



SeriousCapital™

Energy-Efficiency-as-a-Service

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Give Us Your Energy Bill.

We make you and your buildings **BETTER**.

And more **VALUABLE**.

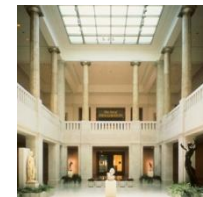
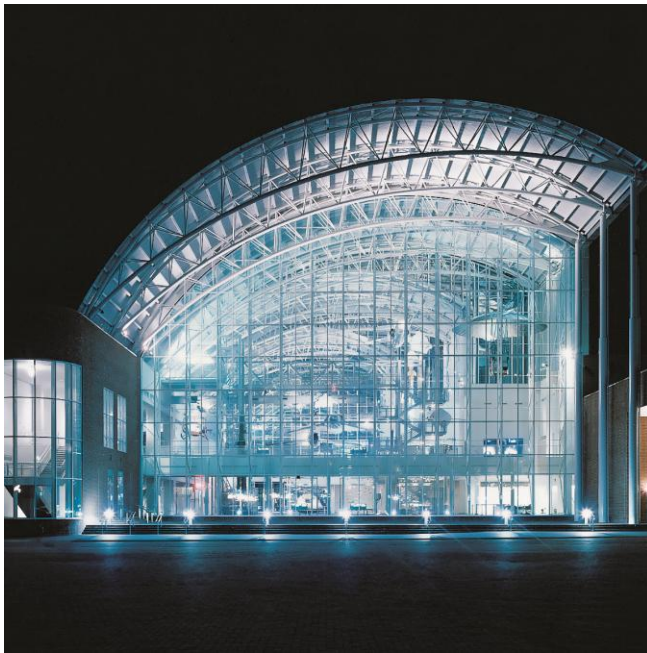
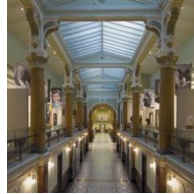
You get more for less because we are **CHEAPER**.

We make your life **EASIER**.

Are You **SERIOUS**?

Serious Energy Improves Existing Buildings

- HQ in Silicon Valley
- 70,000+ installed projects
- 22 Patents, 30 Pending
- 400 employees
- 6 North America facilities



Serious Solutions Trusted by Customers

SeriousCapital™

Energy Efficiency Services

SeriousEnergy™
MANAGER

Energy Efficiency Software-as-a-
Service Platform

SeriousWindows™

Highest Performance Super-
Insulating Windows & Glass Products

QuietRock®

Soundproofing Solutions



Why Upgrade Your Properties?

To Increase the Value of Your Buildings. For Everyone.

Increase Sale Value \$10-20 / SF

35% sale premium for LEED certified
31% sale premium for ENERGY STAR rated⁽¹⁾

Increase Rental Income \$6-10 / SF

6% rental premium for LEED and
ENERGY STAR⁽²⁾

Attract and Retain Tenants \$4-6 / SF

10% higher occupancy for ENERGY STAR
17% higher occupancy for LEED⁽³⁾

Regulation and Compliance \$2-4 / SF

Reduce Utility and Maint. Costs \$1-2 / SF

\$.75-1.50 / SF to SeriousCapital

- (1) US Commercial Office Properties; 2009 study by the University of Reading, Henley Business School, School of RE and Planning
- (2) US Office Buildings; 2009; Royal Institution of Chartered Surveyors
- (3) Class A Office Buildings; 2008 Journal of Real Estate Finance and Economics

Case in Point: The Empire State Building Gets Serious

Increase Sale Value

Owner planning to create a publicly traded real estate company featuring the building

Increase Rental Income

Increased avg per sq ft from \$26.50 to \$37.00. 2x in some areas.

Attract and Retain Tenants


- New brand name tenants – LinkedIn
- Longer lease terms, occupying more space
- 483,000 sq ft lease with Li & Fung - the largest deal for NYC office space in 2.5 years

Regulation and Compliance

- 2010 ENERGY STAR rated
- LEED Gold Certified

Reduce Utility and Maint. Costs

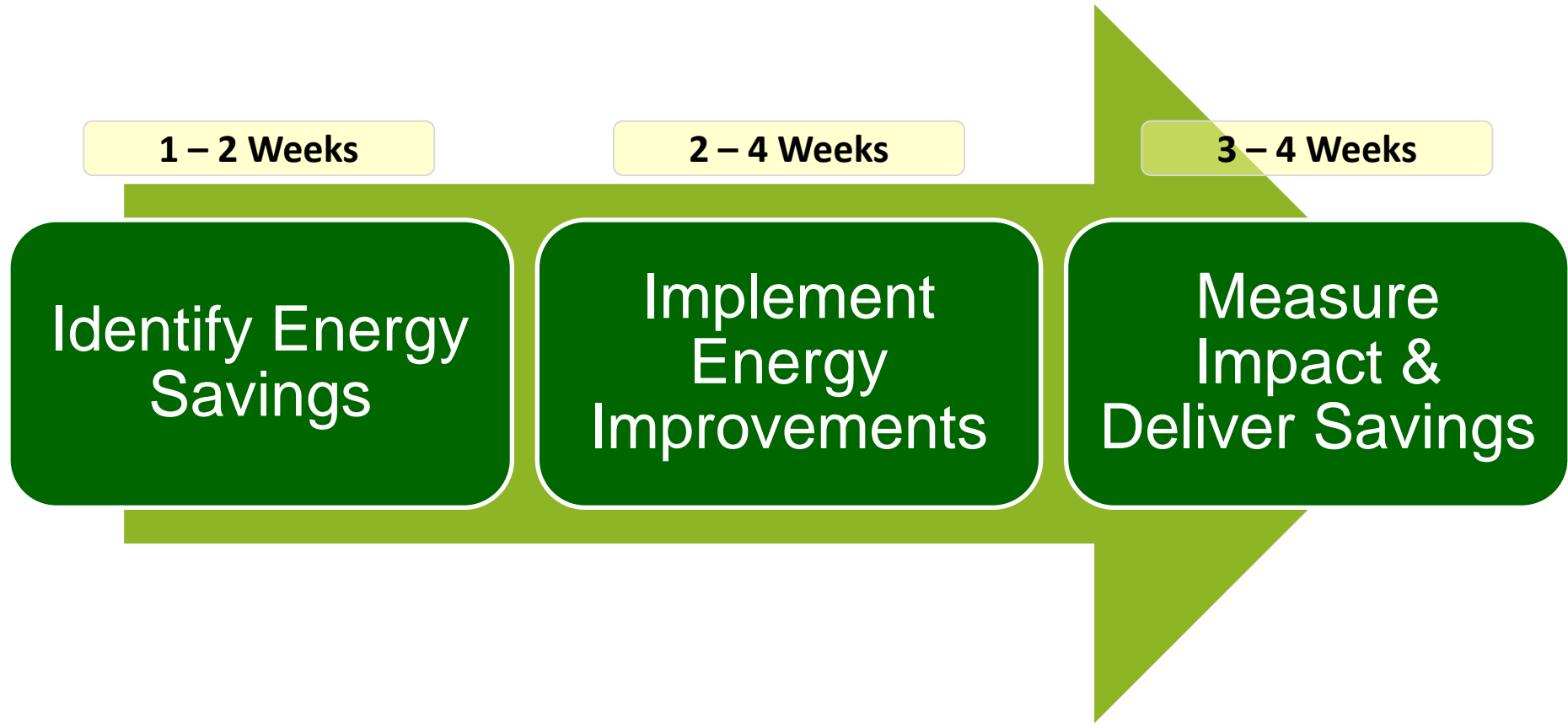
- Whole building 38% energy cost reduction
- 3 year payback



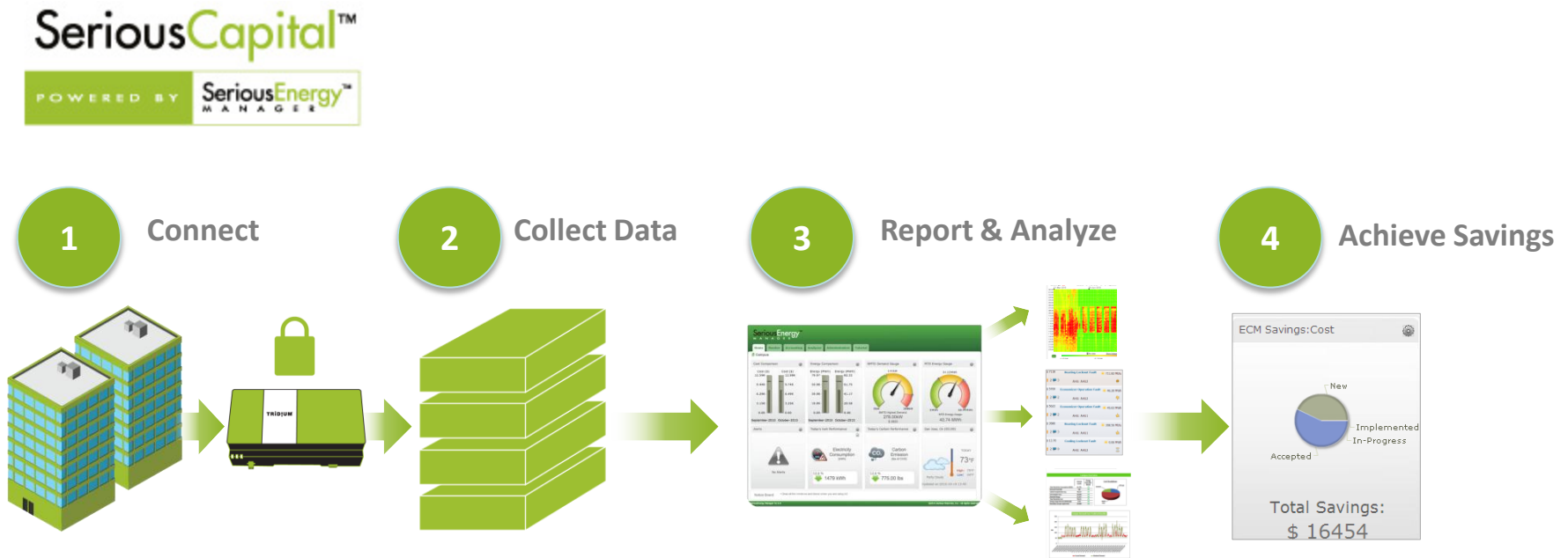
*“When a place of employment can be an **employee attraction** tool, an employee **productivity** tool, an employee **retention** tool – that’s a tremendous benefit to the employer. It impacts the **#1 cost** of doing business – and that is **payroll**. The retrofit **Empire State Building** appeals to the more informed, educated tenant that understands this.”*

-Tony Malkin, Owner, Empire State Building

Energy Efficiency-as-a-Service



Critical Differentiator: Energy Efficiency Platform



Better: Continuously improved operations. Keeps your buildings in shape.

Cheaper: Speeds payback.

Easier: Real-time M&V.

Summary

Making your buildings more valuable, comfortable, and efficient is easier than you think.

**Get
serious.**

Trusted supplier to Fortune 500 and MUSH market

Lowest 'cost' provider

High technology approach

Guaranteed results

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