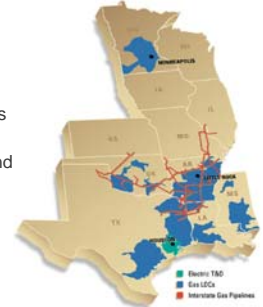


Opower

Home Energy Reporting Programs in Minnesota

Introduction to CenterPoint Energy

- Third largest publicly traded natural gas delivery company in the U.S.
- 3.2 million natural gas customers
- Nation's 3rd largest electricity and natural gas delivery company



Opower Company Overview

Advanced Customer Engagement



Focused Team

- 230 employees
- >\$20 million in R&D
- Backed by leading investors
- Offices in DC, SF, London

Unique DNA

- Applied behavioral science
- Direct marketing expertise
- Consumer software design

Industry-Leading Results

- 2-4% energy savings
- 85% customer engagement
- Increased customer satisfaction
- 690+ GWh savings

Scope of the CenterPoint/Opower Partnership

Minnesota

- » 125,000 Natural Gas EE customers
- » Launched in 2010
- » Early adopter of Opower Marketplace

Arkansas

- » 50,000 Natural Gas EE customers
- » Launched in 2011

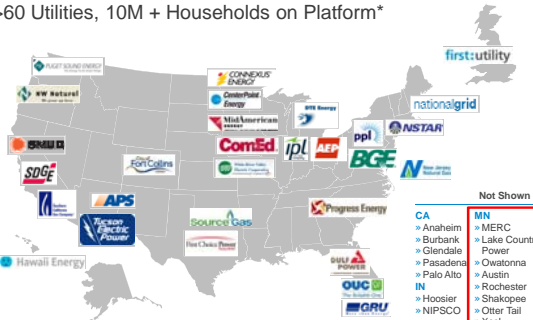
Oklahoma

- » 30,000 Natural Gas EE customers
- » Launched in 2011



Opower's Partners

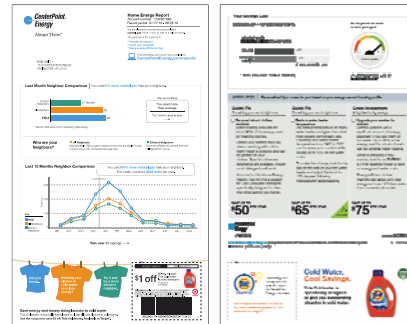
>60 Utilities, 10M + Households on Platform*



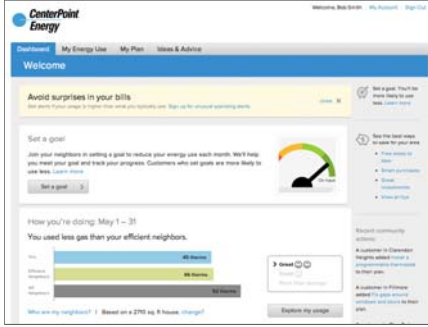
- Not Shown
- CA
 - » Anaheim
 - » Burbank
 - » Glendale
 - » Pasadena
 - » Palo Alto
 - IN
 - » Hoosier
 - » NIPSCO
 - MIN
 - » MERC
 - » Lake Country Power
 - » Owatonna
 - » Austin
 - » Rochester
 - » Shakopee
 - » Otter Tail
 - » Xcel

*Not all clients shown due to client confidentiality

Home Energy Report and Online – Key Communication Mechanisms



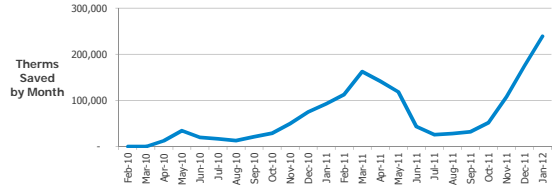
Home Energy Report and Online – Key Communication Mechanisms



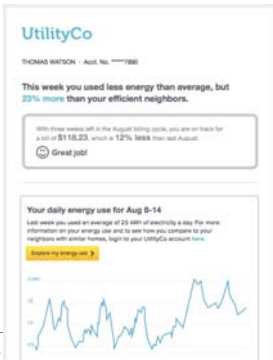
Gas Savings at Centerpoint Minnesota

Opower programs at CNP Minnesota have saved more than 1.6 MM therms across 125,000 households over two years

Therms Savings by Month, All CNP Waves



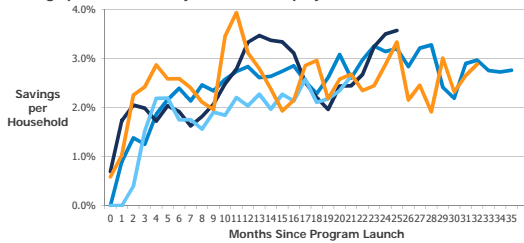
Home Energy Report and Online – Key Communication Mechanisms



Minnesota Electric Savings per Household

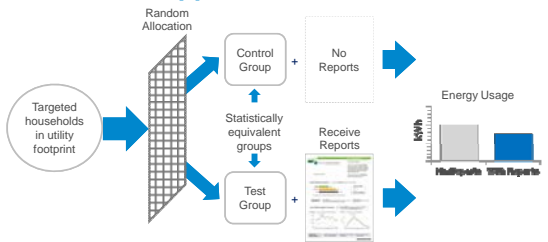
Opower deployments at Minnesota electric utilities save between 2% and 3%

Savings per Household by Minnesota Deployment



Note: Savings per Household "wiggles" over the course of the year in a predictable way, largely based on when reports land in homes and the seasonality of electricity usage. Because this graph is normalized based on launch date instead of month of year, the "wiggles" are not likely to coincide across programs

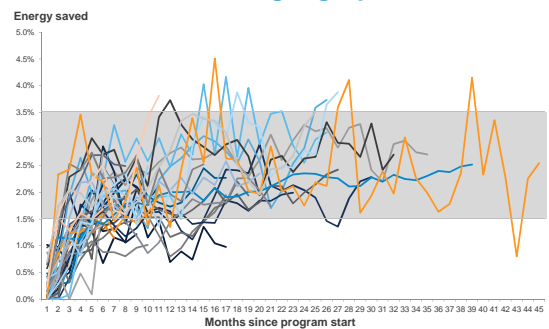
Clearly Defined Measurement & Verification Approach



Large-Scale Data Analysis

- » Follows experimental design blueprint
- » Follows NAPEE guidelines
- » Used in PUC filings in several states
- » Clearly isolates impact of reports
- » Endorsed by ACEEE

Results predictable, consistent & sustained across all geographies & fuels



Reimagining the Thermostat: Smart Device Control



OPOWER Honeywell

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Questions to address

- The sustainability and long-term impact of the program.
- The environmental impact of printing and mailing the reports.
- Other questions welcome!

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Opower Marketplace: Coupon Reports Drive Program Participation



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Thank you

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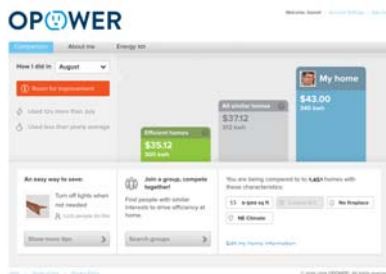
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Social Media Deepens Engagement



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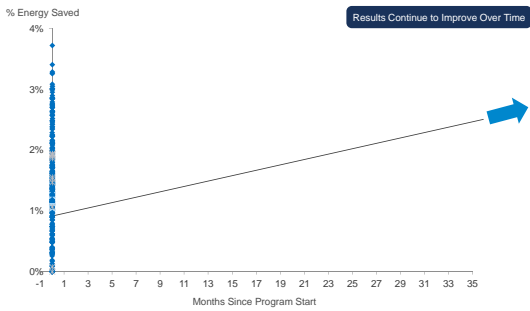
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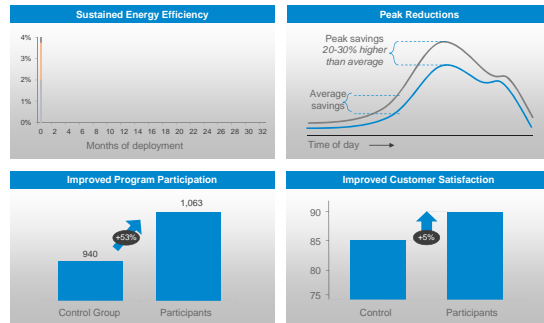
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EXTRA SLIDES

Increasing Impact Across 24 Live Deployments



OPOWER Program Benefits



Source: Program participation rates for a Northern California utility

Source: Third party customer survey conducted at Puget Sound Energy