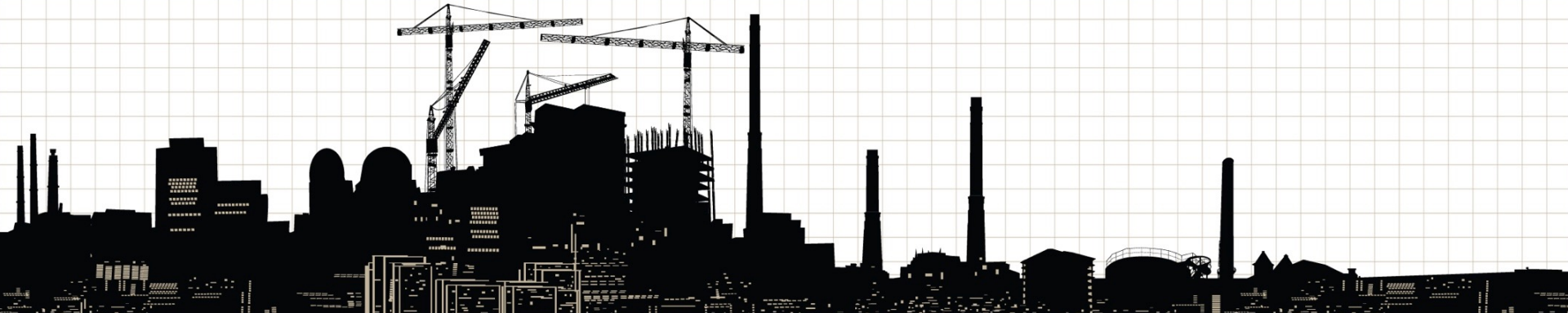


CPower

ENERGY EFFICIENCY

A PJM DEMAND MANAGEMENT PROGRAM



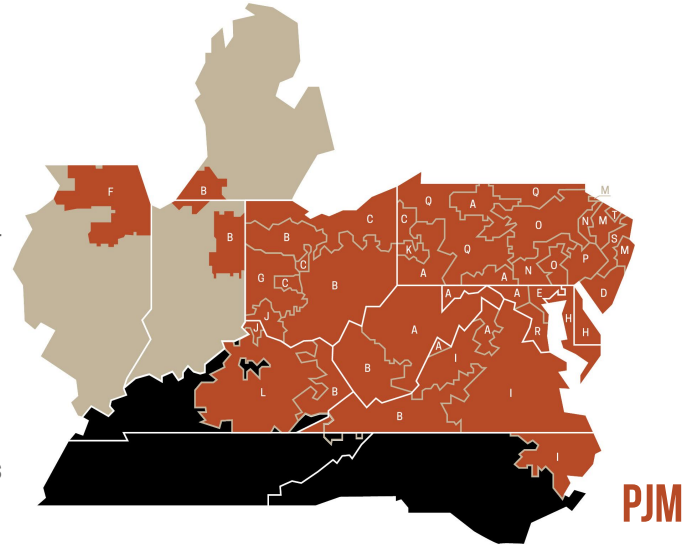
PJM's Energy Efficiency program pays organizations for permanent load reduction resulting from energy efficiency projects they have completed or will complete in the future.

The program pays organizations capacity revenue for up to four years following the completion of a qualified project.

Qualifying projects include those with permanent energy reductions involving lighting, refrigeration equipment, HVAC, motors, VFDs, LEED buildings, and more.

There is revenue to be earned from your organization using less energy and helping PJM reduce the overall load on the grid.

CPOWER CAN HELP YOU MAKE IT HAPPEN.



WHO IS CPOWER?

CPOWER IS A DEMAND-SIDE ENERGY MANAGEMENT COMPANY

We specialize in commercial and industrial demand response and demand management.

We create optimized energy management strategies that help businesses streamline their energy usage, offset costs, and reach their sustainability goals.

We're passionate about helping businesses reach their energy management goals and know there is no stronger resource to achieve those goals than the collaborative relationship we share with our customers.

Get to know us at the videos below.

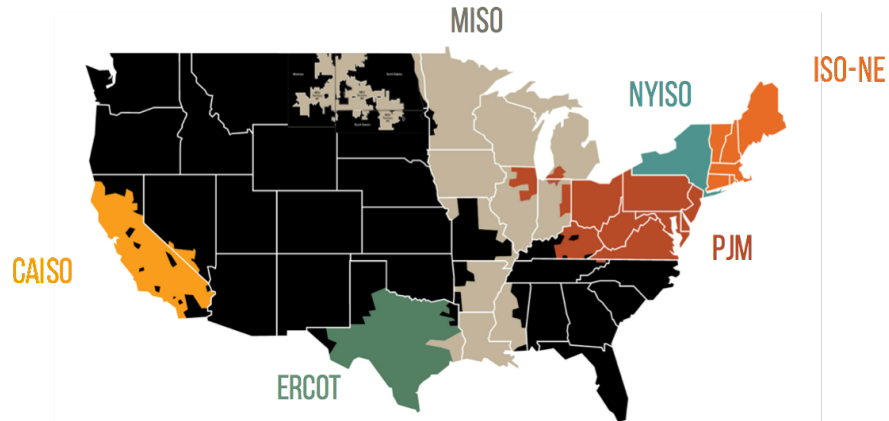


NATIONAL EXPERIENCE. LOCAL EXPERTISE.

CPower is a leading demand-side energy manager in each of the country's open energy markets. We serve well over 1000 customers at thousands of sites across a broad range of vertical markets: from large retailers with hundreds of locations to industrial entities with multiple sites of various sizes.

We strive to give our customers the personal attention they deserve. We're familiar with the intricacies of the PJM market and we have experts to help customize and optimize the most suitable program for each of your local facilities.

**CONSIDER US YOUR
PERSONAL
ENERGY GUIDES.**



SAVE AND EARN MONEY WITH CPOWERED ENERGY EFFICIENCY

1. Complete the Project. Save on Energy.

The moment your organization completes an energy efficiency (EE) project, you begin to realize savings on your energy bill.



2. Earn Additional Revenue in PJM's Capacity Market

As a licensed curtailment service provider (CSP), CPower can then offer your reduced capacity into PJM's capacity market, turning your "NegaWatts" into another revenue stream.



Your EE project will continue to earn revenue from PJM for 4 years after completion. Savings continue forever.

CPOWER'S PJM TEAM



Danielle Bond - Senior Engineer, Jim Rybarczyk - Account Manager, Beatrice Gockley - Act 129 and Utility Programs Manager, Bill Oosterom - Account Executive, Donna Karas - Account Manager, Cathy Smith - Senior Analyst, Mark Steliotes - Account Executive, Jackie O'Mara - Account Manager, Corey Pettingill - Project Manager, Dave Resler - Account Executive, Leigh Ann Ratliff - Account Manager, Dailey Tipton - VP/General Manager, Dann Price - Executive Director, Market Development, Rocco Venuto - Account Executive, Raymond Berkebile - Senior Director of Engineering, Operations, Suzanne Levine - Account Executive, James Disabato - Project Manager, Stephanie Tray - Analyst, Meg Kelly - Senior Director, Energy Efficiency.

At CPower, we understand that energy management is not a one-size-fits-all endeavor.
That's why we take the time to learn about the intricacies of your business.
Then we work with you to create customized curtailment strategies that enable your organization
to earn revenue from energy you didn't use, without disrupting your day-to-day business.

**Your CPower team will be with you every step of the way.
Always.**

CPOWER HELPS YOU GET THE MOST FROM YOUR ENERGY EFFICIENCY PROJECT

Your CPower Energy Efficiency Team has three of the most experienced EE engineers in the PJM market. Together they have helped thousands of EE projects realize their full potential. Their detailed analysis of your facilities will ensure that when it comes time to submit your project to PJM, your organization receives the maximum value in both incentives and capacity revenue.

CPower's track record as a measurement and verification (M&V) provider in PJM is proven and unrivaled in the industry. It's not uncommon for our EE team to uncover *10 times the revenue value* for our customers, compared with our competition.

Our streamlined and efficient process gets your project to PJM and your reduced capacity into the market faster, returning revenue to you sooner.

Fast, efficient, and scalable. That's energy efficiency... The CPower Way.

MAXIMIZING YOUR ENERGY EFFICIENCY

One EE Project begets another...

The savings and earnings created by one EE project can help fund additional projects, which can further streamline your energy savings and generate more revenue for your organization.

Combine EE with demand response for maximum value and earnings...

There has never been a better time to participate in energy efficiency AND demand response (DR). That's because the changing nature of PJM's Reliability Pricing Model (PJM's Capacity Market) favors capacity offerings from both demand response and energy efficiency resources.

When you participate in EE and one of PJM demand response programs—Capacity, Economic, Synchronous Reserves—you can open new revenue streams, allowing your organization to more quickly realize the return on investment (ROI) of your energy efficiency projects.



Demand Response
Emergency Capacity
Synchronized Reserve
Economic Demand Response

DEMAND RESPONSE

(Click on the above logo to learn more about PJM DR)



WATCH THE VIDEO

LEARN ABOUT DEMAND RESPONSE FROM A CPOWER EXPERT

HOW MUCH WILL MY PROJECT EARN?

SAMPLE LIGHTING PROJECT							
Average Savings on Electric Bill Cost (Project Savings) X 4 Years							\$19,355
Original kW (avg) 220 kW	EE Improved kW (avg) 125 kW	EE Load Drop 95 kW	Year 1 kW Value (avg all zones) \$2,178	Year 2 kW Value (avg all zones) \$1,219	Year 3 kW Value (avg all zones) \$1,672	Year 4 kW Value** (avg all zones) \$1,689	Total Capacity Earnings \$6,758
4-Year Project Savings and Earnings (estimate*)							\$26,113

CHILLER PLANT VFD PROJECT							
Average Savings on Electric Bill Cost (Project Savings) X 4 Years							\$14,400
Original kW (avg) 149 kW	EE Improved kW (avg) 89 kW	EE Load Drop 60 kW	Year 1 kW Value (avg all zones) \$1,375	Year 2 kW Value (avg all zones) \$770	Year 3 kW Value (avg all zones) \$1,056	Year 4 kW Value** (avg all zones) \$1,067	Total Capacity Earnings \$4,268
4-Year Project Savings and Earnings (estimate*)							\$18,668

* Estimated savings for load reduction over 4 years

** 4th year based on 3-yr. average.

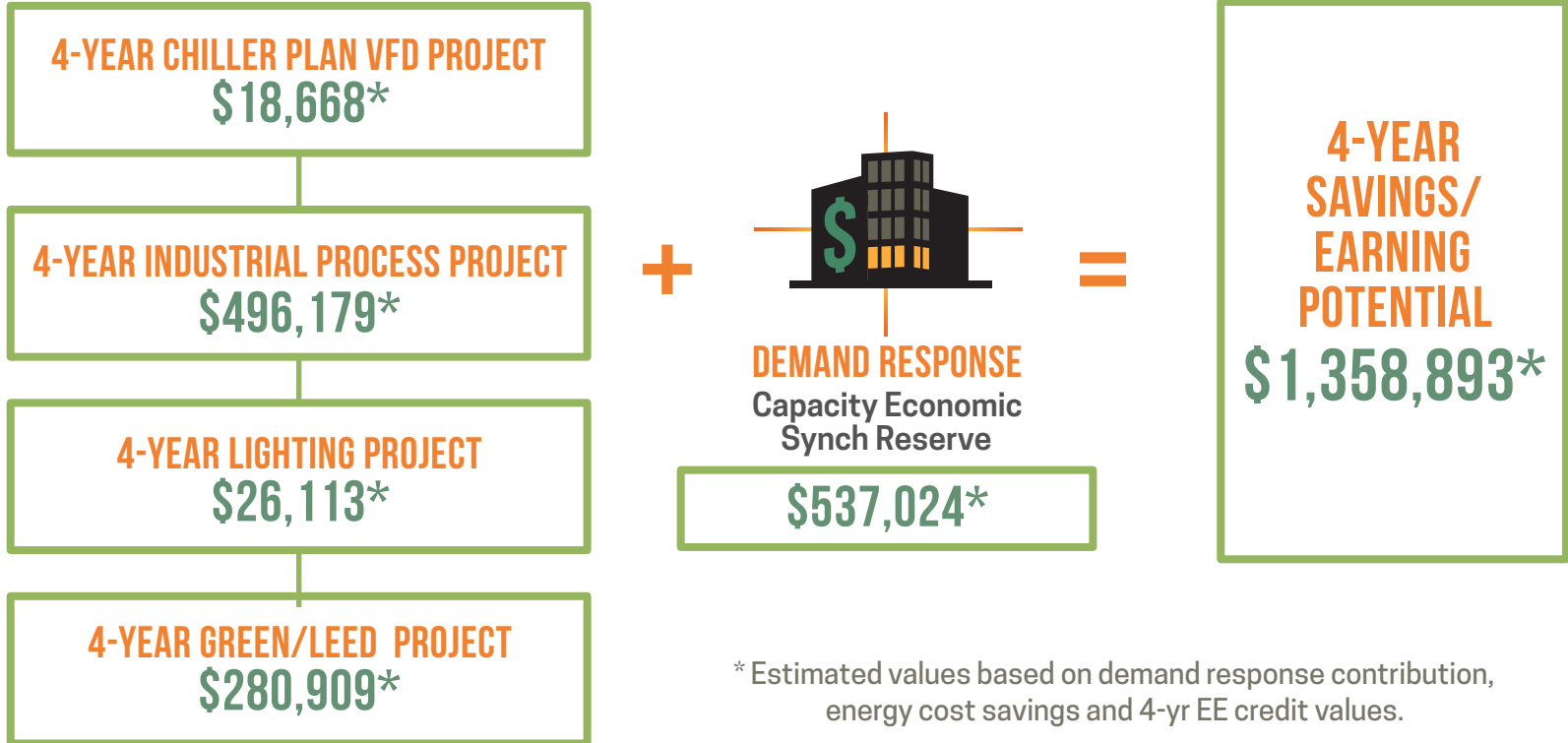
HOW MUCH WILL MY PROJECT EARN?

SAMPLE GREEN / LEED BUILDING PROJECT							
Average Savings on Electric Bill Cost (Project Savings) X 4 Years							\$224,000
Original kW (avg) 3210 kW	EE Improved kW (avg) 2410 kW	EE Load Drop 800 kW	Year 1 kW Value (avg all zones) \$18,337	Year 2 kW Value (avg all zones) \$10,264	Year 3 kW Value (avg all zones) \$14,081	Year 4 kW Value** (avg all zones) \$14,227	Total Capacity Earnings \$56,908
4-Year Project Savings and Earnings (estimate*)							\$280,909

SAMPLE INDUSTRIAL PROCESS PROJECT							
Average Savings on Electric Bill Cost (Project Savings) X 4 Years							\$366,000
Original kW (avg) 5050 kW	EE Improved kW (avg) 3220 kW	EE Load Drop 1830 kW	Year 1 kW Value (avg all zones) \$41,946	Year 2 kW Value (avg all zones) \$23,478	Year 3 kW Value (avg all zones) \$32,210	Year 4 kW Value** (avg all zones) \$32,545	Total Capacity Earnings \$130,179
4-Year Project Savings and Earnings (estimate*)							\$496,179

DEMAND RESPONSE FACTOR

ENERGY EFFICIENCY AND DEMAND RESPONSE



* Estimated values based on demand response contribution, energy cost savings and 4-yr EE credit values.

ENERGY EFFICIENCY QUALIFYING PROJECTS

Qualifying projects include:

- Lighting
- Refrigeration
- HVAC
- Motors
- Variable-Frequency Drives (VFDs)
- Compressed Air
- Industrial Process Improvements
- Weatherization/Building Envelope
- LEED/Green Building
- New construction projects exceeding industry standards

Non-Qualifying projects include:

- Non-permanent Loads Reduction
- Load-shifting
- Behavioral Changes
- Programmable Thermostats
- Dispatchable Resources
- Generators (Gas, Solar, Wind)
- Fuel-switching

ENERGY EFFICIENCY

Program Parameters and Requirements

Minimum Size	100 kW aggregated
Lead time	No events or dispatches, only measured and verified permanent load reduction during PJM's performance hours
Compensation	\$/kW rates based on zone and enrollment years
Compliance Period	Project must be able to be measured to show demand reduction between the hours of 2pm – 6 pm, June – August excluding weekends and NERC holidays. Starting in June 2020 enrollments, projects will also require permanent load reductions during Jan – Feb, 7am – 9am and 6pm – 8pm
Enrollment Deadline	15 business days prior to June 1st , typically around May 10th
Measurement and Verification	Verification of average permanent load reduction during PJM peak

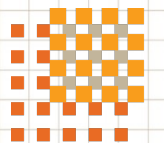
ENERGY EFFICIENCY

Project Eligibility

Assuming your project has been offered into PJM's Regional Pricing Model (RPM) within the first year following completion, the project qualifies for the next four enrollment periods per the outlined chart below:

Installation Period	Fully Installed June 1 of:	Remaining Eligible Delivery Years <i>*Remaining eligible years bolded in orange</i>
June 2014 - May 2015	2015	2015/16, 2016/17, 2017/18, 2018/19
June 2015 - May 2016	2016	2016/17, 2017/18, 2018/19, 2019/20
June 2016 - May 2017	2017	2017/18, 2018/19, 2019/20, 2020/21
	Beyond	Next four (4) program years

Energy is forever in motion.
At CPower, we never stop moving in our pursuit to help your organization optimize
its demand-side energy management.



CPower

To get started offsetting your energy spend with the
PJM Energy Efficiency Program
Call 844-276-9371 to speak with a CPower team member
and schedule a no-obligation earnings assessment for your organization
or visit us online at CPowerEnergyManagement.com/pjm-energy-efficiency/

