“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe.”

—Simon Sinek
When we founded Silicon Ranch, we set out to build a company that would benefit the communities in which we live and work. Our goal has always been to ensure that Americans have access to a reliable, affordable, and clean energy supply, and fundamentally we understand that when developed responsibly, solar projects create enduring, long-term value and deliver a meaningful legacy.

At Silicon Ranch we recognize that we are judged by how we act. We know that our reputation will be upheld if we act in accordance with this simple yet powerful statement, which serves as an essential part of our company’s ethos. How we achieve our objectives is just as important as the objectives themselves. How we do the work that we do has tremendous impact on our long-term reputation and the sustainability of our company.

Our Mission, Vision, and Values serve as the foundation for our General Business Principles. Moreover, our General Business Principles underpin all that we do; that is, they apply to every transaction, contract, and interaction, no matter the size or scale. It is the responsibility of management to lead by example, to ensure that all employees are aware of these principles, and to behave in accordance with the spirit as well as with the letter of this statement.

These principles are the blueprint by which Silicon Ranch will conduct our business; therefore it is imperative that all members of the Silicon Ranch team conduct themselves in line with them. Living by our principles is crucial to our continued success.

Reagan Farr
Co-Founder, President & CEO

Matt Kisber
Co-Founder & Board Chairman
Our Mission

To bring communities across the country low-cost, renewable energy, economic growth and development, job opportunities, and partnerships they can count on for the life of their solar projects.

Our Vision

To be the premier partner of choice for utility-scale solar energy customers by taking a long-term view of our relationships and our role as a developer, owner, operator, and partner in the communities we serve.
Silicon Ranch is a customer-focused, fully integrated independent power producer with a comprehensive platform to develop, design, fund, construct, own, operate and maintain utility-scale solar solutions to meet customer needs.
**Our Core Values**

1. We believe communities deserve reliable, cost-effective choices for their source of power.
2. We believe solar energy projects—when developed responsibly—create enduring, long-term value and deliver a meaningful legacy to their communities.
3. We believe our employees can make a difference in the communities we serve.
4. We believe in the power of collaborative partnerships.
5. We believe we are only successful when our partners are successful.
6. We require honesty and integrity in everything we do.
7. We listen, learn, and respond.
8. We do what we say we will do.
9. We believe in square corners.
10. We choose the right path over the easier path to get the job done.
Responsibilities

At Silicon Ranch we recognize five areas of responsibility. It is the duty of management to continuously assess priorities and to demonstrate these responsibilities to all stakeholders.

To Our Shareholders

To protect shareholders’ investment, and provide a long-term return competitive with those of other leading companies in the industry.

To Our Customers

To win and maintain customers by developing and providing products and services which offer value in terms of price, quality, safety, and environmental impact, which are supported by the requisite technological, environmental, and commercial expertise.

To Our Employees

To respect the human rights of our employees and to provide them with good and safe working conditions, and competitive terms and conditions of employment. To promote the development and best use of the talents of our employees; to create an
inclusive work environment where every employee has an equal opportunity to develop his or her skills and talents.

To encourage the involvement of employees in the planning and direction of their work; to provide them with channels to report concerns.

We recognize that commercial success depends on the full commitment of all employees.

**To Our Business Partners**

To seek mutually beneficial relationships with contractors and suppliers, and to promote the application of these General Principles or equivalent principles in such relationships. The ability to promote these principles effectively will be an important factor in the decision to enter into or remain in such relationships.

**To Our Communities**

To conduct business as responsible corporate members of society, to comply with applicable laws and regulations, to support fundamental human rights in line with the legitimate role of business, and to give proper regard to health, safety, security, and the environment.
Principle 1

**Economic**

Long-term profitability is essential to achieving our business goals and to our continued growth. It is a measure both of efficiency and of the value that customers place on our products and services. It supplies the necessary corporate resources to continually develop and grow to meet stakeholders’ evolving needs. Without profits and a strong financial foundation, it would not be possible to fulfill our responsibilities.

Criteria for investment decisions include multiple development considerations (economic, environmental, and community) and an appraisal of the risks of the investment.
Principle 2

Competition

We support free enterprise. We seek to compete fairly and ethically and within the framework of applicable competition laws; we will not prevent others from competing freely with us.
Principle 3

**Business Integrity**

We require honesty and integrity in everything we do. Furthermore, we expect the same in our relationships with all those with whom we do business. The direct or indirect offer, payment, soliciting, or acceptance of bribes in any form is unacceptable. Facilitation payments are also bribes and should not be made.

Employees must avoid conflicts of interest between their private activities and their part in the conduct of company business. Employees must also declare to Silicon Ranch potential conflicts of interest. All business transactions on behalf of Silicon Ranch must be reflected accurately and fairly in the accounts of the company in accordance with established procedures and are subject to audit and disclosure.
Principle 4

Political Activities

Silicon Ranch acts in a socially responsible manner within the laws where we operate in pursuit of our legitimate commercial objectives. Silicon Ranch as an organization does not contribute financially to political parties, candidates, or political action committees (PACs).

We do not take part in party politics; however, when dealing with government, we have the right and responsibility to make our position known on any matters which affect us, our employees, our customers, our shareholders, or our local communities in a manner which is in accordance with our Core Values and our General Business Principles.

Where employees wish to engage in activities in the community, including standing for election to public office, they will be given the opportunity to do so where this is appropriate in the light of local circumstances. Furthermore, our employees have the right—but no obligation—to participate in the political process by making personal contributions from personal funds, subject to applicable legal limits, to any candidate they choose.
Principle 5

Health, Safety, Security, and The Environment

Silicon Ranch has a systematic approach to health, safety, security, and environmental management in order to achieve continuous performance improvement.

To this end, we manage these matters as critical business activities, set standards and targets for improvement, and measure, appraise, and report performance.

We consider the future in every action we take to protect the environment and continually look for ways to reduce the environmental impact of our operations.
Principle 6

Local Communities

We aim to strengthen and maintain our “social license to operate” in the communities we serve. To deliver on our Mission, Vision, and Values, we must be good neighbors by continuously improving the ways in which we contribute directly or indirectly to the general well-being of the communities in which we live and work.

As the long-term owners of all our projects, we manage the social impacts of our business activities carefully and work with others to enhance the economic and environmental benefits to local communities, and to mitigate any negative impacts from our activities.

The social license is not something that, once earned, is fixed and unchanging. It can vary over time in response to changes in behavior both by communities and ourselves. The social license is therefore something that must be renewed and earned every day; it is a goal toward which each team member at Silicon Ranch must constantly strive.
Principle 7

Communication and Engagement

We recognize that regular dialogue and engagement with our stakeholders is essential. The four principles for effective communication and engagement are openness, inclusiveness, responsiveness, and accountability. We are committed to reporting our performance by providing full relevant information to legitimately interested parties, subject to any overriding considerations of business confidentiality.

In our interactions with employees, business partners, and local communities, we seek to listen, learn, and respond to them honestly and responsibly.
Principle 8

Compliance

We comply with all applicable laws and regulations of the jurisdictions in which we operate.
“We understand that when developed responsibly, solar energy projects create enduring, long-term value and deliver a meaningful economic development legacy to their communities.”

Matt Kisber
Co-Founder and Board Chairman