

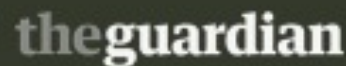
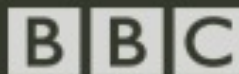


Abundance Generation

Investments that build a better world
to spend your money in



As seen in:



What we do – democratic finance

- DENTIST 2:3
- Solar
 - Wind
 - Hydro
 - Energy efficiency
 - AD
 - Biomass

renewable energy
farms



...who earn money for...

- All over the UK
- All walks of life
- All levels of income



ordinary
people

£5.3 million
raised so far

...who build more...

...who have a positive
reason to support...

- day
uy more milk
- Professional developers
 - Community-driven
 - Private or publicly owned



renewable energy
companies

Abundance – democratic finance



Simple debenture product:

Variable, fixed and inflation linked variants

£5.3 m invested in 7 projects

£30+ m pipeline of solar and wind projects

Unsecured, amortizing debenture, trade-able via bulletin board

1200 retail investors from £5 to £100k+

SSAS and SIPP options

FCA authorised and regulated platform and product (July 2012)



For people to buy an investment that offers...

UK energy independence

Regular income,
regular capital repayments

Green

Low fees

Transparent

Transferable

SIPP eligible

Uncorrelated

Hedge to rising prices

Locally sourced

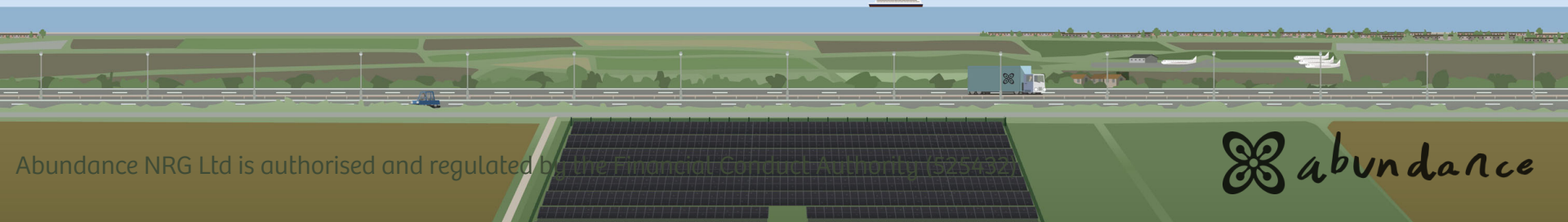
Real economy

Regulated

Inflation-protected

...and attractive returns

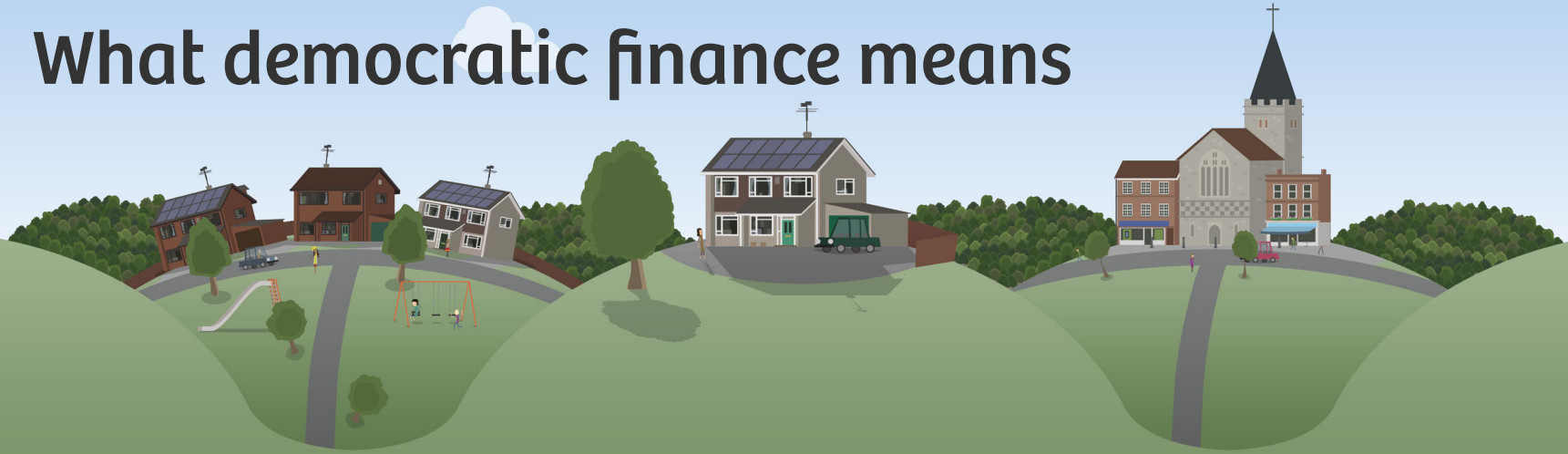
- Control
- Tangibility
- Accessibility
- Usefulness



Benefits for projects

- Long-term flexible finance at competitive rates
- Keep control – debt not equity
- Share in the profits from the outset
- Predictable, efficient process
- Create a community of stakeholders for now and the future

What democratic finance means



Will be about people making real choices about where their money goes...

About investing in the things they care about

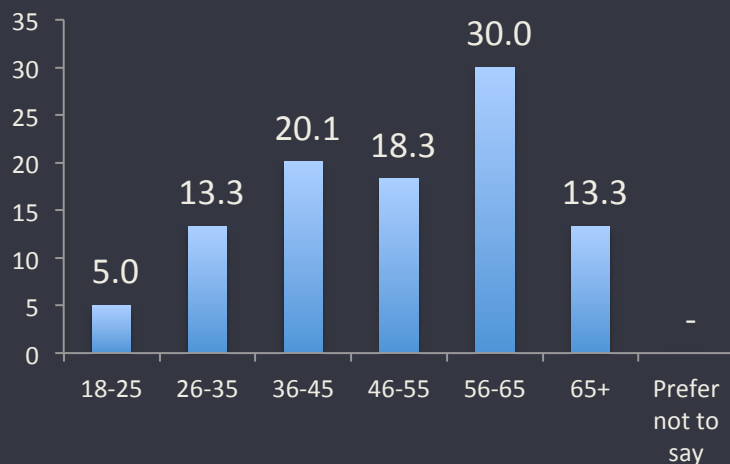
Enabling a mix of crowd and community investment



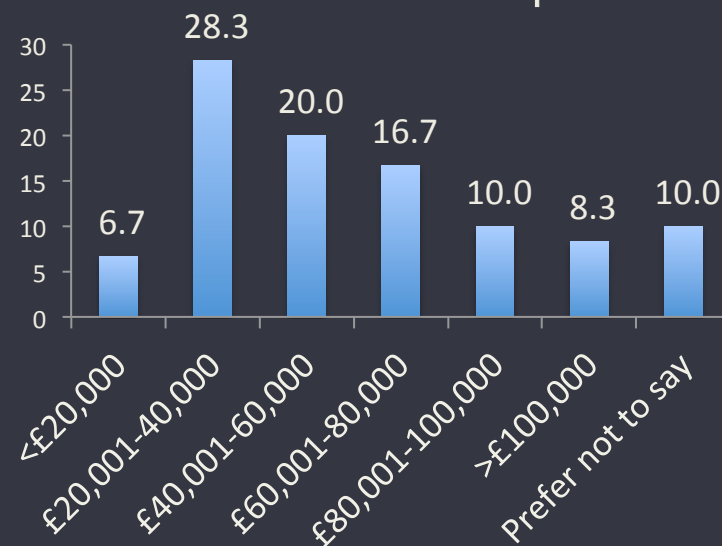
Asking our customers

Survey of our customer base – 10% responded

Age of respondents - % of total

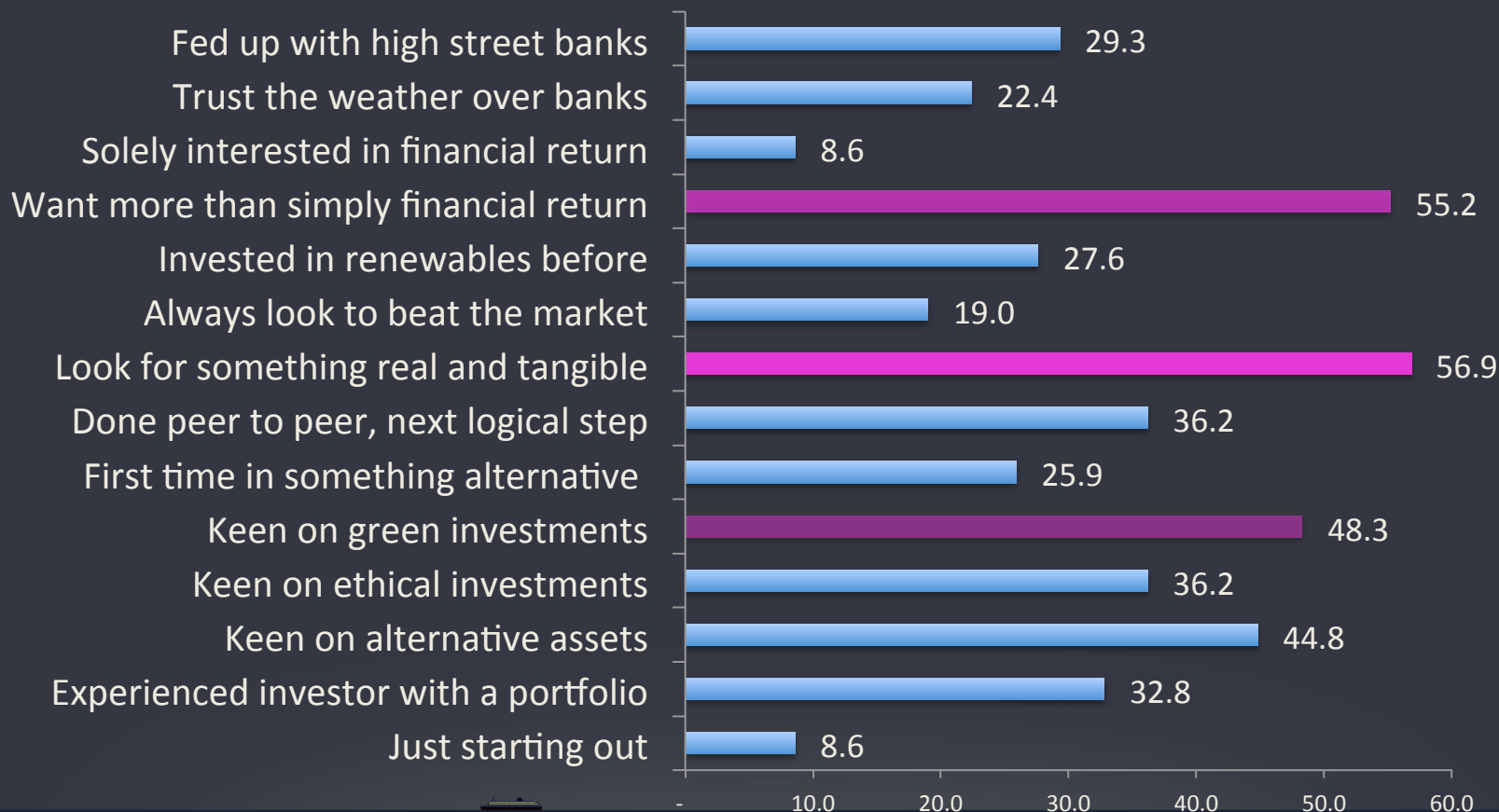


Household income - % of total



Motivations of investors

What describes your attitude to investing? Please tick all the options that apply.





Building partnerships between project owners and
the general public, securing the future of
renewable energy in the UK

www.abundancegeneration.com

"Abundance ...the fastest growing crowdfunding platform to date."

Triple Pundit December 2012

