

Opower

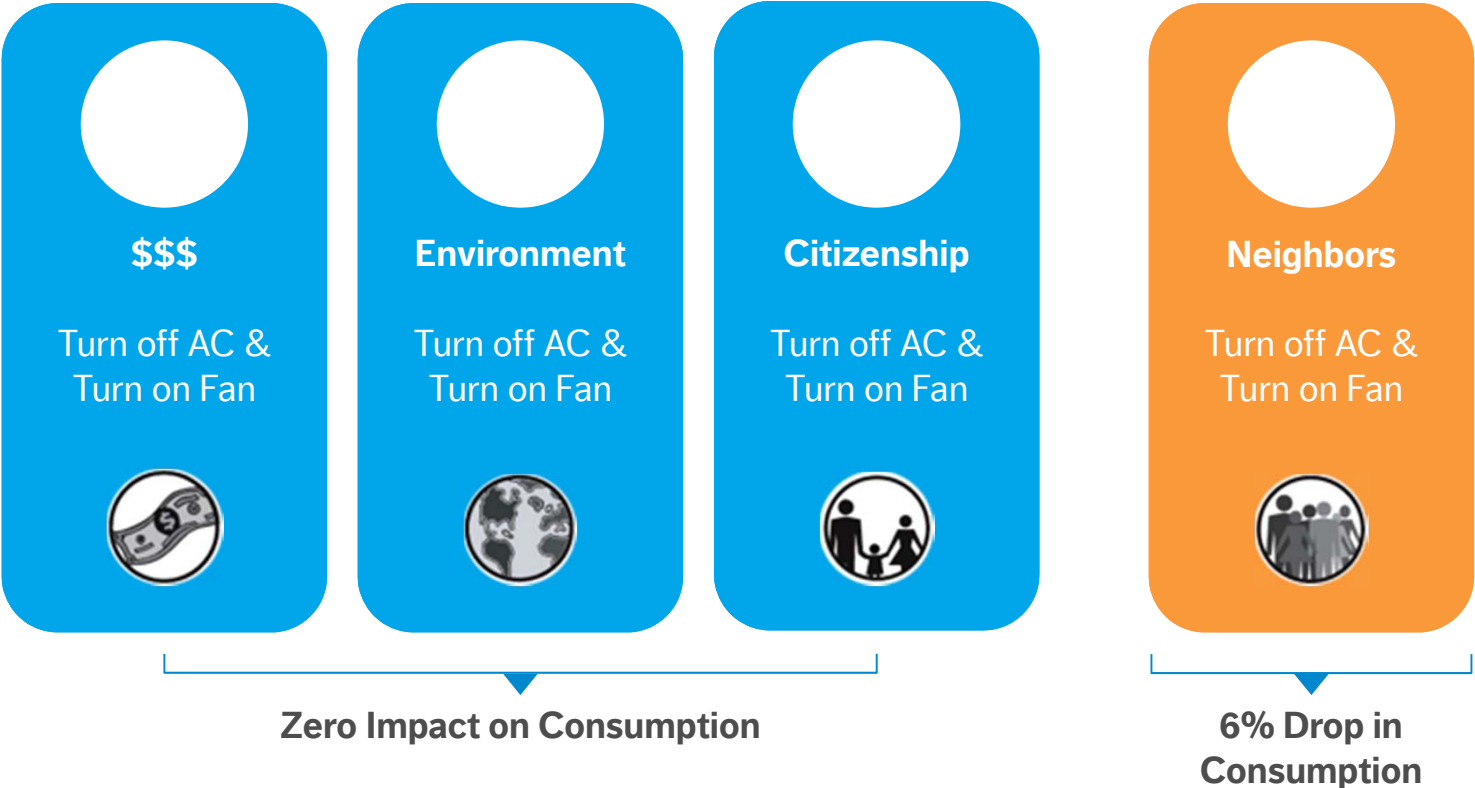
Low Income Oversight Board Meeting

July 10th, 2012



Applied behavioral science: At the core of our products

Conservation messages printed on door hangers and left on homes



Schultz & Cialdini (OPOWER Scientists)
Hewlett Foundation San Marcos Study

Opower Overview

Customer engagement platform that helps all save energy and money



Company

- 70+ utility partners
- 250 people in Washington, San Francisco and London

Consumer DNA

- Behavioral science software
- Data analytics
- User-centric design

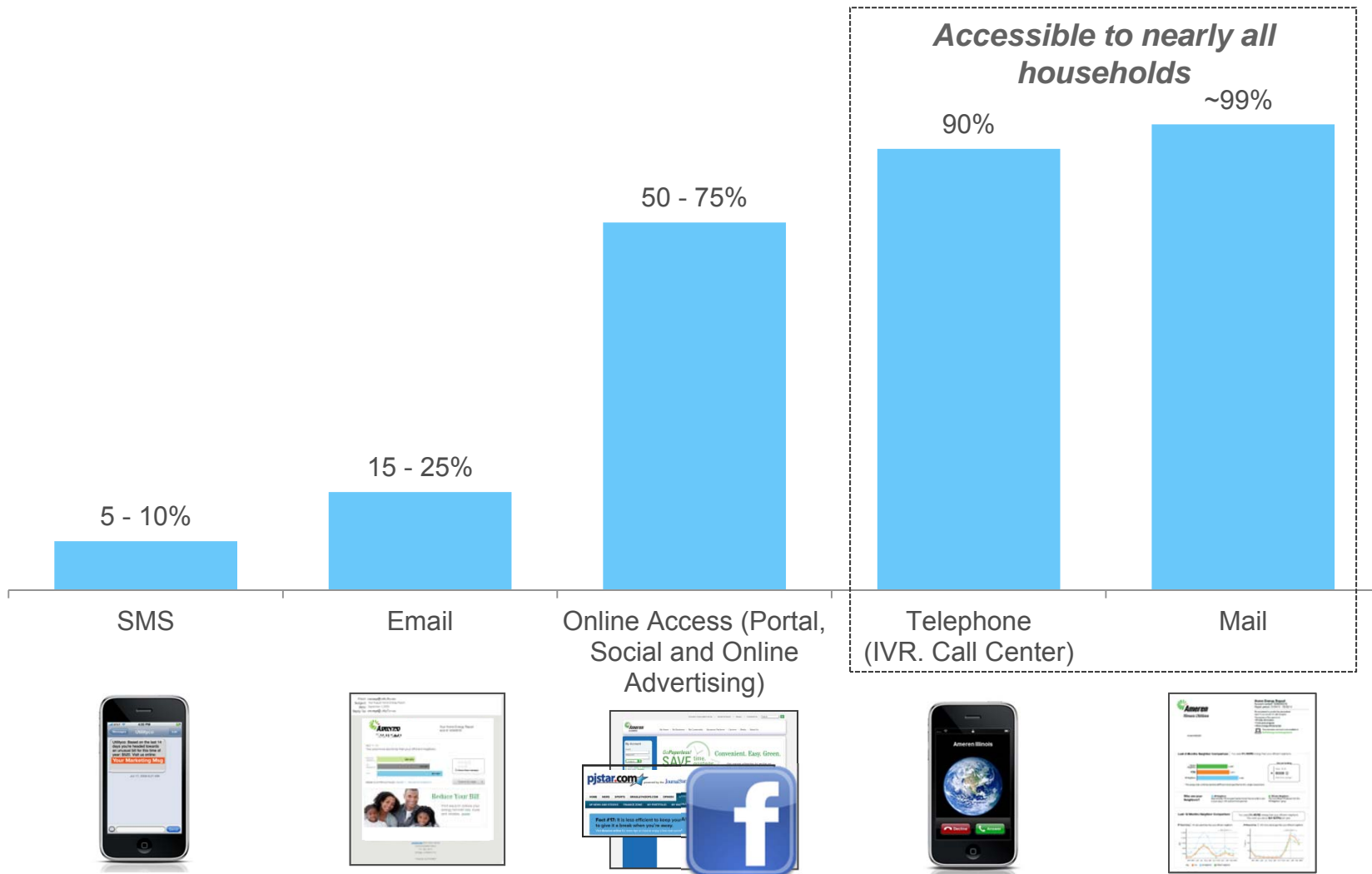
Proven efficiency results

- » 85% customer engagement
- » 1.5% - 3.5% demand reduction
- » Over 1TWh of energy savings
- » More than \$120 million in bill savings

Working with 70+ utilities, reaching more than 11 million households

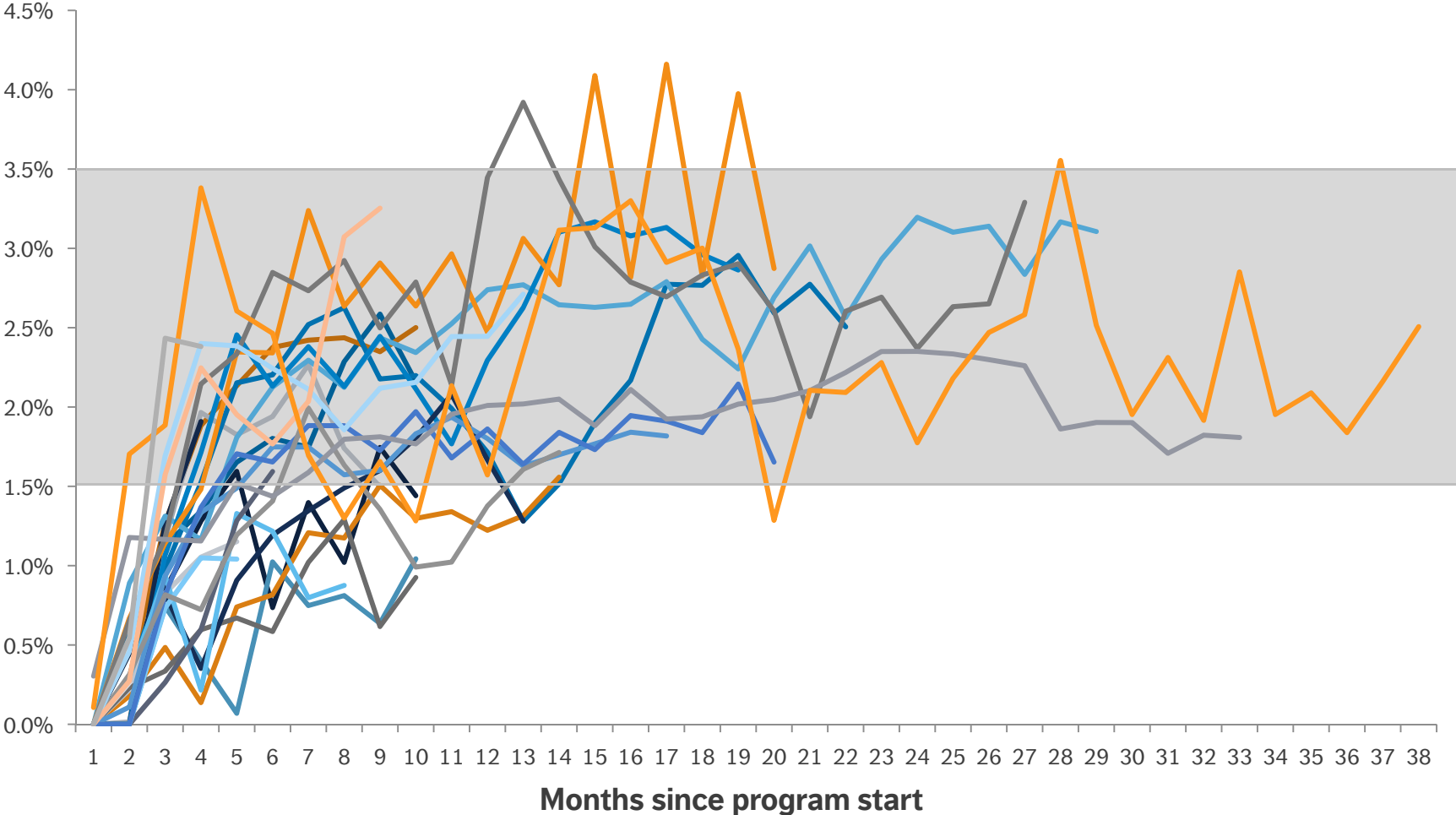


Opower uses a broad spectrum of messaging

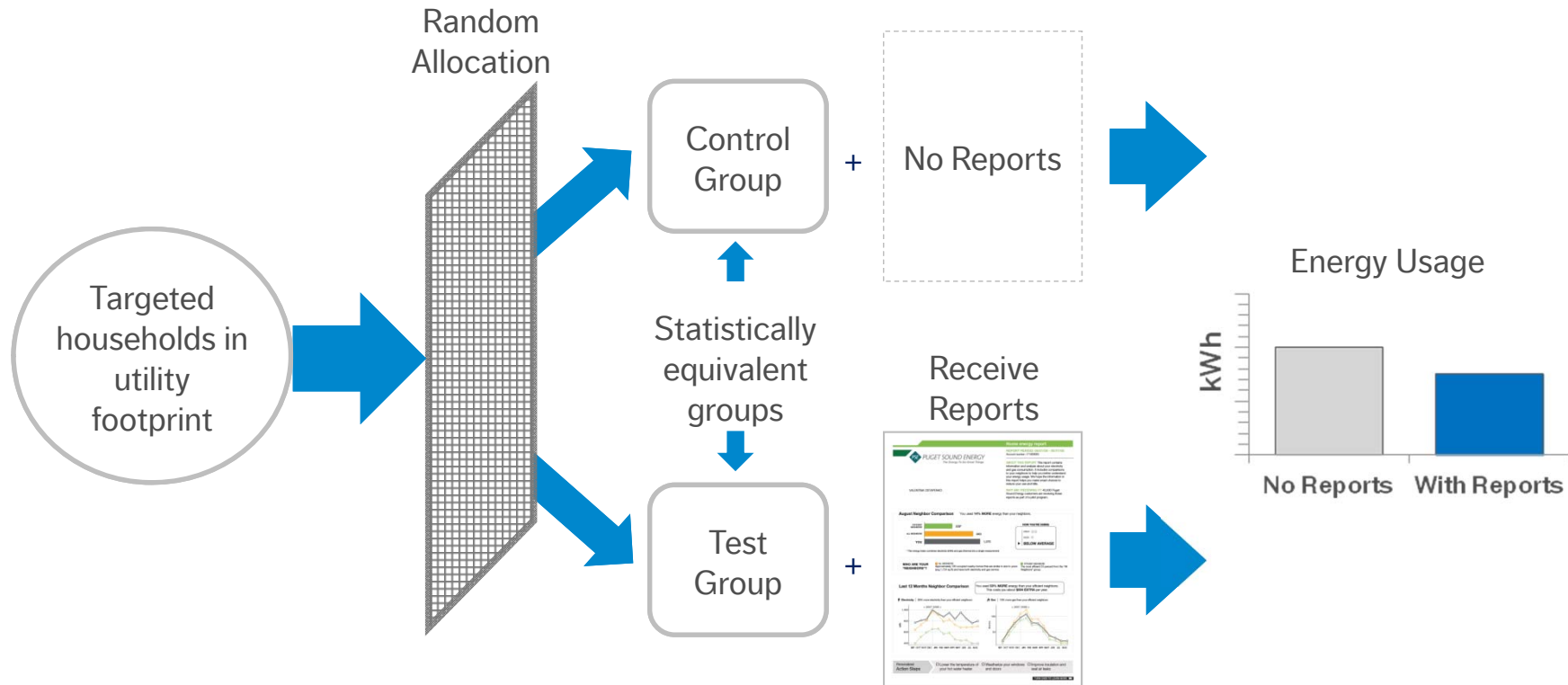


Results are predictable, consistent & sustained across all geographies & fuels

Energy saved



Measurement & verification approach called “gold standard” by U.S. DoE



Randomized Control Trials

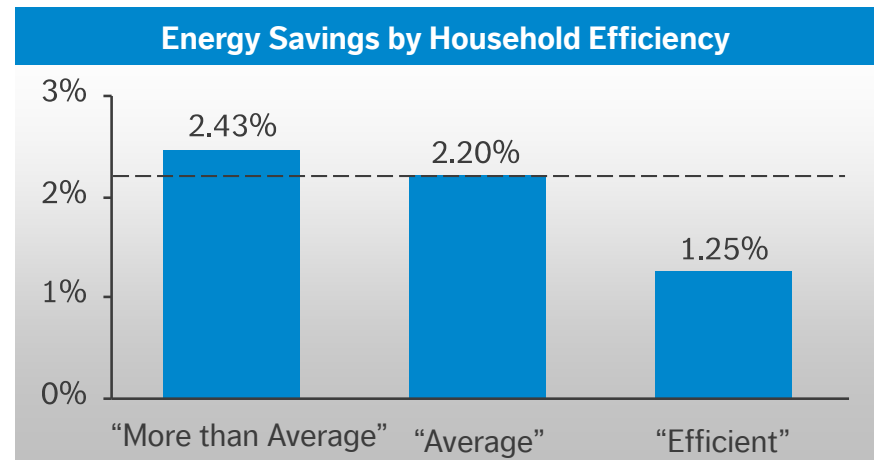
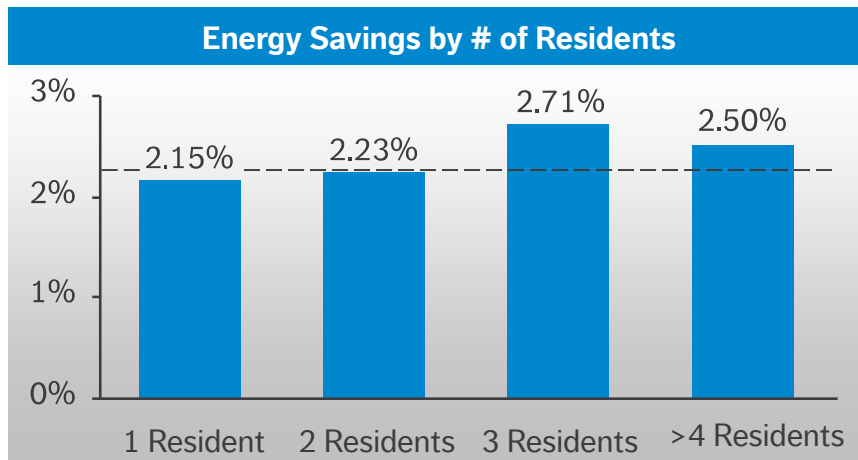
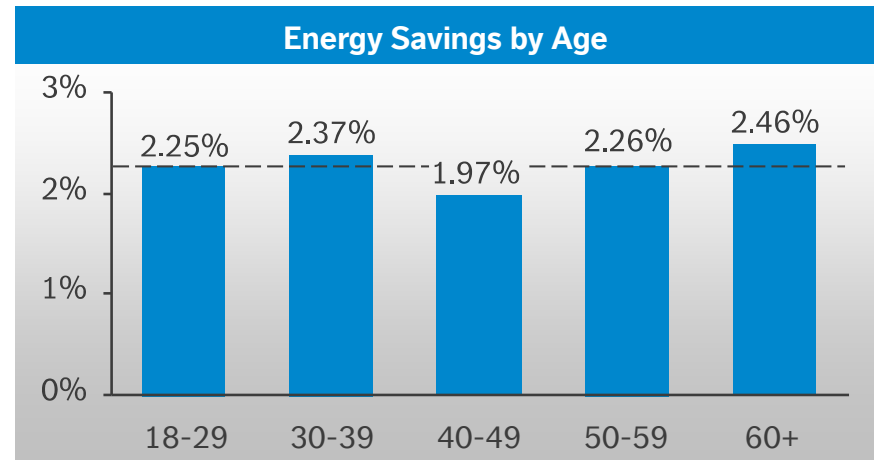
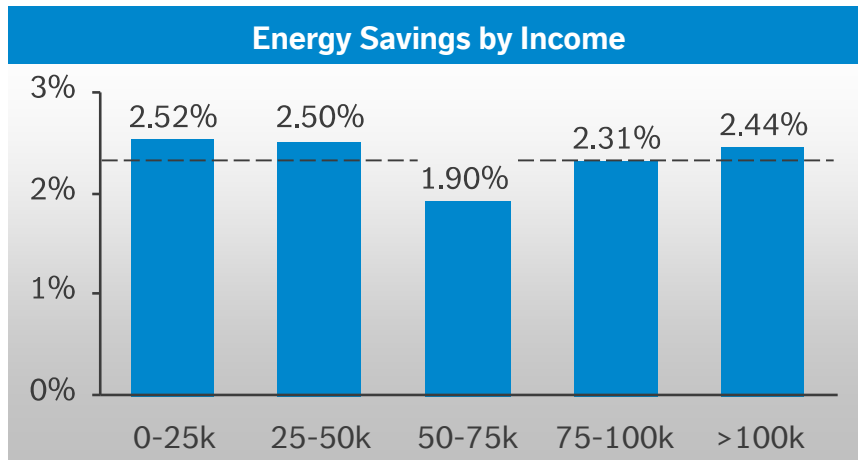
- » Follows experimental design
- » Clearly isolates impact of program
- » Endorsed by U.S. DoE and LBNL
- » Follows NAPEE guidelines
- » Used in PUC filings in 24 states

Opower independent evaluations

Evaluator*	Utility	Results
Hunt Allcott, MIT	17 deployments	1.4 – 3.3%
Opinion Dynamics & Navigant	National Grid (MA)	1.61%
EDF	11 deployments	0.9 – 2.9%
Navigant Consulting	SMUD (CA)	1.3 – 2.9%
KEMA	Puget Sound Energy (WA)	1.26 & 1.84%
LBNL (meta-analysis)	Puget Sound Energy (WA)	1.26 & 1.84%
Power System Engineering	Connexus (MN)	2.05 – 2.10%
Power System Engineering	Lake Country Power (MN)	2.73 – 2.81%
Hunt Allcott, MIT	N/A	2.70%
Hunt Allcott, MIT	Connexus (MN)	2.3 – 2.4%
Ian Ayres, Yale	SMUD (CA) & Puget Sound Energy (WA)	2.1% & 1.2%
Summit Blue (d/b/a Navigant)	SMUD (CA)	2.13 – 2.24%

* In reverse chronological order based on time of publication

Impact across all segments

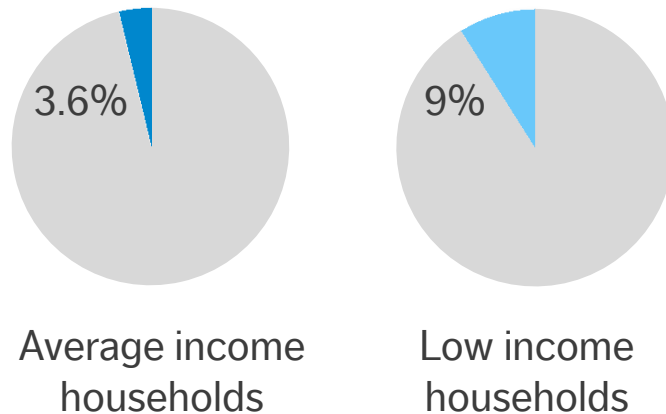


Impact Variance Very Low Across Demographic Groups and Energy Profiles

Big savings for low income

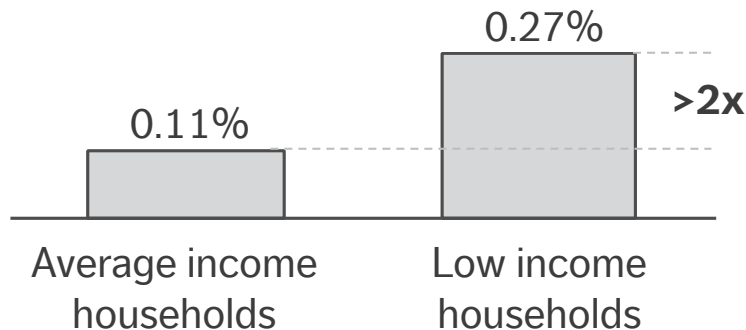
Greater proportional savings for low income households

Energy spending as a % of income



- » Energy costs for average and low income households are similar, but are a higher burden for low income consumers
- » Low income households benefit from energy savings by more than 2X compared to average
- » Improving efficiency may also lead to better health & comfort, including more retained heat in winter

Benefit of a 3% reduction in energy usage (as a % of household income)



* Assumes median "average" income of \$50,000, median "low income" of \$20,000, and \$1800 /year in energy costs

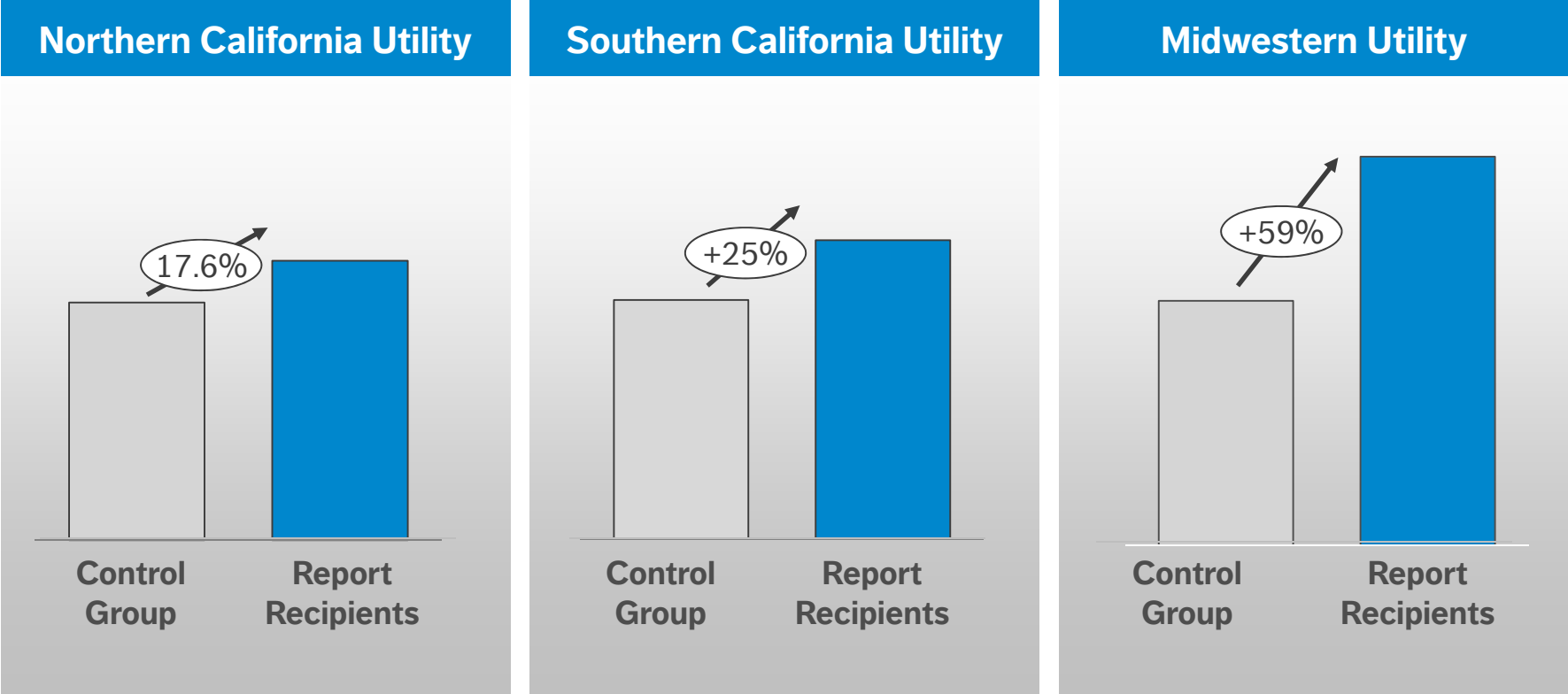
Some Opower deployments specifically target low-income households

Utility	Total Opower households* (Low-income households)	Launch date
Midwest Utility	225,000 (17,000)	8/2010
Southwest Utility	80,000 (10,000)	5/2011
Midwest Utility	100,000 (3,750)	10/2011
Northwest Utility	50,000 (13,000)	9/2009
Midatlantic Utility	25,000 (2,500)	11/2010


* Total households includes expansion households in contract but not yet deployed

** Saving rate for overall utility program

Opower increases participation in other efficiency programs



Promoted Programs Include

-  Appliance recycling
-  Home energy audits
-  AC tuning
-  Pool pump replacement

Opower benefits to low income programs in California

1. Ability to reach tens of thousands more eligible and willing households at a new, minimum, treatment level
2. Opportunity to lift overall cost-effectiveness of the portfolio
3. Address education and awareness gaps, a significant barrier to capturing and sustaining energy savings

Thank You

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