



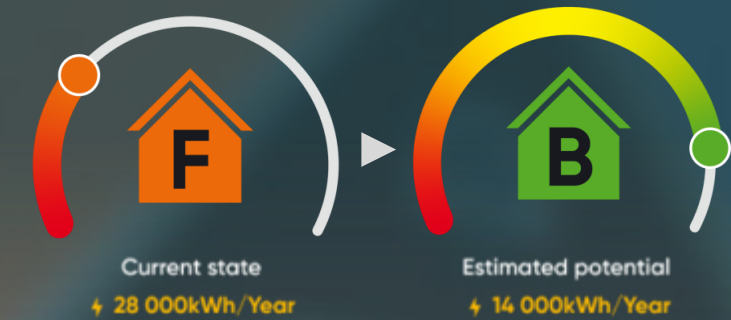
Daniel Lindgren och Erik Roman, Dryft

- Tech, kultur och kundresor –
Hantverksbranschens väg till lösningen
av energieffektiviseringen i våra småhus

DRYFT

The **one-stop-shop**
for energy renovations,
maintenance and home
improvement services for
homeowners

October 2023



Insulation

2 000kWh/Year



Heating

9 500kWh/Year



Windows

2 500kWh/Year



We have served over
6000 customers with
over **8500 projects**
since 2020



4.7 stars on Google
4.8 stars on reco
(400+ reviews total)

130

certified craftspeople
and projectmanager,
developers, HR etc

6+

Different professions

120m

Revenue 2023 (SEK)

Fantastisk upplevelse från
start till mål. Allt som allt,
en otrolig smidig process.
Precis så smärtfritt som
man önskar.



Anna Pålsson

Bästa firman jag anlitat.
Verkligen framtidens
byggfirma.
Rekommenderar varmt att
anlita Dryft




Alexander Szeps

Proffsigt hela vägen från
första kontakt till avslutat
projekt. Kan varmt
rekommendera Dryft!



Joakim Westin



**Home Energy
renovation is the
next frontier in
the sustainable
energy transition**

17% of ALL energy in EU goes to **heating homes**, making it one of the **biggest spend and emissions categories**

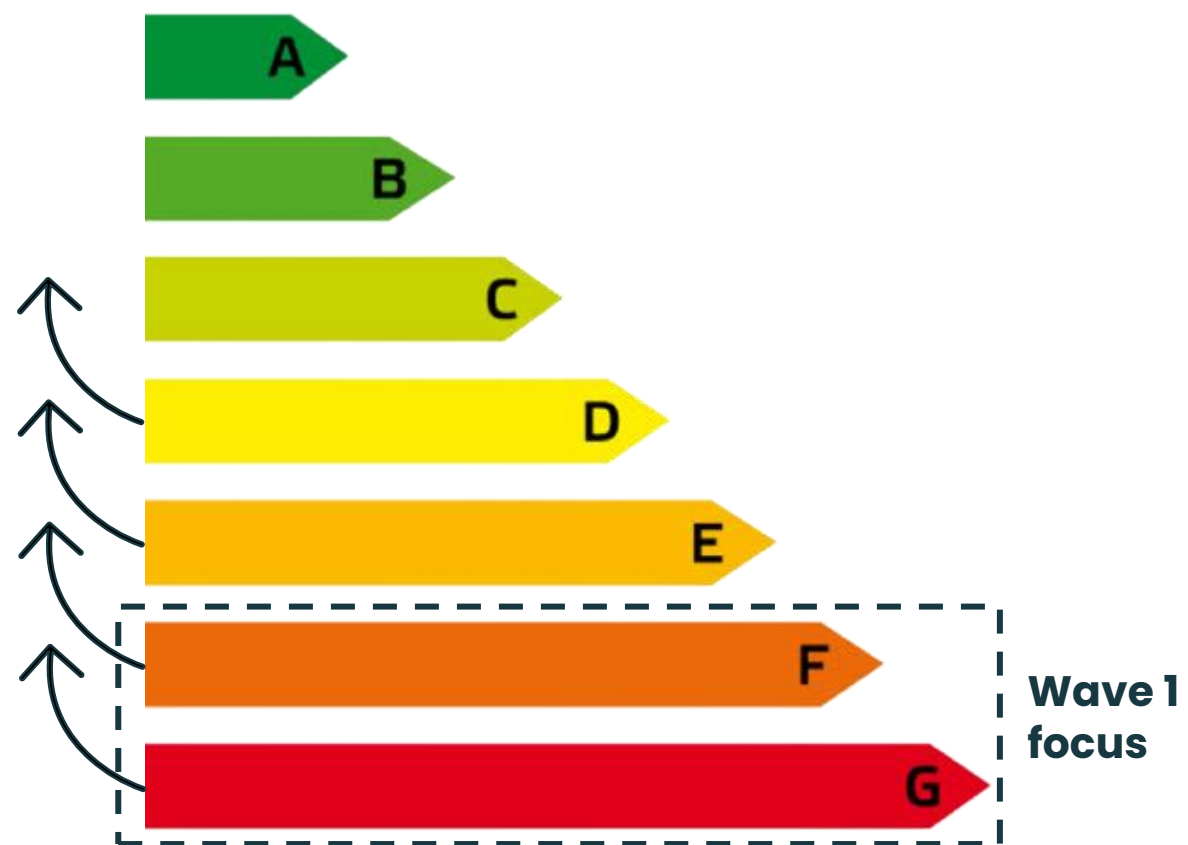
The energy price crisis has put the topic **top of mind for homeowners**

EU is taking major steps to accelerate the transition with directives targeting both homeowners and banks

Context

EPBD: One of the most ambitious proposals in “Fit for 55”, addressing energy performance in buildings

The directive aims to gradually improve the energy performance of the worst-performing buildings, through energy renovations.



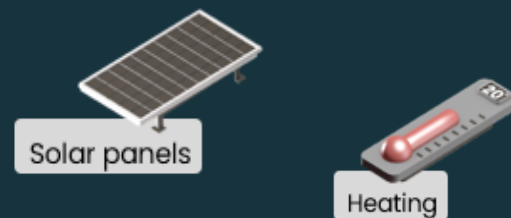
Step 1. Harmonized energy performance certifications (EPC)

Step 2. Minimum Energy Performance Standard (MEPS)

Step 3. National renovations plans

Deep Renovations will be the key driver of this market

Shallow Energy renovations



Individual actions with limited inter-dependency, low installation complexity

Most suited to warmer climate markets

Market maturity already high with major Solar and Heat pump players across EU



Deep Energy renovations



Holistic portfolio of interdependent actions to fully **transform a home**

Required in colder climate markets to reach energy efficiency targets

Low market maturity and lack of 'one-stop-shop' service providers

Holistic portfolio of interdependent services to fully transform a home



To carry out a holistic portfolio of energy renovations, **multiple professions** are required

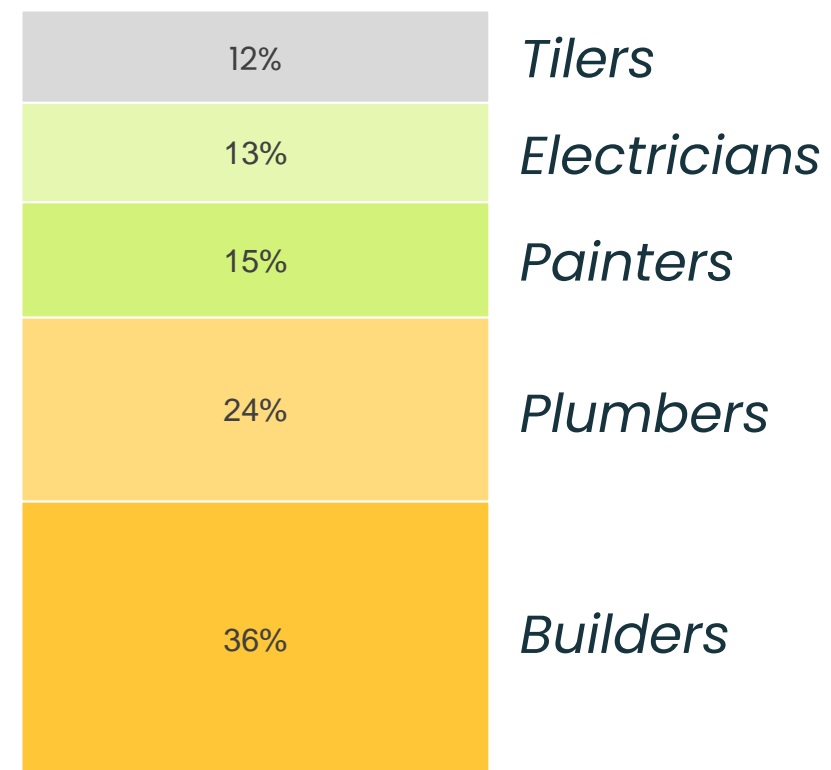
The average energy renovation project:

Typical first stage project for F/G rated houses

400t SEK order value

325h total production time

Production time split by profession:

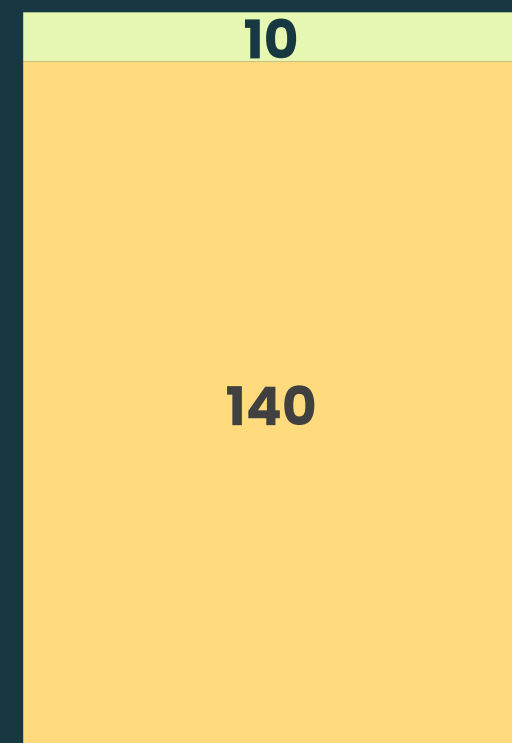


The emerging wave of **energy renovations** is the **only source of growth** in the coming years.



Swedish market

- Traditional renovations
- Energy renovations



2021 market
(pre-energy crisis)

Today we are in the middle of the biggest home renovation market shift in generations



2025 market
forecast

Until 2025 the traditional renovation market is expected to decrease more than 20% from 2021 levels

At the same time, the energy renovation market will face a rapid growth and be a 75 BSEK/year market, fuelled by deep Energy renovations

 Additional insulation

 Efficient taps

 Efficient ventilation

 Energy monitoring

 Window replacement

 Water based heating

 Heat pump

The problem

Today's customers are seeking a solution that is...

- improving their energy performance
 - reducing their electricity bill
 - increasing the property value
- ...and not a long list of single services.

 Solution design

 Project management

 Efficient lighting

 solar panels



In response to customer needs, we must transition from offering single services to providing solutions



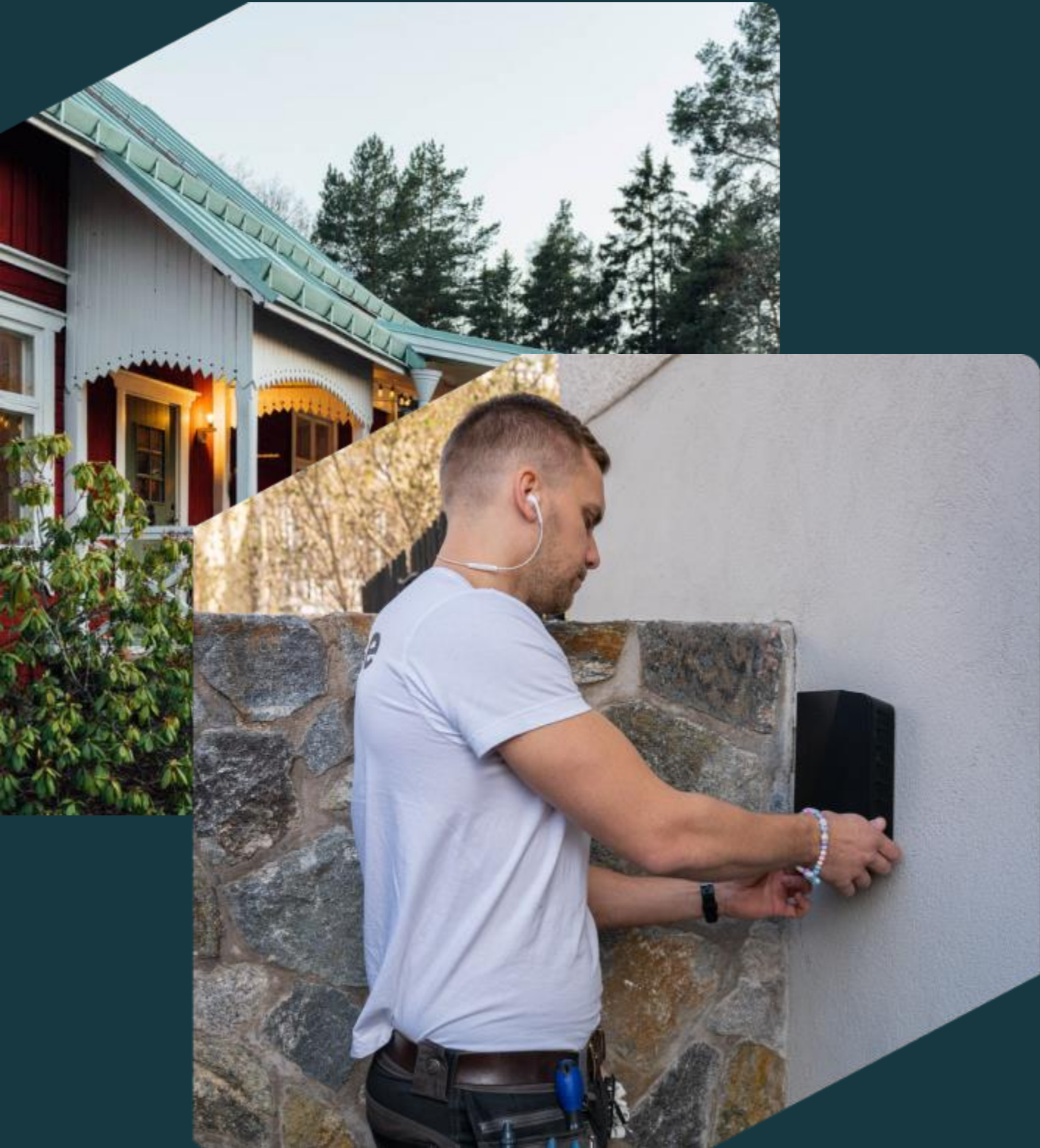
Dryft Energy Renovation

We tie it all together in a **one-stop-shop** journey for the homeowner



Our **one-stop-shop** makes it easy to shop energy renovations

The customer journey is enabled by in-house innovation and technology.



Step 1.
Energy inspection & consultancy



Step 2.
Energy improvement plan



Step 3.
Energy renovation



Step 4. Energy declaration and maintenance plan

Powered by: **Dryft Core**

- Integrations to bank and utility company partners
- Energy improvement calculation engine integration
- Automated costing and pricing for instant quote and ROI calculation

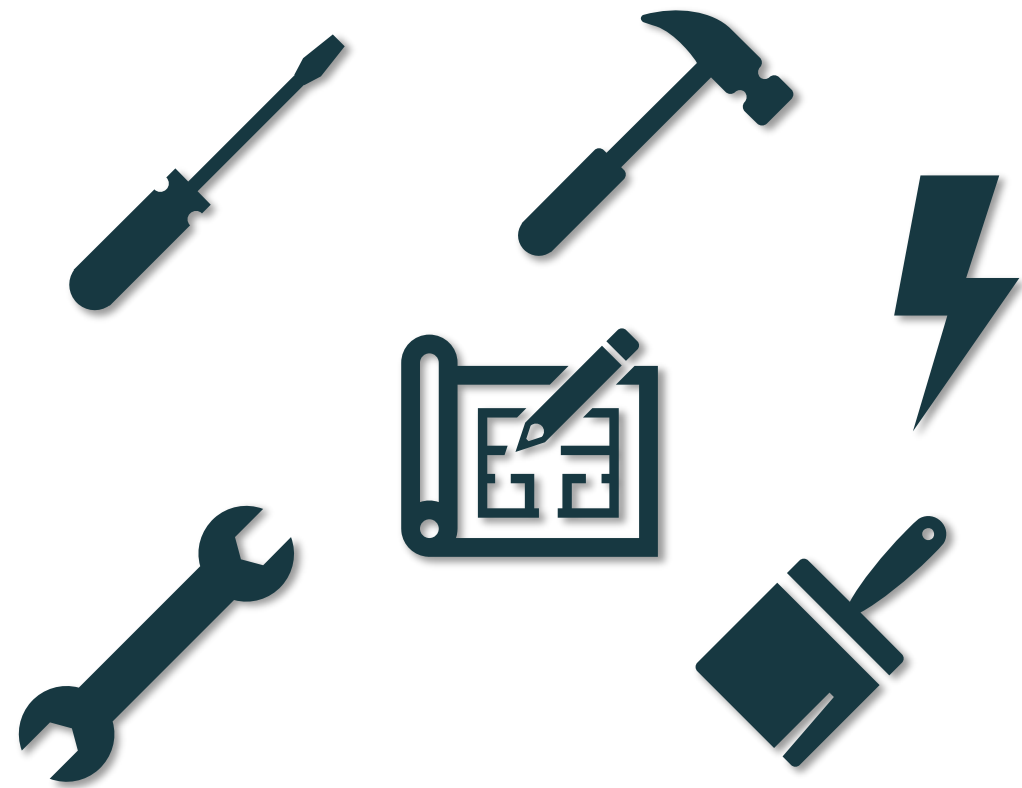


Powered by: **Project execution capabilities**

- Established operational processes allows high quality project delivery
- Existing talent base of craftspeople skilled in range of energy services



We attract the best talent in the home renovation industry



We invest in our employer value proposition to attract and develop the best talent

We have 100+ certified crafts- persons across 6+ professions

We tech-empower sales, marketing and operations

- ▶ Digital customer journey
- ▶ Data driven instant costing and pricing
- ▶ Automated booking and e-commerce
- ▶ Data driven capacity & operations planning



... to build a one-stop-shop offering for homeowners



With the full scope of home renovation services, we capture the full lifetime spend on home renovation and maintenance

Barriers from a customer perspective:

Financial incentives and lower the barrier for energy renovation

1. Financial incentives

- Expanded ROT deduction (ROT-avdraget) and making it possible to proactively use five years of ROT deductions in one year.
- Make energy renovation measures a basis for revaluation to enable financing through mortgages.
- Introduce relaxations in the amortization requirements for energy renovation loans.

2. Make energy renovations easier with One-stop-shop solutions.

Barriers from a sector perspective:

Investments in competence and innovation are key to get the renovation wave started



...**upskill current workforce** to address energy renovation challenges.



...**competence to drive innovation** in the construction sector.
Develop new ways of working and introduce new business models.



...**capital market investments** are essential for sectoral innovation.

Summary

- Improving energy performance in buildings is a top priority for the EU to achieve climate targets. Currently, there are no solutions targeting energy performance improvement for households.
- **Consumer perspective:** One-stop-shops are essential for easy energy renovation shopping.
- **Consumer perspective:** Strong financial incentives is key to get the renovation wave started.
- **Sector perspective:** Investments in competence and innovation are key to get the renovation wave started.



RV PARK

TICKETS

TICKETS

100%
COTTON
100%
COTTON
100%
COTTON