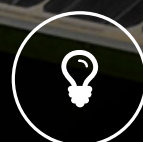




SOLAR MAD

CORPORATE
PROFILE





Company Overview

Solar Mad is a locally owned and family operated company that has been involved in the renewable industry for the last 10 years. We have design and installation experience with systems up to 260kW.

Our staff include qualified electricians with CEC accreditation, installers with many years of on-site experience, sales staff with the experience and knowledge to satisfy customers needs and strong management with significant experience dealing with energy providers.

This gives us a combined total of more than 50 years' experience in the renewable energy sector.

We are the largest and most successful provider of renewable energy needs in the Murrumbidgee Irrigation Area and Western Riverina with more than 10 Megawatts of PV systems installed to date.

We have been part of the RFI Power Partners program, a national network of 100 solar businesses, for the last 10 years and have received Platinum Dealer status for the last five years.

In recent years Solar Mad has won numerous accolades and awards. In 2019 we were recognised as the 'Dealer of the Year' by RFI, the leading supplier of solar power equipment and systems in Australia. This is a significant national award in an extremely competitive sector. That year we were also were also finalist in the top category (Excellence in Business) in the Griffith Business Chamber annual awards.

In 2018 we achieved the highest per capita sales of LG solar panels across Australia and in 2013 we received the award for the highest sales of SMA Inverters in the entire Power Partners network.

We've quickly developed a reputation for affordable, reliable solar solutions and practical, honest advice. We focus on quality systems and workmanship and we also have an intimate understanding of the technology and the sometimes complicated nature of government policy surrounding the solar industry.

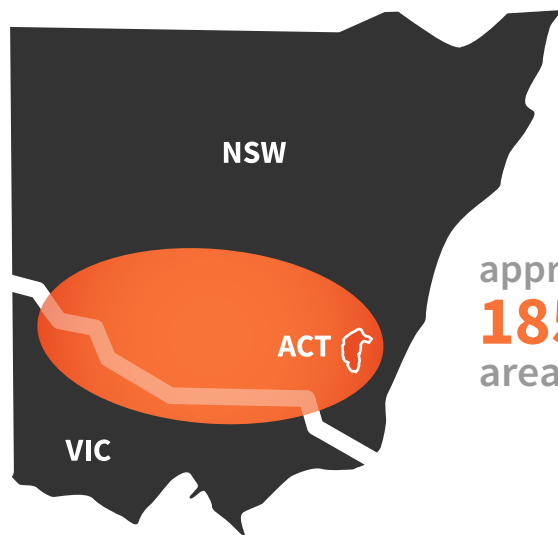
We design innovative solar systems with high quality modules, inverters and mounting equipment built to stand the test of time. Our systems deliver the right renewable energy solution to give you the best possible return on your investment for many years to come.

Our owners and staff live locally and were raised in the area so we understand the needs of our local community. We are genuinely interested in our customers and assisting them with their energy needs and a large array of Solar Mad customers will attest to our co-operative approach.

Our local focus means that you deal directly with one of the owners of the business with the backing of expert professional project managers, designers, installers, electricians and administrative support personnel. You deal directly with an energised, committed local business. We don't send you through a minefield of call centres and 'subbies' who treat you as a number.



Solar Mad: the key facts



approximately
185,734km²
area serviced

 **23**
employees


\$150,000
community
sponsorship



Panels Installed
45,000+ panels



Megawatts Installed
10.7 MW



CO2 Savings
18.8 million tonnes
per year



Electricity Savings
\$5,640,000
per year



People & Culture

Solar Mad recognise employees are the company's most valuable asset and has a commitment to providing ongoing training and development.

We retain our quality employees by providing in-house and external training and development programs.

Employees are continually improving their skills in their respective fields of expertise. The training and development of Solar Mad employees has allowed the company to provide promotion from within. Keeping our employees satisfied with the level of training they receive ensures that the company maintains high performing, cohesive and loyal employees.

Solar Mad have strong equal opportunity values, employing apprentices and qualified tradesmen from various cultural backgrounds. We value each other's diverse balance of experience and knowledge, working together in a non-discriminatory environment.

Solar Mad employ local team members to ensure the availability and consistency of local knowledge is readily available and on-going. Students from local schools are encouraged to participate in work experience with the company, allowing them to confirm their compatibility for a career in the solar sector. Work experience often leads to an apprenticeship with the company and the start of a varied and interesting career.

Because Solar Mad is a locally owned, family orientated business the Directors, Brian O'Sullivan and Darren Maddison, believe in being involved in the local community and are very proud to be able to provide assistance to a number of important projects and organisations.

We have contributed well over \$150,000 in the past ten years to a host of important projects and local sporting teams including:

- > Autism Support Group – construction of safety and security fence around 'The Egg' playground in Banna Avenue, Griffith
- > Altina Wildlife Park – sponsorship of the famous White Tigers, Tasmanian Devils and Monkey enclosures
- > St Patricks Primary School and Beelbangara Public School
- > West Griffith Soccer Club – primary playing strip sponsor
- > Yenda Golf Club and Griffith Golf Club
- > Yenda Blue Heelers RLFC
- > Various Touch Football teams
- > City2Lake annual fun run for Griffith Can Assist

In 2018 we signed a five-year agreement to become the first naming rights sponsor of the main sporting ground in Griffith. The EW Moore oval will be known as **Solar Mad Stadium** until 2023. Over the term of the sponsorship we are working very closely with the stadium manager, Griffith Leagues Club, to improve the facilities and bring bigger and better events to the venue. The sponsorship agreement will help fund several improvements at the ground including submissions to government to co-fund new facilities. This sponsorship also shores up a home ground for several junior sporting teams in the region for the next five years.



Our Directors



Brian O'Sullivan

Having owned several successful businesses in the past, Brian drives all operational aspects of Solar Mad and plays an active role in all projects undertaken by the Solar Mad team.

Brian was born and raised in the local area, growing up on a broad acre and irrigation farm to the north of Griffith. In 1988 he became one of the youngest people in the state to complete an apprenticeship in Auto Electrics and finished at the top of his class.

He continued to work for the leading Auto Electrical business in the MIA for several years, mentoring other new entrants to the industry, before he travelled to WA in the mid 90's to work on a large array of heavy vehicles and mine-based equipment.

Upon his return to the region in 1998 he started Agcity Electrical, his own auto electrical business working on private, commercial and agricultural machinery. His reputation for reliability and right-first-time workmanship saw the business flourish.

Brian saw an opportunity in the rapidly growing solar sector and sold his business after a decade of growth to concentrate his efforts on learning about solar. In 2008 he received his 'Design and Supervise Solar' Accreditation becoming the first accredited installer in the MIA.

After meeting Darren around that time, the two discovered they shared similar views on providing top notch customer service, sourcing and using quality parts and collaboration in the workplace and decided to establish Solar Mad.

Together they purchased an electronics retail business, Griffith Systems Plus in 2013 and started a third business, Bidgee Electrical in 2014. Solar Mad has already won numerous awards in the solar industry and Brian has plans to win many more in the future as the business continues to flourish.

Brian, an avid fisherman and water skier, is married with two young children.



Darren Maddison

Darren, an extremely experienced electrician, manages the sales and administrative aspects of the business while also spending a significant amount of time 'on the tools' to ensure high standards are maintained.

Darren started as an electrical apprenticeship with Bartter Enterprises in 1990 and, after completing his apprenticeship in 1993, spent the next three years as a maintenance electrician in the Processing Plant.

In 1996 he commenced work with Flavourtech Pty Ltd as their first electrical tradesman. For the next 14 years he ran their electrical department which grew to a team of seven. During his employment with Flavourtech Darren travelled overseas to install and carry out maintenance on specialised equipment. He's undertaken work in the USA, Great Britain, Russia, Brazil and Japan.

In 2009 he attended an intensive three month course conducted by Hornsby TAFE to be trained in solar design and installation and started Solar Mad with Brian in April 2010.

As part of an ever changing solar industry Darren frequently attends training courses to keep up to date with industry requirements.

Ten years and around 50,000 panels later Solar Mad is still here when many have come and gone and Darren's leadership and commitment to quality workmanship have played a key role in the success of the business.

In 2017 Darren was selected to sit on the Accredited Installer Reference Group, a key advisory board for the Australian solar sector managed by the Clean Energy Council (CEC). This group represents the views of installers in policy development especially around quality and industry integrity. Committee members are selected on very specific criteria and seats on the committee are keenly contested. During his one-year tenure, Darren was the only representative who lived and worked in a regional area.

Darren is married with three children and actively involved in several local sporting organisations.





Our Suppliers

We only use high quality equipment from the biggest manufacturers and never cut corners. After significant research and experience, we've partnered with reputable businesses that manufacture and supply reliable parts that represent the best value for money. All parts are fully guaranteed, most to a minimum of 10 years and many for up to 25 years.

Panels

When we first started trading, we sold five different brands of panels however, over the years we've come to realise that there is no substitute for quality. Using cheaper, lower rated panels may save money in the short term but the reliability is significantly compromised and failures are common. Since 2015 we have only recommended and sold panels manufactured by LG Solar and Suntech. LG is clearly the leader in this sector and makes world class solar panels to the highest possible level of tolerance. As a preferred LG Dealer we have exclusive access to specific panel models and always receive the very latest models before other installers. We also receive dedicated, ongoing training from LG technicians and have toured LG Solar operations in South Korea to get a first hand experience of how professional and dedicated LG is to providing the best possible product. Suntech panels provide a strong option and are also a Tier 1 accredited panel.



Inverters

Solar Mad only works with three brands of inverters: Fronius who are recognised as the leader in this category; SMA, which represents the very best of German engineering, and; Enphase, who produce the world's most advanced micro-inverter technology for solar systems. We have particularly strong working relationship with SMA. As an preferred installer and Power Up Partner our customers receive the benefit of an extra five years warranty on SMA inverters purchased through Solar Mad.



Solar Mad is a member of the **Power Partners network**. With over 100 members Australia-wide, Power-Partners is the leading dealer group of its kind in the renewable energy industry, combining best-of-breed product with years of solar power experience that can't be matched.

Power Partners offer solar sales and service to retail and commercial customer's throughout Australia. Membership of this group gives us access to world leading brands, the largest range of panels, inverters and parts, sharp pricing and professional after sales support.



Solar Batteries

The ability to store solar energy has been around for several years however, the price of batteries and related components has been high and the use and maintenance of equipment quite complicated, which meant solar energy storage has been largely confined to those truly "off the grid" or hard core solar enthusiasts. Recent reductions in price and the evolution of lithium-ion batteries has made solar batteries more affordable and provides a far better ROI. When it comes to batteries we only recommend and install the Tesla Powerwall which is clearly the superior product on the market. It's a wall mounted, liquid thermal controlled unit and is single-phase and three-phase compatible. It is 'outdoor rated' as its operation doesn't deteriorate while operating at above 25°C or below 5°C and multiple batteries can be installed together. Unlike other batteries, Tesla battery systems have a backup function so, in the event of a blackout, a Tesla battery will continue to supply electricity to dedicated backup circuits at your premises.



Service Standards & Accreditations

Solar Mad ensure our customers are supported through our specialist services which cover all forms of maintenance - preventative, routine and breakdown - as well as energy management.

We pride ourselves on our excellent aftercare – we are able to monitor all of the systems we install and are always on hand to pop back and sort out any issue that may arise, giving you total peace of mind.

We are very pleased to say that a large amount of our business is repeat business and referrals from customers who have been happy with our work. Because of our commitment to quality, and by working closely with our customers, we have built strong on-going relationships and have installed multiple systems for many of our customers.

Solar Mad is a member of all peak industry organisations including the Clean Energy Council and SIEA, the Solar Industry Energy Association.



We were the first business accredited to install solar systems in Riverina and MIA and remain at the forefront of accreditations and industry recognition. In 2019 we received our accreditation from the Clean Energy Council as a certified solar retailer, a status extended to comparatively few solar businesses in Australia.

Accredited retailer status is difficult to attain and means we are trusted retailer of PV solar products.

In 2016 we were also recognised as an accredited Tesla solar battery installer, one of only two in the MIA, and an authorised Tesla Reseller. It's important to note that only Tesla Certified Installers can install Tesla solar storage products. We regularly attend conferences and training workshops run by the key industry bodies and are active participants in all major industry events.





Our Capabilities

Solar Mad is a well established industry leader in the design, installation and maintenance of energy saving systems.

We have the supply chain capacity, financial capability and implementation team to deliver solar infrastructure projects of all sizes in both private and public sectors.

We have project experience that covers a diverse client base from single residential dwellings through to enterprise organisations, learning institutions and Government projects.

We have strong partnerships in both the solar and electrical industries, internal knowledge and experience with products and solutions to reduce energy consumption.

Our strong 'best practice' methods and proven record of success ensure our high quality, safe and cost effective services are delivered in a timely manner. Solar Mad continues to be seen as industry leader in both business and government based electrical solutions in the MIA and Western Riverina region of NSW.

Our team operates within a regularly audited Integrated Management System to ensure a consistent level of quality is achieved. By following this system, Solar Mad continues to deliver services at an outstanding level of quality, reliability and value.

The company is able to provide the following services:

- > **Site Assessment**
- > **Audit & Advise**
- > **Design & Install**
- > **Monitor & Maintain**



Our services



Site Assessment

Solar Mad offer a free, no obligation site assessment to determine the suitability of a renewable energy system. Our trained staff will come to your site to carry out a comprehensive site assessment.

Shading issues will be discussed along with a plain English explanation of how the proposed system will work. Electricity bills are also analysed to give the customer an indication of expected savings over the life of the solar PV system.



Audit & Advise

Solar Mad can walk you through the energy audit stage, equipment selection, installation and maintenance to achieve the best return on investment with minimal to no effect on your day to day business activities. Moving towards efficient power consumption and reducing your overall demand and maintenance costs allows you to:

- > Improve your business cashflow
- > Reduce your business running costs
- > Increase the value of your business

Since 2009 we've seen an enormous number of electricity bills and visited hundreds of homes, businesses and industrial sites right across the Riverina and M.I.A to determine if solar is the right move for our customers.

We pride ourselves on our deep industry knowledge and 'no nonsense' advice and that's why we offer a free energy audit with every site visit to help you determine the real benefits of a solar system and select a solar system that is personalised for your needs and budget.

- > We will determine your energy usage patterns and the suitability of your premises and offer advice in the following areas.
- > Improved use of energy
- > Energy efficient products
- > Preventing wasted energy
- > Renewable energy options, especially around solar



Our services



Monitor & Maintain

While solar really is a 'set and forget' technology, there are things we can do to ensure the system is working at maximum efficiency at all times. Solar Mad can monitor, performance test and maintain all residential, commercial and agribusiness systems

to ensure the system continues to operate at peak capacity and save you money. With all Solar Mad commercial solar systems we have the ability to monitor how the system is performing and exactly how much electricity your system is saving you.



Design & Install

We recognise that no two homes, commercial premises or farm operations are the same. That's why we design each grid-connect system and off-grid system to the specific requirements of each customer.

We also realise that people choose solar power for many different reasons. Some do it to reduce their electricity costs, some to contribute to a greener planet, some to add value to their existing investment so at Solar Mad we design solar systems that will help you meet your goals. This involves careful consideration when selecting inverters and the style of solar panels. Obviously it also includes careful assessment of the site to ensure installation maximises the power of the sun.

Solar Mad is extremely experienced in providing high quality construction and electrical services in all facets of solar installation.

Our planning and delivery processes start with an initial consultation involving clients and suppliers to ensure all deliverables will be met on time and on budget. Solar Mad then provide a detailed set of design documents.

These include electrical schematics, single line diagrams, power generation estimates, system location and engineering certification of roof loadings.

Based on the system design, detailed capital expenditure figures can be produced to suit each individual design. The Capex will be all inclusive and fixed for the scope of work described. Small scale Technology Certificates (STC) for systems up to 100kW's will be calculated using the Clean Energy Regulators guidelines. For systems over 100kW's Large-scale Generation Certificates (LGC) will be calculated using the Clean Energy Regulators guidelines. All certificates generated will be disclosed to the customer in quotations.



Management Systems



Workplace Health & Safety Management

Solar Mad has an excellent record of safe work practice. We are proactive about safety and ensure all employees are provided with a safe and healthy work environment. Our management team is dedicated to accident prevention, hazard control and removal and health preservation.

Our high level of safety is achieved by:

- > Planning, developing, implementing and monitoring comprehensive Health, Safety and Welfare Programs.
- > Promoting the understanding of Health, Safety and Welfare as a normal component of all aspects of work.
- > Providing a healthy and safe workplace.
- > Encouraging employees to report accidents promptly, unsafe practices or conditions that become apparent and work with others to promote a safe workplace.

All employees are fully aware of the system and kept updated on their ongoing responsibilities through company and project inductions, toolbox talks and safe work methods. Safety audits and inspections are conducted at the Solar Mad workplace and job sites to ensure ongoing compliance to company standards and continuous improvement.

Solar Mad recognises its moral and legal responsibilities under work health and safety (WH&S) legislation to provide a safe and healthy work environment. This commitment means that we will:

- > Provide a safe and healthy workplace and working conditions for all, including employees, contractors, customers and visitors;
- > Set measurable objectives and targets to continuously improve and progressively set higher standards in our safety, health and wellbeing performance;
- > Provide training to enable all employees to work safely;
- > Comply with all relevant legislation and industry standards;
- > Provide relevant support and assistance around WHS Management to employees;
- > Consult with staff and contractors where relevant to enhance the effectiveness of procedures;
- > Provide adequate resources to aid employees in fulfilling their responsibilities;
- > Conduct investigations into all reported incidents;
- > Ensure that appropriate return to work programs are in place;
- > Conduct regular reviews and evaluations of the health and safety systems in place.



Management Systems



Environmental Management

Solar Mad is committed to minimising the impact of any environmental risks and/or spill incidents occurring in the workplace. We have systems in place to ensure staff, facilities, equipment, stock, neighbours and the environment are protected at all times.



Quality Assurance & Management

Solar Mad is committed to providing our clients with exceptional quality of products and services in a creative and innovative manner.

To ensure all our work is achieved in a legal and efficient manner, we have established a quality assurance program. The program provides our clients with an assurance the quality on the products and services provided will meet current and future customer requirements.

We constantly review our operations with our key stakeholders and continuously monitor all levels and inputs into our organisation to achieve improvements wherever possible.

Above all, we deal openly with our clients, staff and suppliers to make sure we forge and maintain honest, open and positive relationships. We recognise these relationships are dynamic and need constant care and management.

Specifically the implementation of this policy refers to the achievement of the above and following objectives:

- > To ensure the highest quality of service.
- > Make everyone in the organisation aware of their responsibilities in maintaining and improving the quality of our products and service.
- > Commitment to the achievement of higher standards of customer satisfaction, consistent with professional standards and ethics as defined by the professional bodies associated with the Quality Assurance Industry.
- > To achieve and maintain a reputation and image of quality.
- > To adopt an approach in the pursuit of all quality objectives.



Project showcase

Rossies Supermarket – Retail

Rossies Foodworks is ranked in the Top 10 Foodworks supermarkets nationally and number 1 in NSW. It's been a successful family business for over 50 years. When Tony and Joyce Jones took over the supermarket from Joyce's father 10 years ago they were spending \$1000 a week on running the air-conditioning alone.

The business used a lot of electricity as it also had to run lighting, commercial refrigeration, cool rooms, hot water and the point of sale and back office systems 7 days a week, 365 days a year. Although the electricity costs in the business were massive Tony only really seriously considered solar after researching it for the family home.

"The big government rebates had just been wound back so I assumed the potential benefits wouldn't be as great but I actually found the lower rebates had reduced the cost of the hardware. And with the roll back of the carbon tax the potential savings were also accentuated."

With the help of Solar Mad, Tony and Joyce installed a 100kw system on the roof of the iconic supermarket at the top end of Banna Avenue in Griffith in February 2014. Special consideration to the load profile and design of the roof was taken into account which lead to the system being designed with 20kW's facing east, 20kW's facing west and the remaining 60kW's facing north. Power One Trio inverters were matched with Suntech 250w panels.

And the impact was immediate.

Rossies electricity bill in January 2014, typically the most demanding month, was almost \$20,000. In January 2015 it was just \$8000.

"The benefits have been immediate and significant. We calculate we have saved almost \$40,000 on our energy bills in the first year," says Tony.

"On our best day, the system generated 700 kilowatts of power and, on average, the cost of electricity has dropped from 2300 kilowatts to around 1600 kilowatts per day."

About dealing with Solar Mad, Tony says: "I've known Brian for years. He's a bloke you can trust. When he says he will do something you can take him on his word."

"Also, the Foodworks ideology is all about keeping things local and supporting local communities so we never even considered using someone that wasn't from the local region. I think that's very important."

"Solar Mad have been extremely professional in every aspect of the planning, implementation and follow up service. I'd recommend them without hesitation to any other operator of retail or commercial space. It's been a rewarding experience for us and the investment will continue to pay dividends for years into the future".



Project showcase

Atkinson Hydroponics – Agribusiness

In partnership with his sons, Philip and Keith, Jim Atkinson has established one of the largest tomato growing operations in Australia on the eastern outskirts of Griffith. The Atkinson family are almost solely responsible for supplying Woolworths with every tomato it sells in its NSW stores and are also a key supplier to Woolworths in three other states.

In partnership with his sons, Philip and Keith, Jim Atkinson has established one of the largest family run tomato growing operations in Australia on the eastern outskirts of Griffith.

The Atkinson family is responsible for supplying Woolworths with many of its truss tomatoes in NSW and Victoria.

Intensive, controlled fruit and vegetable production has always been reliant on significant and reliable power generation, be it gas or electric. The Atkinson's initially used a mix of gas and electricity to run their operation and the electricity bill was running at over \$15,000.00 per month.

They knew there was a better way to guarantee power supply, improve efficiencies and lower production costs. And that's when they turned to Solar Mad.

"We are always looking at ways to grow better tomatoes and run a more effective operation, always looking for an edge" explains Jim Atkinson.

"We believe we've stayed ahead of the competition by always moving quickly to adopt new production techniques and technology and our move to solar is another example of this.

"We have guaranteed the supply of power, which is critical in a business that runs 365 days a year, while reducing our electricity bill from over \$170,000 a year to virtually nothing in the process."

The Atkinson's started with a 100 kilowatt system in 2012 and added another 200 panels in 2014 to increase capacity by a further 50 kilowatts. More is planned for the future.

Mr Atkinson said it was extremely important to find a local supplier that could meet their needs.

"Some of our plant and equipment has been sourced internationally and from interstate and we found service and support has been problematic. It was very important to us to find a local provider who had the expertise and the capacity to manage this significant project and ensure we get the most out of our investment.

"We couldn't be happier with the result. Solar Mad have been extremely professional and a pleasure to deal with from the very start and remain an important partner for our business." he said.



Our Network

Solar Mad was established in April 2010 with a staff of two. We've now grown to employ 23 people across three different business units. At first we were simply an accredited solar specialist but our stable now includes a full service electrical contracting business and a successful electronics retail store.

Retail



Solar Mad also owns and operates a full-service electronics retail business which is an authorised Jaycar stockist. Jaycar is a 100% Australian owned business and the leading electronics retailer across Australia and NZ committed to providing customers with quality, range, and value for money. There are more 170 independent businesses in the reseller network which includes Solar Mad. Our retail store is located at the front of the Solar Mad warehouse at 26 Bridge Road in Griffith. Our staff are all very experienced in electronics.

The retail operation was formerly known as Griffith Systems Plus and originally traded as a Tandy Electronics store in the 90's. This store carries a significant range of traditional electronics gear including DIY education and build-your-own kits; Antennas, AV components, speakers, amplifiers and microphones; Transformers, inverters, tools and soldering irons; Plugs, sockets, switches, resistors, capacitors and transistors; Remote-controlled toys and vehicles, including drones; Security systems and surveillance cameras, Portable solar units and power supply; Car cameras and GPS; Walkie Talkies and UHF radios, Bluetooth audio and batteries for just about every purpose under the sun!

Electrical Contracting



In 2015 we purchased an electrical contracting business which traded as Bidgee Electrical. We recently retired the brand and integrated the electrical contracting business into the Solar Mad business. Our team of licenced electricians are able to undertake a broad range of domestic, commercial and industrial electrical services including standard residential work such as adding or replacing switches, lighting, installations of air conditioning units and the like s well as detailed industrial and agricultural work such as fitouts, commercial switchboards, structured cabling and optical fibre.

Maintenance

Over the years our electrical contracting division has held a number of large-scale maintenance contracts including one with the NSW Department of Education. We also hold contracts for permanent and on-call work for several significant local businesses including Murray Cod Australia (Aquna) and Griffith Solar Farm which is owned and managed by Neoen. Through our close relationship with SMA we have been providing support to SMA technicians on other solar farms in the Riverina. No job is too big or too small.





Solar Mad



Electrical



Solar

jaycar
Authorised Reseller

Retail



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