

NRG Home - Solar

Kelcy Pegler | President Home Solar





NRG Home Solar: Why?

Huge market
and opportunity

Vertical
integration is the
winning model

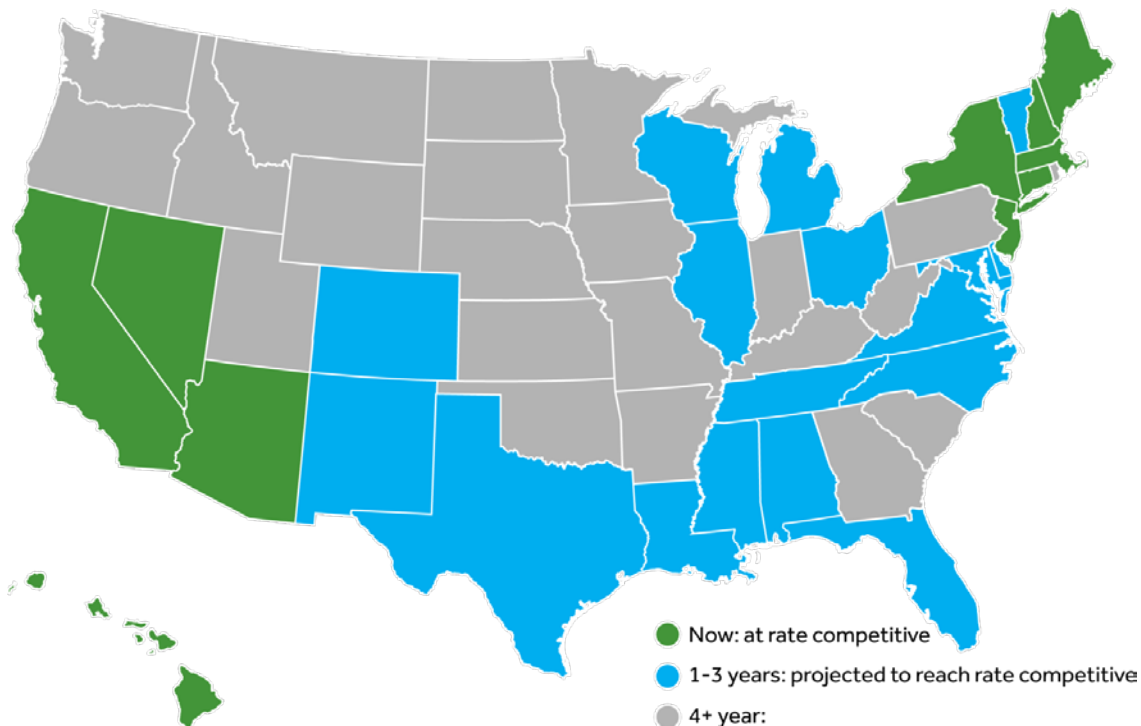
Position within
NRG provides a
differentiating factor for
long term value creation

CHANGING THE WAY WE BUY ELECTRICITY

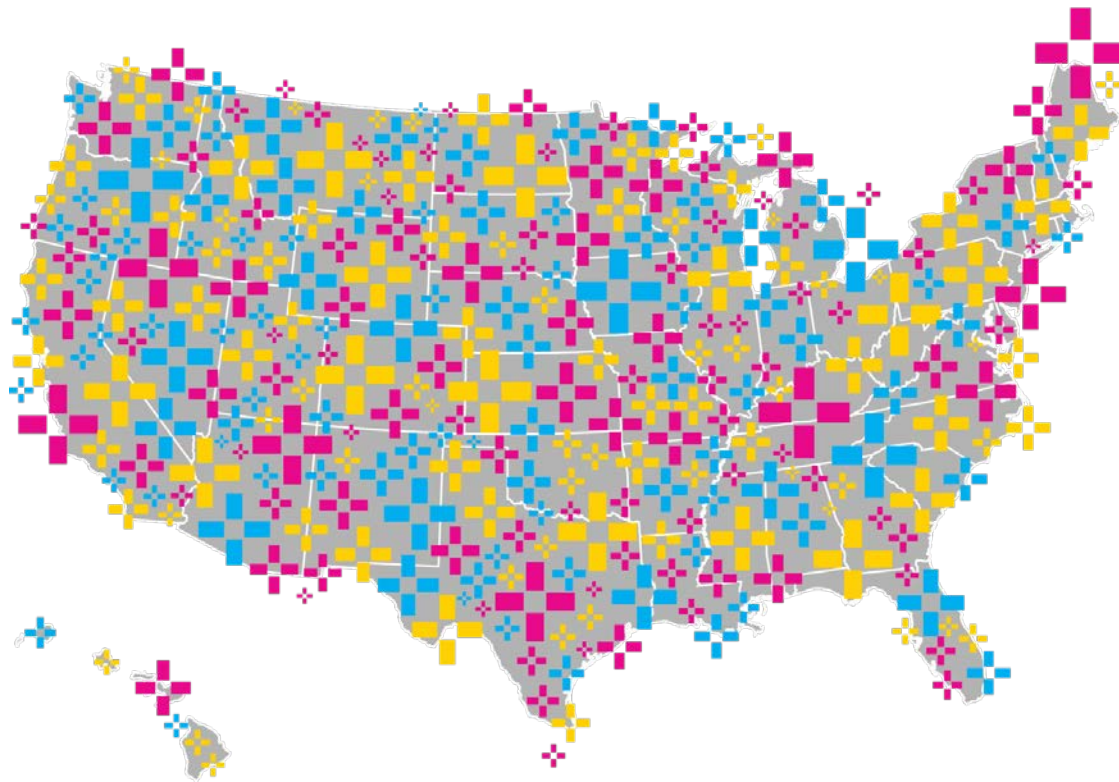




Massive Addressable U.S. Market

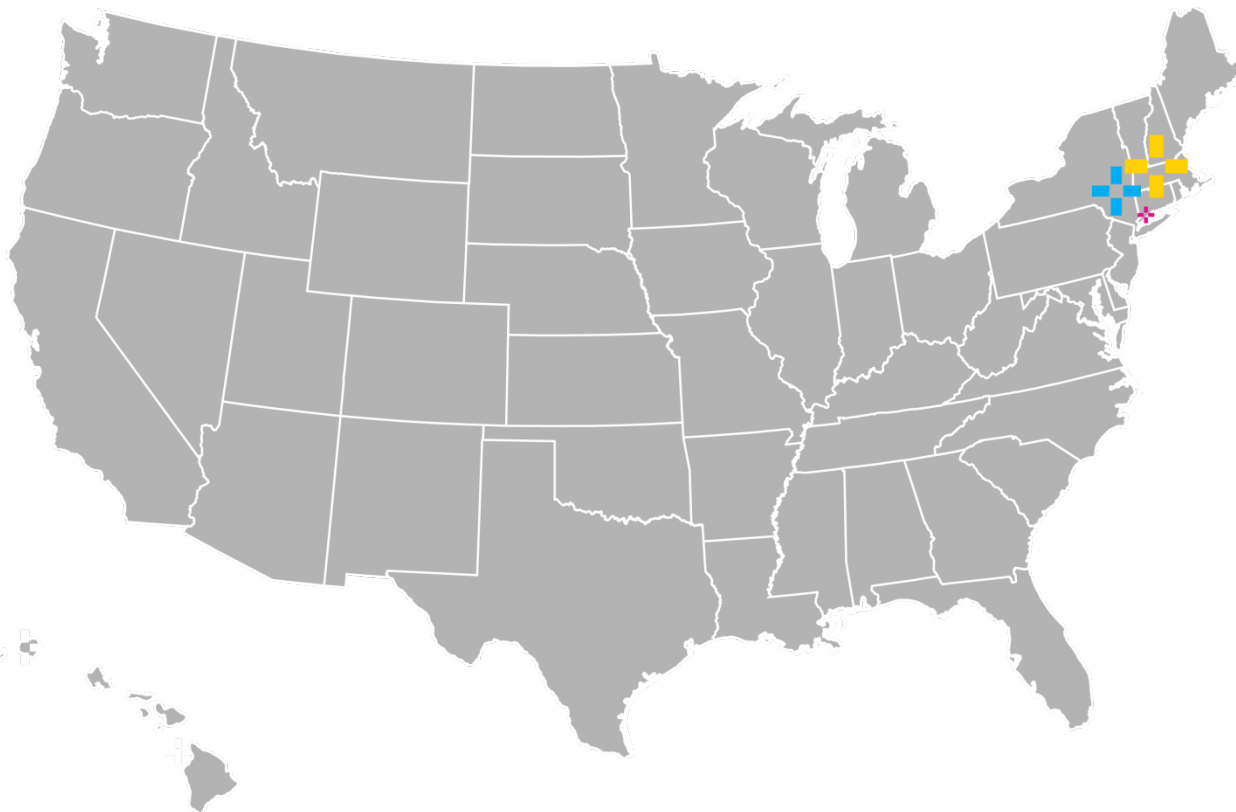


35MM+ Potential Solar Homes in Targeted States

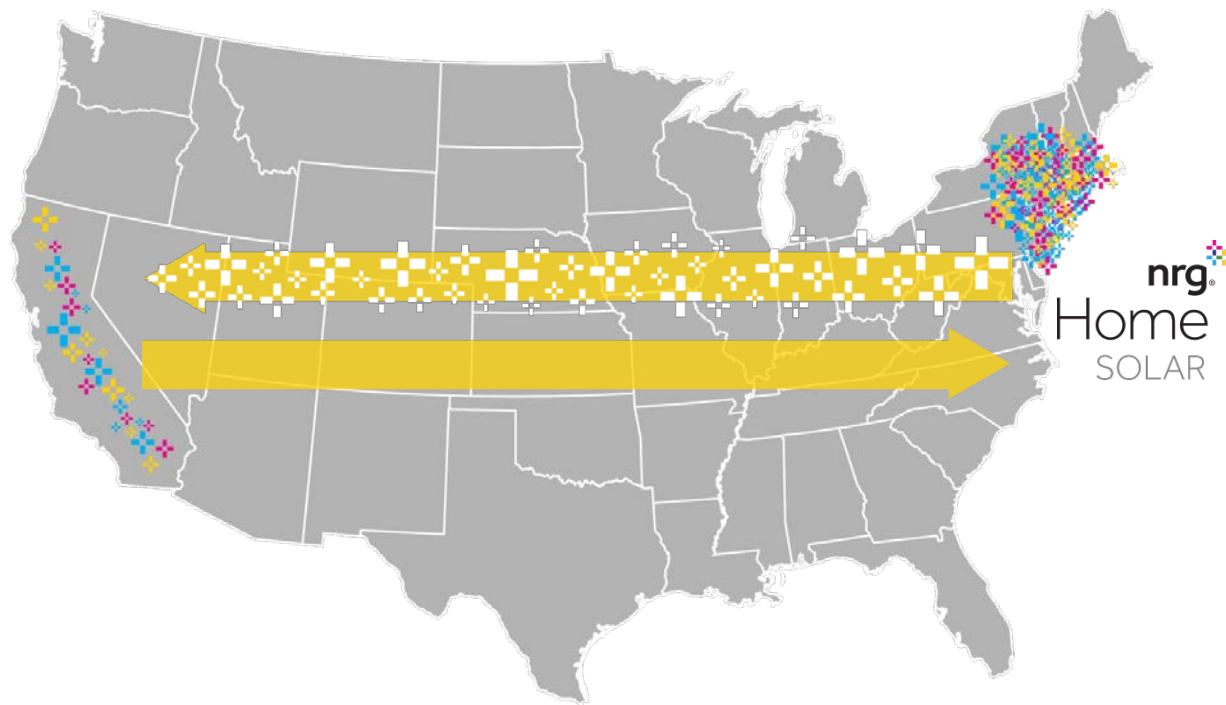




1% Penetrated to Date



Nascent Industry Delivering Significant Value Already



Huge un-penetrated market opportunity



Business Model



Customer Acquisition: Market Segments



Baby Boomers



Kitchen table and face-to-face sales

Millennials



Web-based and telemarketing sales

Differentiated approach to serve all segments

Customer Acquisition: Marketing Channels



FACE TO FACE

Diversified marketing channels to reach multiple segments
and propel large scale customer acquisitions

Customer Acquisition: Marketing Channels



DIGITAL/TELE SALES

Diversified marketing channels to reach multiple segments
and propel large scale customer acquisitions

Customer Acquisition: Marketing Channels

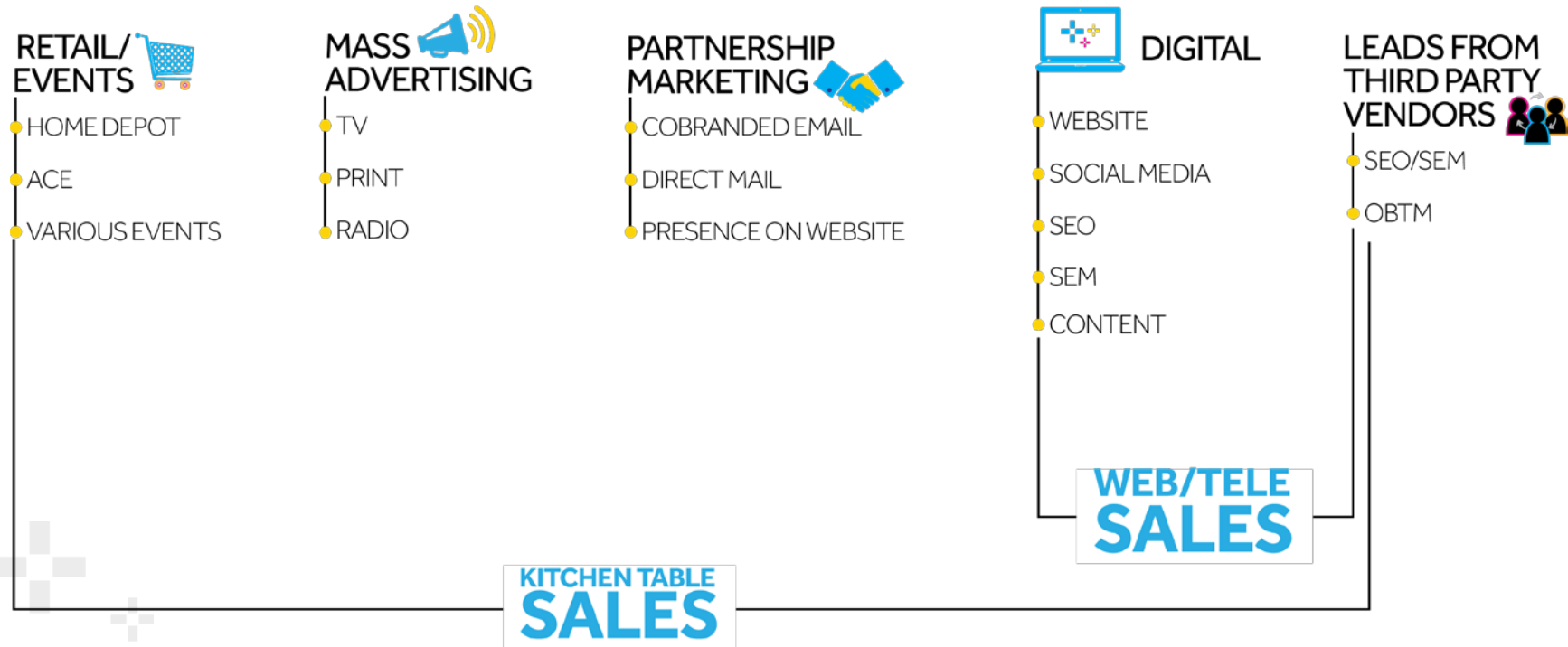


MARKETING PARTNERSHIPS

Diversified marketing channels to reach multiple segments
and propel large scale customer acquisitions



DIVERSIFIED
CUSTOMER ACQUISITION

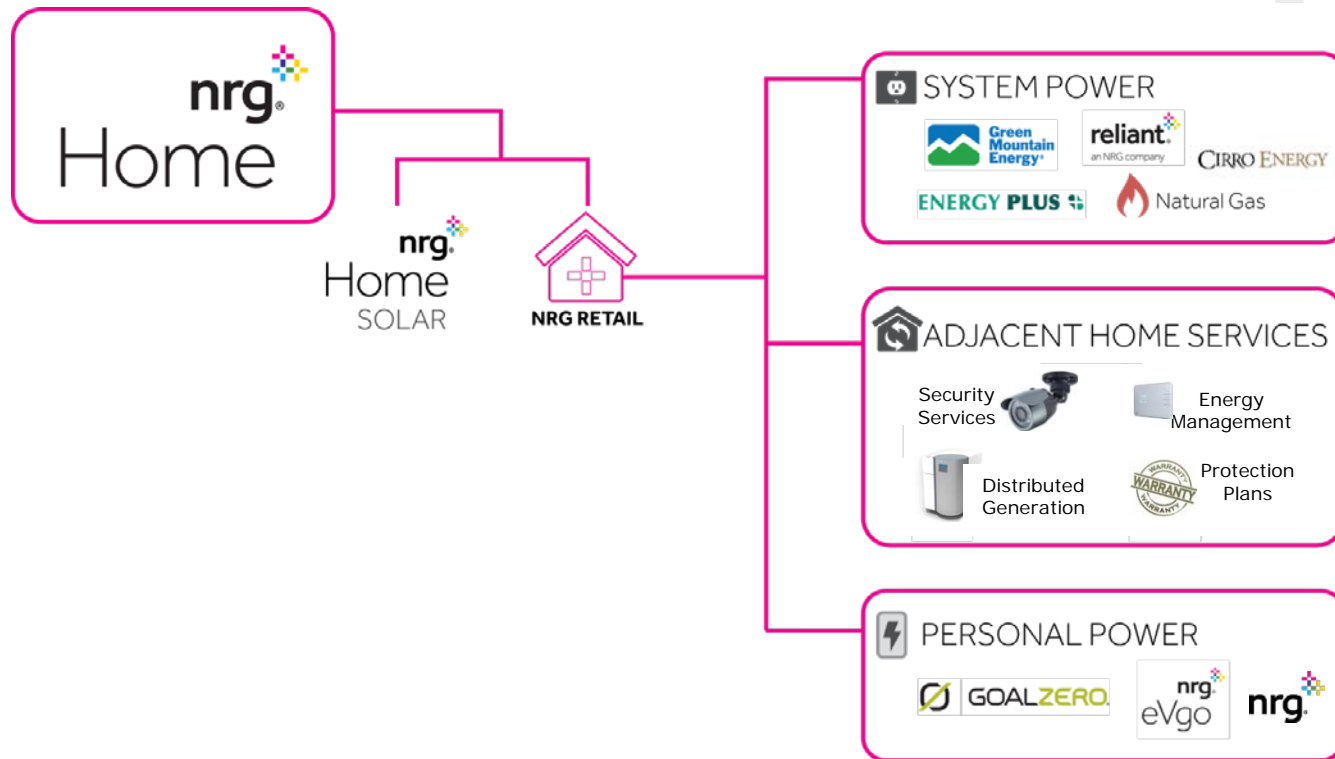




CUSTOMER **ACQUISITION**



Cross-Marketing NRG Home





INSTALLATION



Installation



"NFL Quality" on your roof or on your stadium



Installation

Operational excellence drives quality and scale efficiencies



Partnered with best-in-class installers to augment NRG Home Solar team



CONTRACT **MANAGEMENT**



Finance & Contract Management



Infrastructure to support the growth of a dynamic business,
while continuing to meet the need for accurate reporting

NRG provides Fortune 250 capabilities, innovation (e.g., NYLD), and the highest standards



CUSTOMER
EXPERIENCE

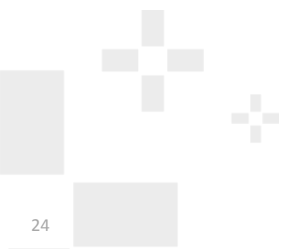


Customer Experience





Customer Experience





Project Tracker

The screenshot displays the nrg Home SOLAR Project Tracker web application. At the top, a navigation bar includes the nrg logo, links for MY NRG, FRIENDS, INFO HUB, and TESTIMONIALS, along with a user profile section showing 'PROFILE', 'LOG OUT', and a flag icon. A search icon is also present. Below the navigation bar, a progress bar shows seven steps: 1. Welcome call, 2. Home visit, 3. Design review (current step), 4. Permitting, 5. Panel delivery, 6. Installation, and 7. Interconnection. The main content area is divided into two columns. The left column features a 'Next: Review your system design' section with a text block explaining the upcoming meeting with Solar Advisor Brie Emerson on Wednesday, July 12th, 2015, and a 'Previously: Home visit' section marked as 'Completed' with a green checkmark, detailing the visit by Frank Abernathy. The right column shows an aerial view of a house with solar panels and a 'Show your design to your friends' button with a Facebook icon. Below the main content, a yellow banner displays a user profile for Brie Emerson. At the bottom, a dark blue banner shows a user's progress: 'HI, AARON YOU HAVE EARNED 0 SOLAR POINTS' and a 'MY SYSTEM' dropdown menu. The bottom-most section contains the text 'IN HERE YOU'LL BE ABLE TO COLLECT POINTS' and 'EARN REWARDS, REFER FRIENDS AND LEARN MORE ABOUT SOLAR.' with left and right navigation arrows.

nrg Home SOLAR MY NRG FRIENDS INFO HUB TESTIMONIALS PROFILE LOG OUT

Welcome call Home visit **Design review** Permitting Panel delivery Installation Interconnection

Next: Review your system design

You have a meeting scheduled with your Solar Advisor, Brie Emerson on **Wednesday July 12th, 2015** [\[+\] YOUR CALENDAR](#) where you will be shown how much money you'll save, what your carbon offset will be and just how much electricity your proposed system design will produce. Brie will be there to answer your questions and help you along the way. [What kind of questions should you ask?](#)

Previously: Home visit **Completed** ✓

Frank Abernathy, a licensed solar inspector, will be at your house on Monday, July 1st, 2015 between the hours of 10:00AM and 12:00PM. Keep an eye out for a big white truck with the NRG logo! These site visits are usually very speedy and Frank's job isn't to sell you solar -- he's at your house to determine if our estimates based on satellite

Brie Emerson
Your Solar Advisor, San Francisco Office

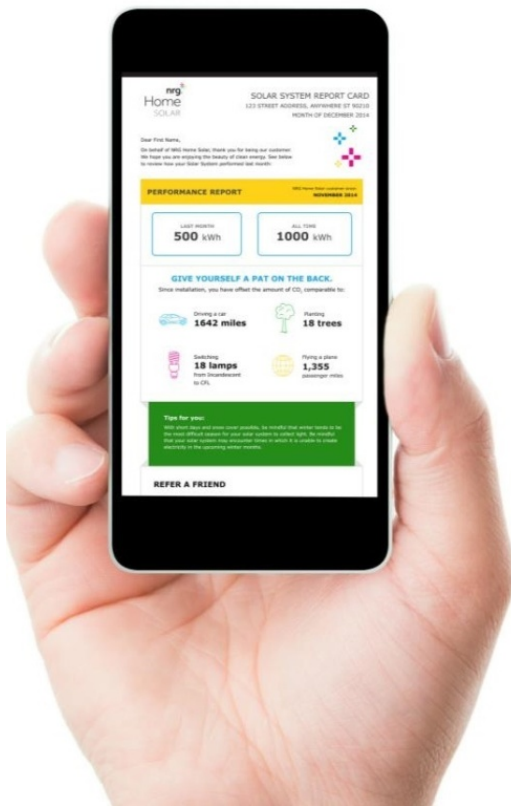
Show your design to your friends

HI, AARON YOU HAVE EARNED 0 SOLAR POINTS MY SYSTEM

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System Report Card



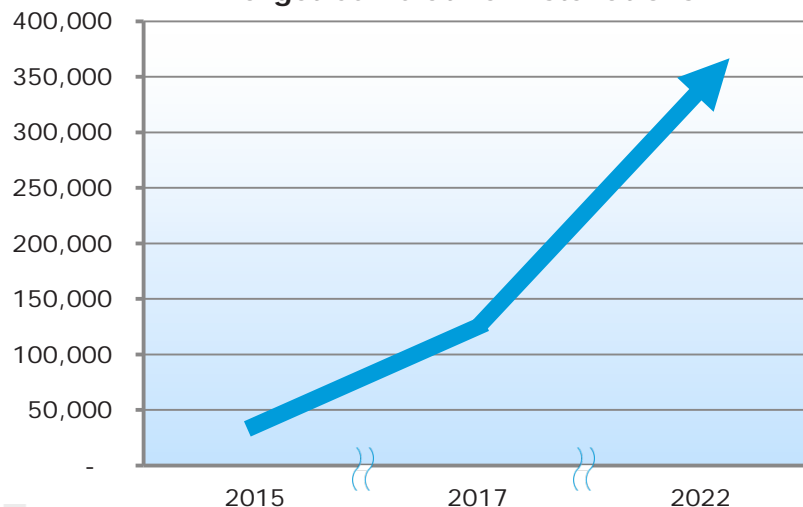
Simple user interface drives customer loyalty and referrals



Delivering Shareholder Value

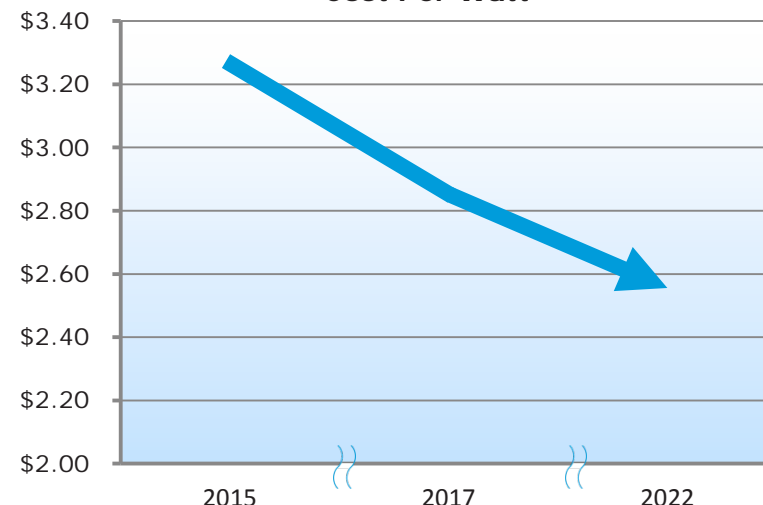
Performance and Scaled Efficiencies

Target Cumulative Installations¹



Implied MWs² ~250 ~875 >2,400

Cost Per Watt



¹ 2015 based on mid-point of guidance. 2017+ is an assumed target

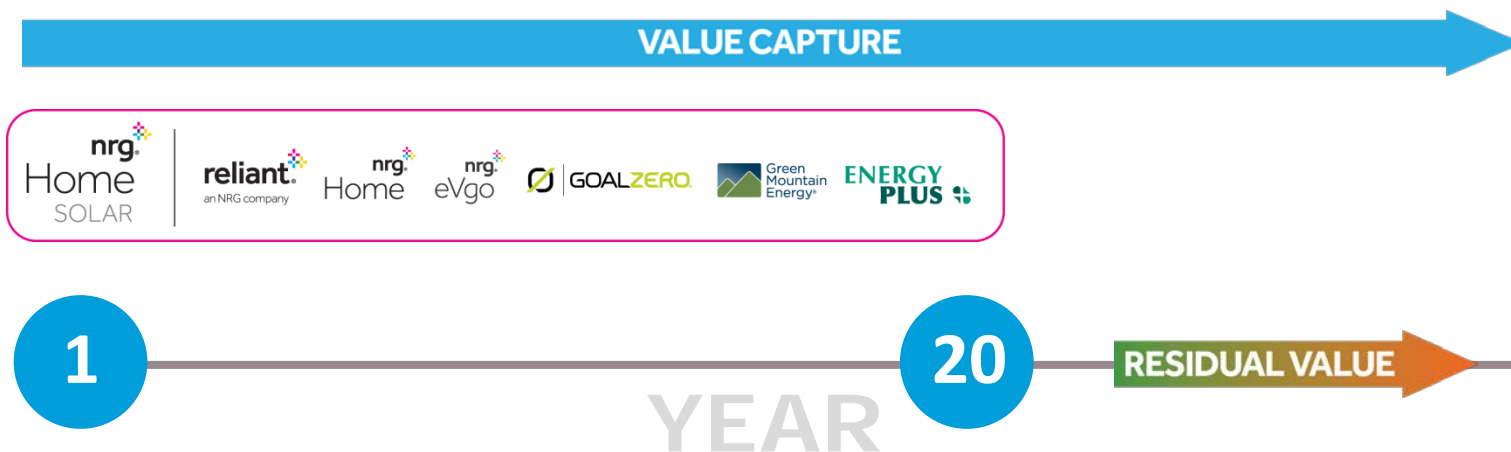
² Assumes 7 kw/installation.

Scale, value capture from cross-selling NRG Home,
and potential NRG Yield monetization significantly enhance shareholder value



Delivering Shareholder Value

Performance and Scaled Efficiencies



Scale, value capture from cross-selling NRG Home,
and potential NRG Yield monetization significantly enhance shareholder value



NRG Home Solar Advantages

Strategic Advantages



Long-term Track Record	+			✓
Network of Retail Customers	+		✓	
Online and telephonic sales excellence	+	✓		
Face-to-Face or Door-to-Door Sales	+	✓	✓	
Strong Servicing Platform (NRG Retail Ops)	+			
Affiliated industry companies (eVgo, Goal Zero)	+	✓		
Focus on Customer Experience	+	✓	✓	
Bundled and Cross Sell Products	+		✓	
Large parent company corporate and technical resources	+			✓

NRG Home Solar is the most advantaged residential solar company