



“U.S.-Mexico Energy Forum”
United States-Mexico Chamber
of Commerce (USMCO)

GrueneBiz S.A.P.I. de C.V. **ENERGY DIVISION**



Nuevo León, México; December 2016

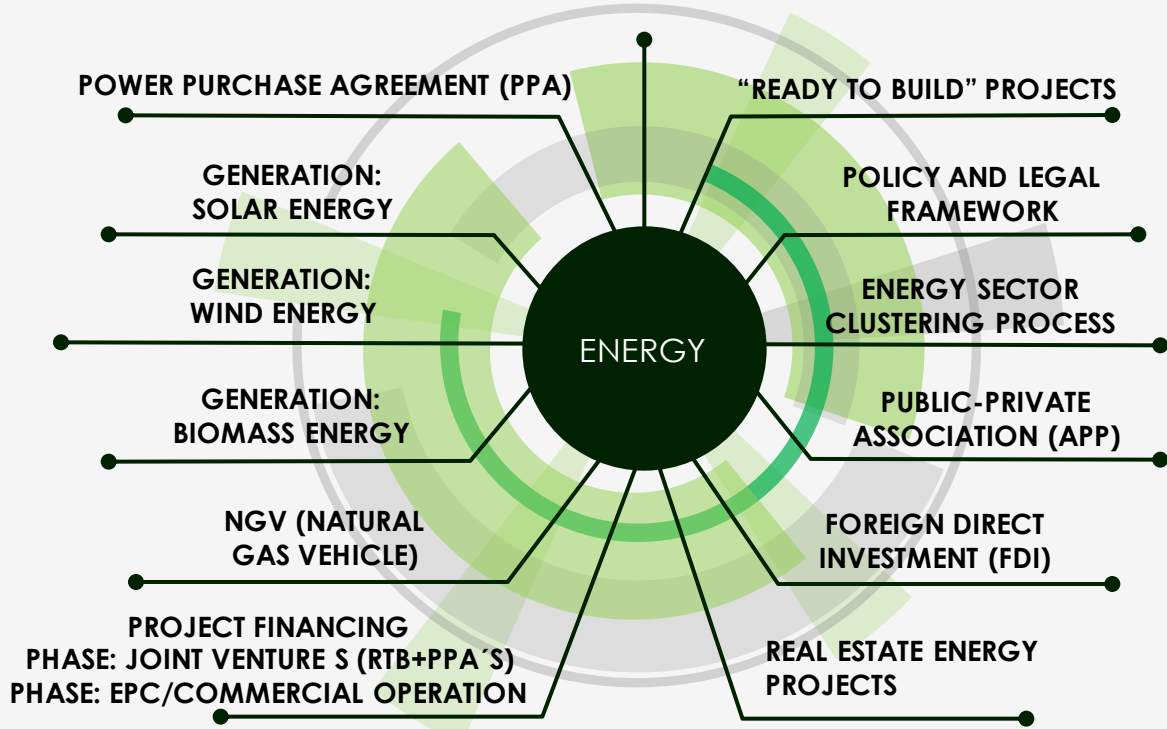
GrueneBiz Business' Units

GrueneBiz S.A.P.I. de C.V.

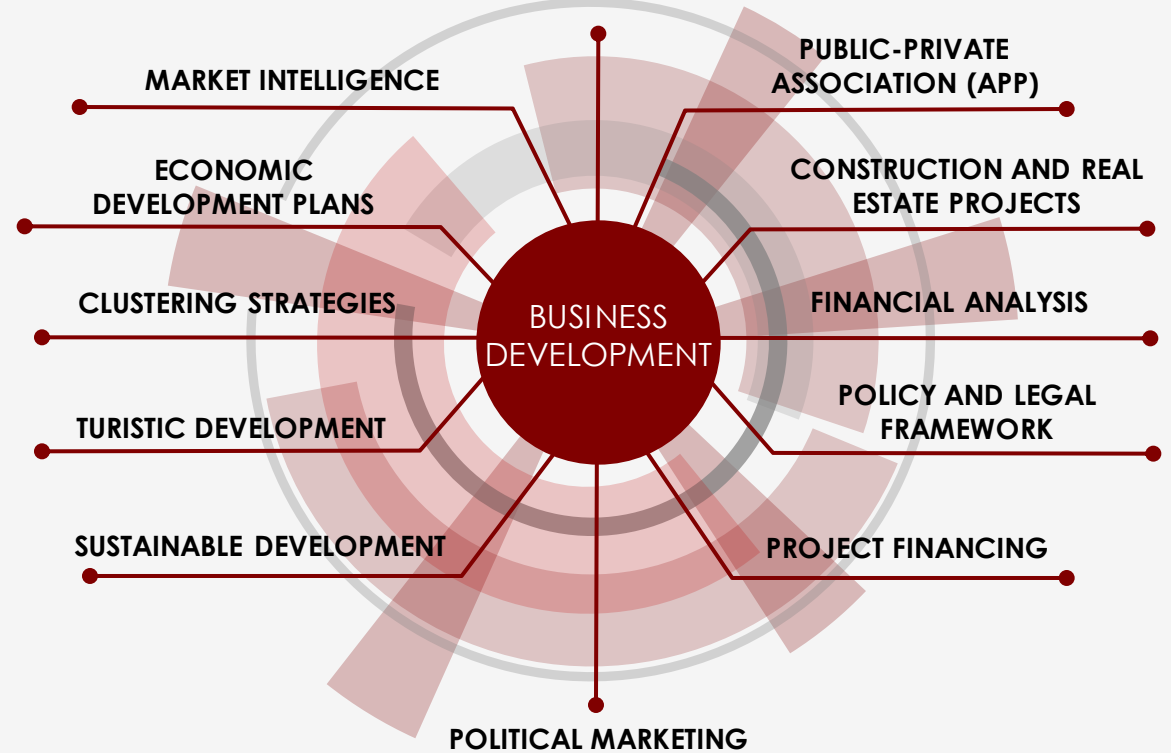
Energy

Business Development

ENGINEERING, PROCUREMENT, AND CONSTRUCTION (EPC)



FOREIGN DIRECT INVESTMENT (FDI)



GrueneBiz Key Capabilities



I

Consulting partners in the structuring of **Laws and Regulations** of The **Energy Reform**



Comisión Federal de Electricidad

II

Executive Career of partners at **Federal Electricity Commission (CFE)** and **State Public Administration**



III

Experience of partners in development of the Solar project of 50 MW (EPC) and in another portfolio of 100-300 MW



IV

Partnering with the Potential **Industrial Sector** (PPA's)



V

Academic relation with **CENACE** and the Energy Regulatory Commission (**CRE**)



VI

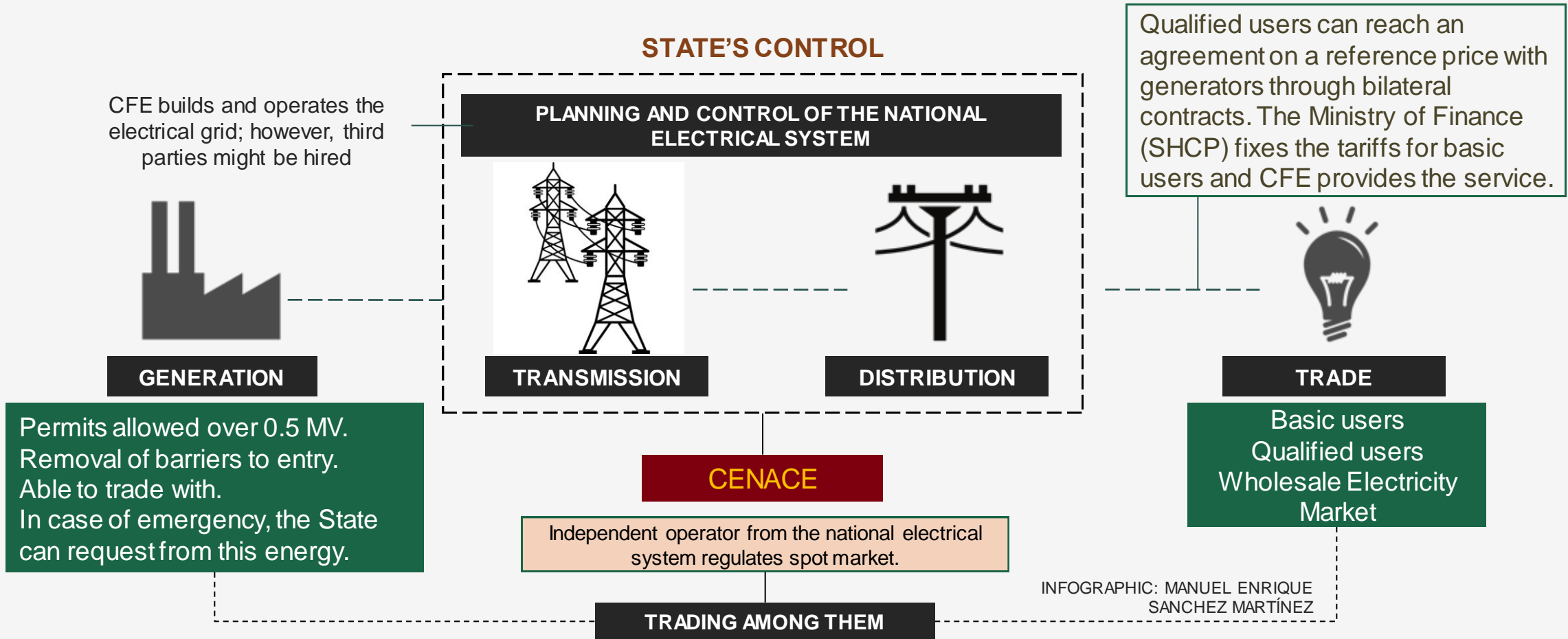
Linkage with **Energy Investment Funds** (Financing EPC, Joint Venture RTB+PPA's)



VII

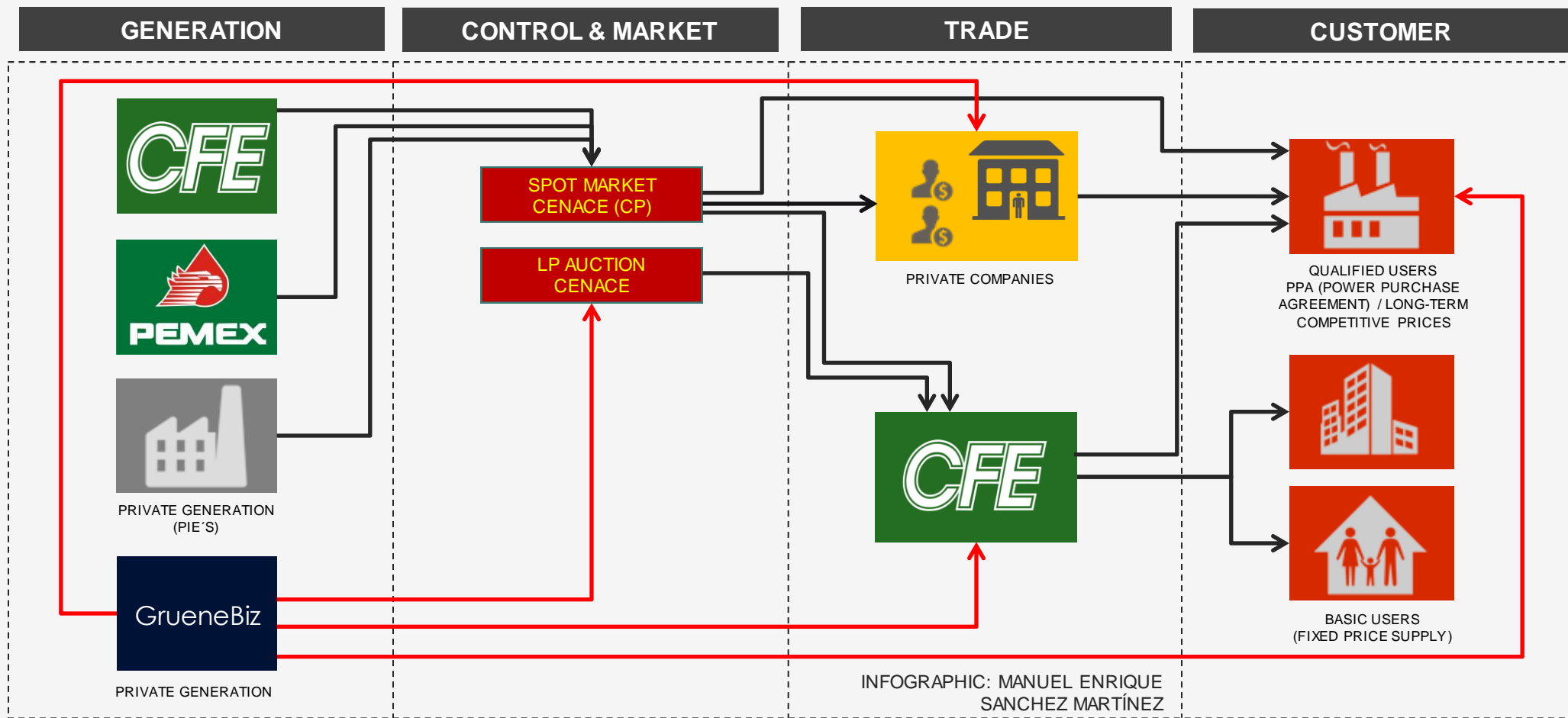
Strong political relationship with **Federal, State** and **Municipal** Entities in Mexico

GrueneBiz Energy: Mexican Energy Reform



- SHCP: Federal Public Finances Administration.
- CFE: Federal Electricity Commission

GrueneBiz Energy: Mexican Energy Reform



- CP: PPA (Power Purchase Agreement) / Short –Term.
- CL. PPA (Power Purchase Agreement) / Long-Term.
- LP Auction: CENACE will conduct auctions in order to acquire power when deemed necessary to ensure the Reliability of the Naönal Electric System.
- SPOT Market: Market operated by CENACE in which Market Participants will be able to carry out the transactions indicated in Article 96 of the Law of the Electrical Industry.
- Basic User: Service provided by the CFE, regulated rates.
- Qualified User: Demands greater than 1MW. Wholesale Electricity Market Participants.



Collaboration Strategy Energy Division



I

MOU & SELECTION
OF LOCATION

II

READY TO BUILD
PERMISSIONS
& PPA's

III

JOINT VENTURE
(READY TO
BUILD+PPA)

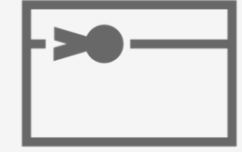
IV

EPC

V

COMMERCIAL
OPERATION

GrueneBiz Energy: Collaboration Strategy



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COMMERCIAL
OPERATION

- Definition of projected generation capacity,
- Definition of generation source (solar, wind, biomass),
- Memorandum of Understanding (MOU),
- Pre-Evaluation of the Environmental Impact,
- Pre-Evaluation of Social Impact,
- Evaluation of the solar irradiation level,
- Wind measuring campaign (1),
- Pre-Evaluation of Interconnection Point,
- Lot/land purchase and sale agreement.
- The Developer Partner provides the price of the location (land) (GrueneBiz); (2)

- 1) The cost of the wind measurement campaign will be borne by the Investor Partner. The Developer Partner (GrueneBiz) will coordinate the construction on location.
- 2) The cost of the land purchase and sale operation could be provided by the Developer Partner (GrueneBiz).

GrueneBiz Energy: Collaboration Strategy



- The Investor Partner provides the Economic Capital for development.**
- The Developer Partner (GrueneBiz) manages and obtains permissions / authorizations and PPA's:**
 - ✓ Ministry of Energy Federal Electricity Commission (CFE)
 - ✓ The National Center for Energy Control (CENACE) / (2)
 - ✓ Energy Regulatory Commission (CRE)
 - ✓ Ministry of Environment and Natural Resources (SEMARNAT)
 - ✓ Ministry of Communications and Transport (SCT)
 - ✓ Municipal Public Administration.
 - ✓ State Public Administration,
 - ✓ Federal Public Administration,
 - ✓ Power Purchase Agreement (PPA's)

1) The Investor Partner provides the Financial Guarantees (Letter of Credit) for Interconnection to the Electricity Grid required by CENACE, equivalent to \$ 40,000 USD/MW. The guarantees lose their validity when starting the EPC of the project.

GrueneBiz Energy: Collaboration Strategy



POSSIBLE SCENARIO

- The Developer Partner (GrueneBiz) provides the investor (buyer) of the project, in the stage of obtaining the permits and authorizations (Ready To Build) + PPA's (Power Purchase Agreement).
- The Project Partners obtain an economic return according to the value of the RTB + PPA licenses in force in the energy market.
- The Project Partners have the option to remain with a stake in the Project Company, both for the EPC and for the commercial operation.

GrueneBiz Energy: Collaboration Strategy



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MOU & SELECTION OF
LOCATION



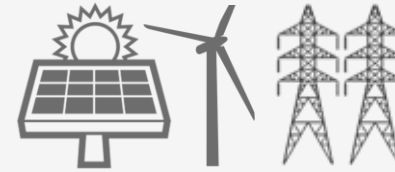
II

READY TO BUILD
PERMISSIONS & PPA's



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(READY TO BUILD+PPA)



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EPC



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COMMERCIAL
OPERATION

POSSIBLE SCENARIO

- The Investor Partner provides the economic capital for the EPC (construction) of the Power Plant.
- The Investor Partner provides the economic capital for the EPC (construction) of the construction of interconnection to the Transmission Network.
- The Developer Partner (GrueneBiz) offers the Investor Partner specific, viable and attractive options for financing schemes (80/20%, 70/30%) for the EPC.
- The Developer Partner (GrueneBiz) offers the Investor Partner managing specific options for reducing technology import costs.

GrueneBiz Energy: Collaboration Strategy



POSSIBLE SCENARIO

- The Partners remain in the commercial operation of the generation project.
- The Developer Partner (GrueneBiz) provides technical, political, legal and commercial support in the power plant operation and maintenance.

POSSIBLE SCENARIO

- The Developer Partner (GrueneBiz) provides to the investor (buyer) of the project, in the stage of commercial operation.



Manuel Enrique Sánchez Martínez, MBA – Managing Director

From Nuevo León, México.

Currently serves as Entrepreneur of the Energy Sector, Consultant in the Public and Private Sector, Specialist in Energy Transition and Public Policies as well as in the Academic Sector as Professor at The University of Monterrey.

He served for more than 10 years as the Head of the Divisional Office in the Federal Electricity Commission (CFE), Productive Company of the Ministry of Energy of the Federal Government.

In the Private Initiative, He had a professional development in companies such as Corporate Grupo IMSA, Cuauhtémoc Moctezuma Brewery (Heineken), Villacero, Hylsa-Galvak (Ternium) and Metalsa UEN Camiones (Trucks).

An Industrial and Systems Engineer (ISE) that holds a Master's Degree in Business Administration (MBA), both obtained with Honorable Mention from The University of Monterrey.

He also has Diplomas in Social Responsibility, Total Quality Control, Statistical Quality Control, World Class Manufacturing Techniques and Professional Project Management and numerous certifications, among which stand out "Culture of Lawfulness" by the Ministry of Public Function (SFC) and as "Integral Auditor" in the Quality Standards, Sustainable Development and Safety and Health.

Collaborated in the project "Proper Environmental Management and Destruction of Polychlorinated Biphenyls in México" from the United Nations Development Programme (UNDP) and actively participates as a speaker with issues related to "Quality in Service", "Energy Reform" and "Public Policies".

He is 100% committed to develop and implement inclusive projects seeking better economic, environmental and social conditions, and fully convinced that it can be achieved by applying the best strategies lines in action.



Lic. Eduardo Daniel Sánchez Martínez – Managing Director



From Nuevo León, México.

Economist with over 6 years of experience in both public and private sectors, currently working as a business development consultant.

Expertise areas include financial analysis, transfer pricing, economic development, business administration and project management.

In-depth knowledge in foreign investment attraction, supply chain integration, clustering, and policymaking. Bilingual professional with project management experience in the public sector, highlighting the establishment of a high-profile investment project-an automotive OEM in the State of Nuevo Leon, México.

Current projects being developed countrywide are related with public-private associations, implementation of economic development strategies, advice on government funds application, energy policies, and infrastructure projects.



Thank you for your attention!
For further information, please refer to:


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