

## Energy Solutions. Data Driven.

The APPI Energy database of daily supplier prices enables our team to benchmark prices in every deregulated energy market. We review thousands of prices every day to deliver data-driven solutions, and true apples-to-apples price comparisons.

Selecting the best energy supplier price and contract is a complex process. The critical goal is to ensure that each supplier's quote includes the same price components and contract clauses. Since 1996, APPI Energy has vetted and approved 46 supplier companies and more than 121 contracts. Our proprietary platform gives clients a competitive edge as they make informed, customized purchasing decisions.

### ■ Pricing Database

APPI Energy maintains a proprietary database of more than 250 million records, enabling our consultants to compare historical and real-time prices in every deregulated energy market.

### ■ Customized Solutions

APPI Energy helps you select a supplier and negotiate price and contract terms & conditions, ensuring a seamless transition to a customized energy solution.

### ■ Trends & Analysis

Decisions about when to buy and contract length are based on data, analytics, and expertise. APPI Energy consultants craft solutions that fit each client's needs.

### ■ Supplier Platform

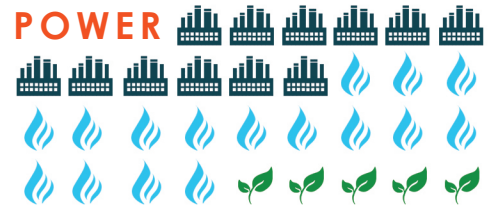
APPI Energy's in-house Corporate Counsel performs continual due diligence of suppliers, vetting each company's financial, managerial, and operational stability and performance.



# 158

Affinity groups,  
trade associations and  
chambers of commerce

endorse APPI Energy to provide our data-driven procurement and consulting solutions to their members across the U.S.



APPI Energy currently manages 9.2 billion kWh and 15.2 million DTH for 2,097 clients.

- 9.2 billion kWh is enough to power almost 12,493 average manufacturing facilities for one year.
- 15.2 million DTH is enough natural gas to supply more than 19 manufacturing facilities for 29 years.
- APPI Energy has five demand-side services to reduce energy consumption and increase efficiencies.

## Average Weekly Benchmark Price by Contract Term



We monitor electricity and natural gas markets across the U.S. every day. Our access to wholesale market intelligence equips us to identify buying opportunities and prudent solutions. Our proprietary pricing database enables us to benchmark contract start dates, terms, and identify the lowest supply prices to help you make a good buying decision.

Chart represents price per kWh by term length on a monthly basis.



## We create custom energy solutions

- We provide energy market expertise, a proven procurement platform, coordination of energy management strategies, and customer service.
- Our green energy programs include carbon offsets and Renewable Energy Certificates, which benefit our environment, and your business.
- We assist with Demand Response programs and other energy efficiency projects, such as lighting retrofits, facility audits, and more.

## Our client base

- 36.0%** MANUFACTURING - Consumer Goods, Metals, Packaging, Plastics
- 19.2%** RETAIL - Auto Dealers, Banks, Convenience Stores, Restaurants
- 17.3%** HEALTHCARE - Assisted Living Facilities, Healthcare Centers, Hospitals
- 11.0%** NONPROFIT - Churches, Cities, Education, Government Entities, Municipalities
- 9.8%** PROPERTY MANAGEMENT - Hotels, Office Buildings, Property Management Firms
- 6.7%** OTHER - Broadcasting, Construction, Consulting

Percentages represent electricity usage by client by industry.

## Where we work

### ■ Deregulated Electricity Markets

California	Michigan
Connecticut	New Hampshire
Delaware	New Jersey
District of Columbia	New York
Illinois	Ohio
Maine	Pennsylvania
Maryland	Rhode Island
Massachusetts	Texas

### ■ Deregulated Natural Gas Markets

Alabama	Indiana	Missouri	Rhode Island
Arkansas	Iowa	North Carolina	South Carolina
California	Kentucky	New Hampshire	Tennessee
Connecticut	Louisiana	New Jersey	Texas
Delaware	Maine	New Mexico	Virginia
District of Columbia	Maryland	New York	West Virginia
Florida	Massachusetts	Ohio	Wisconsin
Georgia	Michigan	Oklahoma	
Illinois	Minnesota	Pennsylvania	

**274** ACCOUNT ADJUSTMENTS: Meter adds, Property sold or bought.



97

**CUSTOMER REQUESTS:** Savings analysis, tax exemption

**228** BILLING NEEDS: Enrollment, consolidated billing, errors

## Client benefits

Founded in 1996, APPI Energy's unbiased, independent team of energy experts helps clients make smart business decisions about energy procurement, so they can focus on their business. Our energy consultants will:

- **Save You Time** - Analyze your energy usage and existing supplier contracts.
- **Place You First** - Always advocate for you, not the supplier or utility.
- **Minimize Risk** - Vet supplier contracts and monitor regulatory changes.
- **Reduce Confusion** - Obtain the best price and contract term and conditions.
- **Transition Smoothly** - Administer new supplier paperwork, manage transitions.
- **Provide Data-Driven Solutions** - Offer unbiased recommendations, client education.

During the last 12 months, APPI Energy has helped clients resolve 599 utility and supplier account issues.

## TOP FIVE DIFFERENTIATORS

### Proprietary Pricing Database



The APPI Energy proprietary database of more than 250 million records compiled during 22 years of experience enables our team to benchmark historical and real-time prices in every deregulated market.

We update prices daily across all service territories, and review thousands of prices every day to deliver data-driven solutions, and true apples-to-apples price comparisons.

Our team of experts uses our database of daily supplier prices to benchmark contract start dates and terms, and to identify the lowest supply prices to help you make a smart buying decision. Decisions about when to buy and contract length are based on data, analytics, and expertise.

### 158 Affinity Endorsements



APPI Energy is endorsed by 158 affinity groups, trade associations, and chambers of commerce across the U.S., covering industries including healthcare, manufacturing, property management, retail, and nonprofit.

Each association's Board of Directors vetted and approved APPI Energy to provide data-driven procurement and consulting solutions to members.

We provide quarterly financial, operational, and marketing status reports to associations, to ensure that we help members reduce electricity and natural gas costs on an ongoing basis.

### Ethical, Unbiased & Independent



We serve as an advocate for our customers only, never utilities or suppliers. Managed by a Corporate Counsel, our consulting team pursues industry and professional excellence. A high level of ethics and expertise is our foundational standard. Our consulting process delivers solutions that are customized to each customer's unique energy needs, and is always in accordance with each customer's internal timing and procurement policies.

Our due diligence of suppliers is done with our customers' best interests as the focal point. APPI Energy maintains relationships with 46 suppliers that we vetted and continuously monitor to meet our customers' energy needs. Only 18% of suppliers meet our stringent evaluation, which includes a review of financial stability, billing accuracy, customer service, competitive pricing, management experience, and fair supply contract terms and conditions.

### Exceptional Customer Service



Our Customer Service team interacts on your behalf with utilities and suppliers to ensure smooth transactions.

During the last year, APPI Energy resolved 599 customer service cases, including account changes, billing needs, and customer requests. The APPI Energy Customer Service team verifies bill accuracy and resolves billing errors and credit issues.

We evaluate utility programs and regulatory policies to identify opportunities for reimbursements and financial incentives that save you money. For example, our team determines if you qualify for energy sales tax exemptions, and secures refunds at no cost to you.

### 22 Years of Proven Experience



Since 1996, we have provided data-driven procurement and consulting solutions to customers in deregulated energy markets across the U.S.

The firm's founder and original management team continue to own and operate APPI Energy today. Our 37-person staff includes an in-house Corporate Counsel, a customer service team, a data-driven operations department, information technology experts, regulatory analysts, and a marketing team.

58% of APPI Energy consultants have earned the Association of Energy Engineers' Certified Energy Procurement Professional credentials.

