

Unlocking Korea's Greatest Energy Resource

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea

Adam Welsh

Sr. Director for Regulatory Affairs, APAC for Opower



을철 정전대비 위기대응 훈련

•일시: 2013. 1. 10(목) 10:00 ~ 10:20

※KBS 전역개최



**BLACKOUT
DRILL**

**PRIME TIME
NEWS**

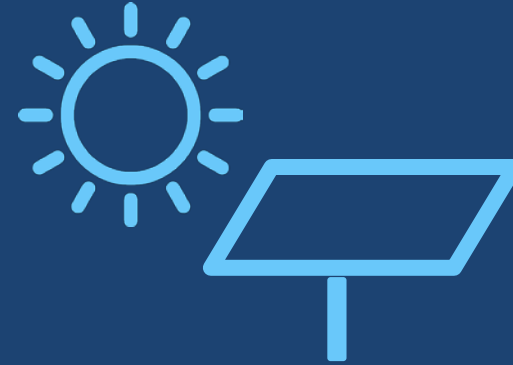
arirang

KOREA'S MAJOR SEAPORTS SURGES TO RECORD HIGH IN 2012: T

When we think about green cities, and a modern grid what do we think of?



Smart meters



Distributed generation

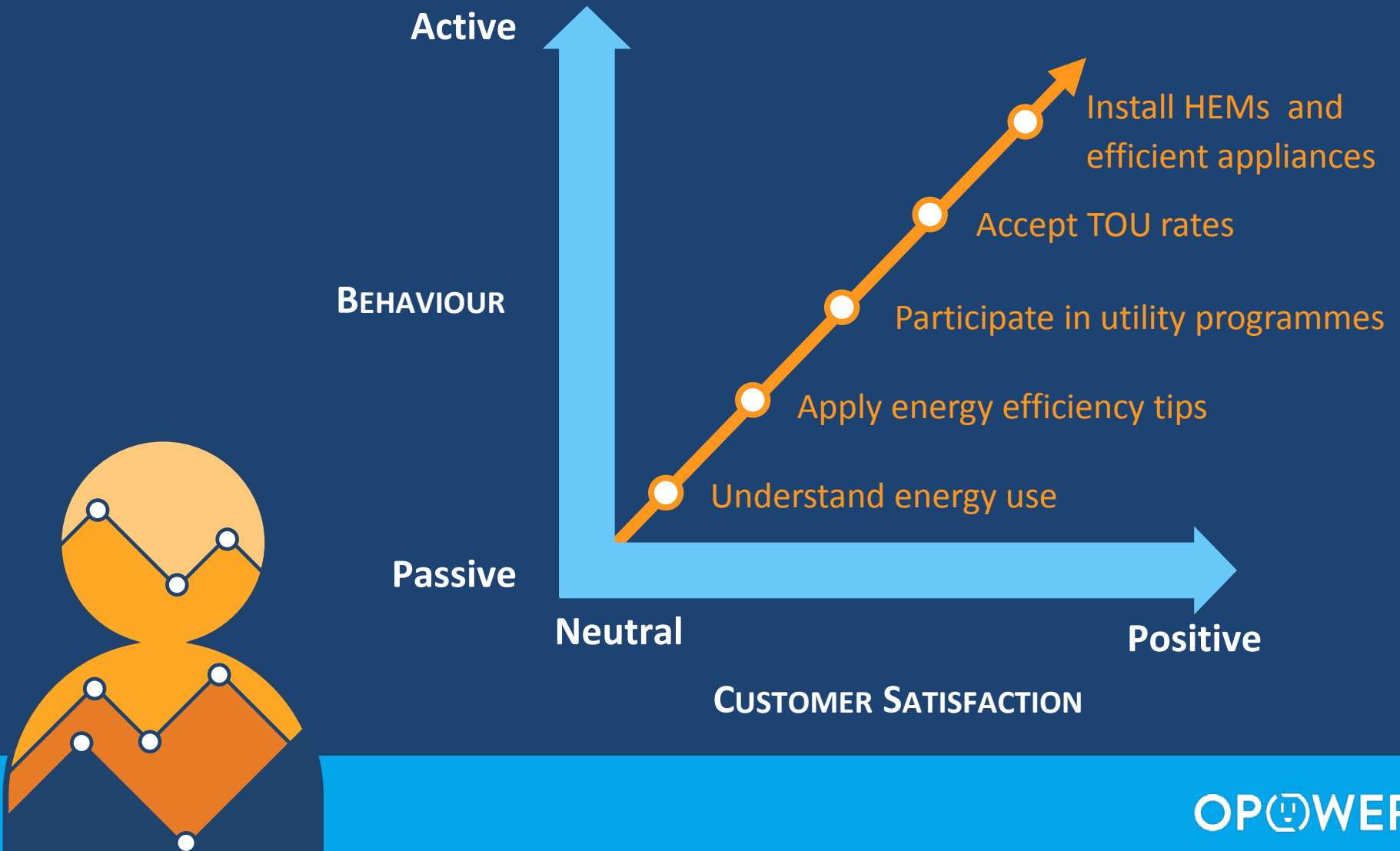


Electric vehicles



Reduced reliance on fossil fuels

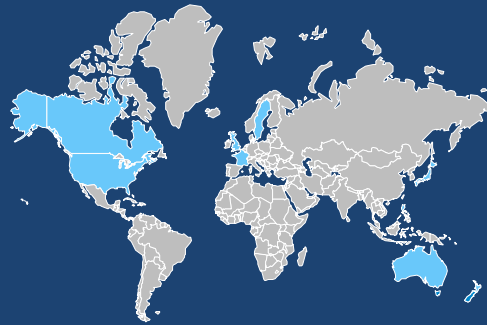
At Opower we think of people like you and me



Opower: A big data customer engagement platform for the world's leading utilities



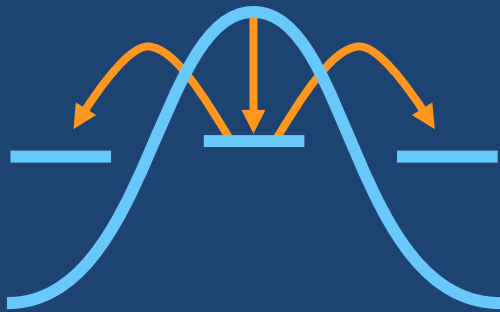
Big data
customer engagement
platform



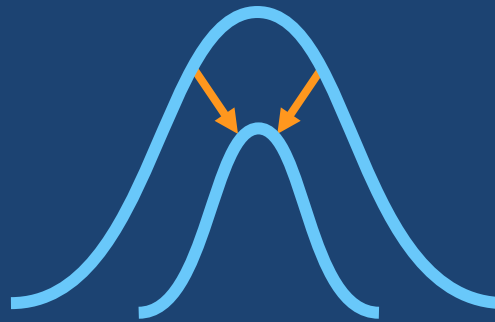
Working with
93 utilities in
8 countries to engage **32**
million homes



500 Oployees
Washington DC | San Francisco
Tokyo | Singapore | London



Peak
demand
reduction
(demand response)



Sustained
energy
savings



Improve
customer relationships

**How do we engage people with
their energy use?**



SAVE MONEY



SAVE THE
PLANET



BE A GOOD
CITIZEN



Your Home Energy Report

Account number: 12345678

Report period: 04/21/12-06/20/12

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

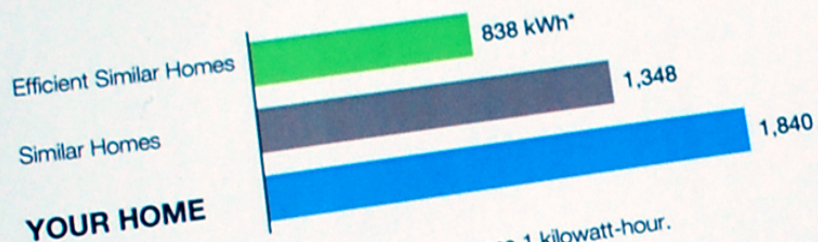


More information is available at
www.pge.com/myenergy

Nina Martin
642 Harrison St
San Francisco, CA

Last 2 Months Household Comparison

You used **36% MORE** electricity than similar homes.



* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

■ **Similar Homes:** Approximately 100 occupied, nearby homes (avg 0.14 mi away) that have electric heat

■ **Efficient Similar Homes:** The most efficient 20 percent of similar homes

How you're doing:

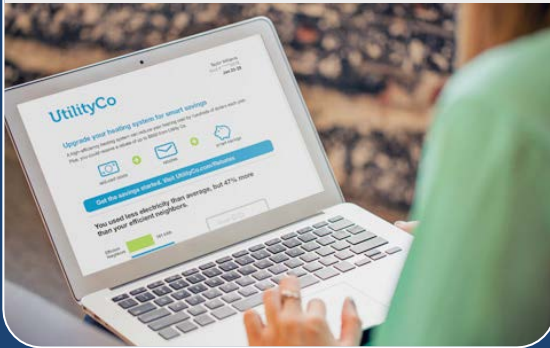
You used more
than average

Turn over for ways to save
→

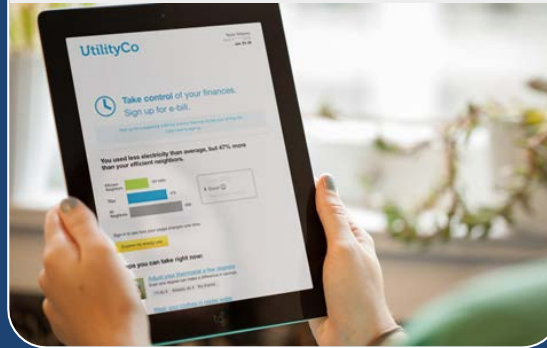
Are we comparing you correctly?
Update your home information by visiting:
www.pge.com/myenergy

Reaching customers through their channel of choice

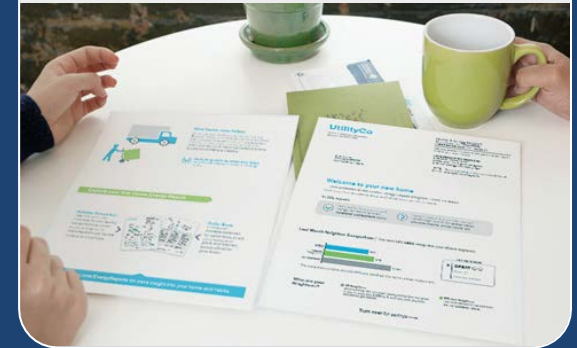
Web



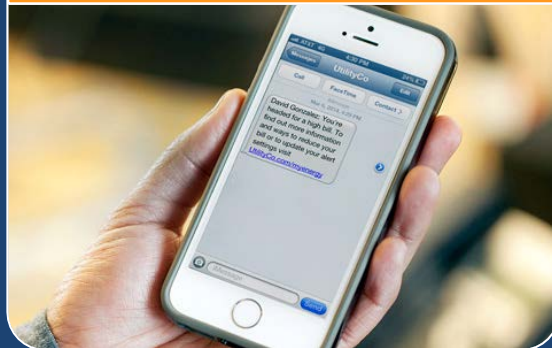
Tablets & mobile



Mail



SMS

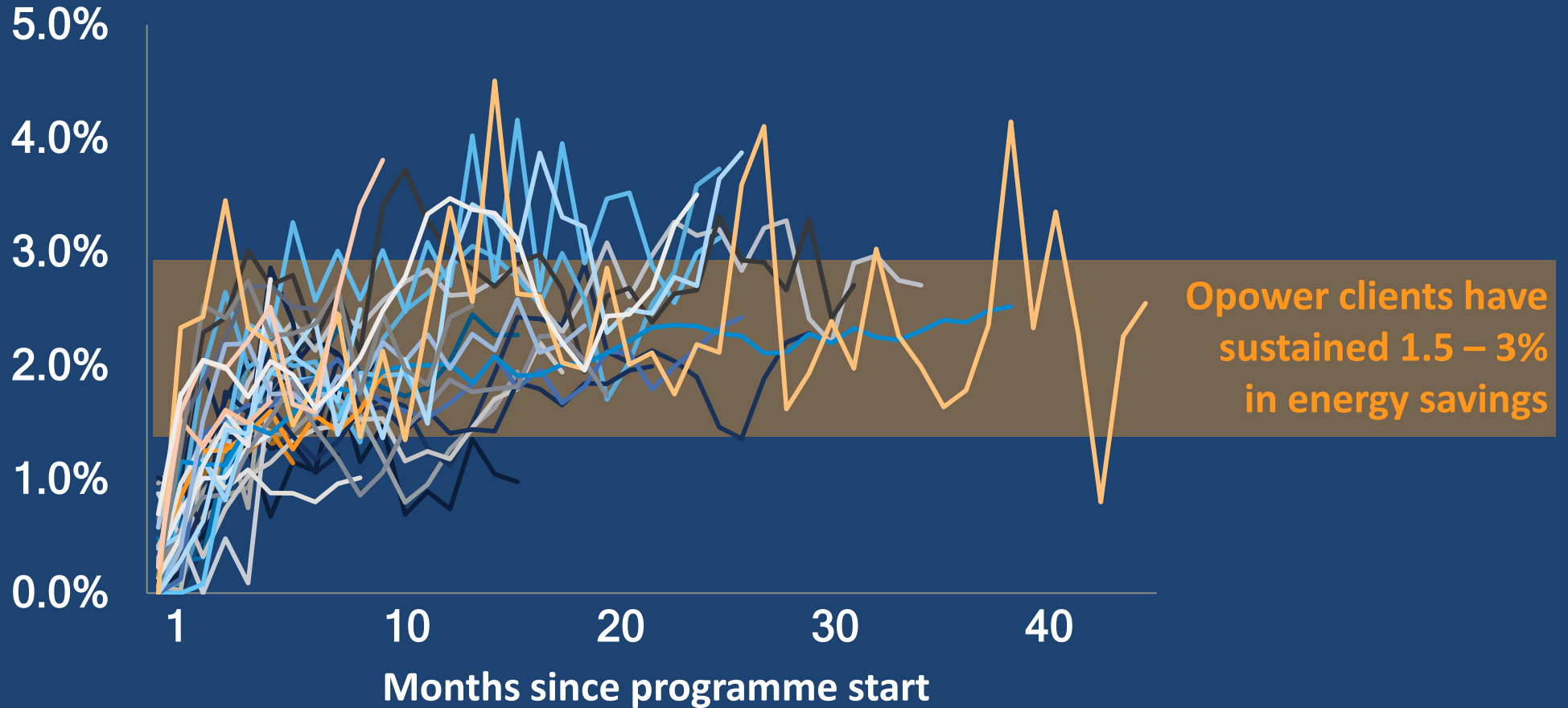


Devices



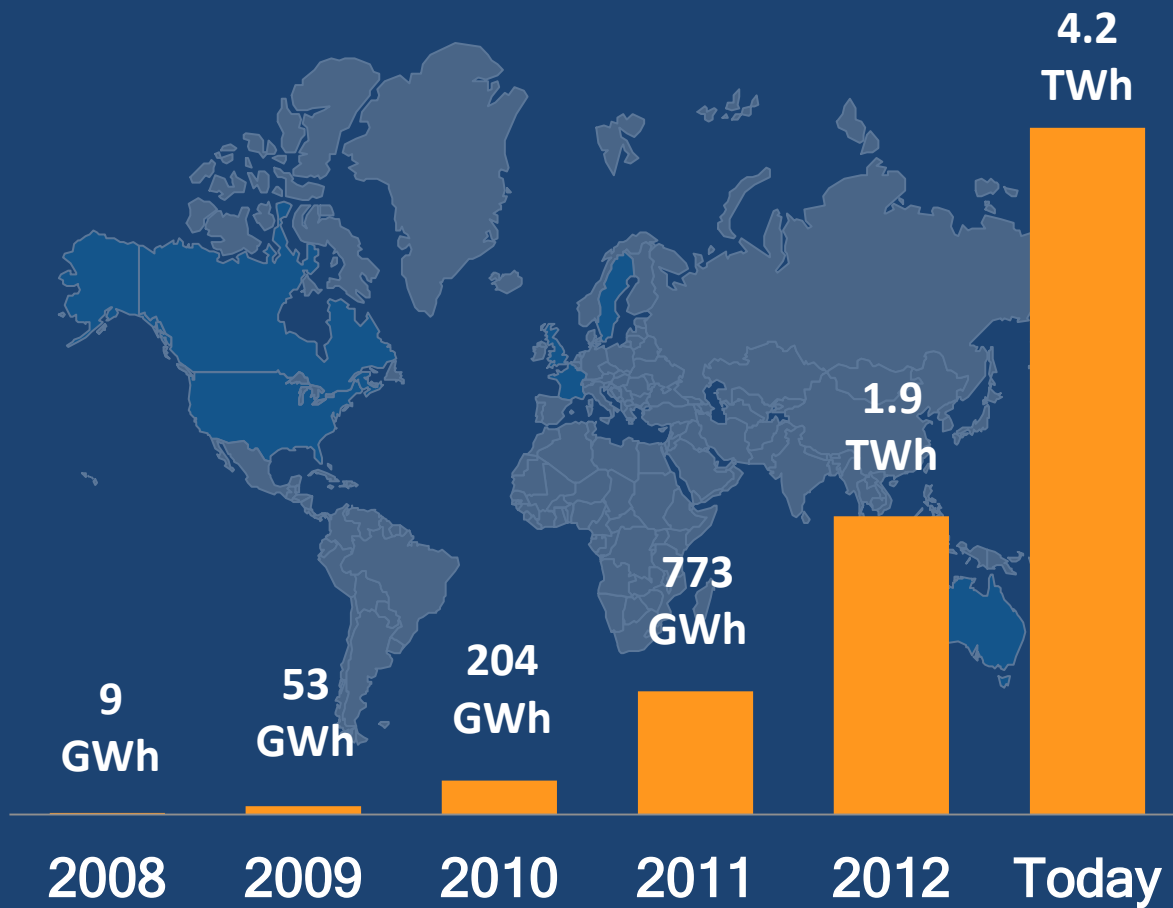
Result: Sustainable energy savings

kWh savings relative to average program savings





Sustained energy savings



~~¥~~ 475

billion

in consumer
bill savings

2.7

million

tonnes of CO₂
abated

Reducing peak consumption

Pre-event notifications ensure awareness

BGE SMARTENERGY rewards
a BGE SMARTENERGY savings program

save money and energy.

WELCOME TO SMART ENERGY REWARD
This program supports **EMPOWER MARYLAND**

UtilityCo Alert: Tomorrow, Wednesday July 14, is an Energy Savings Day. Between 1p.m. and 7p.m. earn money towards your next bill by reducing your electric use.

May 8, 2013 7:00 PM

BGE SMARTENERGY rewards
Jane Doe
Acct # *****5678

Earn money towards your next bill by saving energy tomorrow
Wednesday, July 10th between 1pm - 7pm.

Earn money towards your next bill by saving energy tomorrow
Monday, July 15th between 1pm - 7pm.

24,623 BGE customers have saved energy and earned money on the previous Energy Savings Days this summer.

Energy Savings Day tips

Reduce air conditioning use with fans
The demand for air conditioning is typically highest throughout our region during peak events. Keeping cool with fans instead of AC will help lower your energy use and keep you just as comfortable.

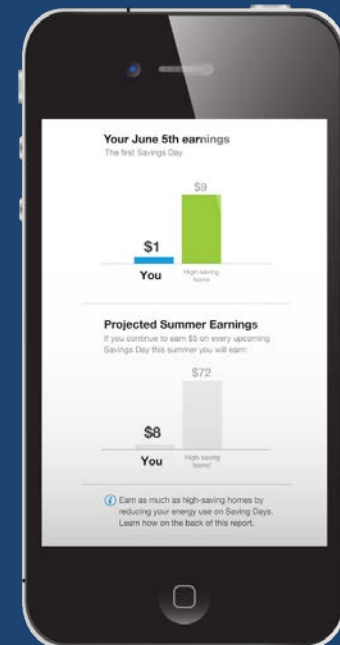
Impact
[Progress bar: 4/5 segments filled]

Enjoy unplugged activities
Put off running the dishwasher or doing laundry until after 7pm. Instead of watching TV or using electronics that need to be plugged in, read a book, play a board game, or spend quality time with your household members.

Impact
[Progress bar: 2/5 segments filled]

Add to your calendar: [Google Calendar](#) [Outlook](#) [iCal](#) [Yahoo Calendar](#)

Personalized communications provide feedback after an event



Personalized communications provide feedback after an event



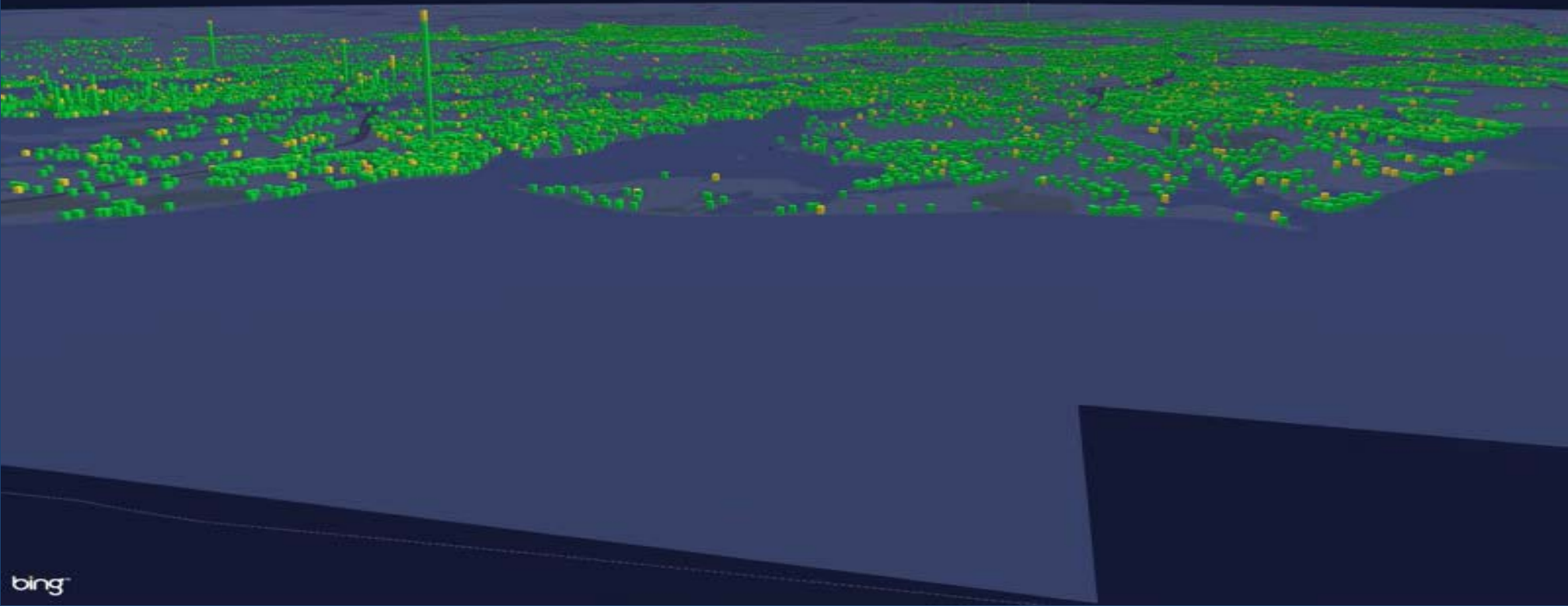
"This is a message from BGE. During the **Wednesday, July 10th Savings Day**, you earned **\$2.75** for reducing your energy use. The average-saving home earned **\$3.75** more than you."



Multi-channel communications reach every customer

Layer 1

- Device
- Other Contents





Opower's potential impact in Korea

700 GWh

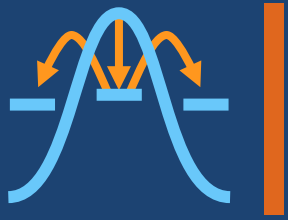
annual energy savings
(190k HHs off the grid)

₩85 billion

in annual bill savings for
consumers

Jeju Island

homes taken off the
grid for a year



Opower's potential impact in Korea

265 MW

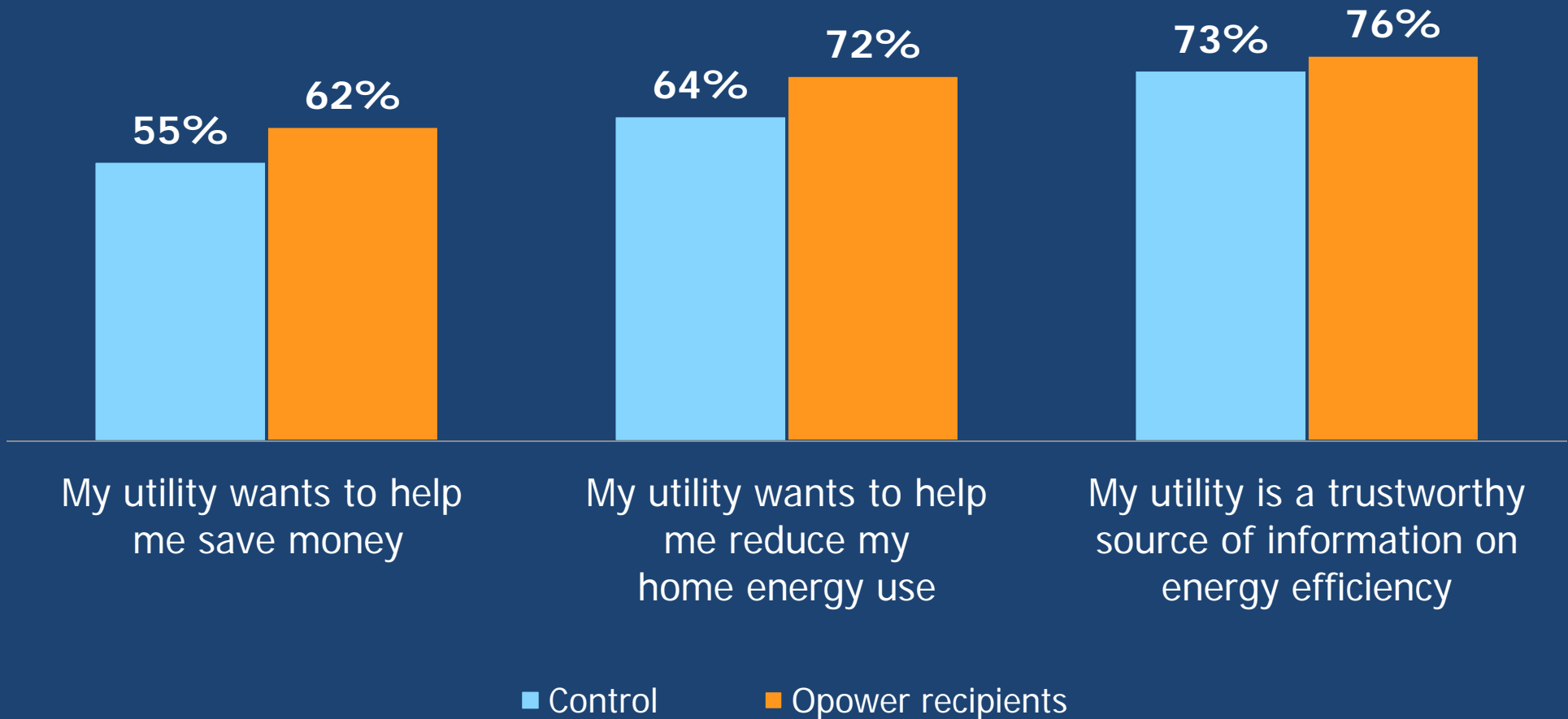
reduction in South Korea's peak demand on a summer day

~~₩~~750 billion

in capital cost deferred

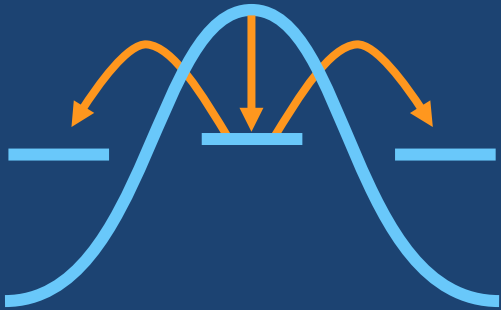


Delighted utility customers

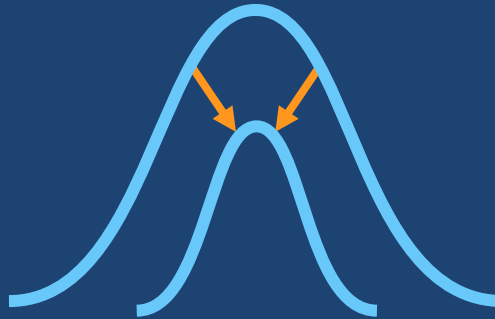




The Way Forward



Address capacity constraints & reduce
dependence on energy imports



Rebuild customer
relationships
& trust

