

Dear User,

I want to start by thanking you for taking the time to read this letter. The changes we are making will impact all users and so it's important you have the full context and explanation of what's ahead.

The world has changed and so must we

Panoramic Power® recently celebrated 15 years since our PowerRadar® platform first displayed real time energy data. Back then we imagined a world where all organizations would need deep insight into their energy usage, and Panoramic would provide them with the simplest and most intuitive way to achieve that. Our revolutionary little orange sensors proved a hit, and our imagination began to be realized in the years following thanks to a group of forward-thinking energy efficiency enthusiasts - our 'partners', or as you may know them as 'support providers' - who realized the tremendous value of device level energy data for developing an effective energy management strategy.

Our vision back then was to be the leading software provider of smart energy management, by which we would harness the data we were collecting and turn it into actionable intelligence. But we understood quite early on that the market wasn't ready for that. Energy prices did not concern many. Decarbonization was yet to enter the lexicon of the boardroom, and most would have guessed that AI was an abbreviation for American Idol.

Accepting the reality, we concentrated our efforts on simply enabling our customers with the highest level of energy visibility. Today, our little orange friends are transmitting live data from more than 10,000 commercial and industrial sites across 69 countries and our user community consists of thousands of energy efficiency professionals that use PowerRadar to make impactful business decisions.

The changes in our sector in recent years have been dramatic and are evolving rapidly. The result has been the aggressive pace at which organizations are embracing business intelligence tools and, more recently, energy management software is becoming a must have to drive energy optimization and decarbonization.

Panoramic Power is uniquely positioned to now execute on our original vision and become the market leader in smart energy management.

Our relaunch and what's in it for you

Panoramic is re-launching itself as an energy intelligence provider. Our goal is simple: to support you to become better at what you do, by providing you with the smartest tools and insights you need to succeed. To achieve our mission requires us to invest in developing our cloud platform, to ensure we meet your expectations to have the world's best energy management system.

Over the past 12 months, our growing software development team has been working on building a new and modernized software infrastructure to power our growth. This new infrastructure, and a new version of our platform, will go live on **May 4, 2025**. It will include all the existing features that you enjoy today as well as exciting new capabilities. Most importantly, it will enable us to execute on a roadmap in sync with real customer needs. Throughout 2025, you'll start to see significant enhancements in 5 key areas:

- **Enhanced user interface** – cleaner, more intuitive navigation
- **Energy intelligence** – moving beyond data to meaningful insights and AI
- **Deeper personalization** – ability for each user to configure their preferences and KPIs
- **Team performance** – engage more users and boost team collaboration
- **Robust, new infrastructure** – faster, more secure, and built for scale

Our new commercial model

To build and maintain great software, we must ensure a sustainable business and commercial model that will underpin our growth. A lot of thought has gone into crafting a pricing structure that's competitive and fair. We have carried out extensive pricing simulations on our existing installed base to ensure the pricing makes sense to the widest audience.

The new software consists of two packages:

- **Panoramic Visualize:** a free, site level license (unlimited users), to visualize real-time and historical data from our energy monitoring sensors with the ability to manually export the data.
- **Panoramic Optimize:** A site level license (also unlimited users) that incorporates Panoramic Visualize features plus all other existing and new features that are being developed. The full set of features can be found by clicking the 'Explore Optimize' button at the bottom of this page. An **annual subscription fee** will apply, calculated based on the **number of devices** per site. For sites that have been using Panoramic for at least 12 months, an **alternative subscription model**, based on **measured energy**, is available.

When will these changes take effect?

On **May 4, 2025**, all existing customer sites will be migrated to Panoramic Optimize on a **free trial** until **December 31, 2025**. This gives you seven months to evaluate the full Panoramic offering and see how it can benefit your business. If, by the end of the trial, you decide not to subscribe to Panoramic Optimize, your site(s) will automatically revert to Panoramic Visualize starting **January 1, 2026**, with continued access to your electrical energy data at no charge.

How to subscribe and benefits of subscribing early

Every Panoramic account and site has a dedicated [support provider](#). Your support provider is an accredited and trusted partner of Panoramic Power. While we focus on developing great technology, our partners continue to be our route to market, responsible for all interactions - commercial and technical - with customers. Therefore, should you wish to subscribe at any time, please reach out to your support provider.

If you like what you see in Panoramic Optimize and know you'd like to continue after the trial, we encourage you not to wait, and contact your support provider to take advantage of preferential commercial terms.

A word on change

We understand that change can be challenging. But we've been motivated by customers who expect more from our platform, and by the rapid changes in our industry that has evolved in ways that demand our transformation. This shift ensures we continue delivering the best technology and value possible. The team at Panoramic Power and our colleagues at our partner organizations are deeply passionate about the impact we make and the value we deliver together, and we're eager to do even more in the years ahead.

Thank you for being part of this journey. We're thrilled to continue supporting you as we embark on this exciting new chapter.

Thanks Daniel King
Head of Go-to-market
Panoramic Power