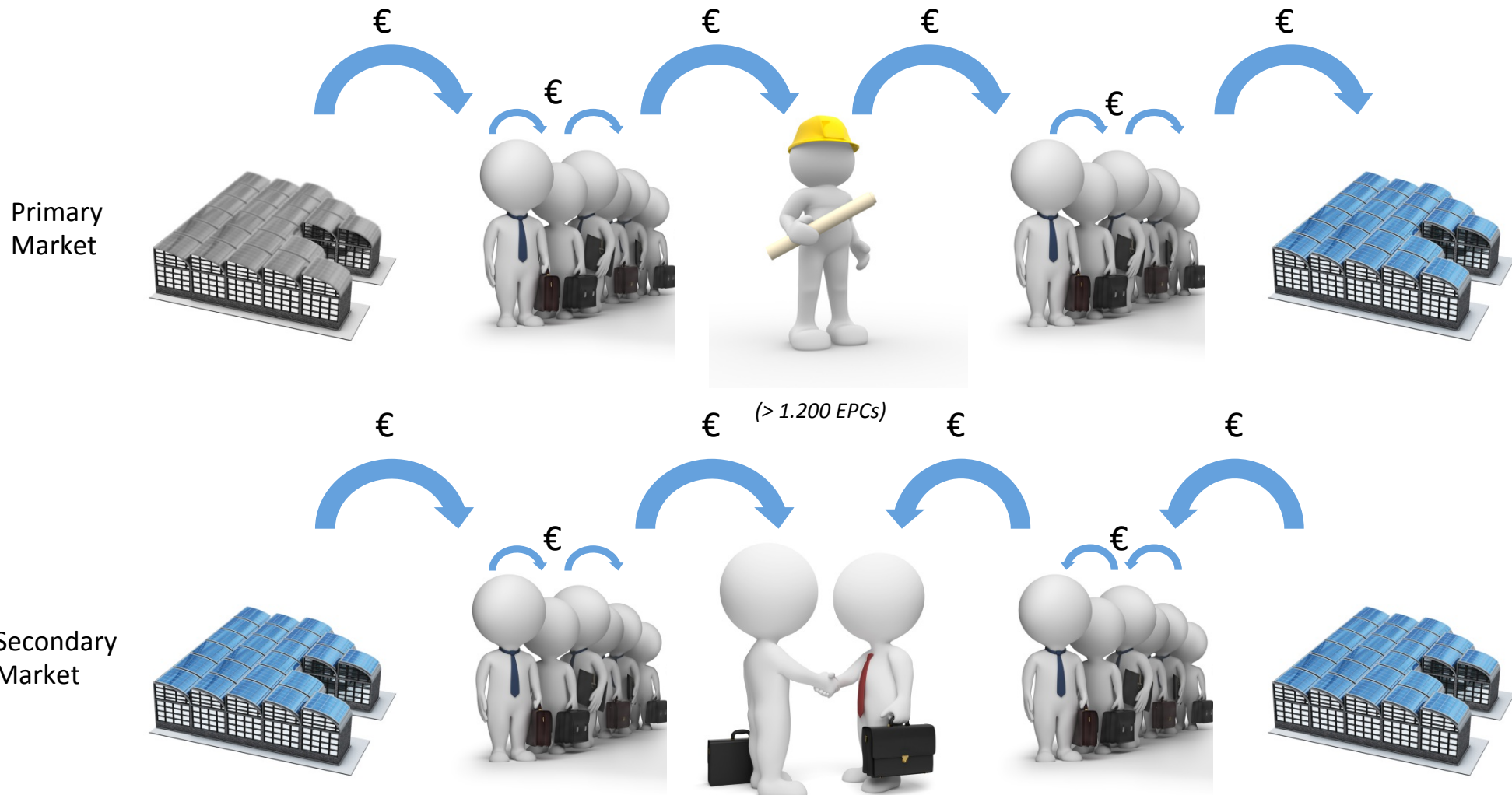




*Creating liquidity and efficiency in the
European solar market*

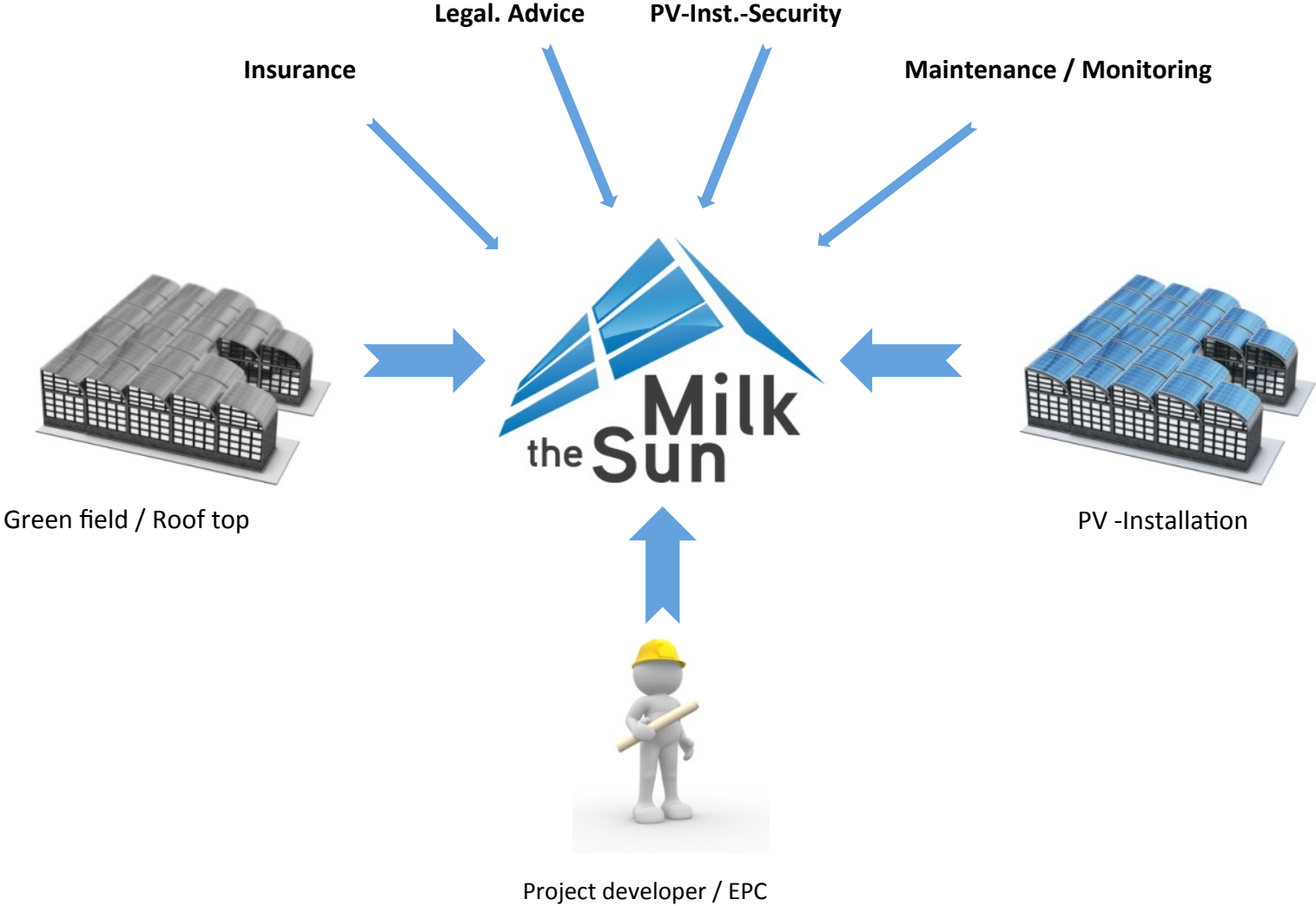
Agents increase costs and time to market

(For the EU-wide primary and secondary market for an investment of € 50.000 - € 6.000.000)



(Volume in 2011: 117 bn. €; until 2015 > 200 bn. €)

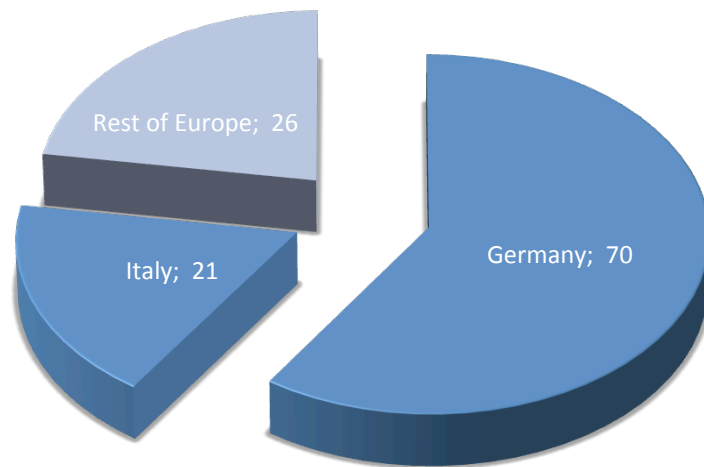
Milk the Sun – Marketplace for PV & Services



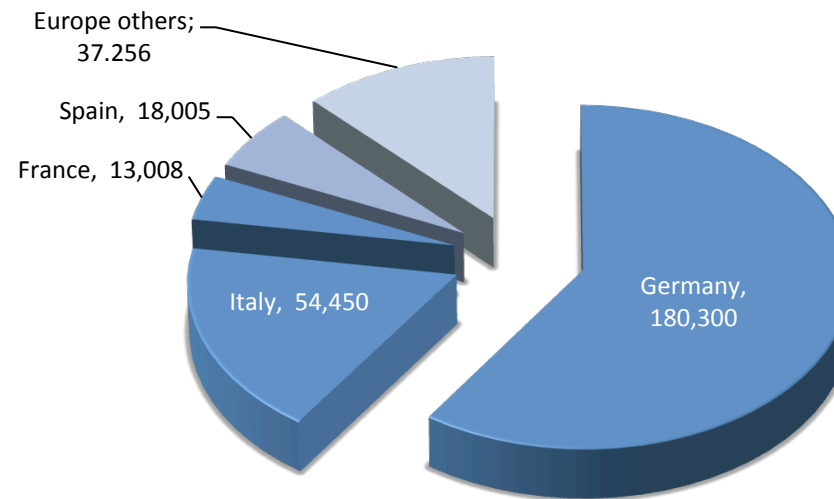
Milk the Sun – Target market Q2 2012

Installed Photovoltaic systems 30 kWp - 3 MWp

Secondary market size in € bn.



Number of installed PV-systems



Milk the Sun – Our Team



Founders



Felix Krause
CEO



Dirk Petschick
CFO



Philipp Seherr-Thoss
COO



André M. Åslund
CTO

Product Managers



Julia Kindt
Product Manager GER



Racele Carini
Product Manager IT



Jan-Hendrik Thieme
Product Manager online

Telemarketing



Wolfgang Resch
Project Manager



Manuel Becker
Project Manager

+ 5 Agents for GER and IT

Proof of concept:

- Milk the Sun @ **InterSolar 2012**
- Milk the Sun @ **Deutscher online Handelskongress**
- 750 projects successfully brokered
- 3% market share in EU-wide primary and secondary market
- min. 200 registrations for project developer and operator tool
- Establish Solar systems as a liquid asset class
- Q3 2012: France, Spain, UK



Milk the Sun

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