Non-Profit Organization

Certified Women NPO

Funder of EE Grants

501c4

NO PE Investments
No Investors to answer to

Launched 1st Marketplace in 2001

100th Marketplace Launched in 2022!

Processed over $3B in rebates

We focus on our customers & employees, your success, not shareholders or PE firms
Kits

Direct Sourcing of Products at Scale

Technologies Connecting your Customers

Rebate Processing: $300+M per year

Kits

Direct Sourcing of Products at Scale
Product Sourcing/Distribution

- Bulk Lighting
- Water Savings
- Health & Safety
- Smart Thermostat
- NewLeaf Lighting (efi's own brand)
- Weatherization
- Spray Foam
- Ventilation
The Energy Efficiency and Electrification Hub!

Integrating the **power** & **convenience** of EFI’s product marketplace with:

- Behavioral Programs
- Peak Load Management
- Energy Assessments
- Beneficial Electrification Programs
- Rate Plan Enrollment
- Income Eligible Programs
- Additional Utility Programs
- 3rd Party Retailer Programs
Marketplace Hub Platform

- E-commerce engine to drive energy savings
- Content to drive increased awareness of utility programs
- Cross promotion for other products/services
- Ability to create program rules for differentiated customer experience
- Customized reporting capabilities
Peak Load Management
Drive participation in Demand Response programs with pre-enrollments on eligible devices!
Shift Demand with Smart Thermostats
Demand Response Pre Enrollment Stats

- DR Programs have shown opt in on average of 40%-60%
- Best in class User Experience – Gives the customer choice
- DERMs Agnostic
- Multiple products available: EV Chargers, Smart Thermostats, Pool Pumps, Electric Water Heater Controller + more
Ways to Target

- Direct Mail, Email
- EFI works with OEM to promote additional marketing $$ efforts
- EFI assist w/rebate processing of DR program

Cozy up with a Google Nest Thermostat on us.
Upgrade now and keep your home comfortable all year round.¹

¹Customer will be responsible for applicable taxes and shipping charges. Offer valid through 6/28/22 or while supplies last. Terms and conditions apply. Customers are limited to 2 thermostats over the life of the marketplace.
EFI Pop Up Marketplace

- Ideal for
  - LTO Promos
  - Low Moderate Income Program
  - High Usage Customers
- Increase Customer Satisfaction
- Unique codes allow customer to “buy” any product for FREE
- No Utility IT work needed
Don't forget to enter your personalized coupon code at checkout!
Cozy up with a Google Nest Thermostat on us.
Upgrade now and keep your home comfortable all year round!

Use Code 3JVBOWWC302
## Shopping Cart

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
<th>QTY</th>
<th>SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Nest Thermostat Snow</td>
<td>$129.99</td>
<td>1</td>
<td>$129.99</td>
</tr>
</tbody>
</table>

**SUMMARY**

- Estimate Shipping and Tax: $0.00
- Subtotal: $129.99
- Shipping (Freight - Freight): $0.00
- Order Total: $129.99

**Discount Code:**

3JVBOWWC302

**Apply Discount**

[UPDATE CART]  
[Go to Checkout]
Direct Install Programs
Connect program guidelines directly to contractors for easy product sourcing
Multi Family Programs

• CLIENT NEED:
  – Curated Product List
  – Easy access to order
  – Customized Pricing

• EFI Solution:
  – Branded Portal
  – Access for specified buyers
  – Bulk product/Bulk Pricing
ESCO Ordering Portal

CLIENT NEED:
- Product catalog
- Integrated w/ WorkDay System
- Special/Unique Pricing Tracking

EFI Solution:
- Ordering Portal
- Login via WorkDAY SSO
- Special pricing/Special bundling
Google Nest- LMI Programs

– Portal to gather program info
– Page to qualify buyers
– Page to educate LMI Contractors
Branded Energy Efficiency Kits
Customizable solutions to maximize energy savings and customer satisfaction
Kits – Engage & Educate Your Customers

Educate Customers

Engaging w/ Action

Massive Impacts
- Millions of EE Products delivered
- 33% growth in product adoption
- Positive customer SAT
  - Avg 9.2 out of 10

Improve Energy Equality/hard to reach Audience
THANK YOU

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