




Carbon International
Communications for the Environmental Economy



**The credit crisis,
'green' fiscal stimulus programmes and the role of
institutional investors**



Introduction to Carbon International

- Established in 2004, Carbon International advises clean-tech companies on:
 1. PR and
 2. Fund-raising
- Diverse clientele – wind, solar, waste to energy, water management, run-of-river hydro, combined heat and power, energy storage, energy efficiency, carbon, fund management
- > 30 clients (British, French, Spanish, Belgian, Australian, Canadian, US)
- Working with London Stock Exchange PLC since 2005 on environmental investor relations events and IPO seminars

“Carbon International is a specialist player in the vanguard of this sector ... founder Tom Whitehouse has pulled together a crack squad.”

CNBC Europe, on its inclusion of Carbon International in its ‘Top 100 Low Carbon Pioneers’ (January 2008 edition).





Why Carbon International?

- ✓ We are specialists. Journalists and investors know that we only do cleantech.
- ✓ We are the only communications company in London that is authorised by the FSA.
- ✓ We have a comprehensive database of UK cleantech investors.
- ✓ Our track record:
 - We consistently win media coverage for our clients in the most influential publications and outlets
 - Since being authorised by FSA in Oct 2007 CI has raised >\$30m for three clients (Wellington Drive Technologies, HydroChile and another)



Senior Management

Tom Whitehouse – Chief Executive

Tom founded Carbon International in 2004. Prior to that he worked as a journalist and risk analyst. From 1997-1999 he was Moscow correspondent for “The Guardian”. From 1991-1997, he was a reporter for the BBC World Service, based in Prague and Moscow. From 2000 to 2002 Tom advised leading multinationals including Shell, Statoil, BHP Billiton, Chevron Texaco and the Japanese National Oil Company on political risks. He has a degree in Politics Philosophy and Economics from Oxford University.

David Hopkins – Director of Public Relations

David is the former news editor of Edie.net, the UK's largest circulation online environmental news site, and has written for several national broadsheets as well as Environment Business magazine and WWT. He has a BA in Humanities from Birkbeck College, University of London, as well as a Post-Graduate Diploma in Development Studies.



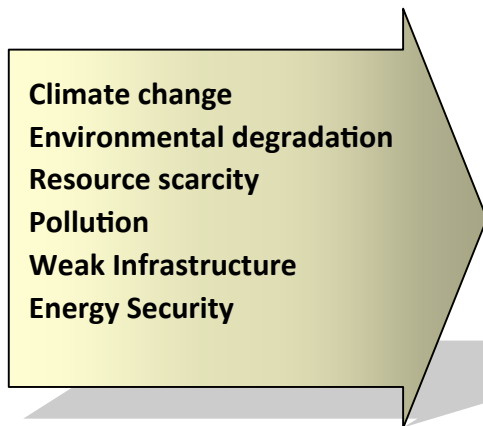
Some Clients



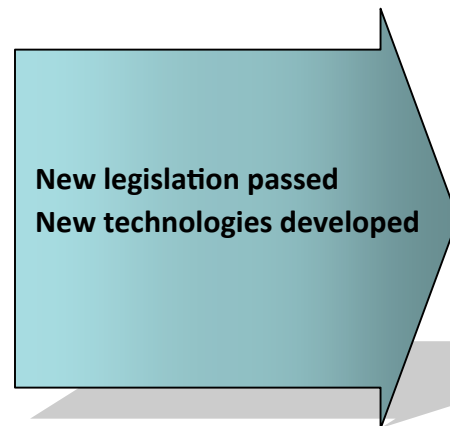


The Opportunity

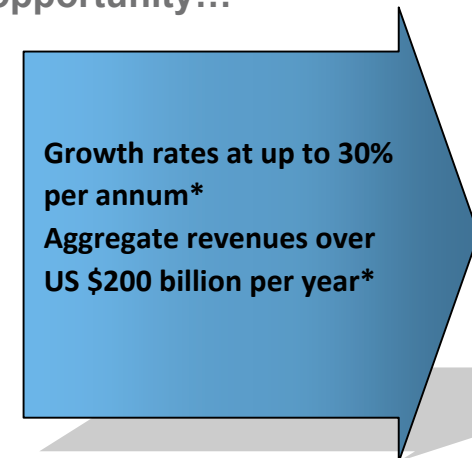
Unsustainable Economic Growth.....



..provoking a global response



...and an exciting investment opportunity...



* Impax, 2009



New Support for Cleantech

US Stimulus Bill (2009)

EU package on climate change (2008)

UK Climate Change Act 2008

EU Waste Framework Directive (2008)

Obama Commitments (2009)



But Let's Avoid 'the Shakespeare in Love Strategy'!

Philip Henslowe: 'Mr. Fennyman, allow me to explain about the theatre business. The natural condition is one of insurmountable obstacles on the road to imminent disaster.'

Hugh Fennyman: 'So what do we do?'

Philip Henslowe: 'Nothing. Strangely enough, it all turns out well.'

(Thank you Tom Murley, HG Capital)





And the Classic Business Plan



“Our plan has two parts. First, we make our first sale. Next, we dominate the market.”



Carbon International is the business name of Carbon Communications International Ltd, registered in England (no. 5243871), entered on the Financial Services Authority register (no. 472599) and whose registered office is at Lower Botvyle, Church Stretton, Shropshire, SY6 6HG.

Tom Whitehouse, CEO

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