

solar  analytics

# Subscriptions and Renewals

May 2018

1. Utility solar monitoring product
2. Utility Health Check service
3. Power Purchase Agreement service
4. Commercial solar monitoring
5. Residential solar monitoring





# 1. Utility

98% pa renewal

31% of subscription revenue

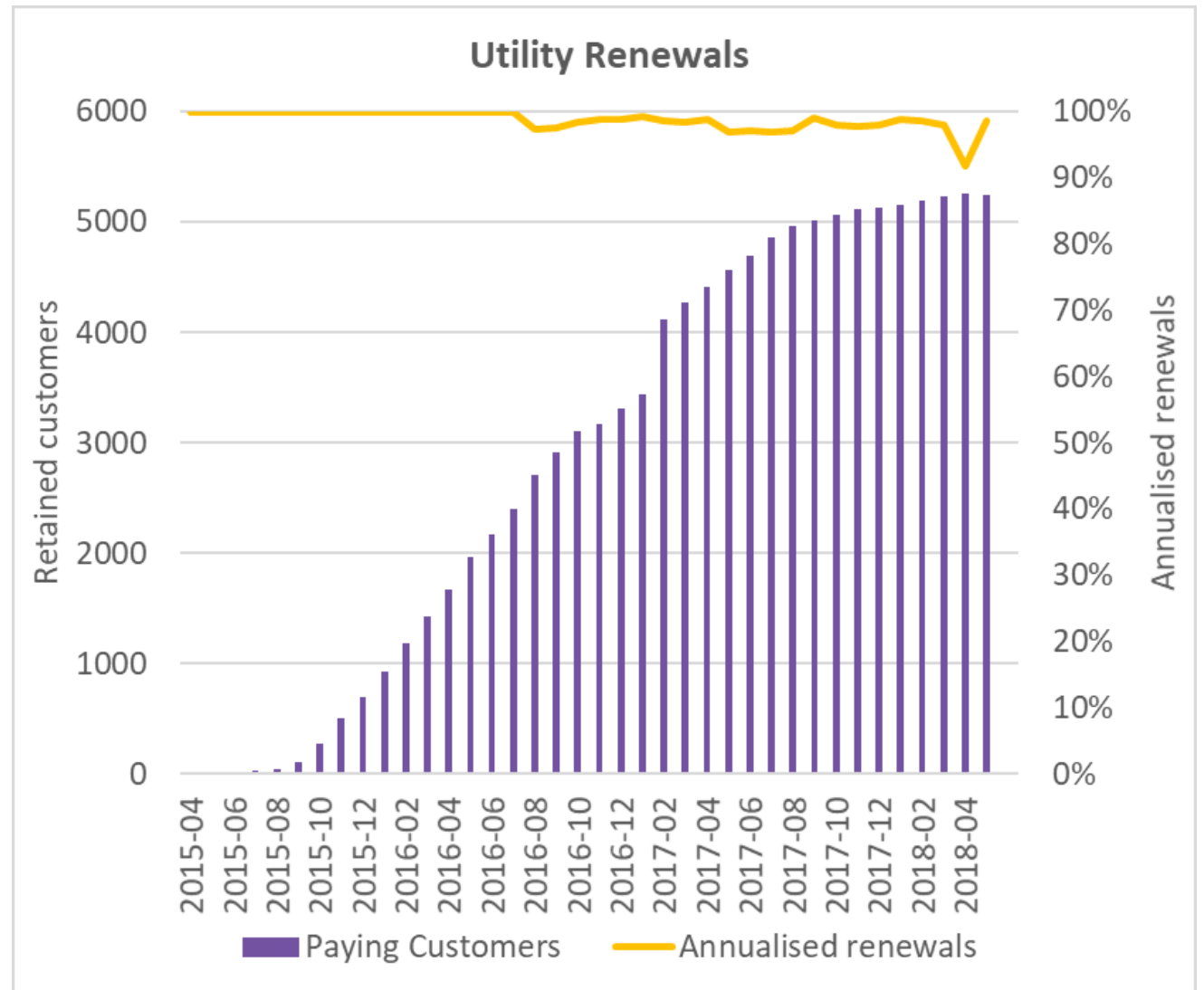
*White label or API service for utilities using our device or consumer's own smart meter. Typically a monthly fee per site paid by utility to Solar Analytics.*

Since launch in Apr 2015:

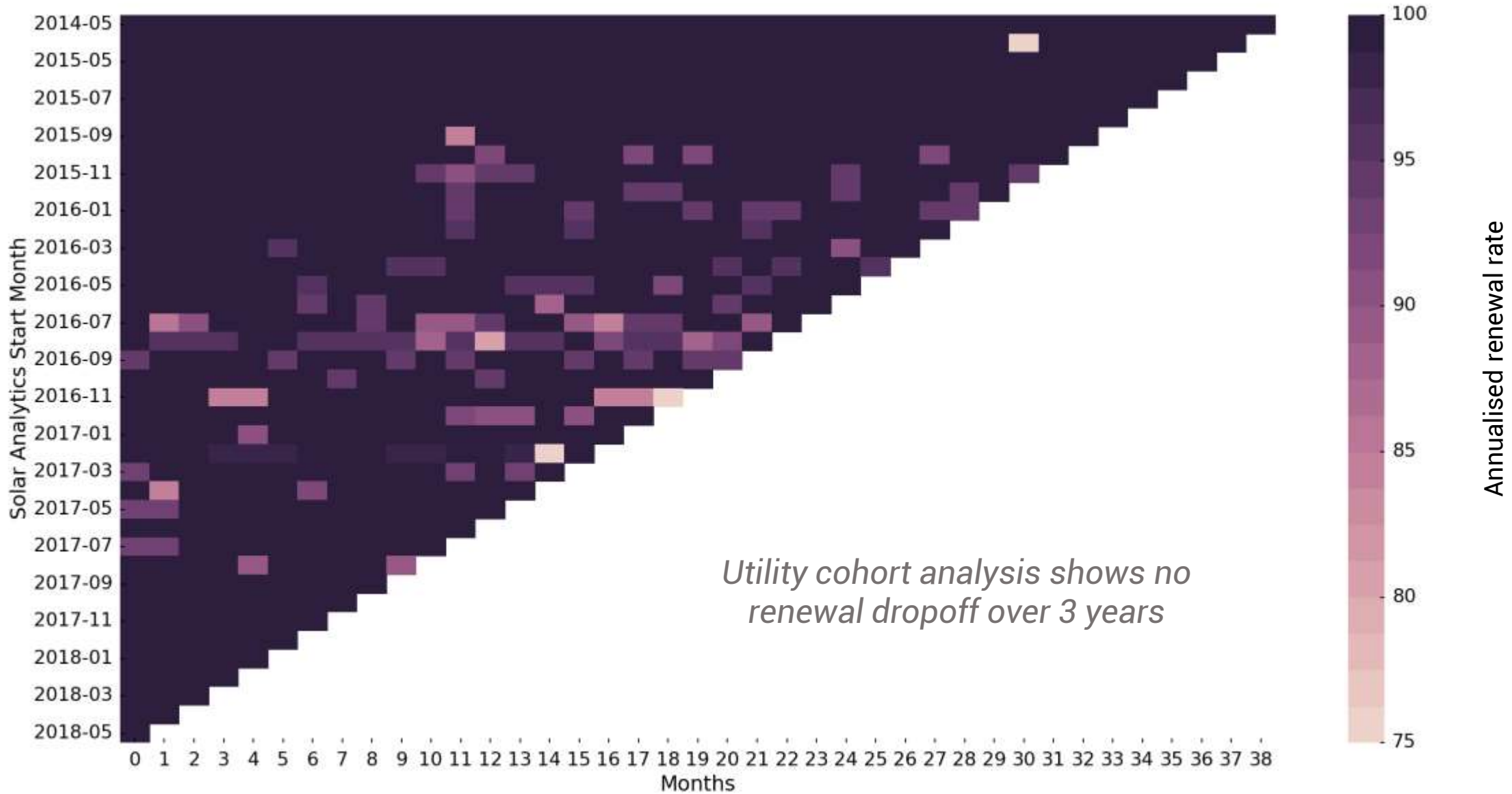
- 5,416 subscribed customers
- 5,259 retained customers

Monthly renewal rate in 2018 was 99.8%, or an annualised renewal of 98.3%.

Next slide cohort analysis shows no reduction in renewals over the 3 year period to date.



# Utility cohort analysis 2015-2018



*Utility cohort analysis shows no renewal dropoff over 3 years*



## 2. Health Check

85% pa renewal

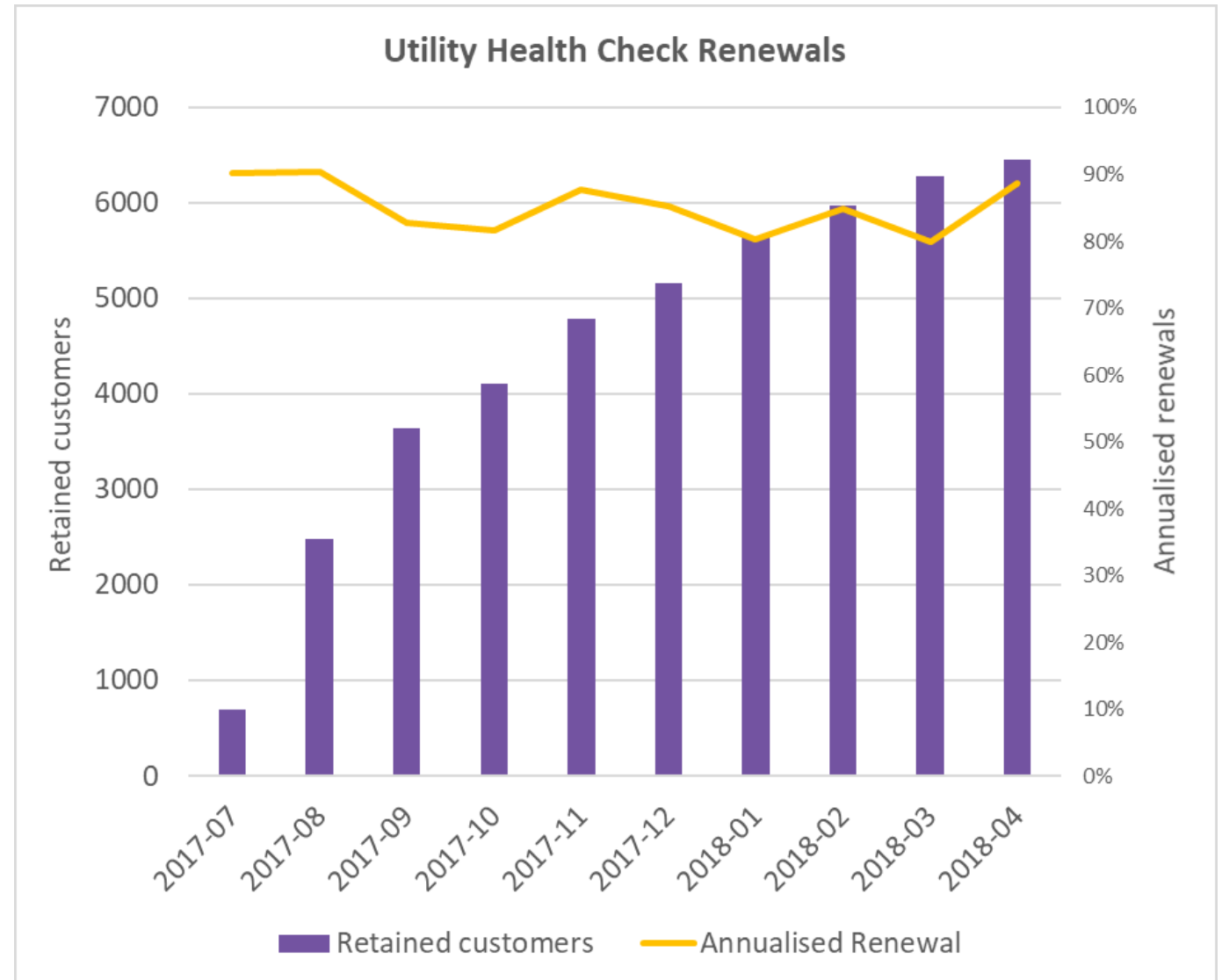
13% of subscription revenue

*The Health Check product is a low cost monthly solar check using the utilities existing net own smart meter.*

AGL has exclusivity in Australia until 30 Jun 18, and pays a flat monthly fee for the service (up to 100k customers).

Since launch:

- 7,026 subscribed customers
- 6,453 retained customers





# 3. PPA billing

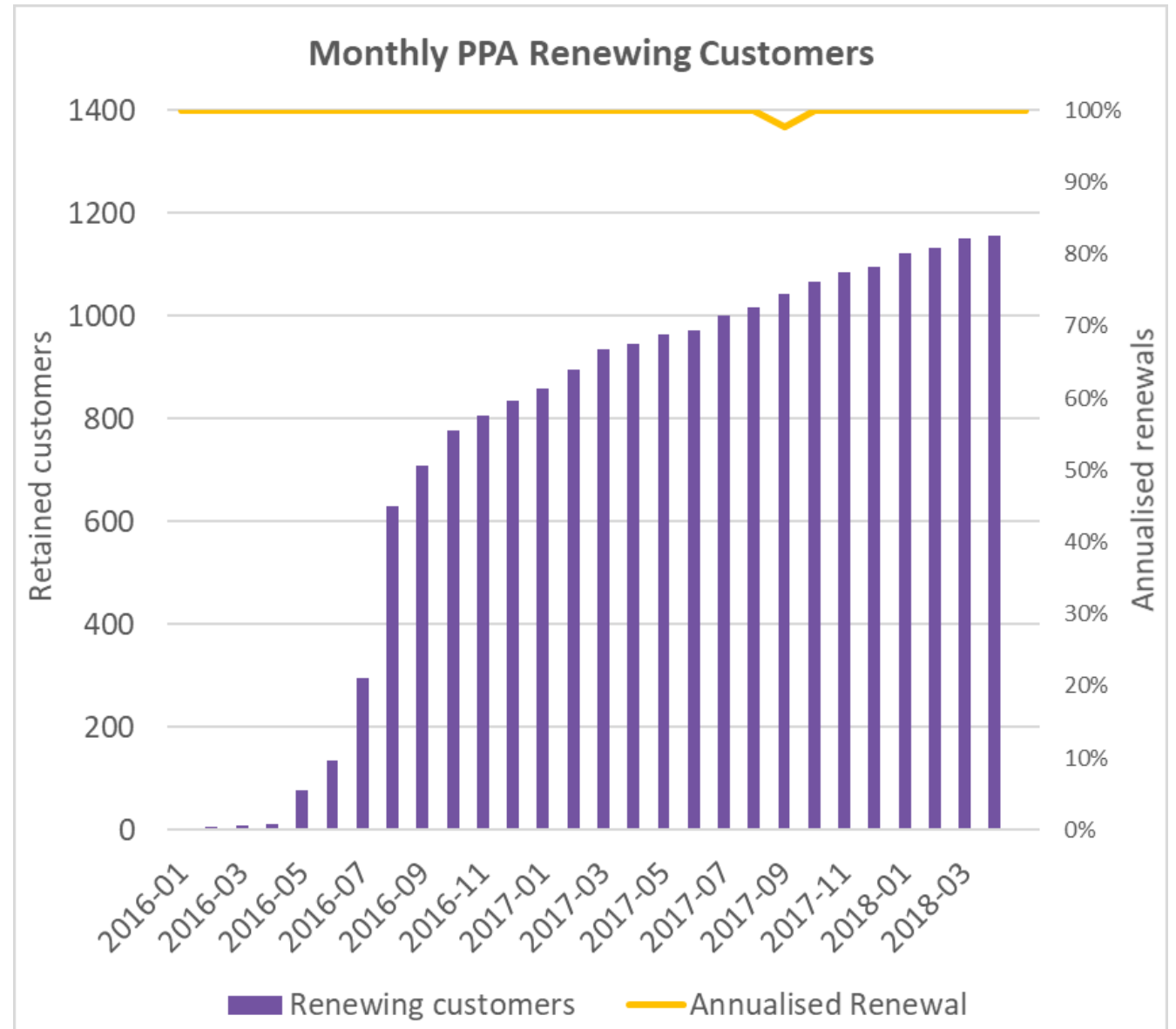
99.8% pa renewal

3% of subscription revenue

*Energy billing services for resellers and utilities. Monthly subscription, paid by reseller/utility.*

Since launch in Jan 2016:

- 1,058 subscribed customers
- 1,056 retained customers





# 4. Commercial

5 years pre-paid upfront

16% of subscription revenue

*Solar monitoring product for commercial customers, sold through the Solar Analytics reseller channel. Five-year pre-paid upfront by the Reseller (passed onto customer).*

Since launch in 2016:

- 772 subscribed customers

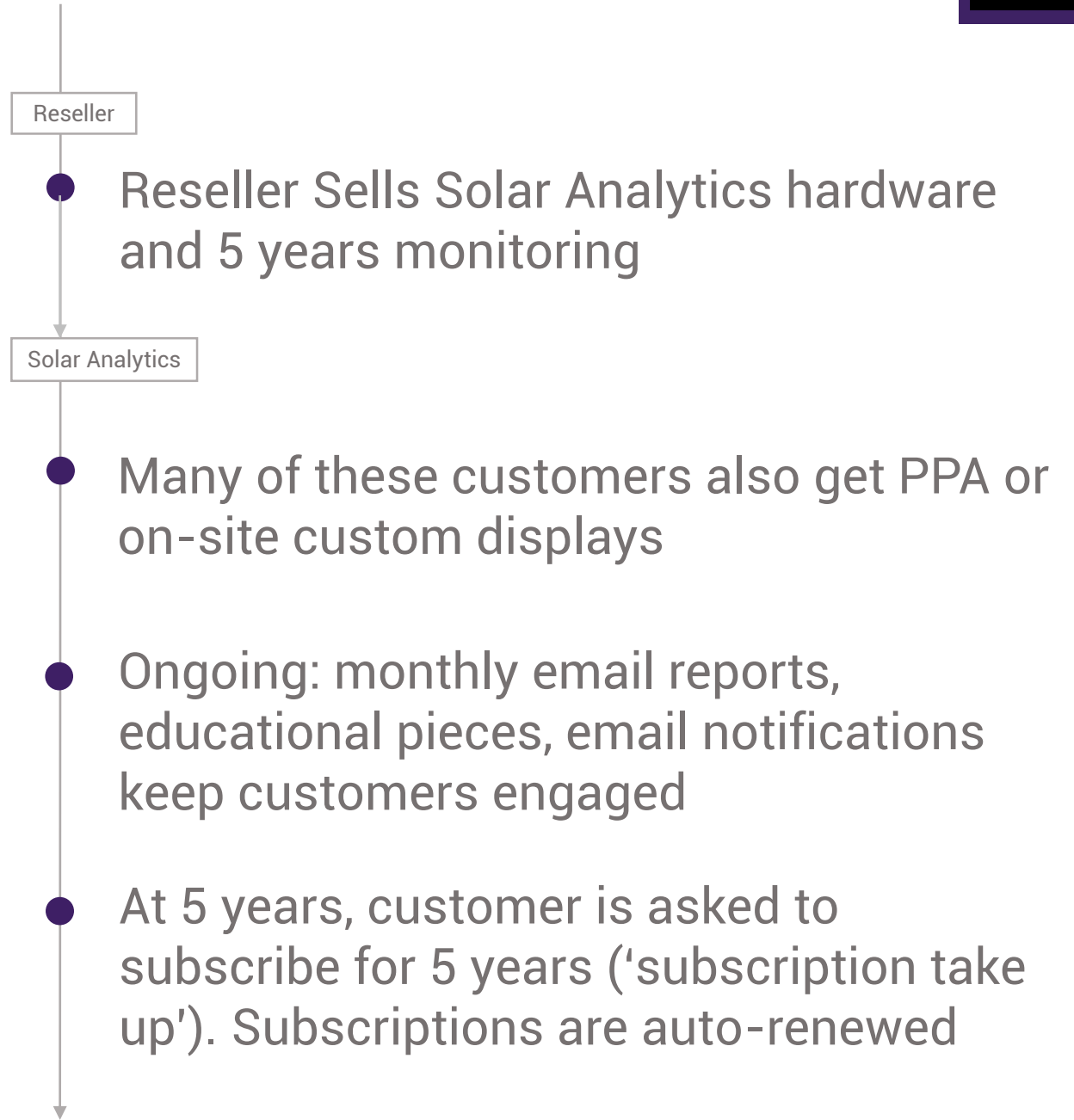
Commercial customers pre-pay for five years. We have conservatively assume a 50% take-up post 5 years (likely to be much higher due to greater financial incentive).





# 4. Commercial

## Lifecycle Marketing





# 5. Residential Monthly

78% annualised renewal

1% of subscription revenue

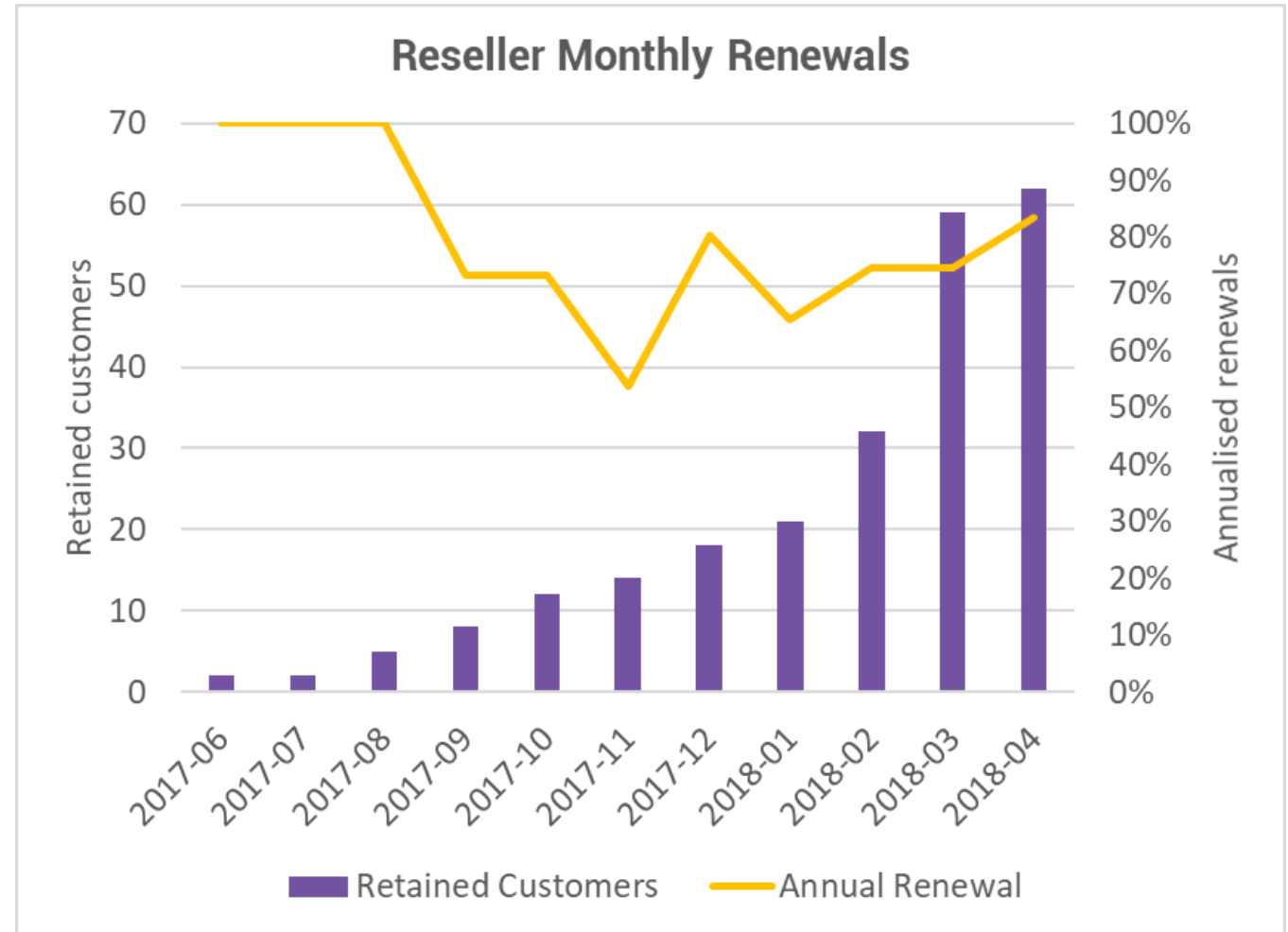
*Solar monitoring product for residential customers, sold through the Solar Analytics reseller channel. One month or 1 year pre-paid upfront by Reseller (passed onto customer).*

Launched as a trial in June 2017. Less than 2% of reseller sites are monthly, although 24% of consumers choose monthly when renewing.

Since launch:

- 61 subscribed customers
- 65 retained customers

Good prospect to re-acquire lost customers with win back campaign



# 5. Residential Annual pre-paid

3.6 yr avg subscription

36% of subscription revenue



*After one year pre-paid period, Solar Analytics asks customers to take-up a monthly or yearly subscription.*

Due to small number cohorts, renewals of this group were not targeted until early 2018. The first renewal test was run in Feb 2018.

61% renewed in this initial test, giving a projected customer lifetime of 3.6 years (1 year pre-paid + 2.6 years average renewal).

Learnings from the test are being implemented to increase 2<sup>nd</sup> year renewal to 80% (financial model only assumes 66%).





# 5. Residential

Lifecycle Marketing

Reseller

- Reseller sells Solar Analytics hardware and 12 months monitoring included ('Prepaid Period')

Solar Analytics

- 12 months prepaid: at 12 months, customer is asked to subscribe monthly or yearly ('Subscription Take-up'). Subscriptions are auto-renewed
- Ongoing: monthly email reports, educational pieces, email notifications keep customers engaged
- A Lifetime offer with Savings Guarantee, and improved renewal campaigns are currently being tested

# Results by Product

	Revenue	Annual Renewal
Utilities	31%	98%
Health Check	13%	85%
PPA	3%	99%
Commercial	16%	100% (upfront)
Residential - monthly	1%	78% (annualised)
Residential - annual	36%	61% (3.6 yr lifetime)