th>
<th>H2 '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.8</td>
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</tbody>
</table>

Percentage of Usage Offset (%)

<table>
<thead>
<tr>
<th>Percentage of Usage Offset (%)</th>
<th>H1 '15</th>
<th>H2 '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>83.0</td>
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<td></td>
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<tr>
<td>84.3</td>
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Payback Period of EnergySage Shoppers

<table>
<thead>
<tr>
<th></th>
<th>In Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 '15</td>
<td>8.1</td>
</tr>
<tr>
<td>H2 '15</td>
<td>7.7</td>
</tr>
</tbody>
</table>
Interest in solar increasing due to increased awareness and ‘peer effects’

3x increase in search volume for “best solar companies” since 2011

Learn more at www.energysage.com/data
In 2015, over 12 million households considered going solar

4–6 Million

Active Solar Shoppers

5–7 Million

Interested Households

Learn more at www.energysage.com/data
Key Issue: Lack of transparency

- Uninformed consumers
- Increasing choices
- Limited, unbiased information and transparency
- Lack of standardization

Opportunities for salespeople to mislead
Prices vary dramatically

Range: $2.50/W – $5.50/W

$20,000+ difference in low – high prices
Highly fragmented industry

• 3,000+ installers
• 50+ panel manufacturers
• 25+ inverter manufacturers
• 100+ financiers
Solar equipment quality varies significantly

Quality Spectrum

Factors:
• Product quality
• Durability
• Warranties
• Aesthetics
100+ lenders now offer solar financing

- Equipment secured loans: 12+ providers
- Solar Leases & PPAs: 10+ providers
- PACE Loans: 10+ providers
- Property Secured loans: 50+ providers
The power of transparency

Financing Options Selected

National Average

- 63% Industry Average Selects Third Party Ownership

EnergySage Shoppers

- 7% of EnergySage Shoppers Select Third Party Ownerships
Consumers face four main issues

1. False or misleading advertising
2. Overly aggressive sales tactics
3. Lack of transparency & standardization of solar quotes
4. Anticompetitive practices in online search
Issue 1: False or misleading advertising

Problem

• Misleading advertisements
• Lowers consumer confidence
• Slows adoption rates

Possible Solution

• Consumer education
• Enforce Truth-in-Advertising laws
Issue 2: Overly aggressive sales tactics

Problem
• Unsolicited cold calls / door knocks
• High pressure to sign contracts
• Heightens consumer distrust

Possible Solution
• Consumer education
• Enforce National Do Not Call Registry
Issue 3: Lack of standardization in solar quotes,

Problem
• Modified assumptions to inflate savings
• Hidden dealer fees for loans
• No transparency into equipment quality
• No standardized metrics

Possible Solution
• Develop standardized solar quote guidelines (e.g., “Used Car Rule”)
• Develop “Buyer’s Guide”
• Commitment from solar companies
Issue 4: Anticompetitive practices in online search

Problem

• Google promoting proprietary solar-lead-generation service in search results
• Limits consumer choice

Possible Solution

• Discourage anti-competitive behavior
AS SEEN IN
“The marketplace’s functionality and usability is light years ahead of other similar sites.”
– GREENTECH MEDIA

OUR PARTNERS

EnergySage   |   Confidential Materials
Consumer research reveals preference for system ownership, quotes before site visits, and value

**Solar Financing Preferences**
- 36% Any
- 11% Lease or Power Purchase Agreement
- 53% Solar Loan

**Preference for Site Visit First or Quote First**
- 14% No Preference
- 4% Site Visit
- 82% Quote

**Highest Priority When Evaluating Solar Panels**
- 44% Best Value
- 19% Maximum Production
- 16% Most Advanced Technology
- 3% Most Attractive Panels
- 18% No Preference