

Powering The Future



www.fireflyenergy.com

Firefly Energy: Revolutionizing Battery Technology



Innovative Carbon Foam Solutions for a Sustainable Future



Founded on Innovation

Born from Caterpillar R&D, Firefly Energy pioneers carbon foam battery technology for high performance and sustainability.



Strategic Vision

Delivering next-gen battery solutions to critical sectors:
telecom, marine, RV, trucking, and solar storage.



OASIS Microcell™ Platform

Proprietary carbon foam structure dramatically enhances energy density, thermal stability, and design flexibility.



Sustainability First

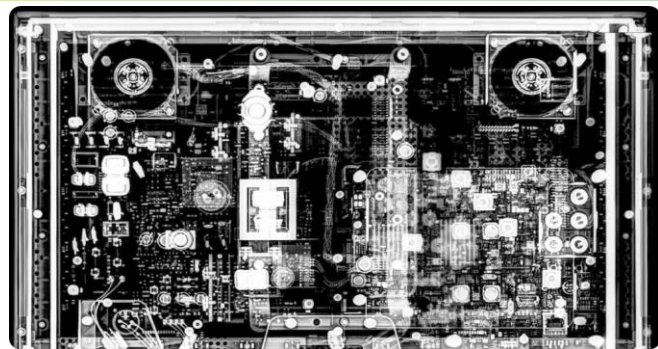
Committed to eco-conscious materials and high recyclability for reduced carbon footprint.

Breakthrough with OASIS™ Microcell Carbon Foam Technology



Firefly's Proprietary Carbon Foam Platform

- **Microcell Carbon Foam:** Revolutionary porous carbon foam enhances electron transport, reducing internal resistance and charge times.
- **Thermal Stability & Safety:** Operates reliably under extreme heat, pressure, and vibration; mitigates thermal runaway risks.
- **Design Flexibility:** Enables new battery geometries and capacities, suitable for custom installations and constrained spaces.
- **Corrosion-Free Conductivity:** Carbon foam resists corrosion, extending battery life significantly beyond traditional grids.



Recognized Innovation & Industry Leadership

Positioned at the Forefront of Battery Technology

- **Award-Winning Technology:** Recipient of the R&D100 Award, Wall Street Journal Technology Innovation Award and multiple grants for energy innovation and commercialization.
- **Patents & IP Portfolio:** Portfolio includes foundational patents on carbon foam architecture, electrolyte optimization, and modular assembly.
- **Strategic Collaborations:** Active deployments and pilots with defense contractors, telecom giants, and clean energy firms.
- **Thought Leadership:** Firefly has contributed to global energy forums and white papers on the future of battery storage.



Performance Comparison: Firefly MCF vs VRLA

AGM vs Lithium



Technical Metrics Across Leading Battery Technologies



Cycle Life

Firefly MCF: 3600+ cycles (at 50% DOD),
VRLA AGM: 800–1200, Lithium: 2000–5000



Temperature Tolerance

Firefly MCF: -20°C to +60°C, VRLA AGM: -10°C to +45°C, Lithium: -10°C to +55°C



Efficiency

Firefly MCF: 90–95%, VRLA AGM: 75–85%,
Lithium: 92–98%



Safety & Stability

MCF is non-flammable and resistant to thermal runaway;
lithium requires BMS, VRLA AGM risks gas emission.

Case Applications in Action

Real-World Impact of Firefly Battery Solutions



Marine & Offshore Power

Deployed in fishing vessels, leisure craft, and navigation buoys for resilient marine energy.



Long-Haul Trucking

Adopted by refrigerated and autonomous fleet platforms for consistent power and fleet diagnostics.



Recreational & Off-Grid RV

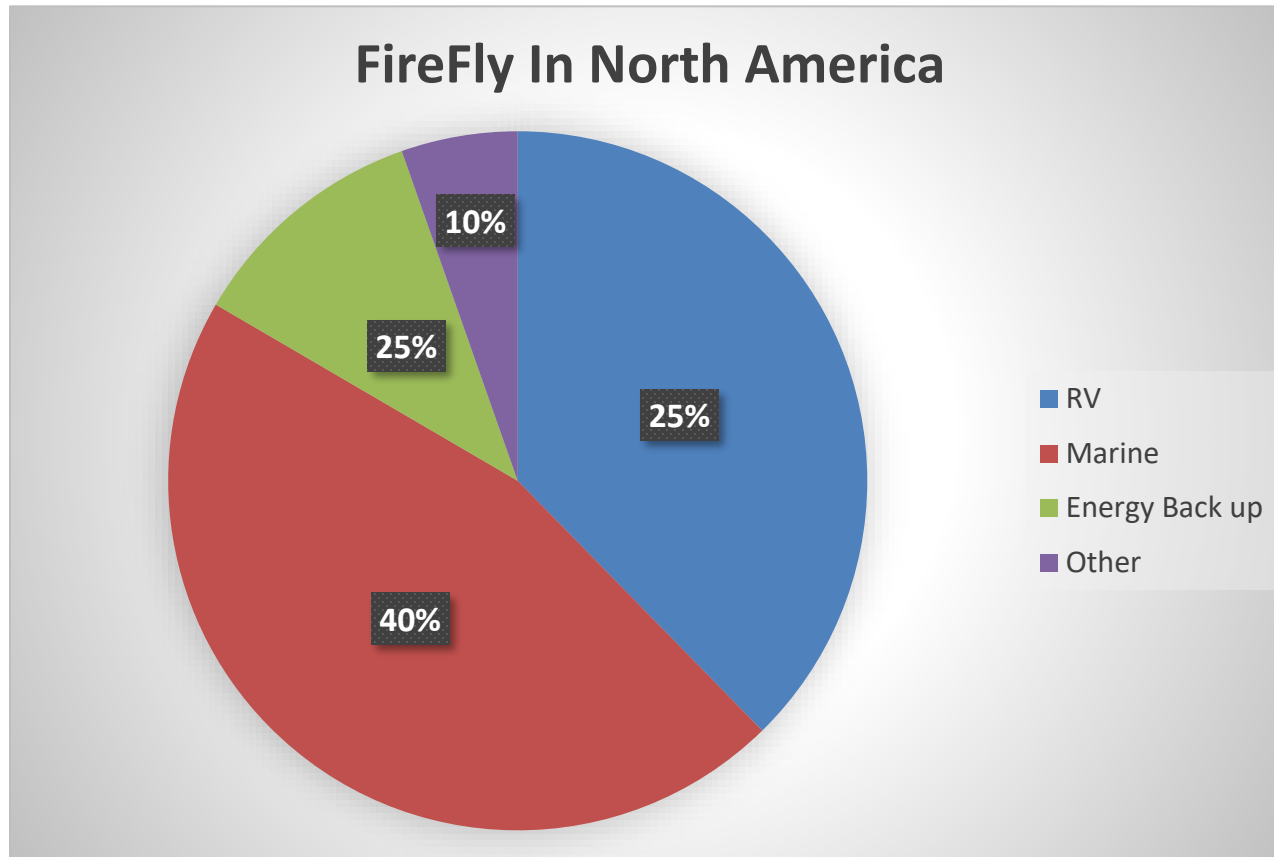
Used in Class A and B RVs, enabling silent, generator-free living and mobility.



Rural & Solar Storage

Installed in microgrid and solar sites, including remote villages and off-grid resorts.

Total Batteries by applications in North America



Total Firefly
Batteries in
North
America:
15,000

Expanded Product Portfolio & Real-World Applications

Powering the Future of Transport and Renewable Energy



Marine Energy Systems

Superior cycle life and vibration resistance ideal for boats, yachts, and marine electronics.



Trucking & Commercial Fleets

Fast-charging, robust battery systems enhance logistics, refrigeration, and fleet telematics.



Recreational Vehicles (RVs)

Compact, maintenance-free design delivers stable off-grid power for RVs and campers.



Solar & Off-Grid Power

Scalable energy storage for remote solar installations and backup for residential systems.

Our Goal

- **Objective:**

- Establish Firefly Batteries in Florida by partnering with a distributor who will target four key channels: Marine, RV, Trucking (Commercial Fleet), and Solar.
- Looking for Distributor(s) in Florida, Texas and California. Later in NE, Midwest, Pacific-NW, Alaska and SW Zones

12-Month Goals:

1. Sign distribution agreements with at least 3–5 leading dealer groups or buying cooperatives in each segment. Min Sales expected of 200 total battery per month
2. For Solo distribution rights Achieve ≥ 500 total battery placements per month (installed or stocked) across all segments by 6 months.
3. Build Firefly brand recognition among key decision-makers (marina managers, RV dealership buyers, fleet maintenance directors, solar installers) through targeted outreach and demonstrations.
4. FireFly to provide drop shipping for 6 months until 500 total battery goal is achieved

Distributor and Retailer Pricing Summary

Retail Price Breakdown for 500 Batteries



Wholesale Distributor Retailer

Price Category	Total
Old Price of the battery (prior to relaunching)	\$550
New Price of the battery	\$450
Tentative Wholesale price for 500 batteries min	\$280
Distributor Margin	\$85
Retailer Margin	\$85

Pricing & Incentives Summary for less than 500 batteries order

Segment	Order Qty	Discount Off MSRP	Additional Incentives
Marine/RV/Solar	1–49	18 %	<ul style="list-style-type: none">• Drop Shipping form our warehouse• Demo Program (consignment units)
	50–99	22 %	<ul style="list-style-type: none">• Drop Shipping form our warehouse• 25 % off demo sets; loyalty rebates for dealers with ≥ 3 consecutive quarters of growing sales
	≥ 100	25 %	<ul style="list-style-type: none">• Extended demo (30 days) + 10 % bonus stock for marina events

What our customers have to say?

Hello. I have been happily using my bank of firefly batteries for 7 years. But they now appear to be at end of life. I see that you might be producing these again. I know about the quality control that caused problems at one point and so I am asking about availability of these again and if you have addressed the quality control issue.

Thanks.

From Paul

Name: Don

Email: don170b@gci.net

Message: I bought firefly batteries for a boat in 2016. They are still working very nicely. I would now like to purchase some for an RV. Are firefly batteries available for purchase? If so, where.

Firefly Carbon Foam Battery – Distributor Next Steps

Partnership Essentials

- Sign **Distributor Agreement** (pricing, territory, terms)
- Place **Initial Order** (MOQ, shipping, tax ID)
- Confirm **Pricing & Margins** (MSRP, MAP, retail strategy)

Sales & Marketing Alignment

- Submit **Sales Plan** (target market, monthly forecast)
- Share **Marketing Plan** (channels, promotions, events)
- Receive **Training & Product Guide** (tech specs, comparisons)

Brand & Support Enablement

- Access **Brand Assets** (logos, brochures, images)
- Setup **Support Workflow** (FAQs, contact for RMAs)
- Provide **Testimonial or Pilot Feedback**

Performance & Communication

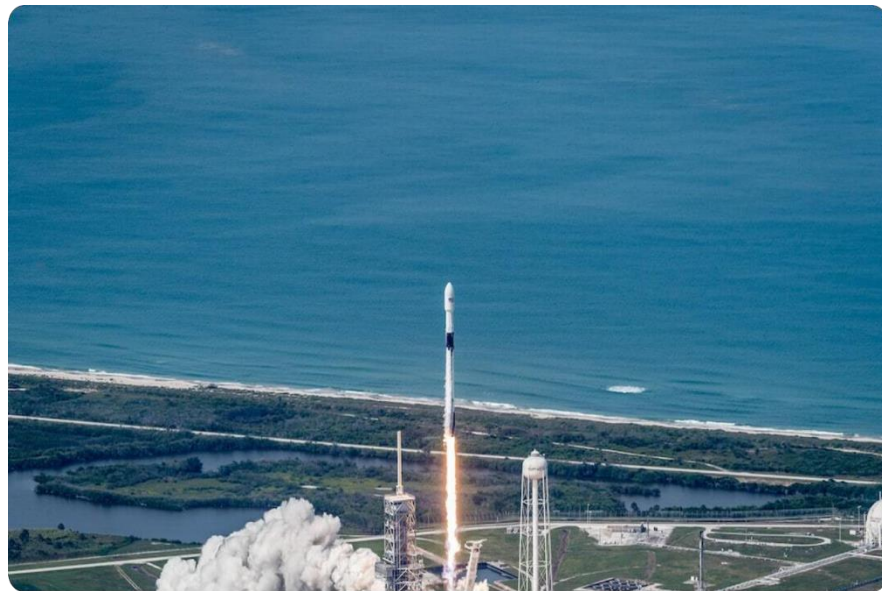
- Monthly **Sales & Inventory Reports**
- Align on **Customer Support Handling**
- Confirm **Territory Coverage & Exclusivity**

Appendix

Future Roadmap & Growth Opportunities

Scaling Impact Through Innovation and Strategic Focus

- **Next-Gen Product Lines:** Developing lithium hybrid systems, fast-charge batteries, and smart IoT- enabled packs.
- **Global Market Expansion:** Targeting telecom and energy storage markets in Southeast Asia, Europe.
- **Sustainability Leadership:** Integrating low-impact manufacturing, recycled inputs, and eco- certifications.
- **Customer-Driven R&D:** Expanding custom battery design services for OEMs in marine, RV, and solar sectors.



Conclusion & Strategic Takeaways

Why Firefly Energy Leads the Battery Revolution



Disruptive Innovation

Carbon foam and modular design set a new bar for safety, performance, and customizability.



Global & Green Vision

Sustainability, circular production, and off-grid impact are baked into Firefly's strategy.



Market-Proven Reliability

Validated in critical deployments—marine, telecom, RV, trucking, and solar—with minimal failures.



Engineering Partnerships

Collaborates with OEMs to deliver application-specific battery solutions at scale.