

The NRG logo is positioned in the upper left quadrant of the slide. It consists of the lowercase letters "nrg" in a bold, black, sans-serif font. To the right of the letters is a small, colorful graphic of a cross made of four small squares. Below the logo, the tagline "Power to be free™" is written in a smaller, black, sans-serif font. On the right side of the slide, there is a large, abstract graphic composed of various colored squares (yellow, pink, blue) and crosses of different sizes, arranged in a pattern that suggests energy or a grid.

Delivering Value to Consumers

Dynamic Pricing

Leah Gibbons, NRG Retail Northeast

MADRI Work Group Meeting – March 22, 2016



About NRG Energy, Inc.

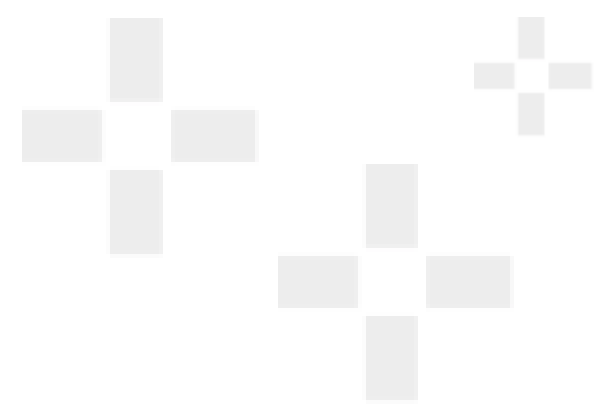
Competitive Markets Deliver Innovation

PJM Market Status

NRG Home Experience



Table of
Contents



About NRG



- NRG Home is a wholly owned subsidiary of NRG Energy, a Fortune 200 and S&P 500 company.
- NRG owns various retail electric suppliers and provides electricity and energy services to more than 2.5 million retail customers nationally.
- NRG is the largest competitive power generation company in the nation.
- A variety of products with unique value propositions:
 - Smart energy solutions
 - Products/Solutions leveraging renewable energy sources
 - Green Mountain was the first supplier to offer renewable power
 - Personal Power products to provide portable solar and battery solutions



About NRG Retail



NRG Retail

Is a multi-brand business focused on the needs of mass market consumers (residential and small commercial)—providing them compelling solutions for power and related services at home, at work, and on the go



Home Power

Includes insights, choices, and convenient electricity and natural gas offerings



Home Services

Connected home, monitored security, installation, and maintenance related home services, water monitoring, etc.



Personal Power

- Portable power and battery products
- Power on the go, like kiosks and power pack rentals, etc.

NRG Retail provides compelling customer solutions for power and related services at home, at work, and on the go



Competitive Retail Markets Deliver Innovation

In a restructured retail electricity market, **competitive retail suppliers** are the entities best suited to **deliver value-added products and services** – including dynamically priced electricity products – to consumers. And they will **when the barriers** currently inhibiting the deployment of these products and services **are removed**



Unlocking the Innovation

- Smart meter/AMI deployment
- Load settled at PJM based on interval meter data – not load profile
- Supplier access to their customers' bill quality, interval meter data on a **near real-time basis** (i.e., 48 hours or less) – with customer consent
 - ❖ Utilities must provide suppliers with access to their customers' near real-time interval meter data **all at one time** (not manual/customer-by-customer), **every single day**
 - ❖ flat file format accessible through a secure portal or website



PJM Market Status

Jurisdiction	Smart Meters	Load Settlement ¹	“Real Time” Data Access ²
PA	PPL/PECO – Yes DLC/FE – Deployment in Process	PPL – IDR PECO/DLC/FE – Profile	In Development – 2017
MD	BGE/PHI – Yes FE – No	PHI – IDR BGE – Profile	PHI – Yes BGE – 2018
DC	Yes	IDR	Yes
DE	Yes	IDR	Yes
NJ	No	Profile	No
IL	ComEd – Deployment in Process	IDR ³	No
OH	Duke – Yes AEP/FE – Partial DP&L – No	Profile ⁴	No ⁴

IDR = Interval Data Recorded Usage; Profile = Rate Class Average Usage; ¹IDR noted if used for PJM Settlement A; ²Historical IDR available through EDI where smart meters deployed; ³Unconfirmed; ⁴Under discussion



Delivering Smart Energy Solutions

Engage/Educate consumers through information and convenience

Weekly Email



Web Portal



Energy Monitor

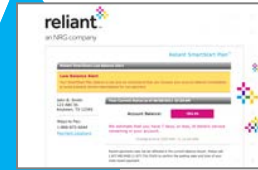


Mobile/Txt Alerts



Enable new product choices to empower consumers

Payment Plans (PrePay)



Pricing Plans (Cash Back)



Solar



EV and Fleet Vehicles

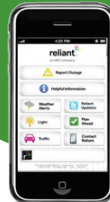
Provides platform for new services



Appliances



Automation



Thermostats/Controllers

Choice



Partnership Offers

Insight

Convenience



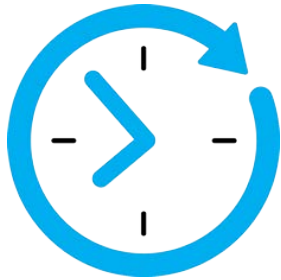
NRG Retail's Experience

PECO Smart Time Pricing

- ❖ Time-of-Use offer
 - 12 month term, fixed pricing
 - Peak: 2 p.m. – 6 p.m. weekdays, excluding NERC holidays
 - Off-Peak: all other times
- ❖ Customers enrolled with NRG Home (a.k.a. NRG Retail Solutions)
- ❖ Enrollment period: Oct 2013 – March 2014
- ❖ Bill Protection: customers did not pay more during the program than they would have on PECO's Price to Compare – PECO funded refunds
- ❖ Direct mail/bill inserts/website with bill comparison tools
 - 121,000 residential customers solicited; 4,779 enrolled (3.9% participation rate)
 - 6% average load reduction during non-holiday, weekday afternoons in June – August 2014
 - 3% - 4% average load reduction during September and spring months (March – May)
- ❖ PUC reporting



NRG Retail's Experience



NRG Home Your Time Plan

- Time of Use Derivative
- 12-month fixed supply price during peak hours
- Free nights (9 p.m. through 5:59 a.m. the next day)
- No cancellation fee
- Offered as part of the PPL TOU Program



NRG Home Degrees of Difference

- Voluntary demand response program
- Day ahead event notification – events called weekdays only, 2 p.m. – 6 p.m.
- Reduce usage (compared to class load profile) on at least 3 separate occasions during 3 month period
- Receive email after the event summarizing usage on event days
- Receive \$50 bonus



Thank You

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