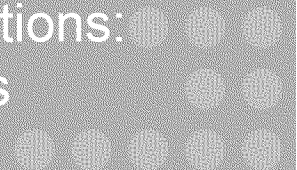


Smart Energy Consumer Engagement Applications:  
Opening the Way to Integrated Utility Solutions  
March 31, 2011



**TENDRIL™**  
The Power is Yours

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What is a Utility's ideal customer?

How many of them do you have?

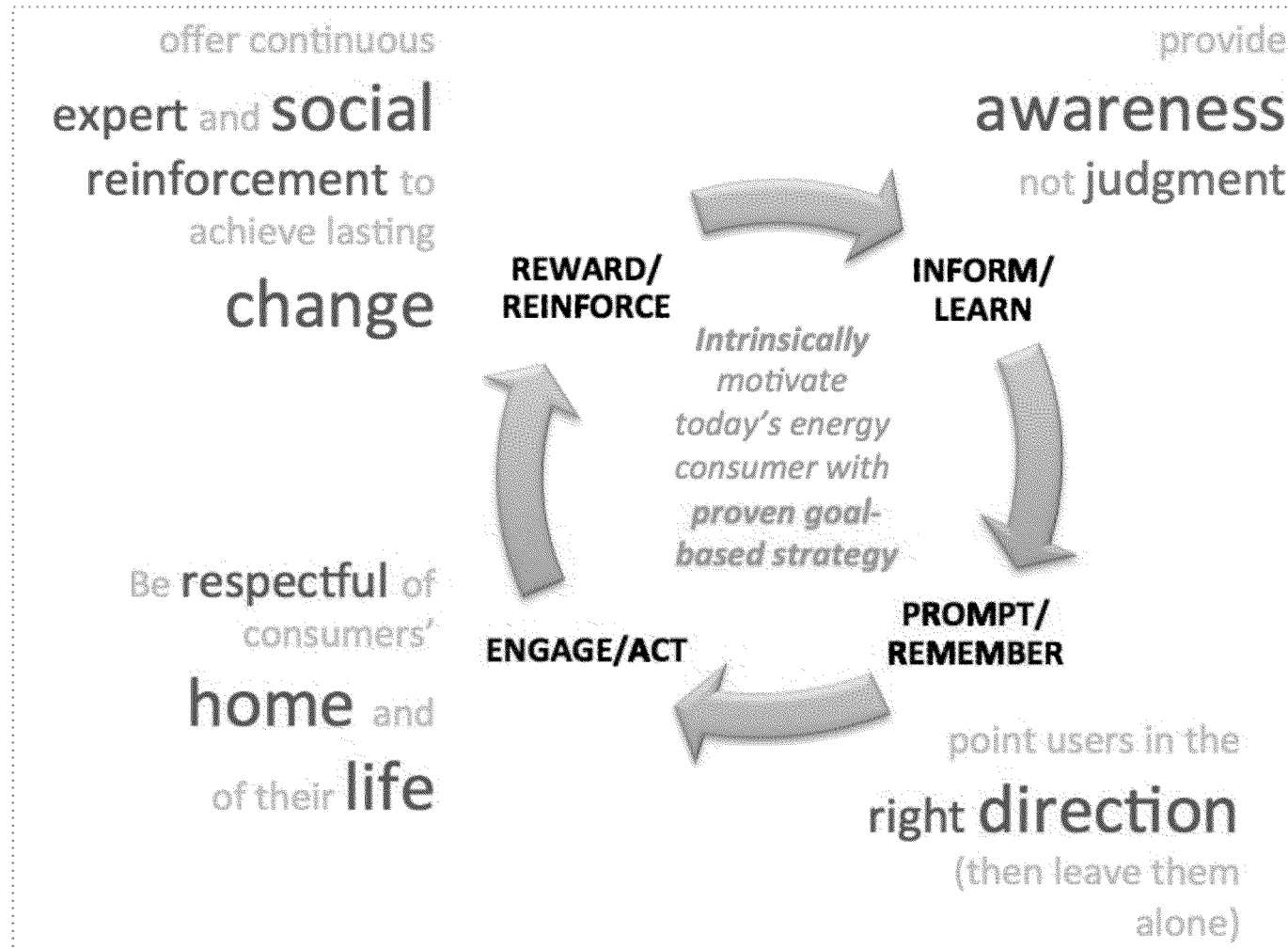
What would it mean to your business to have more?

Tendril's solution transforms as many customers  
to ideal customers as possible



# Consumer Engagement

The means to the end



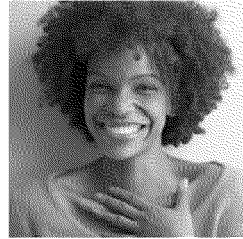
# Speak to me!

## Segment based Motivation to Engage with Energy

Source: Tendril Consumer Segmentation Study of 1,009 U.S. owner-occupied households, July 2010.

**Energizers**  
22% OOH  
15.8m HH

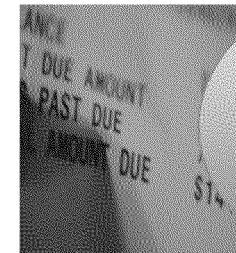
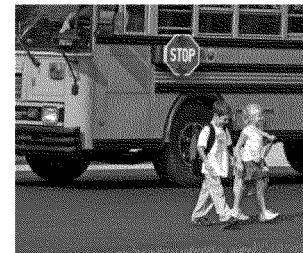
I am very concerned about the environment and energy security. I focus on doing good for society in general.



**Energizers**  
22% OOH  
15.8m HH

**American Dreams**  
25% OOH  
18.1m HH

I am under financial pressure. I am interested in saving money on my energy bill.



**American Dreams**  
25% OOH  
18.1m HH

**Chameleons**  
18% OOH  
13.2m HH

I am willing to adopt green behaviors if it doesn't impact my lifestyle too dramatically.



**Chameleons**  
18% OOH  
13.2m HH

**Skeptics**  
34% OOH  
24.7m HH

I'm fine with things the way they are. Don't tell me what to do – prove to me "smart" technology maintains the status quo.



**Skeptics**  
34% OOH  
24.7m HH

# Meet me where I already live

Interactive, dynamic, contextual, useful interactions

TE<sub>N</sub>DRIL™  
The Power is Yours

“Consumers prefer existing technology over dedicated devices.”

