

November 25, 2013

Bloom Energy Japan Limited

Bloom Energy Corporation

SoftBank Group

SoftBank Installs First Bloom Energy Server in Japan

Installation of 24/7 clean, reliable and safe on-site electricity generation system in Fukuoka M-TOWER is first outside the U.S.A.

Bloom Energy Japan Limited (Tokyo, Japan, Representative Director and CEO: Shigeki Miwa, hereafter "Bloom Energy Japan") today announced its first installation of the "Bloom Energy Server," an innovative and clean electricity generation system, at the Fukuoka M-TOWER on November 25 in Fukuoka City. This marks the first installation of the Bloom Energy Server outside the U.S.A where Bloom Energy Corporation (Sunnyvale, USA, Principal Co-Founder and CEO: Dr. KR Sridhar, hereafter "Bloom Energy") began operations. The Bloom Energy Server installed at Fukuoka M-TOWER can produce 200 kilowatts of power and provides 75% of the building's electricity consumption.

This first installation is an important milestone for Bloom Energy Japan and represents a new path forward for safe and reliable electricity generation in Japan. The Bloom Energy Server is a breakthrough solid oxide fuel cell technology that generates clean electricity from multiple fuel sources such as city gas and biogas at a starting electrical efficiency of over 60 percent. The Bloom Energy Server has been installed in many locations that require uninterrupted power supply such as data centers, manufacturing operations, communications, and facilities with high energy loads including refrigeration and critical services in the U.S.A.

"I am delighted that we have installed our first Bloom Energy Server in Japan. I believe that Bloom's clean, reliable, and safe on-site electricity will become one of the solutions for businesses in the future, and this installation is a significant milestone for SoftBank to further drive the adoption of innovative, clean energy" said Masayoshi Son, SoftBank Group Representative, and the owner of the Fukuoka M-TOWER.

On the occasion of the first Bloom Energy Server going into operation outside the U.S.A. and the first in Japan, Dr. KR Sridhar, Principal Co-Founder and CEO of Bloom Energy, commented, "Japanese businesses now have an alternative energy solution that gives them control over their energy destiny. This project signifies not only an exciting start for our partnership with SoftBank in Japan, but also a first step toward our mission to provide clean, reliable and affordable energy to everyone in the world."

"Bloom Energy is creating a new way for generating energy and changing the dynamics of electrical production and distribution throughout the world," commented the honorable General Colin Powell, the Former United States Secretary of State and a member of Bloom Energy's Board of Directors. "It's a pleasure to be a part of this celebration this morning and I want to congratulate everyone involved in bringing Bloom Energy Japan to life."

"I would like to express my sincere appreciation to all those who made it possible for us to start operating Japan's first Bloom Energy Server," said Shigeki Miwa, Representative Director and CEO of

Bloom Energy Japan. He added, "We will work to empower Japan's adoption of the Bloom Energy Server, a clean and highly efficient breakthrough technology, and thereby help contribute to the nation's energy security and economy."

By selling electricity generated by the Bloom Energy Servers, Bloom Energy Japan will contribute to sustainable and stable energy provision and economic development in Japan.

About Bloom Energy Server at Fukuoka M-TOWER:

Location	1-7-5 Momochihama, Sakura, Fukuoka City, Japan
Area	60 m ² (approx.)
Power Capacity	200kW (approx.)
Rated Electric Efficiency	Over 60%
Size (Width x Height x depth) /Weight	9.1m x 2.1m x 2.6m / 19.9t (approx.)
Date of operation	November 25, 2013 (Monday)

*Initial performance.

About Bloom Energy:

The company was founded in 2001 with a mission to make clean, reliable energy affordable for everyone in the world. Bloom Energy Servers are currently producing power for many Fortune 500 companies including Google, Walmart, AT&T, eBay, and The Coca-Cola Company. The company is headquartered in the United States at Sunnyvale, California. For more information, visit www.bloomenergy.com.

About Bloom Energy Server:

The Bloom Energy Server is a breakthrough solid oxide fuel cell technology generating clean, highly-efficient on-site power from multiple fuel sources. The technology has roots in the NASA Space Program and is fundamentally different from the legacy "hydrogen" fuel cells. The Bloom Energy Server has the ability to run on bio gas and town gas, provides unmatched efficiency in converting fuel to electricity and is easily deployed and maintained. Bloom's flexible, modular technology can be tailored in size to each customer's need.

About Bloom Energy Japan:

Bloom Energy Japan was created to provide a reliable electricity alternative that is at once safe, clean, affordable, and compact, and provides electricity 24/7. With the establishment of this Joint Venture, SoftBank adds distributed baseload power from Bloom Energy and further encourages the domestic use of clean energy complementing its existing portfolio of renewable energy sources such as solar and wind.

Name:	Bloom Energy Japan Limited
Capital:	\$10M (1 billion yen)
Capital Reserve:	\$10M (1 billion yen)
Capital Structure:	SB Power Management 50% Bloom Energy Corporation 50%
Business Description:	Provision and marketing of power generated by clean and reliable fuel cells. Equipment importation, installation and other related business activities.

Representative Director and CEO: Shigeki Miwa

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