

INTEGRITY | LEADERSHIP | INNOVATION | VALUE | EXCELLENCE



PriVida  
*Living green*

**Our aim is to provide affordable renewable energy solutions, to improve the quality of life and sustain the environment.**

### Who we are:

- We are a world-class company with an aspiration of becoming the best integrated energy business in the world by 2025.
- We seek to generate 10,000 MW of power per day, plant 1 billion trees and have 20 million solar retail customers by 2020.
- We are led by a team of seasoned professionals and partners who are keen to create an integrated energy of choice, driven by global best practices, consistent growth and efficiency whilst sustaining the environment.



### Our Mission:

“To be the best integrated energy business, providing energy solutions and services to sustain life and protect the environment”

*‘At PriVida, we explore alternative energy sources to provide value to our customers, partners and shareholders. We go the extra mile to use the most efficient and environmentally friendly methods that will support life for today and the future. Our watch word is “Living green”.*



# PriVida



## Our Core Values:

- **Integrity:** Our actions are of the highest ethical standards whilst ensuring total honesty in everything we do.
- **Leadership:** We are the best in every business that we do and a pioneer of green energy business around the globe.
- **Innovation:** We are creative in all that we do and indeed, Research and Development is a core capability in all our businesses.
- **Value:** We deliver value for money.
- **Excellence:** We deploy innovative solutions to exceed the expectations of our customers.

## What we offer:

**We pride ourselves in our ability to deliver unrivalled energy solutions globally**

- A team of tested/trusted professionals with over 300 years of combined experience in the energy sector and international business management.
- Partnership with leading renewable energy service providers to:
  - Deliver non-conventional power solutions and deploying global best practice to minimizing carbon emission.
  - Deploy technical/management expertise to support best-in-class operations across the energy value chain.
- Our ability to maximize value for shareholders and investors:
- Commitment of our professionals and partners towards creating an integrated energy of choice, driven by global best practices, consistent growth and efficiency whilst pioneering improved environmental management practices.



**PrVida**



PrVida

# Our Business Model

## Portfolio



### SOLAR BUSINESS

Our key areas of focus include; Solar Farming, Solar Commercials, Solar Retail Solutions and BIPV aiming to generate 10,000 MW of power per day by year 2025



### GREEN FUTURE

At PriVida, we aim to plant 1 billion trees via our project 10-10-10 initiative. This project is aimed at planting 10 million trees in 10 cities in 10 years by 2025.



### BIO-ENERGY

We work in partnership with leading firms in building turnkey bio-diesel refineries. We also generate electricity using bio-technology.

### CAPACITY BUILDING AND TECHNOLOGY TRANSFER



Our strategy is to train and develop 1,000,000 trainees in renewable energy by 2020 thus developing capacity in renewable energy business. PriVida aspires to

support UK businesses to generate capacity building opportunities through training, development and certification programmes.

### PRODUCTS AND SOLUTIONS DEVELOPMENT

PriVida aims to strengthen ongoing work with its partners in the United Kingdom and contribute to the growth of renewable energy business in the country.



### SOLUTIONS DESIGN AND PROJECT MANAGEMENT

PriVida in conjunction with its partners aims to design solutions within the UK to meet its projects in the UK and other parts of the world.



### LEAD GENERATION

PriVida matches renewable energy demand and supply, significant cost savings which can be achieved by consumers whilst saving time and resources in the process.



## Our Strategy



# PriVida

# Our Business Model

PriVida's strategy is hinged upon four (4) key pillars:

- **Products and Solutions Development:**  
PriVida aims to strengthen ongoing work with its partners in the United Kingdom and contribute to the growth of renewable energy business in the country. In this regard, PriVida will focus on: i) Retail Solar Business, already piloted successfully; ii) Solar Farming which is now in high demand by PriVida's partners outside the UK; and iii) Deployment of Building Integrated Photo-Voltaic technologies to clients within and outside the UK.
- **Solutions Design and Project Management:**  
PriVida in conjunction with its partners aims to design solutions within the UK to meet its projects in the UK and other parts of the world. For example, the initial phase would be to design up to 1,000 MW of solar farms in West Africa. By concentrating the design phase in the UK, PriVida will facilitate the



PriVida



creation of up to 50 additional jobs within the UK.

- **Capacity Building and Technology Transfer:** skills transfer in renewable energy space is still infantile especially in developing countries. PriVida aspires to support UK businesses to generate capacity building opportunities through training, development and certification programmes. Special programmes will be co-designed with UK experts and skilled trainers to train participants from developing countries thus creating at least 50 additional jobs. There are emerging technologies in embedding PV cells in roofing sheets, glasses, etc. Whereas these technologies exist in the UK, they are relatively unknown in certain locations within and outside the UK. PriVida will be at the heart of facilitating technology transfer in this regard. Exploratory discussions have commenced with Romag in Consett Durham for a partnership with PriVida to transfer technologies to developing countries thereby creating several jobs for professionals in the United Kingdom and in partner countries where these technologies will be deployed.



PriVida

- **Lead Generation:** Across the globe there are consumers who are interested in adopting UK renewable energy technologies, especially in developing countries where population growth and economic development have resulted in increased demand for energy. Renewable energy consumers require real-time information to take decisions on what to buy, from where, who to approach for supply, etc.



Consumers' worries are compounded by the deluge of information received regularly from solar installers, spam emails, calls, paper correspondences and flyers. In spite of the challenge faced by consumers, they recognize the need to be connected with the right suppliers and installers, with the right quality, at the right time and at the right cost. This is where PriVida comes into play, ensuring that the right connection is made between renewable energy suppliers/installers and consumers.



PriVida



PriVida helps connect manufacturers, suppliers, retailers and consumers via an intelligent database and with the call center to be set established in the UK, suppliers will have 24 hours access to help whenever required. By matching renewable energy demand and supply, significant cost savings can be achieved by consumers whilst saving time and resources in the process.

PriVida's strategies are aligned with the aim of the UK's Department of Energy and Climate Change (DECC) to deliver genuine carbon reductions that help meet the UK's target of 15 per cent renewable energy from final consumption by 2020 whilst supporting de-carbonisation of the economy in the long term. Also, PriVida's strategy is aligned with the DECC's efforts at promoting innovation, growth, skills/knowledge transfer and job creation through renewable energy products, solutions and services.



PriVida

# Solar Energy

**At PriVida we provide a range of power solutions tailored to meet our diverse customers needs.**

We recognise energy from the sun as a major solution to the global energy problem on the long run. Solar energy has been designated to lead our renewable energy initiatives. Therefore, we are currently working with our partners to deliver tranches of 50 - 100 MW solar farms across countries in Africa. PriVida has signed an Agreement with a UK company for her solar retail business as it's sole partner in Nigeria.

We aim to provide solar power solutions to 20 million customers by 2020.

At PriVida, we deploy our solutions in the following areas:

- Solar Farming
- Telecommunications Masts
- Solar Roof Tops in Offices, Residential Estates, Schools and Private Homes
- Street Lighting
- Water Boreholes
- Rural Electrification
- Solar Retail Business





# Bioenergy

Bioenergy refers to all forms of energy from biomass materials. Biomass comprises of all forms of living matter (i.e. plants and animals), as well as the corresponding derived materials (e.g. plant residues, human wastes and animal dung) on Earth. Biomass represents only a small fraction of the total mass of the planet, but, in human terms, it is an enormous chemical store of the energy supplied principally by the Sun and is being replenished continually. Biomass is largely composed of organic materials and water.

Biomass and Biogas are major renewable energy sources we are keenly interested in developing, considering their huge potential for energy optimization. Organic and inorganic wastes have been a sore point for most cities around the globe. New scientific and technological innovations have shown that this challenge can become real opportunities in terms of generating energy, leading to “green jobs”, clean, safe and beautiful environment. As a result, we at PriVida are heavily investing in R & D's and already exploring partnerships with established biogas and biomass companies across the globe.



PrVida



PrIVida



# What's Different about us?

## At PriVida, customer satisfaction is paramount

- Quality: We use the best products in providing the best solutions to meet the needs of our clients
- Cost and Value: Our solutions are affordable and value-for-money
- Customer Focus: Our people are customer-centric and will always put the customer's needs first
- Relationships and Partnerships: We have built strong partnerships and relationships with key stakeholders and thus able to support our clients at wherever they are and whenever they need us
- Our People: Professionals with high ethical standards, easy to reach and approachable



PrVida

## Our Directors and Advisors



### Brian Agmew, Chairman, PriVida UK

Over 50 years experience in thermal power systems design and operation including combined cycles, energy recovery, and energy efficiency. Fellow of the Institution of Mechanical Engineers (F.I.MechE.), Chartered Engineer (C.Eng), European Engineer (EurIng).



### Omozaphue Akalumhe, Director

About 30 years experience in Energy, Business Management, Consulting and Human Development in CGIAR/ IITA, Accenture, Shell, Pan Ocean and AOS Orwell. He is a member of the Institute of Directors (United Kingdom) and the Chartered Institute of Personnel Development (CIPD) London. He is also a member of the Northeast East Chamber of Commerce (NECC) in England, a member of the British Chamber of Commerce (BCC) as well as the Arab British Chamber of Commerce (A-BCC). Omozaphue is an ardent believer in a 'green world' where the energy of first choice comes from renewable sources and every tree cut-down is replaced to protect the environment.



### Russell Gilbert, Advisor

Russell Gilbert has over 35 years international experience in the energy sector, mainly at Shell, where he held technical, commercial and operational management roles. Russel's final position in Shell was Engineering and Projects Director for Nigeria. He now devotes his time to leading and executing renewable energy projects across the world.



### Benedict Lawrence, Director

Over 15 years experience in Financial Management and Accounting practice. Associate Member of Chartered Certified Accountants (ACCA), Fellow member of International Association of Bookkeepers (FIAB).



### Olubunmi Abegunde, Director

Over 17 years of Business transformation experience both in Africa and in the UK. Holds a first class honours degree in Computer Science and an MBA. Delivered multimillion dollar project initiatives for clients such as Shell, NLNG, NNPC, Accenture, Baker Hughes, GSK etc.



# PriVida



# PriVida

1C North Sands Business  
Centre, Liberty Way, SR6 0QA  
Sunderland, United Kingdom.  
Tel: +44 1 919058632

[PriVidaenergy.com](http://PriVidaenergy.com)

[o.akalumhe@PriVidaenergy.com](mailto:o.akalumhe@PriVidaenergy.com)

COMPANY NUMBER: 8482435