Intelligent energy storage for every customer.
Why Hygge Power?

Electricity impacts everyone’s ability to occupy a space productively and safely. There is a substantial opportunity in how we control, purchase, and utilize electricity in an affordable way.

Hygge Power was created to make sure we all comfortably understand, control, and engage with electricity.
Energy storage for EVERY customer, one outlet at a time.
The Solution Starts Here
INTRODUCING

OPO

Smart Energy for the People

OPO Hub
OPO Plug
OPO Stack
Energy Savings & Insights
Clean Energy Prioritization
Automated Outage Reports
Security Alerts
Remote Control
Smart Home Integration
Our approach

We enable consumers and utilities to engage with the electric grid through intelligent energy storage. Personalized insights and custom energy storage solutions – paired with our software platform – will transform how utilities and customers interact with and manage electricity.

For Customers
- Plug and Play
- Outage Alerts and Protection
- Energy Scheduling and Savings
- Energy Choice

For Utilities
- Dynamic Capacity
- Flexible Ramping
- Voltage and Reactive Power Support
- Plug-Level Intelligence
Benefits

OPO stores power so your life stays secure no matter what happens outside.

1. Plug & Play Backup Power
2. Energy Cost Savings
3. Utility Rate Protection
Benefits

Smart energy means security, comfort and control.

4. Energy Choice
5. Automated Outage Alerts
6. Smart Home Integration
The grid is going through significant changes to be cleaner, greener and more adaptable for the next generation of energy users.
We power the essentials.

Food
Internet
Phone
Security
Lighting
Sustainable Profit Model (Device + App Revenue)

First Movers to Customers → Energy Providers

Current Utility Partners

Commercial, Renters, Owners

OPO

innogy

AMERICAN ELECTRIC POWER

TEPCO

DUKE ENERGY
An Intelligent Grid Platform

New Revenue to Satisfy Cost and Customer Demand

1. Outage & Voltage Monitoring
2. Customer-Friendly Load Balancing
3. Customers have Power during Maintenance
Demand Response
With Orchestrated Power

Regional Grid Demand (kWh)

Time

CHARGING OPO FROM GRID

DISCHARGING OPO TO DEVICES
100% increase in US solar installations by 2023\textsuperscript{1}

300% increase in US residential energy storage installations by 2023\textsuperscript{2}

70% increase in smart connected voice assistants, smart thermostats, and connected lighting by 2023\textsuperscript{1}

Utilities will spend $100B on networking and communications equipment in the next decade\textsuperscript{4}

Nearly every state and the District of Columbia has adopted some form of a ToU program\textsuperscript{3}

2. Greentech Media. (2019). 100% Renewable Energy is Possible with an EMS Technology
The home energy storage market is taking off!

- $4.0B U.S. market by 2024
- >33% CAGR
- 250,000 units forecast in 2022
- Constraints: high entry cost and lack of access by renters


The smart home market is exploding!

- $2.6B global market by 2021 (~half residential)
- >37% CAGR
- 6MM smart plugs forecast in the US in 2023
- Low barrier to customer purchase

Sources: BI Intelligence Smart Home Report (2014); Technavio (2017); Parks Associates (2018)
# Key Customer Segments

Smart home & energy storage adopters as well as younger tech enthusiasts & renters.

## Smart Home & Energy Storage

<table>
<thead>
<tr>
<th>Segment</th>
<th>Avg. Age</th>
<th>Household Income</th>
<th>Own a Home</th>
<th>Tech Propensity</th>
<th>Comfort Consumption</th>
<th>Green Affinity</th>
<th>Purchase Driver</th>
<th>Key Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenies</td>
<td>46</td>
<td>$115k – Upper Middle</td>
<td>96%</td>
<td>High</td>
<td>High</td>
<td>Highest</td>
<td>“For a good cause”</td>
<td>Family, luxury, environment, community</td>
</tr>
<tr>
<td>Pragmatists</td>
<td>48</td>
<td>$97k - Middle</td>
<td>96%</td>
<td>High</td>
<td>Median</td>
<td>Median</td>
<td>“Control of my home”</td>
<td>Savers, doers, tech adopters</td>
</tr>
</tbody>
</table>

## Always On, Connected

<table>
<thead>
<tr>
<th>Segment</th>
<th>Avg. Age</th>
<th>Household Income</th>
<th>Own a Home</th>
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<th>Comfort Consumption</th>
<th>Green Affinity</th>
<th>Purchase Driver</th>
<th>Key Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live for Today</td>
<td>41</td>
<td>$31k - Lower</td>
<td>40%</td>
<td>High</td>
<td>Median</td>
<td>Median</td>
<td>“Cool &amp; Convenient”</td>
<td>Largely young, urban, single, tech savvy, renter, career centric</td>
</tr>
<tr>
<td>Techies</td>
<td>39</td>
<td>$20k - Lower</td>
<td>29%</td>
<td>Highest</td>
<td>Modest</td>
<td>Modest</td>
<td>“I save money”</td>
<td>Younger, financially constrained but technology connected</td>
</tr>
</tbody>
</table>

Key Attributes:
- Avg. Age
- Household Income
- Own a Home
- Tech Propensity
- Comfort Consumption
- Green Affinity
- Purchase Driver

Key Customer Segments:
- Always On, Connected
- Smart Home & Energy Storage
- Greenies
- Pragmatists
- Live for Today
- Techies
Meet Crystal.

“All of a sudden our power went out and my husband wasn’t home – he usually takes care of those sorts of things. We have a generator so I went to the gas station after searching the shed for our gas can. I waited in line for 20 minutes to get gas. When I got home... The lights were on again. What a waste! I’m not sure I would have figured it out anyway. I just wish I had some way of knowing what to expect. I was completely disconnected with no way of knowing whether it would be minutes of days. It was scary!”

Hygge Power devices are beautiful, intuitive, and customizable. They start working for Crystal right out of the box. She can stay informed with automatic alerts. The most critical part of an outage is the first hour where people need to keep their internet and communication devices connected, assess their situation, receive information updates, and plan in a major power event. Hygge Power products keep you powered and connected seamlessly, without interruption.
Crystal, Rest assured. You’re powered, Wi-Fi connected, and saving money.

CRYSTAL’S FAVORITE FEATURES

Backup Power
Touch Sensitive Strip
Plug and Play Capabilities
SMS Automatic Alerts

Seamless Uninterrupted Power
A loss in grid power does not mean a loss in productivity.

Touch Sensitive Strip
No need to open the app to control aspects of your OPO.

SMS Automatic Alerts
Rest easy, notifications about the grid come right to you.

Plug and Play
Ready to go wherever you are.
# Competitive Positioning

<table>
<thead>
<tr>
<th>Key Competitors</th>
<th>Competitive Considerations</th>
</tr>
</thead>
</table>
| Residential UPS | • 80% of market growth is data center applications  
• Residential market: dumb, short-duration, lead-acid batteries; 5% CAGR |
| Smart Plugs/IoT | • Increasing smart/connected options, but little meaningful differentiation  
• No focus (yet) on backup power  
• Large, fast growing market |
| Home Energy Storage | • Focused on market share of whole-home and circuit-level backup power market  
• Outlet-level shift would distract from or cannibalize efforts |

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### OPO’s Path to Sustainable Advantage

#### Land
• Lay claim to the small, self-install, customizable backup storage market

#### Expand
• Scale through utility and D2C channels  
• Continually expand product features  
• Integrate with leading Smart Home platforms (cooperate vs. compete)

#### Defend
• Aggressively pursue defensible IP
A Tale of Two Homes

Home Energy Storage

**Pain Addressed:**
- Whole-home/circuit level backup power
- Energy cost savings (TOU/DR)

**Shortcomings:**
- Expensive
- Complex
- Professional, permanent installation

Short-duration UPS

**Pain Addressed:**
- Emergency backup power
- Avoided data loss

**Shortcomings:**
- Short duration (15-20 min)
- No remote connectivity

Smart Plugs

**Pain Addressed:**
- Affordable alternative to built-in smart appliances
- Energy insights/savings

**Shortcomings:**
- On/Off only
- No backup power

$7,000 - $10,000

$400 - $600
A Tale of Two Homes:
OPO Provides a Right-size Solution

\[ \text{~$1,000} \]

Hygge Power’s OPO Platform

Competitive Advantages:
- Accessible long-duration backup power
- Energy insights and cost-savings
- Remote outage prediction and notifications
- Individual device control
- Plug-and-play; relocatable
- Scalable and customizable

Competitive Feature Summary

<table>
<thead>
<tr>
<th>Feature</th>
<th>OPO Hub</th>
<th>APC Smart-UPS</th>
<th>Currant Smart Outlet</th>
<th>Tesla Powerwall 2.0</th>
<th>Orison Energy</th>
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<tbody>
<tr>
<td>Long-duration Backup</td>
<td>✓</td>
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<td>✓</td>
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<td>Plug-and-Play</td>
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<tr>
<td>Energy Cost Savings</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Outlet-level Control &amp; Monitoring</td>
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<td>-</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Power Conditioning / Surge Protection</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>✓</td>
<td>-</td>
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<tr>
<td>Utility-connected API</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Power Quality Monitoring</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
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</tbody>
</table>
**OPO** provides an opportunity for every customer to own energy storage to solve the most critical electricity needs. Considering the market adoption, including renters, OPO will become the largest Energy Storage Facility in the world.

**Powerwall vs OPO**

- EXPENSIVE
- REQUIRES HOME OWNERSHIP
- PERMANENT

- AFFORDABLE
- WORKS WITH ANY OUTLET
- PLUG AND PLAY
Hygge today

We are in the business of enabling a more reliable, resilient, and intelligent grid – accessible to everyone.
“As renewables continue to take market share away from the power market’s centralization generation, intelligently managed DERs offer a vision of a world where demand may be as easily dispatchable as supply. Markets and regulations must be redesigned, but the technical capabilities for this new grid have arrived.” – Greentech Media
With advanced AI and machine learning capabilities, Hygge’s hardware and software solutions help end-users to make smarter, real-time energy decisions that interact with a modern grid.