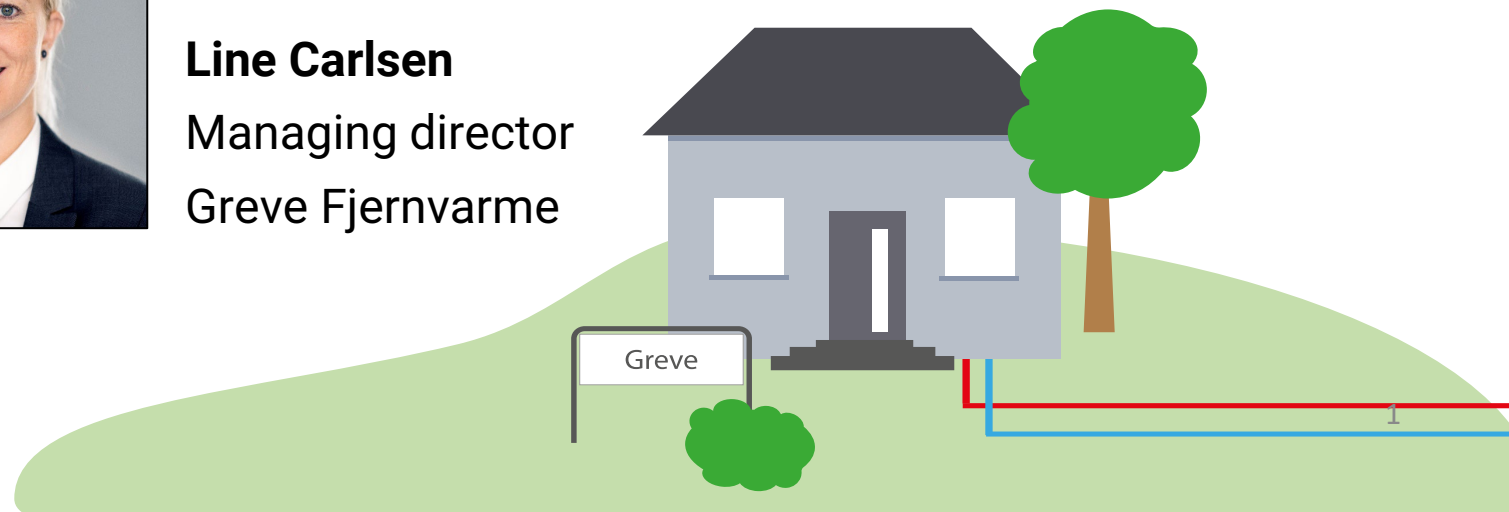


Converting natural gas areas to district heating

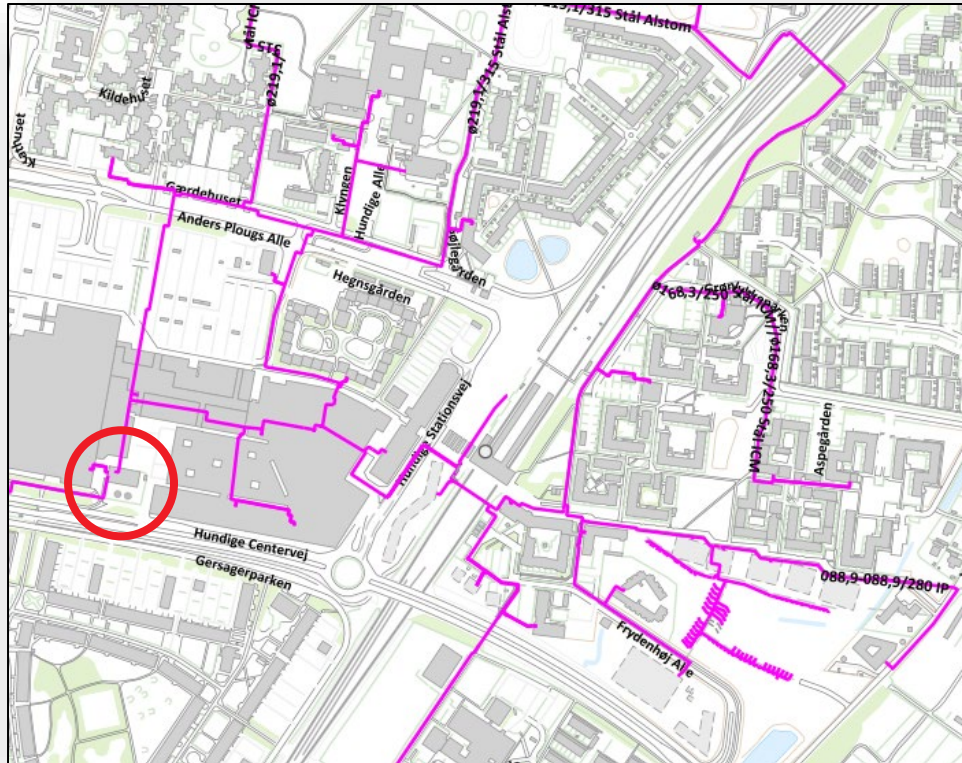
May 24, 2023



Line Carlsen
Managing director
Greve Fjernvarme

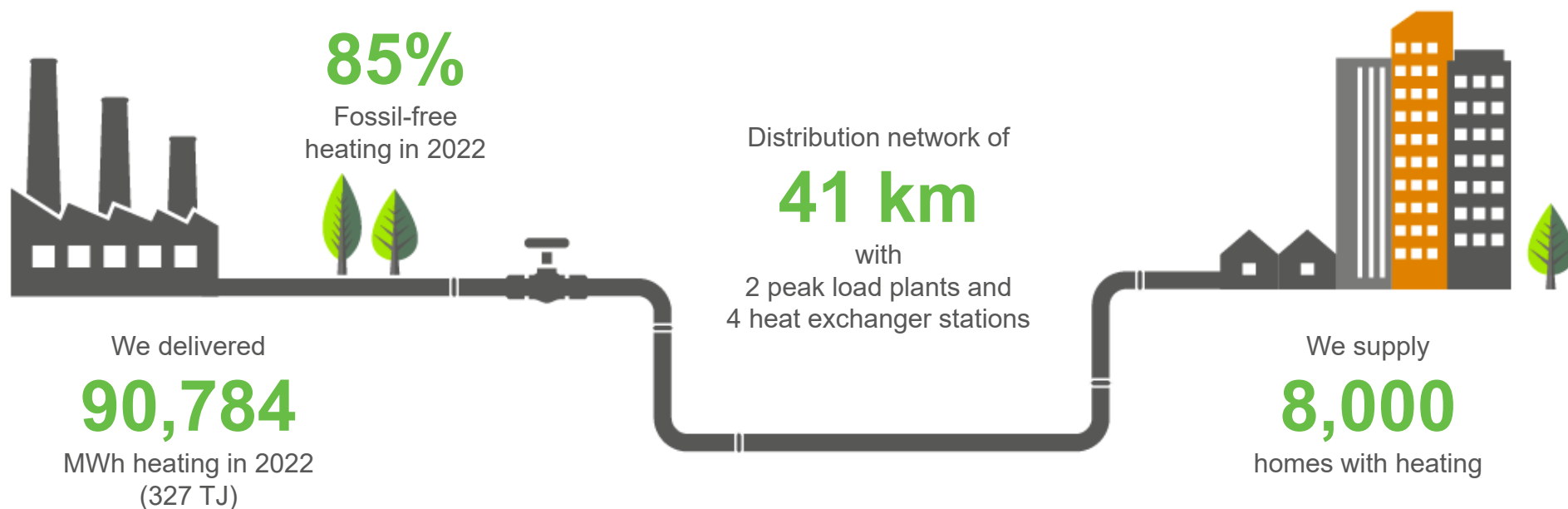


You are in a heat exchanger station with peak/reserve load

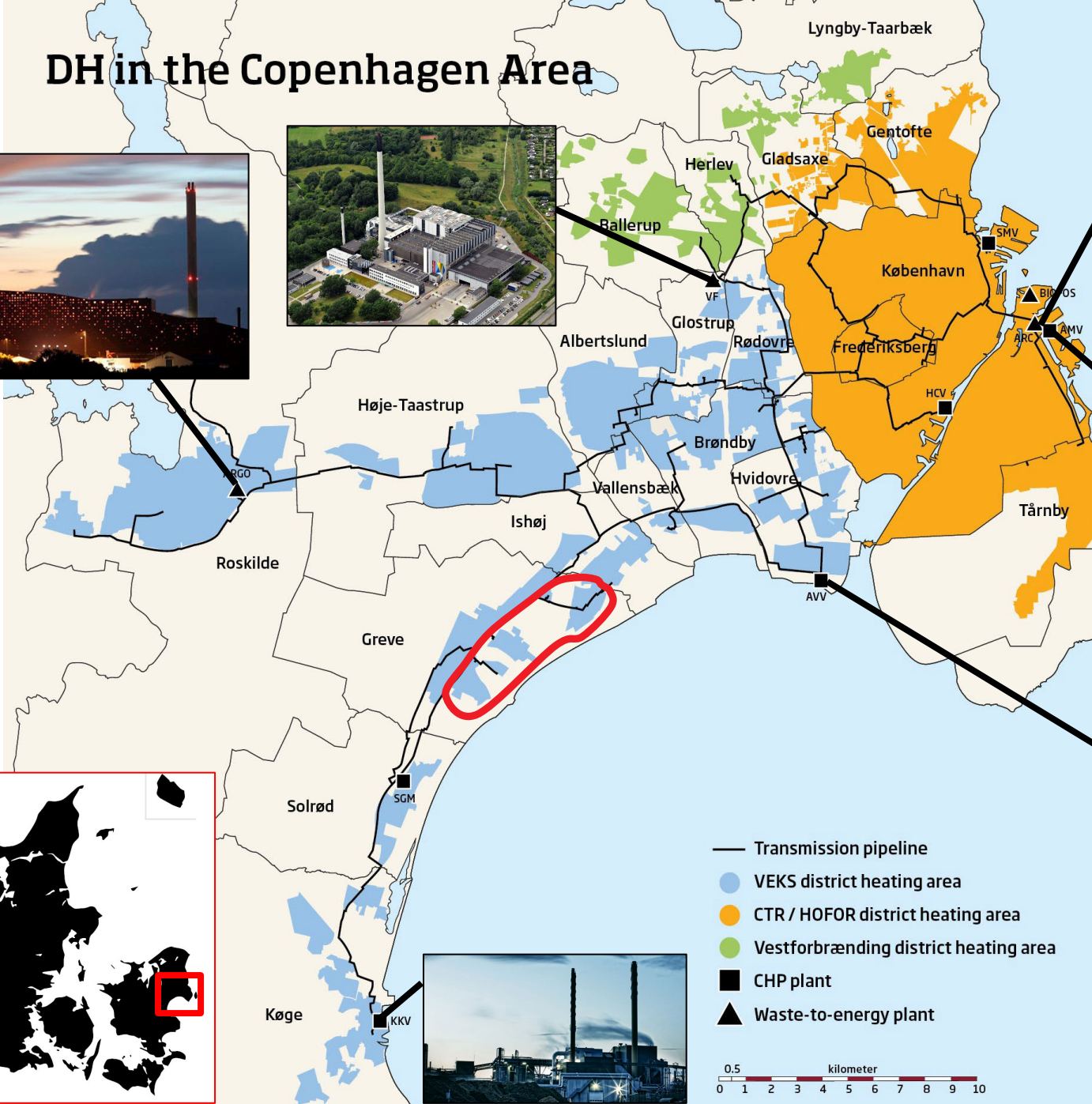


Part of the distribution network in Hundige

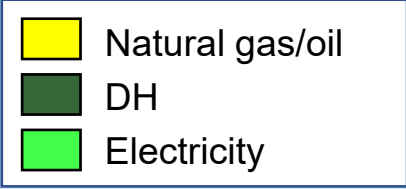
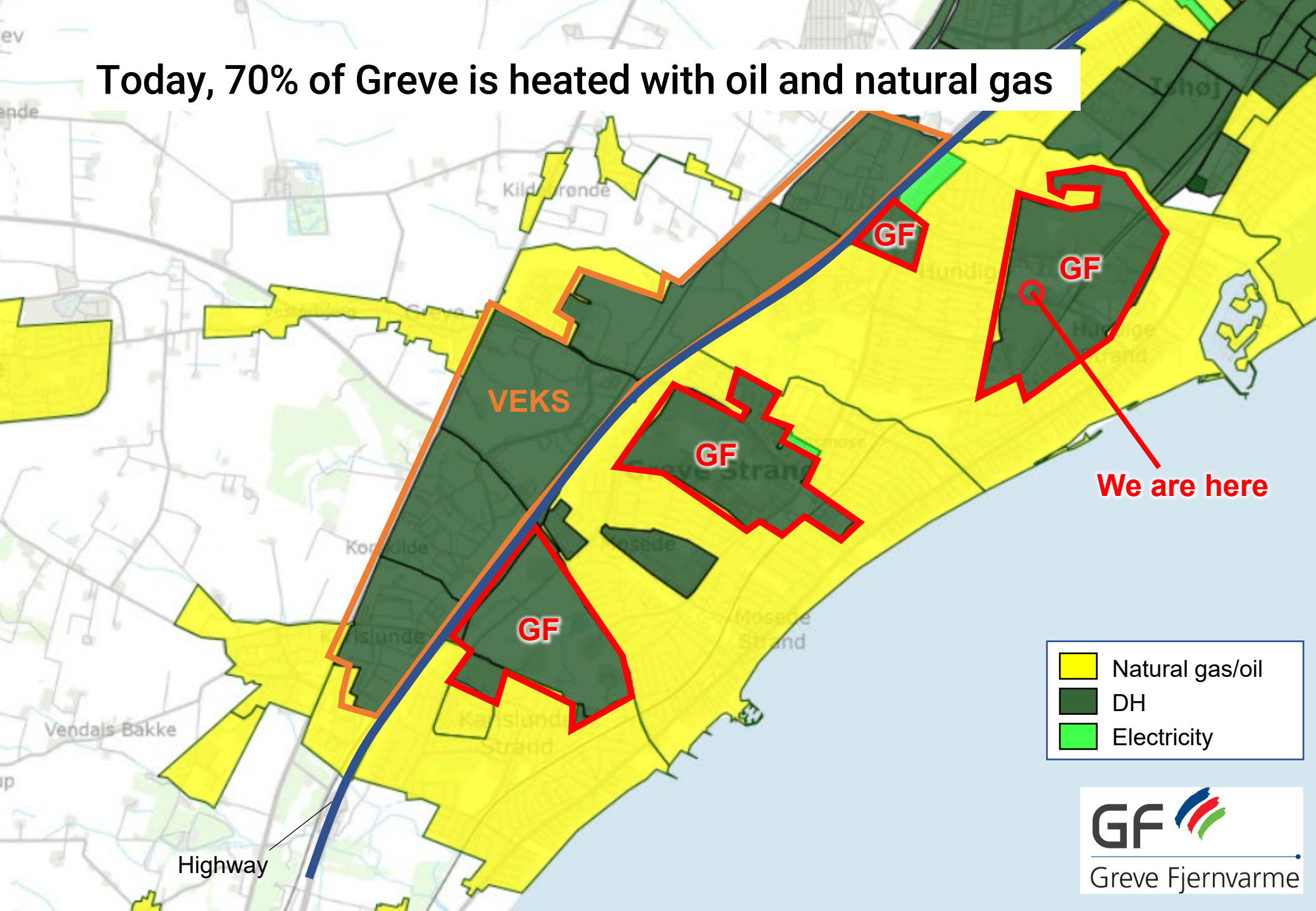
Greve Fjernvarme is a local consumer-owned utility company



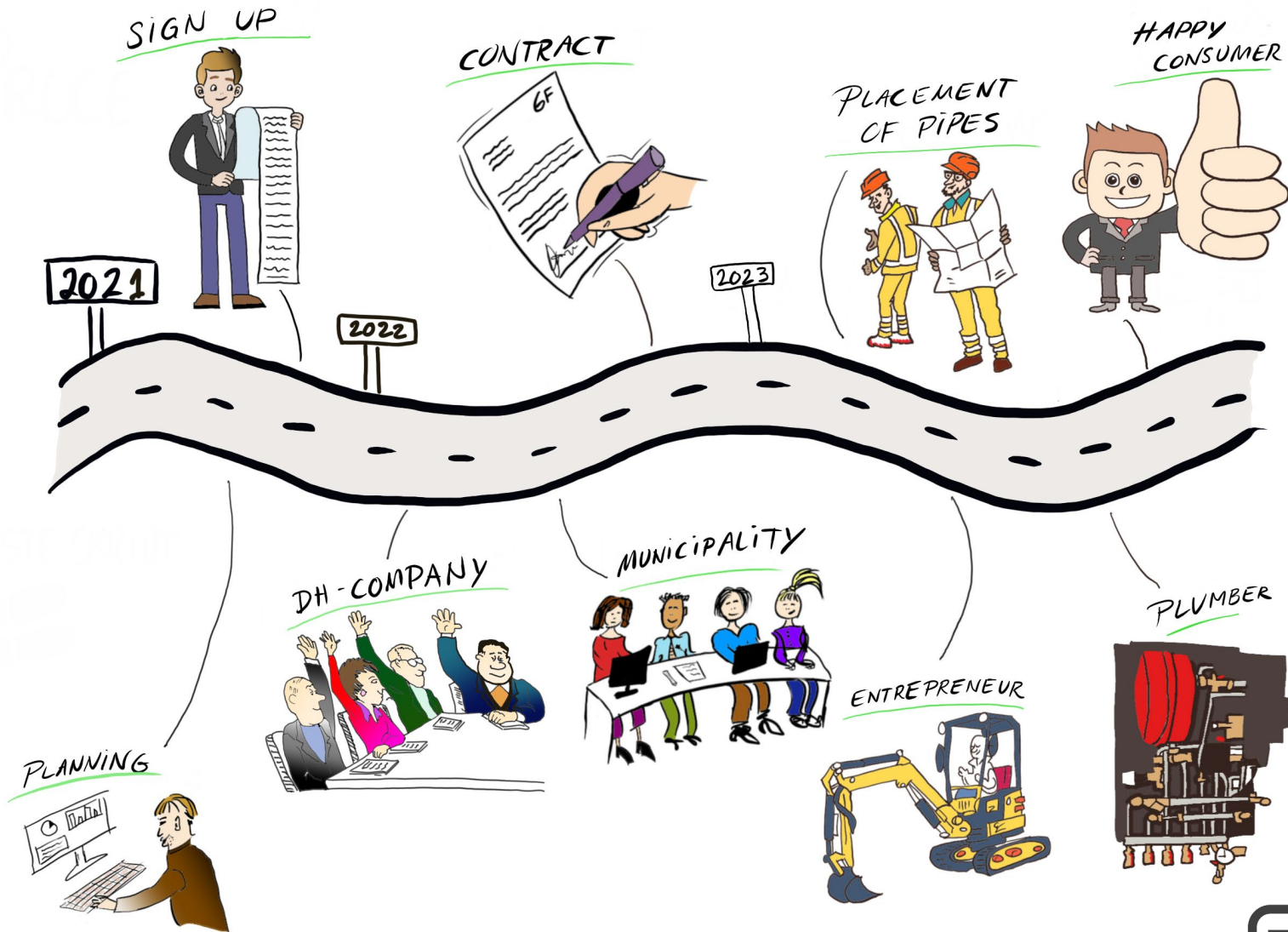
DH in the Copenhagen Area



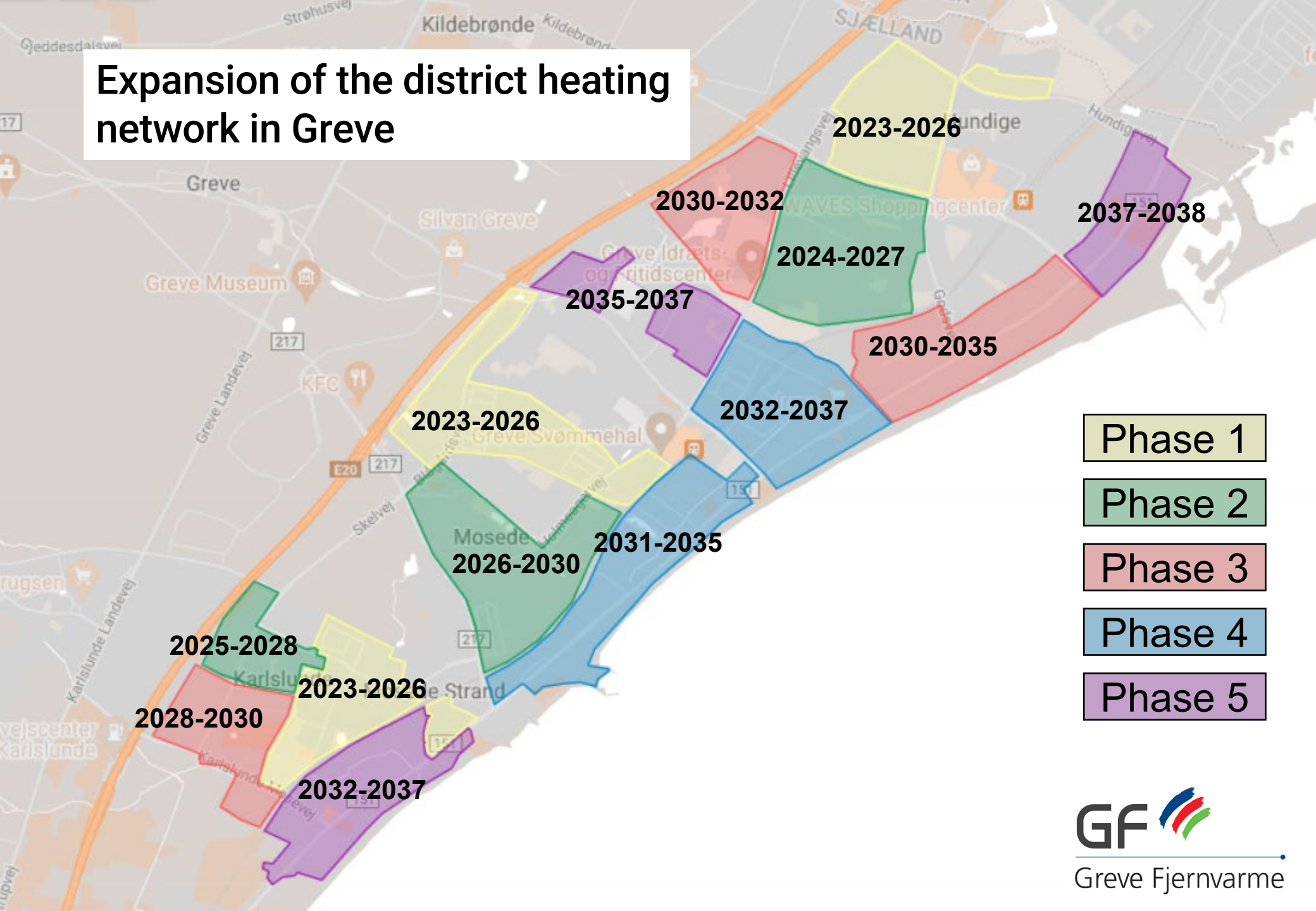
Today, 70% of Greve is heated with oil and natural gas



Our process for a district heating project



Expansion of the district heating network in Greve



Phase 1

Phase 2

Phase 3

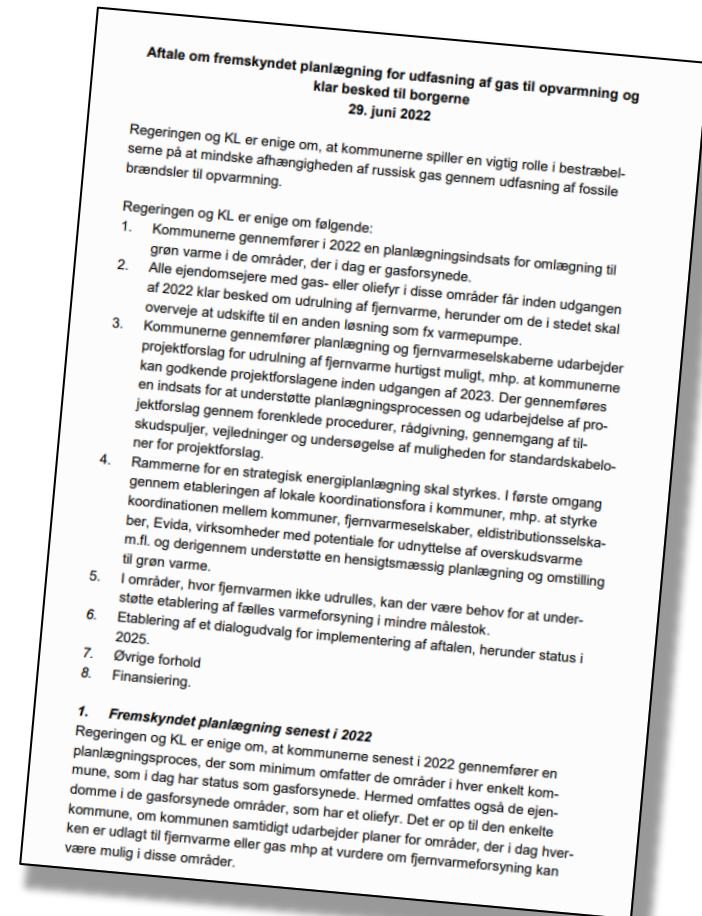
Phase 4

Phase 5

Political agreement about heat planning in June 2022

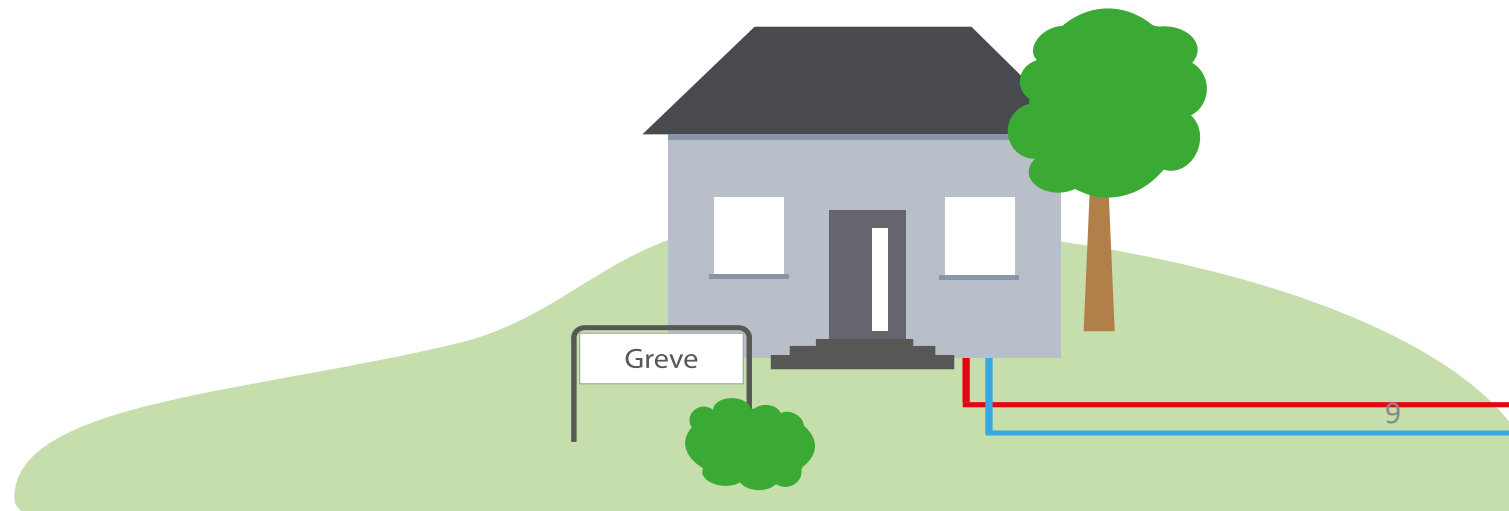
Political agreement between the government and the municipalities in Denmark

- *All municipalities carry out heating planning for the roll-out of more district heating in 2022 in gas-supplied areas.*
- *Municipalities shall send letters to everyone with gas and oil boilers in these areas with a clear message.*
- *District heating companies make project proposals based on the municipalities' heating planning, which the municipalities must approve in 2023.*



Our way to engage consumers

How to get consumers to connect?



How to get consumers to connect? Commercial development of district heating companies

Necessary marketing, interviews, websites, SoMe, etc.

The collage illustrates various marketing and operational aspects of Greve Fjernvarme:

- Top Left:** A graphic titled "10 GODE RÅD TIL EN LAVERE VARMEREGNING" (10 good tips for a lower heating bill) with a sub-headline "Se hvordan du får mest ud af din fjernvarme på www.grevefjernvarme.dk".
- Top Center:** A video frame showing Line Carlsen, Director of Greve Fjernvarme, pointing at a map of Denmark. A caption below reads: "LINE CARLSEN, Direktør, Greve Fjernvarme. 09:17 SENESTE. Et værdi 9,6 procent sammenlignet med for et år siden. Et spor er spået".
- Top Right:** A photo of three people (two women and one man) in a factory setting, engaged in a discussion.
- Middle Left:** A screenshot of the Greve Fjernvarme Facebook page, showing the profile picture, name, and a post about a temperature drop.
- Middle Center:** Large blue icons for Facebook and LinkedIn.
- Middle Right:** A screenshot of the Greve Fjernvarme website, featuring a navigation bar and a main banner with the text "Kom til 1. spadestik" (Come to the first spadestone).
- Bottom Left:** A newspaper clipping from "BØRSEN" with the headline "Tom pulje spænder ben for fjernvarme til 20.000 familier" (Tom Pulje hinders district heating for 20,000 families).
- Bottom Center:** A LinkedIn post from Greve Fjernvarme (388 followers) announcing: "Greve Fjernvarme har i dag indgået kontrakt med Dangaard Rådgivende Ingeniører om tek... se mere". Below the post is a photo of four people standing in a factory.
- Bottom Right:** A grid of video thumbnails from various news channels (TV 2 VEJ, DR1, DR2, DR3, DR4, DR5, DR6, DR7, DR8, DR9, DR10). The thumbnails feature interviews with Line Carlsen, Rune Birk Nielsen, and Bjarne Larsen.

How to get consumers to connect?

We are expanding the product we deliver – easy to connect

Consumers can lease the district heating unit (monthly subscription)

Includes:

- Installation, ongoing service and maintenance
- Disposal of old gas boiler
- A new DH unit in the future free of charge

If the old gas boiler suddenly stop working – we offer to help with repairing or temporary lending of mobile gas boilers



How to get consumers to connect?

Interactions with local citizens and homeowners' associations



How to get consumers to connect? Celebration with the mayor and the local homeowners



How to get consumers to connect?

Ongoing construction work at Hundige Bygade (May 2023)



Any questions?

line.carlsen@grevefjernvarme.dk

Thank you very much

