



# ME6 CITYSENSE BUSINESS CASE

DEUS

## MAP OF RUSSIAN FEDERAL DISTRICTS

Potential number of LED luminaires in districts and their total anticipated cost (₽)

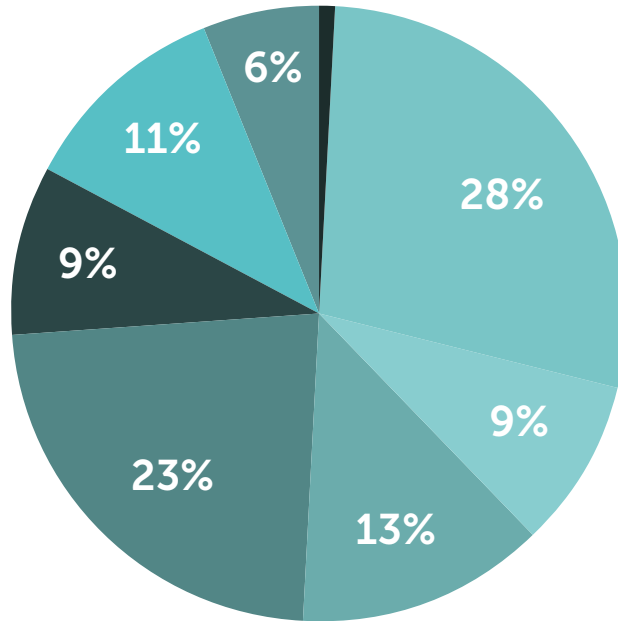


<p>① Central Federal District including Moscow 2 240 000 pcs.    36 964 480 000 ₽</p>	<p>⑤ Ural Federal District 720 000 pcs.    11 881 440 000 ₽</p>
<p>② Northwestern Federal District including Saint-Petersburg 720 000 pcs.    11 881 440 000 ₽</p>	<p>⑥ Far Eastern Federal District 480 000 pcs.    14 521 760 000 ₽</p>
<p>③ Southern District and North Caucasian Federal District 1 040 000 pcs.    17 162 080 000 ₽</p>	<p>⑦ Siberian Federal District 880 000 pcs.    7 920 960 000 ₽</p>
<p>④ Volga Federal District 1 840 000 pcs.    30 363 680 000 ₽</p>	<p>⑧ Republic of Crimea and Sevastopol 80 000 pcs.    1 320 160 000 ₽</p>



## REGIONAL DISTRIBUTION OF LED LUMINAIRES IN THE RUSSIAN FEDERATION

Anticipated share in total number of LED luminaires, %

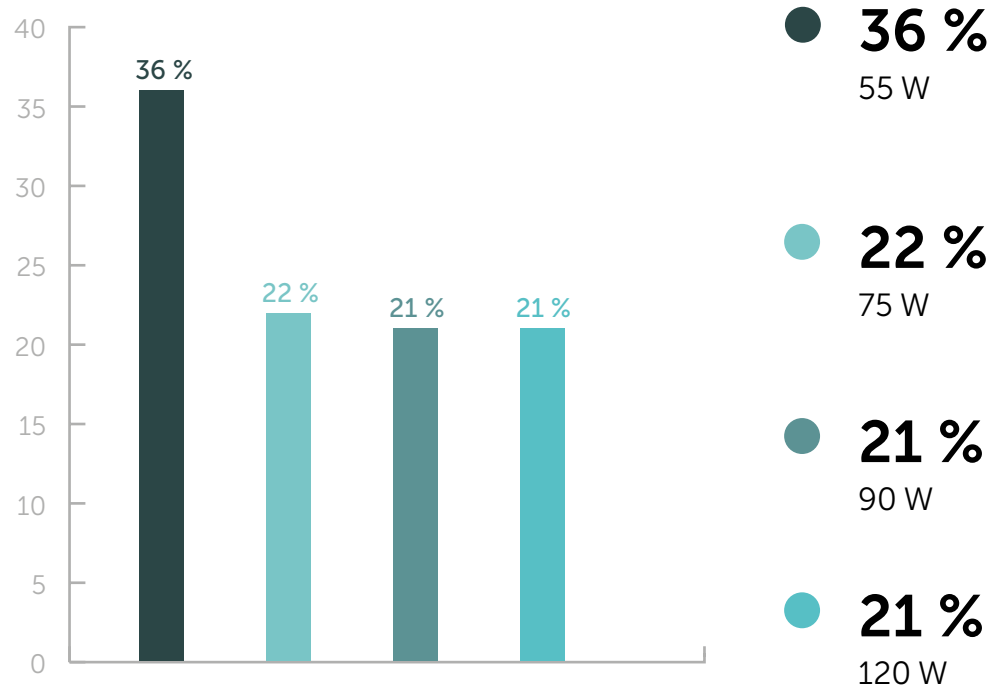


- **28 %**  
Central Federal District including Moscow
- **9 %**  
Northwestern Federal District including Saint-Petersburg
- **13 %**  
Southern District and North Caucasian Federal District
- **23 %**  
Volga Federal District
- **9 %**  
Ural Federal District
- **11 %**  
Siberian Federal District
- **6 %**  
Far Eastern Federal District



## OUTDOOR LIGHTING MARKET

Anticipated share in total number of LED luminaires, %



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## GENERAL MARKET SITUATION



### MARKET VOLUME

Market volume of LED  
light sources is about  
**8 mln pcs**



### COST OF THE MARKET

In monetary terms, the  
cost of the LED light  
sources market is about  
**135 bln rubles**



### TRAFFIC

Estimated cost of traffic  
for the whole market is  
**2.8 bln rubles/year**



## GSM ADVANTAGES

Main advantages of GSM-based ME6 CitySense outdoor LED light sources

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### ENERGY EFFICIENCY

High energy efficiency of the comprehensive solution



### INDIVIDUAL STATUS OF EACH LUMINAIRE

Online status of each luminaire



### CONTROL

Remote control from a single control center and any place in the world



### SCALING

Easy scaling, from small to large municipalities



### CONFIGURATION FLEXIBILITY

Luminaire group control is not dependent on power lines



### RELIABILITY

High reliability and fault tolerance (fault in one module does not affect the system performance and upper-level network redundancy)



### CLIENT POLICY

Distribution of equipment  
by partners according to  
DEUS client policy



### FINANCIAL INSTRUMENTS

Leasing, energy service  
agreement



### SUBSCRIPTION FEE

Subscription fee for the  
cloud service and data  
transmission (SaaS model)



# DISTRIBUTION



**PARTNER'S PROJECT  
PROTECTION**



**EXCLUSIVE DISCOUNTS  
FOR PROJECT  
EQUIPMENTT**



**WARRANTY**



**RUSSIAN MANUFACTURER**

**DEUS**





## FINANCIAL INSTRUMENTS



Having a Bank as a partner will allow you to implement high-yield commercial projects for all participants (manufacturer, bank, integrator). Clients have an opportunity of implementing an energy efficient solution to improve their performance without additional expenditure on their part.

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Energy service companies will facilitate implementation of energy efficiency contracts of any technological complexity without attracting additional budgetary funds on the part of the customer (the state).



# SaaS MODEL

**SaaS model** will provide **profit for the project participants** (service developer and operator) during the term of the energy service agreement as well as after its expiration.

Clients have a reliable and high-technology product allowing them not only to obtain an **energy efficient solution** but also to use required service and other information to cut operating costs.

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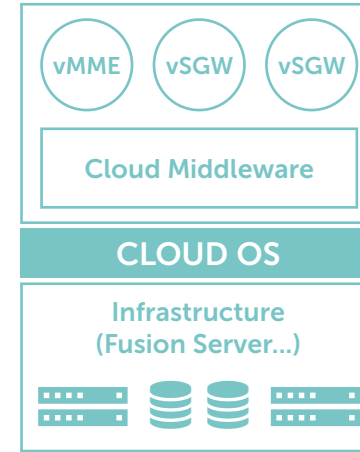


## DESCRIPTION OF NARROW BAND CONCEPT

Using Narrow Band IoT chips will reduce the ME6-GSM module cost by 15–30 % and make the project more profitable.



- SMART METER
- SMART AGRICULTURE
- ASSET TRACKING
- SMART PARKING
- ENVIRONMENT MONITOR
- OUTDOOR LIGHTING**
- ME6-GSM**



ANY TELECOM



ME6 ENTERPRISE



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**BOX  
ME6 GSM  
SOLUTION**

**5 LUMINAIRE MODELS**

**5-YEAR WARRANTY**

**FIVE-YEAR CONTRACT**

for traffic and cloud service

**PAYBACK PERIOD OF UP TO 3 YEARS**



**CORVETTE LED**

АРТИКУЛ	Model	Project Discount (formed from the dealer price)	Partner Discount (formed on the base price)	Basic Price VAT, ₺
00000000071	Corvette LED 55 (W) 4000/5000K	-10%	-23%	18700,00
00000000072	Corvette LED 75 (W) 4000/5000K	-10%	-23%	19500,00
00000000073	Corvette LED 90 (W) 4000/5000K	-15%	-35%	29970,00
00000000074	Corvette LED 120 (W) 4000/5000K	-15%	-35%	31100,00

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