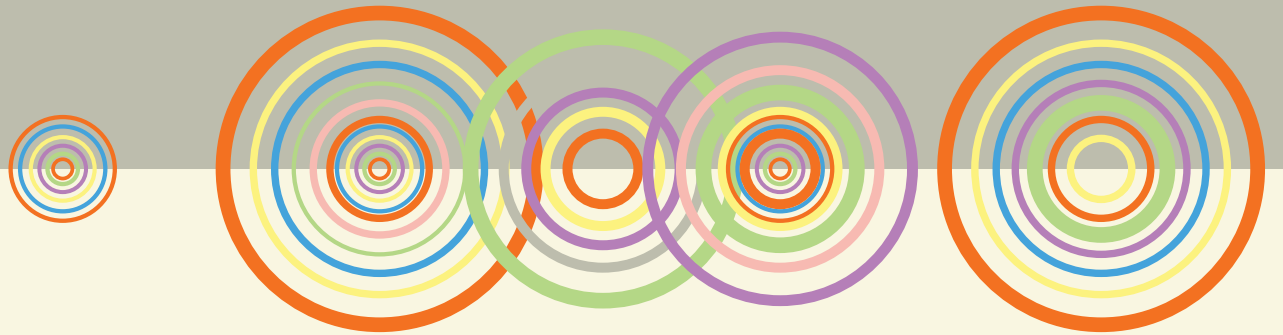


➤ 05.13.25 ➤

PRODUCT & SERVICES UPDATE



AGENDA

- Renewable Energy Certificate Program Update
- Electric Line Plan - Plus
- Life Sustaining Equipment Program



RENEWABLE ENERGY CERTIFICATES

OPPD REC Program Update

2024: Launched Two REC Products – 2024 Revenue: \$211,225

RECs: Launched in February 2024 for Large OPPD C&I Customers

- Four active customers as of end of 2024
- Additional customers expressing interest – Conversations underway
- Sales efforts primarily via Account Managers
- Marketing Campaign to be launched in 2Q/2025

Renewable Choice: Launched November 2024 for Residential and Small Businesses

- Approximately 300 customers enrolled through April 2025
- Marketing Campaign efforts launched in March and will continue throughout 2025

RECS: A FORWARD OUTLOOK

Maximizing value for OPPD customers guided by a controlled strategy

- Maintain transparency about how the REC portfolio affects OPPD’s ability to make certain statements and claims to renewables
- No sales outside of the continental US

ROADMAP

	2025	2026	2027
External Sale Offering Proposed Launch: May 2025	Details: Remaining prior year vintage, Single transaction(s), Wind, Green-e eligible, non-OPPD customer(s), direct and/or through a broker, \$4M+ potential annual revenue		
Long Term Contract Offering Proposed Launch: June 2025	Details: Yearly load matched, Multi-year contract, Wind, Green-e eligible, C&I only, \$1M+ potential annual revenue		



» **ELECTRIC LINE PLAN+**

PRODUCT OVERVIEW

Electrical Line Plan+ expands our coverage beyond “normal wear and tear” to include unnamed weather events of **Wind, Tree and Ice damages**

Details

May 15 – Product Launch

Renewal Timeline

- 62% occur in March
- 3% - 6% in other months

Negative Impact of Weather “Events”

- Customer call-ins

Enrollments – New and Migration

- New Enrollment Pricing: \$3.99 year 1, \$5.99 per year after
- New campaigns offering ELP+ only
- Support existing ELP “promo codes” (legal requirement) with option for ELP+
- Monthly renewal transition
- Updated Scripts
- Tip Sheet
- FAQs

Renewal Impacts

<div>Fiscal 2025</div> <div>9,300 Customers</div> <div>\$5.99 per month*</div>	<div>12 Month Total</div> <div>30,314 Customers</div> <div>\$5.99 per month*</div>
<div>Improved CSAT</div> <div>Providing coverage for customer concerns with increased weather events.</div>	<div>Marketing Plans</div> <div>PD&M effort</div> <div>Email/Contact Center</div> <div>HomeServe bi-monthly campaigns</div>

*Price increase from \$4.49 to \$5.99 at renewal



LIFE SUSTAINING EQUIPMENT (LSE) PROGRAM

Supporting OPPD's Core Values:

We have a **PASSION** to serve - We **HONOR** our community - We **CARE** about each other.

*Our customers want OPPD to be **more proactive in communications** and to be **highly invested in them***

*The LSE program allows OPPD to **proactively connect and engage with current customers and the overall community***



The LSE program will **educate and encourage** customers to provide a **secondary emergency point of contact** for account notifications such as outages and billing alerts.



We will take the initiative to **proactively educate** LSE customers of **billing and payment resources** during times of need and **direct customers to resources** that will **help them plan ahead** of power outage events.

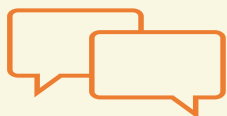


We will partner with Allegiant to make sure customers enrolled in the LSE program are **approached with care** during the **AMI meter exchange**. Our focus is to **establish a relationship** with our customers to make them **feel valued** and **taken care of as a part of our community**.

PROGRAM OVERVIEW

MVP launch includes education and proactive consultation while adhering to existing policies. Program features will be evaluated and enhanced as we learn more about what doors AMI will open for our customers.

Details

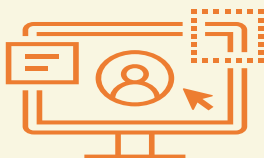


May 1st – Program Launch

Program web page will be live. OPPD.com/LSE. It will include:

- Program features
- FAQs
- Outage resources and tips
- The enrollment form and instructions

Customers will print and complete the enrollment form with their doctor. CSO will receive and process all enrollments



July 1st – AMI Communication

Communication of the LSE program will occur when we communicate to customers about their meter exchange. As a result, every customer will be informed of the LSE program as meter exchanges occur across the service territory

- The AMI marketing and engagement team will begin communicating to customers in the AMI pilot.
- The communication will direct customers with health concerns and medical needs to the LSE web page.

Key Features

Outage Readiness Education + Enhanced Communications	Consistent & Positive Customer Experience
HIPAA Compliant	Support AMI Meter Exchanges