

Introduction to Direct Energy Business

Powerful Energy Management Solutions

Direct Energy Business offers the resources and the relationships to help you choose your supply strategy and effectively manage your energy spend. Through every step, we demonstrate our commitment to supporting your business goals and earning your trust.

■ **Focusing on Your Business Objectives**

We are here to help your business benefit from energy supply choice. We begin by talking to you about your energy profile and business goals, so we can customize an energy strategy that supports your specific performance objectives.

■ **Expanding Your Options with Industry-Leading Products and Services**

We are committed to offering you beneficial and practical choices for procuring your energy supply. By focusing on our customers' needs, we've helped businesses successfully adopt strategies for controlling their energy costs, maximizing their operational efficiency, mitigating financial risk and supporting their environmental responsibility interests.

■ **Energy Advocacy**

Direct Energy Business delivers much more than electricity and natural gas supply. We're here to act as your advocate for energy choice by keeping our eyes, ears and voice in the energy policy sphere. Our in-house regulatory experts are active in each of our service areas, and we regularly share their insights with you, including advance notice of rule making changes and analysis of the projected impact on your energy management strategy.

■ **Simplifying Your Energy Management Process**

Every member of our company believes that signing a contract is just the first step towards earning your business. We take pride in supporting your goals with customized support, straightforward guidance and outstanding customer service.



Energy supply and management solutions for:

- National Accounts
- Government and non-profit institutions
- Large commercial and industrial businesses
- Mid-sized commercial businesses
- Small business

About Direct Energy Business

- Direct Energy Business is a US\$4 billion company providing electricity and natural gas to nearly 50,000 businesses in North America
- More than 20 years of industry experience
- Licensed to serve customers in 14 states, the District of Columbia and 5 Canadian provinces
- Headquartered in Pittsburgh, PA
- One of the largest commercial retail energy suppliers in North America
- Direct Energy Business is wholly owned by Centrica plc (LSE: CNA), a Fortune Global 500** company

* The Fortune Global 500® was published in July 2009.



Understanding the Impact of Energy on Your Business

Our energy management solutions are grounded in our experience and our deep understanding of today's energy procurement issues. We help our customers implement custom energy strategies that keep pace with their industries' changing demands. We serve organizations across all sectors including:

- Commercial Real Estate
- Education
- Government, Public and Nonprofit Agencies
- Healthcare
- Hospitality
- Industrial
- Religious Organizations
- Restaurant
- Retail

■ Focused on Adding Value to Your Energy Supply

In addition to providing you with reliable electricity and natural gas supply, Direct Energy Business is committed to offering your business the most cost-effective strategies for managing your energy demands. We focus on supporting your cost control, efficiency and environmental responsibility efforts with experienced analysts, industry-leading products and outstanding customer service.

Our capabilities position us to serve our customers with a powerful combination of unique products, straightforward guidance on your procurement decisions, and personalized service that simplifies your energy management activities.

Our Company Values

- Demonstrating integrity in corporate conduct
- Ensuring openness and transparency
- Respecting human rights
- Enhancing customer experiences and business partnerships
- Valuing our people
- Focusing on health, safety and security
- Protecting the environment
- Investing in communities

We Put Our Financial Strength to Work for You

Each of our customers has unique energy management needs, but they all share a common interest: an energy supplier that they can count on for the long term, throughout the economy's ups and downs.

Direct Energy Business believes that our own financial stability is one of the greatest sources of value that we can extend to our customers. We know that you're relying on us not just for your energy supply, but also for experienced guidance on how to manage risk in turbulent markets. We're here to lead by example.



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