Bloomenergy®

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 allow a typical customer to achieve a 3-5 year financial payback making it an easy and economically sound choice.

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.
- **Fuel Flexibility**: Our systems are capable of running on a wide variety of renewable and fossil fuels. This allows customers to choose the best fuel for their individual cost, availability, and sustainability needs.
- **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 100kW of power, enough to meet the baseload needs of 100 average homes or a small office building in the footprint equivalent of a standard parking space. For more power simply add more Energy Servers.

The Economic Upside for Customers

Electricity prices aren't going down. In fact, in California they've gone up an average of ~6% per year over the last 40 years. 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. These savings typically provide a 3-5 year payback on their initial capital investment.

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

Google
STAPLES that was easy.
eBay
Walmart
COX ENTERPRISES
Bank of America
FedEx Express
The Coca-Cola Company

Bloomenergy®

1252 Orleans Drive
Sunnyvale, California 94089

Telephone: (408) 543-1500
Fax: (408) 543-1501

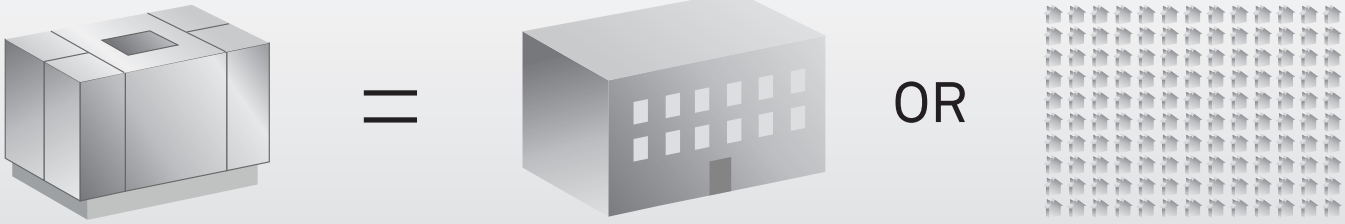
Email: info@bloomenergy.com
Web: www.bloomenergy.com

Bloomenergy®

How Bloom Energy Servers Create Electricity

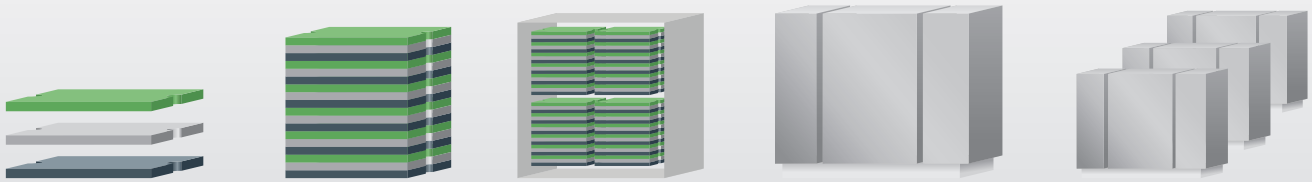
Each Bloom Energy Server, with a footprint of a parking space, provides 100kW of power to customers.

The Bloom Energy Server™ = 30,000 sq. ft. Office Building OR 100 Average U.S. Homes



What's in the Bloom Energy Server?

Fuel Cell (25 W) → Stack (1 kW) → Module (25 kW) → System (100 kW) → Solution (100 kW to MW's)

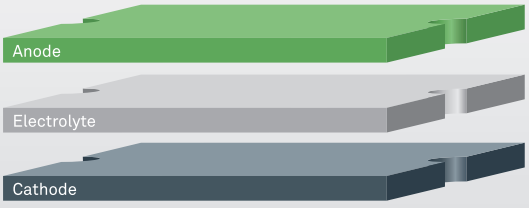


How Does the Bloom Energy Server Fuel Cell Work?

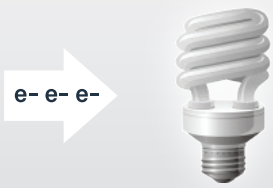
Fuel Passes Over the Anode

Air Passes Over the Cathode

Oxygen Ions React with Fuel in Fuel Cell



Reaction Produces Electricity



June 2011

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
Girish Paranjpe; Managing Director of Bloom Energy International
George Nguyen; Chief Operations Officer
Bill Thayer; Executive Vice President Sales and Service
David Barber; Vice President Human Resources
Venkat Venkataraman; Executive Vice President of Engineering and Chief Technology Officer
Jim Cook; Senior Vice President Strategic Materials
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
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, Bank of America, BD, Caltech, Cox Enterprises, eBay, Fedex, Google, Kaiser Permanente, Safeway, Staples, Sutter Home Winery, The Coca-Cola Company, Walmart

Statistics: Since the company's initial commercial installation in 2008, Bloom Energy has produced more than 75 million kilowatt hours for its customers and reduced their carbon footprints by over 99 million lbs.

Bloomenergy®

Clean, Reliable, Affordable Energy… Anywhere.

Bloom Energy is making clean, reliable energy affordable. Our unique on-site power generation systems utilize an innovative fuel cell technology with roots in NASA's Mars program. By leveraging breakthrough advances in materials science, Bloom Energy systems are among the most efficient energy generators, providing for significantly reduced operating costs and dramatically lower greenhouse gas emissions. By generating power where it is consumed, Bloom Energy offers increased electrical reliability and improved energy security, providing a clear path to energy independence.

BENEFITS

- **Lower Cost Energy Source:** Our technology offers customers the opportunity to produce their own electricity for less than they pay today. We accomplish this by using widely available, inexpensive materials, leveraging proven manufacturing techniques, and delivering an extremely efficient system- nearly twice as efficient as conventional technologies.
- **Fuel Flexible:** Our systems are capable of running on a wide variety of renewable and fossil fuels. This allows customers to choose the best fuel for their individual costs, availability, and sustainability needs.
- **Sustainable:** 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.
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- **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.

NEWS & AWARDS

60 MINUTES
The Bloom Box

Forbes.com
Clean Tech's Latest Darling

Newsweek
Newsweek's Top 10 Eco-Friendly Companies

CNNMoney
CNN/Money Ten Game Changing Startups

Founded:
2001

Headquarters:
Sunnyvale, California

For More Information:
www.bloomenergy.com

Bloomenergy®

BLOOM ELECTRONS℠

The Bloom Electrons service allows you to lock in your electricity costs for ten years delivering fixed, predictable costs, and significant savings. Bloom's energy generators are deployed at your site to produce clean, reliable, affordable power 24/7/365 just for you. Bloom manages and maintains the systems. You only pay for the electricity that is consumed.

SAVE MONEY ON YOUR ELECTRICITY

- **Save money on your electricity**
  - Lower your costs immediately
  - Fix your cost to eliminate volatility
  - Save millions of dollars (a large commercial customer might save upwards of $25 million)

- **Cut your carbon footprint**
  - 50% reduction in CO2 emissions
  - No NOx, SOx, or other harmful pollutants

- **Reduce your energy risk**
  - Easy and fast – simply replace your utility expense with the *Bloom Electrons* service
  - No capital risk – buy electricity, not equipment
  - No technology risk – pay only for what you use, the grid remains as your backup
  - No interdependence – have your electricity generated at your site… just for you
  - Take control of your energy future

About Bloom 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 NASA's Mars program. By leveraging breakthrough advances in materials science, Bloom Energy systems are among the most efficient energy generators; providing for significantly reduced operating costs and dramatically lower greenhouse gas emissions. By generating power where it is consumed, Bloom Energy offers increased electrical reliability and improved energy security, providing a clear path to energy independence.

Some Current Customers:

Walmart

BD

Caltech

KR Sridhar, Ph.D

Principal Co-Founder and Chief Executive Officer

KR Sridhar is the principal co-founder and CEO of Bloom Energy. Bloom Energy develops a flexible fuel cell system that produces clean, reliable and affordable energy from a wide range of fuels. Bloom's technology enables consumers to generate their own electricity for less than they pay their utility, and to reduce their carbon emissions by 50-100% per kW depending on the fuel.

Prior to founding Bloom Energy, Dr. Sridhar led a team developing technologies to sustain life on Mars for NASA. For his work, Fortune Magazine cited him as "one of the top five futurists that are inventing tomorrow today". Before this Dr. Sridhar was a professor of Aerospace and Mechanical Engineering as well as Director of the renowned Space Technologies Laboratory (STL) at the University of Arizona.

Dr. Sridhar received his Bachelors Degree in Mechanical Engineering with Honors from the University of Madras, India, as well as his M.S. in Nuclear Engineering and Ph.D. in Mechanical Engineering from the University of Illinois, Urbana-Champaign.

Dr. Sridhar has served on many technical committees, panels and boards. He has over fifty publications and is a sought-after speaker and advisor on energy and environmental issues. He is outspoken in his belief that the climate crisis we face is also a tremendous economic opportunity, that energy policy must be technology-neutral and performance-based and that we can solve our current energy problems through a combination of technology, innovation and conservation.