

TENDRIL®

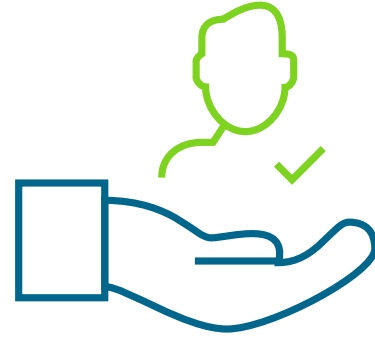


How We Think About Customer Engagement

Tendril, Inc.

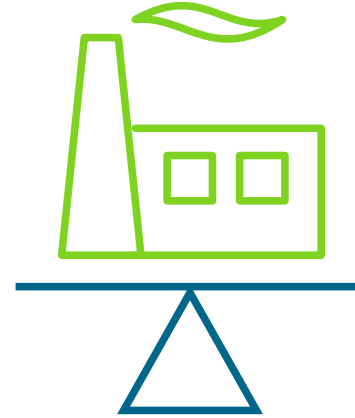
MAY, 2017 | TENDRIL, INC. | PRIVATE & CONFIDENTIAL

Tendril's strategy is anchored to three trends changing the face of the energy industry



1

Value flows to whoever owns the customer relationship



2

The traditional utility business model is under duress



3

As commodity sales shrink utilities need to find new sources of revenue



Tendril helps utilities seize opportunity in a changing market

OWN THE CUSTOMER

Next Gen Engagement

Use energy intelligence to position the utility at the center of the consumer experience with a focus on comfort and cost



DISRUPT YOUR OWN BUSINESS MODEL

Home Energy Management

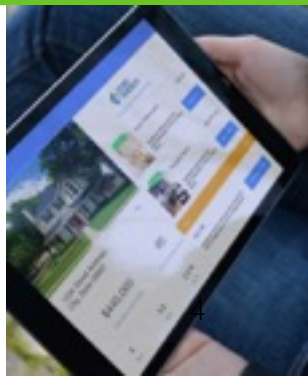
Leverage connected homes to fundamentally change the supply-demand construct with significant economic benefits for both the utility and the consumer



CREATE NEW REVENUE STREAMS

Ecosystem

Evolve from targeted cross- and up-sell to a partnership ecosystem that creates new and relevant contact moments to drive growth





“Mobile is not the future, it is the now. Meet your customers in the environment of their choice, not where it's convenient for you.”

- Cyndie Shaffstall, Spider Trainers

All Digital Growth Now Comes From Mobile Usage

Users spend 90% of their time in apps compared to the mobile Web

More than 3 billion people worldwide now use the internet, and 80 percent of them access it from smartphones

Average number of smartphone apps used monthly by U.S. users in 2016 – 24.9

The majority of growth in digital media time is now being generated by the use of mobile devices, with desktop computers increasingly becoming a secondary device


Of the 1.8 hours average users spend online on their smartphones each day, mobile apps account for 89 percent of this time

Average number of smartphone apps used daily by U.S. users in 2016 – 7.6



Customer Expectations Are Changing

Utility customers expect a unified, personalized, mobile experience – on par with the best experiences provided by other service providers (banks, airlines, retailers)

A photograph of a young man and woman sitting together, looking at a smartphone. The woman is smiling and pointing at the screen, while the man looks on with a slight smile. They are in a casual setting, possibly a living room, with a bowl of fruit visible in the background.

“Why are there different sites for energy tips and bill pay? I can’t remember which site to visit.”

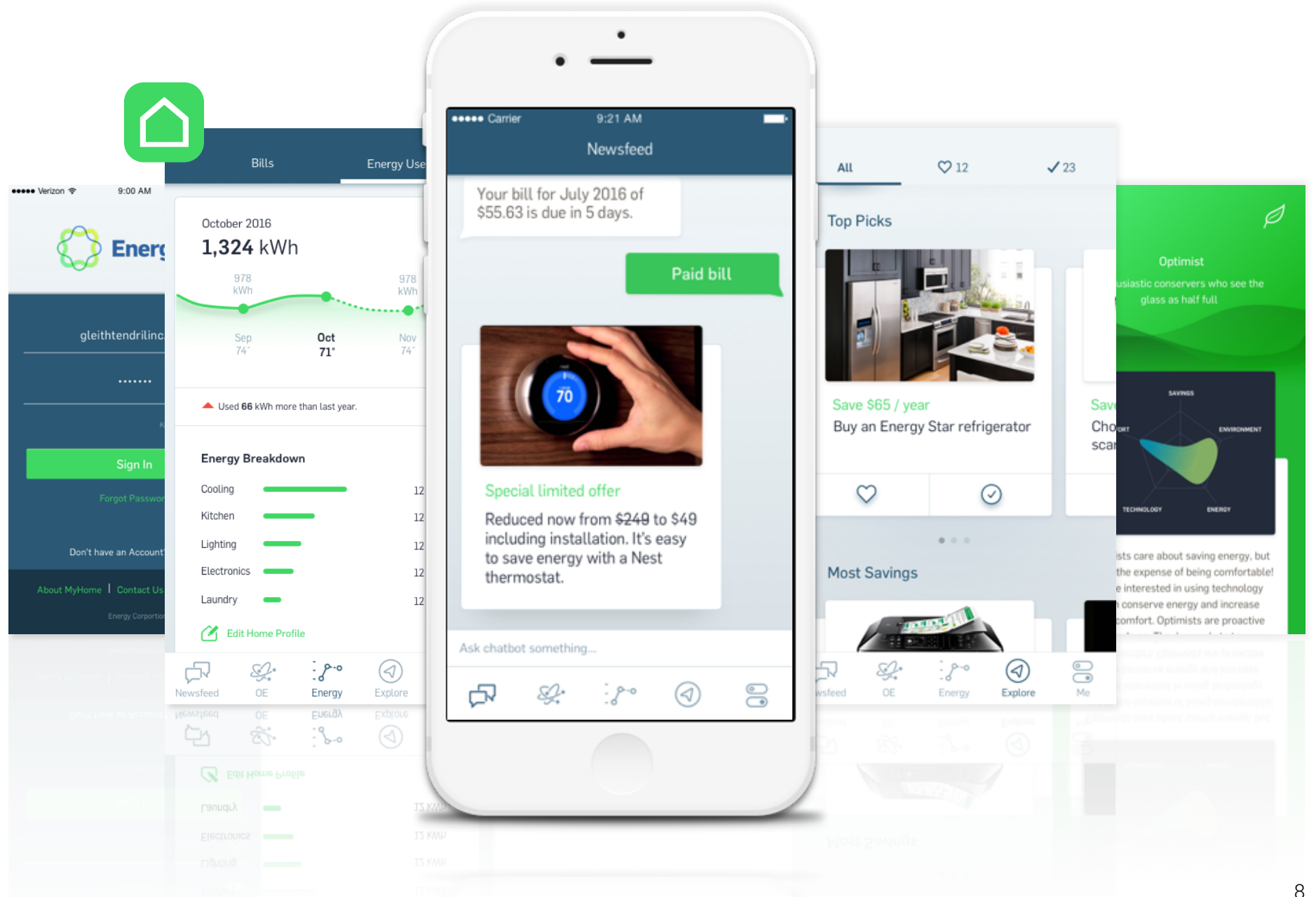
“Why do I get my bill in the mail, outage alerts by SMS, and high bill alerts via email? Why can’t I see it all in one place?”

“My bank has an app which makes banking easier; why not my utility?”



MyHome

Enables utilities to deliver a unified, personalized, digital customer experience by integrating all home energy communications, combined with comfort and cost control, into one native mobile app



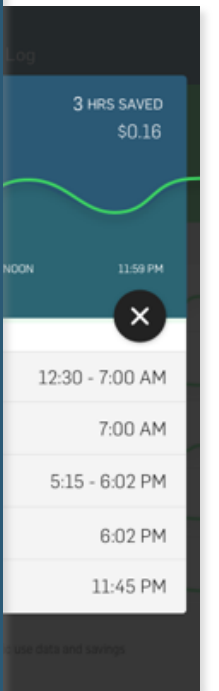
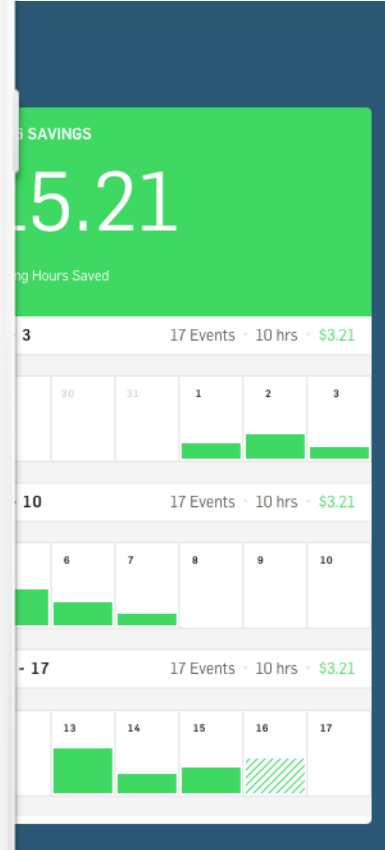
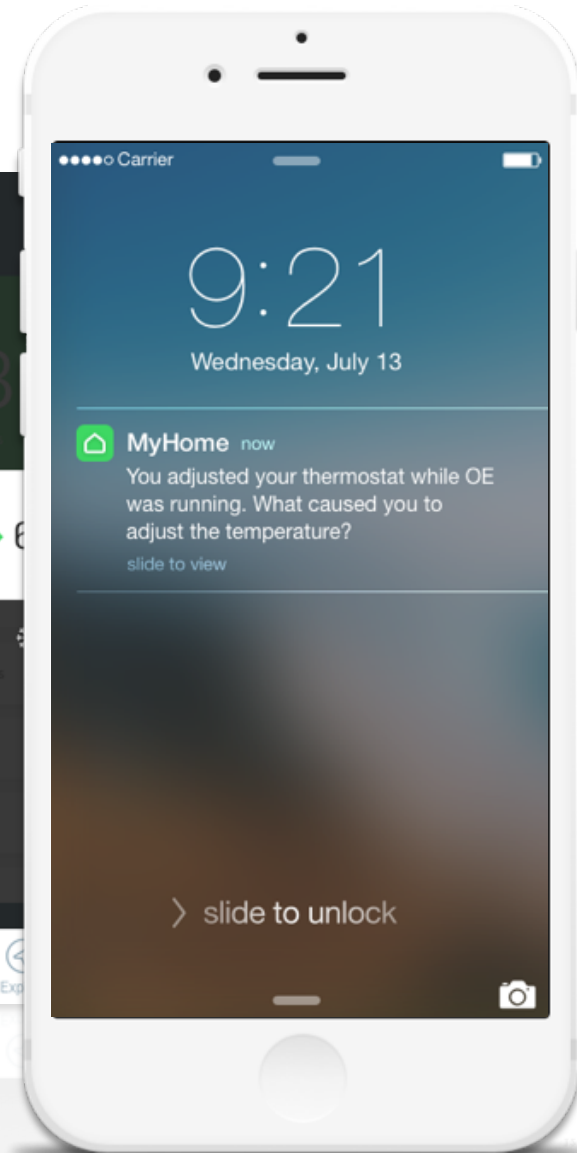
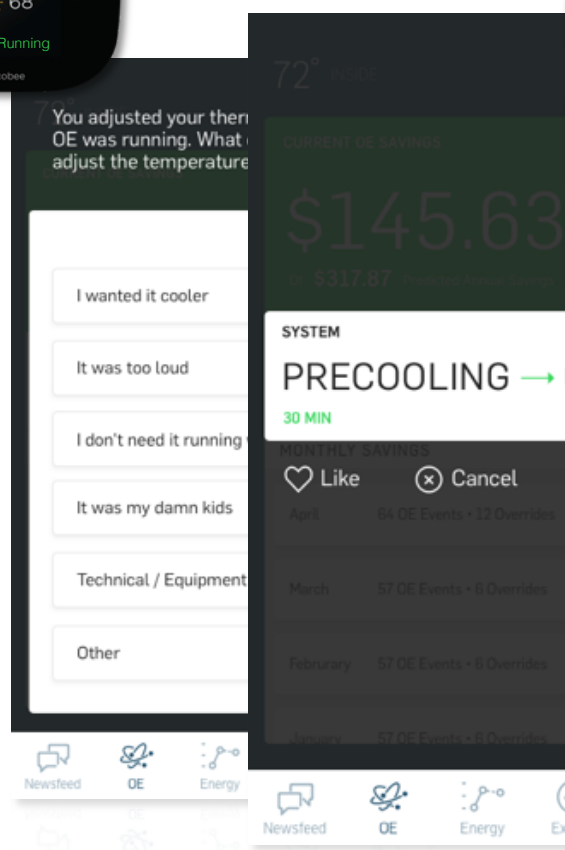
Ok – now that you’ve engaged users by meeting them where they already are, what are you going to do with this newfound trust?

Controlling One Half of a Complex Equation



Orchestrated Energy

- Continuous demand management – all day, every day
- Not event-based
- Shifts load out of the peak period with no adverse customer effect
- Creates a 20% EE effect
- Balances utility needs with customer experience



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