

POWER

POWER 2022 IMPACT REPORT





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Our human destiny is inextricably linked to the actions of all other living things. Respecting this principle is the fundamental challenge in changing the nature of business.

Paul Hawken

Environmentalist, Entrepreneur, Author and Activist



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Why it Matters to us to Matter.

Certified



Corporation

We are both a Public Benefit Corporation and a Certified B Corp. This means it's in our legal structure AND in our DNA to continually hold ourselves to a higher standard for the benefit of all our stakeholders. It's simply who we are. This report is a demonstration of our commitment to public benefit, high social and environmental performance, accountability, and transparency. It's about building trust within each of the communities we serve. From the way we interact with our team members, to our supply chain practices and materials, to total transparency for our stakeholders, to charitable giving and a purposeful community, for us—this business is about much more than just a profit—*it's our purpose and our why.*

A LETTER

FROM

THE CEO











Mexico Impact Journey, Spring 2022

Welcome to your POWURED HOME and the clean energy revolution!

When you chose to become a customer of Powur, you knew little of the impact you would have in growing the clean energy economy and establishing a new long term, sustainable energy infrastructure for America. Congratulations! You are really making a difference.

When I started this company in 2011, I dreamed of the moment we find ourselves in today; a moment where we're having a real impact on both our planet and the lives of our customers. The dream kept me and our small Powur team working endless hours in pursuit of our potential and what we knew we could become. Fast forward to 2022, and we are having a tremendous impact!

A few highlights from last year:

-  Installed more than **92,300 kilowatts of clean green energy** for families across the country.
-  Installations in 2022 alone will **save customers more than \$610,000,000** on their energy costs over the next 25 years.
-  **More than doubled the Powur team to 300+**, giving those we serve greater access, more efficiency, and enhanced customer happiness overall.
-  Grew our network of independent sales entrepreneurs to **more than 7,200** driven and committed individuals, providing them with an enhanced 100% virtual platform experience.
-  Enhanced our product offerings to more closely benefit you, including our **30-year warranty in Powur Care, Virtual Site Survey,** and much more.
-  Fought the good fight against California's utilities to **protect NEM 2.0 and stop additional solar taxes** for homeowners across the state.
-  Landed a spot on the Inc. 5000's Fastest Growing Private Companies in America for the 3rd year in a row—**claiming the 43rd spot in 2022.**
-  What's more, the industry also saw incredible growth with the **passage of new legislation increasing and extending the federal tax credit for solar** and other changes that amount to the most transformational clean energy policy in history.

With your new solar energy system, you've created lifetime savings for yourself and your family. And, even better, you are also stopping carbon from entering our atmosphere. This is one of the most significant contributions each of us can make towards a more sustainable future for the generations to come.

Now that you're aligned with this pivotal mission, I encourage you to take action to guarantee more citizens have the same access to renewable energy. As you journey through this report, we hope you'll feel yourself in the pages, in the stories, and in the impact, and we hope you get inspired to continue playing your role. You are not just another homeowner with solar panels. You are part of our community. In the back of the report, you'll find a variety of ways you can join us in taking action beyond just the solar panels on your home.

2022 was a fantastic year for Powur! While we were met with various challenges, we succeeded. And with the support of thousands of homeowners like you, our independent sales entrepreneurs, and mission-driven staff, we made magic happen! Now more than ever, we must continue accelerating the adoption of sustainable energy worldwide.

The Powur story is one of resilience, adaptability, and innovation—and it's still being written.

Join us as we continue to evolve our role in the solar industry and look at new ways to innovate and introduce more and more people to the world of solar and a truly bright future! Thank you so much for playing your role and choosing Solar + Powur. This is a choice that will serve you, your family, and generations to come.

Together, we are making a real difference!

Jonathan Budd

Founder and CEO, Powur PBC

Jonathan Budd



01 THE STATE OF
OUR CLIMATE

A climate in crisis.

Taking the pulse on Mother Earth

Earth's vital signs are troubling, to say the least. But spreading the facts about the state of our climate can be enough to inspire change—and benefit all walks of life.

THE UNSETTLING NEW NORMAL

Extreme weather isn't just destroying our planet's resources—it's having a severe impact on our economy, health, and overall well-being. As climate change continues to fuel these patterns, the problems will only get worse.



66,255 fires burned 7,534,402 acres across the US in 2022.



In 2022, extreme weather cost the US \$265 billion in losses.



Since the 1980s, the frequency of billion-dollar disasters has increased from an average of every 82 days to every 18 days.



The average annual temperature in the US is 1.4° higher than the last century.



Flood damages totaled more than \$38.4 billion globally in 2022.

Sources from top left: 1) National Centers for Environmental Information 2022 Wildfires Report, 2) NPR's All Things Considered January 10, 2023, 3) Climate Central "Climate Matters" October 11, 2022, 4) National Oceanic and Atmospheric Association January 20, 2023, 5) Yale "Climate Connections" October 19, 2022.

LIVING ON BORROWED RESOURCES

We only have one Earth...so it's time to start living like it. We're using resources faster than Earth creates them, and future generations will pay.

Natural disasters and greenhouse gas emissions are at an all-time high, and unfortunately, human habits are to blame. Overconsumption, pollution, deforestation, and the burning of fossil fuels are just a few of the many ways we're destroying the planet—one gas-guzzling vehicle or landfill at a time.

We're already seeing the effects of our habits: poor air quality, polluted water, soil erosion, and global warming, to name a few. So it's no surprise that Earth Overshoot Day—the date when humanity has used up all the biological resources the Earth regenerates during the year—is creeping up on the calendar with every passing year.



Since 1970, the world's population has increased by 121%.



Meanwhile, the populations of other animal species have declined by 68%.



Humanity's ecological footprint is 60% carbon, which is rapidly depleting the planet's natural resources.

In 1971, Earth Overshoot Day fell on December 25. In 2022, the date fell on July 28. At this rate, we'd need 1.75 Earths to sustain humanity.

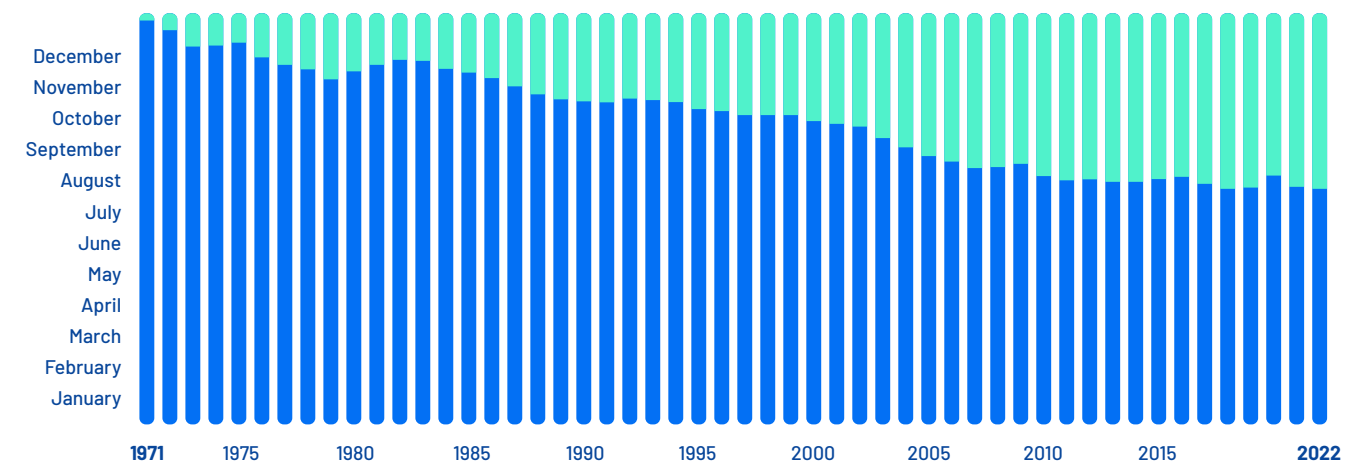


EARTH OVERSHOOT DAY

1 EARTH



1.75 EARTHS



Source: Global Footprint Network: EarthOvershootDay.org

TOGETHER WE'RE MOVING THE DATE

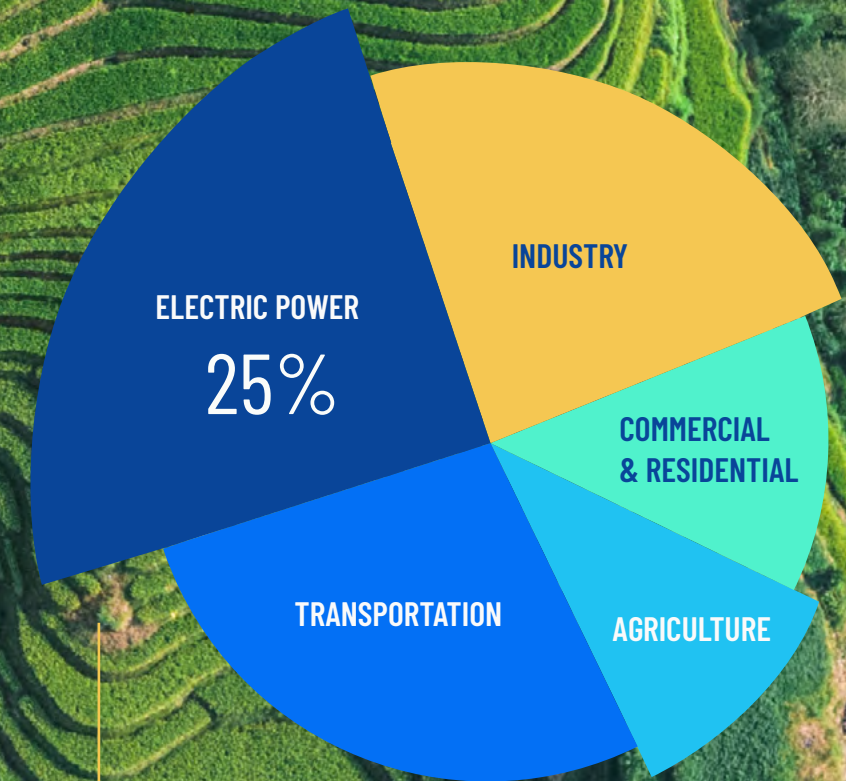
We're depleting the Earth's resources faster than they're being replenished. Fortunately, it's not too late. There's something we can do to balance Earth's ecological budget, and it's something an increasing number of homeowners—LIKE YOU—are doing!

By making the switch to solar, you and millions of people are making a tangible, measurable impact on the Earth's destiny. Unlike gas, oil, and coal, solar energy is a clean, renewable resource that doesn't borrow from future generations.

In fact, making the switch to solar is one of the most effective ways to reduce humanity's carbon footprint. If enough homeowners make the switch, we'll be able to reduce our carbon footprint by 50%, pushing Earth Overshoot Day back by more than three months.



Together, we can set a new standard for solar and change the way we power our homes. Together, we can make an impact that will positively affect Earth's future for decades to come.

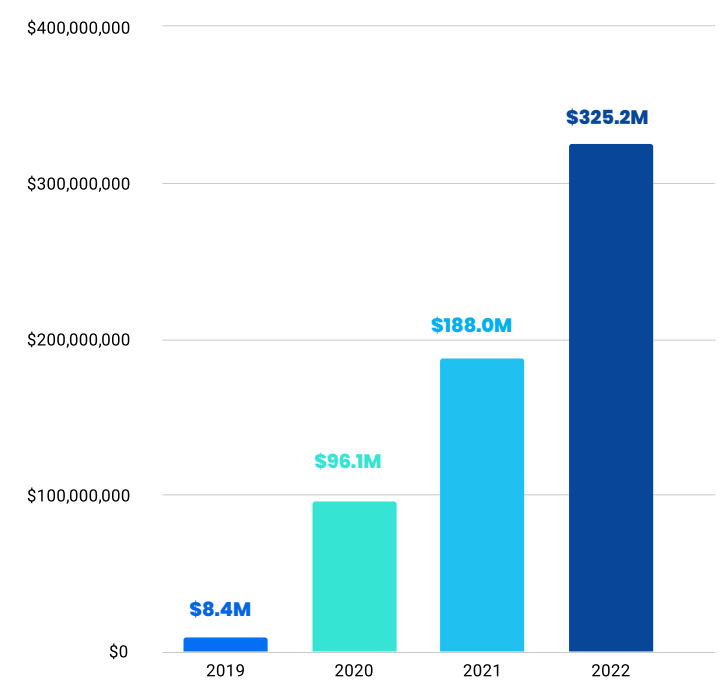


Source: EPA, 2022

When it comes to Greenhouse Gas Emissions, electricity remains the largest single piece of the pie.

BY THE NUMBERS

Powur has experienced tremendous growth, earning a spot on the Inc. 5000 list three years in a row (#43 in 2022). To us, this growth is not about income. It's about influence. It's about impact. The more we grow, the more homes we can transition to clean energy. The more we grow, the more lives we can touch. The more we grow, the greater our impact.



Business is the only mechanism on the planet today powerful enough to produce the changes necessary.

Paul Hawken
Environmentalist, Entrepreneur, Author and Activist

7,200+
Active Sellers in 2022

8,719
Total Solar Installations in 2022

300+
Powur Team Members

180+
Installation Partners

92,300
Kilowatts of Solar Installed in 2022

19,555
total solar installations from company foundation through December 2022

50+
Freelancers

50+
System Partners

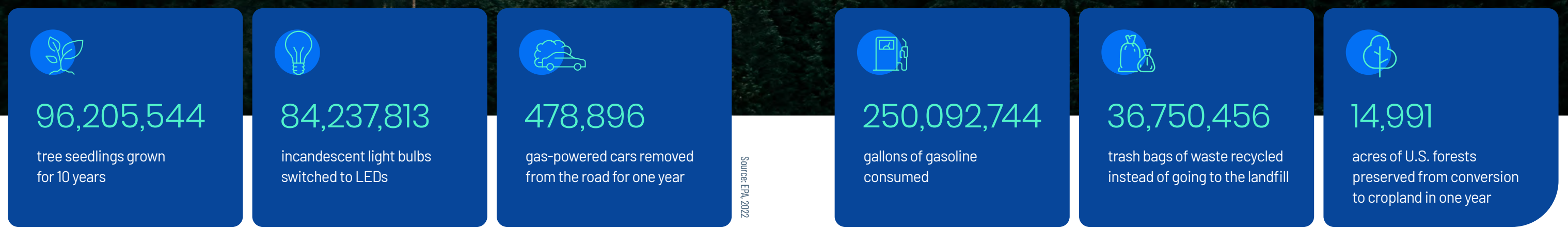
The solar systems we've installed will offset a total of

2,222,574

Metric Tons of CO2 over their lifetime.

Just how much carbon is that? It's the equivalent of the following:

And what's more, **customers installed in 2022 will save more than \$610,000,000** over the lifetime of their projects.



Source: EPA, 2022

How is this information calculated?

Customer Savings: Powur estimated lifetime savings for systems installed by Powur by using the average estimated customer savings presented on Powur customer solar proposals. Lifetime savings estimates on proposals factor in available data such as 1) system size, 2) estimated system production (which is impacted by shading, roof face, panel efficiency and other factors), 3) current utility rate or replacement cost, 4) estimated future utility rate or replacement cost, 5) financing cost, and 6) an average system lifetime of 25 years.

Avoided Carbon Emissions. Powur uses true aggregated customer data to obtain total system size and estimated lifetime production for 2022 installations to arrive at the total number of kilowatt hours of energy that will be replaced by solar installation and therefore the equivalent amount of estimated lifetime avoided kilowatt hours of energy generated by fossil fuels. In arriving at this figure we assume 1) that 100% of electricity produced by installed systems will be used either directly at the home where it is produced or through net metering flowing back to the grid and 2) an average system lifetime of 25 years. The final amount of avoided kwh of energy is then input into the EPA greenhouse gas equivalency calculator to arrive at the total estimated lifetime avoided carbon emissions from systems installed by Powur. The equivalent impacts (e.g. trees planted or miles not driven) are also calculated using the EPA calculator located at <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>.



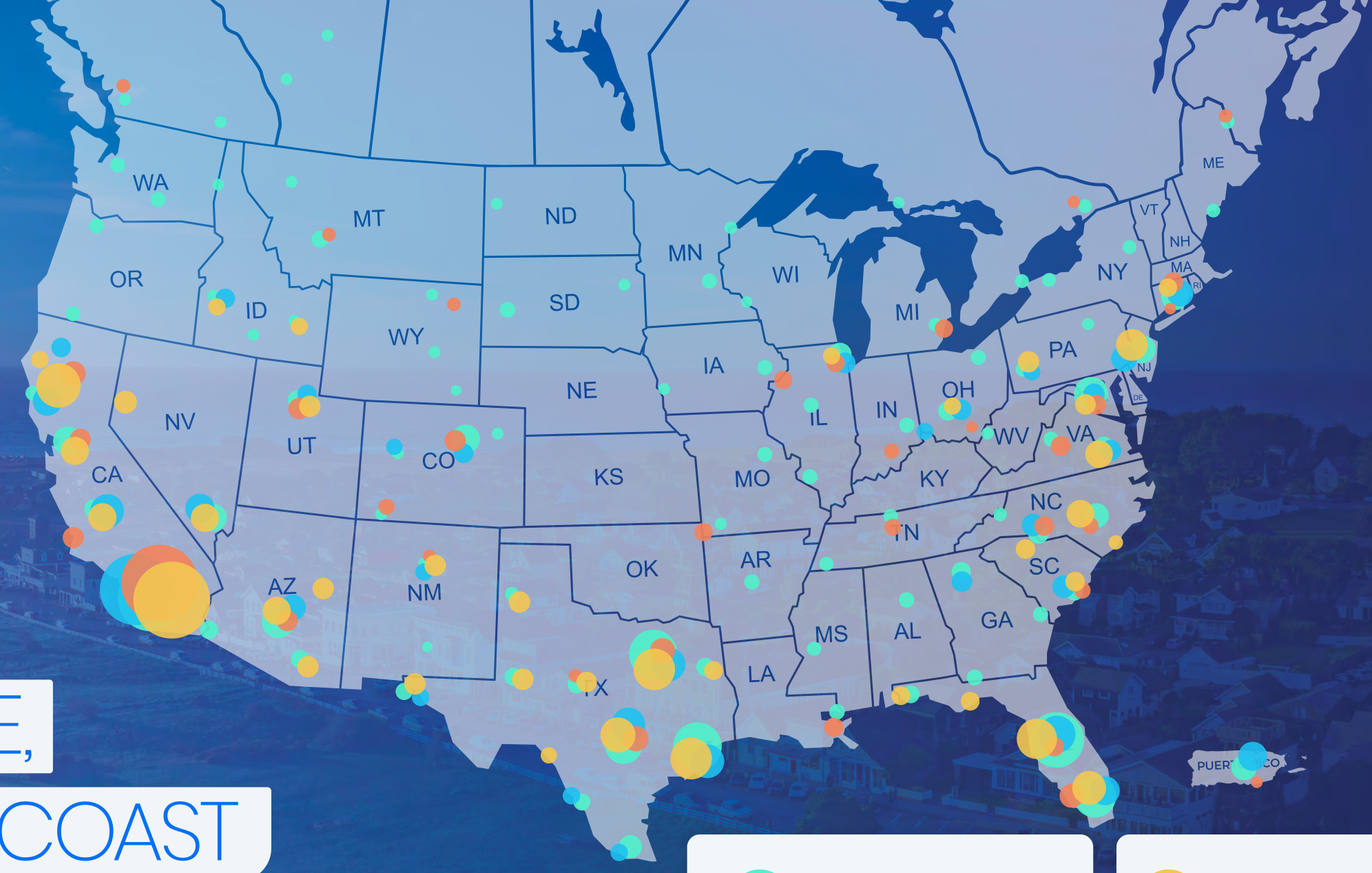
02 WHO
WE ARE

Nice to meet , you, we're Powur.

Meet the passionate team behind Powur

Powur is backed by a team of the most extraordinary talent in solar energy working together toward a common mission to accelerate the adoption of sustainable energy worldwide.

MAKING A DIFFERENCE, COAST TO COAST



8 OUR TEAM MEMBERS

300+ team members work from home offices around the country and even in Thailand, Hungary, and Australia.

7,200 OUR SELLERS

Our 7,200+ sellers work from anywhere connecting in person and virtually with homeowners like you to create custom solutions.

20,000 OUR 2022 INSTALLATIONS

With tens of thousands of successful installations and counting, we're helping millions of homeowners take their power back.

22 OUR INSTALLERS

Our local labor partners have the expertise to ensure you're getting the most out of your solar system.

The Powur team is shaping the future of the planet and making an impact in homes across the nation.

With **7,200+ SELLERS** spanning **ALL 50 STATES**, we've completed more than **20,000 SOLAR INSTALLS** at time of printing—and we're just getting started.

# of States Where Employees Live	40
# of States Where Sellers Live	50 + DC
# of Active Markets	22

THE POWUR STORY

We don't just install solar—we're a platform for change and innovation.

Walk with us through our evolution of clean energy.



2014

Focused on solving the biggest challenges our planet faces by building a global model for clean energy, Powur was founded by visionary CEO, Jonathan Budd.



2015

Powur launches solar sales across a nationwide network, continuing their path to providing homeowners with more access to affordable and customizable solar.



2017

Powur becomes the first national platform for independent lead generators and partners with more than 100 installers.



2017

Powur raises \$1.4M through crowdfunding, becoming the fastest sustainability company in the U.S. to raise \$1.4M through equity crowdfunding.



2018

Powur launches a new transparent platform model for solar sales across a nationwide network and begins dramatic growth acceleration.



2020

Powur achieves a spot on the Inc. 5000 Top 1000 fastest growing companies in America list, coming in at #938.



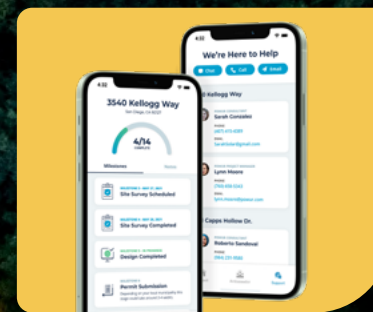
2021

For the second year in a row, Powur soars to the 61st spot on the Inc. 5000 fastest growing companies list, jumping hundreds of spots due to growth, new technologies, and an everevolving platform.



2021

Powur raises \$8M through crowdfunding, becoming the fastest company ever to raise more than \$5M on the WeFunder platform.



2022

Powur launches multiple platform innovations including an Enterprise program, Virtual Site Survey App, PowurSite App, and Powur Care 30-year warranty.



2022

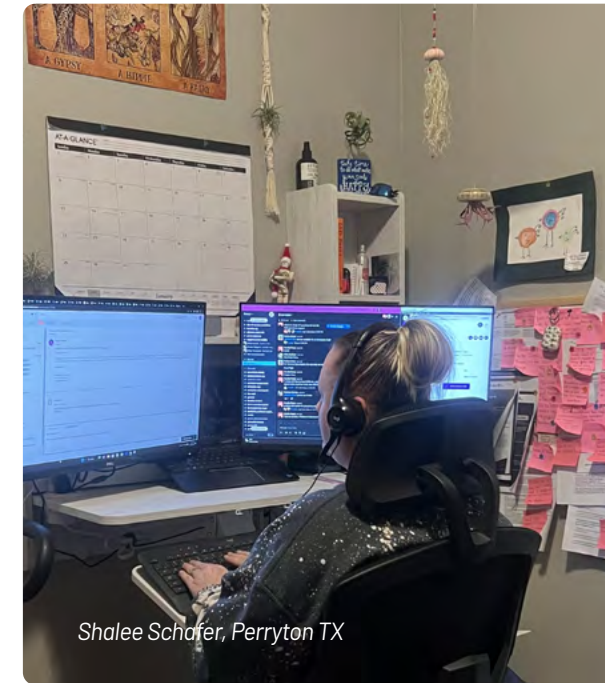
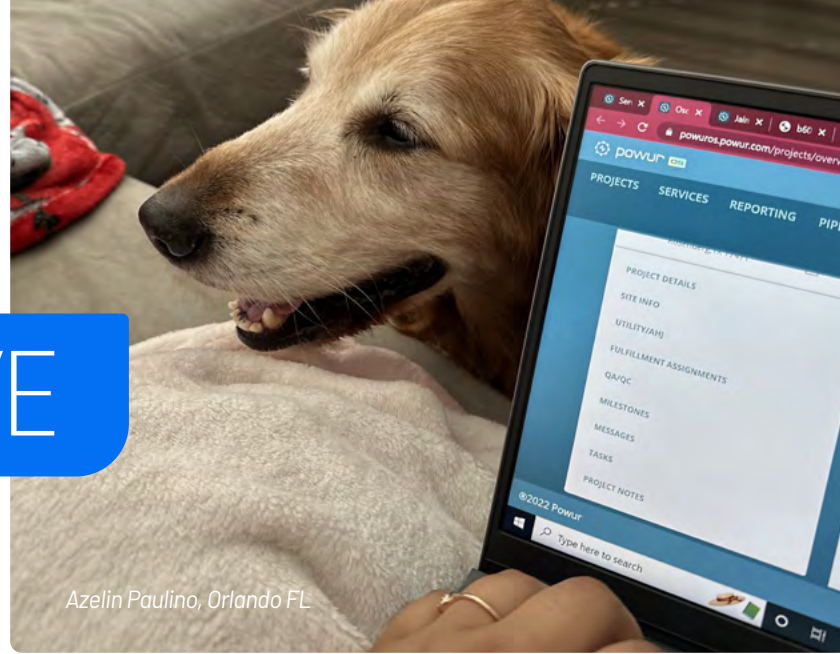
For the third consecutive year, Powur is recognized on the Inc. 5000 list, reaching #43 and achieving more than 8,000% growth over three years.

WE WORK WHERE WE LIVE

“Where are you based?” is a question our team members may get regularly, but like many things about Powur, our answer is nontraditional: “Wherever we find the best talent!”

In fact, we have team members in all four US timezones as well as internationally in Hungary, Thailand, Australia, and more. While we have an incredible state-of-the-art training center and studio in Carlsbad, California that we put to good use, our team’s work life is 100% remote. This means we can attract the best of the best and encourage a work-life balance that leads to a healthy, happy, and productive team with a strong sense of community across the entire world.

And when we DO get together, it’s about human connection and personal development. Yoga, breathwork, cold plunges, climbing mountains ... these may seem to be the activities of a fitness club, but at Powur they are just part of building an incredible team, wherever we live!



4 Ways Remote Work Makes us Powurful:



DIVERSITY OF TALENT

A more inclusive WFH workforce helps us build a team of diverse talent—leading to increased productivity, creativity, and ultimately reputation.



INNOVATION

Our remote structure means we have to find ways to connect as humans—remote learning, lunch and learns, daily virtual stand-ups, Slack channels for “fun stuff,” and other ways that yield incredible results.



FLEXIBILITY

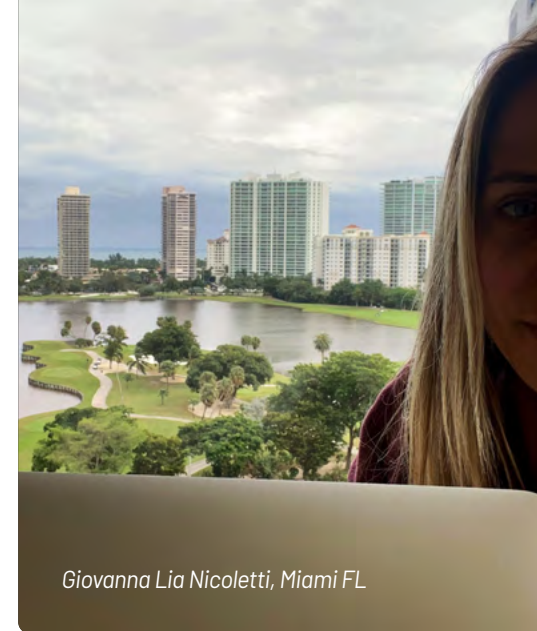
Powur team members don't have to choose between life and work, job and family. Our culture focuses on output and results, with flexibility of WHEN team members schedule their work around their family lives.



REGIONAL EXPERTISE

Solar is not one size fits all, and neither is our team. Having team members across the country and the world gives us unique expertise that helps us innovate and provide the best possible service to our customers and sellers.

In 2022, we held our first-ever EmPOWURment Day—an all-hands convention and masterclass designed to connect us as a community, level up our skills as a corporate team, and ultimately better serve our customers. This event demonstrates our commitment to continual improvement and career growth for our people.



Giovanna Lia Nicoletti, Miami FL



Stormie Wunderlich, Cumberland BC Canada



Yoga time at Powur's HQ in San Diego, CA



Powur's executive leadership team hiked 14 miles and 3,500 feet of elevation to Mt. Palomar as a metaphor for summiting our figurative mountains together.



Powur corporate team at Powur World convention in Dallas, TX

POWURING A BETTER FUTURE

At Powur, we're on a mission to provide cleaner, greener energy for less. Through constant innovation and radical transparency, we're working together to help homeowners save money, decrease reliance on the grid, and help create a sustainable future for all.

We're devoted to growth and learning, and always looking for better ways to understand our customers' needs. The status quo isn't our aim. We believe in doing well by doing good, which means delighting every customer, paying back the debt to our planet, and doing the right thing, even when—especially when—the going gets tough.

Our Core Values

- ⚙️ Find a way
- ⚙️ Innovate constantly
- ⚙️ Get shit done
- ⚙️ Communicate authentically
- ⚙️ Serve our community
- ⚙️ Devoted to growth
- ⚙️ Making things work extraordinarily well
- ⚙️ See the big picture
- ⚙️ Work together through it all
- ⚙️ Think and act like an owner



These traits are so much more than just words—they're values that drive our behaviors, day in and day out. **A few examples from our values include:**

#2 INNOVATE CONSTANTLY

We launched the industry's first virtual site survey app in 2022. This speeds up this critical step in solar installations allowing us to complete site surveys in as little as a day or two. Homeowners benefit with a faster overall cycle time to complete installation.

#4 COMMUNICATE AUTHENTICALLY

Our "Make Us Better" initiative gives leadership and training opportunities to all employees, helping teams communicate more effectively, empathically, and authentically.

#5 SERVE OUR COMMUNITY

We opened up our Impact Journey trips to all employees in 2022. Now, everyone at Powur has the chance to build homes for deserving families in Mexico—and change the trajectory of generations.

#7 MAKING THINGS WORK EXTRAORDINARILY WELL

Our corporate team is incredibly aligned with a common goal of fast, humble, and effective problem-solving. When procurement or inventory challenges arise, we get to the root of the problem quickly and ensure customers get the best possible experience.

#10 THINK AND ACT LIKE AN OWNER

Every Powur employee has equity in the company, and although it's not required, we consistently offer a high level of financial transparency. This contributes to a culture of acting with a vision for the big picture. It's not just a job for us—it's an investment in our future.

HONORING OUR LEGACY

When Powur began, a handful of individuals fully embraced Jonathan's mission and worked tirelessly to grow Powur into the company it is today. One of the most influential was Jonathan's mother, Andrea Budd. Andrea oversaw Powur's early operations including finance, HR, legal, customer service, and more. But that was just the work she did. She was so much more than that.

Born in Springfield, Massachusetts on March 9, 1959, Andrea held many high-profile jobs throughout her career. She lived her life with grace and purpose, giving her children an example of kindness, patience, perseverance, and respect. She had a great love of family and friends, and cared deeply about each and every person she encountered.

In November 2018, Andrea passed away from cancer, leaving her mark on Powur and a bold legacy as we affectionately refer to her as Powur's Chief Operating Angel. Her passion, energy, and commitment still flow throughout the company.

The Andrea Budd Legacy Award honors her efforts as a true Powur champion and is given to one active seller and one Powur employee that embodies the company's values (see page 28).

Andrea's dream was to travel to Paris, France. While she was never able to take that trip, her dream will be realized through this award each year. The recipients received an all-expenses paid 7-day trip to Paris. What a beautiful way to remember a beautiful person.



Andrea Budd Legacy Award Winners



Tom Cotter

Dynamic servant leader and consultant with Powur since 2020.

Tom Cotter is an Eagle Scout who learned the importance of environmental stewardship in the Boy Scouts program. He believes in leaving the world a better place than he found it and has made it his life's work to do just that.

After more than a decade of serving as a pastor, Tom decided to switch careers in 2006 and enter the solar industry. Since then, he has been involved in multiple church startups and has volunteered with several environmental organizations, including Climate Reality, the National Solar Tour, National Drive Electric Week, and Earth Day.

Tom's passion for environmental advocacy has led him to serve on the boards of several organizations, including the Solar Living Institute, Restore Hetch Hetchy, the International Green Industry Hall of Fame, and Core Leadership Network.

Tom is happily married to his wife of 26 years, Christi, and they reside in the Kansas City area with their three children. Despite his extensive knowledge of solar power and its benefits, Tom still finds it to be a little bit of magic.

We are honored to present Tom with the 2021 Andrea Budd Legacy Award, celebrating his continued dedication to magically making our world a better place.

“

Whether they're a part of his team or not, many have said Tom is a true leader that instills his team with professionalism and the inspiration to be their best selves. He's fully invested in leveling up his team, whether he's creating content in his Facebook group to share, holding weekly meetings, sending email updates, and even innovating Powur's tools to increase their value. He is a true testament to being the first one in and the last one out.

“

Andrea's spirit is ingrained in Beth. It's been said that she is the unsung heroine of Powur. She works above and beyond any "normal" expectations of her role with Powur at the forefront of her mind. From the beginning, she has consistently "Found a way" when Powur had limited resources and team. Beth serves our community by being someone you can go to with any question and greets everyone with kindness and respect.

”

Beth Robinson

Head of Administration, Beth has been here since Day 1.

Beth Robinson is no stranger to hard work and getting the job done, but when she began her work with Powur in 2009, what she thought was just a job became her life's mission.

Beth had the privilege of working with Andrea Budd for nearly a decade before she passed and says Andrea is the reason she has the dedication and drive to make sure Powur remains successful. "From the moment I met her, I respected and admired her," says Beth. "She was such an intelligent woman with a heart of gold, and I wouldn't be here without her."

In working at Powur, Beth has worn many hats, and when Andrea passed, she found herself stepping up and filling in gaps where possible. Beth's primary focus is to pay commissions as efficiently and quickly as possible. While her job extends well beyond that, Beth will always attribute her passion and continued commitment to those many wonderful years she had working with Andrea.

"I never felt like I was working FOR her, I was working WITH her to support a greater mission," Beth reflects.

What a privilege it is to honor Beth with the 2021 Andrea Budd Legacy Award! We salute you!





03 YOUR
POWURED HOME

A better way to Powur your home

Gain freedom and save big with solar energy.

Every homeowner has their own reasons for going solar. But no matter the motivation, this clean, affordable solution grants you the freedom to live life on your terms.

SOLAR 101:

HOW IT WORKS



Solar energy harnesses the power of the sun to give homeowners significant cash and energy savings, increased home value, reduced dependence on the grid, and the pride that comes with using clean, renewable energy to support a greener planet.

Solar is essential to the future of energy, but it's really just the beginning. More than half of US car sales will be electric by 2030, and the market for advanced energy solar systems is predicted to reach \$46.5 billion this year. In the future, solar systems will power EV charging stations, energy storage, and so much more. Homeowners will have even more ways to embrace clean, renewable energy and reduce their dependence on the grid—even as natural disasters and power outages increase.

Here's how it works:



1 Sunlight turns into DC: Solar panels convert sunlight into direct current (DC) electricity.



2 DC converts to AC: An inverter converts DC into alternating current (AC) electricity—the power used to turn on appliances.



3 Clean energy powers the home: Homeowners use the clean energy generated from the panels, and excess power is delivered back to the grid through net metering.



4 Power companies give homeowners a credit for excess power supplied, and only charge the net difference on utility bills.



MAINTAINING YOUR PANELS

Great news: it doesn't take much to maintain your solar panels year in and year out. Still, a little upkeep will go a long way to ensure you enjoy the maximum value.

The following are some tips on how to take care of your solar panels in any climate.



Trim trees

If you've had your panels for several years, you may need to trim mature tree branches to ensure your panels receive maximum exposure to sunlight.



Check your inverter

Your solar inverter is doing some heavy lifting, so check on it a couple of times a year to make sure LED lights are green and in normal operation.



Annual inspection

To make sure your panels are always in working order, it's smart to hire a professional to inspect your panels once a year.



Annual cleaning

Your solar panels perform best when they're free of dirt and debris. Rain can help with this, but it's still a good idea to hire a professional to clean your panels 1-2 times a year.



Maintenance as needed

Notice an issue with your solar panels? Don't put it off—schedule a maintenance appointment right away to minimize the issue.



04 OUR
COMMUNITY

Driven to make a difference

**Get to know our team
members, customers,
and culture.**

As we accelerate the adoption of sustainable energy worldwide, we're changing lives—one person at a time.

Happy Homeowners

HARNESSING THE SUN IN SOUTH FLORIDA

As a resident of South Florida, Beth Marion had no shortage of options when she was ready to make the switch to solar.

Beth chose Powur because her son raved about his experience with his Powur consultant, Joel Gosset, and the reputation of the company inspired her confidence.

She says her experience couldn't have been better: Joel answered any and every question within minutes, thoroughly explained every aspect of the process, and continued to check up on her regularly. Her panels were turned on January 1, 2023, and she's already enjoying lower bills, negative energy usage, and the peace of mind that comes with creating a greener planet for her grandchildren's future.



Joel Gossett, Powur Seller

Born in Caracas, Venezuela, Joel came to the US as a young man who didn't know any English—but he learned quickly and has brought his passion and talents to the Powur team since 2020. He loves being part of an organization that allows him to help others and make the world a better place.

Joel Gossett, Independent Powur Consultant, first helped Beth Marion's son go solar with Powur. Seeing his success, Beth was quick to follow and is now enjoying the savings from her system.

Your own personal advocate

The Powur model means that each of our customers have a dedicated solar energy consultant to guide you through a personalized and custom project every step of the way. Here are just a handful of the thousands of installations we completed in 2022.



Houston, TX
Sold by Brian Pfeiffenberger



Fairfax, VA
Sold by Michael Britton & Shelley Collett



Santa Rosa, TX
Sold by Regine Marie Cosmo



Carlsbad, CA
Sold by Alycia Sutton



Mount Pleasant, TX
Sold by Lorenzo Jaimez



Encinitas, CA
Sold by Miguel Blackmer-Hart

PANELING ROOFTOPS

COAST TO COAST



Morgan Hill, CA
Sold by Jason Childers



Mundelein, IL
Sold by Linda Callahan



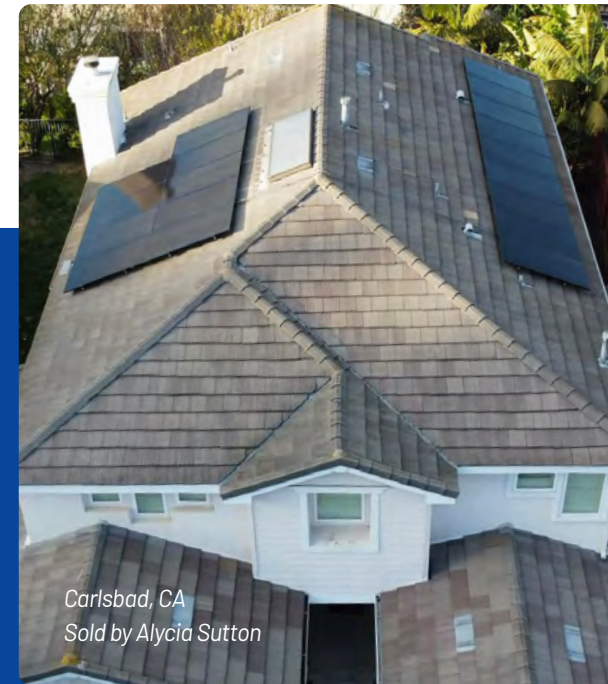
St. Pete, Florida
Sold by Rob & Raysa Santiago Cosme



Houston, TX
Sold by Carolina Ramos Deminenito



Rancho Cucamonga, CA
Sold by Anthony Silva & Anthony Bonilla



Carlsbad, CA
Sold by Alycia Sutton



Rancho Santa Margarita, CA
Sold by Rich Price



Mount Crawford, VA
Sold by John Stripes



Lutz, FL
Sold by Chris Bardo



St. Pete, Florida
Sold by Rob & Raysa Santiago Cosme



Walnut, CA
Sold by Jonathan Brunasso



St. Pete, Florida
Sold by Rob and Raysa Santiago Cosme

Seller Spotlight

LEADERSHIP IS A LIFESTYLE.



Charles Thompson

Rosarito, Mexico | Powur Seller since 2015

After serving nine years in the US Air Force, Charles earned a bachelor's degree and an MBA in business management. Early in his career, he recognized the power of technology in building successful businesses. He's held leadership positions in local, regional, and national corporations, and these experiences taught him how to effectively harness the power of technology and change the world for the better.

It was during this time, in 2015, that he found his passion for clean energy and became a member of the Powur family. Charles currently heads Powur's

Leadership Council—a group created to collaborate and innovate, creating connections between Powur's sellers, homeowners, and internal departments like operations, finance, and growth. Powur has taken Charles' life in amazing directions, allowing him to help countless homeowners embrace a sustainable lifestyle, train and encourage members of his team, and serve his community.

When he's not working, he enjoys practicing a healthy lifestyle with his wife Evangeline, including meditation and walking on the beach.



The Best Is Ahead...I always say that and I believe it to be true!

-Charles Thompson



Gilberto Luigi Leon

Tampa, FL | Powur Seller since 2017

Luigi joined forces with Powur in January 2017 after years of entrepreneurship and growing multiple successful companies. He's passionate about architecture and design, real estate development, and solar energy, and is thrilled to continue spreading the gospel of solar with Powur.



Jordan Shaw

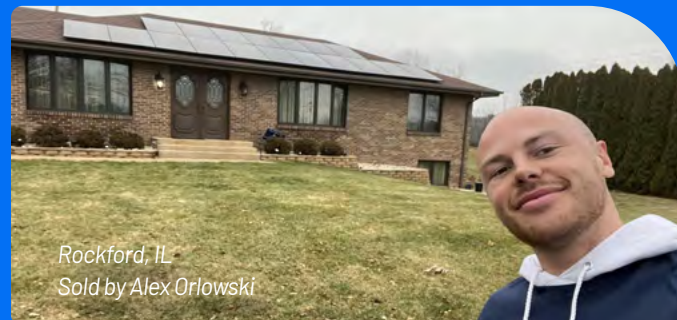
Menifee, CA | Powur Seller since 2021

After 17 years in the IT industry, Jordan made the leap to solar, seeing it as a technology with major financial and environmental benefits. Eight years later, he's driving sustainable change across 20+ states and has helped more than 100 homeowners this year alone.

Happy Homeowners



Allentown, PA
Sold by Michael Ramer



Rockford, IL
Sold by Alex Orłowski

Seller Spotlight

WHEN HEART MEETS WORK ETHIC



Cynthia Alvidrez

Fontana, CA | Powur Seller since 2020

Cynthia believes customer service is the backbone of any great business. After 15 years in the hospitality industry and seven years in solar, she was thrilled to bring her passion for customer service to Powur in 2020. Though she's worked with some of the largest solar companies in the nation, she says none compare to Powur. Working as an independent Powur consultant allows her to give customers the absolute best in warranties, financing, pricing, equipment, and customer experience — all while making a difference for the planet.

Cynthia has played an active part in Powur's humanitarian efforts—she's attended both 2022 home builds and helped provide two families with new solarpowered homes. She has also taken several trips to Mexico with Prosperity Homes to work on additional home builds. Her passion for people is seen in her active participation in service, the way she treats her homeowners, the way she supports her team, and the way she raises her family. Cynthia is a Los Angeles native and loves spending quality time with her family, including her three kids, ages 16, 4, and 2.

Happy Homeowners



The most important persuasion tool you have in your entire arsenal is integrity.

-Zig Ziglar



Wally Arida

Hemet, CA | Powur Seller since 2020

Wally came to Powur wanting to help people harness the environmental and economical benefits of sustainable energy. Today, he's helped over 800 homeowners fall in love with solar—and more than 75% of his new customers come from homeowners he's helped in the past!



Maria Salazar

Aubrey, TX | Powur Seller since 2019

Maria is driven by the desire to make her family proud. Though she's faced language barriers and other personal setbacks, she's risen to the challenge and become a seasoned solar expert who leads a team of more than 200 consultants.

Seller Spotlight

PROFESSIONALISM
BREEDS SUCCESS.



Jonathan Brunasso

Las Vegas, NV and CA | Powur Seller since 2019

As a well-known expert in the residential renewable energy space, Jonathan is frequently invited to speak at industry events to educate individual entrepreneurs and entire companies about the opportunities and benefits that come from solar.

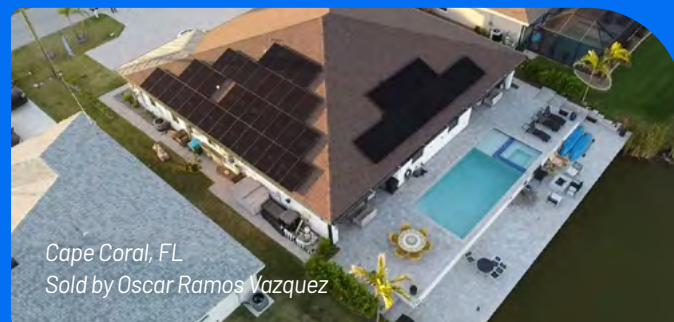
Jonathan has been with Powur since 2019 and currently leads a team of solar professionals located across the US. He is also a licensed realtor and loves educating the real estate community about solar and investments in real estate.

Jonathan is also passionate about philanthropy and actively donates his time and resources to Prosperity Homes, a unique nonprofit that connects entrepreneurs with opportunities to build and transform communities all around the world as well as GivePower. Jonathan has attended both of Powur's Impact Journeys, helping to provide two families with a new home equipped with solar power and battery storage.

Happy Homeowners



Orlando, FL
Sold by Diego Garcia



Cape Coral, FL
Sold by Oscar Ramos Vazquez



If you can get through doing things that you hate to do, on the other side is greatness.

- David Goggins



Ubaldo Torres

Passaic, NJ | Powur Seller since 2020

Ubaldo entered the solar industry wanting to do something that served a higher purpose. His love for conservation came from his mother, and when she passed, he wanted to continue her important work, help homeowners save money, and create a brighter future.



Edgardo Gonzalez

The Colony, TX | Powur Seller since 2016

Edgardo is a lifelong entrepreneur who's been quite successful in multiple industries. Edgardo saw the opportunity and impact of solar energy early on and didn't hesitate to join Powur and quickly became a leader helping to grow and expand several markets. Edgardo's passion lies in the impact solar can have on homeowners, the environment, and other solar entrepreneurs he helps to train.



05 OUR
IMPACT

The Earth is our stakeholder.

**Connecting business,
community, and the planet**

Whether it's through solar systems, reforestation projects, home building, or other clean energy projects, we're doing our part to create a more sustainable world.

PACHAMAMA

ALLIANCE



Founder & CEO Jonathan Budd in the Amazon in 2011.

In 2011, our founder, Jonathan Budd, took a trip to the Amazon to visit indigenous tribes with the Pachamama Alliance—a global community united in a mission to create a sustainable future.

It was there he had the vision and inspiration to create a clean energy platform that would become Powur. Ever since, Powur has contributed 4% of profits on sales to PA, served as a major fundraising sponsor, and provided opportunities for sales consultants to engage in PA educational programs.

As key members of our board, Pachamama Alliance often speaks at our events about their work to preserve indigenous lands and culture in the Amazon rainforest. Their efforts promote sustainability, protect the rights of Indigenous people, and remind people of humanity's sacred relationship to the Earth.



Pachamama Alliance



ECOLOGI PARTNERSHIP



Powur is proud to partner with Ecologi to offset the impact of our team members and become a carbon-neutral workforce. By funding clean energy projects with Ecologi, we've saved more than 11,000 meters of sea ice and neutralized the impact of 9,293,578 miles driven in a car and 2,874 long-haul flights.

27,984 3,631.27 11,000

TREES PLANTED

TONNES OF CARBON OFFSET

METERS OF SEA ICE SAVED

In partnership with Ecologi, Powur makes a positive impact across the globe through diverse climate positive projects. Here are a handful of projects we've supported in 2022:

- Mangrove planting in Marotaola, Madagascar
- Reforestation in Changalane, Mozambique
- Forest restoration in Kenya
- Planting forest gardens in Uganda
- Mangrove planting at Kandrary, Madagascar
- A flourishing future for Gewocha Forest, Ethiopia
- Planting responsibly in Bosawas, Nicaragua
- Planting forest gardens in Tanzania
- Saving Endemic Moroccan Fruit Tree Species
- Planting trees and supporting water security in Kenyan forests
- Mangrove planting in Irregele Milato, Mozambique
- Reforestation in Mussuquelane, Mozambique
- Restoring degraded land in Senegal
- Protecting and restoring Andean Forests in Bolivia
- Restoring Andean Polylepis Forests in Peru
- Restoring Andean Forests in Argentina
- Restoring Polylepis Forests in the Ecuadorean Andes

To learn more about Powur's partnership with Ecologi visit <https://ecologi.com/powurpbc>

Here are a few of the many climate projects we're supporting all over the world:

REFORESTATION

We've planted 27,984 trees in Madagascar, Mozambique, Nicaragua, Peru, and more, offsetting 3,631.27 tonnes of carbon and generating more than three years of climate impact for our planet.

LANDFILL GAS EXTRACTION

We've helped collect landfill gas produced in Brazil's landfills and used it to generate 354,968 MWh of electricity.

WATER SECURITY

We've restored watershed functions and soil stability in Kenya, helping ensure water security for millions of people.

HYDROPOWER

We're generating clean energy from hydropower in the Himalayas of India and Uganda, preventing more than 17,614 t CO2e from being emitted every year.

WIND POWER

We've funded wind farms in Thailand and Honduras, preventing more than 250,000 tonnes of CO2 from being emitted into the atmosphere every year.



IMPACT JOURNEY

**We do it because we can.
We do it because we should.**

We believe it's our privilege and our duty as a growing enterprise to use our influence, our resources, our time, and our passions to impact communities for the better—not just in our own backyard, but across nations.

In 2022, we launched the Impact Journey—a fully immersive experience in Mexico where our team can build a home for and with a family in need. Over the course of just a few days, our voluntourists start with a slab of concrete on the ground and leave behind a two bedroom home with a loft, powered by solar and equipped with battery storage.

Why do such work when we are in the business of selling and installing solar closer to home? We do it because we can, and we do it because we should. Gone are the days when businesses could be concerned with profit alone. We must care about our impact on the people and communities around us. Paul Hawken, friend of Powur and frequent speaker and panelist at our training events said it best: "being a good human being is good business."

It's true. Each one of us goes home enriched after these builds. We invite other companies and individuals to join us as we demonstrate that with the right intentions and the right actions, business can be the greatest catalyst for good in the world today.



Our Partner:



Our goal of working toward immersive global citizenship is made possible through a partnership with Prosperity Homes, a non-profit organization focused on empowering people through real estate and creating sustainable communities in the Ensenada region of Mexico. Working with the team at Prosperity Homes enables Powur to deliver not only a fully-functional home in just a matter of days, but also provide a memorable and life-changing experience for each of the people we bring with us on our journeys to Mexico.

For more information or to donate, visit <http://www.prosperityhomes.org>



Watch Impact Journey videos

Scan the QR code or visit <https://blog.powur.com/impact/>

A ROOF OVER THEIR HEAD AND A NEW FUTURE

In the spring of 2022, the Powur team took our inaugural trip to Mexico to build a home from start to finish for the Estrada Lopez family.

The Lopez family are no strangers to hard work. Both started working when very young, setting aside many of their life dreams and goals just to make ends meet. As a family, they had been praying for a house for years. They both worked in a packing house earning the equivalent of just \$160 a week. What's more is that half of their income went to life-saving epilepsy medication for their son, Uriel, making it impossible for them to consider how they would afford their own home, let alone one with electricity. They saved up for years to be able to buy their land (it's a requirement for families applying for the home build program to own their own land) and were thrilled when their family was selected.

During the build, despite a language barrier for most participants, a close bond was created between Francisco, Esperanza, Uriel and the Powur team. All worked side by side together and the family was extremely invested in the people and the process to create their new home. And it's not all work and no play. The build team met a dog who chased and caught rocks and made time for high jump competitions on the newly built walls. Wherever we are in the world, you can count on the Powur team to bring laughter and a good time.



THE LATEST

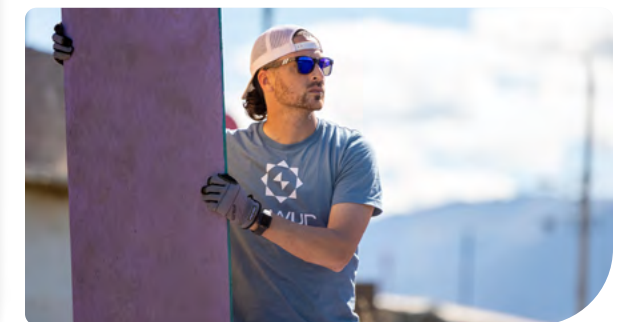
We hear frequent updates from the Lopez family and are thrilled that they are thriving in their new home, with more security, stability and comfort to raise their son.



LOVE LIVES HERE.

You don't need to speak the same language to feel the love and dedication a single mother has for her children. It was our honor to serve Gina Solis and her daughters for our second home build in the fall of 2022.

Gina works as a housekeeper and earns about \$70 on a good week. Over many years, Gina saved enough to own a small plot of land and dreamt of providing her daughters with a home. Despite going through a divorce and the death of her father, Gina remains hopeful that the best is yet to come.



THE LATEST

We have heard updates from Gina and her girls who have since added a bathroom to their home and have built a fence to create a private yard. They sent us a picture of their home with holiday lights outside in December, which felt more festive than the most grand holiday display. They plan to plant a garden this spring and enjoy food grown in their own garden and cooked in their own kitchen. These are simple but profound steps to a new life, powered by community.



Ways You Can Take Action

SPREAD THE WORD ABOUT GOING SOLAR!

Who do you know could benefit from going solar? Let your family, friends, and neighbors know about the benefits of solar and inspire them to join you!

Your enthusiasm for solar should be contagious! You can help them find a solution to low-cost, clean, and reliable energy that they can depend on.



Here are a few other ways you can support a cleaner planet:



Pay attention to your state's legislation on clean energy and vote!



Find local organizations that support clean energy and join their fight.



Support your local sustainable businesses.



Reduce, reuse, and recycle. Buying fewer new items, reusing goods that are still in good condition, and recycling all help to reduce your carbon footprint.

BECOME A POWER AMBASSADOR!

If you love our mission, you can be a part of it! By becoming a solar ambassador, you help us change the world and get paid to share the benefits of solar energy. Your referral will save thousands on energy costs, and...

you could earn \$1,000 for each successful solar install! You'll get paid to change the world!



“

Real change occurs from the bottom up;
it occurs person to person, and it almost
always occurs in small groups and locales
and then bubbles up and aggregates to
larger vectors of change.

Paul Hawken

Environmentalist, Entrepreneur, Author and Activist



**IM
PA
CT**

