



Managing a Global Distribution
Network & Marketing Plan in the
Midst of a Global Pandemic

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Vice President of Marketing & Distribution

alphaDIRECT Webcast | May 14, 2020

NASDAQ: **CPST**



*Saving Money and the Environment –
One Turbine at a Time*

Safe Harbor



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Distribution \$2.4B Project Pipeline



Jen Derstine

US, Canada & Caribbean



Dorian Alloatti

Europe & Africa



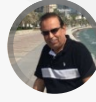
Sohra Yatani

APAC, Russia & India



Edgardo Vescovo

Latin America



HESHAM GHANMEH

Middle East

U.S., Canada, Caribbean Pipeline (\$)

\$677,846,070

Latin America Pipeline (\$)

\$177,108,558

Europe & Africa Pipeline (\$)

\$420,690,920

APAC, Russia, India Pipeline (\$)

\$284,678,422

Middle East Pipeline (\$)

\$882,656,380

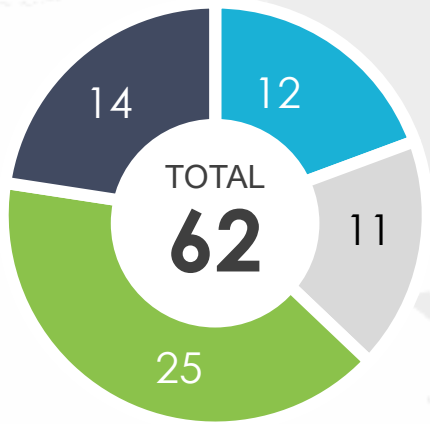
Direct Sales Pipeline (\$)

\$35,027,280

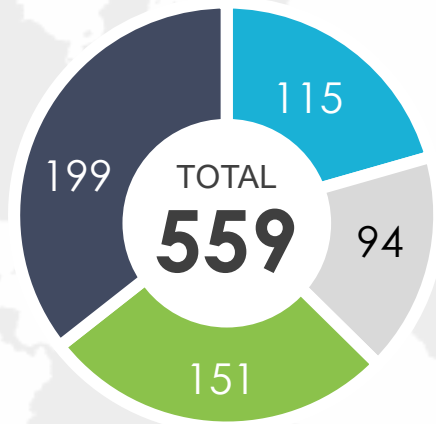
Global Distribution Network



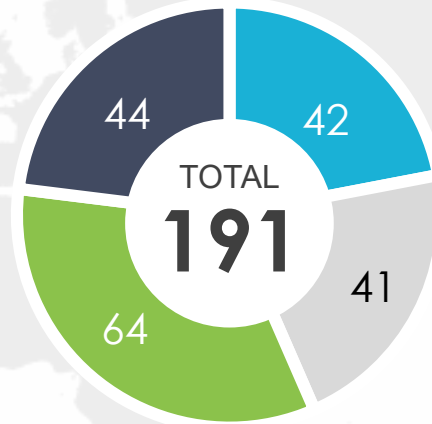
DISTRIBUTORS



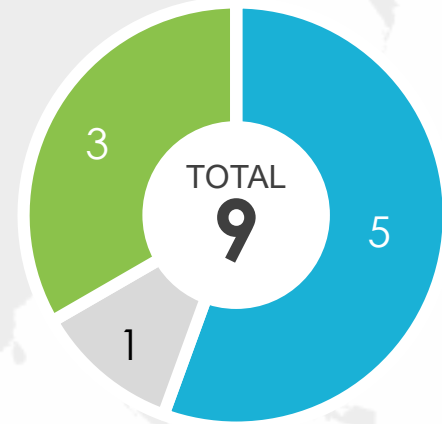
DISTRIBUTOR EMPLOYEES



DISTRIBUTOR LOCATIONS



NA/OEMS



● U.S./CANADA
CARIBBEAN

● LATIN AMERICA

● EMEA

● APAC/
RUSSIA

Model Distributor



RESOURCES



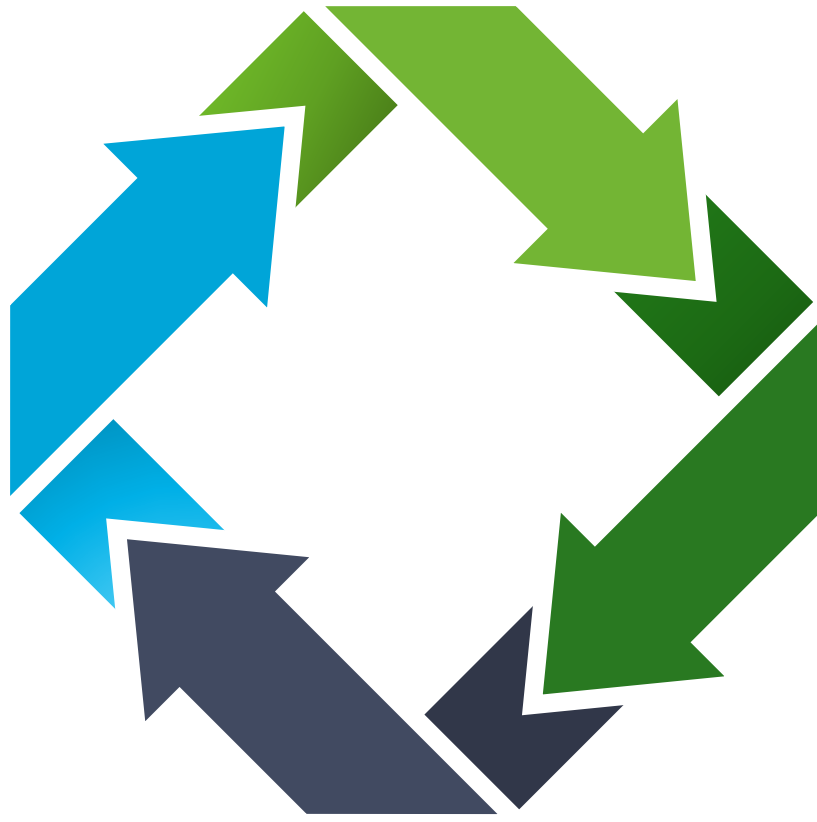
FOCUS



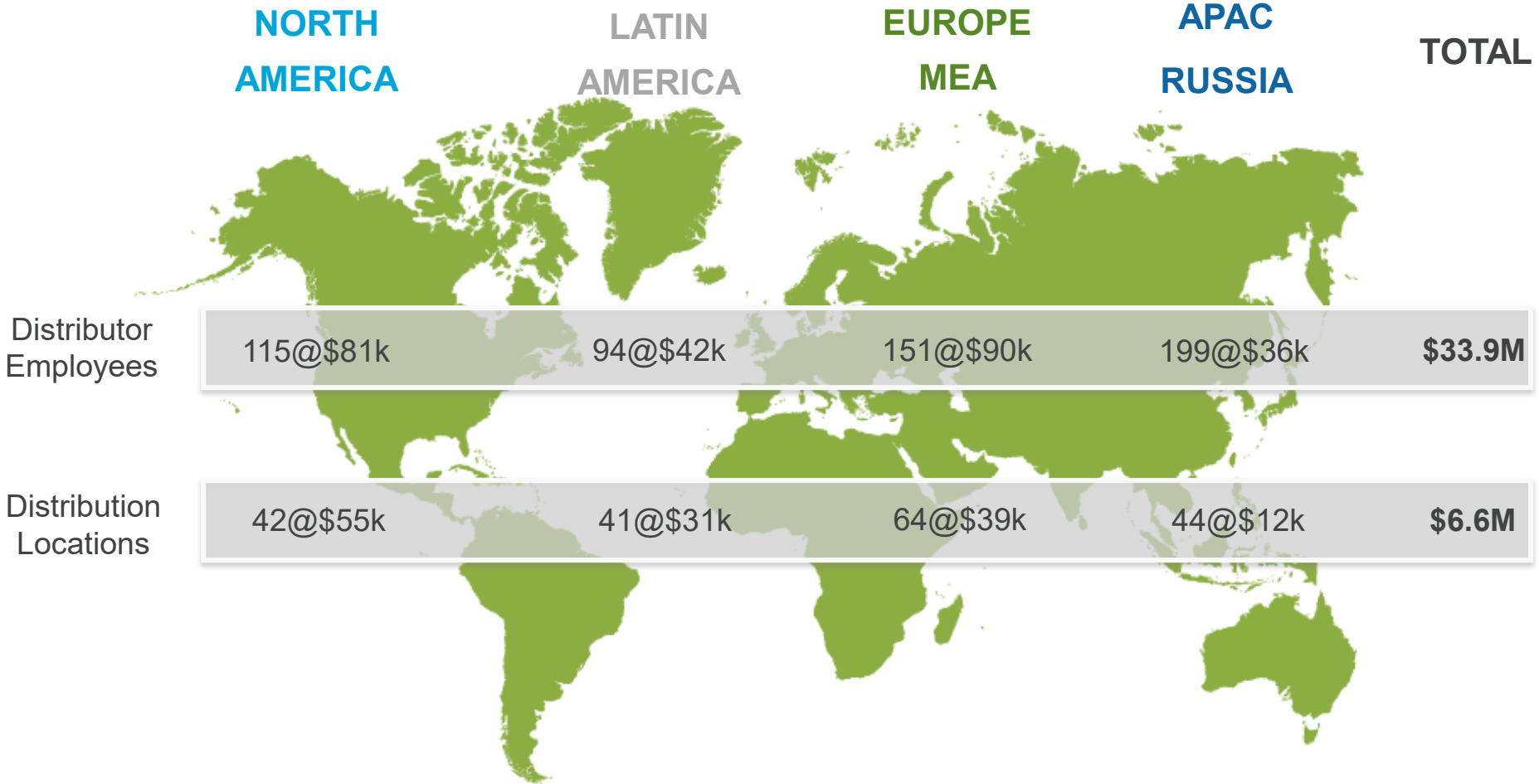
ACTION



PASSION



Estimated Value of Distribution



Total Annual Value of Distribution Channel is ~ \$40M

New Direct Sales Strategy



RENTAL SYSTEMS

- Oil & Gas
- C&I
- Reoccurring Revenue



PROJECT DEVELOPMENT

- Major Projects
- Energy Auditing
- High Margin



KEY ACCOUNTS

- National Accounts
- OEMs
- IndyCar B2B



PARTNERSHIPS /JV's

- BOP Products
- New Technologies
- Services



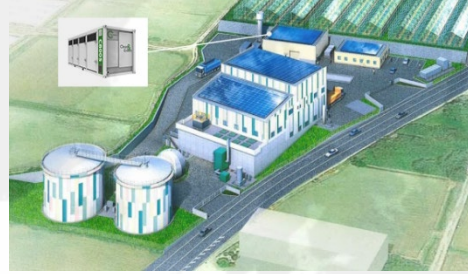
Order Highlights



Walkers Cay Redevelopment


x2 C1000S microturbines in a CHP application for major redevelopment

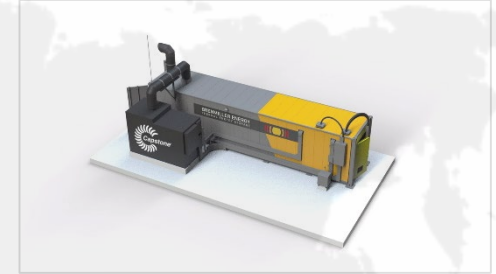
 ENERGY EFFICIENCY
Click here to read more



Biokurasix Handa Plant

x1 C800S microturbine for agricultural and animal waste project

 RENEWABLE ENERGY
Click here to read more



Brenmiller Thermal Energy Storage

x1 C200 microturbine for a thermal storage project for SUNY College

 ENERGY EFFICIENCY
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Roseville WWTP

x1 C800S microturbine to upgrade the City of Roseville WWTP

 RENEWABLE ENERGY
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Santos Limited

x1 C1000S microturbine for stand-alone system that will power a remote O&G facility

 OIL GAS & OTHER
NATURAL RESOURCES
Click here to read more



University in Washington D.C.

x1 C1000S ICHP with 9-year FPP in a CHP application

 ENERGY EFFICIENCY
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Capstone Turbine Advantages



FEATURES & BENEFITS



Low Emissions

No exhaust aftertreatment



Patented Air Bearing Technology

No lubricants or coolants needed



Inverter Based w/ One Moving Part

Low operating costs



High Power Density

Compact footprint, small modular design



Stand Alone Or Grid Connect

Supports aging utility infrastructure



Fuel Availability

Operates on gaseous, renewable, and liquid fuels



Free Clean Waste Heat

Thermal energy for cogeneration/trigeneration



Remote Monitoring

View performance and diagnostics 24/7



Scalable To Match Demand

Multiple applications and industries



Potential Emissions Credits

Offset project costs



Marketing Focus



Targeted Marketing Initiatives: CA Safety Power Shutdown



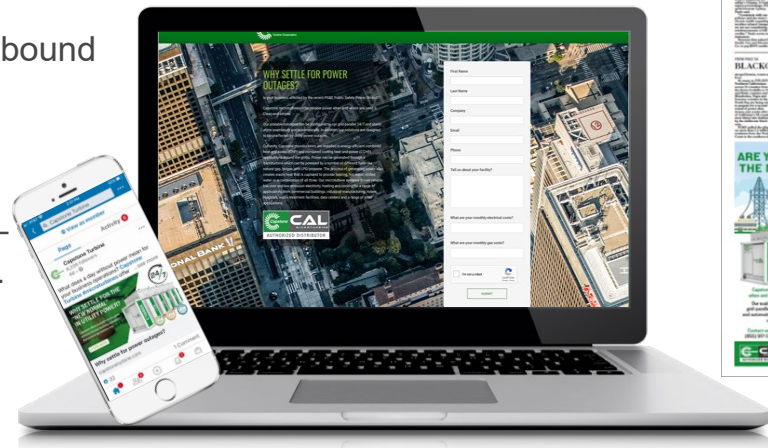
Print Advertising

- Two ¼ page advertisements placed in the main sections of the “Sacramento Bee” Sunday and mid-week issues.
- Incoming leads/inquiries tracked with QR code and in-bound call metrics tracking software.



Social Media – Paid and Organic

- Targeted paid advertising on LinkedIn and Facebook – Focus on industrial/commercial customers by location.
- Organic (non-paid) advertising on all corporate accounts (Facebook, Twitter, LinkedIn, Instagram)



THE SACRAMENTO BEE



WATCH NOW

Custom Landing Page

- Custom landing page was created on corporate website to qualify and score incoming leads.
- All lead data is automatically entered and tracked in customer relationship management (CRM) system.





Q&A SESSION



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