

Energy for Australia - Naturally

Introduction

to our

Franchise

Opportunity

1. Welcome

Thank you for your enquiry about Planet Power and the opportunities available as a franchisee in our system.

Planet Power was started in 2009 as an entirely new concept in the retailing of energy efficient products to Australian homes and properties based on five distinct categories - **Solar, Air, Earth, Water and Ecotech.**

Additionally, our expertise, versatility and depth of product range position us strongly in the high-growth commercial sector.

The combination of these elements, and our commitment to franchising as the appropriate vehicle for our business, works to ensure that Planet Power is a long-term force in this market and a sound business choice for you if you are prepared to embrace the industry and - if you are up to it.

Please read this document carefully and visit our website

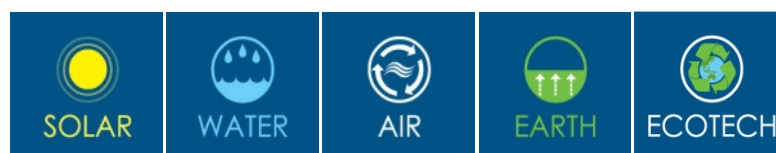
www.planetpower.com.au

Then return the enclosed Enquiry Form and Deed of Confidentiality to us completed, and you will have started the selection process to join the Planet Power franchisee team. We will then schedule a face-to-face meeting with you to take it to the next stage.



John Walker
Chairman and CEO
PLANET POWER ENERGY LIMITED

Share the success by making our business your business



2. Our Philosophy

Mission Statement

- We exist to sell high quality energy efficient sustainable products within a retail network
- We aim to continuously develop our expertise and pass that to Australian consumers to enhance their purchasing decisions in energy efficient products
- We will provide a level of service that encourages our customers to give us ongoing support and referrals.

Goals

- To grow our stores to over 50 by the end of 2015.
- To build sales revenue to over \$175 million by the end of 2015.
- To continuously develop our market and product knowledge and our understanding so that our product range reflects the changes in technology and innovation
- To continue to evaluate and support our franchise owners' businesses utilising the most up-to-date methods available.

Values by which we operate

- To work as a team, together with our franchisees and suppliers, demonstrating and requiring the highest level of business and personal ethics
- To provide the best Franchise Owner support, and through our network, excellent customer service
- Commitment to the goal of increasing Australians' energy efficiency

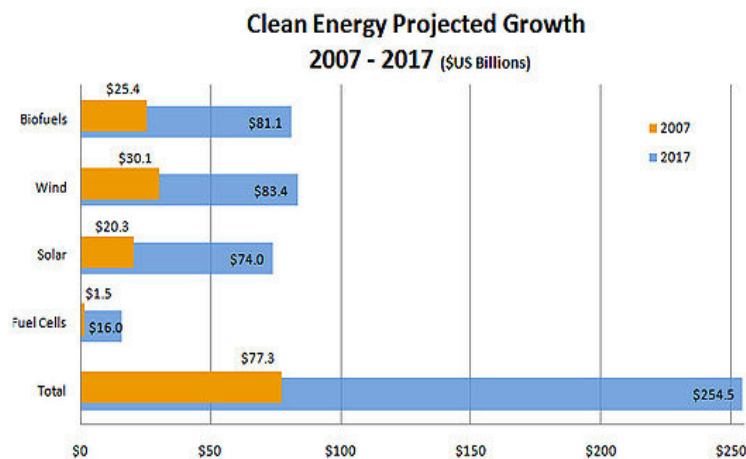
3. The Planet Power Market

Market Overview

The market in which Planet Power operates would be best defined as “Energy Efficiency Solutions”. This market consists of a range of renewable, low emission and low energy technologies to assist households reduce energy consumption and their carbon footprint, as well as solar and wind products to create clean power.

This market is growing at a rapid rate fuelled by:

- A growing awareness of the need to reduce our reliance on fossil fuels,
- The potential that global warming is caused by the burning of these fuels, and
- The growing use of incentives and/or regulation as government policy instruments to ensure that our response is immediate and commercially attractive to make the necessary changes.



Projected global renewable energy investment growth 2007-2017

(Clean Edge - US Research Group)

In addition, Power industry experts have predicted rises in the base price of electricity of between 40 and 70% in the next three to five years providing additional incentive to implement new and improved technologies in housing stock in Australia.

Planet Power is providing a unique and developing education and retail solution based destination to provide consumers with the latest information on implementing technology into both new and existing homes and properties. We train our staff in providing the calculated cost savings and environmental benefits of using these technologies in everyday living without sacrificing the comfort or convenience that customers desire.

Government Grants & Overview

Both the Federal and State Governments maintain policies and incentives to ensure a continued transition to a lower carbon future. It is also of importance that these household-targeted incentive policies are bi-partisan at a Federal level.

A variety of direct financial incentives for existing home and property owners to switch to energy efficient alternatives is provided in areas of Solar Power, Solar Hot water, Water recycling and, until recently, home insulation. Indirect rebate on efficient appliances have also emerged and we believe will continue to receive favorable treatment.

The adoption of the RET (Renewable Energy Target) of 20% by 2020 will continue to spur demand from the Fossil Fuel Energy sector to acquire Renewable Energy Certificates (REC'S) which are created by the purchase and installation of various solar, wind and geothermal product solutions. The emergence of new technologies in domestic space heating using geothermal and solar air conditioning technologies will justifiably lobby for inclusion within this framework and continue to emerge as a competitive low energy alternative with this financial support.

4. About Us

Planet Power is an unlisted public company governed by a Board of Directors. The governance structure is sound and the Directors are committed to establishing best practice and observing the necessary compliance. To achieve our objectives, the board has assembled a highly skilled team of professionals with the appropriate skills and background. This brings a broad range of benefits to the company and as a resource for franchisees:

- We know the renewable energy business
 - The Planet Power team has many years experience in the renewable energy and energy efficiency industry - you can call our product experts at any time to benefit from their knowledge while you develop your own
- We know franchising
 - The Planet Power team has over 70 years combined experience in franchising systems
- We know retailing
 - The Planet Power team has extensive experience as successful retailers in a variety of businesses
- We know product development
 - The Planet Power team has many years experience successfully negotiating "win/win" long-term relationships with product suppliers. We use this experience to research the most innovative products available at the best rates.
- We know financial management
 - We've set up a financial management plan and unique point-of-sale software for our stores to track key performance indicators. You can assess your business information in live time to measure performance so you can manage your store optimally.
- We know marketing
 - We've set up an easy-to-manage marketing program that gives you the ability to turn on the enquiries as you can manage them - plus easily measure your return on marketing investment.

Don't just take our word for it - ask for an introduction to our existing franchisees.

5. What We Do For You

Our Role

Our job is to provide the management, marketing and administration expertise and experience that contribute to an individual franchise store's ability to run an efficient and profitable business.

We Get You Started

Once you have become a Franchise Owner we assist you in planning for the opening and operation of your store.

- Store Layout
 - We will co-ordinate your store planning, layout and design.
- Training
 - We provide business, operational and sales training prior to opening your store. Ongoing training is an important component of any retail business and is available for all franchise owners and their staff.
- Support
 - Support Office coordinates the supply of merchandising and marketing material and staff uniforms as well as distribution of product information
- Suppliers
 - Planet Power manages and maintains trade agreement negotiations and supplier relationships on behalf of its franchise owners. This incorporates training, development and promotional initiatives.

Marketing & Advertising

Your Customer

A typical Planet Power customer is a home or property owner and is motivated to reduce energy consumption as either a cost reduction measure or a contribution to the planet or both. The Planet Power marketing strategy targets this specific demographic. Planet Power undertakes and helps co-ordinate initiatives with Franchise Owners targeting significant customers; Solar Schools, Solar Towns and Solar Communities Programmes.

Our corporate marketing planning encompasses -

National

National campaigns are planned on a regular basis and executed by our Support Office. These initiatives are aimed at promoting the brand and positioning of our stores in the mind of the consumer as a place to purchase a range of sustainable products.

Website

Our website is a lead-generation tool that promotes specific product offers, using a powerful combination of web advertising and Search Engine Optimisation (SEO), funnelling the leads directly to the closest store either by email or by the 1300 number (1300 769 371).

Local

All stores undertake local marketing activities. These activities can be tailored to suit franchise owner's individual needs. They consist of local press, local radio, TV and community programs such as local trade fairs and sponsorships.

For all new store locations, a 90-Day Marketing Plan is prepared, specific to the new store location and surrounding demographic profile. The plan covers all aspects of the store opening activities including letterbox drops, local press and radio advertising, VIP launch functions and inclusion on the website prior to opening. All necessary store opening collateral, such as flyers, VIP invitations, sample ads, business cards and corporately branded stationery are available.

And help when you need it.

All Support Office personnel are available to provide advice and assistance as and when franchise owners require.

6. About You

YOU will be a hands-on, working investor in your own future.

YOU will be looking for opportunities to work together with like-minded people for the development of your own enterprise and theirs.

YOU will have a passion for helping others achieving their goals as part of achieving yours

- As customers - helping them make the decisions that best suit their needs
- As staff - helping them create their own futures
- As colleagues - helping them help you create your own future.

YOU will be financially secure, seeking investment opportunities

YOU will be a realist

YOU will have a passion for the future safety and sustainability of our planet that matches your passion for your own enterprise.

YOU may have a background in the renewable energy business or in a trade.

If not, it doesn't matter. No experience is needed as extensive training is included in your package. This includes both product knowledge and sales training.



Founding Director Craig Martin addresses Planet Power Franchisees at March 2010 Conference

7. Store Set-up

Ideally, a Planet Power store is situated within a busy shopping precinct or a 'home maker' type centre with other retailers whose target market is similar to that of Planet Power. An average store is approximately 150 to 250 square metres.



Carseldine Store

Our stores trade 6 to 7 days per week, typically requiring four or five full time staff, in addition to the franchise owner.

The store fit out is reflective of the Planet Power BRAND and allows you to demonstrate the Planet Power concept.

While each store will be different in terms of building style, shape and configuration, the essential elements relating to brand presentation will be the same in every case.

The Planet Power support team covers your store fit out requirements from securing the site, plans, tendering and approvals process, supplying a cash-flow projection, and provides the on-site presence of a qualified Planet Power shop-fitter to ensure quality and consistence is maintained.

On handover day, you simply get the keys and start trading.



Albury Store

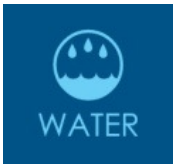

8. Product Range and Selection Criteria

The Planet Power product range is selected using the following criteria:

- Product supports renewable energy opportunity
- Product supports environmental sustainability
- Product quality in a residential application
- Product performance validation
- Product warranty coverage by the supplier
- Supplier history in the market place
- Franchise staff training and support
- Purchase terms allowing our Franchises to install the product and collect customer payments before the supplier invoice is due

The suppliers listed here all meet these criteria and are committed to partnering with us into the future as our retail group grows.

Planet Power Product /Supplier Overview

				
S1. Solar Power - Grid Connect (PV)	W1. Hydronic In-Floor Heating	A1. Insulation	E1. Geothermal Heating & Cooling	C1. Mobile Solar Power
S2. Solar Power - Stand Alone (PV)	W2. Hot Water	A2. Air Conditioning		C2. Enviro Products
S3. Solar Pumping	W3. Water Filters	A3. Solar Heating & Ventilation		C3. Lighting
	W4. Pool Pumping	A4. Wind Technology		

While this listing is accurate today, it will change tomorrow and the next day as new products and technologies enter the range.

9. Future directions

The future of the “Energy Efficiency Solutions” industry is poised for significant growth. The market penetration of mainstream products in Solar Power and Solar Hot Water Systems is still very low in comparison to other western developed nations. The effect of incentives and the changing attitudes of society to energy, its source and effect on our environment are growing and this is affecting government policy across the globe.

One of the most exciting aspects of our industry is the pace of development in new and emerging technologies. Whether it is wind or wind/solar combinations or whatever, it is true that there is an ongoing and increasing drive to bring these new technologies to commercial viability and market acceptance.

Planet Power has its own role in this:

- In finding the products and encouraging the development process
- In bringing these products to market through our retail network

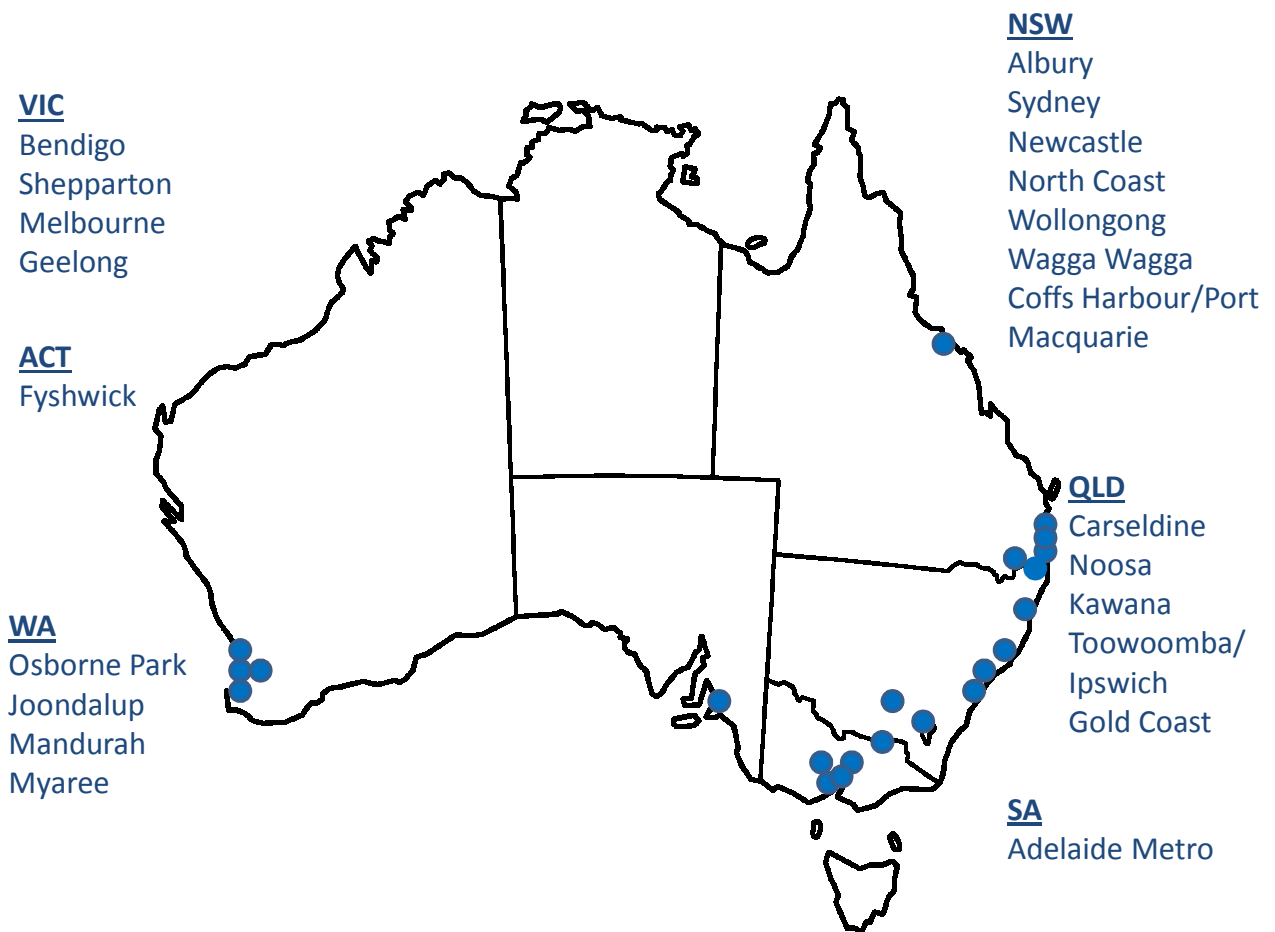
That is why we can say that, while our product range looks like this today, we have no idea what it will look like in two years time.



Our commitment in developing a “One Stop Shop” concept is that we will provide a wide variety of solutions for the consumer to reduce their energy usage in the home. Through this diversity our reliance on direct government subsidies and incentives is reduced, yet our market continues to expand as power costs inevitably rise and community concerns and willingness to act within the household increases. This will only be boosted by government policies on both sides of politics in Australia.

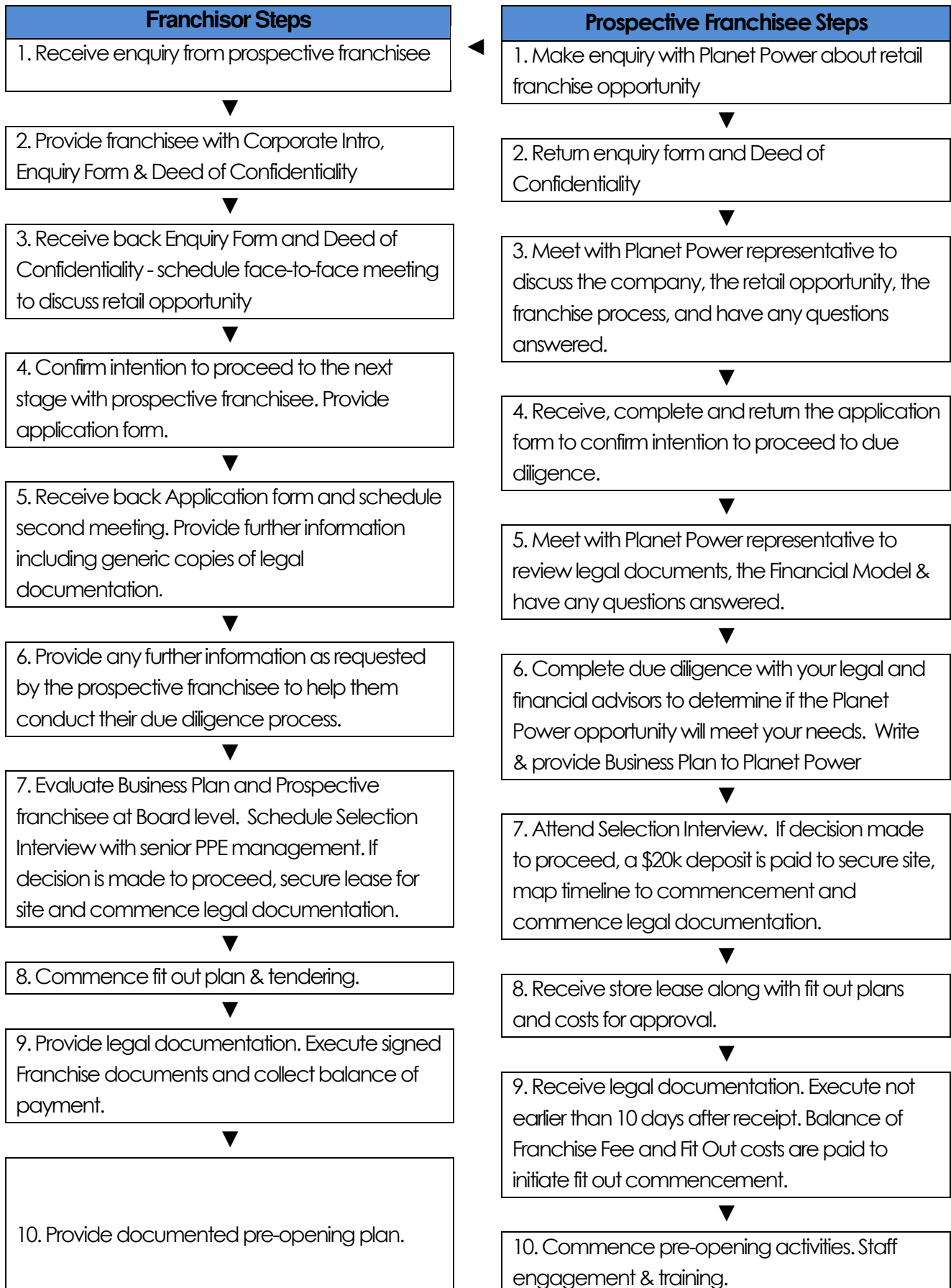
To capitalise on this, Planet Power plans to establish a presence in all major markets throughout Australia, achieving the correct balance through a geographical spread in both regional and metropolitan areas. All new stores will be located in areas that are considered to be strategically important to our growth.

This map depicts the proposed locations for our first 22 stores.



10. Franchisee Selection Process

10 Steps to Owning Your Own Planet Power Franchise



11. What's Next?

By receiving and studying this document, you have taken the first step in the selection process to becoming a Planet Power Franchisee.

To take the next step, complete the Enquiry Form and Deed of Confidentiality that came with this package and return it to us.

A senior member of the Planet Power team will contact you directly.

Let's start talking about opening a Planet Power store soon.

LIMITED OPPORTUNITIES AVAILABLE

CONTACT DETAILS

Email: franchising@planetpower.com.au

Telephone: (07) 5451 9400
John Walker



Energy for Australia - Naturally

Franchise Enquiry Form

To submit this form –

- Complete it by hand and sign where indicated.
- Either:
 - Fax to (07) 5479 4511 or
 - Scan the completed, signed document and return it by email to franchising@planetpower.com.au .
 - Mail the original hard copy to the address shown below.

NAME: _____

ADDRESS: _____

TIME AT THIS ADDRESS: _____ CITIZENSHIP: _____

DATE OF BIRTH: _____ DRIVERS LICENCE No: _____

HOME PHONE: _____ MOBILE PHONE: _____

FAX NUMBER: _____ EMAIL : _____

PREFERRED MEANS OF CONTACT: _____

EMPLOYMENT/BUSINESS HISTORY	
FINANCIAL CIRCUMSTANCES	Will you be funding this investment from borrowings or from your own funds?
INTENDED STORE LOCATION	
INTENDED TIMEFRAME TO COMMENCE	
WHY PLANET POWER FOR YOU?	

SIGNED: _____ DATED: _____

This application does not obligate either party in any manner.

Please mail the original of this form to:

Franchising Office, Planet Power Energy Limited, 7/72 Wisers Road, Maroochydore QLD 4558



Energy for Australia - Naturally

Franchise Enquiry - Deed of Confidentiality

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DISCLOSURE AND USE OF DISCLOSED INFORMATION

In consideration of Planet Power Energy Limited and/or its subsidiaries disclosing Confidential Information to the Recipient, the Recipient will:

- a) Not use the Confidential Information except solely for the Disclosure purpose;
- b) Not disclose or allow access to the Confidential Information to any employee, consultant, agent, sub-contractor or third party other than those Individuals for whom the express written authorisation has been given by Planet Power Energy Limited and only then after the Recipient has made the Individuals aware of the confidential nature of the information and their obligations under this Deed of Disclosure;
- c) Not alter, modify, add to or delete, corrupt or interfere with any Confidential Information without the express written authorisation of Planet Power Energy Limited;
- d) Not make copies of or reproduce in any format the Confidential Information without the express written authorisation of Planet Power Energy Limited;
- e) Keep the Confidential Information confidential and under the Recipient's control; and
- f) Not, without limiting the forgoing, make any use, directly or indirectly, of the Confidential Information in a manner inconsistent with this Deed or the intent of this Deed without the express written authorisation of Planet Power Energy Limited.

SIGNED: _____ DATED: _____

**Please mail the original of this form to:
Franchising Office, Planet Power Energy Limited, 7/72 Wisers Road, Maroochydore QLD 4558**