



solar
alliance

INVESTOR PRESENTATION

AUGUST, 2024

TSX-V: SOLR

Disclaimer and forward-looking statement

Statements in this news release, other than purely historical information, including statements relating to the Company's future plans and objectives or expected results, constitute Forward-looking statements. The words “would”, “will”, “expected” and “estimated” or other similar words and phrases are intended to identify forward-looking information. Forward-looking information in this press release include, but is not limited to focus on larger, higher margin commercial solar projects, the assessment of acquisition opportunities and pursuit of corporate opportunities, the ability to scale, increasing project margins, targeting profitability and the Company offering a unique investment opportunity in the renewables sector space. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different than those expressed or implied by such forward-looking information. Such factors include but are not limited to: uncertainties related to the ability to raise sufficient capital, changes in economic conditions or financial markets, litigation, legislative or other judicial, regulatory, legislative and political competitive developments, technological or operational difficulties, the ability to maintain revenue growth, the ability to execute on the Company's strategies, the ability to complete the Company's current and backlog of solar projects, the ability to grow the Company's market share, the high growth US solar industry, the ability to convert the backlog of projects into revenue, the expected timing of the construction and completion of the Company's solar projects, the targeting of larger customers, potential corporate growth opportunities and the ability to execute on the key objectives in 2024. Consequently, actual results may vary materially from those described in the forward-looking statements.

“Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.”

Solar Alliance

We provide solar engineering and construction solutions for commercial customers, reducing their operating costs and delivering strong margins to Solar Alliance

Solar Alliance has built a strong reputation & brand recognition in the Southeast U.S commercial solar region and is well positioned for sustained future growth.

As a first mover in the market, we combine the stability of an operating business with exposure to a vast addressable market

Focused on generating consistent positive cash flow in a growing industry.

Solar Alliance is growing a stable, commercial solar-focused business that fills a void in the solar industry.

Reasons to Invest



Consistent year-over-year revenue growth with increasing market share

- Q1, 2024 → Profitable quarter supported by 70% year-over-year revenue increase
- FY 2023 \$7.5 million revenue, 55% increase over FY 2022
- Solar system design, engineering and construction business targeting full year profitability for 2024



Well defined strategy focused on high-margin segment of the fast-growing solar industry

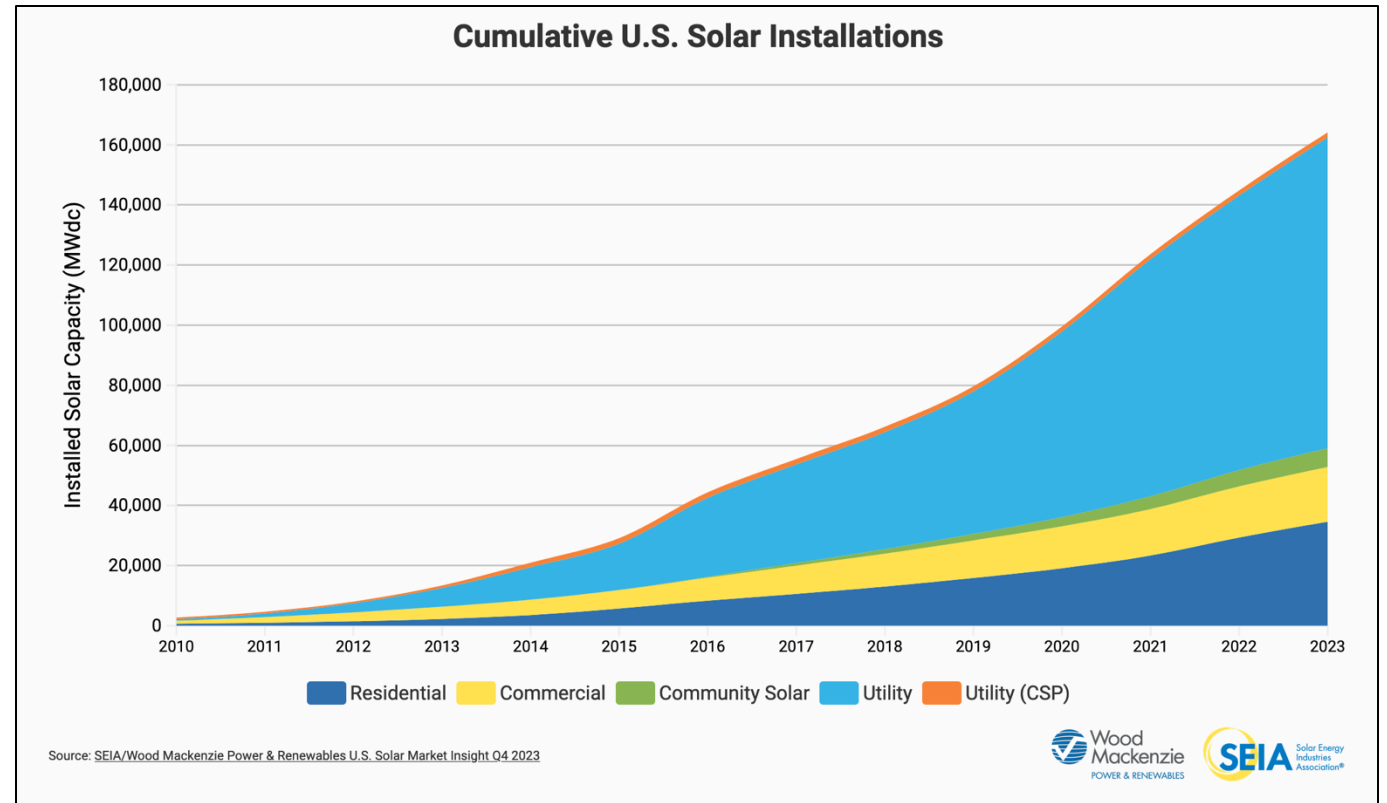
- Sales pipeline > \$50 million and consistent project backlog
- Focus on higher margin contract opportunities

Commercial Solar

Solar Alliance targets medium sized commercial and small utility solar projects to generate near term revenue.

The commercial solar market consists of *on-site* solar installations for businesses, non-profits and governments (behind the meter).

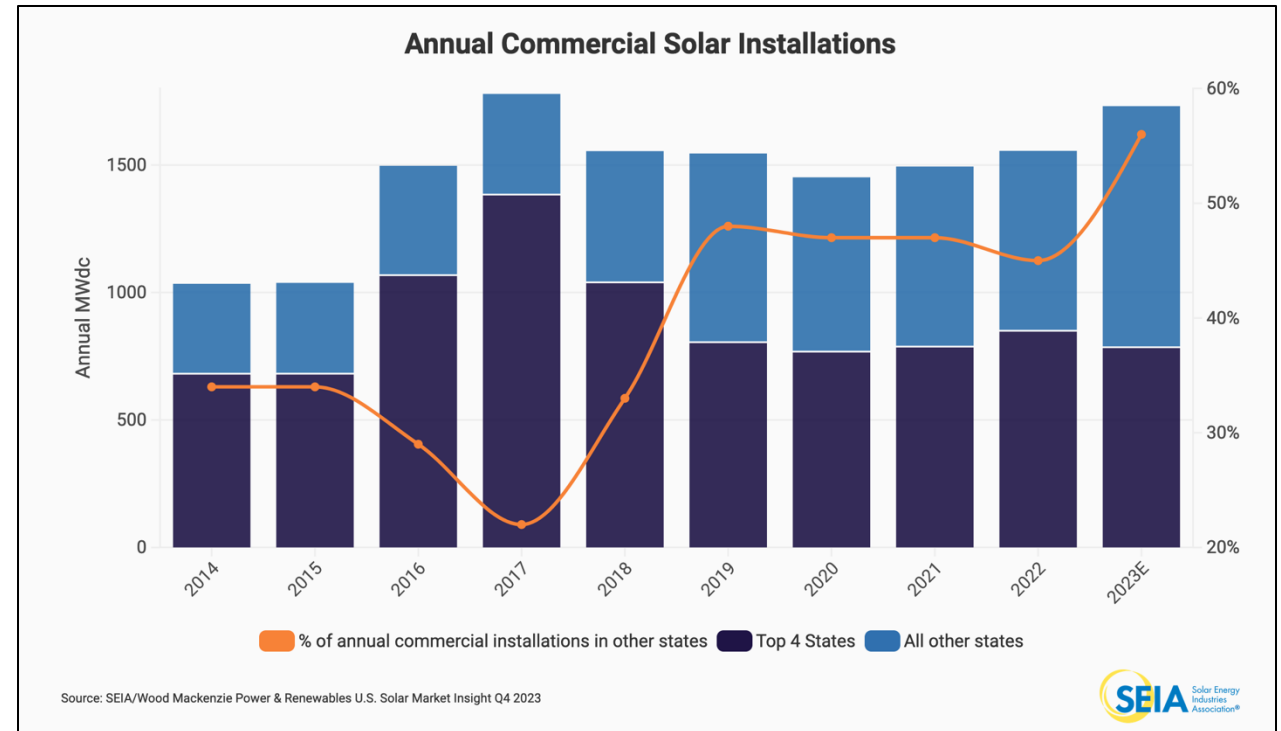
Recent and substantial shift in business perception of solar opens an opportunity for significant growth from what is current only slightly more than 1% of total commercial electricity demand.



Commercial Solar

Commercial solar has historically been dominated by a handful of markets, including California and New York.

Now, growth is occurring in emerging commercial markets such as the U.S Southeast.



Commercial Solar



Bridgestone Americas – South Carolina – 2.4 MW

CARBON OFFSET 2,829 lbs Annually

ENERGY PRODUCED 4 gigawatt hours Annually



Wampler's Sausage Farm

Carbon Offset 223,282 lbs Annually

Energy Produced 136,088 kwh Annually

Lenoir City, TN



Appalachian Electric Co-Op

Carbon Offset 32,123 lbs Annually

Energy Produced 87,099 kwh Annually

Maryville, TN



Hillside Theater - Wayne CAT

Carbon Offset 68,803 lbs Annually

Energy Produced 41,935 kwh Annually

Hazard, KY



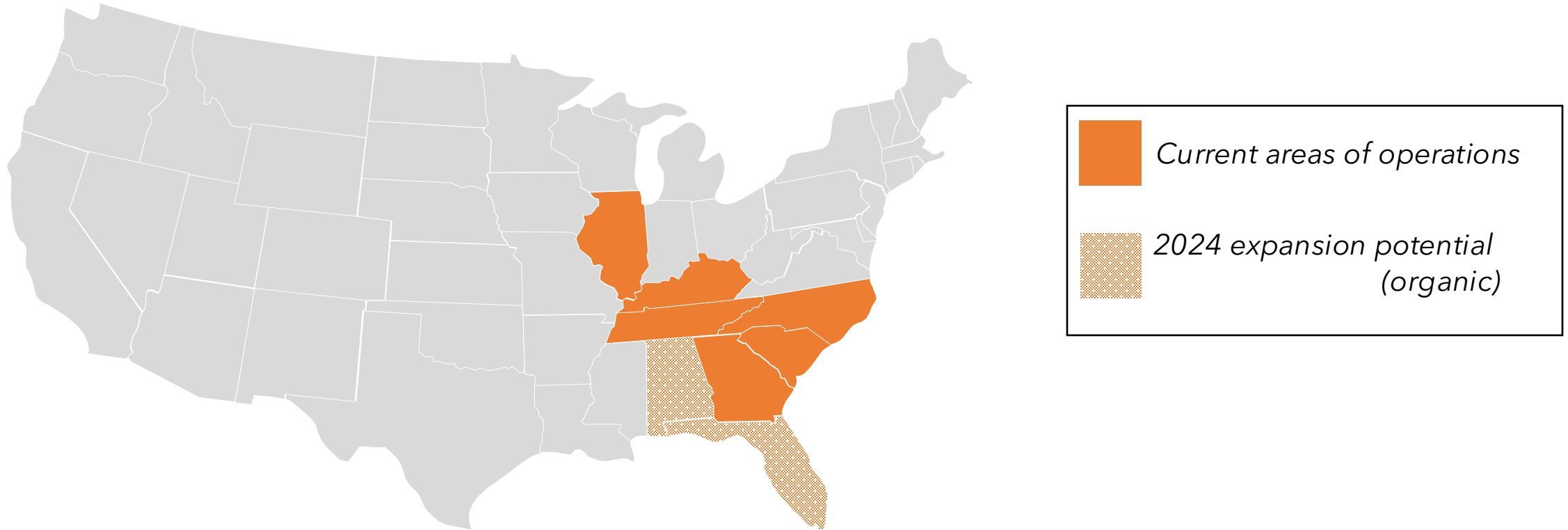
Precision Parts

Energy Produced 251,899 kwh Annually

Winston Salem, NC



Focused on the U.S. Southeast



Business Opportunities in the U.S Southeast

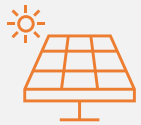


- Largest public power co. in USA - Responsible for 80,000 square mile area over 7 states in SE USA
- 34 GWs of power generation in place
- Targeting **10 GWs** of new solar energy power over next 10 years.
- Massive market on SOLR's doorstep
- Green FLEX Program allows local utilities (150) in TVA region to source 5% of their electricity needs from solar – ideal market for SOLR



- Distributor for TVA
- Knoxville - a leading Southeast US city in solar
- 1 MW contract for KUB 2022

Key Market Segment Opportunities



Commercial Pipeline

Initiated from direct customer prospecting – in excess 50MWs currently



Utility solar

Solar expansion and RFPs for small utility projects (5-10MW)

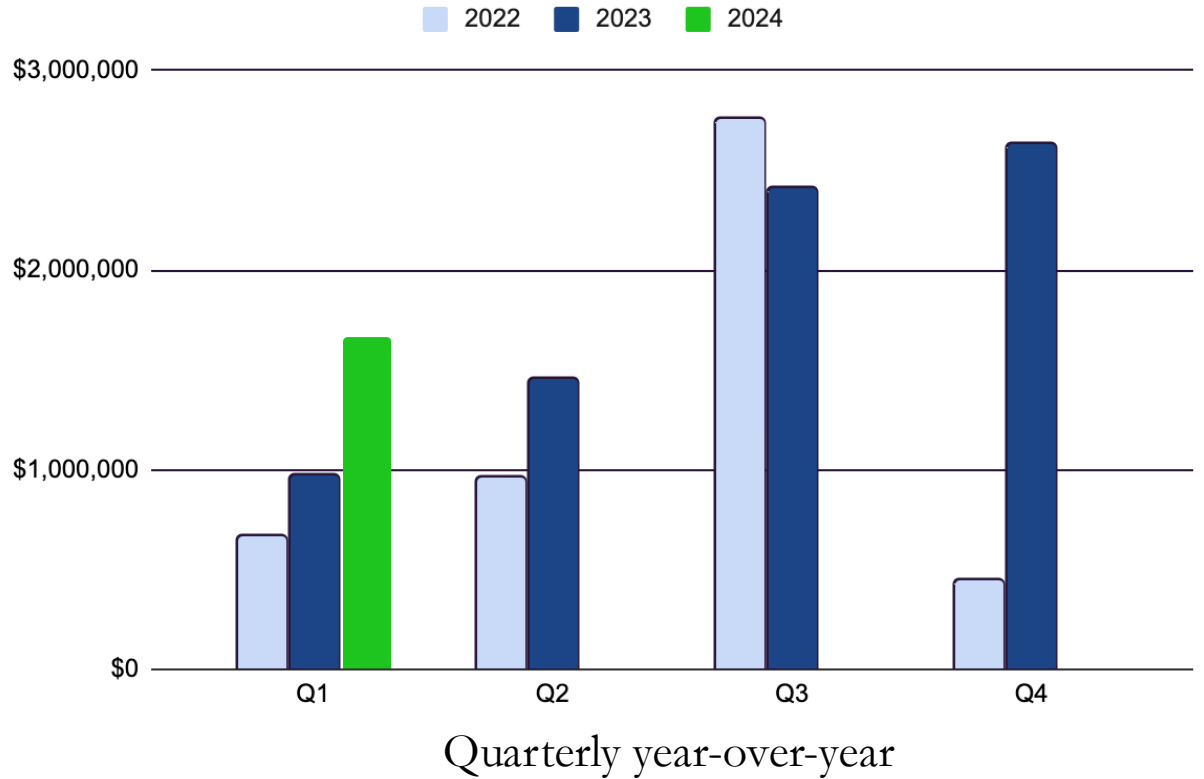
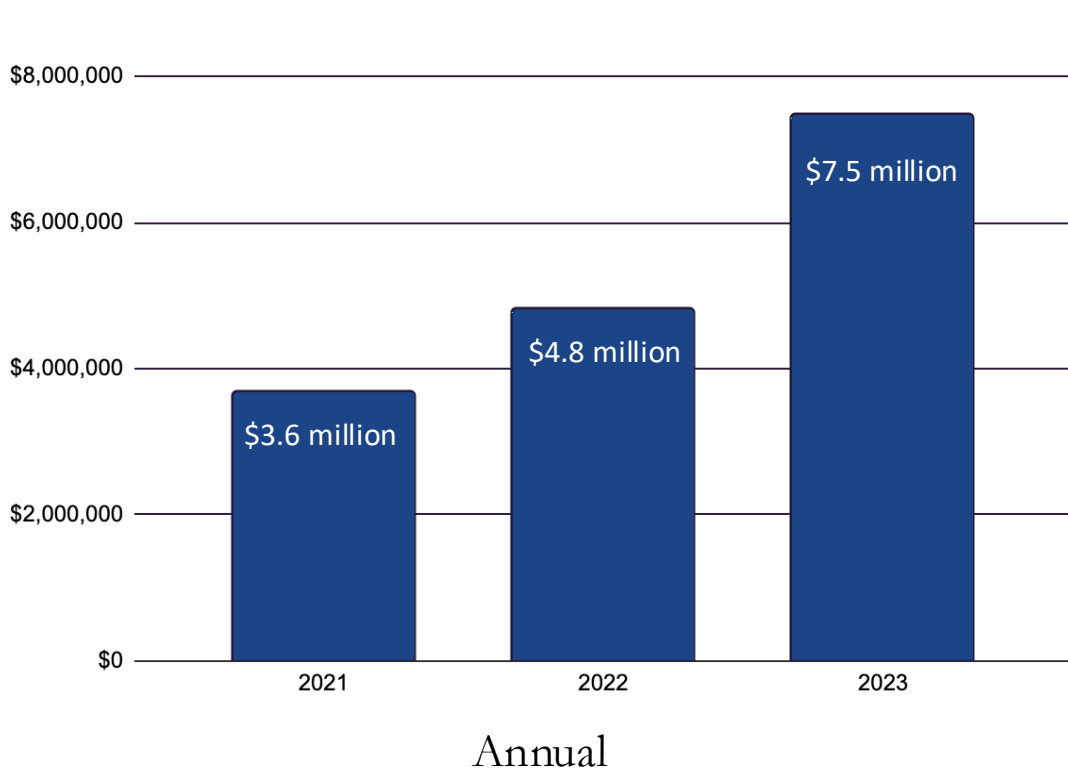


USDA Grant

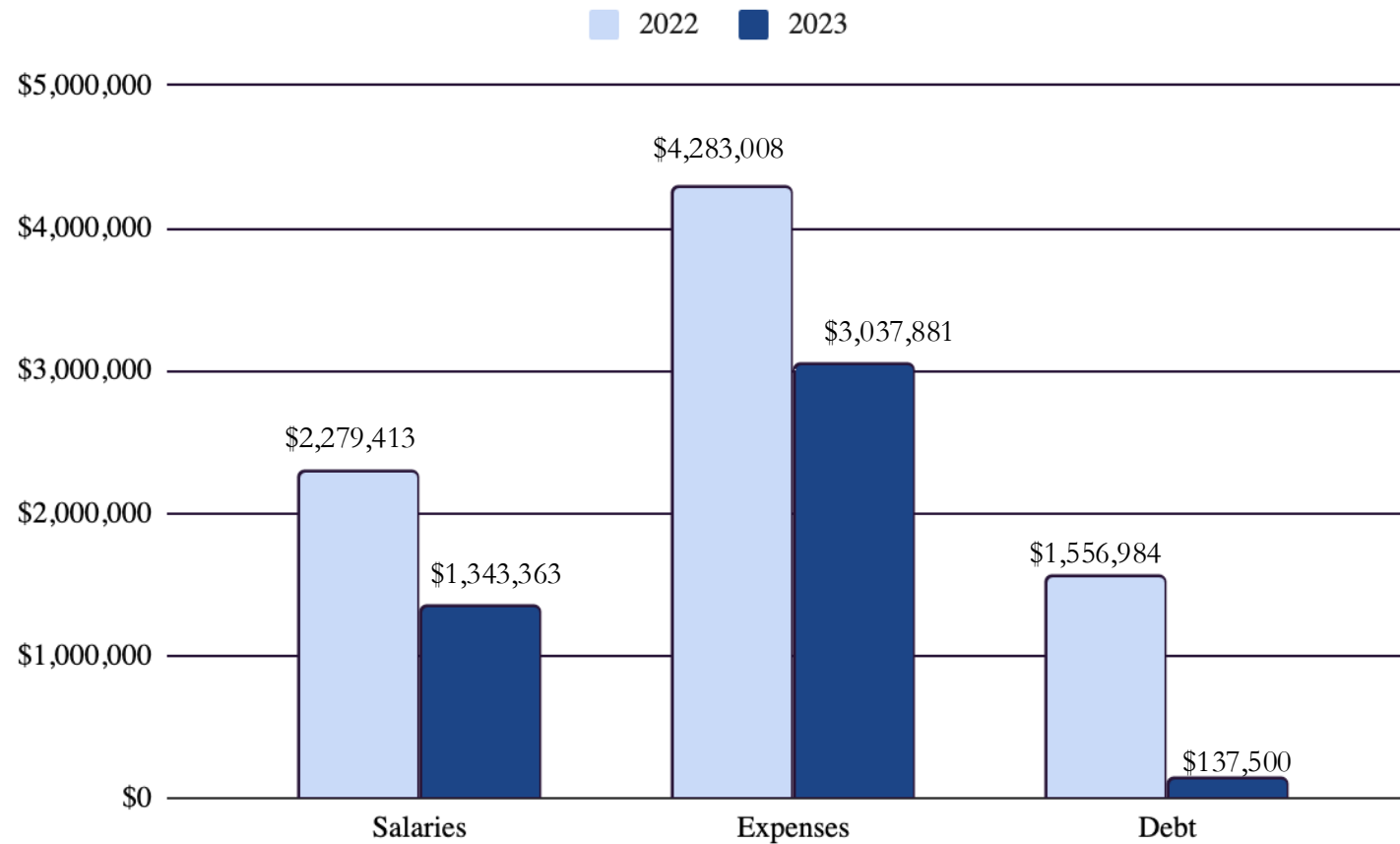
Availability of 50% grants and IRA tax credits create strong incentive - SOLR manages grant application



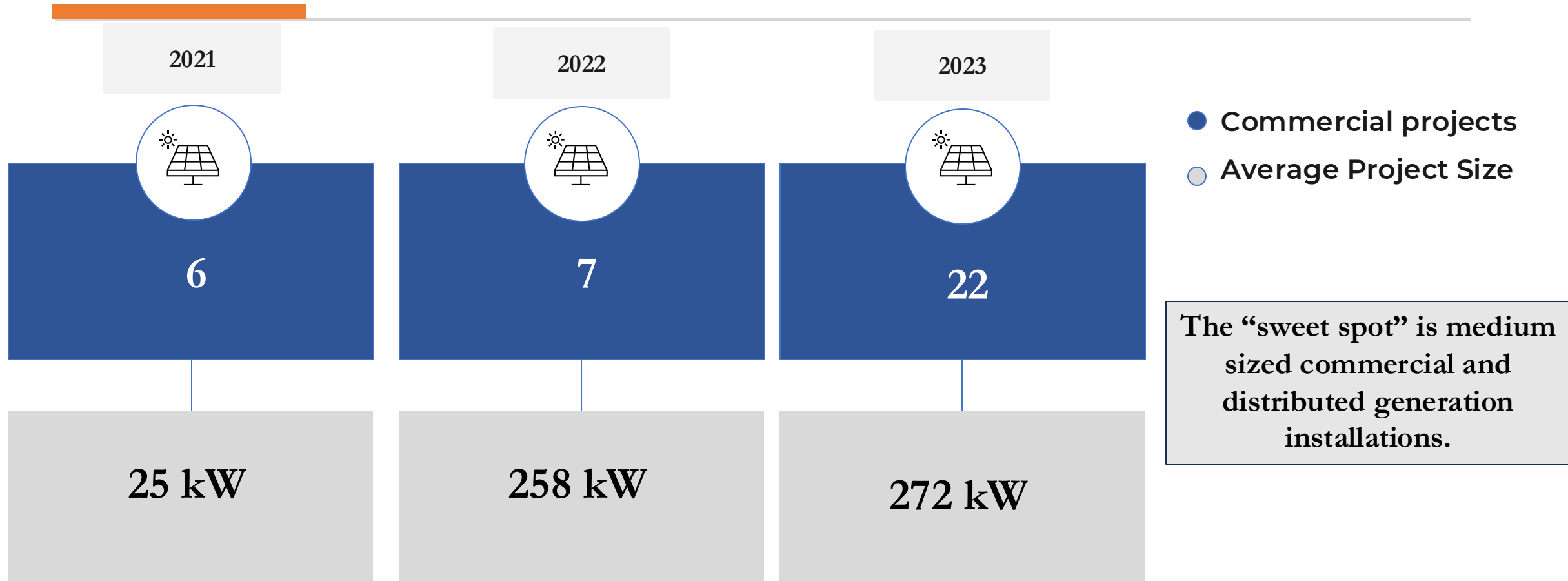
Revenue Growth



Expense & Debt Reduction



Project Size Drives Growth



Quality Partners and Suppliers

Solar Alliance offers an experience that makes our customers feel good about their investment. Our numerous 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, suppliers and customers.



2024 Targets

Profitability. Solar Alliance continues to implement cost reductions as necessary, combined with revenue growth, as it targets full year profitability in 2024.

Increase large project sales momentum. 50 MW+ in sales funnel, including several potential projects that exceed 2 MW.

Accelerate smaller project growth. New Rural Energy for America Program grants have seen strong sales increase.

Solar Alliance sees ample opportunities for future acquisitions in 2024 in addition to the Company's strong organic growth. Solar Alliance recognizes the benefit of achieving greater scale and is committed to seeking out consolidation opportunities that provide strategic value for shareholders.

Capitalization



TSX-V: SOLR

AT CLOSE June 17, 2024

Share Price	\$0.055
Common Shares	275M
Warrants	300k
Options	14M
Market Cap	\$15M
Insider ownership	38%

Management & Board



Michael Clark
DIRECTOR & CEO

- 20+ years of media, public affairs, marketing and operations leadership experience with a variety of public and private companies.
- Formerly SVP Business Development for Finavera Wind Energy and 10 years as a journalist with Canadian Broadcasting Corporation.
- MBA, Simon Fraser University.



Brian Timmons
CHAIRMAN

- Mr. Timmons is a Fellow of the Association of Chartered Certified Accountants
- 30 years of experience in senior positions within companies across a range of industries, including fund management, investment banking (in Irish Life Assurance Co. and AIB Capital Markets PLC respectively), prior to serving in a number of healthcare technology, bioscience, alternative energy and resource companies..



Anton Shihoff
DIRECTOR

- Energy finance veteran specializing in renewables and energy technology.
- Over the last 15 years he has completed deals in energy generation, demand-side management, energy efficiency and energy infrastructure.
- Invests in a broad spectrum of deal sizes ranging from venture-stage technology companies through to large private equity project financings through a private investment vehicle - Altostrata Energy.
- Anton is also a Trustee to the registered UK Charity: Peaceful Change Initiative.



Jon Hamilton
GENERAL MANAGER, U.S.

- Mr. Hamilton leads our solar team based in Knoxville, TN.
- 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.



Ken Stadlin
DIRECTOR

- Founder of Kenergy Solar, established a leading position in the residential and commercial sectors in the US mid-Atlantic region.
- A member of the Board of Directors for MDV-SEIA, Ken has played an active role in ongoing policy developments in the Maryland and Washington DC markets. He has served as Chairman of the DC Policy Committee for MDV-SEIA.
- Bachelor of Arts Degree from the University of Virginia and an MBA from the University of Maryland.



Bob Miller
DIRECTOR

- Governor, State of Nevada, Longest in Nevada history (1989-1999)
- Director of several public companies including Wynn Resorts (NASDAQ: WYNN), Newmont Mining Corporation (NYSE: NEM) and International Game Technology (NYSE: IGT).
- Jones, Vargas, Partner, Legal Practice, Government Relations, Gaming (2001-2009).