

DREM Platform

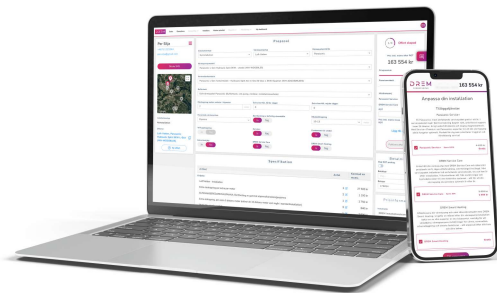
Platform - sales & offering



Our platform **simplifies heat pump sales** with a **seamless sales portal**, **dynamic customer offers**, **real-time transparency**, and **smart heating optimization** - helping customers save up to 25% on energy.



Our platform simplifies and streamlines complex heat pump sales



Sales portal

Our sales portal is a plug-and-play solution for heat pump sales. It assists sales advisors in making difficult decisions and effortlessly creates customer offers.

Customer offer

Customers receive a dynamic offer that they can modify on their own, instantly generating a new price. This significantly enhances interaction while requiring minimal effort.



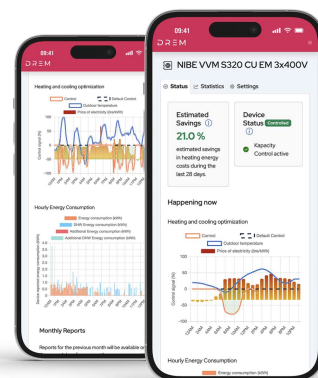
Customers save 25% in energy with DREM Smart Heating

Remote monitoring

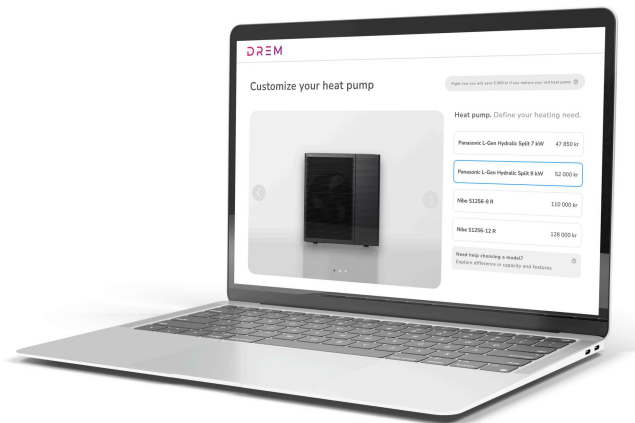
Enabling DREM to deliver a higher level of customer support at lower cost than regular installers.

Optimization

Up to 25% savings compared to incumbents by reducing overheating and maximizing heating when hourly tariffs are low.



Building the functionality to effortlessly customize your heat pump purchase in seconds



Real-time information

Ensure complete transparency, giving customers a clear understanding of their choices while providing expert guidance throughout their purchase.

Add-ons

The ability to select add-ons like Service Care or Smart Heating at the time of purchase.

Marketplace & cost models



Our platform **optimizes project pricing** by automatically selecting the most cost-effective installer in each region, **enabling scalable installation capacity** and **seamless digital workflows**.



Our platform prices projects based on the **lowest-cost installer in the region**



Marketplace functionality

We can scale our installation capacity during peak seasons, despite limited in-house resources, by automatically selecting the most affordable third-party installer in the region.

Digital workflow

A digital project brief with pictures is created by sales and instantly shared with the selected installer, allowing a smooth flow between different departments.



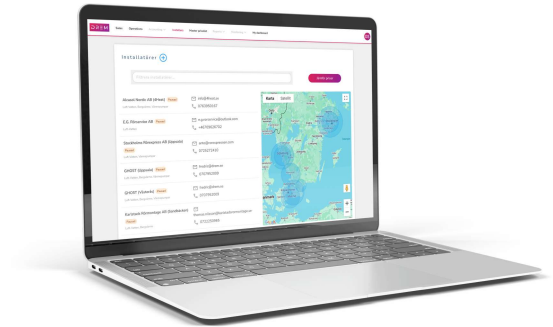
Agility through real-time information

Installer details

Instant access to installer information and price lists empowers our team to make swift, informed decisions.

Master price list

A centralized price list ensures consistency across projects while allowing seamless adaptation to new products and add-ons.

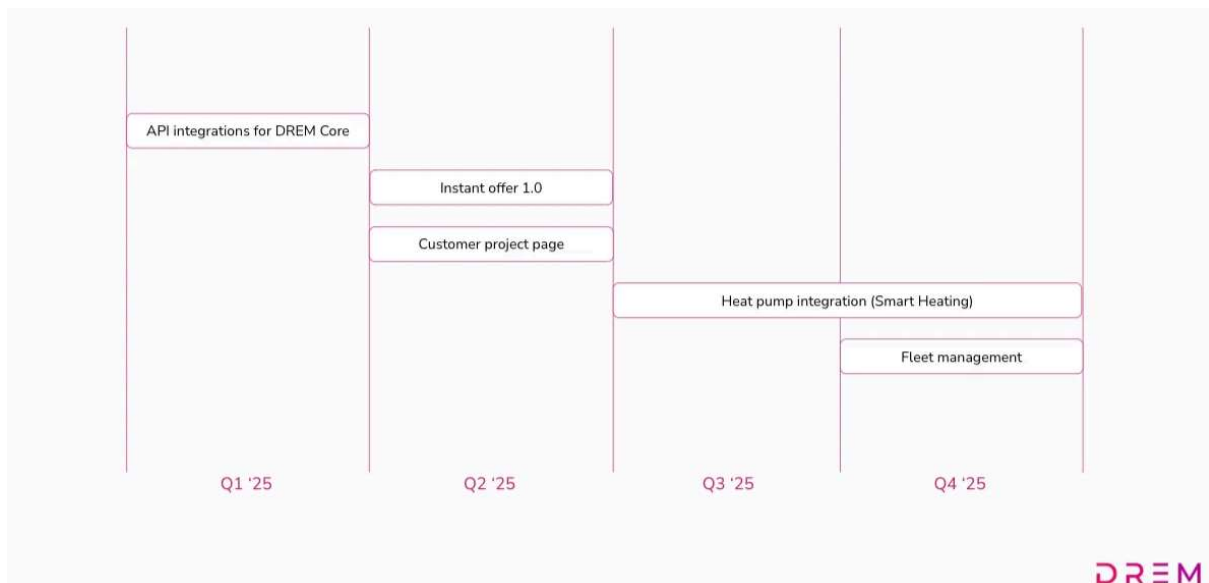


Product Roadmap



We've made **significant strides** in product and development over the past few months, and we're **committed to keeping up this momentum and ambition** in the year ahead.

1. High-level product roadmap



2. Detailed product roadmap

Q1 '25

- **API integrations for DREM Core:** As we enhance installer operations within our DREM Core platform, we need to integrate our third-party solutions for installer time management, procurement, and warehousing. Seamless communication between these systems and our platform is essential for optimizing workflows, improving efficiency, and minimizing manual

errors. By streamlining these integrations, we ensure a more cohesive, automated, and scalable operation.

Q2 '25

- **Instant offer 1.0:** Today, we provide customers with a customizable offer, allowing them to tailor their installation preferences, potentially lower their installation costs, and gain a clear understanding of the offer. Our next step, Instant Offer, will enable customers to design their installation and proceed without needing to speak with a sales representative—making a seamless digital self-checkout at a fixed price.
- **Customer project page:** The customer project page will serve as a centralized hub where customers can access all key details of their installation, including technical specifications, selected products, and pricing. With real-time updates on project status—from order confirmation to installation—customers will always know exactly where they stand. The page will also house important documents, past communications, and any required next steps. By providing full transparency and clear guidance, this feature will streamline the process and elevate the overall customer experience.

Q3 '25

- **Heat pump integration (Smart Heating):** Currently, we offer a white-label solution for our smart heating. By bringing heat pump integration in-house, we can enhance optimization across the countries we operate in. This marks the first step toward fully managing our own heat pumps, enabling them to be grid-ready and integrated with a VPP provider for future energy services.

Q4 '25

- **Fleet management:** Our fleet management system will ensure that our heat pumps perform optimally by proactively monitoring their health and addressing issues before customers even notice a problem. This feature is unmatched in today's market and will elevate our carefree ownership experience to a new level. By leveraging real-time diagnostics and predictive maintenance, we can minimize downtime, extend product lifespan, and enhance overall customer satisfaction.