



***International Markets & Financing
Opportunities for Biofuels***

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Presentation Outline

- Overview of Westar
- International Markets
- Export-Import Bank Financing
- OPIC Financing
- Other International Financing Opportunities
- Investor Information
- Everly Media

Mission Statement

Westar Trade Resources is committed to assisting clients to develop sustainable businesses in three ways:

Sustainable Ecology - Providing solutions that protect, preserve and enhance the environment for the needs of today without detracting from the capability to provide for the needs of future generations.

Sustainable Technology - Developing new and improved sustainable technologies that can provide technical solutions for a wide range of problems and also create new opportunities.

Sustainable Profitability - Creating long-term financial stability by developing and executing cost-effective financing solutions, risk strategies, and an adequate capital base.



Business development services include:

Planning

- Feasibility Studies
- Business Plans
- Site Selection
- Feedstock Sourcing
- Risk Assessment

Developing

- Marketing Development
- Off-take Contracts
- Product Development
- International Marketing,
Development & Financing

Financing

- Traditional Financing
- Non-Traditional Financing
- USDA & DOE Loan Guarantees
- Government Grants
- OPIC and Ex-Im Bank Financing
- Governmental Liaisons

India

Available Feedstocks:

- Bagasse and rice husk, by-products from sugar and rice mills, sugarcane tops, leaves, wheat stalks and husks, banana plant and leaves, maize stalks and cobs, cotton stalks, husks and bollshell

Refinery Capacity:

- Currently there are no next-generation ethanol manufacturing facilities operating in India
- 600 sugar mills, 131 have ethanol manufacturing units
- Minimum of 189 distilleries manufacturing ethanol

Business Opportunities:

- Growing competition between industries and growing demand for ethanol will help spur development

Mexico

Available feedstocks:

- Jatropha, castor, salicornia, sugar cane, corn stalk and stems, agave

Refinery Capacity:

- Highly developed oil, gas and petrochemical industries
- Net exporter of oil, but imports 40% of gasoline due to lack of refineries.

Business Opportunities:

- Government keen to provide investment for refineries
- Mexico's membership in NAFTA, allows for export opportunities and easier supply of foreign capital

European Union

(France, Italy, Spain, Germany, UK)

Available feedstocks:

- Camelina, agricultural/urban waste, algae, rapeseed lignocellulose, forest residues, cooking oil
- 47.8 Mha available land area for production of energy crops projected to be available in EU27 by 2030 with highest potential in Poland, Romania, Spain, France and Germany

Refinery Capacity:

- Strong automotive biofuel refinery capacity which is not easily converted for biojet
- Netherlands a major global refinery and supply hub for jet fuel
- Other refineries: Finland (Neste), planned in UK (Solena), Germany (Choren) etc.

Business Opportunities:

- EU institutions pushing environmental regulations and several European pushing and biofuel initiatives in advance of ETS for aviation sector, Very strong automotive biofuel experience
- Key players in biojet are SkyNRG, Neste Oil

Australia

Available feedstocks:

- Sugar cane, grains and short rotation crops, oilseeds, urban waste, agricultural and forest residues and algae
- Australia net exporter of food, large area (in excess of 17 million hectares) of arable land currently under cultivation, seasons vary for different crops

Refinery Capacity:

- Refining capacity for biofuels is reliant on existing petroleum refining facilities
- 3 ethanol facilities currently operating at full capacity (360 ML) and 5 small biodiesel facilities operating, but most at well below capacity (around 50 ML production per annum compared with capacity of 265 ML)

Business Opportunities:

- Aviation sector very interested in biofuels development due to new regulations in the carbon trading scheme. While Biofuels are excise free for land transport use, there is no similar 'excise free' status for domestic sustainable aviation fuels.
- Gov't funding small in comparison to US and Europe, but growing interest.



Export-Import Bank

Medium and Long-Term Loan Guarantee

Program Highlights:

- Up to 85% loan guarantee, no minimum or maximum limit to the size of the export sale that may be financed with Ex-Im Bank's loan guarantee.
- 15% down payment is required from the buyer
- Small business financing rose over 70% from \$3.3 billion in FY 2008 to \$6 billion in FY 2011
- Renewable-energy exports increased to \$726 million in FY 2011 from \$30 million in FY 2008

Eligibility Requirements:

- Products must be shipped from the U.S. to a foreign buyer.
- Ex-Im Bank cannot support exports of military or defense products and services (with some exceptions).



Overseas Private Investment Corporation

Medium & Long-Term Financing

Program Highlights:

- 50-65% possible OPIC participation for a new venture and Up to 75% possible OPIC participation for an expansion in emerging markets of a successful existing operation
- Loans from \$100,000 up to \$250 million per project
- Direct loans and investment guaranties – Direct loans available to U.S. firms with under \$250 million in sales or \$67 million in net worth
- Medium to long-term funding: Minimum 3-5 years and up to 15-20 years

Eligibility Requirements:

- Financially and commercially-sound project producing an adequate cash flow
- 25% U.S.-ownership
- Sufficient equity
- Track record of success in the same or similar industry

International Financing Agencies

- North American Development Bank
- Asian Development Bank
- Inter-American Development Bank
- Sustainable European Investment Bank
- Australia Export Finance and Insurance Corporation
- Bancomext – Mexico National Export Bank
- India Export-Import Bank
- EKF – Denmark Export Credit Agency
- Export Development Canada
- Export-Import Bank of Korea

Investors & Industry Stakeholders

Westar assists in identifying key opportunities for investment and ownership worldwide through:

- Evaluation of Company Goals, Financing, & Investing Options.
- Developing a Long-Term Strategy and Identifying Potential Long-Term Sustainable Partnerships/Investments.
- Conducting Due Diligence on Potential Locations, Technologies, Feedstocks, Offtake Agreements, Financing Opportunities, Management Team & Government Incentives.
- Developing a Written Plan of Action and Evaluating the Long-Term Sustainability from Three Areas: Ecology, Technology, and Profitability.
- Upon Company Approval, Assisting in Bringing Together the Team Members to Implement the Final Plan.
- Continued Monitoring, Management, and Development also Available Under Long-Term Retainer Agreement.

Digital and Social Media Marketing



Organize - Define your audience, set up social networks, establish a sound website.



Engage - Tell your story using video, social media, fresh content.



Listen - Track who is following you, follow up with leads, respond to comments.



Measure - Evaluate your ROI, see what your Competitors are doing, Focus on what is working.

Everly Media wants to take your company's spirit of innovation into your branding and marketing; helping you create something everyone else thought was impossible.



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