



## FINANCING A GREENER TOMORROW

**GREENSCAPE CAPITAL GROUP'S** mandate is to increase the environmental sustainability, social responsibility, and profitability of companies and their operations. Greenscape Capital operates Green.Switch, a full service energy retrofitting company. Green.Switch provides tangible solutions for businesses to green their operations and reduce energy costs. When marked opportunities arise, Greenscape also invests in other companies in the green space, providing the strategic capital and business advisory services to assist these companies in achieving their environmental and corporate goals.

## BUSINESS STRATEGY

The key elements of Greenscape's growth strategy are:

**GREEN.SWITCH.** Green.Switch works with companies to dramatically reduce their energy costs through the Energy Retrofitting process. Green.Switch assesses companies' current operations, recommends changes in support of sustainable, responsible and profitable practices and implements those changes. These new programs are then monitored to ensure ongoing compliance with targets. Businesses want to go green for a variety of reasons, Green.Switch makes it happen.

**GROWTH OF COMPANIES.** Greenscape concentrates its resources on growing and expanding its portfolio companies, providing strategic business advisory services and capital, as well as overseeing financial planning and management. The focus is Green.Switch, a full service energy retrofitting company that significantly increases the energy efficiency and environmental sustainability of outside companies and their operations.

**DENVER GREEN PARKING FACILITY.** Greenscape is targeting significant revenue from this state of the art green parking facility. In addition to stand alone revenue creation, this parking facility serves as a model for the company's core business which is increasing the energy efficiency of commercial operations.

## SHARE STRUCTURE

AS OF MAY 2010

Shares Issued	27,644,243
Escrow	7,398,750
Fully Diluted	30,462,506
Total Funds Raised Privately	\$ 3,470,162
IPO Gross Proceeds	\$ 2,415,000
Symbol	TSX-V: GRN

## MANAGEMENT

Bryan Slusarchuk, CEO and Director

Edward Wright, Director

Christopher Bennett, Director

Michael Hofer, CCEP, Director

Tina Hofer, Director

Paul Plater, CA, CPA (Illinois), CFO

Shoni Bernard, L.L.B., Corporate Secretary

**GREEN.SWITCH**

Ryan Skomorowski, CEO

Nick Skomorowski, Senior Advisor

Paul Clough, Director of Business Development

## CONTACT

**CORPORATE CONTACT**

TEL 604-687-7130 | TF 1-888-449-5352 | FAX 604-637-5621

Suite 700 - 510 West Hastings St.

Vancouver, BC, Canada V6B 1L8

info@greenscapecapital.com

www.greenscapecapital.com

**INVESTOR RELATIONS CONTACT**

**kin communications inc.**

TEL 604-684-6730 | TF 1-866-684-6730

Suite 210 - 736 Granville St.

Vancouver, BC, Canada V6Z 1G3

ir@kincommunications.com

www.kincommunications.com



# GREEN.SWITCH CAPITAL

GREEN.SWITCH forms the core of Greenscape's eco-consulting and retrofitting division of the company. Green.Switch works with companies who desire to reduce their impact on the environment while simultaneously improving their bottom line. After an in depth assessment of operations, Green.Switch recommends and implements a customized energy retrofitting program designed to increase

the sustainability, social responsibility, and profitability of the client company. Green.Switch then monitors these programs to ensure ongoing compliance with targets and goals while promoting the new "go green" branding of the client company.

Green.Switch, in return for financing the upfront costs of energy retrofits for commercial clients, enters into contractual **Energy Savings Participation** structures with clients through

## ENERGY RETROFITTING

- Every major building in North America could use energy retrofitting. Energy retrofitting has been referred to as North America's greatest business opportunity
- In the U.S., an initial combined investment of \$520 billion into energy efficiency through the year 2020 would yield \$1.2 trillion. This would result in the end use energy consumption reductions of 9.1 quadrillion BTUs (McKinsey & Co's Unlocking Energy Efficiency paper in 2008, notes)
- The U.S. Environmental Protection Agency states that hotels and motels can expect a \$6.27 return for each \$1.00 spent on energy efficient lighting alone (lighting and heating account for a huge percentage of energy consumption)
- Environmental America Research and Policy Centre (2008) states that it would cost \$42.1 billion to gain one quad of energy through retrofitting in the U.S. To deliver that same amount of energy through the building of coal power plants would be \$122 billion
- Buildings consume 37% of the energy and 69% of the electricity produced annually in the United States
- A typical large office building of 20-25 storeys will consume 5 GWh in a year. This is equal to the consumption of 500 households
- Green.Switch is uniquely positioned to benefit, as a first mover with a unique business model in this energy retrofitting space. The Green.Switch model produces a classic triple bottom line; the customer wins through dramatic energy savings and increased profitability, the environment wins through reduced energy consumption and corresponding reduction in emissions, and Green.Switch wins through a high margin business model

which Green.Switch retains a large portion of the energy savings that its commercial upgrades create. On every job, Green.Switch targets short term payback periods on capital and long terms of annuitized income.



## DENVER GREEN PARKING FACILITY

- The world's greenest parking facility serving the Denver International Airport (DIA)
- The DIA is the largest airport in the United States, the 5th busiest airport in the United States, and the 10th busiest airport in the world, serving over 51 million passengers per year
- Cushman & Wakefield appraised value is \$31,700,000 US upon completion of construction (pre-cash flow)
- \$19,000,000 - \$20,000,000 per year gross revenue
- \$22,000,000 in distributable cash targeted in first 3 years of operation
- Construction of the parking facility commenced in May 2010 with a fixed cost contract, guaranteed by a large commercial contractor in the Denver area who has been in the business for 49 years
- Management contract is in place with an experienced parking lot management company that operates 400 locations across North America and has been in the commercial parking business for 25 years.
- Ownership structure: Greenscape Capital owns 90% of the entity, 10% is owned by Propark

## SIGNIFICANT RELATIONSHIPS

 RBC Capital Markets*	RBC Capital Markets Real Estate Group
 MARSH	Marsh Canada
 TAITRA	Taiwan External Trade Development Council
 CARBON WAR ROOM	Carbon War Room