

29 June 2015

Market Announcements Platform  
Australian Securities Exchange  
Level 4, North Tower  
525 Collins Street  
Melbourne VIC 3000

**Greenearth Energy Ltd (GER) – Shareholder information booklet June 2015**

Please find attached a copy of an information booklet that will be distributed to shareholders.

Yours sincerely

Samuel Marks  
Managing Director



# Shareholder Update June 2015



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## Snapshot

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## **We value you as a shareholder**

The directors would like to provide an update to our shareholders to keep you informed and say thank you for your ongoing support. We also would like to share with you the growth prospects of Greenearth Energy, the recent exciting company events and how we can move forward together to ensure our company prospers.

Greenearth Energy (GER:ASX) is an Australian-based renewable energy company.

We offer technology-focused solutions in the industrial energy efficient lighting sector and CO<sub>2</sub>-to-fuel conversion market via our Vivid Industrial business and investment in NewCO<sub>2</sub>Fuels.

Thank you again for your support.



## **Vivid Industrial**

This business is exciting. In November 2014 we re-branded it from Greenearth Energy Efficiency to Vivid Industrial.

This name better reflects who we are and what we do.

As Vivid Industrial, our focus is on technology innovation, the internet of lights and gaining market share in the industrial and infrastructure lighting sectors. We aim to be a major company in this market using our technology.

(more on page 5)

## **NewCO2Fuels (NCF)**

NCF is an award winning company. Our technology can produce renewable fuels from carbon dioxide (CO<sub>2</sub>) on an industrial scale. NCF has recently achieved significant international recognition. Currently, its patented and proven technology is being commercialised for the global marketplace.

(more on page 9)

## **Geothermal**

Greenearth Energy maintains its geothermal assets in Australia and has future interests in exploring opportunities in Indonesia and New Zealand.

We secured formal relief for work program requirements of our Australian geothermal exploration permits from the Victorian Government. With the current uncertainty regarding government support of geothermal activities in Victoria, this relief provides Greenearth Energy with the opportunity to assess its geothermal operations strategy. Importantly, it also provides the opportunity to focus on generating cash flow via Greenearth Energy's other significant and robust business interests.

## Meet the management team

Our management team has a wealth of experience across technology design, engineering, business management and strategy. We are experienced and committed to building a sustainable business.



Samuel Marks  
Managing Director



Robert Smith  
Chief Financial Officer



Urbain du Plessis  
Chief Operating Officer



Sam Redmond  
Head of Business Development



Shane Lewis  
General Manager – Sales



*(100% owned subsidiary)*



*(33.3% owned investment)*



## Who is Vivid Industrial?

(previously known as Greenearth Energy Efficiency)

Vivid Industrial, a wholly owned subsidiary of Greenearth Energy, provides customised, internet-based and intelligent lighting solutions to blue chip businesses in Australia, New Zealand and growing into South East Asia.  
website: [vividindustrial.com](http://vividindustrial.com)



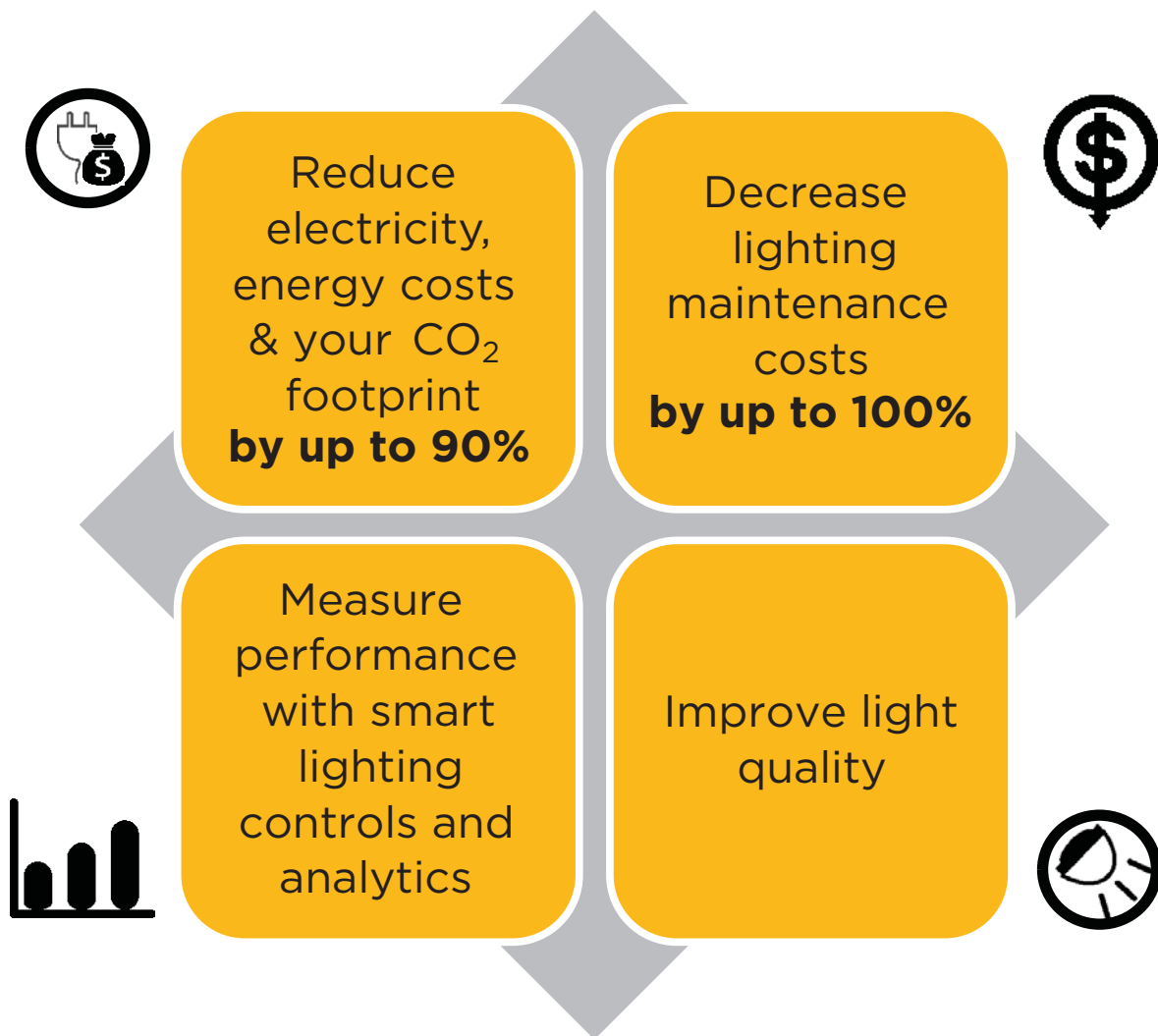
A recent installation of a Vivid Industrial lighting system at a Schweppes/Asahi bottling facility in Western Australia



## Innovative solutions

Vivid Industrial customises innovative lighting solutions for industrial and infrastructure businesses.

This is the commercial backbone of our sales strategy.





## Great market potential

**\$27b**

**Industrial and outdoor lighting market forecast over next 5years for Asia-Pacific (ex-China)\***

**\$2.3b**

**Australian lighting market opportunity (per year) in 2013**

**\$2.6b**

**Forecast Australian lighting market opportunity per year in 2018**

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

## Multiple revenue opportunities

As part of our growing revenue pipeline, we are initiating and establishing multiple income streams. This is to better suit clients' needs and the changing lighting landscape whilst also aimed to realise our business goal of achieving significant revenue growth, now and in the future.



Direct Sales



Servicing



OEM Sales  
(Original Equipment Manufacturer)



Upgrading



Customer Financing



Maintenance contracts



Annuity income models



Site reporting &  
monitoring

## Blue chip clients, repeat business

Vivid Industrial has proven and growing success in achieving major energy savings for blue chip clients such as Linfox and Sydney Ports. This success is further demonstrated via repeat business, distribution agreements and great client testimonials with referrals.



### Linfox WA Distribution Centre

Reduced lighting energy  
consumption by 60%

Reduce maintenance cost by 60%

Complied with Australian  
Standards and OH&S lighting  
requirements

Reduced quantity of light fittings  
and associated installation costs

**60%**  
energy savings

Luminaire  
Metrolight's SmartHID EcoPod  
Smart Automatic Dimming

Annual kWh Saved  
281,814 kWh

Annual CO<sub>2</sub> 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 CO<sub>2</sub> Saved  
24.4 metric tons

Total Greenhouse Savings  
**65%**

## Who is NewCO<sub>2</sub>Fuels?

NewCO<sub>2</sub>Fuels (NCF) is an internationally award winning company that turns CO<sub>2</sub> into liquid fuel products. In partnership with The Weizmann Institute of Science in Israel, we have developed a breakthrough technology providing a revolutionary, cost-effective solution regarding two global concerns: CO<sub>2</sub> emissions and diminishing liquid fuel reserves.

The Weizmann Institute of Science is one of the world's pre-eminent research institutes with an unparalleled track record in commercialization of its intellectual property; website: [newco2fuels.co.il](http://newco2fuels.co.il)

### The commercial benefits

NCF products are competitive and do not require government subsidies thanks to their very high efficiency rate of over 40%. Greenearth Energy Limited currently has a 33.33% investment in this innovative, ground breaking company.



## Exciting market opportunity

**#1**

conversion efficiency of any comparative technology, globally

**\$1.1t**

**\$1.1 trillion** market sale opportunity of both heat and solar based options, saving over 1 billion tonnes of CO<sub>2</sub> emissions.



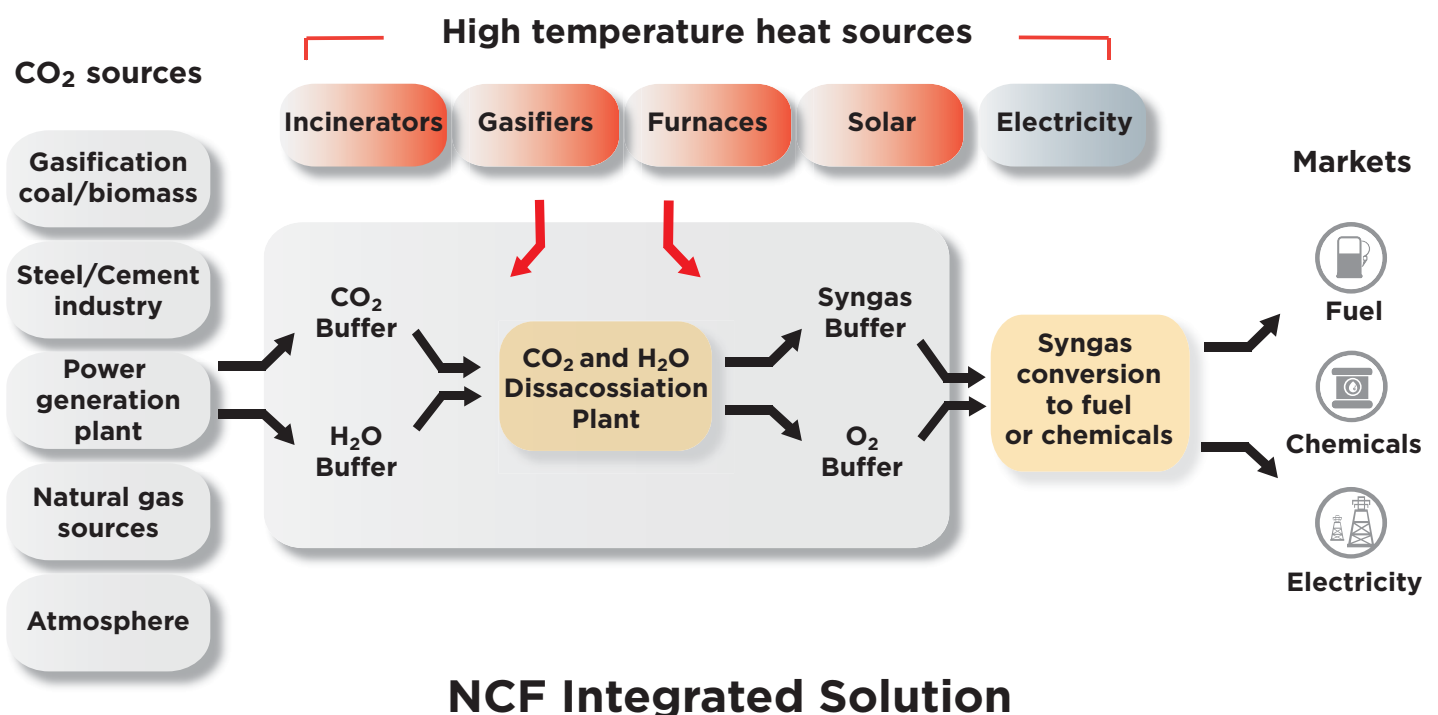
## How NCF technology works

NCF's core technology efficiently produces synthetic gas ('syngas') from carbon dioxide (CO<sub>2</sub>) and water (H<sub>2</sub>O) by using a one-step high temperature 'CO<sub>2</sub> dissociation' process. This reaction is a combination of photoelectric, thermal, electric and chemical processes combining heat and electricity.

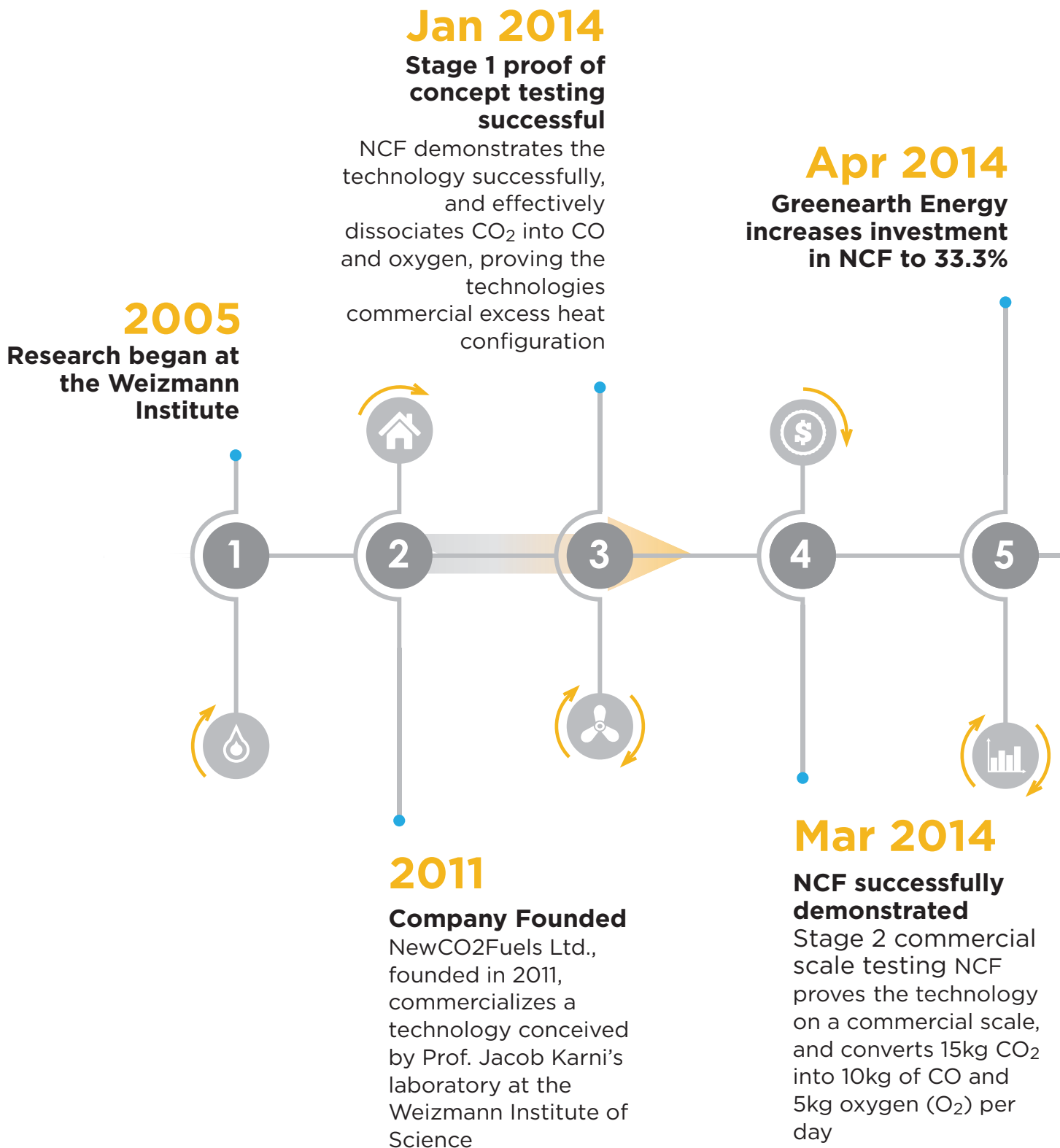
Our target customers are CO<sub>2</sub> emitting industries, waste heat facilities, fuel and chemicals suppliers. Many of these customers emit many tonnes of CO<sub>2</sub> each year, spending large amounts of money on carbon abatement and credits. Usually, they also have plentiful waste heat and water at, or near, their CO<sub>2</sub> emitting plants or sites.

### What is Syngas?

Syngas is converted into extremely valuable fuels & chemicals with many benefits in the market including; gasoline, DME, methanol, synthetic natural gas and a large variety of chemicals & fertilizers.



## Timeline of NCF's development





Australian Government

**Nov 2014**

Australian Government's Bureau of Resources and Energy Economics (BREE) selects NCF as part of their analysis of liquid transport fuels for Australia

**ALSTOM**

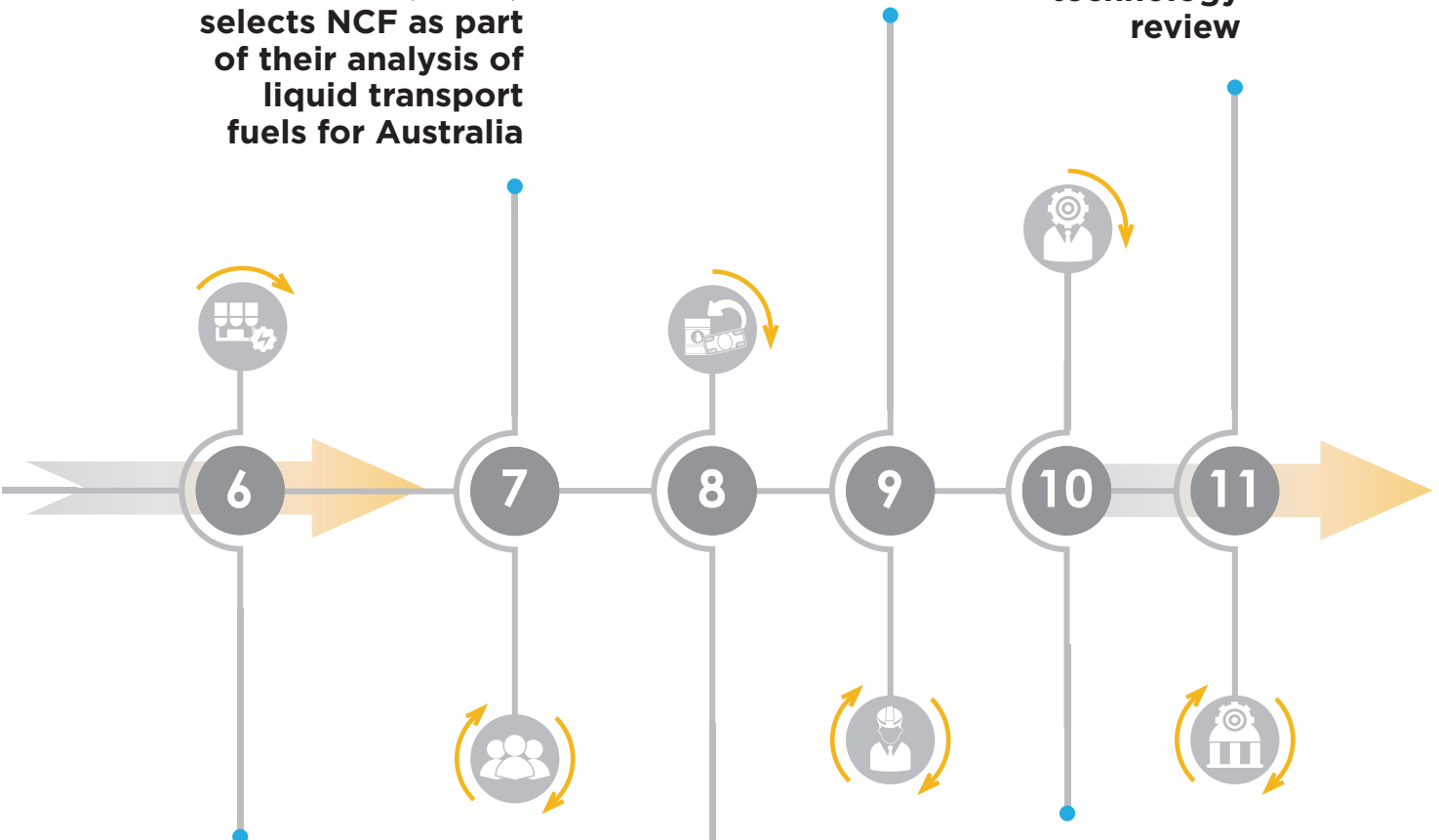
**Nov 2014**

Alstom, and the Illinois Clean Coal Institute agree to develop clean coal-to-gas process collaboratively with NCF

**Technip**

**Dec 2014**

Technip verifies NCF's technology in independent technology review



**May 2014**

**Key milestone reached as NCF successful in final stage testing**

NCF confirms its stage 2 testing with equally strong results in its final stage, proving technology is commercially viable

**Nov 2014**

**NCF receives funding and grants**  
The United States and Israeli Governments. fund advancement of the technology

**Nov 2014**

**2014 World Technology Network Energy Award**

Awarded the World Technology Network Energy award in New York



## **International awards and recognition**

Below are some of the recent events shown on the timeline in further detail.

- 7 Australian Government's Bureau of Resources and Energy Economics**  
Australian Government's Bureau of Resources and Energy Economics (BREE) included NCF as part of their analysis of liquid transport fuels
- 8 US\$1m BIRD Foundation Energy Program Grant – USA and Israel (2014)**  
Awarded a US\$1m BIRD (Bi-national Industrial Research & Development) Foundation Energy program grant by USA and Israeli Governments. This is in partnership with NCF USA technology supplier - Acumentrics.
- 9 United States Department of Energy (DoE)**  
Funding from the DoE was announced for a collaborative project between the European conglomerate, Alstom, NCF and the Illinois Clean Coal Institute. The project involves developing a concept for the conversion of coal to high-hydrogen syngas for power generation and/or liquid fuel production.
- 10 2014 World Technology Network Energy Award**  
Awarded the World Technology Network Energy award in New York. NCF joins past winner Tesla Motors for this category in 2013, and other past winners including 3M, Amazon, Apple, Dow Chemical Company, Facebook, Google, Honda, IBM, Qualcomm, Skype, Toyota, The Weizmann Institute of Science and YouTube.
- 11 Worley Parsons and Technip**  
Following Worley Parsons 2013 interim technology assessment, Technip verified and complemented NCF's technology and team during an independent technology review in the last quarter of 2014.

## Final thank you

Once again, we at Greenearth Energy, thank you for your support as we push our business forward for tangible growth. Greenearth Energy has a firm business strategy, growing revenue opportunity pipeline and a dedicated team of experts committed to achieving commercial success. We look forward to an exciting future with you – and celebrating the ongoing rewards of our great company.

A handwritten signature in blue ink, appearing to read 'Samuel Marks'.

**Samuel Marks**  
Managing Director  
Greenearth Energy Ltd







## Get in touch

Contact us today to find out more or to request Vivid Industrial case studies.

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