FIRSTELEMENT FUEL

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FirstElement Fuel Inc.

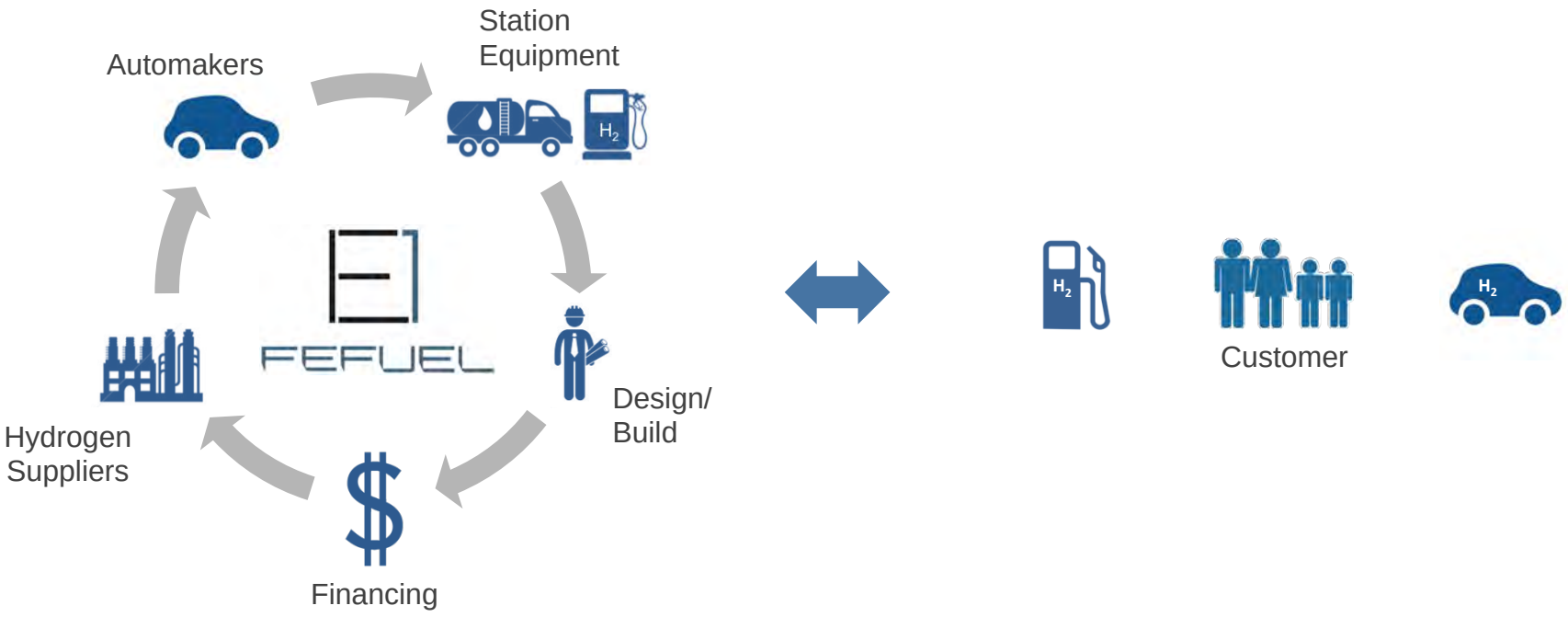
First company in history dedicated to providing retail hydrogen for customers of fuel cell electric vehicles

Fuel cell vehicles can change the world … Only a lack of fueling infrastructure was standing in the way

Addressing the Infrastructure Challenge

Until now stakeholder interests have been misaligned …

FirstElement Fuel integrates the supply chain so that the focus is the retail customer



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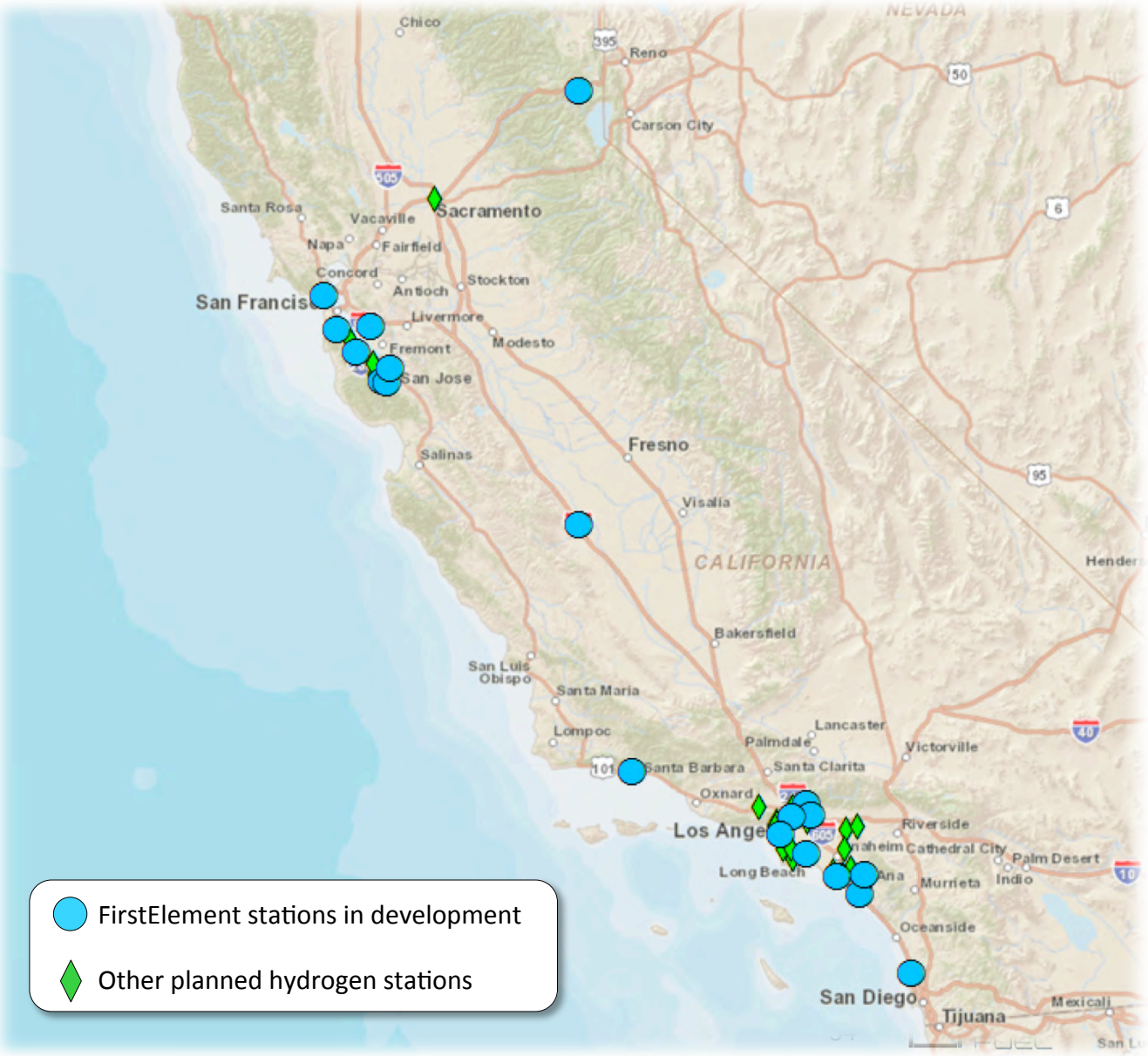
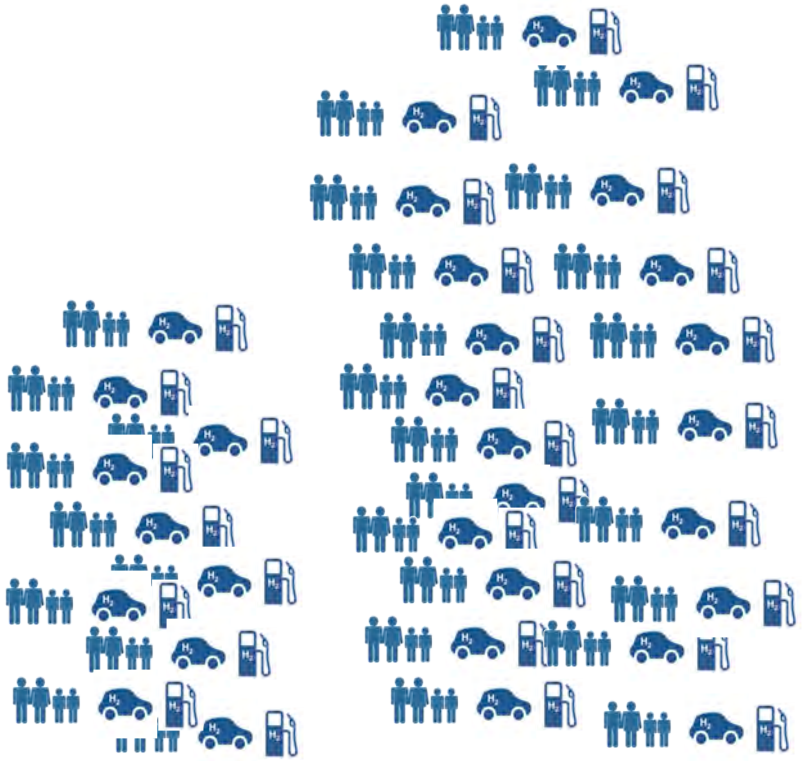
Network Development Plan

- 19 stations in first phase – goal is to get to 40 over the next few years
- Based on 68 station plan
- Enable cars to be marketed in multiple regions
- Allow customers to drive throughout the state



Transition to commercial scale



2005 2010 2015 2020

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Retail Focus

- Retail Locations
- Delivered hydrogen
- App for station location, information, and payment
- Live operator 24 hours a day to assist with fueling
- 100% guaranteed roadside protection

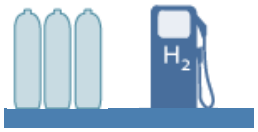
Options for hydrogen production and delivery

Current Strategy

Nat. gas
Biogas

Central plant H2

Compressed gas delivery



Gaseous storage

Potential Future Strategies

Nat. gas
Biogas

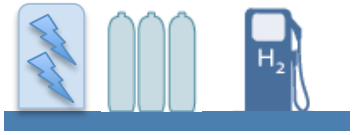
Central plant H2

Liquid delivery

Liquid storage with vaporization

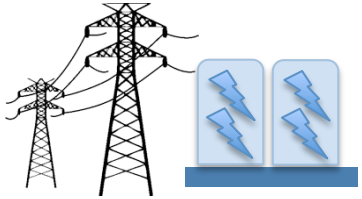
Clean Electricity

Transmission



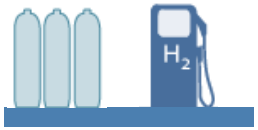
Onsite electrolysis and gaseous storage

Clean Electricity



Transmission & Central Electrolysis

Compressed gas delivery



Gaseous storage

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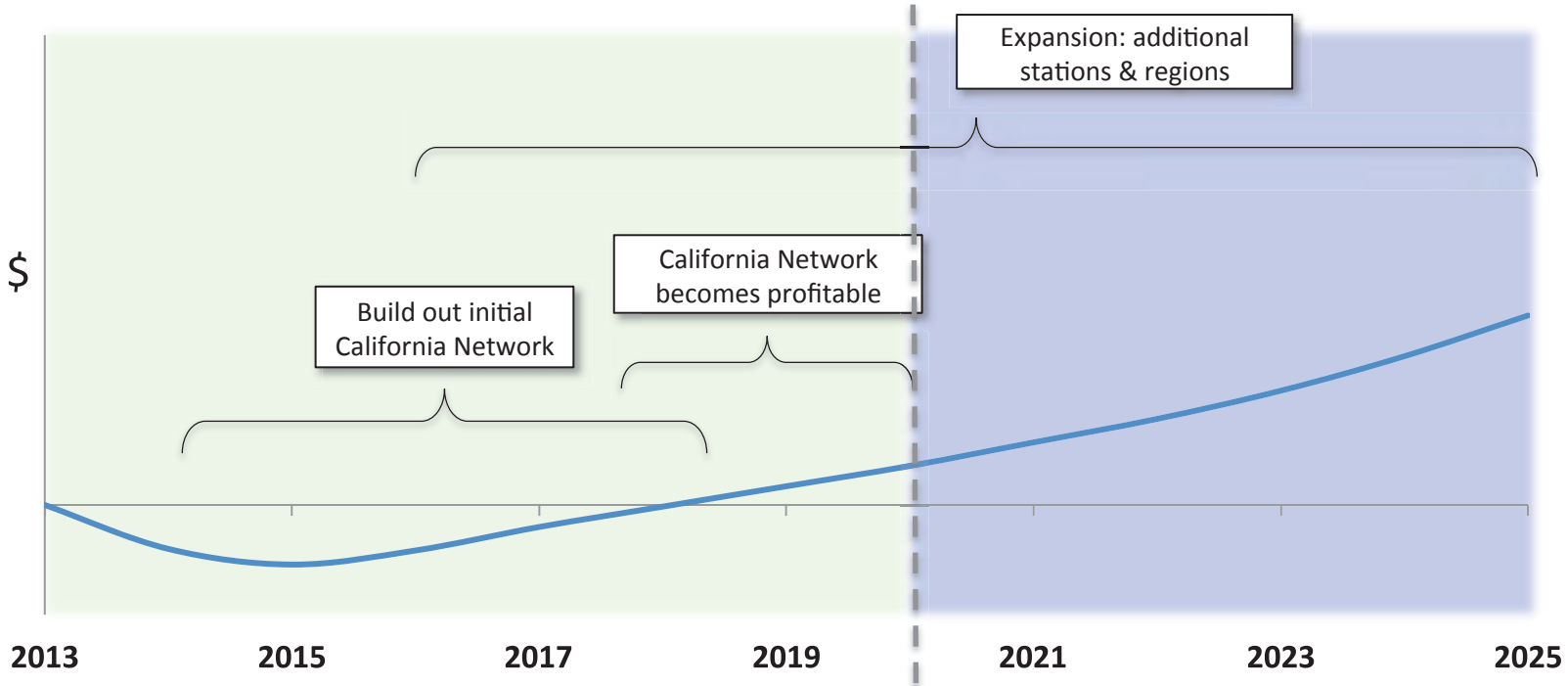
Financial Outlook



Government plays a strong role

Private sector takes over

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Vision, Opportunity, and Market

Initialize a retail hydrogen fuel market that will **pull FCV sales** in the near-term

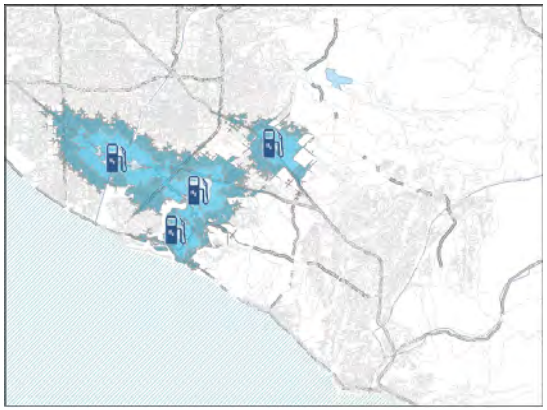
Produce a business model in California that is scalable to other markets

Adoption

- **4,000** FCVs on the road
- **> 60** stations
- Help meet ZEV requirements
- Encourage FCV purchases

Coverage

2014 - 2017

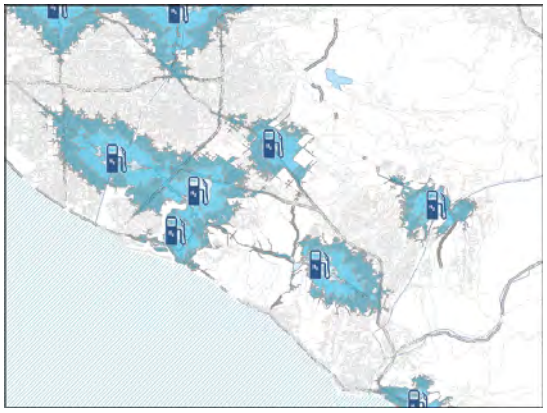


Growth

- **> 150,000** FCVs on the road
- **> 400** stations
- Expand geographically
- Drive cost reduction

Capacity

2018 - 2025

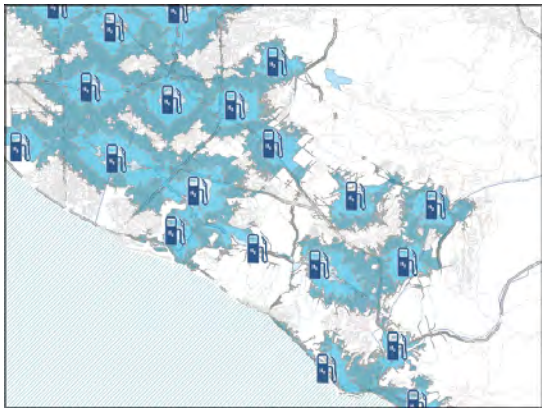


Maturity

- **> 1,000,000** FCVs on the road
- **Thousands** of stations
- Further geographic expansion
- Next-generation stations

Consistency

2026 - 2050



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Thank you.

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