

A low-angle, close-up shot of a person's legs and feet as they step onto a surface of solar panels. The person is wearing dark trousers and light-colored sneakers with white soles. The background is a bright, hazy sunset or sunrise, with the sun low on the horizon, creating a strong orange and yellow glow. The solar panels are visible as dark, rectangular sections on the ground.

PAVEGEN

Step. Power. Connect.

Pavegen Solar+ will be available in 2025

PAVEGEN PARTNER PROGRAMME
TRANSFORMING PUBLIC SPACES
INTO ENGAGEMENT HUBS



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The Pavegen Energy Floor System combines exceptional engineering excellence with an appealing modern aesthetic, ensuring both durability and visual appeal. Every component part of our system is meticulously manufactured to the highest possible standard, guaranteeing superior quality and long-lasting performance.

INTRODUCTION

We are actively looking to work with businesses and organisations that share our vision of transforming everyday spaces into highly engaging, interactive environments, with energy and data harvesting at its core.

Our aim is to establish an international network of referral partners to collaborate and work in countries and markets that are currently underserved by Pavegen. Our ideal partners are well-established, have strong industry connections, and understand how Pavegen can fit seamlessly into their propositions.

We look forward to exploring the opportunity of working together. This document sets out our partner programme in detail, explaining how we work, what we offer, and the steps involved in becoming a Pavegen partner. If you share our vision and see how Pavegen can enhance your projects, we are excited to start this journey with you.

THE MARKET OPPORTUNITY

The way people interact with spaces is changing. Audiences demand more immersive, meaningful experiences in urban environments, retail destinations, transport hubs, and events. Traditional marketing, passive sustainability initiatives, and digital content alone are no longer enough.

Pavegen delivers a solution: we turn human movement into interactive experiences that captivate, educate, and inspire action.

With a global shift towards smart city initiatives, sustainable development, and immersive brand experiences, Pavegen represents a unique market opportunity for partners to differentiate their offerings, generate new revenue streams, and drive deeper engagement.



Raising ESG Awareness - the reaction from citizens to the ESG initiative was resoundingly positive, with feedback ranging from: "This is amazing. Honestly, this is really cool. Generating power from steps", and "It makes me wonder what it would be like to have it installed at a larger scale." to "It's good to see that a company is putting its money where its mouth is."

WHERE WE MAKE AN IMPACT

1. Real Estate & Smart Cities

- Create interactive, sustainable public spaces.
- Kinetic sidewalks & urban gamification.
- Building entrances, visitor centres and attractions
- Track ESG impact in real-time with live data dashboards.

2. Malls & Retail Destinations

- Transform high-footfall areas into interactive brand moments.
- Increase dwell time and drive customer engagement.
- Create experiential sponsorship and revenue opportunities.

3. Transport Hubs

- Engage millions of daily commuters with real-time activations.
- Enhance public awareness of sustainability initiatives.
- Power functional applications like LED displays and USB charging.

4. Public Spaces & Landmarks

- Bring iconic locations to life with dynamic, interactive installations.
- Increase civic pride and engagement with sustainability initiatives.
- Track and display footfall energy generation data in real-time.

5. Stadiums, Arenas & Visitor Attractions

- Gamify sustainability and create high-impact brand activations.
- Turn passive audiences into engaged participants.
- Generate valuable consumer insights and fan engagement data.
- Create experiential sponsorship and revenue opportunities.



WHY PARTNER WITH US

1. Proven Track Record & Global Recognition

Pavegen has been featured in leading global news outlets and has worked with some of the world's biggest brands, including Nike, Adidas, Shell, Siemens, and Google. Our installations span over 45 countries, from smart city projects in London, Washington and Riyadh to experiential brand activations in Hong Kong, Sydney, Dubai and Chicago.

2. Designed & Manufactured in the UK

Our technology is robust, weather-tested, and built to last. Manufactured in the UK under stringent quality standards, Pavegen systems are engineered for seamless integration into diverse environments; from high-footfall city streets to premium retail spaces.

3. Lead the Engagement Revolution

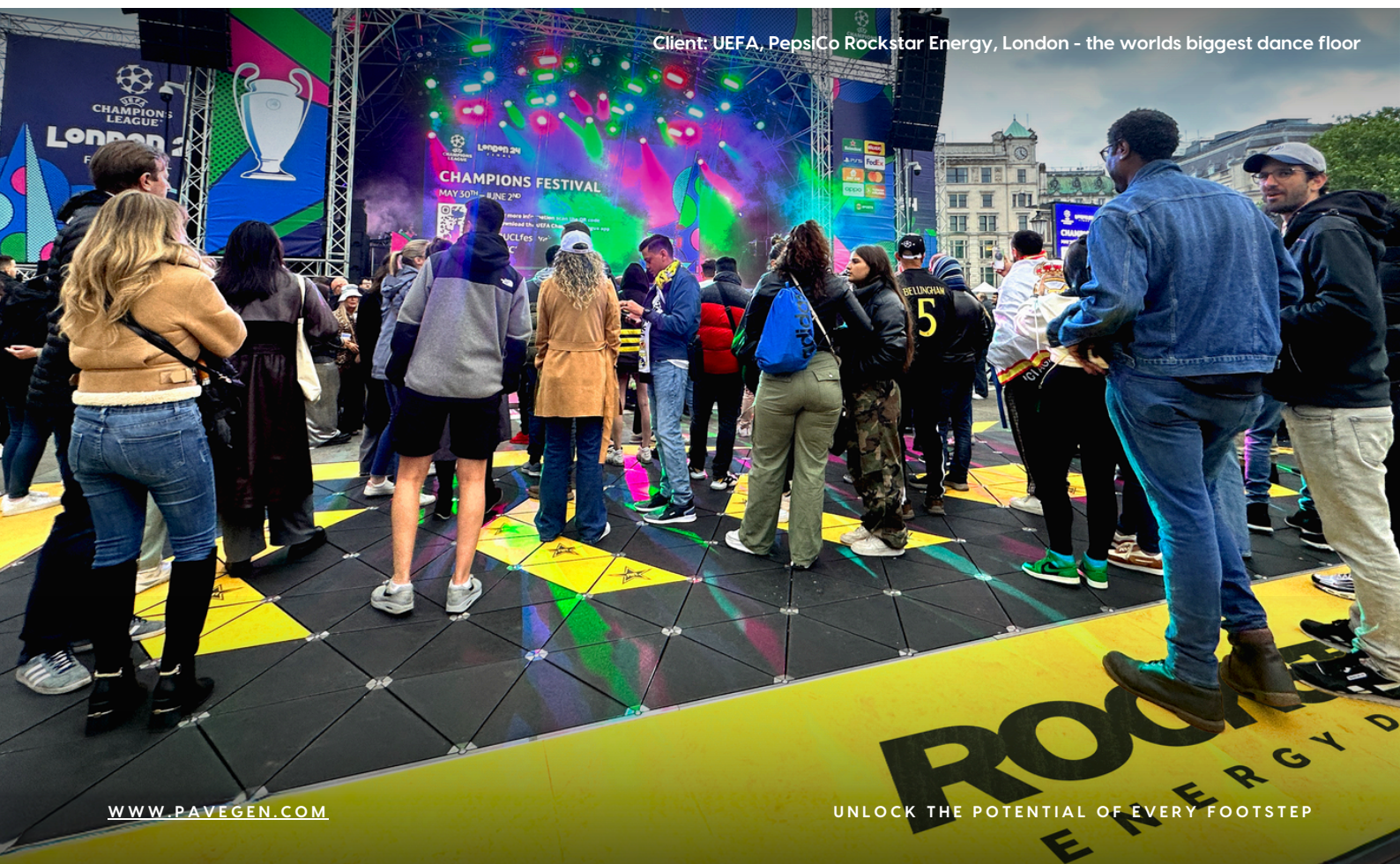
Pavegen's installations create interactive moments that drive participation and leave a lasting impression. We don't just inform - we immerse people in an experience they remember.

4. Revenue Model

Our partners enjoy revenue streams through referrals or reselling. With structured commissions, Pavegen offers strong commercial returns.

5. Unmatched Support & Resources

Partners gain access to marketing materials, technical documentation, online training, and priority project support to ensure seamless integration and business growth.





HOW WE SUPPORT YOU

We offer a comprehensive pack of support to help you succeed, with investment options to match your ambition.

- Choice of X1 Diamond, X2 or Gamestation products to showcase Pavegen
- Best practice training - online or in-person (London):
 - Sales and marketing
 - CEO talk and meet the team
 - Product sales training
 - Technical team training
 - Electrical, software, installation
- Factory and head office tour in London (optional)
- Co-branded Sales and Marketing Assets
 - Use of templates, photography and video
- Use of official 'Pavegen Partner' logo
- Assistance with product and solution design, development and specification
- Commercial support to negotiate and close deals
- Access to design, sales and marketing teams (advisory)
- Dedicated project manager for delivery of projects

PARTNER INVESTMENT

Your partner investment will depend on the equipment you choose as a demonstrator:

- X1 Diamond: £5,000
- X2: £7,500
- Gamestation: £15,000



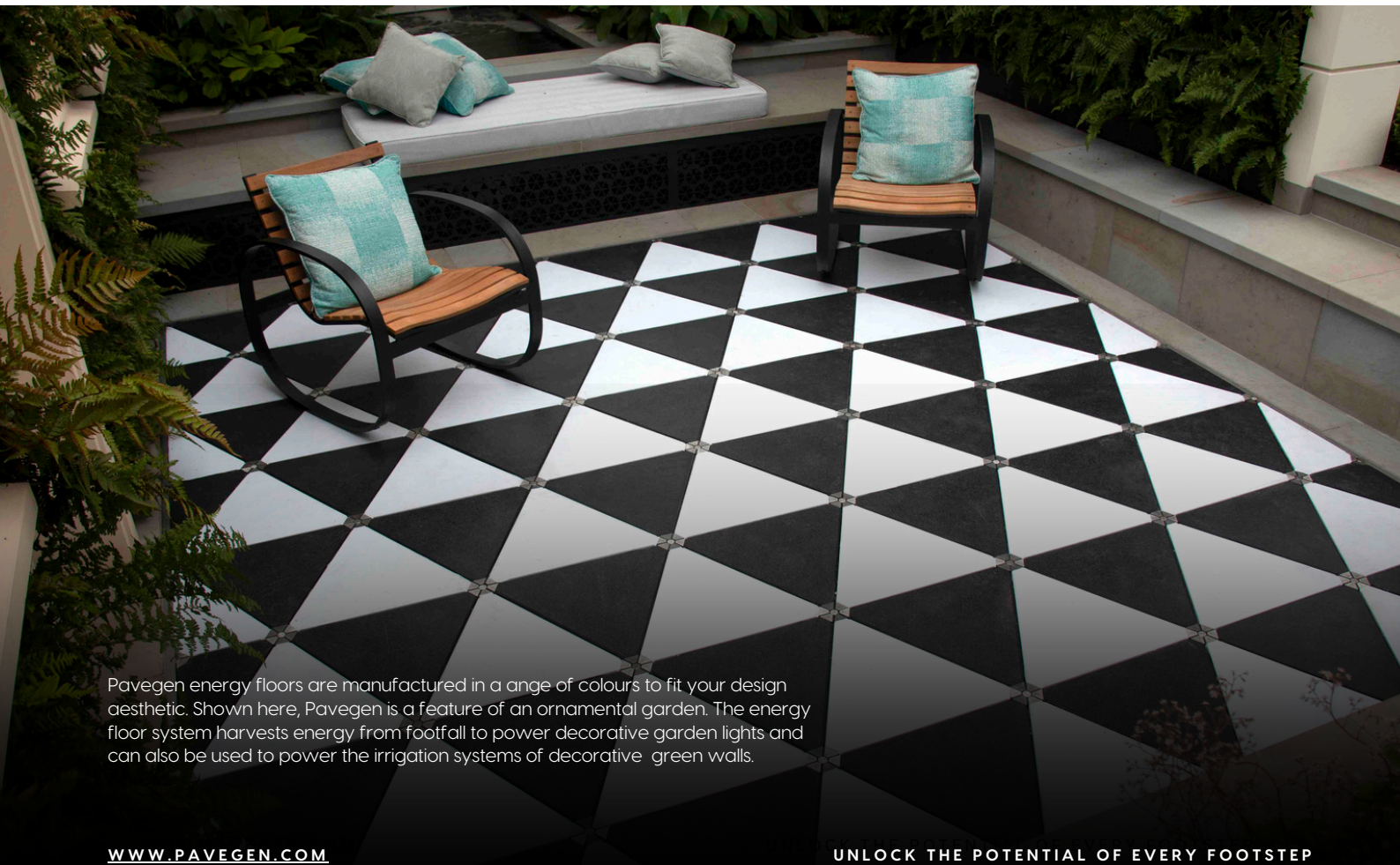
X1 Diamond



PavegenX2



Interactive Gamestation
utilises four X1 Diamond

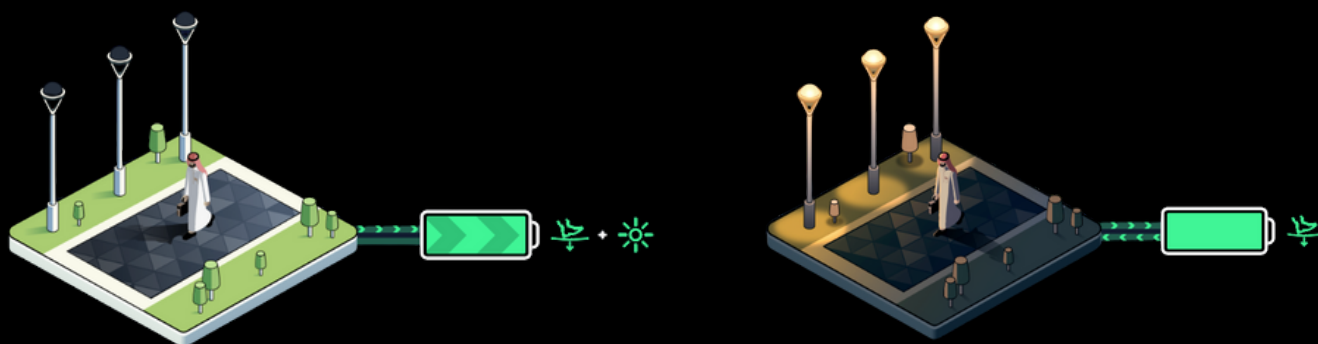


Pavegen energy floors are manufactured in a range of colours to fit your design aesthetic. Shown here, Pavegen is a feature of an ornamental garden. The energy floor system harvests energy from footfall to power decorative garden lights and can also be used to power the irrigation systems of decorative green walls.

UNDERSTANDING PAVEGEN PRODUCT CAPABILITIES

Pavegen is not an energy provider! While our system generates a small amount of useable off-grid energy, its value lies in how it is adapted to engage audiences, promote sustainability, and raise net zero awareness.

Each step on Pavegen technology generates 2-4 joules of energy. This is ideal for off-grid, low-energy applications that enhance urban spaces, brand activations, and community engagement. Our NEW hybrid solution Solar+ adds another dimension to capability and offers up to 30X more energy capability. With AI engagement capabilities under development, we've got exciting NEW products in the pipeline.



Client: City of Washington DC - A kinetic sidewalk at DuPont Circus, Washington DC harvests footfall to power LED lights imbedded into street furniture. The installation also feeds data back to the City to help promote sustainability initiatives and awareness.

APPLICATIONS

Pavegen has many potential applications and opportunity for smart cities and public spaces looking to showcase sustainability action and Net Zero intent.

- **LED Lighting** – help illuminate interactive pathways, brand experiences, or city spaces to create immersive, visually striking environments.
- **Street Furniture** – USB Charging and LED lighting – Providing a small amount of renewable off-grid energy for public seating, transport hubs and street furniture, supporting smart city installations where people gather and charge devices sustainably.
- **Green Wall Irrigation** – Combining kinetic (and solar energy) to help power irrigation urban greenery, reinforcing sustainability and wellness benefits through nature-integrated environments. The addition of LED's and digital screens enhance the engagement capability of your installation.
- **Capturing Digital Data & Insights** – Delivering real-time sustainability impact metrics, engagement analytics, and behavioural insights, helping cities and brands showcase ESG commitment.
- **Brand/Citizen Activations & Gamification** – Transforming sustainability into fun, memorable and meaningful interactive experience that excites participants while reinforcing key environmental and Net Zero messages.
- **Community Messaging & Sponsorship** – Offering an innovative platform for cities, brands, and organisations to communicate sustainability initiatives, local updates, or engage audiences with interactive experiences, all while creating new sponsorship revenue opportunities.
- **Interactive Out-of-Home Advertising** – A powerful and distinctive way for brands and agencies to engage audiences through Pavegen activations. These dynamic experiences promote products, services, and sustainability messaging while unlocking new opportunities for sponsorship and advertising revenue.

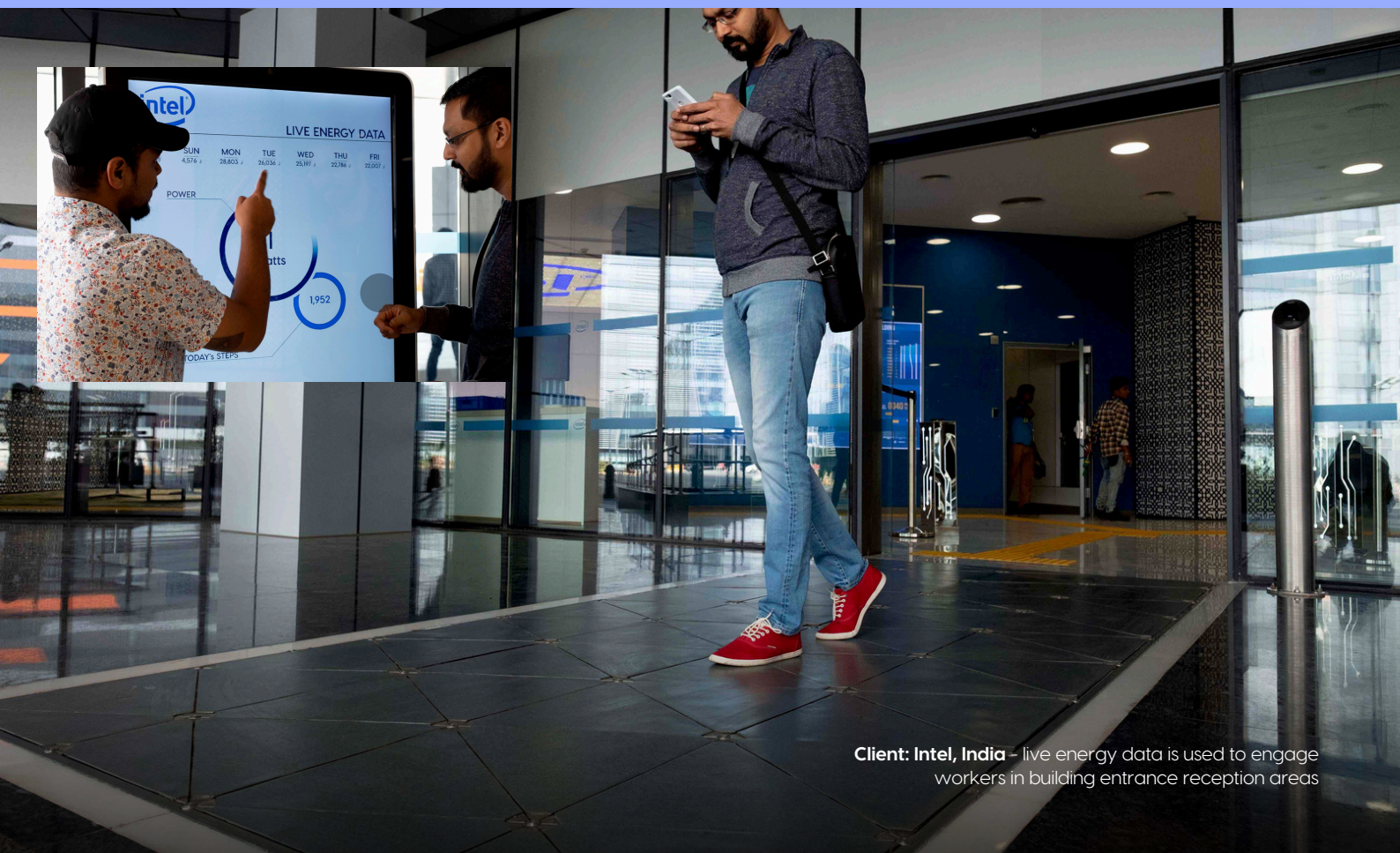
Enhanced Capabilities with Pavegen Solar+

With the addition of Solar+, our hybrid technology unlocks even greater potential, enabling:

- **E-Bike & Micromobility Charging** – Supporting sustainable transport initiatives by providing energy for e-bikes, scooters, and other micromobility solutions.

Pavegen's value lies in creating memorable experiences, capturing valuable data, and promoting sustainability and Net Zero intent through engaging, visually impactful applications.

Our ideal partners recognise that Pavegen is a catalyst for interaction, education, and behavioural change powered by movement and enhanced by solar innovation.



Client: Intel, India – live energy data is used to engage workers in building entrance reception areas

OUR IDEAL PARTNER

We're currently opening select partner opportunities across two distinct areas of our business:

- **Smart Cities** – permanent infrastructure for iconic urban environments, public spaces, real estate, transport hubs, and giga projects.
- **Brand Activations** – permanent installations for brands to connect with the public and consumers located in large scale visitor centres, stadiums, arenas, premium shopping malls, and expo spaces.

We would like to collaborate with businesses and professionals who can successfully integrate Pavegen into their existing ecosystems. Our ideal partners are:

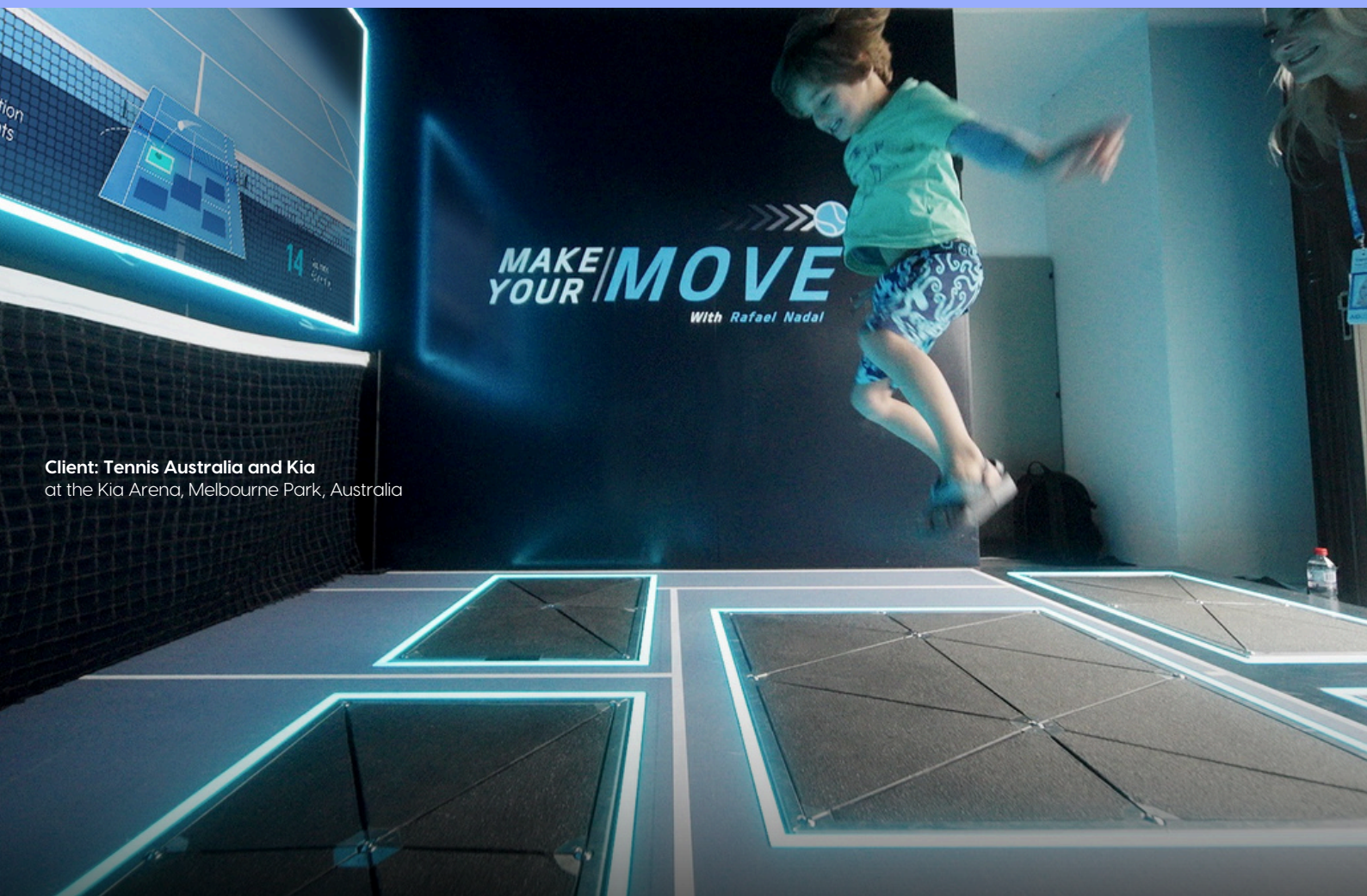
Well-Connected: Established in real estate, smart cities, retail, transport, or experiential marketing, with a strong network of decision-makers.

Strategically Aligned: Able to position Pavegen as a value-add to their core business offerings.

Financially Stable: Have the resources to develop, implement, and scale projects effectively.

Commercially Minded: Understand market opportunities and can drive sales of Pavegen solutions.

Technically Proficient: Capable of project managing and delivering turnkey projects, from scoping to installation.



Client: Tennis Australia and Kia
at the Kia Arena, Melbourne Park, Australia

TYPES OF PARTNER

1. Referral Partner

For individuals or organisations that identify opportunities but do not engage in project implementation. As a referrer you will introduce potential clients to Pavegen and earn a commission.

Benefits:

- Earn commission on successful completion and payment of a project.
- No customer management required.

2. Reseller Partner

For organisations who specify and integrate Pavegen into projects or who undertake sales activity to sell Pavegen solutions as part of their product portfolio. Resellers manage client relationships and liaise with the Pavegen team to execute projects.

Benefits:

- Maintain direct client relationships and control pricing.
- Earn commission on successful contracting of a project
- Access exclusive marketing and sales materials
- Priority project registration to avoid conflicts

WHAT HAPPENS NEXT

Step 1: Initial Interest & Qualification

- Online meeting to determine alignment and fit.
- Partner completes a qualification process to assess capabilities and market potential.

Step 2: Due Diligence & Partner Agreement

- Pavegen conducts a background review to ensure viability.
- Partner provides business credentials and market approach.
- NDA and formal agreement signed.
- Partner programme payment.
- Press and Media announcement

Step 3: Onboarding & Training

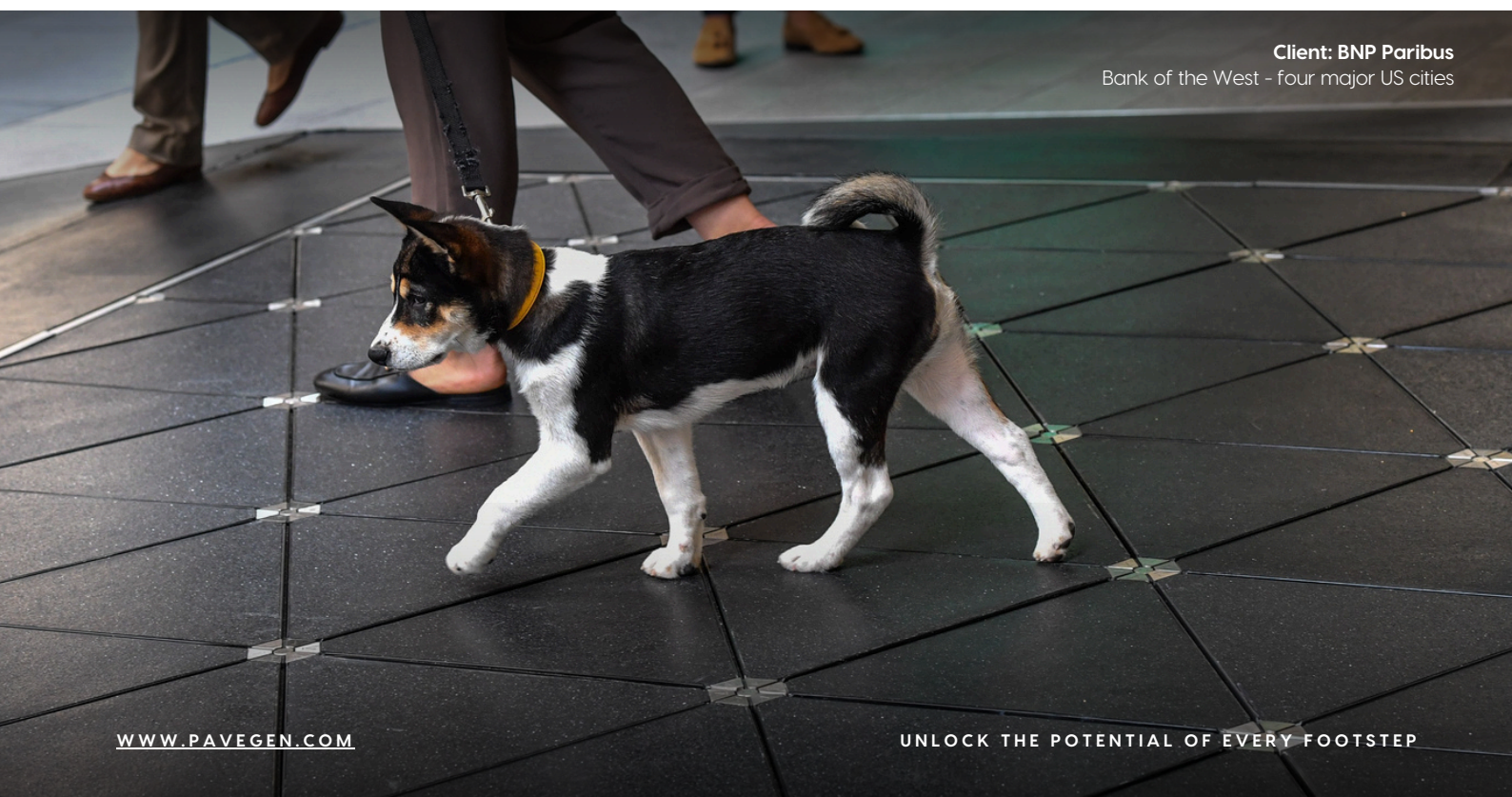
- Partner receives a comprehensive onboarding pack.
- Access to marketing assets, technical documentation, and pricing examples.
- Online or in-person training on product positioning and sales process.

Step 4: Introducing Clients & Project Assessment

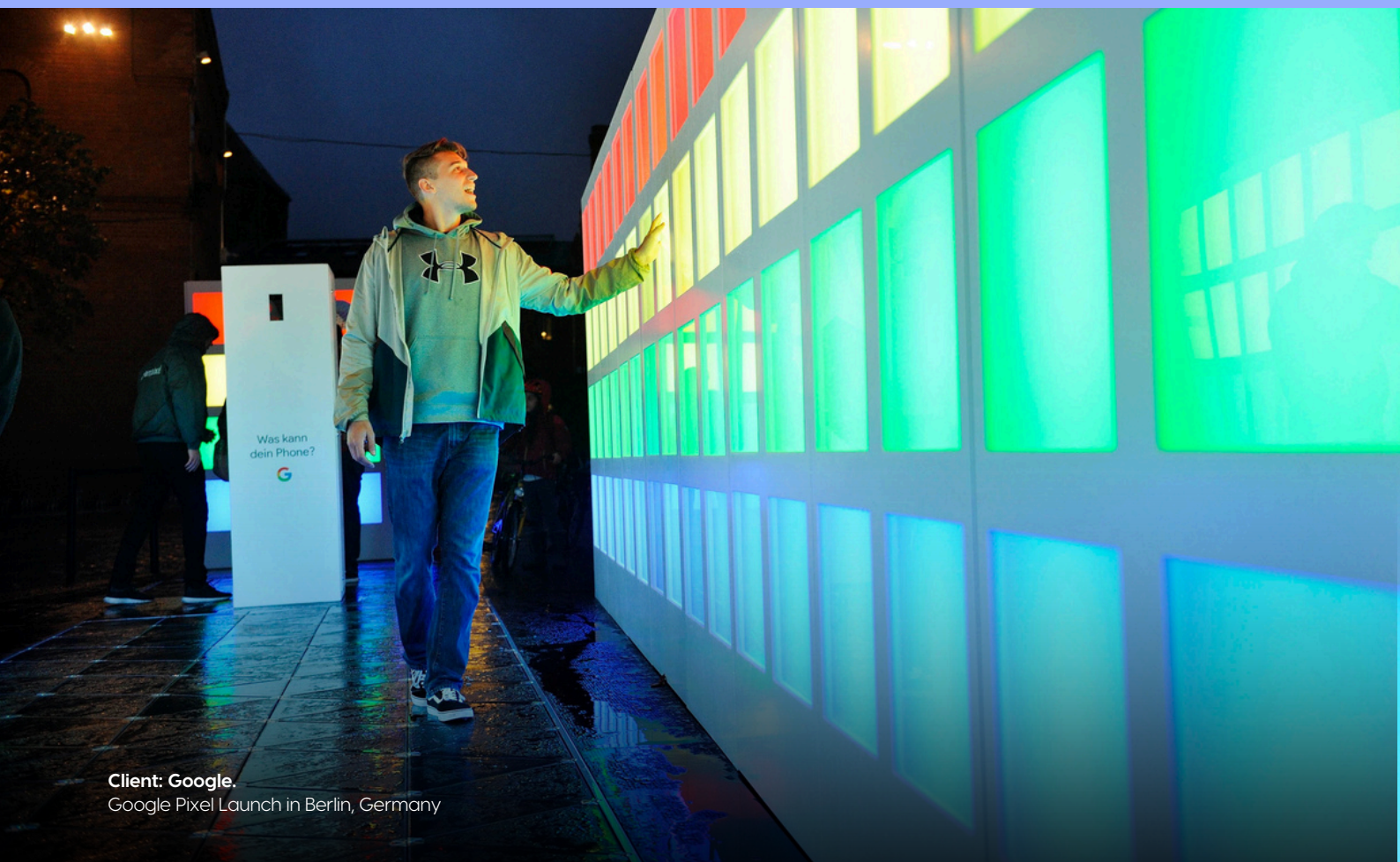
- Partner introduces prospective projects and clients.
- Pavegen assesses feasibility and provides a custom quote.
- Partner sells the solution to their customers with Pavegen's technical and commercial backing.

Step 5: Project Execution & Support

- Pavegen provides installation guidance and support.
- Ongoing commercial collaboration for future projects.



Client: BNP Paribas
Bank of the West - four major US cities



Client: Google.
Google Pixel Launch in Berlin, Germany

PAVEGEN: THE FUTURE OF INTERACTIVE SPACES

Laying underfoot inside buildings, public spaces and at events, Pavegen Kinetic Paving harnesses the power of people's footsteps, creating not only a small amount of energy – but also imaginative, interactive experiences and data, to help educate, engage, and enable meaningful actions around sustainability and Net Zero intent. Pavegen call this Citizen Impact; powered by Pavegen.

We bring innovation to public spaces, retail, transport hubs, arenas, and events by turning everyday movement into something extraordinary. Through kinetic energy, Solar+, real-time data, and interactive installations, we help brands, cities, and organisations **connect with people in unforgettable ways**.

With **Pavegen Solar+**, we're pushing boundaries even further by blending kinetic and solar energy to create the world's first hybrid smart city solutions that engage, educate, and inspire.

We hope that the information in our brochure is of interest and you will join our journey to global dominance of the market for public engagement with energy floors.



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PARTNER PROGRAMME 2025

Building the Future of Engagement. Together

Product featured: Walk 2 Light Floor Tiles

Join Us

Become a Pavegen Partner and turn footfall into powerful, revenue-generating experiences. Whether you're reimagining buildings, enhancing public spaces, or shaping the future of smart cities, the Pavegen Partner Programme gives you the tools, support, and innovation to lead.

Let's create the future - one step at a time.

Get in Touch Today

David Light, Commercial Director

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