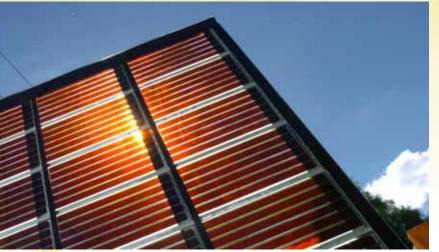
DYESOL: SNAPSHOT

7th Annual Austock "Sustainable Productivity" Conference 10 March 2010 Richard Caldwell, Chairman



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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)
- Lower forecast Levelised Cost of Energy (ECC-)
 Efficiencies: laboratory 12%/ industrial 6% -already outperforms all thin film solar competitor in real life usage
 Most suited to the built environment in real light already outperforms all thin film solar competitors
 - 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





Global Leaders in Dye Solar Cell Technology

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
- or personal us 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

