



THE COOLING POWER OF SUNLIGHT

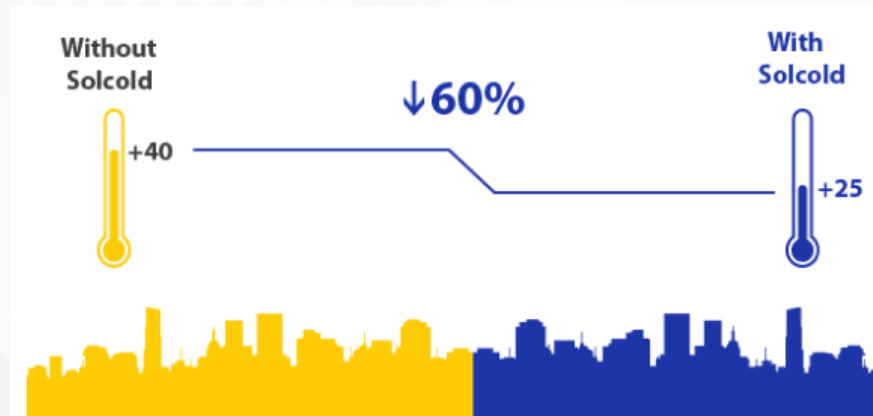
2020



The cooling power of SUNLIGHT - Mission

Our **Mission** is to change the paradigm of ‘sunlight equals heat’ –

The sun can now be harnessed to **cool directly exposed objects.**



Our **Vision** is that by the year 2035, one in every ten Households

will be using SolCold’s coating: **roofs, vehicles, electronics –**

Cooled by sunlight

The Problem of Cooling

- Our globe is **warming**
- Active solutions as **ACs** are **inefficient** and **polluting**
- Passive solutions as **reflective paints** - do not cool!
- There is a **need for efficient cooling technologies**

A Common Use Case

Ever entered your car after it was parked for an hour under the sun?

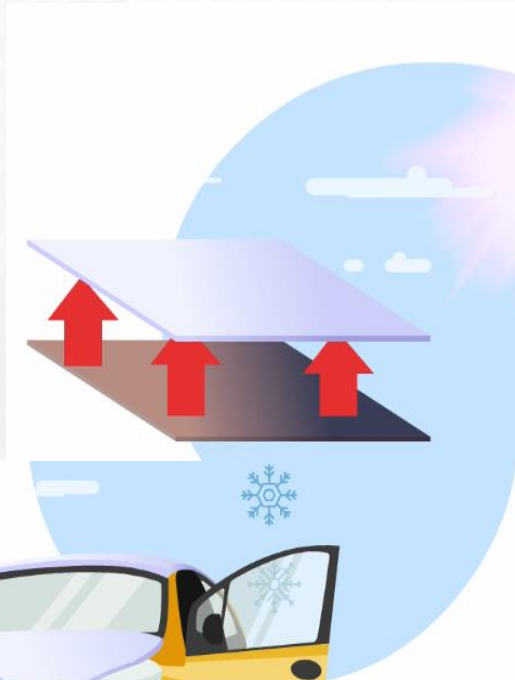


- Uncomfortable
- HVAC system full on
- Expensive
- Polluting

Efficient Solution

Free Active Cooling

A Film that cools itself while being exposed to sunlight!

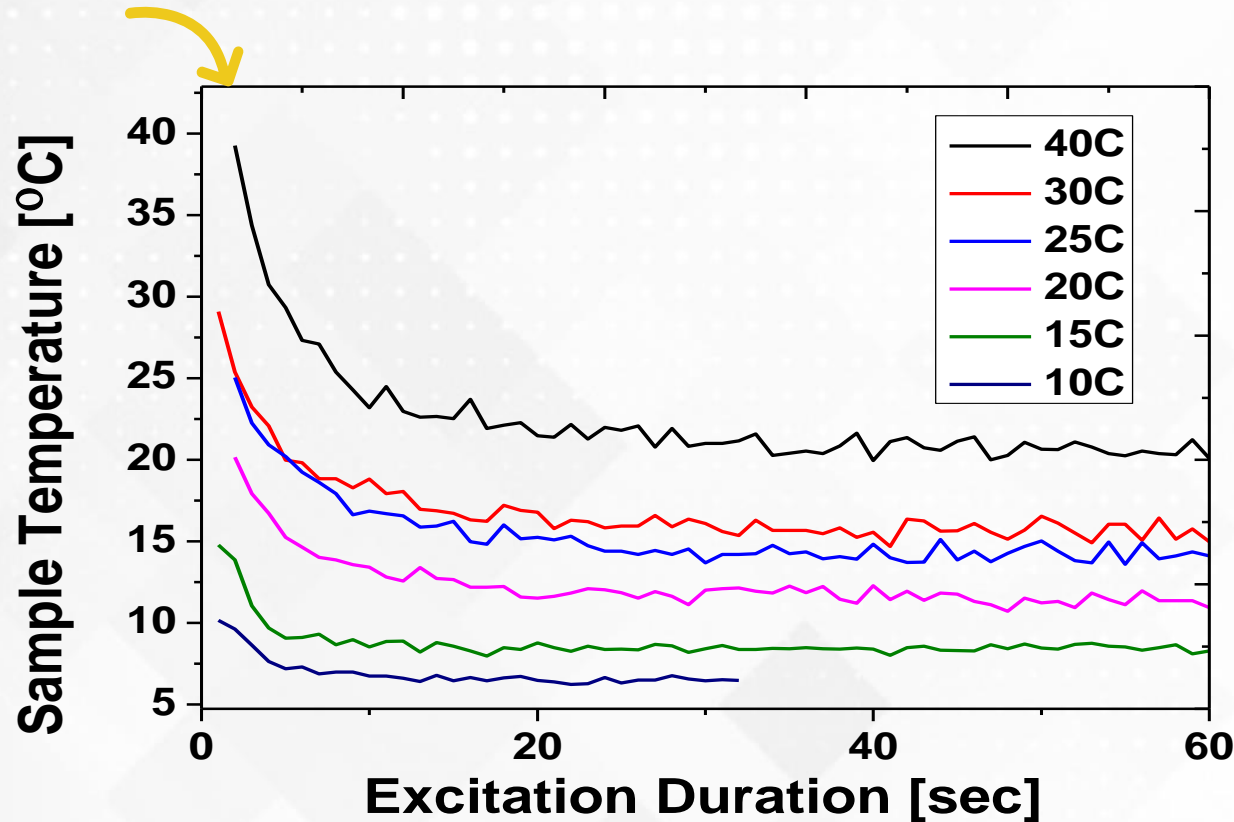


- A **special coating material** that absorbs solar radiation and emits at higher frequencies - expelling more energy
- The coating **immediately losses energy**, temperature is lowered, and **cooling effect is achieved**
- IP is **solely owned** by SolCold –
 - **PCT ‘Cooling with Anti-Stokes Fluorescence’ granted**
 - Pending patents: USA, Europe, India, China and SA

Latest Test Results

When Exposed to Light

- Y-axis Sample Temperatures reflect ambient temperatures
- Each sample was exposed to the same amount of light



Results:

- Utilizing incoherent broadband solar radiation for 'Anti-Stokes Fluorescence' excitation
- Taking advantage of hotter environments for generating stronger cooling effect
- Cooling is minor during cold period

Value Propositions

The first ever technology that cools objects using direct sunlight, carrying $\sim 40\text{W}/\text{m}^2$ of cooling power!

Customers save money & help the environment

1. Logistics – Corps using thermal covers for shipments (DSV)
2. Freight – Corps with trucks fleets, transporting goods (ABI)
3. Automotive – EV, PHEV, HEV and ICE manufacturers (Toyota)
4. Electronics – Mobile phones manufacturers (Samsung)

All can be maintained below ambient temperature

USPs

10+ years shelf life



No chemical reaction



Production cost $\sim 6\text{€}/\text{m}^2$



95% organic components



Markets & Risks

Total Available Market

Industrial Coatings market size is predicted to reach **92B€** by 2025: Structures, Automotive, Logistics, Military, Aerospace, Agriculture and more

Serviceable Available Market

Industrial Coatings for cooling/isolation is estimated at **22B€** by 2022 with increased demand for solutions to both logistics and automotive segments (Source: Medium)

Serviceable Obtainable Market

Cooling Film product can be used in variety of applications, with an average ROI of 30 months, estimated to reach at **~40M€** by 2025



Automotive



Clothing manufacturing



Construction



Airlines



Military



Marine Transport

Risk

Performance disruption –
Due to weather hazards or wrong installation/care

POCs execution –
Delay in first scale up level from demonstrator to 100/m²

Expensive production cost –
Relevant only for producing using a bottom-up methodology

Mitigation

First product will focus on markets with highest success rate + installation/care will be done under our guideline

POC's phase can be slightly tuned in terms of size of surface to cover - will allow shifting timeline according to our capabilities

The primary methodology is a roll-to-roll production line

A-Team

Management



Eng. Yaron Shenhav
Co-Founder & CEO
Has more than 20 years of experience in managing projects worth +€85M worldwide

R&D – Physics, Materials & Chemistry



Ilan Hurwitz, PhD
Physics
Experimental physics, specializing in non-linear optical spectroscopy



Tzvi Templeman, PhD
Materials Science
One of the top minds in the Israeli academy, honored as top materials researcher



Esti Weiss, PhD
Chemistry
With 10+ years of experience in both pure and applied chemistry



Already with us

- 3 Chemists (PhD, 2 MSc)
- 2 Physicists (PhD, MSc)
- Business Development Manager

Advisory Panel



Mrs. Sarit Zeevi
Legal Advisor

International LLB, led the legal aspects and supported deals worth over €120M



Prof. Guy Ron
Physics Advisor

Associate Physics Professor at the Hebrew University, with over 8 patents and 3,000 citations



Eran Zahavy PhD
Chemistry Advisor

Former CTO at TACount & Hutchison Kinrot, led projects from R&D to production



Mr. Eyal Agmoni,
BizDev Advisor

Founder and President of a multi million VC, invested in dozens of projects globally

Bottom Line

- One of a kind 'Cooling by Sunlight' technology – Potential free-of-charge cooling power of $100W/m^2$

- Huge market opportunities ahead – With paint and fabric applications, evaluation reaching €1B by year 2027

- Team of experienced aces – Combination of Israel's finest researchers and Industry veterans

- Global impact with reducing CO2 emissions – Coated objects will consume less energy and reduce air pollution

