

# COMPANY PROFILE



## Dependable Energy Solutions

Solar System Sales | Solar System Installation | Lighting Solutions  
LP Gas & Accessories | Electrical Engineering | Energy Consulting

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# WELCOME TO

**OPTIMUM ENERGY** | Dependable Energy Solutions



We are a fast growing energy company with a strong bias towards renewable energy sources in Sub Saharan Africa seeking to be leaders in the digital and technical revolution, dynamically evolving to meet the energy needs for billions of people every day who are facing an acute power deficit in the region and beyond.

## OUR BACKGROUND

### WHO WE ARE

Optimum Energy is an energy company with expertise in renewable energy, the exploration, production, refining and marketing of oil and natural gas, and the manufacturing and marketing of chemicals.

Optimum Energy being an investment vehicle for Blesima Investments (Pvt) Limited was formed in 2015 to provide energy solutions that are sustainable, clean and friendly to the environment as a response to the fast climate change phenomenon in Sub Saharan Africa and the world at large.

Our headquarters are in Harare, Zimbabwe, and we seek to be a multinational company providing energy solutions to the world in the near future.

Our strategy is to strengthen our position as a leading energy company by providing renewable and clean energy, oil and gas and low-carbon energy as the world's energy system changes. Safety and social responsibility are fundamental to our business approach.



## ABOUT US



### OUR MISSION

Improving people's lives through providing dependable energy solutions.



### OUR VISION

To become the leading engine for innovation and entrepreneurship in sustainable energy

## OUR PRINCIPLES



### TECHNOLOGY

Technology is such an integral part of the 21st-century workplace that chances of any tech-savvy business to succeed increases exponentially. As Optimum Energy we fuse our operations with technology as a very critical way to allow more productivity and efficiency to our clientele.



### INNOVATION

We strongly believe Innovation is vital as it gives us an edge in penetrating markets faster and provides a better connection to developing markets, hence our products and services are always developed in a way which makes us stay abreast with modern trends in the energy sector.



### TEAMWORK

A teamwork environment promotes an atmosphere that fosters friendship and loyalty. These close-knit relationships motivate our employees in parallel and align them to work harder, cooperate and be supportive of one another resulting in the best service to our valued clients.

## OUR PURPOSE

Optimum Energy's purpose is to power progress together with more and cleaner energy solutions. We believe that rising standards of living for a growing global population are likely to continue to drive demand for energy, including renewable energy sources, oil and gas, for years to come. At the same time, technology changes and the need to tackle climate change means there is a transition underway to a lower-carbon, multi-source energy system.

Against this backdrop, we have the following strategic ambitions:

- **to provide a world-class investment case. This involves growing free cash flow and increasing shareholder returns, all built upon a strong financial framework and resilient portfolio**
- **to thrive in the energy transition by responding to society's desire for more and cleaner, convenient and competitive energy; and**
- **to sustain a strong societal license to operate and make a positive contribution to society through our activities.**

Our ability to achieve our strategic ambitions depends on how we respond to competitive forces. We continuously assess the external environment – the markets as well as the underlying economic, political, social and environmental drivers that shape them – to evaluate changes in competitive forces and business models.

We continuously seek to improve our operating performance, and maximize sustainable free cash flow, with an emphasis on health, safety, security, environment and asset performance, as well as adhering to our ethics and compliance principles.



**BRAIMAGE T. JAMBWA**  
CEO & FOUNDER

A stylized, handwritten signature in white ink.

Optimum Energy is an investment vehicle for Blesima Investments (Pvt) Limited, seeking to provide energy solutions to the Sub-Saharan Africa market and beyond by 2030. After I got my first taste of entrepreneurship at the tender age of 13 selling sweets and candy in high school, this gave birth to a vision of growing a startup in challenging business environments. Tough, but extremely rewarding! Over my 10+ years career I've been exposed to Logistics and Project Management in various sectors ranging from education, security and business consultancy. The secret is to figure out market demands and how to satisfy them. As long as you give people what they want, business growth and success is guaranteed.

## OUR SERVICES

### Solar System Sales & Installation



#### What is solar energy?

Solar energy is that produced by the Sun's light – photovoltaic energy – and its warmth – solar thermal – for the generation of electricity or the production of heat. Inexhaustible and renewable, since it comes from the Sun, solar energy is harnessed using panels and mirrors.

Photovoltaic solar cells convert sunlight directly into electricity by the so-called photovoltaic effect, by which certain materials are able to absorb photons (light particles) and liberate electrons, generating an electric current. On the other hand, solar thermal collectors use panels or mirrors to absorb and concentrate the Sun's heat, transferring it to a fluid and conducting it through pipes to use it in buildings and installations, and also for electricity production (solar thermoelectric).

*"Use of solar energy is near a solution". This was the headline in the New York Times on 4 April 1931. It turned out to be a premonition, since, 80 years later and electricity is being supplied to millions of human beings in the world from renewable energies such as solar. Humanity has now declared its readiness to accelerate the transition to a low-carbon economy, conscious of the finite nature of fossil fuels and their prejudicial effects on the environment as the main cause of global warming.*

#### Residential

We have a variety of off grid solar power systems for your home that are designed to save you money on your electricity bill and protect against load shedding and power failures.

#### Commercial

Whether your business is small, medium or large, we have a solar power system to match your needs and save on your electricity bill. We can design and supply 6kW to 500kW grid tied systems.

#### Industrial

Are you a heavy power user? This is not a problem for our solar power systems. We can design and install grid tied photovoltaic systems up to 1MW.

# Lighting Solutions

Optimum Energy provides sustainable lighting solutions for residential & commercial clients, enabling them to reduce costs, energy consumption and environmental impact. We seek to be a leading provider of solid-state lighting technologies, engineering expertise and online simulation and design tools. Our mission is to facilitate application development and accelerate customers' time to market. Our comprehensive portfolio includes a broad selection of LED system components, and integrated solutions that enable our customers to manufacture cost effective, energy efficient lighting applications.

We provide a comprehensive range of LED light sources, including high-power LEDs, mid-power LEDs, low-power LEDs, CoB, LED arrays, LED modules and LED light engines. Our portfolio is completed with a range of optical solutions, LED drivers, passive and active thermal solutions, connectors and controls.



We Accelerate Time to Revenue by Providing:

## **The Most Comprehensive System-Level Product Portfolio**

Our complete, well balanced product portfolio enables customers to attain all their product needs in one environment, including LEDs, Integrated LED Light Modules, Power Supplies, Optics, Thermals and Lighting Control Systems.

## **Solid-State Lighting Expertise**

Certified, dedicated lighting professionals worldwide help bring solutions to the market; solid-state specialists provide Marketing, Sales, Technical Solutions, and Supply Chain expertise.

## **Design Support Services**

Lighting Resource Centers in North America, Europe, and Asia enable customers to design their end products leveraging the latest technologies and solutions. Optimum Energy's Lighting Solutions' suite of more than 25 proprietary design tools, along with lighting engineering experts, help accelerate time to market

## **Global Supply Chain and Business Solutions**

We are a partner of Global distribution hubs in Memphis (U.S.A.), Leipzig (Germany), and Singapore all offer the latest ordering cut-off times in the industry for swift delivery services to our clients. Real-time visibility, dedicated global LED binning capabilities, and global access to inventory worldwide, provide for the highest level of on-time delivery. Future Lighting Solutions' exclusive Elite Lighting Program affords customers a suite of unique.



## LP Gas & Accessories



Today, natural gas allows billions of people to enjoy access to lower carbon heat and power. And, as the world works towards net zero emissions, we think natural gas will play an important role in getting us all there.

Natural gas allows billions of people to enjoy access to lower carbon heat and power. How can gas be part of a low carbon world?

- Natural gas has far lower emissions than coal when burnt for power and is a much cleaner way of generating electricity. Switching from coal to gas has cut more than 500 million tonnes\* of CO<sub>2</sub> from the power sector this decade alone.
- And, as electricity production increasingly switches to renewable sources, gas is a flexible partner to wind and solar, providing quick and reliable back-up power whatever the weather. This gas + renewables partnership has helped the many developed economies to lower emissions to levels last seen in the 19th century.

*LP Gas contains very less amount of carbon in it, hence LPG powered vehicles produce almost 50% less CO<sub>2</sub> than petrol. However, Nitrogen compounds are comparable to Petrol. Its calorific value is almost 80%, compared to that of gasoline. However, its very high octane number compensates the thermal efficiency.*

## Design and Electrical networks/ Electrical Engineering

Electrical networks are constantly evolving. We evolve along with them. Optimum Energy designs the electrical networks of the future! For the time being there is still little electricity coming from coal and fossils, but this is changing quickly to solar, renewable and wind energy. Because our electrical grid is not equipped for this, a smarter network must be used. A network that measures how much sustainable energy is being produced by means of renewable energy installations and how much extra energy must still be sent to certain residential areas/factories.

So electrical networks are becoming more and more complex due to the increasing number of (renewable) energy sources, and also due to stricter legislation. Optimum Energy takes care of the proper settings of your electrical protection for personal safety and selectivity, a precise cabling calculation and the design of your energy distribution boards.

### Areas of Application

- We cater for your Residential, Commercial & Industrial electrical engineering needs:
- Tubing, Cutting, Chasing (Pipework) for houses, Double storey, Flats, Office blocks & commercial buildings (Industrial)
- Wiring: lights fittings, geyser, tenantmeters & stove installations
- Fault finding, single phase & three phase
- Cable installation and cable joints
- Wire way installations, cable ladders, cable mesh, channels, power skirting
- DB panel installations



# Technical Support/ Maintenance and Repairs

As a specialist in energy solutions offering as well consulting services, we can optimize your energy consumption, distribution and supply. We comprehensively analyze your processes and are therefore in a position to identify your potential savings. In doing so, we also take possible synergies within your company into account.

## Home Appliances

Smart homes have the potential to achieve optimal energy consumption with appropriate scheduling. The control of smart appliances can be based on optimization models, which should be realistic and efficient. We develop a mixed integer linear optimization model that minimizes the energy cost while maintaining a given level of user comfort. Our main contribution is the variety of specific appliance models considered and their integration into a single model. We consider the use of energy in appliances and electric vehicles (EVs) and take into account renewable local generation, batteries, and demand response.

## Areas of Application

Electrical maintenance covers all aspects of testing, monitoring, fixing, and replacing elements of an electrical system. Our teams of licensed professionals have complete knowledge of the Electric Codes/Standards and local regulations. We cover diverse areas, including the following:

- Electrical machines & Lighting systems
- Transformers, Generators & Surge protection
- Hydraulics & Pneumatics

# Energy Consulting

We are a core group of leading technical and business experts focusing its energies on solving the electric power industry's most pressing challenges – driving the evolution of electric power systems with greater affordability, reliability, and efficiency. Today, Optimum Energy's consulting team continues this tradition by providing innovative solutions across the entire spectrum of power generation, delivery, and utilization. With our cross-company resources, Optimum Energy Consulting business is able to serve a diverse global client base with a strong local presence.

- Natural gas has far lower emissions than coal when burnt for power and is a much cleaner way of generating electricity. Switching from coal to gas has cut more than 500 million tonnes\* of CO<sub>2</sub> from the power sector this decade alone.
- And, as electricity production increasingly switches to renewable sources, gas is a flexible partner to wind and solar, providing quick and reliable back-up power whatever the weather. This gas + renewables partnership has helped the many developed economies to lower emissions to levels last seen in the 19th century.



## OUR WORK IN PICTURES

This is part of the work we have done, in pictures. You can visit our facebook page for more of recent works. Visit <https://optimumenergy.co.zw/projects.html> to see more of our recent work.



# 00259

Successfully  
Completed Projects  
& Counting...



THE TOP  
BRANDS  
WE STOCK

**JA SOLAR**  
晶 澳 太 阳 能

**victron energy**  
BLUE POWER

**Kodak**

**freedom**  
WON

**Jinko Solar**

**GOODWE**  
YOUR SOLAR ENGINE

**PYLONTECH**

**MECER**

**CanadianSolar**  
MAKE THE DIFFERENCE

**& more...**



# Dependable Energy Solutions

SCAN ME



## COMPANY DETAILS

### COMPANY NAME

BLESIMA INVESTMENTS (PVT) LTD

### TRADING NAME

OPTIMUM ENERGY

### REGISTRATION NUMBER

8441/2015

### VENDOR NUMBER

717928

### TAX COMPLIANCE

YES

### CONTACT DETAILS

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### OUR SHOP

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## OUR BRAND



“  
**We focus on providing  
renewable and clean energy,  
oil & gas, and low-carbon  
energy as the world's  
energy system changes.**



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