

Greenearth Energy Ltd.

*AGM
November 2014*



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Key FY 2014 Achievements



Group Transformation into Growth Stage



Innovative Industrial Lighting Solutions launched



Early stage revenue growth with Blue Chip clients



NewCO2Fuels proven at scale & signs collaborative agreements with major conglomerates



GER commenced 33.33% investment in NewCO2Fuels

Executive Summary



GER.AX
Publicly Listed Company on the
Australian Stock Exchange
since 2008



1 100%



2 33.33%*



3 100%



Right Products. Right Place. Right Time. Right Team.

* GER commenced 33.33% investment in NCF with balance due in January 2015

Executive Summary

July 2012

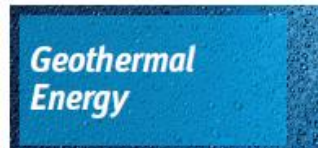
Short Term
Return on
Investment



Medium
Term
Return on
Investment















Long Term
Return on
Investment



CORPORATE EVOLUTION CONTINUES



July 2013

Three business units, one key short term focus:
Grow cashflow via Industrial Energy Efficiency

 <p>Proven Technologies</p> <p>Energy Efficient Industrial Lighting</p>  <p>Proven efficiencies over 60% 1 to 3 years Pay-backs Key customer base established Growing Revenue</p> 	 <p>R&D Phase</p>  <p>New CO₂ Fuels</p> <p>Joint Venture with NCF Israel and Erdi Fuels Ltd</p>  <p>Erdi ErdiGroup</p> 	<p>Geothermal</p> <p>Focus under Review</p> <p>3 Geothermal Permits (GEP 10, GEP 12 & GEP 13) exist in the Latrobe Valley and Greater Geelong areas.</p> <p><i>Currently seeking Federal Grant</i></p> <p>Geothermal potential partners include:</p>     
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November 2014

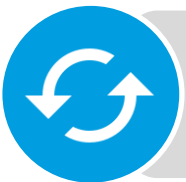
Business Transformation Well Advanced:
New Branding and Market Growth Opportunities

 <p>Services</p> <p>Intelligent lighting solutions for your business</p> <p><small>Vivid Industrial™ is a lighting solutions business. Our name has changed from Greenearth Energy Efficiency. Now as Vivid Industrial, we offer solutions to suit your lighting, cost and energy efficiency needs.</small></p> <ul style="list-style-type: none"> Lighting design Technical lighting advice & specifications New build or retrofit projects Installation project management Luminaire technology development Lighting application engineering On-site training Monitoring & reporting tools for lighting and energy use Maintenance & support Consultation & project management Multi-stakeholder management Financing options 	 <p>Initiating Pilot Phase</p> <p>CO₂ to Fuel Conversion Technology</p> <p>Under development with Weizmann Institute in Israel.</p> <p>Only Australian company in the past 30 years to establish a deal with the Institute.</p> <p>33% ownership option by Jan15</p>	<p>Geothermal</p> <p>Activity on Hold</p> <p>Suspended until further notice due to Victorian Government ban on "fracking"</p> <p>3 Geothermal Permits (Exist in the Latrobe Valley and Greater Geelong Areas).</p> <p>GEP 10, GEP 12 & GEP 13</p>
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BUILDING ON SOLID FOUNDATIONS

COMPANY MILESTONES

FY 2013



Streamline
Portfolio



Product of
Choice



NCF R&D
Stage

EVOLVE

FY 2014



Capital Raising
& Secure key
businesses



Build Team &
Prove Products



NCF Pilot
Stage



Geothermal
"fracking" ban

ENHANCE

FY 2015 →



Align Board to
evolving
business



Market
Growth



New Product
Development



Commercialise
NCF

EXPAND

ACHIEVEMENTS AND FUTURE FOCUS

FY 2013

- ✓ Restructured business and management team
- ✓ Disposed of non-core business units
- ✓ Funded GER for NCF & GEE growth & working capital
- ✓ Geothermal supported by Government policy & grants

EVOLVE

FY 2014

- ✓ Capital raising undertaken to focus on building up Industrial Lighting capability & securing NCF opportunity
- ✓ Renewed exclusive distribution agreements with key industrial lighting suppliers
- ✓ Expanded sales team to develop new customer opportunities and secured anchor blue chip customers
- ✗ NCF technology proven for both solar and excess heat models
- ➡ Geothermal suspended due to “fracking” ban

ENHANCE

FY 2015 ➔

- ✓ Board review: Align for evolving business units
- ✓ Greenearth Energy Efficiency rebrand to **Vivid Industrial**™ to better reflect company expertise
- ✓ Increase market share by leveraging proven technology, service model & acquisitions
- ✓ Improve product assembly capability to enhance intelligent product differentiation
- ✗ Pursue NCF Commercialisation opportunities
- ➡ Geothermal activity on hold

EXPAND



Key FY 2014 Achievements



Secured capital to underpin business transformation program



Renewed exclusive distribution agreements with key industrial lighting suppliers



Expanded sales team to develop new customer opportunities and secure Blue Chip client base



Developed disruptive product and service model

Why the Rebrand

Corporate rebrand to better reflect company expertise



Vivid Industrial provides customised and intelligent lighting solutions



Achieve tangible cost & energy savings, while reducing CO² emissions, now and in the future



Measure performance with smart lighting controls & analytics



Listen
& diagnose



Customise
solution



Business
results



Industrial Segment Focused

Continues to provide customised intelligent & energy efficient lighting solutions to industrial & infrastructure business

Retail 'large format'



Warehouse, Logistics & Cold storage



External Lighting



Port, Road & Rail



Sporting

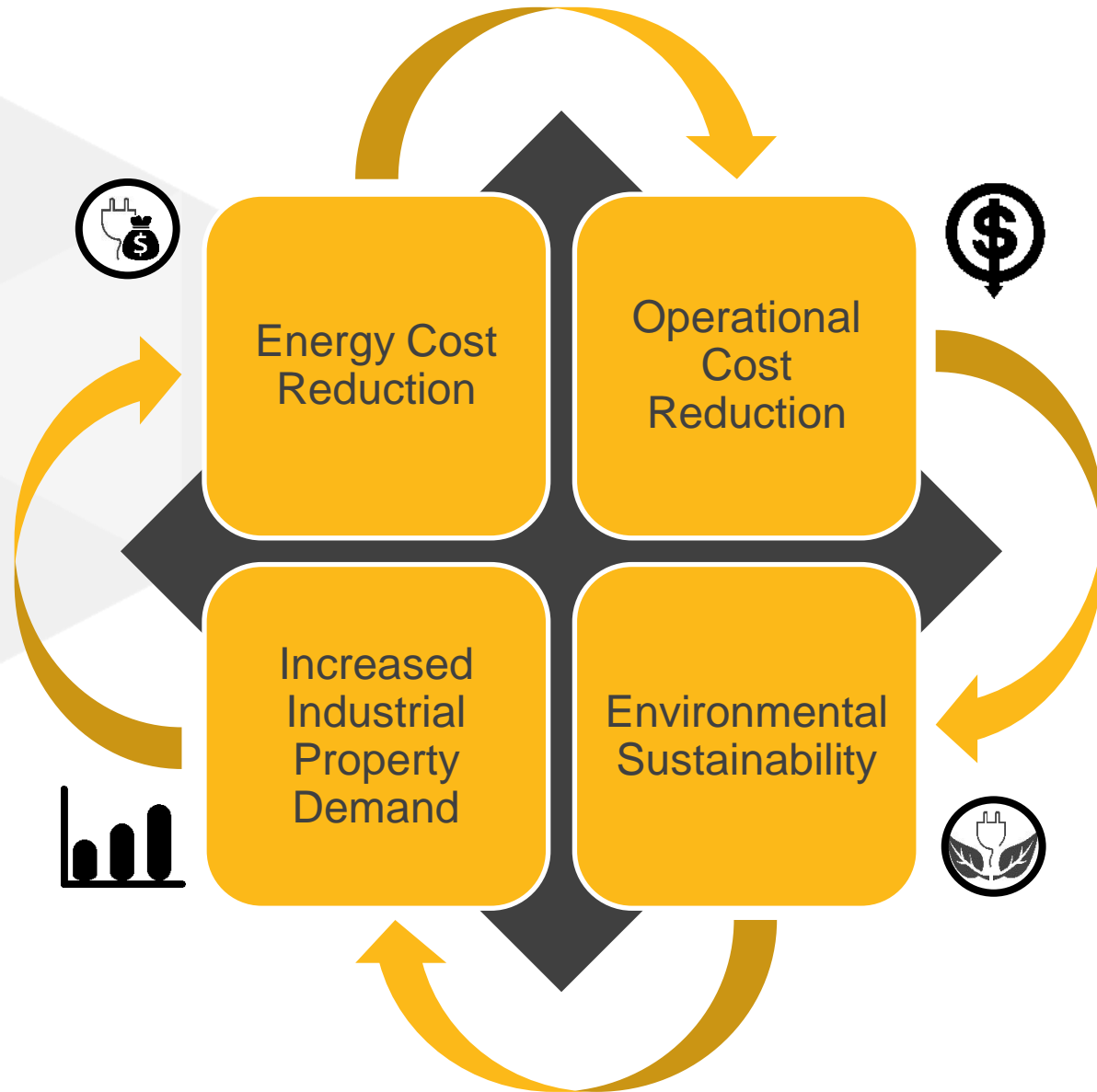


Mining



Market Drivers

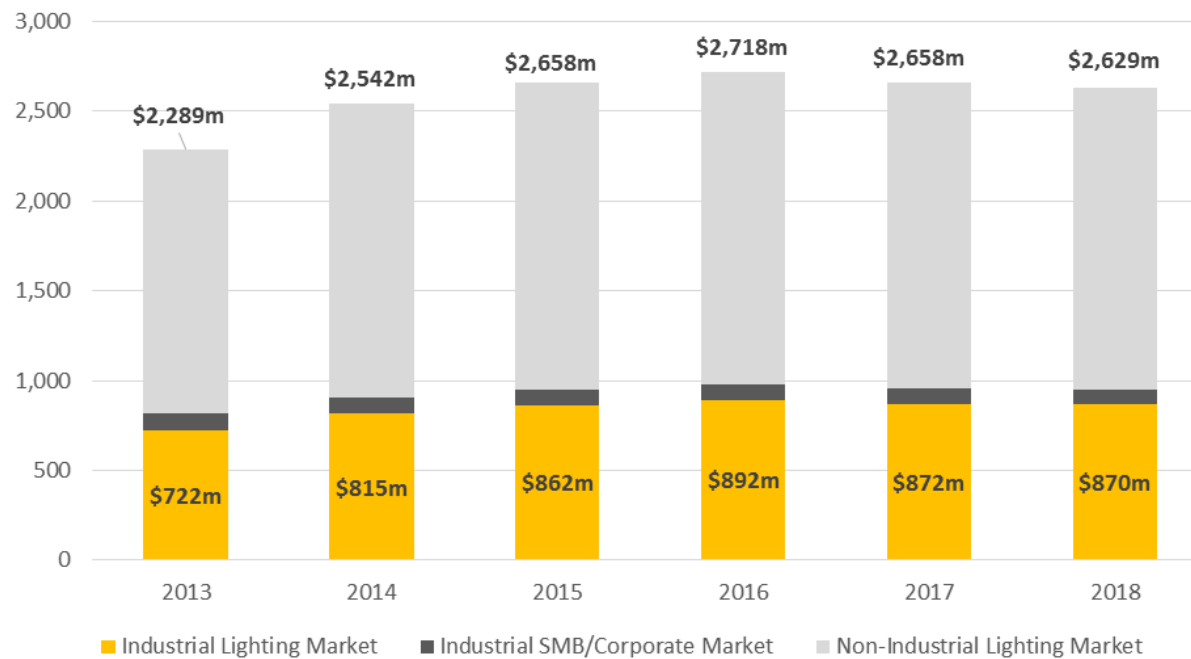
**Demand for
Intelligent lighting
solutions driven
by a number of
market drivers**



Industrial Market Opportunity

Indicative \$900m Australian Industrial Lighting p/a market opportunity

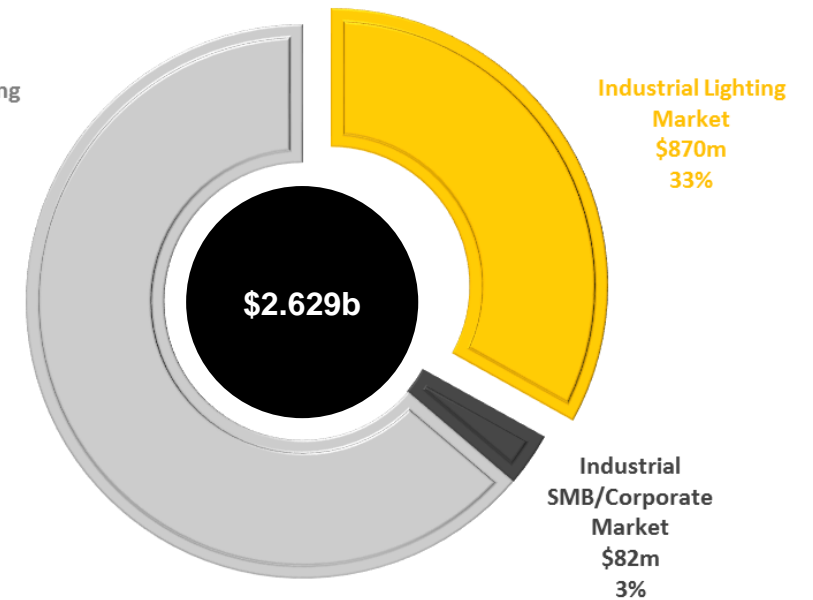
**Total Australian Lighting Market
2013: \$2.3b p/a - 2018: \$2.6b p/a**



Source: ABS 81650 Counts of Australian Businesses, including Entries and Exits, Jun 2009 to Jun 2013 overlayed with internal market data and industry reports

**Australian Industrial Lighting
Market 2018: \$870m p/a**

Non-Industrial Lighting
Market
\$1,677m
64%



* Industrial Customer defined as >200k turnover and ANZSIC code tagged as in Industrial Mkt Segment based on internal company industry knowledge

Disruptive Industry Model

1 Technology & Service

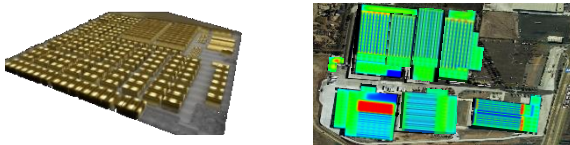
Innovative Energy Efficient Lighting Systems



Intelligent 2 Way Lighting Controls

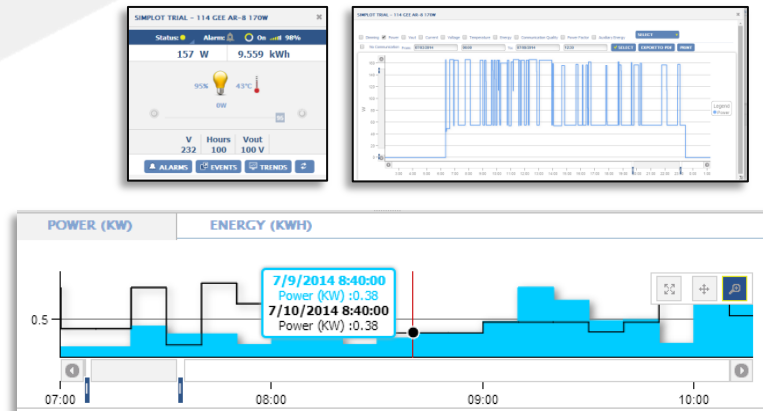


Optimised Lighting Design



2 Remote Monitoring & Control

Intelligent Monitoring & Maintenance



3 Pricing

Innovative
Finance
Options

\$

Industrial Customers Targeted

Engaging with key Industrial Australian Blue Chip Companies

Building



Logistics



FMCG



DIAGEO



Services



Key Capability: Validated Savings



Linfox WA Distribution Centre

- Reduced lighting energy consumption by 60%
- Reduce maintenance cost by 50%
- Complied with Australian Standards and OH&S lighting requirements
- Reduced quantity of light fittings & associated installation costs

60%
Energy Savings

Luminaire
Metrolight's SmartHID EcoPod
Smart Automatic Dimming

Annual kWh Saved
281,814 kWh

Annual CO₂ Saved
553 metric tons

Total Greenhouse savings 60%



Sydney Ports Glebe Island

- Reduced lighting energy consumption by > 65%
- Reduce maintenance cost by 75%
- Increase light levels by > 100%
- Reduce spill light

65%
Energy Savings
100% more light

Luminaire
400W LED Floodlight
200W LED Floodlight

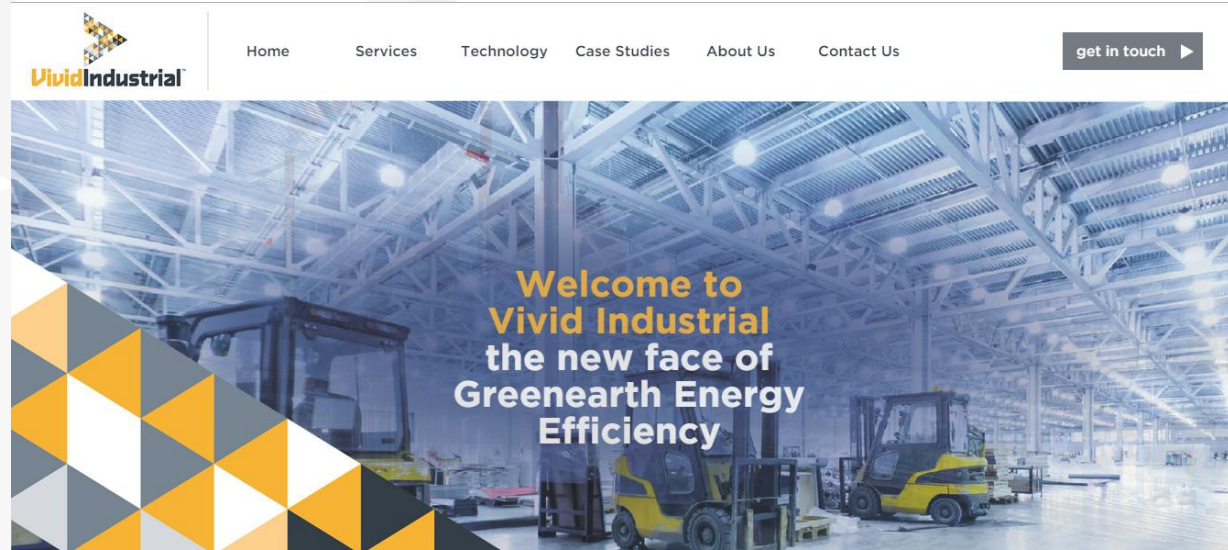
Annual kWh Saved
25,000 kWh

Annual CO₂ Saved
24.4 metric tons

Total Greenhouse savings 65%

Proven: Operational reliability of Product & Systems
Validated: Cost savings

New Branding















Rebrand better reflects company's key competency and pedigree as a **trusted leader** in customised **Industrial Lighting Solutions** which deliver **quantifiable cost efficiencies**, energy savings and **reduce CO₂ emissions**

Services

Intelligent lighting solutions for your business

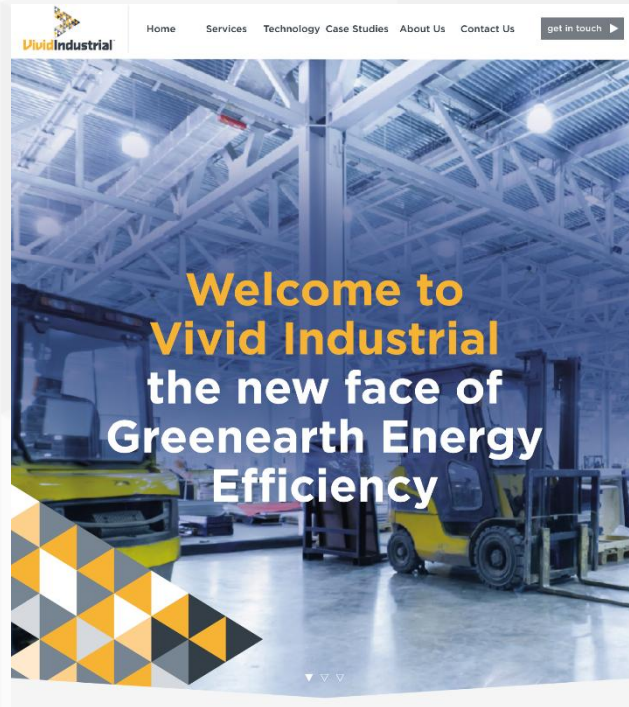
Vivid Industrial™ is a lighting solutions business. Our name has changed from Greenearth Energy Efficiency. Now as Vivid Industrial, we offer solutions to suit your lighting, cost and energy efficiency needs.

 Lighting design	 On-site training
 Technical lighting advice & specifications	 Monitoring & reporting tools for lighting and energy use
 New build or retrofit projects	 Maintenance & support
 Installation project management	 Consultation & project management
 Luminaire technology development	 Multi-stakeholder management
 Lighting application engineering	 Financing options



New Branding

New Website



vividindustrial.com

Summary

FY 2015 Outlook



Corporate Rebrand as Vivid Industrial
to better reflect company expertise



Increase market share by leveraging proven
technology, service model & acquisitions



Evaluate ancillary lighting revenue streams

NewCO₂Fuels



Key FY 2014 Achievements



Proof of concept stage completed for both Excess Heat and Solar (100% renewable) solutions



GER commenced 33.33% investment in NCF

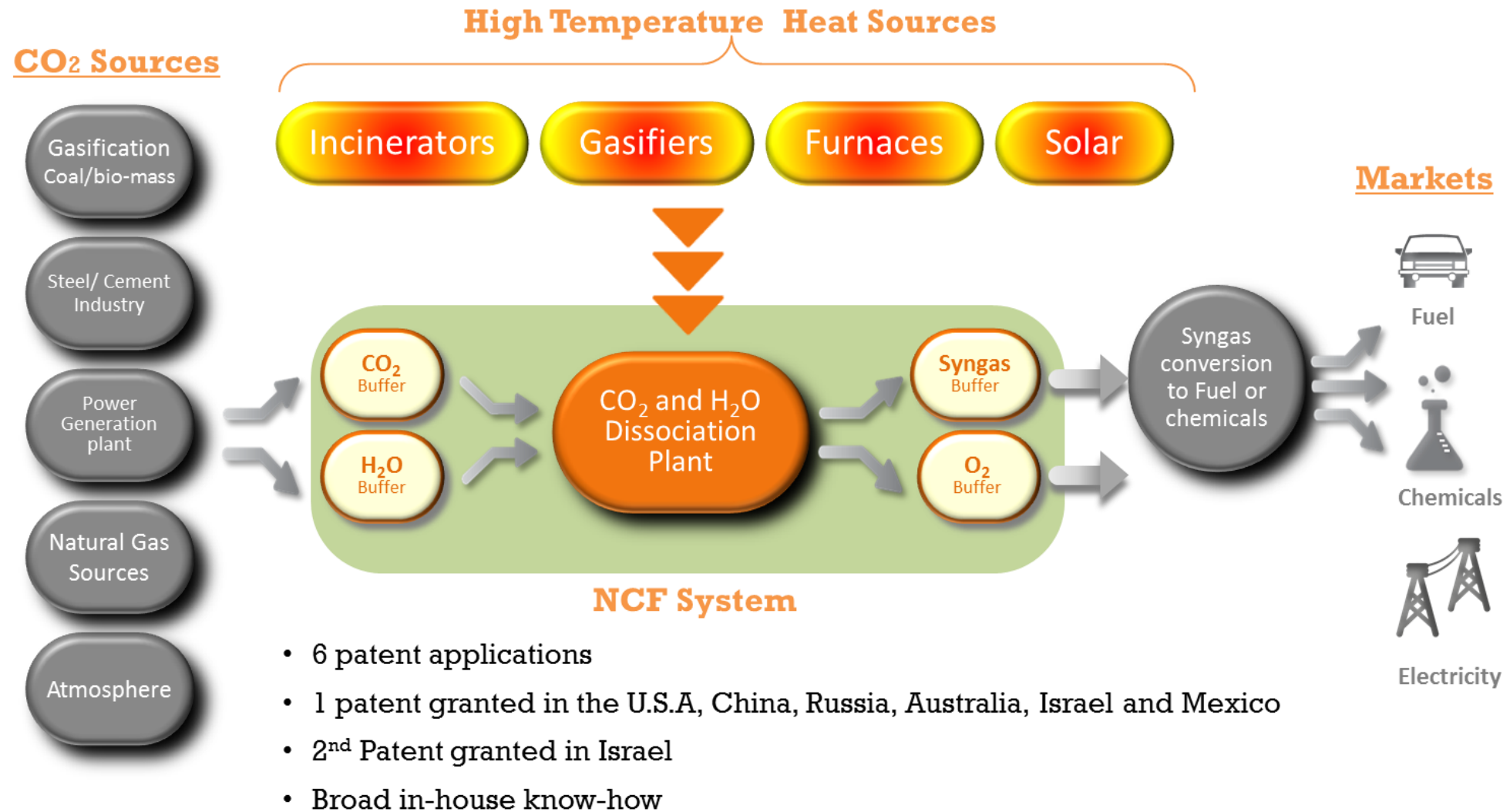


Collaborative agreements with global conglomerates underway



Interest from major industrialised nations including the USA, Australia and Israel Governments

NewCO2Fuels Process Overview

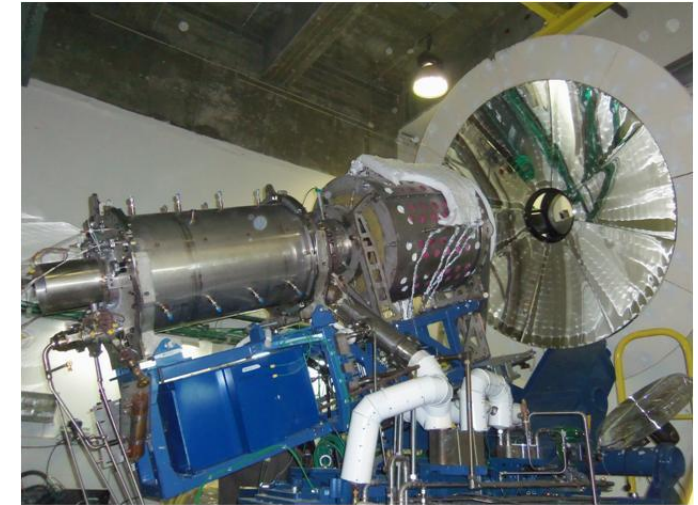


Achievements FY 2014

- Jan 2014: Excess Heat technology proven
- Mar 2014: Excess Heat technology efficiency improved 800x
- May 2014: Agreements signed with two global conglomerates
- May 2014: Solar Driven Heat technology proven

NCF Business Model:

- Current focus is on development of pilot plants and paths to commercialisation on a global scale.
- NCF revenues will be derived from reactor sales, system design, control and integration into other system components required for the complete CO₂ to Syngas process. Additional revenue will also be derived from maintenance, servicing and supply and sale of spare parts



Solar Reactor during Field trials on Level 12 of the Solar Tower - Weizmann Institute Israel



NCF Corporate Investors Position

- In June 2014, Greenearth Energy Ltd (Greenearth) advised that the Group had finalised the details of its investment in NewCO₂Fuels Israel (NCF) to 33.33 percent.
- On completion of the investment, Greenearth and Erdi Fuels Pty Ltd (Erdi Fuels) will be equal shareholders in NCF at 33.33 percent each and the remaining percentage of NCF Shares will continue to be held by founders, current NCF staff and Yeda Research & Development Co. Ltd. (Yeda), based at the Weizmann Institute in Israel.
- Future capital will be sought to move the project from a successful Pilot Stage to a commercialisation stage, leveraging the current successes & recognition in the technology from the United States, Australian and Israeli governments as well as industry accolades in winning the World Technology Network Energy award in November 2014



FY15 - Recent External Recognition



Australian Liquid Fuels
Technology Assessment 2014



ALSTOM



FY 2015 Outlook



Greenearth intends to complete 33.33% ownership of NCF for US\$2m by January 2015



NCF to develop pilot plant(s) in USA, EMEA and APAC



Ongoing focus on commercialisation opportunities



Long-term capital structure under review

Geothermal



Project Update



All Activity Currently on Hold



3 Geothermal Permits exist in the Latrobe Valley
and Greater Geelong



Currently suspended due to Victorian Government
ban on hydraulic “fracking”



Summary



Right Products. Right Place. Right Time. Right Team.



Re-Branding
Momentum



Market share growth
via technology, service
model & acquisitions



Evaluate ancillary
lighting revenue
streams



Complete remaining
balance of 33.33%
investment



Pursue NCF
commercialisation
opportunities

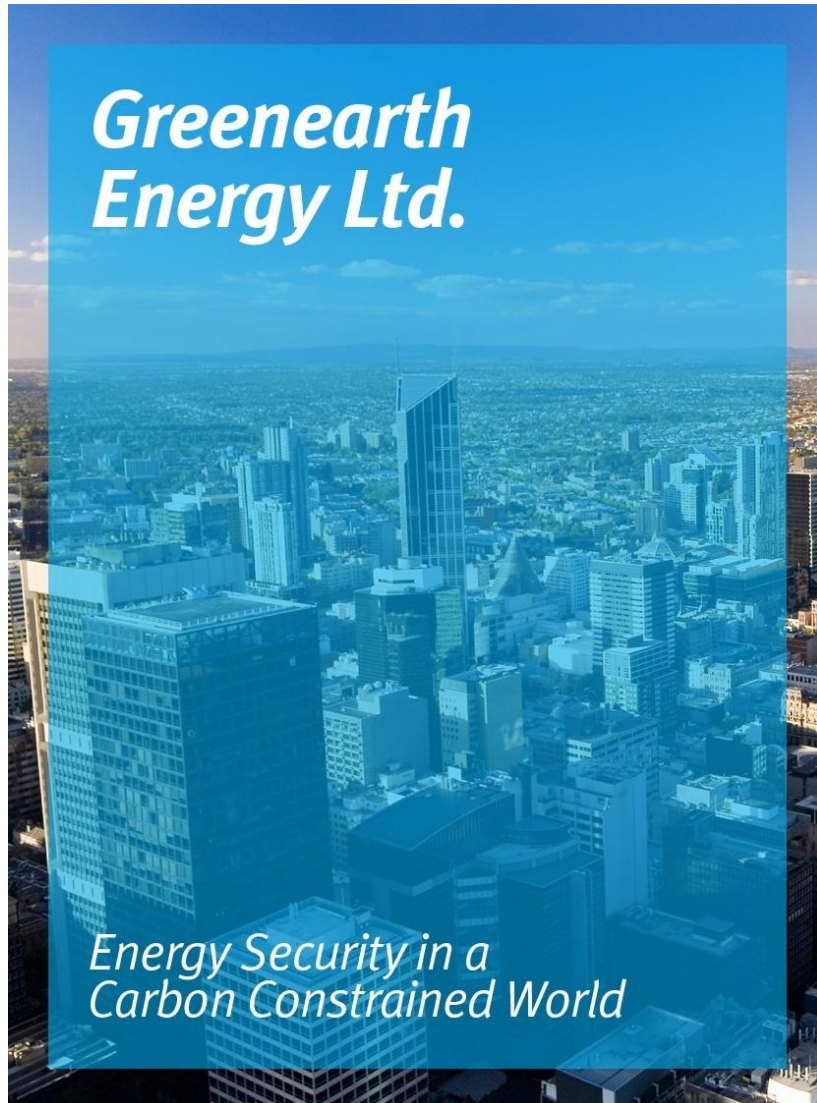


Review long-term
capital structure



Activity Currently on
Hold

Thank You



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Thank-You

