

Index Priced Product

Index Priced Strategies for Electricity

The Direct Energy Business Index Priced (market-based) Product offers you the flexibility to pursue competitive pricing on the wholesale market. We'll work with you to analyze your electricity usage profile and budget objectives, then provide guidance on obtaining your electricity supply at a rate per kWh that is linked to a transparent, published wholesale market index.

Our index priced contracts are typically available with flexible contract lengths. However, contract terms and conditions may vary based on regional legislation and your individual load profile.

Our Index Priced Product offers the following benefits for commercial and industrial businesses with a sophisticated energy procurement program.

■ Greater Flexibility

Price fluctuations in the electricity market can create opportunities to secure advantageous rates. Compared to more conservative offerings with lengthier contract terms, a market-based strategy positions you to take advantage of price drops or minimize exposure to future price spikes. You can float in the index market as you wait and watch for forward market conditions that align with your energy strategy.

■ Continual Market Monitoring

We monitor the real-time wholesale market on your behalf and execute transactions when the timing is right. We actively report on current and projected pricing opportunities that can support your cost control efforts.

■ Competitive, Transparent Pricing

Our fully transparent pricing structure provides a clear view of your procurement choices. We can help you develop a strategy to time your index or fixed price purchases when pricing cycles are best for your business.

■ Streamlined Conversion to a Fixed Price Strategy

We simplify the process of locking in a fixed price rate when market conditions can benefit your business. Our Fixed Price Product offers a range of options to support your energy management requirements.

Recommended for commercial and industrial businesses with:

- Higher volume of electricity consumption
- Greater risk appetite and budget flexibility
- A sophisticated energy management program

An energy strategy to:

- Ride the market in pursuit of advantageous pricing for longer-term contracts
- Minimize the risk of locking into a fixed price or long-term contract when prices are at relative highs
- Streamline procurement with simplified short- and long-term contract signings

Requirements:

- Agreement to contract terms
- Credit review





A Powerful Solution for Electricity Supply

Direct Energy Business is committed to helping our customers choose the right energy management strategy for their business. As we talk to you about your electricity procurement strategy, we take the time to fully understand your business objectives and usage requirements before providing a recommendation.

With our range of product offerings, we can support your electricity needs. Whether you are searching for budget stability, the flexibility to float in the market or a combination of the two, Direct Energy Business is dedicated to working with you to find powerful solutions that best meet your needs.

Index Priced Offering Process

Get started on cost control quickly with our streamlined process.

- Request a free quote by calling 800.830.5923 or visiting www.directenergybusiness.com. (A sample bill may be required for this process.)
- Review the competitive price and service terms.
- Sign our Index Priced Agreement.
- Receive a letter from Direct Energy Business upon successful enrollment. (Contingent upon timely fulfillment of your order and credit review.)

About Direct Energy Business

Direct Energy Business is dedicated to serving our customers with industry-leading energy management solutions. We can help you gain greater control of your energy costs and streamline your procurement process.

With more than 20 years of industry experience, we are dedicated to helping companies make cost-effective choices for their energy requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area.

To learn more about our company and other energy strategies for commercial and industrial enterprises, visit www.directenergybusiness.com or call 800.830.5923.



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DEB 00214 (10)