



solar
alliance

July 2021

TSX-V: SOLR

Solar Alliance

- An energy solutions provider focused on high profit solar installations
- Developed more than \$1 billion of renewable energy projects.
- Positioned for rapid growth through solar system sales to businesses and utilities, combined with a growing portfolio of operating assets that generate long-term recurring revenue.
- Regional consolidation, M&A opportunities
- Operating in an industry that will experience massive growth



Three Reasons To Buy



Strong and stable sales growth

- 59% year over year revenue growth
- US focused growth at a time of massive fiscal stimulus.
- We are executing on our milestones.



Focus on high margin markets with barriers to entry

- First mover advantage in Data Centers.



Riding the solar energy trend

- Investment tax credit to be extended for 10 years - strong signal to industry.

Company Profile



Michael Clark
CHAIRMAN & CEO

- 20+ years of media, public affairs, marketing and operations experience with a variety of public and private companies.
- Senior public affairs, branding and strategic communications consultant in the natural resource and project development industry.
- Formerly SVP Business Development for Finavera Wind Energy and 10 years as a journalist with Canadian Broadcasting Corporation.
- MBA, Simon Fraser University.



Harvey Abouelata
VP, COMMERCIAL SOLAR

- Extensive experience in business management with a concentration in the renewable energy field.
- Previously President of ARiES Solar, a privately owned Knoxville company involved in residential and commercial products and services for Solar PV and thermal design.
- While being involved in the solar industry, he has succeeded in bringing millions of dollars in grants to local companies and the state of Tennessee.



Jon Hamilton
GENERAL MANAGER, U.S.

- Prior to joining Solar Alliance in 2016, Mr. Hamilton served in the United States Marine Corps in a variety of roles including Company Commander, Battalion Operations Officer, Commanding Officer and finally as an Analyst with the Strategic Initiatives Group.
- Mr. Hamilton holds a Bachelor of Science (Civil Engineering) from the Virginia Military Institute and a Master of Arts (Defense Studies) from Kings College London.

CAPITALIZATION

AT CLOSE APRIL 6, 2021

Share Price	\$0.39
Common Shares	~252M
Warrants	~13.7M
Options	~11.5M
Market Cap	~\$98M

Growth

- Our competitive advantage is our ability to recognize technical advances and opportunities to create value for customers – we are "solar architects".
- Utilize design skill set to scale through channel partners - sales, design, engineering and installation.
- Developing assets for ourselves and our partners.
- Build a portfolio of retained assets that generate consistent cashflow.
- Current project pipeline of ~ CAD \$82M.
- Expanding operations to Canada.
- Fully capitalized to take on aggressive acquisition strategy with the ability to build and operate our own facilities.

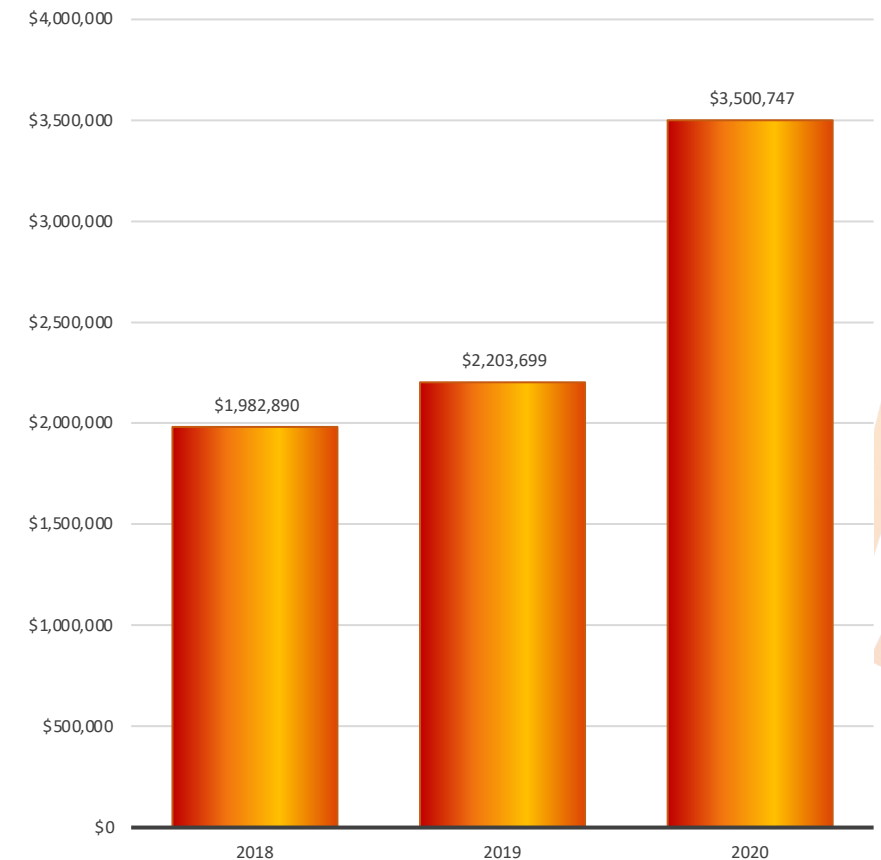


Figure 1: Year over year annual growth

Blue Sky Prospects

Economic, political and environmental drivers are all contributing to a massive shift in the energy industry.

“Our goal is to transform the solar industry through innovation, rapid scalability and consistent profitability.”

ORGANIC GROWTH & POTENTIAL ACQUISITIONS

We will be pursuing, where appropriate, accretive acquisition or business combination opportunities. The solar industry landscape is evolving rapidly and we intend to take advantage of opportunities for value creation that make sense for shareholders.

LARGE PROJECT PORTFOLIO EXPANSION

Expanding portfolio of projects in the 5-50MW range provides potential for transformative annual revenue increases.

SOLAR SYSTEM OWNERSHIP

Building a portfolio of retained assets that generate consistent cash flow would create value for shareholders and provide another sales product for customers simply looking to reduce their electricity costs.

LEADING
NATIONAL
SOLAR
PROVIDER

Catalysts and Milestones

- ✓ Maker's Mark Distillery – Kentucky
200 kW ground mount solar project in Kentucky. Partnership with Caterpillar.
- ✓ Signs Design Agreement for 56 Megawatt, US\$60 Million
Illinois Solar Project and Commences Expansion Assessment for up to 150 Megawatts
- ✓ Signs Powershed Licensing Agreement and Solar Project Agreements
- ✓ Completes 2.4 MW, US\$2.7 million solar project for Bridgestone
- ✓ Multiple late stage/shovel ready projects acquisition & construction
- ✓ Expanded relationship with Caterpillar in Kentucky new office
- ❑ First utility Microgrid contract
- ❑ Joint Development Agreement with Canadian partner / expansion into Canada
- ❑ Launch corporate Green Bond (\$10-15 million) to finance additional project acquisitions
- ❑ Construction of Phase 1 of 56 MW Illinois project (~10MW + CAT Natural Gas Generators)

Project Ownership

- Binding agreements for two U.S. operating assets
- These construction-ready projects will be the first solar projects in the Company's portfolio of operating solar assets and will generate a recurring revenue stream over its 30-year life.
- Construction on the first project could commence this summer and is anticipated to be in operation by the end of 2021.
- Second project late 2021 or early 2022.
- Targeting a larger pipeline of projects with the same developer – Abundant Solar Power.

Datacenter Projects

U.S. datacenter industry represents significant opportunity for solar growth. Solar Alliance is working with Green Data Center Real Estate on two projects with potential for future projects.

- Binding Letter of Intent with Green Data Center Real Estate for the design and construction of a 56 MW solar project in Illinois.
- US\$60 million capital cost
- Solar Alliance option to provide up to 10% of the project equity.
- Design Agreement to commence design work on a 4.57 MW ground and roof mount solar project at a 10 MW hyperscale data center in Murphysboro, Illinois.

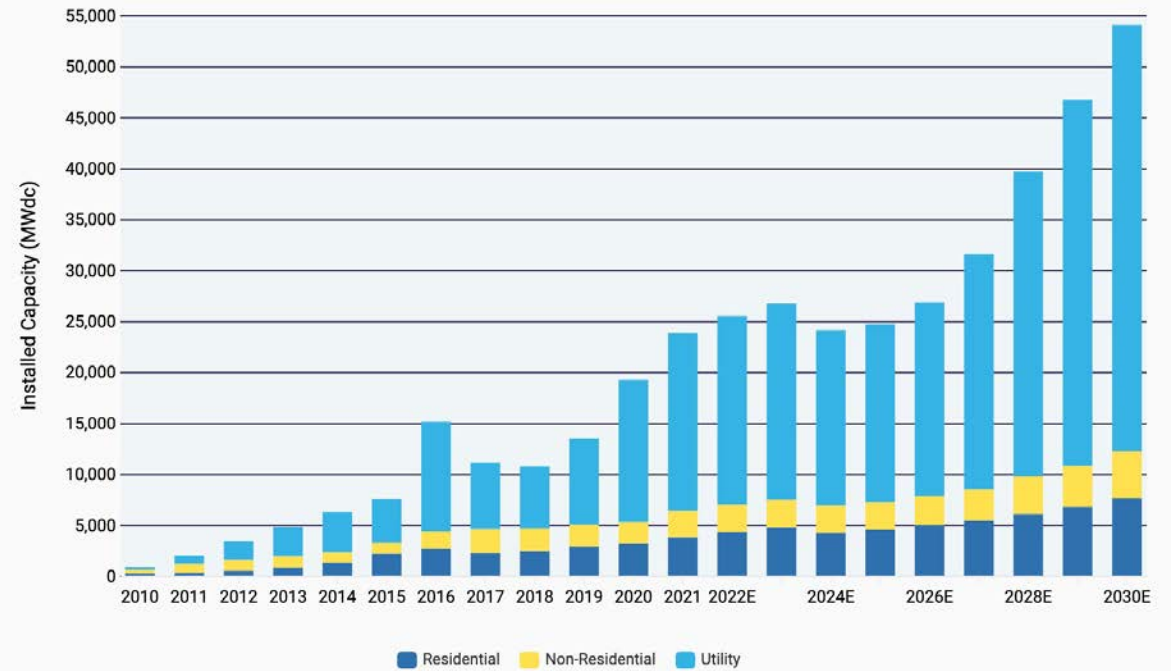
GDCRE

US Solar Potential

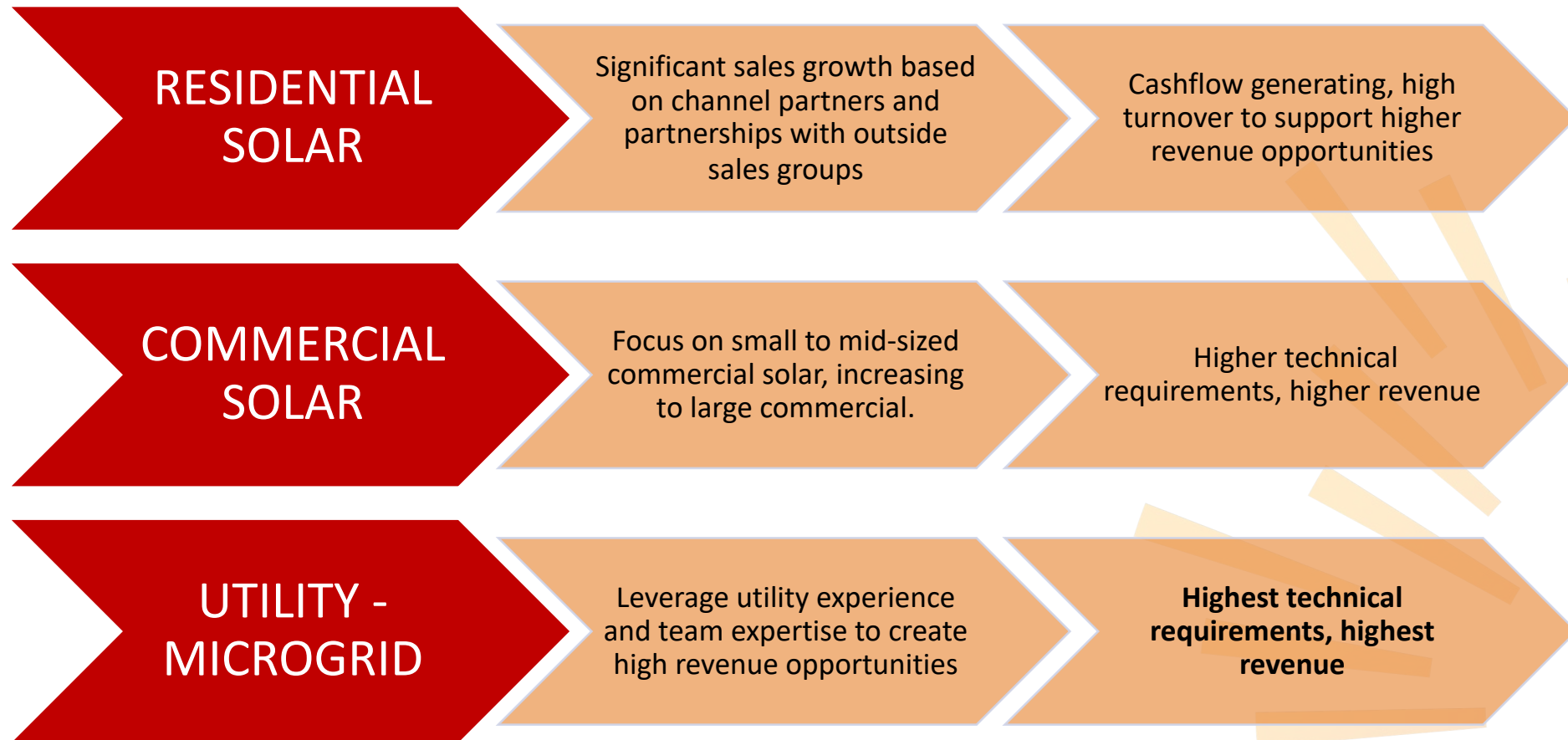
U.S. Solar PV Price Declines & Deployment Growth



U.S. Solar PV Deployment Forecast



Business Strategy



Current Operations & Expansion Plans

Bridgestone

CARBON OFFSET

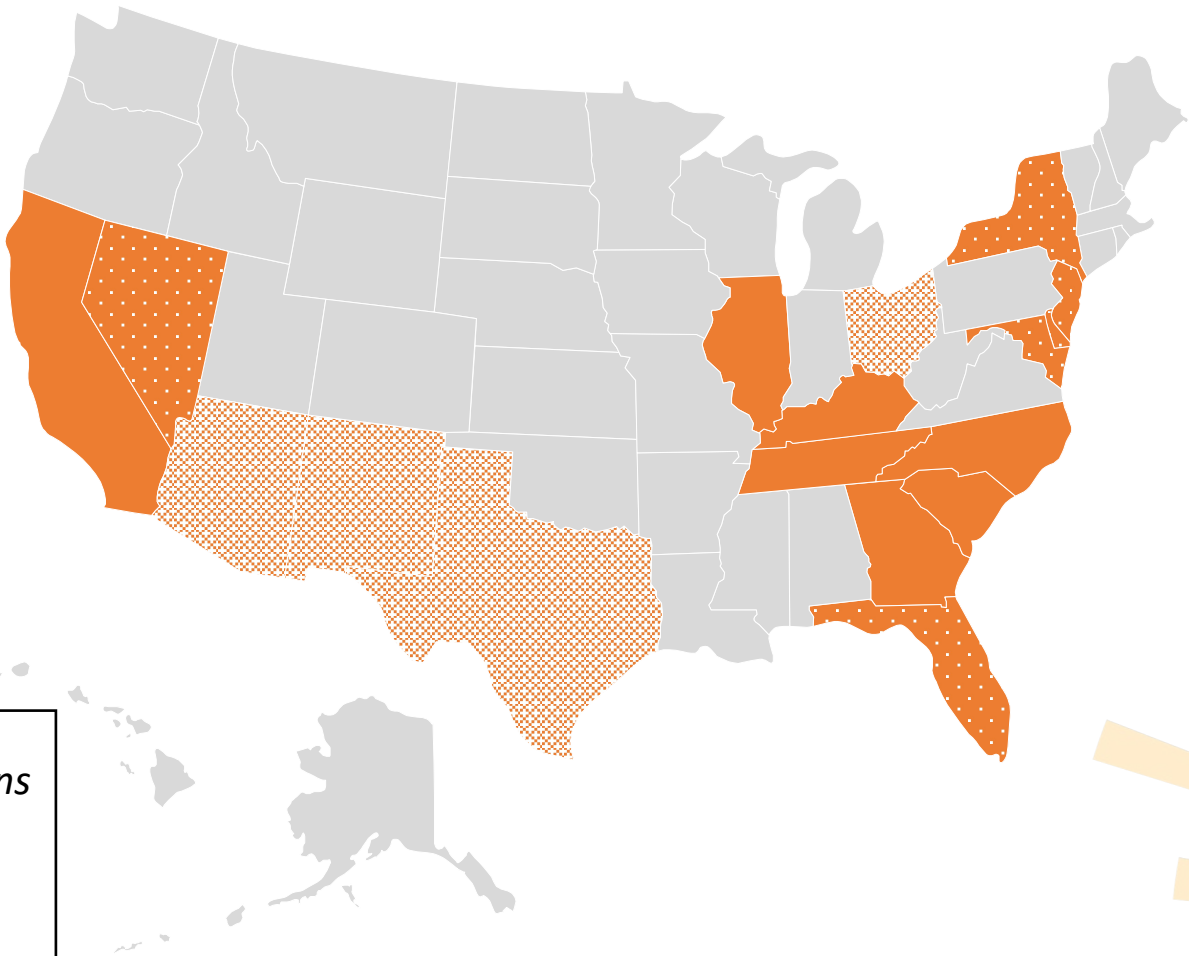
2,829 lbs Annually

ENERGY PRODUCED

4 gigawatt hours Annually



BRIDGESTONE



Current areas of operations

2021 expansion potential

2022 expansion potential

Wampler's Sausage Farm

Carbon Offset

223,282 lbs Annually

Energy Produced

136,088 kwh Annually




Lenoir City, TN
Apr 10, 2019

Precision Parts

Energy Produced

251,899 kwh Annually



Winston Salem, NC
Apr 10, 2019

Hillside Theater - Wayne CAT

Carbon Offset

68,803 lbs Annually

Energy Produced

41,935 kwh Annually



Hazard, KY
Apr 10, 2019

Appalachian Electric Co-Op

Carbon Offset

32,123 lbs Annually

Energy Produced

87,099 kwh Annually



Maryville, TN
Apr 10, 2019

Electric Car Charger Approved Vendor

- Solar Alliance is a Tesla Approved Vendor and a Certified Electric Vehicle Charger installer for BMW, Jaguar, Land Rover and General Motors.
- Charging stations for homeowners are integrated into our residential and commercial solar system products.
- As electric vehicles begin to saturate the market, electric vehicle chargers are becoming increasingly critical to the relevance of a new home and ultimately to the resale value of a home.



TESLA



Our Partners

- Solar Alliance offers an experience that makes our customers feel good about their investment. Our many projects across the U.S. serve as evidence of our commitment to our customers and the environment.
- We work for and partner with top tier manufacturers and suppliers.



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Appendix

Sunbox



SunBox consists of two standard sized solar systems that address the majority of the residential market.

- Monitored to ensure optimal performance.
- Beautiful design features.
- Battery storage component improves economics.
- Electric Vehicle charger option.
- Optional generator provides back up power.

A photograph of a two-story house with orange horizontal siding and a dark brown tiled roof. Several large, rectangular solar panels are mounted on the roof, angled towards the sun. A bright sun flare is visible in the upper left corner of the image. In the bottom right corner, there is a teal circular graphic containing the text "Simplicity. Performance. Freedom. sunBOX".

Simplicity.
Performance.
Freedom.
sunBOX

Powershed



- Powershed is a patent pending solar powered charging station for robotic lawnmowers that simplifies and improves the operation and use of robotic lawn mowers.
- Powershed is a new product that allows you to cut the cord and place a robotic mower anywhere the sun shines. The first Powershed unit has been installed at the University of Tennessee and is currently operating.



Powershed

- The market for robotic mowers is growing rapidly:
 - Global robotic lawn mowers market size was valued at USD 351.12 million in 2018 and is expected to register a CAGR of 21.9% from 2019 to 2025.
- Solar Alliance has developed a product that will be offered through commercial distribution partners and direct sales:
 - Sub-licensing the product to robotic lawnmower manufacturers exists and is of interest as demand increases.
 - The first phase of launching Powershed will focus on end-user applications, product development and manufacturing.
- Currently working with Husqvarna and Echo, major robotic mower manufacturers, at test sites in Tennessee.


powershed


Husqvarna®


ECHO
ROBOTICS

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