



SMART-LED International the light of success – Brief

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chairman<br>CEO<br>CTO    | Rami Damri, +972-54-2111-099, <a href="mailto:rami@smart-led.net">rami@smart-led.net</a><br>Nimrod Sofer +45 23 45 1863, <a href="mailto:nimrod@smart-led.net">nimrod@smart-led.net</a><br>Gad Revivo, +972-52-5808880, <a href="mailto:gadi@smartlet-balkan.com">gadi@smartlet-balkan.com</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| LED Industry & Background | Worldwide LED industry is counted to USD 25 billion to replace the traditional lamps street lightning using high pressure sodium (HPS) lamps. However, HPS lamps are energy consuming and have high maintenance costs. Light Emitting Diode (LED) lighting are long-lasting and efficient - most of the energy produces light, not heat. Most LED lightning can last over 50.000 hours vs. 6.000 hours of traditional lightning. Energy saving can come up to over 70% saving and maintenance of up to 90%.                                                                                                                                                                                                                                                                                                                                                                                                    |
| Our Products & Services   | Unlike other LED producers, Smart-LED has developed products which do not require to replace the existing fixtures but to replace them AS IS. This allows our field teams to be extremely efficient. In addition, our control system enables us to reach over 80% savings, controlled by remoted devices like PC, iPad or smart phones. Smart-LED can therefore provide a turn-key solution to its customers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Our Clients               | Google, Tempo Beverages LTD, Amot (Worldwide real-estate group), ID-Design (furniture shops), Dead-sea Industries, Mega (176 supermarket stores), Supersal (supermarket chain), Bet Arie and Birya Municipalities (Israel), Herceg Novi and Plav (Bosnia), Bugojno (Bosnia) and Mitrovica (Kosovo).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Our Team                  | The company's headquarter is in Tel-Aviv, Israel, with an R&D department in Haifa. The company has numerous field installation teams for installations.<br>Outside of Israel, to secure success in each country, Smart-LED establishes partnership with local partners, to ensure synergy effect of local knowledge, experience and network.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Our Financial Model       | Smart-LED aims to catalyze the LED revolution in municipalities by covering all of the costs and expenses of replacing existing HPS street lamps with LED lamps. In return for this investment, the municipalities will secure a min. 10-year Energy Management Contract (EMC) with each municipality. The EMC is an agreement stipulating that Smart-LED will receive a share, in the form of a set percentage, of the energy savings and carbon credits sold over a set period of time.<br>Smart-LED therefore provides an attractive solution to municipalities wishing to reduce their carbon dioxide emissions and power cost, allowing them to benefit from electricity savings without the upfront expenses, maintenance costs and interest typically associated with LED replacement programs. Our model could eventually be scaled to other countries as well as industrial and commercial businesses |
| Our History and Mission   | The company was established in 2008. The principals gain over 25 years of experience in high-tech companies which conveys its success to the LED industry.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Our Financial Viability   | The company is self-sustained today and do not have any third party leverage except a specific project.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Future Plans and JV       | Smart-LED is in negotiations with leading software high-tech companies to maintain its leading position in the LED industry, while stepping ahead of its competitors to perform Green Smart Cities around the world.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## Case studies of projects from the last two years

**In total 11.457 installed street lights**

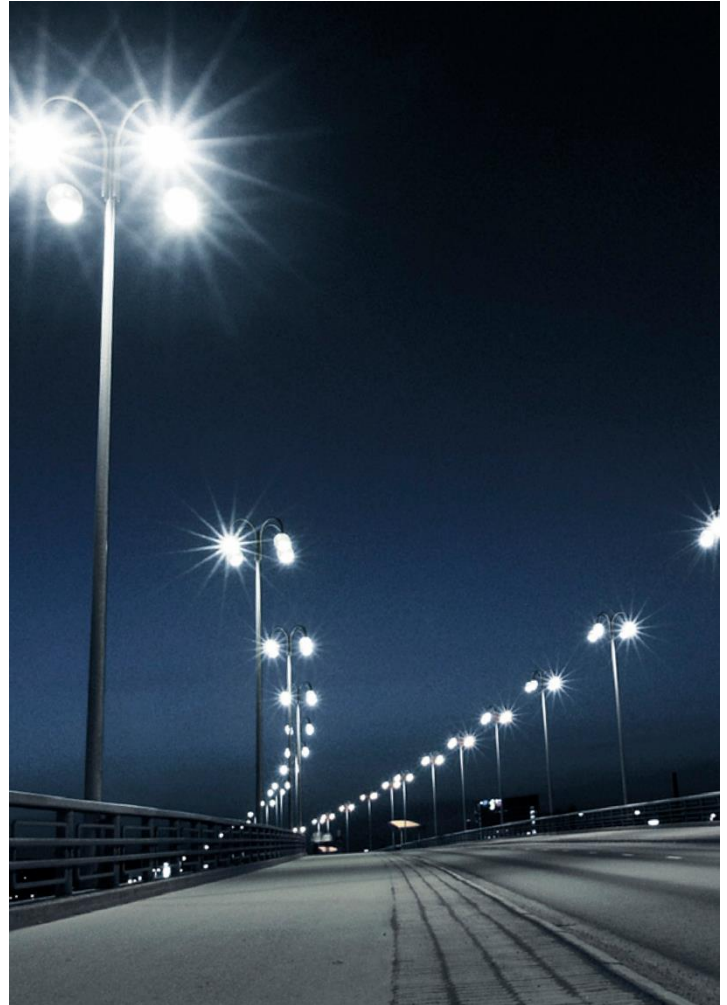
City: Bugojno

Country: Bosnia

Nr. Street Lights: 2.194

Installation Year: 2016

Type of Lamps:



City: Herceg Novi  
Country: Montenegro  
Nr. Street Lights: 5.924  
Installation Year: 2016  
Type of Lamps:



City: Mitrovica

Country: Kosovo

Nr. Street Lights: 1.659

Installation Year: 2015

Type of Lamps:



City: Birya

Country: Israel

Nr. Street Lights: 288

Installation Year: 2016

Type of Lamps:

