

A new experience for utility customers

The future of customer engagement starts with better information

COMPANY HIGHLIGHTS

- » Working with more than 75 utility clients—including 8 of the 10 largest in the US—to engage more than 15 million customers
- » A multi-channel Software-as-a-Service (SaaS) solution
- » 250+ employees
- » More than \$20 million in R&D investment
- » Founded in 2007, with offices in Arlington, VA, San Francisco, CA and London, UK



About Opower

Opower was founded on a simple premise: it's time to engage the millions of people who are in the dark about their energy use. We're the industry's only customer engagement solutions provider designed to motivate customers across multiple channels and on a large scale. Our Software-as-a-Service platform combines cutting-edge behavioural science techniques and a patent-pending data-analytics engine to provide an unparalleled customer experience—one that enables our utility partners to connect with their customers in a highly targeted fashion.

Since being founded in 2007, we have grown rapidly to more than 250 employees, and now work with more than 75 utility clients—including 8 of the 10 largest utilities in the United States. On behalf of our clients, we currently serve more than 15 million customers; the number of households we reach is growing at an exponential rate, as existing clients expand their current programmes and new clients embrace our platform.

Why Opower?

Utilities partner with us to drive measurable business results across a range of strategic initiatives. Our solutions consistently generate cost-effective, verified, sustainable energy savings, along with increased participation in other utility-marketed programmes. Our programmes also motivate customers to reduce their energy use during peak times and seasons—when it matters the most. For utilities with Smart Grid deployments, we promote customer acceptance of Advanced Metering Infrastructure (AMI) through clearly demonstrating its value. In competitive utility markets, we increase customer lifetime value through enhanced acquisition and retention rates, and cross-sale of other utility services. This is all done with a clear focus on customer experience, leading to increases in overall customer satisfaction.

“Opower is changing the way people interact with their utilities.”

—BLOOMBERG BUSINESSWEEK

SELECTED CLIENTS

- » AEP Ohio (OH)
- » Arizona Public Service (AZ)
- » Burbank Water and Power (CA)
- » Commonwealth Edison (IL)
- » Connexus Energy (MN)
- » Constellation / Baltimore Gas & Electric (MD)
- » EDF (France)
- » First Utility (UK)
- » Southern Company / Gulf Power (FL)
- » National Grid (MA, NY)
- » Pacific Gas & Electric (CA)
- » PPL Electric Utilities (PA)
- » San Diego Gas & Electric (CA)
- » Xcel Energy (MN, CO)

Opower's unique customer engagement solution suite

Our approach to customer engagement puts every customer's energy use in personal perspective: through providing them with better information, we empower people to take greater control of the way they use energy, and do so regardless of age, income, education, or access to technology. We merge and analyse utility and third-party data streams to create individual customer profiles, and use those profiles to generate personalised insights delivered through the channels via which customers are most apt to respond. Across our entire platform, we generate targeted messaging that leverages each channel's distinct advantages in order to engage and motivate customers on an ongoing basis.



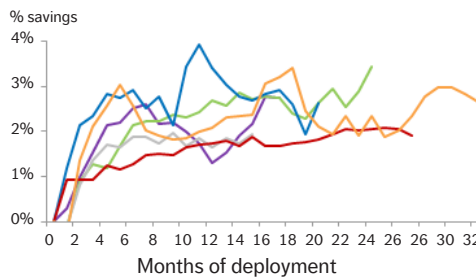
AWARDS

- » Cleantech Group names Opower "2012 Global Cleantech 100 Company of the Year"
- » World Economic Forum names Opower a 2011 "Global Tech Pioneer"
- » *BusinessWeek* names Opower one of "50 Tech Start-Ups to Know About"
- » The *Washington Post* names Opower one of "5 Companies that Will Lead in 2011"

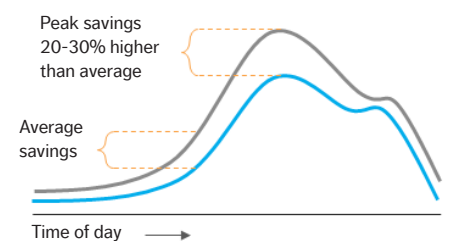
Opower's results

We've measured and verified our results with our utility partners since Day One, and we've built an expanding data array that comes to a simple, compelling conclusion: Opower works.

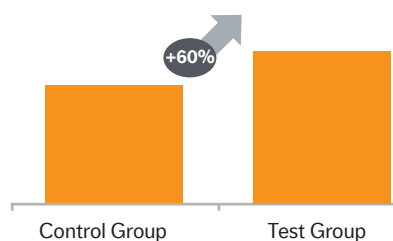
Energy savings



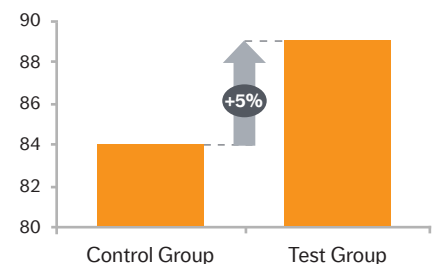
Peak reduction



Programme participation



Customer satisfaction



For more information, please contact us at solutions@opower.com