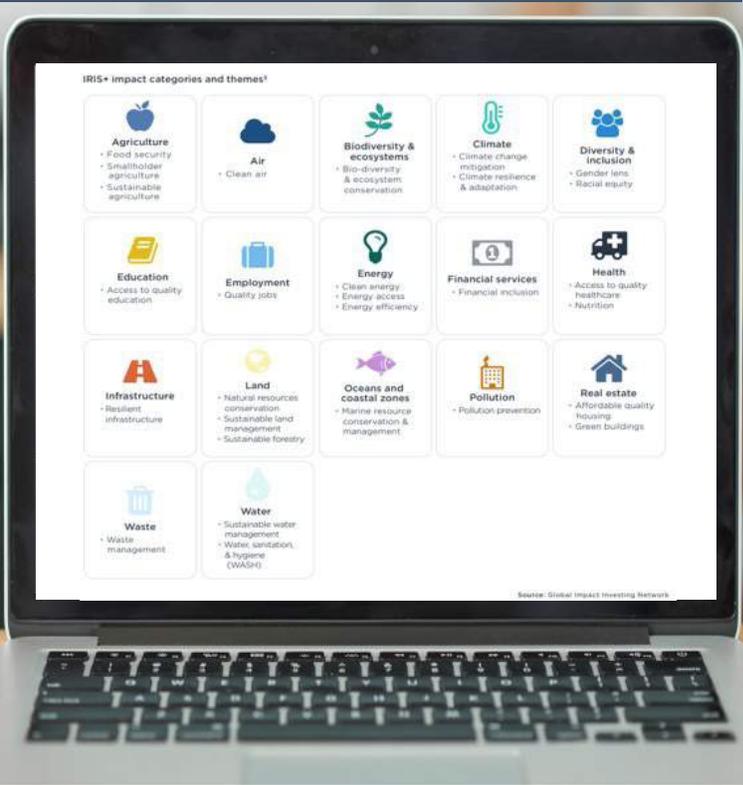


INSIGHTS FOR A COMPLETE GAME PLAN

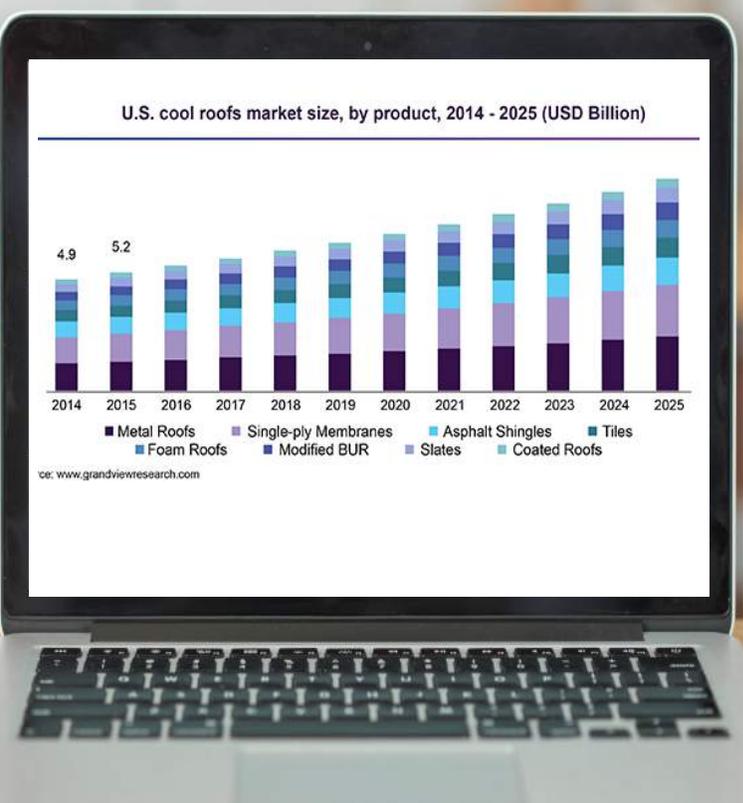


INSIGHT #1 // CAPITAL ALLOCATIONS TO IMPACT INVESTMENT CATEGORIES CONTINUES:

While many people see impact investing as a nascent area, investors have been pouring money behind impact objectives whether they categorize their investments as primarily impact investments or not. Impact investment objectives span a plethora of themes (as shown to the right) where investors deploy their capital into categories that they believe will earn both desirable returns and will push the world closer towards its goals.

Coming into 2021, there were 675 impact funds that represented roughly \$200 billion in committed capital being actively invested. These numbers are all likely to rise as we proceed into 2022 and as impact categories become more widely recognized as successful in both profitability and driving change. Impact capital has been allocated to over 50% flowing to PE and VC funds, roughly 30% towards real assets, and the balance towards real estate, debt, and other misc. funds.

SOURCE: PITCHBOOK



INSIGHT #2 // MARKET BARRIERS TO HIGH EFFICIENCY ROOF TOP UNITS:

Adopting & implementing high efficiency measures in the HVAC marketplace is quite a challenge due to multifaceted barriers. Overcoming these barriers require multiple overlapping solutions that address the markets business, financial and technical barriers. The main barrier for entry in the market is the interdependent nature of the relationships between major stake holders from the owner to industry professionals, authorities having jurisdiction, and service providers.

Overcoming market barriers require solutions that provide push and pull drivers. Increasing performance metrics such as ASHRAE Standard 90.1 creates a push in the market encouraging the adoption of high efficiency RTU's. Creating attractive business models like incentive programs from utilities and governments to fund efficiency projects increase adoption of high efficiency equipment. Underlying all these initiatives are research and development. Supplementing research and development is very important as market conditions encourage first cost purchase decisions and prevents manufacturers from investing in more expensive features and technologies. Market conditions are continuously changing. As technology advances and efficiency solutions become commoditized, market barriers are broken down.

GAME WEEK // DALLAS COWBOYS.

CURRENT RECORD
12-5



VS.



Sunday 1/16
@ 3:30 PM

1 Cowboys Way Suite 575 Frisco, TX 75034