



ENDORSEMENT PARTNERS.

PRODUCTS AND SERVICE PROVIDERS THAT BELONG.

A contracted endorsement framework for renewable energy products and service providers that meet the Enerthia quality, support, and integrity standard — sustained visibility across a 55-EPC network and a panel of 32 funders.

CONTRACTED • SELECTIVE • PRODUCTS & SERVICES • INTEGRITY-LED



SITTING AT THE CENTRE OF THE CONVERSATION

A position with channels — and the discipline to use them well.

Enerthia Energy is a specialist funding originator for renewable energy projects. We sit at the centre of the conversation between offtakers, EPCs, and funders — the parties that decide which products and providers end up specified, financed, and installed.

For renewable energy products and service providers, that position translates into channels no advertising spend can replicate: structured access into project conversations where specification decisions are actually made.

Endorsement is how products and providers access those channels — **contracted, selective, and specific.**

55-EPC network

Active EPC partner network · educated on endorsed products and providers

32-funder panel

Funders and investors · also surface endorsed products and providers

4 channel types

Profile · website · social · event · plus EPC and funder education

Shared with product brands and service providers evaluating endorsement, under NDA. Commercial terms are governed by the executed Endorsement Agreement.



SIX CONCRETE DELIVERABLES — NOT A LOGO ON A PAGE

Endorsement is contracted, sustained promotion across the channels Enerthia controls.

PROFILE DOCUMENTS

Endorsed product or provider named within the Enerthia business profile and supporting profiles where category context is relevant.

WEBSITE PRESENCE

Dedicated endorsed products and providers area on enerthiaenergy.co.za — direct links to their own pages, qualified traffic from EPCs and funders.

SOCIAL MEDIA

Sustained presence across LinkedIn, Instagram, Facebook, and emerging channels — features, application case studies, category commentary.

OFFTAKER ENGAGEMENTS

Surfaced in offtaker advisory conversations where the product or provider fits the project. Represented in Enerthia outbound email signatures.

EPC PARTNER COMMS

EPC partners across the 55-EPC network educated on capability, application, support, and warranty — through Enerthia's channels to them.

CO-BRANDED EVENTS

Joint events with EPCs and funders — site visits, technical briefings, panel discussions, networking forums.

By extension. Funders are educated on endorsed products and providers and may, where appropriate, surface them in their own offtaker conversations.



WHAT ENDORSEMENT DOES NOT BUY

The credibility of endorsement depends on what it doesn't do.

Not automatic specification

Where a project genuinely fits a non-endorsed product better, the right product is specified. Engineering fit comes first.

Not oversizing or over-specification

Enerthia's offtaker consultancy carries a no-oversizing pledge. Endorsement is not a vehicle for selling more than the project needs.

Not concealment of alternatives

Where multiple products meet project fit and the offtaker asks what else exists, we say. We do not pretend the market is smaller than it is.

Not EPC neutrality compromise

Enerthia does not direct EPCs to specify endorsed products against their own technical judgement. EPCs are educated and trusted.

Not a kickback dressed up as marketing

It is a contracted, disclosed, paid relationship — visible in the agreement, visible in the deliverables, visible to anyone who asks.

What it DOES deliver

Where projects under Enerthia origination present multiple commercially viable options meeting genuine project fit, **endorsed products and providers are positioned for selection.**

Endorsement creates sustained visibility, EPC and funder familiarity, and active inclusion in consultation processes.

Over time, that consistent presence — and the credibility of having passed Enerthia's qualifying criteria — translates into specification and appointment volume that those competing on cold outreach cannot match.

The integrity boundary is the commercial value.



ENDORSEMENT ONLY CARRIES WEIGHT IF WE DO IT SELECTIVELY

An anchor principle that governs every commercial decision in this document.



Enerthia does not endorse broadly. Endorsement is specific — to a named product or service provider, not brand-wide — and the bar is set deliberately high. The credibility of an Enerthia endorsement to EPCs and funders depends on the rarity of it.

Specific, not brand-wide

Endorsement attaches to a named product or service provider — not a brand portfolio.

Deliberately rare

We turn down more than we accept. Rarity protects the value of the mark.

Without prejudice

Those that don't qualify are referred to alternative pathways with respect.



ONE COMMON BAR, PLUS WHAT EACH TRACK ADDS

Common criteria for every partner · additional criteria per track · assessed in writing.

COMMON — EVERY PARTNER

Good standing in SA

Registered, tax-compliant, no compromising litigation.

Healthy financial standing

Able to honour warranties and obligations.

Regulatory & safety standing

Compliant with SA regulatory and safety standards.

SA market commitment

Local team, local stock or capability, investment.

Reputation alignment

No misrepresentation or trust-damaging disputes.

Acceptance of boundaries

Acknowledges the integrity boundaries in the agreement.

ADDITIONAL — PRODUCTS

Quality tier

Tier 1 / SATIA-listed / industry-recognised.

Intl recognition (preferred)

Bloomberg Tier 1, IEC, UL, TÜV, or equivalent.

Local technical support

Warranty execution resident in South Africa.

Roadmap alignment

Aligned with the market — not end-of-life.

ADDITIONAL — SERVICE PROVIDERS

C&I delivery at scale

Track record of C&I delivery at scale.

Complexity capability

Multiple sites, phased rollouts, complex demands.

Intl backing (preferred)

International balance-sheet strength and depth.

Delivery to deadline

Meets build deadlines; slippage the exception.

Tier 1 products

Specifies and installs Tier 1 products on site.

Effective communication

Communicates well; stays contract-compliant.

Offtaker satisfaction

9/10 or higher, reference-verified.

Assessment is in writing. References taken from EPCs, funders, and prior counterparties as appropriate. If qualification fails, the engagement closes — no fee, no obligation.



CONTRACTED, STRUCTURED, AND DELIBERATELY STRAIGHTFORWARD

Six-month minimum · monthly fee · specific scope.

CONTRACT-BASED

A signed Endorsement Agreement governs the relationship. Nothing happens before the agreement is executed.

MINIMUM 6-MONTH TERM

Sustained visibility takes time to compound across channels. Longer initial terms accommodated where preferred.

MONTHLY FEE

Payable in advance, set out in the executed agreement. Specific to what is endorsed — the named product line or service provider, not the brand portfolio.

SPECIFIC SCOPE

Endorsement attaches to a specified product line or family, or a named service provider. Additional lines or providers under separate scope or separate agreements.

TERM REVIEW

Performance, deliverables, and commercial fit reviewed jointly at each renewal point. Either party may decline renewal without cause.

TERMINATION

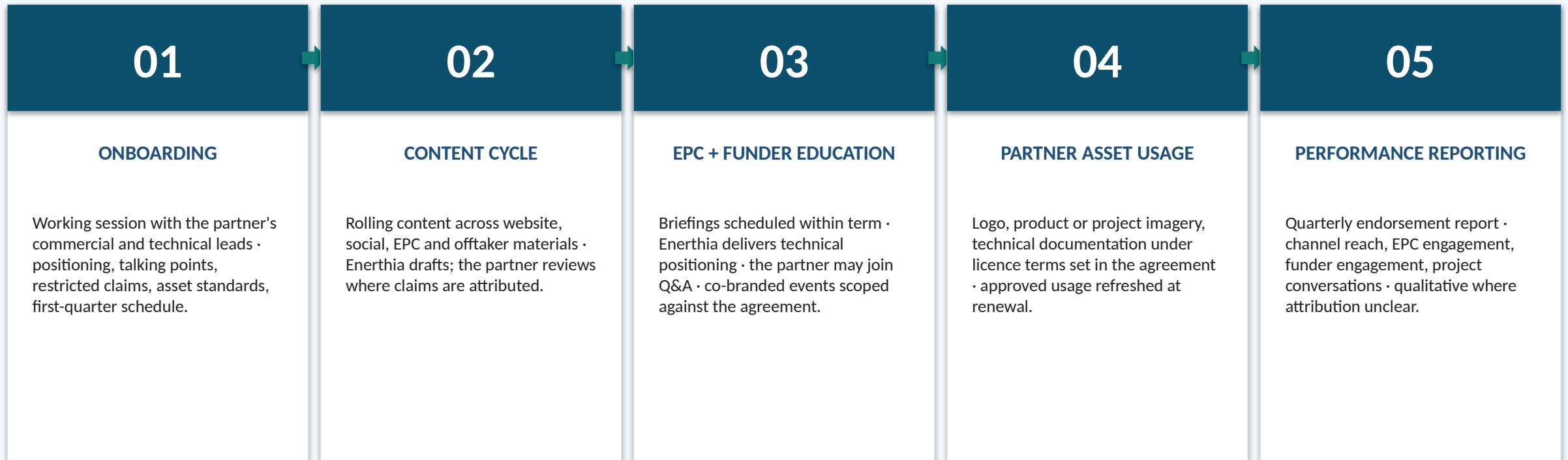
Standard provisions cover material breach, insolvency, regulatory withdrawal, and reputational events affecting either party.

Pricing. Endorsement fees are quoted per product or service provider, per term, in the executed Endorsement Agreement. Indicative ranges are shared on request once the qualifying criteria are met.



STRUCTURED RHYTHM — NOT CONSTANT MEETINGS

Consistent presence across the channels is the objective.



Commercial integrity in practice. Reporting reflects what actually happened — including projects where the endorsed product was not specified. We do not invent metrics.



FIVE SEQUENTIAL STEPS FROM INTERESTED TO SIGNED

At any step, either party can pause to take advice without prejudice.

1

MUTUAL NDA

Execute the Enerthia Mutual NDA. Protects commercial information exchanged during evaluation.

2

QUALIFICATION

Joint review against the qualifying criteria. References taken. Written opinion: qualifies, qualifies with remediation, or not. If it closes here, no fee.

3

AGREEMENT

Review, negotiate, and execute the Endorsement Agreement — term, fee, scope, deliverables, partner asset licence, integrity boundaries, termination, renewal.

4

ONBOARDING

Working session covering positioning, talking points, target applications, restricted claims, asset standards, first-quarter content schedule.

5

ACTIVATION

Website presence goes live, social cycle begins, EPC partner briefings scheduled, first quarterly report cycle commences.

Pace. The full sequence — NDA through to channel activation — typically completes within three to five weeks for a well-prepared partner.



Enerthia Energy

Enduring energy — built to last

GET IN TOUCH

ENERTHIA ENERGY (PTY) LTD

Enduring energy — built to last.



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This document and its content are confidential and shared with the named recipient under NDA.

Commercial terms are governed by the Enerthia Mutual NDA and the executed Endorsement Agreement.