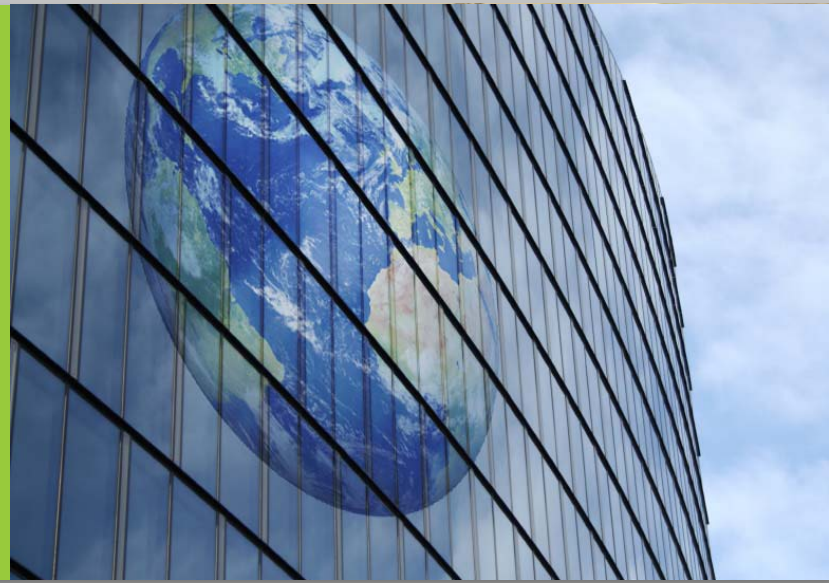


The Environmental & Energy Management Business Imperative



Chris Farinacci - Chief Marketing Officer @ Hara
UCGEC IT& Green Energy Seminar Series:
Enterprise Carbon Accounting



Who We Are

Founded: Late 2007 (Unveiled June 2009)

Headquarters: Redwood City, CA

Funding: \$20M from KPCB, JAFCO, Nth Power

Customers: Coca-Cola, News Corp, Palo Alto, Aerojet....

Solution: Hara Environmental and Energy Management

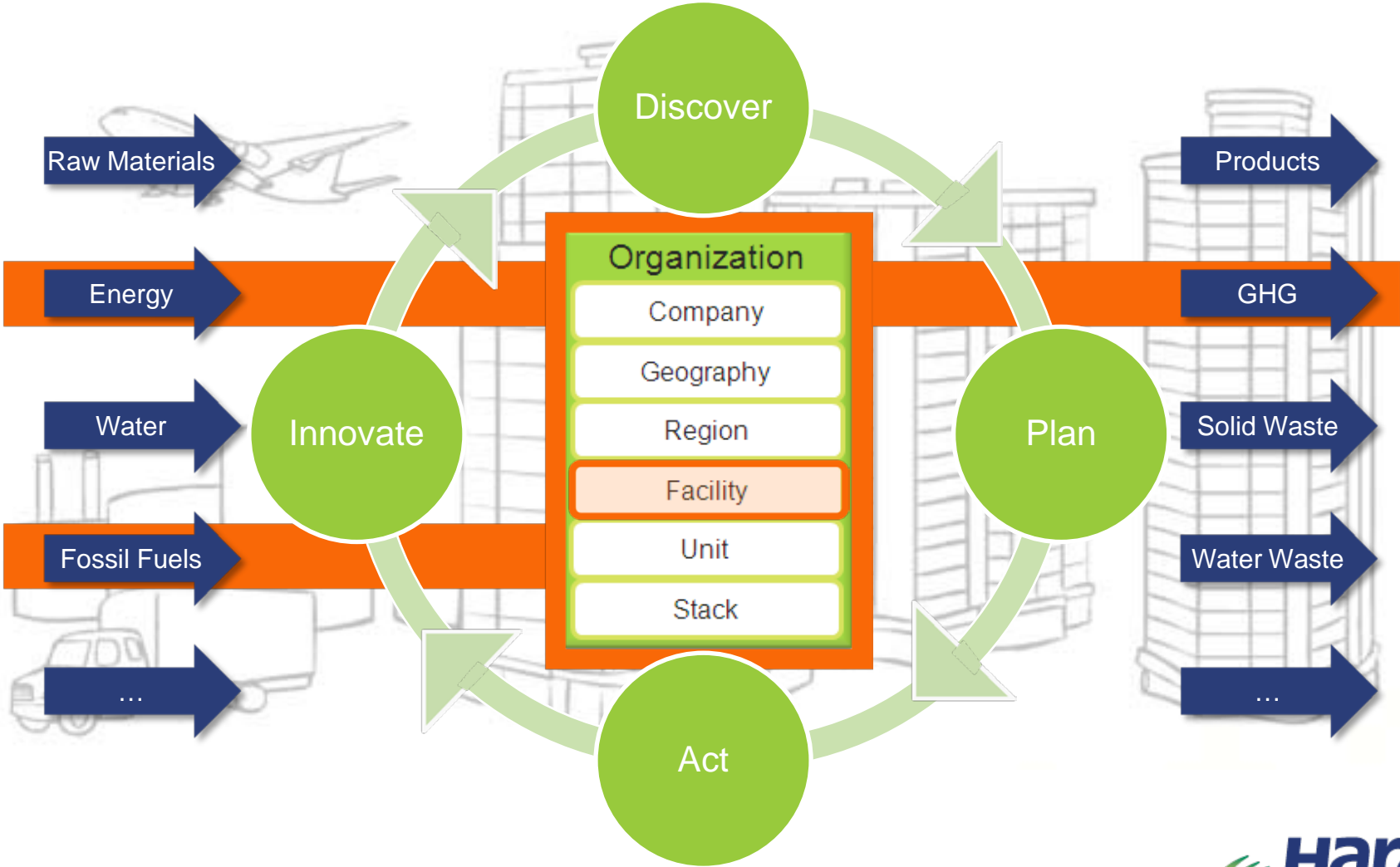
Model: SaaS subscription offering & value-added services

Mission

Hara helps enable a **post-carbon economy** in which organizations **grow and profit** while optimizing natural resource consumption and minimizing environmental impact



Environmental and Energy Management



Environmental and Energy Management

Discover

Aggregate environmental record information from relevant data sources in order to provide a comprehensive view of resource consumption, greenhouse gas emissions and environmental impact

Discover

Plan

Plan

Define strategies, optimize planning decisions, forecast reductions, identify objectives and metrics, and calculate timing and benefits for each initiative

Act

Act

Manage the execution of environmental and energy programs, track results per initiative, and provide an audit trail for any current or future regulatory requirements

Innovate

Innovate

Implement the Hara methodology and leverage best practices for continuous improvements and business transformation

Organization

Company

Geography

Region

Facility

Unit

Stack

Raw Materials

Products

GHG

Solid Waste

Fossil Fuels

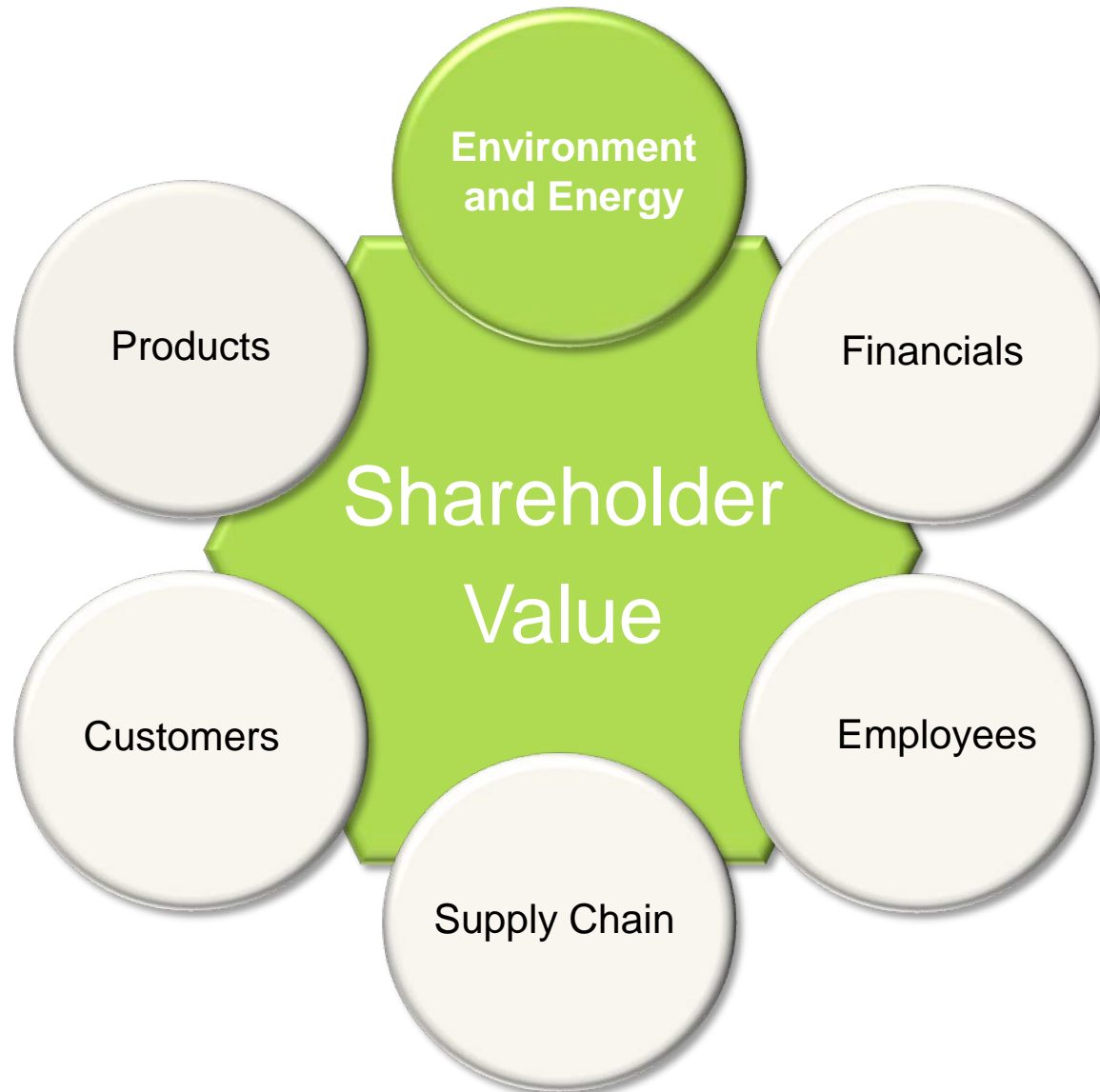
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20th Century Drivers of Shareholder Value



Next Strategic Driver of Shareholder Value



Why Investing in EEM

(-) cost

Increase Business Efficiency

Pain Point

Automate Inventory

Maximize ROI for Reduction Projects

Resource Efficiency

Enabler

- Eliminate manual processes and removes spreadsheet limitations
- Modeling scenarios and prioritize energy efficiency projects
- Drive efficient operations with best practices and benchmarking

(+) revenue

Maximize Value

Grow Brand Equity

Increase Shareholder Value

Differentiation

- “Press Proof” confidence in public environmental disclosures
- Communicate and monetize environmental initiatives
- Influence purchasing behavior and meet demand for “green” products

(-) risk

Manage Risk

Provide Auditable Inventory and Initiatives

Enable Transparency

Strive in the post carbon economy

- Audit grade information integrity to reduce regulatory risk
- Increase emissions and environmental transparency across value chain
- Sustainability filter on business strategy and execution decisions

