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Industry Disrupters: Observations and Answers

Back in the Day...

- Pretty basic in the early days
- 1868 – First three American lawn mowers patented



Sheep were used to maintain the White House lawn during WW1

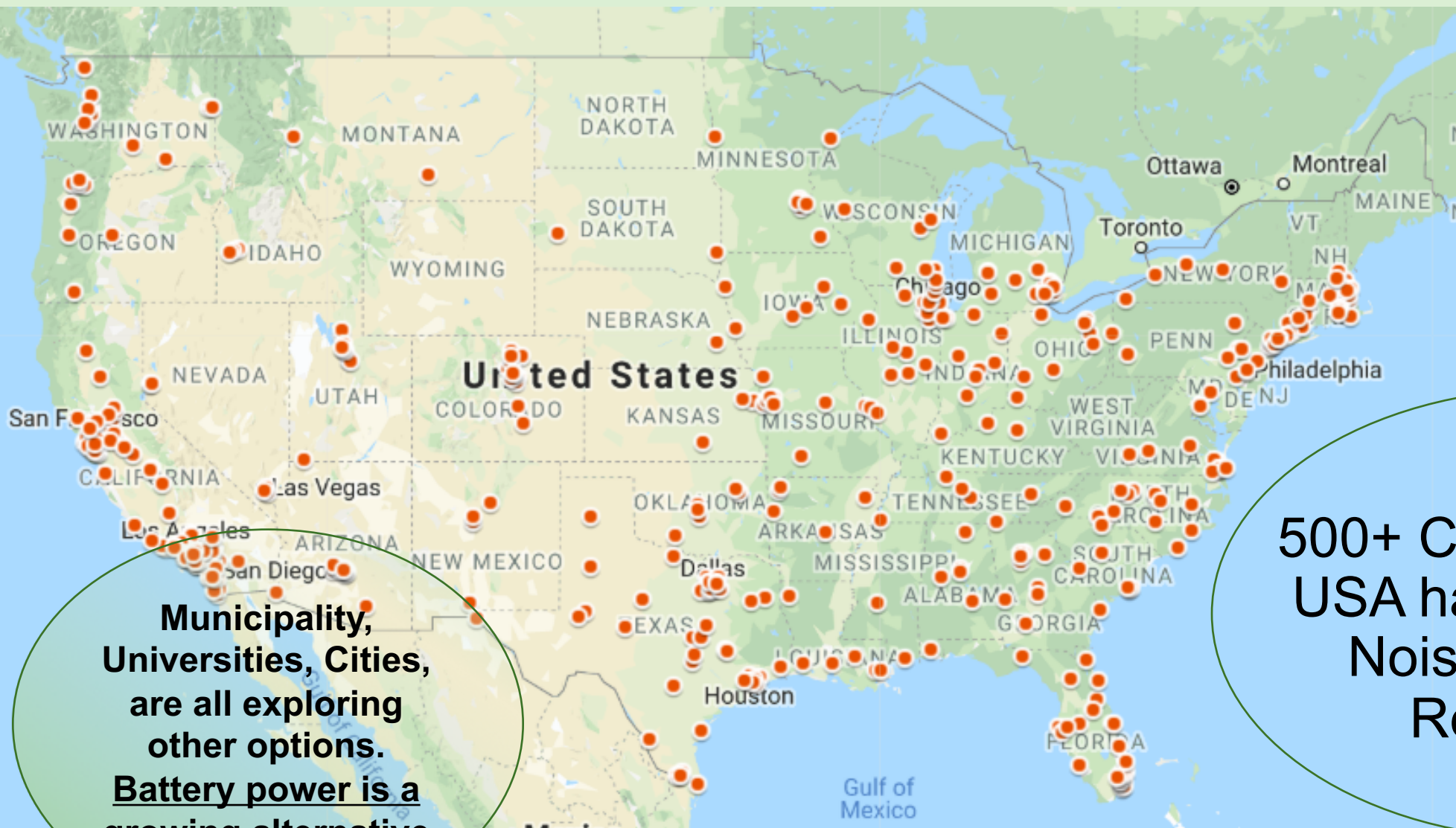


Much different today!

Disruption of Life

- It's 7:00 on a Saturday...
- You've just poured your first cup of coffee...
- This guy pulls up...
- And these guys jump out!!!





**Municipality,
Universities, Cities,
are all exploring
other options.
Battery power is a
growing alternative**

**500+ Cities Across the
USA have gas and/or
Noise Ordinance
Restrictions**

Observations: Cordless Outdoor Power It's Here!!

- Green Industry Expo 2018: Cordless OPE offerings were all over the show floor!
 - Battery Powered Tools are Everywhere!
- Husqvarna research (8/16): Recent survey of 1579 consumers about green spaces and maintenance:
 - 65% stated they would choose a landscaper who uses eco-friendly outdoor power equipment over one who doesn't
 - 72% say they would support companies that use eco-friendly outdoor power equipment over those that don't.
 - 57% would pay more for the same service w/ quieter equipment
 - 78% believe public parks should use eco-friendly outdoor power equipment for maintenance.

OPE is Changing...Much Like the Auto Industry

1997 Toyota Prius Hybrid



Cordless tools were limited to the workbench
Ni-Cad power diminished as the battery ran down



2008 Tesla Roadster



2015 Tesla S



Lithium-Ion has changed the game! More power, lasts longer, charges quicker



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Industry Concerns: Battery Power

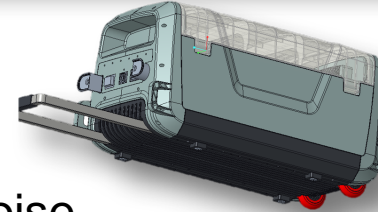
1. Run time

- On the go charging – Super Lawn Technologies
- Battery management – Multi-port charger systems



2. Cost to own

- Batteries – most expensive portion of the equation but...
- No more gas, ethanol issues, maintenance, down time, noise, vibration
- Zero - Minimal maintenance costs
- Estimated GW Z life span: 5-7 years



Cost (4 yr. ownership)	Gas ZTR	GW GZ 60
Unit	\$11,000	\$24,999
Fuel	\$15,500	\$ 1,460
Maintenance (exc. labor)	\$ 3,200	\$ 0
Total	\$28,700	\$26,459

Annual cost to own:
Gas (4 yrs.) Battery (6 yr.)
\$7175 \$4410



3. Power

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Industry Concerns: Power



Green Sports Alliance: Major Cost Savings



Case Study

Stadium Cleaning - Mercedes Benz Stadium cleaning crew is required to physically sweep each "Bowl" followed by the pressure wash crew cleaning floors.

Section 200 "Bowl" Area

- 90 Man Hours
- 40 personnel
- \$14 per hour pay rate
- **90 Hours x \$14 per hour = \$1260 x 100 events = \$126,000**
- Today with the purchase of 4 Greenworks Commercial Blowers
- 7 Man Hours
- 5 Personnel - that are now Operations Employees.
 - 4 Blowers/1 Battery Manager
- **7 Hours x \$14 per hour = \$98 x 100 events = \$9,800**
- There are 3 additional "Bowls" in the arena
- Less large debris reduces drainage system issues / long-term cost savings



End-User Opportunities Can Be Exotic



Two late summer demos

- ✓ October PO:
 - ✓ String trimmers
 - ✓ Blowers
 - ✓ Mowers
 - ✓ Chainsaws
 - ✓ Pole saws
 - ✓ 4 ZTR mowers



Examples of Early Adopters:

- ✓ NYC Parks
- ✓ Clemson University
- ✓ Auburn University
- ✓ The Breakers Hotel

Pending:

- ✓ Chicago Parks Service
- ✓ Georgia Tech
- ✓ Brightview Landscape
- ✓ Yellowstone Landscape
- ✓ Boeing – South Carolina



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Selling Eco-Friendly Service

Win the Bid for Reasons Beyond Price

- Plan “A” – Normal services is traditional equipment
- Plan “B” – Same great service but with electric equipment
 - Eco-Friendly services that are quieter and less intrusive to the client
 - Candidates:
 - Office Parks
 - Multi-Family dwellings
 - Hospitals
 - Schools and Universities
 - Restaurants
 - Municipalities & Parks
- Offer alternative programs to set a new standard for service



Benefits:
Start earlier, work later, minimal maintenance
ALWAYS Starts

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Alternative Solutions Provides a Competitive Edge

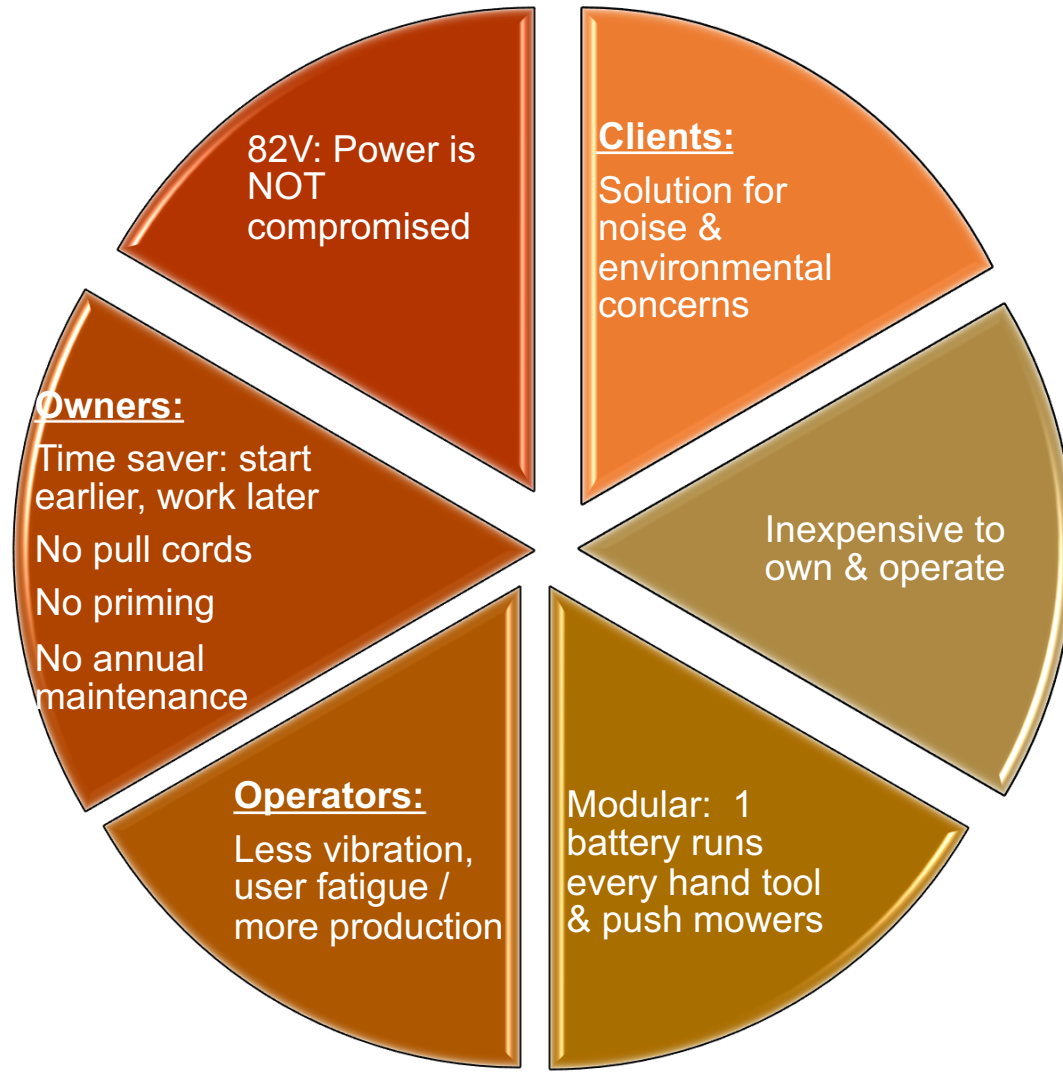
- Bids are being awarded for reasons other than price & quality of service:
 - Providing environmentally friendly services is important to many clients
 - Providing services that are less disruptive to clients can be an innovative selling point
 - Battery power is becoming more widely known and has a greater presence in the market – Adoption is growing!
- Offering alternative electric services:
 - Differentiates your company from competitors
 - Creates a leadership opportunity in the marketplace
 - Enhances your company's "Brand"
 - Allows opportunity for enhanced margins on premium services

The benefit of leading with innovation yields a greater, longer term return than the "me too" service provider



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Cordless Value-Added Solutions for Today's Disruptions



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Added value for the client

- Quieter
- Eco-friendly

Added value for the operator

- Added value for the service
- Save time during the day
- Operational savings
- Uncompromised power
- Value added service

Thank you!