



Better for the environment. Better for business.



We can help you:

- ⌚ Comply with mandatory emissions requirements
- ⌚ Procure green power or RECs
- ⌚ Buy and sell any type of environmental commodity
- ⌚ Manage contracts and transaction data
- ⌚ Approach the global green marketplace with confidence

World Green Exchange: Where Buyers and Sellers Transact

As with many emerging markets, the “green” markets suffer from a widespread lack of consumer knowledge, product uniformity, market liquidity, and price transparency. There are few players with the transactional capability and experience necessary to enable buyers and sellers to efficiently structure transactions at the best market price.

The World Green Exchange platform offers a transparent marketplace in which to buy or sell GHG emissions reduction credits, RECs, and green power. Among our notable achievements:

- ▶ Chosen by Regional Greenhouse Gas Initiative, Inc. (RGGI) to provide design and implementation services for the US’s first regional CO₂ cap-and-trade system
- ▶ The first North American carbon offset compliance auction
- ▶ One of the first online auctions for verified emissions reductions (VERs)
- ▶ World’s first solar renewable energy certificate (SRECs) auction

Case Study: Verdant Energy



“This auction far exceeded our expectations. Initially we were skeptical as to whether an auction would work, since the market for carbon offsets and emissions reductions is still emerging. World Energy certainly delivered. They gave us a real-time view into pricing, vetted the bidders, set up the transaction, and ultimately delivered significant revenue to our bottom line.”

Hal Hamilton
Founder, Verdant Energy

▶ Situation

Verdant, a Canadian power supplier, had generated 80,000 tonnes of carbon offset credits from an emissions reduction project that produced electricity by burning biomass.

- ▶ Alberta emitters were required by regional regulations to reduce emissions by 12% or face financial penalties
- ▶ To ensure compliance, emitters could purchase offsets or pay \$15/tonne into the Alberta Technology Fund

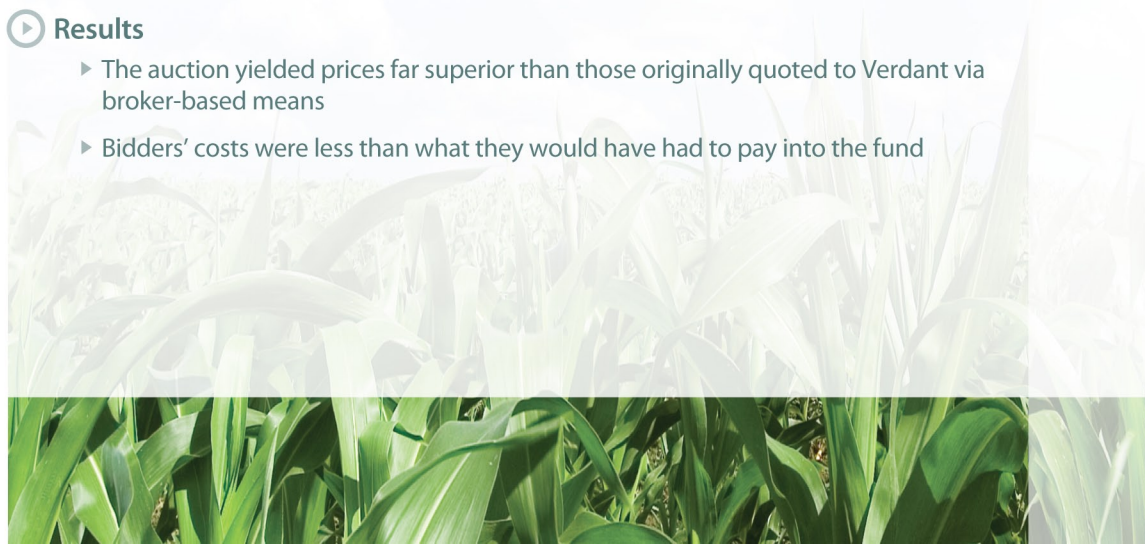
▶ Auction

Verdant received offers on the bilateral market well below the company’s desired benchmark price.

- ▶ World Energy conducted six separate auction tranches within one event, attracting over 80 bids
- ▶ Three bidders were awarded shares of the total volume

▶ Results

- ▶ The auction yielded prices far superior than those originally quoted to Verdant via broker-based means
- ▶ Bidders’ costs were less than what they would have had to pay into the fund



One Green Exchange – Many Green Commodities

World Green Exchange brings efficiency, transparency, and high-volume transactional capabilities to the buying and selling of all types of environmental commodities. Whether you're an emitter who needs to comply with emission reductions mandates, a project owner or broker in need of a marketplace to sell your green credits, or a corporation committed to reducing your carbon footprint, the World Green Exchange can help. The Exchange transacts a variety of environmental commodities in both voluntary and compliance markets:

Compliance

- ▶ Kyoto Protocol
- ▶ EU Emissions Trading Scheme (EU ETS)
- ▶ US Regional Greenhouse Gas Initiative (RGGI)
- ▶ US Renewable Energy Portfolio Standards (RPS)

Voluntary

- ▶ Verified Emissions Reductions (VERs)
- ▶ Renewable Energy Certificates (RECs)
- ▶ Green Power

World Energy brings buyers and sellers together on a neutral, real-time, electronic trading platform supported by a rigorous end-to-end process that includes advanced auction engineering, market intelligence, and auditable documentation. There is no "signing" cost to join the World Green Exchange, and it does not require exclusivity nor impose binding targets on participants.



The tools for bringing environmental commodities to market remain mostly bilateral and paper-based, providing minimal price-transparency and efficiency. The World Green Exchange's real-time auction events encourage liquidity, broad participation, and the price transparency needed to arrive at true market-clearing prices.

In a structured auction for sellers (one seller, many buyers), buyers have complete visibility into real-time bids, aggressively driving towards maximum value for the seller.

Buyers of environmental commodities need the right quality, quantity, and volume at competitive prices. Yet finding the right seller is difficult because the market is nascent and deals are often completed in a bilateral, opaque fashion.

In a structured auction for buyers (one buyer, many sellers), sellers have complete visibility into real-time bids, aggressively driving prices toward market-clearing prices.





"We saw an opportunity to offset environmental impacts and to improve our bottom line, and this auction enabled us to successfully achieve both objectives."

Jeff MacLean
Director, Coal Supply
Maxim Power Corporation

Addressing Global Warming: One Auction at a Time

Mankind has a history of solving ecological problems through the application of technology, policy and economics. Witness the successful implementation of the U.S. EPA's NOx and SO2 cap-and-trade program to bring acid rain under control. Additionally, the ozone hole is shrinking thanks to the Montreal Protocol – ratified by nearly 200 countries – phasing out complex fluorocarbons (CFCs). By applying technology and process to create a liquid and transparent market and coupling that with global and regional policy, World Energy is part of the solution to address global warming.

US Markets

Green Power
Renewable Energy Certificates (RECs/SRECs)
Greenhouse gas (GHG) emissions credits for regional programs
Verified Emissions Reductions (VERs)
Regional Greenhouse Gas Initiative (RGGI) Allowances

Kyoto Protocol

Assigned Amount Units (AAUs)
Certified Emissions Reductions (CERs)
Emissions Reduction Units (ERUs)

EU Emissions Trading Scheme

EU Emissions Trading Scheme Allowances (EUAs)

For more information or to see a video of the World Green Exchange in action, go to World Energy's Knowledge Center at www.worldenergy.com. Or call us at (508) 459-8100.

www.worldenergy.com

WorldEnergy

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