



# PES Global Group

Electrical Distribution Across the Americas

**200+40+USMCA**

Manufacturers

Associates

Coverage

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*"Building the distribution infrastructure that powers contractors across the Americas."*

— Alex Cassilly, CEO & Founder



## 01 Executive Summary

### MANUFACTURER PARTNERS

# 200+

229 Tier 1 relationships

### SOLAR PANEL MARKET

# 90%

Access to US market

### INVERTER MARKET

# 85%

Direct relationships

### BATTERY STORAGE

# 70%

Market coverage

### The Opportunity

PES Global Group is building the distribution infrastructure that serves electrical contractors across North America and the Caribbean.

Through relationships with 200+ manufacturers and a team of 40+ associates, we provide the products, expertise, and logistics that help contractors succeed.

Our Louisville hub enables efficient distribution to every major market across the USMCA trade zone.

## The Approach

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**Relationship-based distribution** — not transactional e-commerce. We convert inquiries into comprehensive project scoping.

**Asset-light model** — leveraging manufacturer inventory and third-party logistics for capital efficiency.

**Technology-enabled** — AI-powered catalog targeting 10 million SKUs by December 2026.

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Company Overview

Who We Are

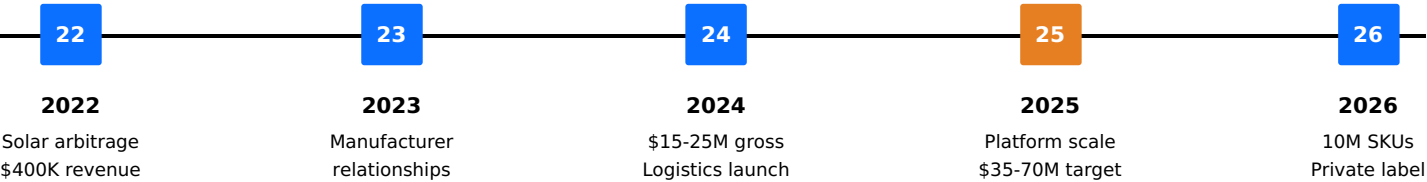
PES Global Group is an independent electrical distribution company serving contractors across the USMCA trade zone and Caribbean markets.

Founded as a solar distribution arbitrage operation, the company has evolved into a vertically integrated platform with direct manufacturer relationships, logistics capabilities, and technology infrastructure.

Our approach combines the scale advantages of national distributors with the relationship focus and service quality of regional independents.

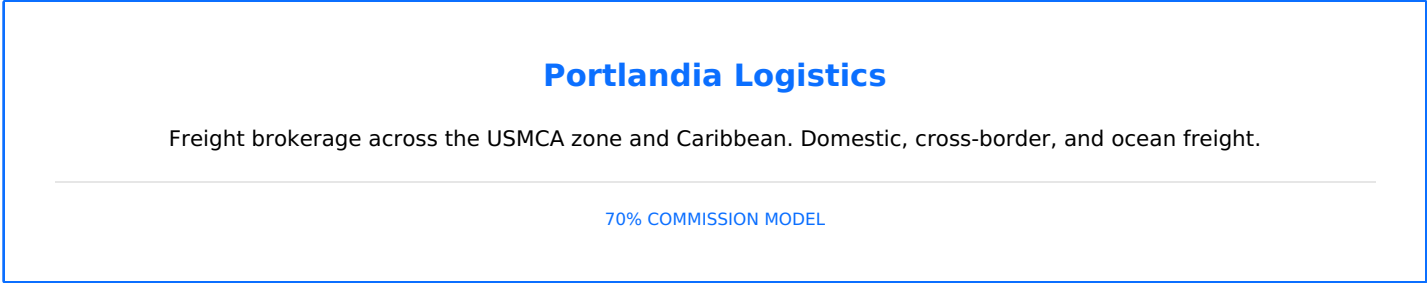
KEY FACTS	
Parent Company	Cassilly Capital LLC
Headquarters	Louisville, Kentucky
Founded	2022
Associates	40+
Manufacturers	200+
Coverage	US, Canada, Mexico, Caribbean

Company Evolution





## 02 Corporate Structure





## PowerLink Network

Contractor network platform providing resources, materials access, and business support.

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100,000+ CONTRACTORS

03

Market Opportunity

Electrical Distribution Market

US MARKET SIZE

\$185B

Annual electrical distribution

The electrical distribution industry in North America represents one of the largest B2B markets, serving millions of contractors, industrial facilities, and commercial buildings.

The market is highly fragmented, with the top 10 distributors controlling approximately 30% of market share—creating significant consolidation opportunity.

Growth Drivers

- Solar Expansion — Residential and commercial solar installations growing 20%+ annually
- Battery Storage — Energy storage market expected to grow 5x by 2030
- EV Infrastructure — Charging station buildout accelerating nationwide
- Grid Modernization — Utility-scale infrastructure investment increasing
- USMCA Trade — Cross-border supply chain opportunities expanding

Our Market Access

<div>SOLAR PANELS</div> <div>90%</div> <div>US market access</div>
<div>INVERTERS</div>

85%

Market coverage

BATTERIES

70%

Storage products

EV CHARGERS

Expanding

Growing category

## 03 Target Categories

### Solar & Renewables

- Residential solar panels
- Commercial installations
- Microinverters
- String inverters
- Mounting systems
- Monitoring equipment

### Energy Storage

- Home battery systems
- Commercial storage
- Backup power
- Grid-tie solutions
- Hybrid systems
- Energy management

### Emerging Categories

- EV charging stations

→ HVAC systems
→ Generators
→ Electrical components
→ Smart home devices
→ Grid equipment

Manufacturer Relationships by Category

Category	Key Manufacturers	Market Access
Solar Panels	LG, Panasonic, Canadian Solar, JA Solar, Trina, Jinko	90%
Inverters	Enphase, SolarEdge, GoodWe, Fronius, SMA	85%
Batteries	Tesla, Enphase, Panasonic, LG, Generac	70%
Generators	Cummins partnership (Feb 2025)	Launching

04

Business Model

*"Relationship-based distribution, not transactional e-commerce. We convert 'contact us' inquiries into comprehensive project scoping."*

Core Model: Asset-Light Distribution

PES Global operates as a relationship-based sourcing platform rather than a traditional inventory-holding distributor.

Key Advantages

- **No inventory risk** — Products sourced against orders
- **Lower capital requirements** — Cash not tied up in stock
- **Flexible pricing** — Market arbitrage opportunities
- **Unlimited SKU capacity** — Not limited by warehouse space

Revenue Streams

STREAM	MARGIN
Project Sales (Relationship)	25%
Transactional Sales	15-20%
Logistics (Brokerage)	70%
Partner Program	8-15%

TARGET GROSS MARGIN

25%

On relationship-based project sales

## 04 Value Chain Position

### How We Create Value



#### What We Provide Manufacturers

- Market access across USMCA
- Contractor relationships
- Project pipeline visibility
- Consolidated demand
- Logistics coordination

#### What We Provide Contractors

- Access to 200+ brands
- Competitive pricing
- Project engineering support
- Materials estimation
- Coordinated delivery



# Our Competitive Moat

- Direct manufacturer relationships
- Integrated logistics
- Technology platform
- Contractor network effects
- Acquisition capability

05

Operating Company: PES Supply

PES Supply is the primary distribution arm, providing full-service electrical and solar distribution with access to products from 200+ manufacturers.

<div>MANUFACTURERS</div> <div>200+</div>
<div>SKUS (CURRENT)</div> <div>2,500</div>
<div>SKUS (TARGET)</div> <div>10M</div>
<div>GROSS MARGIN</div> <div>25%</div>

Product Categories

Solar Panels	2,450 SKUs
Inverters	890 SKUs
Batteries	445 SKUs
Mounting Systems	1,230 SKUs
Electrical Components	3,780 SKUs

Sales Process



## 05 Operating Company: Portlandia Logistics

Portlandia Logistics provides freight brokerage services across the USMCA zone and Caribbean, supporting both internal distribution needs and external clients.

### Service Capabilities

- **Domestic freight** — Full truckload and LTL
- **Cross-border** — US-Mexico, US-Canada
- **Ocean freight** — Caribbean and international
- **Last mile** — Final delivery coordination
- **Warehousing** — Louisville hub operations

### COMMISSION RATE

# 70%

On onboarded clients

### Strategic Value

The logistics capability provides:

- Integrated fulfillment for distribution
- Margin enhancement on deliveries
- Customer stickiness through service
- Independent revenue stream

### Louisville Hub Advantage

CURRENT WAREHOUSE

2,500

Square feet

EXPANSION TARGET

30,000

Square feet

LOCATION

UPS

Near Worldport

US COVERAGE

2-Day

To 80% of US

## 05 Operating Company: PowerLink Network

PowerLink Network is a contractor platform providing resources, materials access, and business support to electrical contractors nationwide.

TOTAL CONTRACTORS

**100K+**

SOLAR INSTALLERS

**14,000**

### Strategic Purpose

- **Lead generation** — Entry point for contractor relationships
- **Materials demand** — First right of refusal on materials
- **Acquisition pipeline** — Identify partnership targets
- **Network effects** — Increasing value with scale

*"Give away the leads for free or profit share, and we get first right of refusal on the materials. Entry points into contractor relationships that lead to eventual acquisitions."*

### Network Services

#### Profile Claims

Pre-populated contractor profiles in CMS for installers to claim and manage

### **Lead Distribution**

Customer inquiries routed to qualified contractors in the network

### **Materials Access**

Preferential pricing and availability for network members

06

Technology Platform

10 Million SKU Initiative

PES Global is building an AI-powered catalog platform targeting 10 million canonical SKUs by December 31, 2026.

This transforms the company from regional distributor to platform play, commanding premium valuation multiples.

VALUATION IMPACT

7-10x

EBITDA multiple (vs 3-5x traditional)

Platform Progression

MILESTONE	SKUS	STATUS
Current State	2,500	Manual
Phase 1 Target	25,000+	Daily automated
End State (Dec 2026)	10,000,000	Canonical catalog

Technology Stack

Big Sky Agentics

AI-powered catalog automation and data normalization engine

95% automation target

Odoo ERP

Enterprise resource planning, inventory, CRM, and operations management



[Microsoft integration](#)

## Shopify Commerce

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E-commerce storefront with integrated logistics and payment processing

[B2B portal](#)

06

Technology Investment

Build vs. Buy Analysis

Building proprietary AI-powered catalog infrastructure provides significant cost advantage versus acquiring equivalent capabilities.

APPROACH	COST
Internal Build	\$1.8-2M
Equivalent Acquisition	\$100-200M
Cost Advantage	50-100x

229 Tier 1 Integrations

Direct data feeds from manufacturer partners enable real-time pricing, availability, and product information.

Integration Scope

- Real-time inventory sync
- Automated pricing updates
- Product data normalization
- Regional frequency handling (50Hz/60Hz)
- Multi-currency support

"AI-enabled catalog platforms command 7-10x EBITDA multiples versus 3-5x for traditional hardware distribution companies."



## 07 Growth Strategy

### Roll-Up Acquisition Model

Following the Sonepar playbook (\$14B in revenue), PES Global is executing a buy-and-partner strategy with regional distributors.

#### Phase 1: Partnership

- Marketing acceleration
- Technology integration
- Logistics support
- Profit share model

Year 1-3

#### Phase 2: Acquisition

- 3-year buyout option
- Full integration
- Brand consolidation
- Synergy capture

Year 3-5

#### Phase 3: Scale

→ 40+ distributor target

→ Regional coverage

→ Category expansion

→ PE positioning

Year 5-7

#### ACQUISITION TARGET

# 40+

Regional distributors

#### EXIT TIMELINE

# 7 Years

PE exit positioning

07

Expansion Roadmap

Category Expansion

Phase	Categories	Timeline	Status
Current	Solar, Inverters, Batteries, EV Chargers	Active	Operational
Phase 2	Generators (Cummins), HVAC, Wind	Q1-Q2 2025	Launching
Phase 3	Broader Electrical Supply	2025-2026	Planned
Private Label	Battery, Meter Collar (OEM)	Q3 2026	Development

Geographic Expansion

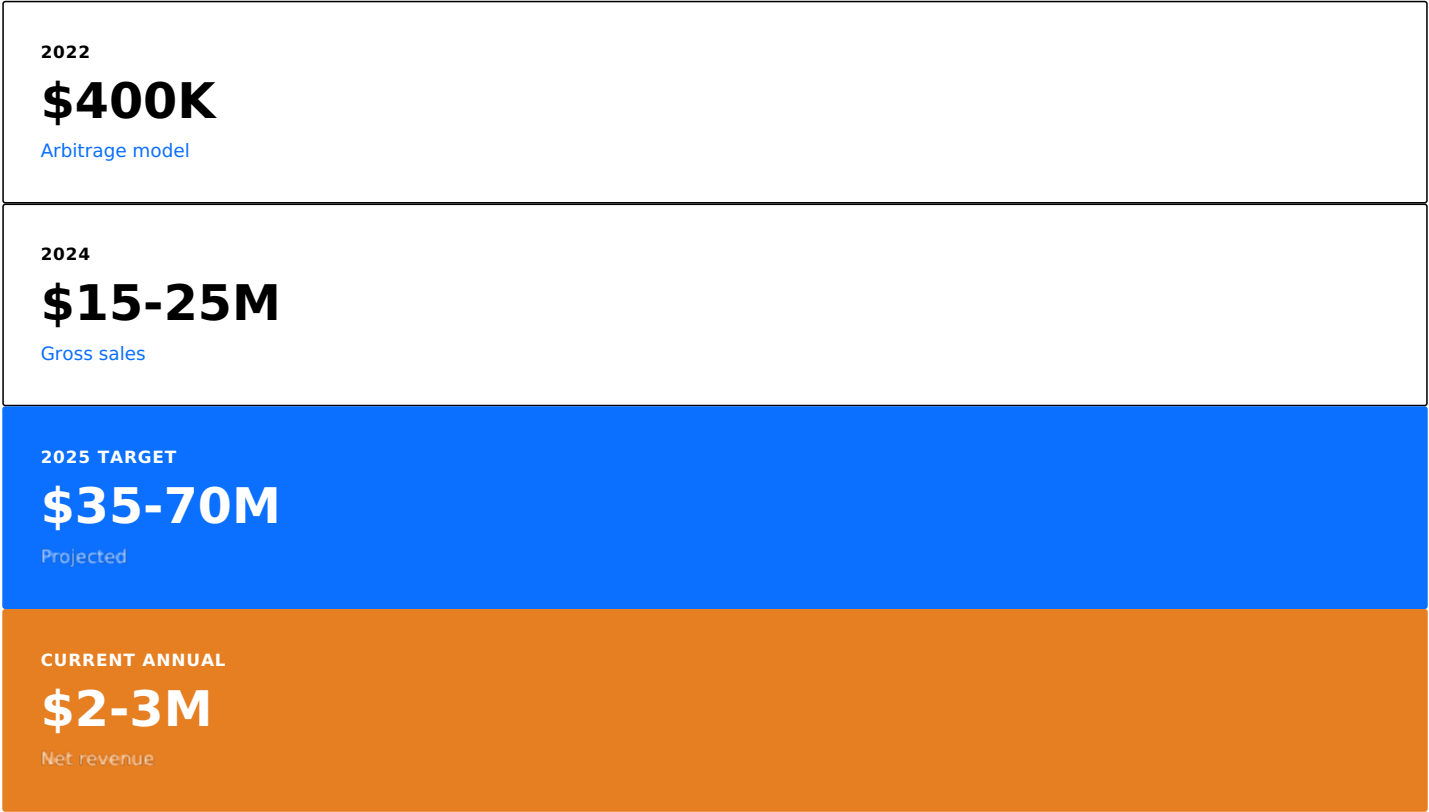
<div>UNITED STATES</div> <div>50</div> <div>All states covered</div>
<div>CANADA</div> <div>10</div> <div>Provinces</div>
<div>MEXICO</div> <div>32</div> <div>States</div>
<div>CARIBBEAN</div> <div>20+</div>



08

Financial Overview

Revenue Growth Trajectory



Unit Economics

Gross Margin (Project)	25%
Gross Margin (Transactional)	15-20%
Logistics Commission	70%
Partner Program	8-15%



# Capital Efficiency

→ **Self-funded** — Organic growth to date

→ **Asset-light** — Minimal inventory capital

→ **Cash efficient** — Just-in-time model

→ **Low overhead** — International operations

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Financial Model

3-Year Projection Scenarios

SCENARIO	YEAR 1	YEAR 2	YEAR 3	EXIT VALUE
Conservative	\$3.4M	\$5.1M	\$7.6M	\$2.04M (3x)
Base Case	\$4.8M	\$9.6M	\$19.2M	\$5.04M (5x)
Upside	\$7.2M	\$21.6M	\$64.8M	\$14.4M (7x)

Funding Strategy

Non-dilutive capital approach through revenue-backed financing:

- Regional bank credit facilities
- Factoring for material purchases
- SBA 7(a) for acquisitions
- Seller financing on roll-ups

Use of Capital

- 40% — Acquisition capital
- 25% — Technology platform
- 20% — Working capital
- 15% — Team expansion

## 09 Leadership Team



**Alex Cassilly**

CEO & Founder

Founder of Cassilly Capital LLC and architect of the PES Global platform strategy. Led evolution from solar arbitrage startup to vertically integrated distribution platform.

- 100% ownership of holding structure
- Built 229 Tier 1 manufacturer relationships
- Developed AI-enabled catalog strategy
- Designed roll-up acquisition model



**Tanya Hahn**

Senior Managing Partner & BD Director

Leads business development and manufacturer relationship management. Key driver of PES Global's supplier network expansion.

- Equity stake across multiple entities
- Focus on 229 Tier 1 relationships
- Warehouse operations oversight
- Strategic partnership development

*"Dream big — building generational infrastructure for electrical distribution across the Americas."*

— Alex Cassilly

## 09 Global Team

TOTAL ASSOCIATES

**40+**

US TEAM

**Louisville**

[HQ Operations](#)

PAKISTAN TEAM

**11+**

[Islamabad](#)

INDIA TEAM

**Active**

[SEO & Catalog](#)

### Organizational Structure

#### US Operations

- Executive leadership
- Sales team
- Warehouse operations
- Customer success

## Pakistan Operations

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- Finance & accounting
- Catalog management
- IT & systems
- Support operations

\$150-225/month cost basis

## India Operations

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- SEO specialists
- Product data entry
- Sourcing management
- Design support

\$425/month cost basis

International Operations Advantage

**90%+ Cost Savings**

vs. equivalent US staffing

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Competitive Position

Market Landscape

COMPETITOR TYPE	EXAMPLE	STRENGTH	WEAKNESS
National Distributors	Sonepar, WESCO	Scale, breadth	Bureaucracy, pricing
Regional Independents	Local distributors	Relationships	Limited inventory
Online Platforms	Amazon Business	Convenience	No expertise
PES Global	Hybrid model	Relationships + Scale + Technology	Brand awareness

Competitive Advantages

<div>Relationship Model</div> <div>Deep manufacturer relationships and contractor network create switching costs and repeat business.</div>
<div>Technology Platform</div> <div>AI-enabled catalog with 10M SKU target provides scale advantages traditional distributors cannot match.</div>
<div>Cost Structure</div> <div>International operations and asset-light model enable competitive pricing with healthy margins.</div>

## 10 Defensible Position

### Network Effects

Each component of the business strengthens the others:

#### More Contractors

→ Better manufacturer terms

#### Better Terms

→ More competitive pricing

#### Competitive Pricing

→ More contractors

### Moat Components

#### 229 Tier 1 Relationships

Years of relationship building with manufacturers cannot be quickly replicated.

#### 100K+ Contractor Network

Pre-populated profiles and lead relationships create acquisition pipeline.

#### 10M SKU Platform



AI-enabled catalog provides operational leverage competitors lack.

## 11 Investment Highlights

### MARKET ACCESS

# 90%

Of US solar panel market through 229 Tier 1 relationships

### TECHNOLOGY ADVANTAGE

# 10M

SKU target driving 7-10x valuation premium

### GROWTH TRAJECTORY

# 175x

Revenue growth from 2022 to 2025 projected

## Why PES Global

- **Proven Model** — Organic growth from \$400K to \$35-70M target
- **Market Position** — Unique access to 90% of solar panel market
- **Technology Play** — AI platform commanding premium multiples
- **Roll-Up Strategy** — Clear path to 40+ distributor consolidation
- **Capital Efficiency** — Asset-light model with strong unit economics
- **Exit Clarity** — 7-year PE positioning with defined targets

*"We're building the distribution infrastructure that powers contractors across the Americas — with the technology platform to command premium valuations."*





# Thank You

Building Distribution Infrastructure for the Americas

INVESTOR INQUIRIES

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A Cassilly Capital Company