



CORPORATE FACT SHEET

COMPANY OVERVIEW

Optimum Energy LLC provides commercial and institutional facilities owners and managers with cloud-based software and services that enable them to optimize the energy efficiency of their HVAC systems. Optimum Energy uses patented, comprehensive mathematical models to process thousands of operational variables, enabling HVAC systems to automatically and continuously adjust operating parameters to lower energy usage, reduce carbon emissions and significantly lower operating expenses. Today a variety of Fortune 100 corporations, large universities and college campuses, scientific and research institutions, health care facilities and others rely on the Optimum Energy solution to deliver continuous commissioning that maintains energy optimization year after year. Founded in 2005, Optimum Energy is headquartered in Seattle and has offices in New York, San Francisco and San Diego. Visit www.optimumenergyco.com for more information.

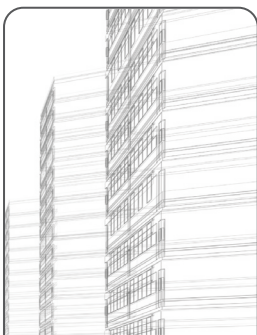
TARGET MARKET

According to industry analyst firm, Pike Research, buildings are responsible for 49 percent of global energy consumption and 47 percent of greenhouse emissions. And commercial building stock will continue to grow as population and economic activity increases drive the need for more infrastructure and public services. Increasingly high energy costs, the economic downturn, growing competition and government energy-efficiency mandates are forcing building owners and managers to reconsider the way they manage their facilities' operational systems. According to a recent IDC Energy Insight report (Smart Buildings Global Market Forecast) heating, ventilation and air conditioning (HVAC) typically constitutes a full 50 percent of a commercial building's total energy usage. Optimum Energy was founded to create and market solutions that help building owners and managers optimize HVAC system operations in order to meet the economic and sustainability challenges they face.

THE SOLUTION

OptimumLOOP™ is a patented software platform that saves energy by automatically calculating the most efficient sequencing of Central Plant system equipment based on real-time building loads without compromising on occupancy comfort or process cooling requirements. Unlike other energy optimization solutions that focus on various elements of the system, the OptimumLOOP platform takes a holistic view of real-time plant operation through its networked control algorithms and cloud-based management and reporting services. Years of experience have shown that all elements of the chiller plant must be monitored continuously to understand how the plant is actually operating in real time. The key to developing an effective optimization solution is to clearly understand how all parts of the chiller plant operate at any given time.

Our solution adheres to the Equal Marginal Performance Principle (EMPP), which states that the energy performance of any system operating with multiple modulating components is optimized when the change in system output (called the marginal system output) per unit energy input is the same for all individual components in the system. Since system output per unit of input is the definition of Coefficient of Performance (COP), marginal system output per unit of energy input also is called marginal COP or marginal performance. The OptimumLOOP platform measures, verifies and manages all the equipment in a plant to ensure the solution has the largest possible impact on the chilled water plant performance.



OPTIMUM ENERGY

411 FIRST AVENUE SOUTH

SUITE 620

SEATTLE WA 98104

T 888.211.0918

OPTIMUMENERGYCO.COM



The OptimumLOOP software platform works in conjunction with OptimumMVM™, a web-based measurement, verification and management software as a service (SaaS) platform that acts as a continuous feedback loop between OptimumLOOP. It provides detailed real-time and historical performance information that enables operators to quickly detect, diagnose and resolve HVAC system faults as they occur, as well as 24/7 access to efficiency performance metrics critical to benchmarking and maintaining efficient operation year after year. OptimumLOOP is patented, state-of-the-art configurable control software that provides continuous, system-level optimization of centrifugal chilled water plants. Its relational control algorithms automatically calculate the most efficient operation of an entire chilled water system minimizing total system kW/ton.

OptimumLOOP provides facilities owners and managers with a variety of benefits, including:

- ✦ Reduces energy consumption (electricity and water)
- ✦ Reduces carbon footprint
- ✦ Lowers operating expenses (up to 60 percent)
- ✦ Streamlines operations; reduces maintenance; lengthens equipment life
- ✦ Meets corporate social responsibility and sustainability goals
- ✦ Delivers a proven return on optimization investment via measureable reductions in energy costs
- ✦ Qualifies users for utility incentives and tax credits
- ✦ Earns operators LEED certification points, improves Energy Star ratings and earns green building certificates

PARTNERS

Optimum Energy maintains a variety of partnerships and strategic relationships with commercial building equipment providers such as Johnson Controls and engineering services firms to provide customers with a complete solution offering with the best overall value and return on their efficiency investments.

ENGINEERED. DEPLOYED. PROVEN.

Optimum Energy has broad experience in optimizing chilled water plant performance in a variety of building types and sizes including large, multi-building projects, data centers, labs and district cooling projects. Our solution has been deployed in more than 100 facilities across the globe. The company has compiled a comprehensive, cloud-based database with over 120 years of operating data that provides the company with unique historical measurement and verification reporting and analysis capabilities. The OptimumLOOP solution is installed at the Mineta San Jose International Airport, The Rockefeller Groups' Time-Life Building, the University of Texas at Austin, the Thomas F. Eagleton US Courthouse, Glenborough, LLC's Aventine office building and a variety of Fortune 100 corporations among others.

MANAGEMENT

Matthew Frey, President and CEO

Mark Bretl, Vice President, Products and Technology

Ben Erpelding, Vice President, Engineering and Solution Architecture

Marty Hess, Vice President, Marketing and Business Development