

Energy. Efficiency. Easy.



accelerating the success
of energy efficiency™

About Us



- **Founded:** 2006 as a division of AllFacilities, Inc. by Anita Brattina (CEO) and Stephen Moritz (President)
- **Focus:**
 - Quantify energy efficiency projects to generate rebates, energy efficiency credits and other financing solutions
 - Support utilities, trade allies and customers implementing energy efficiency projects for commercial, industrial and institutional buildings
- **Track Record:** Processed over 3,500 projects generating almost \$10mm in incentives
- **Passion:** 25 full-time employees who are solely dedicated to helping customers maximize the value of energy efficiency projects

Walmart
Save money. Live better.

GIANT EAGLE

 **Duquesne Light**
Our Energy... Your Power

 **e power**
PPL Electric Utilities

CBRE

FRESH FOOD
SHEETZ
MADE TO ORDER

RITE AID

 **PNC**

Eat'n Park

 **UPMC**
LIFECHANGINGMEDICINE

 **Huntington**

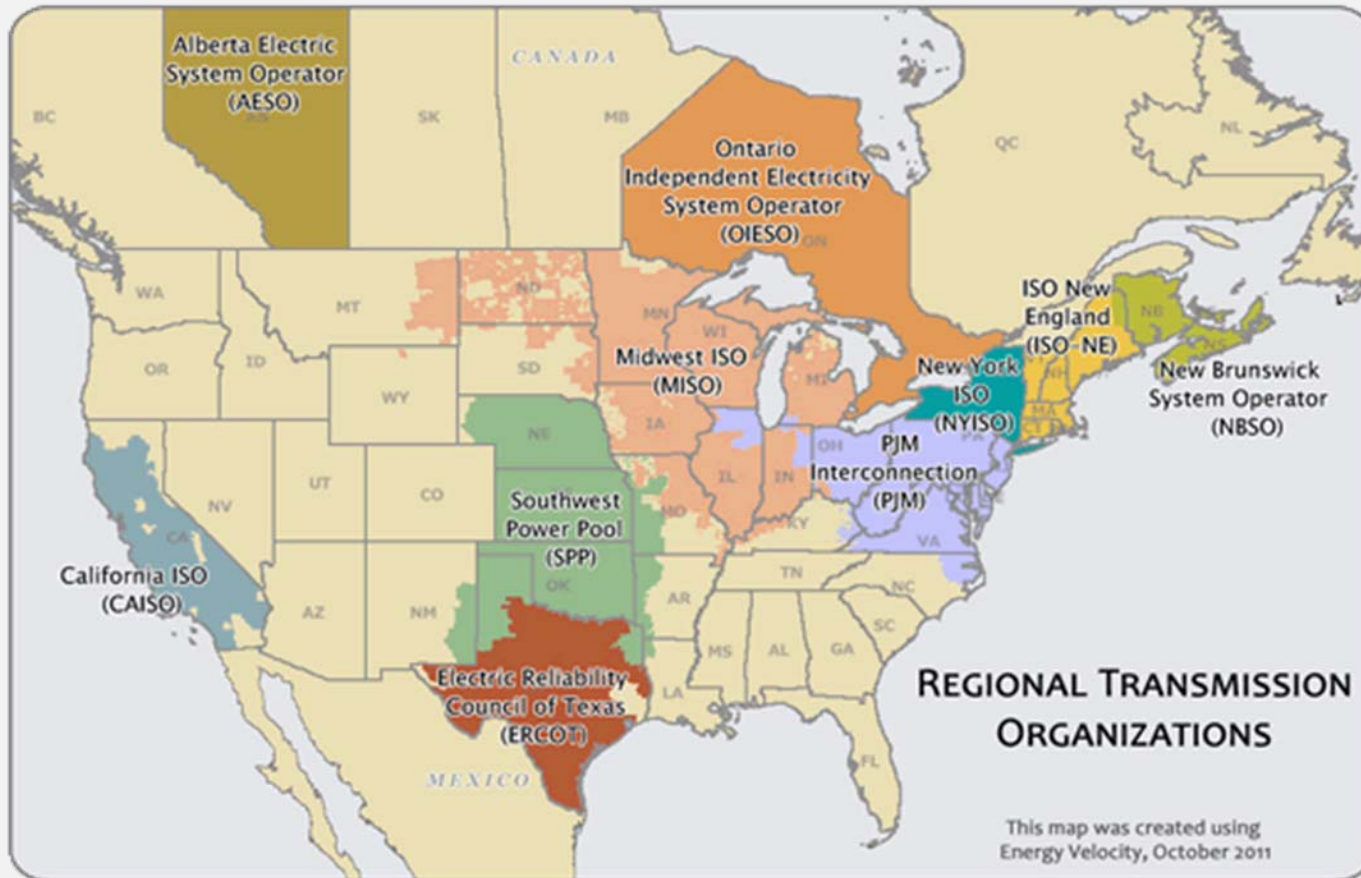
Schneider
Electric

smart  ideasSM
 **PECO**
An Exelon Company


WEST PENN ALLEGHENY
HEALTH SYSTEM


ALDI

What is an “RTO”?



What is PJM?

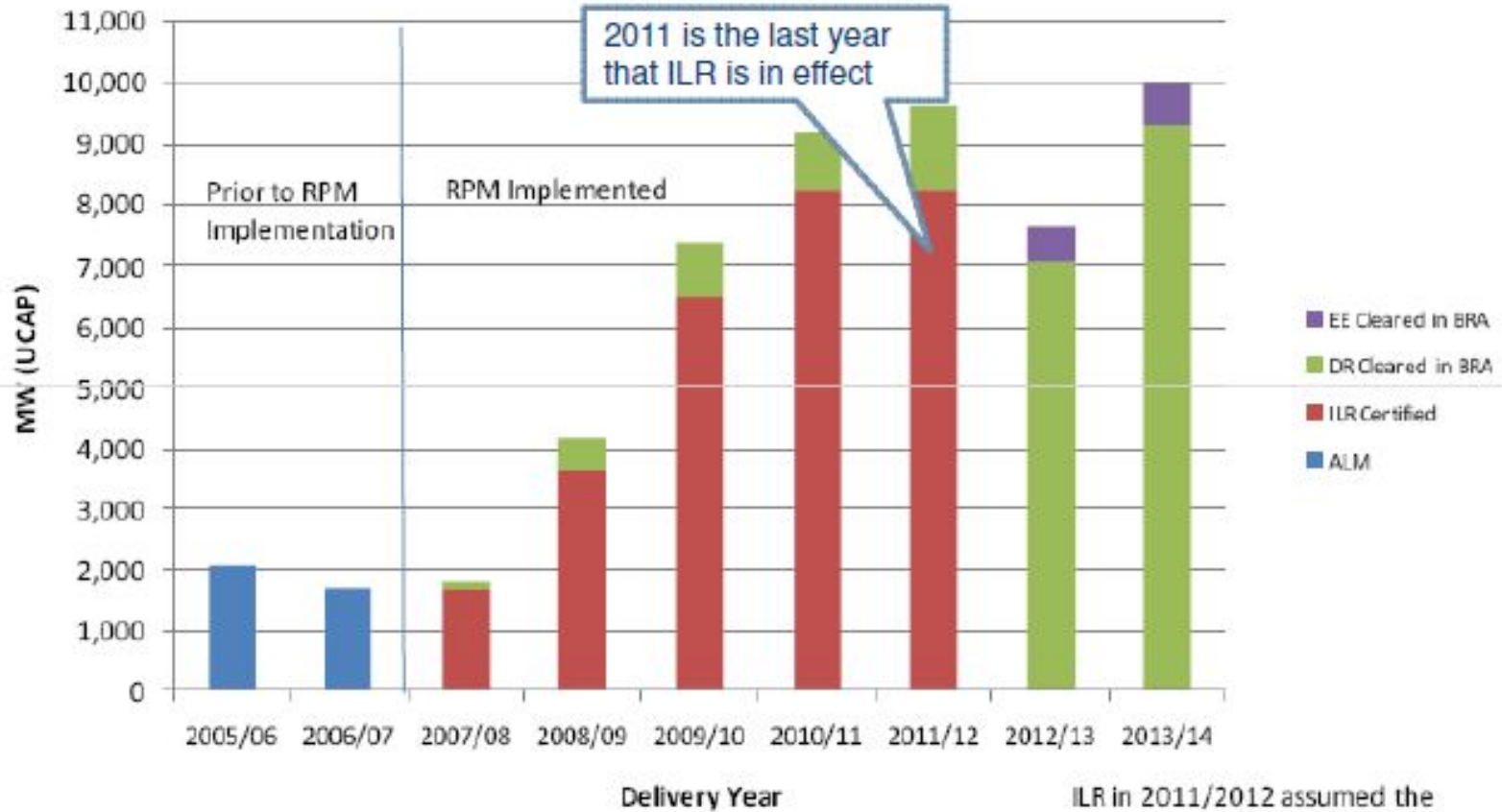


The PJM Region

PJM by the Numbers

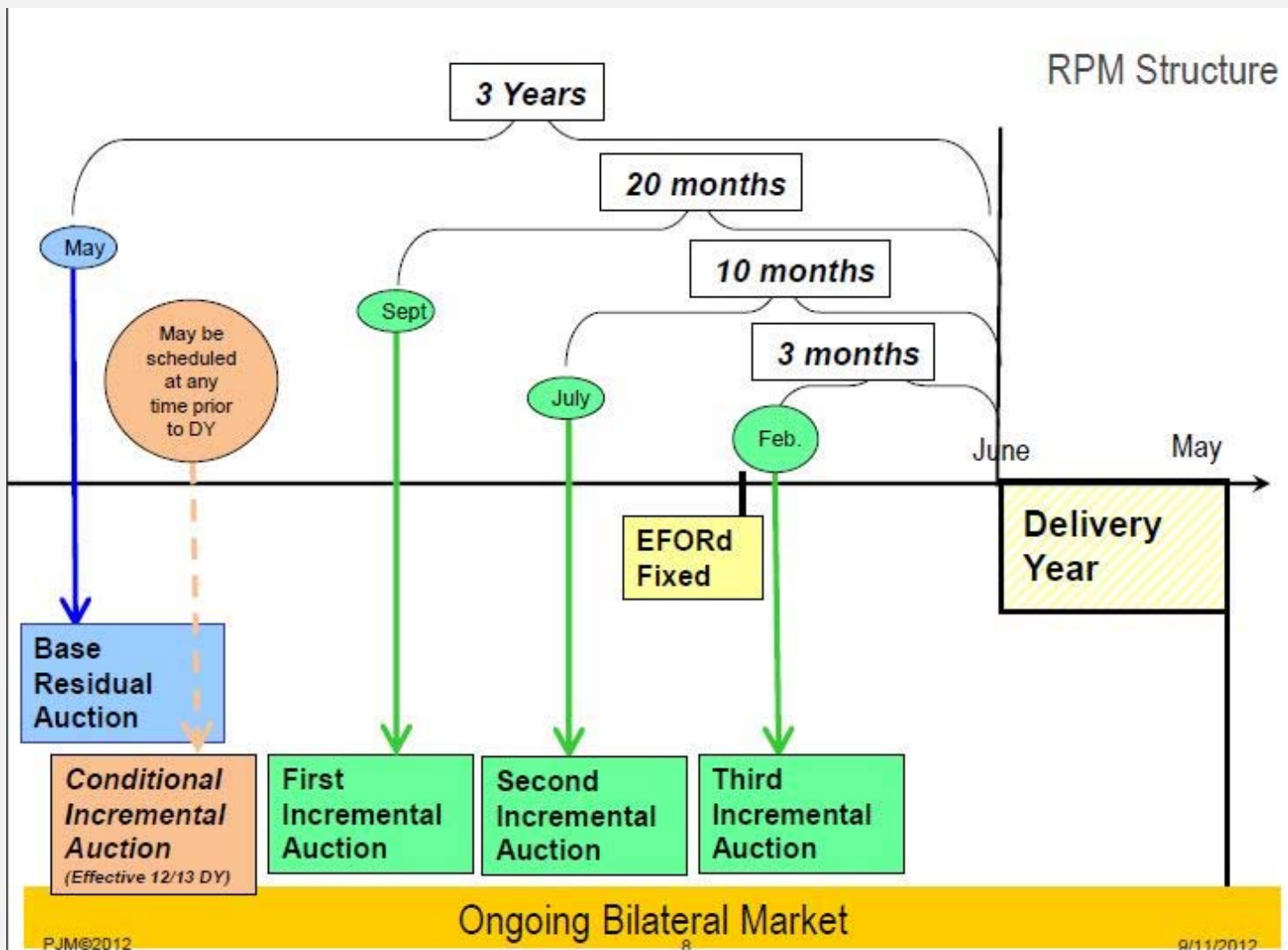
People served	51,000,000
Square miles of territory	168,500
Miles of transmission lines	56,000
Generation sources	1,325
All-time peak demand (MW, 2006)	144,644
Demand response events in 2010	15
Emergency DR capacity (MW, 2010)	9,324
Installed reserve margin (2011)	15.5%

Reliability Pricing Model (RPM)



ILR in 2011/2012 assumed the same as certified in 2010/2011.

How does the auction work?



Auction Values

BRA Capacity Prices (\$/MW-year)

Zone	2012/13	2013/14	2014/15	2015/16
AECO	\$51,001	\$89,425	\$45,797	\$54,900
AEP	\$6,008	\$10,121	\$45,797	\$43,386
APS	\$6,008	\$10,121	\$45,797	\$43,386
ATSI	\$7,468	\$10,121	\$45,797	\$111,491
BGE	\$48,680	\$82,545	\$45,797	\$54,900
ComEd	\$6,008	\$10,121	\$45,797	\$43,386
DAY	\$6,008	\$10,121	\$45,797	\$43,386
DLCO	\$6,008	\$10,121	\$45,797	\$43,386
DOM	\$6,008	\$10,121	\$45,797	\$43,386
DPL	\$51,001	\$89,425	\$45,797	\$54,900
DPL South	\$81,140	\$89,425	\$45,797	\$54,900
JCPL	\$51,001	\$89,425	\$45,797	\$54,900
MetEd	\$48,680	\$82,545	\$45,797	\$54,900
PECO	\$51,001	\$89,425	\$45,797	\$54,900
Penelec	\$48,680	\$82,545	\$45,797	\$54,900
PEPCO	\$48,680	\$90,206	\$45,797	\$54,900
PPL	\$48,680	\$82,545	\$45,797	\$54,900
PSEG	\$51,001	\$89,425	\$45,797	\$54,900
PSEG North	\$67,525	\$89,425	\$78,099	\$54,900
RECO	\$51,001	\$89,425	\$45,797	\$54,960

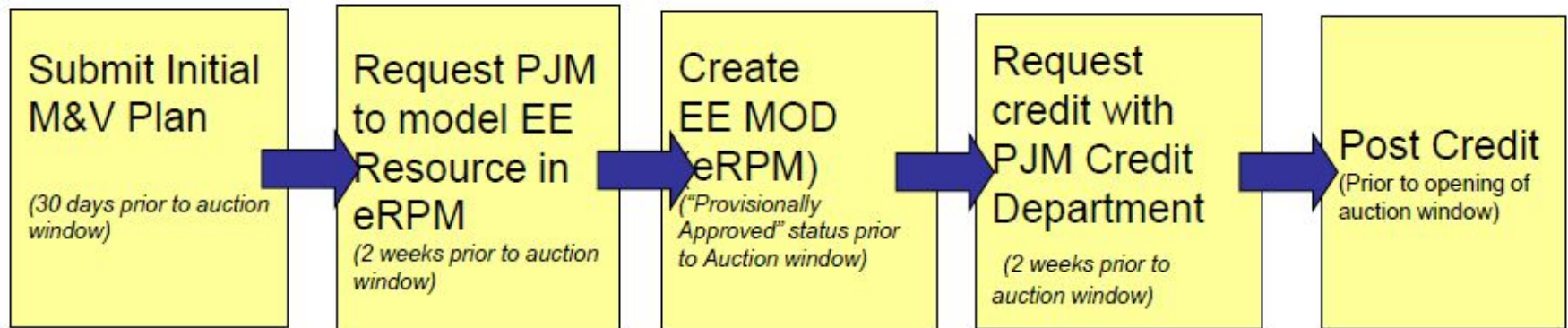


Does my project qualify?

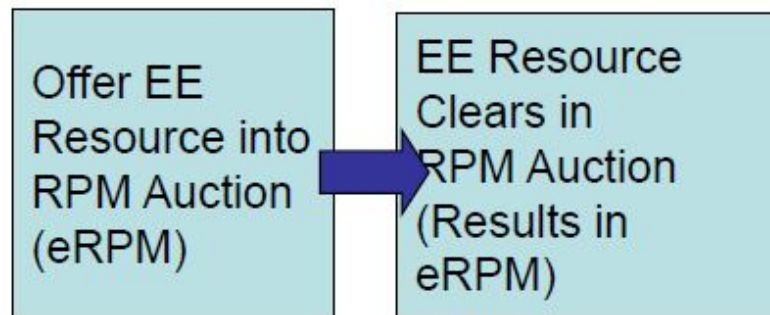
Installations that occur:	Fully Online for the Summer of:	Are Eligible to participate in RPM Auctions for the following Delivery Years:	Yrs of Revenue
Prior to June 2008	2008	08/09, 09/10, 10/11, 11/12*	0 yr
June 2008 – May 2009	2009	09/10, 10/11, 11/12, 12/13**	1 yr
June 2009 – May 2010	2010	10/11, 11/12, 12/13, 13/14	2 yrs
June 2010 – May 2011	2011	<u>11/12, 12/13, 13/14, 14/15</u>	3 yrs
June 2011 – May 2012	2012	12/13, 13/14, 14/15, 15/16	4 yrs
June 2012 – May 2013	2013	13/14, 14/15, 15/16, 16/17	4 yrs
June 2013 – May 2014	2014	14/15, 15/16, 16/17, 17/18	4 yrs



Becoming an EE Resource



Prior to Auction Window



During Auction Window



Prior to Delivery Year

Submit your project



Watt Choices Energy Tiger



energyTiger™



I want an Energy Profile™



I want a rebate estimate



I need financing assistance



I'm ready for my rebate



Energy. Efficiency. Easy.

AllFacilities Energy Group is pleased to present trade allies and commercial electric utility customers with a suite of self-serve tools designed to make the process of becoming energy efficient and getting money back for it as painless as possible. Through our tools and using your information, we can provide you with an Energy Profile and guidance on how to get started with a project, help you obtain a rebate estimate or project financing, and get you or your customer an actual rebate from the electric utility!

1

Collect as much information about your building or project as possible.

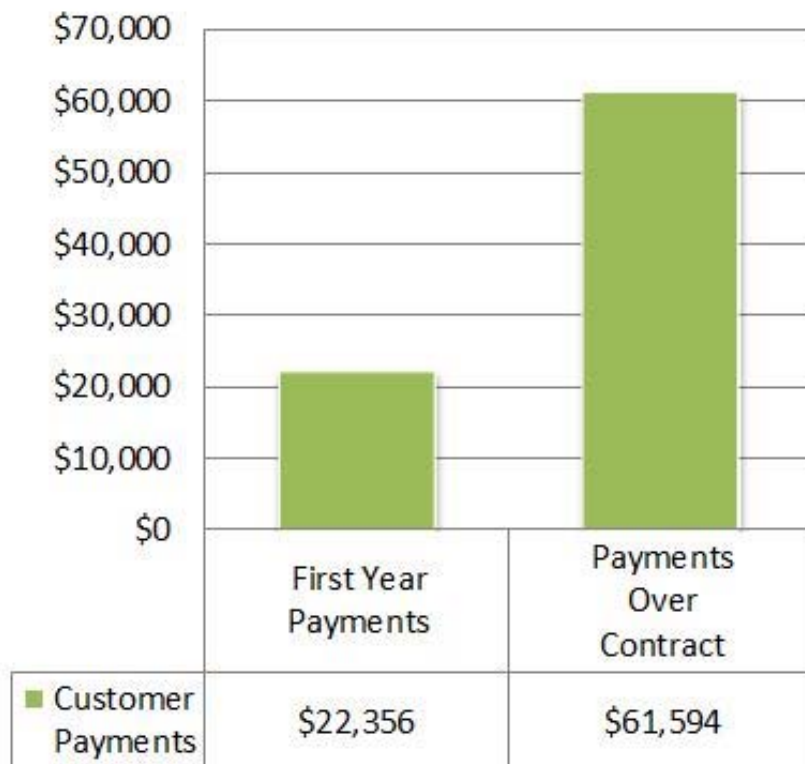
2

Choose the tool that meets your needs, then provide your information.

3

Get your Energy Profile™, utility rebate estimate, financing assistance, or rebate. Easy!

Total Permanent Load Reduction Earnings Estimate: \$61,594



Payment Detail	
Payment Period (Years)	4 Years
Electricity Reduction (kW)	1,000 kW
2013/14 PLR Payments	\$22,356
2014/15 PLR Payments	\$11,449
2015/16 PLR Payments	\$13,725
2016-17 PLR Payments (Estimated)	\$14,064
Total Expected Payments	\$61,594

Additional Considerations	
PLR Secured at Maximum \$/kW?	Yes - All Years
Quarterly Payments?	Yes - All Years
AFEG Measurement and Verification	Yes - All Years

Additional Benefits	
No Risk	- Recurring Revenue - No Cost

Learn More

PJM

pjmAuctions



Additional Revenue Available For Your Energy Efficiency Projects

Have you completed a commercial or industrial energy efficiency project in the past 3 years? Are you planning to install new energy efficiency equipment in the near future?

If so, ***your project is likely eligible to receive significant, recurring revenue from PJM!*** These funds are separate from and supplemental to any utility rebates that you may have received or are eligible for.

Who Is PJM?

PJM is the Federally regulated Regional Transmission Organization (RTO) responsible for maintaining the high-voltage electricity transmission system and wholesale electricity markets in all or parts of 13 States and the District of Columbia.

Contact Us



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