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 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 high resolution, granular 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 the data provided through 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 become better at what you do, by providing you 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 have 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 1, 2025**. It will include all the best, existing features that you enjoy today as well as releasing some new exciting capabilities. Most importantly, it will enable us to execute 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 model. A lot of thought has gone into crafting a pricing structure that's competitive and fair, while also catering to those who's only requirement is data visibility. We have carried out extensive pricing simulations on our vast existing user base to ensure the pricing makes sense to the widest audience.

The software will consists of two packages:

- **Panoramic Visualize**: a free, basic site license, with unlimited users, to visualize real-time and historical data from our sensors, with the ability to manually export the data.

- **Panoramic Optimize**: incorporates Visualize plus all other existing and new features that are being developed. The full set of features can be found in the link at the bottom of this page. The cost will be a monthly fee (billed annually), based on the number of 'devices' per site. For sites that have been using Panoramic for at least 12 months, an alternative annual pricing based on measured energy, is available which acts as a price limit for customers who need more data.

When will these changes take effect?

On **May 1**, all existing customer sites will be migrated to Panoramic Optimize and will be available as 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 upgrade, don't worry—your site(s) will automatically revert to the Visualize package starting **January 1, 2026**, with continued access to your electrical energy data at no charge.

One core element in our business model that's not changing, is the role of our Partners. Every PowerRadar account 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 will continue to be our route to the market, responsible for all interactions, commercial and technical, with customers. Therefore, should you wish to upgrade at any time, please reach out to your support provider.

Exclusive offer to existing customers

We fully appreciate and respect that a shift to a subscription model may be unsettling for some and we want to recognize that with an exclusive offer to our existing and loyal customers. If you upgrade to Optimize any time before **July 1, 2025** you will receive a **50% discount for three years, and 40% for three years,** if you upgrade between **July 1 and August 30**.

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 industry has evolved in ways that demand a 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. Please check out more details about the new packages and pricing here.

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