



Energize California

A Four Step Guide to Prepare for
Public Safety Power Shutoffs

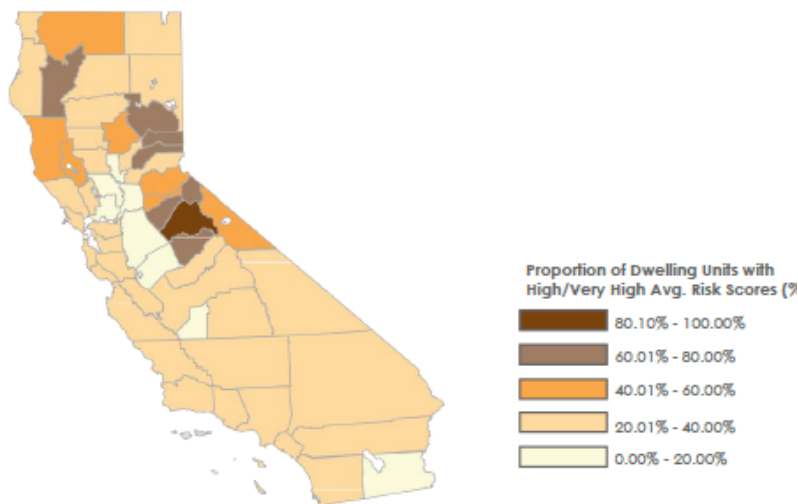
Power. On Your Terms.



Public Safety Power Shutoffs

The CPUC, PG&E, SCE and SDG&E created Public Safety Power Shutoffs (PSPS) to reduce the risk of fire caused by transmission lines in areas designated "High Fire Threat Districts" (HFTD) where the combination of prolonged drought, dry vegetation and increasingly violent wind threaten the integrity of an aging utility grid.

Proportion of Dwelling Units with High / Very High Average Risk Scores¹⁸



Governor Newsom's Strike Force Report, 2019

- More than 25 million acres are classified as "very high" or "extreme fire threat" in CA.
- Wildland-Urban Interface (WUI) homes combined with climate change, dying trees & antiquated utility infrastructure put approximately 4.5 million homes and 11 million people at risk.

In 2019, utilities cut electricity to over 3 million people throughout California to preemptively de-energized the electrical grid in an effort to prevent fires. Even so, by December 22, there were a total of 7,860 fires during the year according to CalFire. The number of fires started by utility equipment is still under investigation.

SimpliPhi Wants to Help You Take Control of Your Power

As California fires continue to get larger and the wildfire season longer, utility planned shutoffs will become more frequent for homeowners and businesses. Rising temperatures, drought and extreme winds will continue to create conditions that threaten transmission lines serving homes, businesses and communities.

During the 2017 Thomas Fires and the 2018 Woolsey and Hill fires, we relied personally on the technology we design, manufacture and sell every day. Our own experience is behind our commitment to make sure all California residents and businesses have the ability to safely and reliably generate their own power, store it, and utilize it on their terms — even taking it with them in an evacuation when planned shutoffs and fires occur.

Here For Our Neighbors

That is why we have introduced our Energize California campaign. We are dedicated to ensuring that your home or business is equipped to make it through every utility-mandated PSPS and any other grid outage with reduced pricing. SimpliPhi your power this fire season. Anytime. Anywhere. In your business, home or on the go.

DID YOU KNOW?

- CA Self Generation Incentive Program has earmarked \$675M in funding to support broad adoption of energy storage to:
 - 1.create critical customer-sited back-up power and
 - 2.reduce rising levels of CO2 and other GHG emissions driving climate change.
- As rising heat, drought and severe winds continue to increase the risk of fires and Planned Public Safety Power Shutoffs (PSPS) the SGIP Program has dedicated 80% of available funding to help cover the costs of new and retrofit energy storage systems.



SimpliPhi's Four Step Guide to Energy Resiliency:

1

Understand Your Back-Up Power Options:
Generators and Batteries

2

Know Why Your Solar Array Won't Back
You Up

3

Determine How Much Power Your Home or
Business Will Need

4

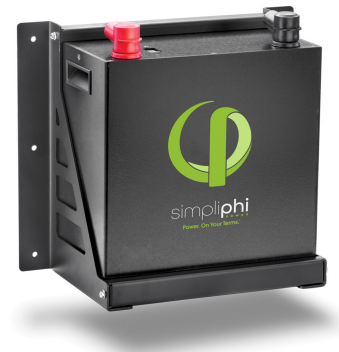
Trust Your Equipment Manufacturer
and Installer



Generate and Store: Backup Power Optimized

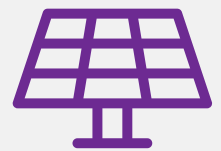
If you own diesel or gas generators you can improve their run time, cut back on fuel usage, save money, and reduce noxious fumes during a power outage by combining them with SimpliPhi's indoor/outdoor battery-powered mobile unit, the ExprESS - or batteries in a whole home solution with the AccESS. SimpliPhi's residential, commercial, mobile and small portable energy storage and management systems feature a safe Lithium Ferro Phosphate (LFP) chemistry that offers significant advantages:

- 1 SimpliPhi's energy storage can be used indoors or outdoors without ventilation, cooling or the risk of overheating or fire. LFP does not contain cobalt, the source of toxicity, hazards and 'thermal runaway' associated with other lithium batteries.
- 2 SimpliPhi's energy storage and emergency power solutions do not require annual maintenance and lose less than 1% of their charge on a monthly basis when not in use.
- 3 If you have already invested in fuel-based generators, adding a SimpliPhi energy storage solution can improve generator performance, extend its life, save fuel and extend your energy budget during an outage, as well as eliminate noxious fumes.



Know Why Your Solar Array Is Not Back-Up

If you have installed grid-tied rooftop or ground-mount solar without energy storage, you will lose power during an outage. Grid-tied solar arrays feed electricity to the grid, not your home or business. Adding a battery bank to an existing solar installation will allow you to disconnect or 'island' from the grid during a blackout and continue to generate, store and use your own power on your terms until the utility service is restored. **Without on-site energy storage, your solar array shuts down along with the grid, leaving you in the dark.**



Determine What Equipment is Critical in a Blackout

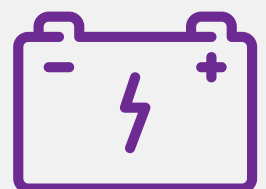
How much electricity do you want at your disposal when the grid goes down? Storage solutions are as diverse as the range of customers who need them. As a homeowner or business, you might decide to create a residential energy storage system sized to provide power only for critical loads like servers, communications, refrigeration and lighting. Another person may decide to install a large battery bank sized to support their entire home or business. For small businesses or those that rent their facilities, you can keep it simple and select a turn-key mobile energy storage solution to take with you in the event of an evacuation, like the ExprESS.



Trust Your Equipment Manufacturer and Installer

When it comes to emergency power, failure is not an option. SimpliPhi's energy storage and management solutions have been proven in the field for a decade, including by the U.S. military in Iraq and Afghanistan on military bases.

Safety is also critical. SimpliPhi's energy storage solutions are ideally suited for use in regions prone to wildfires because they feature the safest, cobalt-free lithium ion chemistry: there are no toxic hazards, no fumes and no risk of fire from the battery itself. Many consumers do not realize that most other lithium ion batteries contain cobalt — which can be incredibly dangerous in a fire because cobalt fires produce deadly, toxic fumes and are difficult to extinguish. Always use a trusted, licensed installer to protect the warranty.



SimpliPhi Your Power

PHI Batteries

Our deep-cycle Lithium Ferro Phosphate (LFP) batteries are optimized with proprietary cell architecture, power electronics, BMS and manufacturing processes. They are modular, lightweight and scalable for installations that range from kilowatt to multi-megawatt hours.



Fully Integrated Energy Storage Systems

We design and manufacture highly efficient and cost-effective energy storage and management systems that seamlessly and intelligently integrate any power generation source – solar, wind, grid, generator – to provide your home, business or community with reliable, uninterrupted access to power and daily energy savings 24/7.

ExprESS Mobile AC Generator

- Fuel-free generator alternative - can be charged with solar, generator or grid
- PHI batteries with an inverter charge controller enclosed in a NEMA-3R-rated cabinet on heavy-duty, lockable casters for mobile indoor/outdoor use
- Sufficient power to operate computers, appliances, power tools and refrigeration for hours at a time
- Can be hardwired into critical loads panel



AccESS Energy Storage System

- Back up your critical loads or use as a whole-home power solution that includes all the PHI battery and inverter charge controller equipment you need in one pre-wired enclosure
- NEMA-3R rated cabinet can be installed indoors or outdoors
- Can be charged with solar, generator or grid, optimizing all generation sources with critical back-up
- Turns your solar array and home into your own power plant
- Automatically "islands" your solar array and home during a grid outage, keeping the lights on and your family safe

Why SimpliPhi Your Power?

Our mission is to create universal access to reliable, safe and affordable energy by providing high performance, enduring and non-toxic cobalt-free energy storage and management systems. With over a decade of experience and a global footprint that spans across over 40 countries, our technology has empowered people and enterprises around the world to access energy whenever and wherever they need it – on their terms.

As a company, we are inspired by PHI – a symbol that represents the Golden Ratio – a mathematical principle used to analyze relationships and proportion between component parts and the whole, both in nature and the mechanical world. When adhered to, these golden ratios achieve remarkable balance, symmetry and simplicity. Every product we design and manufacture is intended to create balance and proportion between people, the power they generate and the energy they use – that is in harmony with a greater vision to achieve balance between people, planet and profit, globally. Our company name represents what our technology does for our customers, that is, SimpliPhi Power - your power - to create balance and proportion in your relationship with energy.

