Serious Capital™

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
Creating Building Value Through Energy Efficiency

Serious Solutions Trusted by Customers

SeriousCapital™
Energy Efficiency Services

SeriousEnergy™
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.

Reduce Utility and Maint. Costs $1-2 / SF
$.75-1.50 / SF to SeriousCapital

Attract and Retain Tenants $4-6 / SF
10% higher occupancy for ENERGY STAR
17% higher occupancy for LEED

Increase Rental Income $6-10 / SF
6% rental premium for LEED and ENERGY STAR

Increase Sale Value $10-20 / SF
35% sale premium for LEED certified
31% sale premium for ENERGY STAR rated

Regulation and Compliance $2-4 / SF

(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

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

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.

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
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.

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