



BROAD ENERGY
Integrated Energy Expert

BROAD Energy Management Contract (EMC)

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BROAD ENERGY
Integrated Energy Expert

BROAD ENERGY—An Energy Service Expert with Core Competitiveness

EMC service for 80+ million m², energy savings by 15–40% for customers

- BROAD has been implementing EMC since 2005, established the precedent of market-driven approach to energy service upon market mechanism in China.
- Provide the integrated low-carbon solutions including design, investment, construction, and operation. Services span central air conditioning, district cooling/heating, industrial thermal energy systems, and building retrofitting to customers like public facilities, residential buildings, factories, data centres, cold chain warehouses, and green houses etc.
- Core competitiveness: over 30 years central air conditioning technology and service expertise in 80+ countries, vast operational data, robust institutional frameworks, powerful R&D system, and 1000+ massive experienced professionals.
- Obtain the top certifications across the entire EMC system, including CSCA's AAAAA certificate, CRAA's 'Leading Class' certificate for High-Efficiency Machine Rooms, and numerous top awards.
- By 2024, service covers 80+ million m² and reduces carbon emission by 1.4 million tons yearly. Over 95% of projects are profitable with over USD 20 million annual net profit.



Shanghai World Expo, serving 263 pavilions



Nanjing Youth Olympic City, Financial City, serving area over 2 million m²

Business Models

Upon vast operation data, **tailor-made** one-stop energy solutions to customers for achieving **mutual successes**

Model A: Air Conditioning Plant Management EMC

BROAD takes responsibility for the management of the air conditioning system, including chiller operation, maintenance and water quality management services. Every 3 years a baseline of energy consumption should be reset with customer. The customer bears the energy consumption costs, and refunds BROAD with 50% energy consumption saving below the baseline.

Model B: A/C Energy Consumption EMC

Based on the air conditioning energy usage, an energy-saving retrofitting will be implemented (such as waste heat recovery, renewable energy, and off-peak electricity utilisation). BROAD takes responsibility for A/C energy cost, chiller and terminals maintenance cost. A/C energy cost cuts by 15~40%.

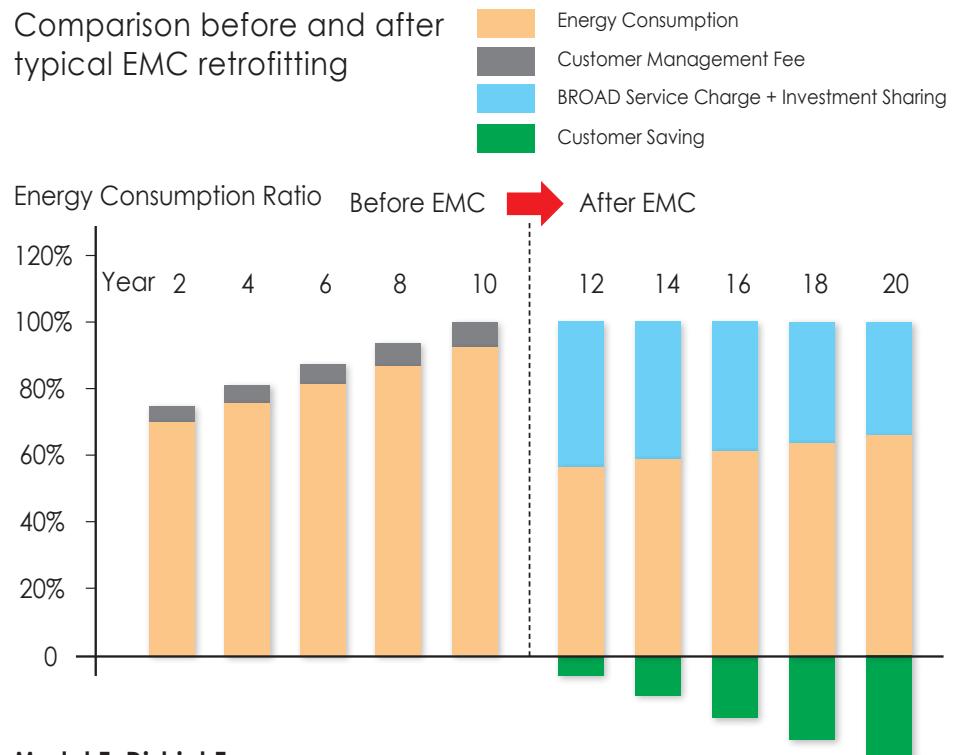
Model C: Building Energy Consumption EMC

Based on the entire building energy usage, a more extensive energy-saving retrofitting will be implemented upon Model B. BROAD takes responsibility for the entire building energy cost, chiller and contracted equipments' operation and maintenance cost. Building energy cost cuts by 5~20%.

Model D: Building Heat Insulation Retrofitting EMC

Based on the building envelope and ventilation conditions, building heat insulation and energy saving retrofitting will be implemented. BROAD takes responsibility for A/C energy cost or the entire building energy cost, chiller and contracted equipments' operation and maintenance cost. A/C energy cost cuts by 40~70%.

Comparison before and after typical EMC retrofitting



Model E: District Energy

Based on one or more centralized energy stations as the core, utilizing diverse local energy sources through advanced distribution network, energy storage system and AI management, BROAD provides the energies of cooling, heating, electricity, steam, and hot water to customers in the area. This Model places emphasis on maximising waste heat recovery, renewable energy, and off-peak electricity utilisation.



Technical Measures

Achieving the optimal balance between **high comfort** and **low energy consumption** upon 30 years experiences in energy-saving diagnosis, 20 years experiences in energy-saving operations, BROAD ultra-efficient products including Central Air Conditioning and Clean Fresh Air Machines in 80+ countries worldwide

1. Consulting

We pioneered the Internet Monitoring System for central air conditioning in 1996, with massive energy consumption data and 200 million m² building area monitored annually.

2. Diagnosis

Based on customer conditions and BROAD's experiences of energy consumption survey, audit, and system diagnosis in thousands of buildings, we can analyze the potential for carbon emission reduction and provide the proposal.

3. Solution

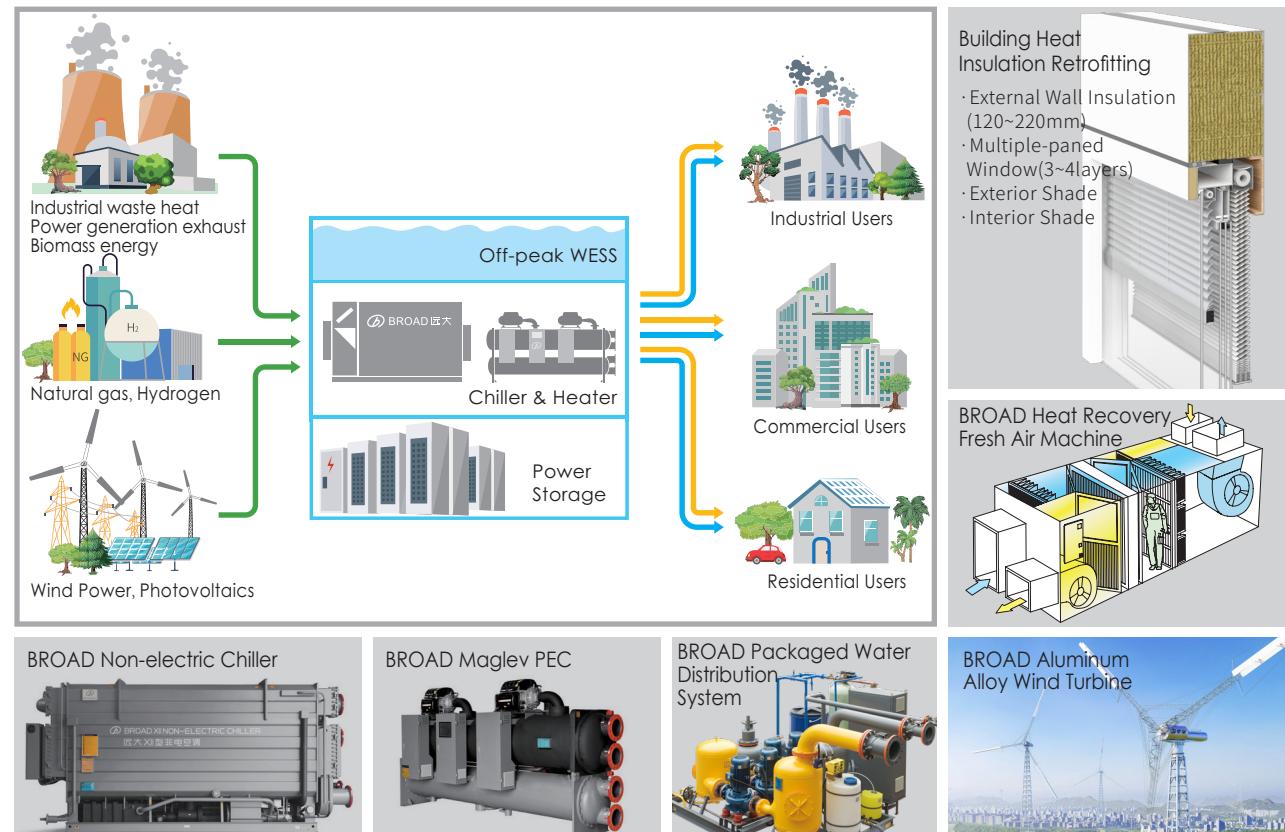
Based on carbon emission reduction proposal and BROAD's advanced energy-saving products and technologies, we can provide optimal energy solution after comprehensively considering ROI, and site conditions.

4. Design

Based on the optimal energy solution, we can provide site survey, load calculation, energy combination, design of plant room, pipeline, control system, equipment selection, budgeting, and construction time schedule.

5. Construction

Upon BROAD Packaged products, 100% factory prefabrication, simple & efficient site installation, we can ensure the construction quality, time schedule, and cost control for every projects.





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Operation Achievement

Expert & butler-style services ensure reliable system operation, long equipment lifespan, and comfortable user experience

Standardized Management

BROAD is the national standard setter for the first EMC in China. Based on the complete operation system and 1,000+ illustrated management and technical documents, we can realize the standardized, normalized, and fine operation and management.

Professional Team

Based on 1000+ professionals, systematic capabilities in R&D, design, manufacture, construction and operation, we can ensure safe, stable and efficient operation.

Butler-style Service

According to every customers' personal demands, we form a multi-talented team, develop the "Project Operation Manual" and clear visual boards, and ensure zero defects in operation upon AI management to provide "Careful, Patient, Sincere, Comfortable, Worry-free, and Assured" service for pursuing 100% customer satisfaction.





Industry Pain

1 Service Standards Inconsistency Across Industries

Pain points

EMC industry lacks consistent service standards, affecting quality and customer satisfaction

BROAD Advantages

Participating in national standards making, a founding member of multiple energy-saving organizations, and annually hosting dozens of energy-saving conferences worldwide to actively drive positive industry growth

2 High Investment & Financing Difficulties Severe Mismatch

Pain points

High investment, long ROI, and insufficient financial support or incentives for EMC

BROAD Advantages

80+ million m² EMC operation area, over 95% projects profitable, smooth financing channels, eligible tax relief and governmental subsidies

3 Challenges on Energy-saving Tech and Services Capability

Pain points

Lacking core competitiveness, incapable to exploit technological energy-saving opportunities and meet diverse market demands

BROAD Advantages

BROAD possesses innovative low-carbon products and technologies, tailored to customer demands and adapted to local conditions to develop optimal solutions, maximizing energy efficiency

4 High Demand for Talents, Severe Shortage of Multi-Skilled Professionals

Pain points

Shortage of multi-skilled talents of management, technology, engineering, law etc in EMC industry

BROAD Advantages

20+ years deep concentration in EMC industry, 1000+ multi-skilled professionals covering energy-saving design, construction, operation, risk control, marketing, law etc

5 High-demand Clients and Inevitable Disputes

Pain points

Wide-ranging service scope, varied and demanding customer needs, long contract cycles, significant industry dynamics, inevitable disputes, and reputation challenges

BROAD Advantages

AI management, clear standardized processes, site engineer support and thorough satisfaction surveys maintain customer satisfaction ≥99%

6 Complicated Background and High Financial Risk for Projects

Pain points

Projects face high financial risk due to the uncertainties of insufficient project due diligence, out-sourced equipment quality, over-reliance on political incentive support etc

BROAD Advantages

Stable profitability and minimal due payment ensured upon complete project due diligence, rigorous contract risk management, standardized project construction and fine energy management