



Reaching Beyond the Meter Panel Discussion

June 16th, 2022

What is Beyond The Meter (BTM)?

ELECTRICAL WORLD
NOVEMBER 11, 1922

Meter Readers, Truckmen and Linemen Sell Washers

According to telegraphic advices from Portland, Ore., the Pacific Power & Light Company, with operating headquarters in Portland, conducted a most successful washing-machine sales campaign during October. The company serves about 24,000 residential customers in seventeen smaller communities in Oregon and Washington and, although electrical devices are already well distributed in the community, 855 more washers were sold during the month in this campaign. The best previous month's record on the Pacific company's system was in October last year, when 236 washing machines were sold.

Beyond The Meter:

A range of value-added services and products offered through the local utility that increases customer satisfaction and new sources of non-usage revenue for the utility.

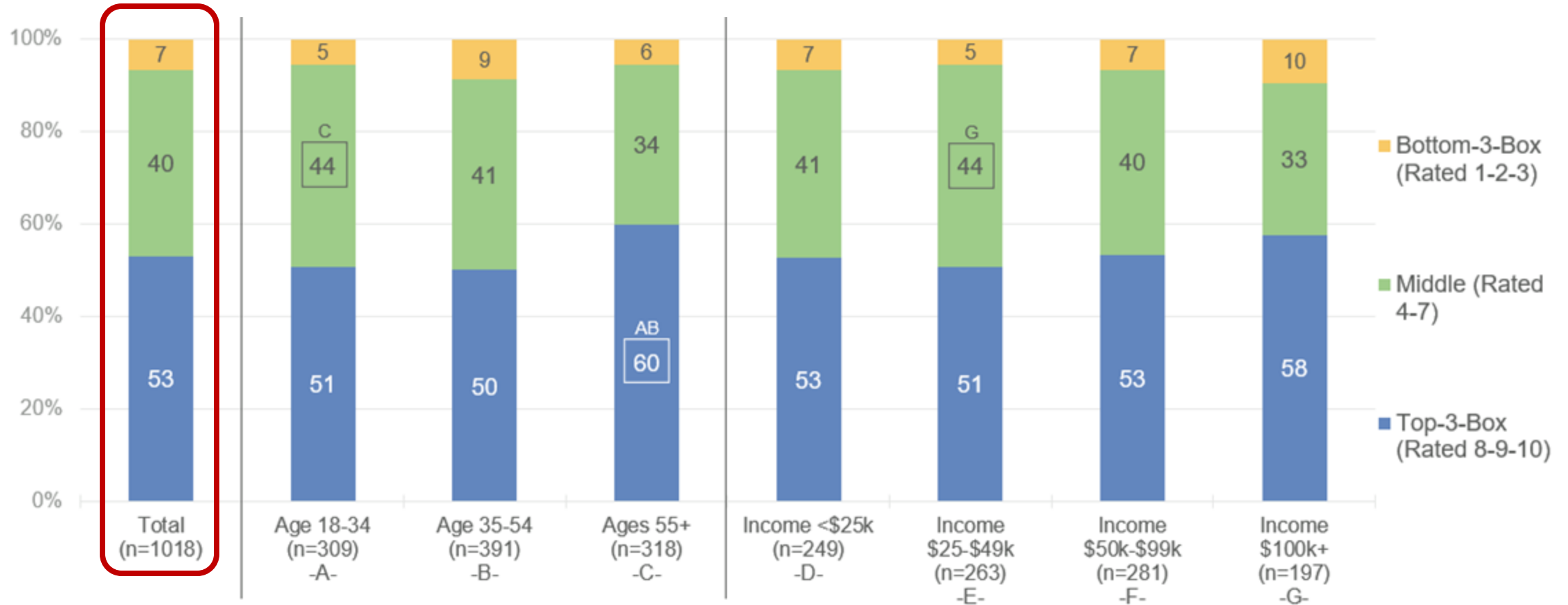
Why Now?

Utilities have been offering value added services for 100 years to generate additional revenue. BTM programs include home repair & maintenance, smart home / alarm technologies, solar panels, EV chargers and home battery storage. In just 5 years, 40% of utilities have already adopted a marketplace site.

While many leading utilities have already launched BTM programs with great success, many others are just beginning to evaluate these programs. Yet, there's been no place for utilities to come together to collaborate and share experiences. The BTM Working Group is intended to directly facilitate the market growth of BTM offerings and increase revenue opportunities for our members.

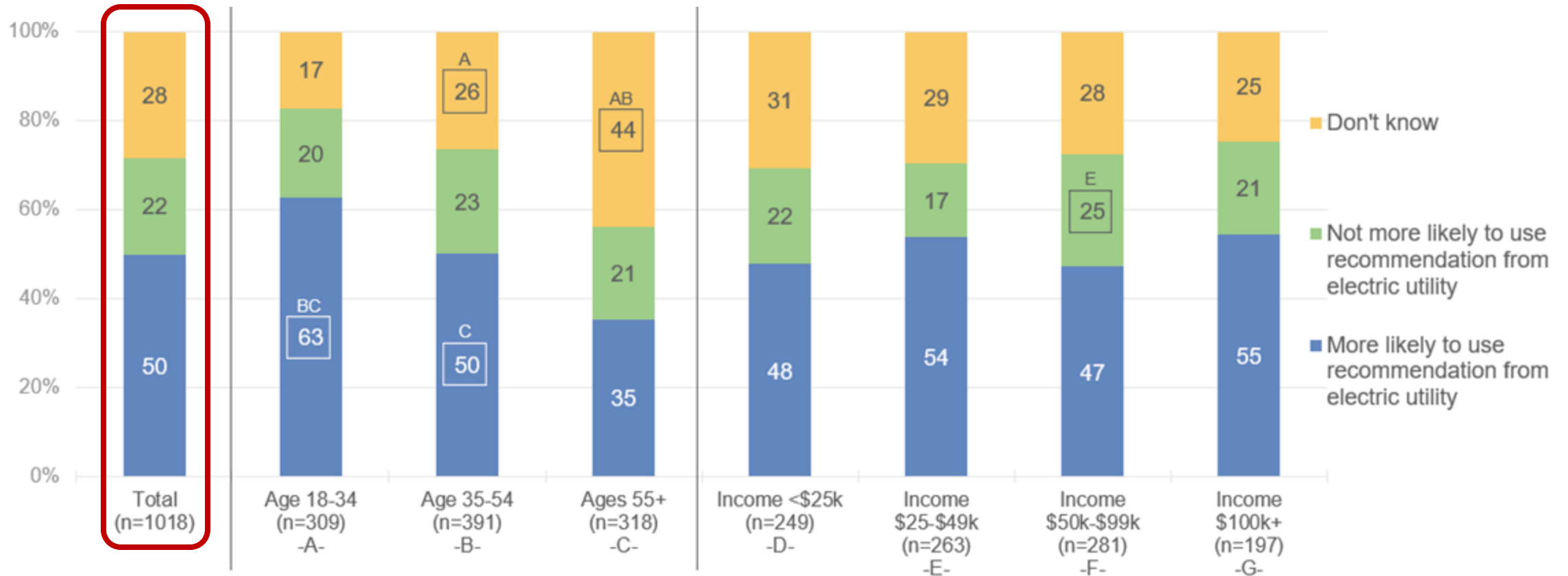


Majority of Customers View Electric Utility as a Trusted Energy Advisor



Base: Total Respondents. Q.B3. How would you rate your electric utility as a trusted energy advisor?

Utilities Have Influence Over Customer Choices Relating to Home Services

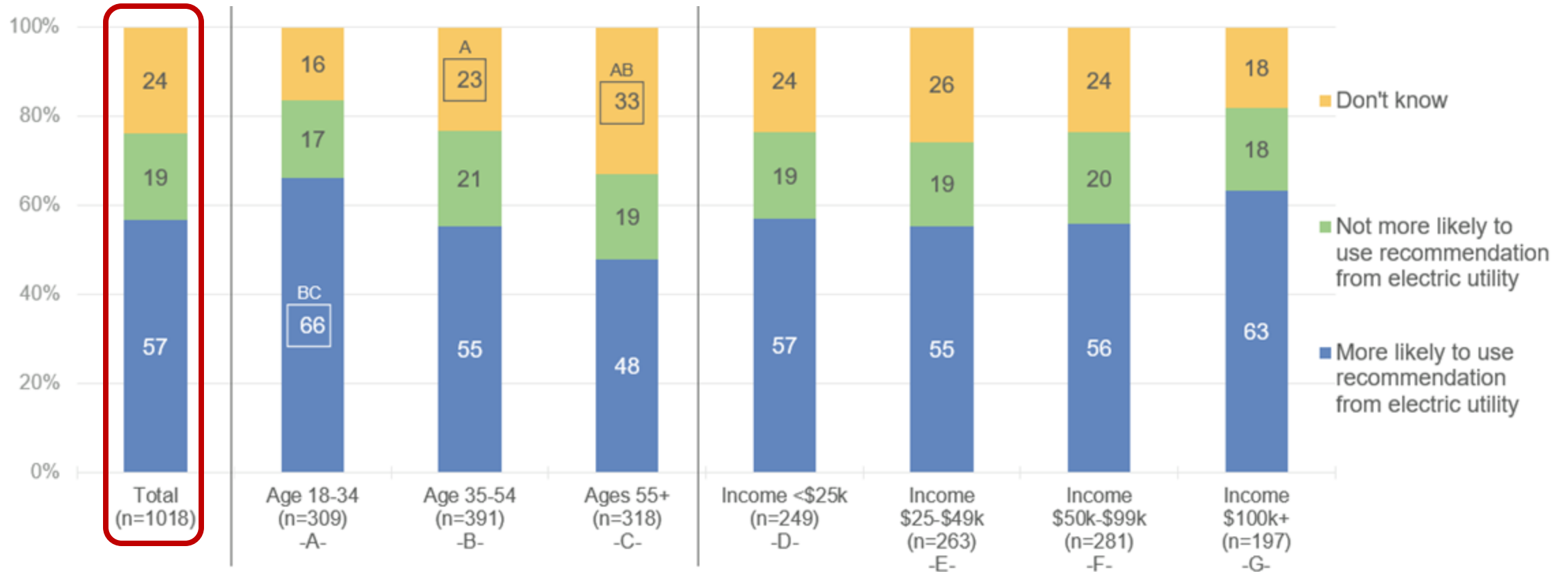


(Use of Utility Service Recommended Home Service/Repair) Base: Total Respondents. Q.B4b. If you needed home services or repairs, would you be more likely to use a service that was recommended by your electric utility?





Utility Leverage Increases for Customer Choices Relating to Solar/Clean Energy Recommendations



(Use of Utility Service Recommended Solar/Clean Energy Installer) Base Total Respondents. Q.B4c. If you were interested in solar energy or other clean energy options, would you be more likely to use a solar energy installer recommended by your electric utility?



Overview of “Beyond The Meter” Working Group

This new working group of the UCRC will bring together utilities and vendors for a full scope of work in 2022.

- ❑ Business case development
- ❑ Program design
- ❑ Performance metrics & benchmarking
- ❑ Voice-of-the-customer surveys and research
- ❑ Case studies of innovation and market success
- ❑ Regulatory considerations
- ❑ Utility-Vendor partnership models
- ❑ Marketing / Messaging Strategies



BTM Working Group Utility Members:



BTM Working Group Vendor Members:



Today's Panelists:



David Cathey
Chief Revenue Officer
Green Marbles



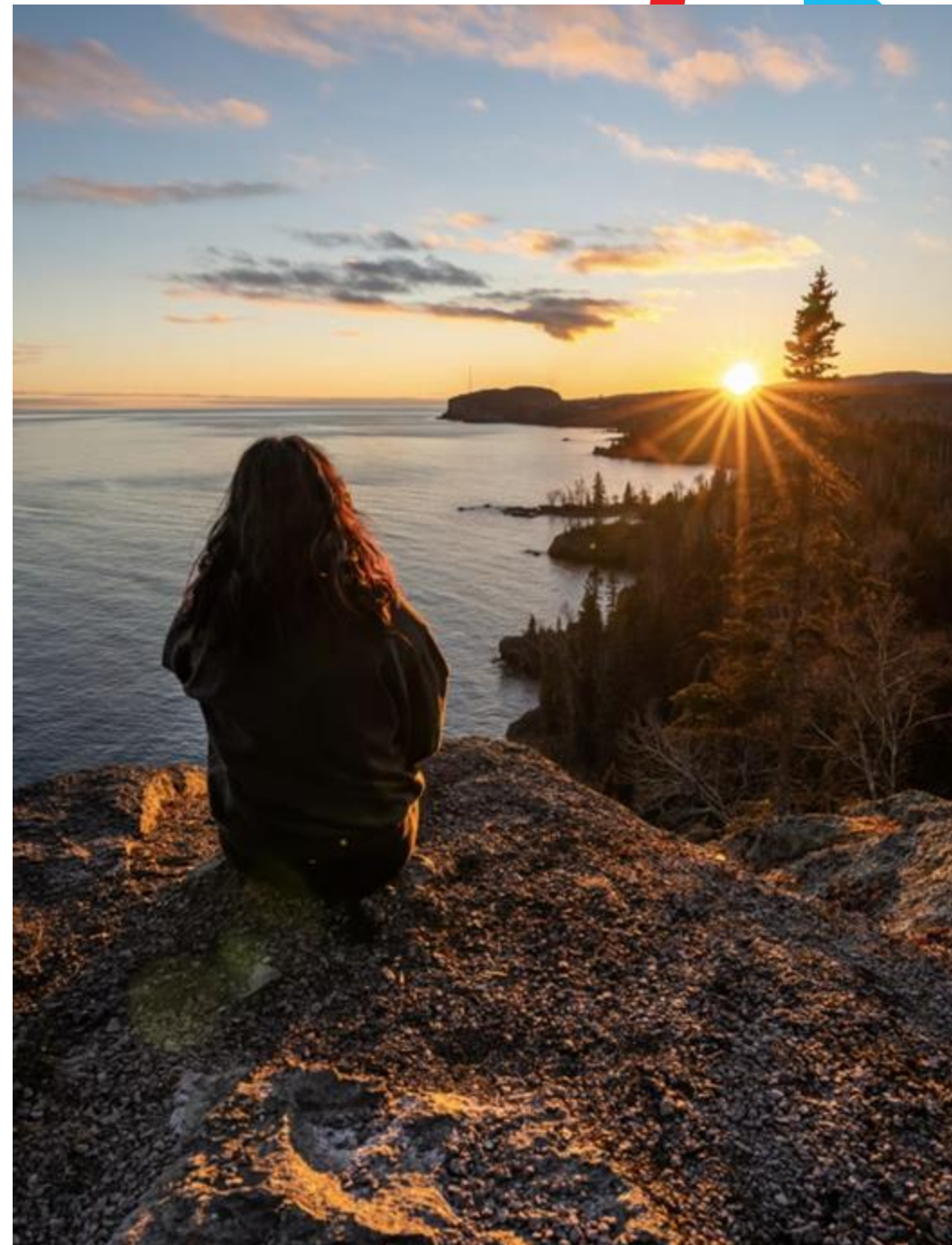
Steve Davidson
VP, Consumer Products-
Warranty Sales
Fortegra



Kate Merson
VP, Utilities
Enervee



Enervee's Online Marketplace:
Providing Value to Utility
Customers at Scale



Enervee Choice Engine®

Education and Choice - tens of thousands SKU's, across 40+ categories with Enervee score.



Enervee Commerce + DERs
The first fully transactional platform, with or without rebates, for any size efficient home products powered by electric and natural gas

Eco Financing
Seamlessly integrated, instant online financing for efficient products & related services.



The Enervee Choice Engine[®] empowers shoppers to choose most

94

Samsung WF45N5300AW
Samsung - 4.5 Cu. Ft. 8-Cycle Front-Loading Washer - White
★★★★★ (122)

PRICE DROP!

\$648

[See all 10 offers](#)

“Both ENERGY STAR. Same price, size and brand. Half the energy use.”

47

Samsung WA45H7000AW
Samsung - 4.5 Cu. Ft. 9-Cycle High-Efficiency Top-Loading
★★★★☆ (1153)

\$639

[See offer](#)

“The Nissan Leaf saves me ~ \$23,000 over 5 years!”

| 2019 Buick Regal TourX AWD | | vs | 2019 Nissan LEAF (40 kW-hr battery pack) | |
|----------------------------|----------|---|--|--|
| 58 | | | 93 | |
| CLEARCOST | | | | |
| \$54,545 | | | \$31,601 | |
| CLEARCOST BREAKDOWN | | | | |
| MSRP | \$32,670 | MSRP | \$32,600 | |
| Fuel Cost (5 years) | +\$9,612 | Electricity Cost (5 years) | +\$2,105 | |
| Maintenance Cost (5 years) | +\$5,844 | Maintenance Cost (5 years) | +\$2,560 | |
| Insurance Cost (5 years) | +\$6,419 | Insurance Cost (5 years) | +\$5,336 | |
| | | * Up to \$7,500 in a federal incentive | -\$7,500 | |
| | | Nissan Discount for LG&E and KU customers | -\$3,500 | |



Current product categories

Heating, Cooling, and Water Heating

Air Conditioners
Central Air Conditioners
Electric Water Heaters
Evaporative Coolers
Gas Fireplace Inserts
Gas Furnaces
Gas Water Heaters
Thermostats

Electronics

Monitors
Projectors
Sound Bars
Tablets
Televisions
Video Game Consoles

Home & Office

Air Purifiers
Connected Homes
Connected Home Applications
Dehumidifiers
EV Chargers
Light Bulbs
Power Strips

Lawn & Garden

Chainsaws
Gas Pool Heaters
Lawn Mowers
Leaf Blowers
Pool Heaters
Pool Pumps
Trimmers

Kitchen

Cooktops
Dishwashers
Freezers
Ovens
Ranges
Range Hoods
Refrigerators

Laundry

Dryers
Gas Dryers
Washers

Safety & Preparedness

Portable Generators
Portable Power Stations
Whole House Generators



Commerce makes it easy for consumers to transact

Enervee handles validation, instant online rebate processing, OEM incentives, and payments

Retailers/distributors handle fulfillment, installation, and haul-away service options



Coming in 2022:

- HVAC/Hot Water Fulfillment Partner
- Multiple National Retail Partners for Customer Choice
- Local Retailer Seller Portal

The screenshot shows a Best Buy checkout page for a GE 16.6-cu ft Top-Freezer Refrigerator. The page includes a green banner with 'Congratulations! You're eligible for rebates'. The product details show a \$100.00 rebate and a \$20.00 additional discount, resulting in a price of \$512.00. The installation section offers a \$1.74/mo or \$50.00 service. The cart subtotal is \$562.00, with shipping at \$100.00 and sales tax at \$51.20, for a total of \$713.20. Financing options are provided, including an ecoFinancing plan at \$24.82/mo for 36 months at 8% APR, and a 'Pay In Full' option with a total of \$713.20. Annotations on the right side of the page highlight key features: 'Stacked incentives combining benefits from utility, state, and manufacturer programs' (pointing to the rebate section), 'Inclusive services like installation, haul-away, and insurance' (pointing to the installation section), 'Major national retailers fulfill orders and services' (pointing to the Best Buy logo and shipping note), 'Integrated, instant online financing at low APRs with no-money-down via fintech lender One' (pointing to the financing offer), and 'Alternative credit card and e-wallet payments via Chase Merchant Services' (pointing to the payment options).



Commerce w/ Eco Financing

89% orders financed with an average cart value of \$1,346.



95

Samsung WF45T6000AW
Samsung 4.5-cu ft High Efficiency Stackable

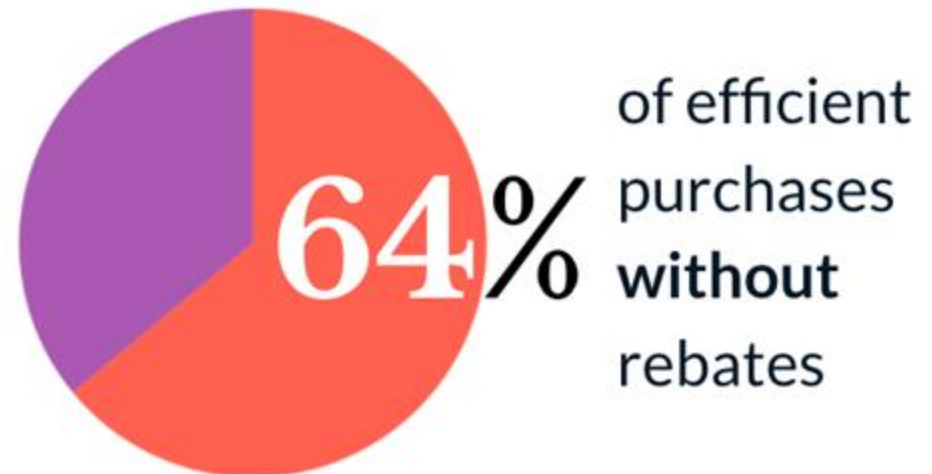
★★★★★ (867)

ecoFinancing powered by ONE

\$15.87/mo*
or \$764.99

86% of Eco Financing loans to “underserved borrowers”

28% of loans to renters

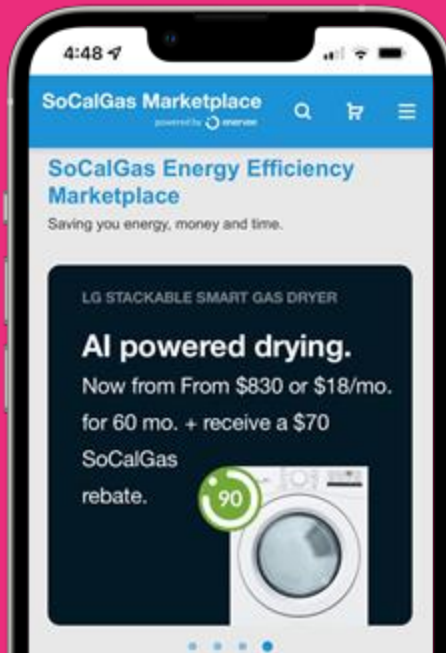


Enervée's optimized marketing strategy



Impactful messaging

Engage active shoppers with highly relevant content & creative.



Personalized email

Data-driven, behavior and event triggered email marketing.



Targeted digital media

Reach in-market shoppers through search, display, video and social.



Enervee's marketplace enables you to reach more of your customers across the most product categories



Scale your reach

Proven customer engagement and customer satisfaction increase of 24% from Marketplace-aware utility customers.



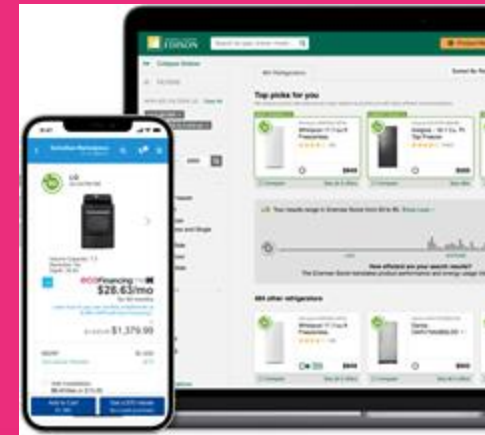
Delight your customers

Your customers expect a personalized, convenient, and risk-free shopping experience...it is what they're used to.



Innovate

Earn revenue on transactions while helping your customers purchase next generation gas and electric equipment.



Earn revenue



FORTEGRA[®]

FORTITUDE + INTEGRITY

Strong & Stable Partner

Fortegra's consistent growth, profitability, and risk management have been key to our long-term success. With our breadth of underwriting, administrative, and financial offerings, we have built a diversified business model that delivers unwavering strength for our stakeholders within the insurance and warranty industries.

\$2.2B

GWPPE ⁽¹⁾

40+

Years in
Business

\$3B

Assets ⁽¹⁾

(1) 2021 Company Wide

Comprehensive Partner

As a vertically integrated insurer, we're able to support all elements of the business internally. This allows us to develop new products and bring them quickly to market to meet our partners' complex and evolving needs in this fast-paced world.



Underwriting & Product Development



Legal, Regulatory & Compliance



Marketing & Digital Strategy



Reporting & Analysis



Premium Financing



Policy & Claims Administration

Your Services, Our Solutions

Our comprehensive protection solutions offer the additional revenue stream and competitive edge that you want and the tangible benefits and peace of mind that your customer needs. We tailor bespoke products that fit your unique business model.

Products

- ✓ Service Contracts
- ✓ Extended Warranties
- ✓ Missed Point-of-Sale Programs
- ✓ Renewal Program

Strategic Profitability Structures

- ✓ Profit Shares
- ✓ Production Incentives



Interior & Exterior Electrical



Water & Sewer Lines



Interior Plumbing



Water Heaters



HVAC



Gas Lines



Home Protection



Home Electronics/
Smart Home Coverages

The Fortegra Difference

Steve Davidson

770.653.8828 |

- ✓ 40+ Years Industry Experience
- ✓ Underwriting Expertise
- ✓ Regulatory Expertise
- ✓ Account Management Teams
- ✓ Proven Systems and Processes
- ✓ Superior Claims Administration
- ✓ Strategic Profitability Structures

**The strength and
stability you need
from an insurer.**

**The collaborative
approach you want
from a partner.**





Company Overview



We help our partners achieve sustainability goals and increase revenue by connecting emerging technologies. Our complete product suite with best-in-class services enables more intelligent living for anyone starting today, and into tomorrow.

Our Programs

- Enable Clients To Get Solutions To Market Quickly
- Support The Entire Customer Lifecycle
- Provide A Continuously Expanding Ecosystem of Smart, Safe & Sustainable Products



Smart, Safe &
Sustainable Properties



EV Charging
Solutions



Residential &
Commercial Solar

Our Mission

Through **sustainable technology and action**, we support the future of our planet by **empowering people with smarter connections.**

Home, Business & Commercial

Energy Management & Control



EV Chargers



Solar Generation



Smart Thermostats



Battery Storage



Energy Automation



Lighting & Shades



Energy Monitoring



Demand Response



Energy Load Shifting

Home, Business & Commercial

Automation & Safety



A.I. Driven Cameras



Water-Shutoff Valves & Metering



Locks, Garage & Access Control



mPERS & Wellness



Fire, Gas, and Water Safety



Break-In Prevention



Self-Guided Tours

Professionally Backed & Licensed Services



Customer Care & Support



At Home & Community Wellness



Emergency Dispatch Services



Warranty Services



Installation Services

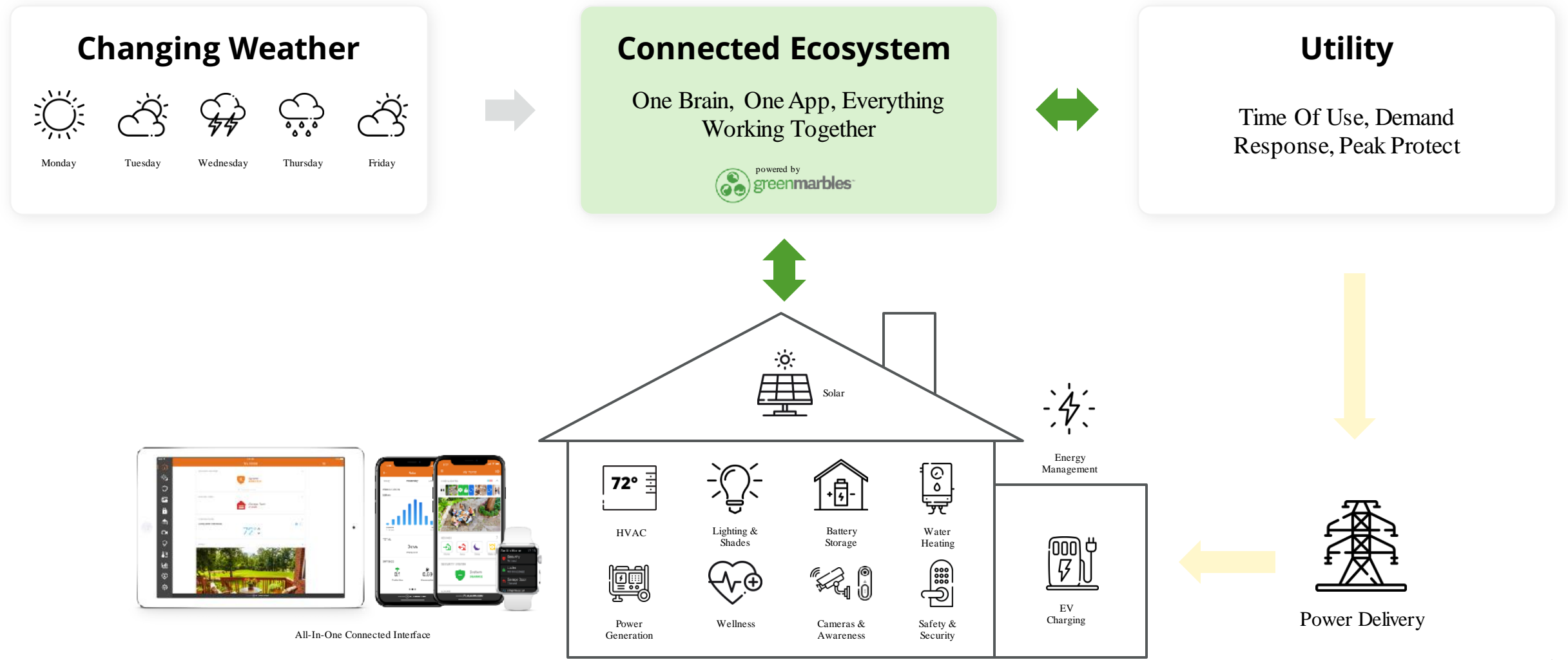


Financing & Leasing Programs



Thinking beyond the meter: One Connected Ecosystem

Orchestrate sustainability by combining intelligent products and solutions





A Sustainable Growth Platform Customized For Each Client

GreenMarbles
Product Lines

Home, Business, & Commercial Energy Management & Control

- EV Chargers
- Solar Generation
- Smart Thermostats
- Battery Storage
- Energy Automation
- Lighting & Shades
- Energy Monitoring
- Demand Response
- Energy Load Shifting



Home, Business, & Commercial Automation & Safety

- A.I. Driven Cameras
- Water Valve & Metering
- Locks, Garage & Access Control
- mPERS & Wellness
- Fire, Gas and Water Safety
- Break-In Prevention



GreenMarbles
Service Lines

Professionally Backed & Licensed Services

- Customer Care & Support
- At Home & Community Wellness
- Emergency Dispatch Services
- Warranty Services
- Installation Services

Sample Connected Smart Home Packages

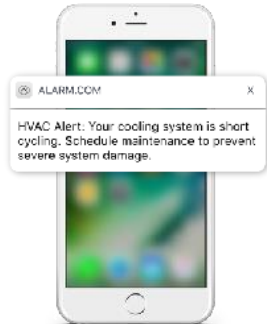


Essential Equipment Needed For Energy Efficiency, Demand Response & Time of Use Programs



Touchscreen Control Panel
With Smart Meter Data (Beta)

App & Interactive Features



Smart Plugs



Smart Thermostat



Smart LED Light Bulbs



Smart Light Switch/Dimmer



Environmental & Life Safety

Smoke Detector



Carbon Monoxide Detector



Heat & Freeze Sensor



Smart Water Valve & Flow Meter



Water/Flood Sensor



Control & Automation

Smart Door Lock



Smart Door Lock (Keyed)



Smart Garage Opener



Safety, Awareness & Security

Wi-Fi Indoor Camera



Smart Video Doorbell



Wi-Fi Outdoor Camera



Door/Window Sensor



Motion Sensor



Our Business Lines: In Their Infancy



Worldwide Market
Smart Home

\$43.4B
2017



\$158.9B
2024
CAGR of 15%

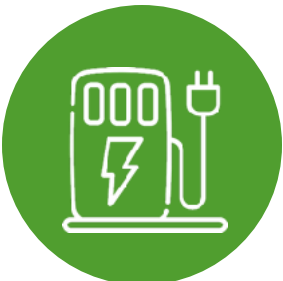


Worldwide Market
Solar

\$52.5B
2018



\$222.3B
2026
CAGR of 20.5%



Worldwide Market
EV Charging

\$3.8B
2020



\$25.5B
2027
CAGR of 26.8%

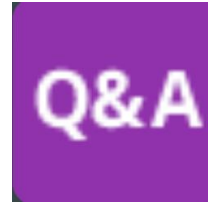


Thank You



Questions & Answers...

Please Submit Your Questions Using Q&A tool in the webinar console.



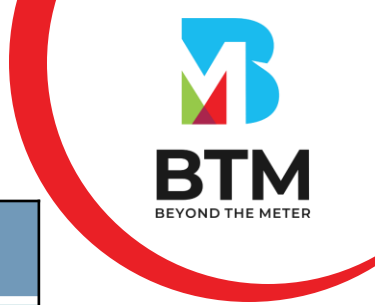
Any Questions That Don't Get Answered During Today's Session Will Be Answered & Provided To The Entire Group Via E-Mail.

- **David Cathey**
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- **Kate Merson**
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BTM 2022 Schedule:



| Month | Event |
|-------------------|---|
| January – March | <ul style="list-style-type: none"> Member Onboarding and Interviews |
| March | <ul style="list-style-type: none"> 2022 Official Kickoff Webinar (March 2nd) |
| April | <ul style="list-style-type: none"> (April 21st) BTM Roundtable Discussion (Utility Only) (April 20th) BTM Roundtable Discussion (Vendor Only) |
| May | <ul style="list-style-type: none"> National BTM Consumer Survey BTM Market Landscape Analysis & Review |
| June | <ul style="list-style-type: none"> BTM Vendor Panel (Public Facing) |
| July | <ul style="list-style-type: none"> Future Utility Revenue Model Framework & Analysis BTM Roundtable Discussion (utility & vendor combined) Date TBD |
| Ongoing | <ul style="list-style-type: none"> Utility Presentations |
| TBD | <ul style="list-style-type: none"> Regulatory White Paper & Panel |
| Annual Conference | <ul style="list-style-type: none"> December 5th - 7th |

Contact

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DEFG is a customer insights and advisory firm in the utility space. Through collaborative research, data analysis and peer-to-peer networking, we help our clients achieve ways to better serve their customers.