



solar
alliance

INVESTOR PRESENTATION

April 2024

TSX-V: SOLR

Disclaimer and forward-looking statement



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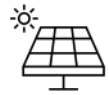
Solar Alliance/SOLR



Solar Alliance is a rapidly growing energy solutions provider focused on high-return

Commercial, Community-based and Utility-scale solar installations

Our team reduces customers' electricity costs by providing environmentally-friendly & affordable turnkey clean energy solutions.



Commercial Solar Design and Installation.

Solar system design, engineering and construction for medium sized businesses and utilities.

Solar Alliance - Has built strong reputation & brand recognition in the Southeast U.S commercial solar region

- Is well positioned for sustained future growth.

As a first mover in the market, we combine the stability of an operating business with exposure to a vast addressable market for our unique product offering particularly in Knoxville Utility Board (KUB) & Tennessee Valley Authority (TVA) local/regional markets;

Focused on generating consistent positive cash flow in a growing industry.

SOLR is growing a stable, commercial solar-focused business that fills a void in the solar industry.

As a quality mid-sized commercial firm, Solar Alliance is unique & well positioned for future organic growth & M&A opportunities.

Reasons to Invest



(1) Strategy focused on high-margin segment of the fast-growing solar industry; multiple near-term catalysts

- Experienced leadership team has developed more than \$1 billion of renewable energy projects
- Sales pipeline > \$50 million and consistent project backlog
- Profitability achieved during 2023 – Focus on higher margin contract opportunities
- Potential near-term acquisition opportunities in a fragmented market



(2) Rapidly growing cashflow from installation division

- Solar system design, engineering and construction business generating profitable & growing cashflow business
- Annual revenue growth very strong
- FY 2022 – \$4.8 million; First 3 Quarters 2023 - \$4.8m, with continuing strong growth in Q4, 2023



(3) Solar Alliance first profitable quarter in Company's commercial solar history with Q3 \$975,000 net income

(4) Significant scale up in Project Size

- Average system size 2021 - 25 kW, 2022 - 258 kW, **2023 - 272 kW**
- Average no. of commercial scale projects: 2021 - 6, 2022 - 7, **2023 - 22**

Commercial Solar



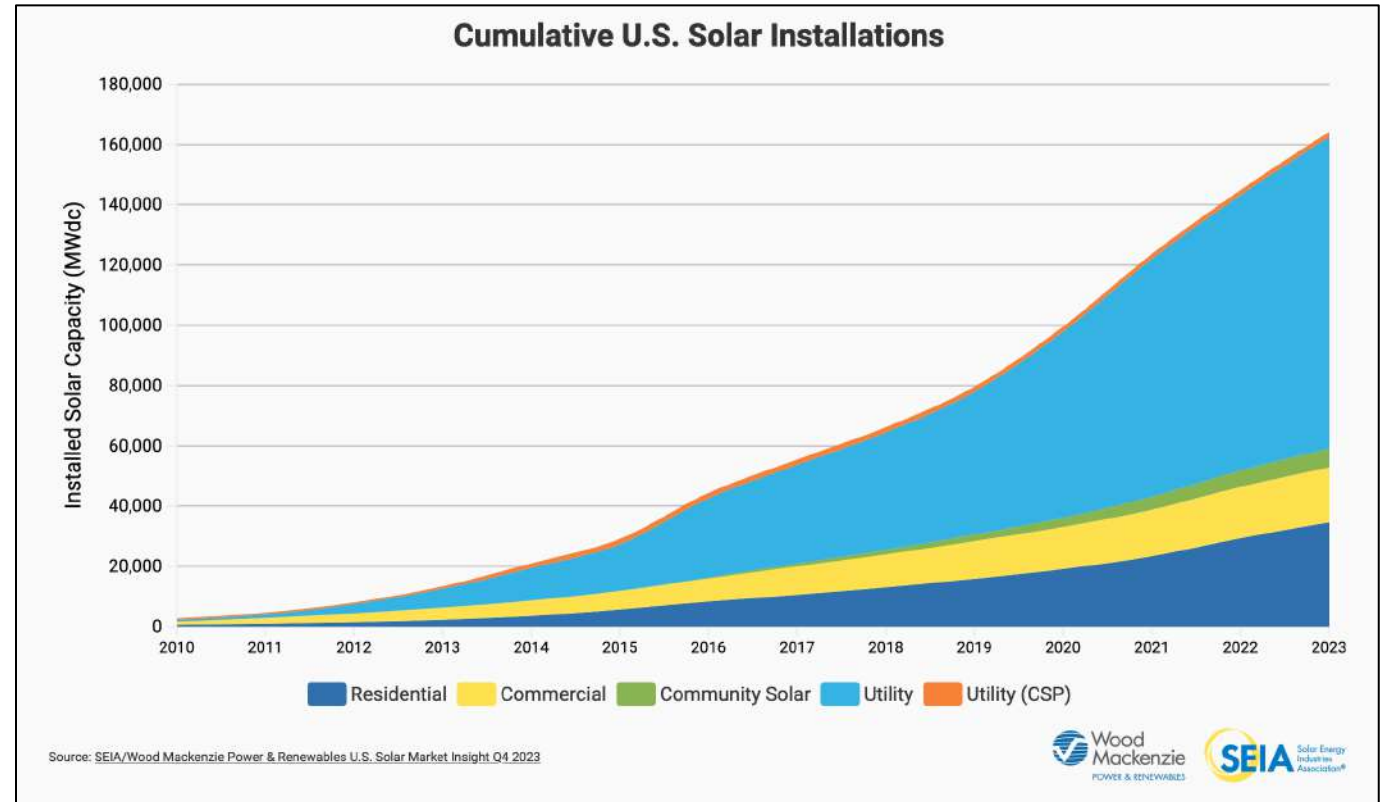
Solar Alliance targets medium sized commercial and small utility solar projects to generate near term revenue.

The commercial solar market consists of *on-site* solar installations for businesses, non-profits and governments (behind the meter).

Recent and substantial shift in business perception of solar opens an opportunity for significant growth from what is current only slightly more than 1% of total commercial electricity demand.

Solar Alliance has been rapidly scaling in this segment in recent quarters and expects continued double digit organic growth moving forward.

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Commercial Solar



Bridgestone Americas – South Carolina – 2.4 MW

CARBON OFFSET 2,829 lbs Annually

ENERGY PRODUCED 4 gigawatt hours Annually



Wampler's Sausage Farm

Carbon Offset 223,282 lbs Annually

Energy Produced 136,088 kwh Annually

Lenoir City, TN



Hillside Theater - Wayne CAT

Carbon Offset 68,803 lbs Annually

Energy Produced 41,935 kwh Annually

Hazard, KT



Appalachian Electric Co-Op

Carbon Offset 32,123 lbs Annually

Energy Produced 87,099 kwh Annually

Maryville, TN



Precision Parts

Energy Produced 251,899 kwh Annually

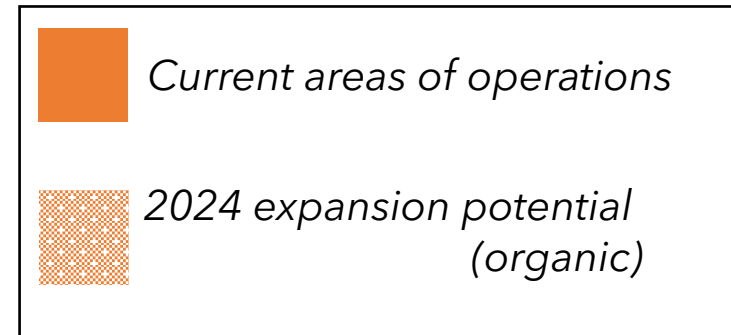
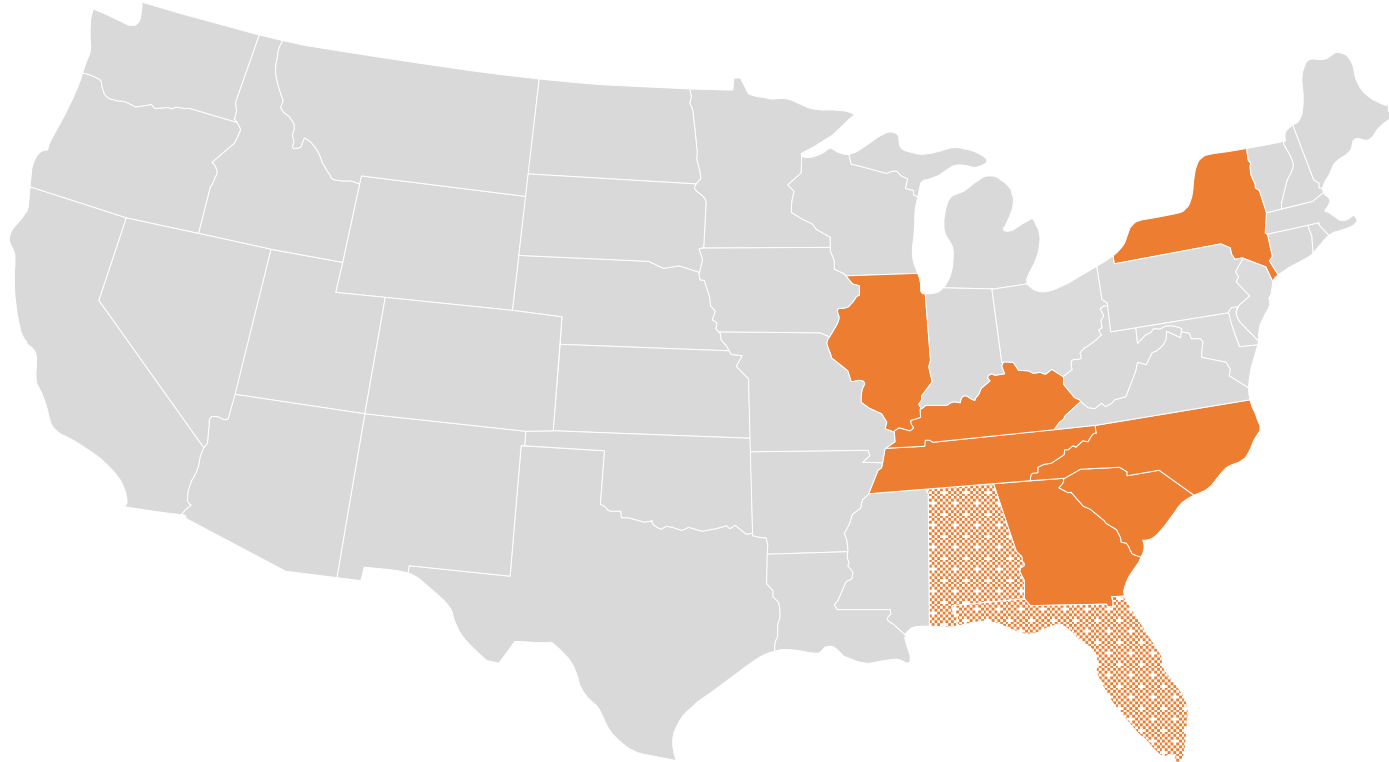
Winston Salem, NC



Industries Served



Focused on the U.S. Southeast



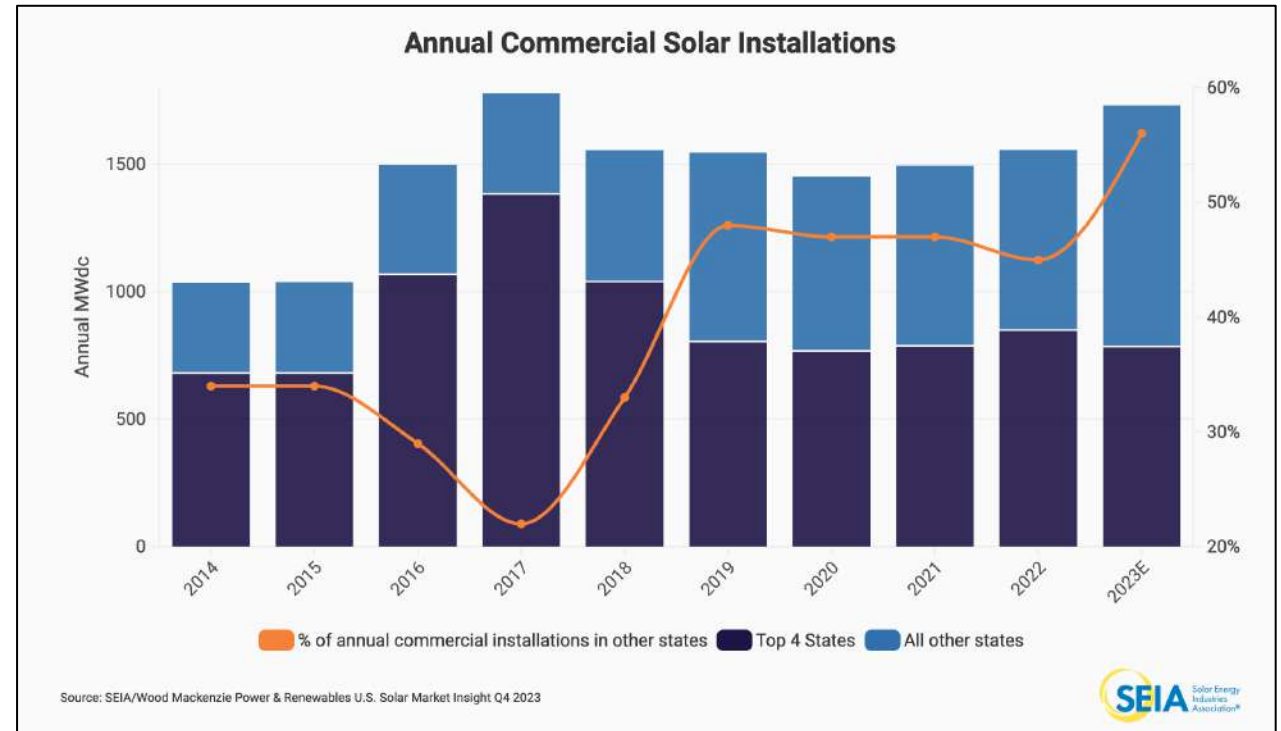
Business Opportunities in the U.S Southeast



Commercial solar has historically been dominated by a handful of markets:

California,
Massachusetts,
New Jersey and
New York.

Now, growth is occurring in emerging commercial markets such as the U.S Southeast.



Business Opportunities in the U.S Southeast



- Largest public power co. in USA - Responsible for 80,000 square mile area over 7 states in SE USA
- 34 GWs of power generation in place
- Targeting **10 GWs** of new solar energy power over next 10 years.
- Massive market on SOLR's doorstep
- Green FLEX Program allows local utilities (150) in TVA region to source 5% of their electricity needs from solar – ideal market for SOLR



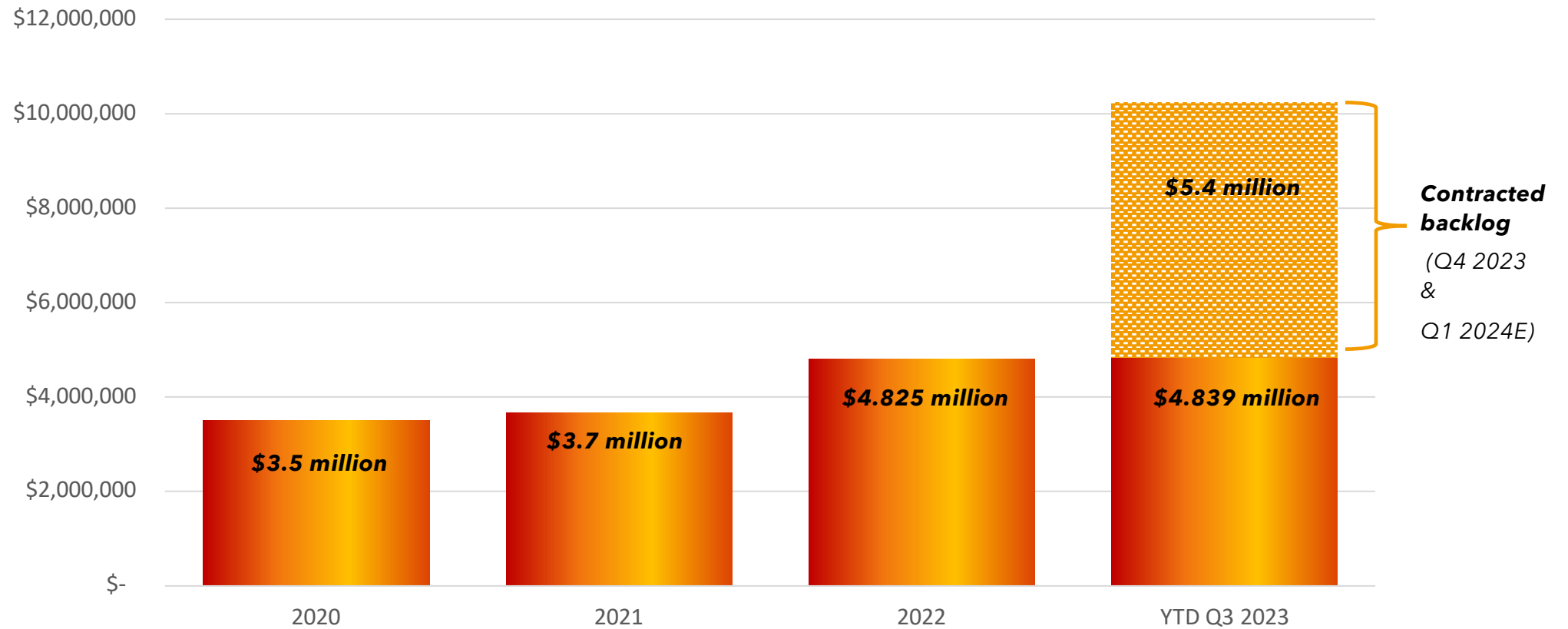
- Distributor for TVA
- Knoxville - a leading US city in solar
- SOLR dominant in Knoxville & very close to KUB
- 1 MW contract for KUB 2022

Market Segment Opportunities



Pipeline	Initiated from direct customer prospecting – in excess 50MWs currently
KUB / LGE Solar	Solar expansion and RFPs
TVA Solar	10 GWs new solar power projects – via c. 150 local distributor utilities (eg KUB)
USDA Grant	A smaller scale but potentially higher margin opportunity - wherein availability of 50% grants and IRA tax credits (30%) create strong customer incentives. SOLR manages grant application
Distributed Generation	Market in lower voltage (non-transmission level) interconnection access - reduced permitting results in increased project commercial and small utility opportunities

Revenue Growth

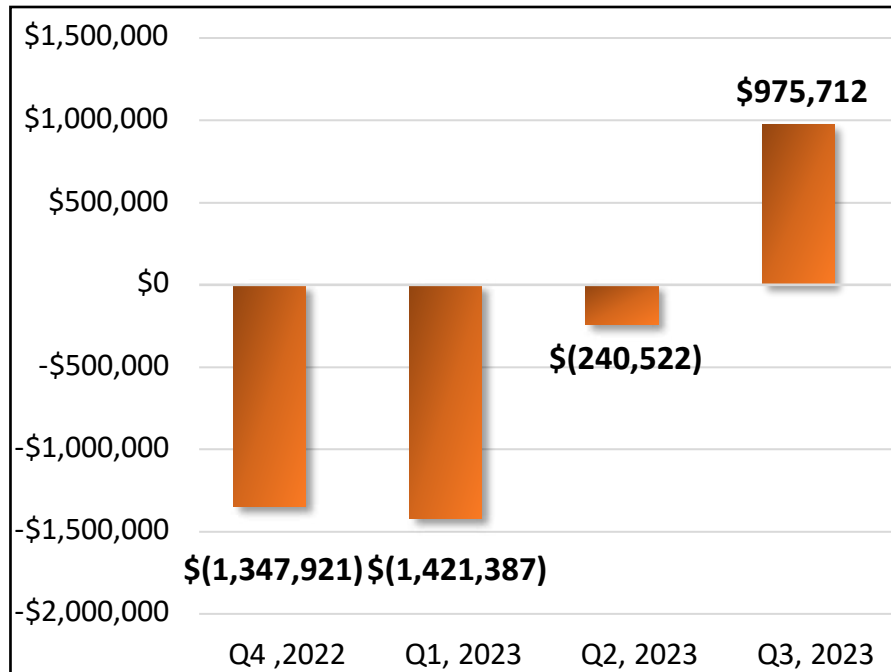


Business Metrics

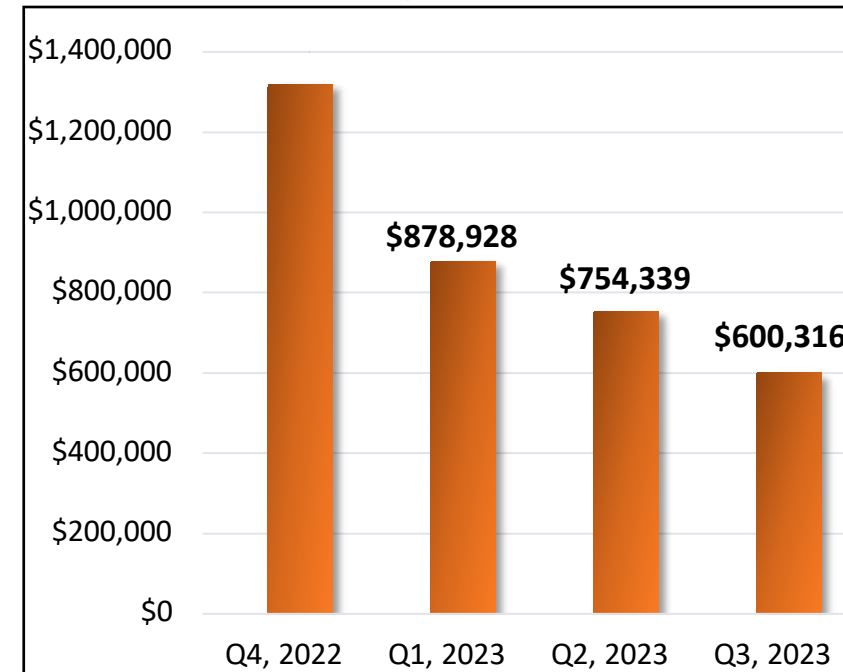


- The shift to larger projects, combined with aggressive margin and expense control, has resulted in a fundamental and sustainable improvement in the company's revenue and bottom-line results.

Net Income



Expenses



Commercial Solar Growth



- Solar Alliance has systematically increased the size and number of commercial solar projects it has designed and installed.
- The average system size being designed and installed by Solar Alliance has grown each of the last three years and the Company expects continued growth in system sizes in 2024 while maintaining its focus on profitability.
- SOLR is targeting a “sweet spot” medium sized commercial and “distributed generation” installations – for higher margin.

Year	Commercial Projects	Average System Size (kW)
2021	6	25
2022	7	258
2023	22	272

Quality Partners and Suppliers



Solar Alliance offers an experience that makes our customers feel good about their investment. Our numerous projects across the U.S. serve as evidence of our commitment to our customers and the environment.

We work for and partner with top tier manufacturers, suppliers and customers.

Key Partners and collaborators of SOLR are **KUB**, the Knoxville utility, and **Boyd Cat**, a key solar panel distributor.



Acquisition Opportunities



Solar Alliance sees ample opportunities for future acquisitions in 2024 in addition to the Company's strong organic growth. Solar Alliance is focused on the following potential strategic opportunities:

- M&A opportunities that scale the Company's current operations. This would include companies with a similar business model as Solar Alliance.
- M&A opportunities that provides sector diversification, including solar project developers.
- Joint venture relationship with entities seeking entry into the U.S. commercial solar market.

Solar Alliance recognizes the benefit of achieving greater scale and is committed to seeking out consolidation opportunities that provide strategic value for shareholders.

Capitalization



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AT CLOSE March 1st, 2024

Share Price	\$0.065
Common Shares	275M
Warrants	-
Options	14M
Market Cap	\$18M
Insider ownership	39%

Management



Michael Clark
DIRECTOR & CEO

- 20+ years of media, public affairs, marketing and operations leadership experience with a variety of public and private companies.
- Formerly SVP Business Development for Finavera Wind Energy and 10 years as a journalist with Canadian Broadcasting Corporation.
- MBA, Simon Fraser University.



Jon Hamilton
GENERAL MANAGER, U.S.

- Mr. Hamilton leads our solar team based in Knoxville, TN.
- Prior to joining Solar Alliance in 2016, Mr. Hamilton served in the United States Marine Corps in a variety of roles including Company Commander, Battalion Operations Officer, Commanding Officer and finally as an Analyst with the Strategic Initiatives Group.
- Mr. Hamilton holds a Bachelor of Science (Civil Engineering) from the Virginia Military Institute and a Master of Arts (Defense Studies) from Kings College London.



Rob Roberti
FINANCE ADVISOR

- Brings more than 20 years of solar development, corporate finance, project finance and M&A experience.
- Prior to joining Solar Alliance, Mr. Roberti was the CFO and a founding executive of Cordelio Power.
- Prior to Cordelio Power, Mr. Roberti was the SVP Power Generation at Capstone Infrastructure.
- Rob holds a Bachelor of Commerce from the University of Toronto's Rotman School of Management and holds the CPA, CA, and CFA designations.

Board of Directors



Brian Timmons
CHAIRMAN

- Mr. Timmons is a Fellow of the Association of Chartered Certified Accountants
- 30 years of experience in senior positions within companies across a range of industries, including fund management, investment banking (in Irish Life Assurance Co. and AIB Capital Markets PLC respectively), prior to serving in a number of healthcare technology, bioscience, alternative energy and resource companies..



Ken Stadlin
DIRECTOR

- Founder of Kenenergy Solar, established a leading position in the residential and commercial sectors in the US mid-Atlantic region.
- A member of the Board of Directors for MDV-SEIA, Ken has played an active role in ongoing policy developments in the Maryland and Washington DC markets. He has served as Chairman of the DC Policy Committee for MDV-SEIA.
- Bachelor of Arts Degree from the University of Virginia and an MBA from the University of Maryland.



Anton Shihoff
DIRECTOR

- Energy finance veteran specializing in renewables and energy technology.
- Over the last 15 years he has completed deals in energy generation, demand-side management, energy efficiency and energy infrastructure.
- Invests in a broad spectrum of deal sizes ranging from venture-stage technology companies through to large private equity project financings through a private investment vehicle - Altostrata Energy.
- Anton is also a Trustee to the registered UK Charity: Peaceful Change Initiative.



Bob Miller
DIRECTOR

- Governor, State of Nevada, Longest in Nevada history (1989-1999)
- Director of several public companies including Wynn Resorts (NASDAQ: WYNN), Newmont Mining Corporation (NYSE: NEM) and International Game Technology (NYSE: IGT).
- Jones, Vargas, Partner, Legal Practice, Government Relations, Gaming (2001-2009).
- High-level government affairs and business development activities both in the United States and abroad, combined with deep public company experience.