



Power Ledger

Wednesday, 31 March 2021

SWAP SOLAR POWER FOR VB IN AUSSIE-FIRST PROGRAM

Victoria Bitter has today launched Solar Exchange – a new program that enables beer lovers to trade their excess solar energy for slabs of Victoria Bitter.

So, whether you're giving the house a clean, playing with the team, or just wanna go green, your solar panels will be working hard to get you slabs of VB.

The Solar Exchange program allows participants to exchange credit on their power bill – obtained from generating excess solar at home – for VB. Every \$30 worth of credit can be exchanged for a slab, which is then delivered straight to your door.

Brian Phan, General Manager Marketing Victoria Bitter, said: "Last year we put the Australian sun to work and started brewing VB with 100% offset solar energy. Now we've launched this Aussie-first program to thank those who have made the effort to go solar with some hard-earned VB.

"The only thing better than drinking the Big Cold Beer in the Aussie sun is earning beer while you do it. Plus it's a real win-win for beer lovers and the environment.

"There are currently only 500 spots available. While we want to have more people exchanging solar credit for beer down the track, for now any beer lover who wants to participate should sign-up quickly at www.vbsolarexchange.com.au."

The launch of the program follows Asahi Beverages' acquisition of Carlton & United Breweries last year. The program is part of Asahi's ambitious sustainability agenda, which includes our commitment to be powered by 100% renewable electricity by 2025. In 2018 CUB adopted renewable energy as the way forward with the signing of a 12-year Power Purchase Agreement for 74,000 MWh per year of renewable energy from the giant solar farm outside Mildura.

Solar Exchange has been developed in partnership with the 5-star rated energy retailer Diamond Energy, and Power Ledger, a blockchain-powered software platform that enables energy trading. VB will receive the solar credits it obtains under the exchange from Diamond Energy and re-invest them back into the program or towards the business' broader sustainability goals.

Customers who sign-up to the program can track how much beer they've earned based on how many solar energy credits they have exchanged with VB, with slabs being delivered each quarter.

Tony Sennitt, Managing Director, Diamond Energy said: "We are proud to partner with VB and look forward to helping Australians get the most out of their solar through this innovative solar exchange program – it's good for them and the environment!"

Power Ledger Co-Founder and Chairman Dr Jemma Green said: "Power Ledger is delighted that our technology is being used to keep participants informed of their progress in the program. We are a global pioneer of peer-to-peer energy trading, and in a country that thrives on the beer economy, we are excited to be part of Australia's first peer-to-beer energy exchange scheme."

To apply for the program, energy consumers with solar excess, need to switch their electricity retailer to Diamond Energy, and agree to the VB Solar Exchange terms and conditions*.

The program is available to residential householders only.

VB's Solar Exchange program launches today, with spots available for residents of VIC, NSW, QLD (Energex customers only) and SA.

Further information including eligibility requirements and terms and conditions are available online at www.VBsolarexchange.com.au.

-ENDS-

NOTES TO EDITORS:

Visual assets to accompany the story can be found here:

- VB Solar Exchange TV commercial
- VB Solar Exchange explainer animation
- Still image of VB being delivered
- VB Solar Exchange video news release

About VB's commitment to renewable energy:

In 2020, VB put the sun to work as it announced that it was going to be brewed with 100% offset solar energy. VB's Solar Exchange takes this a step further by enabling Australian households to exchange their offset solar credits for VB.

The new program builds on the brand's commitment to the environment and a greener future, and on its belief that hard work - in this instance your hard-earned solar – can be used to earn you a big cold beer.

About Diamond Energy:

Diamond Energy is an Australian-based, retail electricity company and renewable energy generator, operating since 2004, receiving a 5-star rating in the latest Greenpeace's Green Electricity Guide. They are committed to helping customers save energy and save on their bills. Their Australian based team specialise in helping customers get the most out of solar and making solar accessible to all. They also provide competitive rates and ongoing discounts that don't disappear or reduce solar feed in credits. www.diamondenergy.com.au

About Power Ledger:

Power Ledger is an Australian technology company that has developed a blockchain-enabled renewable energy trading platform. Power Ledger's technology is available in ten countries, across four continents, enabling customers to access and trade cheaper, cleaner electricity. Power Ledger's software and features work alongside the existing infrastructure of energy systems, enabling greater control and ownership for consumers and producers alike. www.powerledger.io

VB Solar Exchange details:

- Slabs to be exchanged are 24 x 375ml bottles or cans of VB.
- By consenting to the program, participants forgo their feed-in-credit, with it being exchanged for slabs of beer, for the term of the program.
- Beers are delivered quarterly, in-line with the customer's electricity billing periods.
- Power Ledger's blockchain technology supports the program by tracking the excess solar energy accumulated and the participant's solar exchanges.
- Diamond Energy received a 5-star rating in The Green Electricity Guide in 2018, which was administered by The Total Environment Centre and Greenpeace.
- We expect a typical VB Solar Exchange participant to have a 5kW solar panel system that exports approximately half of its total energy generated to the grid.
- *Eligibility criteria and T&Cs apply

For further information, please contact:

Lauren Hunt
lauren.hunt@clemenger.com.au

+61 423 541 802

Nick Zonnios
nick.zonnios@clemenger.com.au

+61 421 663 442