



Optimira Energy Solutions provides comprehensive energy optimization services to leading commercial companies and large institutional players located throughout North America.



As an integrated energy solutions company and a market leader in the provision of comprehensive energy and utilities management solutions, Optimira offers our customers access to an extensive array of multi-technical energy expertise coupled with unparalleled project finance resources.

Optimira develops, installs, finances, owns and operates infrastructure improvements designed to optimize the energy efficiency and lifecycle costs for building facilities. We are focused on delivering energy service solutions that are designed to address the specific needs and business challenges of each of our commercial and institutional customers.

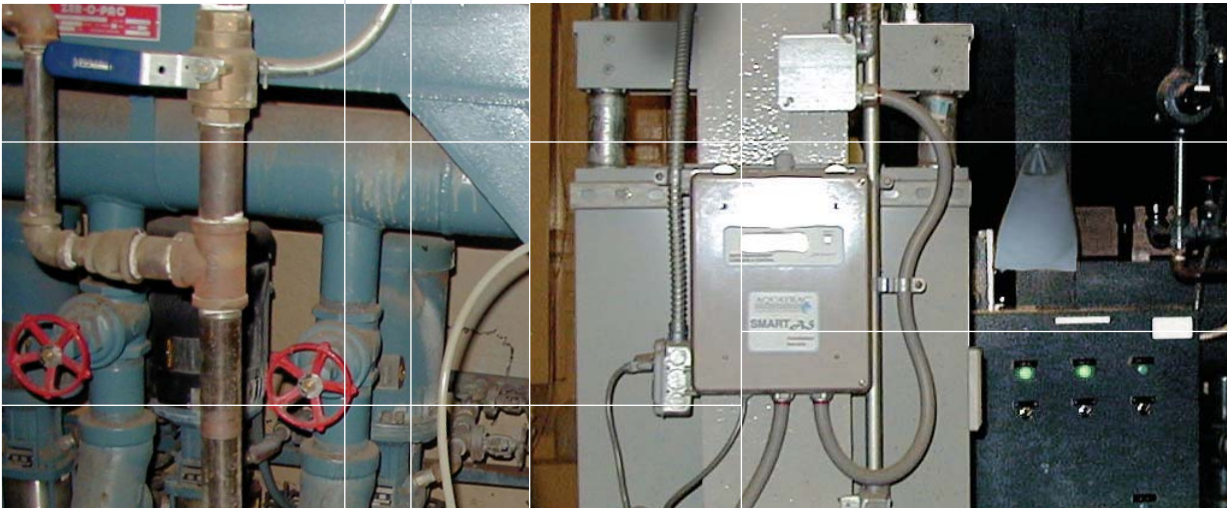
We serve as project developer, implementer, and asset manager for a wide array of energy optimization measures, and fully assume both the technical and economic performance risks associated with every project that we undertake. We are committed to providing each of our customers with the most cost-effective means to optimize their energy infrastructure design, energy purchasing strategy, and energy utilization.

“A Market Leader in the Provision of Energy and Utility Management Solutions”

Optimira is dedicated to identifying and crafting customized broad-based energy optimization measures to fit the specific needs of our commercial and institutional customers – enabling them to focus their resources on their core businesses. The service deliverables of Optimira transcend those of a traditional ESCO as we cooperatively work with our clients to improve their day-to-day productivity and maximize their bottom-line profitability by reigning in the uncertainty associated with today’s energy environment.

The Optimira Total Energy Optimization approach frees our commercial and institutional customers from the daily concerns associated with utility procurement, energy usage, plant/equipment upgrades and installations, and the monitoring and measurement of both energy and financial savings.

Optimira is uniquely positioned as a leading single-source provider of turnkey projects and services that deliver energy savings to our commercial and institutional customers. Optimira is committed to delivering energy management expertise that provides building and plant facilities with comprehensive solutions to minimize energy consumption and deliver a guaranteed level of economic performance. To date, Optimira’s commercial and institutional customers have enjoyed energy savings on the order of 15-35%, often translating to a 12-15% savings on total utility expenditures.

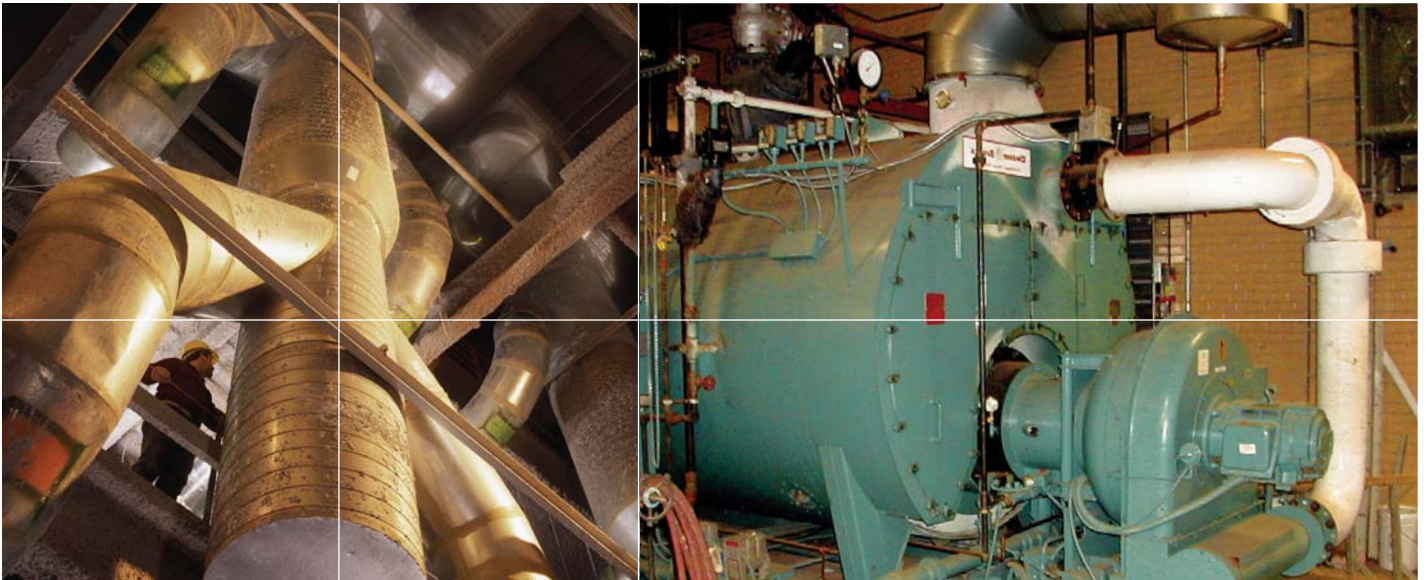


Our extensive in-depth knowledge of energy optimization solutions specific to commercial and institutional facilities enables our multi-disciplinary team to design and implement a comprehensive set of measures for customers both large and small – tackling key energy challenges and problems that are either specific in nature or at times lacking a clear-cut definition.

Optimira stands behind our energy solutions and fully guarantees the delivery of a pre-defined level of savings as a direct result of the implementation of our custom-designed energy management projects.

Our areas of expertise include:

- ▶ Boiler, Chiller and Steam Plants (Retrofits and New Build)
- ▶ Cogeneration (CHP), On-site Generation
- ▶ Water and Wastewater Conservation Measures
- ▶ Electrical Distribution System Improvements Including Power Quality
- ▶ Lighting Including Sensors and Controls
- ▶ Motors, Pumps and Drives
- ▶ Controls (HVAC, IAQ, Fire Suppression, Security, etc.)
- ▶ Mechanical and Electrical HVAC
- ▶ Compressed Air Systems and Distribution





Optimira works with commercial and institutional clients to:

- ▶ Develop and design comprehensive energy efficiency projects
- ▶ Finance, own, and operate energy infrastructure
- ▶ Provide customer-centric energy optimization solutions focused on a balanced and broad view of both the supply and demand sides of the energy business equation
- ▶ Facilitate the best available cost reduction methodologies to bring energy-related savings directly to the bottom line
- ▶ Execute projects **from vision to realization**. All projects are staffed with experienced top-shelf project managers, engineers, and construction superintendents
- ▶ Assume responsibility for utility supply risk, management, equipment procurement, installation, operations and maintenance – providing the customer with greater productivity of building facility assets
- ▶ Design a comprehensive commodity procurement strategy that optimizes reliability and mitigates the risk of the specific energy needs for a given facility
- ▶ Develop a tailored contractual model to reduce price, and price volatility of utility costs
- ▶ Develop a benchmarking system for each facility that, when used with Optimira’s proprietary Unigate software, objectively calculates the pattern of energy usage cost components.
- ▶ Enhance customer competitiveness by improving energy efficiency, delivering sustained reductions in operating costs and raising productivity



And Optimira will:

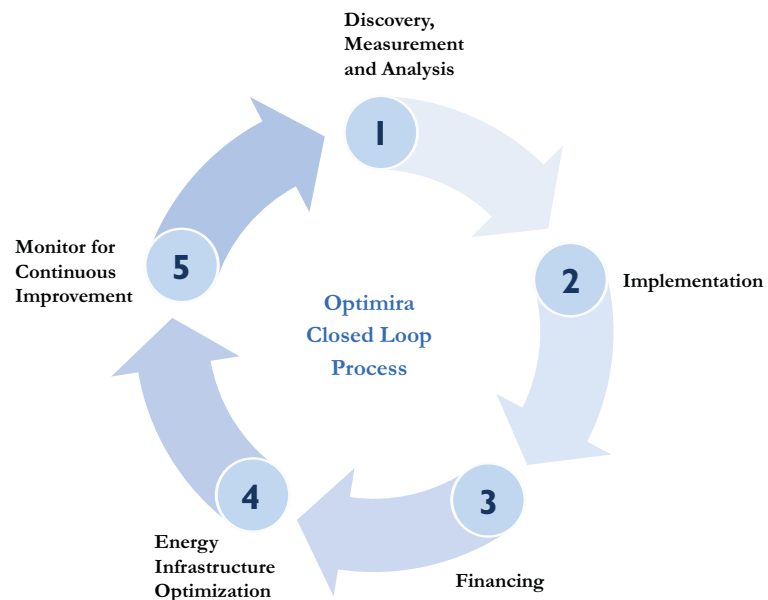
- ▶ Provide a broad array of post-construction period services as part of each project which are then repaid through the savings generated
- ▶ Financially structure each project in a manner that links compensation directly to economic performance
- ▶ Measure, monitor, and verify each project's energy savings as well as overall facility energy utilization and efficiency via our proprietary Unigate software
- ▶ Incorporate LEED-accredited guidelines to the design of each facility as appropriate or as desired
- ▶ Explore and, if feasible, employ renewable technologies to better derive energy from sources such as solar, wind, biomass, and geothermal
- ▶ Continuously monitor project economics through the use of our proprietary Unigate software
- ▶ Compress and stage the implementation schedules in order to realize project energy saving as soon as possible
- ▶ Assume the risk that the project will save the amount of energy projected and perform according to the agreed upon economic parameters

Optimira is committed to designing and delivering the most comprehensive customized energy savings programs that serve to lower operating costs, to address specific energy needs, and to improve the operating efficiencies for each of our commercial and institutional customers.

For example:

- ▶ Optimira delivers innovative energy optimization programs that comprehensively address customer energy needs through the use of leading edge energy efficiency products coupled with active utility procurement management, and where applicable, the installation of renewable and/or fossil fuel supply options – all of which provide a predefined level of savings
- ▶ Optimira designs flexible building solutions in order to fully address our customers’ energy infrastructure needs while seeking to maximize asset values
- ▶ Optimira design programs that are environmentally sound and serve to increase the efficiency of a given system
- ▶ Optimira supports and participates in the US EPA-sponsored Energy Star program, and will design building solutions that better enable commercial facilities to become Energy Star recognized
- ▶ Optimira incorporates the use of advanced technology to properly measure and verify performance, and empowers/trains facilities personnel to continually optimize building performance

Optimira 5-Step Approach for Achieving Total Energy Optimization



Whether your energy requirements rely on the certainty of steam production or generated-produced power to achieve a critical level of operation, Optimira is committed to assuming complete responsibility for the implementation and delivery of all your energy needs **from vision to realization.**

Optimira Energy – a market leader and proven specialist in the delivery of innovative customized energy programs that guarantee long-term savings for our commercial and institutional customers.



From Vision to Realization

