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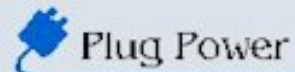
# **PLUG POWER PRESENTATION ON FUEL CELL COMMERCIALIZATION**

**Fuel Cells Summit III  
April 5, 1999**

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# The Plug Power Opportunity



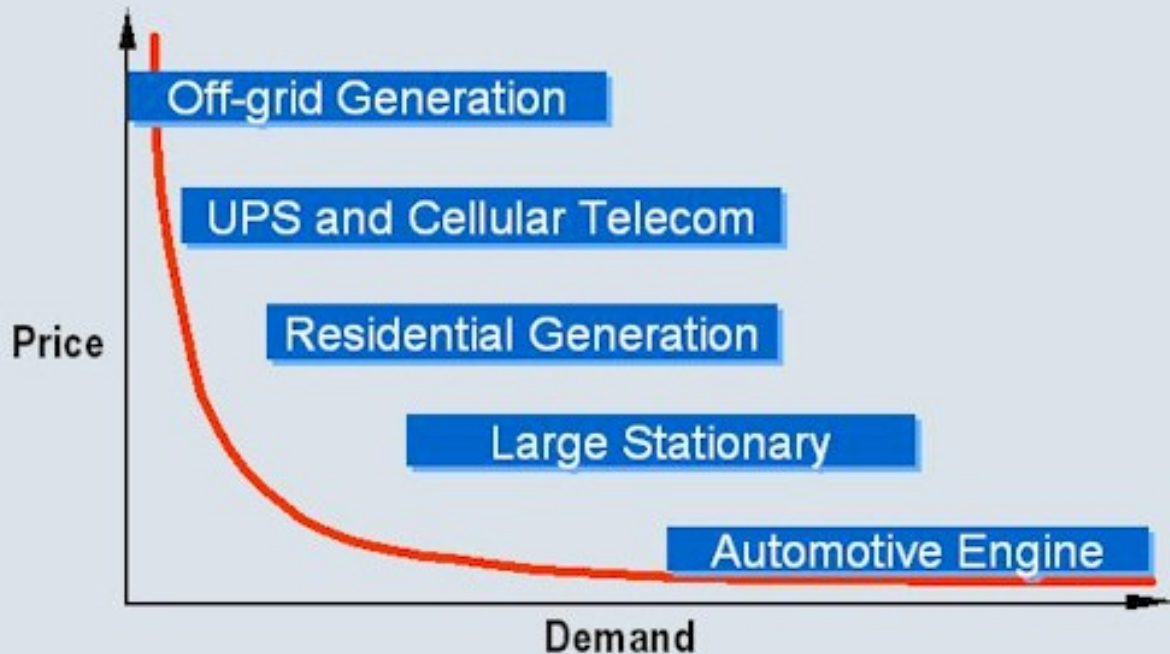
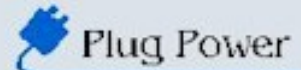
Plug Power has the opportunity to become the first mass manufacturer of Proton Exchange Membrane (PEM) fuel cells - making ourselves a dominant player in providing a disruptive new technology.

- The right first product
- Huge market potential
- The right pathway to market
- A highly leveraged manufacturing strategy

*Plug Power will be mass manufacturing in 2001 - 2002*

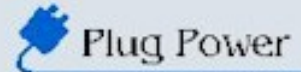


# Road to Market Penetration



*Fuel cells have the potential to penetrate broad markets*

# Fuel Cell Product Approach



Fast Development Path  
High-Volume Manufacturing  
Mass Production



New Designs  
Cost Reduction  
Experience and Economics  
of Scale

*Complimentary development paths*

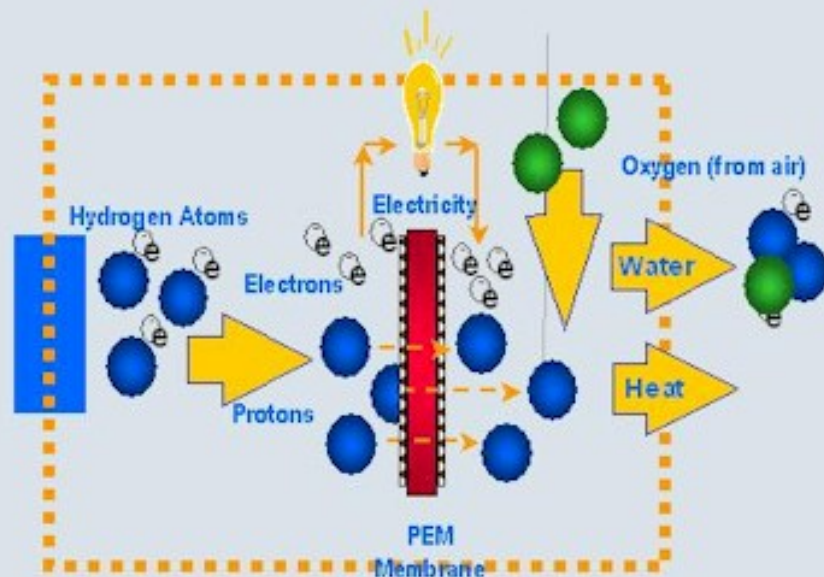
# An Inherently Superior Technology Plug Power

*All fuel cell types are advantageous...*

- Environmentally clean & efficient
- More efficient than central generation
- No combustion byproducts

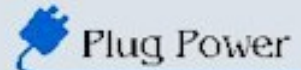
*PEM Fuel Cells are unique...*

- Benign operating environment (< 200°F)
- Adaptable - Can run on a variety of fuels
- Highly amenable to low cost manufacturing (no exotic materials)
- Scales down well to residential market sizes



*The first mass produced product will be PEM stationary*

# The Right Product: Residential

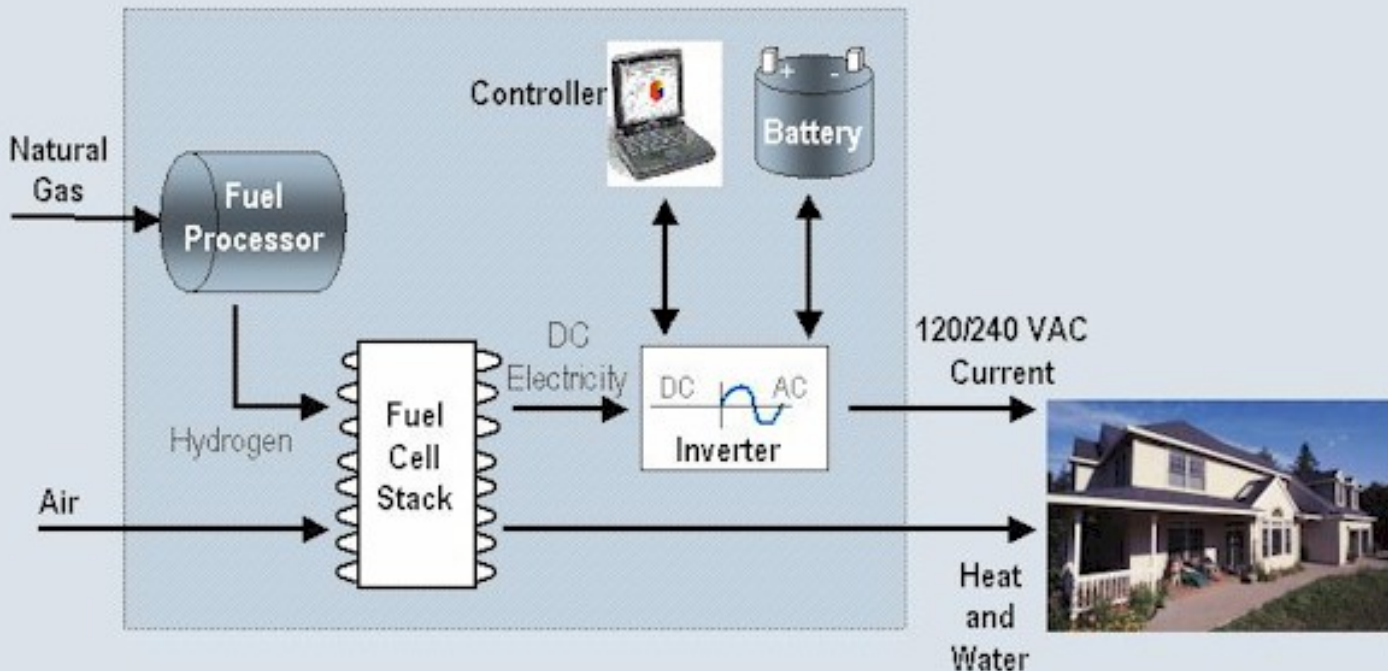
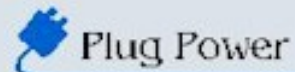


## Favorable Market Dynamics:

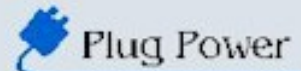
- No new infrastructure needed - Leverage natural gas and propane distribution
- The competition (grid-central station generation) is expensive and dirty
- Early adapters are plentiful - demand for off-grid and premium power applications at \$1,000/kW
- Plug Power will be the first to mass market at \$500/kW.....half the capital cost of conventional grid infrastructure



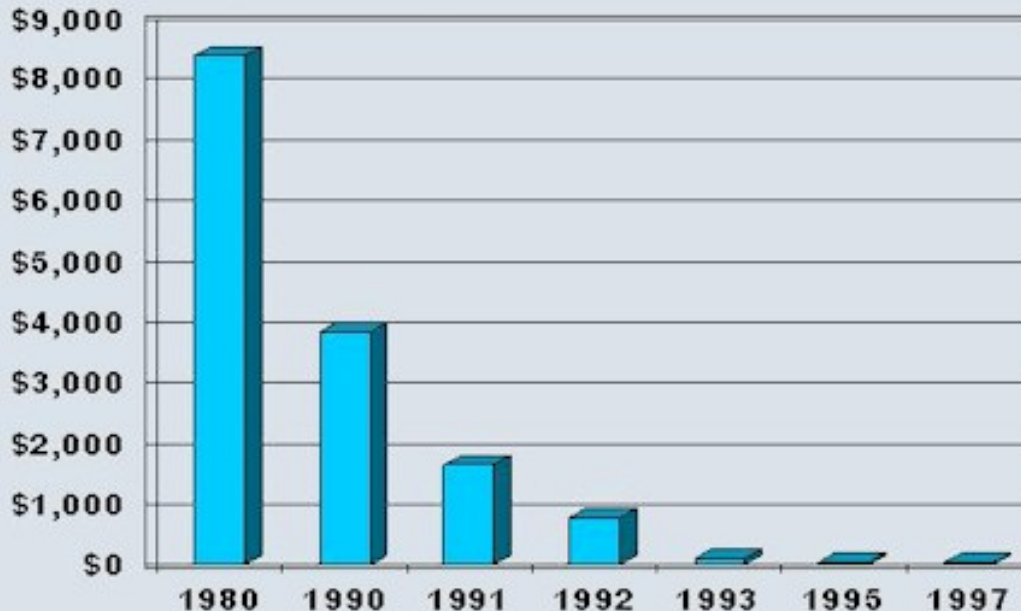
# Residential System



# The Magic Is Out of the Bag



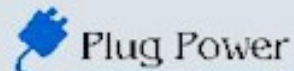
Platinum Cost (per 7 kW unit)



*Reduced platinum loading and improved performance reduce cost*



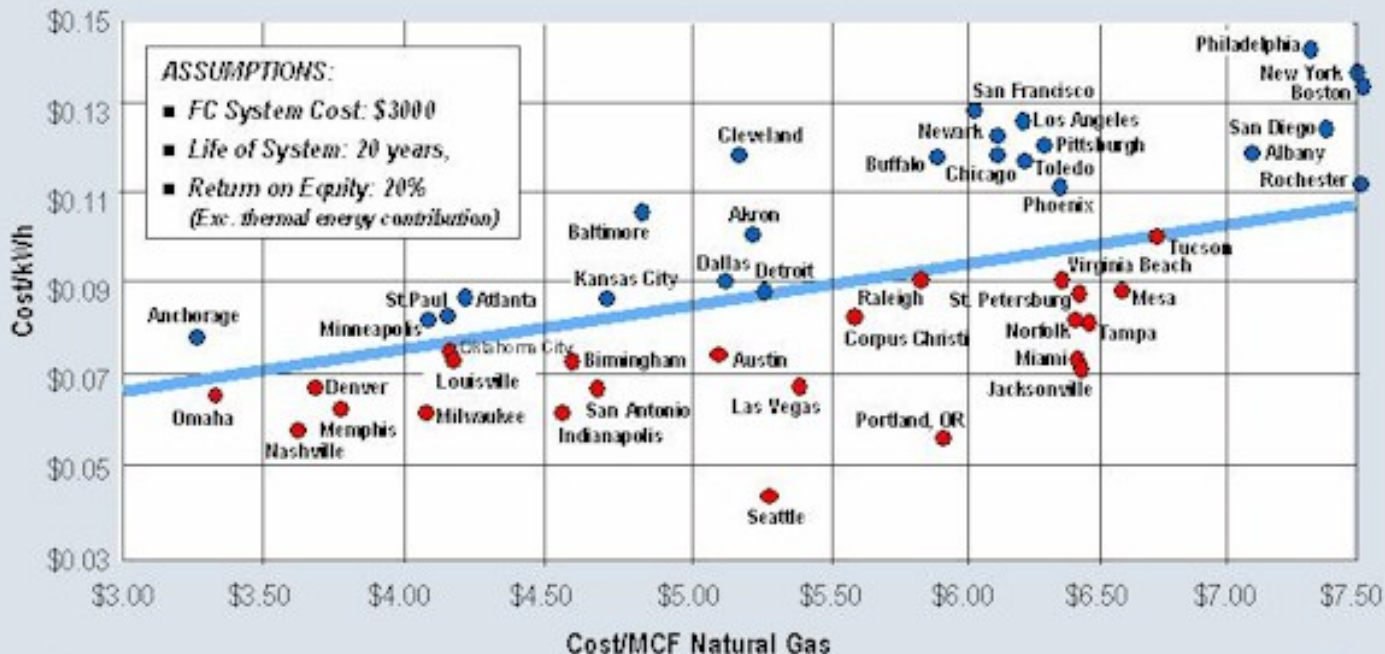
# Market Entry Potential



- Off-grid applications, e.g. vacation homes
- Geographies of upper income households with poor grid reliability--a substitute for installed generators
- Rural areas where the electric company installs a fuel cell rather than replacing a mile of power distribution lines for one or two customers, e.g. farm houses
- Remote villages/developing countries...a very fast installation compared to grid power
- UPS applications...reliable distributed power
- Remote cellular telephone antenna sites

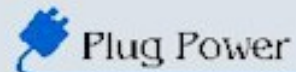
*Early niche markets provide a strong foothold*

# U.S. Market – 25 Million Households Plug Power



*Economical gas-electric spreads of PEM fuel cells (> 5¢/ kW) provide mass market appeal*

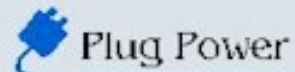
## Europe...50 Million Households



Country	Households (Million)	Total Households w/ Natural Gas (Millions)	1997 Grid Cost (¢/kWh)	Fuel Cell NG Cost (¢/kWh)	Spread* (¢/kWh)
Belgium	4.0	1.5	19.1	10.0	9.1
Austria	3.1	1.5	19.2	10.3	8.9
Germany	36.4	15.0	18.0	9.7	8.3
Netherlands	6.4	6.0	14.8	8.0	6.8
France	22.8	10.0	16.4	10.4	6.0
Spain	12.0	2.5	19.1	13.5	5.6
UK	24.3	13.0	12.5	7.2	5.3

*High electric rates & strong environmental concern make fuel cells an attractive option in Europe*

# The Developing World

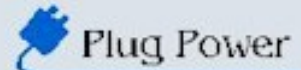


600 million households without electricity



*The developing world can leapfrog to wireless distributed generation*

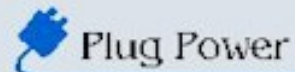
## Automotive Requirements



- \$50 - \$100 per kilowatt cost target
- Small in size
- Lightweight
- Shock resistant
- Quick start-up and response times
- Freezing temperature resistant

*Mass production of automotive fuel cells 6 - 10 years away!*

# Pathway to the Market



**GE Fuel Cell Systems will exclusively distribute, install and service Plug Power residential and small commercial fuel cell systems on a worldwide basis**

Americas

Europe+

Asia



## MASSIVE EXISTING NETWORK

GE has the largest global sales & service network in the power systems industry with 130 sales & engineering offices

## NAME RECOGNITION

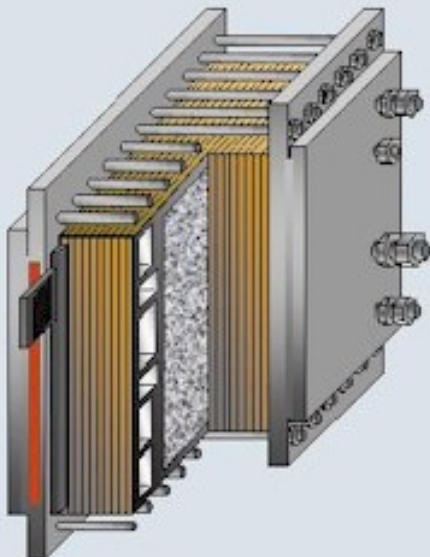
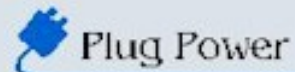
GE - Plug Power co-branding

## MULTI-TIER DISTRIBUTION

Local gas distributors, HVAC, energy service companies, electric utilities, retailers will sell directly to end user

*GE brand provides immense leverage*

## Other Government Collaborations



### ■ NIST

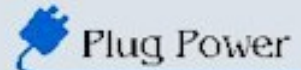
- ✓ \$9.7 million program to develop next generation of CO tolerant MEAs

### ■ NYSERDA

- ✓ \$6 million program with New York State Energy Research & Development Authority for delivery of 80 residential-size fuel cell demonstration systems

*Public / private partnerships are essential to our progress!*

# 1997 Milestones



**June**

Plug Power formed with 22 employees

**July**

U.S. Department of Energy Program for Research & Development award of \$15 million received

**October**

Plug Power converts gasoline to electricity with ADL / EPYX, DOE and Los Alamos National Laboratory

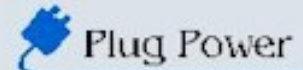
**Year - End**

Plug Power headcount reaches 38



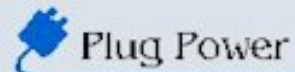


# 1998 Milestones



<b>January</b>	\$1 million grant from Empire State Development Corporation announced
<b>February</b>	Plug Power and Los Alamos National Laboratory establish CRADA (Cooperative Research and Development Agreement)
<b>May</b>	The National Energy Resources Organization awards Plug Power R & D Innovation Award
<b>June</b>	Plug Power unveils world's first fuel cell powered house
<b>August</b>	MTI / DTE second round financing
<b>September</b>	Plug Power delivers fuel cell system to Sandia National Laboratories for DOE - sponsored evaluation program
<b>October</b>	\$9.8 million NIST award to develop next generation MEA
<b>November</b>	Plug Power demonstrates fuel cell system running on methanol
<b>December</b>	Plug Power successful demonstration of natural gas-based fuel cell systems
<b>December</b>	Plug Power receives \$6 million award from New York State Energy Research & Development Authority
<b>Year - End</b>	Plug Power head count rises to 140 employees

# The Right Product: Residential



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