March 2012

Bloomenergy®

Corporate Backgrounder

Overview: Bloom Energy is changing the way the world generates and consumes energy. The company's unique on-site power generation systems utilize an innovative new fuel cell technology with roots in NASA's Mars program. Derived from a common sand-like powder, and leveraging breakthrough advances in materials science, Bloom Energy's technology is able to produce clean, reliable, affordable power, practically anywhere, from a wide range of renewable or traditional fuel sources, including natural gas, wind, solar, and biomass. Bloom Energy Servers™ are among the most efficient energy generators available, providing for significantly reduced electricity costs and dramatically lower greenhouse gas emissions. By generating power on-site where it is consumed, Bloom Energy offers increased electrical reliability and improved energy security, providing a clear path to energy independence.

Founded: 2001

Headquarters: Sunnyvale, California

Primary Investors: Kleiner Perkins Caufield & Byers, New Enterprise Associates, Morgan Stanley

Management Team:
KR Sridhar, Ph.D; Principal Co-Founder and Chief Executive Officer
Bill Kurtz; Chief Financial Officer and Chief Commercial Officer
Girish Paranjpe; Managing Director of Bloom Energy International
Gary Convis; Chief Operations Officer
Venkat Venkataraman, Ph.D; Executive Vice President of Engineering & CTO
Matt Ross; Chief Marketing Officer
John Mufich, Ph.D; Chief Information Officer
Bill Thayer; Executive Vice President Sales and Service
Jim Cook; Senior Vice President Strategic Materials
Peter Gross; Vice President of Mission Critical Systems
David Barber; Vice President Human Resources
Gary Workman; Vice President Quality

Board of Directors:
John Doerr; Kleiner Perkins Caufield & Byers
General Colin Powell; Former U.S. Secretary of State
TJ Rodgers; Chairman, SunPower
Scott Sandell; New Enterprise Associates
Jagdeep Singh Bachher, Ph.D., ICD.D; Alberta Investment Management Corporation
KR Sridhar, Ph.D; Co-Founder and Chief Executive Officer
Eddy Zervigon; Morgan Stanley

Product: Built with our patented solid oxide fuel cell technology, Bloom's Energy Server™ is a new class of distributed power generator, producing clean, reliable, affordable electricity on site for each customer.

Fuel cells are devices that convert fuel into electricity through a clean electro-chemical process rather than dirty combustion. They are similar to batteries except that they never lose power. Bloom Energy's fuel cell technology is superior to legacy "hydrogen" fuel cells in four main ways:

- Lower cost materials – Bloom Energy cells use a common beach sand powder instead of precious metals such as platinum or corrosive materials like acids.
- Higher electrical efficiency – Bloom Energy can convert fuel into electricity at nearly twice the rate of some legacy technologies.
- Fuel flexibility – Bloom Energy's systems are capable of using either renewable or fossil fuels.
- Reversible – The technology is capable of both energy generation and storage

Each Bloom Energy Server provides 100 kilowatts of power, enough to meet the baseload needs of 100 average homes or a small office building — day and night, in roughly the footprint of a standard parking space. In addition, the modular system allows customers needing more power to simply add more energy servers. Customers generate their own electricity at a cost savings that typically translates to a 3-5 year payback on their investment.

Company Timeline:

2001	Company founded
2002	First round of funding
2003-2005	Research and development
2006-2007	Field trials, product testing, and validation
2008	First commercial shipment
2009	Sales and manufacturing ramp
2010	Public launch
2011	Bloom Electrons Service launch

Announced Customers: Adobe, AT&T, Bank of America, BD, Caltech, The Coca-Cola Company, Cox Enterprises, eBay, Fedex, Fireman's Fund, Google, Kaiser Permanente, NTT, Safeway, Staples, Sutter Home Winery, Walmart

Statistics: Since the company's initial commercial installation in 2008, Bloom Energy has produced more than 100 million kilowatt hours for its customers and reduced their carbon footprints by over 140 million lbs.