

1 Application summary

Juice Capital is a Solar PPA developer and financier working with a national network of solar retailers and installers, seeking a Solar PPA retail licence exemption to rollout commercial PPA projects for the benefit of existing WA enterprises on multiple sites.

2 Corporate information

2.1 Applicants details:

Juice Capital Pty Ltd.
Juice Capital
ACN 82 613 588 542
Unit 1, 10-12 Forsyth Close, Wetherill Park NSW 2164.

2.2 Contact:

Alexander Kinross Rowe
Special Projects Manager
Alexander@juicecapital.com.au
0421 158 609.

2.3 Description:

Juice Capital is a Solar PPA developer and financier, working with a national network of solar retailers and installers.

Juice Capital provides customised monitoring, operation and maintenance, and retains ownership of the Solar Power Systems it contracts.

Jay Howard is the sole Director of Juice Capital, it is a private company with an associated wholly controlled holding entity.

Some commercially sensitive content has been redacted from this section.

3 Financial Declaration

I hereby declare that Juice Capital Pty Ltd is not in administration, receivership or insolvency, nor has an official been appointed to control any part of the business or its property.

No application or resolution has been passed or steps taken to wind up the Juice Capital Pty Ltd, and Juice Capital Pty Ltd is not aware of any other factors that may impede its ability to finance and service solar PPA customers under the proposed business model.

Yours sincerely,



Jay Howard
Chief Executive Officer
Juice Capital Pty Ltd

4 Product disclosure statement

Please see Appendix 1

5 Relevant experience

Juice Capital is a solar 'project finance expert', founded by Australian solar entrepreneur and financier Jay Howard and Solar Juice.

Solar Juice is an Australian company that has grown since 2010 to become the largest wholesale distributor of Solar PV panels, solar inverters, components and complete solar systems in Australia. Solar Juice supplies a National network of customers in every state and territory.

Together, Juice Capital and Solar Juice have the in house operational capability, systems, people and funding to provide Solar Power Purchase Agreements (SPPAs) and early stage project financing to the solar market. These combined skill sets are enabling the development and commercialisation of solar projects, (large and small), across Australia.

Juice Capital understands the Australian solar marketplace intimately and in partnership with Solar Juice is uniquely placed to provide the depth of warranty assurance required to fulfil PPA contract obligations.

Together Jay Howard and Alexander Kinross-Rowe have been pioneers finding pathways to bring Solar Finance Businesses to market since 2010. They have worked previously in businesses offering PPA, Leasing and Personal financial products to the Australian market.

6 Equivalent exemptions

Juice Capital is currently registered with the Australian Energy Regulator, holding an R8 Retail Exemption in QLD, SA, NSW, ACT and TAS.

Juice Capital has never breached nor, been investigated for any alleged breach, of an energy selling retail licence, exemption or authorization.

7 Public interest information

There is no evidence to suggest the Governor granting a licence exemption would be contrary to the public interest.

Granting a licence exemption serves the public interest in the following ways:

1. Economic Development : Supporting the growth of existing WA enterprises, both in the construction and maintenance of Solar PV systems, and in the offset of costs for the contracted consumers
2. Rapid generation deployment : Being a system financier Juice Capital can offer its PPA product to a wider market allowing for a faster more geographically diverse generation deployment.
3. Sustainability : allowing the regional growth of renewable energy capacity.
4. Environment: furthering the offset of CO2 emissions and allowing participants to reduce carbon footprints and participate in Green accreditation initiatives
5. Competition: Increase competition in both solar industry and electricity market.

Granting this licence exemption will broaden public access to alternative energy providers and energy sources that have proven environmental and financial benefits.