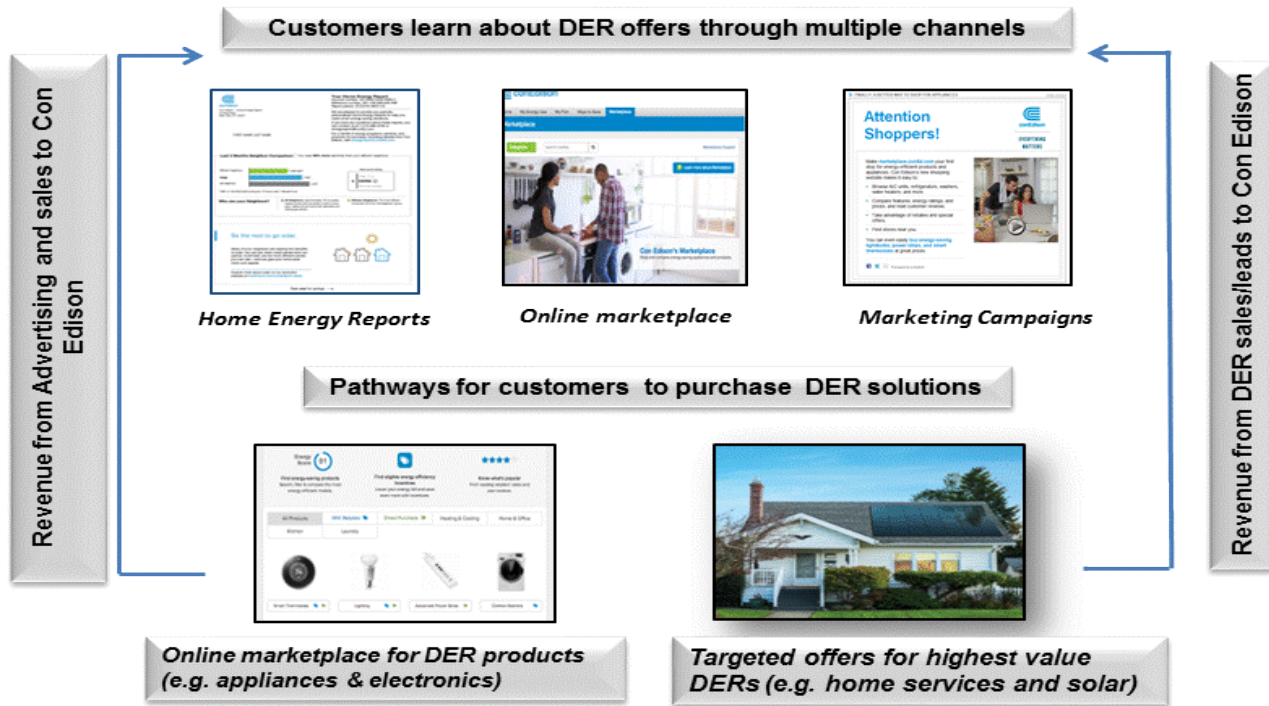


**Con Edison
Connected Homes Demonstration Project**

April 3, 2017

Test new business model that generates revenue and increases DER adoption



Personalized communications, web-portal, and Marketplace

Personalized Energy Reports

Your Home Energy Report
 Account number: 301-8500-3000-0000-0
 Reference number: 001-100-000-045-006
 Report period: 07/23/16-08/21/16

We are pleased to provide you periodic, personalized Home Energy Reports to help you make smart energy saving decisions. If you have any questions about these reports, you can contact us at 1-212-460-4738 or energyreports@coned.com.

For a full list of energy programs, services, and products for purchase, including rebates from Con Edison, visit energyreports.coned.com.

Last 2 Months Neighbor Comparison You used 38% more electricity than your efficient neighbors.

Category	Efficient Neighbors	YOU	All Neighbors
Electricity Usage	1,283 kWh*	1,753 kWh	1,877 kWh

* With a 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

Who are your Neighbors?

- All Neighbors: Approximately 100 occupied, healthy homes that are similar in size to yours (1,000 sq ft) and have both electricity and natural gas service.
- Efficient Neighbors: The most efficient 20 percent from the "All Neighbors" group.

Be the next to go solar.

Many of your neighbors are reaping the benefits of solar. You can join them! Solar panels from our partner, SunPower, are the most efficient panels you can own—and can give your home even more curb appeal.

Explore more about solar on our exclusive website at SunPower.com/ConEd-Solar.

Turn over for savings →

Manage your energy use easily with a smart thermostat.

Con Edison is partnering with SunPower to bring clean energy to your neighborhood, or energy savings savings provided are estimated; actual results may vary.

Your neighborhood is great for solar



Light for your home? Find out and get a personalized savings estimate from our partner, SunPower.

GET STARTED

conEdison + SUNPOWER

Manage your energy use easily with a smart thermostat.

Con Edison is partnering with SunPower to bring clean energy to your neighborhood, or energy savings savings provided are estimated; actual results may vary.

High Usage Alert Communications

Due to warmer weather, you're trending toward higher energy usage

This month was an average 1°F warmer than last month

This month's projected electricity use

Month	Usage (kWh)
Last month	180 kWh
This month	204 kWh

For billing period beginning July 24, 2016

This alert is designed to help you take control of your energy use and save on your energy bill. We use your past year of electric use and weather data to determine if you may be on track for a high bill. If you would prefer not to receive these alerts, you can [unsubscribe here](#).

If you are a Level Payment customer, your costs may increase in the future if you use more energy than usual.

Web Resources & Marketplace

conEdison

Welcome

You used 22% more than your neighbors

Steps you can take right now

- Turn off lights when not needed
- Use computer power-saving modes
- Get a smart thermostat
- Upgrade to a smart air conditioner

67N Air Conditioners

Model	Capacity	Price
67N-10000	10,000 Btu/hr	\$329
67N-12500	12,500 Btu/hr	\$379
67N-15000	15,000 Btu/hr	\$429
67N-17500	17,500 Btu/hr	\$479
67N-20000	20,000 Btu/hr	\$529

Marketplace video

The demonstration project is an opt-out program for ~ 280K customers in Brooklyn and Westchester, from June 2016-July 2018. 10-20 touchpoints/year /customer for personalized offers (e.g. purchase DERs, thermostats, energy services).

Data segmentation & analytics: pairing customers with DER solutions

- Attributes from utility customer data, public and external data
 - Energy usage rankings
 - Demographics, housing stock and ownership
 - Psychographic segmentation
- Partners data & insights
- Updates to customers' profiles

Marketing Strategies

- Google paid search
- Digital ads
- Gmail sponsored promo
- Social media (Facebook, Twitter, etc.)
- Email marketing
- Customer news
- Website
- Sweepstakes



Save \$64 a year* with an LED bulb

Switch & Save with LEDs

Don't stay in the dark about the benefits of LED lighting. It's come a long way.

Get Instant Rebates

1. Savings. Pocket \$47 a year by replacing 6 standard bulbs with an LED.
2. Longevity. LEDs last 26x longer than traditional bulbs.
3. Quality. There's less flicker than other light bulbs.
4. Convenience. Most smart? Motion sensor? Available!
5. Sustainability. Get carbon credit and choose - bright-recessed smart lights, multi-color holiday versions & more.

SAVINGS PER YEAR

conEdison EVERYTHING MATTERS

FINALLY A BETTER WAY TO SHOP FOR APPLIANCES

Attention Shoppers!

Make marketplace.com your first stop for energy-efficient products and appliances. Con Edison's new shopping website makes it easy to:

- Browse A/C units, refrigerators, washers, water heaters, and more.
- Compare features, energy ratings, and prices, and read customer reviews.
- Take advantage of rebates and special offers.
- Find stores near you.

You can even easily see energy-saving appliances, greater prices, and smart **thermostats** at great prices.

conEdison EVERYTHING MATTERS

YourUtility Co. MARKETPLACE

Instant Rebates Only For YourUtility Co. Customers

Rebates for energy-efficient products, only for the smart bulb.

The YourUtility Co. Marketplace

Product	Standard Price	Instant Rebate	Final Price
Standard LED Bulb	\$1.99	\$1.00	\$0.99
Smart LED Bulb	\$2.99	\$1.50	\$1.49
Smart LED Bulb	\$3.99	\$2.00	\$1.99

SAVINGS PER YEAR

Add Up The Savings

LED bulbs can potentially save you money in the long run. Compare these average bills for LEDs vs standard bulbs.

Category	LED	Incandescent
Electricity	\$75	\$180
Energy Costs Per Year	\$12.65	\$44.14
Total	\$62.35	\$125.86

\$121.65

conEdison EVERYTHING MATTERS

Demonstration Project Video

Project Benefits All:



Customers



Access to relevant DER offers



DER Product and Service Providers



Lower acquisition costs
Expanded, animated market



Con Edison



Satisfied customers
Revenue generation*

*Revenue generation benefits Con Edison ratepayers by reducing revenue requirements.