



**Bloomenergy**<sup>®</sup>

# Bloom Energy is changing the way the world generates and consumes energy.



*Bloom Energy® is making clean, reliable energy affordable. Our unique on-site power generation systems utilize an innovative fuel cell technology with roots in the NASA Mars space program. Derived from a common sand-like powder and leveraging breakthrough advances in materials science, our technology significantly reduces operating costs while dramatically lowering greenhouse gas emissions, practically anywhere. By generating power where it's consumed, Bloom Energy offers increased electrical reliability, improved energy security, and a clear path to energy independence. Bloom's Energy Server™ is an easy, smart choice in today's economic and environmentally focused economy.*

“eBay believes in the power of our business model to make a real difference in the world, and that includes how we embrace innovation to reduce our carbon footprint. When Bloom came to us, it was an easy decision to become an early-adopter of their cutting-edge new technology. As a result, we're meeting financial and environmental goals with the project while fueling a more energy efficient global marketplace. That's good for us, our customers and the planet.”

— John Donahoe, CEO, eBay

## The Best of Both Worlds

In debating whether to save money or go green, companies have for too long been forced to choose between their budget and their conscience. Bloom Energy is changing that paradigm.

Bloom allows you to save money first. The efficiency built into our fuel cell systems means our solution provides an attractive financial payback and positive return on investment.

But the economics aren't the only story. Customers can also cut their CO2 emissions by 40%-100% compared to the U.S. grid (depending on their fuel choice) and virtually eliminate all SOx, NOx, and other harmful smog forming particulate emissions. Installing Bloom Energy Servers allows you to dramatically reduce your carbon footprint, but not at the cost of your bottom line.

When operating on pipeline-delivered natural gas, Bloom systems efficiently and electrochemically convert that fuel into low-carbon, baseload electricity. The same Energy Servers can also provide a carbon neutral generation solution operating on renewable fuels such as biogas. Bloom's fuel flexibility allows customers to choose the solution that's right for them.

With Bloom Energy, reducing your carbon footprint and your energy costs are no longer mutually exclusive.

## Why Bloom is the Perfect Choice

- **Lower Cost Energy Source:** Our customers produce their own electricity for less than they pay today. We help them accomplish this by using widely available, inexpensive materials, leveraging proven manufacturing techniques, and delivering an energy system nearly twice as efficient as conventional technologies.
- **Sustainability:** By using fossil fuels more efficiently, without combustion, and by supporting renewable fuels like biogas, our systems produce far fewer emissions than legacy technologies, thereby providing a sustainable future.
- **Increased Reliability and Scalability:** Our systems are built around a modular architecture of simple repeating elements. This architecture delivers a solution that's extremely reliable and easy to scale. Our technology is able to generate power 24/7/365.
- **Simple Installation and Maintenance:** Our system is 'plug and play'. It is designed to easily fit into existing facility infrastructure and requires no end-user maintenance. Bloom Energy handles all management and maintenance of the systems.

Each Bloom Energy Server provides 200kW of power, enough to meet the baseload needs of 160 average homes or a mid-sized office building in the footprint equivalent of a standard parking space. For more power simply add more Energy Servers in 100kW increments, making it simple to adapt to your energy needs.

## The Economic Upside for Customers

Electricity prices aren't going down. And while no one knows what the future holds for grid electricity prices, most experts conclude they'll increase significantly over the next decade because of rising fuel costs, pending carbon legislation, and large investments required to overhaul the antiquated grid infrastructure.

For those uncomfortable with this status quo, Bloom Energy can help you take control of your energy economics. Our customers generate their own electricity for less than they pay the power company.

Our systems generate electricity cheaper than the power company for two main reasons. First, Bloom's unmatched efficiency in converting fuel to electricity means that our systems produce significantly more electricity for the same fuel costs. Second, our ability to generate electricity on-site eliminates the need for costly transmission and distribution infrastructure.

Bloom Energy is dedicated to making clean, reliable energy affordable for everyone in the world and our customers are the cornerstone of that vision. Today, our Energy Server technology is deployed by leading companies across a broad range of industry segments. We help them lower energy costs, reduce carbon footprints, improve their energy security, and showcase their commitment to a better future.

Bloom Energy is changing the way the world generates and consumes energy.

Join us. **Be** the solution.

### Partial Customer List



Changing the way the  
world generates and  
consumes energy.

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