

TERRAPOWER

**ADVANCED NUCLEAR COMMUNICATIONS,
BRAND STRATEGY & CAMPAIGN SUPPORT**



>>> THE OPPORTUNITY

TERRAPOWER IS REDEFINING WHAT **THE FUTURE OF NUCLEAR ENERGY LOOKS LIKE.**

Founded by Bill Gates and headquartered in Bellevue, Washington, TerraPower is developing advanced nuclear technologies designed to deliver reliable, carbon-free power, strengthen the electric grid, and support the clean energy transition. Its Natrium reactor and energy storage system is one of the most closely watched advanced nuclear projects in the United States, with the first plant under construction in Kemmerer, Wyoming.

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FOR A COMPANY WORKING AT THIS LEVEL OF COMPLEXITY, VISIBILITY, AND CONSEQUENCE, **COMMUNICATIONS COULD NOT BE AN AFTERTHOUGHT.**

TerraPower needed to explain highly technical nuclear innovation to policymakers, regulators, utilities, investors, community leaders, media, industry stakeholders, and the public. It needed to build confidence before construction, sustain momentum through major milestones, and demonstrate that advanced nuclear energy was not a distant concept. It was becoming a current reality.

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CLEAR STRATEGY PARTNERS' (CSP) PROFESSIONAL COMMUNICATORS WERE **PRESENT AT THE BEGINNING OF THAT COMMUNICATIONS JOURNEY.**



THE NEXT GENERATION OF POWER IS HERE
THE NATRIUM[®] REACTOR AND ENERGY STORAGE SYSTEM

Built for the 21st century grid, TerraPower's Natrium technology is one of the fastest and lowest-cost paths to advanced, zero carbon energy.

THE NUCLEAR + STORAGE SOLUTION

Unlike today's Light Water Reactors (LWR), the Natrium reactor is a 345-megawatt sodium fast reactor coupled with TerraPower's breakthrough innovation—a molten salt integrated energy storage system, providing built-in gigawatt-scale energy storage. The Natrium reactor maintains constant thermal power at all times, maximizing its capacity factor and value. Molten salt energy storage is more resilient, flexible and cost-effective than current grid-scale battery technology.

The Natrium technology's advanced design enables simultaneous production of carbon-free electricity, heat and steam to support decarbonization of power and industrial sectors. **No other reactor has this capability.**

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The Natrium reactor is a TerraPower and GE Hitachi technology

From TerraPower's earliest communications needs through its growing national visibility, CSP helped lay the foundation for how the company explained its technology, positioned its leadership, engaged key stakeholders, and built public confidence. For more than a decade, CSP worked side-by-side with TerraPower as a trusted communications partner, helping shape the brand, message architecture, digital presence, media strategy, and response infrastructure needed to support a first-of-a-kind energy story.

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THAT LONG-TERM FOUNDATION MATTERED.

As TerraPower moved from technical promise to visible progress, CSP helped guide the company's communications through major milestones and growing public attention. Our work helped ensure TerraPower could communicate with clarity and credibility to policymakers, regulators, utilities, investors, community leaders, media, industry stakeholders, and the public.

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CSP DID NOT SIMPLY SUPPORT A MOMENT. **WE HELPED BUILD THE PLATFORM THAT MADE THE MOMENT POSSIBLE.**

>>> THE CLEAR STRATEGY

Clear Strategy Partners supported TerraPower as its in-house communications team, helping build the foundation for one of the most visible advanced nuclear brands in the United States. Our work helped TerraPower sharpen its message, elevate its executives, strengthen its digital presence, and reach decision-makers at critical moments.

CSP's work included:

- Developing companywide messaging and communications strategy;
- Shaping TerraPower's brand, website, digital presence, and message architecture;
- Supporting executive visibility, thought leadership, and C-suite LinkedIn strategy;
- Managing media outreach, reporter engagement, interview preparation, and response materials;



- Creating social media strategy, graphics and content across company and executive channels;
- Developing marketing materials, fact sheets, brochures, advertisements, videos, and event assets;
- Overseeing website content, analytics, updates, and Natrium-related digital strategy;
- Building public affairs campaigns for policymakers, regulators, utilities, and energy influencers;
- Preparing remarks, presentations, event materials, and stakeholder communications;
- Supporting crisis communications planning and response infrastructure.

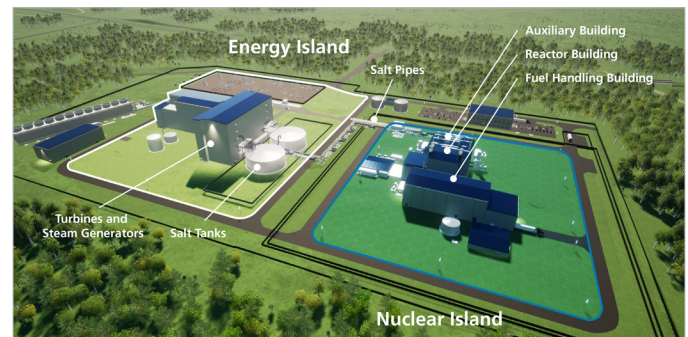
CSP helped position TerraPower as a company with the people, partnerships and technology to deliver, while reinforcing the broader value of advanced nuclear energy: reliable power, carbon-free generation, energy security, economic development, and long-term grid resilience.

KEY NRC CPA MILESTONES COMPLETE

- ✓ Final Environmental Review
- ✓ Final Advisory Committee on Reactor Safeguards (ARCS) Recommendation
- ✓ Final Safety Review



TerraPower





FEATURED WORK

NATRIUM D.C. AWARENESS CAMPAIGN

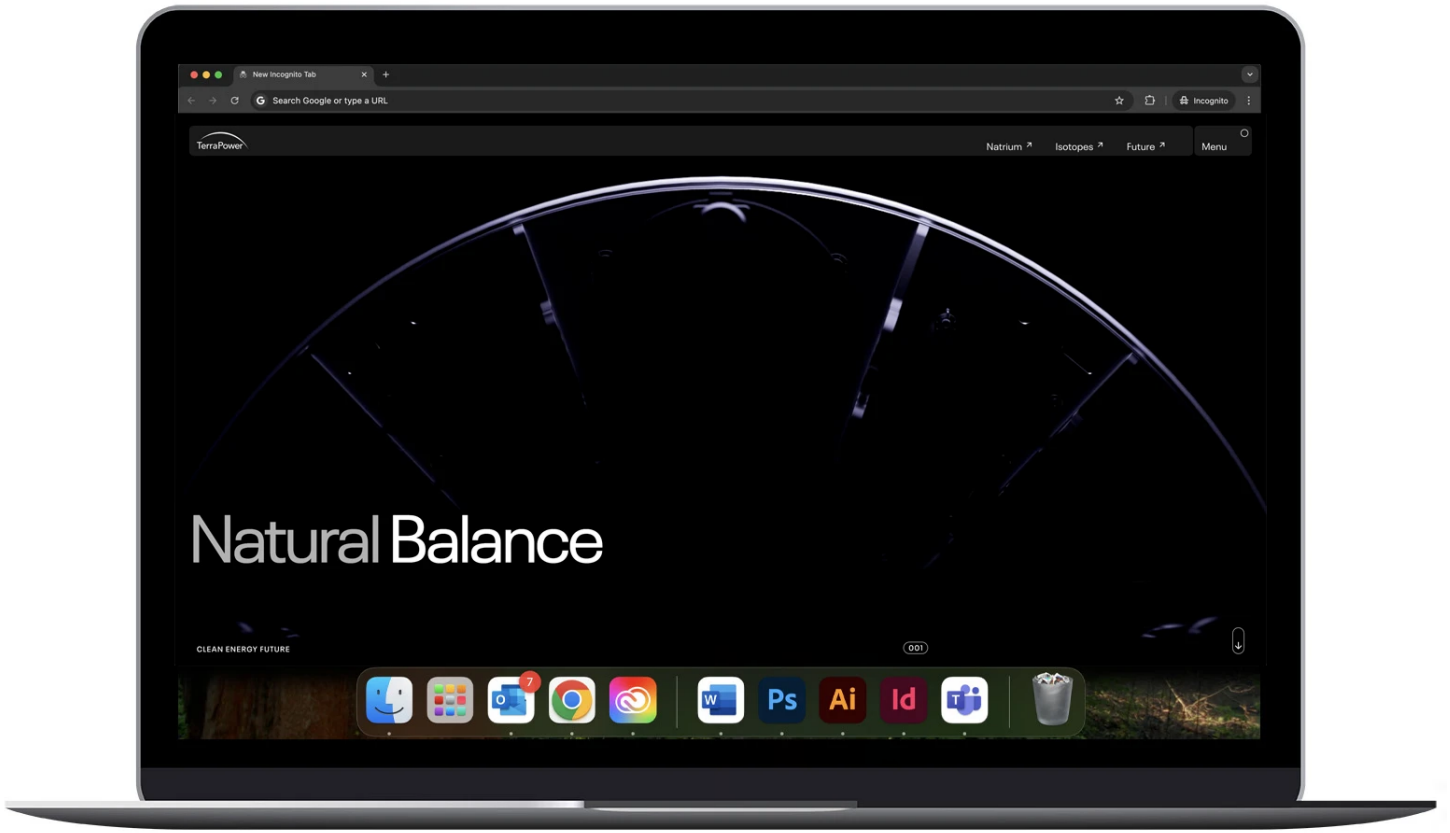
As TerraPower advanced its Natrium demonstration project, CSP developed a targeted D.C.-region advertising campaign to reinforce the company's first-mover status with the audiences shaping the future of nuclear energy. The campaign was designed to reach congressional leaders, the Department of Energy, regulators, energy influencers, potential customers, and the broader industry.

Campaign channels included:

- Google display and search advertising;
- LinkedIn advertising;
- Industry media placements;
- Print, digital, and newsletter advertising;
- A high-visibility, Out-of-Home advertising campaign at L'Enfant Plaza Metro Station near DOE headquarters.

The message was direct: TerraPower was not waiting for the future of energy. TerraPower was building it. The campaign gave TerraPower a visible presence in the nation's capital at a critical moment, surrounding key decision-makers with a message of progress, leadership, and momentum.





>>> THE RESULTS

Clear Strategy Partners helped TerraPower build the communications foundation for long-term visibility, credibility, and momentum.

Our work began well before the company's most visible milestones. From early brand and message development to executive positioning, digital strategy, media engagement, crisis planning, and public affairs campaigns, CSP helped create the structure TerraPower needed to tell a clear, consistent, and compelling story as the company grew.

That foundation carried through 2025, as CSP continued helping TerraPower communicate through a period of rising visibility, major project momentum, and growing national attention around advanced nuclear energy.

