

PowerPortfolio[®]



Portfolio Strategies for Electricity

PowerPortfolio[®] from Direct Energy Business is a customized, blended wholesale procurement offering that incorporates fixed and index priced (market-based) strategies for an appropriate degree of risk exposure. Through this approach, your electricity procurement strategy is structured as a portfolio of layered forward purchases. Based on your risk profile and other business objectives, your portfolio includes a blend of future supply secured at fixed price block purchases and an appropriate degree of market exposure, allowing you to time forward purchases when market conditions are most advantageous for your budget and business requirements.

PowerPortfolio offers the following benefits for high-volume businesses or buying pools.

■ Personal, Customized Support

As a PowerPortfolio customer, an experienced Direct Energy Business Portfolio Strategist will actively manage your customized energy strategy, suggest recommendations to assist you in making critical decisions and continually seek ways to optimize your electricity spend.

■ Transparent Pricing

Throughout your PowerPortfolio strategy implementation, we present your buying opportunities with transparent wholesale market pricing at no mark-up. A flat, negotiated fee for the management of this product will be presented up front. As a result, you can base your purchasing decisions with the assurance of no hidden fees.

■ Constant Market Presence

From our state-of-the-art Energy Management Center, Direct Energy Business Portfolio Strategists and Purchasing Specialists continually monitor the wholesale market with the goal of uncovering and executing the best opportunities for your forward transactions. Our Government and Regulatory Affairs group also monitors, assesses and reports on regulatory changes that may affect your energy procurement options.

Recommended for:

- High-volume electricity consumers
- Energy buying pools
- National Accounts
- Industrial businesses

An energy strategy to:

- Seize buying opportunities in the wholesale electricity market
- Play an active role in your energy procurement with the help of experienced energy management professionals

Requirements:

- Annual usage of 50,000 MWh or more at a single or multiple locations
- Contact person with the ability to take an active role in procurement decisions
- Flexible contract terms
- Credit review



PowerPortfolio Process

Open and ongoing dialogue is a hallmark of our PowerPortfolio product. Your Portfolio Strategist keeps a constant watch on the wholesale market, continually evaluates your portfolio position, initiates dialogue to share valuable market and regulatory information and recommends purchasing strategies that serve your unique needs. These findings and our recommendations are shared with you during calls with your Portfolio Strategist and custom activity reports.



■ Lower Annual Usage Offerings

You may still be able to take advantage of PowerPortfolio if your annual usage is less than 50,000 MWh. If your usage is between 10,000 and 50,000 MWh per year, we would be happy to discuss how the benefits of PowerPortfolio can help meet your business needs.

■ Buying Pools

Direct Energy Business also works with groups of customers to develop and manage electricity pool programs. Groups of smaller consumers with combined usage that meets the PowerPortfolio requirements can gain access to this unique procurement choice.

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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