

DYESOL: SNAPSHOT

7th Annual Austock "Sustainable Productivity" Conference

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DSC IN USE



DYE SOLAR CELLS (DSC)

- Artificial photosynthesis – power all day every day
- Lowest embodied energy
- Low cost, low temperature, low toxicity
- Lower forecast Levelised Cost of Energy (LCOE)
- Efficiencies: laboratory 12%/ industrial 6% - already outperforms all thin film solar competitors in real life usage
- Most suited to the built environment in real light conditions – source of power at point of use

DYESOL BUSINESS MODEL

- Control of **material inputs** and next generation **technology leadership**
- Risk mitigation: **proven technology**, low capital expenditure, **external validation**, risk sharing with **best-in-class manufacturing partners**, IP protection & mass production targets
- Building Integrated Photovoltaic (**BIPV**)
- Diversification: (1)**Steel**, (2)**Glass**, (3)**Automotive** & (4)**Electronics**

DYESOL BUSINESS MODEL II



STRATEGY

- Steel – lead product addressing the roofing and wall markets with production and distribution forecast by 2011/12. Co-development with **Corus (Tata Steel)**
- Glass – non-view and view glass for the built environment. Co lead-development with **Pilkington NA (NSG of Japan)** & Others
- Automotive – **TBC** and forerunner of a suite of flexible products e.g. blinds in buildings
- Electronics – Targeting motes and plastic electronics

STRENGTHS/OPPORTUNITIES

- First mover advantage in a disruptive technology targeting the built environment
- Lean business model – modest fixed cost base and leverage to revenue growth
- Addressing multi-billion dollar markets
- The holy grail - “grid competitive”
- A socially responsible investment with a genuine prospect of high profitability

WEAKNESSES/THREATS

- Continuing access to risk capital
- The competitive environment
- Government policy shifts
- Breach of IP by competitors
- Durability of product in application (cell durability proven for 25 years)
- Mismanagement of investor expectations
- Managing corporate growth in international sphere

THE NEXT 12 MONTHS?

- Materials supply: establish robust supply chain in dyes, pastes and electrolytes e.g. Merck.
- Evaluate M&A opportunities
- Possible international listing e.g. UK
- Corus: complete milestones, commence beta testing (scale-up) & negotiate commercialisation arrangements
- Pilkington: confirm government funding & establish glass prototype facility in Toledo, Ohio
- Automotive: announce major auto project and establish leverage for SureVolt technology