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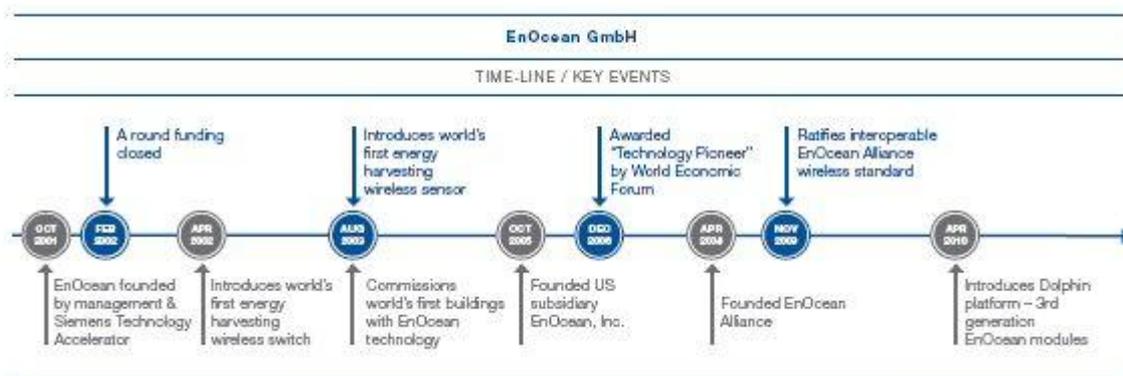
### Our Investment Premise – Our Story

“Negawatts” is the lowest cost energy source available. EnOcean created a key ingredient for energy conservation: Energy Harvesting Wireless Sensors. They enable wireless control systems without the need to exchange and dispose batteries. With its wealth of German technology and patents EnOcean will create the most significant company in the field of wireless sensor connectivity. The solution enables building automation system for significant, but painless energy savings:

- Low intrusive through wireless technology
- Short payback period to building owner
- Supports global goals to fight global warming

Market leaders like Siemens, Leviton, Masco and Honeywell have adopted the solution. EnOcean harvests tiny amounts of energy from the environment – for example, from motion, lighting or differences in temperature. The amount of energy obtained in this way is sufficient to transmit a wireless signal that controls the air condition, for instance. We combine the energy harvesting with a microprocessor, firmware to enable easy integration by our customers. The plug & play modules are ready for implementation, enabling OEMs to create energy-autonomous applications simply and cost-effectively – without in-house expertise on wireless and energy harvesting.

A further advantage is the interoperability of products. Standardized sensor profiles enable products from different manufacturers to communicate and coordinate in one and the same system with no difficulty. The standardization is promoted by the EnOcean Alliance, a consortium of leading companies from the building sector, and its 170 member companies. Our customers market energy conservation systems that are fundamental for energy-efficient buildings and innovative industry – savings up to 60 %



source: World Economic Forum, Study of the successful growth strategies of early-stage companies

The sector that recognized the advantages of the EnOcean technology first is building automation. Building automation optimizes energy usage for lighting, heating and air

conditioning. Essential to the success of building automation projects is that the installation time and cost is minimized. Nowadays the energy consumption of each single device shall be detected to enable the smart grid. Customers demand control and monitoring of all appliances in a building. Retrofit of these devices is a pain so wireless solutions are the optimum solution.

### **Our Solution**

EnOcean technology combines miniaturized energy converters with ultra-low-power electronics and robust radio communication. The wireless signal is transmitted in the 868 MHz or 315 MHz frequency band, meaning it fits into solutions worldwide. The telegrams are just one millisecond long and thus about one hundred times shorter than the signal of a conventional wireless switch. Installation and parallel operation of hundreds of wireless switches and sensors in one radio cell are consequently no problem at all.

A major ambition when automating building facilities is to achieve significant energy savings. The potential for this is really substantial, as room heating, hot water and lighting alone account for about 40 percent of overall primary energy needs in all developed countries. Temperature controlled for individual rooms, light and hot water on demand are indispensable in modern building management. Because building automation tailored to the situation and requirement is not only a sustainable way of cutting energy costs, it also makes environmental sense. The use of EnOcean technology in building automation means a sharp reduction in both operating cost and initial investment. Employing energy converters instead of batteries is a unique approach, cutting system error rate and maintenance costs considerably – especially in large installations.

### **The Target Market**

EnOcean targets the markets of building and home automation including smart grid solutions based on an OEM business model. Supplying easy to integrate modules and components to a variety of world leading product manufacturers generates high scale effects after design-in phase. Based on 3 EnOcean product families - Push-button module for switches, Sensor-transmitter module for energy harvesting sensors and Transceiver modules for infrastructure components - our customers have created an Eco-System of approximately 700 different finished products and solutions serving the target market. Like Bluetooth, the EnOcean ingredient logo is used on the solutions to visualize interoperability. Actually, already more than 100 OEM customers are offering energy efficiency solutions enabled by EnOcean's modules, several global operating OEM's will launch smart grid solutions during 2011. Today, EnOcean has a strong growing brand awareness in the beachhead market "commercial buildings in Central Europe" and successful partnerships in North America. Having started in our home market Germany, customer base and sell through of components and solutions are moving from early adopters to the early majority in the beachhead market, sales activities of EnOcean's OEM customers are generating traction in global markets as well as actively migrating EnOcean technology into high volume market segments such as home automation and smart grid. MK electric, a global operating Honeywell company is using EnOcean Technology in its European lighting control systems since 2003. "Compared to other wireless communication solutions, EnOcean's unique combination of energy harvesting and wireless technology is embedded in standardized modules that are very simple to integrate into various switch designs. Not only do we benefit from the high level of functionality, but the technology also enables a faster time to market and

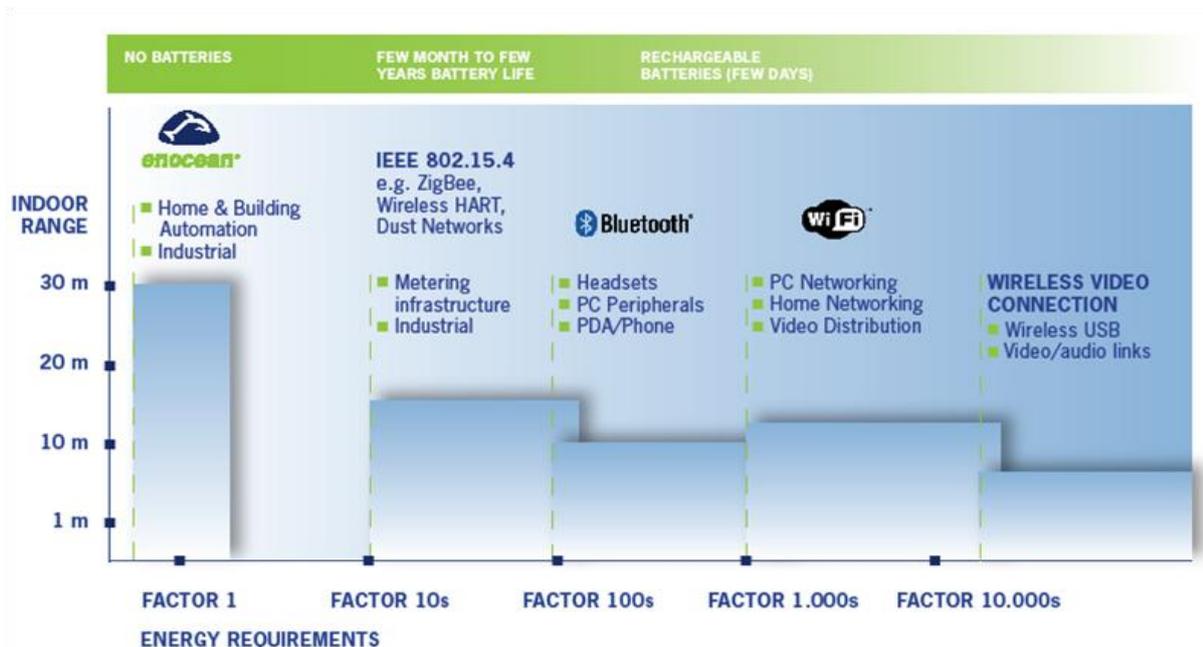
reduces design risks. This, combined with the technology's existing success in Europe, made the cooperation an attractive position for MK." (Phil Daniell, Marketing Director of MK electric)

## Competition

In the target market, the main competitor is the wire. In Building Automation, battery powered wireless solutions are well known as niche market solution for switch retrofit projects for example for motorized shutters.

EnOcean is the only commercial wireless sensor network technology in the world that doesn't need any batteries or maintenance.

This is crucial for connectivity of "hard to wire" locations e.g. a wall to any infrastructure. Other wireless systems e.g. ZigBee are best suited for line powered applications with a considerably higher amount of data to be exchanged e.g. smart power meters.



## The Numbers

EnOcean generates product revenue since 2003. Revenue is growing in high two digit numbers and more than 50 % of revenue is generated outside of Germany. The OEM business model of EnOcean leads to a long term relationship with customers and multi-year recurring sales. Investments are focused on expanding market reach in North America and APAC regions.

After introducing its System on Chip solution in 2010 the investments in technology are focused on new business development e.g. in thermal energy harvesting.

## Our Team

The EnOcean management is working together for more than a decade.

**Markus Brehler (Chief Executive Officer and Founder)** Markus Brehler started his career in 1989 at Siemens AG, holding a number of management posts. He spent the first eight years in research & development, and became head of development for road traffic telematics systems. He then moved to the Siemens/McKinsey team responsible for restructuring the road traffic technology business unit. Before joining Siemens

Technology Accelerator, where he helped prepare the launch of EnOcean, he managed the marketing department of the mobile phone accessories division. A graduate engineer in communications engineering, he has been CEO of EnOcean GmbH since its founding.

**Uwe Thumm (Chief Financial Officer)** Uwe Thumm has extensive experience in the fields of business consulting and finance. At EnOcean he is responsible for investor relations, finance and controlling. Before joining EnOcean, Uwe was Chief Financial Officer for Sales & Operations at Siemens Mobile Solutions. Uwe Thumm studied business management at the University of Erlangen/Nürnberg.

**Andreas Schneider (Chief Marketing Officer and Co-Founder)** Andreas Schneider's career has focused on creating markets for innovative wireless technology and developing worldwide sales strategies for the purpose. In the five years before EnOcean GmbH was founded, he was responsible for worldwide marketing of GSM modules at Siemens AG. Prior to that he spent nine years in the global systems and product business of a number of companies - among other things as sales director for trunked radio systems at Rohde & Schwarz BICK Mobilfunk GmbH. Andreas Schneider studied electrical engineering at Munich Technical University, with a special interest in RF engineering and components. In the course of his career he has obtained various management qualifications, for instance at Massachusetts Institute of Technology, Stanford, INSEAD, and the Indian Institute of Management.

**Jim O'Callaghan (President EnOcean Inc.)** Jim O'Callaghan has spent his career building brands, customers and value for a host of innovative technology companies, both public and private. He spent the first dozen years primarily in finance and accounting positions, culminating as CFO participating in two successful IPOs. For the last decade and a half, Jim has worked almost exclusively in sales, marketing and management roles, both with technology and with RF ventures. He is best known as co-founder of Cirque Corporation, the originator of touchpad pointing devices now common on virtually all notebook computers. In 2005 Jim joined EnOcean to establish a North American presence. Jim has a BBA in accounting and a MBA.

**Frank Schmidt (Chief Technology Officer and Co-Founder)** Frank Schmidt is a pioneer in energy harvesting and the visionary in management team of EnOcean. As Chief Technology Officer he is responsible for the overall technical orientation, patent related activities as well as the relationship management with educational, research and scientific organizations. Before joining EnOcean he was at the Central Research Department of Siemens AG where he created the self-powered wireless sensor technology as early as 1995. He has been granted more than 40 patents for his energy harvesting inventions and is the author of numerous technical publications in this field. Frank is a Physicist and studied at the Technical University of Chemnitz, Germany.

**Graham Martin (VP Strategic Alliance)** Graham Martin is a veteran of the electronics industry with more than 25 years' experience in analog and RF solutions. Before joining EnOcean, he held various engineering and marketing posts in the USA and Europe. Most recently he was responsible for business development at wireless sensor networks specialist Chipcon; president of Figure8Wireless; and vice chairman of ZigBee Alliance. Graham Martin studied physics at Edinburgh University, Scotland.

## **Conclusion**

EnOcean is not in fund raising right now, however presenting as an exciting investment opportunity for the years 2012/2013.