Accelerating Midstream HPWHs with Instant Rebates
One Company Built From Six Leaders

- **Tendril**
  - EE at Scale
  - Home Energy Management

- **Simple Energy**
  - Leading Marketplace
  - EV & Renewables Advisors

- **FirstFuel**
  - Non-Residential
  - Complex Building Analytics

- **EnergySavvy**
  - Utility Personalization
  - Next Best Action

- **EEme**
  - Device Level Disaggregation

- **Ecotagious**
  - BEE player
  - CA Customers
  - Additional Disaggregation
An end-to-end system, for energy users and providers, to power the customer energy experience and motivate customers into action.
### Key Uplight Solutions

<table>
<thead>
<tr>
<th>Behavioral Energy Efficiency</th>
<th>Digital Customer Engagement</th>
<th>Utility Marketplace</th>
<th>Renewables Adoption &amp; Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="leaf house icon" /></td>
<td><img src="image" alt="hand touching device icon" /></td>
<td><img src="image" alt="monitor icon" /></td>
<td><img src="image" alt="solar panel icon" /></td>
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<tr>
<td>Demand Management</td>
<td>CX Personalization and Next Best Action</td>
<td>Rates Adoption &amp; Experience</td>
<td>Energy Experience Platform</td>
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<td><img src="image" alt="card icon" /></td>
<td><img src="image" alt="chart icon" /></td>
<td><img src="image" alt="phone chart icon" /></td>
<td><img src="image" alt="gears icon" /></td>
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Why HPWH?
<table>
<thead>
<tr>
<th>Electrification</th>
<th>Utility benefits</th>
<th>Customer benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Efficiency gains for existing electric water heater customers</td>
<td>• Help our clients meet their goals cost-effectively</td>
<td>• Making rebates easily accessible helps lower upfront costs</td>
</tr>
<tr>
<td>• Uplight mission: <em>We motivate and enable energy users and providers to accelerate the clean energy ecosystem</em></td>
<td>• Carbon reduction</td>
<td>• Seamless process eliminates customer need to submit rebate forms</td>
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<td></td>
<td>• Midstream programs accelerate scale of HPWH</td>
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<td></td>
<td>• Potential for new revenue streams</td>
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Barriers to Adoption

- Higher upfront cost for more efficient WHs
- Customers aren’t aware of energy efficiency differences or utility WH rebates
- Emergency nature of replacing WH drives customers to make quick decisions
Utilities leveraging ENERGY STAR overcome some of these barriers

**Benefits of ENERGY STAR**

- Drives energy efficiency standards
- Helps customers identify the most efficient options
- High ENERGY STAR brand recognition helps customers trust the utility’s guidance

**Value Delivered by Utilities Leveraging ENERGY STAR**

- Scales energy efficiency
- Deepens customer trust
- Enables utilities to package related offerings that enhance the customer benefits (e.g. demand response)
Uplight supports multiple HPWH customer journeys
Guiding principles for utilities engaging customers

Meet the customer where they are

Personalize guidance for each customer

Make the process as easy as possible

Help build trust and improve customer satisfaction
Customer Journey #1: Midstream / contractor-driven

Ongoing marketing to promote awareness of rebates and energy efficiency.

Promote adoption of Contractor Rebates app to Utility Contractor Network

Contractor rebates app allows customers to learn about available rebates.


Financing options available to cover contracting costs.

Customer receives an instant rebate after installation.

Customer has working water heater

Water heater breaks

Calls a contractor

Customer chooses a water heater (over the phone or in person)

Contractor installs the new Water Heater
Contractor sells job

Contractor enters end customer information into rebate solution for eligibility validation and receives unique instant rebate code

Contractor provides unique instant rebate code to Sales Associate at time of purchase and receives instant rebate

Customer receives instant rebate

Wholesale Partner provides a set of unique codes to be used for rebate codes

Wholesale Partner provides point of sale data to Uplight for redeemed instant rebates

Uplight loads unique rebate codes

Uplight reconciles data and sends to Utility Partner

Uplight reimburses wholesale partner for instant rebates

Utility partner reimburses Uplight
<table>
<thead>
<tr>
<th>Customers</th>
<th>Utilities</th>
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<tbody>
<tr>
<td>• Instant rebate – reduced up-front price</td>
<td>• Increased income-qualified participation</td>
</tr>
<tr>
<td>• Elimination of rebate applications</td>
<td>• Capture net new customer email addresses</td>
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<tr>
<td>• No rebate status follow-up required</td>
<td>• Higher savings attribution and increased participation</td>
</tr>
<tr>
<td>• Ability to purchase higher efficiency models</td>
<td>• Market-leading customer satisfaction scores</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Wholesalers</th>
<th>Contractors</th>
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</thead>
<tbody>
<tr>
<td>• Increased overall sales</td>
<td>• Increased overall sales</td>
</tr>
<tr>
<td>• Higher average sales price</td>
<td>• Higher average sale price</td>
</tr>
<tr>
<td>• Increased customer satisfaction and loyalty</td>
<td>• Elimination of administrative burden</td>
</tr>
<tr>
<td>• Reduced administrative burden for participation</td>
<td>• Increased customer satisfaction and loyalty</td>
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</table>
Duke Energy Midstream HPWH Program

1. **Educate contractors**
2. **Select Qualifying Water Heater**
3. **Provide Installation Address**
4. **Accept Terms and Conditions**
5. **Provide Rebate Code to Ferguson Sales Associate**
## Lessons learned

- Invest in training the distributor(s) and contractors
- Provide frequent reminders of available rebates
- Have checks in place to make sure customer gets the rebate savings
- Midstream programs + automated in-store rebates = highest participation

## Remaining challenges

- Significant reliance on the distributors
- Need reasonable distributor payout schedule
- HPWH don’t get a seasonal boost in customer need like HVAC equipment
- Contractors don’t get a rebate, so they don’t benefit from the savings → provide stronger incentive to participate
Customer Journey #2: Downstream / Utility Marketplace

Ongoing **marketing** to promote awareness of rebates and energy efficiency.

Targeted **search ads** promoting the marketplace experience.

**Marketplace** flow enables customer to purchase, select installation, and finance online.

Customer receives an **instant rebate** during check out flow.

**Water Heater Advisor** available as an optional tool to help customers make an informed purchase.

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**Customer has working water heater**

**Water heater breaks**

**Panicked Google Search**

**Customer buys a bundled purchase / installation online**

**Contractor installs the new Water Heater**
Customer Experience

**Education & chat**

NEED HELP CHOOSING?
Questions on which water heater is right for you? Don’t see what you’re looking for? Our representatives are here to help. Call us at 1-888-699-8844 or use the chat below to get started.

Propose answers to the following questions before chatting with our representative:
- How do you currently heat your water? Gas or electric?
- How much space do you have for your water heater?

How do Heat Pumps work?
Electric heat pumps deliver hot water 3-4 times more efficiently than conventional water heaters by transferring heat, rather than creating it.

1. **Heat pump** pulls warmth from the air.
2. **Warms air** is converted, increasing its temperature.
3. **Condenser** draws transfer the heat to the water.

**Browse products**

**WATER HEATERS**

**PROLINE® 50-GAL TALL**

**XE HYBRID ELECTRIC**

**HEAT PUMP WATER HEATER**

**PRICE**

$1,530 - $3,630

**SALE PRICE**

$1,180 - $3,080

**Installation included**

**Check Eligibility**

**SAME DAY WATER HEATER INSTALLATION**

Get 2-day delivery, plus the option of bundled professional installation.

All of our water heaters come with 2-day delivery. Choose delivery bundled with professional installation for added convenience, savings and peace of mind.
Summary
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- Help customers understand EE benefits with ENERGY STAR brand and other easy-to-follow information
- Can use the same underlying technology to engage customers in many channels
- Need to nurture distributors or increase benefits to participate
- Make the rebate validation & redemption process as easy as possible
Thank you!

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