



ASX ANNOUNCEMENT, 30th September 2015

VIVID INDUSTRIAL JV WITH MEXICAN LIGHTING DISTRIBUTOR

- **Vivid Industrial establishing a joint venture with a leading Mexican distributor of smart lighting**
- **JV partner one of Mexico's largest construction materials group of companies**
- **MOU outlines the joint venture formation and distribution of Vivid Industrial Lighting Systems into Mexico**

Greenearth Energy Ltd's (ASX: GER) ("Greenearth") wholly-owned subsidiary, Vivid Industrial, has signed a Memorandum of Understanding (MOU) with a leading Mexican lighting products corporation to sell and market Vivid Industrial's intelligent industrial lighting systems.

The MOU for the establishment of a Joint Venture, is for an initial term of twelve months for Mexico. Should sufficient success be achieved by both companies, the parties will consider extending the joint venture beyond Mexico into Latin America.

The joint venture partner is part of the Grupo Mar group of companies, headquartered in Mexico City. Grupo Mar owns several lighting companies that service Mexico and Central America. The Group is focused on technologically advanced lighting solutions, they are the distributor of General Electric, Cree, Phillips and Osram, along with maintaining their own brand PHILCO.

The group installed the first LED street lighting project in Latin-America, replacing over 25,000 fixtures in the Othon P. Blanco Mexican Municipality. This contract included the financing, installation and maintenance of the LED systems through a 15 year municipal concession agreement. The Group has also replaced more than 65,000 fluorescent fixtures for the Mexican Army (SEDENA - Secretaria de La Defensa Nacional) upgrading the fixtures to electronic ballast technology.

Salomon Marcovich, Director of Grupo Mar, said:

"We are very pleased to be partnering with Vivid Industrial and their team on developing energy efficient lighting solutions for Mexico and Latin America. We have been very impressed with their technology and their team and are working through a number of large project opportunities which could develop a very fruitful relationship for both parties."

Samuel Marks, Managing Director of Greenerth Energy, said:

“To partner with an established and highly capable and successful group of companies such as Grupo Mar is an exciting opportunity for Vivid Industrial. The Group is one of the largest construction materials companies in Mexico, well positioned across the public and private sectors. Their history of obtaining, executing and owning large lighting projects provides compelling opportunities for our company in the near future”.

This distribution partnership for Mexico continues Vivid Industrial's strategy of developing global opportunities for its leading lighting systems.

Partnering with proven local distribution and integration companies in key export markets enables capture of market share in target regions with an appropriate level of investment. This partnering approach to export markets enables Vivid Industrial to maintain focus on maximising its share of the significant Australian market for industrial lighting systems.

Samuel Marks

Managing Director
Greenerth Energy Limited

Please direct all enquiries to Samuel Marks, Managing Director, telephone 03 9620 7299.

About Greenearth Energy Limited

Greenearth Energy Limited is a diversified Australian-based renewable energy company with interests in technology-focussed solutions in the industrial energy efficiency and CO₂-to-fuel conversion markets.

Greenearth Energy Ltd - <http://www.greenearthenergy.com.au>

About Vivid Industrial

Vivid Industrial is a subsidiary of Greenearth Energy Ltd. Vivid Industrial provides customised, intelligent and energy efficient cloud based solutions for our growing industrial and infrastructure client base. The "internet of lights" and "cloud based monitoring" delivers quantifiable efficiencies and significant cost savings with environmentally sustainable benefits for our customers.

The business' core technologies are designed for application in warehouses, distribution centres, cold storage facilities, ports, stadiums, car parks, roads and tunnels. Vivid Industrial is a trusted partner to our customer base of blue chip, industrial companies.

Vivid Industrial – <http://www.vividindustrial.com>