

Greenearth Energy Ltd

*CEO Investor Presentation
Proactive Investors*

ASX:GER

February 2015



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Capital Structure and Board & Management Team



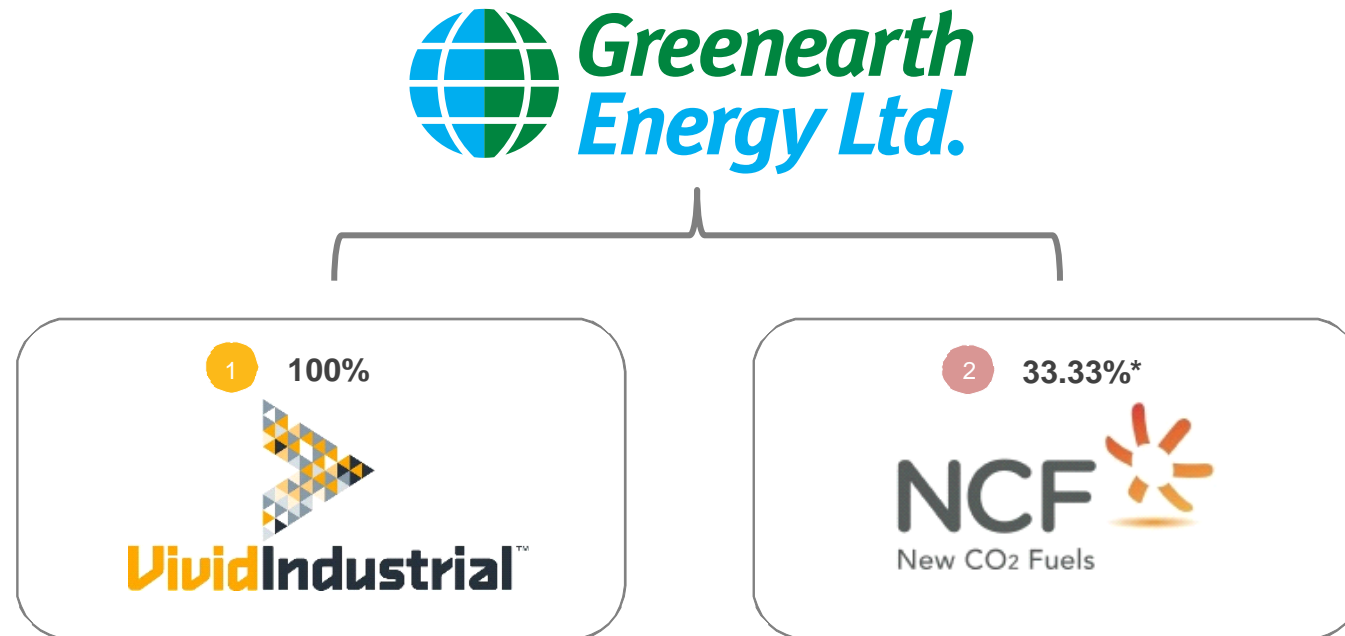
Capital structure	
Ordinary shares on issue	197.6 million
Unlisted options	27.95 million
Last close	\$0.063 per share
Market capitalisation	\$12.5 million

Major shareholders	% issued capital
Hub and Spokes Pty Ltd	8.44
Erdi Fuels Pty Ltd	8.35
Advance Publicity Pty Ltd	8.28
Lakes Oil N L	6.98
Total of Top 20	57.71
Remaining	42.29

Board & Key Management Team	
Robert Annells (Chairman)	Former member of the Australian Stock Exchange with over 40 years experience in the securities industry. Executive Chairman of Lakes Oil N.L, and Non-Executive Director of Rum Jungle Uranium Ltd and other non-listed company directorships. Mr Annells is also a Non-Executive Director of NewCO2Fuels Israel Ltd.
Samuel Marks (Managing Director)	Chartered Accountant with a Bachelor of Business (Distinction) from RMIT University and Six Sigma qualified through GE (General Electric). Over 17 years global commercial experience across accounting, consulting, corporate finance and corporate roles. Mr Marks is also a Non-Executive Director of NewCO2Fuels Israel Ltd.
John Kopcheff (Non Executive Director)	Geologist and geophysicist with extensive petroleum exploration and production experience both domestically and internationally. Served as the Managing Director of Victoria Petroleum N.L. till July 2010 and also as non-executive director of Great Panther Silver Limited, a TSX listed silver mining company.
Philip Zajac (Non Executive Director)	Serves as the CFO and executive director of the Erdi Group of companies, with over 30 years of commercial experience in the finance industry. He is also a Non-Executive Director of NewCO2Fuels Israel Ltd. He is involved in the development, ownership and management of eight hotels in Australia .
Robert Smith (CFO & Company Secretary)	Finance professional with a diverse skills in financial services, corporate finance, mergers/acquisitions gained from financial and advisory roles across funds management, energy, private equity, commodities, manufacturing, imports, wholesale, logistics and franchising sectors CA / Grad. Dip. CA (ICAA), B.Bus (Acc), RMIT (distinction).
Urbain du Plessis (Chief Operating Officer)	Specialist technology and business developer in the lighting and associated industries. Designed and commissioned lighting for Olympic venues, designed over 1,000 lighting products for Zumtobel, Thorn, Staff, Erco, Sill, WE-EF, Hella and many others across heavy industrial, roadway, airport and mining industry lighting He is also active in the CIE (International Commission on Illumination) and technical consultant to the FIA (Formula 1) on lighting matters.
Samuel Redmond (Head of Business Development)	Over 13 years of technical, commercial and advisory experience including technical and technological solutions in the aerospace sector in Europe and recently BDM and principle for a Melbourne based firm writing and reviewing policy for Federal Government and COAG on green leasing as well as co-founder of Engineers With-out Borders.
Shane Lewis (General Manager – Sales)	18 years senior sales & management experience based in Australia, Asia Pacific and the UK, with a diverse background in Electronic Monitoring and Control Systems, Capital Equipment and Engineering Services for the Australian Mining industry. B.Bus, double major Mkt (Distinction).

Executive Summary

- Greenearth Energy Limited (GER.AX) was founded in 2006, listed on the ASX since 2008
- Greenearth is a clean-technology and renewable energy company with interests in:
 - **Vivid Industrial:** Technology-focussed “Internet of lights” for industrial energy efficiency & savings
 - **NewCO₂Fuels:** CO₂-to-fuel conversion technology
 - **Other:** Development and review of aligned, game changing technologies



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



Customised, intelligent, internet based energy efficient lighting solutions



Industrial Segment Focused

Intelligent & energy efficient lighting solutions to industrial & infrastructure businesses

Retail 'large format'



Warehouse, Logistics & Cold storage



External Lighting



Port, Road & Rail



Sporting



Mining



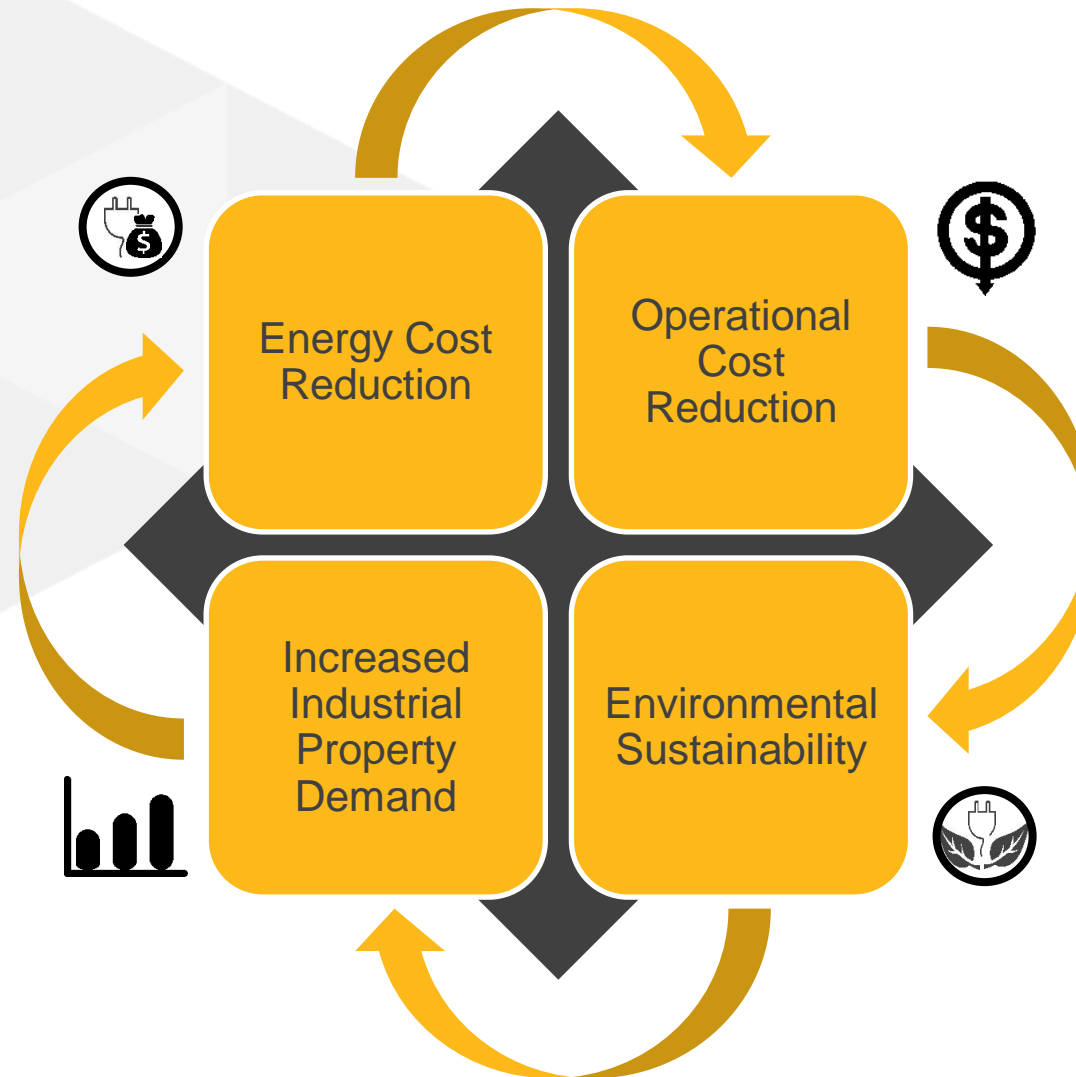
A revenue generating business, providing tangible savings for customers

“Efficient warehouse lighting, remains a priority area as lighting is usually one of the greatest consumers of energy in a standard warehouse”

Goodman Group Annual Report 2014 [Pg 8]

Colliers International reported that the size of industrial warehousing has increased 33% over the last 4yrs

Supersized Stock – Industrial Floor Space Reaches Record Highs” – Q214















Centralised remote monitoring & control capabilities across dispersed geographical facilities, translating to reduced operational costs and higher profits

Providing measureable and tangible CO₂ savings for customers

Attracting Global & Australian Industrial blue chip companies

Proven, reliable, robust and best in class enterprise scale solutions

Building	Logistics	FMCG	Services
			
			
			

The Market Size opportunity is compelling....

AsiaPac Industrial & Outdoor Lighting Market \$27bn over next 5yrs (Excl China)*

Australian Lighting Market 2013: \$2.3bn p/a → 2018 \$2.6bn

*Source: McKinsey & Co: Lighting the Way – Global Lighting report 2012

Disruptive Technology - Industrial Segment Model

1 Technology & Service

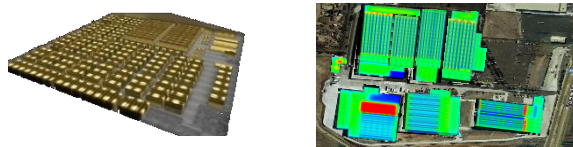
Innovative Energy Efficient Lighting Systems



Intelligent 2 Way Lighting Controls

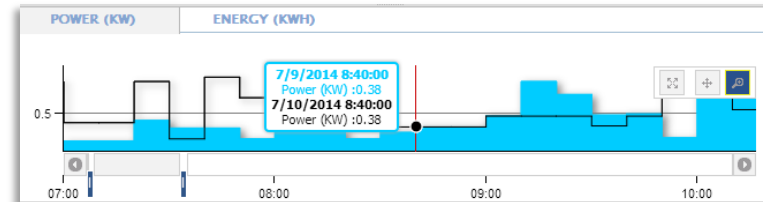
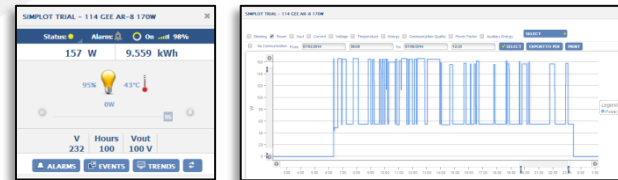


Optimised 3D Lighting Design



2 Remote Monitoring & Control

Intelligent Monitoring, Maintenance & Powerful Energy Consumption Data



3 Pricing

Innovative
Finance
Options



Validated Savings for our Customers



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%

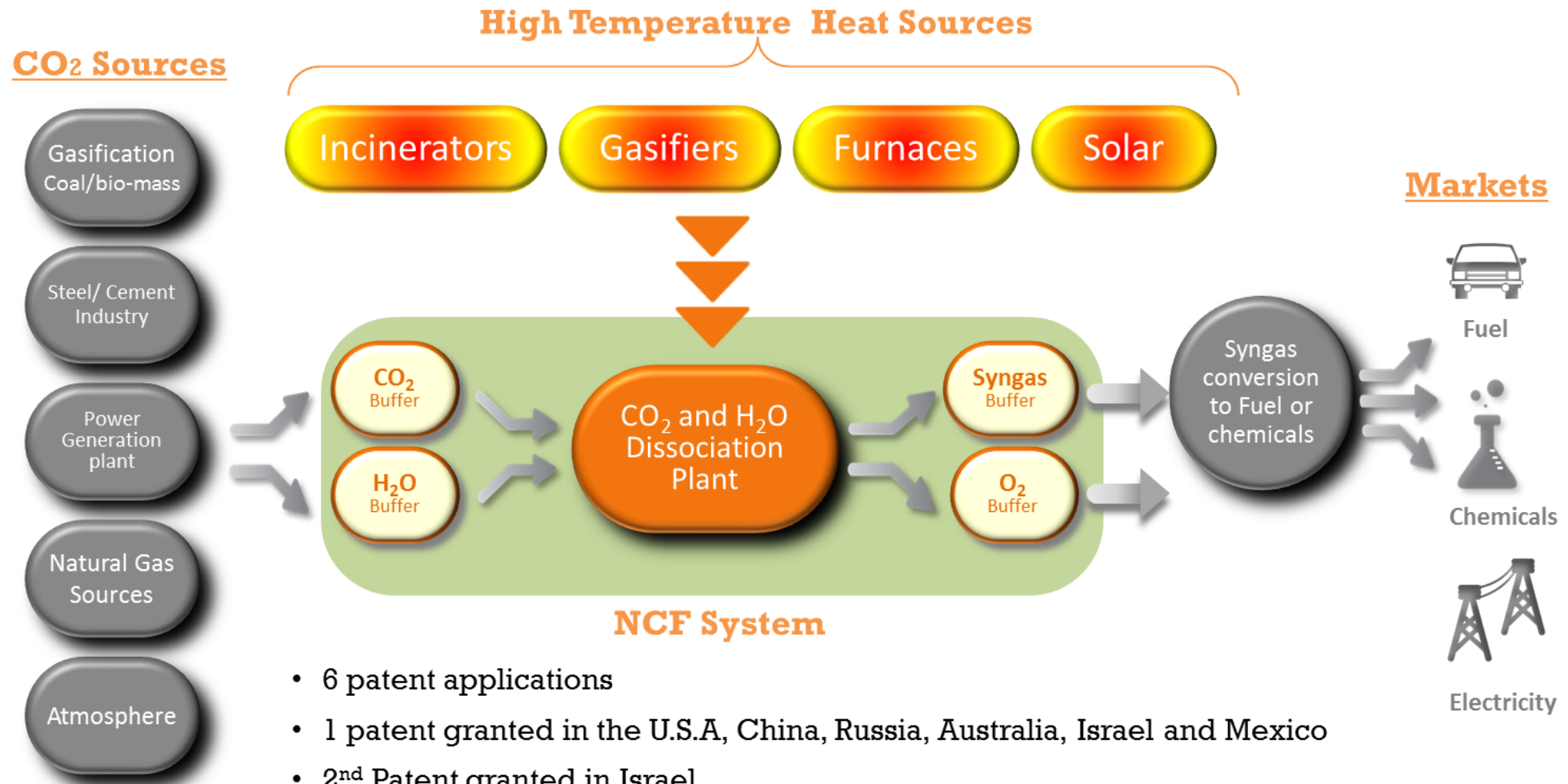
Proven: Operational reliability of product & systems
Validated: Cost savings



Industrial scale production of fuels from CO₂, using heat as the energy source



NewCO₂Fuels Process Overview – proven at scale



- 6 patent applications
- 1 patent granted in the U.S.A, China, Russia, Australia, Israel and Mexico
- 2nd Patent granted in Israel
- Broad in-house know-how



External Party Validation during 2014

- ✓ Awarded the World Technology Network Energy award in New York, joining past winners including 3M, Amazon, Apple, Dow Chemical Company, Facebook, Google, Honda, IBM, Qualcomm, Skype, Tesla Motors, Toyota, The Weizmann Institute of Science and YouTube
- ✓ Awarded a US\$1m BIRD (Bi-national Industrial Research & Development) Foundation Energy program grant by USA and Israeli Governments in partnership with NCF USA technology supplier (Acumentrics).
- ✓ Australian Government's Bureau of Resources and Energy Economics (BREE) included NCF as part of their analysis of liquid transport fuels
- ✓ United States Department of Energy (DoE) announced the funding of a collaborative project between the European conglomerate, Alstom, NCF and the Illinois Clean Coal Institute to develop a concept for the conversion of coal to high-hydrogen syngas for power generation and/or liquid fuel production
- ✓ Following WorleyParsons interim technology assessment in Q4'13, Technip verified and complemented NCFs technology and team in Q4'14 during an Independent technology review.





Clean-technology & renewable energy company
reducing emissions, increasing profits



Revenue generating business, customers re-ordering



Technology proven, model established.
Entering rapid growth phase.

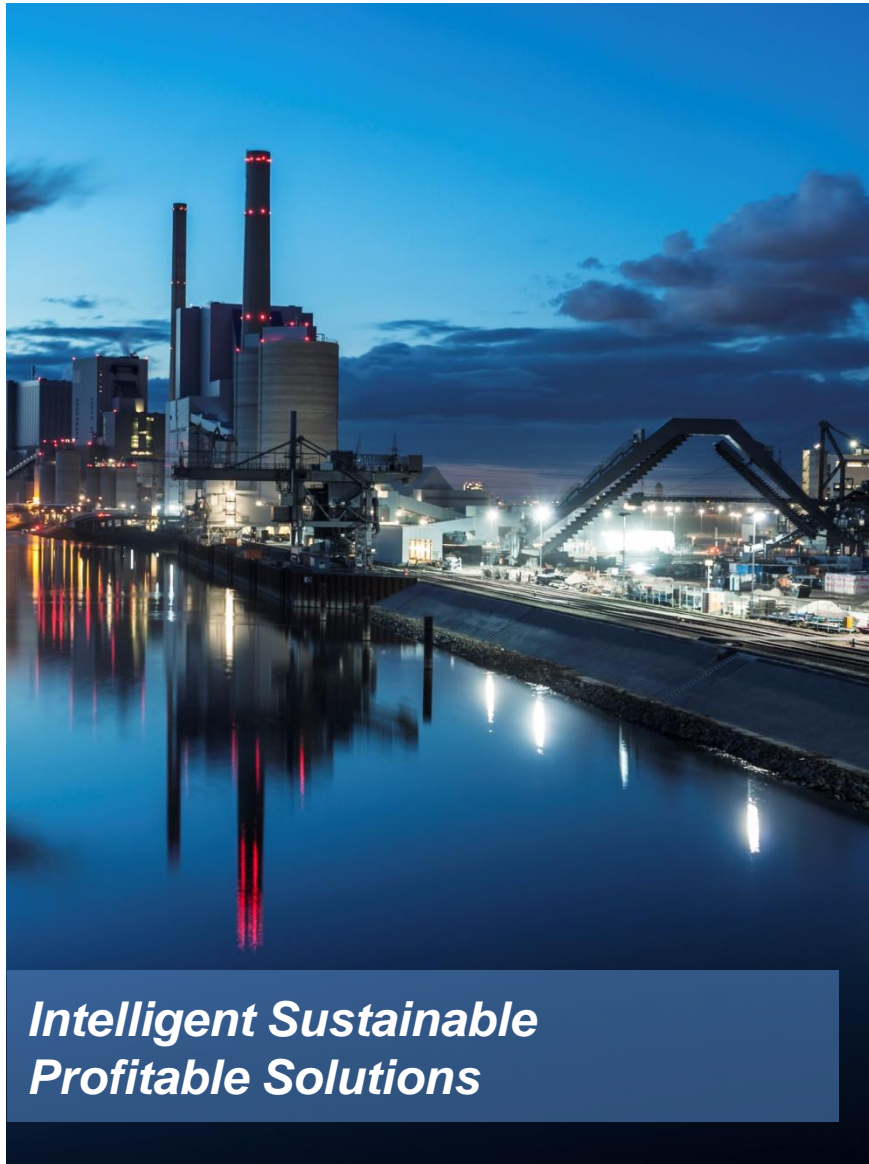


The Blue Sky Element
Independently validated & awarded technology



Recognised global game changer at the cusp of
commercialisation

Thank You



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