



February 2025





**What significance do multinational  
GreenTec companies have for the energy  
transition?**

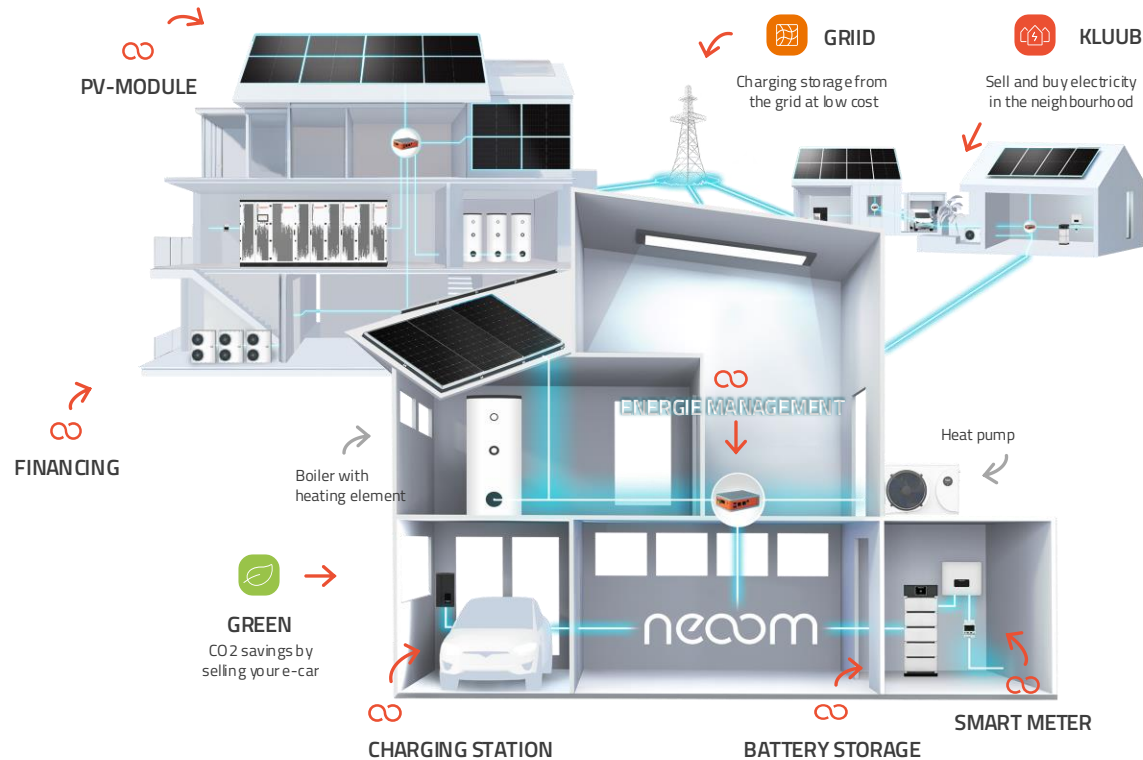
**Claudio Carbone**





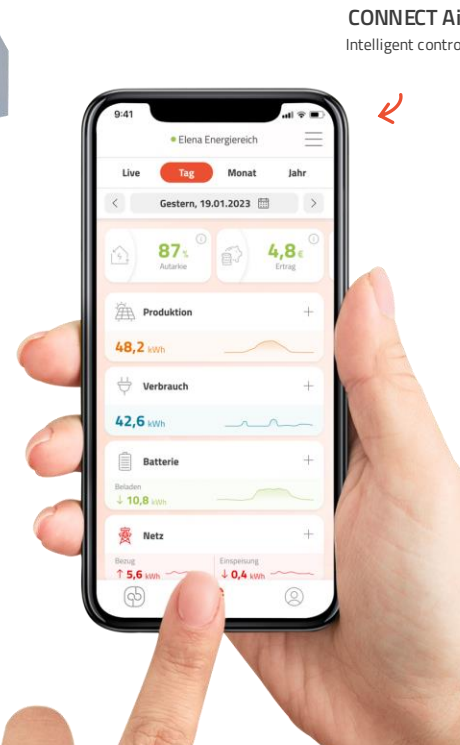
# NEOOM IN A NUTSHELL

## Company Overview



neoom is an Austrian clean-tech company with the vision to bringing infinite power to all of us.

The company with it's HQ in Freistadt and offices in Vienna, Rotkreuz (CH) and Nurnberg (GER) combines technological innovation, know-how leadership and partnerships in a horizontal energy platform to enable private, commercial and public customers to enter the new energy market in the easiest way.



CONNECT Ai  
Intelligent control

**12.000**  
Storage systems  
sold (cum)

**61.104**  
Devices under  
management

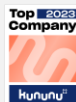
**170 GWp**  
Installed power

**250 MWh**  
Deployed battery capacity

**195,000 t**  
CO2-Savings

**108 %**  
CAGR  
(2019 – 2024)

### Selected awards:



## NEOOM IN A NUTSHELL

# Breaking the Centralized Energy Trap

### The Problem: A Challenge for Energy Policy

#### Slow Grid Expansion

- Expanding the electricity grid will take over 20 more years.

#### High Costs for Consumers

- Rising grid fees are being passed on to end customers.

#### Loss of Competitiveness

- Businesses and energy providers face increasing pressure, delaying decarbonization.

#### Centralization Hinders Progress

- Dependence on centralized structures makes flexible and sustainable solutions difficult.

### Our Solution: Empowerment Instead of Competition

#### Focus on Partnerships

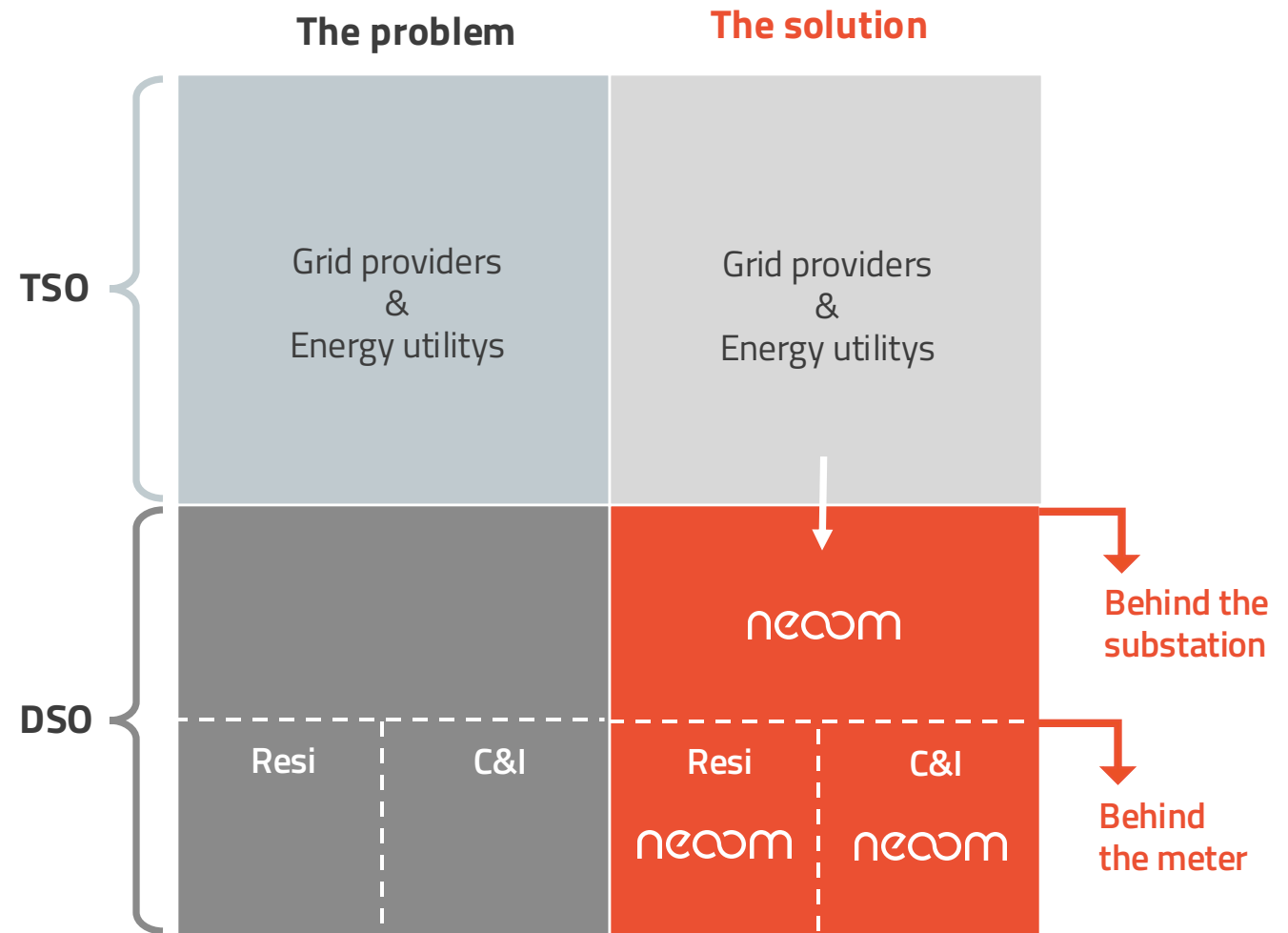
- While other competitors are becoming energy providers themselves, we equip them with the tools to stay competitive, retain customers and generate additional revenue.

#### Europe Needs Investments in Decentralized Energy Systems

- Not only for ecological reasons but also for energy security and the freedom of its citizens.

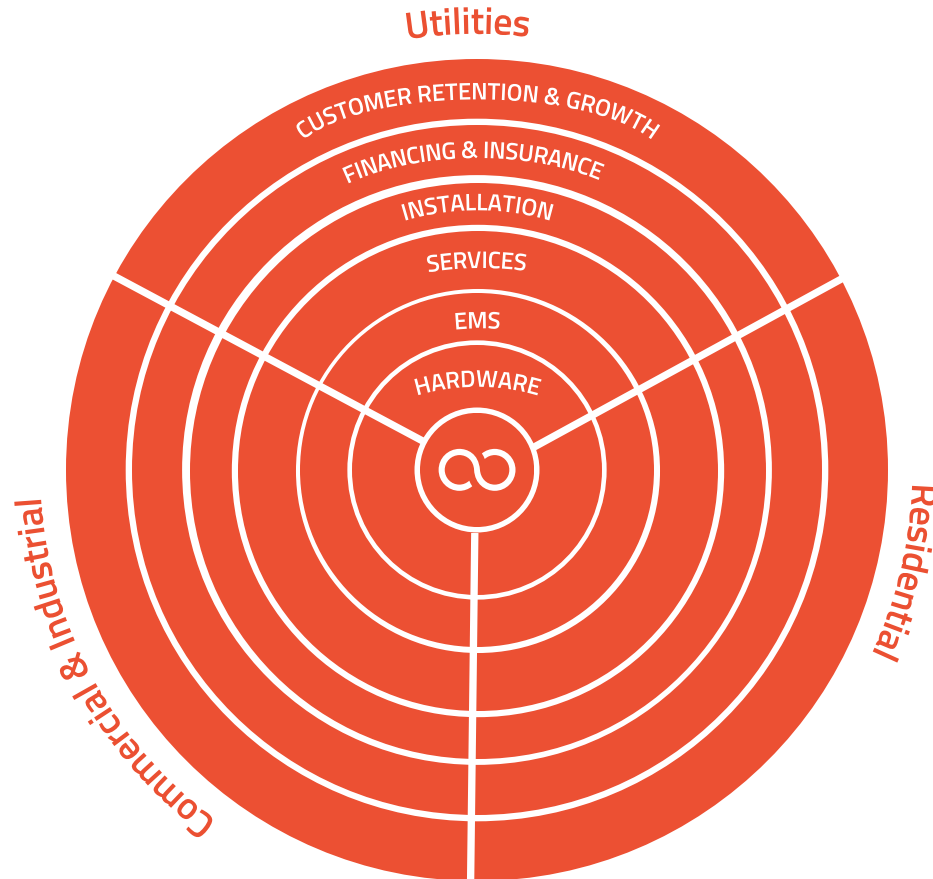
#### Our Platform

- Enables faster and more economical investments in decentralized energy solutions for end customers.



## NEOOM IN A NUTSHELL

# Our Business Model



**With extensive technical and energy market know-how at its core, neoom operates a horizontal platform business model.**

By teaming up with more than 300 installation partners and utilities in the DACH-region, neoom offers one-stop shop solutions for private, commercial and public customers.

### Hardware

Solar, Storage, Charging – procured by global Tier-1 suppliers, sold by neoom to its installation partners and neoom's own installers. Requirements and engineering strongly driven by market requirements defined in Freistadt (HQ).

### EMS

Self-developed and AI-driven energy management platform able to control the majority of available hardware providers on market within solar, storage, charging, metering and heat-pumps. Through low-barrier subscription model, neoom enables customers to optimize their solar and storage power-plant and provides further access to profitable add-on services (see services).

### Services

Based on the EMS-solution, neoom commercializes profit-shares for additional value-add services for its customers (energy communities, dynamic tariffs, flexibility markets, thg quota tarding), thus being able to offer the most profitable holistic solutions on market.

### Installation

Partner Network with 300 system partners and 3 own installation subsidies executing energy projects with private, public and commercial customers. Strong focus on partner education and partner satisfaction and loyalty through partner bonus programmes (participations on recurring revenues).

### Financing & Insurance

PoS-financing and insurance solutions offered for public, commercial and private customers through partner network and own installers.

### Customer Retention & Growth

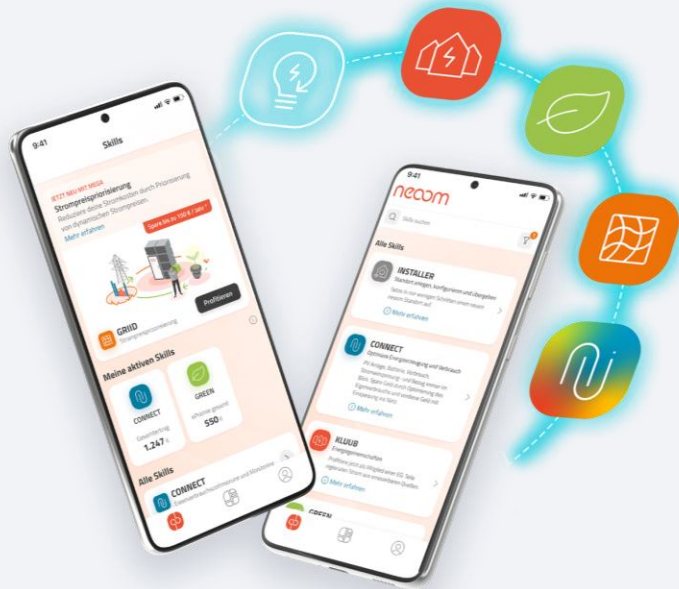
End-2-End network programmes as energy communities and integrated referral programs to enable reduced CAC for neoom and its installers (external and internal).

# NEOOM IN A NUTSHELL

## Product Overview

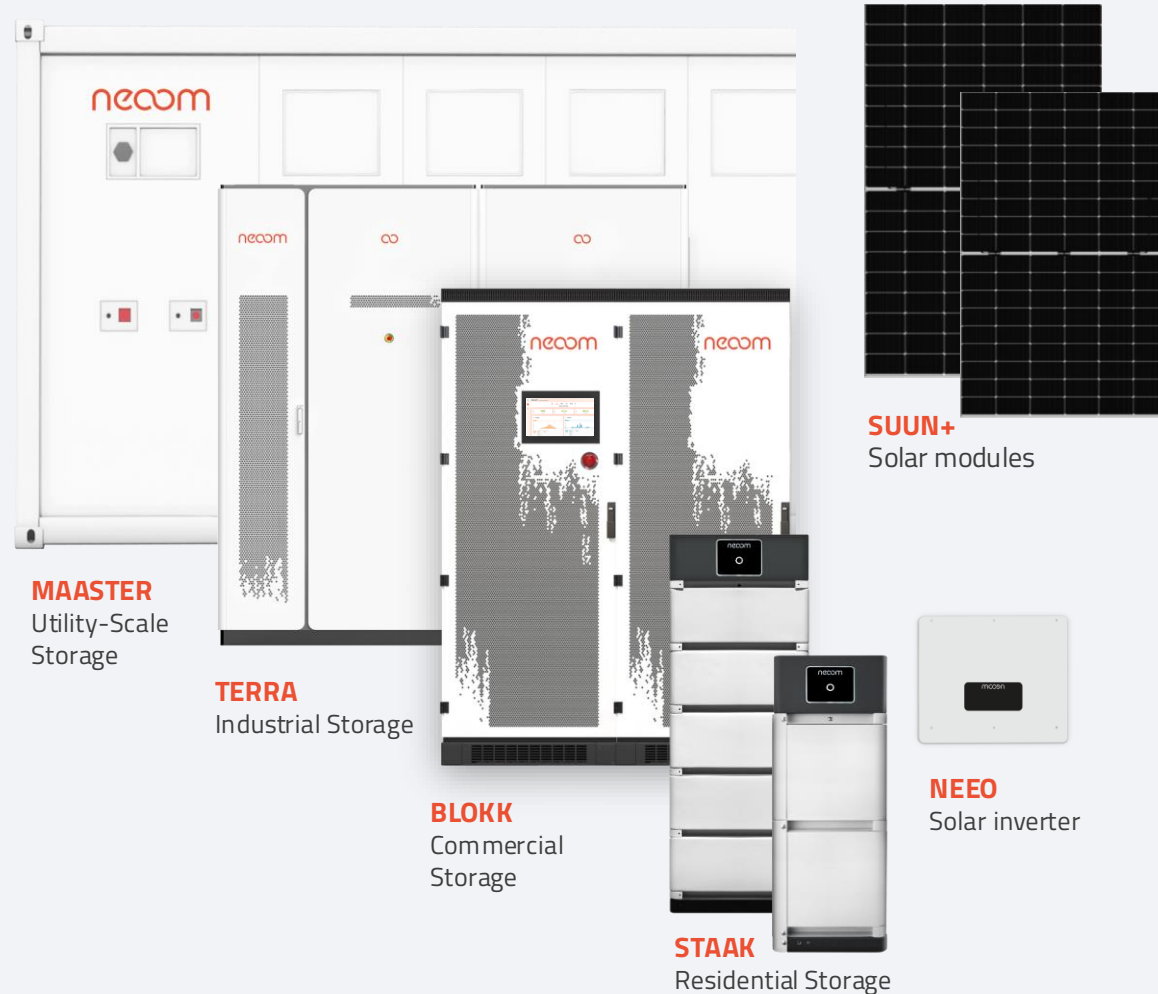
neoom offers scalable, highly standardized solutions ranging from digital platforms to hardware, designed for both the behind-the-substation and behind-the-meter markets, enabling efficient integration, solving energy challenges, and fostering long-term customer loyalty.

### Software and Services



APP & SKILLS

### Hardware



### Energy Management and Metering





## NEOOM IN A NUTSHELL

# Digital Skills and Services

With its own energy management as centerpiece to control and optimize deployed devices, neoom offers multiple add-on services (call „skills“) to customers and installation partners through one digital application (neoom app).

Installation Partner



INSTALLER

Simple commissioning and **installation**, handover and documentation



End Customer



CONNECT Ai

Connect all devices to efficiently manage them



KLUUB

Sharing electricity with neighbours and saving money



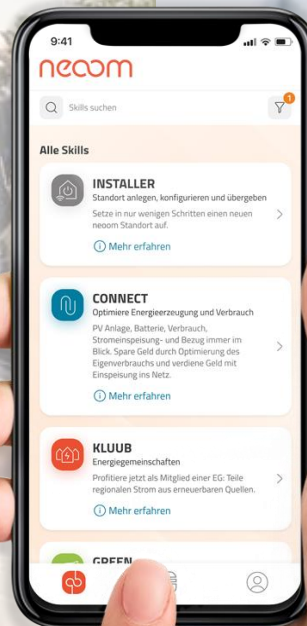
GRID

Benefit from more favourable energy costs with **dynamic electricity prices**



GREEN

Certificate of the **CO2 savings** of your sell your e-car



SKILLS

## NEOOM IN A NUTSHELL

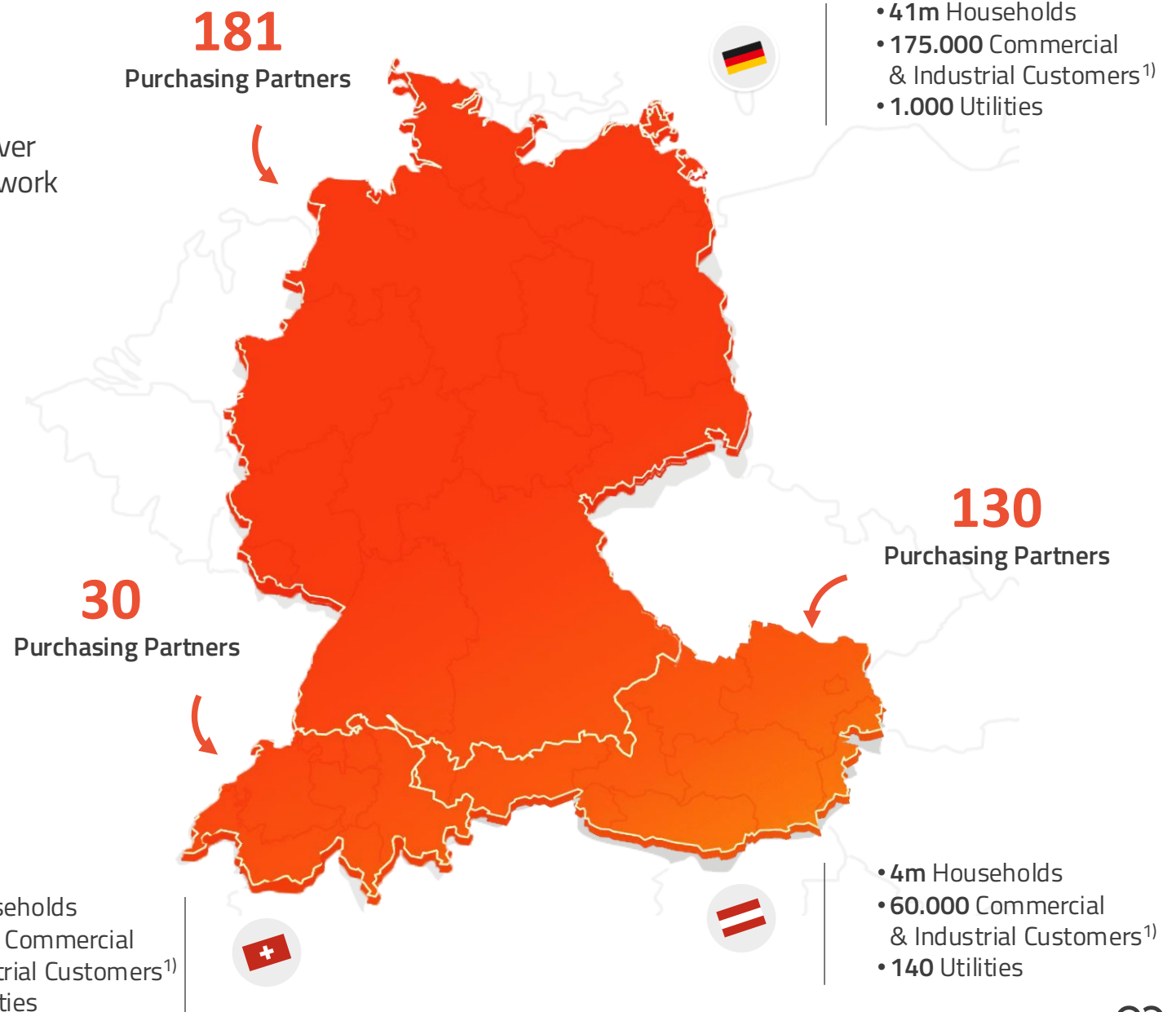
# The huge untapped Potential

neoom has the opportunity to tap into a market potential of around EUR 50m households, 260k commercial customers, over 6k industrial customers and 1.8k utilities via an extensive network of system partners in the DACH region.

👍 Only **341 purchasing partners** out of **potential 12,000 -15,000** installars across the DACH region have been onboarded so far

👍 Only player in the market who is covering the entire DACH region based on a **full platform with hardware, software and services**

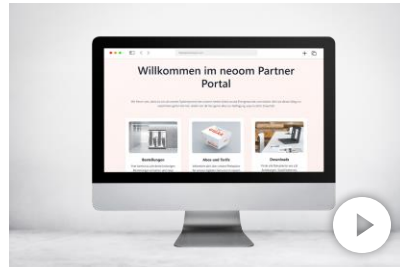
👍 Ready to prepare for the next phase with an **expansion beyond the borders of DACH**





## NEOOM HIGHLIGHTS – PLATFORM APPROACH

# Holistic, scalable and fully digitalized platform approach along the value chain



### Standardized Products

- Commercial Storage
- Residential Storage
- Charging
- Solar
- Connectivity

360° Solution >

### Partner Portal

- Partner Bonus Programm to establish recurring revenue streams for installer for software and services
- Tickets for direct service ...
- Creating individualized offers along the customer journey
- Live Monitoring to sites via CONNECT Ai Login
- Shop and commissioning
- Licence portal provides overview of existing software licenses

### Training & Academy

- Knowledge management as a continuously improved product feature consisting of training courses and knowledge database
- Effective onboarding with scalable increase in efficiency
- Minimisation of support cases
- Increase customer satisfaction
- Available digitally at any time
- High-quality combination of video, text and images
- Target group-orientated

Training >

### Quality Assurance

**The neoom INSTALLER simplifies the work processes during commissioning.**

- Simple step-by-step commissioning of all devices.
- Configuration can be saved at any step.
- Virtual checklist for error-free commissioning.
- Image documentation of the installation, also for third-party devices.
- Various hardware settings via the APP such as backup buffer
- End customer is guided to the APP via e-mail.

### Financing Option

- Financing for PV projects with PV, storage and charging stations for private, commercial and industrial customers as well as municipalities.
- Framework contract for B2C and B2B financing options with 10 / 15 / 20 years contract duration and 6-7% interest rate
- neoom sells systems to installation partner and offers financing option via neoom partner portal
- Customer stores and consumes electricity production and feeds excess production into the grid.

REENT >



## NEOOM HIGHLIGHTS – CONNECT AI

# Self-developed Ai based energy stack

With growth rates of > 80% year-over-year our CONNECT energy management software is the central element and provides access to all Skills.

**+60.000**

Devices under control

**+10.000**

Activated sites

**+28.000**

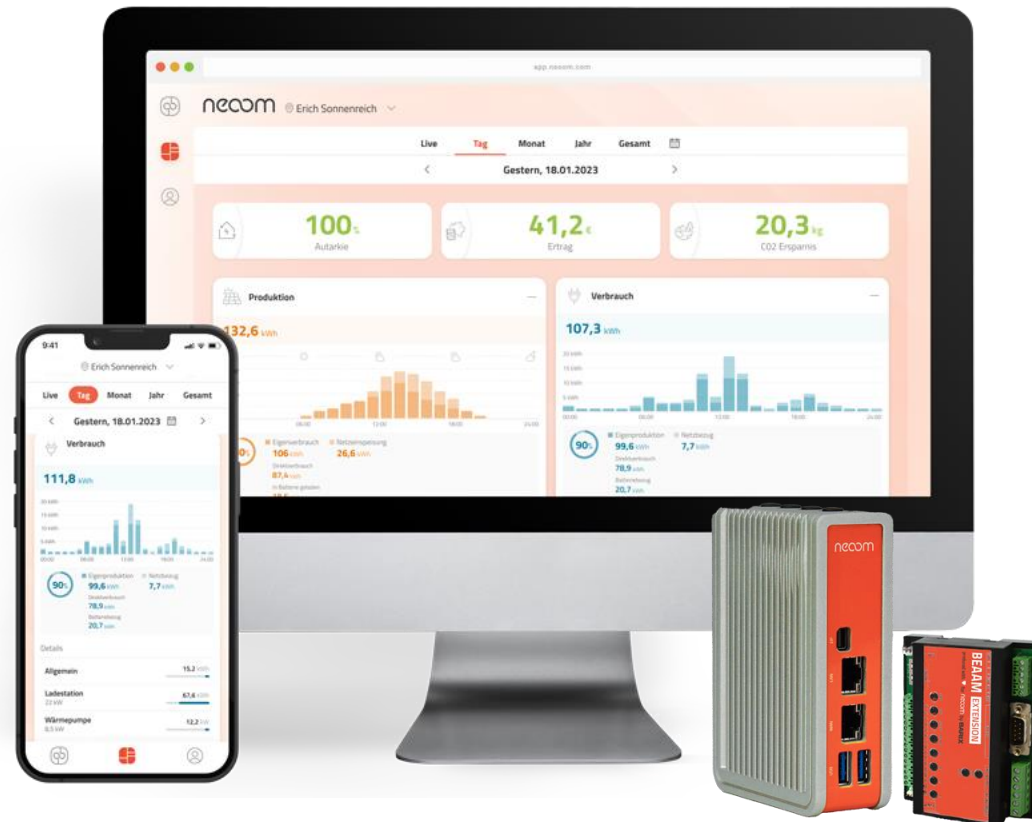
Connected prosumers

**+45.000**

Total App downloads

**+5.000**

Paid Licenses

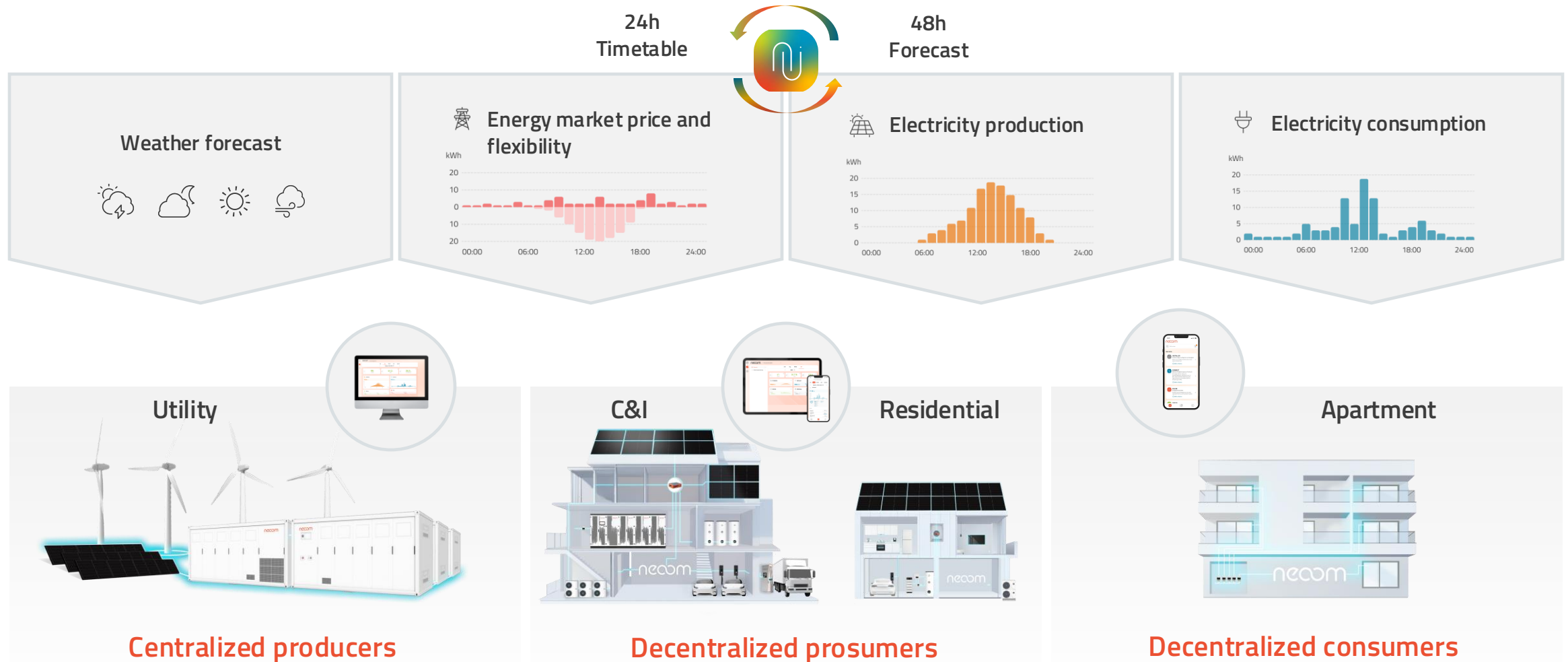


## Technical USP's

- Ability to control 377 devices from 50 (+22 in 2023) manufactures via neoom BEAAM incl. SG Ready support for > 3100 heat pumps through the BEAAM extension
- The integration of energy management with energy communities. We also take into account energy procurement from / energy supply to the energy community in order to implement CONNECT control from the perspective of profit maximisation and security of supply.
- CONNECT Ai, makes our energy management self-optimising and data-driven. We analyse all the energy data from the customer's location, derive forecasts and use them to optimally control the customer's energy devices.
- Offline capability, as our EMS is hybrid (local control + cloud). Our energy management system continues to run even in the event of a blackout or even just an internet connection failure.

## NEOOM HIGHLIGHTS – CONNECT AI

# Data driven multi market optimization to tap the full behind the substation potential





## NEOOM HIGHLIGHTS – SKILLS

Software skills to increase the profitability of the assets based on an API first approach



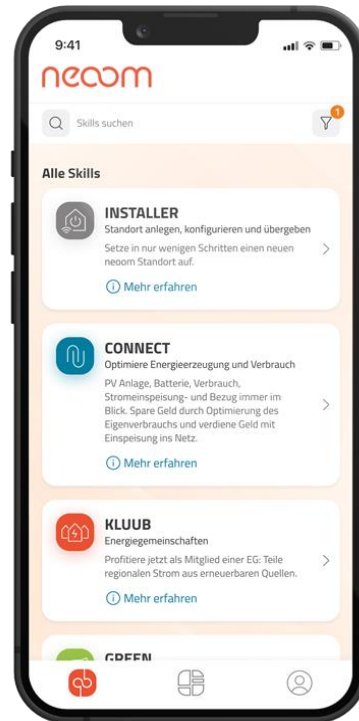
### CONNECT Ai

How can I control my energy flows intelligently and efficiently?



### GRIID

How can I **stabilise the grid** with my electricity storage system and benefit from it?



### KLUUB

How can I **share electricity** in the region and benefit more from it?



### GREEN

How can I **market my e-car's CO2 certificates**?



More to come!



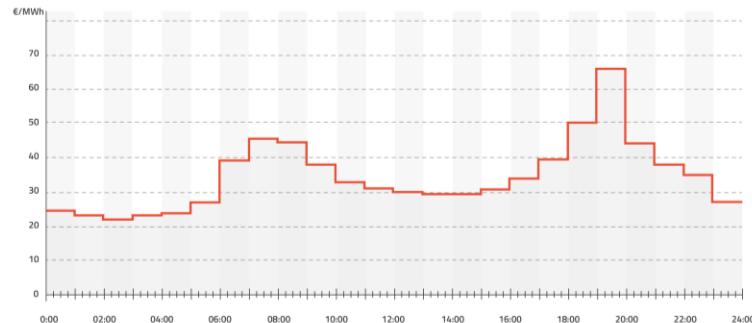
# Participation in Energy Markets

We not only market dynamic electricity tariffs, but also energy across different markets in order to achieve the highest revenues, always in conjunction with CONNECT Ai.

### Electricity Price Optimisation / Dynamical Tariffs

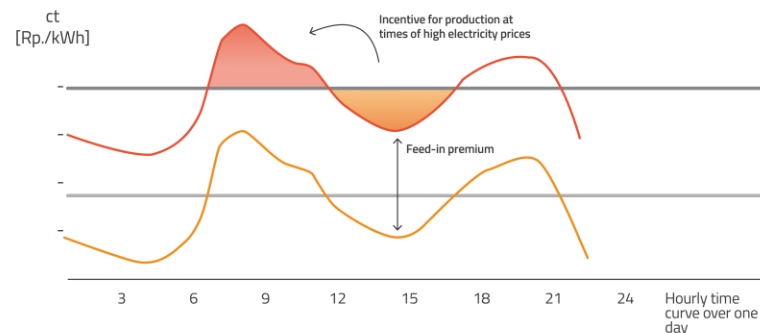
#### Optimised electricity procurement at day-ahead prices

- Charging the storage with dynamic electricity tariffs during the most favourable hours
- Fully automated charging of the e-car during the cheapest hours
- Electricity price-optimised control of heat pumps and heating element



#### Optimised feed-in at day-ahead prices / direct marketing

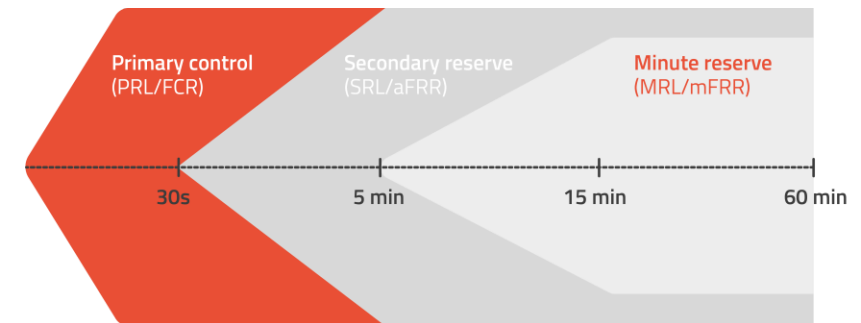
- Feed-in instead of charging the storage system
- Switching off flexible consumers during generation & high feed-in prices



### Flexibility Marketing

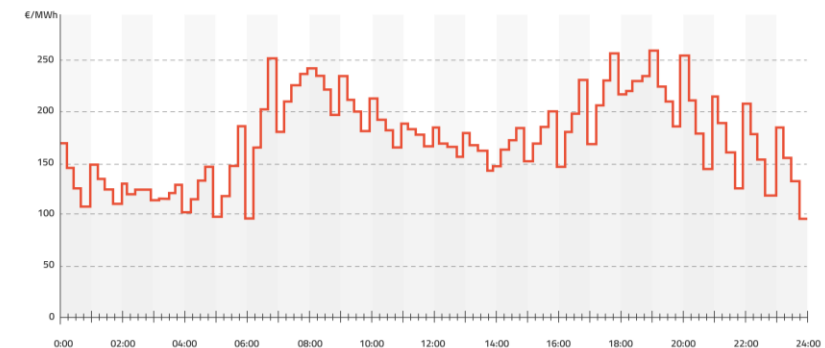
#### Types of control energy

- FCR / Frequency Containment Reserve
- aFRR / automatic Frequency Restoration Reserve



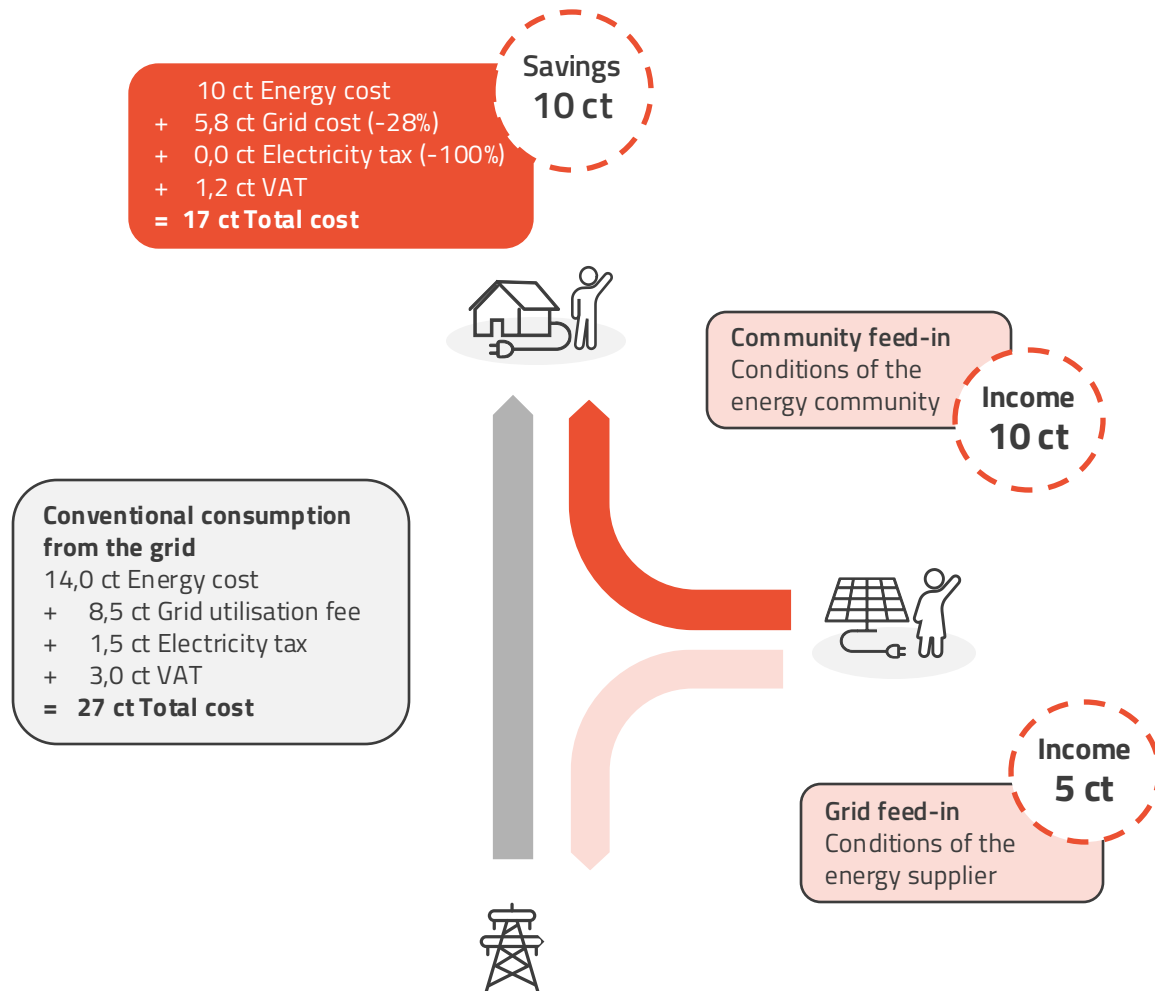
#### Continuous Trading

- Arbitrage Trading and Day-Ahead & Intraday Trading



## Energy Communities

EU RED Regulation democratises the monopolised electricity grids through partial liberalisation in order to operate regional and decentralised generation plants with energy communities more profitably.



### Benefits of energy communities:

#### MARKET

- Reduced central energy demand
- Reduced balancing fees between TSO and DSO
- Reduced grid investments

#### CUSTOMERS

- -2/3 reduced grid costs within the local areas
- Less fees and no taxes

#### neoom services:

- neoom establishes & organizes energy communities
- neoom provides access to energy communities through neoom app
- neoom takes care of financial clearing of energy & cash flows
- neoom receives fee between 1.2 -2.4c/kwh (consumed & produced)



## NEOOM HIGHLIGHTS – SKILL KLUUB

# Energy Communities

### Austria

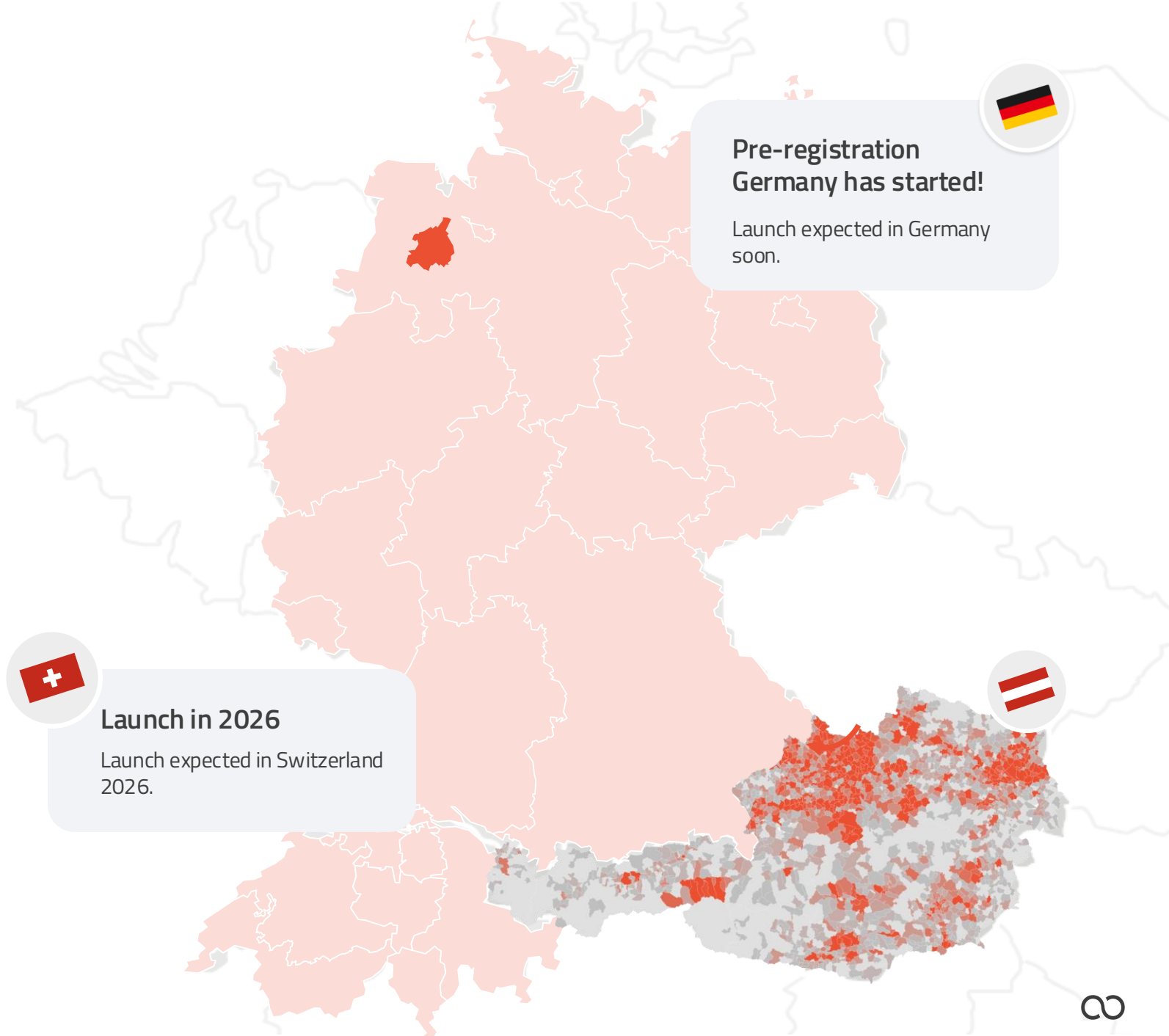
- **+3.800** new trading customers
- **10.000+** active metering points
- **C. 150** Active energy communities
- **+ 10.000.000 kWh** Shared energy
- **C. EUR 350k** Customer savings
- **26 GW** Cumulative feed-in capacity

### Germany

- Pilot project in Bakum wit EWE >
- Pre-registration has started  
Launch expected soon.

### Switzerland

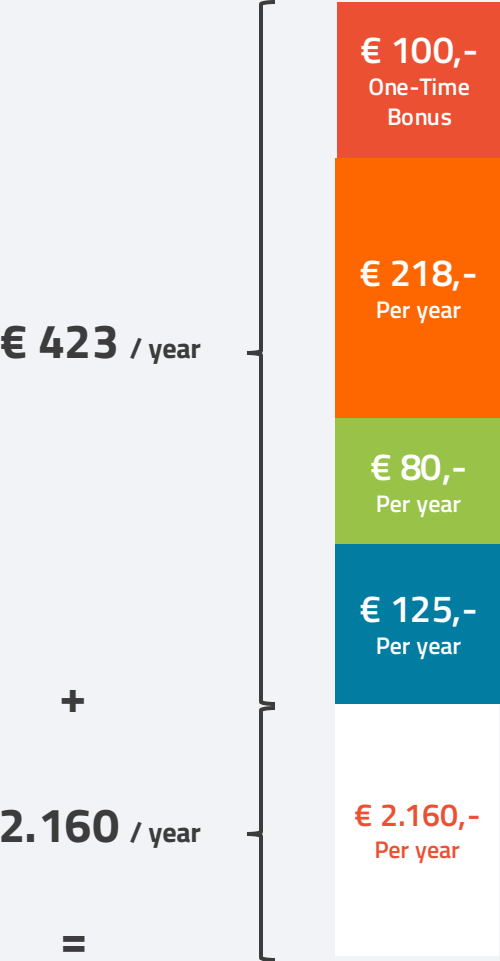
- Launch expected in 2026.





NEOOM HIGHLIGHTS – SKILLS

Benefits for Private Customers



**€ 2.583 / year for 20 years** at 2% price increase  
**= € 66.589 / 20 years\***

9.700 kWh/year Energy consumption	4 People	37,7 ct Electricity cost	1 E-Vehicles	1 Heat Pump	8,2 kWp PV-System	9,1 kWh Battery Storage

\* Sample calculation

## NEOOM HIGHLIGHTS – SKILLS

# Benefits for Commercial Customers

€ 4.009 / year

€ 1.783,-  
Per year

€ 1.200,-  
Per year

€ 525,-  
Per year

€ 501,-  
Per year

+

€ 21.266 / year

€ 21.266,-  
Per year

=

€ 25.275 / year for 20 years at 2% price increase

= € 651.697 / 20 years\*



169.044 kWh/year  
Energy consumption

> 50  
People

20 ct  
Electricity cost

6  
E-Vehicles

1  
Heat Pump

223 kWp  
PV-System







358 kWh  
Battery Storage

\* Sample calculation



## NEOOM HIGHLIGHTS – PROFIT SHARE

### „SKILLS“ Profit share for all stakeholders

Products	neoom	Systempartner	Utility	Customer
 <b>HARDWARE</b>	<ul style="list-style-type: none"> <li>- Direct access to devices in the network</li> <li>- Maximize impact through the full system leverage</li> <li>- Cross-selling opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Hardware sales enable revenue through software sales</li> </ul>	<ul style="list-style-type: none"> <li>- Attracting more customers through added value</li> <li>- Additional revenue streams</li> </ul>	<ul style="list-style-type: none"> <li>- Independence</li> <li>- Less energy price risk</li> <li>- Less CO2 footprint</li> </ul>
 <b>CONNECT Ai</b>	<ul style="list-style-type: none"> <li>- Access to data from all devices on-site</li> <li>- customer needs and context based cross-selling based on data</li> <li>- Additional recurring revenue stream</li> </ul>	<ul style="list-style-type: none"> <li>- Offer faster amortization and higher annual revenue through software.</li> <li>- Revenue participation in a scaling model                             <ul style="list-style-type: none"> <li>- Remote maintenance</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Scalable business model participation</li> <li>- Access to data for forecasting and pricing optimization</li> <li>- Attracting more customers through added value</li> </ul>	<ul style="list-style-type: none"> <li>- Simple usage</li> <li>- AI trained per customer that takes many variables and forecasts into account for more efficiency and profit</li> </ul>
 <b>KLUUB</b>	<ul style="list-style-type: none"> <li>- Crossselling hardware</li> <li>- Leveraging network effect in user and revenue growth</li> <li>- Additional recurring revenue stream</li> </ul>	<ul style="list-style-type: none"> <li>- Offer faster amortization and higher annual revenue through software.</li> <li>- Revenue participation in a scaling model</li> </ul>	<ul style="list-style-type: none"> <li>- Scalable business model participation</li> <li>- Access to data for forecasting and pricing optimization</li> <li>- Attracting more customers through added value</li> </ul>	<ul style="list-style-type: none"> <li>- Increased independence through decentralized energy trading                             <ul style="list-style-type: none"> <li>- Reduced Energy Price risk</li> </ul> </li> <li>- Reduced energy costs (grid fees and taxes) and higher feed-in tariff</li> </ul>
 <b>GRID</b>	<ul style="list-style-type: none"> <li>- Attracting commercial and industrial customers</li> <li>- Additional recurring revenue stream</li> </ul>	<ul style="list-style-type: none"> <li>- Offer faster amortization and higher annual revenue through software.</li> <li>- Revenue participation in a scaling model</li> </ul>	<ul style="list-style-type: none"> <li>- Scalable business model participation</li> <li>- Access to data for forecasting and pricing optimization</li> <li>- Increase customer retention through combined intelligent products</li> </ul>	<ul style="list-style-type: none"> <li>- Increased profitability combined with the support to integrate more renewable sources into our energy system</li> </ul>
 <b>GREEN</b>	<ul style="list-style-type: none"> <li>- Crossselling hardware</li> <li>- Revenue from Carbon Impact Portfolio                             <ul style="list-style-type: none"> <li>- Carbon offset</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Offer faster amortization and higher annual revenue through software.</li> <li>- Revenue participation in a scaling model</li> </ul>	<ul style="list-style-type: none"> <li>- Scalable business model participation</li> <li>- Attracting more customers through added value</li> </ul>	<ul style="list-style-type: none"> <li>- Possibility to donate a share of the payout to carbon reducing projects</li> <li>- Easy way to sell CO2 savings of the e-mobility</li> </ul>
 <b>REENT</b>	<ul style="list-style-type: none"> <li>- Assets under management</li> <li>- Attracting new end-customer segments (growth)</li> <li>- Additional recurring revenue stream</li> </ul>	<ul style="list-style-type: none"> <li>- Attract and convert low-budget leads.</li> </ul>	<ul style="list-style-type: none"> <li>- Attracting more customers through added value</li> <li>- Additional revenue streams on equity or loans</li> </ul>	<ul style="list-style-type: none"> <li>- Less initial capital needed</li> <li>- Earnings covers partly/fully system costs                             <ul style="list-style-type: none"> <li>- No equity capital required</li> </ul> </li> </ul>



Lets electrify the future.







Infinite power for all of us

