




思得  
*Seeden*

*Simplifying Energy Savings*

# 思得 Seeder about us

Seeder makes rooftop solar more accessible by bringing together solar manufacturers, developers, engineers, and financiers. We manage the vendor selection, provide quality assurance and structure project financing.

Our solar calculator and web app automate and accelerate the process to provide cleaner and cheaper electricity for China's commercial and industrial buildings.



# **Rooftop solar is one of the best ways to transform our energy system,**

reduce air pollution, and mitigate climate change.

- It uses spaces that are otherwise wasted, and does not pose negative impact on land
- It reduces electricity produced from coal burning, which emits air and carbon pollution
- It gives the building cheaper electricity
- It raises the building's property value, makes it more attractive to tenants

# Why Solar?



## Improve Property Value & Differentiate

- Attract higher-end tenants
- Increase net operating income
- Meet latest regulations & avoid fines

## Boost Reputation & Meet Carbon Reduction Goals

Apple plans to build over 2 GW of solar power for its suppliers in China



## Reduce Electricity Costs

- China's power prices expected to increase. PPA locks-in a discounted price.
- Solar offsets high daytime electricity rates, which can be 3x evening rates.

## Did you know

You can get solar for free and save 10-15%  
on your building energy bill?



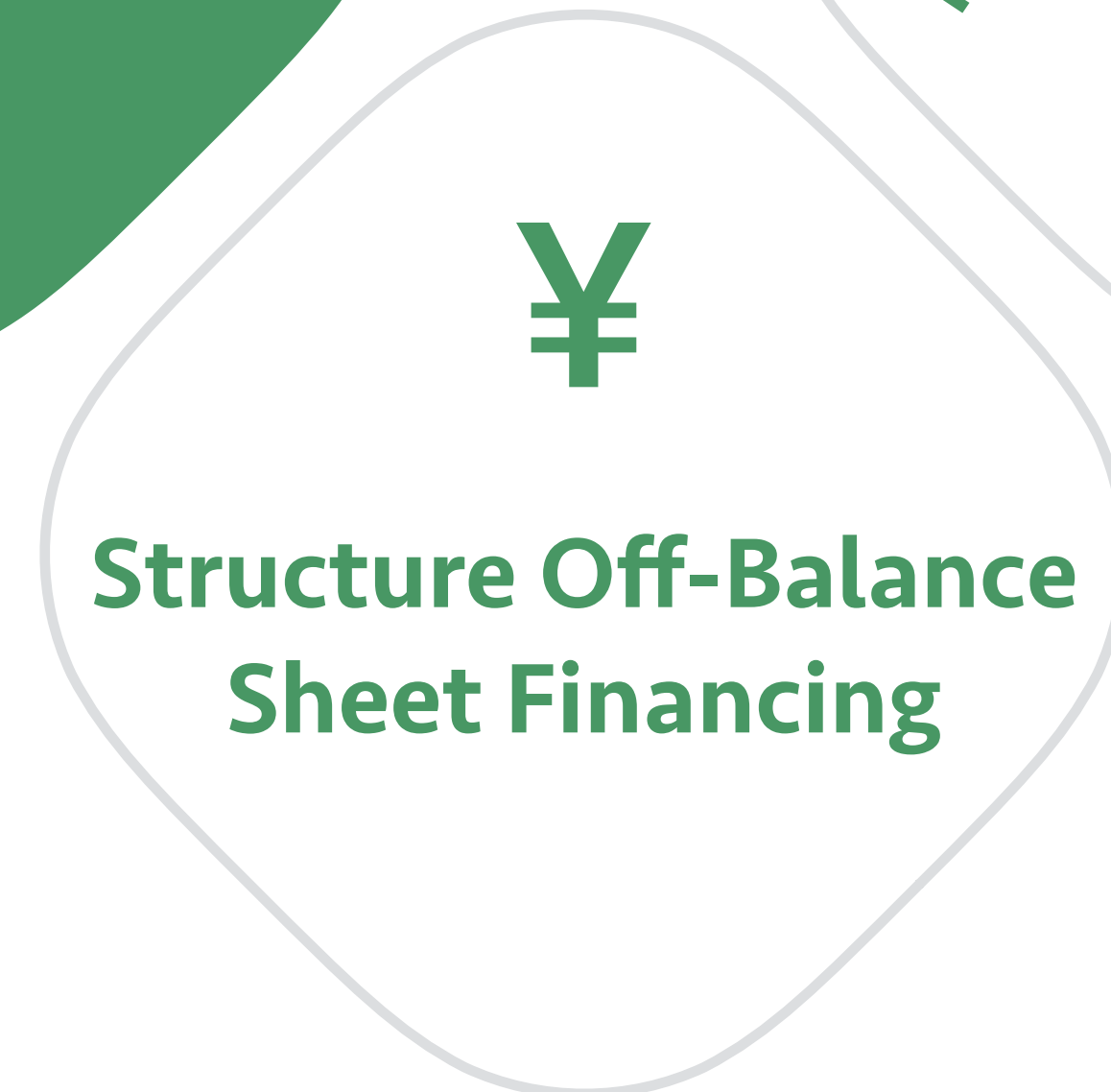
We help you achieve these savings in  
**low-risk, hassle-free** ways

# How Do We Do It?

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Based on each building's specific needs, we form the best team of suppliers to assess, design, install, maintain, and finance the rooftop solar project.

We aggregate the right resources for you and take care of the entire project process.

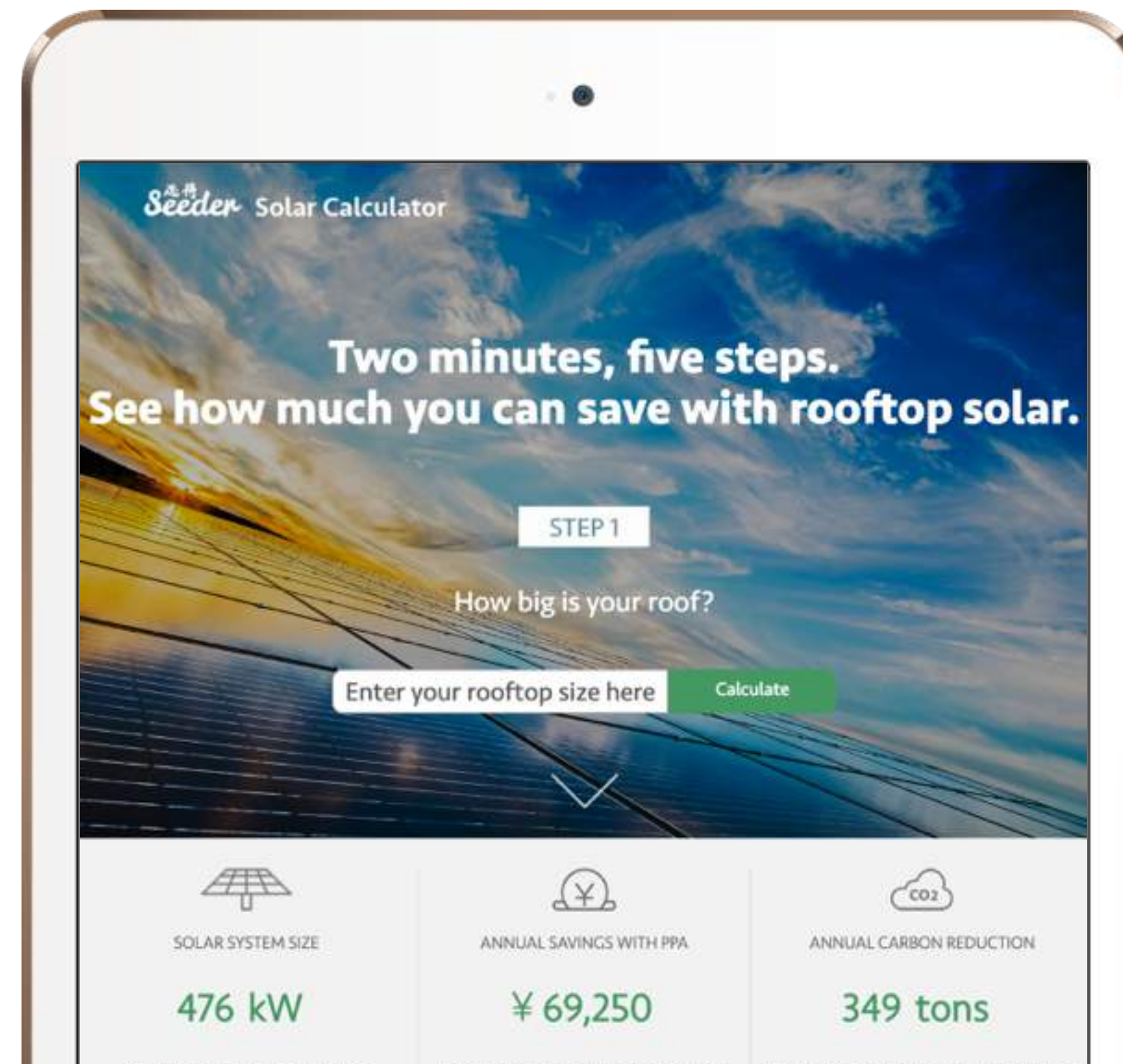


# Quickly Assess Your Savings Potential

With our new Solar Calculator, you can learn how much you will be able to save in electricity cost under different financing options, with nothing more than your location and rooftop size.



Fine tune your estimates with average daytime electricity price and average monthly electricity bill.





**SELECT**  
Top Suppliers



**NEGOTIATE**  
Competitive Prices



**ENSURE**  
Timely Implementation



## Manage Bidding Process on Owners' Behalf

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We are experienced in examining and comparing project bids so we can recommend to building owners the provider that offers the best quality and price.



**MANAGE**  
Engineering Partners

**DOUBLE-CHECK**  
All System Design



**TAKE CARE**  
Of All Paperwork for Grid and Subsidies

**ENSURE**  
Optimum System Performance



We add oversight to ensure a successful project  
and eliminate all of the hassles.



We offer innovative off-balance sheet financing from top quality investors.



## Project Finance



**ELIMINATE**  
Up-front Costs



**SHIFT**  
Performance Risks



**LOCK-IN**  
Electricity Prices

# How a Solar Power Purchase Agreement Works



The financier covers all costs of the solar system, you sign a PPA with them to purchase the power produced for 20-25 years.



Seeder's partner designs, sources and installs the solar system, including all paperwork and utility grid connections.



For the power that you consume from the system, you purchase it at a rate 10-15% below the price charged by the utility.



All monitoring, maintenance and insurance of the system are included to ensure maximum electricity output.



At the end of the contract, you can renew the agreement, purchase the system outright, or have it removed at no cost.

# Case Study: Zero-Cost Solar in Tongzhou Warehouse

248 kW  
ROOFTOP SOLAR

Seeder's role: Sort through all of the options for solar, identify the best solar providers and structure off-balance sheet financing to eliminate the up front costs.



2,500 m<sup>2</sup>

rooftop area

275,000 kWh

annual production

12%

electricity price discount

Project featured in:



REUTERS



*“Having environmentally sustainable features is seen as a competitive advantage.”*



## Press Coverage

We get our projects in prominent publications and will do the same to promote your project and boost your profile

### THE WALL STREET JOURNAL

#### Office Landlords Going Green in China

March 01, 2016

“The dip in property values and oversupply are the biggest drivers of take-up in solar panels,” said Alex Shoer



#### Going Green and Conserving Cash - Energy saving in city buildings has economic advantages

June 17, 2015

“Many building owners who want to make their premises greener and more economical don't know where to start” says the CEO and co-founder of Seeder



#### China's rooftops hold power to propel solar into the mass market

December 7, 2015

“Singapore-based real estate investment firm Redwood Group, has recently launched a 248-kilowatt (KW) pilot project in China”

# Featured Partners & Collaborators

We have in-depth partnerships with experienced actors in clean energy

## Financiers



## Industry Associations



# Get Solar on Your Rooftop!

*Seeder is simplifying energy savings and facilitating the world's clean energy transformation.*

Seeder Solar Calculator: Scan the QR code  
Visit [seederenergy.com/solar](https://seederenergy.com/solar)

Set up a consultation: Email [info@seeder.cc](mailto:info@seeder.cc)

*Seeder protects your privacy and does not disclose your information without your consent.*

