

ENERGY MARKET EVALUATION & CORPORATE STRATEGY

Energy market evaluation is a primary step that should be considered prior to any investment decision.

Market evaluation allows us to define the main factors that contribute to an entry decision, business continuation or business efficiency improvement. We offer the performance of three main studies (with specific focus once needed):

- Energy markets/countries (or set of) overview and their potential (historical trends, present situation and expectations)

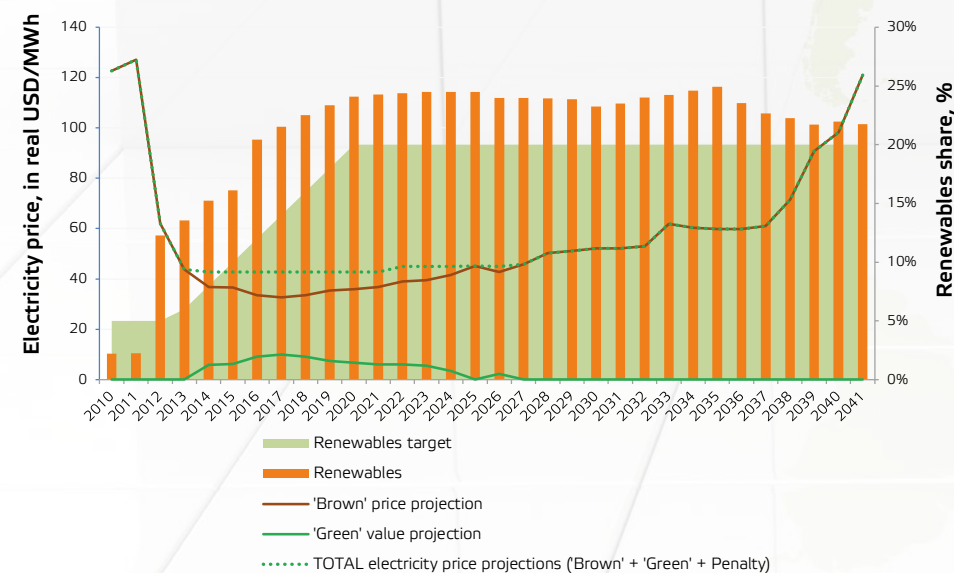
- Electricity price analysis and forecast (the expected electricity price in the next 5, 10, 15 or 20 years; this defines projects' commercial opportunities)

- Market 'hurdle' rate (the rate which should be applied to an investment decision, i.e. equity returns of the analysed opportunity)

WE COMPREHENSIVELY EVALUATE ENERGY MARKETS AND PROVIDE YOU WITH ROBUST STRATEGY MODEL WHICH EQUIPS YOUR BUSINESS WITH THE 'LIVE' IDENTIFICATION, IMPLEMENTATION AND CONTROLLING MANAGEMENT TOOLS YOU NEED FOR BUSINESS PROSPERITY

Corporate Strategy Development is an important business development tool that allows us to define anything from specific to generic project opportunities and evaluate them in combination with various market conditions.

An illustration of electricity price projections and renewables generation share vs government target



Strategy development allows us to use evaluations and forecasts as a base for the company's business direction. The ultimate aim of strategic development is to:

- Identify business opportunities
- Set targeted revenue levels
- Forecast annual cash flows (anything from individual and company level opportunities, geographical regions, market segments, consolidated group of company results, etc.)
- Create profit & loss accounts

- Define various scenarios (e.g. Low, Base and High)
- Evaluate business at various stages (from individual opportunities to overall business impact)
- Set targets and track by various metrics (e.g. MWs in construction, MWs installed, MWs in operations and the number of projects in various stages)
- Allow for control of financing resources, cash flow levels and required cushions, tax control, liquidity, letters of credit, etc.