

The image features a sunset landscape with solar panels in the foreground. A large, white, lowercase 'be' logo is centered over the scene. The background shows a horizon with trees and a body of water under a warm, orange sky.

be

better energy

MANIFESTO

LETTER FROM THE CEO

# MAKE IT MATTER

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Better Energy was founded with a purpose. We are pioneers, innovators and entrepreneurs who are here to make an impact that matters.

Our purpose is written down in our Manifesto. Our Manifesto describes our vision, mission, strategy, guiding principles and values, the foundation of our business. It explains why we exist, what role we play in society, how we conduct our business and how we define success.

How do we make the world a better place? What do we want to change? We engineer solutions for a better energy balance. A greener future. A better future.

Remember why it matters – and make it happen!

A handwritten signature in blue ink, appearing to read 'Paul G.', is positioned below the main text. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

# PERCEPTION IS REALITY

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We shape our reality - we shape our world. We control our future. We write our own stories. If we believe in something, we can make it happen. Every moment begins with a decision to see things differently. A choice to make things better.

# REAL CHANGE IS POSSIBLE

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Tomorrow does not have to be like today. Real change is possible when we change the way we work. The world needs novel, intelligent solutions and better working models to ensure a healthy, safe and clean planet. People must believe that real change is possible. The only thing that makes sense is making the world a better place.

**ENTREPRENEURIAL SPIRIT**

**RESPECT** INTEGRITY

**DETERMINATION**

RESILIENCE **PROFITABILITY**

ACCOUNTABILITY

**PROFITABILITY** RESPECT

ENTREPRENEURIAL SPIRIT

INTEGRITY **RESILIENCE**

**EXCELLENCE**

# VISION

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## BE ENGINEERS OF A SUSTAINABLE FUTURE

We are driven by the vision of a healthy, safe and sustainable future. We know that sustainable development is not possible without cleaner, renewable sources of power. Advancing renewable energy will promote economic growth, create new jobs, improve the lives of people, reduce climate change and protect the environment.

Our business has a purpose beyond just making money. We want our work to create something larger than ourselves. We want to lead the way and show others how to shape our energy future in a way that benefits society. And we need to make sure that people are moving ahead. We want to actively contribute to the development of new energy solutions. We will be active, not passive, in the process of global change.

# MISSION

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## BE DRIVERS OF A RENEWABLE ENERGY REVOLUTION

We want to power up the world with unlimited and affordable green energy. We want to improve the lives of people and the environment with power that is clean, reliable, safe and sustainable. Renewable energy has enormous potential to transform how electricity is generated and to improve millions of lives. Green energy sources can help meet the rapidly growing energy demand and the need to expand access to energy.

Time is short. We cannot continue along our current path. We must engineer new ways to make renewable energy efficient and affordable.

- **Explore new directions, markets, financial structures, technologies**  
We all must do the impossible and connect the dots in new ways. We can drive the renewable energy industry forward if we find new ways to strengthen market policy, mobilise funds and challenge technology.
- **Advance the deployment of renewable energy as rapidly as possible**  
We want to change the way the world thinks about a clean energy future. We want to promote the widespread and sustainable use of renewable energy. Global policy makers, innovators, investors, and consumers are facing unprecedented choices, and we want to shape the choices they make.
- **Deliver renewable energy at the lowest possible cost**  
Cost reductions will open new markets for rapid growth and drive the adoption of renewable energy. We want renewable energy to be the least expensive energy option. We work to make green energy competitive without government support and we work to drive developments that will make large-scale integration of green energy possible.

# STRATEGY

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## BE IMPACT THAT MATTERS

We want to make a positive measurable difference that lasts for generations. Our ultimate goal is to repower a country and empower its people. Countries need a stable supply of energy as a foundation for growth and prosperity. Access to clean and affordable energy means power for health, education and income.

We want to move our markets from energy technologies and dependencies that cause problems to solutions that solve them. Better energy means a better future.

- **Solar energy**

Solar is the most scalable and versatile renewable energy technology that exists today. We want to focus on the reliable, free, endless resources of the sun to change the way our markets are powered.

- **Vertical integration**

Working together in the value chain enables us to scale up with efficiency, quality, innovation and lowest cost of energy.

- **Depth over breadth**

We want to stay and improve, not cut and run. We want to achieve impact that matters. We firmly establish ourselves in markets where we can play a pivotal role and create long-term change.





# GUIDING PRINCIPLES

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**Better and Better: We will constantly challenge the status quo, push boundaries and create new possibilities.**

We question best practices, even the ones that we have created. We foster an optimisation culture – constantly striving to make our designs, systems and decisions as perfect, functional and effective as possible. We create new choices and a new energy reality.

**We will grow our business with opportunities that offer the greatest business potential in areas where we can make the greatest impact.**

A reliable and affordable source of energy contributes to both economic development and improved human welfare. We focus our resources on those areas where our efforts deliver both financial returns and human benefits.

**We will be disruptive, dynamic, agile, and always willing to explore and respond to change.**

What makes us successful today might not tomorrow. In a complex and volatile environment, we must learn new skills, adapt and grow. Our potential to learn and change, not our credentials, will be the real key to our future success.

An aerial photograph of a large solar farm. The solar panels are arranged in neat, parallel rows that recede into the distance. The scene is captured during sunset or sunrise, with a warm, orange glow in the sky. In the background, a dense forest of green trees stretches across the horizon, and a body of water is visible in the far distance. The overall mood is serene and emphasizes sustainable energy.

**IMPACT THAT MATTERS**

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