Behavior Change is an Energy Efficiency Resource

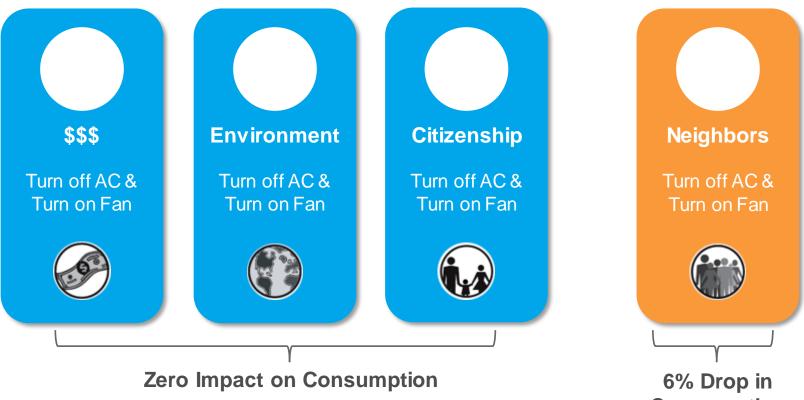


Why we founded OPOWER?

- Does this electricity bill tell you how you're doing, and what you should do about it?
- Energy data is boring and confusing
- We wanted to engage the 300 million Americans who are in the dark about their energy use

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At Our Core: Applied Behavioral Science



Consumption



OPOWER Company Overview

OPOWER Platform

Advanced Customer Engagement (ACE)



Focused Team

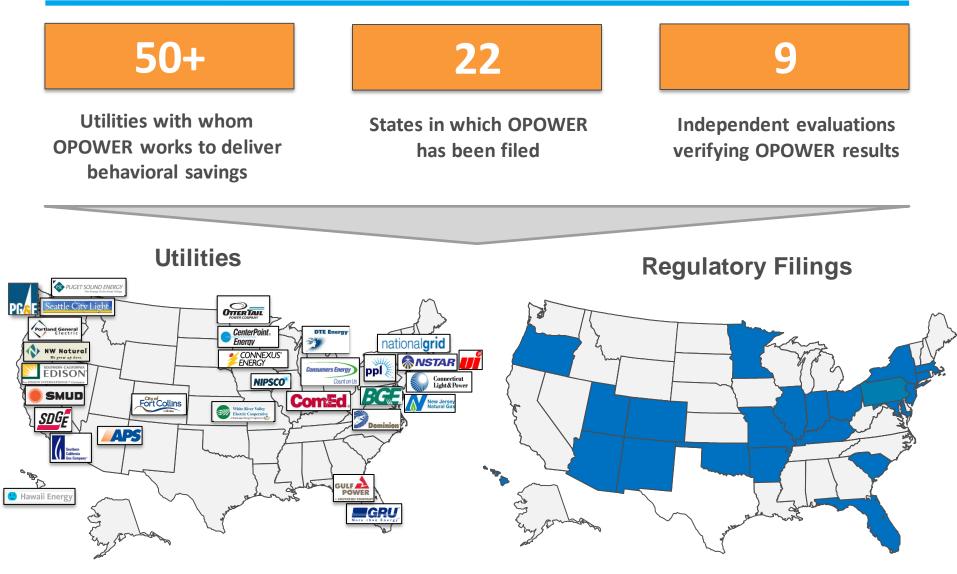
- 200 employees
- \$20 million in R&D
- · Backed by leading investors

Industry-Leading Results

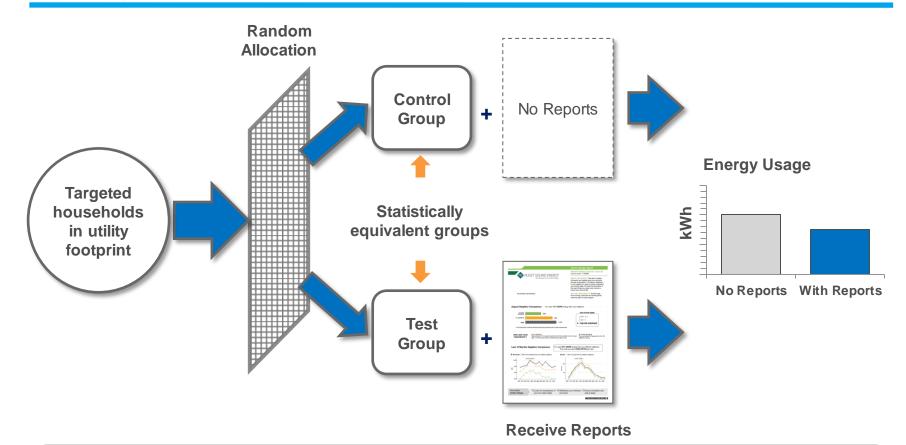
- 85% customer engagement
- 1.5% 3.5% demand reduction
- 380+ GWh savings to date
- 1 Terawatt Hour of energy savings by end of 2012.



Broad Third-Party Approval of OPOWER Behavioral Efficiency Programs



Clearly Defined Measurement & Verification Approach



Large-Scale Data Analysis

- Follows experimental design blueprint
- Follows NAPEE guidelines

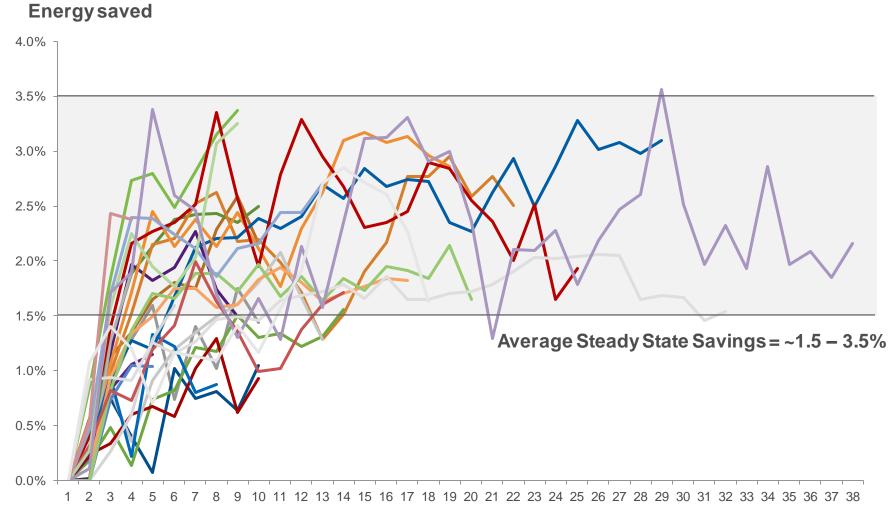
· Clearly isolates impact of reports

• Endorsed by ACEEE

Used in PUC filings in several states

OP WER

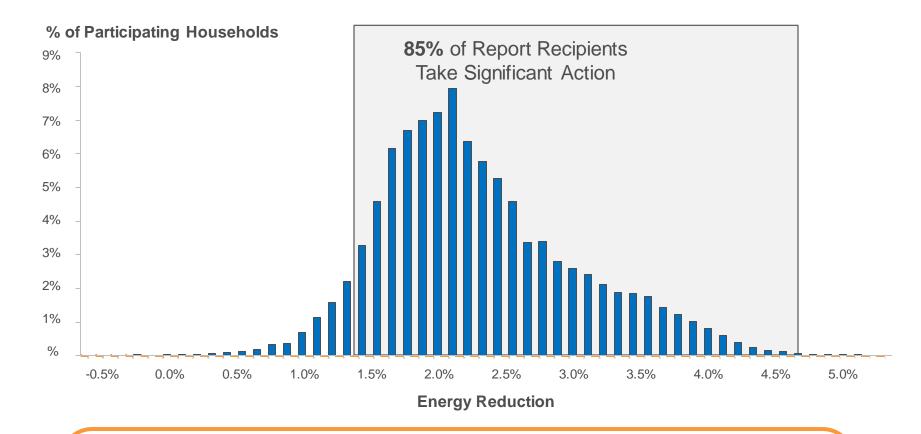
Results Predictable, Consistent and Sustained Across All Geographies and Fuels



Months since program start



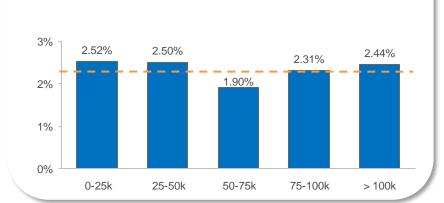
High Level of Customer Engagement



Customers making small changes, leading to energy and bill savings

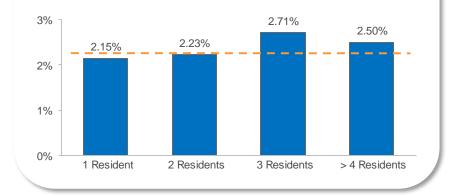
OP WER

Impact Across All Segments

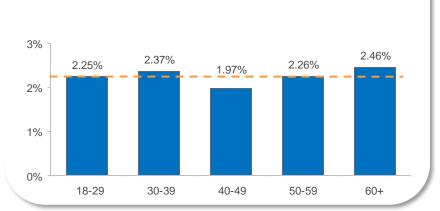


Energy Savings by # of Residents

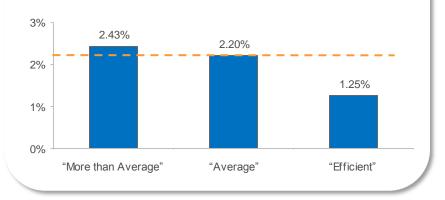
Energy Savings by Income



Energy Savings by Age



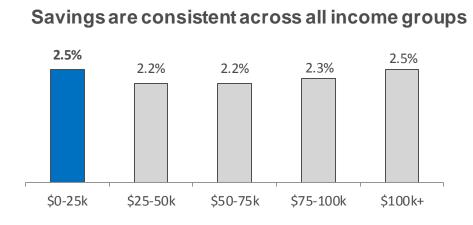
Energy Savings by Household Efficiency



Impact Variance Very Low Across Demographic Groups and Energy Profiles

OP WER

OPOWER's Impact is Particularly Significant for Low Income Households



- Behavioral science applies across all income segments
- Low income reports include no-cost or lowcost efficiency tips
- Reports lead to increased participation in assistance programs

Reduction in energy burden (as % of total income) 2x reduction in energy burden **Other Households** Low Income **Households**

NOTE: "Low Income" data is an average of households with income from \$30-40K across 5 utilities. "Other Households" data is an average of all other income groups. Energy burden is defined as percent of income spent on energy.



For additional information regarding Opower and our Energy Efficiency or Smart Grid solutions please contact:

Jeff Lyng Director, Market Development Jeff.Lyng@opower.com 415.848.4729 office 303.818.2302 cell

