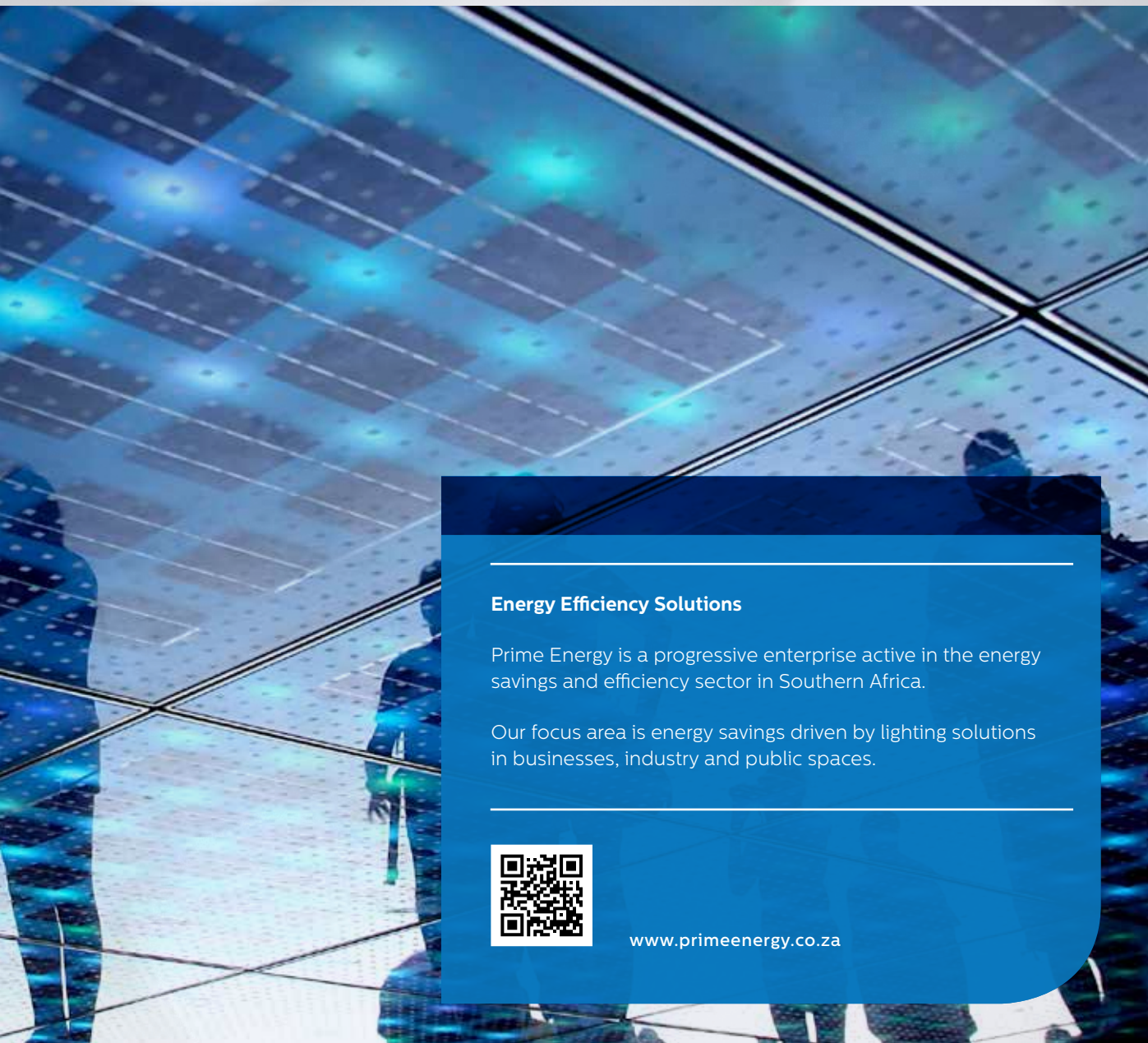




Specialist Lighting Partner to PHILIPS

Corporate Profile



Energy Efficiency Solutions

Prime Energy is a progressive enterprise active in the energy savings and efficiency sector in Southern Africa.

Our focus area is energy savings driven by lighting solutions in businesses, industry and public spaces.



www.primeenergy.co.za



RAVI NAIDOO – EXECUTIVE DIRECTOR



MIKE STRINGER – EXECUTIVE DIRECTOR

BACKGROUND

The company was founded by the Joint CEOs, as a result of their passion for sustainability-led business practice, after completing MBAs in Business Leadership and Sustainability from the University of Cumbria in the UK.

They established Prime Energy with specialist focus on compliance to statutory protocols established within South Africa, whilst offering cost savings as a benefit. Careful consideration of the business-case rationale towards energy-saving behaviour from industry led to the duo choosing Philips Lighting – the global leader in lighting and LED technology, as its Business Partner. This exclusive Partnership has afforded a meaningful foundation in establishing a highly energised and impacting team nationally.

The entrepreneurs have leveraged their experience and learnings in the commercial environment and created unique value-propositions in the energy-savings sector. Ravi and Mike are drivers of innovative solutions and as such Prime offers a new angle on lighting innovation – ranging from project finance, lighting as a service and Energy Savings Companies (ESCOs). This has particularly been the case in the public-sector – tailored products have been making impact in South African Metros.

Ravi and Mike firmly believe in leading the change and have already made impact having led the installation of the largest solar street-lighting implementation on the African continent.

Prime has already received accolades from The City of Cape Town and the GIBS J P Morgan Green Programme for business innovation and being a high-impact leader in this space.

OUR OBJECTIVES

Prime's objective is to deliver energy efficient solutions to market in the form of LED lighting systems that reduce heat, costs and ultimately bring down electricity bills on the lighting components by up to 70%.

We aim to achieve this whilst creating jobs, creating community participation on larger projects and contributing to the Good Society agenda. We strive to be a part of the continuing journey to improve work environments and public spaces in a sustainable and smart way.

OUR VISION

To be a leading change-agent in the reduction of Energy costs for our customers, by providing customisable solutions using the best products in the world. We strive to achieve this along with benchmark setting service levels and peace-of-mind warranties.

OUR MISSION

Prime Quest Energy provides LED lighting solutions from the global technology leader – Philips Lighting, to assist our customers increase energy savings and become environmentally sensitive. We customise solutions to balance customer-centric objectives and underpin our offerings with certainty via best in industry warranties. We insist on making the process accessible and value-adding to our clients – leaving them with superior lit environments.

CORE VALUES

- 1 **Our Business.**
- 2 **Our Passion.**
- 3 **Our World.**
- 4 **Your Savings.**

COMPETITIVE ADVANTAGE

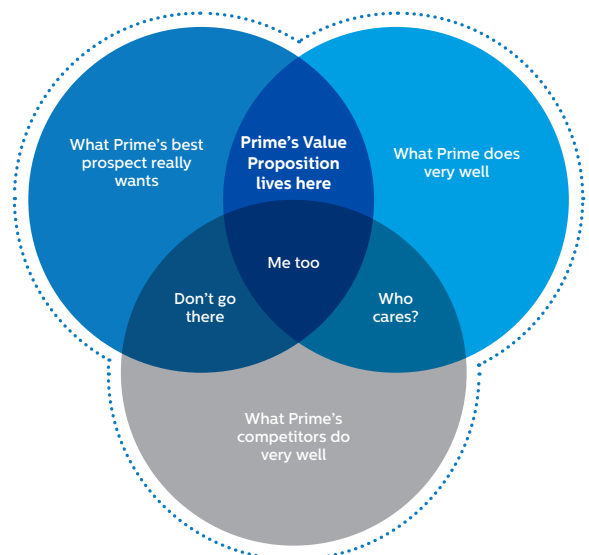
Our Value Proposition is to Save Customers Money, whilst encouraging energy usage reduction in a manner that facilitates ease of implementation and finance. In addition we ensure more efficient productive and aesthetically appealing work, social and recreational environments with the highest quality lighting products from the World Number 1 lighting company – Philips. We constantly benchmark ourselves against the Value Proposition Diagram. (SEE DIAGRAM RIGHT)

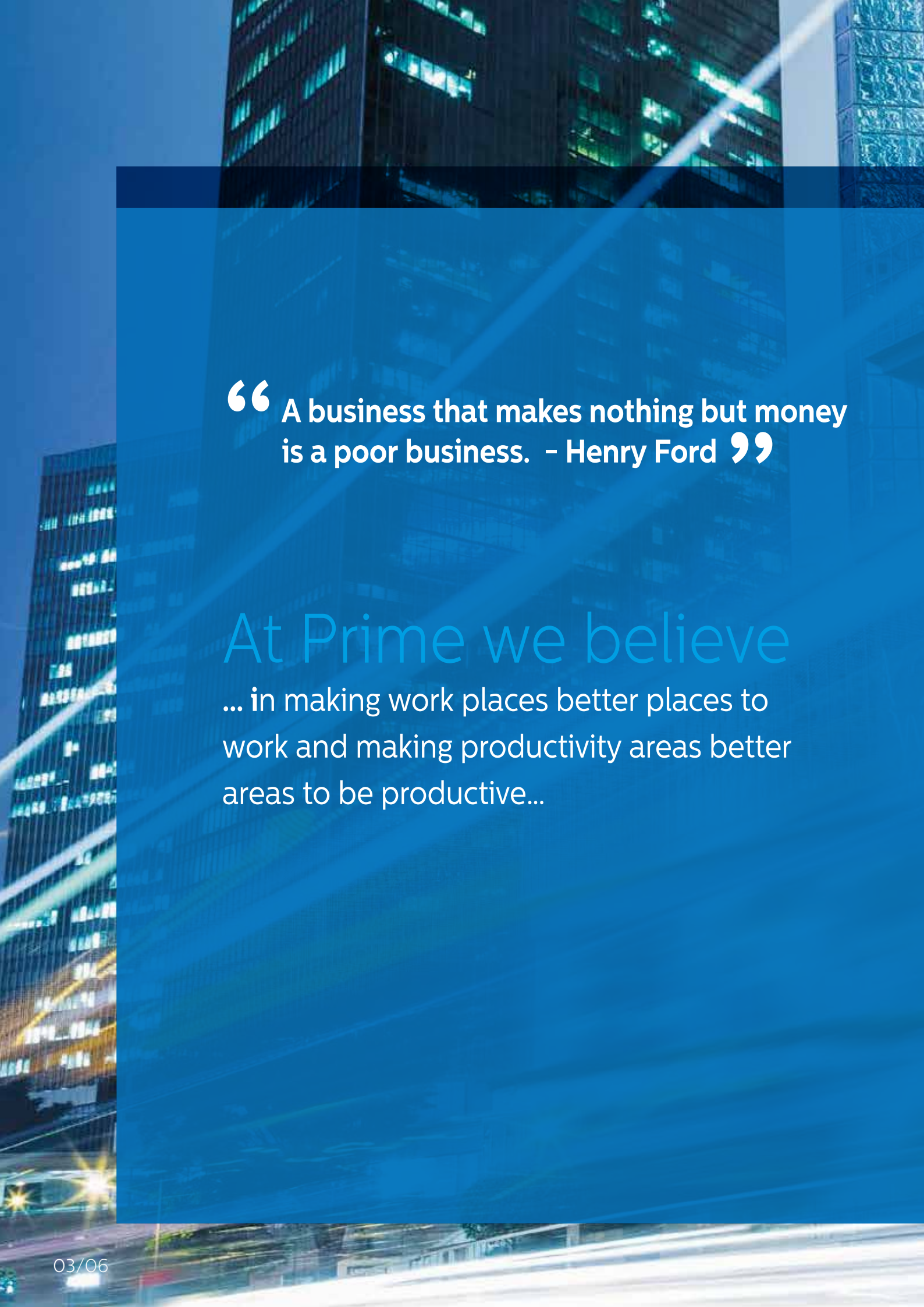
UNIQUE SELLING POINT / DISTINCTIVENESS

Our USP is the ability to back the sales and marketing pitch with real warranties and guarantees that ensure predictable peace of mind in the event of product performance defect. This is supported by the brand equity of the largest industry player, with specified burning hours in our warranty and time (3 to 5 years generally). Industry leading warranties ensures peace-of-mind for our customers and increased reliability in our solutions. This affords us customer-satisfaction levels that are hard to surpass.

Prime is the Specialist Lighting Partner to Philips and as such enjoys a protected relationship with the global leader in lighting globally. This structure allows us to offer audit, design and technological support to our clients as part of our holistic solution. This is a unique approach, service and concept in comparison to our competitors. This averts the expense of utilising private professionals to perform such reviews and design. We are to do this with the confidence who have an in-depth understanding of lighting and more importantly, our products.

PRIME ENERGY VALUE PROPOSITION





“ A business that makes nothing but money is a poor business. - Henry Ford ”

At Prime we believe

... in making work places better places to work and making productivity areas better areas to be productive...

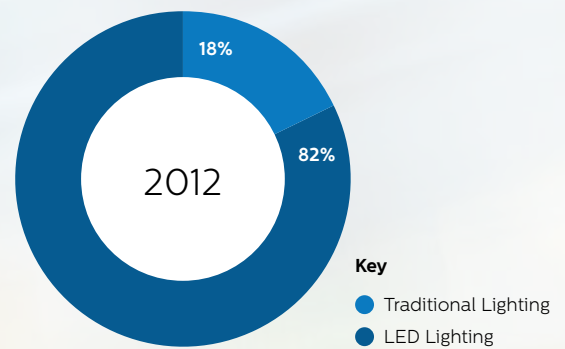


CUSTOMISED & COMPLIANT SOLUTIONS

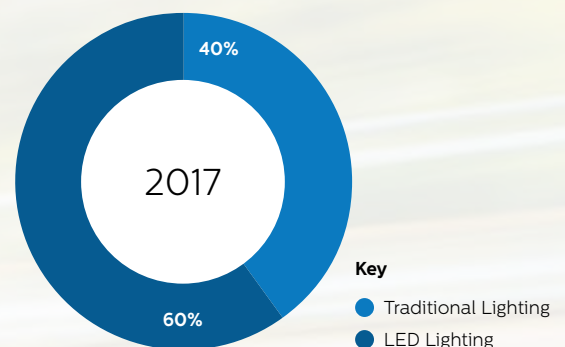
All our solutions are customised to client needs. More significantly, all our solutions are designed to be fully compliant to the Occupational Health and Safety Act. As the governing statute over workplace conditions – compliance and adherence to the standards prescribed by the act are non-negotiable for us. All our solutions are designed to be complaint for the entire warranty period of the product. This is a unique quality assurance from Philips lighting and Prime Energy.



TRADITIONAL LIGHTING COMPARED TO LED (2012)



TRADITIONAL LIGHTING COMPARED TO LED (2017)



OUR TEAM

The Prime team is made up highly-skilled and globally qualified graduate professionals. A major strength in our approach to client pains is our multidisciplinary team – consisting of seasoned manufacturing experts, production engineers, legal and healthcare experts and finance graduates. The executive leadership hold MBA's in Business Leadership and Sustainability from the United Kingdom and are members of international bodies in the energy and sustainability sector.

This affords us the most agile and specialist team in Southern Africa in crafting the smartest solutions for our clients. We are atypical of the sector and approach solution-finding in a pragmatic manner.

The business is growth focused and the participative management style reflects in everything we do. Our people are our assets and we live this notion at Prime.

Our national footprint affords us reach across Southern Africa and entrenches us as a serious player in this sector – servicing national government, state owned companies and enterprises, municipalities and many JSE listed companies.

THE PHILIPS FACTOR :

A highly trained and on point design team is available as an exclusive service to our customers.

An international lighting think-tank is available for our special projects to be flown in to advise on the world leading technology and solutions.

The entire Philips Lighting infrastructure is available to us for global site visits and technology detailing.

Our official association with the Philips brand affords our clients peace of mind and assurance that the solution delivered is backed by best in industry standards, quality and warranties.

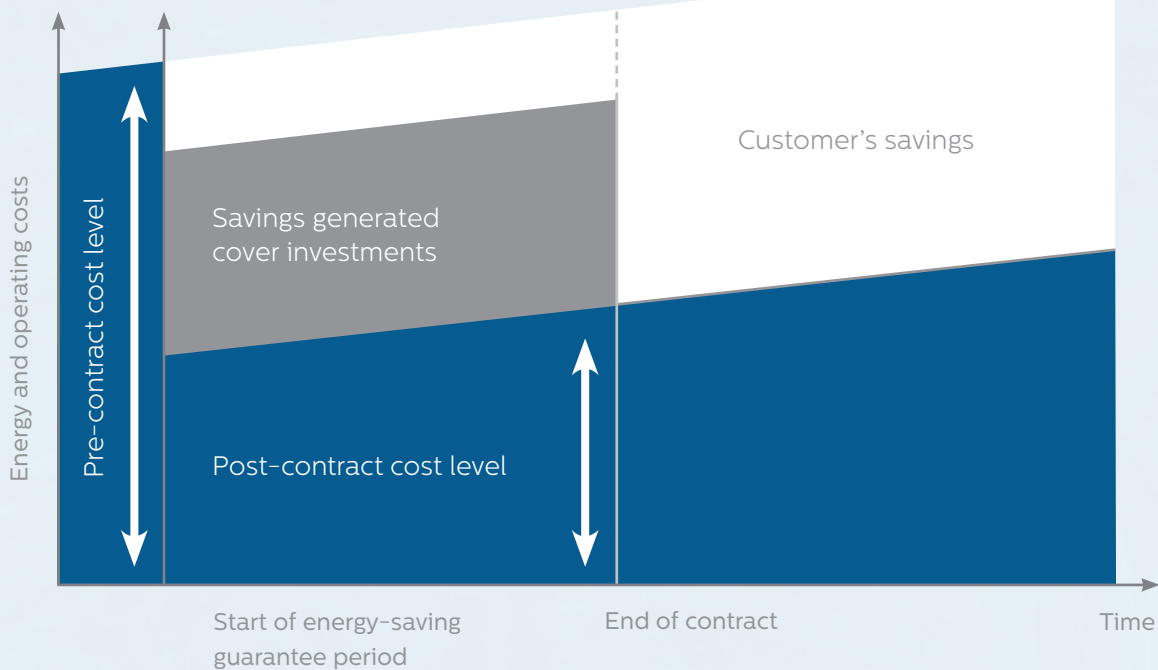




RETURN ON INVESTMENT

Rising energy bills are squeezing profit margins. More than ever, you need a compliant and functional lighting system that pays its way. Our global design team and super-efficient LEDs, zoned-lighting and daylight sensors generate up to 70% energy savings – the system typically pays for itself in under three years. Which means from Year Four onwards, you're in profit-boosting territory. This is the kind of Return on Investment we want you to get excited about. Talk to us and let's shed some light on the matter.

CLASSICAL ESCO INVOLVEMENT MODEL



INDUSTRIES WE SUPPLY

- Office
- Industry
- Healthcare
- Indoor & Outdoor Solar Solutions
- Public Lighting
- Sports Facilities & Stadia





CONTACT INFORMATION

Prime Quest Energy South Africa (Pty) Ltd, trading as PRIME ENERGY
CIPC Reg: 2014/282387/07

Riversands | Business Hub | 8 Incubation Drive | Riverside View | Dainfern | 2196
29 Golf Road | Sybrand park | Rondebosch | Cape Town | 7800
1 Classic Business Park | 63 Columbine Road | Glen Anil | Durban | 4001

t 011 268 2628 **t** 021 650 8482 **e** info@primequest.co.za **w** www.primeenergy.co.za