



BEAUTIFUL  
EARTH™  
GROUP

## THE MISSION OF BEAUTIFUL EARTH GROUP IS TO PRODUCE CLEAN, RENEWABLE ENERGY AND TO USE THIS TYPE OF ENERGY IN INDUSTRIAL PRODUCTION AND PROCESSES.

The choices humankind faces now about how we live on this planet will determine our ability to survive. It is crucial we reduce the environmental harms caused by human activities.

OUR CHALLENGE is to make changes to protect and enhance the fragile ecosystem which supports us here on earth. New tools are required to address economic and social approaches which are failing. Beautiful Earth Group and its partners are developing and implementing solutions to these challenges. We work towards the goal of achieving a sustainable, life-enhancing relationship between humans and the earth.

To this end, our organization is structured according to the principles of cooperation and meritocracy. Hierarchy takes its place alongside those other principles, not as the default. We believe this strategic shift in organizational structure best integrates our environmental and social goals with our goal of growing a profitable business.

We seek to implement a fundamentally new way of doing business. In our approach, the ability to profit financially is fundamentally linked to our success in creating environmental and social profits.



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## COMPANY OVERVIEW

Beautiful Earth Group is a New York–based renewable energy company focusing on the development of utility-scale solar and wind power generating facilities. Its principals founded the firm in August of 2008 in order to provide a reliable source of clean, green power to utilities, government entities and commercial users worldwide.

Beautiful Earth Group develops and invests exclusively in non-carbon emitting electricity generation, and is committed to producing pure, sustainable energy in increasing volumes. Its generation projects rely on creative planning and siting,

advanced yet commercially proven technologies, construction and integration by experienced EPC contractors, and long term PPA's or feed-in-tariffs. It is currently pursuing a number of ground-up solar generation developments in the southwest United States. Its growth strategy also includes the purchase of existing solar and wind assets. Due to its focus, flexible approach and ability to fund the early stages of its growth internally, Beautiful Earth is uniquely positioned to capture the excellent opportunities which now exist in sustainable energy production.



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## MANAGEMENT

Lex Heslin is President and CEO of Beautiful Earth Group. Mr. Heslin is the former head of Capital Holdings, LLC, a private-equity based real estate investment firm which he founded in 2000. He was previously an investment banker at Goldman, Sachs & Co., and prior to that, was in project finance at The Sanwa Bank, Ltd. in Tokyo. He has been involved in many groundbreaking transactions in power generation and infrastructure development worldwide. In the late 1980's and early 1990's he and his team arranged and executed some of the first projects for independent power producers (IPP's), and took part as financial

advisors and lenders in the co-generation revolution in Asia which occurred in the early 1990's. Mr. Heslin is joined by Yakov Balakhovsky, Chief Operating Officer and CFO. Mr. Balakhovsky is a NY attorney, and is the former President and CFO of Azot Group, which owned and operated numerous industrial facilities and railroad companies throughout Russia. Kumiko Terao, former Director of Marketing for Shiseido Ltd., is Director of Marketing and International Business Development, and is part of a diverse team of professionals committed to making Beautiful Earth Group the market leader in sustainable energy.