



## AlphaESS-G3-B5

Meet

& Energy Spurt

## **About Us**

AlphaESS is a leading global energy storage solution and service provider. The company specializes in residential and commercial applications delivering pre-eminent products and fit-for-purpose solutions. With 10+ subsidiaries in Australia, Germany, the UK, the US, Italy, and Singapore etc., AlphaESS provides local services and 75000+ systems actively running in over 75 countries, enabling millions of people to live with reliable, accessible and clean energy.





AlphaESS Your Smart Energy



## Milestone



## 2012

- Launched EMS & AlphaCloud

· Established in Nantong, China

## 2016

- 1st C&I ESS Solution
- 2nd Generation Residential ESS

## 2019

- No.1 in AU Residential Market Share
  - Full Power Range ESS Solutions

#### 2022

 Launched 5th Generation **Residential ESS** 

### 2014

- Launched"All-in-1" Residential ESS
- Rename as AlphaESS

### 2017

- Launched 3rd Generation Residential ESS
- 1st MWh ESS project

#### 2020



- Establishment of Singapore Headquarter
- Launched 4th Generation Residential ESS
- Launched 1st Portable Power Station -- BlackBee 1000

#### SMILE-G3-B5: 5 kW Expandable to 60.5 kWh



#### ② Expandable Battery Module

IP65 (Outdoor) Max. 6 units to the main unit (parallel) 0.5C, 95% DoD, 96 V 90 kg 610 x 212 x 793 mm (W x D x H) 10.1 - 60.5 kWh



## **The Installation**

## The most compact ESS in the world





#### The most compact ESS in the world

70% lighter than smile540% smaller than smile5

### Compatibility

Compatible with all the solar inverters/solar panels in AU market

## **Features**



## Easy To Install, Only **3** Steps!

• There is no bracket for inverter wall-mounting, no need to drill the wall, 30% installation time can be saved.



Alpha ESS Your Smart Energy

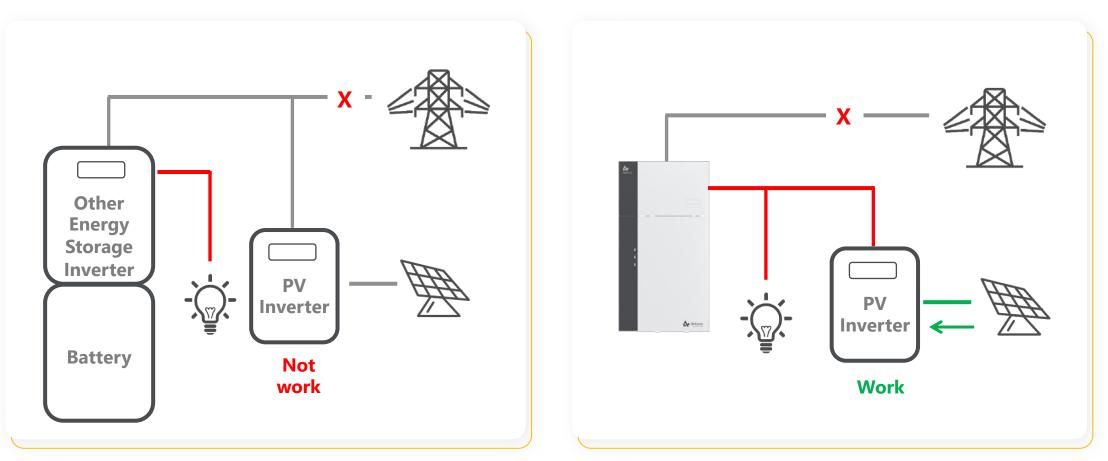
## **Features**

## **Grid-forming Function:**



• When there is a blackout, G3 inverter has grid-forming function, PV inverters within 5kW can be connected in the

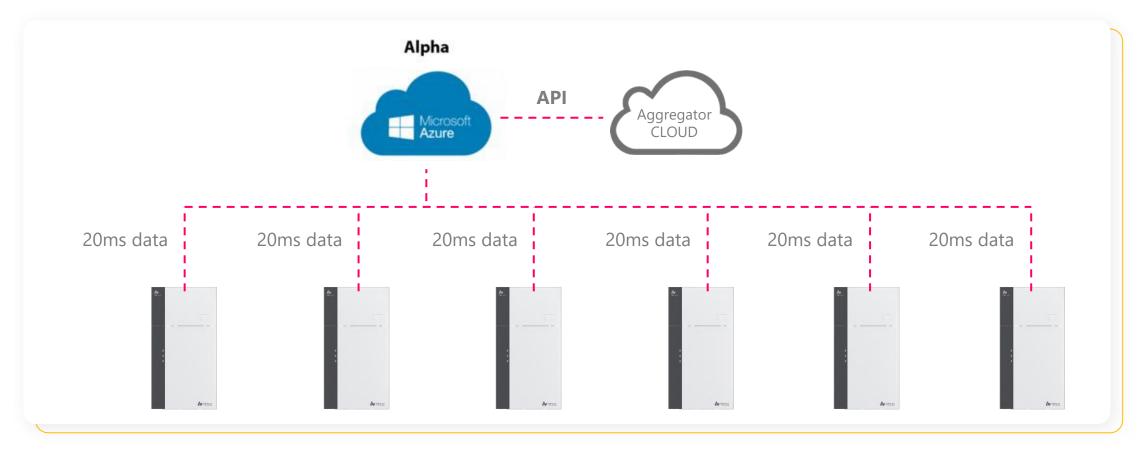
UPS circuit and be powered when there is a blackout



## **Features**

#### Higher Accuracy, Faster Response

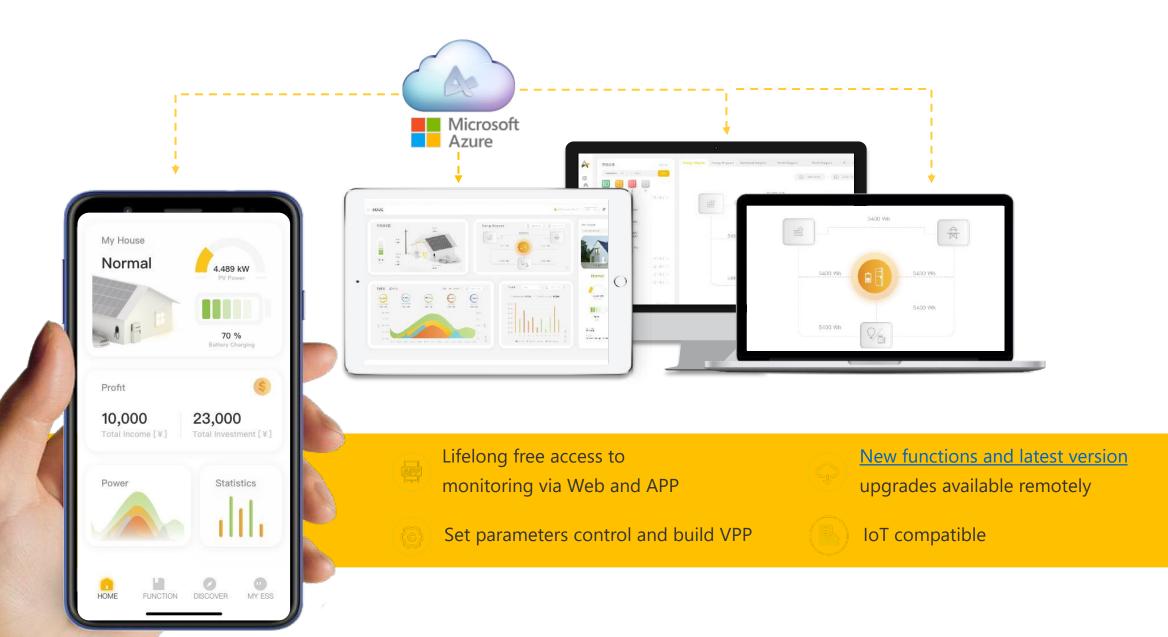
- Control accuracy will be within 10W, competitor usually 50-100W
- 50ms data speed requirement for frequency service, we can get to 20ms



Alpha ESS Your Smart Energy



## **CLOUD & SERVER**



## **Selling points**



#### Massive Potential Market:

- For retailers who have huge database of existing PV clients no leads cost, high closing rate as the trust has already built,
- For retailers who are selling bigger size single phase system (Growatt-10kw min Goodwe 8500ms Fronius 8.2 primo) adding an ac couple battery would be much easier and economical comparing with hybrid option- from the grid approval side as well as warranty & maintenance side.
- For clients who are looking for battery upgrade only, don't need to touch existing system and leave warranty separately.
- Battery market is getting bigger as: 1. feed tariff is coming down, 2. dynamic export control on pv only is getting stricter-grid policy 3. electricity price keeps going up, 4. function request: black out protection...etc (45000 batteries installed in 2022 and its getting more like pv market 10yrs ago)

## **Selling points**



## **BETTER ROI & VPP:**

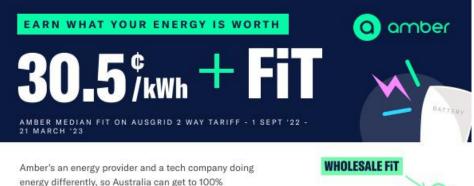
- More affordable: for half Tesla price with a tesla functional battery (Grid Forming and FCAS) or use this product to provide as second option to close your low budget clients.
- Storage your PV generation & use it at a higher value rather than selling it at 5c/kwh ? back to the grid.
- Retailers in NSW (Ausgrid-No Brainer) more states coming.
  VPP ready, 40c/kWh Feedin Tariff,
  Reduce the ROI to 4 years
  Amber 30c/kwh feedin tariff,
  and other VPP platform is joining soon..

## **Target Customer**



## Flexibility, Easy Installation and benefit to the grid:

- Ac coupled with more flexibility on PV design: you can choose Fronius inverter, or Goodwe 10kw ms (3mppts)
- Ac coupled battery gives no restriction on grid approval
- You can install the whole thing within 2 hour (experienced electrician)
- Adding ac couple battery into existing Pv system will shift loads from the grid to self-consumption. Joining VPP would not just benefit clients from financial side but also contribute the stability of our electricity grid.



renewable energy faster. Unlike other energy companies, we're giving customers access to the variable wholesale price of energy rather





than a fixed FiT. With no retail mark-ups.

And we give you the technology to make the most of your battery on wholesale too.

This means that with Amber and a battery, you can sell your energy into the wholesale market for FiTs of up to \$15/kWh - just like the big energy companies do. Meanwhile, you're protected by our Bill Guarantee.

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#### ENERGY INDEPENDENCE

We're guessing you got a battery to reduce your reliance on the grid. Unlike a traditional VPP that takes energy from your battery to benefit your retailer, switching to Amber gives you:



More energy independence - make the grid work for you and access cheap renewables to keep your battery topped up

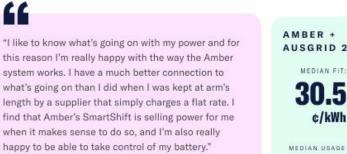
Better returns from your solar energy and battery



(\$)

More control over your battery and costs.

## FRANK TOWSEY



5 kW SOLAR CAULETTE, NSW ALPHA ESS BATTERY

#### AMBER + AUSGRID 2 WAY TARIFF



COST: DATE RANGE: 1 SEP '22 22 FEB '23 c/kWh

In Ausgrid? Talk to your installer about the BONUS 27.8¢/kWh Feed-in Tariff



COMBINED WITH



Learn more about wholesale pricing

Join the only energy provider that makes \$0 on your energy usage and passes through 100% of your earnings - for a \$15 monthly subscription fee.

#### **BOOST YOUR BATTERY WITH** PERSONALISED AUTOMATION

Get your battery working for you, not your retailer's VPP. Amber's smart tech hunts for opportunities to earn you more from your solar.

#### TAKE ADVANTAGE OF WHOLESALE

The wholesale rate goes up and down. Combine Amber's automation with your battery so you can buy low and sell high, to earn and save more.

#### HAVE MORE CONTROL OVER YOUR BATTERY AND YOUR COSTS

For the first time, have the choice to charge and discharge your battery at the press of a button, while seeing everything that matters in the Amber app.

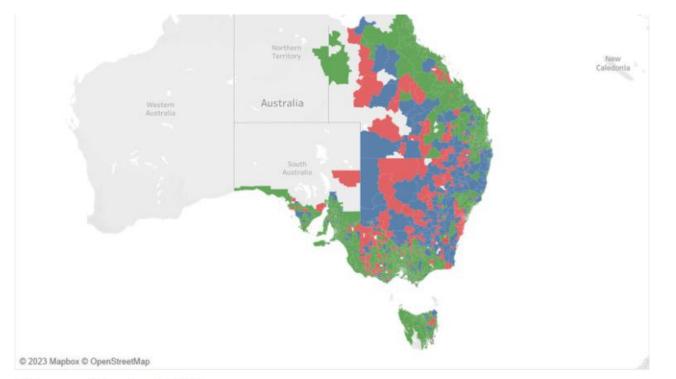












#### Category of Postcode 2022

https://www.sunwiz.com.au/the-battery-market-size-is-higher-than-many-people-realise/?utm\_campaign=the-battery-marketsize-is-higher-than-many-people-realise&utm\_medium=email&\_hsmi=263482544&\_hsenc=p2ANqtz--CkL6GjjXrVKkQgkBKks4Ko3RalMm6l7y0JAQFjEoe5M4N4-IJ33uh1ir4Z2S-f-BPb\_K3iu9CPVn6ZRMZzCiZ6GdhUg&utm\_content=263482544&utm\_source=hs\_email AlphaESS Australia 3,034 followers 1h · S

We are thrilled to share this positive feedback from the installation team of our partner **Direct Solar Wholesaler**. Their words truly capture the essence of what we strive to deliver every day.

It is incredibly rewarding to hear such positive feedback! Thank you, #DirectSolarWholesaler, for choosing AlphaESS as your trusted partner.

We appreciate all feedback from our valued partners, customers, and users. #Alphaess is devoted to providing nothing but the best products and services.

#customerfeedback #sustainablelifestyle #energystorage #solarinstallation #energystoragesystems #renewableenergy #partnership #solar #batteries

## INSTALLATION FEEDBACK

The connector design is more user-friendly than the old model

Say goodbye to the smart meter! Replaced by CT, it is now faster and easier to install

Upgraded communication ports are better secured and well-protected

Reduced product size, makes it eaiser to install

Already updated software, means it is all ready to go

The installation team gives it a 9/10 rating!





. . .

According to the Battery Market Report 2023 by SunWiz - Advisor to Solar Businesses, AlphaESS Australia captured a remarkable 23% market share in 2022 installations, in a tie for the #1 position along with #Tesla (22%).

With over 10 years of experience specializing in **#EnergyStorage** solution and service, AlphaESS dedicates to delivering pre-eminent products and fit-for-purpose solutions, enabling millions of people to enjoy reliable, accessible and clean energy.

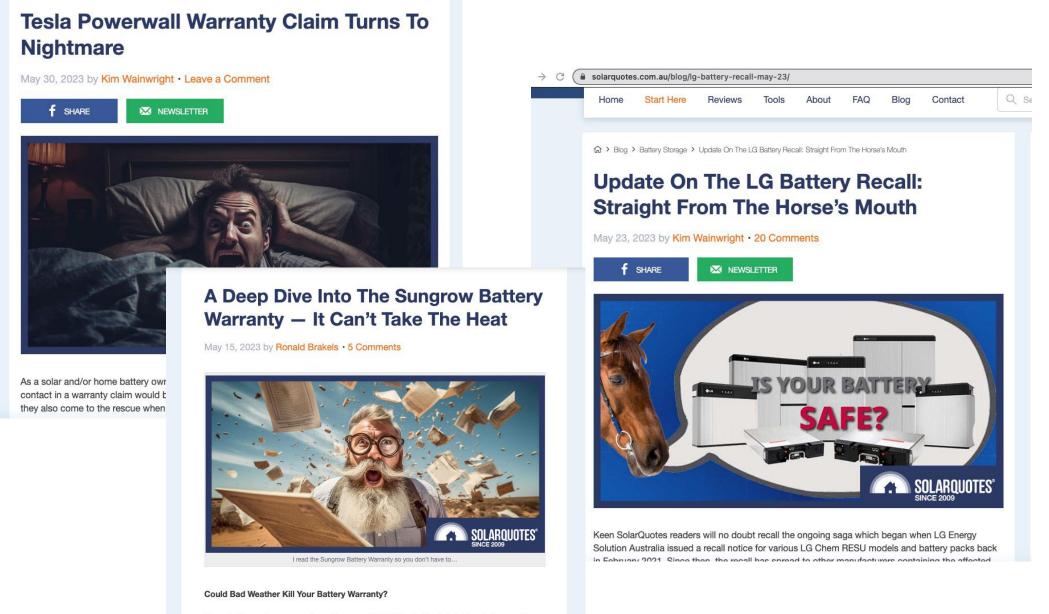
#### #SunWiz #RenewableEnergy #Innovation #Sustainability #EnergyStorageSolutions #Australia #Battery





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Alpha·ESS You



Alpha-Ess

Home battery sales are growing, with around 47,000 Australian installations last year. One popular choice that won't break the bank — but may still put a major dent in it — is from Sungrow. Their High Voltage SBR battery is competitively priced and, because it's modular, provides from 9.6 to 25.6 kilowatt-hours (kWh) of storage. This article will be a deep dive

## Alpha-ESS - Battery Reviews



4.2 ★ ★ ★ ☆ ☆ Based on 118 ratings - See Australia-Wide Ranking







#### Finn's Alpha-ESS Batteries Revie

Finn Peacock has been a Chartered Electrical Engineer sinc

Alpha ESS make some of the cheapest battery systems approved for Australia. If price is your only criteria when buying a battery system, the But in my opinion, a low, low price should never be your only criteria we battery. NEWS, PRESS RELEASES | MAY 9, 2023

## Energy Spurt Secures Exclusive Distribution Rights with AlphaESS Australia

## **Difference between Smile 5 and B5**



Generation 1 product with less functions, hybrid inverter.

More suits customers with no existing system..

The overall price is higher

Grid application is more restricted

The installation is more complicated

Have 10.1/13.3 kwh battery selections atm, can Max. parallel to 6 BAT in one

## • B5

Generation 3-latest product with more functions: Vpp ready, Fcast, Grid forming ...etc. Ac couplerlike tesla

More suits customers with existing systems retrofit / need a battery to work with a specific brand of the inverter for different purposes such as 3 MPPT facing or special brand...

The overall cost is lower

Warranty from the old is separated

No grid application concerns, don't even need grid application at all

The installation is much easier

Only 10.1 kwh battery atm, can Max. parallel to 6 BAT in one



## Difference between **B3+** and **B5**

• B3+

## Generation 2 product with less functions,

3KW charging/discharging rate.

5kwh battery only

48v battery and 6000 cycle life

Less Vpp options- as its too small, amber and Ea said No.

No Grid forming function.

No Fcas function.

No Parallel install, only secondary battery

## • B5



5kw charging/ discharging rate- more efficient and powerful

10.1kwh battery – way better and cost efficient

96v battery and 8000 cycle life – more life time

Vpp Ready, Energy Australia, Amber...etc,

Grid forming- can back up existing inverter when equal/below 5kw

Fcas - Frequency Control Ancillary Services- more potential profit under VPP.

Can do parallel install on one phase- future development function.





## Say "NO" to "Small" Battery

Solar quote 101-guides/buying-batteries

#### 4) What size battery system do you need?

The amount of storage you need to buy, in kWh, depends on your nighttime energy use.

The typical Australian home uses 16-20 kWh over 24 hours. For a 9-to-5 household, 60%+ of this electricity usage is between sunset and sunrise.

So to run your home off a battery system, the minimum size I'd recommend is 10 kWh. You'd also want at least 8 kW of solar panels to charge it reliably through the year.

For expected savings – 10 kWh worth of storage will save you approx \$700 per year in a best-case scenario.

High solar battery prices have made people ask whether there are legitimate ways to pay less for one without compromising quality.

Well, there are a few ways to get a discount on a home battery system. Enter...

- 1. Can't take Vpp offer
- 2. Spend higher \$ by the end for the same size, double labor + materials
- 3. Stock not available/compatible when needs upgrade,
- 4. Don't have enough Power from battery when you need,







Hi Patrick,

We're writing to give you an update on Solar Victoria's Solar which was announced in the 2023-24 Victoria State Budget

As you may be aware in July our Solar Battery program will interest free **Solar Battery loans of up to \$8,800** for up to •

Before customers consider a battery loan, they should do th battery is suitable for their home and their circumstances. If key role in informing them of the suitability of the product an required to meet the needs of their household both now anc options, particularly to provide backup power in the event of discussed with the customer.

As an <u>authorised Solar Victoria retailer</u> in our programs, you Consumer Code (NETCC) standards which requires that co performance and any limitations of the products being instal

Batteries can be relatively expensive when compared to the and, for many customers, the monthly repayment for a batte savings made on their energy bills.

Customers should be made aware that while a Solar Victori out-of-pocket costs at the time of installation, for the maximi repayments are a four-year commitment of \$183.34 each m

Solar Victoria is a responsible lender and will not provide loa

#### Initial eligibility criteria

Unlike battery rebates, loans will also be offered to customers who have already received Sola Panels (PV) and/or Hot Water rebates. This means that for the first time, eligible Victorians car now apply for rebates and loans across the Solar Homes suite of products.

Battery loans will only be offered to existing homes at this stage and not offered to homes und construction.

You must inform your customers that meeting the initial eligibility criteria and does not guarantee them approval of a loan.

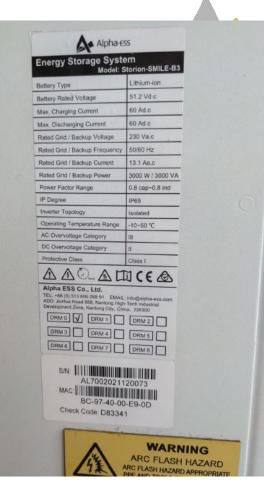
The following criteria will determine who is eligible for a battery loan:

- the applicant/s must be the owner-occupier of an existing property where the system is be installed
- the combined household taxable income of all owners is less than \$180,000 per year
- the property is valued at under \$3 million
- the property address has not previously received a solar battery rebate
- the property already has a solar panel system with an inverter capacity equal to or great than 5kW, or you are arranging to have one installed in conjunction with the solar batter installation

the battery energy storage solution has a capacity equal to or greater than 6kWh and listed on Solar Victoria's battery product list and the property does not have an existing energy storage system

connect a battery to the grid

 if applying for a solar panel (PV) rebate to install a solar panel (PV) system as part of the solar battery installation, customers must separately apply for and meet the eligibility criteria for the solar panel (PV) rebate. The property should also be the customer's main residence as loans are not available for second homes like a holiday home or rental



## No one got stock all over Australia



# THANKS