

The “Afternoon” Session

David Crane

Capturing the Energy Value
Of the Empowered Consumer



Changing the Retail Conversation

Commodity



\$21/MWh

Retail Unit Margin

- Tethered
- Standardized
- Abundant

Value Proposition



\$50,000/MWh

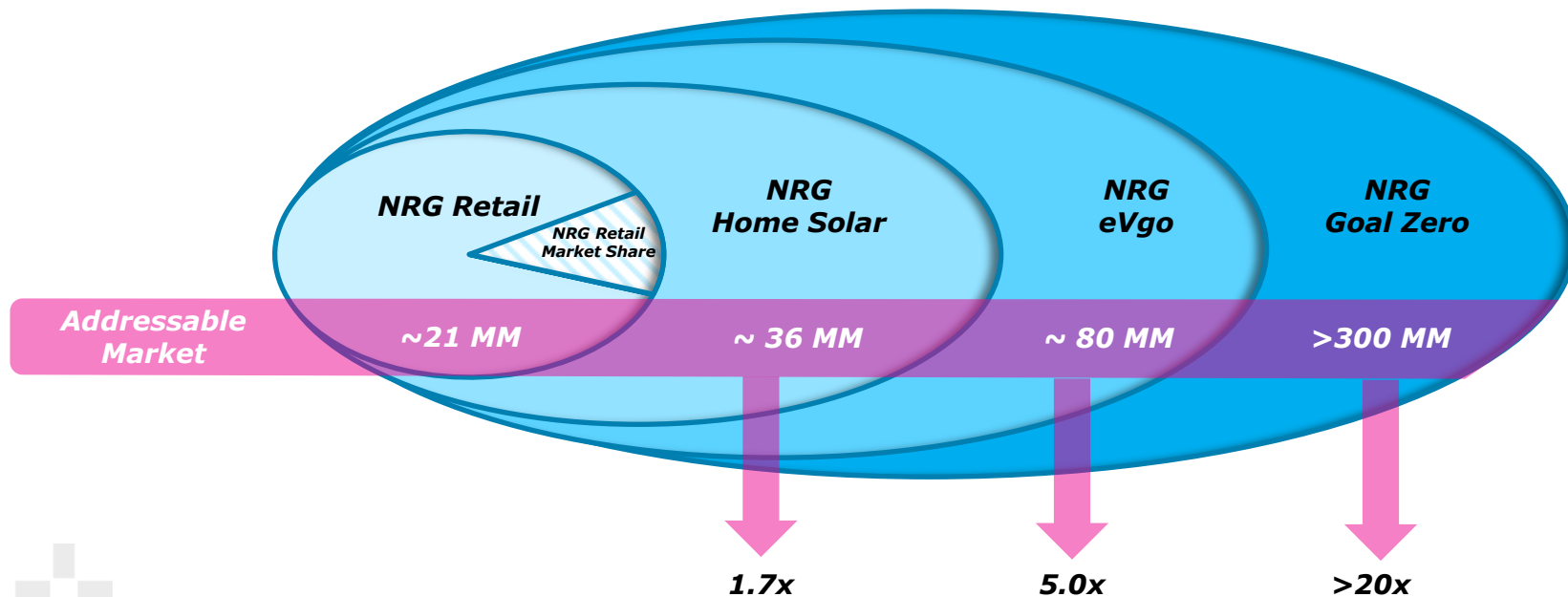
Equiv. Energy Unit Margin

- Convenient
- Personalized
- Reliable

★ Customers pay 2,500 times standard residential electricity rates ★



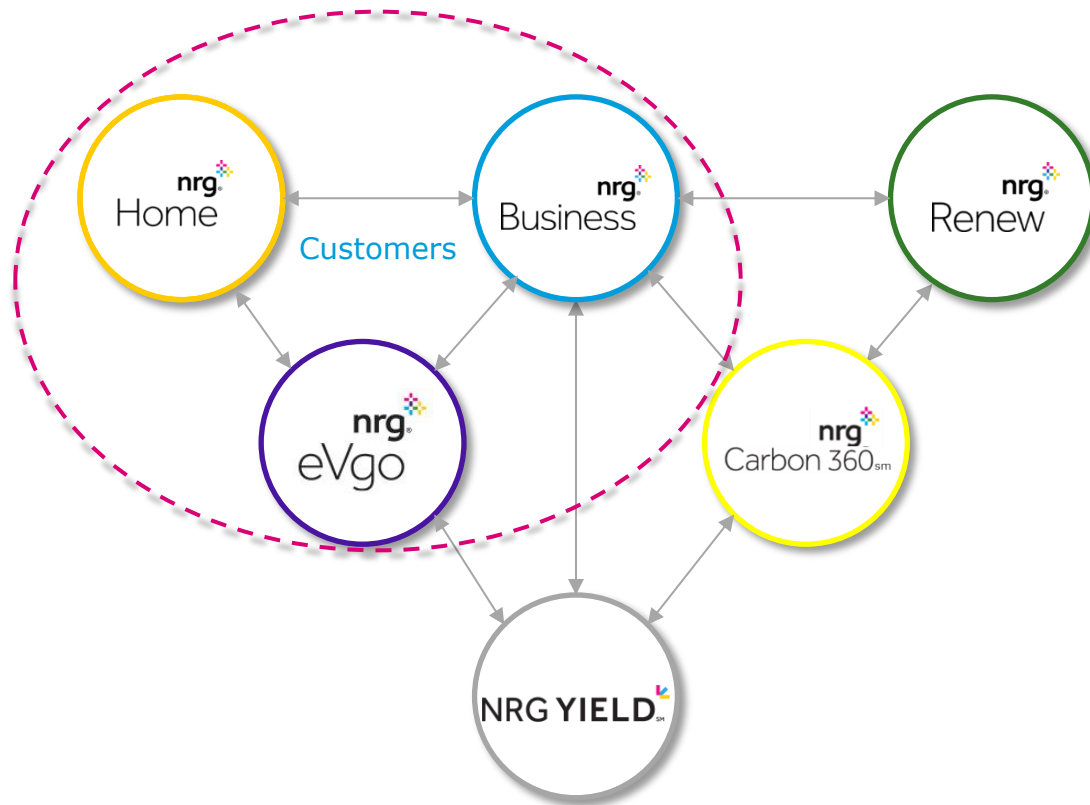
NRG's Expanding Customer Universe



★ New Energy Products + Services → Market Multiplier ★



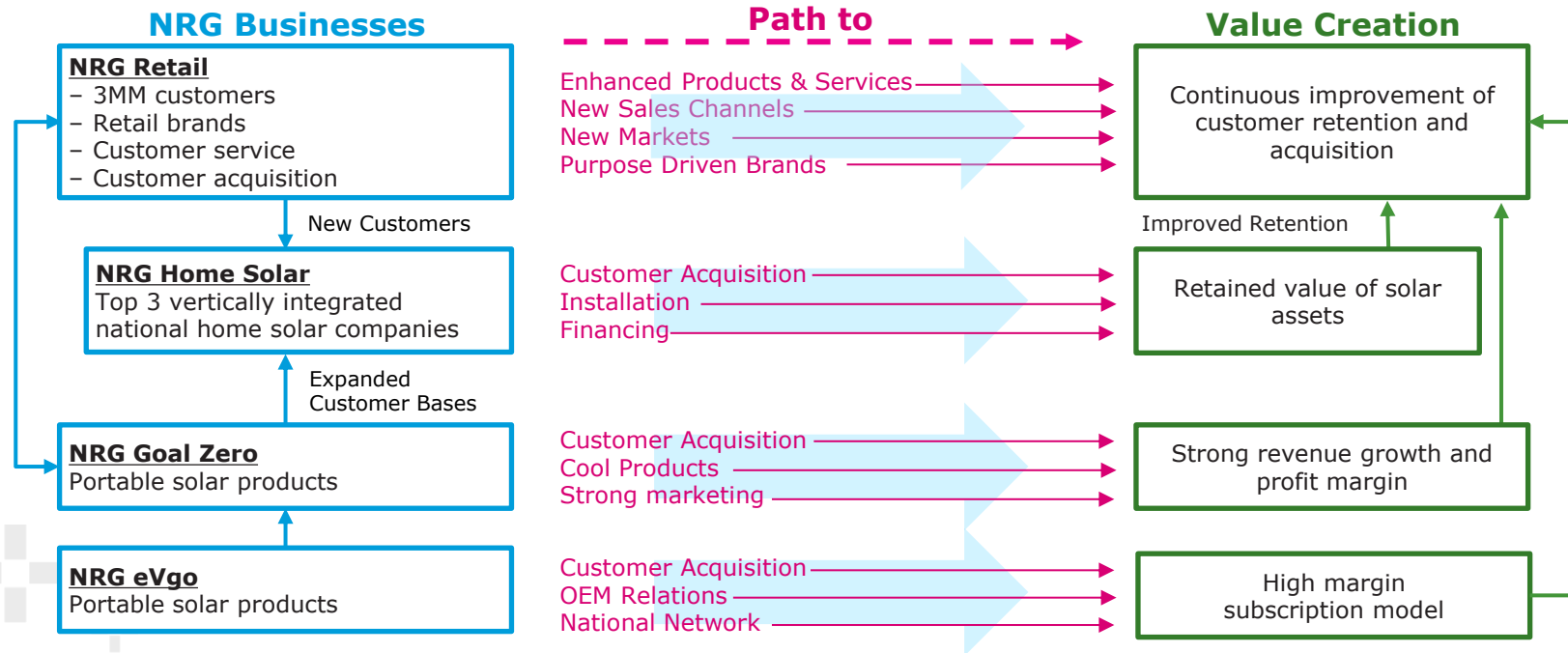
NRG Customer Triangle





NRG Home: Transformation from Conventional Retail to Chosen Partner of Energy "Prosumers"

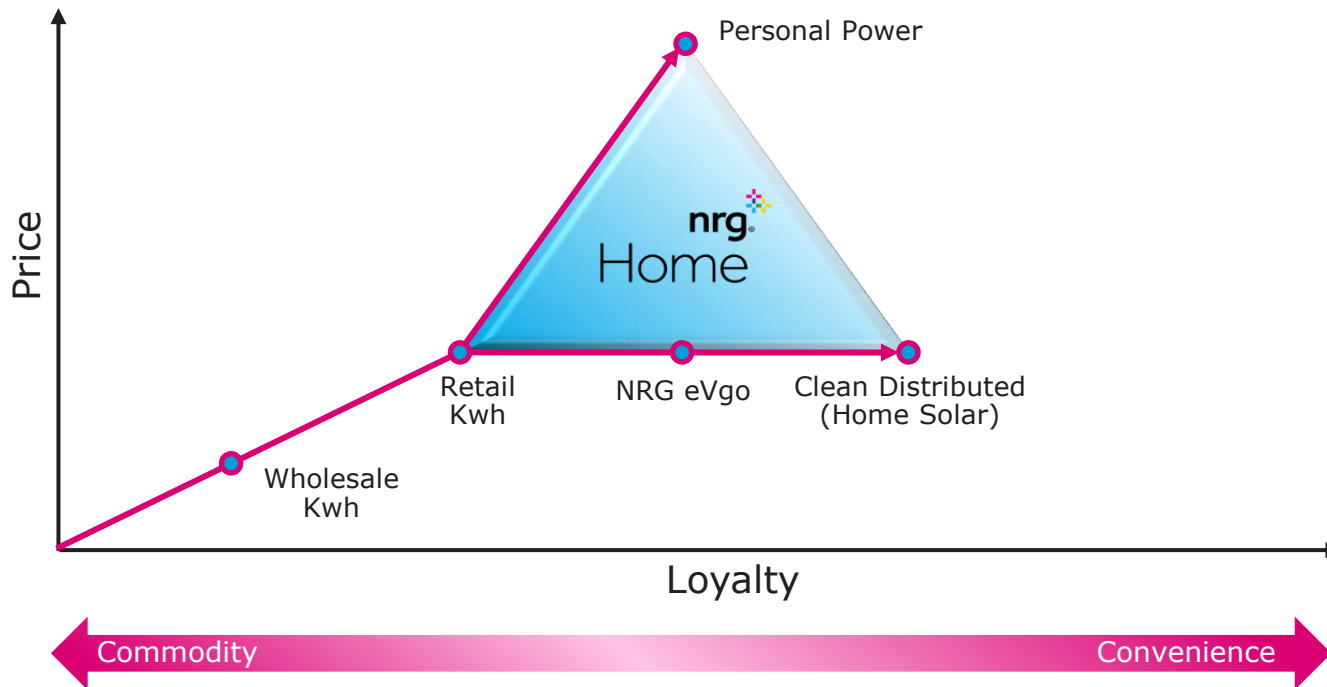
People not Meters



★ NRG Home platform reaching for all 120 MM American homes and all 308 MM Americans ★



NRG Focus on Consumer



★ The Value Triangle ★

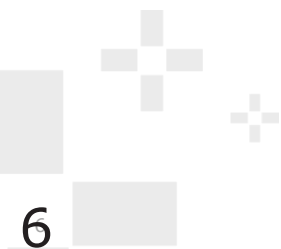


Three Numbers to Consider

6

31

111,225,999





Afternoon Agenda

1. NRG Home

S. McBee

2. NRG Home Retail

E. Killinger

3. NRG Home Solar

K. Pegler

4. NRG eVgo

A. Banskota

5. Question & Answer Session

6. Financial Update

K. Andrews

7. Question & Answer Session

8. Closing Remarks

D. Crane

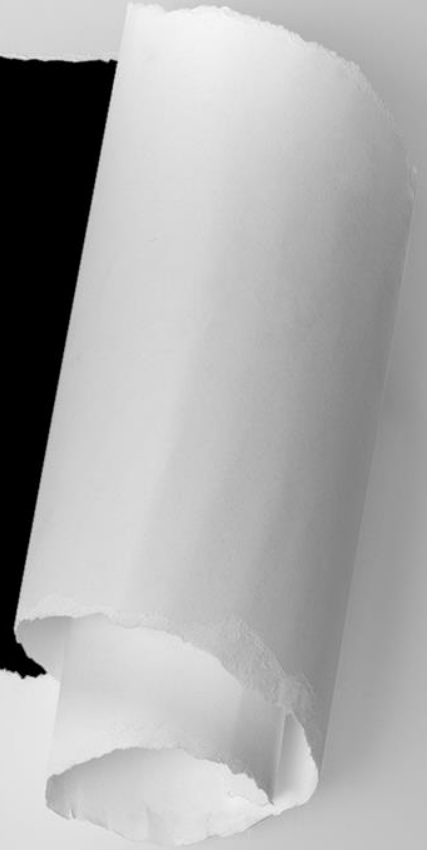
NRG Home

Steve McBee | President and CEO NRG Home





nrg[®]
Home





NRG Home: Takeaways

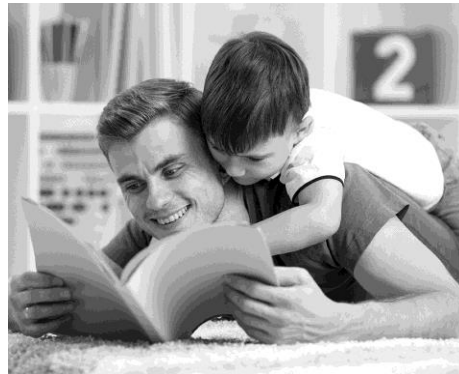
Customers
not meters

Millennials as
a transformative force
in consumer energy markets

The Future:
empowering
customers through
personal power

NRG Home is uniquely positioned to be the market leader
for clean, customized, convenient, personal power solutions

NRG Home Aspires to be the First Large Energy Company to Place **the Customer** at the Center of Everything We Do



External Forces Disrupting Peer Consumer Categories will Disrupt Consumer Energy Markets



Meta Trends Transforming Consumer Markets



Technology



Capital



Globalization



Energy





The Future

1 Power to the Consumer

2 Personal Power

3 Shared Power



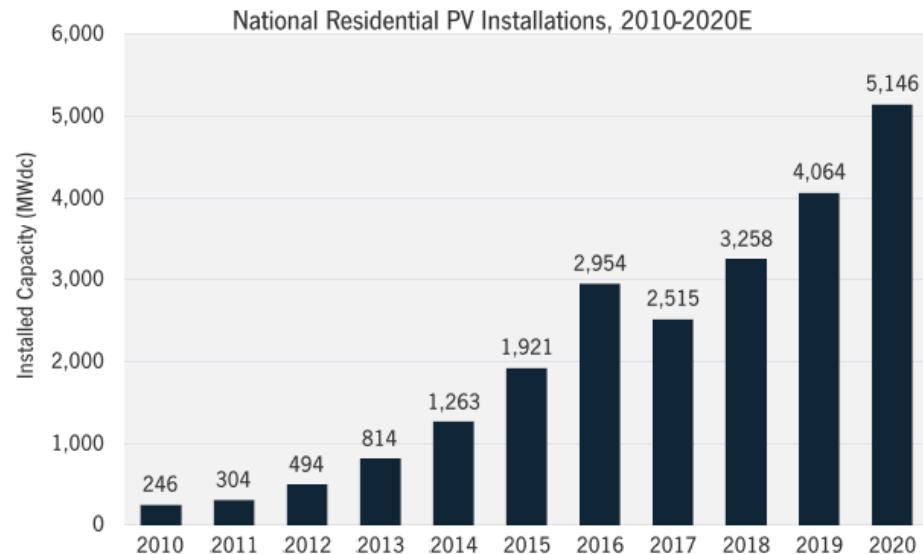


The Future has Arrived

E.ON To Focus On The New Energy World

December 4, 2014

In the last few years, however, a new world has grown up alongside it, a world **characterized above all by technological innovation and individualized customer expectations**. The increasing technological maturity and cost-efficiency and thus the **growth of renewables** constitute a key driver of this trend. More money is invested in renewables than in any other generation technology. Far from diminishing, **this trend will actually increase**.



Source: GTM Research, 2014

Millennials as a Transformative Force for Consumer Energy Markets



1. Digital and Technology Natives

77 million

Millennials in 2014, reaching 1/3 of US adult population by 2020

2. Sustainability as a Major Driver of Purchasing Decisions

91%

cite climate change and rising sea levels as serious environmental problems

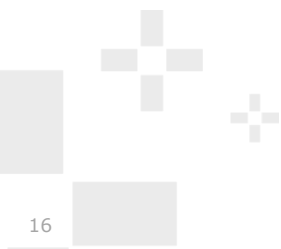
3. Influencers

\$3.4 trillion

in buying power when their spending eclipses that of Boomers in 2018

one-third

are likely to buy smart energy applications in the near term





The Power of the Platform



NRG Home Today



NRG Home Tomorrow



How We Win Today

Operationalize the Platform

Harmonize Home Businesses as an Integrated Platform While Maximizing Individual Business Performance

Establish Robust Cross Sell Systems

Reduce Cost of Acquisition
Reduce Churn; Increase Tenure
Multiple Solutions to Single Customers

Establish Common Back Office Processes

Reduce Per Customer Management Costs

Win, Retain and Expand Our Relationship with the Consumer



How We Win the Future

- + Scale the Platform
- + Grow into National Market
- + Enrich the Product Portfolio
- + Establish and Serve Nationwide Customer Base

Customers  **Per Customer Value**  **Enterprise Value**