

SEEKING YOUR TARGET MARKET AT COMMUNITY EVENTS



OCTOBER 19, 2015

WHO IS GREEN MOUNTAIN ENERGY



➤ On a mission to change the way power is made by offering the choice of renewable energy.



➤ Nation's longest-serving renewable energy retailer. Operating in seven states.



➤ Since 1997 our customers have helped prevent as much CO₂ pollution as:



planting
4.4 million
trees, or



3.5 million
cars
off the road for 1 year, or



21.7 million
households
turning off their lights for 1 year



WHAT WE DO IN OREGON

➤ Portland General Electric

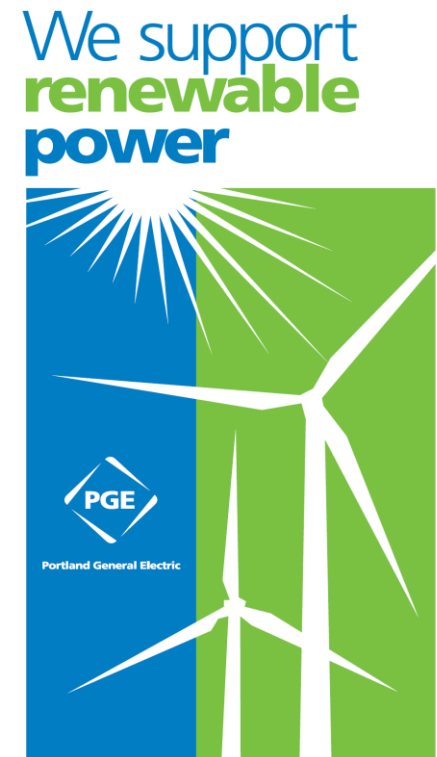
Investor Owned: Customer base: ~850,000

Oregon Senate Bill 1149

- Provide 100% renewable option
- Hire a third party to supply/market product
- Oversight by Portfolio Options Committee



Portland General Electric



Latest National Renewable Energy Laboratory ranking for number of renewable power customers and most renewable energy sold

ENVISION YOUR TARGET MARKET

- Finding your target market
- Work with community event coordinators
- Discover new markets



OUR FARMERS MARKET SUCCESS

- 35 markets/season
- 500 enrollments/season
- Positive working environment with shared community values



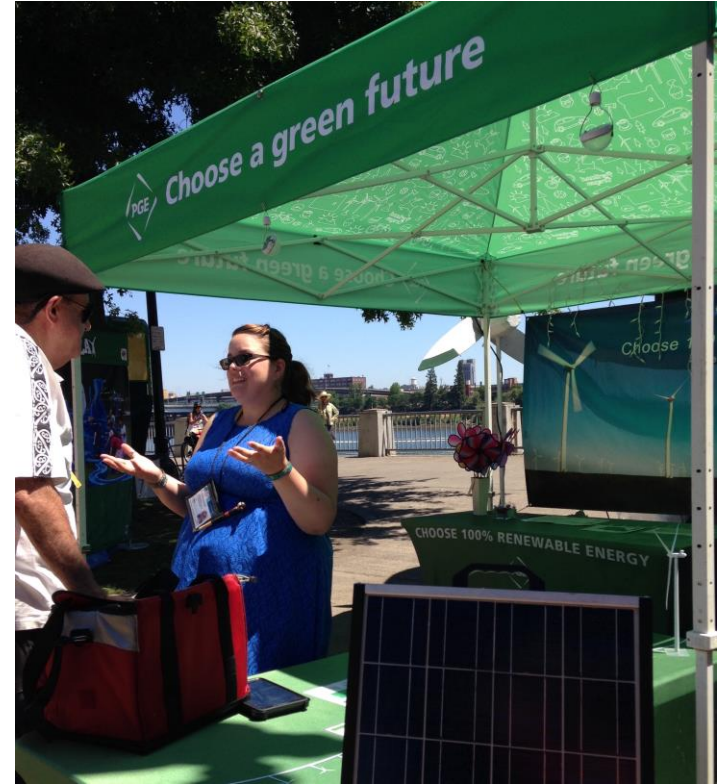
DESIGN MATERIALS TO FIT THE EVENT

- Fit in to different themed events
- Incentives
- Sponsorships
- Booth appearance



WHY THIS SALES CHANNEL IS VALUABLE

- Loyal customers
- Personal interaction
- Positive public image
- Work in a variety of settings



GREEN MOUNTAIN ENERGY

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