



SOLAR GREEN ENERGY

REEEP®



Solar Green Energy

1st Cambodian solar company providing affordable quality energy solutions for both residential, commercial, industrial and public sector



2014-2017

28

employees

2,000

production capacity / yr

5_{/24}

provinces

3,500

products sold / yr

0.33 M\$

revenue / yr

Overview

Journey

- **2008: Start as an NGO - 10 staffs – 2 provinces**
- **2014: Company registration - 28 staffs – 2 provinces**
- **2017: Improve operations - 28 staff – 5 provinces**

Women

- Woman CEO
- 40% of women

Project

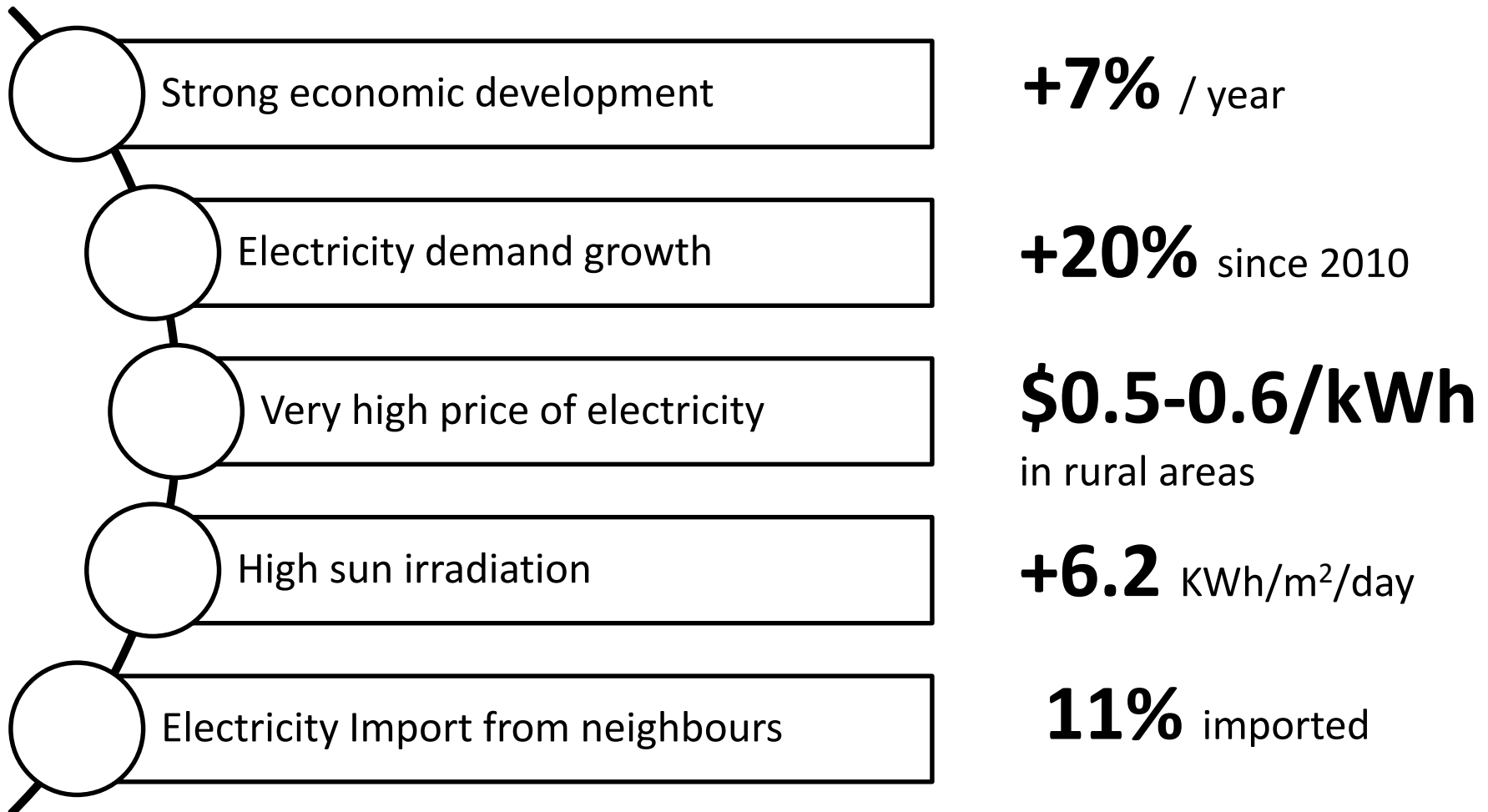
2018: Scale Up

- Increase our factory production capacity
- Expand our distribution network in all Cambodia
- Start exporting

Investment ask

Secured: US\$ 360k in equity
Debt: US\$ 300k – average DSCR: 8

Market Opportunity



Business Model

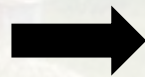


IMPORT

+



ASSEMBLE



DISTRIBUTION



INSTALLATION



MAINTENANCE

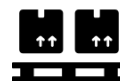
- Wholesale
- Retail
- Export

Turning quality solar products affordable

ASSEMBLING SOLAR PRODUCTS



*Only solar assembling unit
in Cambodia*



IMPORTED

Solar panel
Solar battery
Solar inverter
Motor pump



MANUFACTURED

LED Light
Solar charge controller
Sun Tracker
Street light pole

Designing & Installing Tailored Solar Systems

SOLAR ON/OFF GRID SYSTEMS



SOLAR PUMPING



SOLAR STREET LIGHTS



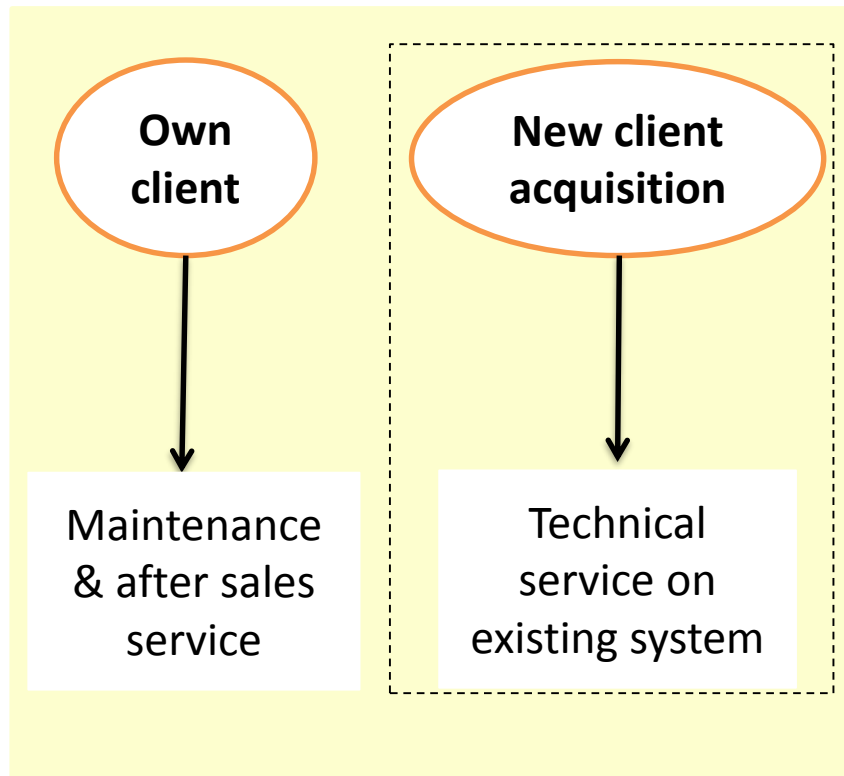
Leader in Cambodia

PEPPER FARM



On-grid ground monted system

Providing Quality Aftersale Service



- 90% of **repeating** customers
- Most customers acquired by **word of mouth**
- **Agent training center** for 1st level of maintenance in provinces

Development Timeline

**Start as an
NGO**



Solar Water Pumping Systems



+60 clients

**HQ to Phnom Penh +
start assembling
products**

Street Lights

*Distribution of SHS
in provinces*

+2,000 SHS

Heath Centres



+180



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CHIPMONG INSEE CEMENT CORPORATION

+500 installed

2008

2014

2015

2016

2017

Scale Up

PHASE 1

PHASE 2

PHASE 3

2018 - 2019

2020 - 2022

2023 - 2028

Building the
factory



- Product range diversification
- Higher added value product: Solar & Pump Inverter

- Fine tuning of production lines

- Scale up on Cambodian market

- Reach full production capacity
- Expand on international market

Woman in Energy

Motivations

- Solving the issues of people in rural areas
- 1st Cambodian Woman Energy Entrepreneur
- Inspiring young women to work in energy



Challenges in business

- Compete with low quality and cheap products on the market
- Product feature
- Quality process
- Efficient operations
- Access to financing

Support required

Debt

US\$ 300k

End-user
Financing

End user financing or credit lines to
finance projects

Technical
Assistance

Activity piloting (KPI), Set up factory,
Quality management

Technology
transfer

For high added value products:
Solar & Pump Inverter, Data Monitoring

Regulation

Cambodian solar regulation not an
incentive for ON-Grid solar



Solar Green Energy

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